Town of Southampton
Downtown Revitalization Initiative Round V
RIVERSIDE
Table of Contents

BASIC INFORMATION..................................................................................................................................... 3
VISION FOR DOWNTOWN............................................................................................................................. 3
JUSTIFICATION................................................................................................................................................. 4
DOWNTOWN IDENTIFICATION.......................................................................................................................... 10
   1) Boundaries of the proposed DRI area. ........................................................................................................ 10
   2) Past investment, future investment potential.......................................................................................... 10
   3) Recent or impending job growth ............................................................................................................. 13
   4) Quality of life............................................................................................................................................ 21
   5) Supportive policies................................................................................................................................. 24
   6) Public support .......................................................................................................................................... 25
   7) Transformative opportunities.................................................................................................................. 27
   8) Administrative Capacity......................................................................................................................... 35
   9) Other........................................................................................................................................................ 36
  10) $20 Million Request .................................................................................................................................. 37
  11) Electric vehicle charging Stations ......................................................................................................... 38

Attachments:
Town Board Resolution
Letters of support

Phillips Avenue Elementary School, Riverside
BASIC INFORMATION

REDC Region: Long Island
Municipality Name: Town of Southampton
Downtown Name: Riverside
County Name: Suffolk
Applicant Contact(s) Name & Title: Jay Schneiderman, Supervisor
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Proposal date: September 15, 2021

VISION FOR DOWNTOWN

The vision for downtown Riverside is a diverse, equitable, and vibrant mixed-use, walkable neighborhood oriented along the Peconic River waterfront with a multitude of assets: high quality, attainable housing; scenic viewsheds; environmental sustainability; walkability; regional arts and culture attractions; and proximity to destination retail, tourism, hotels, employment centers, and multi-modal transportation. It will become a regional destination and gateway to the East End of Long Island that addresses the most pertinent issues of economic development and sustainability within the Peconic Estuary.

Revitalization will create economic opportunity for residents, and will attract young workers, families and seniors seeking an affordable, safe and inviting neighborhood that is close to job centers in Riverhead and the north and south forks, and which provides plentiful shopping, dining and recreation options walking distance from home. The scenic Peconic River waterfront, currently obscured behind vacant and blighted properties, will become the center of community life once planned park development and shoreline restoration projects are completed.

Brown Street and Goodridge Avenue, Riverside. These streets were named after residents decades ago, some of whom still live here today.
JUSTIFICATION

Existing Conditions Overview: The Riverside downtown is a contiguous, compact mixed-use neighborhood at the western end of Southampton township. Located at the gateway to Long Island’s East End region, the community is bordered on the north by the Peconic River, contains a concentration of commercial and residential uses, and is near other regional employment, tourism and commercial centers. The most unique natural feature – and most underutilized asset – of Riverside is the Peconic River, which is part of the Peconic Estuary, a designated Estuary of National Significance by the US Environmental Protection Agency. The area also features approximately 1,000 acres of preserved land and wetland areas along the northeastern border of Pine Barrens region and Peconic Estuary.

Historically, Riverside was home to a bustling community with many streets named for the families who lived there; some are still there today. Residents recall the neighborhood’s slow decline over a period of decades, tied to regional economic conditions, the presence or suspected presence of brownfields, and land use restrictions that limited development potential. Those who as children shoveled snow for their elderly neighbors cannot allow their own children to carry on this tradition for safety reasons.

Today, Riverside is characterized as an older, moderately dense blighted suburban community consisting of single-family neighborhoods, manufactured home parks, and scattered mix of mostly 1-2 story commercial/industrial buildings, parkland, and nature preserve. Most commercial uses are situated along five arterial roads that intersect at the Riverside traffic circle. There is virtually no waterfront access despite the presence of waterfront parkland. There is one small pocket park with a playground, but the neighborhood is so crime ridden that residents are fearful to use it. Pedestrian infrastructure is nearly nonexistent.

Riverside does not share in the relative prosperity of other East End communities. Residents and businesses struggle to make ends meet in a region where the cost of living is among the highest in the country. The population of 2,362 is 47.1% White, 15.2% Hispanic/Latino, and 35.3% Black/African American. Poverty is 19.6%, more than triple the Suffolk County rate 6.5%. Mobile homes comprise nearly half of total housing units. An analysis completed by Suffolk County ranks Riverside as the having the lowest median income in the County ($38,889). In the Phillips Avenue Elementary School, located in Riverside, 75% of students are identified as Hispanic or Latino. 54% are English Language Learners. 78% are economically disadvantaged.

1 U. S. Census Bureau (2019 American Community Survey)
2 U. S. Census Bureau (2013-2017 American Community Survey), as compiled by Suffolk County Planning 8/9/2019
3 NYS School Report Card 2018-19 at data.nysed.gov
Peconic River waterfront existing conditions (top and left)

Design precedent for planned shoreline restoration, park development and boardwalk (below)
Residents disproportionately experience environmental and public health problems:

- **Potential Environmental Justice Area (PEJA).** The majority of Riverside is currently designated by the NYS Department of Environmental Conservation as a PEJA.\(^4\)

- **Brownfields.** A 468-acre portion of the Riverside hamlet received NYS designation as a Brownfield Opportunity Area (BOA) in August 2016. A BOA Step II Nomination Study, completed October 2015 by the Town of Southampton, identified 20 brownfield sites (hazardous substance and/or petroleum contamination) as well as underutilized and vacant properties that contribute to disinvestment and blight. The brownfield sites are proximal to residences. US EPA funds are currently supporting preparation of Environmental Site Assessments. The brownfield sites are disruptive to neighborhood connectivity and general well-being. Their presence negatively impacts accessibility, safety, quality housing, recreation access and social capital.

- **Traffic congestion.** Congested roads with Average Annual Daily Traffic of 16,565 on State Route 24 alone\(^5\) generate substantial emissions. Existing roadway configurations create potential for vehicle/pedestrian conflicts. Suffolk County is a nonattainment county for EPA 8-hour ozone.

- **Health disparities.** Incidence of certain cancers is higher than expected. There is a documented concentration of Petroleum Bulk Storage facilities.\(^6\)

- **Water quality concerns.** Existing development generates nitrogen pollution that negatively impacts the Peconic Estuary, an EPA designated Estuary of National Significance. The waterway is closed for shellfishing and listed by the NYS Department of Environmental Conservation as a 303d Impaired Waterbody for nitrogen due to dissolved oxygen depletion.\(^7\) After fish kills in 2015 and 2016, residents were observed collecting dead bunker fish to use for food, without regard for potential health impacts.

- **Social isolation** occurs as elders experience greater levels of illness and are unable to maintain community-related activities. As younger generations move away from the community, elders often find themselves isolated from family and friends, placing them at greater risk for negative health outcomes.

- **Crime.** Riverside experiences a disproportionate share of the region’s violent and property crime, including robbery, assault, rape, sexual assault and homicide. Open air, daytime drug dealing, and prostitution are commonplace. Arrests relating to firearms, drugs and prostitution are highly concentrated here. A 2018 community survey indicated crime, prostitution and drugs as top safety concerns.\(^8\)

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\(^5\) NYS Department of Transportation [Traffic Data Viewer](https://www.trafficsignalmapping.com/). Accessed 9/14/2021.


\(^8\) **Riverside, NY Health & Community Survey, Fall 2018.** Prepared by Dr. Pamela Linden, LMSW, for Flanders, Riverside, & Northampton Community organization with funding support by the NYSDEC Environmental Justice program.
As a result of these challenges, residents have become deeply committed to revitalization. Following years of planning, Riverside is now on the cusp of becoming a new downtown hub on Long Island’s East End. The vision for renewal is informed by the Riverside Revitalization Action Plan (RRAP), a years-long, community-engaged planning effort that centers on the following key elements:

**MODERN, FORM-BASED CODE:** Encompasses streetscape, roadway, pedestrian, environmental, recreation and wastewater infrastructure improvements.

**WATERFRONT REVITALIZATION:** Honor the East End’s maritime history and assets by orienting the downtown around a revitalized Peconic River waterfront.

**AFFORDABLE HOUSING:** Buildout projections exceed 2,300 new housing units, half of which are required to be attainable.

**COMMERCIAL DEVELOPMENT:** Buildout projections call for over 192,000 SF of retail and professional spaces to spur business investment, visitation and economic activity in a mixed-use, walkable downtown.

**ENVIRONMENTAL SUSTAINABILITY:** Stormwater and wastewater infrastructure will align with goals for stewardship of the Peconic Estuary and Pine Barrens.

**BROWNFIELD REDEVELOPMENT:** Underutilized, blighted properties in this NYS designated Brownfield Opportunity Area and Environmental Justice community will be returned to productive use.

**COMMUNITY ENGAGEMENT:** Partnerships with community-based organizations will address residents’ needs relating to empowerment, access to critical services, walkability, beautification, health concerns, access to healthy foods, recreation, arts and culture.

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9 Riverside Revitalization Action Plan, 2015
Readiness for DRI Investment: For decades, revitalization efforts were hampered by zoning and infrastructure limitations resulting in poor land use. In 2015 the Town of Southampton and Master Developer Renaissance Downtowns, working closely with residents, completed a comprehensive, community-driven, crowdsourced placemaking initiative that culminated in the Riverside Revitalization Action Plan (RRAP) and adoption of the Riverside Overlay District, a form-based code overlay in 2015. The plan and code have established a market-driven vision for a revitalized Riverside community that will re-orient land use and community life around the scenic Peconic River, and provide opportunities for redevelopment and brownfield cleanup, economic prosperity, new jobs, as well as passive recreation, education and healthy activities in a safe public space.

Riverside is now ripe for development; a master planned, form-based revitalization district will support development of a vibrant, compact, mixed-use waterfront downtown with significantly expanded residential and commercial uses that will increase the resident population, expand the tax base, and support the downtown economy.

The persistent blight that has historically affected Riverside has kept it from reaching the “tipping point” of economic viability needed for a true renaissance to occur. Should DRI funding be approved, the community will achieve three key goals that are critical for transformation. These goals are directly supported by the town’s Brownfield Opportunity Area plan, Riverside Revitalization Action Plan, and related community-engaged efforts.
RIVERSIDE  
DOWNTOWN REVITALIZATION GOALS

Goal 1: Implement infrastructure improvements that will provide environmental benefits and support future growth

- Sewer system: Create and locate a new sewer district and facilities in Riverside to support future build-out and to remove existing residential and commercial development from on-site systems
- Pedestrian pathways and wayfinding: in the downtown core and for beautification, branding and to drive foot traffic to the waterfront
- Maritime Trail and waterfront boardwalk along the Peconic River
- Streetscape, lighting, traffic calming enhancements
- Environmental initiatives such as advanced wastewater, heat island reduction
- Parking improvements

Goal 2: Enhance and beautify natural, recreational and cultural assets

- Wetlands restoration and water quality improvement
- Public park development

Goal 3: Invest in community priority areas

- Community Center
- Child Enrichment Center and programming
- Arts and culture initiatives
- Community outreach and engagement initiatives
DOWNTOWN IDENTIFICATION

1) Boundaries of the proposed DRI area.

The Riverside downtown encompasses the core Riverside development area, measuring approximately .40 square mile, as defined in the Riverside Revitalization Action Plan (RRAP) (2015), and identified by the Riverside Overlay District map. The northern boundary begins at the Peconic River just west of the County Road 63 traffic circle, runs down CR 63, then eastward toward CR 104, around the Riverside Enterprise Zone, then north across County Road 24 and back up to the Peconic River. This portion of the downtown is in a NYS designated Brownfield Opportunity Area, and is characterized by a blighted commercial corridor, vacant and abandoned properties, substandard housing, traffic congestion, illegal dumping, pervasive crime, disinvestment and a vastly underutilized waterfront.

Riverside is ideally located as a gateway to the East End, and arterial roadways direct traffic through the downtown as a waypoint to destinations on the North Fork, famous for its wine and agrotourism industries, and the south fork, home to The Hamptons and its lively summer tourism season. Beaches on the Atlantic Ocean, Long Island Sound and Peconic Bay are all within 15 a minute drive. Major government and institutional employers are within a short commuting distance, including Peconic Bay Medical Center, Suffolk County offices and Community College, Southampton, Riverhead and Hampton Bays School Districts, Enterprise Park at Calverton, SUNY Stony Brook, which houses one of the nation’s premier facilities for marine research, Southampton Hospital, Hamptons Business District at Gabreski in Westhampton, municipal facilities operated by Town of Southampton and Town of Riverhead, and more.

The Riverside traffic circle is a hub for all major arterial roadways serving the East End. Quite literally, all East End roads lead to Riverside, as shown in the image below:

Due to its central location, the downtown’s catchment area encompasses the entire East End, with a total resident population of 138,524 (Southampton 58,094, Southold 22,136, East Hampton 21,952, Shelter Island 2,793, Riverhead 33,549). This does not include the summer and fall tourism population surge, which exponentially increases visitation. Post-COVID population increases are in addition to these figures.

10 U. S. Census Bureau (2019 American Community Survey)
The Riverside Revitalization Action Plan (RRAP) calls for substantial growth in mixed-use development. Currently, Riverside contains 840 housing units, many of which are substandard. The buildout projection for this portion of the downtown exceeds 2,300 new housing units, half of which are required to be attainable. Given the lack of attainable housing options on the East End for a growing propensity of millennials and boomers wishing to rent in walkable and vibrant downtown settings, the demand for rental housing is quickly growing. New housing units in Riverside alone are projected to generate 3,899 residents. Where land use controls imposed by previous zoning presented an impediment to development of a walkable, vibrant neighborhood, the Riverside Overlay District adopted in 2015 will provide for over 192,000 SF of retail and professional spaces. These buildout projections are driven by market analysis performed by Master Developer Renaissance Downtowns and detailed extensively in the RRAP and associated Environmental Impact Statement.

SEQRA analysis for the plan and associated form-based code is complete. Development south of the Peconic River will complement and amplify existing and planned development on the north side of the river in the Town of Riverhead. In the Riverhead DC-1 Zoning District, in the downtown core, the build out for residential units is 500 units. The Riverhead Brownfield Opportunity Area study indicates that buildout in this zone is 1,059,575 SF.

Riverside is likely the only remaining location on the East End that can accommodate the density of development and mix of housing options needed to address regional demand, which has heightened considerably in the post-COVID era. Riverside will provide housing, jobs and recreation opportunities for all segments of the population, from young workers to families to seniors.
2) *Past investment, future investment potential.*

Prior investments by multiple stakeholders have contributed significantly to the downtown’s readiness for DRI funding. Planning and revitalization support provided by New York State, Suffolk County, Town of Southampton, the Master Developer, federal sources and private equity will be leveraged to accelerate implementation of DRI projects.

**Master Developer Renaissance Downtowns:**
- Under a Master Developer Agreement with Town of Southampton, Renaissance Downtowns invested more than $1M to date to prepare the Riverside Revitalization Action Plan, which provides a vision and an adopted form-based overlay zoning for the revitalization district on the south side of the Peconic River.
- Provided over $35,000 for Advanced Sewage Treatment Feasibility Report for CWSRF financing.
- Conducted extensive crowdsourced placemaking efforts in Riverside area, opened a local office and employed community liaisons.
- Supported Town and the County initiatives, ran community programs, and secured collaboration with Children’s Museum of East End (CMEE). Provided conceptual designs for new CMEE Riverside building in Riverside, to serve both downtowns as well as other adjacent communities.

**New York State:**
- $387,484 grant awarded by the NYS 2018 Local Waterfront Revitalization Program for Riverside Maritime Trail
• $236,900 grant awarded in 2013 for BOA Step II Nomination Study Revitalization Action Plan and Zoning Map and Code Amendments Findings Statement
• $50,000 Environmental Justice grant awarded to Flanders, Riverside and Northampton Community Alliance (FRNCA) and Town of Southampton in 2017 by NYS Department of Environmental Conservation to conduct waterfront revitalization planning and a community engaged public health survey
• $85,875 grant from NYS Local Waterfront Revitalization Program in 2014 to design a pedestrian bridge to span the Peconic River
• 2017 Vacant and Abandoned property initiative awarded $175,000 for code enforcement and community outreach to prevent and remediate “zombie” properties
• Multi-million NYS Parks/Community Preservation Fund acquisitions to create green space in adjacent Riverhead downtown
• $1.5 Million NYS DOT 2011 award to support renovation to 3-acre Grangebel Park overlooking Peconic River and connecting Riverhead to Southampton to provide community space with event stage in adjacent Riverhead downtown
• 2011 NYS Brownfield Opportunity Area grant for Step II Nomination Study ($567,000) in Riverhead
• 2017 Vacant and Abandoned property initiative awarded $100,000 for code enforcement and community outreach to prevent and remediate “zombie” properties in Riverhead, with much enforcement occurring in its downtown
• $500,000 Restore New York Communities Initiative funding in 2017 for the reconstruction of three buildings, part of a $30 million project involving the creation of affordable housing, retail space, and food production facility in downtown Riverhead

Suffolk County:
• Purchased the waterfront 14-acre Riverside Park for $2.4M
• Provided a grant for pedestrian park access of $15,000, which was matched dollar for dollar by Southampton Town
• Conducted a $250,000 sewer study
• Allocated more than $5M to reconstruct the Riverside traffic circle in alignment with redevelopment plans (groundbreaking held May 30, 2017)
• Allocated $35M for future wastewater treatment improvements

Town of Southampton:
• $81,368 committed to sewer system planning and design
• Thousands of staff hours relating to planning, community outreach, and coordination with Master Developer Renaissance Downtowns
• Roadway/pedestrian improvements
• Community policing initiatives
• Matched $15,000 Suffolk County grant to develop plan for pedestrian park access
• Support grant seeking efforts of community organizations including Flanders, Riverside and Northampton Community Alliance (FRNCA) and Peconic River Community Development Alliance (PRCDA) for community engagement and planning projects. Grants include $20,000 awarded by the Long Island Community Foundation in 2016 to address social justice and creative placemaking initiative; a $50,000 Environmental Justice award (detailed under NYS funding); and a NYS Zombie Grant initiative
• $350,000 purchase of gateway park property in 2002 under Community Preservation Fund
• $35,000 allocated in June 2017 for map and plan to expand Riverhead sewer district to serve a portion of Riverside hamlet
• $38,890 Blight Fund expenditures to remediate blighted and unsafe conditions

**Children’s Museum of the East End:** Approximately $300,000 awarded by New York State Council on the Arts and Empire State Development (2018) to support installation of exhibits and furnishings of the Children’s Museum@Riverside, a satellite museum to be housed in a Town facility in Riverside.

**Private investment:** 20 Riverleigh Avenue Corp. acquired and redeveloped the site at 20 Riverleigh Avenue, on the Riverside traffic circle. A vacant, blighted property was demolished and, in its place, a nearly 15,000 SF mixed use building comprised of medical, other office space and residential apartments was constructed. This was the first major redevelopment initiative under the Riverside Revitalization Action Plan. See before and after photos below. This dramatic improvement is representative of the transformation that will be possible under the Riverside Revitalization Action Plan.

**Future potential to be catalyzed by DRI investments:** Under the RRAP, construction in Riverside is projected to generate total economic impact of over $1.1 billion during the 10-year construction period. The Riverside Development Scenario is projected to generate 1,971 FTEs regionally, generating approx. $88.9M annually in labor income. Buildout projections exceed 2,300 new housing units, many affordable and with universal design features, and over 192,000 SF of retail and professional space.
Above: Blighted diner property in top center during reconstruction of the Riverside traffic circle, June 2018.

Below: Same view following completion of the traffic circle. The diner was replaced by a mixed-use building in 2019.
Redevelopment opportunities

89 Peconic Avenue. Owners of underutilized, blighted properties such as this parcel cannot begin redevelopment projects until sewer infrastructure is in place. This property’s adjacency to the Peconic River and Grangebel Park could be leveraged to expand beyond the existing kayak rental business to include uses such as retail, a restaurant and hotel.

425 Riverleigh Ave. Located near the redesigned traffic circle, this boarded up building typifies the blighted conditions that will be addressed under the RRAP.

11 Flanders Road. Vacant gas station on the reconstructed traffic circle. A recently proposed “grab and go” convenience store for this location was vehemently opposed by the community. Residents mobilized to voice their desire to see this parcel redeveloped in accordance with the R01 Hamlet Center zone defined in the adopted Riverside Overlay District (see page 20).
3) **Recent or impending job growth.**

**Current/recent job growth:** Nearby employment hubs include Calverton Enterprise Industrial Park, currently experiencing a reinvigoration of high tech/aerospace industries, with the arrival of Luminati Aerospace and the impending sale of additional industrially zoned acres just minutes from Riverside. Additional jobs are at Brookhaven National Lab, the Calverton Stony Brook incubator, Gabreski Airport Business Park (a 440,000 SF business and technology center 15 minutes away), Peconic Bay Medical Center, Stony Brook Southampton Hospital, Suffolk County Center municipal complex, Suffolk Community College, the New York State Court complex, Southampton, Riverhead and Hampton Bays School Districts, municipal facilities operated by Town of Southampton and Town of Riverhead, and the expanding SUNY Stony Brook campus in Southampton offering programs in fine arts, marine research, health care and more. Retail, hospitality, agritourism and small business opportunities abound in the region.

Retail destinations proximal to downtown support thousands of jobs but their presence is a double-edged sword. Tanger Outlets, located minutes from downtown, attracts 12 million visitors a year. The Route 58 commercial corridor, also minutes north of downtown, drives substantial regional traffic to its many “big box” stores. However, this commercial corridor has negatively impacted the downtown by drawing visitation away. The downtown’s challenge is to reinvent itself as a recreational and cultural hub for residents, shoppers, families and visitors who will want to enjoy the waterfront parkland, attend community events, and patronize smaller mom and pop stores and restaurants. Additionally, there is an opportunity to establish a bed and breakfast industry along the waterfront area.

**Impending job growth identified in Riverside Revitalization Action Plan:**

**Retail:** Retail specialists use the term “Sales Leakage” to describe economic activity that should remain within a community’s local economy, but occurs elsewhere due to factors such as a void within a certain business type or a lack of an attractive retail environment such as a walkable, mixed-use hamlet center. New development can leverage this lost spending by tapping into undersupplied markets. Riverside exhibits significant leakage due to the relative lack of places for residents to shop, dine and play. Community mapping exercises conducted as a part of the master developer’s Crowdsourced Placemaking process have demonstrated that residents travel, often far, to spend their money at stores and restaurants outside the community. Accounting for the combined existing incomes of Riverside, Flanders and Northampton, there is a substantial opportunity for local entrepreneurs to capture spending that currently takes place outside of these communities, bringing in additional income and job creation. Closing the retail and restaurant sales gap in the community could yield nearly 200,000 square feet of new commercial development and
create over 200 direct permanent jobs. Indirect and induced economic benefits created by this new development as well as incomes of new residents and employees would add to this, fueling additional market opportunities. $100 of new resident income could yield purchasing power of $24 on retail and services and $5 on restaurants.

**Office:** An analysis of the projected need for office space conducted for the RRAP reveals an opportunity to bring employment centers to Riverside, providing much needed economic development, commercial activity and job opportunities to the community, particularly for those residents who lack access to reliable transportation. The analysis projects the growth of office users in a 10-mile radius of Riverside in each industry sector. Employment growth projections published by the Bureau of Labor Statistics were applied to determine future job growth. Estimates of the percent of employees working in offices for each sector (found in "Market Analysis for Real Estate" by Rena Mourouzi-Sivitanidou; a conservative estimate of 20% was used where data was not available) were used to extrapolate how many office jobs would be created by 2030. Assuming each worker occupies 150 SF of space, this yields a total demand for nearly 810,000 SF of office. Among the fastest growing sectors in this region are “Health Care and Social Assistance” and “Educational Services.” Attracting employers in these industries would be particularly feasible.

**Hotel:** Riverside’s scenic natural amenities and strategic position as the gateway to tourist attractions on both forks make it a prime location for a hotel. A hotel that ties into the existing waterfront, planned boardwalk and proposed new bridge could capitalize on the community’s local assets and proximity to regional destinations.

**Assisted living or similar facility:** The closest assisted living facility to Riverside is over 10 miles away in Center Moriches. Between the Towns of Southampton and adjacent Riverhead there are approximately 3,000 seniors classified as having a “self-care” or “independent living” difficulty. Assuming that many of these people do and will continue to reside outside of assisted care facilities, a conservative estimate that 20% of this population can be tapped into yields a demand for roughly 600 beds. Such establishments would provide an important service for a growing demographic in the region and provide significant well-paying career opportunities to residents.

Overall, redevelopment in Riverside will create abundant job opportunities. It is envisioned as a future regional job center, projected to support 1,971 regional jobs annually ($88.9M in labor income). Total economic impact is projected at $239M annually. It is projected that construction in Riverside alone will generate 306 FTEs per year over 10 years. Under a Community Benefit Policy, priority consideration for jobs will go to residents of Riverside.
Riverside Overlay District Map, Adopted by the Town of Southampton in 2015.
4) **Quality of life.**

**Peconic River waterfront:** The downtown is situated on one of the most bucolic and environmentally significant land masses on Long Island. The Peconic River provides four miles of waterfront and nearly 1,000 acres of preserved property. Its northern shore forms the municipal boundary between Southampton and Riverhead townships.

Riverhead’s Grangebel Park, immediately adjacent to Riverside’s downtown core, has received over $1,000,000 in federal funding for the replacement of bulkheading, installation of lighting and pedestrian walkways, landscaping and other amenities to improve safety and utilization of the park. The park also contains a fish ladder to promote habitat connectivity, which helps to drive visitation by local environmental groups and education programs.

While Grangebel Park is a significant amenity for Riverhead’s and Riverside’s downtowns, Riverside’s portion of the waterfront continues to be vastly underutilized due to blighted neighborhood conditions and lack of access. The Riverside Revitalization Action Plan and form based code, as well as park development plans currently underway, will re-orient the community around the riverfront. Park development will encompass shoreline restoration, boardwalks and walking trails, and passive recreation spaces for arts/culture/environment events, day visitation, farmers markets and more.

**Plentiful redevelopment opportunities:** Once sewering is complete, vacant, blighted and underutilized properties throughout the downtown will be targeted for redevelopment. Thirteen sites have been identified in the Town’s Brownfield Opportunity Area nomination study as strategic sites that are critical to achieving redevelopment aims but due to actual or perceived presence of contamination are not currently commercially viable. Six of these sites have qualified for environmental site assessments under the EPA Brownfield...
Community-Wide Assessment grant program. These assessments will support development of plans for returning the properties to productive use.

**Inclusivity:** The Riverside Revitalization Action Plan (RRAP) envisions 2,267 new housing units where 50% will meet affordability guidelines, and many will have universal design features. The built environment will be designed to support pedestrian connectivity, and design features will honor the Peconic River and eastern Long Island’s maritime history.

In the spirit of supporting the whole community, including an aging population, an affordable assisted living center is also envisioned in the RRAP. This will enable the region’s growing senior population to age in place.

Renewal in Riverside is expected to complement growth in the adjacent Riverhead downtown, and will strengthen both communities’ efforts to become safe, vibrant and desirable places to live in and visit.

**Community Engagement:** Community groups, Town and County governments, and Master Developer Renaissance DOWNTOWNS have made great strides toward engaging residents in the revitalization effort, but more work remains to be done. Attendance at community meetings has increased overall but much of the community, particularly African American, Hispanic and Latino residents, continues to be underrepresented. Younger residents are also underrepresented. Families in economic distress are the least able to make the time to attend community meetings due to work commitments, resource limitations and daily responsibilities. Ongoing efforts to strengthen engagement include the following:
• **Riverside Rediscovered** is the community-driven, crowdsourced placemaking initiative that has led to adoption of the landmark Town of Southampton Riverside Revitalization Action Plan in December 2015. The initiative is a transparent, inclusionary partnership with master developer Renaissance Downtowns LLC that is spurring investment by Town, County and private developers to address the complex and interrelated shortcomings that have long stifled economic development. Door-to-door outreach by bilingual outreach workers, social media campaigns, community meetings, and literature distribution are among the strategies employed. Riverside Rediscovered also works closely with community organizations including Flanders, Riverside, Northampton Community Association (FRNCA), Peconic River Community Development Alliance (PRCDA), SEPA Mujer (Service for the Advancement of Women), and Butterfly Effect Project. Associations for residents of local manufactured home communities Community Parkview Association and Riverwoods are also directly engaged.

• **Grassroots community engagement:**
  
  o **Flanders, Riverside, Northampton Community Association (FRNCA).** In addition to the organization’s ongoing outreach efforts, the Long Island Community Foundation provided a $20,000 grant to hire bilingual community outreach workers to develop and implement a grassroots community engagement plan to increase community participation at civic and community meetings. The NYS Department of Environmental Conservation awarded two Environmental Justice grants to produce a community-driven park design for Riverside Maritime Trail Park and advance the initial phase of construction. Proposed park designs are supported by this work.

  o **Butterfly Effect Project.** Under a New York State “Zombie” funding program aimed at providing homeowner assistance and reducing foreclosures, the Town partnered with this nonprofit to conduct homeowner outreach. While that program has ended, the relationship developed with Butterfly Effect Project has continued. The community engagement initiatives contained in this proposal are informed by lessons learned from this partnership.
5) **Supportive local policies.**

To provide a plan for redevelopment, the Town of Southampton, community groups and Master Developer Renaissance Dtowns spent two years developing the Riverside Revitalization Action Plan (RRAP), culminating in the December 2015 adoption of the RRAP, associated environmental studies and a Riverside zoning Overlay District that clears away longstanding regulatory barriers to development. A new modern, form-based code will guide future development as it is envisioned by the RRAP. This overlay code is adopted in Town code and supports development of complete streets and walkable linkages to multimodal transportation (LIRR in Riverhead, Suffolk County bus). Planning is 100% complete; the remaining critical path investment items relate to infrastructure and community engagement initiatives as detailed in this proposal.

A fair share mitigation fee structure is in place as part of the form-based code and will bring in millions of dollars from developers for environmental and social initiatives to support revitalization, such as wetland restoration, job programs and more. Under a Community Benefit Policy, priority consideration for construction jobs in Riverside will go to residents. It should be noted that availability of these funds are contingent on development approvals, which cannot proceed until the sewer system is in place.

Additionally, the estimated $636.1M of private equity investments in Riverside as direct output is projected to generate an indirect impact of over $254.1 million, and an induced impact of over $242.2 million, bringing the total economic impact on output to $1.1 billion during the 10-year long construction period, or the equivalent of $113.2 million per year.

**Vacant and abandoned property remediation initiatives:** In 2017, Southampton received grant funding of $175,000 under the Zombie program through the NYS Attorney General to support targeted efforts to prevent and remediate vacant and abandoned properties. Due to the concentration of blight and vacancy, most of these investments were directed to the downtown area in the form of code enforcement actions, property investigation, and community outreach.

**Community Policing:** Southampton Town Police Department (SHPD) has instituted two community-based policing programs to enhance enforcement efforts and to address problematic conditions underlying crime activity in Riverside. The Community Response Unit (CRU) consists of specially trained officers who respond with focused and intense investigative and enforcement measures to address criminal activity. Illustrative of the success of the CRU is a recorded 70% drop in reported criminal activity and two major Drug Trafficking Investigation focusing on East End communities including Flanders, Riverside,
and Northampton resulting in 32 arrests, 7 kilos of heroin and cocaine and over $250,000 seized. The Problem Oriented Policing (POP) program introduced by the SHPD works closely with community groups, County enforcement agencies, local municipalities, business groups, and religious leaders to address underlying conditions that may contribute to criminal activity. In this effort, a trained police officer initiates the interaction between and among all relevant community stakeholders.

**Blight Mitigation Fund:** The Town of Southampton established a blight mitigation fund in 2013 which is funded through fines and fees generated from code violators. The fund is used to prevent and remedy damage and/or disrepair on publicly owned properties as well as to remediate blighted conditions. While this is a town-wide fund, its expenditures have been used almost exclusively to address blight in the Riverside area. To date, over $56,000 has been expended for this purpose.

6) **Public support.** The community is eager to see revitalization move forward. The RRAP was adopted in 2015 after an intensive 2-year planning process. As described in the Justification section, the RRAP began with a crowd sourced placemaking program and continued as a formalized process of community engagement of all community stakeholders including civic groups, non-profit community organizations, local churches and state, county and local government officials. Key stakeholders, listed below, continue to be engaged and have been strong advocates for change.

**Riverside Economic Development Council (REDC)** - formally established in 2011 as the Steering Committee for Economic Development in the Hamlet of Riverside, this committee continues to meet on monthly basis and is engaged in decision making about long range planning activities as well as daily quality of life concerns.

**Flanders, Riverside, Northampton Civic Association (FRNCA)** – the largest and oldest membership civic organization in the community meets monthly at a local community center operated by the Town. FRNCA is the recipient of two Environmental Justice Grants from the NYSDEC both of which have been utilized to advance the development of the Maritime Trail and Park. FRNCA has mobilized its membership time and again to support the RRAP and to protect the hamlet from undesired development proposals that do not support the vision.

**Riverside Rediscovered** – born as a direct outgrowth of the RRAP, Riverside Rediscovered is a community based not for profit that occupies a storefront in the heart of the Riverside community. Seen as a trusted advocate for community members, this group has been
successful in drawing members from the community who have otherwise not engaged in community activity, particularly among Hispanic and Latino members of the community.

The community is passionate in its advocacy for the revitalization plan. Recent examples are:

- In March 2021, the community came out en masse to oppose a 7-11 gas station and convenience store that had been proposed for a key parcel on the Riverside traffic circle. This parcel is envisioned as a key component of the R01 Hamlet Center district, as a multi-story, mixed use development with shops on the ground level and apartments or offices on the upper floors, not a standalone, grab-and-go convenience store.\(^{11}\)
- In a March 1, 2021, news article, community members expressed frustration at the pace of progress toward achieving revitalization goals and reaffirmed their commitment to the RRAP vision.\(^{12}\)
- At a public meeting held by the Town in September 2021 to discuss the Round V DRI proposal, community members shared their disappointment that prior DRI proposals were not funded and stated that DRI investment is urgently needed to make the RRAP vision a reality.

Letters of support for this proposal have been provided by:

- Suffolk County Executive Steven Bellone
- NYS Assemblyman Fred Thiele, 1st District
- NYS Senator Anthony Palumbo, 1st District
- Butterfly Effect Project
- Children’s Museum of the East End
- Flanders, Riverside, and Northampton Community Association (FRNCA)
- Peconic River Community Development Alliance (PRCDA).
- Renaissance Downtowns
- Riverhead Chamber of Commerce
- Hamptons Dive Center

Additional expressions of support are on file from state and local elected officials, business leaders, civic groups, and community members who wrote in favor of the Town’s four previous DRI proposals. Further documentation of community support for the RRAP is also contained in the associated Draft and Final Generic Environmental Impact Statements.

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The DRI Local Planning Committee will be convened by Francis Zappone, Deputy Supervisor, Town of Southampton. Representatives of the Riverside Economic Development Council, FRNCA, PRCDA, Butterfly Effect Project, Riverside Rediscovered, and others, will be invited to participate.

7) Transformative opportunities and readiness.

The proposed DRI investments will be shovel ready within 1-2 years. Prior investments by the Town of Southampton, New York State, Suffolk County, the Master Developer, federal agencies and private equity have positioned the downtown to immediately begin working toward each goal listed below. Zoning is in place and SEQRA reviews are complete.

All projects are supported by the adopted Riverside Revitalization Action Plan (RRAP) and/or Brownfield Opportunity Area plan, both of which were developed over years-long planning efforts that entailed extensive community engagement. Additionally, the projects were presented to the community at a public meeting held September 9, 2021, and unanimously supported. In fact, residents expressed frustration that the projects are not yet fully implemented and said that all are urgently needed to catalyze revitalization and community transformation.

**Goal 1: Implement infrastructure improvements that will provide environmental benefits and support future growth**

It is estimated that 50% of DRI funds will be allocated to support this goal. The focus in the first 1-2 years of the DRI funding period will be on planning, design and engineering for all projects and to initiate early phases of construction when feasible, as determined by the...
Local Planning Committee and the State. Within this amount, the majority is expected to support design and engineering for a new sewer system, the single most important infrastructure investment needed to achieve the RRAP vision. The remaining projects will each have a minimum investment of $50,000, and negotiation with the Local Planning Committee will determine actual allocations.

1. **Wastewater Treatment – New Riverside Sewer District:** The Town of Southampton will create and locate a new sewer district in Riverside to support future build-out and to remove existing residential and commercial development from on-site systems. The Town, Master Developer and Suffolk County have invested in sewer studies to define requirements for the new sewer district. A map and plan has been completed, and an engineering report with supplemental SEQRA review is expected to be complete within the year. DRI investment will support next steps relating to: land acquisition required to assemble sufficient land area for the STP and outfall locations; easement acquisition for pumping stations and force mains; topographical surveys; and professional fees for district creation and related legal/financial analyses.

The Town will seek to leverage other resources including Southampton Town Community Preservation Fund, NYS Clean Water State Revolving Fund, NYS Clean Water Infrastructure Act funding and other sources that may become available during the DRI program period. In addition, the Town is actively in discussion with NYS Environmental Facilities Corporation regarding potential 0% financing for Potential Environmental Justice Areas.

2. **Establish new pedestrian pathways and branded signage themes** for safety, beautification and to drive foot traffic to the waterfront. The Brownfield Opportunity Area study and the Riverside Revitalization Action Plan, as well as the associated SEQRA and zoning amendments support these improvements.

We envision that DRI investment will be used strategically: the Town would first engage a qualified firm to complete feasibility analyses and conceptual engineering for a phased, prioritized improvement plan. Next, the Local Planning Committee and State would determine high priority projects for DRI-funded implementation. The Town will use the improvement plan to secure other funding to support implementation of remaining projects. Sources may include Suffolk County and NYS grant funding sources, as well as Federal Aid programs such as Transportation Enhancements Program, Safe Routes to School, Recreational Trails and others that may become available. The purpose of leveraging DRI in the engineering and early implementation phases is to avoid implementation delays that are typically associated with Federal Aid projects, which tend to provide higher award
amounts relative to state and local sources, but which require time-intensive reviews in the pre-award, contracting and implementation stages.

3. **Create a Maritime Trail and waterfront boardwalk** on publicly owned parcels along the southern shore of the Peconic River (below) to improve connectivity with Riverhead’s downtown, public access, and viewsheds, and to connect the downtown area to underutilized public park lands in Riverside. The on-road pedestrian improvements described under Goal 1, item 2 will link to this network of off-road pedestrian pathways. NYS DEC Environmental Justice funds are currently supporting planning, design and community outreach for the Maritime Trail.

The Town will seek to leverage DRI funds to construct the Maritime Trail and waterfront boardwalk on publicly owned parcels, and will seek grant funding from other sources such as NYS Environmental Protection Fund, Empire State Development and Suffolk County Economic Development. The project map provided with this application indicates that segments of the trail that would traverse privately owned parcels. No public funds would be allocated for these parcels. Instead, public access trails would be required as a condition of development approvals under the Riverside Overlay District.

![Peconic River aerial view in downtown Riverside.](image)

4. **Complete streetscape, lighting, and traffic calming enhancements.** The Brownfield Opportunity Area (BOA) study and Riverside Revitalization Action Plan (RRAP) call for these improvements to enhance pedestrian safety, walkability and attractiveness of the downtown. As with the other projects listed here, SEQRA reviews were completed under the RRAP. DRI investments for planning and implementation can leverage County and NYS grant funding sources as indicated under Goal 1, items 2 and 3.

5. **Advance environmental initiatives** mandatory for development under the Riverside Overlay District, such as reduction of impacts to water resources through advanced wastewater treatment, limited irrigation and pesticide applications to landscaped areas, heat island reduction, reduction to carbon emissions, clearing strategies, and provisions of
form-based open public and private space. Both the Riverside BOA study and RRAP call for water quality improvement projects.

These projects are tied to investment decisions for projects 1-4 listed under this goal. As such, the Town will work with the Local Planning Committee and the State to identify priorities and near-term design and implementation opportunities for DRI investment. For example, potential locations for bioswales may be identified in conjunction with pedestrian improvements. The Town of Southampton’s Community Preservation Fund (CPF), NYS Environmental Protection Fund, NYS Water Quality Improvement Program, and Suffolk County Water Quality funding programs may be available as leveraged support.

6. Implement parking improvements to increase capacity and improve traffic flow. The Riverside Revitalization Action Plan calls for parking improvements to support increased visitation to the downtown. DRI investment will support planning efforts to identify appropriate parking plans for the community. The Local Planning Committee and the State will assist the Town to determine the extent to which DRI funds will support parking improvements, and whether some improvements can be accomplished via application of regulatory tools and/or community benefit policies established under the RRAP.

Goal 2: Enhance and beautify natural, recreational and cultural assets

It is estimated that 25% of DRI funds will be allocated to support this goal. The focus in the first 1-2 years of the funding period will be on final engineering design and construction.

1. Reconstruct wetland areas for discharge: The 14-acre public waterfront park situated along the northern boundary of Riverside fronts on the Peconic River. The park is owned by Suffolk County; pursuant to an intermunicipal agreement with the Town of Southampton, the Town has the authority to develop and maintain the park for public use and enjoyment. Much of the park’s shoreline areas were once used as dredge spoil sites, resulting in manmade shoreline and proliferation of invasive species. These conditions impact the habitats and living resources within the river. The Peconic Estuary Program has reported that shoreline hardening and invasive species, and along with pollution and climate change, have contributed to the loss and degradation of critical habitats including eelgrass beds, wetlands, and diadromous fish habitat within the estuary’s riverine systems. To address these problems, the Town has secured over $380,000 in grants and Town funds to prepare a park plan for Maritime Trail Park, including a shoreline restoration plan. Using this prior work, DRI investment will be leveraged to advance shoreline restoration activities which will include removing dredge spoils and invasive species, and planting native species. In addition, funds will be needed to design and implement shoreline restoration activities and
build a constructed treatment wetland on a parcel outside of the park to provide an appropriate site for discharge of tertiary treated water from the planned STP.

DRI funds will be leveraged for implementation projects. The Town would supplement DRI funds as external sources are made available, such as the Town of Southampton Community Preservation Fund, NYS Green Infrastructure Grant Program, NYS Environmental Protection Fund and the Suffolk County Water Quality program.

2. Public Park development

2A. Maritime Trail Park. As discussed in Goal 2, project 1, the Town has secured over $380,000 in grants and Town funds to prepare a park plan for Maritime Trail Park. The trails portion of the park design was described under Goal 1 as these provide both connectivity in the downtown area and waterfront access. Park development will entail other elements, such as interpretive signage, fitness areas, children’s trail and sensory experiences, meet-up areas, wildlife observation areas, habitat gardens, kayak launch, waterfront overlooks, rain gardens/bioswales, parking areas with permeable pavers.

2B. Develop a gateway park facility at a publicly owned parcel at the gateway to the downtown area abutting the traffic circle. This will link the downtown employment center, including the Suffolk County municipal complex, to the waterfront and downtown Riverhead, and will provide a scenic location to attract hotel and restaurant uses to the adjacent waterfront parcel to the north. The park land was acquired by the Town of Southampton Community Preservation Fund in 2002 for $350,000. DRI support for planning and implementation is needed.

DRI investment will be leveraged strategically to offset implementation costs and attract investment from other funding programs such as NYS Environmental Protection Fund and Suffolk County Downtown Revitalization programs.

Goal 3: Invest in community priority areas

It is estimated that 25% of DRI funds will be allocated to support this goal. The focus in the DRI funding period will be on seeding financially sustainable community resources.

3A. Community outreach and engagement initiatives. DRI funds will support the efforts of a nonprofit that will engage with the community to develop and implement inclusive, equitable strategies for connecting residents with resources and economic opportunity. Projects will be defined by the community and may address such issues as food insecurity, youth development, community service navigation, workforce development for RRAP related employment opportunities, blight mitigation project identification, and potential uses for a community center as described in item 3B.
3B. Community Center. While the Town-owned Crohan Community Center in Flanders provides a full schedule of programs and community meeting space, its location is not in walking distance for many Riverside residents. Residents have expressed a desire for a community center to be located in the residential area near the Phillips Avenue Elementary School. Such a facility could be modeled on other “One-Stop centers” that provide centralized access to social services and workforce development programs provided by government and nonprofit agencies. Resources to be explored include broadband access; food pantry; flexible office space to support weekly office hours by housing and social assistance agency representatives; and meeting space for nonprofits such as FRNCA and Butterfly Effect Project, which currently work within the community. A One Stop facility would address transportation barriers of residents that rely on the area’s fragmented public transportation system.

A blighted property on Goodrich Avenue, left, is situated behind the Phillips Avenue Elementary School, at right. The abandoned building is a magnet for crime, and could be transformed into a safe space, and activated for community use.

DRI funds would support site selection and potential acquisition of a facility to serve this purpose. Potential sites currently under consideration are all abandoned, boarded up properties that contribute to neighborhood blight and crime. An example is shown in the above photos. By establishing a community facility within the neighborhood, a blighted property will be transformed into a safe space for community use.

3C. Child Enrichment Center and programming. In accordance with the RRAP, the Town has established a phased plan for expanding its Child Enrichment Center facility located in Riverside. The facility currently houses the Southampton location of Long Island Head Start, which provides early childhood and parent involvement services to low-income and at-risk children and their families. The proposed expansion will provide dedicated space for exhibits and programs offered by the Children’s Museum of the East End (CMEE). The new museum space, CMEE@Riverside, will serve children and families from the surrounding region through school-day, afterschool, and summer programs.
The project is an in-fill addition that will entail enclosing an existing courtyard area located at the front entry of the building. Approximately 1,000 square feet (sf) will be added to the 8,500 sf facility; about 2,500 square feet of space will be made available to CMEE and the remainder of the building will continue to be utilized by Head Start.

The project will expand access to affordable, high-quality child development services, and provide a cultural anchor in downtown Riverside. See attached letter of support from CMEE.

The Town of Southampton’s Child Enrichment Center in Riverside offers rent-free space to Long Island Head Start and the Children’s Museum of the East End (CMEE). The facility will be expanded to provide permanent exhibition and program space for Children’s Museum the East End. The satellite facility will be called CMEE@RIVERSIDE.

The Town has requested Empire State Development funds under the 2021 Consolidated Funding application to support 20% of projected project costs, or $122,785 of the $613,926 total estimated cost. DRI funds would provide support for construction.

In addition, it is well known that neighborhood blight and crime have negative implications for youth development, for example around behavioral health, access to recreation activities, and school achievement. DRI funds will be directed to identify programs and resources that will promote healthy families and positive youth development.

**3D. Arts and culture initiatives.** The RRAP includes several strategies for leveraging arts and culture sectors. Strategies include supporting creative placemaking efforts; establishing an arts district; creating artist housing opportunities in combination with gallery and studio spaces; and seeding arts festivals and activities to drive visitation to the community. DRI investment will be leveraged to identify near-term strategies for arts and artist engagement in the revitalization process.
**Redevelopment Opportunities.** Ultimately, the goal of these DRI investments is to spur private investments that will implement the revitalization plans for the downtown area, including brownfield redevelopment. A vibrant, compact, walkable, mixed-use, and environmentally sustainable community is imminently possible once the final barriers to redevelopment are addressed.

In Riverside, the estimated $636.1M of private equity investments, as direct output is projected to generate an indirect impact of over $254.1 million, and an induced impact of over $242.2 million, bringing the total economic impact on output to $1.1 billion during the 10-year long construction period, or the equivalent of $113.2 million per year.

There is an abundance of redevelopment opportunities throughout the downtown. They include:

- 27 Town-owned parcels, totaling 40.3 acres, that have been set aside for redevelopment. These include Peconic River waterfront areas planned for a waterfront promenade that will connect to County-owned parkland, and sites for environmental projects.
- 13 privately owned sites that were identified in the Brownfield Opportunity Area Step II Nomination Study as strategic sites of environmental concern. The sites are considered strategic in that the properties are situated in areas that are programmed for redevelopment activities as per the Riverside Redevelopment Action Plan. Six of these are currently undergoing EPA-funded Environmental Site...
Assessments to address actual or perceived site contamination that has historically affected the sites’ redevelopment potential. Cleanup plans to be developed will lead to activities that will return the sites to productive use. 35 Flanders Road is shown below.

- Numerous underutilized, blighted sites that are programmed for redevelopment under the Riverside Revitalization Action Plan.

8) **Administrative Capacity.**

The Town Land Management division, Comptroller, and Deputy Supervisor will have oversight of project contracts. Janice Scherer, Town Planning and Development Administrator in the Town Land Management division, and her staff are highly experienced in managing community engaged projects and continue to be heavily involved in downtown revitalization. Francis Zappone, Deputy Supervisor, will be responsible for, in collaboration with Janice Scherer, ensuring continued community involvement in implementation of DRI initiatives. He has facilitated community charrettes and engaged numerous stakeholders in the ongoing conversation about Riverside revitalization and has worked to build consensus around the community vision. Leonard Marchese, MBA, CPA, Town Comptroller, provides the financial management component of all contracts administered by the Town. All audit and control functions reside in the Comptroller office and will ensure disbursement of grant funds in accordance with grant requirements and limitations.
9) Other.


   - Riverside Revitalization Action Plan (RRAP) (Adopted December 2015)
   - Draft Generic Environmental Impact Statement (October 2015)
   - Final Generic Environmental Impact Statement (December 2015)
   - SEQRA – RRAP and Zoning Amendments (December 2015)
   - Brownfields Opportunity Area Step II Nomination Study (February 2016)

2. **The environmental benefits of revitalization are equally as compelling as the economic benefits.** Riverside lies within one of Long Island’s most scenic and environmentally significant areas. It borders the Peconic River – part of the Peconic Estuary, an EPA designated Estuary of National Significance – and nearly 1,000 acres of preserved land. The Riverside Revitalization Action Plan (RRAP) will enable substantial economic development initiatives to move forward while protecting and improving water quality in the Estuary. These projects include:

   - **Sewer system with tertiary wastewater treatment** to remove existing development from antiquated onsite systems that are known sources of nitrogen and other pathogens to the Peconic Estuary. The sewer system will also support new density with state-of-the-art treatment of effluent while reducing nitrogen loading in groundwater.

   - **Peconic Maritime Trail Park wetlands restoration project** to implement a shoreline restoration and environmental remediation plan in this 14-acre public park. The plan, developed with community participation under a NYSDEC Environmental Justice grant, entails removing old shoreline dredge spoil and non-indigenous plants to restore the natural function of wetlands at the Peconic River waterfront. Pedestrian trails will provide public access and opportunities for public education and awareness.

   - **Water quality improvement initiatives** to enhance stormwater handling and reduce the flow of nitrogen and other pollutants into the Estuary.
Because Riverside is located near the headwaters of the Peconic River, these projects will benefit the entire Estuary, as well as the region’s tourism and fishery industries. For example, the historic die-offs of Peconic Bay scallops in 2019 and 2020 devastated the region’s commercial and recreational fisheries. In an October 2020 Newsday article, the NYSDEC indicated that bay scallop landings in 2017 and 2018 exceeded 108,000 pounds each year, with a dockside value of $1.6 million. The 2019 die-off saw a loss of more than 90% of the adult scallops. A similar die-off is expected for the 2021-22 season. Southampton’s efforts to mitigate pollutant loading will contribute to ongoing efforts of the Peconic Estuary Partnership and others to support health of the estuary and water-dependent industries.

10) $20 Million Request
The Town of Southampton requests consideration for a $20M DRI investment. Should funds be awarded, the Town anticipates allocating funds in proportion with the percentages shown for the three DRI goals listed in Section 7: infrastructure 50%; community enhancement 25%; and community engagement 25%. An additional $10M DRI investment would significantly fast-track development of the sewer system and enable the Town to accelerate implementation of its community enhancement and engagement initiatives.

Due to resource limitations, the Town has focused on a phased rollout of the sewer system. A phased rollout is suboptimal because the system will not be available to all areas of Riverside, and redevelopment projects will be delayed in areas that are waiting for sewers. With the full $20M investment, the Town will have the ability to proceed with community-wide sewering.

Additional DRI support will also address issues of community equity and inclusion. Under the RRAP, the Town has committed to ensure that the new sewer district will not create an undue financial burden on existing residents, many of whom are low income and unable to absorb connection costs and user fees. DRI funding will enable the Town to establish a finance program that would enable homeowner connections and service to be provided to residents at low or no cost.

Town-owned parcels in the Riverside redevelopment area are highlighted in yellow on the below map. These parcels, located on Riverleigh Avenue, Vail Avenue and Old Quogue Road could be evaluated as potential locations for EV charging infrastructure to determine fit for the “upper-bound” and “lower-bound” facilities described in the application guidance. In addition, the Town will be amendable to assisting the state to identify other landowners that may have interest in partnering with NYS to install EV charging infrastructure.
Authorize Grant Application to the New York State Regional Economic Development Council Downtown Revitalization Initiative (DRI) Round V

WHEREAS, on January 22, 2014, the Town of Southampton was awarded a grant through The New York State Department of State for the preparation of a Brownfield Opportunity Area (BOA) Step II Nomination Study for the revitalization of the Riverside hamlet; and

WHEREAS, the BOA program enables the Town and stakeholders to establish a clear vision to revitalize and improve areas that encompass Brownfield sites so they may become economically and environmentally sustainable; and

WHEREAS, the Town of Southampton worked closely with the Riverside community to develop and on December 22, 2015 by Town Board Resolution 2015-1262 to adopt the Riverside Revitalization Action Plan (RRAP) and the Riverside Overlay Zoning District that facilitates implementation of the many past planning efforts that have been initiated by the Town for the Riverside community and that provides, a comprehensive planning framework for redevelopment of the Hamlet; and

WHEREAS, Riverside revitalization efforts to date have generated progress toward achieving the community vision for a distinctive, diverse community with a strong sense of place, including but not limited to community engagement initiatives, public and private investments, and grant funding from the US Environmental Protection Agency’s Brownfield Assessment Grants, NYS Department of Environmental Conservation’s Environmental Justice program, Empire State Development RESTORE New York program, and Long Island Community Foundation; and

WHEREAS, recognizing the need for comprehensive, sustainable development, the Town Board of the Town of Southampton supports pursuing application to the New York State Regional Economic Development Council for its Round V Downtown Revitalization Initiative (DRI) that is intended for communities that are ripe for development to transform them into vibrant communities where tomorrow’s workforce will want to live and work; and

WHEREAS, the DRI program provides up to $20,000,000 in funding for revitalization projects that would be identified following selection of the targeted community; and

WHEREAS, in addition to all previous public outreach that has occurred in connection with RRAP development and implementation, the Town held a public meeting on September 9, 2021 soliciting input on the community vision and potential projects to be contained in the DRI proposal, with support voiced for projects that address infrastructure improvements; neighborhood enhancements and community engagement; now, therefore

BE IT RESOLVED, that the Town Board of the Town of Southampton hereby authorizes a grant application be made with to the Long Island Regional Economic Development Council for its Downtown Revitalization Initiative to implement the Riverside Revitalization Action Plan to develop a sustainable economy based in high tech, agriculture, entrepreneurship
and tourism to create jobs, enhance tax base, and incentivize private investment in the community and greater region; and, be it further

RESOLVED, that the Town Board of the Town of Southampton authorizes the Supervisor or his authorized designee to sign any required documentation for said grant application; and be it

FURTHER RESOLVED, that if the grant is approved, a separate Town Board resolution accepting the awarded grant shall be adopted and identify the source of funding for the up-front costs and, per the Town Comptroller, no spending is to occur prior to the acceptance of the grant and funding is established.

Financial Impact

None

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September 13, 2021

Kevin Law, Co-Chair
Stuart Rabinowitz, Co-Chair
Long Island Regional Economic Development Council
150 Motor Parkway
Hauppauge, NY 11788

Dear Mr. Law and Mr. Rabinowitz:

I write in support of the Town of Southampton and their application to nominate the Riverside downtown for Downtown Revitalization Initiative (DRI) Round V funding through New York State.

The Riverside community has worked tirelessly with town, county, state and federal stakeholders to complete a comprehensive, community-driven crowdsourced placemaking initiative that culminated in the Riverside Revitalization Action Plan (RRAP) and the adoption of the Riverside Overlay District, a form-based code overlay. Suffolk County has long supported the town’s efforts, completing a Sewer Feasibility Study in 2014 in an effort to identify critical infrastructure needs in advance of revitalization. Since that time, significant investments have been made to plan for a sewer system, improve roadways, and establish community engagement initiatives.

An investment of DRI funds is needed to allow the community to advance critical projects centered on the goals of implementing infrastructure improvements that will provide environmental benefits and support future growth, enhance and beautify natural, recreational and cultural assets, and invest in community priority areas. Key initiatives include advancing the sewer system, providing comprehensive pedestrian pathways and trails, wetland restoration, public space development, and the development of community assets including a community center, Child Enrichment Center, and further arts and cultural investments.

The efforts in Riverside align with Suffolk County’s Connect Long Island Regional Transportation and Development Plan, which calls for downtown redevelopment while protecting surrounding open space and natural resources. A DRI investment will put Riverside on the fast-track toward achieving the community’s vision of a revitalized downtown and empower residents to participate as full partners in this effort.
I strongly support the Town of Southampton and their application that would move forward this critical transformation for the Riverside community.

Sincerely,

STEVEN BELLONE
Suffolk County Executive
Re: Downtown Revitalization Initiative Round V – Riverside Hamlet

Dear Mr. Law and Mr. Rabinowitz,

I write to encourage you and the Long Island Regional Economic Development Council to nominate the Riverside downtown for Downtown Revitalization Initiative (DRI) Round V funding.

The Riverside community has worked tirelessly with Town, County, State and Federal stakeholders to complete a comprehensive, community-driven, crowdsourced placemaking initiative that culminated in the Riverside Revitalization Action Plan (RRAP) and adoption of the Riverside Overlay District, a form-based code overlay. Significant investments have been made to plan for a future sewer system, improve roadways, and establish community engagement initiatives. Now, an investment of DRI funds will enable the community to advance critical projects centered on the following themes:

Goal 1: Implement infrastructure improvements that will provide environmental benefits and support future growth
- Sewer system
- Pedestrian pathways and wayfinding
- Maritime Trail and waterfront boardwalk along the Peconic River
- Streetscape, lighting, traffic calming enhancements
- Environmental initiatives such as advanced wastewater, heat island reduction,
- Parking improvements

Goal 2: Enhance and beautify natural, recreational and cultural assets
- Wetlands restoration and water quality improvement
- Public Park development

Goal 3: Invest in community priority areas
- Community outreach and engagement initiatives
- Community Center
- Child Enrichment Center and programming
- Arts and culture initiatives
DRI investment will put Riverside on the fast-track toward achieving the community’s vision of an inclusive, revitalized downtown with an enriched cultural, social, and communal affect, and importantly, empower residents to participate as full partners in this effort.

I strongly endorse Riverside as the Long Island community that stands to gain a tremendous amount from DRI investment. They have put in the work and are eager to move forward with community transformation.

Sincerely yours,

Anthony Palumbo
Senator, 1st District
August 31, 2021

Stuart Rabinowitz, Co-Chair
Kevin Law, Co-Chair
Long Island Regional Economic Development Council
150 Motor Parkway
Hauppauge, NY 11788

Re: Downtown Revitalization Initiative Round V – Riverside Hamlet

Dear Mr. Law and Mr. Rabinowitz,

I write to encourage you and the Long Island Regional Economic Development Council to nominate the Riverside downtown for Downtown Revitalization Initiative (DRI) Round V funding.

The Riverside community has worked tirelessly with Town, County, State and Federal stakeholders to complete a comprehensive, community-driven, crowdsourced placemaking initiative that culminated in the Riverside Revitalization Action Plan (RRAP) and adoption of the Riverside Overlay District, a form-based code overlay. Significant investments have been made to plan for a future sewer system, improve roadways, and establish community engagement initiatives. Now, an investment of DRI funds will enable the community to advance critical projects centered on the following themes:

Goal 1: Implement infrastructure improvements that will provide environmental benefits and support future growth
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Goal 2: Enhance and beautify natural, recreational and cultural assets
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Goal 3: Invest in community priority areas
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- Community Center
- Child Enrichment Center and programming
- Arts and culture initiatives
DRI investment will put Riverside on the fast-track toward achieving the community’s vision of an inclusive, revitalized downtown with an enriched cultural, social, and communal affect, and importantly, empower residents to participate as full partners in this effort.

*I strongly endorse Riverside as the Long Island community that stands to gain the most from DRI investment. They have put in the work and are eager to move forward with community transformation.*

Sincerely,

Fred W. Thiele, Jr.
Member of Assembly
August 23, 2021

Stuart Rabinowitz, Co-Chair
Kevin Law, Co-Chair
Long Island Regional Economic Development Council
150 Motor Parkway
Hauppauge, NY 11788

Re: Downtown Revitalization Initiative Round V – Riverside Hamlet

Dear Mr. Law and Mr. Rabinowitz,

I write to encourage you and the Long Island Regional Economic Development Council to nominate the Riverside downtown for Downtown Revitalization Initiative (DRI) Round V funding.

The Riverside community has worked tirelessly with Town, County, State and Federal stakeholders to complete a comprehensive, community-driven, crowdsourced placemaking initiative that culminated in the Riverside Revitalization Action Plan (RRAP) and adoption of the Riverside Overlay District, a form-based code overlay. Significant investments have been made to plan for a future sewer system, improve roadways, and establish community engagement initiatives. Now, an investment of DRI funds will enable the community to advance critical projects centered on the following themes:

Goal 1: Implement infrastructure improvements that will provide environmental benefits and support future growth

- Sewer system
- Pedestrian pathways and wayfinding
- Maritime Trail and waterfront boardwalk along the Peconic River
- Streetscape, lighting, traffic calming enhancements
- Environmental initiatives such as advanced wastewater, heat island reduction, Parking improvements

Goal 2: Enhance and beautify natural, recreational and cultural assets

- Wetlands restoration and water quality improvement
- Public Park development
Goal 3: Invest in community priority areas

- Community outreach and engagement initiatives
- Community Center
- Child Enrichment Center and programming
- Arts and culture initiatives

DRI investment will not change the community but restore the community to once again, a thriving Hamlet that will encourage and spark further community growth that will impact the whole East End while putting Riverside on the fast-track toward achieving the community’s vision of a revitalized downtown, and importantly, empower residents to participate as full partners in this effort.

I strongly endorse Riverside as the Long Island community that stands to gain the most from DRI investment. They have put in the work and are eager to move forward with community transformation.

Sincerely yours,

_Tijuana Fulford_
[via email]

Tijuana Fulford
Founder /Executive Director
Tijuana@bepgirls.org
July 16, 2021

Jay Schneiderman, Supervisor
Town of Southampton
116 Hampton Road
Southampton, NY 11968

Re: CMEE@Riverside

Dear Supervisor Schneiderman:

This letter is provided in support of the Town’s grant submission to Empire State Development for expansion of its Child Enrichment Center in Riverside. Should funds be awarded, CMEE will continue to work with the Town of Southampton to establish a satellite facility in Riverside, entitled CMEE@Riverside. Further, we will leverage funds awarded by the New York State Council on the Arts and Empire State Development through the LIREDIC to support the construction of exhibitions and associated exhibit gallery furnishings in the facility.

The attached overview provides information on the background of this project, our planning efforts to date, a description of the year-round programming that we intend to provide in the facility, and the anticipated outcomes. I am excited to have this opportunity to move forward on our partnership and hope that your application is funded by New York State.

Sincerely,

[Signature]

Stephen Long
President
Encl.
PROJECT BACKGROUND

The Children’s Museum of the East End (CMEE, pronounced “see-me”) plans to develop educational exhibits and programs for a satellite location in the hamlet of Riverside. Located 25 miles away from CMEE’s home in Bridgehampton, NY, Riverside is the most economically distressed community on Long Island. 68% of the schoolchildren attending the community’s K-4 elementary school (Phillips Avenue School) qualify for free or reduced lunch. 80% of children are Hispanic or Latino, and 8% are Black or African American. The hamlet’s median income is the lowest in all of Suffolk County.

CMEE@Riverside has been designated part of the Town of Southampton’s Riverside Revitalization Action Plan, which is intended to “create jobs and generate tax revenue by transforming the hamlet into a gateway to the East End and yield significant socioeconomic benefits to a community long underserved.”

Why Riverside? Like several other children’s museums, including Brooklyn, Minnesota, and Richmond, CMEE has realized that decentralized growth is the most effective way to serve its entire community. After an analysis of visitor data including the area’s demography and geography, Museum staff determined that CMEE was serving only 1/3 of families in the region. By creating a satellite at the root of Eastern Long Island’s “Twin Forks,” the Museum will have a strategically important location to increase its audience dramatically.

To help study the viability of a satellite site in Riverside, CMEE staff met with local community members, including the Board of the Flanders, Riverside, Northampton Community Association (FRNCA) and members of the local PTA. They emphasized that Riverside residents felt that Bridgehampton was too far to visit regularly. They pointed out that Riverside – unlike other communities – had no cultural activities for young children. Museum staff and members of the board determined that CMEE needs to have a site based within the community, which residents could view as their own cultural asset.

Although Bridgehampton and Riverside are part of the same township of Southampton, the 25 miles that separate them are practically insurmountable for most of Riverside’s inhabitants. Limited public transit means that many people rely on walking as their primary mode of transportation. In fact, the percentage of people in Riverside who walk to work is more than twice the national average. In addition, residents face income and language barriers to accessing the Museum. For example, two thirds of Riverside children come from Spanish-speaking families. And while the median annual household income for Suffolk County as a whole is over $106,000, it is only $38,889 for Riverside.

The catalyst for CMEE@Riverside was a visit to the Museum by Sean McLean of Renaissance Downtowns, the master developer that partnered with Southampton Town to revitalize Riverside. To determine what kind of development the...
residents of Riverside needed and would support, Renaissance DOWNTOWNS had started “Riverside Rediscovered” and hired Siris Barrios as Community Liaison.

The Town of Southampton is undertaking an innovative strategy in its revitalization of Riverside by 1) featuring arts and cultural programming as an economic driver and 2) fully engaging the community in the process. To begin counteracting the area’s high crime rates, Siris Barrios started gathering input from residents on how the hamlet could feel more livable and safer. Through “door-knocking,” she conducted 93 in-depth interviews with members of the community. Of these, approximately 1/4 of the interviews were conducted in Spanish. When asked to inventory the community’s assets, residents listed the local public school (Phillips Avenue), churches, auto repair shops, gas stations, a McDonald’s, and the Riverwoods Retirement Village. According to residents, there was not a single arts or cultural organization located within the hamlet.

Ms. Barrios reported that during these conversations, Riverside residents identified having a children’s museum as a major priority for the community. Ms. Barrios and Mr. McLean both have young children who love CMEE so they asked Steve Long, President of the Museum to consider opening a satellite in Riverside. Since Riverside Rediscovered did not have a built-in constituency of young families like other organizations that partnered with CMEE, such as Long Island Head Start and the Shinnecock Indian Nation’s preschool, Mr. Long was very cautious about presenting ongoing programming in the hamlet. To allay the Museum’s concerns, Mr. McLean suggested running a pilot program to measure the community’s interest in a children’s museum. Since Riverside did not have any space designed for children’s programming, he suggested presenting the pilot program in the Riverside Rediscovered conference room.

Pilot Programs 2015-2019 In March 2015, CMEE began offering a weekly art class for families with children between the ages of 2 and 5. Within 24 hours of announcing the program through door-knocking and social media, the sessions were filled with Riverside families. In fact, Riverside Rediscovered needed to start a waitlist. To accommodate the waitlist and determine whether non-residents would travel into Riverside for programming, CMEE launched several more classes beginning in September 2015 that attracted families from other parts of the East End. In addition to serving more well-to-do residents from nearby Hampton Bays and Westhampton, the program hosted children from The Retreat’s counseling offices in nearby Riverhead. (The Retreat provides services for families affected by domestic violence.)

During the summer 2019, CMEE created a temporary satellite museum at the Child Enrichment Center. During July and August, hundreds of families participated in our “pop-up” museum using Head Start classrooms that would have otherwise sat empty during the summer. By all accounts, the pilot was a success and proved the concept for a children’s museum in Riverside.
Shoreham. Parents reported that it was “nearly impossible” to travel to Bridgehampton during the summer tourist season so they appreciated having the same kinds of programs and exhibits in nearby Riverside.

The program was promoted in a variety of ways. Since we were using space at Southampton Head Start, we had many children who attended preschool there. Others saw the fliers we distributed in the community or through Instagram posts. A few families happened to see the sign on Flanders Road. Several learned about the program because CMEC participated in a backpack giveaway at Phillips Avenue School that was co-organized by Riverside Rediscovered, which also went door-to-door, telling families in the community about CMEC.

Planning a dedicated space for CMEC After observing CMEC’s classes at the Riverside Rediscovered offices and witnessing the success of the pilot project in bringing a diversity of families into the hamlet, the members of the Flanders, Riverside, Northampton Community Association (FRNCA) and Southampton Town officials began planning a permanent satellite location for the Museum in Riverside.

After consideration of a number of locations, Riverside’s Child Enrichment Center was selected as the location for the satellite because it is one of the only Town-owned spaces in the hamlet, and because it currently provides space for Southampton Head Start, which currently serves 104 preschool age children. The facility offers easily accessible outdoor space for programming and will enable an extension of daily activities available to children who attend Head Start, which will be beneficial to them and their families. Afterschool programming will also be available to the nearby Phillips Avenue School.

CMEC’s plan to provide afterschool programming for Phillips Avenue School grew out of a telephone call from Shannon Kutner, the School’s Social

FROM THE CMEC BLOG:
A SATELLITE MUSEUM IN RIVERSIDE
By Daphne Gil, CMEC’s Director of Operations, 2019

What kinds of activities did the Museum present this summer at Southampton Head Start in Riverside? We recreated a “mini museum” that mirrored many of the interactive exhibits that are featured at CMEC in Bridgehampton. For example, there was a grocery stand, a fishing pond, pixel pegs, an art station, blocks, dress up and dramatic play, instruments, tumbling mats, and even a pirate ship! We also used the outdoor space for bubbles, ring toss, games of twister and lawn bowling. While families were playing, parents would often engage with CMEC’s educators about a variety of parenting topics ranging from what to do on rainy day to alternatives to screen time.

Although we had a bunch of puppets, we didn’t have a puppet theater so kids proceeded to build one themselves. They used markers, paper and other supplies as well as recyclables, such as cardboard boxes and water bottles. Once they finished construction on the theater, some of the older children created a story with the puppets that they performed for the younger ones. Several days later, some of the younger children returned and drew pictures based on the story and then they started doing the story again with the pictures. It was such an awe-inspiring process to watch!

What was the reaction from the families who attended “CMEC @ Riverside”? The reactions were overwhelmingly positive. One mom said it was so great to have something to do with her kids to that wasn’t far away and was free and accessible. Children never wanted to leave. We essentially had to kick families out at 7pm when we closed each day. I also loved watching the creativity that the children demonstrated. I mentioned the puppet theater already, but I was also impressed with how the children played and imagined together. For example, they used blocks, boxes and other things to make a whole house, then one pretended to go fishing and another “shopped” at the vegetable stand. They then brought the fish and the groceries back to the house to cook dinner. Not only do children learn through play, play truly helps them construct a sense of community.
Worker. She read a newspaper article about the Museum’s “Science Connections” program and asked if similar programming could be offered after school for students from Phillips Avenue, which serves grades K-4. After meeting with Ms. Kutner, CME discovered that the only afterschool offering provided by the school was one hour of weekly “homework help” for 3rd and 4th graders. The need for educational enrichment at the school is acute. It is a Title I school based on the high number of low-income families.

Although the Children’s Museum attracts over 70,000 people each year to its Bridgehampton location, CME’s strategic planning process revealed that it wasn’t reaching two thirds of children living in the region. Distance from Bridgehampton was the chief barrier, which Museum membership numbers help illustrate. Sag Harbor, located 4 miles north of CME with a population of 6,622 is home to 157 Museum members. In contrast, Riverhead, which is just north of Riverside, has a population of 33,781, but only 21 families are CME members. Similarly, the Museum has difficulty encouraging field trips from more populous schools located farther west in Suffolk County. According to surveys of teachers, travel time to Bridgehampton is the largest impediment. For schools like William Floyd Elementary in Shirley, traveling to Riverside would mean a trip of just 20 minutes rather than an hour or more to reach Bridgehampton.

During conversations with local educators and social service providers, Museum staff learned that even though CME provides access to anyone who can’t afford to attend its exhibits or programming – for example, over 700 families used an EBT (Electronic Benefits Transfer) card to visit the Museum for free in 2017 – many marginalized families still hesitated to participate. Just as in Riverside, this lack of participation is attributable to a variety of factors, including transportation challenges, long workdays, language barriers, and a general unease with navigating area institutions. If two thirds of children in the East End do not attend the Museum’s location in Bridgehampton, CME’s Strategic Plan spurs the organization to make every effort to bring CME’s resources to them directly.

With the help of Siris Barrios and Riverside Rediscovered, CME surveyed families and other community members in Riverside to determine what kind of educational services they wanted to see presented at the new space. They identified six types of offerings:

- **Interactive exhibitions** where young children learn through play while working on their fine and gross motor development.
- **Early childhood classes** and services during the morning for families with babies and toddlers.
- **School field trips** and afterschool programs that enhance the school curriculum.
- **Summer camp** for children in the community, especially because there are no other affordable options.
- **Evening programs** that families could attend after work, similar to the classes CME offers at the Riverside Rediscovered office.
- **Weekend community events and workshops for families**. During nice weather, these events would take place outside.
CMEE@RIVERSIDE PROGRAMMING

When the Town has completed construction and renovation, resulting in 2,500 square feet of space for use by CMEE, we will install exhibits and furnishings. This work will be funded by New York State Council on the Arts and Empire State Development through the LIREDCC.

CMEE will present a full calendar of exhibitions and programming at CMEE@Riverside:

Interactive Exhibition Gallery The centerpiece of CMEE@Riverside will be a gallery of interactive exhibitions. While the final selection of exhibit themes will be made in collaboration with community leaders, CMEE has begun developing several possibilities including “Energy at Work” where children and families can experiment with wind, water and solar power, and “Under the Sea” where children can imagine themselves creatures living in the Peconic River and Bay. Because the area is home to many auto repair shops, another option is to recreate an automotive center where children pretend to replace tires and fix engines.

Early Childhood Programs During weekdays, CMEE plans to serve children ages 0 to 4 along with their caregivers, with an array of early childhood classes featuring art, cooking, music and yoga. In addition, the Museum plans to offer “Tot Spot,” a drop-in play group, Cantemos, the Museum’s Family Literacy Program for Spanish-speaking families, and “Baby & Me,” a play and support group for parents with infant children. CMEE anticipates hiring one educator who is a New York State certified teacher to present the early childhood programs and school field trips.

School Field Trips CMEE plans to offer two of its most popular field trips in Riverside:

• Farming in the East End: Using a garden area behind the new building, children will have hands-on opportunities to learn about the science of agriculture and its long history in the region.

• The Art of Jackson Pollock and Lee Krasner: In cooperation with the Pollock-Krasner House in East Hampton, CMEE will provide students with the chance to learn about the lives and artwork of Lee Krasner and Jackson Pollock. CMEE offers this field trip because the Pollock-Krasner’s seasonal availability and distance prevents many schools from visiting the House directly.

Afterschool Programs CMEE will hire four educators to present Afterschool Programs at CMEE@Riverside for children enrolled in Phillips Avenue School from 3:30pm to 5:30pm, Monday through Friday. The activities would engage children in learning through play featuring multidisciplinary content in STEM, arts and the humanities along with homework help and literacy and language development.

Summer Camp CMEE anticipates retaining the same four educators who are conducting the afterschool programming to offer a ten-week summer camp from 9am to 3pm, Monday through Friday for children in the community. Running in place of the Afterschool Program, the curriculum will incorporate many of the same activities featured in the Museum’s summer program in Bridgehampton, such as chess, puppetry, dance, gardening, and robotics.

Evening Classes for Families CMEE will expand its offerings of family art and science classes in the evenings from three to five days per week, arranging for one of the afterschool educators to teach the programs. In addition, CMEE will partner with other social service agencies to offer evening programs. For example, the Retreat, which assists families affected by domestic violence, will provide clients with job skills training while the Museum presents programming for their children.
Katy’s Courage, which presents a bereavement program called “Katy’s Kids” for children in Bridgehampton, has been asked by families living in the Western part of Suffolk County to offer the same program in Riverside.

**Community Events and Workshops on Weekends**
The idea of hosting weekend community events on the grounds was especially exciting to Riverside residents. They were eager to see the Museum feature events it had successfully presented in Bridgehampton, such as “Rocket Day” and the “Feria,” as well as events created by local residents such as “Juneteenth,” a festival commemorating the end of slavery. In addition, the Museum will present weekend workshops featuring art, dance, gardening and other disciplines. The community events and workshops will be managed by three staff members.

**Indoor Playground**
One of the most popular exhibit areas at CMEE’s location in Bridgehampton is the indoor playground, which offers an age-appropriate area for young children to develop new skills, socialize, imagine and challenge themselves. Families in Riverside expressed eagerness to have a similarly safe space in their community that would enable children to be physically active especially during cold or rainy days. During the first year of operation, CMEE will fundraise for traveling exhibits that can rotate with the Indoor Playground in the site’s main exhibit gallery.

**COMMUNITY ACCESS AND SUSTAINABILITY**

**Community Access and Affordability**
CMEE is mission-driven to provide access to all members of the community. Toward that end, memberships and daily admission will be available at no cost to families through a variety of initiatives and community partnerships. These include:

- Families with a child that attends a Long Island Head Start in Riverside, Riverhead, and Southold (currently serving over 250 children)
- EBT card holders (this is part of a partnership with Museums of America, Association of Children’s Museums, and Institute of Museum & Library Services)
- Referrals from community partners such as Flanders, Riverside, Northaven Community Association (FRNCA) and The Retreat, which provides support to families affected by domestic violence, and the bereavement program Katy’s Courage
- Court supervised visitation

Other partnerships with community groups will be developed to mirror relationships we have in Bridgehampton with the Bridgehampton Child Care and Recreation Center, Eleanor Whitmore Early Childhood Center and others. Possible organizations in Riverside would include Riverside Rediscovered, Butterfly Effect and others.

**Financial Sustainability**
CMEE’s Board of Directors has identified Riverside as a priority location for providing children with opportunities to learn through play. Our existing business model supports subsidized membership and will continue to do so at the Riverside facility.

CMEE intends to become an economic anchor for Riverside. As proven by our pilot program, CMEE@ Riverside will attract visitation from the local community as well as the surrounding region. The fee structure for families who can afford to pay will be the same as our Bridgehampton facility:

- Annual membership $135
- Daily admission expected $14 (post-COVID)

Membership will give members access to both the Riverside and Bridgehampton facilities.

Our ongoing fundraising and grant development will continue to target support for this community.
PROJECT RESULTS. Research by the University of Pennsylvania’s Social Impact of the Arts Project (SIAP) will inform the performance measurements for CMEE@Riverside. The SIAP found that low-income communities with vibrant cultural assets enjoyed lower obesity rates, lower crime rates and a higher percentage of students scoring in the top stratum on English and Math exams compared to other low-income areas with limited cultural assets.

CMEE has developed several project outcomes that will measure our performance as a strong partner helping to address important needs in the community:

1. The Children’s Museum will be better able to engage its community –
   a. By increasing the number of children and families who participate in its programs and activities.
      • During its first year of operation, CMEE anticipates hosting 15,000 visitors in Riverside
   b. By having families of different backgrounds realize how much their families share in common.

2. The Children’s Museum offers programs, services, or resources that address community needs –
   a. By offering programs that support their children’s education, which families can’t access elsewhere.
   b. By offering programming after school, the Museum can increase the amount of time that parents are able to work during the week - without worrying about childcare - by 10%.

3. CMEE will be an active contributor to problem solving in the Riverside community –
   a. By helping residents feel prouder of and safer in their hamlet.
      • During focus groups and “door-knocking” efforts, 75% of respondents will express strong satisfaction with CMEE@Riverside and its impact on the community.
   b. By providing an environment and activities that improve economic conditions in Riverside.
      • Using visitor surveys, CMEE staff will identify over 10,000 caregivers and children who came from beyond the local area to attend CMEE@Riverside during its first year of operation.
      • During surveys, 75% of families visiting Riverside will report that they would eat in a local restaurant if a family-friendly option was available. This data will help support efforts to attract restauranteurs to the area. The Riverside Revitalization Action Plan determined that over $2 million was currently draining out of the local economy because residents needed to go elsewhere for restaurants.
September 31, 2021

Stuart Rabinowitz, Co-Chair
Kevin Law, Co-Chair
Long Island Regional Economic Development Council
150 Motor Parkway
Hauppauge, NY 11788

Re: Downtown Revitalization Initiative Round V – Riverside Hamlet

Dear Mr. Law and Mr. Rabinowitz,

I write to encourage you and the Long Island Regional Economic Development Council to nominate the Riverside downtown for Downtown Revitalization Initiative (DRI) Round V funding.

The Riverside community has worked tirelessly with Town, County, State and Federal stakeholders complete a comprehensive, community-driven, crowdsourced placemaking initiative that culminated in the Riverside Revitalization Action Plan (RRAP) and adoption of the Riverside Overlay District, a form-based code overlay. Significant investments have been made to plan for a future a sewer system, improve roadways, and establish community engagement initiatives. Now, an investment of DRI funds will enable the community to advance critical projects centered on the following themes:

Goal 1: Implement infrastructure improvements that will provide environmental benefits and support future growth

- Sewer system
- Pedestrian pathways and wayfinding
- Maritime Trail and waterfront boardwalk along the Peconic River
- Streetscape, lighting, traffic calming enhancements
- Environmental initiatives such as advanced wastewater, heat island reduction,
- Parking improvements
Goal 2: Enhance and beautify natural, recreational and cultural assets

- Wetlands restoration and water quality improvement
- Public Park development

Goal 3: Invest in community priority areas

- Community outreach and engagement initiatives
- Community Center
- Child Enrichment Center and programming
- Arts and culture initiatives

DRI investment will put Riverside on the fast-track toward achieving the community’s vision of a revitalized downtown, and importantly, empower residents to participate as full partners in this effort.

I strongly endorse Riverside as the Long Island community that stands to gain the most from DRI investment. They have put in the work and are eager to move forward with community transformation.

Sincerely yours,

Vince Taldone
President

CC: FRNCA Board of Directors
August 23, 2021

Stuart Rabinowitz, Co-Chair
Kevin Law, Co-Chair
Long Island Regional Economic Development Council
150 Motor Parkway
Hauppauge, NY 11788

Re: **Downtown Revitalization Initiative Round V – Riverside Hamlet**

Dear Mr. Law and Mr. Rabinowitz,

I am writing to encourage you and the Long Island Regional Economic Development Council to nominate the Riverside downtown for Downtown Revitalization Initiative (DRI) Round V funding.

The Peconic River Community Development Alliance, Inc. (PRCDA) is a community-based organization whose goal is to facilitate social change and economic development in the adjacent communities of the Hamlet of Riverside in the Town of Southampton and the Riverhead community joined together by the Peconic River. It is the mission of PRCDA to facilitate that change and development through the arts, education, the coordination of broad range community resources including local businesses, municipalities, and other non-for-profit organizations. The PRCDA believes that economic development and social change are intrinsically linked to broad based community engagement.

The Riverside community has worked tirelessly with Town, County, State and Federal stakeholders to complete revitalization plans and move forward with infrastructure investments. While much has been achieved, the community has more work to do before revitalization goals can be achieved. An investment of DRI funds will enable the community to advance critical projects centered on the following themes:

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- Sewer system
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- Streetscape, lighting, traffic calming enhancements
- Environmental initiatives such as advanced wastewater, heat island reduction,
- Parking improvements

**Goal 2: Enhance and beautify natural, recreational and cultural assets**
- Wetlands restoration and water quality improvement
- Public Park development

**Goal 3: Invest in community priority areas**
- Community Center
- Child Enrichment Center and programming
DRI investment will put Riverside on the fast-track toward achieving the community’s vision of an inclusive, revitalized downtown with an enriched cultural, social, and communal affect. I hope you will give the Town’s proposal every consideration.

Sincerely yours,

Francis Zappone, President, Peconic River Community Development Alliance
September 7, 2021

Stuart Rabinowitz, Co-Chair
Kevin Law, Co-Chair
Long Island Regional Economic Development Council
150 Motor Parkway
Hauppauge, NY 11788

Re: Downtown Revitalization Initiative Round V – Riverside Hamlet

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I write to encourage you and the Long Island Regional Economic Development Council to nominate the Riverside downtown for Downtown Revitalization Initiative (DRI) Round V funding.

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DRI investment will put Riverside on the fast-track toward achieving the community’s vision of an inclusive, revitalized downtown with an enriched cultural, social, and communal affect, and more importantly, empower residents to participate as full partners in this effort.

I strongly endorse Riverside as the Long Island community that stands to gain the most from DRI investment. They have put in the work and are eager to move forward with community transformation.

Sincerely yours,

Renaissance DOWNTOWNS at Southampton LLC

Ryan Porter
Principal

/RP
Dear Mr. Law and Mr. Rabinowitz,

I am writing on behalf of FRNCA in support of the Town of Southampton’s nomination of Riverside for the Round V Downtown Revitalization Initiative (DRI). The community’s proposal contains projects that will benefit the entire East End region and will serve as a model for sustainable development.

Riverside lies within one of Long Island’s most scenic and environmentally significant areas. It borders the Peconic River – part of the Peconic Estuary, an EPA designated Estuary of National Significance – and nearly 1,000 acres of preserved land. The Riverside Revitalization Action Plan (RRAP) will enable substantial economic development initiatives to move forward while protecting and improving water quality in the Estuary. These projects include:

- **Sewer system with tertiary wastewater treatment** to remove existing development from antiquated onsite systems that are known sources of nitrogen and other pathogens to the Peconic Estuary. The sewer system will also support new density with state of the art treatment of effluent while reducing nitrogen loading by also accommodating connections to the STP from existing development, which represents a significant reduction of nitrogen in groundwater.

- **Peconic Maritime Trail Park wetlands restoration project** to implement a shoreline restoration and environmental remediation plan in this 14-acre public park. The plan, developed with community participation under a NYSDEC Environmental Justice grant, entails removing old shoreline dredge spoil and non-indigenous plants to restore the natural function of wetlands at the Peconic River waterfront. Pedestrian trails will provide public access and opportunities for public education and awareness.

- **Water quality improvement initiatives** to enhance stormwater handling and reduce the flow of nitrogen and other pollutants into the Estuary.

Because Riverside is located near the headwaters of the Peconic River, these projects will benefit the entire Estuary, as well as the region’s tourism and fishery industries. For example, the historic die-offs of Peconic Bay scallops in 2019 and 2020 devastated the region’s commercial and recreational fisheries. In an October 2020 Newsday article, the NYSDEC indicated that bay scallop landings in 2017 and 2018 exceeded 108,000 pounds each year, with a dockside value of $1.6 million. The 2019 die-off saw a loss of more than 90% of the adult scallops. A similar die-off is expected for the 2021-22 season. Southampton’s efforts to mitigate pollutant loading will contribute to ongoing efforts of the Peconic Estuary Partnership and others to support health of the estuary and water-dependent industries.

I strongly support Riverside’s DRI proposal and request that the Long Island Regional Economic Development Council name it as the Round V awardee.

Sincerely yours,

*Robert Kern*

President
September 10, 2021

Stuart Rabinowitz, Co-Chair
Kevin Law, Co-Chair
Long Island Regional Economic Development Council
150 Motor Parkway
Hauppauge, NY 11788

Re: Nomination of Riverside for Downtown Revitalization Initiative Round V

Dear Mr. Law and Mr. Rabinowitz,

I am writing on behalf of Hampton Dive Center in support of the Town of Southampton’s nomination of Riverside for the Round V Downtown Revitalization Initiative (DRI). The community’s proposal contains projects that will benefit the entire East End region and will serve as a model for sustainable development.

Riverside lies within one of Long Island’s most scenic and environmentally significant areas. It borders the Peconic River – part of the Peconic Estuary, an EPA designated Estuary of National Significance – and nearly 1,000 acres of preserved land. The Riverside Revitalization Action Plan (RRAP) will enable substantial economic development initiatives to move forward while protecting and improving water quality in the Estuary. These projects include:

- Sewer system with tertiary wastewater treatment to remove existing development from antiquated onsite systems that are known sources of nitrogen and other pathogens to the Peconic Estuary. The sewer system will also support new density with state of the art treatment of effluent while reducing nitrogen...
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- Peconic Maritime Trail Park wetlands restoration project to implement a
  shoreline restoration and environmental remediation plan in this 14-acre public
  park. The plan, developed with community participation under a NYSDEC
  Environmental Justice grant, entails removing old shoreline dredge spoil and
  non-indigenous plants to restore the natural function of wetlands at the Peconic
  River waterfront. Pedestrian trails will provide public access and opportunities for
  public education and awareness.

- Water quality improvement initiatives to enhance stormwater handling and
  reduce the flow of nitrogen and other pollutants into the Estuary.

Because Riverside is located near the headwaters of the Peconic River, these
projects will benefit the entire Estuary, as well as the region’s tourism and fishery
industries. For example, the historic die-offs of Peconic Bay scallops in 2019 and
2020 devastated the region’s commercial and recreational fisheries. In an October
2020 Newsday article, the NYSDEC indicated that bay scallop landings in 2017
and 2018 exceeded 108,000 pounds each year, with a dockside value of $1.6
million. The 2019 die-off saw a loss of more than 90% of the adult scallops. A
similar die-off is expected for the 2021-22 season. Southampton’s efforts to
mitigate pollutant loading will contribute to ongoing efforts of the Peconic Estuary
Partnership and others to support health of the estuary and water-dependent
industries.

I strongly support Riverside’s DRI proposal and request that the Long Island
Regional Economic Development Council name it as the Round V awardee.

Sincerely yours,

Randy Randazzo
President