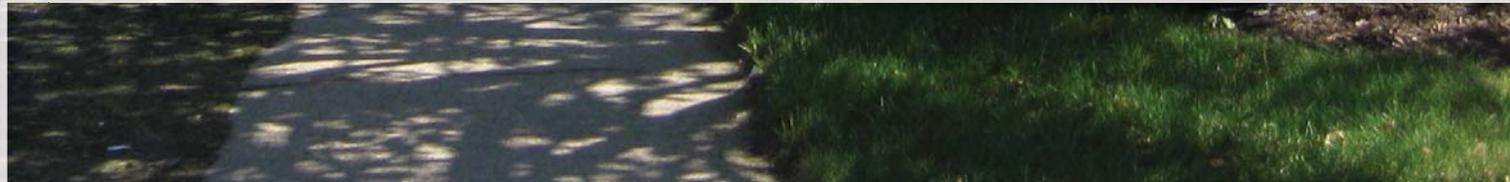




Route 25A – Wading River Planning and Zoning Report
July 12, 2012

BFJ Planning



Route 25A – Wading River Planning and Zoning Report

Town of Riverhead
Suffolk County, NY

July 12, 2012

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1.0 Introduction

1.1 Background and Study Purpose

The Town of Riverhead adopted a town-wide Comprehensive Plan in 2003, which contained planning goals and policies for the Route 25A corridor in Wading River. Since that time, numerous projects have been proposed in accordance with existing zoning, and a number of vacant parcels and agricultural land along Route 25A have experienced extensive development pressure. Recently proposed commercial development applications have expanded outside of the existing hamlet commercial district, potentially threatening the character of Route 25A and its surrounding open space, farmland, and residential neighborhoods.

In response to this development pressure, the Town of Riverhead began a planning and zoning study in September 2011 to identify the remaining vacant parcels and resolve issues concerning future land use and zoning. The Town now seeks to adopt a selective update to its 2003 Comprehensive Plan with a focus on Route 25A in Wading River, as well as zoning map changes and zoning text amendments.

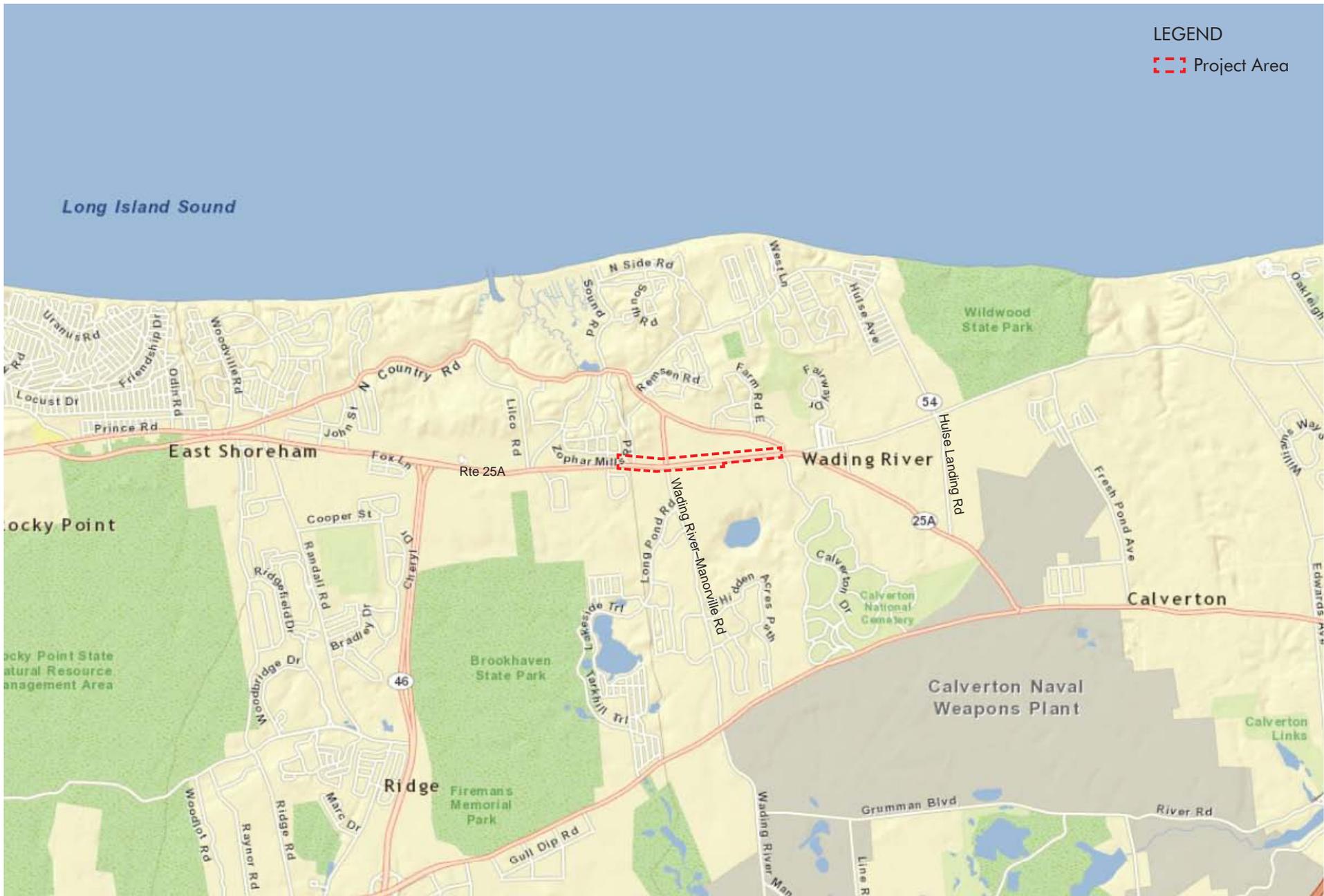
The Comprehensive Plan update, zoning map changes and zoning text amendments are separate documents that will be proposed for Town Board action. Because these updates and amendments are actions subject to the New York State Environmental Quality Review Act (SEQR) a separate Environmental Assessment Form (EAF) has been prepared.

The purpose of this Planning and Zoning Report is to provide a summary and background to the proposed Comprehensive Plan update and zoning amendments. This report also summarizes the impacts of these proposals and the market implications.

1.2 Study Area and Key Undeveloped Parcels

The study area consists of the Route 25A corridor in the Hamlet of Wading River from the Brookhaven Town line to the intersection of North Country Road and Route 25A. (See Figure 1.) A larger area extending east to Hulse Landing Road was originally anticipated but has not been included due to litigation concerning the Knightland Village project located just east of the study area at the Sound Avenue and Route 25A intersection.

As shown on Figure 2, there are several undeveloped parcels within the study area. Some of this land currently contains retail and restaurant development proposals that have been submitted to the Town and meet current zoning requirements. The commercial development potential of these parcels was the impetus of this study and is analyzed further in the following chapters.



ROUTE 25A - WADING RIVER ZONING PROPOSAL

FIGURE 1: REGIONAL CONTEXT



LEGEND
 [Red dashed box symbol] Project Area



1.3 Goal of Proposed Zoning and Project Vision

The goal of the proposed zoning is to contain strip retail growth to the existing Wading River commercial district within the vicinity of the Route 25A and Wading River-Manorville Road intersection, while maintaining development choices for private property owners.

The Comprehensive Plan update envisions small- to moderate-scale infill development combined with open space and civic improvements to create a compact neighborhood commercial district within the existing hamlet commercial district. Outside of this area, the Plan envisions other non-retail uses that are compatible with the surrounding single-family and multifamily residential, professional office, and agricultural uses. The Plan also envisions preserving existing open space in order to retain and enhance the hamlet's community character and rural qualities.

1.4 Study Progress and Public Participation

To date the Town's planning consultant, BFJ Planning (BFJ), has participated in several Town Board meetings and work sessions, two focus group sessions (on October 19 and October 24, 2011), and a very well attended public workshop on February 4, 2012 at St. John the Baptist



Members of the public listen intently to a presentation on Route 25A zoning strategies on February 4, 2012

Roman Catholic Church in Wading River. Most recently, BFJ attended a Town Board work session on March 29, 2012 that was moderated by the Long Island Pine Barrens Society Executive Director and was attended by local landowners and civic group representatives.

2.0 Zoning Analysis

2.1 Existing Zoning

As shown on Figure 3, the majority of parcels along the Route 25A corridor are zoned BUS CR (Rural Neighborhood Business). The commercial core is located within the vicinity of the Route 25A and Wading River-Manorville Road intersection, which includes three strip commercial centers and several freestanding businesses. There are four parcels that contain BUS CR and single-family residential (RB80 and RB40) split zoning, located in the middle of the project area. Three of these parcels back-up to a Long Island Power Authority right-of-way on the north side of 25A.

The MRP (Multifamily Residential Professional Office) Zone is located in the middle of the two commercial areas on the north side Route 25A. This zone currently contains two professional office centers and two condominium developments that have retained substantial natural buffers to Route 25A.

2.2 Proposed Zoning

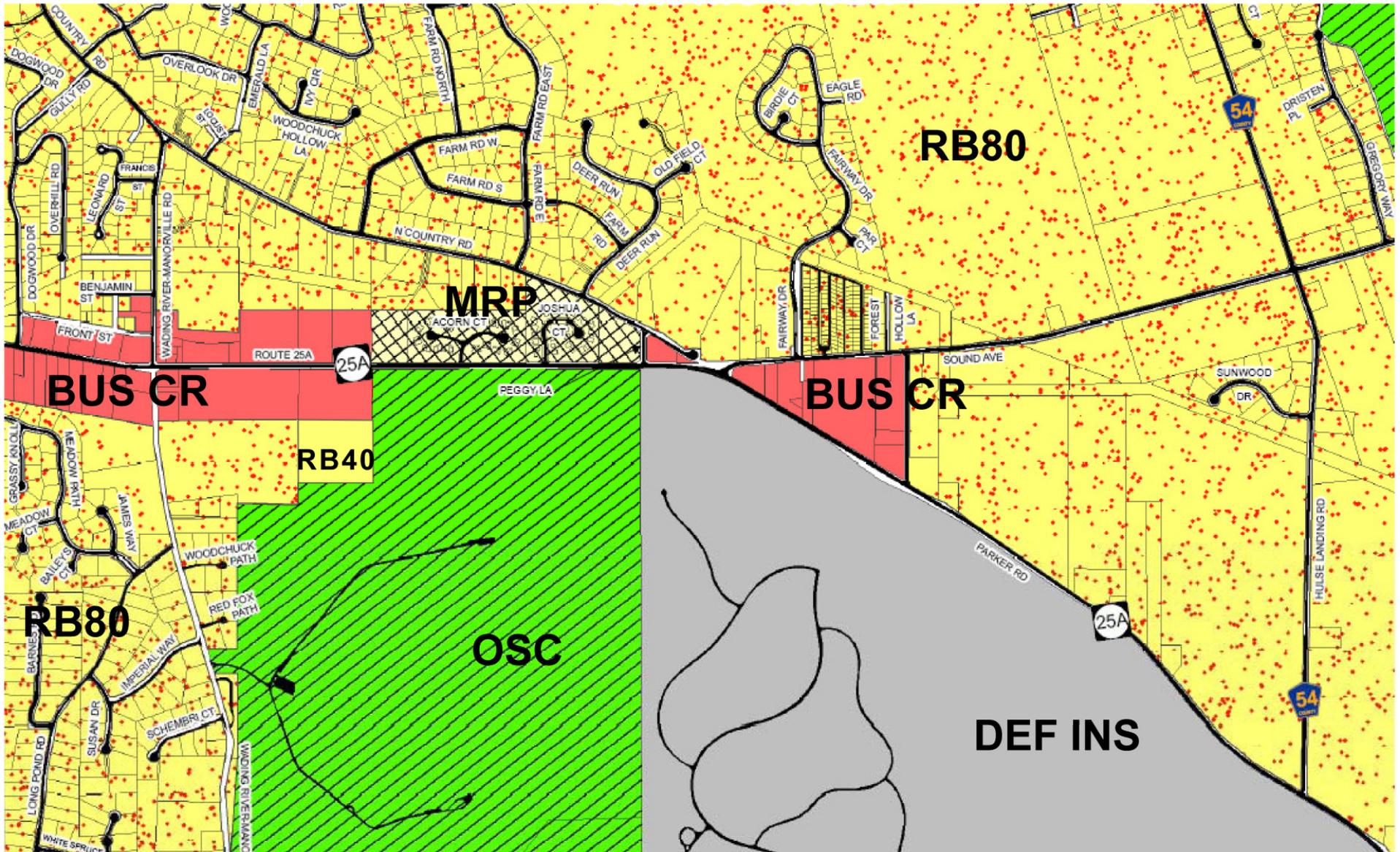
The following zoning amendments are recommended for Town Board consideration. Once the Town Board has made a final decision on the zoning changes the Town Planner would prepare detailed zoning text amendments and zoning map changes.

2.2.1 Multifamily Residential Professional Office Zone

- (a) **Location:** as shown on Figure 4 the proposed MRP Zone would replace approximately 16.4 acres of the BUS CR Zone.

(See Figure 5 for proposed rezoning acreage.) The MRP Zone would be limited to the north side of Route 25A and would extend north approximately 500 feet from the Route 25A right-of-way, west up to and including the Partridge Family vacant parcel (Suffolk County Tax Map 'SCTM' #600-75-1-1.2) and east up to the Route 25A/North Country Road intersection (SCTM #600-75-1-11). The current RB80 split zoning for the Partridge Family, Condzella's Farm (SCTM #600-75-1-1.1 and 2) and Barra (SCTM #600-75-1-3) parcels, which extends up to the Long Island Power Authority (LIPA) owned property (SCTM #600-75-1-6), would remain. Also, the current BUS CR/RB40 split zoning for the Zoumas parcel (SCTM #600-75-3-4) would remain as-is.

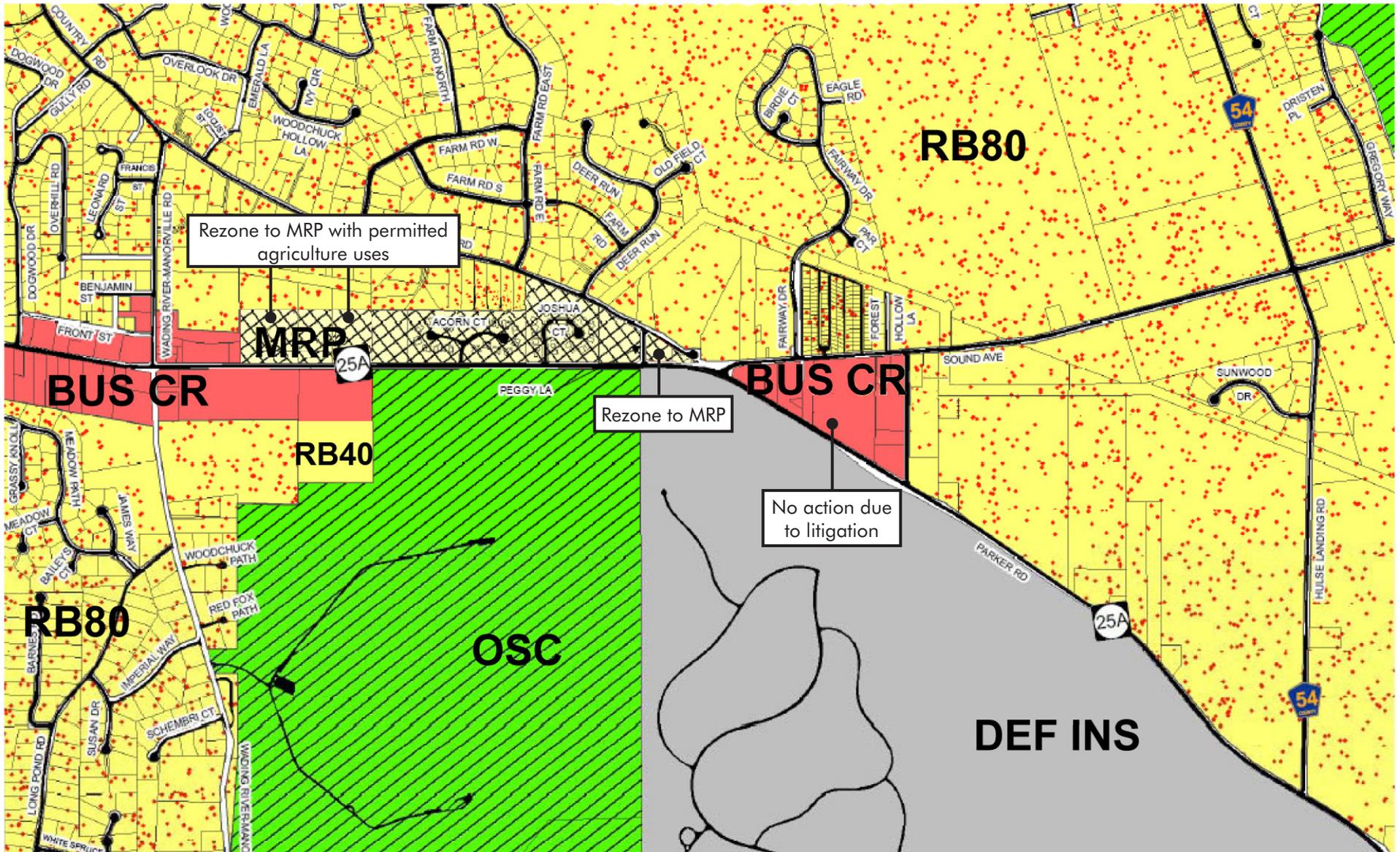
- (b) **Uses:** would be expanded in the MRP Zone to include one-family townhomes or multifamily units (currently, multifamily residential condominiums are permitted). Also, professional studios and agricultural production, including field crops (e.g. corn, rye, barley and hay), fruits, vegetables, horticultural specialties (e.g. nursery stock and ornamental trees and flowers), livestock and livestock products (e.g. cattle, sheep, goats, horses, poultry, milk and eggs), and commercial horse boarding would be permitted. Accessory uses to agricultural production would also be permitted, as would the sale at retail of homegrown or homemade products, provided that all retail uses are subject to site plan approval. In addition, community facilities, including public libraries and museums, as well as institutions (i.e. schools, places of worship and community centers) would be permitted by special permit.



RB40 - Residence B-40
 RB80 - Residence B-80
 BUS CR - Neighborhood Rural Business

MRP - Multi Family Residential Professional Office
 OSC - Open Space Conservation
 DEF INS - Defense Institutional





RB40 - Residence B-40
 RB80 - Residence B-80
 BUS CR - Neighborhood Rural Business

MRP - Multi Family Residential Professional Office
 OSC - Open Space Conservation
 DEF INS - Defense Institutional





LEGEND
 Project Area
 Rezoning Area



- (c) **Bulk Requirements:** building coverage would be reduced from 17% to 15% and a floor area ratio (FAR) of 0.20 would be added to the MRP Zone. Additional requirements include a maximum impervious surface coverage of 75%, and a minimum of 20% open space.
- (d) **Dwelling Unit Sizes:** maximum dwelling unit size restrictions would be added to the MRP Zone, including 1,400 sf for one-bedroom units and 1,800 sf for two-bedroom units. These restrictions are exclusive of up to 400 sf for attached or detached garages.
- (e) **Parking:** the parking requirement for professional office uses would be changed from one space per 150 square feet to one space per 250 square feet, which would bring this requirement in-line with current typical parking standards for office uses.

2.2.2 Changes to Area and Bulk Requirements

The following table highlights the proposed changes to the bulk requirements in the MRP Zone.

Table 1: Existing versus Proposed Bulk Requirements

Zoning District	Existing Requirement	Proposed Requirement
MRP		
Min. lot area (square feet)	160,000	160,000
Min. lot width (feet)	400	400
Max. building coverage (%)	17 (office uses)	15 (all uses)
Max. impervious surface coverage	-	75
Max. floor area ratio	-	0.20
Max. building height (feet/stories)	35/-	35/2.5
Min. open space (%)	-	20
Min. front yard depth (feet)	50	50
Min. side yard/both side yards (feet)	25/-	25/-
Min. rear yard depth	50	50

2.2.3 Rural Neighborhood Business Zone

During the planning process concerns were raised over the intent of the current zoning text in the BUS CR Zone that limits the size of retail “stores” to 10,000 sf or less. After our conversations with Town planning staff and members of the Town Board it was made clear that the legislative intent of this requirement is to prohibit “buildings” exceeding a floor area of 10,000 sf as opposed to prohibiting “stores” that exceed 10,000 sf. This modification would allow for greater conformity to the town’s guideline for campus-style building arrangements in site plan review, as described in the current purpose and intent section of the town’s Zoning Code for the BUS CR Zoning Use District. This zoning text change would

positively impact the community character and suburban aesthetics of the Hamlet of Wading River.

Further text modifications to the BUS CR Zoning Use District guidelines are proposed with respect to motor vehicle access and signage. BUS CR guidelines should be amended to make clear that motor vehicle traffic crossing lot lines of those lots located on the south side of Route 25A between the westerly town boundary and Wading River Manorville Road shall be achieved through cross access easements required through the site plan review and not through dedication of a public highway. This proposed modification would conform to the proposed update to the Town of Riverhead Comprehensive Plan for Route 25A – Wading River, which recommends an access or service drive in the aforementioned location in order to provide rear access to properties, limit curb cuts along the street and improve traffic flow. As noted in the Comprehensive Plan update, BUS CR design guidelines for signage should also be amended to encourage the use of uniform signage in shopping centers and further protect the community character of the Hamlet of Wading River.

2.2.4 Retail Parking Requirement

Another goal of this study was to consider the environmental impacts of future development within the project area. One way to protect the environment is to reduce excessive pavement by relaxing the number of parking spaces required for a particular use. Upon review of the Town's current parking requirement for retail uses, the Town should evaluate the possibility of relaxing the parking requirement for all retail uses within the Town from one space per 200 square feet to one space per 250 square feet.

3.0 Summary of Impacts

This chapter provides a summary of the potential impacts of the proposed MRP zoning on density, the school district, traffic, parking and community character/aesthetics. These impacts are analyzed as part of the Full Environmental Assessment Form (Full EAF) as required by the New York State Environmental Quality Review Act (SEQR) and submitted separately to the Town Board.

For purposes of this summary, it is assumed that 75% of the 16.4 acre rezoning area would be developed as multifamily residential and 25% of the area would be developed as professional office. This assumption is based on the current multifamily and professional office split on the north side of Route 25A. Also, current market conditions are such that multifamily housing is more favorable than professional office.

3.1 Density/Development Potential

The following analysis includes the potential maximum build-out of the 16.4 acre rezoning area. The projected build-out was performed for both the existing zoning and the proposed zoning.

3.1.1 Projected Build-Out Under Existing Zoning

The proposed rezoning area currently contains about 16.4 acres of the BUS CR Zone. This could result in approximately 142,877 sf of future retail utilizing the current floor area ratio of 0.20.

3.1.2 Projected Build-Out Under Proposed Zoning

The proposed MRP Zone would replace approximately 16.4 acres of the BUS CR Zone. The projected build-out results in about 35,720 sf of professional office and 64,800 sf of multifamily (or 36 dwelling units), for a total of 100,520 sf.

As can be seen, the projected overall building square footage under the proposed zoning is less than the existing zoning. Also, there is a difference in the types of uses that could be built under both zoning scenarios. The proposed MRP Zone excludes retail uses and would therefore eliminate up to 142,877 sf of retail space.

3.2 Public School Children

Under the assumed 75%/25% split of multifamily residential to professional office, the proposed MRP zoning would generate about four to six public school children. This impact is de minimis as the Shoreham-Wading River Central School District has sufficient capacity due to a recent decline of 250 public school children over the past few years¹. Due to this decline, the school district would still be able to accommodate additional school children if the rezoning area were developed as 100% multifamily residential. On the contrary, it is also possible that senior housing could be built within the MRP Zone, which would result in no public school children or less children if combined with standard multifamily housing.

¹ According to January 2012 school enrollment figures from the Shoreham-Wading River Central School District and the *New York State Education Department's Accountability and Overview Report* for 2009-2010.

Table 2: Estimated Number of School Aged Children under Proposed Zoning

Unit Type ²	Estimated Break-Down of Unit Type ²	Public School Children Multiplier Rates	Estimated Number of Public School Children
1 Bedroom (Own)	-	-	-
2 Bedroom (Own)	36	0.10	4
Total	36¹	---	4

Notes:

1. The total number of dwelling units is based on Town of Riverhead zoning requirements and excludes Pine Barrens Compatible Growth Area requirements.
2. Assumes 100% 2 br d.u., a 100% distribution of ownership units and a 75/25 split of multifamily residential and professional office. The actual number of each unit type will be determined by each individual developer based on market conditions. It is assumed that all new units will be market-rate.

Source: The public school children multiplier was determined by the number of school children (six children) that currently live in the Wading River Woods and Villas at Horizon condominiums (total of 63 units) as determined by the Shoreham-Wading River Central School District, February 2012. The actual public school children multiplier is 0.95. For purposes of this study, 0.10 is used as a worst case scenario.

3.3 Traffic and Parking

3.3.1 Traffic Impacts

Traffic generation rates were developed using the Institute of Transportation Engineers (ITE) Trip Generation Handbook, 8th Edition (2008). As shown in Table 3, the proposed rezoning would generate less traffic during the AM peak hour and substantially less traffic during the PM peak hour. This difference is due to the fact that residential uses typically generate less traffic than retail uses and the amount of retail square footage would be reduced by up to 140,000 sf under the proposed rezoning.

Table 3: Traffic Generation – Existing versus Proposed Zoning

Zoning	Land Use	Amount	Unit	AM	PM
Existing Zoning	Retail	142,877	SF	143	533
	Total Vehicles			143	533
Proposed Zoning	Professional Office	35,720	SF	55	53
	Condos	36	DU	24	27
	Total Vehicles			79	80

3.3.2 Parking Impacts

As shown in Table 4, the proposed rezoning would result in less parking than under the current zoning. This translates into fewer impacts on the environment due to the reduction of impervious surface cover.

Table 4: Parking Requirements – Existing versus Proposed Zoning

Zoning	Land Use	Amount	Unit	Parking Requirement (# of spaces/ amount)	# of Spaces
Existing Zoning	Retail	142,877	SF	0.005	714
	Total Spaces				714
Proposed Zoning	Professional Office	35,720	SF	0.004	143
	Condos	36	DU	1.5	54
	Total Spaces				197

Source: Town of Riverhead Zoning Code – Parking Schedule.

3.4 Community Character/Aesthetics

The proposed open space requirement of 20% of the land area in the MRP Zone will better retain the rural character of the corridor. Community character will be further protected by the additional buffer requirements in the MRP Zone, including a 50 foot front yard depth compared to 30 feet in the BUS CR Zone, as well as the addition of agricultural production as a permitted use in the MRP Zone. In addition, the proposed zoning text amendments include a modification to the BUS CR Zone that clarifies that “buildings” exceeding a floor area of 10,000 square feet are prohibited as opposed to prohibiting “stores” with a floor area exceeding 10,000 square feet. Further zoning text changes for the BUS CR Zoning Use District would encourage the use of uniform signage in shopping centers. These modifications are expected to positively impact the community character and suburban aesthetics of the Hamlet of Wading River.

4.0 Market Analysis

During the planning process for this zoning study, questions were raised by the public about a market assessment and gaps analysis that was conducted for a similar project that BFJ Planning conducted for the Route 25A corridor in the Town of Brookhaven. The public asked how that study, entitled *Route 25A – Mount Sinai to Wading River Draft Land Use Plan*, applies to the Route 25A zoning study in the Town of Riverhead. The following summary describes this relationship. This analysis was also presented to the Town Board and several local landowners and civic group representatives at a Town Board work session held on March 29, 2012.

4.1 Urbanomics Market Analysis

A market assessment and gaps analysis was prepared by Urbanomics for the Route 25A Draft Land Use Plan in the Town of Brookhaven. The Land Use Plan covered an approximately 10-mile long study area along Route 25A, which included the six hamlets of Mount Sinai, Miller Place, Sound Beach, Rocky Point, Shoreham and Wading River. The market analysis was based on the respective zip codes of the six hamlets. The purpose of the analysis was to determine whether the potential existed for capturing additional retail and service expenditures and how much future retail development the corridor could support based on market conditions at the time.

The following table shows the spending gap for retail trade and restaurants within each of the six hamlets in 2010. The spending

gap represents the dollar amount that is leaked or spent outside of each hamlet. As shown in the table there was a retail spending gap of approximately \$88 million in Wading River, meaning that residents in the Wading River zip code were spending that money outside the area. A portion of this could be reasonably captured in Wading River, which could support some future retail development.

Unlike Wading River, Rocky Point is the hamlet that had a spending surplus of approximately \$17 million, indicating that the hamlet already meets the retail needs of the community. Of all the hamlets in the Route 25 Draft Land Use Plan only Rocky Point was identified as needing no further retail development.

The market analysis suggested that a reasonable capture rate for the spending gap in the various hamlets is 25%. The current retail spending leakage that Wading River is losing is \$88 million. Thus, 25% of this (\$22 million by expenditures) could be captured with the right retail mix. Assuming \$250 in sales per square foot, the Route 25A corridor in Wading River could support roughly 88,000 square feet (sf) of retail space.

Table 5: Spending Gap by Hamlet Zone and Major Sector, 2010

Route 25A Corridor	2010 in \$000		
	Resident Consumption	Establishment Sales	Spending Gap
Mount Sinai	\$222,781	\$77,721	\$145,060
Retail Trade	\$199,860	\$ 69,721	\$130,139
Restaurants	\$22,921	\$8,000	\$14,921
Miller Place	\$219,223	\$95,254	\$123,969
Retail Trade	\$196,387	\$74,254	\$122,133
Restaurants	\$22,836	\$21,000	\$1,836
Rocky Point	\$194,394	\$207,436	\$ (13,042)
Retail Trade	\$173,253	\$190,436	\$ (17,183)
Restaurants	\$21,141	\$17,000	\$4,141
Sound Beach	\$121,034	\$25,027	\$96,007
Retail Trade	\$107,566	\$24,027	\$83,539
Restaurants	\$13,468	\$1,000	\$12,468
Shoreham	\$106,569	\$17,853	\$88,717
Retail Trade	\$95,698	\$16,853	\$78,846
Restaurants	\$10,871	\$1,000	\$9,871
Wading River	\$161,940	\$76,231	\$85,709
Retail Trade	\$145,224	\$57,231	\$87,993
Restaurants	\$16,716	\$19,000	\$(2,284)

Source: The Nielsen Company, Claritas RPM Report, and Urbanomics; Route 25A – Mount Sinai to Wading River Draft Land Use Plan, June 1, 2010

Note: For six (6) zip zones comprising the Route 25A Corridor

4.2 Retail Capture from Tourism and Through Traffic

The Urbanomics' market analysis did not factor potential retail capture from through traffic or seasonal tourism since the study focused on the Brookhaven side of 25A and not the Riverhead side, which acts as a gateway to tourism activities. A portion of this retail potential is likely captured in the Route 25A study area in Wading River.

4.3 Future Retail Demand

The Urbanomics market analysis was a snapshot of market conditions in 2010 and not a future forecast of the market. The study identified an existing demand for retail along Route 25A in Wading River even though the study was prepared during the recession. It is anticipated that the demand for retail will slightly increase as the economy strengthens and population and nearby employment increases. This is particularly the case with the nearby Enterprise Park at Calverton (EPCAL) planned redevelopment, which is anticipated to bring new jobs and employment to the area.

4.4 Relationship of Zoning to Retail Demand

In New York State, zoning is based on public health, safety, welfare and property values. To be most effective it should be based in part upon current market demand and future potential. It is important for zoning to allow for some reasonable retail growth and not eliminate retail development in its entirety.

Urbanomics' market study showed about 88,000 sf of retail space that could be supported along Route 25A if 25% of the spending leakage is captured at \$250 per square foot. Rezoning 16.4 acres

from the BUS CR to the MRP Zone would reduce the existing retail square feet potential by 142,877 sf. After the proposed rezoning is applied, there is still a potential for about 200,000 sf for future retail growth (or a capture of 57% of spending leakage), including the Knightland Village project. Therefore, the proposed rezoning would reduce excess retail capacity but would continue to provide for future retail growth.

5.0 Conclusion

In conclusion, the proposed zoning would eliminate up to 142,877 sf of existing retail square feet but would still allow for the capture of 200,000 sf for future retail growth (or 57% of the current retail spending leakage). The proposed zoning is protective of property rights in that it attempts to strike a balance with the overall analysis of the market study and the goal of containing growth to the hamlet's existing commercial district. Infill opportunities are kept open by retaining the Business CR Zoning Use District within the existing commercial district within the vicinity of Wading River-Manorville Road/Route 25A. At the same time, the undeveloped area on the north side of 25A to the east of the existing commercial district is rezoned to MRP, which does not allow retail but would allow an expanded range of uses, such as agriculture uses.

The environmental impacts are also favorable as the overall development potential under the proposed zoning (100,520) is less than the existing zoning (142,877 sf). The proposed MRP zoning would increase open space and buffer requirements, while decreasing the maximum floor area ratio and building coverage permitted under the current MRP zoning. Also, the types of uses allowed in the MRP Zone are more beneficial in that they would protect the character of the Route 25A corridor by excluding retail development outside of the existing commercial district.

The proposed MRP zoning would generate less traffic, particularly during the PM peak hour, and substantially less impervious surface cover as less parking would be required. It would also result in no significant adverse impacts on the Shoreham-Wading River Central

School District as only a small number of public school children are anticipated and the school district has sufficient capacity.

Due to the proposed zoning text changes for the MRP Zoning Use District, the area and bulk requirements on both sides of Route 25A would better match as the proposed floor area ratio (0.20) and building coverage (15%) requirements would be the same for the MRP and BUS CR Zoning Use Districts.

In addition to text changes to MRP Zoning Use District, the proposed zoning text amendments include a modification to the BUS CR Zone that clarifies that "buildings" exceeding a floor area of 10,000 square feet are prohibited as opposed to prohibiting "stores" with a floor area exceeding 10,000 square feet. Further proposed zoning text changes for the BUS CR Zoning Use District would encourage the use of uniform signage in shopping centers. These modifications are expected to positively impact the community character and suburban aesthetics of the Hamlet of Wading River.

617.20
Appendix A
State Environmental Quality Review
FULL ENVIRONMENTAL ASSESSMENT FORM

Purpose: The full EAF is designed to help applicants and agencies determine, in an orderly manner, whether a project or action may be significant. The question of whether an action may be significant is not always easy to answer. Frequently, there are aspects of a project that are subjective or unmeasurable. It is also understood that those who determine significance may have little or no formal knowledge of the environment or may not be technically expert in environmental analysis. In addition, many who have knowledge in one particular area may not be aware of the broader concerns affecting the question of significance.

The full EAF is intended to provide a method whereby applicants and agencies can be assured that the determination process has been orderly, comprehensive in nature, yet flexible enough to allow introduction of information to fit a project or action.

Full EAF Components: The full EAF is comprised of three parts:

- Part 1: Provides objective data and information about a given project and its site. By identifying basic project data, it assists a reviewer in the analysis that takes place in Parts 2 and 3.
- Part 2: Focuses on identifying the range of possible impacts that may occur from a project or action. It provides guidance as to whether an impact is likely to be considered small to moderate or whether it is a potentially-large impact. The form also identifies whether an impact can be mitigated or reduced.
- Part 3: If any impact in Part 2 is identified as potentially-large, then Part 3 is used to evaluate whether or not the impact is actually important.

THIS AREA FOR LEAD AGENCY USE ONLY

DETERMINATION OF SIGNIFICANCE -- Type 1 and Unlisted Actions

Identify the Portions of EAF completed for this project: Part 1 Part 2 Part 3
Upon review of the information recorded on this EAF (Parts 1 and 2 and 3 if appropriate), and any other supporting information, and considering both the magnitude and importance of each impact, it is reasonably determined by the lead agency that:

- A. The project will not result in any large and important impact(s) and, therefore, is one which will not have a significant impact on the environment, therefore a negative declaration will be prepared.
- B. Although the project could have a significant effect on the environment, there will not be a significant effect for this Unlisted Action because the mitigation measures described in PART 3 have been required, therefore a CONDITIONED negative declaration will be prepared.*
- C. The project may result in one or more large and important impacts that may have a significant impact on the environment, therefore a positive declaration will be prepared.

*A Conditioned Negative Declaration is only valid for Unlisted Actions

Adoption of Town of Riverhead Comprehensive Plan Update and Zoning Map and Text Amendments

Name of Action

Town of Riverhead Town Board

Name of Lead Agency

Hon. Sean Walter

Town Supervisor

Print or Type Name of Responsible Officer in Lead Agency

Title of Responsible Officer

Signature of Responsible Officer in Lead Agency



Signature of Preparer (If different from responsible officer)

July 13, 2012

Date

PART 1--PROJECT INFORMATION

Prepared by Project Sponsor

NOTICE: This document is designed to assist in determining whether the action proposed may have a significant effect on the environment. Please complete the entire form, Parts A through E. Answers to these questions will be considered as part of the application for approval and may be subject to further verification and public review. Provide any additional information you believe will be needed to complete Parts 2 and 3.

It is expected that completion of the full EAF will be dependent on information currently available and will not involve new studies, research or investigation. If information requiring such additional work is unavailable, so indicate and specify each instance.

Name of Action Adoption of Town of Riverhead Comprehensive Plan Update and Zoning Map and Text Amendments

Location of Action (include Street Address, Municipality and County)

Route 25A Wading River, Town of Riverhead, Suffolk County

Name of Applicant/Sponsor Town of Riverhead Town Board

Address 200 Howell Avenue

City / PO Riverhead State NY Zip Code 11901

Business Telephone (631) 727-3200

Name of Owner (if different) _____

Address _____

City / PO _____ State _____ Zip Code _____

Business Telephone _____

Description of Action:

The Town of Riverhead seeks to adopt a selective update to its 2003 Comprehensive Plan with a focus on Route 25A in Wading River. This selective Comprehensive Plan update will help guide future development along Route 25A in Wading River so that it allows for orderly growth and development while balancing conservation and preserving and enhancing the quality of life and community character of the study area. The proposed zoning amendments will carry out the Comprehensive Plan update. The zoning map changes will replace approximately 16.4 acres of the BUS CR Zoning Use District (Rural Neighborhood Business) with the MRP Zoning Use District (Multifamily Residential Professional Office Zone). The proposed zoning changes will help contain strip commercial and retail development within the existing hamlet commercial center. The text amendments to the MRP Zone will add open space requirements, limit building and impervious coverage, limit floor area ratio, and limit residential unit sizes.

In addition to text changes to the language of the MRP Zoning Use District, the Town Board desires to amend the text of the BUS CR Zoning Use District to modify the language of Section 108-294.D(1) in order to prohibit "buildings" exceeding a floor area of 10,000 square feet as opposed to prohibiting "stores" with a floor area exceeding 10,000 square feet. This modification is expected to clarify the legislative intent of the BUS CR Zoning Use District in the 2003 Town of Riverhead Comprehensive Plan and to positively impact the community character and suburban aesthetics of the Hamlet of Wading River. Further text modification to the BUS CR Zoning Use District guidelines are proposed with respect to motor vehicle access and signage.

Please see Part D. (page 11) for a more detailed discussion of the proposed action.

Please Complete Each Question--Indicate N.A. if not applicable

A. SITE DESCRIPTION

Physical setting of overall project, both developed and undeveloped areas.

1. Present Land Use: Urban Industrial Commercial Residential (suburban) Rural (non-farm)
 Forest Agriculture Other _____

2. Total acreage of project area: 130 acres.

APPROXIMATE ACREAGE	PRESENTLY	AFTER COMPLETION
Meadow or Brushland (Non-agricultural)	<u>N/A</u> acres	<u>N/A</u> acres
Forested	<u>N/A</u> acres	<u>N/A</u> acres
Agricultural (Includes orchards, cropland, pasture, etc.)	<u>N/A</u> acres	<u>N/A</u> acres
Wetland (Freshwater or tidal as per Articles 24,25 of ECL)	<u>N/A</u> acres	<u>N/A</u> acres
Water Surface Area	<u>N/A</u> acres	<u>N/A</u> acres
Unvegetated (Rock, earth or fill)	<u>N/A</u> acres	<u>N/A</u> acres
Roads, buildings and other paved surfaces	<u>N/A</u> acres	<u>N/A</u> acres
Other (Indicate type) <u>Vacant/undeveloped land</u>	<u>N/A</u> acres	<u>N/A</u> acres

3. What is predominant soil type(s) on project site? Variable

- a. Soil drainage: Well drained _____% of site Moderately well drained _____% of site.
 Poorly drained _____% of site

b. If any agricultural land is involved, how many acres of soil are classified within soil group 1 through 4 of the NYS Land Classification System? 9 acres (see 1 NYCRR 370).

4. Are there bedrock outcroppings on project site? Yes No

a. What is depth to bedrock N/A (in feet)

5. Approximate percentage of proposed project site with slopes:

- 0-10% 100% 10- 15% _____% 15% or greater _____%

6. Is project substantially contiguous to, or contain a building, site, or district, listed on the State or National Registers of Historic Places? Yes No

7. Is project substantially contiguous to a site listed on the Register of National Natural Landmarks? Yes No

8. What is the depth of the water table? N/A (in feet)

9. Is site located over a primary, principal, or sole source aquifer? Yes No

10. Do hunting, fishing or shell fishing opportunities presently exist in the project area? Yes No

11. Does project site contain any species of plant or animal life that is identified as threatened or endangered? Yes No

According to:

NYSDEC Environmental Resource Mapper; however, this legislative action is generic in nature, not site-specific; and does not result in physical changes to the environment. Individual development proposals will require a site specific SEQR evaluation

Identify each species:

12. Are there any unique or unusual land forms on the project site? (i.e., cliffs, dunes, other geological formations?)

Yes No

Describe:

N/A

13. Is the project site presently used by the community or neighborhood as an open space or recreation area?

Yes No

If yes, explain:

The John M. Schiff Scout Reservation Boy Scout camp and Deep Pond Conservation area are located outside of the project area

14. Does the present site include scenic views known to be important to the community? Yes No

There are two working farms located within the project area that contain scenic vistas

15. Streams within or contiguous to project area:

None

a. Name of Stream and name of River to which it is tributary

N/A

16. Lakes, ponds, wetland areas within or contiguous to project area:

None

b. Size (in acres):

N/A

5. Will any mature forest (over 100 years old) or other locally-important vegetation be removed by this project?

Yes No

6. If single phase project: Anticipated period of construction: N/A months, (including demolition)

7. If multi-phased: N/A

a. Total number of phases anticipated _____ (number)

b. Anticipated date of commencement phase 1: _____ month _____ year, (including demolition)

c. Approximate completion date of final phase: _____ month _____ year.

d. Is phase 1 functionally dependent on subsequent phases? Yes No

8. Will blasting occur during construction? Yes No

9. Number of jobs generated: during construction N/A ; after project is complete N/A

10. Number of jobs eliminated by this project N/A .

11. Will project require relocation of any projects or facilities? Yes No

If yes, explain:

N/A

12. Is surface liquid waste disposal involved? Yes No

a. If yes, indicate type of waste (sewage, industrial, etc) and amount N/A

b. Name of water body into which effluent will be discharged N/A

13. Is subsurface liquid waste disposal involved? Yes No Type _____

14. Will surface area of an existing water body increase or decrease by proposal? Yes No

If yes, explain:

N/A

15. Is project or any portion of project located in a 100 year flood plain? Yes No

16. Will the project generate solid waste? Yes No

a. If yes, what is the amount per month? N/A tons

b. If yes, will an existing solid waste facility be used? Yes No

c. If yes, give name N/A ; location N/A

d. Will any wastes not go into a sewage disposal system or into a sanitary landfill? Yes No

e. If yes, explain:

N/A

17. Will the project involve the disposal of solid waste? Yes No

a. If yes, what is the anticipated rate of disposal? N/A tons/month.

b. If yes, what is the anticipated site life? N/A years.

18. Will project use herbicides or pesticides? Yes No

19. Will project routinely produce odors (more than one hour per day)? Yes No

20. Will project produce operating noise exceeding the local ambient noise levels? Yes No

21. Will project result in an increase in energy use? Yes No

If yes, indicate type(s)

N/A

22. If water supply is from wells, indicate pumping capacity N/A gallons/minute.

23. Total anticipated water usage per day N/A gallons/day.

24. Does project involve Local, State or Federal funding? Yes No

If yes, explain:

The selective update to the Route 25A Wading River section of the Town of Riverhead Comprehensive Plan and zoning map and text amendments are funded by the Town of Riverhead

25. Approvals Required:

			Type	Submittal Date
City, Town, Village Board	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	<u>Town Board - resolution to</u> <u>adopt Comprehensive Plan</u> <u>update; zoning map changes;</u> <u>& zoning text amendments</u>	<hr/> <hr/>
City, Town, Village Planning Board	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	<hr/> <hr/> <hr/>	<hr/> <hr/> <hr/>
City, Town Zoning Board	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	<hr/> <hr/> <hr/>	<hr/> <hr/> <hr/>
City, County Health Department	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	<u>Referral to Suffolk County</u> <u>Health Department</u>	<hr/> <hr/> <hr/>
Other Local Agencies	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	<u>Referral to Suffolk County</u> <u>Planning Commission</u>	<hr/> <hr/> <hr/>
Other Regional Agencies	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	<u>Referral to Long Island</u> <u>Pine Barrens Commission</u>	<hr/> <hr/> <hr/>
State Agencies	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	<u>Referral to NYSDOT</u>	<hr/> <hr/> <hr/>
Federal Agencies	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	<hr/> <hr/> <hr/>	<hr/> <hr/> <hr/>

C. Zoning and Planning Information

1. Does proposed action involve a planning or zoning decision? Yes No

If Yes, indicate decision required:

- | | | | |
|--|---|---|--------------------------------------|
| <input checked="" type="checkbox"/> Zoning amendment | <input type="checkbox"/> Zoning variance | <input checked="" type="checkbox"/> New/revision of master plan | <input type="checkbox"/> Subdivision |
| <input type="checkbox"/> Site plan | <input type="checkbox"/> Special use permit | <input type="checkbox"/> Resource management plan | <input type="checkbox"/> Other |

2. What is the zoning classification(s) of the site?

Varies: BUS CR (Rural Neighborhood Business); RB80 (Residence B-80); RB40 (Residence B-40); and MRP (Multifamily Residential Professional Office)

3. What is the maximum potential development of the site if developed as permitted by the present zoning?

142,877 sf of commercial space within the proposed rezoning area

4. What is the proposed zoning of the site?

Approximately 16.4 acres are proposed to be rezoned to MRP (Multifamily Residential Professional Office) from BUS CR.

5. What is the maximum potential development of the site if developed as permitted by the proposed zoning?

35,720 sf of professional office space and 36 two bedroom dwelling units (assuming 25% of the proposed rezoning area is developed as professional office and 75% is developed as multifamily dwelling units). The total square footage is 100,520 sf (35,720 sf of professional office + 64,800 sf of housing)

6. Is the proposed action consistent with the recommended uses in adopted local land use plans? Yes No

The proposed zoning map and zoning text amendments are consistent with the proposed selective update to the Route 25A Wading River section of the Town of Riverhead Comprehensive Plan; however, these amendments are not consistent with the Town's currently adopted Comprehensive Plan

7. What are the predominant land use(s) and zoning classifications within a ¼ mile radius of proposed action?

The Route 25A corridor in the Hamlet of Wading River, Town of Riverhead includes a range of single-family and multifamily residential, professional office, neighborhood commercial retail and restaurants, agricultural uses and undeveloped lands. The majority of parcels along the Route 25A corridor are zoned BUS CR (Rural Neighborhood Business). The commercial core is located within the vicinity of the Route 25A and Wading River-Manorville Road intersection, which includes three strip commercial centers and several freestanding businesses. There are three parcels that contain BUS CR and single-family residential (RB80) split zoning, located in the middle of the project area. These parcels back-up to a Long Island Power Authority right-of-way on the north side of 25A. There are also several vacant parcels and two working farms within the BUS CR Zone.

The MRP (Multifamily Residential Professional Office) Zone is located on the north side of Route 25A. This zone currently contains two professional office centers and two condominium developments.

8. Is the proposed action compatible with adjoining/surrounding land uses with a ¼ mile? Yes No

9. If the proposed action is the subdivision of land, how many lots are proposed? N/A

a. What is the minimum lot size proposed? N/A

10. Will proposed action require any authorization(s) for the formation of sewer or water districts? Yes No

The proposed action is generic in nature, not site-specific, and does not directly result in physical changes to the environment

11. Will the proposed action create a demand for any community provided services (recreation, education, police, fire protection?)

Yes No

a. If yes, is existing capacity sufficient to handle projected demand? Yes No

The projected number of public school children is four to six children. Between 2007 and January 2012 overall school enrollment in the Shoreham-Wading River Central School District has declined by about 250 students; therefore, there is sufficient capacity within the school district

12. Will the proposed action result in the generation of traffic significantly above present levels? Yes No

a. If yes, is the existing road network adequate to handle the additional traffic. Yes No

N/A

D. Informational Details

Attach any additional information as may be needed to clarify your project. If there are or may be any adverse impacts associated with your proposal, please discuss such impacts and the measures which you propose to mitigate or avoid them.

E. Verification

I certify that the information provided above is true to the best of my knowledge.

Applicant/Sponsor Name Hon. Sean Walter Date July 13, 2012

Signature _____

Title Town of Riverhead Supervisor

If the action is in the Coastal Area, and you are a state agency, complete the Coastal Assessment Form before proceeding with this assessment.

D. INFORMATIONAL DETAILS

INTRODUCTION

Pursuant to the New York State Environmental Quality Review Act (SEQR) [6NYCRR Part 617], the proposed action discussed in this Full Environmental Assessment Form (“EAF”) is the adoption of a selective update to the Town of Riverhead Comprehensive Plan, zoning map changes and zoning text amendments for the Wading River hamlet area. This Full EAF evaluates the potential for environmental impacts created by the proposed action.

1.0 PROJECT LOCATION, HISTORY AND PURPOSE AND NEED

1.1 Project Location

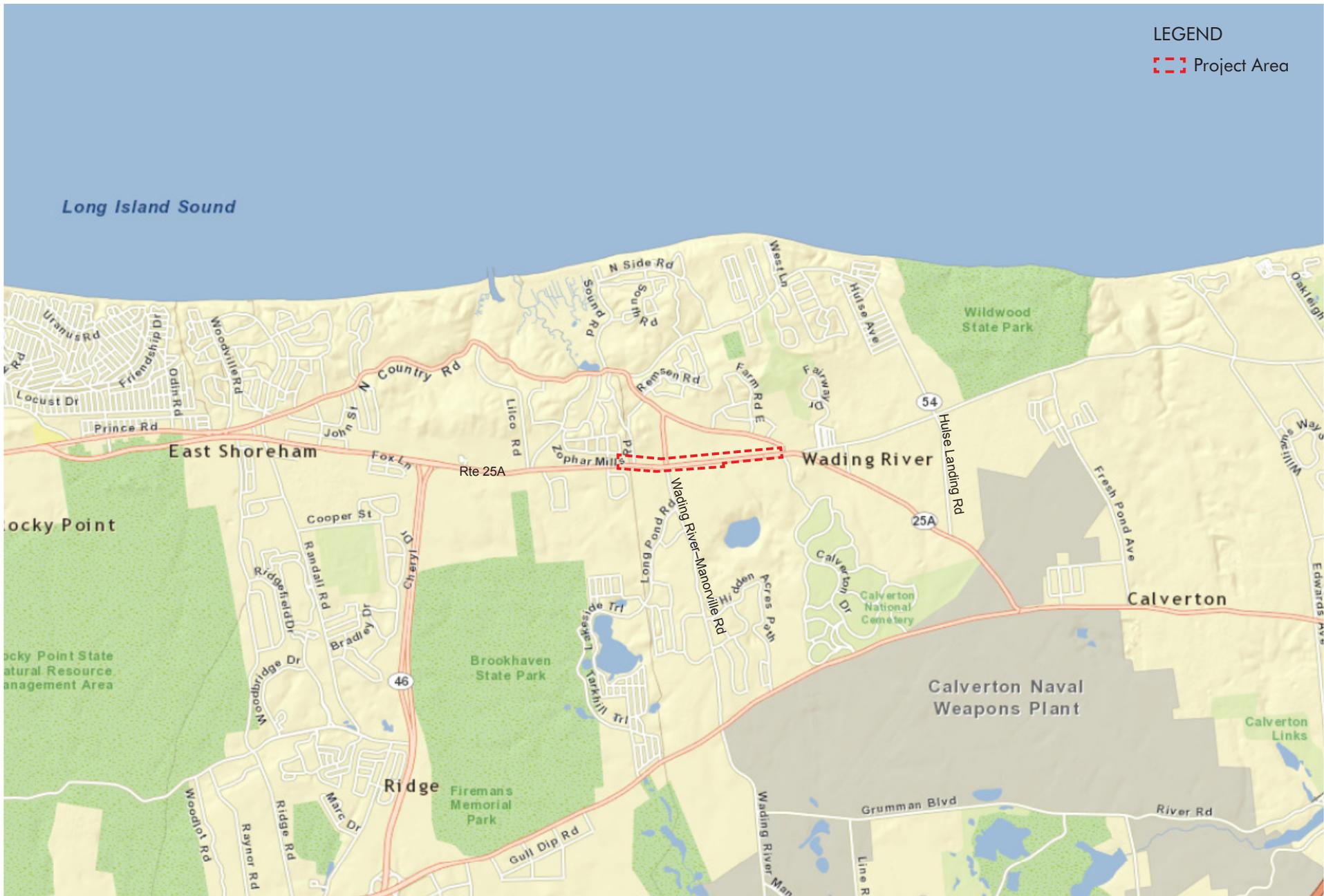
The project location consists of a roughly 1.5 mile stretch of Route 25A in the Hamlet of Wading River within the western part of the Town of Riverhead, Suffolk County, New York. It is bordered by the Town of Brookhaven on the west and the Route 25A/North Country Road intersection on the west. The project area includes all parcels that contain frontage on Route 25A with the exception of the John M. Schiff Scout Reservation Boy Scout camp, Deep Pond Conservation area, and Calverton National Cemetery, all located on the south side of Route 25A. (See Figure 1: Regional Location and Figure 2: Project Location.)

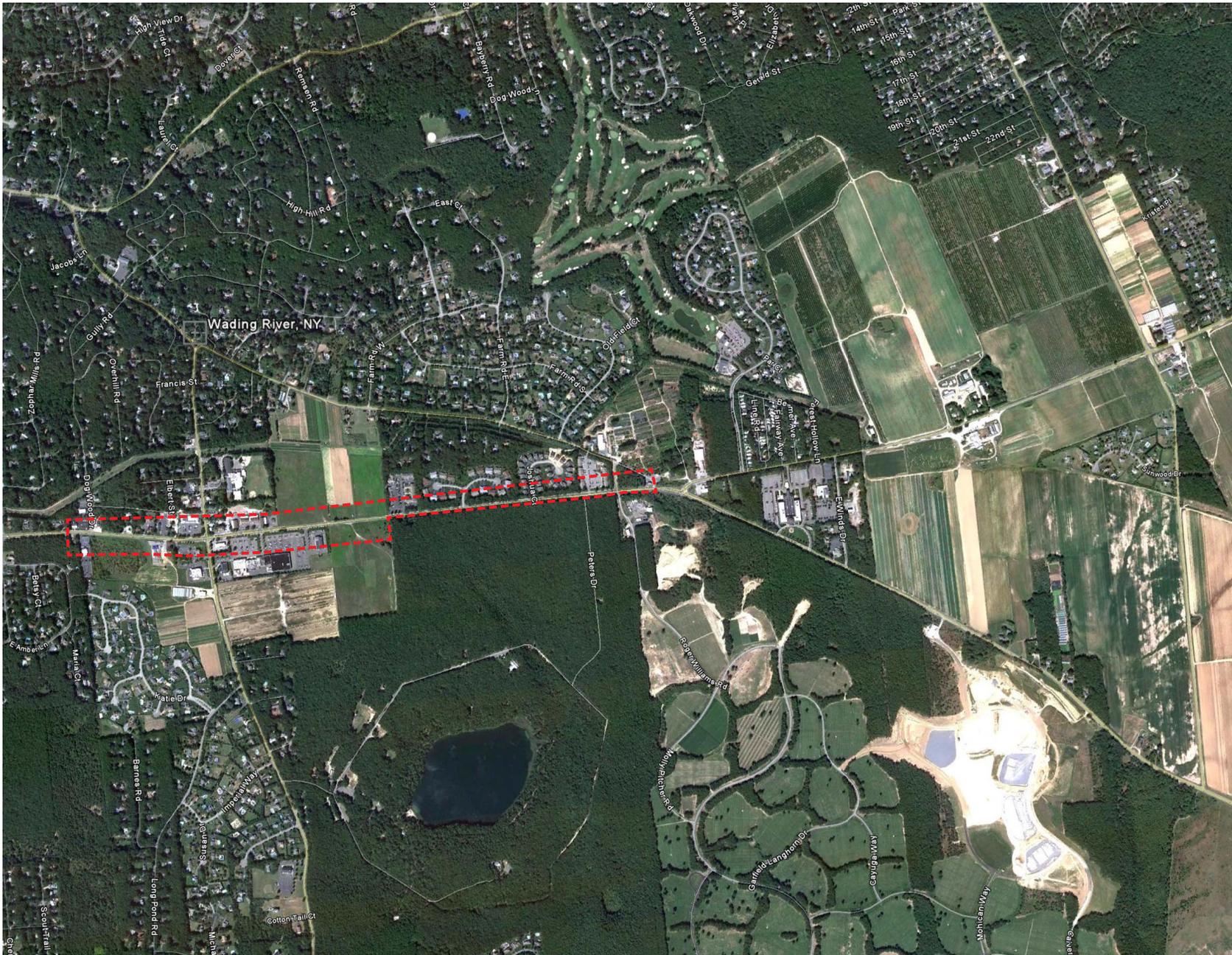
1.2 Project History

The Town of Riverhead adopted a town-wide Comprehensive Plan in 2003, which contained planning goals and policies for the Route 25A corridor in Wading River. Since that time, numerous projects have been proposed in accordance with existing zoning, and a number of vacant parcels and agricultural land along Route 25A have experienced extensive development pressure. In September 2011 the Town began a planning and zoning study to identify these parcels and resolve issues concerning future land use and zoning.

1.3 Project Purpose and Need

The Town of Riverhead seeks to adopt a selective update to its 2003 Comprehensive Plan with a focus on Route 25A in Wading River, as well as zoning map changes and zoning text amendments. The selective Comprehensive Plan update will help guide future development along Route 25A in Wading River so that it allows for orderly growth and development while balancing conservation and preserving and enhancing the quality of life and community character of the study area. The Plan contains goals and policies that will help to achieve this. The proposed zoning map changes and zoning text amendments will carry out the Comprehensive Plan update.





LEGEND
 [Red dashed rectangle symbol] Project Area

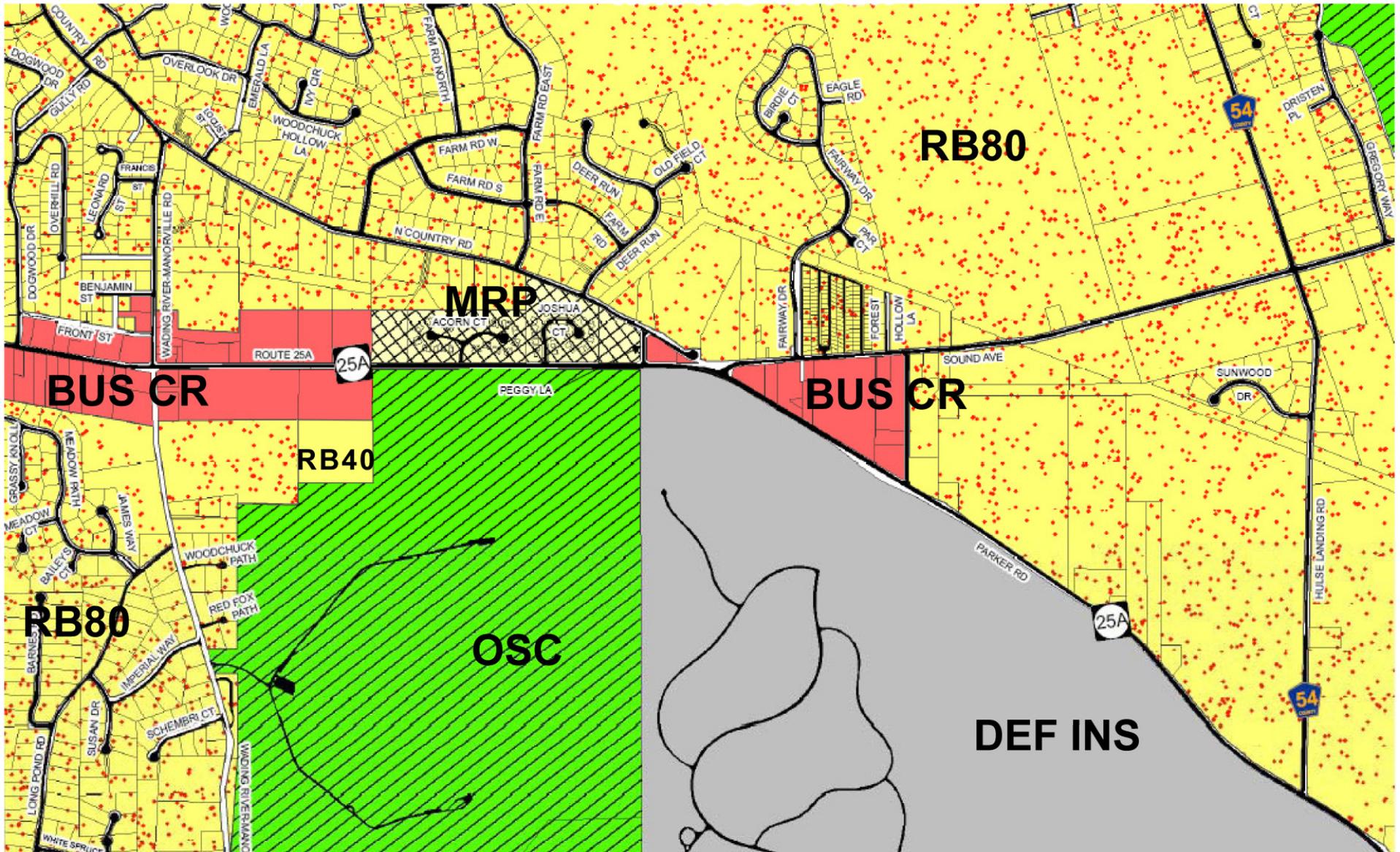


2.0 EXISTING LAND USE AND ZONING

The project area contains a range of single-family and multifamily residential, professional office, neighborhood commercial retail and restaurants, agricultural uses and undeveloped lands. The majority of parcels along the Route 25A corridor are zoned BUS CR (Rural Neighborhood Business). The commercial core is located within the vicinity of the Route 25A and Wading River-Manorville Road intersection, which includes three strip commercial centers and several freestanding businesses. There are three parcels that contain BUS CR and single-family residential (RB80) split zoning, located in the middle of the project area. These parcels back-up to a Long Island Power Authority right-of-way on the north side of 25A. There are also several vacant parcels and two working farms within the BUS CR Zone.

The MRP (Multifamily Residential Professional Office) Zone is located on the north side of Route 25A. This zone currently contains two professional office centers and two condominium developments that have retained substantial natural buffers to Route 25A. (See Figure 3 for a map of existing zoning districts.)

There are two zoning districts that are located just outside of the project area on the south side of Route 25A. These are the OSC (Open Space Conservation) Zone and the DEF INS (Defense Institutional) Zone. The OSC Zone contains a 32-acre preserved area, called Deep Pond Conservation Area, and Schiff Scout Reservation owned by the Theodore Roosevelt Council of the Boy Scouts of America. To the east of the OSC Zone is the DEF INS Zone, which contains the Calverton National Cemetery.



RB40 - Residence B-40
 RB80 - Residence B-80
 BUS CR - Neighborhood Rural Business

MRP - Multi Family Residential Professional Office
 OSC - Open Space Conservation
 DEF INS - Defense Institutional



3.0 DESCRIPTION OF PROPOSED ACTION

The selective Comprehensive Plan update envisions small- to moderate-scale infill development combined with open space and civic improvements to create a compact neighborhood commercial district within the vicinity of the existing hamlet center, near the Route 25A/Wading River-Manorville Road intersection. Outside of this area, the Plan envisions other non-retail uses that are compatible with the surrounding single-family and multifamily residential, professional office, and agricultural uses. The Plan recommends preserving existing open space in order to retain and enhance the hamlet's community character and rural qualities.

The proposed zoning changes will help to achieve the Plan's goals and policies by containing strip commercial and retail development within existing commercial nodes. As shown on Figure 4: Proposed Zoning, the zoning map changes will replace approximately 16.4 acres of the BUS CR Zoning Use District (Rural Neighborhood Business) with the MRP Zoning Use District (Multifamily Residential Professional Office Zone). (See Figure 5 for the rezoning acreage.) The MRP Zoning Use District excludes retail uses but allows one and two bedroom multifamily residential units, professional offices, and day-care centers/nursery schools. It is anticipated that these uses will aesthetically enhance the corridor as they typically contain pitched roofs and other architectural details that may not be found in strip commercial centers.

The text amendments to the MRP zone will add several new uses that are compatible with the surrounding neighborhoods. These new uses include one-family townhomes or multifamily units (currently, multifamily residential condominiums are permitted), professional studios and performing arts studios, and agricultural production, including field crops (e.g. corn, rye, barley and hay), fruits, vegetables, horticultural specialties (e.g. nursery stock and ornamental trees and flowers), livestock and livestock products (e.g. cattle, sheep, goats, horses, poultry, milk and eggs), and commercial horse boarding. Accessory uses to agricultural production would be permitted, as would the sale at retail of homegrown or homemade products, provided that all retail uses are subject to site plan approval. In addition, several new uses will be permitted by special permit, including public libraries/museums, public facilities, including fire houses and police stations, and institutions, such as schools, places of worship and community centers. The following zoning text amendments will also be added to the MRP Zone (See Appendix 1 for all zoning text amendments):

- Minimum 20% open space
- Maximum building coverage of 15% (reduced from 17%)
- Maximum floor area ratio of 0.20
- Maximum impervious surface coverage of 75%
- Maximum building height of 35 feet/two and a half stories
- Maximum dwelling unit size of 1,400 sf (one bedroom units) and 1,800 sf (two bedroom units)
- Parking requirement for professional office uses = 1 space/250 sf
- Potential shared parking

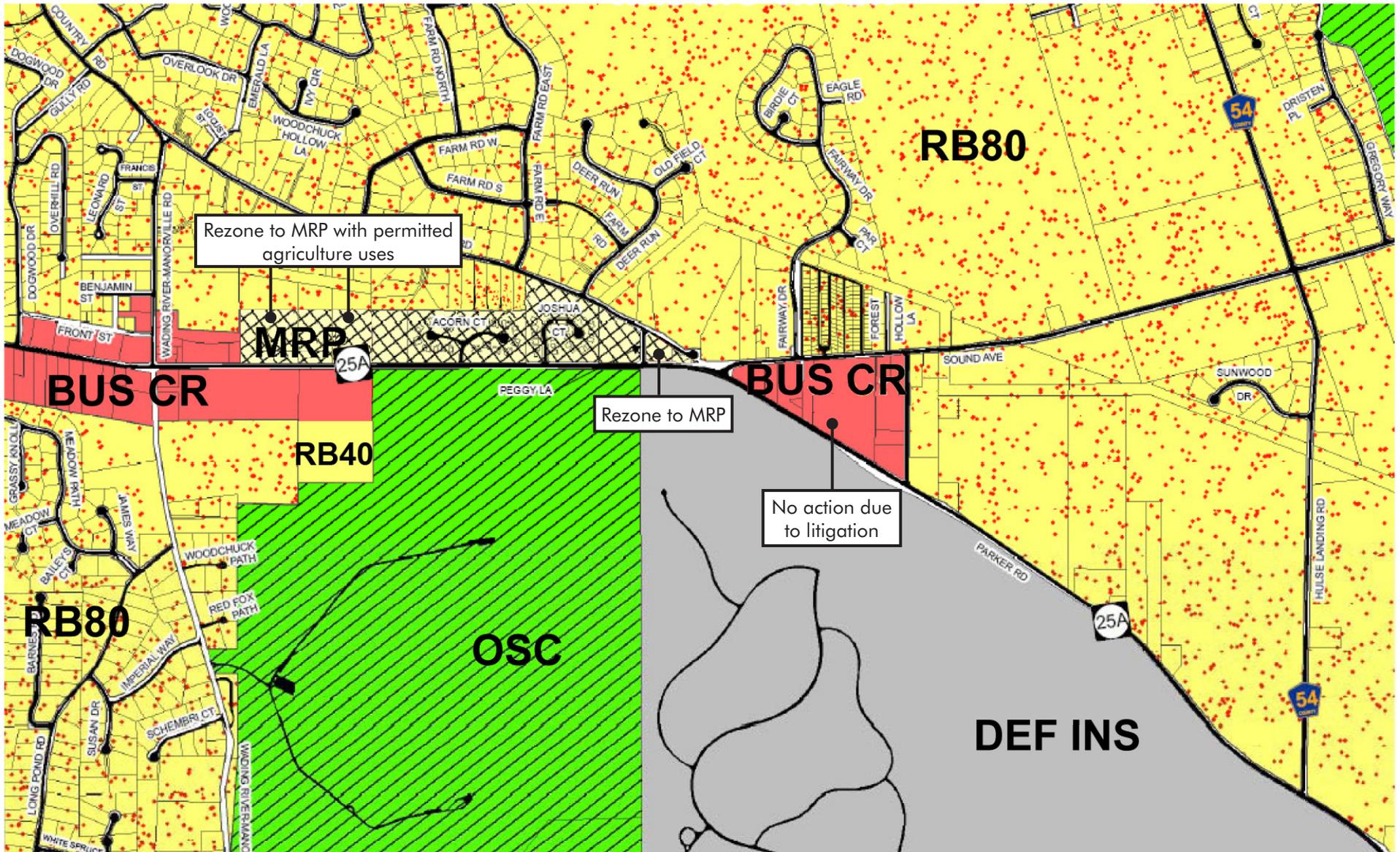
The following table highlights the proposed changes to the bulk requirements in the MRP Zone.

Table 1: Existing versus Proposed Bulk Requirements

Zoning District	Existing Requirement	Proposed Requirement
MRP		
Min. lot area (square feet)	160,000	160,000
Min. lot width (feet)	400	400
Max. building coverage (%)	17 (office uses)	15 (all uses)
Max. impervious surface coverage	-	75
Max. floor area ratio	-	0.20
Max. building height (feet/stories)	35/-	35/2.5
Min. open space (%)	-	20
Min. front yard depth (feet)	50	50
Min. side yard/both side yards (feet)	25/-	25/-
Min. rear yard depth	50	50

In addition to text changes to the language of the MRP Zoning Use District, the Town Board desires to amend the text of the BUS CR Zoning Use District to modify the language of Section 108-294.D(1) in order to prohibit “buildings” exceeding a floor area of 10,000 square feet as opposed to prohibiting “stores” with a floor area exceeding 10,000 square feet. This modification is expected to clarify the legislative intent of the BUS CR Zoning Use District in the 2003 Town of Riverhead Comprehensive Plan and to positively impact the community character and suburban aesthetics of the Hamlet of Wading River.

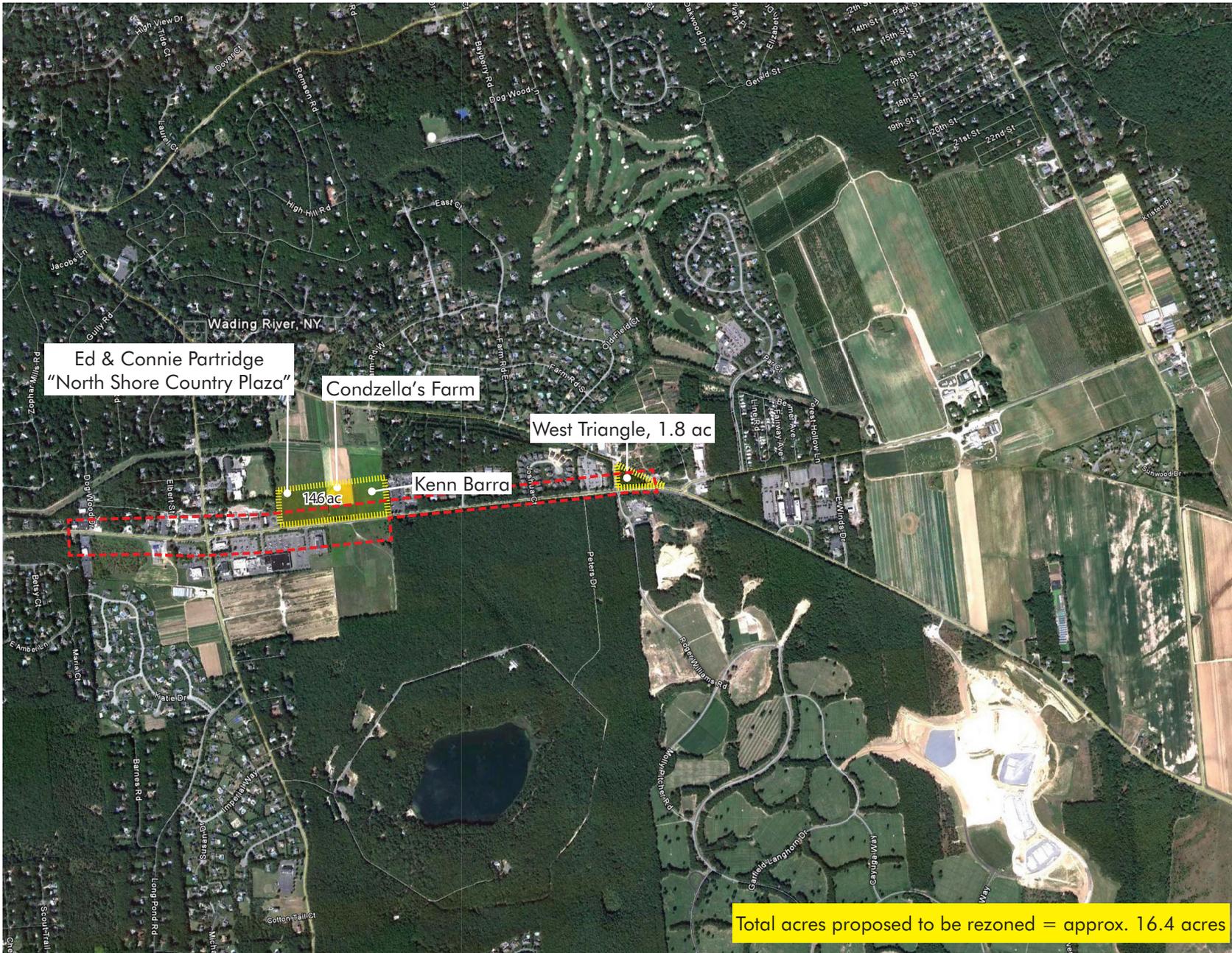
Further text modification to the BUS CR Zoning Use District guidelines are proposed with respect to motor vehicle access and signage. BUS CR guidelines will be amended to make clear that motor vehicle traffic crossing lot lines of those lots located on the south side of Route 25A between the westerly town boundary and Wading River Manorville Road shall be achieved through cross access easements required through the site plan review and not through dedication of a public highway. BUS CR design guidelines for signage will be amended to encourage the use of uniform signage in shopping centers.



RB40 - Residence B-40
 RB80 - Residence B-80
 BUS CR - Neighborhood Rural Business

MRP - Multi Family Residential Professional Office
 OSC - Open Space Conservation
 DEF INS - Defense Institutional





LEGEND

Project Area

Rezoning Area



4.0 FULL ENVIRONMENTAL ASSESSMENT FORM – ADDENDUM

This chapter provides a summary of the potential impacts of the proposed MRP zoning on density, the school district, traffic, parking and community character/aesthetics. As shown in the following analysis, the environmental impacts are favorable as the Proposed Action would increase open space and buffer requirements, while decreasing the maximum floor area ratio and building coverage permitted under zoning.

4.1 Density/Development Potential

The following analysis includes the potential maximum build-out of the 16.4 acre rezoning area. The projected build-out was performed for both the existing zoning and the proposed zoning. For purposes of this summary, it is assumed that 75% of the 16.4 acre rezoning area (12.3 acres) would be developed as multifamily residential and 25% of the area (4.1 acres) would be developed as professional office. This assumption is based on the current multifamily and professional office split on the north side of Route 25A. Also, current market conditions are such that multifamily housing is more favorable than professional office.

4.1.1 Projected Build-Out Under Existing Zoning

The proposed rezoning area currently contains roughly 16.4 acres of the BUS CR Zone. This could result in a maximum build-out of approximately 142,877 sf of future retail development utilizing the current floor area ratio of 0.20.

4.1.2 Projected Build-Out Under Proposed Zoning

The proposed MRP Zone would replace approximately 16.4 acres of the BUS CR Zone as noted previously. The projected maximum build-out results in about 35,720 sf of professional office and 64,800 sf of multifamily (or 36 dwelling units), for a total of 100,520 sf.

As can be seen, the projected overall building square footage under the proposed zoning is less than the existing zoning. Also, there is a difference in the types of uses that could be built under both zoning scenarios. The proposed MRP Zone excludes retail uses and would therefore eliminate up to 142,877 sf of retail space.

4.2 Public School Children

Under the assumed 75%/25% split of multifamily residential to professional office, the proposed MRP zoning would generate about four to six public school children. This impact is de minimis as the Shoreham-Wading River Central School District has sufficient capacity due to a recent decline of 250 public school children over the past few years¹. Due to this decline, the school district would still be able

¹ According to January 2012 school enrollment figures from the Shoreham-Wading River Central School District and the *New York State Education Department's Accountability and Overview Report* for 2009-2010.

to accommodate additional school children if the rezoning area were developed as 100% multifamily residential. On the contrary, it is also possible that senior housing could be built within the MRP Zone, which would result in no public school children or less children if combined with standard multifamily housing.

Table 2: Estimated Number of School Aged Children under Proposed Zoning

Unit Type ²	Estimated Break-Down of Unit Type ²	Public School Children Multiplier Rates	Estimated Number of Public School Children
1 Bedroom (Own)	-	-	-
2 Bedroom (Own)	36	0.10	4
Total	36¹	---	4

Notes:

1. The total number of dwelling units is based on Town of Riverhead zoning requirements and excludes Pine Barrens Compatible Growth Area requirements.
2. Assumes 100% 2 br d.u., a 100% distribution of ownership units and a 75/25 split of multifamily residential and professional office. The actual number of each unit type will be determined by each individual developer based on market conditions. It is assumed that all new units will be market-rate.

Source: The public school children multiplier was determined by the number of school children (six children) that currently live in the Wading River Woods and Villas at Horizon condominiums (total of 63 units) as determined by the Shoreham-Wading River Central School District, February 2012. The actual public school children multiplier is 0.95. For purposes of this study, 0.10 is used as a worst case scenario.

4.3 Traffic and Parking

4.3.1 Traffic Impacts

Traffic generation rates were developed using the Institute of Transportation Engineers (ITE) Trip Generation Handbook, 8th Edition (2008). As shown in Table 3, the proposed rezoning would generate less traffic during the AM peak hour and substantially less traffic during the PM peak hour. This difference is due to the fact that residential uses typically generate less traffic than retail uses and the amount of retail square footage would be reduced by up to 142,877 sf under the proposed rezoning.

Table 3: Traffic Generation – Existing versus Proposed Zoning

Zoning	Land Use	Amount	Unit	AM	PM
Existing Zoning	Retail	142,877	SF	143	533
	Total			143	533
Proposed Zoning	Professional Office	35,720	SF	55	53
	Condos	36	DU	24	27
	Total			79	80

4.3.2 Parking Impacts

As shown in Table 4, the proposed rezoning would result in substantially less parking than under the current zoning. This translates into fewer impacts on the environment due to the reduction of impervious surface cover.

Table 4: Parking Requirements – Existing versus Proposed Zoning

Zoning	Land Use	Amount	Unit	Parking Requirement (# of spaces/ amount)	# of Spaces
Existing Zoning	Retail	142,877	SF	0.005	714
	Total				714
Proposed Zoning	Professional Office	35,720	SF	0.004	143
	Condos	36	DU	1.5	54
	Total				197

Source: Town of Riverhead Zoning Code – Parking Schedule.

4.4 Community Character/Aesthetics

The proposed 20% open space requirement in the MRP Zone will better retain the rural character of the corridor. Community character will be further protected by the additional buffer requirements in the MRP Zone, including a 50 foot front yard depth compared to 30 feet in the BUS CR Zone, as well as the addition of agricultural production as a permitted use in the MRP Zone. Furthermore, the proposed zoning text amendments include a modification to the BUS CR Zone that clarifies that “buildings” exceeding a floor area of 10,000 square feet are prohibited as opposed to prohibiting “stores” with a floor area exceeding 10,000 square feet. This modification is expected to positively impact the community character and suburban aesthetics of the Hamlet of Wading River.

Appendix 1: Proposed Zoning Text Amendments

CHAPTER 108
ZONING
ARTICLE XXXIV
Multifamily Residential Professional Office Zone

§ 108-169. Uses.

In the Multifamily Residential Professional Office Zone District no building, structure or premises shall be used, arranged or designed to be used and no building or structure shall hereafter be erected, reconstructed or altered, unless otherwise provided in this chapter, except for one of the following permitted uses and their customary accessory uses.

A. Permitted uses:

- (1) Multifamily residential condominiums.
- (2) Day-care centers or nursery schools.
- (3) Professional offices of:
 - (a) Accountants.
 - (b) Architects.
 - (c) Artists.
 - (d) Attorneys.
 - (e) Audiologists.
 - (f) Bookkeepers.
 - (g) Chiropractors.
 - (h) Dentists.
 - (i) Engineers.
 - (j) Income tax preparer.
 - (k) Insurance agents or brokers.
 - (l) Interior designers.
 - (m) Journalists.
 - (n) Medical doctors.
 - (o) Optometrists.
 - (p) Osteopaths.
 - (q) Podiatrists.
 - (r) Person or persons determined by the Town Board to be engaged in a profession similar to those set forth above.
- (4) One-family townhomes or multifamily units.
- (5) Agricultural production, including but not limited to the following:
 - (a) Field crops, including corn, wheat, oats, rye, barley, hay, potatoes, and dry beans.
 - (b) Fruits, including apples, peaches, grapes, cherries and berries.
 - (c) Vegetables, including tomatoes, snap beans, cabbage, carrots, beets and onions.
 - (d) Horticultural specialties, including nursery stock, ornamental shrubs, ornamental trees and flowers.

- (e) Livestock and livestock products, including cattle, sheep, hogs, goats, horses, poultry, farmed deer, farmed buffalo, fur-bearing animals, milk, eggs and furs.
- (f) Christmas trees grown in a managed Christmas tree operation, whether dug for transplanting or cut from the stump.
- (g) Commercial horse boarding operation.
- (6) Professional studios and performing arts studios.

B. Special permit uses:

- (1) Public libraries/museums.
- (2) Public facilities, including fire houses and police stations.
- (3) Institutions, including schools, places of worship, and community centers.

B.C. Accessory uses:

- (1) Those uses customarily incidental to any of the above permitted uses or specially permitted uses when located on the same lot and not involving the conduct of a business unless as otherwise specified below.
- (2) The sale at retail of homegrown or homemade products, provided that all retail uses shall be subject to site plan approval pursuant to Article XXVI of the Riverhead Town Code and the provisions of Chapter 108. The farmer may sell supporting farm products and farm products not grown by the farmer, provided that the area devoted to the sale of said products at no time exceeds 40% of the total merchandising area.

§108-170. Development standards.

A. Lot area. The minimum lot area shall be 160,000 square feet.

B. Lot width. The minimum width (frontage) shall be 400 feet.

C. Yards.

- (1) Front. The minimum front yard shall be 50 feet. No building, structure, storage, tennis court, swimming pool, or parking or other similar accessory uses shall be located in the front yard so provided. Sidewalks, walkways, and access driveways shall be exempt from this requirement.
- (2) Side. The minimum side yard shall be 25 feet.
- (3) Rear. The minimum rear yard shall be 50 feet, except that the minimum rear yard shall be 25 feet when adjacent to a property within a Multifamily Residential Professional Office Zone District.

D. Building area.

- (1) The maximum building area ~~for professional office uses~~ shall be 15% 17%.
- (2) The number of dwelling units permitted for residential uses shall be based on the number of bedrooms per dwelling unit and the type of community water and sewage system provided, which number shall be

incorporated as a filed restriction in all deeds and titles related to the condominium site as follows:

(a) One-bedroom dwelling units: four and zero-tenths per acre.

(b) Two-bedroom dwelling units: three and zero-tenths per acre.

E. Floor area ratio. The maximum floor area ratio shall be 0.20.

F. Impervious surface coverage. The maximum impervious surface coverage for all uses shall be 75%.

E. G. Height. The maximum height of buildings and structures shall be 35 feet and the maximum stories shall be two and a half.

H. Unit size. The maximum size of dwelling units, exclusive of up to 400 square feet for attached or detached garages, shall be as follows:

(a) One-bedroom dwelling units: 1,400 square feet.

(b) Two-bedroom dwelling units: 1,800 square feet.

§ 108-171. Landscaping, screening and buffering.

A. Screening and buffering shall meet the minimum requirements of § 108-64.1 of this chapter.

B. Open space. A minimum of 20% of the lot area shall be preserved as open space. To the extent possible, existing woodlands, stands of or individual trees, and other unique, indigenous, or significant vegetation should be protected.

~~B. C.~~ Yard landscaping. Within all the required yards the existing vegetation shall be retained. Any proposals for disturbance shall be subject to site plan approval and Architectural Review Board recommendation.

~~C. D.~~ Preservation of existing vegetation. Site plans for the development of property located in a Multifamily Residential Professional Office Zone District shall include an indication of existing mature trees and other instances of indigenous/or significant vegetation or other natural features so as to ensure their preservation and thereby retain an open space environment which enhances the character of the Town.

~~D. E.~~ Parking areas.

(1) The visual impact of parking areas shall be softened by interrupting continuous rows of parking spaces with planting and by creating planted canopies over parking areas.

(2) Any open parking areas of 15 spaces or more shall be provided with internal landscaping covering not less than 10% of the total area of the parking area.

(3) Landscaping shall be reasonably dispersed throughout the parking area. Primary landscape materials shall be shade trees. Secondary materials may include shrubs and ground cover which shall compliment the tree planting and the surrounding natural environment.

§ 108-172. Access and parking requirements.

A. Parking.

- (1) The parking requirement for professional office uses is one space per ~~450~~ 250 square feet of floor area.
- (2) The parking requirement for residential uses is 1 1/2 spaces per dwelling unit.
- (3) If a mix of uses is proposed the Planning Board may entertain a proposal for shared parking from the applicant. If the applicant requests less parking because of the sharing of spaces between uses the applicant shall submit a shared parking study to justify the reduced number of parking spaces. However, in no case shall the parking requirement be reduced by more than 15%.

B. Access. No more than one access shall be provided per lot.

- Underscore represents addition(s)
- Overstrike represents deletion(s)

ARTICLE LV
Business CR Zoning Use District (Rural Neighborhood Business)

§ 108-294. Uses.

In the Business CR Zoning Use District, no building, structure, or premises shall be used or arranged or designed to be used, and no building or structure shall be hereafter erected, reconstructed, or altered, unless otherwise provided in this chapter, except for the following permitted uses or specially permitted uses and their customary accessory uses:

D. Prohibited uses:

- (1) ~~Retail stores~~ Buildings with a floor area exceeding 10,000 square feet.

§ 108-296. Supplementary guidelines.

A. Design standards.

The design standards and parking standards listed in the provisions below (§ 108-296A and B) are intended as a guide or measure for improvements in parcels in this zoning district and the word "shall" recited in the provisions below, with the exception of § 108-296B(1) which requires adherence to the parking schedule, is intended to obtain compliance with the provisions to the extent practicable as determined by the board responsible for review.

- (9) ~~Where the Town Official Map indicates a service access road, a fifty-foot-wide easement shall be provided within the rear yard for construction of an access road.~~ The provision of improved cross access shall be provided between those parcels located on the south side of NYS Route 25A between the westerly town boundary and Wading River Manorville Road.
- (16) Signs shall be provided in accordance with §108-56. the Signing Ordinance. Signs for commercial uses within shopping centers shall be a uniform design to the greatest extent practicable.

- Overstrike represents deletion(s)
- Underline represents addition(s)

Chapter 6

Business Districts Element

6. Business Districts Element

6.1 VISION STATEMENT

Commercial retail development should be well planned on a site basis instead of sprawled along Riverhead's roads. Downtown and hamlet centers should be promoted as centers for specialty shopping and civic life, building on their historic and pedestrian character. Route 58 should absorb most of the demand for regional and destination retail uses and thus should continue to be a mainstay for generating jobs and tax revenue.

Riverhead's business districts provide essential shopping opportunities, employment, tax revenue, and entertainment venues. At the same time, in a focus group conducted in fall 1999, community members identified several problems: increasing traffic; poor aesthetic quality of "strip" development, particularly along Route 58; and insufficient retail vitality in downtown and the hamlet centers. The results of the focus group were consistent with the results of the residents surveys conducted the preceding summer. Sixteen (16) percent of the survey respondents said that "shopping" was one of the three best things about living in Riverhead (only "rural atmosphere," the "waterfront," and "open space" got higher percentages). However, 93 percent said that traffic on Route 58 was "poor" or "could be better," and 87 percent said that the appearance of Route 58 was "poor" or "could be better."

In coming years, the combination of population growth and tourism in both Riverhead and the North Fork will increase retail demand. It is in the best interest of the Town's tax and jobs base to stay responsive to demand and accommodate new retail development. At the same time, unplanned and unattractive commercial development would only worsen Riverhead's current problems, putting at risk the Town's rural character. *The challenge is therefore how to accommodate new retail development, while still enhancing Riverhead's character and minimizing traffic congestion.*

6.2 SUMMARY OF BACKGROUND RESEARCH

Riverhead's population is expected to increase dramatically over the next 10 to 20 years, fueled by ongoing employment growth and housing shortages elsewhere in Suffolk County. As the population grows, the pressure for retail development will grow in kind.

Riverhead's retail sector also draws a regional and tourist/visitor clientele to achieve a net inflow of retail dollars. In 1998, Riverhead residents spent about \$138 million in non-gasoline products, but in the same year, Riverhead stores had retail sales in excess of \$310 million. Wealthy seasonal residents, tourists, and day-trippers account for part of the higher-than-expected sales figures. Riverhead also taps into the population of other towns, especially for comparison retail spending, such as clothing, appliances, and furniture. The population of five East End towns in the year 2000 was more than four times the population of Riverhead alone. For some residents in Southampton, Southold, and Brookhaven, Route 58 is their closest and largest shopping district. Tanger Mall taps into an even larger market, drawing people on excursion shopping trips from Nassau County and New York City.

Over the last four decades, Route 58 has had the location and visibility to attract retailers, the land to accommodate commercial development, and the road capacity to absorb the increases in traffic. Route 58 is Riverhead's largest and most important commercial center, providing essential convenience shopping (grocery stores, drug stores, hardware stores), comparison shopping (Tanger Mall), auto sales, gas stations and auto repair centers, restaurants, personal and professional services, and agricultural products and supplies. In the resident survey conducted in summer 1999, 68 percent of the respondents usually go to Route 58 for groceries, and 52 percent usually go there for quick errand shopping. Also, 46 percent said that Tanger Mall was their primary destination for clothing and furnishings.

Route 58's success had several consequences for Riverhead. On the positive side, Route 58 absorbed all the commercial sprawl that would otherwise have spread to the Town's rural and scenic corridors. On the negative side, the commercial development of Route 58 had adverse impacts upon downtown Riverhead and hamlet centers.

Today, the commercially zoned sites along Route 58 are nearly all developed, although retail demand continues to grow. As a result, nearly all non-commercially zoned parcels along Route 58 will eventually be targeted for commercial development through use variances or rezoning applications. Rather than allowing those parcels to convert in a haphazard fashion, a thoughtful, comprehensive rezoning could provide structure to the inevitable trend. Most retailers are less interested in sites beyond Route 58 because they are less centrally and prominently located and thus have a more limited market potential.

Specialty retailers, however, gravitate to downtown and the hamlet centers. In these locations, space is less expensive, more eclectic, and therefore more suitable for entrepreneur-driven restaurants, boutiques, antique stores, and "mom and pop" businesses. Current zoning patterns are not well-suited to such businesses, and in many cases, downtown and the hamlet centers are over-zoned for commercial development, further encouraging strip-style commercial sprawl. A rethinking of downtown and hamlet zoning can tailor development patterns to the types of businesses interested in locating there.

DOWNTOWN

For several years, the Town has been working to shift the focus of downtown from convenience and comparison shopping to entertainment, tourism, and cultural activities. This market niche is ideally suited to downtown, as it builds off the area's attractive walking environment and historic character, in addition to the attractions and events.

Cultural Attractions

The new Atlantis Aquarium is a tourist anchor that attracts thousands of visitors. Other attractions include Leavitt Music Hall, the East End Arts Council, the Suffolk County Historical Society (museum), the Long Island Railroad Museum, and the Peconic River waterfront. The Country Fair, the Polish Fair, the Blues Festival, the Summer Concert Series, the Halloween Festival, and the Community Mosaic are major annual events. Many of these are sponsored by downtown's Business Improvement District (BID). There have been various initiatives to provide even more cultural attractions in downtown Riverhead, from the restoration of the Suffolk Theater, to the creation of a Long Island Science Center and children's museum.

Historic Character

Downtown Riverhead has distinctive historic buildings from the late 19th and early to mid-20th centuries. There are examples of various architectural styles, including Victorian, Neo-Classical, Georgian, Arts & Crafts, and Modern. Many of the buildings have fine masonry, woodwork, stained glass, and ironwork. The neighborhood north of Main Street also has a traditional layout, with gridded streets, small yards, front porches, and garages in the rear. Ironically, Riverhead offers the historic architecture and layout that are being replicated in "neo-traditional" neighborhoods (at great expense) in places like Celebration, Florida and Kentlands, Maryland. While such new subdivisions can attempt to re-create a traditional atmosphere, downtown Riverhead provides an authentic older neighborhood with a truly historic scale and character. In focus groups, participants identified the historic quality of downtown as one of Riverhead's key strengths.

Waterfront

In those same focus groups, residents and business leaders concurred that the Peconic River waterfront is one of downtown's greatest assets. Downtown is particularly unique, because it is stretched out along the length of the waterfront. Most Main Streets dead-end there, as in Port Jefferson. Thus, there are frequent views of the river all along Main Street, and all of downtown has a close physical relationship with the water.

The waterfront is a major recreational destination. The recently built boardwalk provides an attractive place to stroll, from Peconic Avenue to the new Aquarium. The boardwalk and the waterfront provide an attractive backdrop for the summertime concert series, the Community Mosaic, the Blues Festival, and other events. Also, the Riverhead boardwalk has the only sewer-docked docks on the East End of Long Island, providing a great opportunity for commercial, residential, and recreational boats to dock in downtown Riverhead. Outside of downtown, people use the river for kayaking, canoeing, and fishing.

Mixed Use

Downtown is not just a commercial retail center, but a complete neighborhood with a mix of housing, shops, offices, and civic and cultural institutions. The largest concentration of housing in the downtown area is the residential neighborhood located east of Roanoke Avenue and north of Main Street. Offices are clustered primarily in the area around the County Courthouse, with another cluster located on East Main Street, between the Aquarium and Town Hall. Many older residences in downtown Riverhead have been converted into small offices and beautifully restored. Many of the shops along Main Street have second or third floors with office space or apartments.

Walking Environment

Downtown already has many of the elements of a successful walking environment: historic buildings with unique facades; an attractive waterfront and boardwalk; brick pavers; antique lighting; street trees; and decorative directional signs. Nevertheless, some aspects of downtown impede pedestrian activity and should be fixed. Currently, streetscape treatments do not extend into the Office/Courts District, and they do not reach as far as the new Aquarium. Pedestrians often avoid places that are vacant or nondescript, including vacant storefronts and ground-floor offices. They may also be reluctant to walk past vacant lots or large parking lots, particularly at night, and they may stop walking along a commercial street with gaps between buildings or shops.

Traffic and Streets

The downtown street pattern has a unique blend of a grid pattern and cross-cutting through streets, like Main Street and Roanoke Avenue. While the through streets funnel more traffic and experience the worst congestion, the street grid diffuses traffic onto side streets and puts traffic pressure on the residential uses there. Downtown has experienced more traffic as a result of the Aquarium opening. The area in front of the Aquarium and along Main Street has the worst congestion. Without directional signage that diverts motorists, most Aquarium visitors probably drive up to the front of the building, realize there is no parking, and then drive back to a parking lot. This double-back movement pushes some of the congestion onto the local side streets.

Parking

Downtown Riverhead has a virtually ideal configuration of parking lots. Small lots are interspersed throughout the downtown area, providing most business and cultural facilities with convenient parking and helping to disperse traffic. The existing parking configuration is also valuable from an urban design perspective. Having the parking to the rear of Main Street buildings allows buildings to be located up to the sidewalk and street, creating an attractive walking environment along Main Street.

Downtown is expected to experience ever-greater demands on its parking supply, with buildout of currently planned projects and retail space. However, according to the Downtown Revitalization Strategy, neither weekday nor weekend parking demand is expected to exceed the total number of parking spaces in the downtown area, including on-street and off-street spaces. If it is determined that additional parking will be required in the downtown area, small parking lots should be added in the Office/Courts District. In that location, they can serve several uses — from the Courthouse, to the Library, to the transportation center, to downtown attractions. A shuttle could link these parking lots to the Aquarium, but ideally, some people will walk, patronizing local shops and restaurants along the way.

The downtown Parking District was created in order to establish and operate public parking lots in the downtown area. Property owners in the district are not required to provide on-site parking, but are entitled to use the Parking District lots for all their parking needs. Downtown property owners pay taxes into the District for maintenance and operation. There is a combination of two-hour and unlimited time parking spaces in the Parking District lots. A parking attendant circulates throughout downtown and issues summonses if cars exceed their time limit. The parking attendant oversees the two-hour limited spaces, as well as on-street parking spaces. This system functions similar to parking meters and encourages some turnover in the on-street spaces, which allows more customers to park right in front of the stores.

ROUTE 58

In focus groups, community members made clear that they would prefer to concentrate future commercial strip development along Route 58, since it has already been transformed into a commercial corridor, and to limit development in other locations, which are still small in size and quaint in character. Yet as successful as Route 58 has been from a commercial perspective, it suffers from traffic congestion and poor aesthetics, and these issues need to be addressed before additional development is allowed there.

Drivers on Route 58 experience significant delays, particularly during the summer months, because tourists bound for the North Fork take the last exit off the LIE and use Route 58 to reach the North Fork. As traffic conditions have worsened on Route 58, more and more people have been using Middle Road and Sound Avenue as bypass routes. As evidence of the increasing traffic, speeding and car accidents increased on Middle Road over the course of the 1990s, according to the Town Engineer.¹ The Town should discourage use of Middle Road and Sound Avenue as bypass routes, in order to preserve the rural and residential character of those corridors and should continue to funnel most heavy traffic along Route 58. This issue is discussed further in Chapter 9, the Transportation Element.

During focus groups, community members expressed their dislike for the "strip" aesthetics of Route 58. The multi-lane roadway is flanked by single-story shopping centers, fast-food restaurants, gas stations and auto repair shops, and familiar "prototype" buildings (like the Pizza Hut and the Waldbaum's). Many parking lots are vast in size and inadequately landscaped. Large, sometimes garish, freestanding signs dominate the streetscape. The roadway is extremely unfriendly and potentially dangerous for pedestrians and bicyclists. Design improvements to Route 58 make sense not only from an aesthetic point of view, but also from an economic standpoint; they can help increase consumer interest and bolster property values.

¹Interviewed by APPS, Inc., November 13, 2000.

ROUTE 25A

Route 25A in the Wading River area has some of the characteristics of a commercial shopping strip: national chain stores (King Kullen; CVS), large parking lots, and free-standing signs. However, Route 25A does not have the appearance of being overly built up, like Route 58. In addition to the large chain stores, there are several small and medium-size retailers, eateries, country stores, and offices along both Route 25A and Wading River-Manorville Road. The business district is relatively small in size and surrounded by open space, farmland, and low-density residential neighborhoods.

In the 1990s, with increasing population, tourism, and through-traffic, Wading River started to experience more pressure for commercial development. In 2002, a McDonald's fast-food restaurant was built on the sight at the southwest corner of the Wading River-Manorville Road intersection, and the King Kullen shopping center underwent a major expansion. ~~Most recently, proposed commercial-oriented development applications have expanded outside of this business core, potentially threatening the character of Route 25A and its surrounding open space, farmland, and residential neighborhoods. Because the newly expanded center will absorb most of the local demand for grocery store, -and- drug store shopping, and other retail uses, the remaining vacant other-smaller parcels along Route 25A need to be evaluated to determine what types of land uses are compatible with the current uses along and surrounding Route 25A and the community's vision for the future. Future development should also strike a balance between conservation and economic development so as to preserve community character and open space. will tend to be developed as small stand-alone businesses, such as banks, fast food restaurants, convenience stores, gas stations, and auto repair shops. As these sites are developed, Route 25A will look more and more like Route 58, unless development standards and design guidelines are established to encourage a more neighborhood sensitive look.~~

WADING RIVER

The Wading River hamlet is a charming country crossroads with a few small shops and offices. It is tucked away in a rolling, forested landscape beside a series of small ponds in the midst of a quiet residential neighborhood, halfway between Route 25A and Wading River beach. Although the district is nearly built out to its maximum commercial zoning, an expansion of the commercial zoning is not desirable, because it would only undermine the historic and natural setting.

Wading River has been fortunate in that the design of most new buildings has been consistent with the older, historic structures. However, a few buildings have been built with wide front setbacks and contemporary styles that contrast the hamlet's traditional character. Design guidelines should be established to encourage traditional building dimensions, cornice lines, windows, entrances, and facade materials and details. Due to the hamlet's small size, traffic and parking have not become major issues. However, some sidewalk and

landscaping improvements can be implemented to make the center even more pedestrian-friendly.

CALVERTON

The Calverton business district — on Route 25, near the intersection of Fresh Pond Road — is currently little more than a commercially zoned area. One successful commercial project has been built in the area — Calverton Commons — which is attractively designed around a central parking court and has lush landscaping along its street frontage. There are some other small businesses, eateries, and farmstands along the northern side of Route 25 that are well-known by locals. In the future, residential development in the surrounding area and development of the Enterprise Park at Calverton will increase the demand for some convenience shopping, specialty shopping, personal services, and restaurants. Because a great deal of land in this hamlet center still remains vacant, it can provide an outlet for commercial retail development, as growth continues to occur.

JAMESPORT

The Jamesport hamlet center is clustered around the intersection of Route 25 and South Jamesport Avenue. The historic buildings, the antique shops and restaurants, the green and the gazebo, the historic church on the corner of Manor Lane, and the Community Center create a warm village ambiance. Jamesport is fortunate to be located at the eastern end of Riverhead, near the wine country and the recreational attractions of the North Fork. The combination of the countryside atmosphere and the unique location give Jamesport the potential to become the gateway to the North Fork wine country, capturing tourists traveling westward along Route 25.

Because the Jamesport area is overzoned for commercial development, it runs the risk of attracting commercial sprawl. A smaller land area, combined with "village" design standards, would promote a more compact pattern of development in keeping with the historic hamlet center, while still providing enough room for growth. West of the hamlet center, the farm stands, country stores, and other limited retail permitted by the Town's old zoning complement the rural character of the area and should continue to be allowed.

Residential development and tourism are adding more and more traffic to Route 25. Jamesport needs to remain auto-accessible, because tourists and shoppers will primarily arrive by car, and traffic jams could scare potential customers away. Nevertheless, a pedestrian- and bicycle-friendly environment is critical to the success of the hamlet center as a retail and restaurant destination. A multi-faceted strategy of partial traffic diversion, traffic calming, road and signal improvements, and limited roadway improvements outside the

hamlet center would make traffic more manageable while not compromising the pedestrian environment.

AQUEBOGUE

Aquebogue does not have the strong hamlet identity that Jamesport has. Instead, it has two very small commercial clusters: an older center at the intersection of Route 25 and West Lane around the historic church, and the more contemporary commercial development near the intersection of Route 25 and Edgar Avenue, in the vicinity of the Aquebogue Elementary School. Other small businesses — as well as residences, farms, wetlands, and open space — fill in the rest of the business district. Because of its dispersed commercial development and its lack of a strong center, Aquebogue does not have the feel of a single, cohesive business district.

Although the adjacent residential subdivisions provide a potential customer base, Aquebogue will continue to have a hard time competing with Route 58 (about one mile west) and Jamesport (about one mile east) for commercial development. Competition from Route 58 suggests that the area zoned for commercial development around the Aquebogue Elementary School is larger than necessary to serve as a convenience center. At the same time, competition from Jamesport suggests that there will be little demand for specialty shopping near the intersection of West Lane, the older hamlet center of Aquebogue. The commercial zoning in the hamlet center should generally be scaled back to reduce the risk of sprawl.

UPPER EAST MAIN STREET

Upper East Main Street, which connects downtown to the Route 58 corridor, is lined with a mix of commercial and industrial uses. Yet Upper East Main Street is unlike either Route 58 or downtown. Whereas Route 58 is a commercial strip and downtown is a traditional center, Upper East Main Street is a hodgepodge of land uses: houses, office campuses, converted offices, automotive uses, industrial sites, institutions (like Town Hall), and apartment complexes. The appearance of the streetscape is as random as the land uses. Lot sizes vary from large office and industrial sites to very narrow sites with auto repair garages. Some front setbacks are given over to parking and storage, and many parts of the sidewalk are in disrepair. Office and apartment campuses are set back from the street behind trees and lawns.

While commercial and residential development is viable along Upper East Main Street, industrial zoning is questionable, since most future industrial development is expected to gravitate toward large lots in Enterprise Park and the vicinity. Commercial development on Upper East Main Street should be focused in a few concentrated nodes rather than in a long linear fashion, in order to avoid the sprawling strip style of Route 58. Such development patterns would be more compatible with the residential surroundings and provide a smoother transition between downtown and Route 58.

POLISH TOWN

The shops and restaurants along Pulaski Street that make up Polish Town are unique and charming. Walking along the street, a visitor can browse through wonderful food stores with imported goods and freshly baked breads. There are several well-known restaurants. Food and craft shops sell traditional Polish products, and Polish-speaking offices provide services to the community. Like downtown, Pulaski Street has small stores that are clustered along the sidewalk. Historic lamps, flower pots, and display windows create an attractive place to walk on a summer evening.

Polish Town has an active and enthusiastic group of property owners and merchants, bound by their common heritage, who work together to improve the neighborhood. For example, they installed the "Polish Town" signs that can be seen on either end of the Pulaski Street commercial area. In 2000, they also installed trees along the street as part of a grass-roots beautification project. The Pulaski Street area works very well, although the existing zoning could be fine-tuned to ensure that new development is consistent with the traditional pattern of buildings. Also, the zoning could prohibit auto-oriented development — like service stations, auto repair and sales, and boat repair and sales — that, if built, would start to undo the traditional “Main Street” ambiance.

OTHER BUSINESS-ZONED AREAS

Most of Riverhead's other business-zoned areas — Wading River East, Roanoke, Laurel, and Route 25 in Calverton — are composed mostly of vacant sites, agricultural land, or open space. The few freestanding commercial establishments that have been built are few and far between. These areas do not have enough businesses or demand potential to function or grow into whole districts. While existing businesses should be allowed to stay, these districts would preferably be eliminated in order to prevent commercial sprawl. In the area north of downtown, commercial zoning covers areas that are mostly residential in use, and thus, rezoning to residential would be more appropriate.

6.3 GOALS & POLICIES

In the future, if retail development is concentrated in downtown, the hamlet centers, and on Route 58, and reduced elsewhere, it will generate higher value, greater satisfaction, and a larger consumer draw. In downtown, the challenge is to retool Main Street for tourism, while protecting and enhancing the historic building fabric and managing traffic and parking demands. On Route 58, the challenge is to ensure that new development does not replicate the problems associated with older strip development, and instead “gives back to the community” by protecting open space and trees, improving the design of commercial buildings, signs, and parking lots, and maintaining lush greenery along the roadway. Elsewhere, the challenge is to develop hamlet centers that are more concentrated in size and

have the complementary cultural amenities and tourist attractions needed to succeed as specialty shopping centers.

OVERALL GOALS

A new hierarchy of retail zones, as well as area-specific planning, land use and design strategies, are needed to address these challenges. The new retail zones are presented and explained in Chapter 2, the Land Use Element, which includes a Proposed Land Use Plan for the entire Town. Each new zone has its own permitted land uses and design concepts. The new zones are loosely based on existing commercial zones, but they go much farther, requiring hamlet centers to have village-style development, linking commercial development along Route 58 to open space conservation, improving the aesthetics of commercial development, and better limiting commercial sprawl along rural corridors. Zoning, however, as a uniform tool, cannot address some of the unique traffic and aesthetic issues in each business district. Design strategies, parking and traffic management tools, economic development approaches, and public investments are needed as well.

Overarching goals for the Town's business districts are listed and explained below. Additional goals and policies specific to each business district are then presented. A map accompanies the discussion of each business district and demonstrates how the new zoning framework would be applied, as well as the how other planning strategies might be implemented. These maps are consistent with the Proposed Land Use Plan and the new zoning framework presented in Chapter 2, the Land Use Element.

Goal 6.1: Emphasize downtown as the civic, cultural, specialty shopping and historic center of Riverhead.

Downtown should be bolstered as a regional tourism center. A mix of cultural, retail, civic, park, tourism, office, entertainment, and residential uses should be promoted, in order to create a dynamic, 7-day a week, 4-seasons destination. Design standards in downtown should promote an historic, compact, pedestrian-oriented, high-amenity environment.

Goal 6.2: Emphasize destination retail in the Route 58/Tanger Mall area, as a way to absorb future retail demand, to provide needed services, and bolster the Town's tax base.

The Route 58/Tanger Mall area should (like downtown) continue to serve local residents as well as a regional clientele. Achieving high-quality and high-value development would bolster the Town's tax base. It can also support efforts to employ Transfer of Development Rights (TDR) to preserve agricultural land and open space. Design standards in the Route 58/Tanger Mall area should be respectful of the Town's rural character, by creating commercial development buffered and defined by landscaping and open space.

Goal 6.3: Protect and enhance hamlet centers in Calverton, Jamesport, Aquebogue, Wading River, and along Route 25A.

Smaller business districts should be enhanced through infill and adjoining development. They should portray a mix of commercial and civic uses, a traditional town layout, village greens, and other features that create hamlet centers, not just retail centers. Design standards in these areas should promote a "Main Street" environment (Jamesport and Aquebogue), a county crossroads environment (Calverton and Wading River), or a **compact** community shopping environment (**within the vicinity of Route 25A and Wading River-Manorville Road**). Except in Wading River, adjacent land should be targeted for "traditional neighborhood design" housing development, featuring street arrangements and higher densities than allowed elsewhere. Hamlet centers should be designated TDR receiving areas, to further preserve agricultural land and open space.

Goal 6.4: Protect and enhance the neighborhood center along Pulaski Street in Polish Town, and transform Upper East Main Street into a green, mixed-use corridor that provides a transition between downtown and Route 58.

Both Polish Town and Upper East Main Street are closely related to the downtown area, both physically and economically, yet each has its own unique identity and commercial mix. The new zoning provisions, combined with various other improvements, should help strengthen and commercially improve their link to downtown. At the same time, those elements that lend a unique character to each place should be built up. In Polish Town, these elements are the Polish ethnic heritage and pride, as well as the "village" ambiance. Along Upper East Main Street, these elements include the greenery, the campus-style setting of existing industrial, office, and apartment sites, and the pockets of small-scale residential and commercial buildings.

Goal 6.5: Maintain the rural image of the Town by carefully controlling development along the Route 25 corridor in the Calverton, Aquebogue, and Jamesport areas.

Commercial development should be very strictly limited outside the business districts. Along portions of Route 25, commercial development should generally be prohibited, except for a handful of uses that would be compatible with the agricultural setting. Design standards should be adopted for such uses in order to better reflect the rural image of the Town. Elsewhere, the temptation to accommodate retail and commercial development along the Town's arterials and at its crossroads should be resisted. Exceptions are accessory farm uses, home occupations, and accessory retail establishments in Enterprise Park, and small-scale, agriculture-compatible uses like craft stores and farm stands.

GOALS & POLICIES FOR DOWNTOWN

Vision: Building on its historic character and its waterfront location, downtown Riverhead should have major civic and cultural attractions and specialty- and entertainment- oriented shopping along Main Street.

Table 6-1: Summary of Policies for Downtown

<i>Proposed Zoning</i>	<i>Improvements and Investments</i>
<ul style="list-style-type: none"> • Downtown Center (DC) should be the zoning throughout the downtown area, but DC has subzones that distinguish between different parts of downtown • DC-1: Main Street • DC-2: Waterfront • DC-3: Office (primarily in the vicinity of the County Courthouse) • DC-4: Office/Residential Transition (between the Courthouse area and the residential neighborhood east of Roanoke Avenue) • DC-5: Residential (residential neighborhood) 	<ul style="list-style-type: none"> • Develop retail market niches that will make downtown more appealing to tourists, including specialty food markets, restaurants, antique and furniture stores, music stores, and eclectic specialty stores • Promote the development or expansion of cultural and entertainment attractions and events • Promote the arts and artist housing • Establish an indoor, year-round regional farmers' market • Require developers to meet high design and landscaping standards for all new and rehabilitated buildings and signs • Improve landscaping, sidewalks, crosswalks, lighting and facades along Main Street • Expand and improve the waterfront park • Create public plazas in front of the train station and Courthouse • Improve sidewalk connections between the train station, the Courthouse area, and Main Street. • Preserve historic buildings and encourage adaptive reuse • Continue to provide parking in small, dispersed lots throughout the downtown area • Additional surface and deck parking in the center of blocks in the area near the Courthouse • No parking garage • No one-way streets • No intersection reconfigurations

Goal 6.6: Develop tourist and specialty shopping niches and a variety of tourist attractions.

Market niches are groups of stores or products that attract a certain type of customer. Currently, downtown Riverhead provides a mix of convenience and specialty shopping that caters to local residents, downtown employees, and shoppers seeking specialty items (e.g., antique furniture). As part of a shift toward to tourism and entertainment, the Town should work to further develop market niches and attractions that appeal to tourists, while still maintaining shops that serve local residents and workers.

Policy 6.6A: Promote specialty food markets and restaurants.

- **Specifically, pursue an indoor public market or specialty supermarket on the north side of Main Street.**
- **Pursue specialty or ethnic food markets.**
- **Encourage outdoor dining.**

Specialty food markets and restaurants can provide lunch and dinner opportunities for downtown visitors. While Route 58 has fast-food restaurants, downtown can provide a more attractive dining atmosphere for tourists throughout the entire summer and particularly on weekends; they would also serve local employees during the week. A range of markets and restaurants should be provided. Some visitors would like to buy sandwiches and snacks and eat outdoors, perhaps by the waterfront. Others would prefer to eat at a sit-down restaurant. Outdoor dining would give restaurant patrons the option of eating inside or outside. Outdoor dining creates activity along the street and takes advantage of the warm summer weather. While Main Street sidewalks may be too narrow in many spots to accommodate sidewalk seating, outdoor tables and chairs could be set up to the rear of buildings in or on alleyways.

An indoor public market can provide not only a variety of unique foods, but also an exciting activity center. Currently, downtown has an outdoor farmer's market during summer, which has achieved moderate success. The indoor public market would also feature local growers, but would be different for several reasons: (1) it could be open all year, since it would be indoors; and (2) it could be designed not to compete directly with farm stands. Part of the reason why the outdoor farmer's market has not been as successful as others is that it provides many of the same products as popular farm stands along rural roads. The indoor public market should provide fewer vegetables and fruits and more "high-end" products like wine, duck, fish, cheese, and grapes. It could also feature products from other parts of New York (i.e., the Hudson Valley) and New England, not just from the local area. If retained, the outdoor farmers market could be staged next to the indoor public market.

A location on the north side of Main Street is preferable for the indoor market, because it can have front and back entrances, one on Main Street and a second one on the rear parking lot. In the summer months, an expanded public market could spill out into the parking lot. An indoor public market would need a sponsor to sign the lease and manage the space. The

Figure 6-1: Downtown

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sponsor would function like the manager of a shopping mall, who operates the space and leases stalls to individual vendors. A private-sector sponsor would be best, because they would have a profit incentive and the management expertise to make the public market work.

A specialty supermarket could provide an alternative to the public market and would eliminate the need for a sponsor or manager. While a conventional grocery store in downtown could probably not compete with supermarkets on Route 58, downtown could have specialty or ethnic food markets that require less space than a supermarket and provide unique items difficult to find elsewhere. Similar stores — bakeries, wine shops, organic food markets, other ethnic markets — could be very successful.

Policy 6.6B: Promote stores and restaurants oriented to children and families.

The Aquarium, the Historical Society, and the Science Center are major child and family destinations. Toy stores, child-friendly music stores, family restaurants, and children's programs at the Arts Council or the Library would build off of this emerging "children" theme and encourage families to spend the entire day in downtown Riverhead. The Aquarium visit lasts one to two hours, and these ancillary activities could help lengthen their stay and encourage families to patronize stores and restaurants.

Policy 6.6C: Promote antique stores and other specialty retail shops.

Policy 6.6D: Promote music stores and develop music programs for both adults and children.

With the annual Summer Concert Series and the Blues Festival, and the potential for using the Suffolk Theater and the Vail-Levitt Music Hall as performance spaces, downtown is becoming known as a center for music. Music stores and programs in conjunction with local elementary schools (i.e., music and dance lessons) could help develop music as a specialty niche.

Policy 6.6E: Preserve eclectic specialty stores and convenience shopping.

While attracting new tourist-oriented uses, existing eclectic stores in the downtown area ought to be retained to the extent practical. Stores like the camera shop, the uniform store, and Ben Franklin do not belong to any particular specialty niche, but they do provide a variety of interesting products that draw customers from a large trade area. This variety of products is an asset to the downtown. New shops and restaurants should be steered toward vacant storefronts and infill sites, so that existing shops remain in place.

Convenience shopping serves some local residents and downtown employees. While convenience shopping cannot be the focus of the downtown retail mix due to competition from Route 58, there can and should be shops and services that meet the everyday needs of the people who are in or pass by downtown every day. These include dry cleaners, delis, stationery stores, and other similar enterprises.

Policy 6.6F: Support the development and growth of downtown attractions and foster development of the arts.

Downtown attractions like the Aquarium, the East End Arts Council, and the Historical Society attract potential customers to Main Street shops and restaurants. Downtown is better off having a wide variety of attractions rather than a single major destination. The more downtown has to offer, the more likely visitors are to spend the entire day, and the more likely they are to make return trips. Having a variety of small attractions also encourages people to walk throughout downtown between destinations and to patronize shops along the way. The Town should support the efforts of existing attractions to offer new exhibits, programs, and events, and it should work to develop additional attractions, as discussed in Chapter 7, the Economic Development Element.

Development of the arts ought to be a focus of Town efforts, because of the widespread interest and patronage of the arts on the East End. With the presence of the East End Arts Council, the success of the Blues Festival and the summertime concert series, and the contemplated reopening of the Suffolk Theater, downtown already has the elements of an artistic center. In addition, the Town has authorized the commitment of resources to the Riverhead Incubator for the Arts (RIFTA), a performing arts and fine arts center that has helped to sustain the redevelopment of Downtown Riverhead as an arts district. To build on this strong basis, the Town could undertake the following tasks:

Provide technical and financial assistance for artists who are seeking housing, studios, and gallery space;

Pursue shops that cater to artists (such as music stores, art supply shops, film stores, etc.);
Commission public art installations, providing work for local artists and making Riverhead identifiable as an artistic center to the occasional visitor;

In conjunction with the BID, the East End Arts Council, RIFTA, the Suffolk Theater, and the Vail-Levitt Music Hall, sponsor additional art festivals, music performances, and craft shows to showcase local artists and draw tourists;

Encourage local restaurants, shops, and cafes to display the art of local artists; and

Encourage the East End Arts Council to remain open on summer weekends and sponsor weekend programs, particularly for young children.

Policy 6.6G: Encourage coordinated marketing and programming for downtown destinations, in order to promote longer visits.

Coordinated marketing could include ticket packaging, such as unified one-day passes to the Aquarium, the Historical Museum, the Arts Center, and the Railroad Museum. Similarly, programming could be coordinated between different venues. For instance, picking up on the

Aquarium's aquatic theme, the Historical Society could offer a whaling exhibit and the Library could offer related readings. Local shops and restaurants could build off the Blues Festival by providing "piano bar" performances and dinner and lunch specials. This would help extend the Blues Festival into the late evening hours.

By providing a set of activities that last an entire day, downtown Riverhead can draw families from a much larger trade area. People are generally willing to endure two-way travel times that are about half as long as the length of the visit. If a family can plan on a six-hour visit, they would be willing to travel from as far way as an hour and a half in one direction. People who stay the whole day will spend more money in local shops and restaurants, as they filter between attractions.

Policy 6.6H: Provide retailers and other businesses with incentives to locate in downtown Riverhead.

Tax abatement is already in place in the downtown area to encourage renovation and improvement of the building stock. Abatement applies to the increase in taxes that would result from an investment in real property within the Business Improvement District. This program has been extensively marketed to current and prospective owners to encourage investment. This program is called the Commercial and Industrial Tax Incentive Program and is a 10-year program, with the abatement beginning at 100% and reducing to 0% at year 10. Additionally, the Town of Riverhead in June 2003, with the support of the County of Suffolk and the State of New York Empire Development Corporation, approved the expansion of the Empire Development Zone (EDZ) at Calverton to include 61 acres of Downtown Riverhead. The EDZ designation provides economic incentives and assistance to retailers and other businesses with the aim of promoting private investment, business development, and job creation in economically struggling areas. These programs should be continued, and the Town should explore and develop other incentives that can help attract businesses to the downtown area.

Goal 6.7: Expand and improve the waterfront park.

The existing boardwalk and park along the Peconic River serve as major recreational attractions, where people can stroll, relax, and picnic. It also provides space for circulation between parking lots and downtown destinations.

Policy 6.7A: Expand the waterfront park west to the Court Street bridge and establish a continuous waterfront trail.

Pedestrian and bicycle trails should be extended through the waterfront park, so that there is a continuous riverfront trail. The waterfront park should eventually connect to a trail that runs westward along the Peconic River as part of the Town's greenway system (see Chapter 11, the Parks and Recreation Element). The waterfront trail can be designed as an interpretive walk, with signs that describe the natural habitat, the fish and bird species, and the history of the waterfront. An expanded waterfront park with better Main Street connections would also provide a physical linkage between most of downtown's destinations.

Expansion of the park would require the Town to purchase properties (or portions thereof) located along the waterfront. A portion of the Community Preservation Fund (CPF) has already been set aside for purchasing land for parks and open space. The Town should make a commitment to use this fund for buying waterfront property along the Peconic River.

Policy 6.7B: Work with the Town of Southampton to expand park uses and protect open space on the south side of the Peconic River.

The south side of the Peconic River is located within the Town of Southampton but exerts a strong influence on the functioning and image of downtown Riverhead. The south of side the river, like the north side, could contain pedestrian and bicycle trails, as well as recreational concessions, consistent with the Southampton Comprehensive Plan.

Policy 6.7C: Establish areas for recreational concessions and consider installing public restroom facilities in the park.

Recreational concessions and uses could be situated in the park, and at the gateways into downtown, on Peconic Avenue, East Main Street, and West Main Street. These include canoe and paddleboat rentals, bed-and-breakfasts, fishing supply stores, etc. Also, a theme children's playground could be added to the park, building off the Aquarium as a children's attraction. Public restrooms should be installed only if there is a plan for maintenance, operation, and security, and only if funding sources are provided.

Policy 6.7D: Preserve and enhance pedestrian and view corridors between Main Street and the Peconic River.

Some parts of the waterfront are difficult to see from West Main Street, because trees, undergrowth, and buildings block the views. As properties are procured for park expansion, the Town should redesign the enlarged park to create and preserve view corridors and pedestrian connections from Main Street. In the center of downtown, alleyways and streets provide views of the water and access to the parking lots behind Main Street, but some do not lead all the way down to the waterfront. Landscaping, walkways, and lighting should be redesigned so that there are safe, direct, and visible connections between the waterfront and Main Street. River "identifiers" or beacons (i.e., banners, public artwork) could be placed along the waterfront to call attention to the water's edge.

Policy 6.7E: Limit polluted runoff from draining into the Peconic River.

Parking lot surfaces collect particulate matter, oil, salt, and dirt from automobiles, and during heavy rains, the pollutants bubble to the surface and contaminate the surface water runoff. There is a natural grade from Main Street to the waterfront, so contaminated surface water would tend to flow into the river. Trees, shrubs, and grass can help trap water and limit runoff. Adding additional landscaped areas to the parking lots can therefore prevent contaminants from flowing into the river. This may mean that surface pollutants will collect

in soils, but as with the water, the low levels of pollutant would not be expected to create significant contamination.

Goal 6.8: Establish a land use framework, while preserving and promoting a fine-grain mix of uses.

Keeping a mix of uses will help maintain the variety and vitality of downtown Riverhead. At the same time, establishing a more ordered land use framework can group together compatible uses and minimize conflicts between adjacent land uses. Figure 6-1 shows the proposed zoning framework.

Policy 6.8A: Encourage ground-floor retail along Main Street, with apartments and offices on the upper floors.

Mixed-use buildings encourage local walking trips, because office and residential uses are integrated into the downtown shopping area.

Policy 6.8B: Encourage cultural attractions to expand into adjacent buildings or lots.

Cultural attractions are arranged in a linear fashion along Main Street and the waterfront. In the future, there may be interest or pressure to expand the activities and programs offered. In order to keep these uses in downtown, the Town should work with cultural attractions to provide opportunities to expand into adjacent sites.

Policy 6.8C: Maintain the pattern of small, dispersed parking lots, and ensure that any new parking lots are built according to the same pattern.

Small, scattered parking lots provide convenient access to buildings throughout the downtown area and help disperse traffic.

Policy 6.8D: Encourage the development of mixed-use buildings on infill sites throughout the downtown area.

Along Main Street and side streets, there are vacant lots that should be targeted for infill development. Infill development will help create a continuous street frontage. As part of the zoning ordinance update, the Town should adopt mixed-use requirements or incentives for new buildings along Main Street.

Policy 6.8E: Concentrate office uses in the Office/Court District.

Offices are already and should continue to be concentrated in the vicinity of the County Court building. Offices typically have higher real estate value than retail and residential buildings, and could potentially create pressure for site assemblage, conversion of storefront space, and demolition or conversion of houses. While conversion of some houses and above-store space is desirable, conversion of ground-floor storefronts to office uses are not, and not

all residential areas ought to be opened up to office conversion. The area for single-purpose conventional office buildings ought to be limited in order to prevent pressure for demolition and/or speculation on Main Street or in the adjoining residential area.

Policy 6.8F: In the Office/Court District, create large parking lots in the center of the blocks, and line the edges of the blocks with office, retail and institutional buildings.

This strategy provides adequate space for desperately needed parking, while still maintaining a consistent street wall. This approach mimics the existing pattern of parking lots and buildings along Main Street and thus creates a consistent character throughout the downtown area. Specifically, Court Street is targeted for infill office development along the street, with parking behind the buildings on both sides. The area between Court Street and the LIRR station could be cleared for additional parking lots, providing convenient parking for not only the station, but also the Library, the Historical Society, and the Courts.

Policy 6.8G: Create a mixed office and residential district on either side of the residential neighborhood located north of Main Street, where residential-to-office conversions would be allowed.

This would provide a transition between the more intensively used Office/Court district and the relatively quiet residential neighborhood east of Roanoke Avenue. Residential uses located on Third Street are marginal and negatively impacted from railroad noise; they ought to be reconfigured and redeveloped. Closing Third Street and consolidating several lots would create a larger, more buildable development parcel. Office uses are preferred for the site, because of the adjacent noise impacts, but residential uses could be permitted with the appropriate setbacks and buffers.

Policy 6.8H: In the residential area north of Main Street, establish a residential zone that prohibits stand-alone commercial uses, while allowing home occupations and artist studios and galleries.

The neighborhood is under pressure for conversion to office uses and parking lots, and this policy would help protect the historic housing stock. A limited area around the edges of the residential area would allow office conversions. Within the neighborhood itself, home occupations would be permitted, subject to performance standards, and artists would be allowed to set up studios and galleries, either in spare rooms or in detached ancillary buildings. These commercial uses would be permitted only as an ancillary use to a residence.

Policy 6.8I: As part of the zoning ordinance update, establish setback, buffer, landscaping, and other standards that minimize land use impacts while maintaining mixed uses.

In any location where two different land uses are located next to one another, there may be off-site negative impacts. For example, morning deliveries to businesses could generate noise that disturbs adjacent or upper-floor residences. In less dense suburban locations, these

impacts can be avoided through setbacks and buffers, but in downtown Riverhead, there are other strategies more appropriate to the compact, mixed-use setting. One option is to restrict the hours of operation of businesses (e.g., opening and closing times, truck delivery hours, etc.).

Goal 6.9: Promote housing revitalization and artist housing.

Policy 6.9A: Work with the Business Improvement District to make housing available to visual and performance artists in the downtown area, and provide incentives for landlords to lease space to artists.

Consistent with efforts to promote the arts in downtown, the Town should work with the BID to develop a marketing scheme that aims to attract artists to downtown Riverhead. The strategy should take into account the needs of artists and their families and should provide technical assistance to artists who are looking for housing. Because artists may have minimal or inconsistent sources of income, they may require assistance in renting and buying homes. Similarly, the Town should provide incentives for landlords to lease space to artists. For landlords with artist tenants, real estate taxes could be frozen for the first five years and then undergo a five-year graduated return to the proper level, thereby adding immunity to the affects of inflation. Another option is encourage landlords and artists to develop renovation agreements, where artists would pay a lower rent in exchange for renovations on their living space. Many artists seek flexible space that they can improve and upgrade to suit their own needs and artistic expression.

Policy 6.9B: Expand the boundaries of the downtown Arts District, to include the entire downtown area and allow greater flexibility in artist housing, studios, and galleries.

In 1997, the Town passed the "Riverhead Arts District Law," which permitted studios, galleries, and ancillary artist housing in a portion of the downtown area. Based on experience in other cities, artists generally choose their place of residence first, and the presence of a studio space is a secondary factor. Therefore, in addition to permitting studios, galleries, and ancillary artist housing, the regulations should be amended to allow ancillary studios or galleries and retail sales of art in appropriately sized housing units. Performance standards could limit the hours of heavy studio work (i.e., welding), require buffering or screening, or impose other regulations to minimize impacts on adjacent uses.

Policy 6.9C: Expand the definition of an "artist" to include persons practicing any of the applied arts, and eliminate Town Board approval of artist certification.

Currently, the "Riverhead Arts District Law" defines an artist as "a person who is regularly engaged in the fine arts... or in the performing or creative arts... or in the composition of music on a professional basis." This definition excludes any person involved in the applied arts, such as pottery-making, jewelry-making, or graphic design. The applied arts would be equally appropriate in the Arts District and should be added to the definition.

Town Board approval of artist certification creates an unnecessary level of bureaucracy to the artist certification process and potentially discourages artists from coming into Town.

Town staff can more quickly and easily certify artists. The zoning ordinance should be revised to provide a more workable definition of "artist" to be applied by staff.

Policy 6.9D: Allow home occupations in the downtown area, on condition of meeting stringent performance standards, sign regulations, and locational requirements.

Chapter 7, the Economic Development Element, provides a detailed discussion of ways to provide, promote, and regulate home occupations.

Policy 6.9E: Provide property tax incentives for housing rehabilitation.

Residential development currently does not have the opportunity to take advantage of tax incentives offered to commercial development in the downtown area. Commercial development can abate taxes for ten years for investments in excess of \$50,000.

Goal 6.10: Preserve and enhance downtown's historic character.

Policy 6.10A: Identify historically significant sites and buildings, and implement historic preservation regulations as part of the zoning code update.

Consistent with Chapter 5, the Scenic and Historic Resources Preservation Element, the Town should complete a survey to identify sites and buildings in the downtown area that have local historical value. These buildings shall be subject to special regulations, in order to protect the buildings from demolition, and to ensure that alterations are consistent with the character of the original building. The Main Street area should be strongly considered for designation as an historic district.

Policy 6.10B: Provide opportunities for relocating historic houses in downtown Riverhead.

The Town should establish a program for relocating historic homes from other locations to infill sites in downtown. Specifically, houses abutting the railroad or along the river could be relocated to infill sites to create a more suitable setback from the tracks or implement the proposed riverside park.

Policy 6.10C: Seek and provide financial incentives for historic preservation.

Such incentives are discussed in greater detail in Chapter 5, the Scenic and Historic Resources Preservation Element. Further, the Town should pursue those intergovernmental arrangements necessary to provide for relaxed building construction standards for the renovation and use of older buildings within the downtown.

Goal 6.11: Preserve and promote traditional building layouts and development patterns, while allowing variety in building design.

New buildings built in the downtown area should have a design that is consistent with older downtown buildings. This is not to say that all buildings should have a specific style, such as Victorian or Arts & Crafts. On the contrary, downtowns should have buildings that represent

a variety of architectural styles, because that mix gives downtown an eclectic and refreshing character. Promoting "traditional" building layouts means that buildings should be compact and oriented to pedestrians, but modern-looking buildings can achieve that layout just as well as older-looking buildings.

Policy 6.11A: Establish maximum setbacks and requirements for pedestrian-oriented design.

Excessive setbacks create gaps in the street wall and reduce the walkability of streets. Traditional residential setbacks in the downtown area are about five to fifteen feet, and along Main Street, buildings are built right up to the property line. In the zoning ordinance, buildings should be required to build up to the line that is comparable to the setbacks of other downtown buildings. In addition, the main entrance of each building should be encouraged to be oriented to the street, rather than the parking lot. Similarly, the zoning ordinance should encourage buildings along the Peconic River to provide for dual entrances, such that entrances are oriented to both the street and the waterfront. This would promote activity along the Peconic River while maintaining the traditional store fronts on Main Street. In residential areas, garages can be required to be setback behind the rest of the house, so that auto access is secondary to pedestrian access.

Policy 6.11B: Encourage ground-floor retail along Main Street.

Retail should be the preferred use on the ground-floor along Main Street. Retail stores create a visually stimulating, active storefront, whereas offices and residential uses draw less activity. Maintaining a solid strip of retail on the ground floor encourages pedestrians to keep walking along the street.

Policy 6.11C: Establish detailed downtown design standards.

Design standards can ensure that new buildings have the bare minimum elements of well-designed buildings, such as minimum window area and appropriate exterior materials. Standards can also be established to ensure that building additions or alterations are consistent with the original design.

Policy 6.11D: Prohibit auto-oriented land uses in the downtown area.

Auto-oriented uses like drive-throughs, gas stations, car dealerships, car rental agencies, and auto repair shops should be prohibited in downtown. This ensures that any future infill development is consistent with the pedestrian orientation of older downtown buildings.

Policy 6.11E: Ensure that sign regulations are pedestrian-oriented and compatible with the downtown character, but continue to allow variety in signage design.

Sign regulations ought to establish appropriate limits on the size and type of signs allowed in the downtown area. Billboards, roof signs, or other large signs ought to be prohibited. Similarly, specific types of illuminated signs (i.e., internally illuminated signs, flashing

signs) ought to be prohibited or strictly limited. However, a wide variety of signs should still be permitted, in order to give downtown a vibrant and eclectic character. Awning signs, wall signs, signs hanging over the sidewalk, some neon signs, and banners can all be permitted. Limitations on size, materials, height, and location should be imposed.

Policy 6.11F: Establish minimum and maximum residential lot sizes that resemble existing lots in the downtown area.

The smallest residential lot size allowed under the current zoning is 20,000 square feet, about a half-acre. Most existing residential lots in the downtown area, however, are 6,000 to 10,000 square feet, about one-eighth to one-quarter acre. Residential zoning regulations should allow single-family residential lots that are compatible in size with existing development. This would help maintain the compact scale and traditional ambiance of the neighborhood. Zero lot line development should be permitted.

Policy 6.11G: Establish parking standards that take into account the traditional buildings and space constraints.

Property owners outside the Parking District are required to provide their own parking spaces. In some cases, parking requirements may be excessive or overly restrictive, particularly for those sites where on-street parking or public parking lots are available. For instance, housing being converted to offices has sometimes been required to install more parking spaces that they have room for in the front and rear yards. The zoning ordinance update should include shared parking provisions, updated parking standards that are tailored to the downtown context, and provisions regarding the design of small parking lots.

Goal 6.12: Promote pedestrian and bicycle access and circulation.

Policy 6.12A: Implement continuous streetscape and façade improvements.

Along most of Main Street, the Town has already implemented a series of streetscape improvements that included brick pavers and antique street lamps; but this streetscape treatment does not yet extend as far as the new Aquarium or into the Office/Court district. Continuous, consistent streetscape improvements can help weave together the different downtown zones and expand the perceived walkable area of downtown.

Façade improvements could also help bolster the image of downtown and encourage pedestrian activity. The Town should establish a façade improvement program that provides a mixture of grants and tax incentives to encourage façade cleaning, door and window replacement and repair, enlarged windows, compliance with the Americans with Disabilities Act, and installation of awnings and planters. Wherever there are vacant lots or parking lots along downtown streets, decorative fencing, landscaping, trees, low walls, or benches should be added in order to mask the empty space and preserve the continuity of the frontage.

Policy 6.12B: Build pedestrian walkways between Main Street and the waterfront.

Sidewalks leading down from Main Street do not all reach the waterfront. The Town should work with the Parking District to build continuous landscaped walkways, with the consultation of a landscape architect.

Policy 6.12C: Establish crosswalks and sidewalk bulbs at certain key intersections, and improve pedestrian safety at the Peconic-Roanoke-Main Street intersection.

Crosswalks are critical for pedestrian circulation and are necessary at certain major intersections in downtown. Also, sidewalk "bulbs" (a.k.a. "neckdowns") at certain crosswalks can reduce the length of the walk across the street, increasing safety. Crosswalks that are decorated with pavers or cement can enhance the special quality of the place. Pedestrian improvements are particularly necessary at the Peconic-Roanoke-Main Street intersection, which experiences heavy traffic congestion. The offset intersection has poor visibility, with cars often speeding around blind corners, and pedestrian crosswalks have been obscured. An "all stop" crosswalk can be installed there to allow all pedestrians to cross through the intersection at once.

Policy 6.12D: Work with the Business Improvement District and downtown property owners to consider collecting fees for the purpose of undertaking streetscape improvements.

Sidewalk, crosswalk, curb, and drainage improvements could be funded in this way. The same concept is currently employed by the Parking District.

Policy 6.12E: Keep all existing connections across the LIRR tracks.

Street connections allow for pedestrian circulation. In places like downtown Riverhead, where there is a variegated grid pattern of streets, pedestrian circulation is particularly convenient. Closing any of the streets across the LIRR tracks would impede pedestrian circulation, and cut off residents immediately north of the tracks from the downtown area. The Town should work with the LIRR to ensure that all existing street crossings are retained.

Policy 6.12F: Work with the Parking District to install bicycle racks in Parking District lots. Require property owners outside the Parking District to provide bicycle racks on-site.

The absence of bicycle parking can be a deterrent to bike riding. If bike racks are present, people who might otherwise drive their cars could ride their bikes instead and be assured a safe place to lock their bicycle.

Goal 6.13: Manage traffic circulation while maintaining auto access.

Maintaining auto access to downtown is critical to its success. Most tourists and visitors will arrive by car and will need to enter and exit downtown quickly and easily. Traffic difficulties in the downtown area could keep visitors from making a return trip. At the same time, traffic

circulation needs to be properly managed, so that pedestrian and bicycle circulation is not compromised.

Policy 6.13A: Maintain two-way streets and prohibit street closures.

Proposals for one-way streets or street closures would detract from the vitality of Main Street. One-way streets would impede access into downtown and would create high-speed traffic thoroughfares unfriendly to pedestrians. Two-way streets would maintain auto access and still accommodate pedestrian activity. Street closures tend to sap life from traditional commercial districts.

Policy 6.13B: Relieve congestion on Main Street and at the Peconic-Roanoke- Main Street intersection by installing directional signs that divert cars into parking lots before they reach the core Main Street area.

Motorists have a tendency to drive up to a building to look for the closest parking, and then double back when they don't find an available space. Diversion signs can reduce this tendency and help keep traffic off of Main Street. If traffic conditions worsen on Main Street and at the Peconic-Roanoke-Main Street intersection, the driveway leading east from Peconic Avenue into the parking lots along the riverfront should be converted into a regular roadway. The road already functions as a bypass route for Main Street. Converting the driveway into a roadway would provide an easier and more apparent way to reach the Aquarium. It would also improve access to the parking lots.

Policy 6.13C: Increase opportunities for reaching downtown Riverhead by train.

As discussed in Chapter 9, the Transportation Element, the Town should work with the LIRR to increase train service to downtown Riverhead. Excursion trips can provide coordinated ticketing and access to a variety of downtown (and other Riverhead) attractions and events. Also, the Town should work with the LIRR to provide additional weekend service to Riverhead during the summer months.

Goal 6.14: Expand the facilities of the Riverhead Parking District.

Adequate parking is critical to the success of downtown Riverhead as a tourist destination. Some destinations in downtown have different peak parking periods, so parking used for one attraction can be used for another attraction at another time. Nevertheless, a parking shortage may occur during peak summer weekends until a shared parking arrangement or other actions are established. Further, parking district facilities should be expanded to ensure adequate parking for patrons, visitors, and residents. Possible sites include:

- Parking lot on the south side of 129-1-21 on Mc Dermott Avenue;
- The decked parking located north of the old Woolworth building.

Policy 6.14A: Assess the parking impacts created by Phase I of the Aquarium.

To understand the parking needs that can be expected under full buildout of the Aquarium, the Town should study the parking impacts created by Phase I of the Aquarium. The study should focus on demand during summer months, when demand is greatest, and it should examine the changes in parking needs over the course of a typical summer weekday and weekend day. The study should also examine the needs for bus parking, where Aquarium visitors are parking, and how far they are willing to walk.

Policy 6.14B: Consider expanding the Parking District boundaries to include all downtown shops, offices, and attractions.

Currently, there are major downtown destinations — including the County Courthouse, the train station, the Railroad Museum, the Library, and the office complex on East Main Street — that lie outside the District. Some of these destinations, like the Courts, already have parking demand that spills over into Parking District lots, meaning that they make use of the parking lots without contributing to the tax revenue. Incorporating these major destinations into the Parking District would ensure that all downtown parking users are contributing equitably to parking maintenance and monitoring. Expansion of the Parking District would allow visitors to use all downtown parking lots, while ensuring that all the lots are monitored and maintained. This strategy could be used to implement the parking deck proposed for the Court parking lot, as discussed later in this section.

Policy 6.14C: Work with the Parking District to pursue shared parking agreements.

As an alternative to expanding the Parking District, there are several large parking lots outside the Parking District that can be used for shared parking. In particular, the parking lot behind the County Courthouse building and the lot for the East Main Street office center are not used during weekends and evenings, when courts and offices are closed. The Aquarium and other cultural attractions experience the greatest parking demand during weekends, and the Suffolk Theater and the Vail-Levitt Music Hall would experience the greatest demand during evenings. There are enough parking spaces in these and other private parking lots to accommodate much of the parking demand for the entire downtown area.

Policy 6.14D: Redesign the configuration of on-street parking on all downtown streets, in order to maximize the supply of on-street parking.

Downtown already has several hundred on-street parking spaces. Additional spaces could be added to the street by making simple adjustments. For example, bus stops could be co-located with fire hydrants, so fewer spaces are lost to such uses. The Town should work with a landscape architect to undertake a comprehensive, detailed redesign of on-street parking and parking lot configuration and design.

Policy 6.14E: If new parking lots are necessary, build them in the Office/Court district and near the train station.

There is currently a large vacant lot at the corner of Roanoke and Railroad Avenues that could easily be converted to surface parking. Also, there are marginal buildings and uses adjacent to the LIRR station that could also be converted to parking lots. Parking lots in this area would serve multiple functions. It would provide daytime parking for Court employees. It would provide spillover parking for the Library and downtown events. It would provide parking for the Historical Society, which currently lacks parking. Finally, it would serve as an interceptor for motorists on their way to the Aquarium, most of whom are expected to come from areas to the west.

Policy 6.14F: Explore the establishment of a privately operated shuttle that runs back and forth along Main Street between the Office/Court district parking lots and the Atlantis Aquarium on weekends.

A summer weekend shuttle service could link the Office/Court district lots with the Aquarium. A weekday shuttle could run on an expanded route, connecting the train station, the Library, Town Hall, and points along Main Street. Studies have shown that people are generally willing to wait no more than nine minutes for a shuttle. The proposed shuttle could run every five to eight minutes for truly convenient service. Assuming that a single loop takes 15 minutes, accounting for pick-up, travel time, and drop-off, the shuttle service would require two or three continually circulating buses in order to maintain five- to eight-minute headways (or wait time).

The proposed privately operated shuttles would be similar to those that were employed by Tanger Mall. During the week, the same shuttle could be used to meet rail travelers whose destinations are either the County offices in Southampton or Tanger Mall.

Policy 6.14G: If a parking garage is necessary, build a recessed parking deck behind the County Court buildings.

While most shoppers and tourists shy away from using a parking garage, employees are usually more willing to park there. The County Courts currently generate a large employee-based parking demand. The Court parking is always full during a work day, and Court-related parking spills over into the adjacent Parking District lots. Building a parking deck behind the County Courts would help alleviate this highly concentrated demand. On weekends, the lots could serve double-duty as parking for the Aquarium and other downtown destinations.

A parking garage, if built, should also be limited in size and visually hidden from downtown streetscapes. An elevated parking deck built behind the County Court building would be hidden behind the large Court building itself. The design of the deck could alternatively take advantage of the slope, so that the lower portion is level with West Main Street and partially submerged, and the upper portion appears like a surface parking lot from Court Street.

Policy 6.14H: Require downtown attractions to provide adequate bus drop-off areas and facilities, and ensure that Parking District lots have space for bus parking.

Downtown attractions such as the Aquarium, the proposed Science Center, and the Historical Society attract school field trips. Bus drop-off areas are required to ensure child safety and keep pulled-over buses out of traffic lanes along Main Street. The Aquarium is already outfitted with a bus drop-off area in front, and other attractions can be required to build similar facilities.

Parking District lots ought to be designed so as to accommodate buses. The Town should designate a remote central bus parking area for buses that are idle during field trips. In addition, buses ought to be able to negotiate curves in the circulation lanes, and they should be able to park across two face-to-face parking spaces, as buses are roughly twice as long as normal-sized cars. Thus, some head-to-head spaces should not be obstructed by landscaping or wheel stops.

Policy 6.14I: Allow the Parking District to review and submit comments on proposed projects in the downtown area.

New development in downtown would potentially increase parking demand in Parking District lots and reduce parking availability for existing shops, offices, and attractions. As new projects are proposed, the Town should request that the Parking District review the project proposals and submit written comments. The comments would then be taken into account in the normal decision-making procedures for the project.

Policy 6.14J: Ensure that adequate handicapped parking is provided.

Such spaces should be located in prime spots, near building entrances and walkways.

Goal 6.15: Design parking lots that are walkable, attractive, and integrated with downtown buildings.

Policy 6.15A: Preserve the pattern of small, dispersed parking lots.

The existing small lots are integrated with downtown buildings, which are arranged in a traditional, compact form. They are also largely hidden from view, behind buildings, so that they do not interrupt the charming downtown streetscapes. Moreover, small lots provide convenient access to downtown shops. If any new parking lots are developed, therefore, they should be built according to the same pattern as the existing parking lots.

Policy 6.15B: Design parking lots with identifiable pedestrian walkways, lighting, trees, planting beds, marked entrances, and clear edges, as well as architectural flourishes like archways, decorative pavers, and monuments.

Policy 6.15C: Expand the use of the parking lots along the Peconic River for special events.

The parking lots along the Peconic River are currently used for outdoor performances during the annual Blues Festival and other summertime events. The parking lots can be redesigned, so that they can be more easily converted into performance spaces. Lighting fixtures can be outfitted with durable outdoor electrical outlets, useful for powering stage lights and sound systems. The actual layout of the landscape features and parking aisles should create a natural stage area and audience space. Trees are necessary for shade and comfort, but they should be high-branching and arranged so as not to interrupt sight lines.

Policy 6.15D: Keep sight lines open between Roanoke Avenue and the County Court building by establishing a public plaza and/or landscaped parking lots in the area.

This proposal would enhance the Court building as an architectural landmark in the downtown area. A public plaza could serve as a place for workers to eat lunch outdoors, and it would also function as a celebratory civic space, which downtown currently lacks. The plaza and parking lots could be used for outdoor fairs or events. With the neo-classical façade of the Court building as a backdrop, the plaza and parking lots would become a special destination in downtown Riverhead. Street improvements along Griffing Avenue would help connect this center to Main Street and the waterfront.

Goal 6.16: Enhance gateways and arrival points.

Gateways and arrival points convey the character of downtown and leave indelible impressions with visitors.

Policy 6.16A: Implement streetscape and landscape improvements in key locations.

While all downtown streets should be friendly to pedestrians (with crosswalks, decorative paving, street lamps, trees, shrubs and flowers, decorative signs), gateways and arrival points should have special additional treatment. For example, the Main Street-Court Street intersection is a gateway into downtown in that it provides the first glimpse of the waterfront and has three great civic buildings — the Suffolk County Historical Society, the Henry Perkins Hotel, and the Riverhead Free Library. The design of this gateway should open up pedestrian connections and views of the water. Banners, flags, and landscaping can be used to create a celebratory space that calls attention to the civic buildings. Also, the Historical Society lawn is an attractive, shady space and one of the largest green spaces in downtown and could serve as the setting for summer events, like an arts and crafts market or antique show.

Policy 6.16B: Install edifice lighting on the façades of major downtown landmarks, and install holiday lights and decorations along Main Street from Thanksgiving to New Year's Day.

Edifice lighting can create a dramatic and festive atmosphere in the downtown area, particularly during the winter months, when daylight is limited. It can also call attention to the unique architecture found in downtown. Buildings that could be lit include the Bank of

New York building, the Aquarium, the two churches, the Woolworth building, the County Court building, and the Henry Perkins hotel. Holiday lighting can be installed on Main Street buildings, on lampposts, or on trees.

Policy 6.16C: Work with the Business Improvement District to establish maintenance plans for gateways and arrival points.

Attention to detail and high maintenance is an important part of making gateways and arrival points into special places. The maintenance plan should establish standards and develop a funding and implementation strategy.

Policy 6.16D: Create a public plaza/greenway that links the train station to Court Street.

Establish a pedestrian-oriented plaza in the block between Railroad Avenue and Court Street. The space should be bounded by two one-way streets (i.e., the existing Cedar Street and a new road) and should have sidewalks, trees, landscaping, and benches. It will create a physical and visual link between the train station and Court Street, giving the impression that the station is located on Court Street, one of the major entering roadways into downtown.

GOALS & POLICIES FOR ROUTE 58

Vision: Route 58 should remain Riverhead's principal destination for convenience and comparison shopping, but with improved design, traffic circulation, and landscaping requirements.

Table 6-2: Summary of Policies for Route 58

<i>Proposed Zoning</i>	<i>Improvements and Investments</i>
<ul style="list-style-type: none"> • Destination Retail Center (DRC) in west • Shopping Center (SC) on larger sites in center • Business Center (BC) on smaller sites • High-density residential development on appropriate parcels contiguous with commercial development with transferred development rights 	<ul style="list-style-type: none"> • Require developers to meet high design and landscaping standards for new commercial sites, buildings, and signs • Plant trees and flowering shrubs alongside the arterial • Work with property owners to align site entrances at traffic lights • Encourage the County to implement roadway and signal improvements that ameliorate the flow of through-traffic • Encourage the County to include a planted median and left-turn pockets in any future road-widening projects along Route 58

Goal 6.17: Promote a mix of comparison shopping and convenience shopping along Route 58 that continues to serve both local residents and a regional clientele.

Policy 6.17A: Open up the western portion of Route 58 for Destination Retail Center development.

The ongoing success of Tanger Mall and the growing tourism industry in Riverhead and the North Fork are creating pressure to open up more land for commercial development along the western half of Route 58. For example, in 2001, an Applebee's Restaurant was developed across the street to take advantage of the Tanger Mall clientele. Currently, the area around Tanger Mall, from the Long Island Expressway (LIE) to Harrison Avenue, is mostly zoned for industrial development. Rezoning the area for a wider range of business uses would stimulate assemblage and revitalization of sites in that area, some of which are small-scale and under-utilized. The proximity to the LIE provides a unique opportunity for allow for destination-style retail operations.

In 1996, the Riverhead Planning Board recommended that the industrially zoned land at the western terminus of Route 58 be rezoned in order to discourage inappropriate industrial development and encourage regional commercial development within the vicinity.

During CAC meetings, some participants questioned whether additional retail development along the Route 58 corridor was really necessary, in light of anticipated future population growth. The proposed DRC zoning, however, is intended to draw not only from the local population, but also from a regional market. By building up such destination retail establishments, the Town would experience a positive cash flow of retail expenditures, resulting in higher commercial property values, commercial tax ratables, and increased sales tax revenue sharing. This helps pay for Town services and schools, and reduces pressure for future tax increases, which benefits all Riverhead residents.

Policy 6.17B: Allow a mix of Shopping Center and Business Center development along the rest of Route 58.

Currently, the commercial core of Route 58 is zoned Business B and Business C. These zones allow the full range of retail stores, and they limit office development to business-related, professional, and fraternal offices. With no minimum lot sizes, Business B and Business C allow for a variety of large and small convenience retail establishments. The zoning has successfully attracted auto-oriented convenience retail that provides essential products and services to the community and creates a substantial tax base.

The zoning should continue to allow this mix of uses, while fine-tuning the regulations, so that larger Shopping Center (SC) lots and smaller Business Center (BC) lots are treated in slightly different ways. Lots in the BC zone would be smaller, oriented to quick in-and-out convenience shopping, whereas lots in the SC zone would be larger and can accommodate large-footprint grocery stores. Buildings in the BC zone would be closer to the street, and the sites have frequent curb cuts. SC sites would have large setbacks and parking lots with

consolidated curb cuts. While the two zones would have many of the same permitted uses, the BC zone would be the only place along the corridor where new auto dealerships and car washes (by special use permit of the Town Board) would be permitted.

Goal 6.18: Promote improved architectural and site design, traffic circulation, and open space conservation along the Route 58 corridor.

Chapter 9, the Transportation Element, includes detailed provisions for improving traffic flow along the Route 58 corridor, both for local and through traffic. The following policies address the other two issues of design and open space.

Policy 6.18A: Implement more strict design and landscaping standards for new development along Route 58.

Route 58 works well as a commercial corridor and its design should continue to provide safe automobile access and convenient parking. At the same time, superior design concepts can be adapted to fit into its auto-oriented environment. These design changes, while they do not amount to a "Main Street" or "neo-traditional" environment, can still improve the appearance and image of the corridor, erasing some of the adverse impacts of commercial sprawl. The following design concepts can be applied to Route 58:

Building Scale, Mass, Materials, and Entrances. To prevent overly bulky buildings, the height and width of a building should be proportional to the lot size and setbacks, and large expanses of blank walls should be avoided by requiring variations in façade treatment. Exterior building materials should be limited to non-reflective surfaces. Building entrances should be visible from and oriented to the street. These measures would make shopping centers more pedestrian-friendly and storefronts more visible and attractive.

Parking Lot Size and Site Location. Parking lots should be broken up between and behind buildings or landscaped areas, rather than concentrated into a single expanse of asphalt. This reduces the visual dominance of the parking lot and allows the buildings and landscaping to become more visually prominent.

Landscaping. Current landscaping requirements in the existing Business B and C zones are limited to evergreen screening adjacent to residential uses. Trees, shrubs, lawns, hedges, and decorative fencing can soften the visual effect of commercial development and parking fields. The Town should require a minimum amount of landscaping in and around the site, especially along street frontage to screen parking areas as visible from the roadway. The Town should also require existing vegetation preservation where appropriate. A landscaped area should be provided along the street frontage, and this area should be well-maintained and unobstructed (i.e. by parking outdoor storage, permanent displays, etc.).

Signage Scale and Materials. Signs should clearly advertise the name of the business and should be visible from the street. However, they should not generate excessive glare, should avoid creating visual or physical obstructions for motorists, and should be consistent with

the design of the building. There should be limits on the number of signs to reduce visual clutter.

Banners, Flags, Streamers. The Town should also give consideration to the use of banners, flags, streamers and other decorations, which also influence the visual character of the corridor. Some communities prohibit all such decorations, while others permit them only on a temporary basis, while still others regulate their location (i.e. permitting them only if attached to a wall or a ground-mounted pole, but not strung between structures, for safety purposes). The Town should continue to allow such uses, but consider establishing appropriate restrictions as to their use.

Policy 6.18B: Maximize landscaped areas along the Route 58 corridor by reducing the maximum floor area ratios, increasing the extent of landscaped areas, and reducing off-street parking requirements through shared parking.

Policy 6.18C: Provide incentives for parcels in the DRC district to receive transferred development rights, and require these parcels to provide generous open space and landscaped areas.

Low base densities are established for the DRC zone, with sizeable bonus densities for the purchase of development rights. Major shopping destinations occupy large areas of land and attract large volumes of traffic. This growth impact should be offset by asking the destination center to "give back" open space that maintains the rural character and the viability of agricultural activity in Riverhead. A small center, built at the permitted base density, would maintain large portions of the site as open space.

Policy 6.18D: Through the site plan review process, improve pedestrian, bicycle, and transit access to DRC, SC, and CRC sites.

Bike racks, continuous sidewalks, and off-street transit stops should be provided.

Figure 6-24: Route 58

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GOALS & POLICIES FOR ROUTE 25A

Vision: Small- to moderate-scale infill development should be combined with open space and civic investments to create ~~a compact neighborhood commercial community-center district~~ within the vicinity of the existing hamlet business district. ~~Outside of this area, this business district.~~ ~~Other non-retail uses that are compatible with the surrounding residential, professional office-, and agricultural uses should be permitted in order to balance conservation and economic development. Community character, open space, and the rural qualities of the Route 25A corridor should be preserved in order to achieve this vision.~~

Table 6-3: Summary of Policies for Route 25A

<i>Proposed Zoning</i>
<ul style="list-style-type: none"> • Multifamily Residential Professional Office (MRP) on the north side of Route 25A, including SCTM #'s 600-75-1-1.1, 1.2, 2, 3, 10 and 11
<i>Improvements and Investments</i>
<ul style="list-style-type: none"> • Announce gateways and arrival points in commercial zones with trees, signs, and seasonal displays • Target sites for parks and community facilities near the intersection of Route 25A and Wading River-Manorville Road and near existing open space preserves open space along Route 25A to create buffers between the existing commercial clusters and other developments • Require development to meet additional design and landscaping standards for new commercial sites and buildings, including uniform signage and lighting • Screen new parking areas from Route 25A by locating parking behind buildings • Focus roadway improvements along the major traffic thoroughfares: Route 25A, Parker Road, and Sound Avenue • Require principal driveway and pedestrian entrances to all development sites commercial sites to be oriented to Route 25A, Parker Road, and Sound Avenue • Limit curb cuts and encourage cross access between development sites fronting Route 25A • Implement sidewalk and crosswalk improvements that allow convenient and easy pedestrian circulation • Use traffic-calming techniques to reduce traffic speeds at the tourist-oriented commercial node near the intersection of Parker Road and Sound Avenue • Require variegated street grids and frequent street and driveway connections between adjacent subdivisions • Encourage the NYSDOT to improve the level of service at the intersection of State Route 25A and Wading River-Manorville Road

Improvements and Investments (continued)

- Establish an access driveway behind existing and potential future businesses that front Route 25A across from Dog Wood Drive and up to Wading River-Manorville Road
 - Retain and enhance landscaped or natural buffers along Route 25A
-

~~Proposed Zoning~~

- ~~• Shopping Center (SC) and Business CR (Rural Neighborhood Business) in western half~~
- ~~• Business CR and Residence E (Multifamily Residential Professional Office Zone) on north side of Route 25A between Wading River-Manorville Road and North Country Road~~
- ~~• Business PB (Professional Service Building) on 600-75-3-4~~
- ~~• Business CR on eastern parcels between Route 25A and Sound Avenue~~

Goal 6.19: Promote ~~neighborhood-oriented retail,~~ multifamily conservation development and professional office uses, ~~and service development along Route 25A,~~ while retaining and enhancing the existing neighborhood-oriented retail- district.

Policy 6.19A: Concentrate retail development at the intersection of Wading River-Manorville Road.

The sizeable commercially-zoned area along Route 25A in the Wading River area is larger than necessary for the local population. As is, the business district would attract free-standing businesses on scattered sites in a sprawling fashion. To avoid this result, the district should be reduced in size and concentrated around the Wading River-Manorville Road intersection. This would result in a more clustered development pattern at the most visible and accessible place in the business district, ~~while allowing for more compatible uses in other areas along the Route 25A corridor.~~

Wading River's grocery store, drug store, and other shops help meet the essential daily shopping needs of nearby neighborhoods. Currently zoned Business CR (~~Rural Neighborhood Business~~), the area around the Wading River-Manorville Road intersection allows a wide range of retail stores and commercial uses. The zoning should continue to allow a mix of retail sales and small freestanding shops, offices, and restaurants. ~~However, the Business CR zone should not extend past this existing commercial district on the north side of Route 25A so as to preserve the character of Route 25A and the surrounding neighborhoods. A combination of Shopping Center (SC) and Business PB (Professional Service Building), along with the current zoning of Business CR and Residence E (Multifamily Residential Professional Office), would help achieve this goal.~~

Policy 6.19B: ~~Allow Extend the Business CR (Rural Neighborhood Business) MRP (Multifamily Residential Professional Office) Zoning District uses along the rest of Route 25A and consider amending the MRP zone to allow additional compatible uses.~~

~~There are several undeveloped properties located along Route 25A that are currently zoned as Business CR that should be rezoned to the MRP (Multifamily Residential Professional Office) zone. This area includes the existing Highway Service/Business CR Commercial zoning located between the former ice cream parlor (next to Wading River Square) and the existing MRP zone on the north side of Route 25A. near the Parker Road/Sound Avenue intersection is not needed. Stores are already clustered around the Wading River-Manorville intersection, and the area's small population would not be able to support additional retail at Parker Avenue. The MRP zone should replace the Business CR zone in this area so as to preserve the rural and residential qualities of the Route 25A corridor and surrounding neighborhoods.~~

~~The MRP zone, which is currently only zoned along Route 25A, would continue to allow a Business CR should be expanded eastward to take in the triangle of land between Parker Road and Sound Avenue, where office development has already occurred. A variety of moderate-size offices would be permitted, providing space for local lawyers, doctors,~~

dentists, and other professionals. ~~Campus-style~~ Multi-family housing, designed in accordance with the Town's existing cluster development zoning requirements, ~~would also~~ continue to be permitted as an alternative to offices. The Town's existing cluster development requirements allow for maximum flexibility in achieving a compatible arrangement of agricultural, open space, and residential land uses and protecting prime agricultural soils, scenic vistas, and significant natural features.

The Town should consider allowing additional permitted uses in the MRP zone that would be compatible with other uses along and within the vicinity of Route 25A. The following uses should be added to the MRP zone: one-family townhomes or multifamily units (currently, multifamily residential condominiums are permitted), professional studios and performing arts studios; and agricultural production, including field crops (e.g. corn, rye, barley and hay), fruits, vegetables, horticultural specialties (e.g. nursery stock and ornamental trees and flowers), livestock and livestock products (e.g. cattle, sheep, goats, horses, poultry, milk and eggs), and commercial horse boarding. Accessory uses to agricultural production should be permitted, as well as the sale at retail of homegrown or homemade products, provided that all retail uses are subject to site plan approval. In addition, the Town should consider allowing the following uses by Special Permit from the Town Board: public libraries; museums; and institutions, such as schools, places of worship, and non-profit community centers. These additional compatible uses would allow development flexibility and achieve the Plan's vision of balancing conservation and economic development, while supporting potential civic investments.

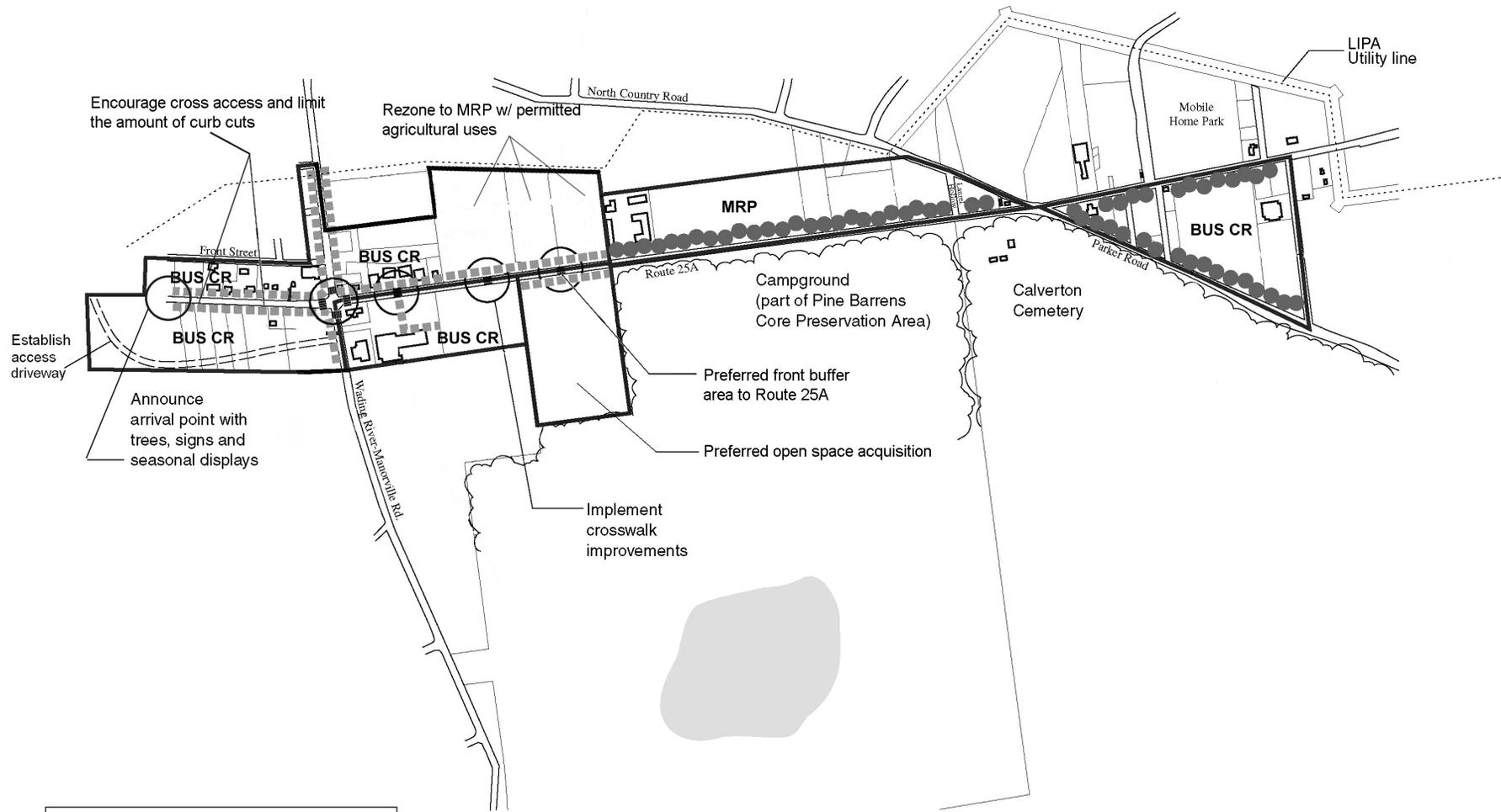
Policy 6.19C: Consider amending the Parking Requirements and Development Standards in the MRP (Multifamily Residential Professional Office) Zone to limit future development impacts.

The Town should consider amending the development standards of the MRP zone to limit the unit sizes of future multifamily residential uses. This would limit the potential burden of school children on the Shoreham-Wading River Central School District, while ensuring that the design and layout of future residential development is less intrusive to the remaining open space and rural lands along Route 25A.

Parking standards should also be amended to further preserve open space and limit impervious pavement. Currently, the parking requirement for professional office uses in the MRP zone is 1 space per 150 square feet. This requirement is more stringent than the Business CR zone, which requires 1 space per 200 square feet, and is not typical of standard parking requirements for professional office uses that generally require less parking than commercial retail uses. An amended parking requirement of 1 space per 250 square feet for professional office uses in the MRP zone would align this parking requirement with standard parking rates published by the Institute of Transportation Engineers, while reducing the amount of impervious pavement within the MRP zone. The Town may also want to reflect this parking ratio change for retail uses throughout the Town of Riverhead.

~~Policy 6.19C: Create a service road for commercial properties located along the south side of Route 25A, west of Wading River Manorville Road, and design the site as an attractive, auto-oriented shopping cluster, with moderate size buildings, small, interspersed parking lots, and generous landscaping.~~

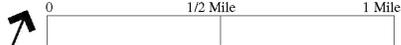
~~The recommendation for a service road was originally included in the 1988 Wading River Hamlet Study, and it is reaffirmed here. The service road would provide access to properties, limiting curb cuts along the street and improving traffic flow. However, in considering the character of the service road, the CAC decided that it should not take on the character of a~~



TOWN OF RIVERHEAD

Figure 6-3: Route 25A

Approximate Scale



BFJ Planning

Source: Abeles Phillips Preiss & Shapiro, Inc.

BUS CR Rural Neighborhood Business Zone
MRP Multifamily Residential Professional Office Zone

-  Sidewalk Improvements
-  Improve Crosswalks
-  Tree-Lined Buffer
-  Natural Vegetated Area

Back of Figure

Policy 6.19D: Create an access or service drive for commercial properties located along the south side of Route 25A, west of Wading River-Manorville Road, encourage cross access, and design the site as an attractive, auto-oriented shopping cluster, with moderate-size buildings, small, interspersed parking lots, and generous landscaping.

The recommendation for a service drive was originally included in the 1988 Wading River Hamlet Study, and it is further refined here. The access or service drive would provide rear access to properties, limiting curb cuts along the street and improving traffic flow. This service drive is not seen as a local road but rather a lane or drive of limited width (20 feet) to provide service and truck access to the rear of buildings, as well as a rear connection between parking lots. It is proposed not as a Town project or road but as a drive that could be privately constructed on a project by project basis as part of site plan reviews if and when any future development is proposed. Section 108-296.A (Design standards) of the Business CR section of the zoning ordinance should be amended to make clear that motor vehicle traffic crossing lot lines of those lots located on the south side of NYS Route 25A between the westerly town boundary and Wading River Manorville Road shall be achieved through cross access easements required through the site plan review and not through dedication of a public highway.

~~traditional Main Street. Although a Main Street environment is generally attractive, the site was deemed to be badly sized and located to create a full Main Street ambiance.~~

~~Instead,~~ Following the model of Amagansett Square in East Hampton, the preferred approach is to have moderate-size buildings with small, interspersed parking lots with generous landscaping, gardens, and lawns. Access to the individual buildings would be from both Route 25A and the service ~~road~~ drive. Sidewalks, trees, and flowerbeds should be provided both along the service road and the Route 25A frontage. The moderate-size buildings would attract a mix of restaurants, professional offices, small retailers, and personal services.

Policy 6.19E: Clarify the legislative intent of the town's zoning ordinance as it pertains to the maximum allowable building size in the Business CR zone.

Certain text amendments to the Business CR Zoning Use District have been identified as a result of a Route 25A corridor study in Wading River. Section 108-294.D(1) (Prohibited uses) should be amended to make clear that the legislative intent of the ordinance is to prohibit "buildings" greater than 10,000 square feet and not individual "stores". This building area restriction will allow for greater conformity to the guideline for campus-style building arrangements in site plan review and will positively impact the community character and suburban aesthetics of the town.

Goal 6.20: Create a pedestrian-friendly environment, and enhance the identity of the business district as a neighborhood center.

Policy 6.20A: Carry out sidewalk and crosswalk improvements that allow convenient and easy pedestrian circulation.

Crosswalks — combined with either a traffic signal, stop sign, or yield to pedestrians sign — are necessary at the two major intersections in the business district, in order to protect pedestrian safety and encourage walking. These include the Route 25A – Wading River-Manorville Road intersection and the Sound Avenue – Parker Road intersection. Additional crosswalks should extend across Route 25A at the King Kullen shopping center, allowing people to walk from across the street without making a circuitous route.

In addition, sidewalks **along Route 25A** should link commercial storefronts **and office uses** with surrounding residential areas, so that local residents and workers have the option of walking to the store **or visiting their doctor**. Residential sidewalks should lead continuously into sidewalks along Route 25A, and pedestrian walkways should run from the sidewalk, through the parking lot, and right up to the store/office entrance, creating an unimpeded connection.

Policy 6.20B: Avoid strip-style commercial development, and enhance the countryside image of the Wading River area by adopting design standards for new construction.

Design standards can be used to balance neighborhood with business interests, so that the district is both visually attractive and commercially viable. From a business perspective, buildings and signs should be visible from the street; **the amount of parking should be appropriate for the uses(s) it is serving abundant** and convenient; and signs should be easy to read for both motorists and pedestrians. From a design perspective, overly large, garish, or brightly lit signs should be avoided; the area should be walkable, with safe and continuous sidewalks and crosswalks; and parking lots should be punctuated with trees and shrubbery.

Current landscaping requirements in the Business CR zone on Route 25A require preservation of existing vegetation in the front setback. In addition, 10 percent or more of parking areas need to be landscaped, and the landscaping needs to be reasonably dispersed throughout the parking lot. In order to accommodate setbacks, however, many sites end up concentrating landscaping around the edges of very large parking lots. **For new developments in the Business CR zone, ~~In all of the new commercial zones,~~** the Town should implement a more stringent requirement. In addition to the 10+ percent landscaping regulation, the provisions should require that no more than 10 to 15 parking spaces (approximately 100 to 150 feet of asphalt) be located side by side without being broken up by a landscaped planter. **In addition, Business CR design guidelines for signage should be amended to encourage the use of uniform signage in shopping centers.**

Likewise, the Multifamily Residential Professional Office Zone (~~Residence-EMRP~~) **should currently** requires a minimum 50-foot front yard that excludes buildings, structures and parking from being located in the front yard, as well as a minimum 25-foot landscaped buffer whenever the MRP zone is located adjacent to land owned or maintained by New York State (including Route 25A), Suffolk County, or the Town of Riverhead. These yard

and buffer requirements make the MRP zone a more desirable zone than the Business CR zone as they provide for greater setbacks from adjoining properties. However, the Town should consider restricting additional structures from the 50-foot front yard setback, including storage structures, tennis courts, and swimming pools. ~~buffers with trees along the north portion of Route 25A between Wading River-Manorville Road and North Country Road. This would frame the core business district and would maintain the double-sided, tree-lined character of Route 25A (adjacent to the campground and cemetery). Parking would not be permitted in the buffer, and the property owner would have to maintain a minimum number of trees within 20 feet of the street edge.~~ In addition, a minimum 20% open space requirement should be added to the MRP zone to further protect open space and the rural character of Wading River.

Because many properties in the business district have already been developed, these improvements will take place gradually over time, as those sites undergo expansions or renovations. This is entirely appropriate and preferable in fact, as it allows private investors to explore and pursue different variations on the "countryside" theme, allowing for a ~~more rich~~ and less uniform character to evolve over time.

Policy 6.20C: Announce gateways and arrival points in the business district with trees, signs, and seasonal displays.

The district's major arrival point is the Route 25A – Wading River-Manorville Road intersection. One of the corners on the intersection should be decorated with trees, directional signs, a welcome sign, flowers, seasonal displays, and perhaps a decorative element like a stone wall or fence. These design features are strong enough to convey a sense of the neighborhood, but are still rustic in character, reflecting the rural ambiance of the Town. Likewise, the gateways into the Route 25A commercial node (e.g., the Brookhaven border) should be celebrated with similar features: trees, flowering shrubs, and welcome signs.

Policy 6.20D: Avoid road widening for the section of Route 25A between the Brookhaven Town line and the Wading River-Manorville Road intersection.

Although the business district is auto-oriented, it is also intended to be pedestrian-friendly. Road-widening would reduce the ability of shoppers to cross the street, dampening the potential for cross-fertilization between stores. Also, a wider road would encourage higher speeds, making the area less appealing to pedestrians. Finally, because the business district does not have very deep lots, a widened road would eliminate parking spaces and landscaping that could not be easily replaced elsewhere. As a result, the commercial viability and attractiveness of the district as a whole could be compromised.

Policy 6.20E: Reserve sites for parks and community facilities near the intersection of Route 25A and Wading River-Manorville Road and near existing open space preserves.

As the population of the area continues to grow, additional sites may be required for parks

and community facilities. These should be clustered close together, so that they can share buildings and parking. Although the Route 25A – Wading River-Manorville Road intersection is the 100 percent corner for the convenience retail center, it is also the center-point between two important community facilities: the Wading River Elementary School and the post office. That same general area is the perfect location for future parks, playing fields, a community center, a branch library, etc. All together, these facilities would create a true center of community life and activity.

While the properties on the intersection itself are turned over to commercial uses, a few parcels around and behind the commercial node are still available. The elementary school may need room for expansion and it could potentially make use of the adjacent open space areas, which front on Route 25A, for that purpose. A portion of the site could be used for civic facilities, like a branch library, a community center, parks, or playing fields. In this case, the Town could work jointly with Shoreham-Wading River School District to purchase the site, as a partnership, which could also open up the possibility for the Town and School District to share recreational facilities. Since the site is currently commercially zoned, it could be an expensive purchase for the Town and/or the School District, but the community benefit would be significant, due to the site's ideal location relative to the business core and the elementary school.

Goal 6.21: ~~Surround the business district with moderate-density residential neighborhoods and e~~Ensure that commercial development is compatible with surrounding residential neighborhoods.

~~Policy 6.21A: Rezone certain portions of the business district for residential use.~~

~~Areas in the vicinity of the business district are already zoned for and developed with residential uses. This zoning should be expanded into the areas where there is commercial zoning, but no commercial uses. In particular, parcels currently zoned for Business E (Highway/Commercial Service) on the north side of Sound Avenue should be rezoned as residential.~~

Policy 6.21BA: Minimize glare impacts from lighting in commercial areas and along streets by establishing appropriate standards.

Glare impacts can be reduced by establishing a cap on the luminous intensity of outdoor lamps and/or capping the number and height of outdoor lamps. Also, lamp heads should be designed such that the light is directed only onto those particular areas or spots that require lighting. To the greatest extent possible, light should not be allowed to travel in a horizontal direction over the property lines on which the lamps are located. This policy should be applied to all business districts and other places where outdoor lighting is being used.

Goal 6.22: Encourage the preservation of open space and agricultural lands through land acquisition and conservation easements.

Policy 6.22A: Encourage the acquisition of remaining open space and agricultural lands along Route 25A.

The acquisition of remaining open space and agricultural lands should be encouraged in order to preserve the rural qualities and community character of Wading River. Open space acquisition would help to protect remaining undeveloped parcels and farmland from development, safeguard water supplies and other natural resources, and possibly provide for passive recreational opportunities. Restricting the existing neighborhood-oriented retail development to compact clusters lends itself to protection of the corridor's remaining open space and farmland. Open space acquisition can be broached by several different entities, including non-profit organizations, land trusts, or by Suffolk County. Depending upon established open space priorities, needs, and funding, these groups could outright purchase open space or pursue a conservation easement where undeveloped or agricultural land is sold or donated.

Wading River Route 25A Preliminary Strategies

Public Workshop
Saturday, February 4, 2012



Team Introduction

Town of Riverhead

Sean Walter, Town Supervisor

Jill Lewis, Deputy Town Supervisor

Robert Kozakiewicz, Town Attorney

Rick Hanley, Planning Director

Rob Hubbs, GIS Supervisor

Town Board:

George Gabrielsen, Councilman

John Dunleavy, Councilman

Jodi Giglio, Councilwoman

James Wooten, Councilman

BFJ Planning

Frank Fish, FAICP, Principal

Todd Okolichany, AICP, Senior Planner

Project Timeline

Task	Description	2011				2012				
		Sept.	October	Nov.	Dec.	Jan.	Feb.	March	April	
		1	2	3	4	5	6	7	8	
Task 1	Draft Comprehensive Plan Update	[Blue bar spanning Sept 1-4]								
Task 2	Focus Group Meeting and Public Workshop		[Green squares]							
Task 3	Final Comprehensive Plan Update				[Blue bar spanning Dec 4-5]					
Task 4	Zoning Text Modification					[Blue bar spanning Jan 6-7]				
Task 5	SEQR						[Text box: Establishment of Lead Agency]			
Task 5.1	Preparation of Full EAF Part 1 and Attachments					[Blue bar spanning Jan 5-7]				
Task 5.2	Preparation of Full EAF Part 2 and Negative Declaration								[Blue bar in April]	
Task 6	Town Board Work Sessions/Meetings/Public Hearing	[Red circle]				[Red circle 1/12]	[Red circle 2/4]	[Red circle 2/22]	[Yellow triangle]	[Red circle]

Neg Dec & adopt Comp Plan update

Public hearing on Comp Plan update & zoning

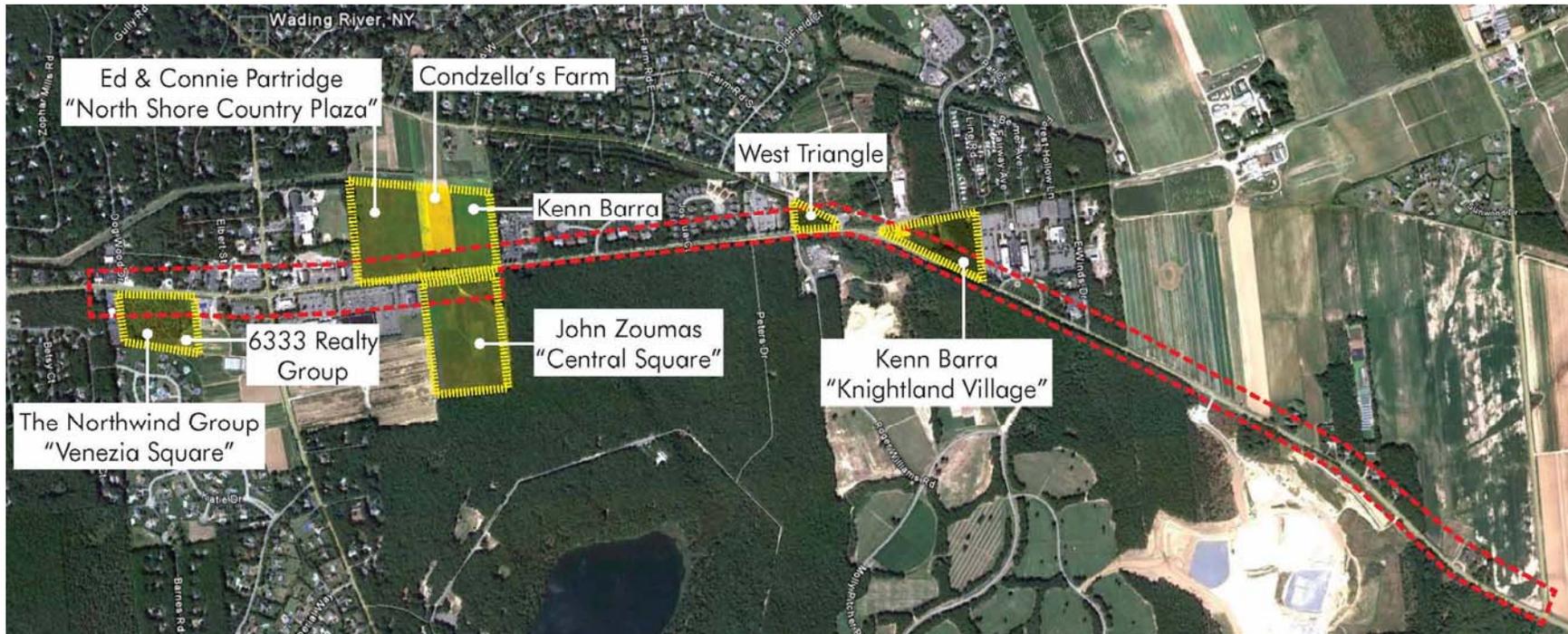
Study Goals

Prepare a selective update to the Town's Comprehensive Plan for the Route 25A Corridor in Wading River that:

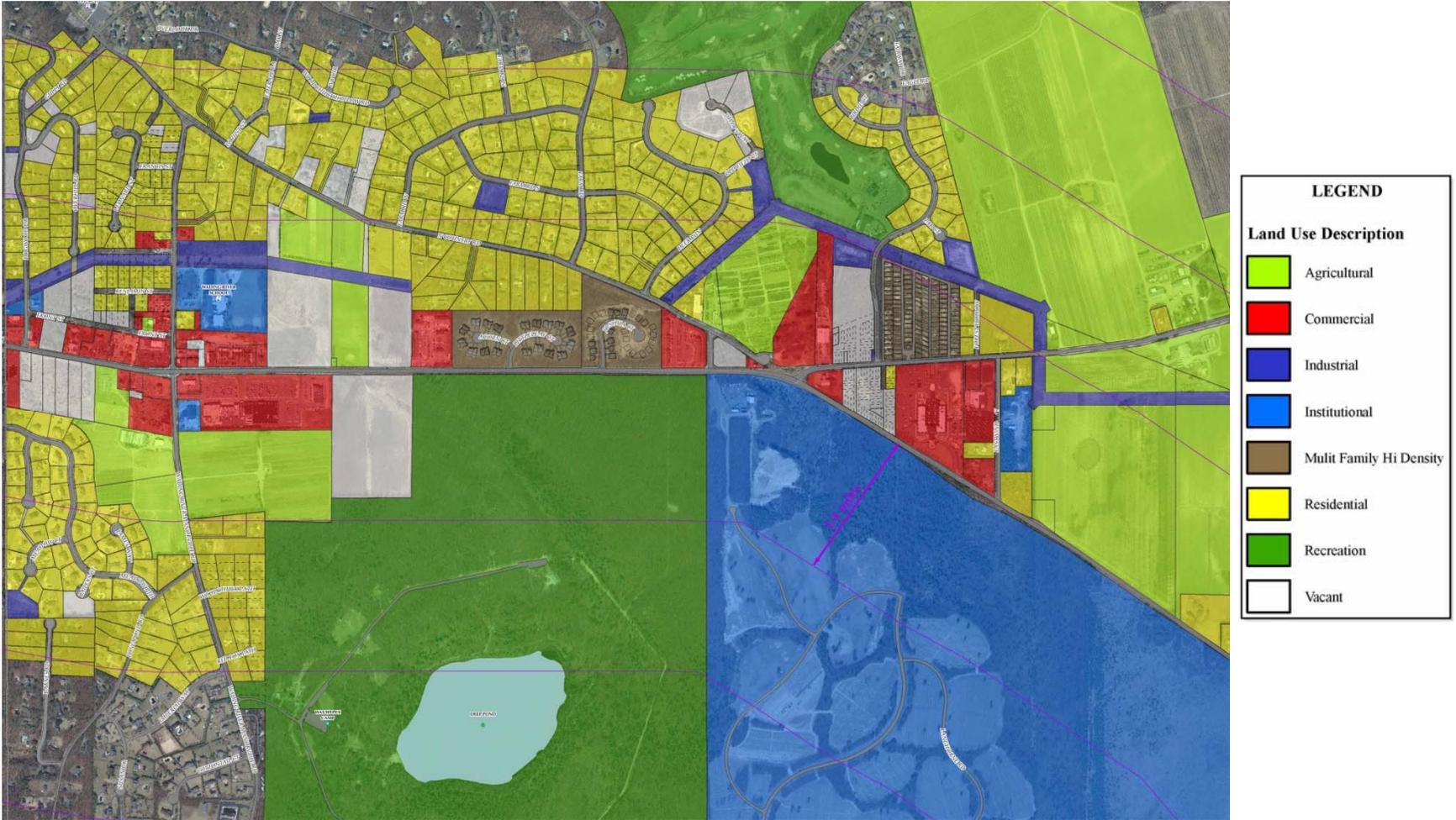
- Identifies potential development parcels
- Guides future development in a sustainable way
- Allows for orderly growth and development while balancing conservation and development/economic development
- Preserves community character and open space (and ensures compatibility)
- Promotes standards for a high quality of life

Consider changes to zoning regulations that accomplishes the above goals

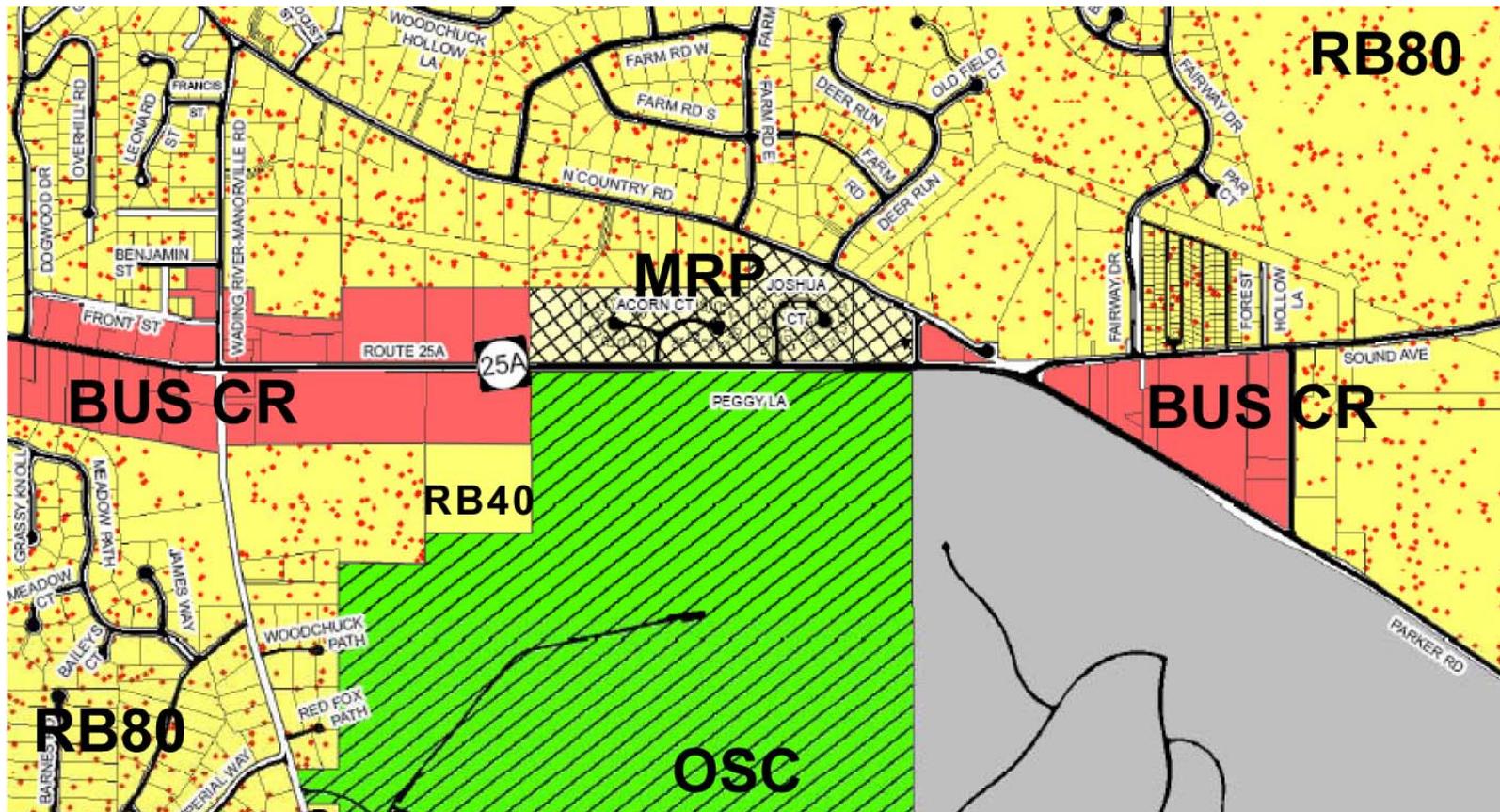
Key Undeveloped Parcels and Proposed Developments



Existing Land Uses



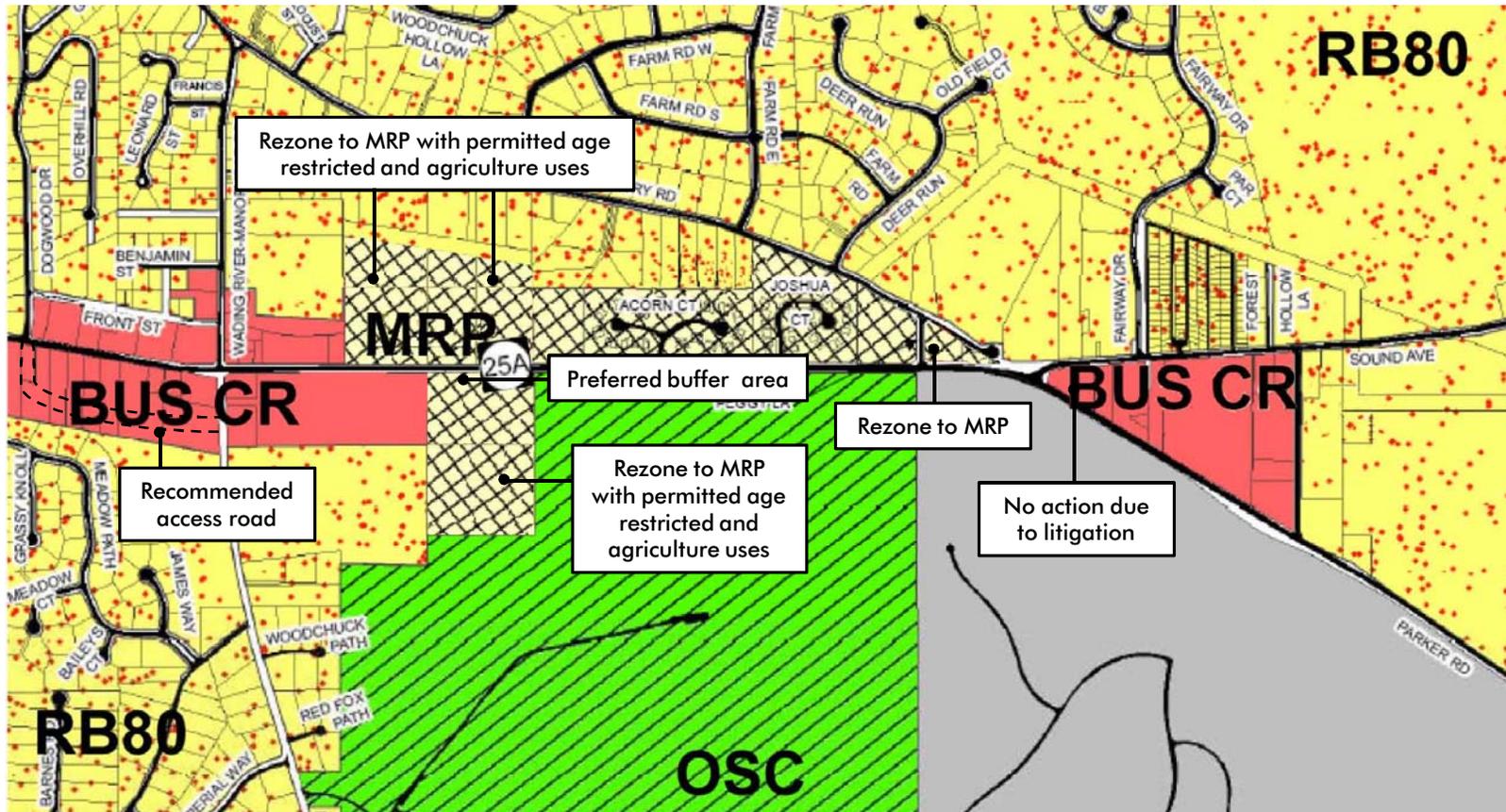
Existing Zoning



RB40 – Residence B-40
RB80 - Residence B-80
BUS CR – Neighborhood Rural Business

MRP– Multi Family Residential
Professional Office
OSC – Open Space Conservation
DEF INS – Defense Institutional

Proposed Zoning and Land Use Recommendations

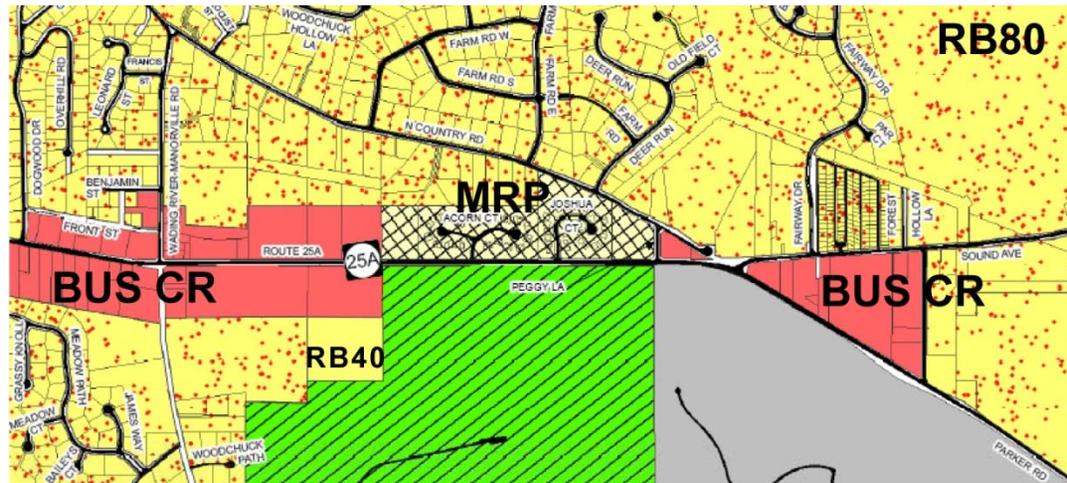


RB40 – Residence B-40
 RB80 - Residence B-80
 BUS CR – Neighborhood Rural Business

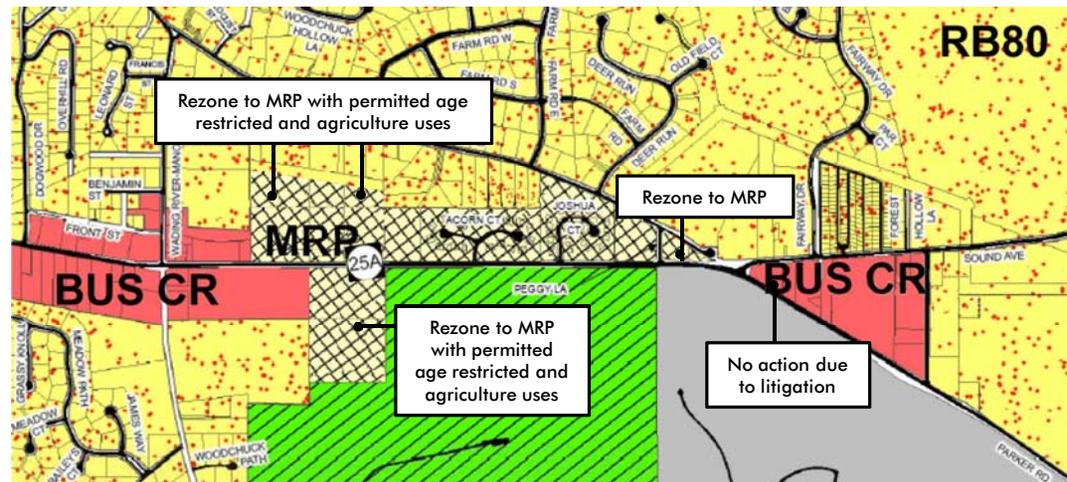
MRP– Multi Family Residential
 Professional Office
 OSC – Open Space Conservation
 DEF INS – Defense Institutional

Existing v. Proposed Zoning

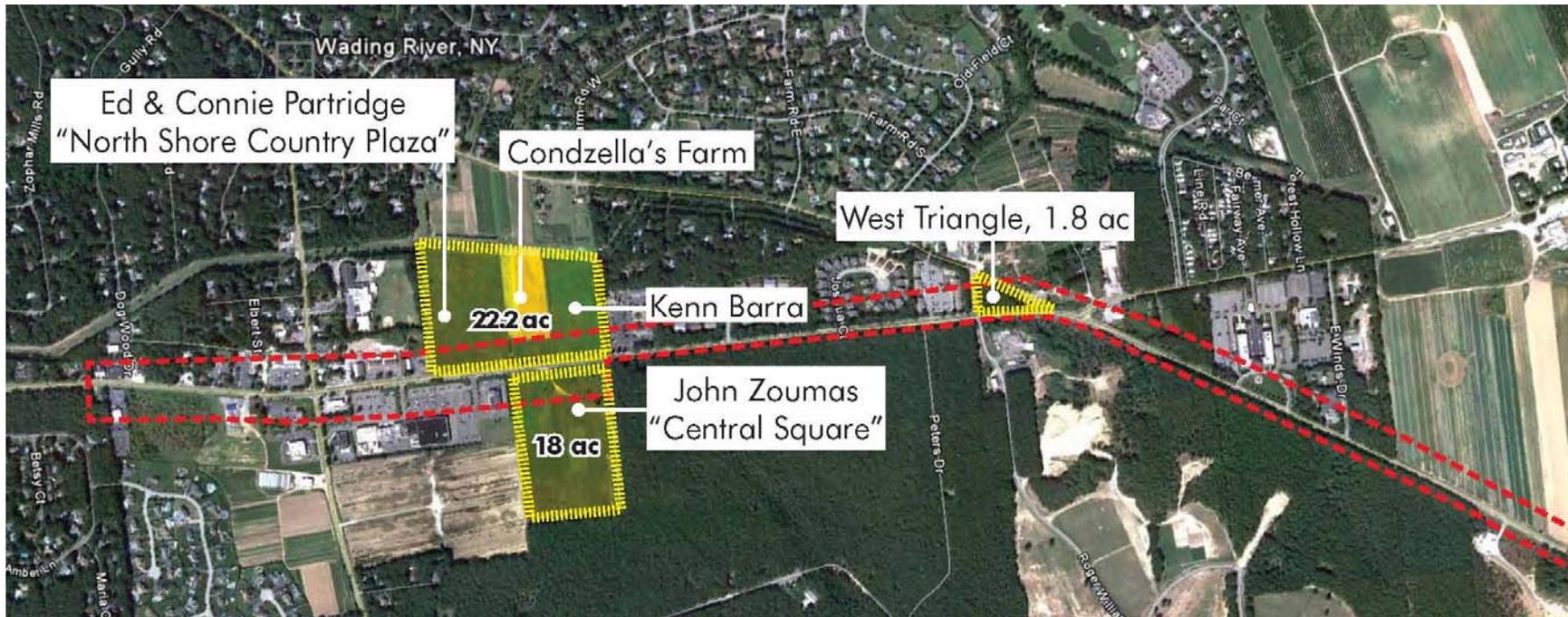
Existing Zoning



Proposed Zoning



Rezoning Acreage



Proposed acreage to be rezoned = approx. 42 acres

Existing v. Proposed Zoning Acreage

Zoning District	Existing Acreage	Proposed Acreage
BUS CR	24.5 ac	0 ac
RB40	10 ac	0 ac
RB80	7.5 ac	0 ac
MRP	0 ac	42 ac
Total	42 ac	42 ac

Commercial and Multi Family Zoning Schedule

Requirement	Business CR (Rural Neighborhood Business)	MRP (Multifamily Residential Professional Office)	RC (Retirement Community, 55+)
Minimum Lot Area (square feet)	40,000	160,000	653,400 (15 ac)
Minimum Lot Width (feet)	200	400	150
Maximum Building Lot Coverage (no sewer/with sewer/with TDR) (%)	15/15/-	17 (prof. office)	-
Maximum FAR (no sewer/with sewer/with TDR)	0.20/0.20/-	-	-
Maximum Number of Dwelling Units	-	1 br. d.u. = 4/ac. 2 br. d.u. = 3/ac.	1 d.u. per 40,000 sf
Maximum Impervious Surface (%)	75	-	15
Maximum Building Height (feet)	35	35	35
Minimum Front Yard Depth (feet)	30	50	25
Minimum Side Yard/Both Side Yards - Interior Lot (feet)	25/50	25/-	10/25
Minimum Rear Yard Depth (feet)	25	50	40

Potential Impacts

- Density (i.e. building square footage)
- Impervious cover
- Traffic/parking
- School children
- Environmental

Existing v. Proposed Zoning Impacts

EXISTING ZONING

BUS CR – Neighborhood Rural Business (24.5 acres)

- Maximum allowable retail square footage = 213,444 sf
- Maximum allowable impervious coverage = 800,415 sf
- Number of parking spaces (1 space/200 sf) = 1,068 spaces

PROPOSED ZONING

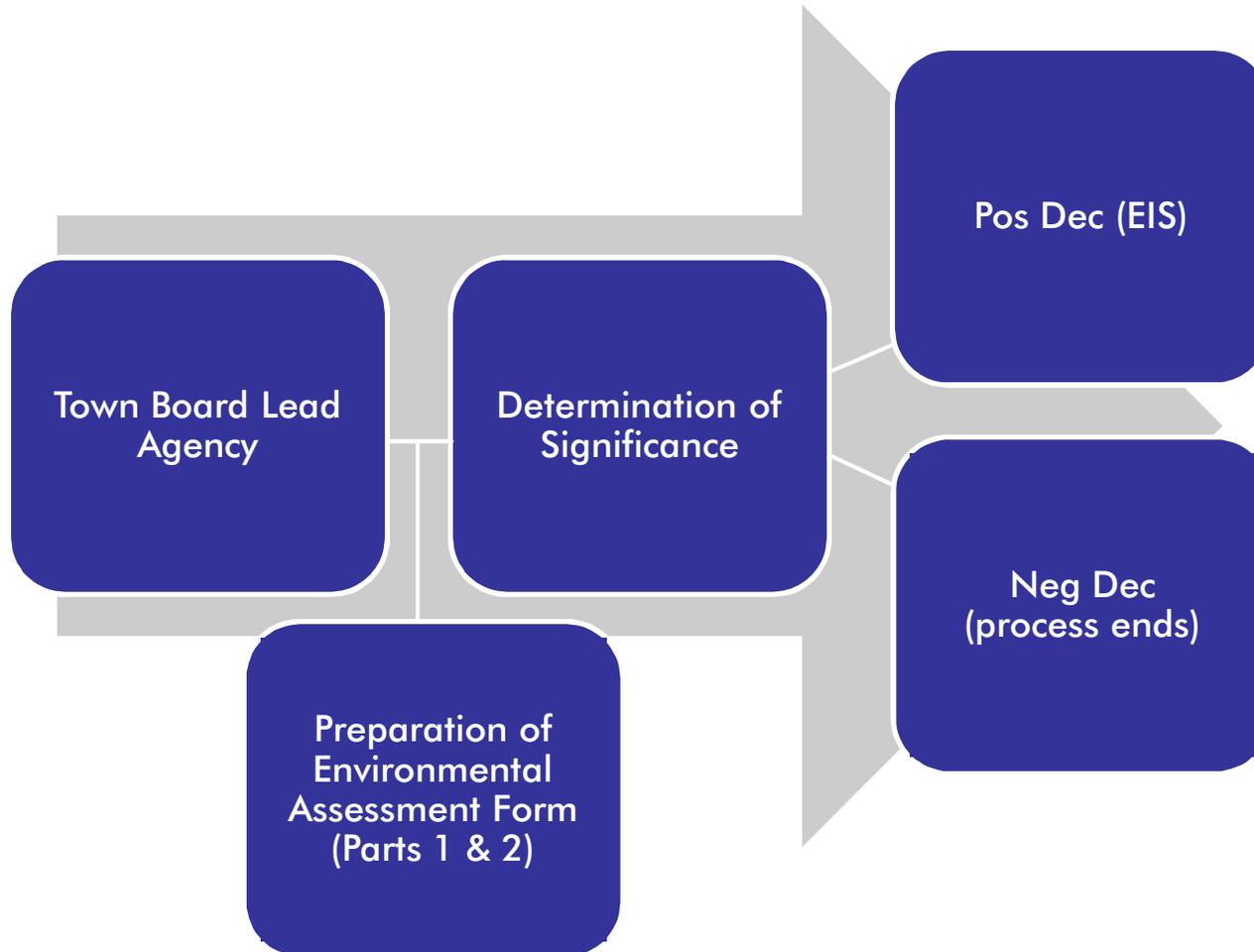
MRP – Multi Family Residential Professional Office (42 acres)

With Residential:

- Approximate number of dwelling units² = 147 d.u.
- Approximate square footage = 147,000 sf to 220,500 sf
- Number of parking spaces (1.5 spaces/d.u.) = 221
- Number of public school children³ = 14 to 16 children

- Notes:
1. The above numbers are based on Town of Riverhead zoning requirements and exclude additional Pine Barrens Compatible Growth Area requirements.
 2. Assumes 50% 1 br d.u. and 50% 2 br d.u., and an equal (50-50) distribution of rental/ownership units.
 3. Based on Rutgers University, Center for Urban Policy Research. "Residential Demographic Multipliers: Estimates of the Occupants of New Housing," June 2006.

SEQR Process



Next Steps

- Draft Plan Update Text (February)
- Open House/Town Board Meeting (February 22)
- Final Plan and Zoning Text Amendments (March)
- SEQR (March)
- Public Hearing (April)

After the Presentation



- Plus/delta visioning exercise
 - ❖ Identify positive assets and liabilities
 - ❖ Dot exercises
- Coffee break
- Roundtable discussions
 - ❖ Master Plan
 - ❖ Zoning
 - ❖ Development projects
 - ❖ Environmental impacts
- Roundtable presentations

ROUTE 25A WADING RIVER LAND USE STUDY



Community Planning Forum and Business Focus Group Summary Report

Wading River, Town of Riverhead, New York

Prepared on behalf of:

The Town of Riverhead
200 Howell Avenue
Riverhead, NY 11901

Prepared by:

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Date: November 1, 2011



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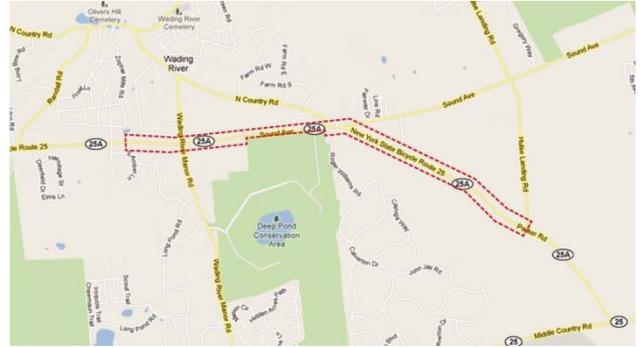
IV. Conclusion 9

I. INTRODUCTION

In October 2011, the Town of Riverhead launched the Route 25A Wading River Land Use Study. The purpose of the study is to examine current land uses along the Route 25A corridor, between the Town of Riverhead/Town of Brookhaven town line and Hulse Landing Road, and guide future development so that it is both economically sustainable and appropriate for the Hamlet of Wading River. Among the study’s goals is to allow for orderly growth and development while preserving and enhancing the quality of life and physical character of the Hamlet. Upon completion of a selective update to the Town’s Comprehensive Plan, the plan update will be the impetus for zoning changes that achieve the plan’s goals.

There are a number of vacant parcels along the corridor that are experiencing development pressure. The focus of the study is to resolve potential issues pertaining to these parcels, including land use, zoning, open space preservation, and design. Future development should be compatible with the rural character of Wading River, the current land uses along the Route 25A corridor, and its environment. At the same time, future development needs to be planned in a way that continues to ensure the economic competitiveness of businesses along Route 25A. The Town’s zoning regulations should be flexible in order to reflect this balance.

The Route 25A Wading River Land Use study consists of six tasks that will occur over an eight month time period. To date, the Town’s planning consultants, BFJ Planning, have collected and analyzed data pertaining to the Route 25A corridor and reviewed prior plans and studies. Two public forums have also been held, which included Wading River residents, community and environmental groups, and the business community. The community planning forums, which were held on October 19, 2011



Study Area

Study Goals

Prepare a Land Use Plan for the Route 25A Corridor that:

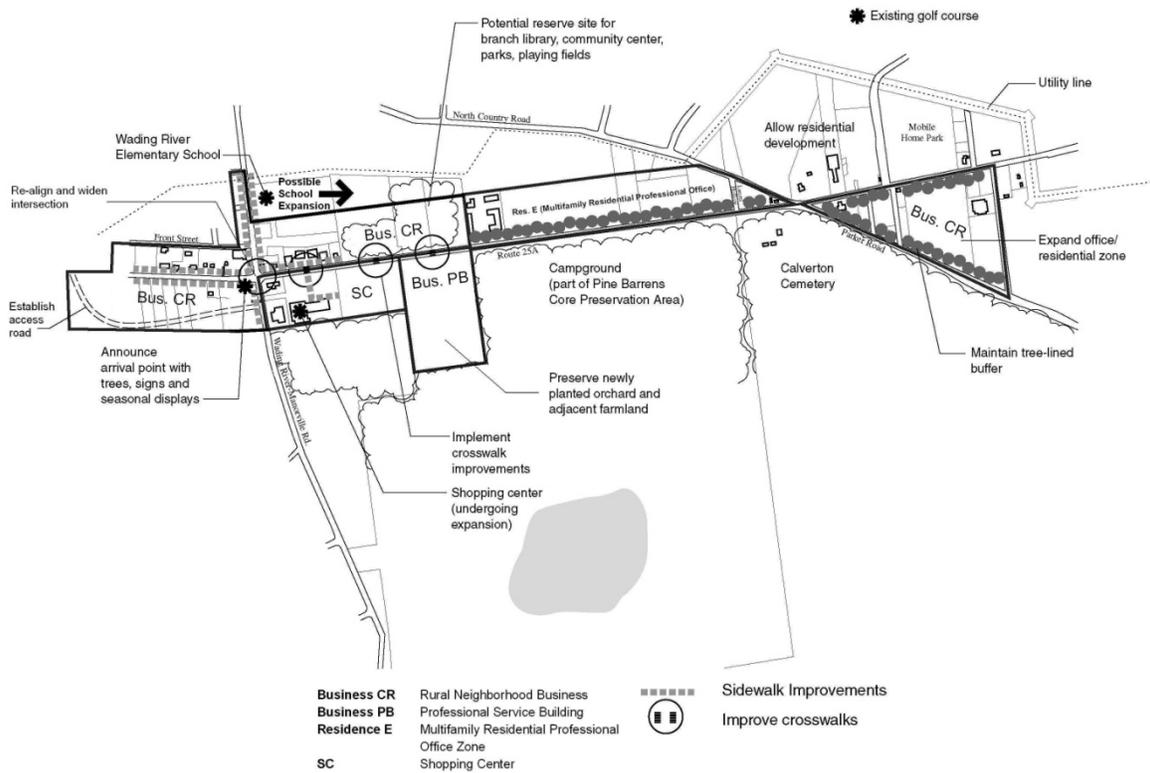
- Identifies potential development parcels
- Guides future development in a sustainable way
- Allows for orderly growth and development while balancing conservation and development
- Preserves community character and open space (and ensures compatibility)
- Promotes standards that enhance quality of life

Consider changes to zoning regulations that accomplishes the above goals

Task	Description	2011				2012			
		Sept.	October	Nov.	Dec.	Jan.	Feb.	March	April
Task 1	Draft Comprehensive Plan Update	1	2	3	4	5	6	7	8
Task 2	Focus Group Meeting and Public Workshop		19	26					
Task 3	Final Comprehensive Plan Update								
Task 4	Zoning Text Modification								
Task 5	SEQR								Establishment of Lead Agency
Task 5.1	Preparation of Full EAF Part 1 and Attachments								*****
Task 5.2	Preparation of Full EAF Part 2 and Negative Declaration								
Task 6	Town Board Work Sessions/Meetings/Public Hearing	1				1/12	2/4	2/22	Public hearing on Comp Plan update & zoning

Project Timeline

and October 24, 2011, are summarized below. The next steps consist of preparing a draft selective Comprehensive Plan update for Route 25A in Wading River that will update the 2003 plan. This task will be followed by zoning text modification and environmental assessment of the Draft Plan and zoning update as per the New York State Environmental Quality Review Act (SEQR).



2003 Town of Riverhead Comprehensive Plan – Route 25A Wading River

II. BUSINESS FOCUS GROUP SESSION AND COMMUNITY PLANNING FORUM

Two public sessions were held as part of the Route 25A Wading River Land Use Study. The first public session was a focus group meeting with the business community held at the East Winds Catering Center on October 19, 2011. The second session, which was held at the Wading River Congregational Church on October 24, 2011, was a community planning forum that included Wading River residents, and neighborhood and environmental groups. The purpose of the sessions was to present the preliminary findings of the study, including the defined study area, the project goals and objectives, existing zoning and land use, and roadway conditions. The public sessions also allowed the public and the business community to provide information on the issues and opportunities facing the Route 25A corridor and how they envisioned the corridor in the future.

Each public forum began with an introduction by Town of Riverhead officials (Town of Riverhead Supervisor Sean Walter at the October 19th forum and Town Attorney Robert Kozakiewicz at the October 24th forum) and a presentation by the project consultants, followed by an interactive session with forum participants. A summary of BFJ Planning's presentation is below:

1) *Project Summary*

Frank Fish, FAICP and Todd Okolichany, AICP¹ of BFJ Planning provided an overview of the study, including the project team, the project schedule, and a description of the study goals. It was noted that the Route 25A study in Wading River is a continuation of a previous study for the corridor in the Town of Brookhaven, which included the hamlets of Mount Sinai, Miller Place, Shoreham, Rocky Point and Wading River (on the Town of Brookhaven side). The



¹ Mr. Fish attended the October 24, 2011 public forum, while Mr. Okolichany attended both public sessions.

objective of the new study is to prepare a selective update of the Town's Comprehensive Plan for the Route 25A corridor in Wading River and to consider changes to the Zoning Code that accomplishes the study's goals. It was also noted that BFJ previously worked on the 1988 Wading River Hamlet Study, which was broader in scope than the current study.

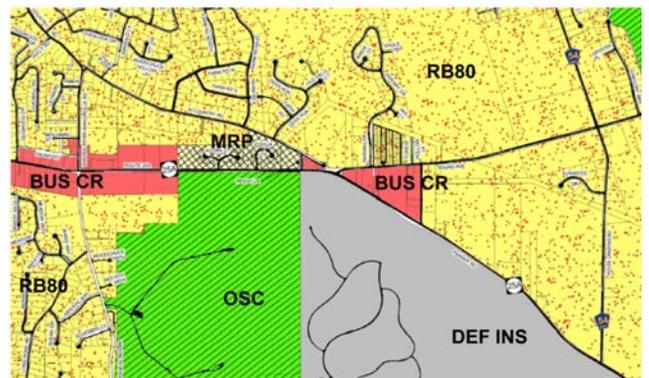
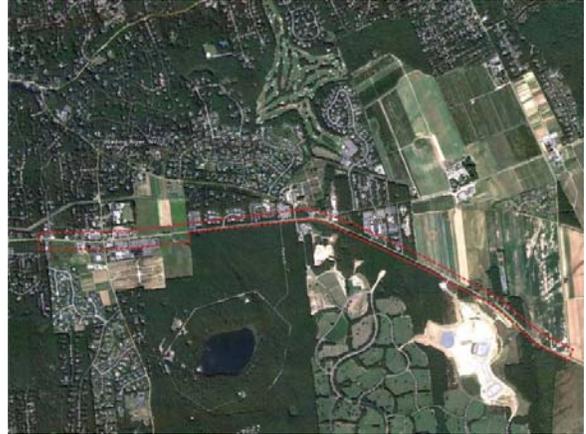
2) Study Area and Existing Conditions

The project consultants continued with a description of the study area, which is bound by the Town of Riverhead/Town of Brookhaven town line to the west and Hulse Landing Road to the east. Although the study area focuses on properties that front 25A, it excludes the Deep Pond Conservation Area and Calverton National Cemetery, which are located on the south side of Route 25A.

The consultants then reviewed several maps that were shown to illustrate the character of the Route 25A study area. Maps identified the corridor's existing traffic volumes, roadway conditions, land uses and zoning.

It was noted that there are higher volumes of traffic at the western portion of the study area, including an average annual daily traffic (AADT) volume of 15,000 to 20,000 vehicles. The AADT volume is reduced to 10,000 to 15,000 vehicles between Wading River Manor Road and the Sound Avenue/North Country Road intersection with Route 25A. At this point, traffic volume declines even more to an AADT of about 5,000 to 10,000 vehicles.

In terms of land uses, the study area is reflective of the current zoning, which permits neighborhood businesses (zoned Neighborhood Rural Business) toward the western portion of Route 25A, a mix of office uses, single-family homes and attached residences (zoned Multi Family Residential Professional Office) in the middle portion of the study area (on the north side of 25A), and a gas station, beer distributor,



and the East Winds Catering Hall (zoned Neighborhood Rural Business) located near the intersection of Route 25A with Sound Avenue/North Country Road. Single-family residences generally surround these uses with the exception of the Deep Pond Conservation Area (designated Open Space Conservation zone) and Calverton National Cemetery (Defense Institutional zone) located on the south side of Route 25A. Also, there are agricultural uses interspersed throughout the corridor, including the westernmost and easternmost ends of the study area, and adjacent to the neighborhood commercial development that terminates at the middle portion of the study area. These agricultural areas, as well as several vacant or undeveloped parcels, will become the main focus of the study.



3) 2003 Comprehensive Plan

The project consultants concluded the presentation by reviewing a section of the 2003 Town of Riverhead Comprehensive Plan that concentrated on Route 25A in Wading River. The next step will be to update this section based on the issues and opportunities that face the Route 25A corridor in Wading River today.



III. PUBLIC COMMENTS

Following the presentations given at the business community focus group session and community planning forum, attendees participated in a question and answer session. The purpose of the session was to solicit public input on how they envision the Route 25A corridor in the future. Participants were asked what types of land uses are appropriate for the corridor, if existing zoning regulations were achieving the desired outcome in terms of allowable uses and bulk and design requirements, what aspects of Route 25A they want to retain, the issues affecting the corridor, and possible solutions to improve the corridor.

The following is a summary of the salient points made by the public at both of the public sessions:

Business Focus Group Session – October 19, 2011

1. **Private property rights** - Members of the business community were concerned with how the Route 25A study may affect existing zoning, including permitted land uses, and noted that as private property owners, they have a right to develop their properties within the allowable zoning and legal framework.
2. **Desired land uses** - This group was generally satisfied with the current zoning code but was amenable to changes to the code that would expand some of the permitted uses. Several new land uses were suggested, including destination retail, boutique shops, age-restricted residences, and mixed-use commercial/residential (two-story height). One participant commented that Wading River currently is a tourism based industry that includes agritourism, family-owned shops (e.g. ice-cream) and destination retail. Additional desired land uses consisted of restaurant uses located on the same lots as other retail uses.
3. **Incentive zoning** – The idea of incentive zoning, which was supported by several participants, is to allow developments to exceed allowable building coverage in exchange for certain benefits, such as a public plaza.
4. **Development moratorium** – All participants were against a development moratorium in order to complete the Route 25A study.
5. **Future Route 25A improvements** – Although out of the purview of the Route 25A study, participants expressed their concern with any potential future roadway improvement plans by the New York State Department of Transportation; particularly, any potential future widening of 25A that may take a portion of their properties in order to accommodate roadway improvements.

Community Planning Forum – October 24, 2011

1. **Development moratorium** – Contrary to the business community, participants at this session were in favor of a development moratorium. The reason for the moratorium would be to wait until the Route 25A study is completed so that strategies could be developed to improve the corridor and direct future growth and development. There was a concern that the current zoning would allow uses that are not compatible with

Wading River's rural and residential character and that the remaining vacant parcels and open space could be developed with undesirable uses. At the same time, participants recognized the right of private property owners to develop their properties.

2. **Incentive zoning** – Participants were generally amenable to incentive zoning if the end result was appropriate for Wading River.
3. **Destination retail** – Commenters were against destination retail shops along Route 25A in Wading River as they felt that this type of use was not within the character of the study area. They also asked that the Neighborhood Rural Business (BUS CR) zoning district be clarified to differentiate between local and regional retail uses. Several participants stated that the study area had enough retail uses and no more are needed. Furthermore, several participants noted that Wading River is not a tourist destination but rather a quiet, small community with farms and local businesses that serve its neighborhoods. Small neighborhood stores were preferred over regional stores and commercial strip development.
4. **Rural character** – Attendees viewed Route 25A in Wading River as a rural and residential community supported by businesses that serve the local community. One of their priorities was to preserve open space and agricultural uses if possible. Preservation of the Zoumas, Condzella Farm, and Partridge family properties were identified as priorities.
5. **Desired land uses and zoning** – One participant asked whether the group was satisfied with the existing zoning and suggested that future zoning considerations should ensure that there are community benefits, such as attractive building design and landscaping. Participants agreed that the amount of density should be considered, as well as the number of school children that a residential development project may induce. Several attendees stated that low density senior housing may be appropriate for the Route 25A corridor.

One participant suggested expanding the Multi Family Residential Professional Office (MRP) zoning district on the north side of Route 25A, up to the Sound Avenue intersection in order to create a larger transition area between the Neighborhood Rural Business (BUS CR) zoning district to the west and east (also recommended in the 2003 Town of Riverhead Comprehensive Plan). Other suggestions included active recreation, open space, and active farming along 25A. It was noted that parcels along the Route 25A corridor contain prime agricultural soils that should be preserved.

Another participant suggested multi-family or Next Generation housing for the vacant property owned by Joseph Vento, next to Mays Farm. However, it was noted by Town Planning Director Rick Hanley that due to zoning and Suffolk County sanitary requirements, the south side of Route 25A could only accommodate one dwelling unit per acre, which would exclude multi-family housing as a feasible land use for this parcel. Another suggestion for possible zone changes for the western portion of the study area included implementing an overlay zone similar to the one proposed as part of the Draft Route 25A Land Use Plan for Mount Sinai to Wading River in the Town of Brookhaven.

The overlay zone sought to preserve the character of existing residential areas and also established a farmland preservation overlay zone that would incentive residential clustering and open space preservation.

6. **Traffic** – Traffic congestion along 25A was viewed as a concern and participants were in favor of types of development that would minimize traffic. One participant asked that seasonal traffic be considered in addition to annual average daily traffic volume (AADT).
7. **Proposed Applications** – Participants asked that existing development applications for several undeveloped or underutilized parcels be re-examined as part of this study. These applications included the proposed 32,500 square foot (SF) Knightland commercial retail and restaurant application by Kenn Barra, the 52,000 SF Central Square commercial application by John Zoumas, and the 42,000 SF Venezia Square project by the Northwind Group, led by Joseph Vento. Condzella’s Farm, located on the north side of 25A across from the Zoumas property, as well as Mr. Barra’s undeveloped parcel and the Partridge family parcel (both located next to the Condzella’s Farm), were also mentioned as parcels that should be further studied.

Participants expressed concern with the proposed Knightland application for the corner of Sound Avenue and Route 25A. Participants stated their desire to retain Wading River’s rural character, while either limiting future retail development or only permitting some new retail development that only serves the local neighborhoods. There was a question as to whether Mr. Barra’s application included local retail uses or retail uses that would attract regional shoppers. While recognizing private property and development rights, attendees were concerned that too much retail along Route 25A would destroy its character and impose hardships on existing businesses. It was noted that several businesses were just “getting by” in terms of paying their rent and being profitable.

8. **Impacts on water and sewer** – BFJ Planning suggested that in addition to land use and design impacts from zoning it was equally important to understand the impacts of land uses on water quality and sewer demand.

IV. CONCLUSION

The business focus group session and community planning forum were successful in identifying issues, opportunities and possible strategies for the Route 25A corridor. Despite the different views of participants of both sessions, the sessions provided a starting point for which the Route 25A study can build off of. Several key themes emerged that should be addressed in the selective Comprehensive Plan update for the Route 25A corridor. The Plan update will need to balance economic development and conservation so that Route 25A remains sustainable for years to come. Potential zoning changes will also need to occur to achieve the community's vision for the corridor and ensure the continued quality of life shared by the hamlet's residents and business owners. The next step in the planning process will be to draft preliminary recommendations for the Route 25A corridor and present them to the Town Board and public. This action will include potential sections of the current Town Comprehensive Plan that could be amended or examined further in order to satisfy the goals of the study and vision for the Route 25A corridor.