



RIVERHEAD

New York State | Long Island Region

Downtown Revitalization Initiative Strategic Investment Plan

July 2022



Downtown
Revitalization
Initiative

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FOREWORD



FOREWORD

Downtowns define our cities and regions with their energy and diversity, as well as their artistic, cultural, and historical assets. Vibrant downtowns serve as anchors and catalysts for local and regional growth, and they epitomize what we refer to as a ‘sense of place.’ These enduring qualities attract businesses, jobs, residents, and visitors and provide the critical infrastructure and diverse tax base necessary to foster broader and more inclusive growth.

Despite their tremendous value to our society and economy, downtowns suffered decades of disinvestment, economic decline, and community despair with the advent of sprawl and de-industrialization. But people and businesses are once again recognizing the tremendous value downtowns offer to residents, communities, and regions. With that renewed appreciation, many downtowns are beginning to revamp and reinvent themselves. With Governor Kathy Hochul’s leadership, there is a new era of rebirth, revitalization and redevelopment occurring throughout New York State. Communities are creatively leveraging their proud heritage, not as a whimsical look backward to a bygone era, but as a catalyst for a brighter future. And yet, obstacles remain, as does the need to accelerate and ensure equitable revitalization and build communities that are more climate resilient. This is where the DRI comes into play.

Recognizing both the potential and the challenges of our urban centers, the State launched a major new initiative in 2016: the Downtown Revitalization Initiative (DRI). The DRI effectively accelerated and expanded the revitalization of downtowns and neighborhood centers to serve as centers of activity and catalysts for investment in all ten regions of the state. The DRI represents an unprecedented and innovative “plan-then-act” strategy that couples strategic planning with immediate project implementation.

In the first five rounds of the DRI, the State committed \$600 million to invest in downtowns that are ripe for revitalization and have the potential to become magnets for redevelopment, business development, job creation, greater economic and housing diversity, and opportunity. Each year, the Regional Economic Development Councils (REDC) select ten downtowns to receive \$10 million each. For DRI 5, each region received \$20 million, with the REDCs selecting either two \$10 million awardees or one \$20 million awardee to refine a vision and strategy for revitalization and to implement projects that show the greatest potential to improve the economic and social vitality of their downtown areas. The projects realized through DRI grant funds in turn catalyze multifold additional investments and projects, creating the momentum and progress necessary to sustain a long-term successful revitalization effort. The excitement and community pride generated by the DRI are clear and palpable.

The nineteen communities selected in DRI 5 will continue to address the impacts of COVID-19, building on recent recovery and adding resiliency to absorb future shocks. They demonstrated a clear readiness to undertake DRI as a whole community, pursue a vision and recommend project selections to make DRI investments in their communities impactful and sustainable.

The DRI also presents an opportunity to address another looming, omnipresent and global crisis: climate change. Downtowns are inherently climate friendly. Their compact, mixed-use, and pedestrian/bike/transit-friendly design reduces car use and dependence, thus reducing automobile greenhouse gas emissions. Due to high demand from the concentration of population and industry, downtowns provide fertile ground for the proliferation of renewable energy resources, energy efficiency and mass electrification of both buildings and vehicles—all to “de-carbonize” our communities and the State. These climate benefits are helping achieve the nation-leading climate goals contained in the landmark Climate Leadership and Community Protection Act of 2019 (CLCPA).

In furtherance of these goals, certain DRI projects will now be required to achieve a higher level of energy efficiency and renewable energy use. DOS has forged mutually supportive partnerships with both the New York State Energy Research and Development Authority (NYSERDA) and the New York Power Authority (NYPA) to support carbon-neutral projects and the siting of electric vehicle charging stations in downtowns, respectively. To advance the over-arching emphasis in the CLCPA on equity and climate justice, certain DRI projects will need to address housing affordability.

Downtowns are complex, multi-dimensional systems that require a highly collaborative, partnership-based form of governance. Recognizing this challenge, the DRI process integrates a combination of community-based strategic planning, inter-agency project support, inter-governmental collaboration and public/private leveraging of outside investments.

The DRI strategic planning process is led by Secretary of State Robert J. Rodriguez and facilitated by staff from the Department of State’s Office of Planning, Development and Community Infrastructure, NYS Homes and Community Renewal and Empire State Development. This highly collaborative, multi-agency effort mobilizes the full complement of resources available from state agencies, tapping into their expertise, technical assistance, and project management skills as necessary. Through each DRI planning effort, a Strategic Investment Plan is developed, which sets forth a clear vision for the downtown, as well as goals and strategies to accomplish the vision and catalytic projects.

A Local Planning Committee identifies the slate of viable, transformative, and catalytic projects that show the greatest potential to contribute to overall revitalization. The most catalytic projects that are collectively transformative receive DRI funding, while the State works with the community to attract and leverage funds from other sources, both public and private, for the remaining projects.

The DRI is much more than a one-off grant. First, the projects are not selected in a vacuum; rather, they are synergistic and catalytic, working in concert with one another and contributing exponentially, not just additively, to the upward cycle of vibrancy and revitalization that the DRI sets in motion. Second, the positive momentum created by the DRI continues well after the Plan is done and projects are awarded. The DRI process is designed to generate exponential effects that assist the

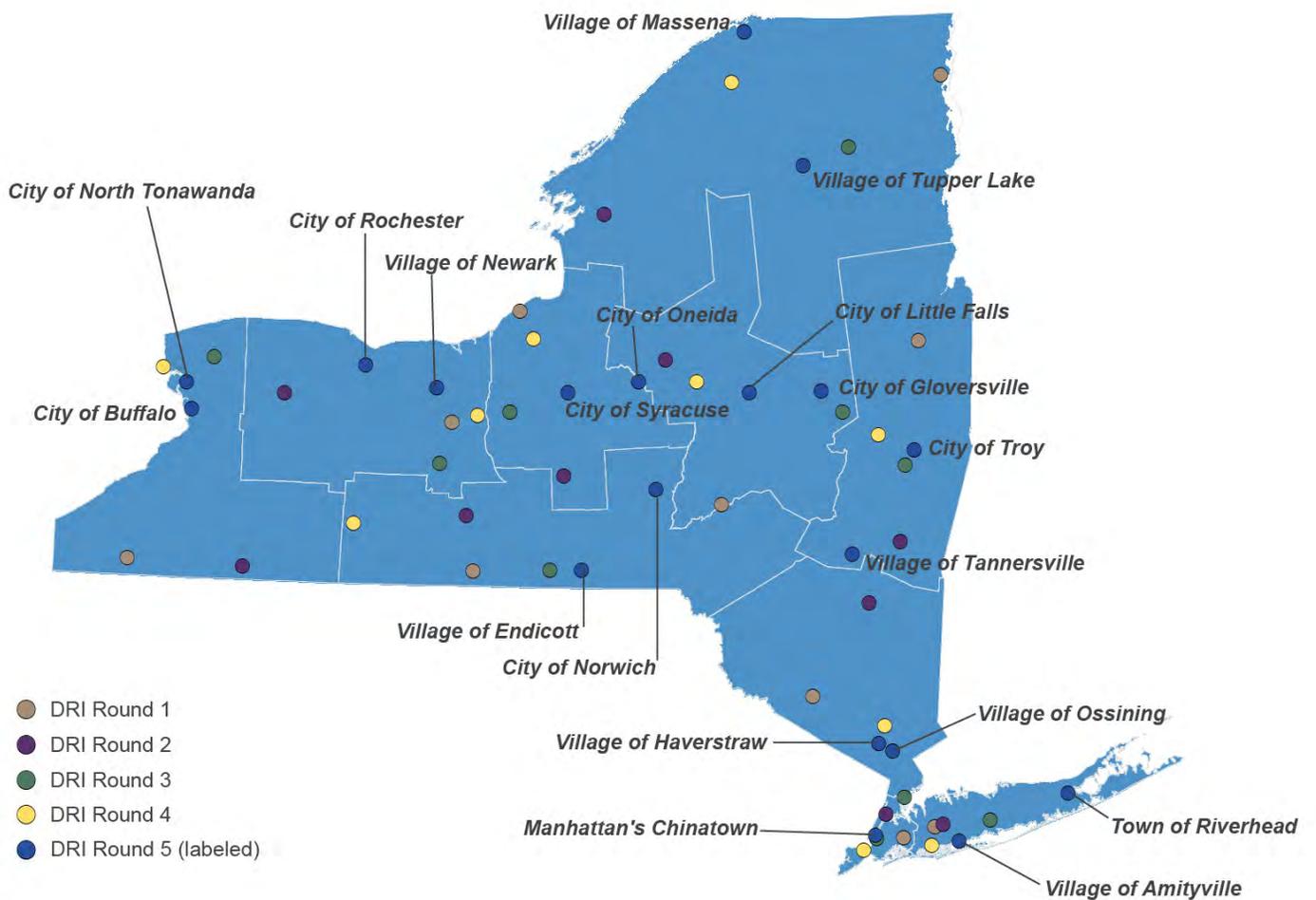
¹ DRI communities selected in Round Five include: Troy, Tannersville (Capital Region); Gloversville, Little Falls (Mohawk Valley Region); Syracuse, Oneida (Central New York Region); Chinatown (New York City Region); Amityville, Riverhead (Long Island Region); North Tonawanda, Buffalo (Western New York Region); Haverstraw, Ossining (Mid-Hudson Region); Endicott, Norwich (Southern Tier Region); Rochester, Newark (Finger Lakes Region); and Tupper Lake, Massena (North Country Region).

community with leveraging additional public and private investments that, in turn, create a self-perpetuating cycle of revitalization. That's what sets the DRI apart from all other urban revitalization initiatives.

Downtowns are a place to connect, eat, shop, drink, learn, absorb, innovate, observe, and interact—a cultivator of human ingenuity and entrepreneurial spirit. They offer public gathering spaces that allow people of all ages, incomes, backgrounds, and abilities to interact safely and comfortably while appreciating the diversity of city life.

There is no cookie-cutter formula for our urban centers. Each one is unique—a different vibe, heritage, culture; a whole different story to tell if we listen carefully enough. Through its focus on placemaking, the DRI treats and respects each downtown as its own special place.

The DRI represents the crown jewel of smart growth programs in NYS. Its emphasis on the “Four E’s” of Smart Growth—Economy, Equity, Environment and Energy—ensures that multiple policy goals and priorities are achieved under one integrative umbrella. The DRI is accomplishing its overarching goal of supporting local and regional economic development and quality of life. The program has proven to be remarkably adaptable, pivoting to both new and ongoing challenges, such as the COVID-19 pandemic, climate change, housing affordability, and socio-economic equity. In this respect, the DRI is even more relevant and imperative now than it was when it began six years ago. And its past, present and future provide a bright beacon light for the State’s communities and regions moving forward.







PREFACE
EXECUTIVE SUMMARY





EXECUTIVE SUMMARY

The following pages will outline the Strategic Investment Plan for Riverhead. The Strategic Investment Plan is the result of a six month planning process of public engagement, visioning and goal setting, and fine-tuning a portfolio of projects to have the greatest positive benefit for the Town. The process was directed by the Local Planning Committee (LPC) composed of members of the community, leaders of organizations and business owners. The LPC was co chaired by Riverhead Town Supervisor, Yvette Aguiar, and Long Island Regional Economic Development Council member and former Mayor of Greenport, David Kapell. The LPC and the Town of Riverhead were supported through the process by the State and a consultant team. This Strategic Investment Plan builds on the years of work the Town has expended to revitalize the Downtown, and leverages that output to inform the goals for the DRI and the selection of the priority projects.



This Strategic Investment Plan examines the existing conditions and characteristics of the Downtown, outlines the Town's Vision and Goals for the future, lays out the public engagement process, and gives an overview of the portfolio of projects to be considered for DRI funding. Finally this Strategic Investment Plan recommends a portfolio of projects

The Town of Riverhead was selected in 2021 to receive \$10 M through the Downtown Revitalization Initiative (DRI). The DRI is a statewide effort to improve the urban vitality of city centers across New York State. The goal of the DRI is to fund priority projects that transform Downtown neighborhoods into vibrant communities where the next generation of New Yorkers will want to live, work, and raise a family. The New York State's Regional Economic Development Councils (REDCs) nominated 19 DRI communities after evaluating each Downtown's potential for significant transformation. The DRI is an innovative and comprehensive approach to the revitalization of Downtown. The DRI is lead by a multi-agency state team consisting of representatives from the Department of State, along with a specialized team of planners from the Department of State and the private sector, with support from the Empire State Development, the Division of Homes and Community Renewal, and other state agencies, as well as a private consultant team.

Downtown Riverhead was selected for this initiative because of the potential in its built assets, its compact and walkable layout, and its livable mixed-use Downtown. It has a promising trend in job growth, the capacity to leverage public and private investment, and it has shown commitment from local leaders to implement projects at this scale. The previous work performed by the Town, including the Downtown Pattern Book, Comprehensive Plans, Downtown Vision Plans, Brownfield Opportunity Area Study, Flood Mitigation Plans, and Strategic Parking Plan all show the investment the Town is making into revitalization and provide a strong foundation for the Strategic Investment Plan to build on.



DRI Area

Riverhead is a Town on the East End of Long Island, situated at the point where the North and South Forks split. The Town sits at the mouth of the Peconic River, just before it spills into Flanders Bay. The Town is home to several historic landmarks and cultural institutions, which draw visitors from the larger region. Main Street runs directly through the Downtown, parallel to the River, and hosts many of the Town's restaurants and shops. Riverhead's Downtown benefits from the historic block structure, enabling short walking distances and a varied pedestrian landscape. The Peconic Riverfront presents a tremendous opportunity for the Downtown, but is currently unrealized due to a lack of connections and active uses along it. Riverhead has great potential to become an active, thriving destination on Long Island, and the DRI will help the Town take a necessary step to achieve that potential.

The DRI Study Area comprises approximately 143 acres of land in the Downtown. The area is bounded to the south by the Peconic River and to the north by the railroad tracks. The area stretches from Sweezy Avenue, just west of the Center Drive bridge, to the Town Hall off of Howell Avenue, roughly following the path of Main Street.

OPPORTUNITIES

Riverhead has a number of unique features and assets which differentiate it and make it an attractive destination for visitors and a great place to live. These key opportunities are places the Town can build on and are prime considerations in developing the Town's Vision and Goals and in determining which projects will help advance those goals. Major opportunities include the extensive planning, investment, and development advanced to date, including the commitment to strengthen the community's relationship to the River, preparation for building a Town Square, and encouraging residential uses Downtown.



- Peconic River
- Regional entertainment and cultural destinations
- Long Island Railroad (LIRR) station
- Room for growth
- Ample parking supply
- Historic street grid and buildings
- Short walking distances between existing anchors
- Gateway to the Twin Forks of Eastern Long Island

CHALLENGES

The Downtown also faces challenges which will need to be addressed. These are places where the DRI funding can have an impact to mitigate these issues. These challenges helped to inform the Town's Vision and Goals.



- Main Street lacks connections to the River
- Main Street is car-oriented rather than pedestrian-friendly
- Perceived lack of safety in the Downtown
- Few parks and pedestrian amenities around the Downtown
- Anchors within the Downtown feel disconnected
- Parking areas hidden with poor connections to anchor attractions

VISION + GOALS

The Vision Statement for Riverhead was conceived through an extensive process and was refined with feedback from the community and the Local Planning Committee. The Vision Statement presents an aspirational image of the DRI Area following the implementation of the DRI goals and recommended projects. This Vision Statement functions as a framework for this Strategic Investment Plan and guides decisions about future development and investment in Downtown.

VISION STATEMENT:

DOWNTOWN RIVERHEAD IS...

A vibrant, compact, walkable, and **dynamic neighborhood** oriented toward the Peconic River

A **regional destination** serving local residents and visitors to the North and South Forks of Long Island

A **diverse community** welcoming and supporting all ages, races, and demographics

A **growing recreational, cultural, and residential hub** on Long Island's East End

A central location for workers, families and visitors to **live, work, and play**

A regionally **connected community** leveraging access to the Long Island Railroad for new transit-oriented development

RIVERHEAD'S DRI GOALS:

Make the **Peconic River** a central feature of Downtown Riverhead's identity with new connections, activities, and development

Capitalize on opportunities of **underutilized and blighted properties** to create new catalysts Downtown

Build on the previous outreach efforts and **engage the diverse local community** and organizations to address social and environmental justice needs

Create opportunities for new **business investment, increased tourism, and economic activity**

Create new and advance the existing **transit and pedestrian connections**, as well as **environmental, public space, and recreational improvements**

Implement strategies for **flood mitigation** integrated with the Downtown plan and new projects

The public engagement process ensured that the community is involved in each step of the process and their feedback is incorporated into the results of the DRI. The community's input is critical to the development of the Town's Vision and Goals and to the selection of priority projects included in this Strategic Investment Plan. Four key principles guided the public engagement process:

Transparency - The results of public input are clearly articulated in an effort to build trust through transparency.

Accessibility - A diverse group of stakeholders are included in the process, and the meeting format is ADA compliant.

Communication - The engagement process aims to communicate all aspects of the process; therefore advantages / disadvantages and trade-offs are explained in a clear and non-technical language.

Flexibility - The engagement process responds to changing circumstances (i.e. COVID-19) where individual elements of the plan are adjusted to community needs.

This process consisted of the following components:



LOCAL PLANNING COMMITTEE

The LPC functioned as a steering committee, guiding the Vision and Goals for the Downtown and identifying and prioritizing projects for funding.



PUBLIC TOWN HALL MEETINGS

Three public town hall meetings were held, with each meeting focused on key phases of the process: (1) Visioning, (2) Goals and Strategies, (3) Project Prioritization.



STAKEHOLDER INTERVIEWS

These meetings included both individual and group meetings with LPC committee members, residents, business owners, and community groups.



STUDENT ENGAGEMENT

Two sessions with Riverhead High School students were held to gather feedback on what the students would like to see in Downtown Riverhead.



SENIOR ENGAGEMENT

An informal session with senior citizens gathering their thoughts and comments on what would help Riverhead to thrive.

LPC SELECTED PROJECTS

Projects were either submitted through an open call process by members of the community or created by the Town, based on input from the community on what was needed in Riverhead. The projects were refined through input from the State and through an extensive community engagement process, assisted by the LPC. As the projects were refined they were presented back to the community and the LPC for further feedback. The open call and the multiple sessions to gather community feedback will help ensure that the projects are aligned with the community's needs and that there is broad support for the selected projects.

The LPC took the larger pool of submissions and honed the list down to a portfolio, which they recommended to the State for funding. Several additional projects are included in the Strategic Investment Plan, which the LPC found to have merit but did not consider ready or well suited to the DRI program. These additional "pipeline" projects should be considered for funding through other grant programs, as they benefit to the Downtown and community.

For each project, the LPC considered specific criteria to evaluate each project for DRI funding. Below are key criteria the LPC looked for in each project.

State and Local Goals

Is the project aligned with State and local goals?
Does it demonstrate strong community support?

Project Readiness

Is the project well developed and poised to proceed in the near term in a way that will jump start the redevelopment of the neighborhood?

Catalytic Effect

Will the project likely have a significant positive impact on the revitalization of the Downtown by attracting other public and private investment?

Co-Benefits

Will the project result in secondary benefits, such as additional economic activity, growth in the local property tax base, and improvement in the quality of life in the neighborhood?

Cost Effectiveness

Will the project represent an effective and efficient use of public resources?

The following projects were selected by the members of the LPC to be considered by the State for DRI funding.

1: CREATE A NEW TOWN SQUARE

Total Cost: \$ 3,600,000
DRI Funding Requested: \$ 3,240,000
Sponsor Contribution: \$ 360,000

Build a new 30,000sf public plaza and gathering space that can facilitate year-round activation and provide accessible pedestrian connections and vistas from Main Street to the riverfront.



2: BUILD A RESILIENT RIVERFRONT AMPHITHEATER

Total Cost \$ 1,500,000
DRI Funding Requested: \$ 1,350,000
Sponsor Contribution: \$ 150,000

Construct an outdoor amphitheater for concerts and events that also serves to meet the resiliency goals along the Riverfront and for Downtown Riverhead.



3: ENHANCE PECONIC PARK WITH ADAPTIVE PLAYGROUND

Total Cost \$ 1,750,000
DRI Funding Requested: \$ 1,600,000
Sponsor Contribution: \$ 150,000

Construct a playground and park space with a water feature and educational activities that relates to the waterfront location and utilizes green infrastructure and design to aid in Downtown resiliency efforts.



4: CREATE A NEW MIXED-USE HUB ALONG GRIFFING AVENUE

Total Cost \$ 19,750,000
DRI Funding Requested: \$ 2,750,000
Sponsor Contribution: \$ 17,000,000

Construct a new mixed use development consisting of 30 units of workforce housing at 80-100% AMI, ground floor retail/commercial space, all lining a 332-space public parking structure.

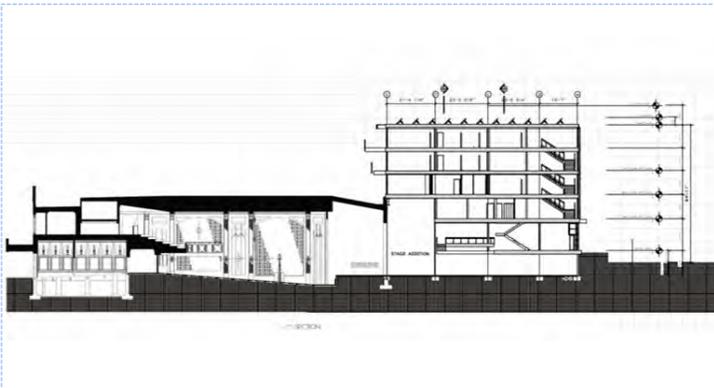




5: IMPROVE THE FACADE AND GROUND FLOOR OF THE NEW HOME FOR THE LONG ISLAND SCIENCE CENTER

Total Cost \$ 13,500,000
DRI Funding Requested: \$ 1,000,000
Sponsor Contribution: \$ 12,000,000

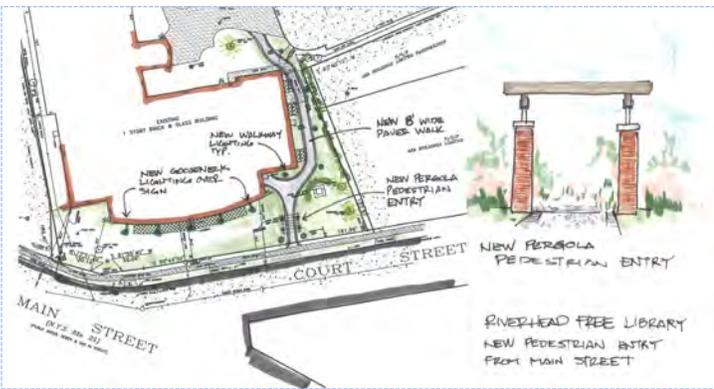
Reconfigure new LISC home at 111 Main Street to open up existing solid wall facing east and construct new entrance and commercial space within existing footprint while activating and enhancing the new Town Square.



6: EXPAND THE SUFFOLK THEATER AND CREATE NEW RESIDENTIAL APARTMENTS

Total Cost \$ 13,250,000
DRI Funding Requested: \$ 2,000,000
Sponsor Contribution: \$ 11,250,000

Expand existing, historic theater stage and add green room and back of house functions, all as a component of a larger development with 28 residential units, including 3 units of workforce housing at 80-100% AMI.



7: BUILD A NEW ENTRANCE & WELCOME CENTER FOR THE LIBRARY

Total Cost \$ 430,000
DRI Funding Requested: \$ 215,000
Sponsor Contribution: \$ 215,000

Provide a new accessible entrance and pedestrian path, with signage, lighting, and landscaping and renovate interior space for a self-service visitor center providing promotional materials for Downtown businesses and events.



8: IMPLEMENT A DOWNTOWN PUBLIC ART PROGRAM

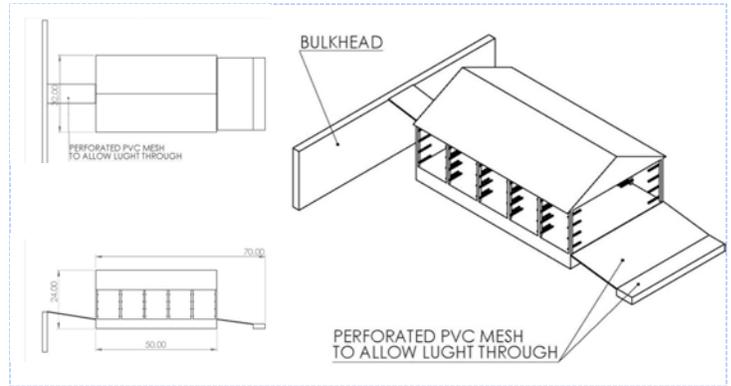
Total Cost \$ 275,000
DRI Funding Requested: \$ 250,000
Sponsor Contribution: \$ 25,000

Engage local artists to build 5-7 new permanent public artworks in Downtown Riverhead, building on success of existing community artworks.

9: BUILD A NEW TOWN ROWING FACILITY

Total Cost \$ 250,000
DRI Funding Requested: \$ 250,000
Sponsor Contribution: \$ 0

Construct floating ADA accessible community boat launch facility in the Peconic River with space to maneuver and launch crew boats up to 45 ft long and, if feasible, racks to store the crew boats.



10: ENHANCE THE PEDESTRIAN REALM ALONG MAIN STREET

Total Cost \$ 750,000
DRI Funding Requested: \$ 750,000
Sponsor Contribution: \$ 0

Install traffic calming design elements to improve pedestrian safety along Main Street at two prominent intersections, including curb bump-outs, raised crosswalks, and pedestrian signalization; install new street trees and landscaping to improve the character and pedestrian experience along the Main Street corridor.



MANAGEMENT AND IMPLEMENTATION

The Town, led by the Community Development Agency, will manage the implementation of the public projects and provide guidance to the private project sponsors to ensure the funded projects move forward. The consultant team has evaluated the private project sponsors and has confidence in their ability to complete the projects with the specified budget and time frames.

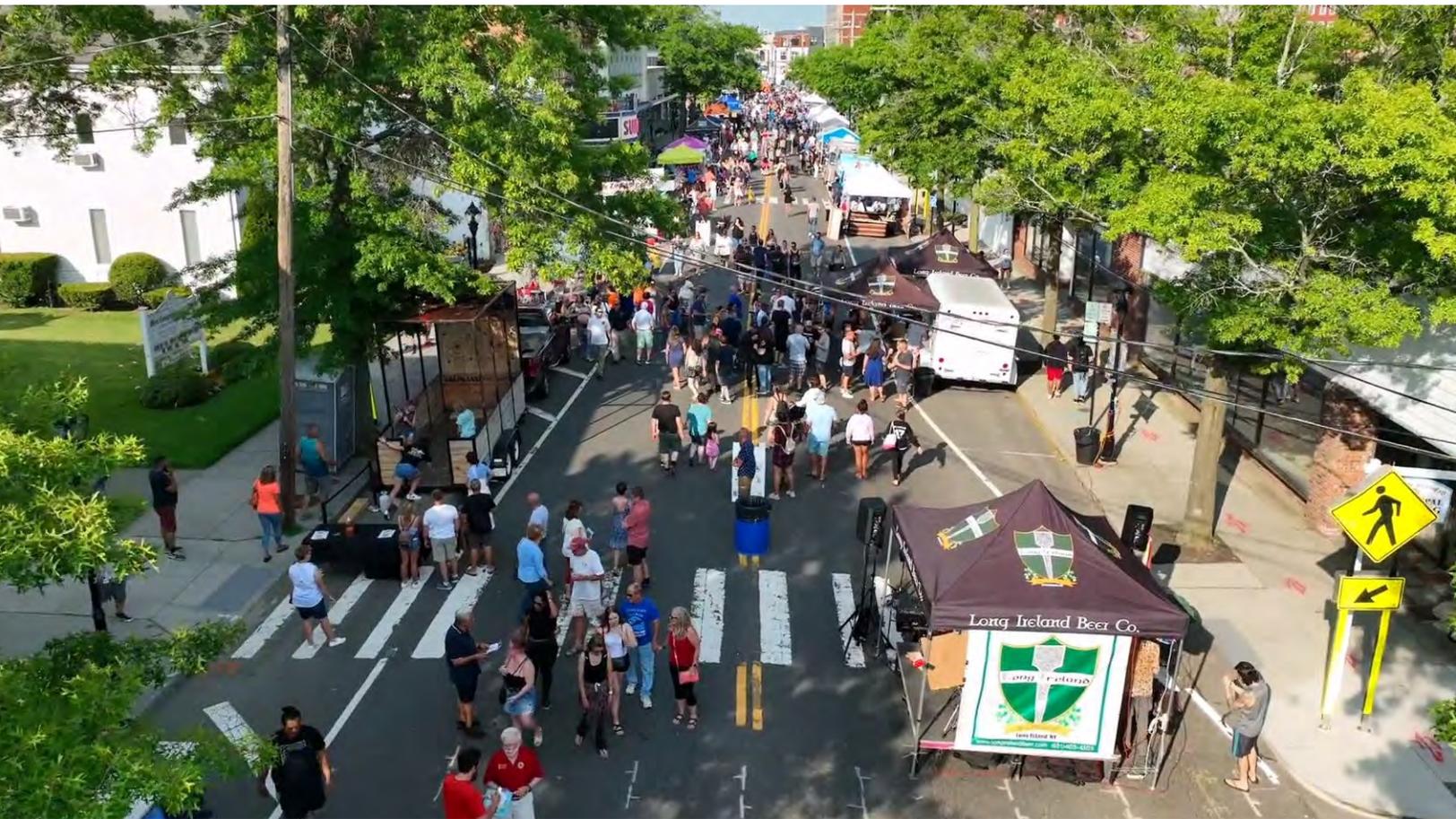
The projects have varying timelines, but all projects will have begun implementation within two years of entering into a contract with the State. The Town and project sponsors will work collaboratively to ensure the results align with the community's Vision and Goals.





SECTION 1
DOWNTOWN PROFILE
+ ASSESSMENT





INTRODUCTION

Riverhead's location at the mouth of the Peconic River, where the North and South Forks of Long Island converge, has made it a natural meeting point for commerce, transportation, and recreation on the East End. It serves as the county seat for Suffolk County, housing the courts and government offices. Riverhead also sits at the end of the Long Island Expressway and has a station for the Long Island Railroad. The fine-grained historic grid of streets and mix of architectural styles and periods give the Downtown a unique charm and hold the keys to Riverhead's future success.

Riverhead is poised to transition into a true live, work, and play destination with a mix of small and unique retail outlets, a bevy of entertainment and cultural anchors, and a strong hospitality sector drawing visitors from all over the region.

Many potential catalysts, which could further amplify the Town's growth trajectory, are feasible within the next decade. Extending electrified service along the LIRR out to Riverhead would mean more direct service to New York City and more frequent trains servicing the station. Having direct trains from New York City would open access to an even wider population.

Additionally, the shifts in work and home patterns have seen an increase in workers moving out of cities and looking toward smaller towns like Riverhead to relocate their families. The housing market in Riverhead has been particularly strong over the last two years, as low vacancy rates continue, despite a large number of new units coming online. The strong housing market indicates the Town attracts new residents. This increase in the Downtown population will be a boon for the retail establishments, restaurants, and entertainment venues in the Town.

The Long Island REDC 2021 progress report states innovation, offshore wind, and manufacturing are all targeted sectors for growth. New and growing job centers in the region, like the large Enterprise Park in Calverton (EPCAL) project will be a source of good innovation and manufacturing jobs in the future, bringing further demand for housing and retail to the region.

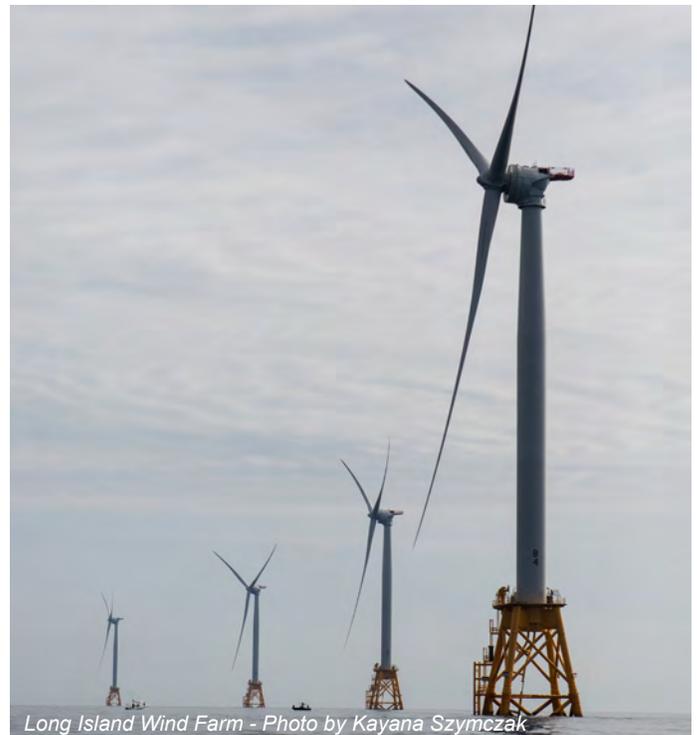
Riverhead is poised to see continued growth in the future, bringing together its central location, access to rail, proximity to natural resources and its other assets such as a new job center, and the strength of its existing community. The Town has completed a tremendous amount of planning and economic development to date, taking advantage of opportunities in available land and funding, and thus set the stage for a series of transformational projects around Downtown. The DRI funding will be another piece in that process, seeing some of the Town's most critical projects to completion.



LIRR Train - Photo by Lexcie



EPCAL Site



Long Island Wind Farm - Photo by Kayana Szymczak



DRI AREA

The DRI Area consists of approximately 162 acres of land mostly situated between the Peconic River to the south and Railroad Avenue to the north. It is bounded to the west by Sweezy Avenue and to the east by Prospect Place. The DRI Area follows the Main Street corridor and includes the most densely built portions of Riverhead's Downtown.

Many of the businesses that make up the Downtown are included within this boundary as well as key open spaces like the Riverfront and Grangabel Park. The study area also includes several proposed mixed-use development projects which will add residents and new commercial space to the district.

RIVERHEAD HISTORY

The first Native American settlers arrived in the area of Riverhead about 10,000 years ago. The first Europeans settled around 1690. Five years later, they built the first grain mill, making use of the prime location at the mouth of the Peconic River. The Town of Riverhead was established in 1792 after it separated from the Town of Southold due to residents complaining about long travel distances to conduct business in Town.

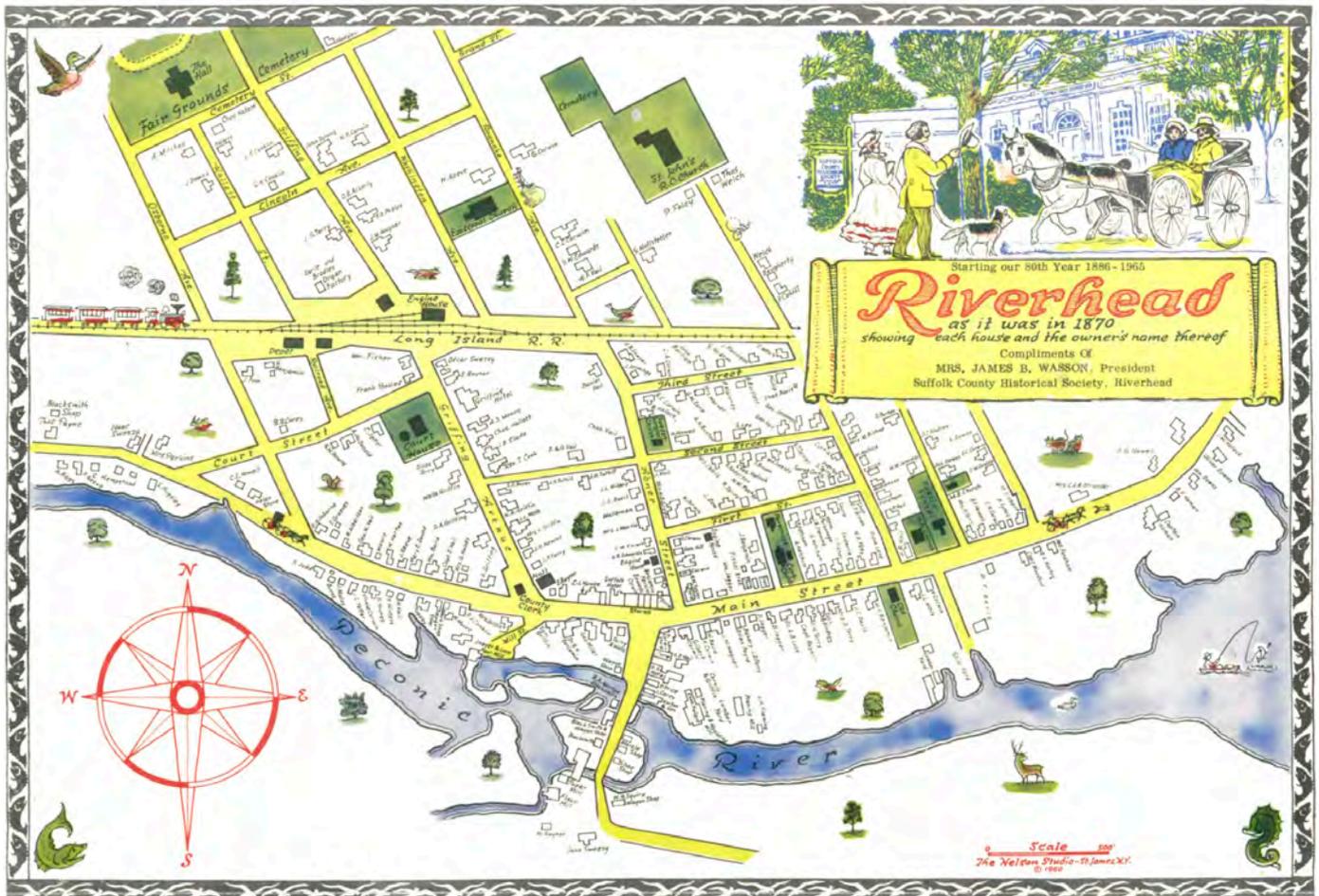
The Town has remained an important destination on the East End due to the Courthouse and Jail built in 1727. Additionally, the Town’s geographic location at the mouth of the Peconic River and the bridge connecting the North and South Forks made the Town an important waypoint when moving through the East End. The railroad opened in 1844, originally envisioned as part of a route to Boston. The arrival of the railroad helped the farming economy of Riverhead grow by expanding its regional customer base and connecting the Town to New York City.



Courthouse c.1929 - Historical Society of New York Courts



Main Street c.1910 - Riverhead Town Historian



Riverhead Map c.1870 - Brooklyn Historical Society

REGIONAL CONTEXT

Riverhead sits at the end of the Long Island Expressway at the point where the North and South Forks of Long Island split. Located near the center of Suffolk County and serving as the county seat, Riverhead is an important node on the East End of Long Island.

Unlike the western parts of Long Island that function more as suburban bedroom communities, the East End is rural and its economy is more independent from New York City. Much of the land around Riverhead is agricultural, and the area is a prime part of Long Island's Viticultural Area, one of the state's wine growing regions. Additionally, the beaches and recreational amenities of the East End draw seasonal crowds and support a large tourism economy.

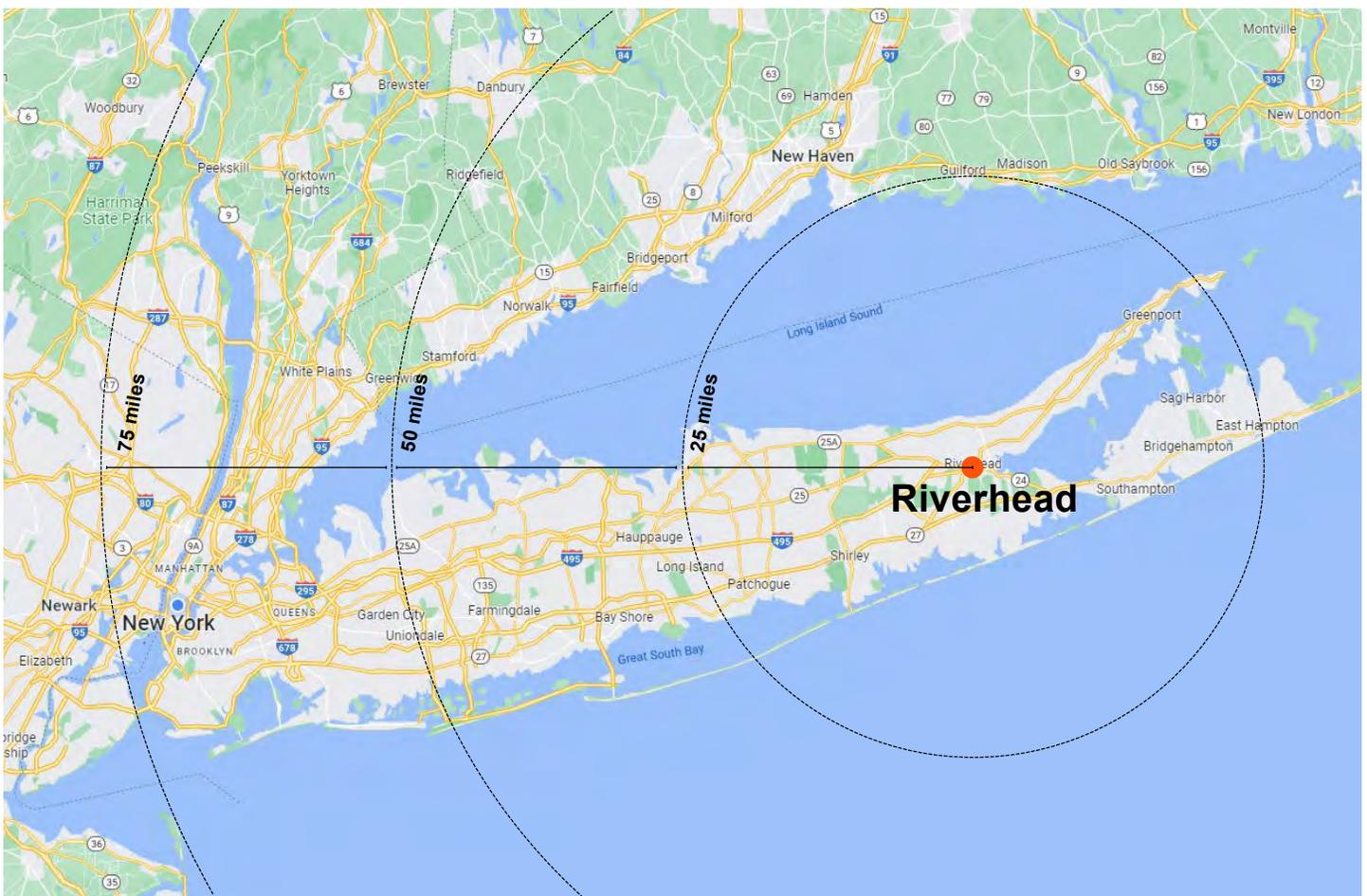
The area includes several regional anchors for education: Brookhaven National Laboratory and Stony Brook University; transportation: Francis S. Gabreski Airport; and retail: the Tanger outlet center.



East End Vineyards - Photo by Joe Shlabotnik



East End Beaches

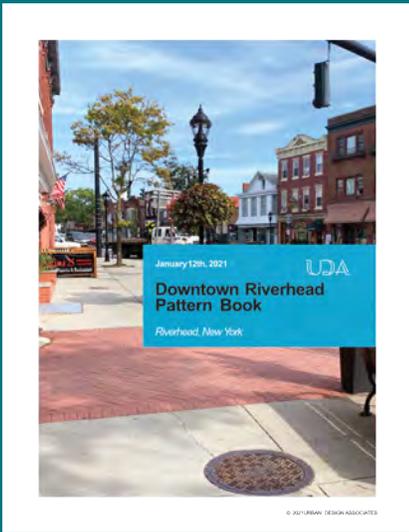
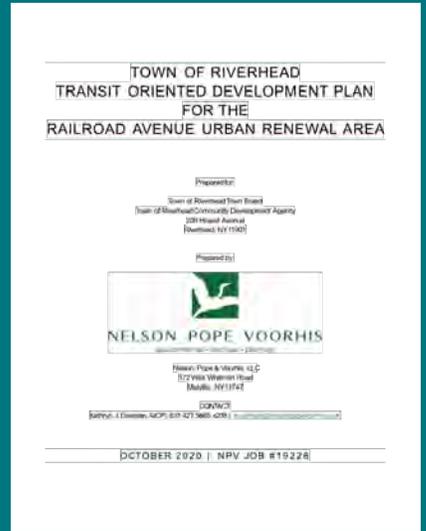
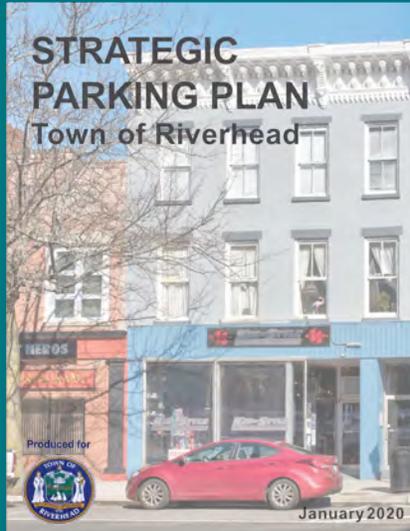
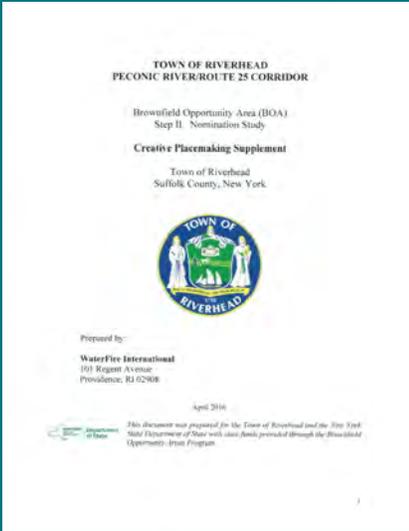
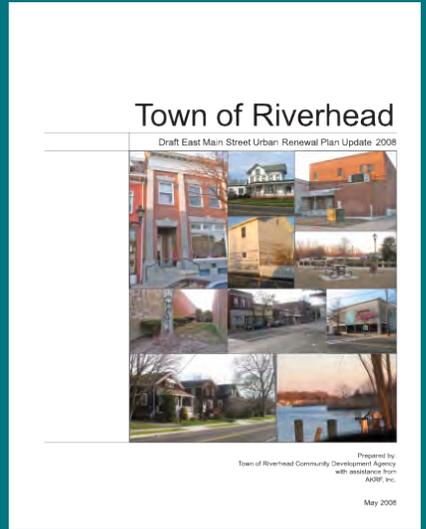
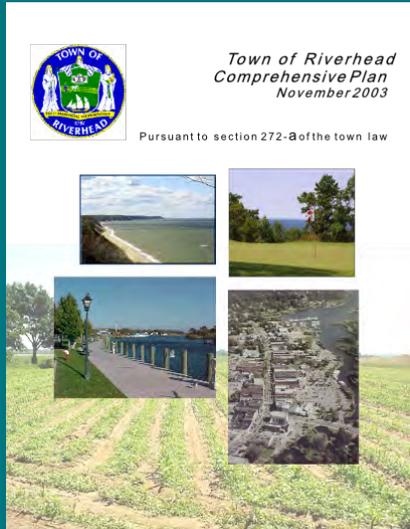
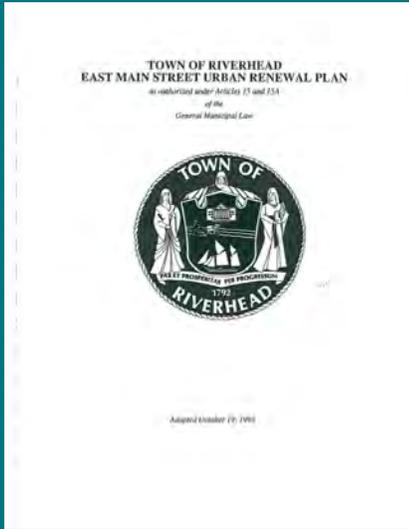




PREVIOUS PLANNING EFFORTS

The Town of Riverhead has spent years developing plans to revitalize the Downtown and has completed a number of studies in that time analyzing the specific issues and opportunities that need to be addressed. Spanning almost 30 years, the work the Town has completed to date provides a solid foundation, informing how the DRI funding can best impact the community and helping to identify the projects that will create the most benefit to the Town.

Many of the priority projects considered in this plan are reflected in the recommendations made in the previous studies commissioned by the Town. These studies have also prompted a large community outreach effort ensuring there is already a strong consensus within the Town for the projects the LPC is submitting for funding.



TOWN OF RIVERHEAD EAST MAIN STREET URBAN RENEWAL AREA PLAN (1993)

The report highlights significant obstacles to revitalizing Downtown Riverhead, most of which are still relevant today. Additionally many of the opportunities presented in the report are still valid and ongoing projects for the Town. The report calls out the parking areas along the waterfront as a primary opportunity for growth and points to large retail /outlet and big box centers along the highway as competition for retail in Downtown.

The report suggests the Town acquire some blighted and vacant properties for redevelopment, including the Suffolk Theater and the Vail Leavitt, which were vacant at the time.

MAJOR GOALS + OBJECTIVES:

- 1. Eliminate blight and physically upgrade substandard properties**
- 2. Encourage development and rehabilitation along Main Street**
- 3. Relocate or upgrade marginal uses**
- 4. Stimulate economic development along Main Street**
- 5. Promote tourism and River related activities**
- 6. Enhance cultural and historic facilities**
- 7. Encourage improvement of public facilities**
- 8. Encourage private investment, State funding, subsidies, and grants**

THE ANALYSIS OF THE OPPORTUNITY FOR THE REVITALIZATION OF THE MAIN STREET CORRIDOR – YEISER, TKACIK AND ASSOCIATES (1993)

This report analyzes the existing conditions in Downtown to identify the opportunities and challenges associated with revitalizing the central business district. The report highlights the need for regional attractions to bring people to Riverhead, and the impact of blighted and vacant properties on the character of the Downtown. The report also stresses the importance of the arts community in the Town and identifies it as an anchor for future development work in Riverhead. The report includes provisions for the redevelopment of blighted properties, including the Town's involvement in sales of distressed assets and ensuring that non-conforming uses are removed from the Downtown. In particular, the report calls out the Vail Leavitt Theater and the Suffolk Theater as important assets to the Town's cultural legacy.

The reports recommendations are:

- Encourage improvements to the areas around the River
- Restructure the economy toward diverse retail and tourism
- Redevelop historic and unique structures Downtown

THE VISION PLAN FOR DOWNTOWN RIVERHEAD – GARY JACQUEMIN, AIA (1995)

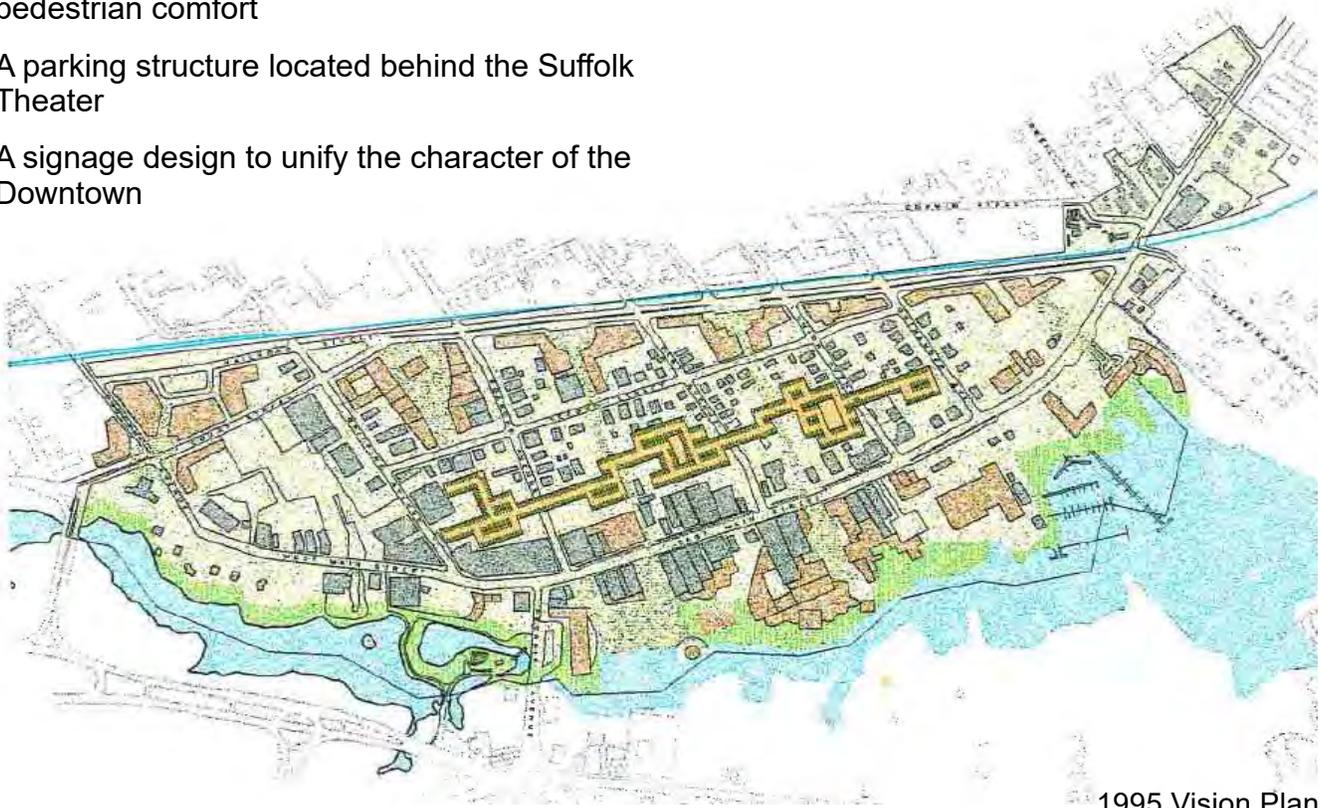
The 1995 Vision Plan for Downtown Riverhead introduces the idea of creating a Town Square gathering space along the River to the west of the current proposal. The plan considers breaking the Downtown into districts with similar uses and altering the traffic and parking areas. Some of these concepts remain relevant to the current planning today. In particular, bringing more activity within additional park space to the Riverfront and increasing the capacity of parking areas north of Main Street are still part of the Town's future plans. It does not appear that any of the larger concepts of the plan have ever been adopted, though many of the concepts from this plan seem to have grown into projects the Town is currently developing.

The proposed projects include:

- Extending Railroad Avenue east, following the rail line
- Improvements to Main Street to improve pedestrian comfort
- A parking structure located behind the Suffolk Theater
- A signage design to unify the character of the Downtown

TOWN OF RIVERHEAD URBAN RENEWAL PLAN RAILROAD STREET CORRIDOR (1997)

This report documents the issue of blight surrounding the railroad station, which is still a relevant issue to planning efforts in Downtown today. Since the report was written, the Town has taken over and demolished some of the blighted properties mentioned, in particular the structures on the large block currently used as parking for the LIRR, which is slated to be developed by RXR. The report also considers consolidating the stops for other forms of mass transit, such as buses and private trolleys, along with other visitor information at the train station, which is a component of the current RXR proposal. The report highlights the importance of moving people between key destinations within the Downtown as a way of activating the Downtown and increasing pedestrian traffic.



1995 Vision Plan

TOWN OF RIVERHEAD EAST MAIN STREET URBAN RENEWAL AREA PLAN – AKRF (2008 UPDATE)

An update to the 1993 plan, the update includes recommendations to reorient buildings on the southern side of Main Street toward the River; add a parking garage, visitor center, and police substation at the eastern end of Town, presumably closer to the Aquarium; and limit the use of alleyways and transform them into connections to the waterfront.

PECONIC RIVER/ROUTE 25 CORRIDOR STEP II BROWNFIELD OPPORTUNITY AREA NOMINATION STUDY (BOA) – NELSON, POPE & VOORHIS (2016)

This study proposed the areas in and around Downtown Riverhead receive BOA funding, which would help revitalize Downtown by attracting development that supports agricultural and eco-related tourism; enhances Main Street and the arts and historic districts; makes Downtown more walkable; provides unique cultural attractions; and improves waterfront access and range of recreational opportunities. Riverhead was eventually selected and received a \$567,000 grant to finance planning for the area.

The study identifies several strategic sites within the DRI Area:

- Railroad Avenue sit (Site of the current RXR / Georgica Green project)
- A block of parcels south of the courthouse along Main Street, envisioned as a grocery store (see below)



RIVERHEAD STRATEGIC PARKING PLAN – SAM SCHWARTZ (2020)

The strategic parking plan found that Riverhead had enough parking to support the uses in Downtown, but that some lots were over-utilized while others were under-utilized. The proposed recommendations were to reorganize time limits on lots to encourage longer term parkers to park further out, to implement a permit plan for employees and residents, and to increase enforcement of violations.



THE RAILROAD AVENUE URBAN RENEWAL AREA – NELSON, POPE & VOORHIS (2020)

The area adjacent to the train station was one of the recommended development sites in the BOA. This study was put together to assess why the area hadn't received interest from developers and to recommend strategies to develop the site. The report recommended the Town create a zoning overlay district to encourage new mixed-use development.

DOWNTOWN RIVERHEAD PATTERN BOOK – URBAN DESIGN ASSOCIATES (JANUARY 2021)

The Downtown Pattern Book focuses on recommendations for open space and site development within the Downtown Center 1 Main Street (DC-1) Zoning Use District. The pattern book involved an extensive public engagement process with stakeholder meetings, online surveys, and community workshops.

The pattern book includes recommendations for pedestrian safety in public spaces and roadways; development density, setbacks and lot dimensions; appropriate architectural character; future parking and flood mitigation. The plan aims to ensure future development can be allowed without disrupting the Town’s unique character.

DC-1 Zoning Use District Objective Design Standards for Private Development

Height	(A) Building Height	4 stories or 50' maximum
Setbacks	(B) Building Setbacks	45' above the 2nd story (measured from the top of 3rd floor parapet for where the 3rd story parapet would be if not included). This applies to addresses along Main Street, the Town Office, side streets, open spaces (outside of 1st and 2nd), and freestanding structures.
Setbacks	(C) Front Street Setback	Minimum setback is equal to adjacent building(s) setbacks (at the same block frontage). Minimum (from the rear) is 10' (not required to allow for outdoor dining and/or displays). Maximum (to other than adjacent buildings) is 10' (minimum distance from face of curb where there are no buildings on adjacent lot), including back of the facade.
	(D) Side Street Setback	0' minimum. Accommodating a minimum 8-foot pedestrian sidewalk encouraged.
	(E) Side Yard Setback	0' minimum.
Lot Coverage	(F) Rear Yard Setback	0' minimum.
	Lot Coverage	80% maximum
Floor Area Ratio	Floor Area Ratio	3.0 maximum
Green Roof Coverage	(G) Green Roof Coverage	10% minimum of the lot area.
Encroachments	Permitted Encroachments	Signage, utility wires, conduits, utility poles, and balconies may encroach into the front yard and part of the lot right-of-way so long as they maintain an 8' clear space above the sidewalk and do not exceed 2'.
Ground Level Activation	Ground Level Activation	Minimum 20' depth of the ground story facing Main Street and the lot adjacent to streets along the Town Office shall have an active use.
Parking and Vehicle Access	Parking & Vehicle Access	Vehicle ingress and egress shall be clear from an alley where the condition exists. Parking is not permitted in the front 20' of the ground story facing Main Street and the lot adjacent to streets along the Town Office.
Zero Net Energy	Zero Net Energy	Meeting ZNE standards to include enclosures including the use of solar panels.

One hypothetical proposal shown above for the DC-1 Zoning Use District

URBAN DESIGN ASSOCIATES

RECOMMENDATIONS FROM THE DOWNTOWN PATTERN BOOK

FLOODING: Develop and implement a resiliency plan for Downtown

PARKING: Prioritize customer and visitor parking in central lots and plan for increased residential demand

LAND USE: Support cultural institutions, unique restaurants and shops, upper story office space, and additional hospitality uses

TRANSPORTATION: Implement Downtown shuttle and improve pedestrian and bike circulation

EVENTS: Improve signage for parking during events and encourage more coordination with local business owners

SUSTAINABILITY: Inventory current emissions and set goals, shift to clean and renewable energy and enhance resilience to climate change

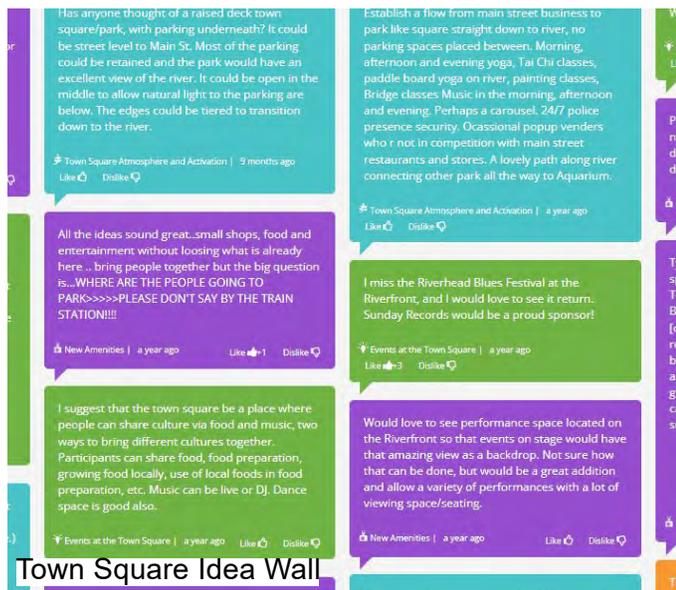
PUBLIC SAFETY: Improve lighting, update alleyways, improve maintenance and activate sidewalks

OPEN SPACE: Unite parks into network, build playgrounds, add furniture and trash cans and improve landscaping and stormwater management

SIGNAGE: Architecture review board should encourage coordinated signage throughout Downtown

RAILROAD STREET TOD DEVELOPMENT – REQUEST FOR QUALIFICATIONS – NELSON, POPE & VOORHIS (MARCH 2021)

The Town of Riverhead put out a call for qualified firms to redevelop the Railroad Ave TOD site, one of the BOA redevelopment projects. The project sought a master developer to create a transit-oriented mixed-use project with structured parking on the Town-owned surface parking lot. The Town eventually named RXR/Georgica Green Ventures as the master developer for the project, and the project is progressing towards implementation.



TOWN SQUARE DESIGN – PUBLIC PARTICIPATION PROCESS- URBAN DESIGN ASSOCIATES- (PRELIMINARY ANALYSIS – JULY 2021)

The public participation process for the Town Square relied on online meetings and interactive online tools due to Covid-19 making in person meetings unfeasible. There were 3 online public meetings, an interactive map for identifying individual opportunities and concepts, and an idea wall for generating possible projects and programs.

BENEFIT COST ANALYSIS FOR TOWN SQUARE AND TOD – DR. MARTIN R. CANTOR, CPA (JUNE 2021)

As part of the Town’s planning efforts around the Railroad Avenue TOD and Town Square projects, a cost benefit analysis was conducted to understand the uplift created by the projects and the leveraging of public funds. At the time of the study, the two combined projects were estimated to leverage \$7.3 million of public investment into \$96.7 million of private investment generating \$116.4 million of economic activity during the construction phase, 15.9 times the public investment. In the long term the projects estimated the 30-year total recurring property taxes and economic activity at \$699.3 million, a return of 6.72 times the \$104 million public-private investment.

ARMY CORP OF ENGINEERS – FLOOD PLAIN MANAGEMENT SERVICES PRELIMINARY ANALYSIS (JULY 2021)

The Army Corps of Engineers studied the current and future impacts of flooding on Downtown Riverhead and proposed responses to mitigate them. The study found that the bulkhead along the River should be brought up to an elevation of 7 feet, the Riverfront parks should be elevated to 9 feet, and the minimum finished floors elevation should be at 12.61 feet to ensure the longevity of structures Downtown. The study displayed a range of potential responses including permanent and deployable flood walls, levees, wet and dry flood-proofing, and green infrastructure measures. Further study will be needed to determine the best path forward to protect the Downtown from flooding.

MARKET ANALYSIS METHODOLOGY



Assess multifamily residential, office, hotel, and retail commercial submarket performance



Project whether there is sufficient demand and/or market performance to generate development interest



Establish the site's ability to physically incorporate the demand

TOWN OF RIVERHEAD AFFORDABLE HOUSING DEMAND ANALYSIS SUMMARY – AKRF (AUGUST 2021)

The report found that the total existing and proposed affordable housing meets the forecasted 10 percent demand in both 2030 and 2040. Almost all market listings are considered to be “affordable,” according to the threshold of 130 percent area median income (AMI) for the Nassau-Suffolk primary statistical area.

RIVERHEAD TOWN SQUARE MARKET ANALYSIS – STREETSENSE. (AUGUST 2021)

As part of the planning for the Town Square, the Town commissioned a market analysis assessing the current state and trends in the local retail, housing, office, and hospitality sectors to determine the best mix of uses for the site. The findings proposed a nearly even split of rental and condominium apartments (54 and 60 units, respectively), a significant ground floor retail footprint (23 - 30,000sf), a minimal office footprint (5,000sf) and a high demand for hotel uses (260 keys). This mix is essentially reflected in the development proposal from Petrocelli, but will likely be altered in the final development.



DRI Check Presentation - Photo by Tara Smith

RELATIONSHIP TO REDC PRIORITIES

What are the REDCs?

The Regional Economic Development Councils (REDCs) support the state's innovative approach to economic development, which empowers regional stakeholders to establish pathways to prosperity, mapped out in regional strategic plans. Through the REDCs, community, business, and academic leaders, and members of the public in each region of the state put to work their unique knowledge and understanding of local priorities and assets to help direct state investment in support of job creation and economic growth.

The Riverhead DRI is well suited to advance the priorities of the Long Island REDC. The Long Island REDC 2021 Progress Report identifies key strategies for economic growth. Riverhead's DRI projects aligns well with these strategies, particularly:

- Reinvigorating the retail base by boosting small businesses on Main Street
- Developing multi-faceted, interdisciplinary facilities focused on innovation
- Protecting communities from the impacts of climate change through upgraded infrastructure and reduced carbon footprint
- Attracting travelers from across the globe with unique historic and cultural assets



RECENTLY COMPLETED PROJECTS

INTRODUCTION

There has been a significant increase in new projects in Riverhead in the last several years, particularly in residential apartments. The following captures the newly built and planned developments, within the DRI Area in the last 10 years.

- Recently Completed**
- 1. Summerwind
- 2. Woolworth Building
- 3. Preston House Hotel
- 4. Peconic Crossing
- 5. Riverview Lofts
- 6. The Shipyard
- Proposed**
- 7. Landmark of Riverhead
- 8. 205 Osborn Ave
- 9. Sears Site
- 10. Zenith Building



1. SUMMERWIND

52 unit mixed-use apartment building completed in 2013. 26 of the apartments are reserved for tenants earning less than 80% AMI, 23 units for tenants between 80-100% AMI, 3 units for tenants making 100-120% AMI. The Building also contains ground floor commercial space.



2. WOOLWORTH BUILDING

19 unit mixed-use apartment building completed in 2015. The building is an adaptive re-use of the old Woolworth's building.



3. PRESTON HOUSE HOTEL

A turn-of-the-century 1905 historical home, restored and transformed into a 20-room boutique hotel and 88-seat American restaurant, opened in 2018.

4. PECONIC CROSSING

45 unit mixed-use apartment building completed in 2018. All units in the building are affordable and the building contains a ground floor art gallery.



5. RIVERVIEW LOFTS

116 unit mixed-use apartment building completed in 2021. 87 of the apartments are reserved for tenants earning less than 60% AMI, 13 units for tenants between 60-90% AMI, 15 units for tenants making 90-130% AMI. The building also includes 12,000 sf of ground floor commercial space.



6. THE SHIPYARD

36 unit mixed-use luxury apartment building completed in 2022. The building also includes ground floor commercial space.



PLANNED PROJECTS



7. LANDMARK OF RIVERHEAD

Planned as a 45 unit mixed-use apartment building. Project would demolish the existing West Marine building.



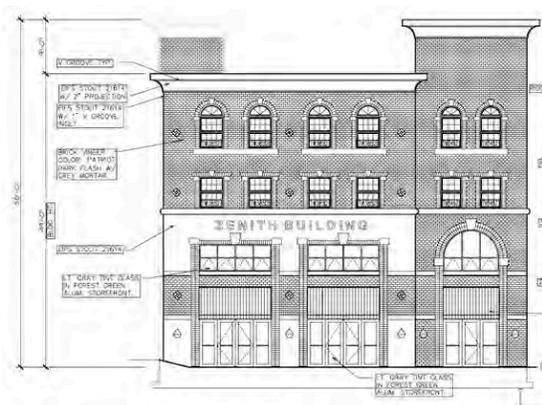
8. 205 OSBORN AVE

Planned 37 unit mixed-use luxury apartment building from the same developers as the Shipyard. Project will demolish the existing vacant medical office building currently on the site.



9. SEARS SITE

Planned 170 unit mixed-use market rate apartment building. The site has already been cleared as it was used as staging for the construction of the Riverview lofts building.



10. ZENITH BUILDING

Planned 9 unit mixed-use apartment building on the site of an existing single family home



Mosaic Festival - Photo by Denise Civiletti

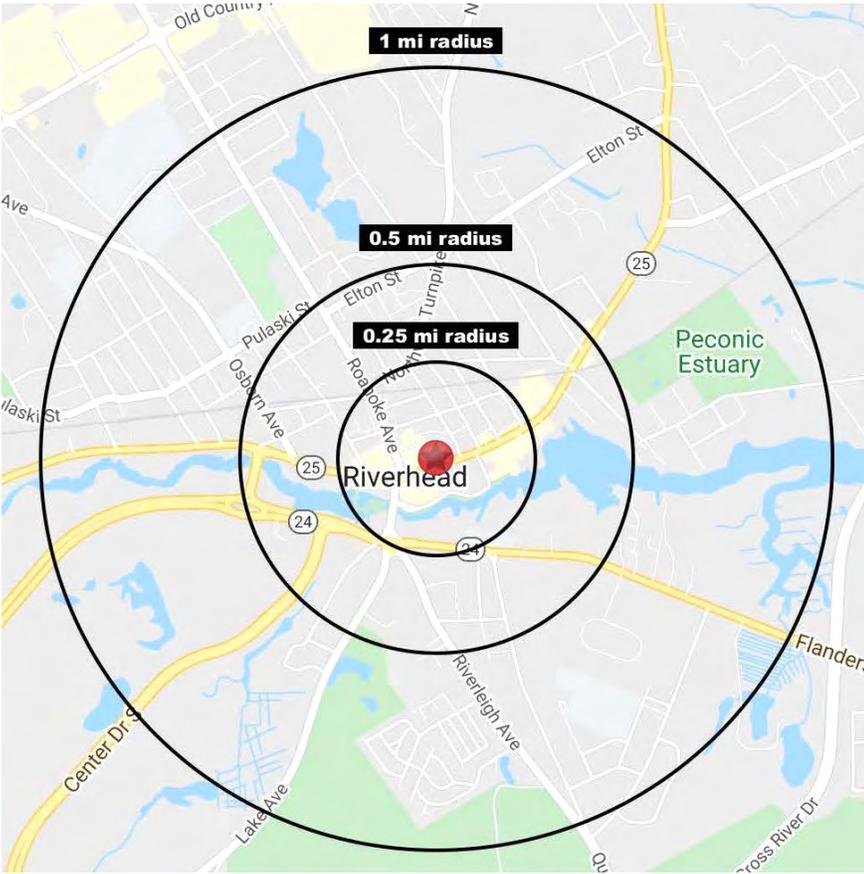
SOCIO-ECONOMIC CHARACTERISTICS

INTRODUCTION

The analysis of Riverhead’s population is critical to understanding the people of the community and to making recommendations that will most benefit them. The decisions made by the LPC members were informed by this study in order to select projects that would be specific to this community

POPULATION

According to the data from ESRI, a geographic database, 1,037 people live within the DRI Area which is 3% of the population of Riverhead as of the 2020 census. The population grew 2.25% between the 2010 and 2020 censuses, at a time when many rural communities were shrinking.

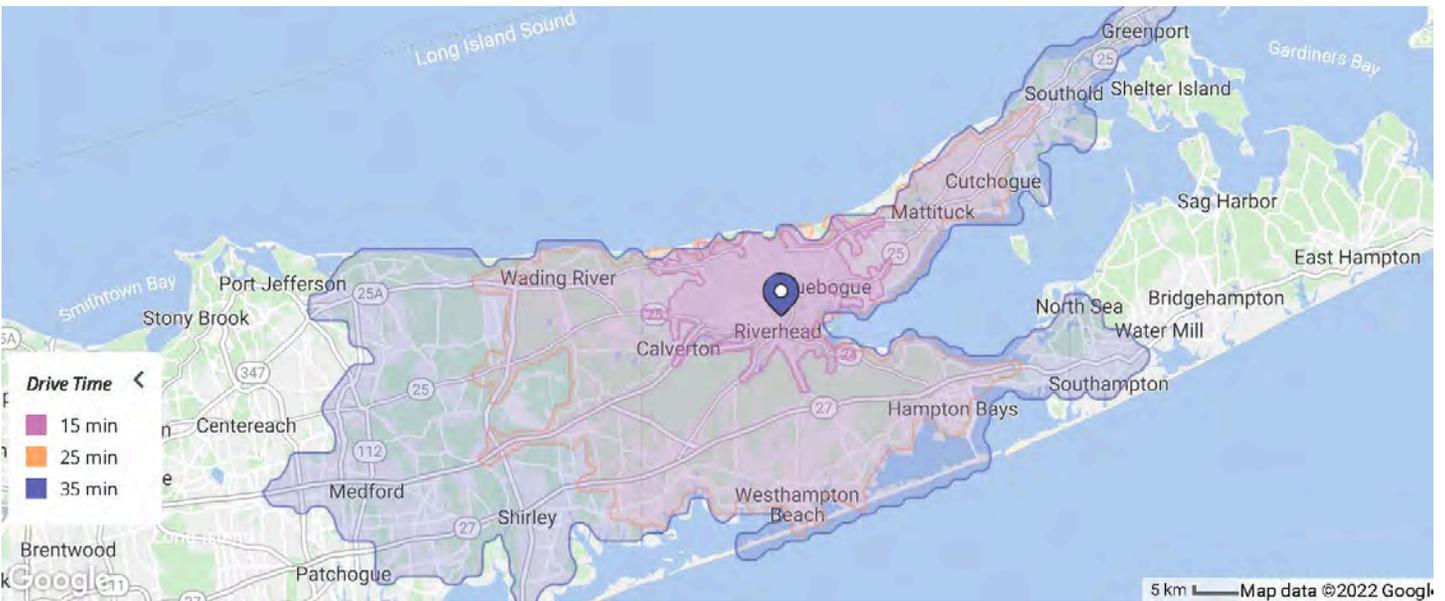


Population within a half-mile = 3,127

Population within a mile = 8,517

Population within a 15-minute drive = 28,121

Population within a 35-minute drive = 381,049



According to the database Placer.AI, the population within a 15-minute drive is 28,121 and the population within a 35-minute drive is 381,049.

The population in the DRI Area is expected to increase with hundreds of new apartments recently completed, under construction or in the planning stages, including the Railroad Avenue TOD redevelopment. The new development and population increase will increase the viability of new services and amenities, such as restaurants and grocery stores.

The larger population within driving distance generally supports the large retail anchors outside of the Downtown like the Tanger Outlets, but those consumers aren't making their way into the Downtown. Other cultural and recreational anchors, like the Long Island Aquarium and the adjacent hotels are attracting from a larger regional base, but this population doesn't tend to patronize many other businesses in Downtown. According to the database Placer.AI, the Hyatt Place Riverhead, which is located adjacent to the aquarium, attracts 76,000 visitors per year. These regional attractions are an opportunity for the DRI Area, if their customers and visitors can be retained within the Downtown area longer and can be encouraged to visit more destinations. The Town can build on these attractions to help support additional employment opportunities for DRI residents.

HOUSEHOLD SIZE

The average household size in the DRI Area is 3 persons per household, which is greater than Riverhead and consistent with the Suffolk County average of 2.9 persons per household.

The DRI's average suggests that Downtown is home to families. It is expected that DRI's average household size will decline as more multi-family apartment buildings with their smaller unit sizes open.

AGE

Compared to Riverhead (median age of 51) and Suffolk County (median age of 42), the DRI Area median age is significantly younger at 33 with 36%

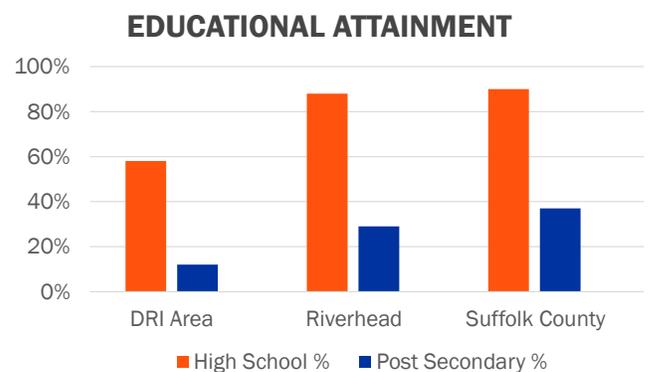
of the total households made up of one-person households. The younger age in the DRI Area residents is indicative of the relative housing affordability in the DRI relative to Riverhead and Suffolk County. In addition, Riverhead has multiple over 55 communities outside of the DRI Area which increase its median age.

The younger age in the DRI Area also indicates the opportunity to cater to the needs of millennials and young families who in turn can support more Downtown amenities and services.

EDUCATION

Educational attainment levels in the DRI Area are lower than Riverhead or Suffolk County with about 58% of the population above 25 achieving a high school diploma or higher compared to 88% in Riverhead and 90% in Suffolk County. In addition, 12% of the DRI population above 25 has attained a bachelor's degree or above compared with 29% in Riverhead and 37% in Suffolk County.

The DRI Area has an opportunity to attract and leverage the skills of the highly educated population that lives just outside the DRI Area. In addition, the education attainment gap indicates that DRI residents may be seeking opportunities to continue their education.



RACE + ETHNICITY

About 32% of the DRI Area population identifies as "White Alone" compared with 66% in Riverhead and 67% in Suffolk County, while 59% of the DRI Area population identifies as

Hispanic or Latino compared to 23% in Riverhead and 22% in Suffolk County.

The DRI Area is significantly more diverse than Riverhead or Suffolk County. Attracting and providing services and amenities that cater to residents as well as visitors would support creating an even more vibrant, welcoming Downtown area.

COMMUTING PATTERNS

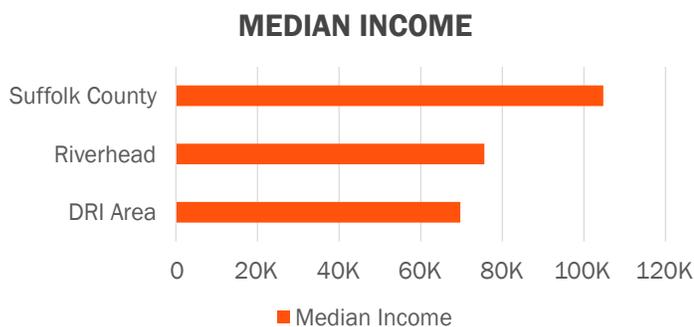
As of 2021, the DRI had 3,681 employees (22% of total employees in Riverhead) spread among 339 businesses. The vast majority (85.7%) drive to work with 7.7% taking public transportation and 2.3% walking.

These metrics indicate potential demand for new housing to serve employees who work in the DRI Area and others who would move to the DRI Area to work in surrounding communities in the North and South Forks.

INCOME

Income is a key economic indicator and changes in income can indicate economic growth or decline in an area. The median household income in the DRI Area is lower than in both Riverhead or Suffolk County but above the national poverty line of \$21,960 for a family of 3.

Significantly, ESRI projects that the median income will grow by 22% to \$81,541 by 2026, which along with population growth could support additional Downtown investment and service-oriented retail such as a new grocery store.



EMPLOYMENT

As previously mentioned, 3,681 people are employed within the DRI Area, most of whom commute into the Downtown area. Of the 804 DRI residents who are of employment age (over 16), 67% are in the labor force with an unemployment rate of 7.6% in 2021 (compared to 4% in Suffolk County). The DRI Area includes government offices, healthcare, and service-related jobs.

DRI residents primarily work in occupations classified as “blue-collar” (78.7%) with employment sectors such as service and construction disproportionately represented compared to Suffolk County as a whole.

Attracting more employers to the DRI Area, particularly for businesses or organizations who require substantial on-site work, will increase the daytime population supporting more investment in the DRI Area. In addition, there is an opportunity to build housing in the DRI Area for professionals who currently work outside of the DRI Area, which can support further support activity and investment in the DRI Area.

EMPLOYMENT BY SECTOR

Employment Sectors	DRI	Suffolk County
Management and Professional	5.4%	42.6%
Service	39.3%	17.6%
Sales/Office	12.6%	21.3%
Construction	33.3%	8.7%
Transportation/Production	6.1%	9.7%

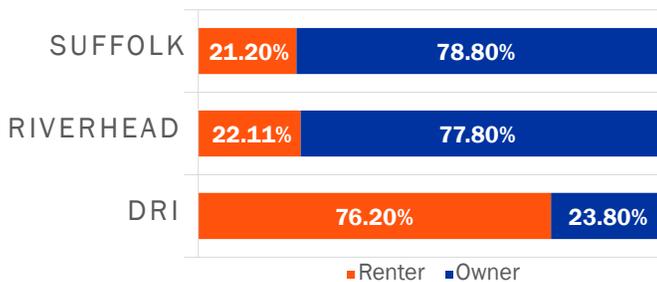
HOUSING TENURE

Housing is evolving in the DRI Area with hundreds of apartments either recently completed, under construction, or in the planning stages. As of 2021, the DRI Area was predominantly comprised of rental housing in contrast to Riverhead and Suffolk County where most housing is owner-occupied.

The median age of the housing stock is 49 years with about 78% of housing built prior to 2000 and 28% built in the 1950’s.

As the population in the DRI Area grows, there may be opportunities to build more owner-occupied housing to serve growing families from both the DRI Area and surrounding region.

HOUSING TENURE



HOUSING MARKET

The DRI Area is growing with over 600 multifamily units recently completed, under construction, or planned. A significant amount of this housing is affordable. In addition, the recently announced Riverhead TOD Project is expected to generate an additional 243 apartments. Per the 2021 Riverhead Town Square Market Analysis completed by Streetsense, the before average asking rent in the Brookhaven/East Suffolk County submarket, which includes the DRI Area, is \$1,815 or about \$2.50 per square foot. The vacancy rate of this area is also below 5%, indicating robust demand. The median house sale price in the Riverhead CDP is \$463,750, which is lower than the Suffolk County median of \$530,000. Per Placer.AI, the median house value within 25-minutes DRI Area is \$648,720, indicating that Riverhead is relatively affordable.

Interviews with local stakeholders revealed pent up demand for apartments in the DRI Area, particularly for local residents who want to live closer to their place of employment both in Riverhead and to the east in the North and South Forks. While significant market-rate rental housing may be a challenge given median rents, both market rate and affordable housing are needed both in Riverhead and the region.

While there are a growing number of multi-family units in the DRI Area and beyond, there is also a need for more for-sale housing at an affordable price point to serve the market, particularly given the average housing price of at least \$1 million in the North and South Forks. Developing housing

that will bring more population to the DRI Area is important for supporting amenities and services as work patterns shift in the wake of the Covid-19 pandemic.

COMMERCIAL REAL ESTATE

Covid-19 has changed the office market in a fundamental way, reducing overall regional growth even in the strongest markets. Offices are concentrated to the west of Riverhead, and generally, the lower rents in Riverhead make it difficult to support new office development. Based on interviews and market data, the opportunity for new office space is limited, but there is some potential for small scale or co-working in the upper floor spaces along Main Street.

The challenge for retail is competing with the Tanger Outlet Mall and extensive big box stores that surround the DRI. However, new residents moving to Downtown and the relative affordability of the DRI Area versus South and North Fork towns offers opportunity for more food and beverage and neighborhood goods and services. Experiential retail connected to existing anchors like the Aquarium, Science center, and the Community College provide some unique opportunities for growth. The Town Square Project will offer a new focus for the DRI and for retail.





PHYSICAL CHARACTERISTICS

INTRODUCTION

Historic Downtown Riverhead has the potential to become a vibrant, compact, walkable, and dynamic neighborhood oriented along the Peconic River. Understanding the current built environment is critical to determining which projects can have the most transformational impact.

The study area contains two major corridors which will be considered: Main Street and Griffing Avenue. Main Street is the primary commercial spine and runs parallel to the River. Griffing Ave connects the rail station to Main Street and is the front door of the Courthouse.

The Riverfront is another critical component of Downtown which is underutilized and should be better connected to the rest of Downtown.

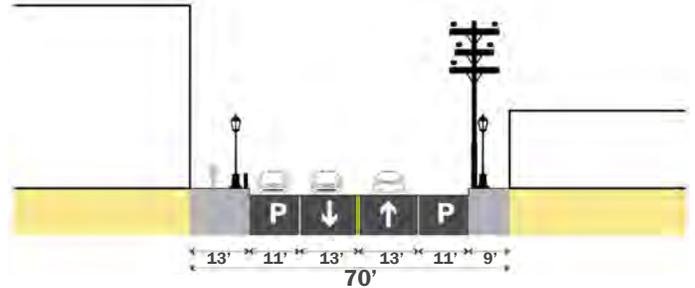
MAIN STREET

Main Street is the primary commercial street in Downtown Riverhead, and a majority of the businesses within the DRI Area are located along this thoroughfare. Main Street is a state road (NY State Route 25) and under the jurisdiction of NYSDOT. Any improvements to the road will require coordination with NYSDOT.

Currently Main Street lacks sufficient street furniture, plantings, and lighting. In a number of interviews, residents mentioned the lack of safe crosswalks and the high traffic speeds as impediments to feeling comfortable walking on Main Street. The drive lanes and parallel parking lanes along Main Street are excessively wide, promoting higher speeds and making mid-block crossings dangerous. The sidewalks are too narrow to support the high levels of pedestrian activity that a commercial street should bring and do not allow space for outdoor dining.

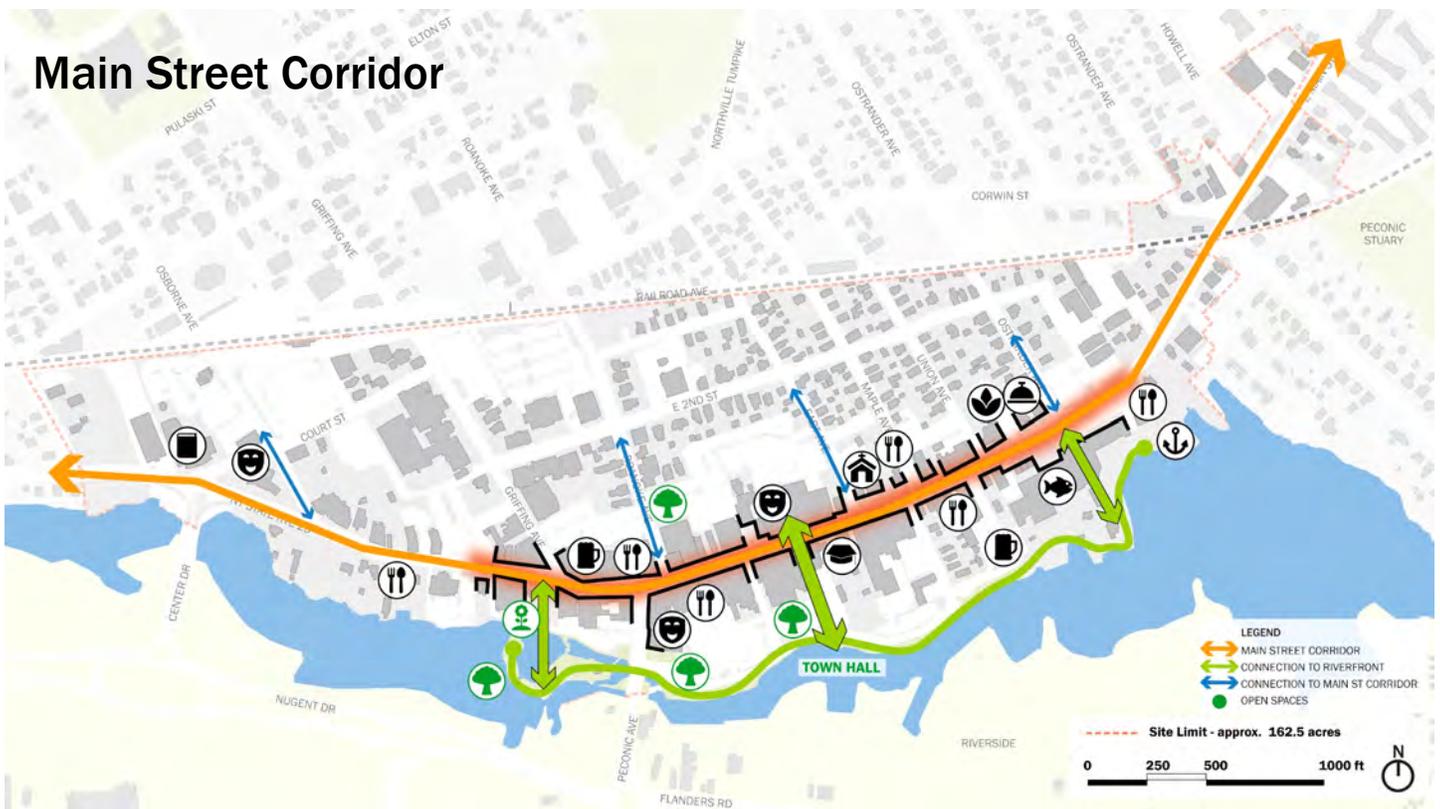


Main Street



Section through Main Street

Main Street Corridor



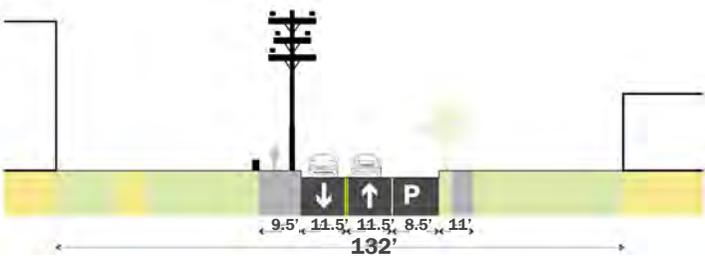


Griffing Avenue

GRIFFING AVENUE

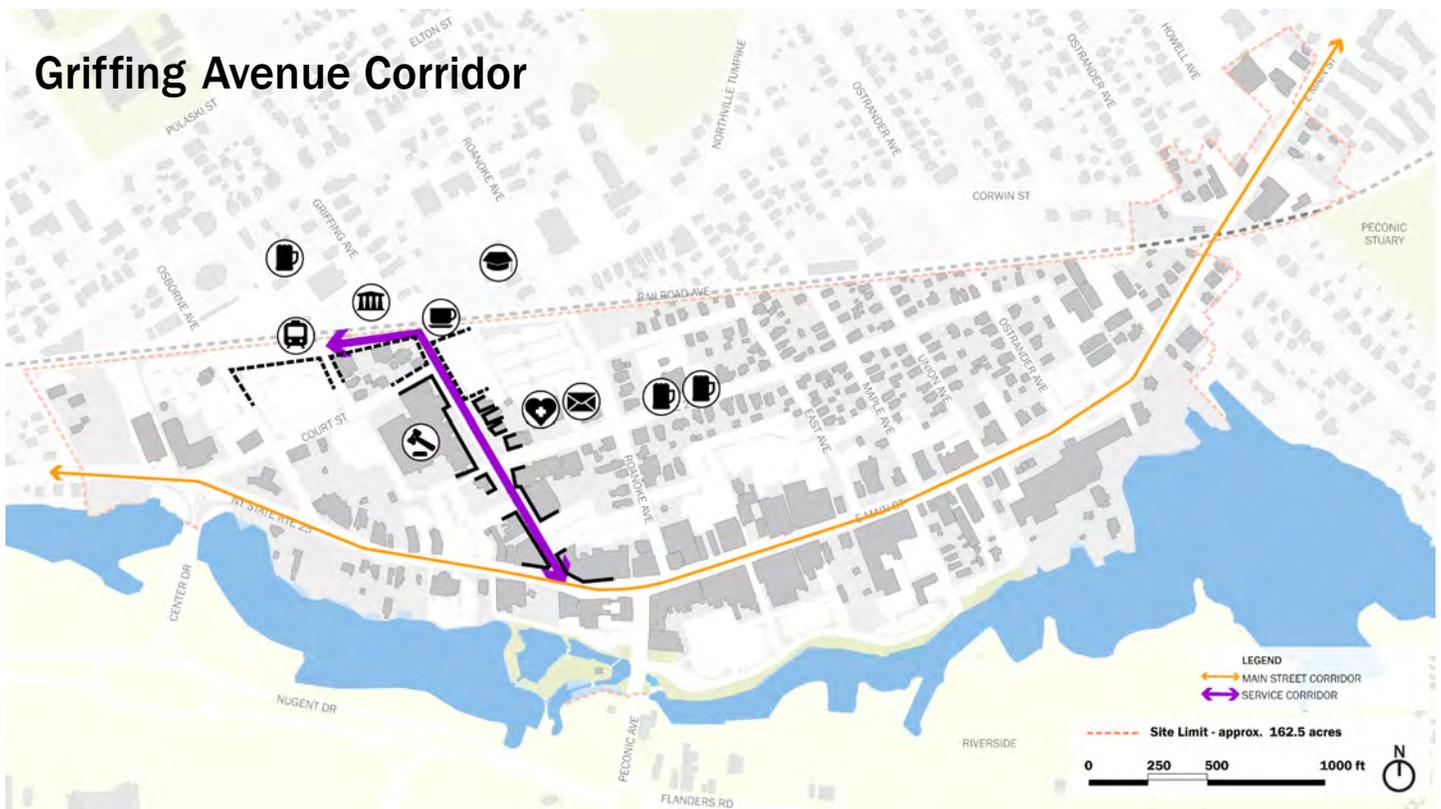
Griffing Ave is the primary connection between the train station and Main Street, making it an important pedestrian route to bring people to Downtown. The road is also the front door for the Suffolk County Court House building, other county facilities along it, as well as smaller law offices occupying single family homes across the street. The street is also the planned location for a parking garage lined with live-work units that will add more activity to the street.

The road is not pedestrian friendly as the space between the buildings is quite large; there is no adequate shading or street furniture, and there are number of overhead power lines. The sidewalks are narrow considering the width of the overall street profile (132 ft) and the street trees are very widely spaced. With the new development around the train station, a future parking garage, and the potential of increased train service, Griffing Ave will see heavier pedestrian traffic and become a key gateway to Downtown.



Section through Griffing Avenue

Griffing Avenue Corridor

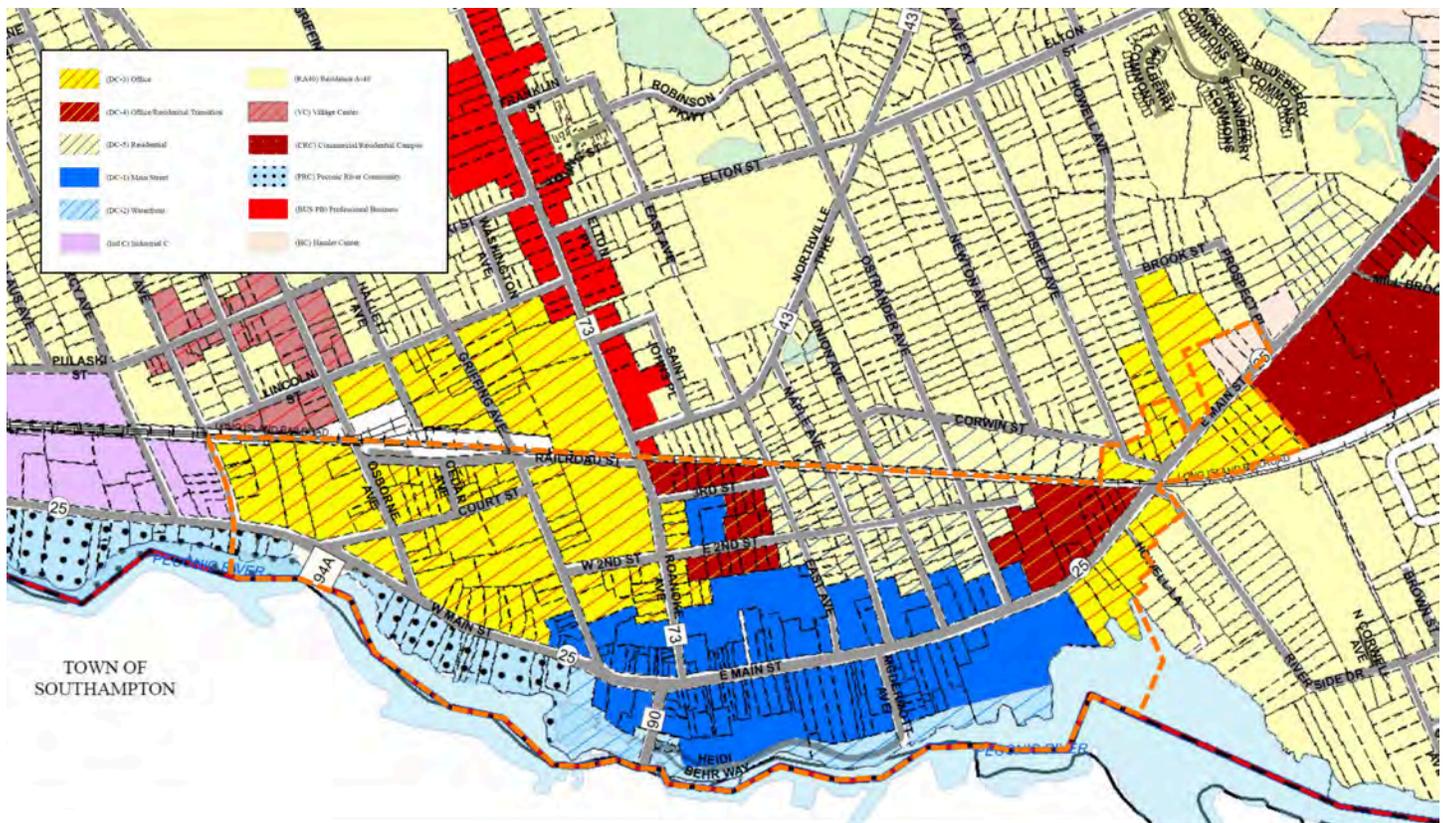


ZONING

The bulk of the DRI Area is zoned as Downtown Center-1 Main Street, allowing mixed-use development of residential and offices with retail ground floors and a maximum height of 60 feet. 100% coverage is allowed in the district, promoting zero-lot line buildings and high density development.

There is also a Downtown Center-2 Waterfront district which promotes development of restaurants, marinas, retail, and other specialty uses. Heights in this district are limited to 35 feet. Most of the land with this zoning designation is currently occupied by Riverfront park space.

The remainder of the DRI Area is zoned for office and residential uses. Much of the DRI Area lies within the Town's Arts District, which allows artist live-work spaces on the upper floors of commercial buildings.





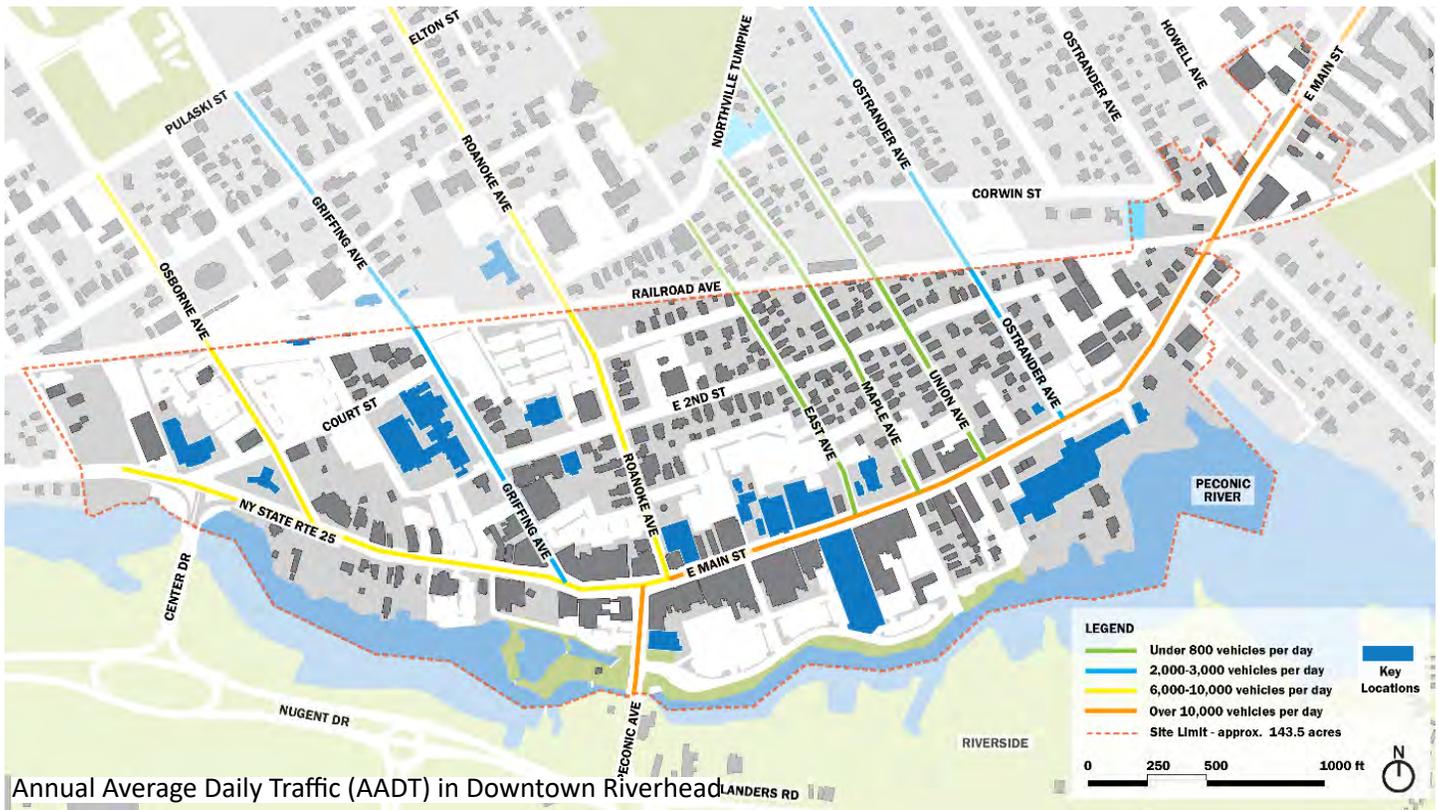
TRANSPORTATION NETWORK

INTRODUCTION

The transportation network in and around Downtown Riverhead supports its local and regional significance by providing access to businesses and activity centers; parking for residents, workers, and visitors; and an historic, walkable street grid which contributes to a sense of place and community and support local businesses. Key points of access to the Downtown include East and West Main Street (State Route 25), Peconic Avenue, Osborn Avenue, Griffing Avenue, Roanoke Avenue (County Route 73), the Riverhead Long Island Railroad (LIRR) station, and the Peconic Riverfront, including Treasure Cove Resort Marina, which is accessible via waterborne craft (powerboats, sailboats, dinghies, jet skis, kayaks, etc.).



Riverhead Train Station - Photo by DanTD



The majority of visitors to Downtown Riverhead drive and park in the many parking lots spread throughout the area. However, Riverhead has expressed interest in expanding transportation choice within the Downtown through other modes, including bicycle facilities, improved walking conditions, shuttle service, improved Riverfront access, and stronger connections to the train station. Downtown Riverhead is well-positioned to improve and expand its circulation network with existing assets and investments, including a walkable street grid, the train station, ample parking, varied local businesses of different sizes and services, regional attractions, and new and planned mixed-use developments that will drive foot traffic and enhance the character of Downtown streets and public spaces.

The following sections categorize and describe current transportation conditions, challenges, and opportunities in Downtown Riverhead.

ROADWAY NETWORK

Downtown Riverhead is accessible by roadway from all four cardinal directions. Key access routes include:

- From the south: Peconic Avenue and Center Drive
- From the west: West Main Street (SR 25)
- From the east: East Main Street (SR 25)
- From the north: several streets including Osborn Avenue, Griffing Avenue, and Roanoke Avenue

Of these, the most heavily traveled access route is Peconic Avenue, which carries approximately 21,400 vehicles per day. The primary east-west street in Downtown Riverhead, Main Street, carries between 9,200 and 11,400 vehicles per day. The most heavily traveled north-south routes are Roanoke Avenue (8,700 vehicles per day) and Osborn Avenue (6,200 vehicles per day), while Griffing Ave and Ostrander Ave carry approximately 2,000 vehicles per day.

Streets within the Downtown area are generally characterized by two vehicular travel lanes, on-street parking on at least one side of the street, and sidewalks. Street trees and pedestrian amenities, such as pedestrian-scale lighting and seating can be found, sometimes inconsistently, throughout the Downtown.

The intersection of Peconic Avenue, Roanoke Avenue, and East Main Street presents some challenges related to both intersection design and operations. The complexity of this offset intersection can impact both north/south and east/west vehicular traffic, and the intersection can lead to congestion along its approaches, including “blocking the box” along westbound Main Street at Roanoke Avenue as well as eastbound Main Street at Peconic Avenue. Such congestion can impact and conflict with pedestrians who cross Main Street in the vicinity of the intersection.

ACTIVE TRANSPORTATION

PEDESTRIAN NETWORK

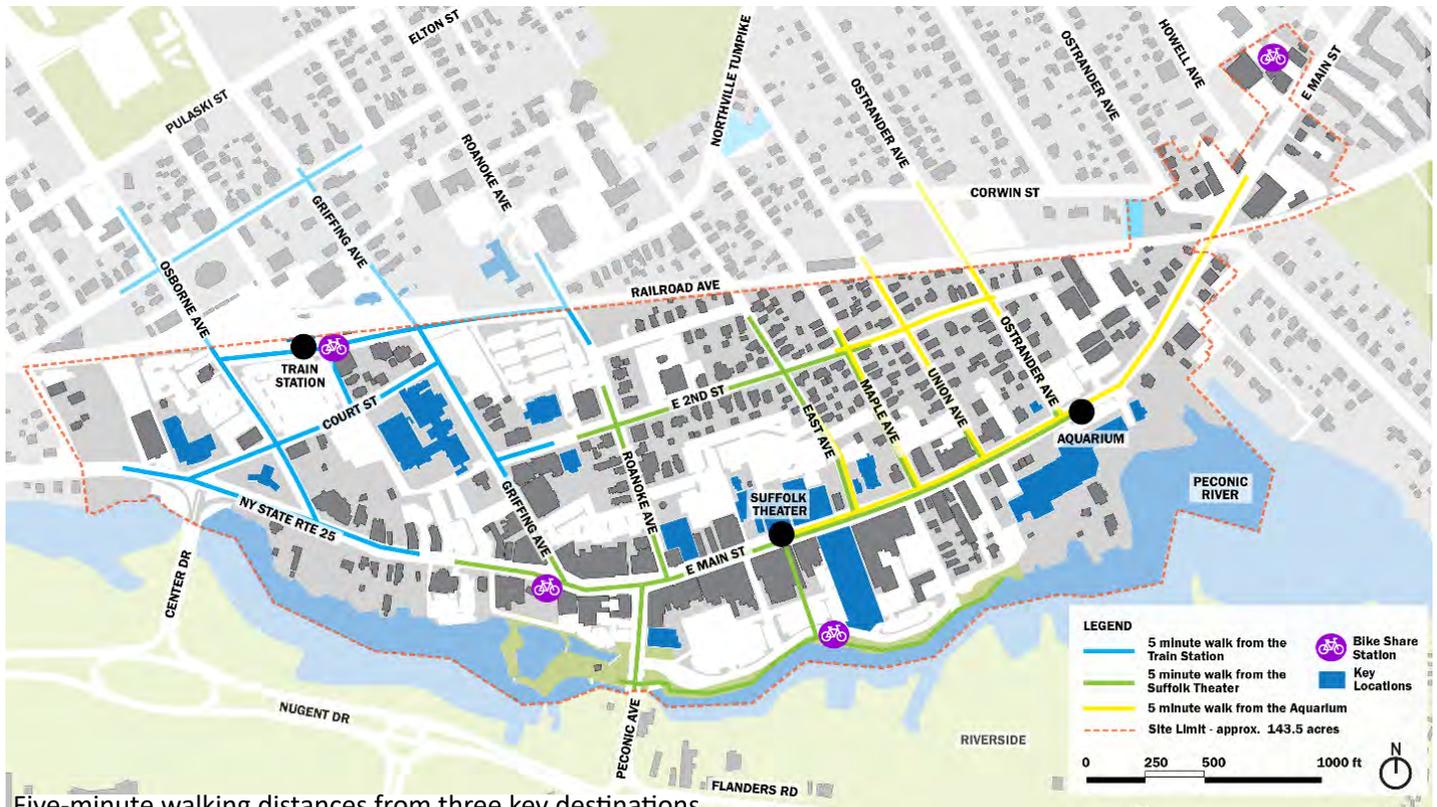
Downtown Riverhead is highly walkable with an established street grid, sidewalks along most streets, sidewalk amenities such as pedestrian-scale lighting and seating, and alleyways that provide pedestrian access between Main Street and parking lots and the Riverfront.

Most of the Downtown area is reachable within an approximate 10-minute walk from virtually any

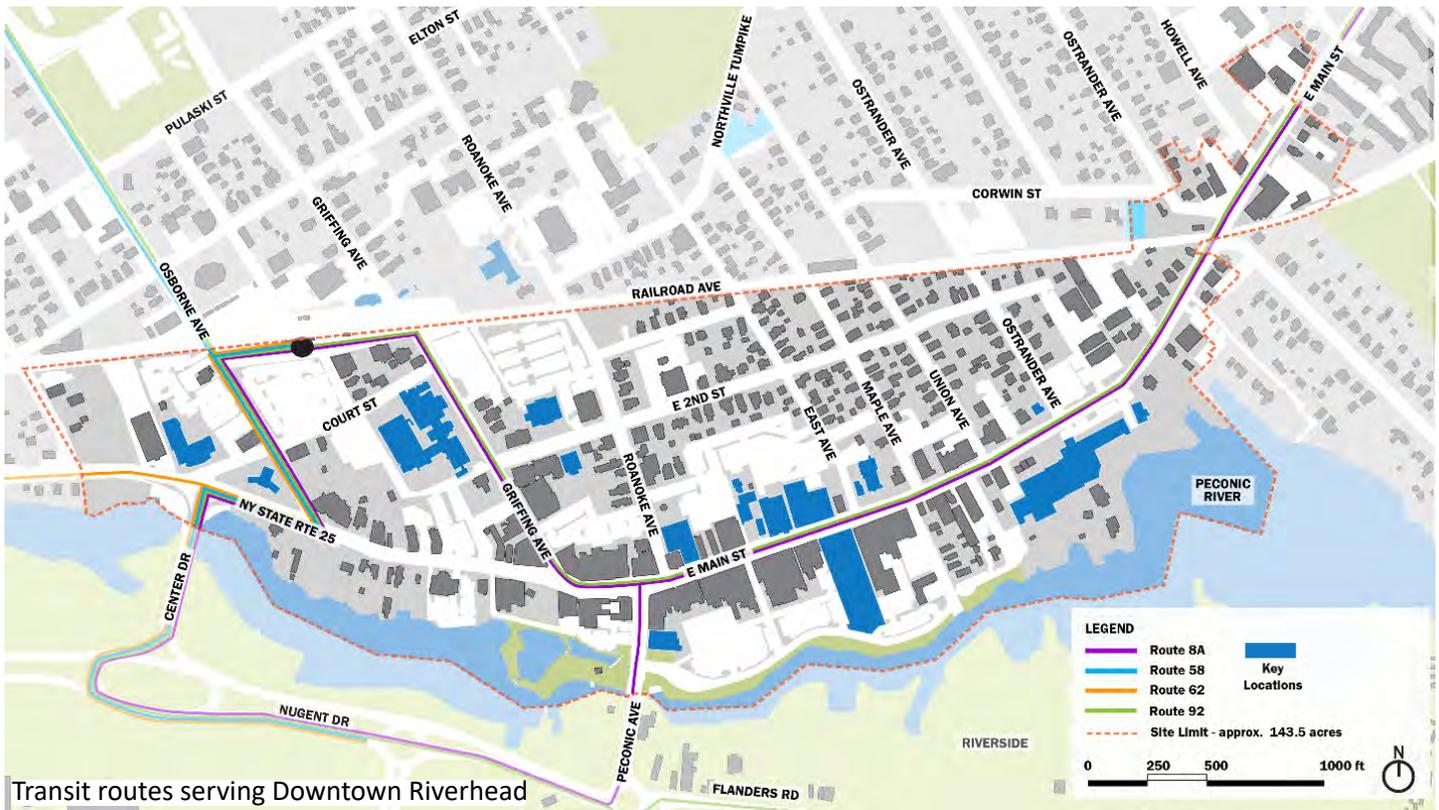
origin point. The map below shows approximately how far a person could reasonably walk along the existing street network in five minutes from three origin points shown by black dots:

- Train station – five-minute walking distance shown by blue lines
- Suffolk Theater – five-minute walking distance shown by green lines
- Aquarium – five-minute walking distance shown by yellow lines

Most Downtown streets are reachable within a five-minute walk from these key landmarks. The train station and Suffolk Theater are walkable in about 10 minutes from each other. The Long Island Aquarium and Suffolk Theater are within a five-minute walk from each other. Most of the Riverfront lies within a five-minute walk from the Theater. The area where the blue and green lines meet could be appropriate for targeted development or investment since it is approximately equidistant on foot from both the train station and Suffolk Theater.



Five-minute walking distances from three key destinations in Downtown Riverhead: the train station



Along Main Street, there are existing alleyways that provide access between Main Street and the Riverfront to the south and parking lots behind commercial buildings to the north. However, the 2020 Riverhead Strategic Parking Plan noted that some users felt unsafe traveling along these routes. Targeted enhancements to the existing street and alley network, perhaps focused on navigation, safety, and enhancing connections among key locations, could encourage visitors to “park once” and reach more destinations on foot.

There are several corner and crossing locations throughout Downtown that are not compliant with the Americans with Disability Act (ADA) due to either curb ramps missing detectable warning surfaces (DWSs) or corners without curb ramps. Many other intersections lack marked crosswalks altogether.

CYCLING

Downtown Riverhead lacks a network of dedicated bicycle facilities, i.e., bike lanes, with only a 0.4-mile route along the Peconic River. However, the Downtown does have some bicycle amenities, including bicycle parking at the train

station and other significant destinations. In addition, four PedalShare locations are located within the Downtown.

RIVERFRONT ACCESS

The Peconic River defines the southern boundary of Downtown Riverhead and is characterized by open spaces, walkways, Grangabel Park, the Long Island Aquarium, boat slips, and surface parking. A perceived disconnect exists between much of the Downtown and the Riverfront due to some tangible visual barriers, including parking lots, a lack of visual connection, and buildings oriented away from the River. However, connections to the Riverfront exist via pedestrian alleyways and streets, including Peconic Avenue or McDermott Avenue, and open spaces including the Community Garden or East End Arts.

The Suffolk County Blue Way Trail project recommends Downtown Riverhead as a stop along the proposed paddle trail, potentially attracting new recreational visitors. Riverhead is also planning on improving Riverfront access

through the ambitious Town Square project, currently in development.

TRANSIT

The LIRR serves Riverhead Station on an east-west alignment of the Ronkonkoma branch, terminating to the east in Greenport. The station is an asset to Downtown Riverhead and those that rely on train service, however some local stakeholders have expressed that the train is not a practical travel mode for many residents, workers, and visitors due to infrequent service, lack of schedule reliability, and reduced operations on the weekend. The proposed transit-oriented development project proposed for the parking lot adjacent to the station may increase demand for rail service at Riverhead Station.

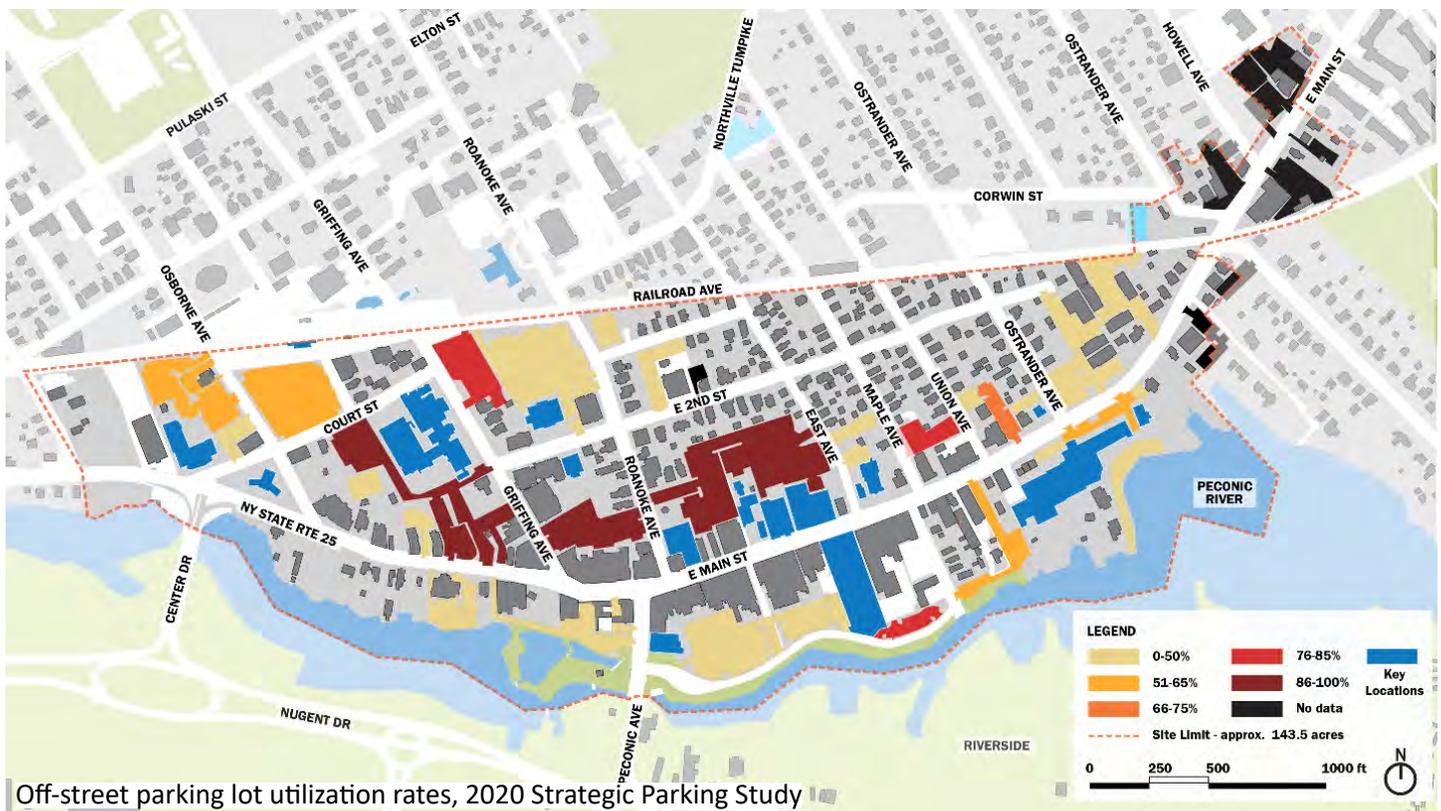
PARKING

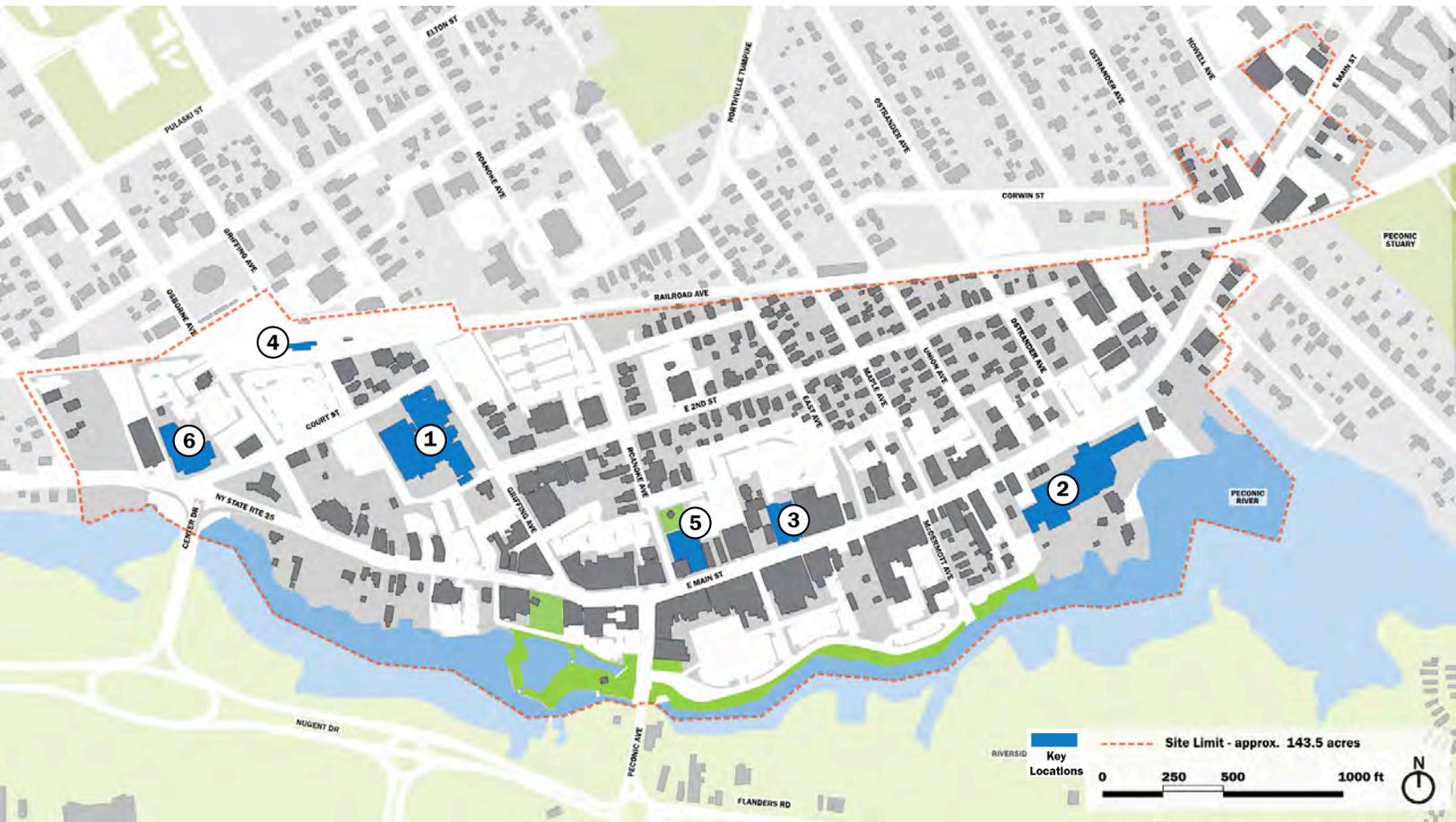
Within Downtown Riverhead, there is an ample supply of parking – nearly 3,000 total spaces comprised of 397 on-street spaces and 2,588 off-street spaces scattered among 32 public and

private parking facilities (mainly surface lots). Based on the 2020 Riverhead Strategic Parking Plan, the collective public parking system only reaches about 60% utilization at peak times (defined as 10:00 AM on a weekday), which means that the parking supply has capacity to meet additional demand.

The parking lots closest to Main Street and the Court House – Lots I, K, and L – generally have the highest utilization rates, exceeding 85%, while many other lots near the Downtown periphery – close to the LIRR rail line and the Riverfront – are generally less than 50% occupied during peak times.

Low utilization and majority municipal ownership present an opportunity to rebalance the distribution of parking within Downtown Riverhead, maintaining and perhaps increasing supply in highly utilized areas while repurposing less utilized parking to allow for other land use or development opportunities.





ANCHOR INSTITUTIONS

INTRODUCTION

The Riverhead DRI area has a number of institutions which are critical to the success of the Downtown. These institutions serve the current population and bring in visitors.

Creating connections between these anchors will help make a more walkable Downtown and keep visitors in Downtown longer.

1. Suffolk County Court House
2. Long Island Aquarium
3. Suffolk Theater
4. Riverhead LIRR Station
5. Suffolk County Community College
6. Riverhead Free Library



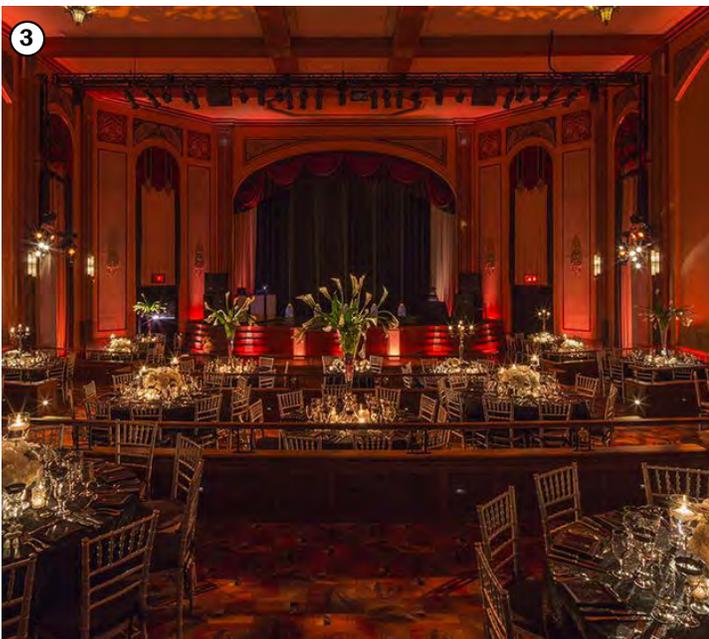
1 SUFFOLK COUNTY COURTS

Riverhead is the county seat for Suffolk County and hosts the county supreme court house. This anchor creates jobs in the community and brings in visitors who can potentially patronize Downtown businesses, particularly during lunchtime hours. The courthouse location is a draw for law offices, several of which are already located across the street, as well as food and beverage establishments, which serve the lunch time population.



2 LONG ISLAND AQUARIUM

Since opening in 2000, the Long Island Aquarium has been a regional attraction drawing 250-300,000 visitors each year. The facility houses exhibits such as the 20,000 gallon coral reef display tank, an Amazon Rainforest exhibit, and sea lion shows. The Aquarium draws families to Riverhead from all over the region and hosts a large calendar of events over the course of the year. Additionally, the Aquarium partners with academic and research institutions to study the local ecosystem. The Aquarium provides a great educational anchor Downtown and brings a large number of visitors to Riverhead.



3 SUFFOLK THEATER

Built in 1933, the Suffolk theater operated as a cinema until 1987, when it closed due to pressures from larger modern theater chains. The theater remained closed for eighteen years until it reopened as a performance space. Today the theater hosts live music and performances, and is a major regional attraction. This historic façade and marquee are a signature feature of Main Street and an entertainment anchor in the Downtown.



4

Photo by Barbara Ellen Koch

4 RIVERHEAD LIRR STATION

Due to the limited service along this portion of the LIRR, the train station does not currently see large volumes of passengers, but with the potential for electrified train service coming to the line, the station should be considered an important anchor in the community. The potential for more train service could benefit both commuters and bring additional visitors to downtown. The station could be a significant asset for the Downtown. The pedestrian connections between the train station and Main Street are currently lacking, and with new development in the area, future parking may be an issue.



5

Photo by SUNY Suffolk

5 SUFFOLK COUNTY COMMUNITY COLLEGE

As a whole, the Suffolk County Community College system has 26,000 undergraduate students, 463 full-time faculty, and 1,500 adjunct faculty. The Downtown Riverhead Campus is home to the Culinary Arts and Hospitality Center, featuring fully equipped commercial kitchens and specializing in Culinary Arts, Baking and Pastry, and Hotel and Resort Management Programs. It also includes a student run retail bakeshop which fronts Main Street. This public facing amenity can be a great feature of the Downtown and could take on a bigger role interfacing between the college and the public.

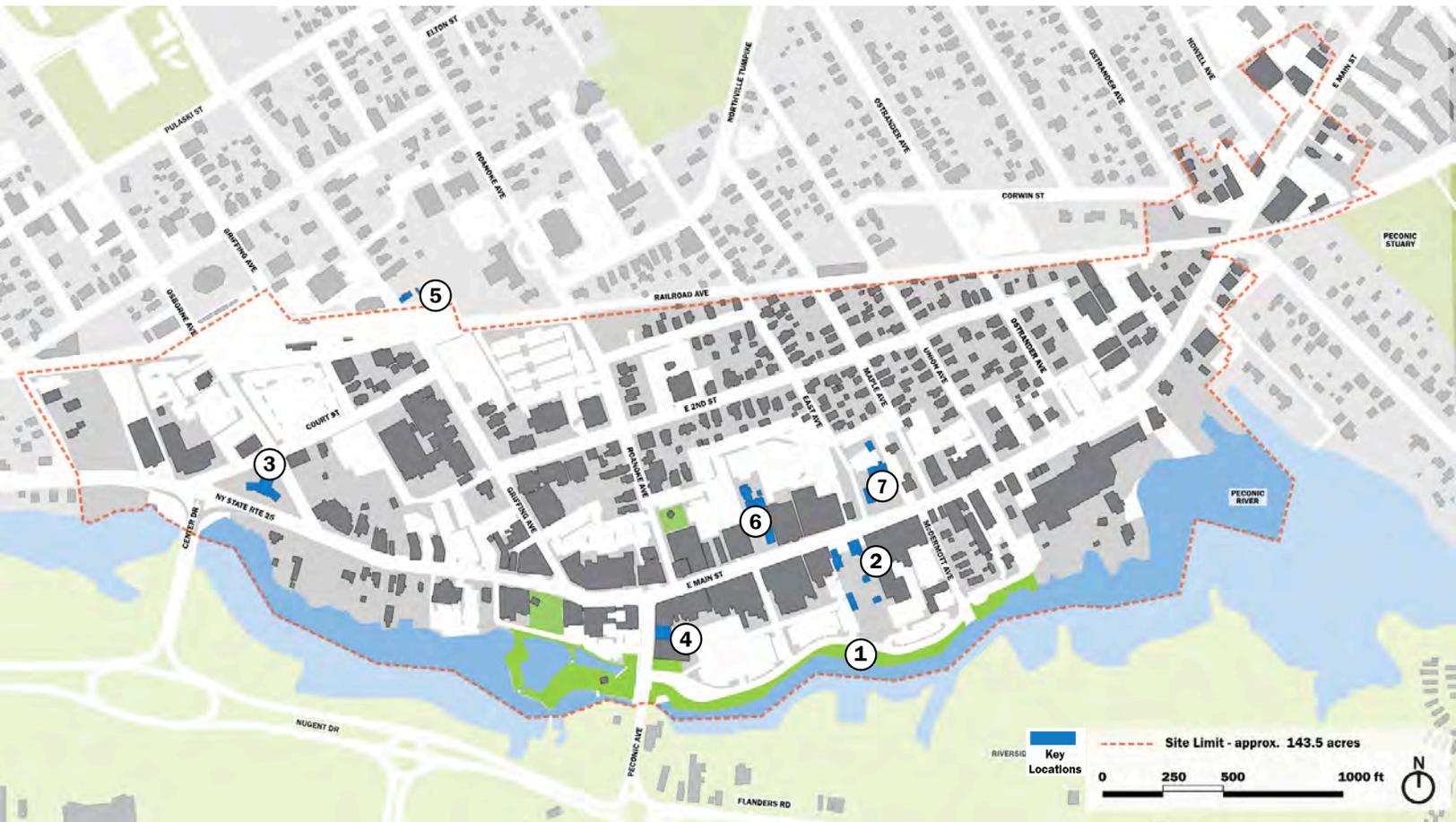


6

Photo by Nicole Smith

6 RIVERHEAD FREE LIBRARY

In operation in Riverhead since the 1870s, the Library serves the population within the Riverhead school district, approximately 32,000 residents. The Library houses approximately 150,000 volumes and runs programs to engage with the community. The Library currently sits in a prominent location in the Town, at the western end of the Downtown Main Street corridor. The building acts as a gateway to Riverhead for cars coming from the Long Island Expressway as they enter town across the Center Drive bridge.



CULTURAL + HISTORIC RESOURCES

INTRODUCTION

In addition to the Town’s anchor institutions, there are several cultural and historic assets that draw in visitors and make the Town a unique destination. The historic buildings along Main Street provide a great fabric for the Town to build off of. The vibrant arts community, buoyed by local institutions and a calendar of fairs and street festivals, create opportunities for growth.

The Town can build around these key assets to ensure the Town’s future remains grounded in its unique past.

1. Peconic Riverfront
2. East End Arts
3. Suffolk County Historical Society
4. Vail-Leavitt Music Hall
5. Railroad Museum of Long Island
6. First Congregational Church of Riverhead
7. Riverhead United Methodist Church

1 PECONIC RIVERFRONT

The Peconic River is an underutilized amenity in Riverhead, with a park and promenade along the water's edge that can be a central feature of the Downtown experience. The Riverfront park contains a pedestrian and cycling corridor, picnic areas and gazebos, and seating areas. It hosts some of the larger annual events in Downtown, particularly the cardboard boat race. The Downtown will benefit from creating more connections between Main Street and the Riverfront and by building more active uses oriented toward the River. There is also an opportunity to create a boat launch closer to the future Town Square to get more people out on the River.



2 EAST END ARTS

Situated in a collection of buildings between Main Street and the Riverfront, East End Arts serves over 1,400 children and adults with classes in music, art, design, dance, and theater. East End Arts also partners with other organizations in the Town like galleries and performance spaces and plays a major role in many of the events held in Riverhead each year.



3 SUFFOLK COUNTY HISTORICAL SOCIETY + MUSEUM

Founded in 1886, the Suffolk County Historical Society maintains records and collections documenting the history of Long Island's East End. The Society has maintained its collection in the building along Main Street since the 1920's, and the building is currently listed in the National Register of Historic Places. The collection currently maintains over 20,000 historic objects documenting the history of Suffolk County. The institution is an important resource for authors and historians seeking information about the region,





Photo by Suffolk Times

4 VAIL LEAVITT MUSIC HALL

Built by David Vail, a local lumber dealer in the 1880's, the theater has been used for live performances and to show movies. The theater is listed in the National Register of Historic Places and serves as a destination, bringing visitors in from the region for its unique shows. The theater programs more experimental acts, as a contrast to the larger shows at the Suffolk Theater



Photo by Barbaraellen Koch

5 RAILROAD MUSEUM OF LONG ISLAND

Since its founding in 1990, the Railroad Museum of Long Island (RMLI) has been "dedicated to the restoration, preservation and interpretation of the history and artifacts pertaining to the railroads which participated in the growth of Long Island, its communities and industries for the entertainment, edification, and good of present and future generations" (RMLI Mission Statement, 1990). The museum houses historic passenger and freight cars as well as locomotives.



Photo by First Congregational Church of Riverhead

6 FIRST CONGREGATIONAL CHURCH OF RIVERHEAD

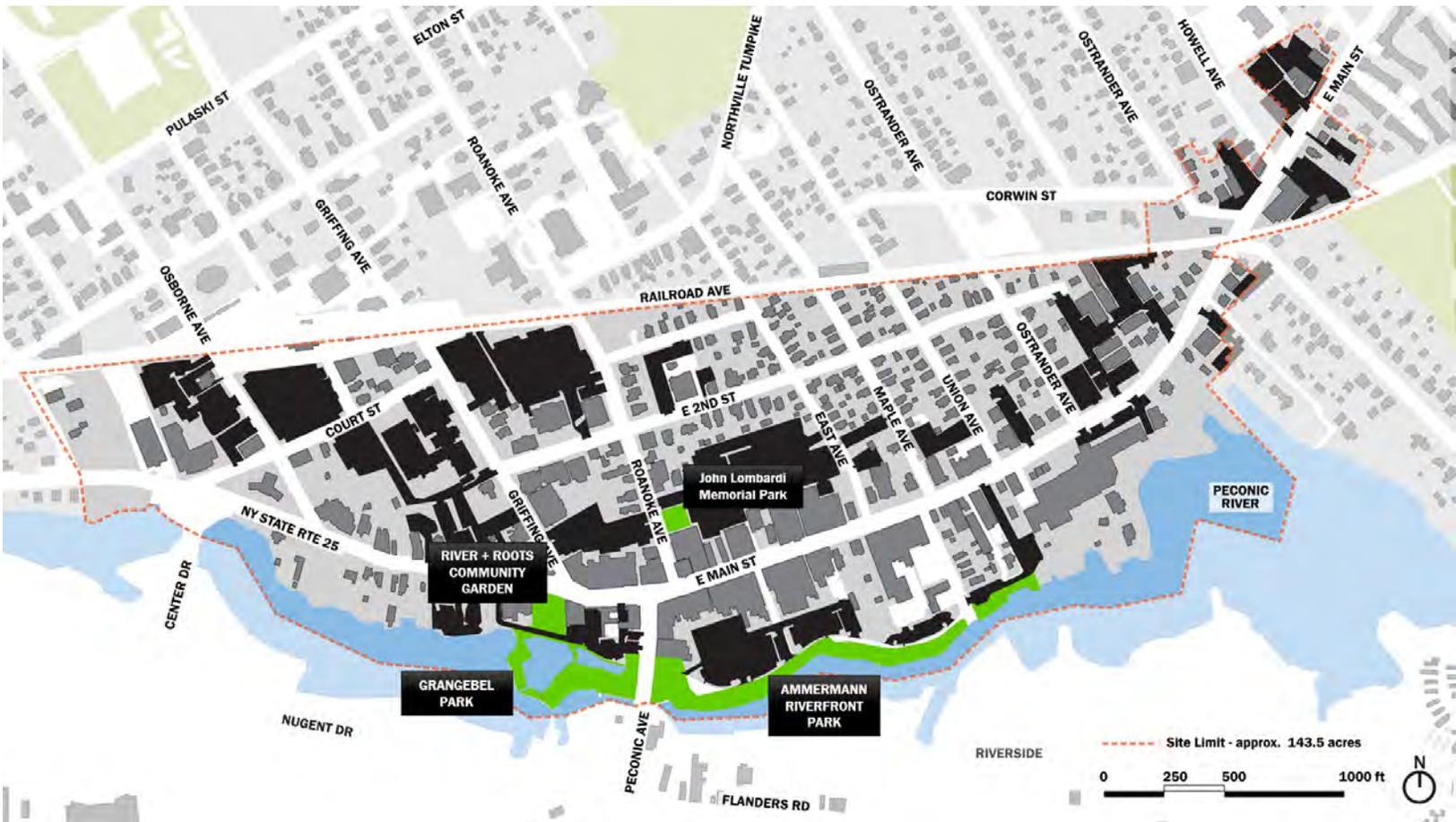
The church has been holding services since the 1830's, with the current sanctuary built in 1909. The church's bell tower rings every hour throughout the day, making it a feature of the Downtown experience. Part of the Town's charity network, the church offers hot meals three times a week and hosts AA meetings in English and Spanish.



Photo by Tony Cenicola

7 RIVERHEAD UNITED METHODIST CHURCH

The congregation has been active in Riverhead since the 1820's and currently has around 200 members. The parish house was built in the 1920's. The church hosts bible studies and support groups, in addition to regular Sunday services.



RECREATIONAL RESOURCES

INTRODUCTION

The open spaces in the project area include city-owned parks, a community garden run by a nonprofit, and a gathering space for an arts council. These open spaces are within the Downtown project area:

- Milton L. Burns/Grangebél Park, a city park at the Riverfront west of Peconic Avenue, has sculptures and a stage, and hosts events and art installations;
- Community garden between Main Street and the Peconic River is run by the nonprofit River and Roots, and has raised garden beds available for a fee to interested members of the community;





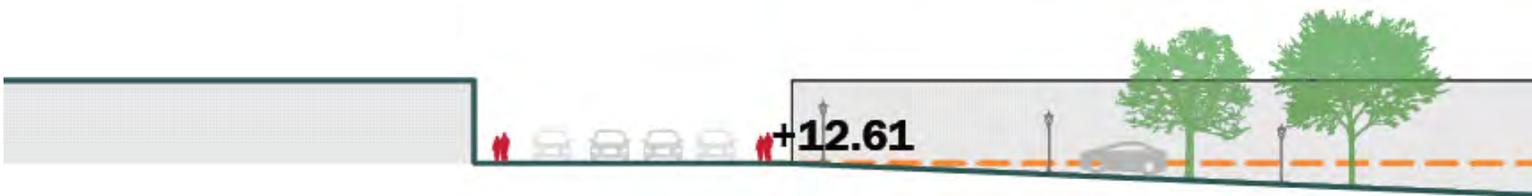
Grangabel Park

- Peconic Riverfront Park, a city park at the Riverfront east of Peconic Avenue, has a dock, seating areas, and a boardwalk;
- John Lombardi Memorial Park, a small city park at the corner of Roanoke Avenue and 1st Street has a lawn, seating, and a gazebo;
- East End Arts, which has several galleries and art spaces run by the East End Arts Council is located within a public lot owned by the Town.

Other open spaces near the project area include parks with active recreation, nature preserves, trails, and passive open space. Some open spaces within two miles of the project area include Stotsky Memorial Park, Trails Park, the Peconic Estuary, Indian Island County Park, and the Pine Barrens Preserve.



Peconic Riverfront Park



PARKS

Based on the community outreach and LPC input, the Peconic Riverfront Park and Milton L. Burns/Grangabel Park are important assets but have not been leveraged to reach their full potential. If improved, they could be an even more valuable amenities for the community. The parks along the Peconic Riverfront are both narrow with small paths and are disconnected from each other. There is also a small boardwalk owned by the Town over the River that connects the Riverfront park to the marina, but the entrance is closed off with a gate, and it is not currently accessible to the public. From Main Street, it is difficult to find the Riverfront parks since they are not visible, and wayfinding is minimal. The proposed Town Square in the 2021 Riverhead Town Square Preliminary Design would provide a valuable connection between Main Street and the Riverfront.

The community would like Main Street and the businesses along Main Street to be more connected to the River. The large parking lots south of Main Street currently block the connection between Main Street businesses and the River. The 2021 Downtown Riverhead Pattern Book recognizes that these large parking lots on the south side of Main Street are rarely filled to capacity, and the parking lots on the north side are regularly filled. Heidi Behr Way is mostly used by vehicles to access the parking lots on the south side and serves as an additional barrier in between the Main Street businesses and the River.

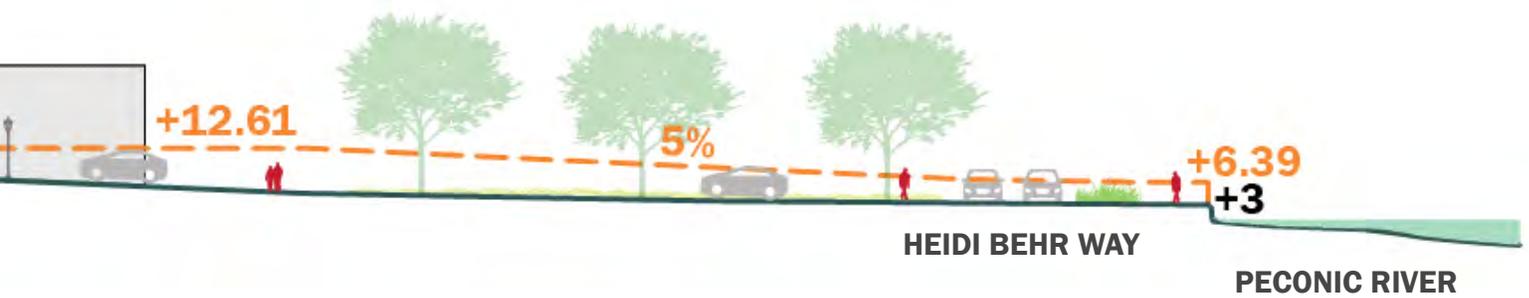
Riverhead's location on the Peconic River is one of its biggest strengths, but the River also poses a

threat to Downtown buildings due to flooding. Based on consultations with the US Army Corps of Engineers, Riverhead should seek funding for developing and implementing a sea level rise resiliency plan with guidance from the Corps. As suggested by the Riverhead Town Square Preliminary Design completed in 2021, there is an opportunity for the Town Square to include a terraced design that includes designated permeable areas that can absorb and offset some of the effects of flooding from the River on the Downtown area.

As the 2021 Downtown Riverhead Pattern Book suggested, there is an opportunity to implement small scale interventions to mitigate stormwater and flooding issues. These interventions include adding bioswales along streets and parking lots, adding more permeable areas, and converting flat roofs to green roofs.

The community desires an active, lively Downtown with year round activity for all age groups. There is a private playground for visitors at the Long Island Aquarium, but no public playground for children in the project area. There are also few spaces that engage older children, teenagers, and seniors, and the community would like the Downtown to appeal to all.

There remains underused open space distributed throughout the DRI Area, including sidewalks, vacant lots, alleys, parking lots, and streets that could be transformed to be more amenable for pedestrians and bicyclists.



STREETSCAPES

Main Street runs west to east and has wide sidewalks. There are crossings across Main Street that are unsafe, or perceived by the community as unsafe; especially at the Roanoke, Peconic, and Ostrander intersections. Vehicles often drive above the speed limit, and there are no bicycle lanes or routes on Main Street. There are some benches, street trees, and planters on the sidewalks, but they are not consistent. Community members expressed the desire to rethink how Main Street is used, and perhaps the street or portions of the street could be closed to vehicles on certain days.

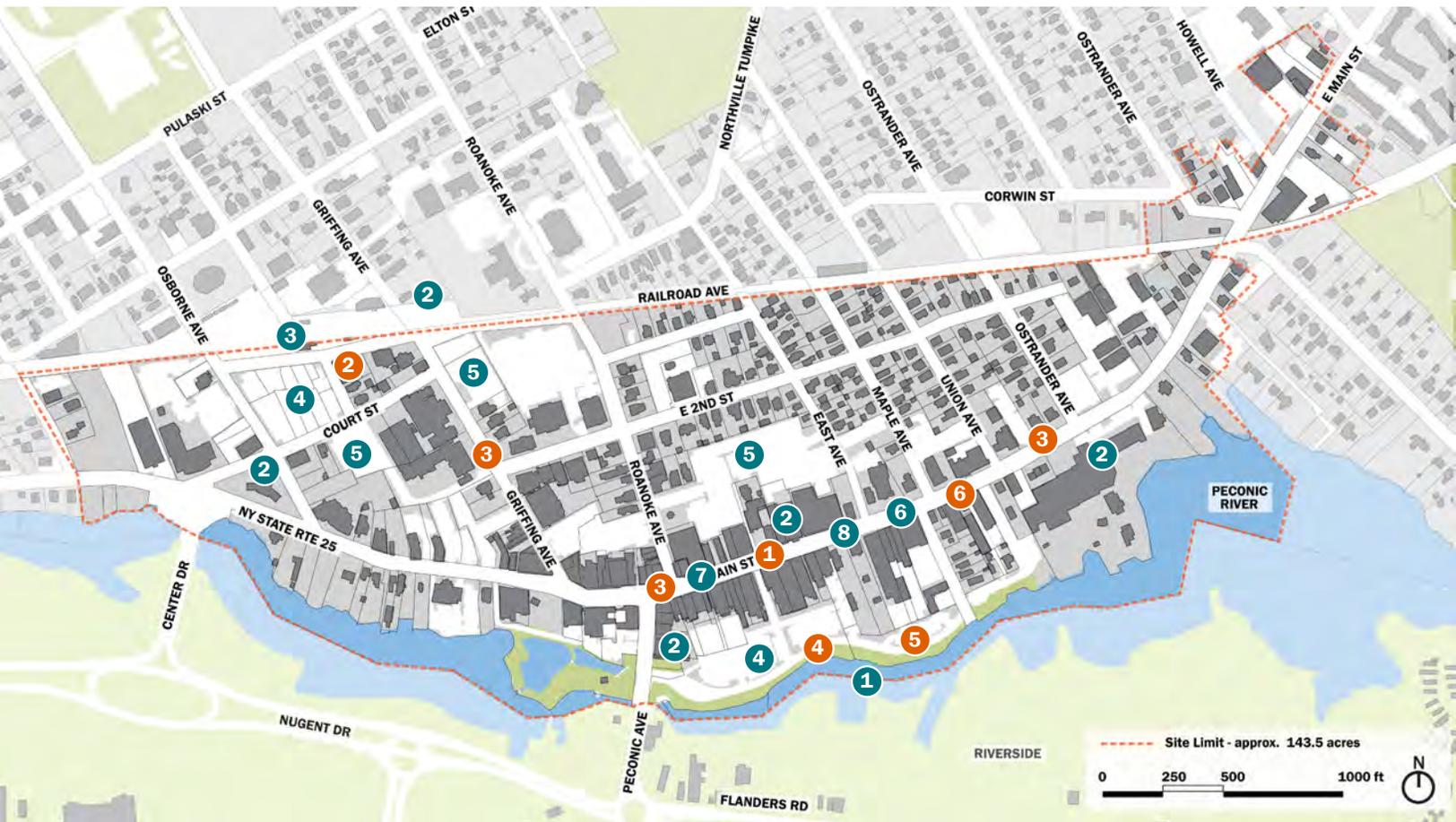
The streets that run north to south are not all pedestrian friendly, and it is difficult for visitors to the Town to navigate from the north to Main Street or the River. For example, Griffing Avenue is an important connection between Main Street, the courthouse, and the train station, but there is not clear wayfinding along the street to either of those three destinations. There are also no amenities like shade or seating for pedestrians that might want to take this route. Ostrander Avenue is already frequently traversed by pedestrians walking to the Long Island Aquarium from the parking lot. The sidewalks on Ostrander also have no amenities, like shade or seating for pedestrians, and some crossings are not well marked. Most of the north - south streets have very few street trees, which could provide shade, character, and ecological value.



Bollards in Downtown Riverhead



Sidewalk Conditions in Downtown Riverhead



CHALLENGES + OPPORTUNITIES

- ### CHALLENGES
1. Main Street being car-oriented rather than pedestrian-oriented
 2. The commuter train (LIRR) station not being connected to the Main Street core
 3. Limited number of pedestrian amenities
 4. Perceived lack of safety
 5. Lack of connections between River and Main Street
 6. Lack of connections linking anchors
 7. Risk of flooding

- ### OPPORTUNITIES
1. Peconic
 2. Regional entertainment and cultural destinations
 3. Room for growth
 4. Ample parking supply
 5. Historic street grid and buildings
 6. Walking distances between anchors
 7. Gateway to the Twin Forks of Eastern Long Island

CHALLENGES

Riverhead does face several significant challenges to revitalization, but these challenges are all surmountable, and the projects selected by the members of the LPC for funding work to specifically address these challenges.

- Main Street, as currently configured, is laid out to efficiently move vehicular traffic rather than create a welcoming pedestrian experience. This negatively impacts businesses along the street as foot traffic is limited, which means residents and visitors to the Downtown are less likely to walk between destinations.
- The LIRR station is an asset to the Town, but its location and the pedestrian environment around it make it feel disconnected from the rest of Downtown.
- Generally the Downtown has narrow sidewalks with few benches and street trees. The lack of pedestrian amenities discourages walking within the Downtown.
- The presence of blight and vacant properties, the lack of adequate lighting and nighttime activity, and the lack of uses along the Riverfront all add to an impression of an unsafe area within the Downtown. This perception keeps people from coming Downtown and prevents people from walking between destinations at night.
- The lack of good pedestrian connections between anchors creates an environment where visitors travel into Town to a single destination and then leave.
- The risk of flooding to the Downtown poses a significant risk now and in the future. The Town has begun the planning work for flood mitigation measures, which will be critical to ensuring the future of the Downtown.

OPPORTUNITIES

There are also many opportunities within the Downtown and the projects selected by the members of the LPC for funding aim to support and complement the Town's unique strengths.

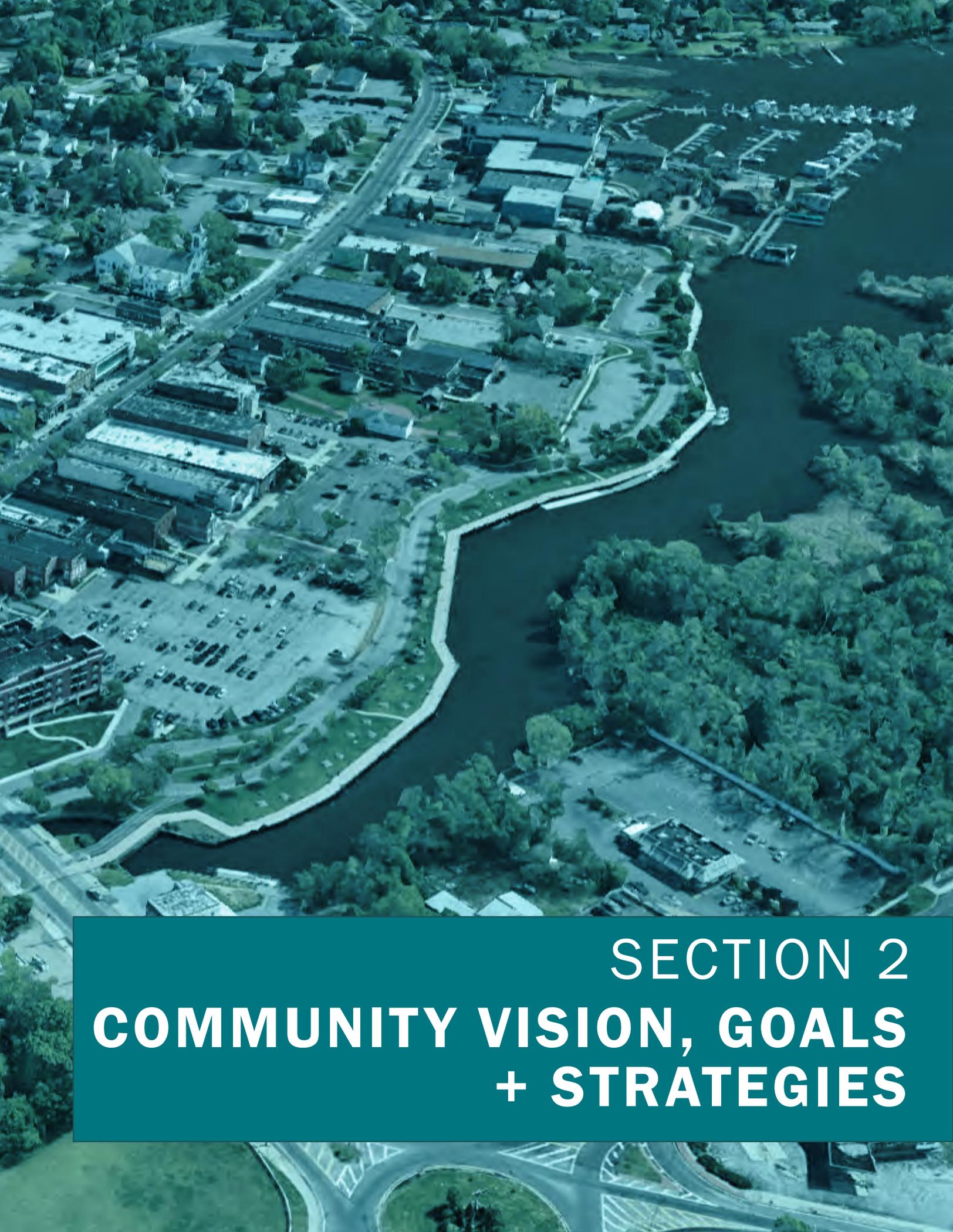
- The Peconic River is an essential element to the success of the Downtown. It is a scenic feature for the Downtown and has the potential for new recreational activation.
- For a Town of its size, Riverhead has many unique attractions which can draw visitors from the larger region. Destinations like the Suffolk and Vail Leavitt theaters, the Long Island Aquarium, and the Science Museum are all strong attractions which the Town can build around.
- There are still vacant and underutilized sites within the Downtown which present opportunities for developers to create more businesses and homes, and for the Town to create more cultural destinations.
- The Town already has a good supply of parking, which is currently underutilized. The Town can afford to grow in population and in the number of businesses without having to significantly expand the supply of parking.
- The historic pattern of streets makes the Downtown compact and walkable, and the historic buildings give the Town a unique and charming identity.
- The significant anchors within the Downtown are well spread out, with short walkable distances between them.
- The location of Riverhead within the wider region makes it a gateway to the popular tourist destinations of the North and South Forks.

CONCLUSION

Though the Town has challenges to overcome, the opportunities present in Riverhead make it poised for a bright future. The growing population signifies a desire to locate in the Town and will provide a strong base of customers for new businesses in Downtown. The Town's historic charm and tight street grid make a strong framework to build on, and the mix of existing and planned anchors will draw in visitors and new residents. The Riverfront provides the Town with a signature feature to orient around and creates scenic views, which new development can capitalize.

The DRI funding, and the projects it will enable, present the Town an opportunity to overcome the challenges and build on all the work the Town has completed to date.





SECTION 2
**COMMUNITY VISION, GOALS
+ STRATEGIES**



COMMUNITY VISION

INTRODUCTION

The Vision Statement for Riverhead was conceived through an extensive visioning process and was refined with feedback from the Local Planning Committee and the larger community. The Vision is intended to provide a vivid mental picture of the DRI Area as transformed by the future implementation of DRI projects. This ambitious yet realistic vision for the DRI Area's future acts as the framework for the DRI SIP and can guide decisions regarding future development and investment in Downtown.

DOWNTOWN RIVERHEAD IS...

- a vibrant, compact, walkable, and **dynamic neighborhood** oriented toward the Peconic River
- a **regional destination** serving local residents and visitors to the North and South Forks of Long Island
- a **diverse community** welcoming and supporting all ages, races, and demographics
- a **growing recreational, cultural, and residential hub** on Long Island's East End
- a central location for workers, families, and visitors to **live, work, and play**
- a regionally **connected community** leveraging access to the Long Island Railroad for new transit oriented development



GOALS + STRATEGIES

INTRODUCTION

Goals were established to help achieve the defined vision for Downtown revitalization. Goals should be detailed, attainable, and action-oriented with measurable strategies that will guide the implementation of the DRI vision. Potential funded projects will be organized around Village's DRI goals.

Goal Areas

- Goal 1** Connected Downtown
- Goal 2** Economic Catalysts
- Goal 3** Equitable, Diverse
Community Engagement
- Goal 4** Activated Public Realm
- Goal 5** Walkable Streets
- Goal 6** Resilient Waterfront

1

Make the Peconic River a central feature of Downtown Riverhead’s identity with new connections, activities, and development.



Strategy #1: Improve pedestrian connections to the Riverfront



Strategy #2: Create a new Town Square to connect Main Street to the River



Strategy #3: Create a shared mobility path along Heidi Behr Way

How Does Goal #1 Support the Vision?

The Downtown is currently disconnected from the River. The buildings along Main Street mostly have their backs to the River. This goal is supporting the Town’s vision to reconnect with the River as a resource and amenity within the Town. The community has stated clearly that a central focus of the DRI must be making better connections between Downtown and the River.

2

Capitalize on opportunities of underutilized and blighted properties to create new catalysts Downtown.



Strategy #1: Placemaking to improve the Downtown public realm and help attract new development



Strategy #2: Explore development opportunities on Town-owned parking lots



Strategy #3: Develop a the Town Square to transform vacant sites on Main Street into a mixed-use destination and active recreation node

How Does Goal #2 Support the Vision?

The vacant and blighted properties within Downtown Riverhead create a negative impression on residents and visitors and gives the perception that the Downtown is unsafe. Activating or developing these properties will bring new businesses and residents to the Downtown and improve the character and environment within the Downtown.

3

Build on the previous outreach efforts and engage the diverse local community and organizations to address social and environmental justice needs.



Strategy #1: Develop activities within the Town Square and throughout Downtown that serve to engage all populations



Strategy #2: Continue engagement with the public as projects advance



Strategy #3: Work with State and local groups as projects advance

How Does Goal #3 Support the Vision?

Riverhead is home to a very diverse population in terms of age, race, and socioeconomic status, and that population should be well served by the Downtown. Some residents have expressed concerns that there aren't activities for younger people or families in Downtown, while others felt priced out of Downtown's attractions. Ensuring that Downtown is welcoming to everyone will be critical to achieving the Town's Vision.

4

Create opportunities for new business investment and increased tourism and economic activity.



Strategy #1: Beautify Downtown and provide pedestrian safety improvements that encourage Downtown strolling



Strategy #2: Create new multi-modal linkages to connect key anchor destinations



Strategy #3: Develop mixed-use buildings around the train station



Strategy #4: Improve the night time environment and public safety perception

How Does Goal #4 Support the Vision?

Bringing in new investment and attracting a larger tourist market will be crucial to achieving the Town's vision for a revitalized Downtown. As the population in Downtown continues to grow, there will need to be increased investment to provide the supporting uses for these new residents. Additionally improvements to the public realm will help existing business owners and residents.

5

Create new and expand existing transit and pedestrian connections, as well as environmental, public space, and recreational improvements.



Strategy #1: Improve pedestrian connections between Downtown and the train station



Strategy #2: Develop the new Town Square to connect the Downtown to the Riverfront



Strategy #3: Develop active recreation uses along the waterfront, like a playground, amphitheater, and boathouse



Strategy #4: Implement traffic calming techniques on Main Street

How Does Goal #5 Support the Vision?

Increased rail service to the LIRR station in Riverhead presents a great opportunity for the Town to build stronger connections within the region and bring in new visitors and residents. Within the Town, stronger connections between key anchors can bring more people into the Downtown and keep them around longer as they journey between different destinations. Improvements to the pedestrian realm and recreational amenities within the Downtown are crucial to the Town's vision for a dynamic and walkable neighborhood.

6

Implement strategies for flood mitigation integrated with the Downtown plan and new projects.



Strategy #1: Implement the Army Corps of Engineers Flood Mitigation plan



Strategy #2: Utilize park space in the lower Town Square for storm water capture



Strategy #3: Implement green infrastructure strategies as part of streetscape improvements

How Does Goal #6 Support the Vision?

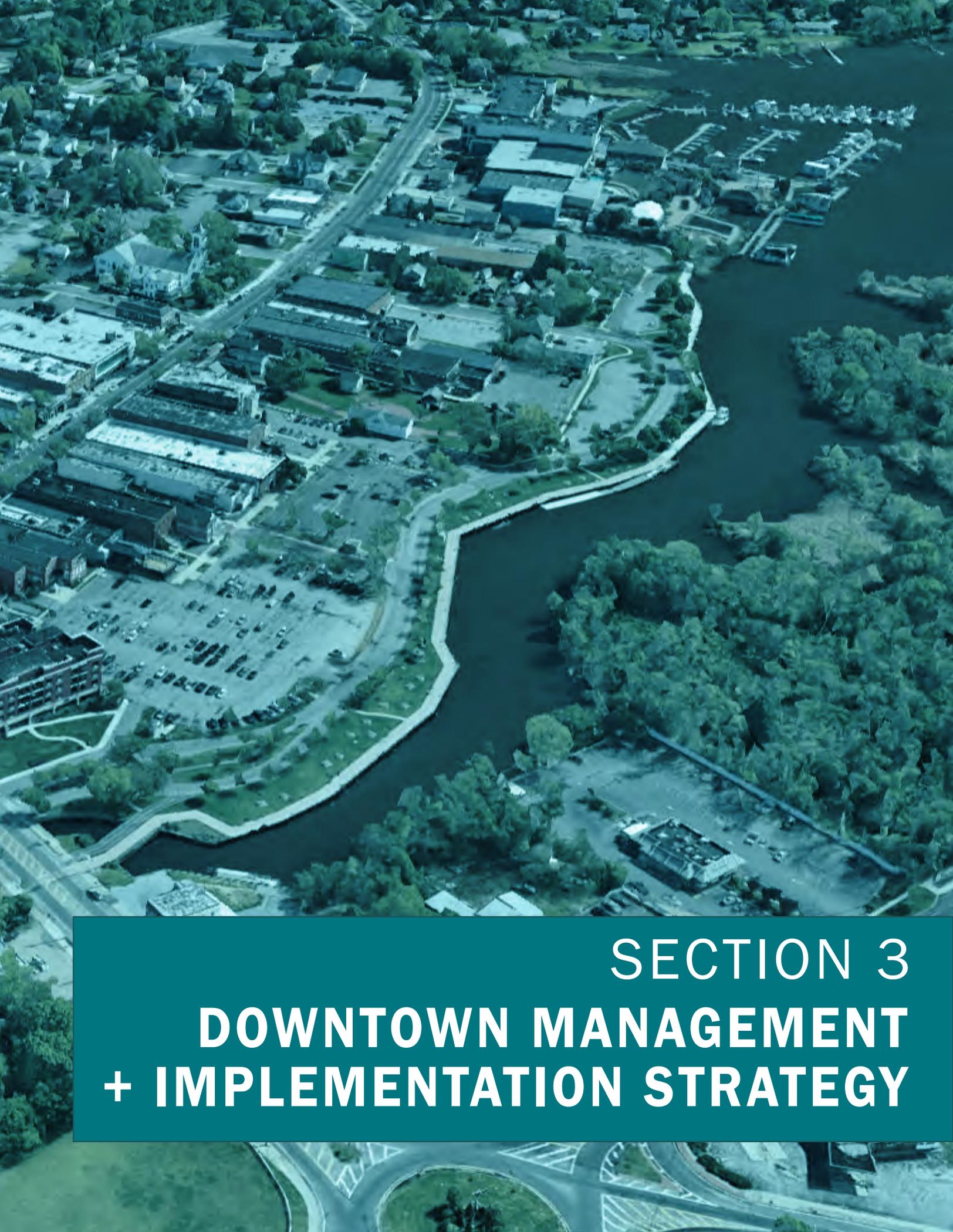
Climate change and the prospect of higher sea levels and stronger storms presents a significant threat to the future of Downtown Riverhead. Ensuring that the Downtown is adapted to the risks of a changing climate will be a critical goal for the Town to ensure the vision lasts into the future.

CONCLUSION

The Vision and Goals for Downtown Riverhead were crafted collaboratively with the LPC and the community. Through public workshops and meetings with the LPC members, the Vision and Goals were adjusted to reflect the community's aspirations for the Downtown and the work the community and LPC felt needed to be done to achieve them.

The projects presented in this plan, selected by the LPC for funding, were chosen as the projects which are most aligned with the Town's Vision and will do the most to progress the Town's goals.





SECTION 3

DOWNTOWN MANAGEMENT + IMPLEMENTATION STRATEGY



Demolition of Sweezy's Building for Future Town Square - Photo by Denise Civiletti

INTRODUCTION

The Town's leadership is a critical component to the successful implementation of the DRI funded projects in this Strategic Investment Plan. Both the public and private sector projects will require a strong management structure to ensure they are carried out in an effective and timely manner. The following section outlines the Town's role and management for public projects and its role in supporting the projects from the private sector.

PUBLIC PROJECTS

The Town of Riverhead will be the lead grantee for all public projects. For several of the projects, the Town is applying for CFA funding to supplement the DRI funds requested, and in the case of the Town Square projects, the Town has also secured funding from the private developer of the adjacent hotel.

The management of the projects will be handled within the Town's existing departmental structure. The Town Supervisor, who co-chaired the DRI Local Planning Committee, will continue to work with the Town Council to ensure all public projects advance in a timely manner and align with the Town's Vision and Goals. The Town Council will provide oversight on the projects working with the Town's Community Development Agency (CDA), which will be responsible for managing the projects on a day-to-day basis.

The CDA currently has a Community Development Director, who oversees three-full time and one part-time staff, including a Project Supervisor, a Grants Analyst, an Associate Administrator, and a Housing Inspector. The CDA has had an integral role in many major Downtown projects including: waterfront revitalization, Calverton park development, infrastructure development to encourage business growth, and the restoration of public spaces, such as parks and venues like the Vail Leavitt Theater and Suffolk Theater. The CDA has also overseen the work for the Railroad Ave TOD and Town Square projects to date and is well situated to see all of the DRI projects through to completion.

The CDA will serve as the project lead for all public DRI projects, working closely with the relevant NYS agencies. The CDA has the resources and experience in working with the State, County, and Federal government on implementing projects. The CDA will also have to coordinate between the different projects, particularly those around the Town Square. As each project will be bid out separately, potentially to different contractors, the CDA will have to ensure construction schedules are coordinated to avoid conflicts and streamline the process.

The CDA will be supported by the following Town departments:

- The Code Enforcement Division
- The Highway Department
- The Fire Marshal's Office
- The Recreation Department
- The Planning Department
- The Police Department

The Town of Riverhead has several boards and committees that provide expertise and support to help the Town operate effectively. The members of these groups have in-depth knowledge of specific issues related to the projects and can assist the CDA in decision-making. These groups, made up of both residents and Town officials, will be brought in to advise on the development of the publicly sponsored projects and may aid in the oversight of some of the private projects as well. In particular, these groups will have a role in ensuring the success of the DRI funded projects:

- Alternative Transportation Committee - Incorporate non-motorized transportation and access into projects
- Architectural Review Board - Ensure projects maintain a high quality in appearance and adhere to the Town's aesthetic character
- Business Advisory Committee - Maintain communication between the Town and Downtown business owners
- Climate Smart Community Task Force - Ensure projects align with the Town's plans for climate mitigation and adaptation
- Downtown Revitalization Committee - Ensure that projects continue to progress the Town's revitalization goals
- Landmarks Preservation Committee - Ensure that projects do not have a negative impact on existing landmarks and help maintain the unique character of the Downtown
- Parking District Advisory Committee - Ensure that the Downtown maintains an adequate supply of parking that is accessible and serves the new uses and spaces
- Planning Board - Ensure the projects continue to adhere to the Town's development guidelines and provide approvals for plans when necessary
- Traffic Safety Committee - Ensure projects promote a safer pedestrian and vehicular environment

SUPPORT FOR PRIVATE PROJECTS

Projects that involve construction and rehabilitation of private property will be managed by the project applicant. The NYS Department of State or its partners (Homes & Community Renewal, Empire State Development) will contract with the designated private entity for each selected project. All private projects will be required to comply with state and local codes and undergo any required state and local permitting processes. The Town will offer guidance and technical support to private project sponsors to help facilitate implementation. It should be assumed the Town will be a project partner on all private projects, with the specific Town departments and committees supporting the private entity with their respective areas of expertise.

PROJECT SPONSORS

Non Profit Sponsors:

Long Island Science Center

The Long Island Science Center (LISC) serves as a vital STEM enrichment resource for New York schools that are located between New York City and Fishers Island. The Center has hosted school groups from all over Suffolk County at the museum and employs a fleet of mobile educators that travel within 100 miles of Riverhead. The center operates under the registered DBA of the Long Island Science Center. Formed in 1995, the organization is overseen by a Board of Directors made up of community members as well as professionals that bring specialized knowledge to the table. The LISC has been working closely with the Town and the Master Developer of the Town Square project to ensure its building will work with the overall plan for the area.

Riverhead Free Library

The Riverhead Free Library's mission is to serve the community, cultivate knowledge, promote curiosity, and inspire lifelong learning in an inviting, accessible, and eco-conscious manner. The Library is governed by a nine-member Board of Trustees. Trustees are elected to three-year terms. Voting for Trustees takes place during the Library's annual budget vote. Trustees may serve a maximum of two terms. The Library has a capital budget to match the DRI funding requested and has staff in place to manage the project.

Riverhead Downtown BID

The mission of the Riverhead Business Improvement District (BID) is to expand sustainable economic activity in historic Downtown Riverhead, create and expand businesses, and develop jobs for community residents. Public spaces throughout the Downtown, including Grangebél Park, the train station, the riverfront, and public walkways and landscapes, are maintained by the BID throughout the year. The BID has staff, resources, and a track record of working with the Town to implement projects.

Private Sector Sponsors:

RXR

RXR Realty is a leading real estate owner, investor, operator, and developer committed to building socially, economically, and environmentally responsible communities. RXR has over 500 employees and a gross asset value of \$20.1B, comprising approximately 25.8 million SF of commercial properties and 6,300 multi-family and for-sale units in development and operation in the New York City area. RXR was selected as the master developer for the TOD area around the Riverhead LIRR station by the Town of Riverhead in an open RFP process.

Pike Realty

Pike Realty has been overseeing the restoration and maintenance of the Suffolk Theater since purchasing it in 2005. Pike has extensive experience in dealing with historic restoration and development. As the owners of the Suffolk Theater, Pike has a long history working with the Town on projects and securing the funding and approvals needed to move projects forward.

PROJECT IMPLEMENTATION

Each of the DRI funded projects will be implemented according to its specific project-based schedule. Due to the nature of some projects, especially those related to the proposed Town Square, the CDA will assist in project coordination.

Below is a table outlining the responsible parties for each proposed project, along with the partners and timelines for each. Project partners will have different roles depending on the project. For some projects, partners are financing entities, while for other projects, partners are providing coordination and approval assistance.

Map ID	Project Title	Responsible Entity	Project Partners	Timeline
1	Create a New Town Square	Town of Riverhead	Petrocelli Construction, Downtown BID	1-2 years
2	Build a Resilient Riverfront Amphitheater	Town of Riverhead	Petrocelli Construction, East End Arts	1-2 years
3	Enhance Peconic Park with Adaptive Playground	Town of Riverhead	Petrocelli Construction	1-2 years
4	Create A New Mixed-Use Hub along Griffing Avenue	RXR / Georgica Green		1-2 years
5	Improve the Facade and Ground Floor of the New Home for the Long Island Science Center	Long Island Science Center	Petrocelli Construction	6 months - 1 year
6	Expand the Suffolk Theater and Create New Residential Apartments	Pike Realty Inc.	Suffolk Theater	0-6 months
7	Build a New Entrance and Welcome Center for the Library	Riverhead Free Library		6 months - 1 year
8	Implement a Downtown Public Art Program	Riverhead BID	East End Tourism Alliance, East End Arts	6 months - 1 year
9	Build a New Town Rowing Facility	Town of Riverhead	East End Rowing Institute	6 months - 1 year
10	Enhance the Pedestrian Realm along Main Street	Town of Riverhead	NYS Department of Transportation	1-2 years

The Town of Riverhead and the sponsors of each project are eager to work with the State to ensure all projects advance and contribute to the revitalization of Downtown Riverhead.





SECTION 4
PUBLIC INVOLVEMENT





INTRODUCTION

Public involvement and support are critical to the long-term success of the revitalization of Downtown Riverhead. Community members, landowners, elected officials, and local organizations have a vested interest in the success of the area, and must be consulted as partners in implementing the projects included in this Strategic Investment Plan. The DRI is a community-led process, where engagement with the public has been sought early and consistently throughout the initiative. The public engagement process followed a strategy for achieving maximum public participation and involvement. Based on this strategy, the public involvement has been carried out through the following activities: Stakeholder Interviews and Focus Group Meetings, Local Planning Committee (LPC) Meetings, Public Meetings, Student Engagement Sessions, a Senior Community Engagement Session, and the Riverhead NY DRI Website.

ENGAGEMENT ACTIVITIES

- 13** Stakeholder Meetings
- 6** Local Planning Committee Meetings
- 3** Public Town Hall Meetings
- 2** Student Engagement Sessions
- 1** Senior Community Engagement Session
- 1** Riverhead NY DRI Website

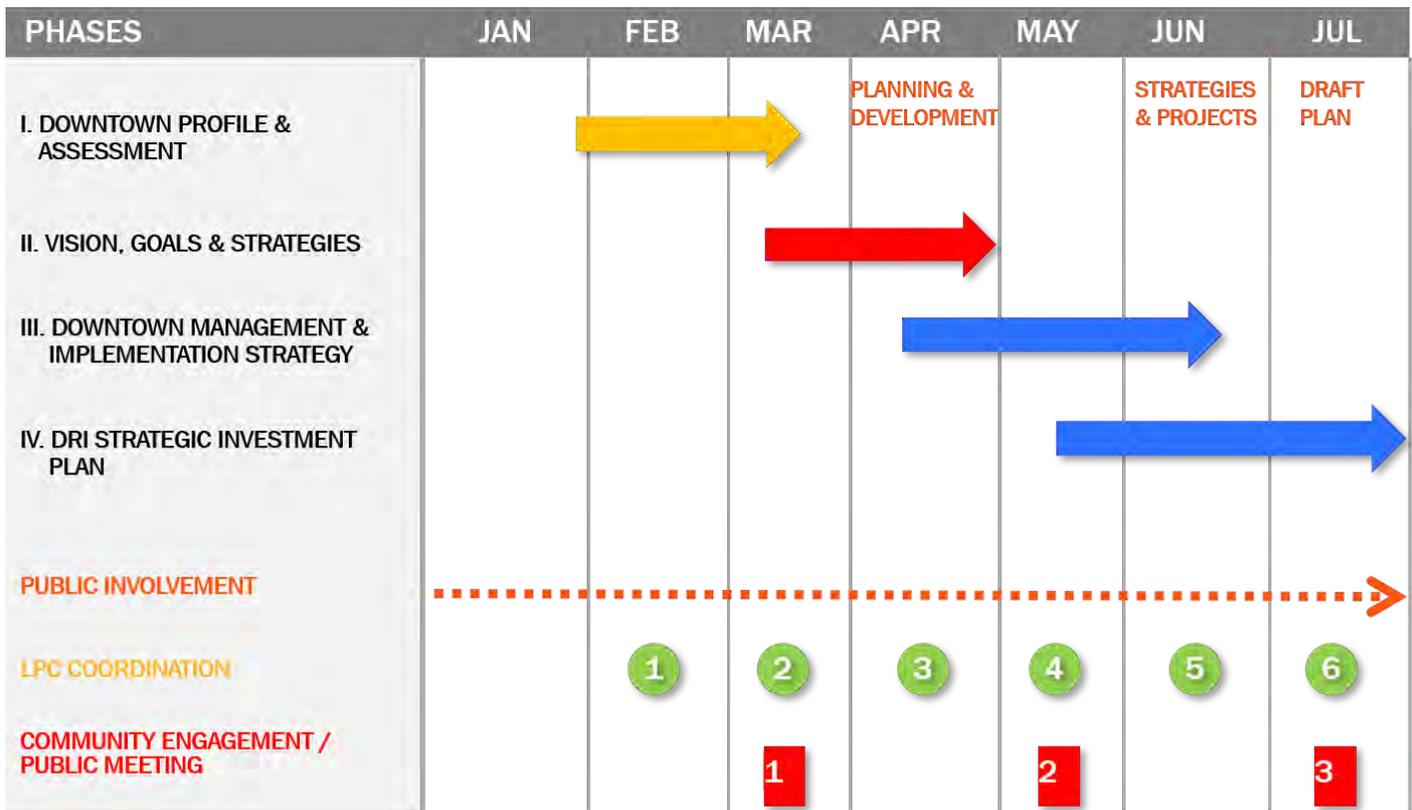
ENGAGEMENT PURPOSE

The public involvement plan for the DRI was built on the engagement work the Town previously completed around the Town Square, the TOD project, the Pattern Book, and previous vision plans. The process was organized to harness the public’s opinion surrounding potential projects with a vision of creating a revitalized Downtown. The engagement process for the DRI was focused on prompting the LPC and stakeholders to share information, and interacting and soliciting feedback from the diverse community within the Town. Central to the DRI Strategic Plan was the desire for the selected projects to genuinely reflect the community’s needs and vision for the DRI Area.

Riverhead’s DRI public engagement efforts were shaped on certain principles to develop constructive stakeholder relationships and obtain feedback from the community so that the public engagement activities could remain meaningful and impactful throughout the process.

ENGAGEMENT PRINCIPLES

- **Transparency:** The scope of the public influence and the results of the public input are clearly articulated, in an effort to build trust through transparency.
- **Accessibility:** A diverse group of stakeholders are included in the process and the meeting format is ADA compliant.
- **Communication:** The engagement process aims to communicate all aspects of the process; therefore, advantages / disadvantages and trade-offs are explained in clear and non-technical language.
- **Flexibility:** The engagement process responds to changing circumstances (i.e. COVID-19) where individual elements of the plan are adjusted to community needs.





LPC Meeting #1 - Photo by Denise Civiletti

ENGAGEMENT PROCESS

OVERVIEW

The Town had already undertaken a large public engagement effort around the Pattern Book and the Town Square proposal, including virtual meetings, surveys, and ideation sessions. There was a concerted effort not to duplicate those efforts, but to build on them and to learn from the results of those sessions. The ideas and discussions that came out of those workshops helped form the basis of the Town's Vision and Goals for the DRI and became the starting point for some of the Town's sponsored projects

During the DRI engagement process, the Local Planning Committee (LPC) members assisted in gathering community feedback through public meetings and other engagement activities, which were integral in shaping the Strategic Investment

Plan. The public meetings functioned as platforms for disseminating information on the process, gathering feedback from the public, and informing the community on how their feedback is being incorporated into the Strategic Investment Plan (SIP).

Feedback from the public helped inform the Town's Vision and Goals, define revitalization strategies, and ultimately provide ideas to improve the projects in the SIP.

STAKEHOLDER INTERVIEWS

For the Riverhead DRI, individual meetings were held with 13 stakeholder groups. These meetings included one-on-one interviews or group meetings with LPC committee members, residents, business owners, and community groups. These meetings were geared towards tailoring the Vision and Goals, sharing information on the DRI process, and incorporating the feedback for the final SIP. The meetings were usually attended by one or more members of the consultant team, the Town, and the State. The meetings were held throughout the entire DRI process and held in various formats for the convenience of the stakeholders (telephone, online, and in-person meetings).

The stakeholder meetings conducted during the DRI process included:

- East End Arts
- Long Island Science Center
- Suffolk County Historical Society
- Vail Leavitt Music Hall
- Long Island Aquarium / Hyatt / Petrocelli Development
- Downtown Chamber of Commerce
- Chief of Police
- North Fork Spanish Apostolate
- Riverhead Free Library
- Downtown BID
- Hildreth Real Estate Advisors
- East End Rowing Institute
- Suffolk County Community College



Public Meeting #1 - Photo by Denise Civiletti

WHO ARE STAKEHOLDERS?

Stakeholders are individuals, organizations, and groups in the community who have a keen interest or concern in some component of the Strategic Initiative Plan. Following the DRI application process, the Town of Riverhead identified an initial list of stakeholders including community groups, business owners, and key local institutions. These groups were approached for their perspective on the needs of the Town and to become potential project sponsors. Later in the process, other stakeholder groups, including civic associations, faith-based organizations, and groups representing underserved communities were included, following the feedback and suggestions from members of the LPC.

LOCAL PLANNING COMMITTEE (LPC)

PURPOSE

For the Riverhead DRI, the LPC functioned as a steering committee, crafting the Vision and Goals for the Town and identifying and prioritizing projects for funding. The LPC's local knowledge and deep ties within the community made them an essential sounding board during the planning process. Feedback from the LPC was critical to tailoring projects for the DRI Area, ensuring the projects would be a good fit for the community and help achieve the Town's goals.

The LPC was made up of local and regional leaders, stakeholders, and community representatives. The Downtown LPC was led by two co-chairs: Town Supervisor Yvette Aguiar and REDC member David Kapell. LPC Meetings were open to the public, allowing comments and suggestions during a defined Questions and Answers session at the end of each meeting.

LPC MEETING #1 (02.25.2022)

As a kick-off to the DRI project, the first LPC meeting introduced the planning process, identified the consultant team, delineated the responsibilities of the LPC, and provided an overview of the process with an overall schedule and the meeting dates.

The meeting also reviewed contextual information related to the DRI program, and presented the Vision and Goals suggested for Riverhead to date. In connection with the Vision and Goals, the project selection process and the selection criteria were discussed. The meeting explained how the Vision and Goals guided the call for projects and explained what types of projects can be instrumental to implementing the DRI goals.

Project Comment Card
Project 1 - Transit Oriented Development
Recusal? Initials _____

How does this project align with the Town's Vision and Goals?
 High Medium Low N/A

How does this project align with the State's DRI Criteria?
 High Medium Low N/A

What is the transformative potential of this project for the downtown?
 High Medium Low N/A

What is the potential of this project to attract new investment?
 High Medium Low N/A

What is the likelihood of this project beginning construction in the next 2 years?
 High Medium Low N/A

How capable is the project sponsor to get private funding (match) / complete the project?
 High Medium Low N/A

Potential to generate further economic activity / tax revenue?
 High Medium Low N/A

Represents a good use of public funds?
 High Medium Low N/A

LPC MEETING #2 (03.21.2022)

The second LPC meeting confirmed the DRI study area boundaries in Riverhead. The Downtown Riverhead Vision and Goals were reviewed and led to a discussion on the strengths and weaknesses of the Downtown. Questions about the image of the Downtown, the special attributes of the Downtown, the role of Downtown Riverhead in the region, and who the Downtown was and wasn't currently serving well, were all discussed. The session helped obtain the LPC's input on planning, visioning, and goals.

This meeting articulated the project selection and evaluation criteria for priority projects and described some potential projects. This meeting continued with a discussion of the community engagement process, where the engagement activities, namely stakeholder and public meetings, were explained. A community survey, designed to reach all segments of the community and solicit feedback, was also announced.

LPC MEETING #3 (04.27.2022)

The third LPC meeting reviewed the DRI Vision and Goals for Riverhead, which had been amended based on the LPC and community's feedback. The meeting provided a detailed discussion on the Downtown Profile and Assessment, including socio-economic characteristics, income levels, and the state of the housing and commercial market. The discussion also included a review of the opportunities and challenges associated with the Downtown's transportation options, open space, cultural institutions, and recreational resources. In the meeting, the Vision and Goals were codified and strategies for implementation were articulated. The meeting concluded with an initial look at the projects received through the Open Call.

LPC MEETING #4 (05.23.2022)

This meeting focused on reviewing the projects submitted through the Open Call for DRI projects and the updates the sponsors had made to the projects since the previous meeting. In this review, the projects were looked at in relation to their alignment with the State's DRI criteria and the Town's Vision and Goals. LPC members provided their comments on the projects through a survey which asked their views on the transformative potential of the projects, the feasibility of the projects, and how well the projects aligned with the State's criteria and the Town's goals.

LPC MEETING #5 (06.22.2022)

The fifth LPC meeting provided members with project updates and a review of the feedback the projects had received through surveys and the public meeting. After the project updates were reviewed, the LPC began looking at the budgets for the projects and strategized how to reduce the slate of projects to align with the \$12-\$15 million recommendation from the State. The LPC removed several projects from consideration that they did not deem ready to

receive funding, and they discussed potential reductions in the funding requests for several other projects. Based on the discussion at the meeting, the following projects were tentatively identified as DRI projects that should advance to the State for consideration:

- The Upper Town Square
- The Resilient Riverfront Amphitheater
- Peconic Park and Adaptive Playground
- Riverhead TOD Project (later changed to Griffing Ave Mixed-Use)
- Long Island Science Center
- Suffolk Theater Expansion
- Library Entrance and Welcome Center
- Downtown Public Art Program
- Town Rowing Facility
- Main Street Pedestrian Enhancements

LPC MEETING #6 (07.18.2022)

The final LPC Meeting focused on relaying the final updates to the projects and allowing the LPC members to discuss which projects should be included in the slate sent to the State for review. After the discussion among the LPC members, the floor was opened to public comment, where some details for the Rowing Facility and the LISC projects were clarified. The LPC members then unanimously agreed to the slate of projects, unchanged from the previous meeting. The Town Supervisor included the caveat that the LISC must amend the site plan to remove any Town property from its proposal for it to be approved.

PUBLIC TOWN HALL MEETINGS

PURPOSE

Engaging community members is especially important to the success of the DRI process because it is the people in the community – residents, businesses and property owners – who will be impacted by the projects funded through the DRI. The knowledge and experience of community members are invaluable to the process, and directly inform the Riverhead’s Vision, Goals and Strategies.

Meetings with community members were held in a town hall format. Three public meetings were held, geared towards building consensus around the community’s Vision and Goals and soliciting input on potential projects targeted for the final DRI SIP. Feedback received from each public meeting was discussed in the LPC meetings and used as input to refine the Vision and Goals, and for the evaluation of proposed projects.



TOWN HALL MEETING #1 (03.21.2022)

The first public meeting, held at City Hall, informed the public of the steps in the DRI process, solicited feedback on the Town’s Vision and Goals, and gathered information on the opportunities and challenges the Town faces. The session introduced the DRI process and clarified the boundary for the DRI Area. The meeting also announced the Call for Projects and explained the eligibility criteria for the projects to be submitted.

In this meeting, the public input on the Vision and Goals were received through an interactive session with attendees in person and online. Once Riverhead’s Vision and Goals were presented to the public, an ideation session on the vision was facilitated with a series of questions.

Feedback from this meeting was incorporated into the final Vision and Goals for the Town and in the Strategies developed to implement them.

- What do YOU think of when you think of Riverhead?
- What are the Downtown’s strongest attributes?
- How do you see the role of the Downtown within the larger Town and within the region?
- Who is Downtown serving well? Are there people who aren’t well served by Downtown?

TOWN HALL MEETING #2 (05.23.2022)

The second public meeting, held at the historic Suffolk Theater, presented the refined Vision and Goals and gave the community a look at the projects received through the Open Call. The discussion on the Vision and Goals showed how the feedback from the community and LPC members was incorporated and outlined the implementation strategies the Town was developing to address them. The slate of projects from the Open Call for DRI projects and those brought forward by the Town were presented, and the community was given a chance to respond. Feedback from the public was collected through statements and questions made by in-person and virtual meeting participants, through comment cards collected after the meeting, and through an online survey on the DRI website.

The feedback on individual projects received during the meeting was relayed to the project sponsors and was used to adjust the projects for the final submission.



TOWN HALL MEETING #3 (07.11. 2022)

The third public meeting, held at the Long Island Aquarium, presented the community with updates on the projects and allowed for feedback on the tentative slate of projects. Feedback from the public was collected through statements and questions made by in-person and virtual meeting participants and through comment cards collected after the meeting. In particular, there was a significant amount of vocal support for the Suffolk Theater project, with several residents standing up to advocate for the project.

The feedback on individual projects received during the meeting was relayed to the LPC and helped them decide on which projects had the most public support.



OTHER ENGAGEMENT ACTIVITIES

The DRI Riverhead project team organized additional engagement activities to reach out to all segments of the community – particularly to underserved groups - and to include voices of people from those groups in the planning. Special group meetings were held with student groups and senior citizens.

STUDENT ENGAGEMENT

Two student engagement sessions were held with about 50 Riverhead High School students, from Government and English classes and the ROTC program. The sessions gave the Town a chance to share the proposed DRI projects with students and gather their feedback. The students were engaged in the discussion and excited to give their suggestions for the future of Riverhead. Topics like safety in the Downtown, climate change and pollution in the River, and activities geared toward teenagers were brought up in both sessions.



Riverhead High School - Photo by Nicole Smith

SENIOR ENGAGEMENT

There was also one informal session with Riverhead's senior group, held during a regular lunch gathering following a bingo event at the Riverhead Senior Center. Sitting at tables with small groups seniors, the project team engaged in a series of informal conversations on the issues facing the Downtown and the proposed projects of the DRI. The groups discussed activities that would get them to come into the Downtown.

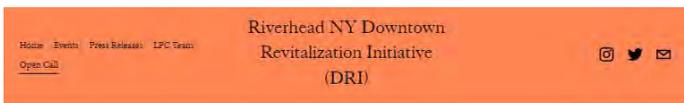


Riverhead Senior Center - Photo by Denise Civiletti



DRI WEBSITE

A project website (www.riverheaddri.com) was built to connect the public with the process. The website was used to convey the dates and times for upcoming meetings, distribute meeting presentations, and to host recordings of past meetings as well as press releases. The website was also used to convey information on the DRI process and inform the public on progress on the process.



OPEN CALL FOR PROJECTS

Utilizing the Riverhead DRI website, an Open Call application was posted and remained on the website for two weeks allowing members of the community to submit projects for funding.

The application received a total of 9 project submissions, which were then posted on the website for the public to review.

Open Call for Potential DRI Projects

The Downtown Riverhead DRI Local Planning Committee (LPC) is seeking proposals for private and institutional projects for DRI funding. The \$10 million DRI grant can be used to fund capital projects that have the potential to increase economic vitality and growth in downtown Riverhead, including projects that improve access to quality housing at an affordable price, support job growth and job access, enhance existing public open space, and provide new spaces for cultural activities. Potential projects are to be located in this study area. Submit application: [here](#).

Learn more

Open Call Submissions

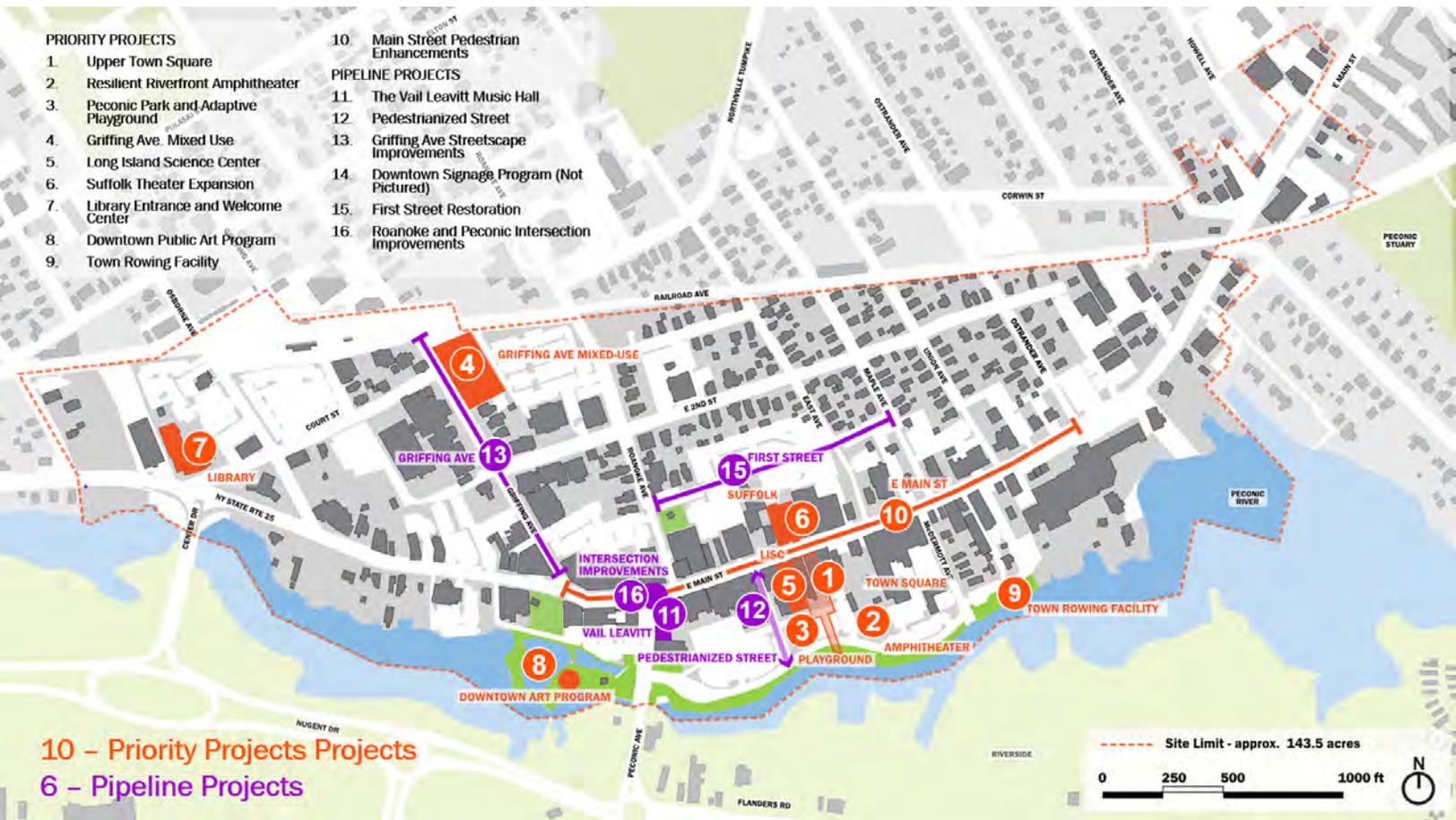
Submit Feedback





**SECTION 5
PROJECTS PROPOSED
FOR DRI FUNDING**





DRI PROJECTS

The selected DRI Projects represent a collaborative process between the Town, the members of the LPC and the community. Projects were submitted by members of the public through an Open Call, which was run through the project website. The application asked for submissions to be located within the DRI Area, and, through a series of prompts, gathered the relevant information for each project. Additionally, the Town, based on feedback from the community meetings, developed a series of projects which it would sponsor.

The submitted projects were then refined, through a series of one-on-one meetings with the sponsors to ensure they met the State's criteria, aligned with the Town's Vision and Goals, and the scopes were feasible as presented.

The refined projects were presented to both the public through an open public meeting, and to the members of the LPC. Feedback from both of these groups was then incorporated into the projects to ensure they were well aligned with the community's needs .

Finally, the projects went before the LPC members to hone down the larger set of submissions to a slate of projects requesting less than \$15 million. The LPC members considered a variety of factors when evaluating which projects should go forward for funding consideration, including:

- Alignment with the Town's Vision and Goals
- Alignment with the State's project criteria
- The transformative potential of the project
- The potential for the project to bring in new investment
- The feasibility of the project based on budget and timeline
- The potential for the project to generate tax revenue for the Town
- Whether the project represented a good use of public funds

Based on these criteria, the LPC determined which projects should be prioritized and submitted to the State for funding. This final slate of projects are presented in the project profiles in this document.

The selected DRI projects are largely concentrated around Main Street. The LPC determined that concentrating the funding in a single area would have more of an impact than spreading it out throughout the DRI area. The priority projects include both publicly and privately sponsored projects and leverage investment dollars to increase the impact of the State's funding.

There are a variety of parks and open spaces, public art projects, and commercial development projects, which will all contribute to the future vitality of the Downtown. The LPC has recommended ten priority projects for funding consideration, as well as several additional pipeline projects which should be considered for funding through future grant programs.

PROJECT PROFILE LIST

PRIORITY PROJECTS

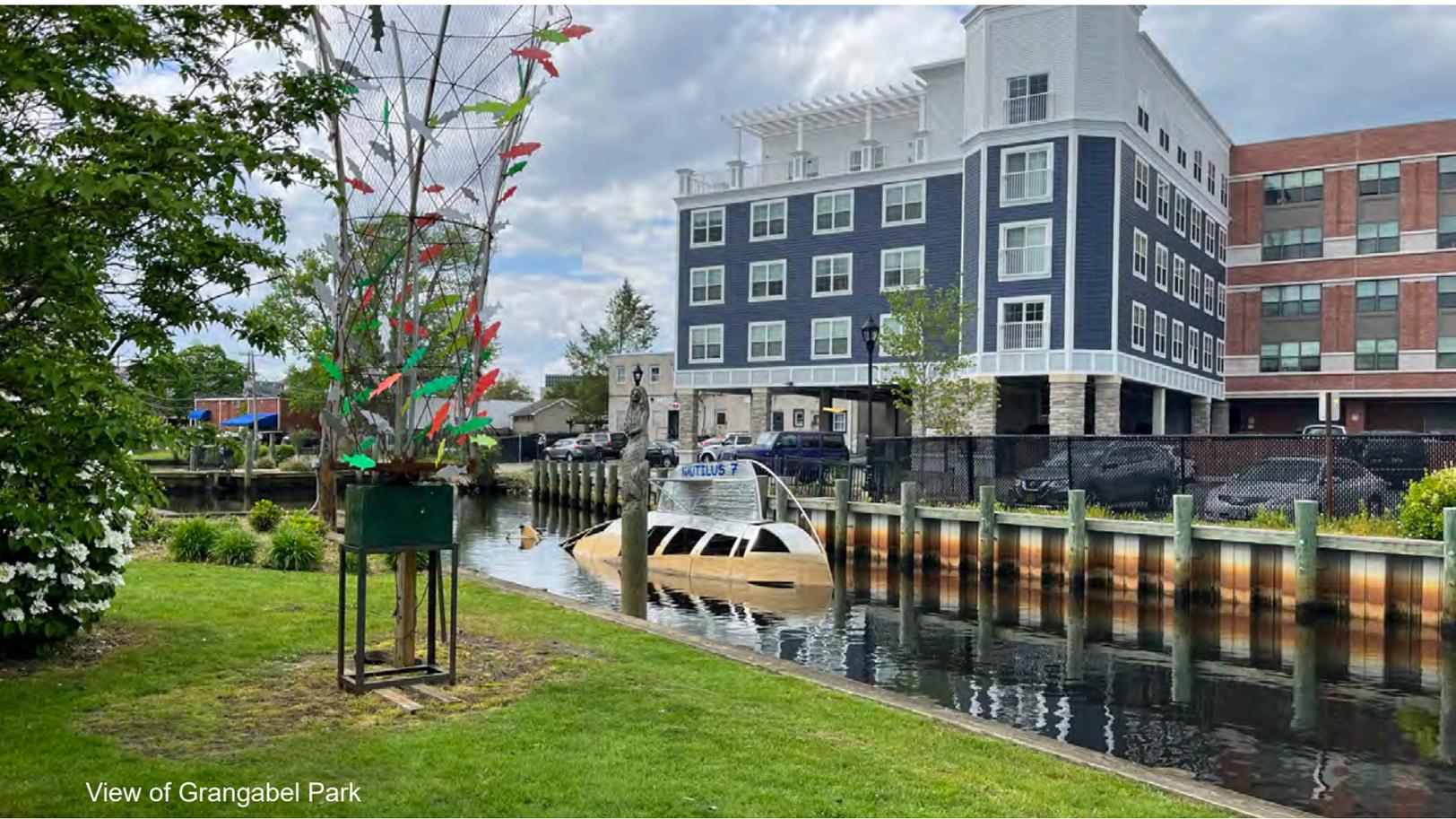
#	Project Name	Page
1	Create a New Town Square	108
2	Build a Resilient Riverfront Amphitheater	116
3	Enhance Peconic Park with Adaptive Playground	122
4	Create A New Mixed-Use Hub along Griffing Avenue	130
5	Improve the Facade and Ground Floor of the New Home for the Long Island Science Center	138
6	Expand the Suffolk Theater and Create New Residential Apartments	146
7	Build a New Entrance and Welcome Center for the Library	154
8	Implement a Downtown Public Art Program	160
9	Build a New Town Rowing Facility	166
10	Enhance the Pedestrian Realm along Main Street	172

PIPELINE PROJECTS

11	Vail Leavitt Music Hall	180
12	Pedestrianized Street	182
13	Griffing Avenue Streetscape Improvements	184
14	Downtown Signage Program	187
15	First Street Restoration	188
16	Roanoke and Peconic Ave	191

PRIORITY PROJECTS

Map ID	Project Title	Description	Project Type	Project Sponsor	Total Project Cost	DRI Funding Request	Funding Sources	Proposed Start Date	Anticipated Completion Date	Jobs Created
Priority Projects Selected by the LPC for Funding										
1	Create a New Town Square	Build a new 30,000sf public plaza and gathering space that can facilitate year-round activation and provide accessible pedestrian connections and vistas from Main Street to the riverfront.	Public Improvement	Town of Riverhead	\$ 3,600,000	\$ 3,240,000	-DRI Funding -Petrocelli Construction	Fall 2023	Fall 2025	0
2	Build a Resilient Riverfront Amphitheater	Construct an outdoor amphitheater for concerts and events that also serves to meet the resiliency goals along the riverfront and for downtown Riverhead.	Public Improvement	Town of Riverhead	\$ 1,500,000	\$ 1,350,000	-DRI Funding -Petrocelli Construction	Fall 2023	Fall 2025	0
3	Enhance Peconic Park with Adaptive Playground	Construct a playground and park space with a water feature and educational activities that relates to the waterfront location and utilizes green infrastructure and design to aid in downtown resiliency efforts.	Public Improvement	Town of Riverhead	\$ 1,750,000	\$ 1,600,000	-DRI Funding -Petrocelli Construction	Fall 2023	Fall 2025	0
4	Create A New Mixed-Use Hub along Griffing Avenue	Construct a new mixed use development consisting of 30 units of workforce housing at 80-100% AML, ground floor retail/commercial space, all lining a 332-space public parking structure.	Downtown Buildings	RXR / Georgia Green	\$ 19,750,000	\$ 2,750,000	-DRI Funding -Private Financing	Fall 2023	Fall 2025	11
5	Improve the Facade and Ground Floor of the New Home for the Long Island Science Center	Reconfigure new USC home at 111 Main Street to open up existing solid wall facing east and construct new entrance and commercial space within existing footprint while activating and enhancing the new town square.	Downtown Buildings	Long Island Science Center	\$ 13,500,000	\$ 1,000,000	-DRI Funding -USDA Backed Loans	Spring 2024	Fall 2025	20
6	Expand the Suffolk Theater and Create new Residential Apartments	Expand existing, historic theater stage and add green room and back of house functions, all as a component of a larger development with 28 residential units, including 3 units of workforce housing at 80-100% AML.	Downtown Buildings	Pike Realty Inc.	\$ 13,250,000	\$ 2,000,000	-DRI Funding -Private Financing	Spring 2023	Fall 2024	20
7	Build a New Entrance and Welcome Center for the Library	Provide a new accessible entrance and pedestrian path, with signage, lighting, and landscaping and renovate interior space for a self-service visitor center providing promotional materials for Downtown businesses and events.	Downtown Buildings	Riverhead Free Library	\$ 430,000	\$ 215,000	-DRI Funding -Capital Budget	Spring 2023	Fall 2023	0
8	Implement a Downtown Public Art Program	Engage local artists to build 5-7 new permanent public artworks in Downtown Riverhead, building on success of existing community artworks.	Public Improvement	Riverhead BID	\$ 275,000	\$ 250,000	-DRI Funding -BID Budget -Omnibus Grant	Spring 2023	Spring 2025	0
9	Build a New Town Rowing Facility	Construct floating ADA accessible community boat launch facility in the Peconic River with space to maneuver and launch crew boats up to 45 ft long and, if feasible, racks to store the crew boats.	Public Improvement	Town of Riverhead	\$ 250,000	\$ 250,000	-DRI Funding	Fall 2023	Fall 2024	0
10	Enhance the Pedestrian Realm along Main Street	Install traffic calming design elements to improve pedestrian safety along Main Street at two prominent intersections, including curb bump-outs, raised crosswalks, and pedestrian signalization; install new street trees and landscaping to improve the character and pedestrian experience along the Main Street corridor.	Public Improvement	Town of Riverhead	\$ 750,000	\$ 750,000	-DRI Funding	Spring 2023	Fall 2024	0



View of Grangabel Park

PROJECT PROFILES

INTRODUCTION

The following pages outline the critical information for each of the priority projects selected by the members of the LPC. Each project profile contains the detailed information the State will consider when determining how to allocate the DRI funding.

As many of the projects are still in the early stages of planning, these details are preliminary and the final designs of the projects may change.



Rendered View of Proposed Town Square Site from Suffolk Theater

PROJECT 1: CREATE A NEW TOWN SQUARE

DRI FUNDING REQUEST:

Total Project Cost: \$3,600,000

DRI Funding: \$3,240,000

PROJECT LOCATION:



Project is proposed to be located at 117, 121 East Main Street and a section of the municipally owned Riverfront parking lot.

PROJECT DESCRIPTION:

Build a new 30,000sf public plaza and gathering space that can facilitate year round activation; provide accessible pedestrian connections and vistas from Main Street to the Riverfront. The new public plaza is planned as a flexible open space between 117 and 123 E Main Street and the Riverfront and will function as a central gathering point for Town events. This plaza will be surrounded by buildings planned to accommodate residential, hospitality, retail, and museum functions. The plaza itself will host outdoor seating for restaurants and weekend markets while maintaining a direct visual and physical link between Main Street and the Peconic River. The area planned for this public plaza was formerly occupied by three vacant structures which the Town purchased for redevelopment. The Town has since demolished two of the structures. The new public plaza will create a key open space anchor within Downtown Riverhead and function as an active destination in the central section of Main Street, attracting local residents and visitors to the Downtown.

The budget for the project includes funds to elevate the ground plane up to the current level of Main Street, keeping the space out of the floodplain. The funding will also be used to implement drainage and stormwater mitigation for the project; run utility lines under the site; finish the site with pavers, install softscapes and other landscaping; and furnish the site with street furniture, lighting, and other amenities. The funding will also be used for a public restroom facility on the site and vertical circulation, including stairs, ramps, and elevators, to access the Riverfront.

PROJECT SPONSOR:

The Town of Riverhead

SITE OWNERSHIP / LEGAL JURISDICTION:

The Town of Riverhead has site control of 117 and 121 East Main Street and the Riverfront parking lot.

CAPACITY:

The Town is the project sponsor and has the resources, experience, and staff to complete the project.

PROJECT PARTNERS:

The Town will need to coordinate with the master developer, Petrocelli Development, to complete the earthwork and infrastructure work that needs to be done to prepare the site and to coordinate construction schedules. Additionally, the Long Island Science Center and the future hotel operator will be consulted and informed during the design and construction process.

STRATEGIES:

The Upper Town Square project is tied to a number of the Town's goals and strategies, and it has been part of the Vision for Downtown Riverhead for several years. In particular, the goal of connecting Main Street and all of Downtown with the Peconic River has been a recommendation in many of the previous planning studies for the last 30 years. The project also addresses several recommendations within the East Main Street Renewal Plan Update (2008), in particular promoting additional open spaces. The scenic beauty and cultural legacy of the River isn't felt in Town today, and this project will be a crucial step in reuniting the Downtown with the River.

The Upper Town Square project fits with many of the Town's strategies for revitalizing Downtown Riverhead. The project will improve pedestrian access to the Riverfront and create a distinct center to the Downtown tied to both Main Street and the River. The project utilizes Town-owned parking lots and vacant lots for development opportunities to achieve better utilization of waterfront land.

The large outreach effort which has preceded the DRI grant has captured the public's views on what activities and features the Town Square should include. The Town Square is well positioned to provide outdoor amenity space and activities for all of the diverse populations represented in Riverhead.

The Town Square will create a node of activity along Main Street and create safer pedestrian access to the River. The streetscape and pedestrian improvements, along with the new activity

and programming will draw more people into Downtown and create a safer Downtown environment.

The Upper Town Square is designed to work with the Town's resiliency strategies, including the Army Corps plan. The Upper Town Square will create an open space area, elevated out of the flood plain and will help protect other facilities and areas along Main Street.

The project also addresses some of the REDC's strategies for the region. The project aims to give a boost to businesses along Main Street by creating a new anchor destination and increasing the pedestrian traffic moving along Main Street. The project is also working to limit the impact of climate change on Downtown Riverhead, integrating the new plaza and development with the Army Corps' resiliency plan for Downtown. Finally, the Town Square will create a space to attract travelers coming to the region and give additional space for the fairs and festivals the Town already hosts.

ANTICIPATED REVITALIZATION BENEFITS:

This project will help foster long-term economic growth for not only the Town of Riverhead, but also the East End and Suffolk County. The project will further the revitalization of Downtown, creating a destination to attract different types visitors, both from within the local community and from afar. By creating a central gathering point within Downtown Riverhead, the new Town Square will create an essential heart for the Town to function around. The Town Square will be the center of gravity for all of the Town's events and fairs, and will allow the Town to host other, more diverse types of events throughout the year.

Creating a central space along Main Street will make better usage of the vacant buildings and parking areas along the River and create a center of activity along the street. This increased activity along Main Street will generate increased foot traffic, helping the existing businesses along Main Street. Additionally, by creating space for new businesses and connecting Main Street to the River, new visitors will be drawn to Riverhead and will spend more time in Town.

In the longer term, the Town Square will give space for more events in Town, like farmers markets and art fairs, helping support farmers and artists from the larger region. Having a destination along Main Street will also encourage more residents to walk to and within the Downtown, promoting a healthier lifestyle and reduced carbon emissions.

PUBLIC SUPPORT:

Throughout the public engagement process, residents mentioned that Downtown was lacking a center of gravity. There is no "restaurant row" or other collection of active uses along Main Street. The lack of visibility of the River within Downtown, particularly from Main Street was also mentioned often. Safety, particularly along the Riverfront was also brought up in a number of meetings, with residents saying they often feel unsafe walking on the boardwalk. The Town Square will add more activity and visibility to the Riverfront helping to make the area feel more secure. Many residents felt that the Town Square should be family friendly and have activities for children. Affordability was also mentioned, with residents concerned they might be priced out of activities, particularly for families.

Most of the concerns raised over the project revolved around parking, particularly where it was being removed and how the increase in demand was going to be managed.

The Town has, prior to the DRI, undergone a long public engagement process for the project, including workshops with the Town Board, stakeholder meetings, public workshops, and surveys. The Town's proposal for the project has evolved based on the feedback for these sessions and many of the ideas for activation and uses of the plaza have come directly from this engagement process. Generally residents wanted a flexible space in Downtown where events could be held and felt the Downtown needed more open space generally.

JOBS CREATED:

The Upper Town Square on its own is not projected to be a significant job creator; however, the associated commercial development is projected to create around 30 full-time jobs. The Town Square itself will create 1 or 2 maintenance jobs, and the project is projected to create around a dozen jobs indirectly through additional visitors and spending within the Downtown.

FEASIBILITY AND COST JUSTIFICATION:

The budget for the Town Square was derived using unit costs provided by the Petrocelli, the master developer selected by the Town, and applying contingency factors of 21% for overhead, 25% for design and construction, and 12% for cost escalation, as recommended by the costing consultant.

REGULATORY REQUIREMENTS:

The construction and site work will require local site plan approval and construction permits. Selection process for the the project contractor will require compliance with state purchasing requirements.

TIMEFRAME FOR IMPLEMENTATION:

Design	6-9 months
Permitting and Approvals	2-4 months
Construction	4-11 months

PROJECT BUDGET:

The Master developer for the Town Square, J Petrocelli Development Associates, project has committed to a 10% match for the project of \$360,000.

Improvement	cost/unit	units	# Units	Cost
Plaza				
Earthwork / Drainage	\$ 296,000.00	each	1	\$ 296,000.00
Sanitary Sewers	\$ 136,000.00	each	1	\$ 136,000.00
Refuse Coral	\$ 59,000.00	each	1	\$ 59,000.00
Storm Drainage	\$ 110,000.00	each	1	\$ 110,000.00
Flexible Pavement	\$ 59,000.00	each	1	\$ 59,000.00
Curbs / Steps / Ramps	\$ 136,000.00	each	1	\$ 136,000.00
Sidewalks	\$ 136,000.00	each	1	\$ 136,000.00
Unit Pavers	\$ 305,000.00	each	1	\$ 305,000.00
Planting / Landscape	\$ 37,000.00	each	1	\$ 37,000.00
Lawns and Grasses	\$ 35,000.00	each	1	\$ 35,000.00
Irrigation	\$ 55,000.00	each	1	\$ 55,000.00
Fountain	\$ 161,000.00	each	1	\$ 161,000.00
Fences and Gates	\$ 59,000.00	each	1	\$ 59,000.00
Screening and Shade Structures	\$ 157,000.00	each	1	\$ 157,000.00
Site Furnishings	\$ 59,000.00	each	1	\$ 59,000.00
Public Art / Fire Pits	\$ 212,000.00	each	1	\$ 212,000.00
Security Cameras	\$ 34,000.00	each	1	\$ 34,000.00
Flagpole	\$ 25,000.00	each	1	\$ 25,000.00
Sound System	\$ 110,000.00	each	1	\$ 110,000.00
Gateway Entrance	\$ 296,000.00	each	1	\$ 296,000.00
Signage and Wayfinding	\$ 25,000.00	each	1	\$ 25,000.00
Electric / Site Lighting	\$ 136,000.00	each	1	\$ 136,000.00
PLAZA SUBTOTAL				\$ 2,638,000.00
Bathroom and Service Building				
Earthwork / Drainage	\$ 90,000.00	each	1	\$ 90,000.00
Building Structure	\$ 296,000.00	each	1	\$ 296,000.00
Landscaping	\$ 13,000.00	each	1	\$ 13,000.00
Screening Devices	\$ 13,000.00	each	1	\$ 13,000.00
Fixtures / Equipment	\$ 76,000.00	each	1	\$ 76,000.00
Plumbing	\$ 110,000.00	each	1	\$ 110,000.00
Elevator - ADA Access	\$ 322,000.00	each	1	\$ 322,000.00
Electric / Lighting	\$ 42,000.00	each	1	\$ 42,000.00
BATHROOM SUBTOTAL				\$ 962,000.00
TOTAL				\$ 3,600,000.00
DRI Funding Request				\$ 3,240,000.00
Total Funds from other Sources				\$ 360,000.00

EXISTING SITE CONDITION:



Existing View of Town Square Site from Suffolk Theater

PROJECT RENDERINGS:



Rendered View of Town Square from Suffolk Theater

PROJECT SITE PLAN:





Precedent Image: Waterfront Amphitheater - photo by Jenny Berg

PROJECT 2: BUILD A RESILIENT RIVERFRONT AMPHITHEATER

DRI FUNDING REQUEST:

Total Project Cost: \$1,500,000

DRI Funding: \$1,350,000

Balance of the project funding will be provided by J Petrocelli Development Associates

PROJECT LOCATION:

Project is proposed to be located at the southern end of 121, 127 East Main Street and the East End Arts parcels, along Heidi Behr Way



PROJECT DESCRIPTION:

Construct an outdoor amphitheater for concerts and events that also serves to meet the resiliency goals along the Riverfront and for Downtown Riverhead. The Resilient Riverfront Amphitheater is a planned outdoor event space, adjacent to the new Town Square, which will provide Downtown with a place to hold outdoor concerts and shows, while also forming a key element of the resiliency framework of the Downtown. The location of the amphitheater, tied into the Town Square and connected to East End Arts will allow for a great mix of programming, and a place for students of the Arts center to perform. The views of the Peconic River will act as a backdrop for performances, and provide an attractive setting for visitors. The amphitheater will terrace down from the level of the Town Square (at an elevation of +12) to the level of the Riverfront. This allows the amphitheater to act as a transition between the two spaces while also protecting the areas behind it from inundation. Eventually the buildings of the East End Arts center will be elevated to match the level at the upper end of the amphitheater. The Town is currently working with the Army Corps of Engineers and a design consultant to create an overall resiliency plan for the Downtown and to secure federal funding for Downtown resiliency projects, which the amphitheater will tie into.

The DRI funding will be used to build out the amphitheater, including the grading and drainage work, running of utility lines, hard and softscapes, and lighting and furnishings. The project will require fill to create the terraces and elevate the back of the theater out of the flood plain. The theater will be designed as a simple series of grass terraces with concrete retaining walls forming the edges of each terrace. The funding will also be used for the necessary stairs and accessible ramps for circulation.

PROJECT SPONSOR:

The Town of Riverhead

SITE OWNERSHIP / LEGAL JURISDICTION:

The Town of Riverhead has site control of all of the properties the project will utilize.

CAPACITY:

The Town is the project sponsor and has the resources, experience, and staff to complete the project.

PROJECT PARTNERS:

The Town will need to coordinate with the master developer of the Town Square, Petrocelli Development, to complete the project, particularly regarding the earthwork and infrastructure work that needs to be done to prepare the site and to coordinate construction schedules with the boutique hotel. Additionally, the Town will work with East End Arts to coordinate work and minimize disruption to their operations, as well as to program the space with performances in the future. The Town will also work with the Army Corps of Engineers and FEMA to ensure the design of the Amphitheater meets the FEMA's standards for flood mitigation.

STRATEGIES:

The Resilient Riverfront Amphitheater is tied to a number of the Town's goals. In particular, the goal of connecting Main Street and all of Downtown with the Peconic River has been a recommendation in many of the previous planning studies for the last 30 years. Additionally the focus on the arts community in the Town and adding space for performances is tied to a number of recommendations made in the 1993 East Main Street Renewal Plan, the 2000 Downtown Revitalization Strategy, and the Town's Comprehensive Plan.

The Amphitheater project fits with many of the Town's strategies for revitalizing Downtown Riverhead. The project is tied to the creation of the Town Square and will add activity and additional space for events. The project utilizes Town-owned parking lots and underutilized waterfront land for development opportunities to achieve better activation of the waterfront. The project will also encourage other development and new businesses to locate in the area and along Main Street.

The Amphitheater is tied to the previous outreach conducted by the Town, and surveys found many residents wanted a space for outdoor music and performances along the River. The performance space can provide free concerts and activities to appeal to a diverse audience within the Town.

The Amphitheater will create a node of activity along the Riverfront adding more pedestrian activity along the boardwalk and generating more foot traffic in Downtown. The added activity along the River will make residents feel safer walking Downtown and along the River.

The Amphitheater is designed to work with the Town's resiliency strategies, including the Army Corps plan. The Amphitheater will act as part of the barrier protecting the areas behind it, including the East End Arts Center, from flooding.

The project also addresses some of the REDC's strategies for the region. The project will increase foot traffic along Main Street and the Riverfront when the performance space is being used, benefiting the small businesses. The project is also working to limit the impact of climate change on Downtown Riverhead, tying in with the Army Corps' resiliency plan for Downtown. Finally, the amphitheater will create an attraction in the heart of Downtown to bring in travelers coming to the region and give additional space for the fairs and festivals the Town already hosts.

ANTICIPATED REVITALIZATION BENEFITS:

Creating a new outdoor performance space in Downtown Riverhead will allow the Town to host more diverse types of events in the Town and to provide free entertainment and family-friendly events that residents say are needed. By allowing the Town to host more events and by having a space for outdoor performances, the Town can increase tourism in Downtown and get more Town residents to spend time in Downtown. As Downtown businesses have lost many customers to the big box stores and other retailers and restaurants just outside of Downtown, encouraging residents to spend more time in Downtown will help the existing businesses bring customers back in. This project will serve as an attraction for visitors coming to other anchor destinations in Town to spend longer in Town, visit businesses along Main Street, and walk through more of the Downtown.

In the longer term, the amphitheater will help nurture the growing artist community the Town hopes to foster, by giving a space for more niche acts to perform for an audience. The project will also have a lasting impact on the resiliency of the Downtown, providing a piece of the flood mitigation measures for Downtown Riverhead.

PUBLIC SUPPORT:

During the public engagement sessions, the idea of bringing a public performance space was well-received, and there were no significant objections raised. In the outreach session with high school students, the idea of holding outdoor concerts in Downtown was something many of the students were excited about and said would get them to come Downtown and use the Town Square space

The Town has, prior to the DRI, undergone a long public engagement process for the entire Town Square project, including workshops with the Town Board, stakeholder meetings, public workshops, and surveys. There was widespread support from the community for outdoor performance spaces and for more Town events.

PROJECT BUDGET:

The Master developer for the Town Square, J Petrocelli Development Associates, project has committed to a 10% match for the project of \$150,000.

Improvement	cost/unit	units	# Units	Cost
Amphitheater				
Earthwork / Drainage	\$ 46,000.00	each	1	\$ 46,000.00
Storm Drainage	\$ 86,000.00	each	1	\$ 86,000.00
Flexible Pavement	\$ 140,000.00	each	1	\$ 140,000.00
Curbs / Steps / Ramps	\$ 55,000.00	each	1	\$ 55,000.00
Sidewalks	\$ 45,000.00	each	1	\$ 45,000.00
Unit Pavers	\$ 86,000.00	each	1	\$ 86,000.00
Planting / Landscape	\$ 32,000.00	each	1	\$ 32,000.00
Lawns and Grasses	\$ 86,000.00	each	1	\$ 86,000.00
Irrigation	\$ 28,000.00	each	1	\$ 28,000.00
Audience Concrete Seating	\$ 117,000.00	each	1	\$ 117,000.00
Fences and Gates	\$ 86,000.00	each	1	\$ 86,000.00
Screening and Shade Structures	\$ 42,000.00	each	1	\$ 42,000.00
Open Air Stage Structure	\$ 312,000.00	each	1	\$ 312,000.00
Sound System	\$ 105,000.00	each	1	\$ 105,000.00
Electric and Site Lighting	\$ 234,000.00	each	1	\$ 234,000.00
TOTAL				\$ 1,500,000.00
DRI Funding Request				\$ 1,350,000.00
Total Funds from other Sources				\$ 150,000.00

FEASIBILITY AND COST JUSTIFICATION:

The budget for the Amphitheater was derived using unit costs provided by the Petrocelli, the master developer selected by the Town, and applying contingency factors of 21% for overhead, 25% for design and construction, and 12% for cost escalation, as recommended by the costing consultant.

The project will require the Town to move forward with its resiliency planning in an expedited fashion, and to get funding to raise the historic structures of the East End Arts campus out of the floodplain.

REGULATORY REQUIREMENTS:

The construction and site work will require local site plan approval and construction permits. Selection process for the the project contractor will require compliance with state purchasing requirements.

TIMEFRAME FOR IMPLEMENTATION:

Design	2-4 months
Permitting and Approvals	2-4 months
Construction	5-12 months

EXISTING SITE CONDITION:



PROJECT SITE PLAN:





Precedent Image: Adaptive Playground

PROJECT 3: ENHANCE PECONIC PARK WITH ADAPTIVE PLAYGROUND

DRI FUNDING REQUEST:

Total Project Cost: \$1,750,000

DRI Funding: \$1,600,000

Balance of the project funding will be provided by J Petrocelli Development Associates

PROJECT LOCATION:

Project is proposed to be located on the municipally owned parking lots south of the future Long Island Science Center facility and the building at 101 East Main Street.



PROJECT DESCRIPTION:

Construct a playground and park space with a water feature and educational activities that relates to the waterfront location and utilizes green infrastructure and design to aid in Downtown resiliency efforts. The Peconic Park and Adaptive Playground is a proposal to construct a new, active and engaging, family friendly space along the Peconic River. Throughout the engagement process members of the community have stated the need for more family-friendly spaces within the Downtown, particularly along the River. They have also mentioned the lack of playgrounds within the DRI Area and the overwhelming need for spaces for children. This project will create a cost free entertainment option for families in Downtown Riverhead, with views of the River and near the Town Square and Science Center. The Town will collaborate with the Science Center to program the playground with stimulating attractions that will educate and entertain kids.

The funding request for the Park includes funds to elevate the existing ground, as part of the Downtown's resiliency strategy, and build out the playground and park at a higher elevation. The budget includes landscaping, safe play surfaces, playground equipment , a water feature, and a basketball court. The park will also have public bathrooms, that can help serve the larger Riverfront area, and ramps to mitigate the grade change from the Upper Town Square down to the Riverfront.

The park will also constitute a piece of Downtown Riverhead's resiliency strategy. The park is elevated to bring it out of the flood plain, and will include stormwater management features folded into its landscape design. The planting areas will be able to handle some of the stormwater run-off coming down from the Upper Town Square. Capturing and retaining stormwater prevents pollution from getting into the Peconic River and will help lower lying areas, such as the existing parking lots ,from becoming over-saturated during a storm.

PROJECT SPONSOR:

The Town of Riverhead

SITE OWNERSHIP / LEGAL JURISDICTION:

The Town of Riverhead has site control of the municipally owned parking lot.

CAPACITY:

The Town is the project sponsor and has the resources, experience, and staff to complete the project.

PROJECT PARTNERS:

The Town will need to coordinate with the master developer of the Town Square, Petrocelli Development, to complete the project, particularly regarding the earthwork and infrastructure work that needs to be done to prepare the site and to coordinate construction schedules with the Long Island Science Center. Additionally, the Town will work with the Science Center to coordinate work and minimize disruption to their operations, as well as to program the space with educational playground equipment. The Town will also work with the Army Corps of Engineers and FEMA to ensure the design of the park and playground work with the overall resiliency strategy for the Downtown.

STRATEGIES:

The Peconic Park and Adaptive Playground project is tied to a number of the Town's goals and the Vision for Downtown Riverhead. Many of the previous planning studies have called out the need for more open space and activities along the Riverfront, and the need for affordable, family-friendly spaces in Downtown. Additionally, many of the previous planning studies have emphasized the importance of replacing the parking lots along the Riverfront with active uses.

The Playground project fits with many of the Town's strategies for revitalizing Downtown Riverhead. The project is tied to the creation of the Town Square and will add activity and additional space for events. The project utilizes Town-owned parking lots and underutilized waterfront land for development opportunities to achieve better activation of the waterfront. The project will also encourage other development and new businesses to locate in the area and along Main Street.

The Playground is tied to the previous outreach conducted by the Town, and surveys found many residents felt there were not enough playgrounds and spaces for children in Downtown Riverhead. The playground provides a cost free activity in Downtown for families, and with educational components added in, the projects will be a draw for visitors.

The Playground will create a node of activity along the Riverfront helping to bring additional pedestrian activity along the boardwalk and Downtown. The added activity along the River will make residents feel safer walking Downtown and along the River.

The Playground is designed to work with the Town's resiliency strategies, including the Army Corps plan. The playground will form a transition between the higher Town Square elevation and the Riverfront. The Playground will also incorporate green infrastructure components to aid in stormwater capture.

The project also addresses some of the REDC's strategies for the region. The project will increase foot traffic along Main Street and the River bringing more families into Downtown during the day and on weekends. The increase in visitors and residents spending time in Downtown will benefit the small businesses. The project is also working to limit the impact of climate change on Downtown Riverhead, tying in with the Army Corps' resiliency plan and capturing stormwater runoff.

ANTICIPATED REVITALIZATION BENEFITS:

This project will add space in Downtown for children and families that is greatly needed. Many residents have commented on the lack of spaces for children and families in Downtown Riverhead and the lack of affordable entertainment options. Providing a space in Downtown for families will encourage more residents to come into Downtown during the day and on weekends. As many businesses have lost customers to the big box retailers and chain restaurants just outside of the DRI Area, encouraging families to come into Downtown particularly during the day and on weekends will help bring back shoppers to Main Street. Also by bringing more activity to the Riverfront during the day, the perception of safety in the parks along the Riverfront will be increased, making residents feel more comfortable.

In the longer term, providing additional space in Downtown for families and children will encourage more families to locate to Downtown Riverhead, increasing the tax base. Additionally, the resiliency component of the project will help protect businesses in Downtown from the impacts of flooding and limit runoff from entering the Peconic River.

PUBLIC SUPPORT:

During the public engagement process, many Town residents commented on the lack of family friendly activities and spaces in the Downtown. They also noted that the Downtown did not have enough playgrounds or places for children to play. The idea of building a playground near the Town Square was generally supported by the public with no significant concerns raised.

The Town has, prior to the DRI, undergone a long public engagement process for the entire Town Square project, including workshops with the Town Board, stakeholder meetings, public workshops, and surveys. There was widespread support from the community for family-friendly active uses, particularly a playground tied into the Town Square and along the Riverfront.

PROJECT BUDGET:

The Master developer for the Town Square, J Petrocelli Development Associates, project has committed to a 8.5% match for the project of \$150,000.

Improvement	cost/unit	units	# Units	Cost
Playground				
Earthwork / Drainage	\$ 120,000.00	each	1	\$ 120,000.00
Safety Surface Play Area	\$ 91,000.00	each	1	\$ 91,000.00
Restroom and Storage Building	\$ 250,000.00	each	1	\$ 250,000.00
Fencing	\$ 12,000.00	each	1	\$ 12,000.00
Safety Barricades	\$ 24,000.00	each	1	\$ 24,000.00
Playground Equipment	\$ 120,000.00	each	1	\$ 120,000.00
Lucky Climbers	\$ 440,000.00	each	1	\$ 440,000.00
Basketball 1/2 Court	\$ 88,000.00	each	1	\$ 88,000.00
Site Furnishings	\$ 45,000.00	each	1	\$ 45,000.00
Ammenities	\$ 88,000.00	each	1	\$ 88,000.00
Splash Pad	\$ 400,000.00	each	1	\$ 400,000.00
Electric and Site Lighting	\$ 72,000.00	each	1	\$ 72,000.00
TOTAL				\$ 1,750,000.00
DRI Funding Request				\$ 1,600,000.00
Total Funds from other Sources				\$ 150,000.00

FEASIBILITY AND COST JUSTIFICATION:

The budget for the Playground was derived using unit costs provided by the Petrocelli, the master developer selected by the Town, and applying contingency factors of 21% for overhead, 25% for design and construction, and 12% for cost escalation, as recommended by the costing consultant.

The project will require the Town to move forward with its resiliency planning in an expedited fashion. The Town is currently working to get additional CFA funding for the project.

REGULATORY REQUIREMENTS:

The construction and site work will require local site plan approval and construction permits. Selection process for the the project contractor will require compliance with state purchasing requirements.

TIMEFRAME FOR IMPLEMENTATION:

Design	2-4 months
Permitting and Approvals	2-4 months
Construction	5-12 months

EXISTING SITE CONDITIONS:



CONCEPT IMAGES:



Precedent Image: Lucky Playground Equipment



Precedent Image: Adaptive Playground Equipment

PROJECT SITE PLAN:





Rendered View of Griffing Ave

PROJECT 4: CREATE A NEW MIXED-USE HUB ALONG GRIFFING AVENUE

DRI FUNDING REQUEST:

Total Project Cost: \$19,750,000

DRI Funding: \$2,750,000

Balance of the funding will be provided by RXR

PROJECT LOCATION:

The Griffing Avenue Mixed Use Development project is located at 246 Griffing Avenue, on an existing parking lot, south of Railroad Avenue



PROJECT DESCRIPTION:

Construct a new mixed use development consisting of 30 units of workforce housing at 80-100% AMI, ground floor retail/commercial space, all lining a 332-space public parking structure. The proposed mixed-use development is a vital component to the Town of Riverhead's vision to create a transit-oriented community connected to its Downtown. The project's goal is to make Riverhead a "Place to Stay" rather than a place along the way by creating a vibrant, active destination for residents and visitors alike. The proposed project will promote safe, walkable connectivity to Riverhead's Downtown and will act as a catalyst for future investment and will strengthen the local economy and business community.

This project is an important goal for the Town of Riverhead as it has been documented in many Town reports and planning documents and outlined in the RFQ process.

According to the Town of Riverhead TOD RFQ, "by improving the Railroad Avenue/Court Street Corridor and allowing for continued growth of Historic Downtown Riverhead as a regional economic engine, this project will expand mobility and opportunities for the thousands of residents living in and near the Town of Riverhead, and the hundreds of thousands of visitors that travel to the area. This project will connect and empower citizens of the region with access to opportunities, economically and socially"

The combined 4-story mixed-use building has been strategically crafted by the Torti Gallas + Partners architecture & planning team to create the appearance of multiple buildings of varied sizes to create visual interest and reflect the history of Riverhead.

This design includes 30 units of workforce housing with building amenities. Critical to activating the street, the ground floor offers flexible commercial space to accommodate a myriad of uses, including but not limited to restaurants, childcare, or a music/entertainment venue.

The building also includes a large public parking structure, serving not only the building and its residents, but also the rest of Downtown Riverhead. The central location of the garage makes it convenient for many Downtown businesses, and will support the many events the Town holds each year.

The developer is committed to superior, sustainable design, including on-site recreational amenities, walkability, and a sense of place through attractive community architecture, landscaping, and connectivity that will support and enhance the quality of life for those living in Riverhead's Downtown.

It is important to note that the proposed plan is not yet finalized and will be collectively designed between RXR, GGV, the Town of Riverhead, Suffolk County, and any/all other related parties to ensure this is a project that advances all goals for this important prioritized municipal vision.

PROJECT SPONSOR:

RXR and Georgia Green Ventures LLC will be the project sponsor

SITE OWNERSHIP / LEGAL JURISDICTION:

The Griffing Avenue Mixed Use Development site is currently owned by Suffolk County. The County has agreed to sell the land to the Town of Riverhead who will then transfer ownership rights to the developer.

CAPACITY:

RXR has shown an innovative approach to Downtown redevelopment and has a proven track record for completing projects at this scale. The organization has more than five hundred staff members and a gross asset value of \$20.1B, comprising approximately 25.8MM SF of commercial properties and 6,300 multi-family and for-sale units in development and operation in the New York area.

RXR is the designated master developer for Downtown New Rochelle, Garvies Point (Glen Cove), and the Nassau Coliseum (Uniondale). Additionally, RXR has partnered with LIU in the transformation of their Downtown Brooklyn campus.

Georgica Green Ventures, LLC (GGV) is a Long Island based real estate development company that specializes in the acquisition, development, construction, and management of various housing types. GGV has expertise in efficient and sustainable construction and financing to implement developments with a mix of public and private sources, engaging in meaningful, inclusive public outreach and engagement, and successful collaboration with municipalities.

Since 2012, GGV has developed over 1,500 multi-family rental units throughout the Metropolitan region, including 116 units at Riverview Lofts at 221 East Main Street in Riverhead.

GGV & RXR have the administrative and financial capacity and a proven track record of transformative master planning and transit-oriented Downtown revitalization projects throughout the region.

PROJECT PARTNERS:

The development team will coordinate with the Town of Riverhead and Suffolk County on the project.

STRATEGIES:

The Griffing Avenue mixed-use project is tied to a number of the Town's goals and strategies, and fits with many of the Town's visioning documents created over the years. The Town has long viewed the train station as an asset to generate transit-oriented development, and this project ties in with that vision. The project also works toward goals outlined in the Town's parking study around consolidating parking and diverting traffic off of Main Street. The project is adding a new mixed-use and transit-oriented development to the Downtown core.

The Griffing Avenue mixed-use project fits with many of the Town's strategies for revitalizing Downtown Riverhead. The project will improve the streetscape and appearance of Griffing Avenue and the area around the train station, which has been described as unsafe by many residents. The project will be built on a surface parking lot, making better use of the land and adding new development near the train station and the Courthouse. By consolidating parking through the construction of a garage, other surface lots in the Town will be freed up for future development, particularly along the Riverfront.

The project, through adding active ground floor uses along Griffing Avenue, will improve the streetscape and connections between the train station and the rest of Downtown. This will make this area feel markedly safer and more welcoming during the day and at night. The project is also tied into making a more developed transit-oriented district around the train station, adding new apartments and commercial spaces within a short walk of the train station.

The project also addresses some of the REDC's strategies for the region. The project aims to give a boost to businesses in the area by making a more walkable connection to the train station. The project also creates space for new businesses near the Courthouse, making use of the large daytime population the facility brings in on weekdays.

DECARBONIZATION STRATEGIES:

The sponsor has indicated they are planning to include environmentally sustainable features in the design and have a track record of developing sustainable buildings, with a third of their portfolio LEED certified. The project currently has an architect and concept level plans. The sponsor does not yet have a budget for the energy efficiency measures planned for the project. The sponsor has not indicated what compliance path or benchmarks they will be pursuing, or if they will be applying for other incentive programs, but has indicated they will meet the DRI decarbonization standards.

AFFORDABILITY:

Per an agreement between the development team and the Town of Riverhead, all 30 units in the building will be designated for affordable workforce housing.

ANTICIPATED REVITALIZATION BENEFITS:

The Griffing Avenue Mixed Use Development project will attract new residents, visitors, and businesses and support those already in Riverhead. The project will provide new housing options that are in high demand and, through its active ground floor uses, will bolster the neighborhood character and connectivity between the LIRR station and the Downtown Riverhead. The project provides active uses, a pedestrian-friendly environment, and a more complete neighborhood. Additionally, by providing a consolidated parking area, the Town can reduce its reliance on surface parking areas, allowing for further development opportunities. Further, cars can be diverted from Main Street reducing congestion and creating a safer pedestrian environment.

The project will contribute to the long-term economic health of the community by transforming what is currently an underutilized parking lot into a welcoming, pedestrian friendly and economically sustainable transit-oriented development, while maximizing its place-making contribution. The streetscape improvements and proximity of the project to the LIRR station will contribute to reducing greenhouse gas emissions by establishing a safe, walkable environment that is expected to increase public transit ridership and reduce vehicle usage in the area.

PUBLIC SUPPORT:

The project has seen general support from the public. Many residents have expressed concerns over safety in the area around the station. Due to infrequent train service, the station area is rarely bustling and the lack of activity there can make it uncomfortable. The station is also frequently populated by homeless individuals which led some residents to say it was unsafe. Developing the parking lot and adding active ground floor uses around the station will add vibrancy to the area and bring more foot traffic. This will help alleviate some of the safety concerns that were expressed by the public.

As with other projects, concerns over parking, traffic, and additional students within the school district were all raised in different venues.

The area around the railroad station has long been identified as an opportunity area and in need of investment and redevelopment. The area was the focus of an Urban Renewal Plan adopted in 1997. The recommendation of the plan was to allow the Town to buy out the vacant and dilapidated buildings in the area and demolish them. The Town used a public RFQ process to select a developer for the site and the RXR and GGV team was selected as the developer.

JOBS CREATED:

The project is projected to create 8 full time positions for the retail spaces, 1-2 jobs for management and maintenance, and 2-3 jobs for operating the parking structure.

PROJECT BUDGET:

Hard Costs:	\$17,584,000
Soft Costs:	\$2,166,000
Other Costs (Finance / Interest / other):	\$0
Purchase Price / Land Fee:	\$0
Total Cost:	\$19,750,000
DRI Funding Request:	\$2,750,000
Total Funds from Other Sources:	\$17,000,000

The project sponsor RXR will contribute \$17 million representing a match of 600% of the DRI funds.

FEASIBILITY AND COST JUSTIFICATION:

The cost estimate was provided by the project sponsor. Though the estimate lacks any significant detail, the track record of the sponsor in developing similar projects suggests they have a grasp over the cost of the project and will be able to complete the project within the specified budget.

REGULATORY REQUIREMENTS:

The construction and site work will require local site plan approval and building permit.

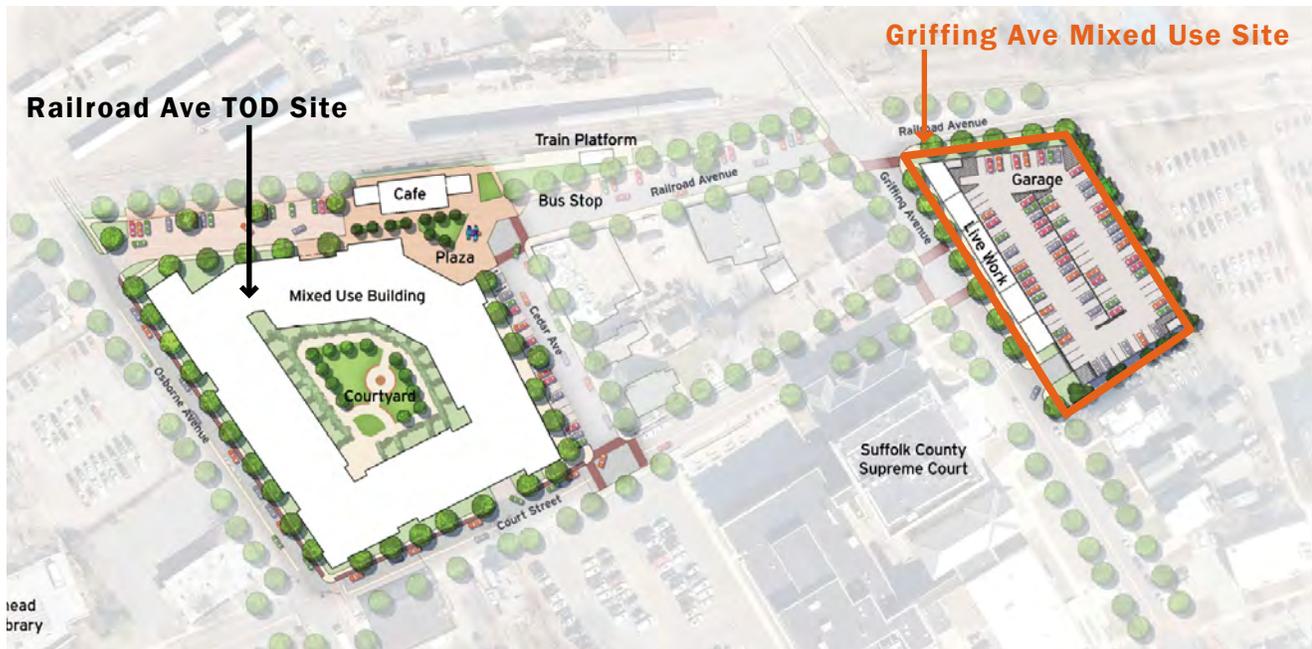
TIMEFRAME FOR IMPLEMENTATION:

Design	7-9 months
Permitting and Approvals	2-4 months

EXISTING SITE CONDITION:



PROJECT SITE PLAN:





PROJECT 5: IMPROVE THE FACADE AND GROUND FLOOR OF THE NEW HOME FOR THE LONG ISLAND SCIENCE CENTER

DRI FUNDING REQUEST:

Total Project Cost: \$13,500,000

DRI Funding: \$1,000,000

Balance of the funding will be provided by Long Island Science Center

PROJECT LOCATION:

111 East Main Street



PROJECT DESCRIPTION:

Reconfigure new LISC home at 111 Main Street to open up existing solid wall facing east, and construct new entrance and commercial space within existing footprint; all activating and enhancing the new Town Square. The Long Island Science Center will seamlessly retrofit the museum program into and activate the newly developed public space along the Town Square (another project seeking DRI funding) to accommodate and create public education exhibitions. These exhibits will integrate open space, climate change, flood mitigation measures into the Town Square, including targeted elevation of the adjacent lot and functional agritech, wind, and solar educational exhibits.

The DRI funding will be used to update the facade of the existing structure in order to create an active and open transition between the Town Square and the Science Center. The project will take the blank existing wall of the structure at 111 East Main Street and create a novel and interactive facade, with openings to a new gift shop and lobby space, all connected directly to the new Town Square. The funding will also be used for the fit-out of the Craft'd restaurant space in the ground floor of the Science center. The restaurant is being displaced through the demolition of its current home. The restaurant serves as a critical activator of the ground floor of the building and will be a source of future revenue for the museum as a rental tenant.

PROJECT SPONSOR:

The Long Island Science Center is the project sponsor.

SITE OWNERSHIP / LEGAL JURISDICTION:

Long Island Science Center acquired a vacant and blighted building at 111 East Main Street to relocate and expand the organization to the center of Historic Downtown Riverhead's Main Street

CAPACITY:

The LISC is working with the master developer for the Town Square to ensure their approach is coordinated. The LISC have brought on an architect to design the floor plans, and once the design of the Town Square is finalized, the architect will develop the construction drawings for the project. The LISC has also taken steps to secure \$12 million in loans through the USDA Rural Development Program. The LISC has a business plan outlining how it will operate financially during construction and once the new facility is in operation.

PROJECT PARTNERS:

The Long Island Science Center will work with the Town of Riverhead and Petrocelli Development to coordinate the project with the work being undertaken for the adjacent Town Square development.

STRATEGIES:

The LISC project is tied to a number of the Town's goals and strategies, and fits well with plans in the Town's visioning studies. In particular, the project ties in with the Town's goal of utilizing vacant properties Downtown, and this project will take over a long underutilized building and creating a new anchor for the Downtown. The project will bring visitors to Downtown in the daytime and on weekdays, create more activity during times when the area is currently only sparsely populated.

The LISC project fits with many of the Town's strategies for revitalizing Downtown Riverhead. The project is tied in to the Town Square, adding another activator onto the plaza to make it feel active at all times of the day, week, and year. The project includes both the entrance to the museum as well as the commercial spaces along the Town Square, which are critical elements to the success of the Town Square.

The project fits with the community's desire for family friendly activities along the River and in the Town Square. The project has been shown as part of the Town Square during much of the previous outreach efforts.

The LISC project will improve the blank facade facing the Town Square, helping to beautify the space and make for a more dynamic Downtown visual palette. The project will also bring increased foot traffic to Downtown, Main Street, and the River during the day time. This increased activity will increase the feelings of safety in the area, a concern raised by many residents.

The project also addresses some of the REDC's strategies for the region. The project aims to give a boost to businesses along Main Street by creating a new anchor destination and increasing the pedestrian traffic moving along Main Street. The project will have maker spaces and podcast recording studios, along with drone programs, which will help provide Town residents with access to the newest technology and training for the industries of the future. The museum will work with schools and other local institutions to develop programs around science, technology, engineering, art, and math (STEAM) education providing the area with a new anchor for technology learning programs. The project will incorporate green energy features on the rooftop and have exhibits discussing climate change, helping to raise awareness and make strides towards mitigating the worst impacts of climate change. The project will be a regional draw, bringing in visitors from all over Long Island. The visitors will be a benefit to many of the other existing businesses in Downtown Riverhead.

DECARBONIZATION STRATEGIES:

The project is not required to comply with DRI decarbonization standards as the total renovations are less than 10,000 sf and the cost is less than half the value of the building. The Long Island Science Center will include solar and wind energy production on the rooftop and will incorporate those elements into exhibits on green energy housed within the museum.

ANTICIPATED REVITALIZATION BENEFITS:

Creating a regional destination in the center of Riverhead will add another key anchor to bring people into the Downtown. The project's location as one edge of the Town Square will provide critical activation of the space, and visitors to the Museum will likely patronize other local businesses and attractions. Visitors traveling to the museum's current location in the Tanger Outlet Center rarely make it from the museum into Downtown Riverhead. Moving the facility to the middle of Downtown will result in more of those visitors spending time in Downtown and supporting more of the local businesses. Additionally, the commercial space in the building will attract more people to the Town Square and give them a reason to spend more time there.

In the longer term, the STEAM programs the museum offers and the partnerships with local schools will help instill the values of science education in the next generation of Riverhead residents. Additionally the maker spaces and podcast recording studios will help young Riverhead residents explore pursuits in growing job fields, preparing them for the future.

PUBLIC SUPPORT:

Throughout the public engagement process, residents have cited a need for family-friendly activities in Downtown Riverhead. The Long Island Science Center will be an ideal space for families in the heart of Downtown Riverhead. Additionally, during the session with high school students, several students and one teacher were interested in the maker spaces and the podcast studio the LISC will house. They were also interested in partnering with the museum for a drone program.

The Long Island Science Center has been considered a part of the Town Square proposal since its early ideation phase and has been considered in the previous engagement for the Town Square. The investment is directly supported by the Brownfield Opportunity Area plan, Riverhead Comprehensive Plan, the Strategic TOD Plan and the recent Town Square design process, and many other revitalization studies. In previous outreach sessions during the visioning for the Town Square, residents were in favor of: outdoor STEM activities, connecting science with the outdoors, the LISC's new focus on the Peconic River, and the youth and adult maker spaces.

JOBS CREATED:

The LISC is projected to directly create 20 full-time jobs and another 7 jobs indirectly through additional tourism revenue to the Town.

FEASIBILITY AND COST JUSTIFICATION:

The cost estimate was provided by the project sponsor as part of their business plan. The estimate has been reviewed by the consultant team to verify it aligns with current material and labor costs.

REGULATORY REQUIREMENTS:

The construction and site work will require local site plan approval and building permit.

TIMEFRAME FOR IMPLEMENTATION:

Design	7-9 months
Permitting and Approvals	2-4 months
Construction	8-12 months

PROJECT BUDGET:

The overall cost to renovate the existing building and to move operations from the current location represent the sponsor match of \$12.5 million. These costs will be borne by the LISC through a USDA backed loan program

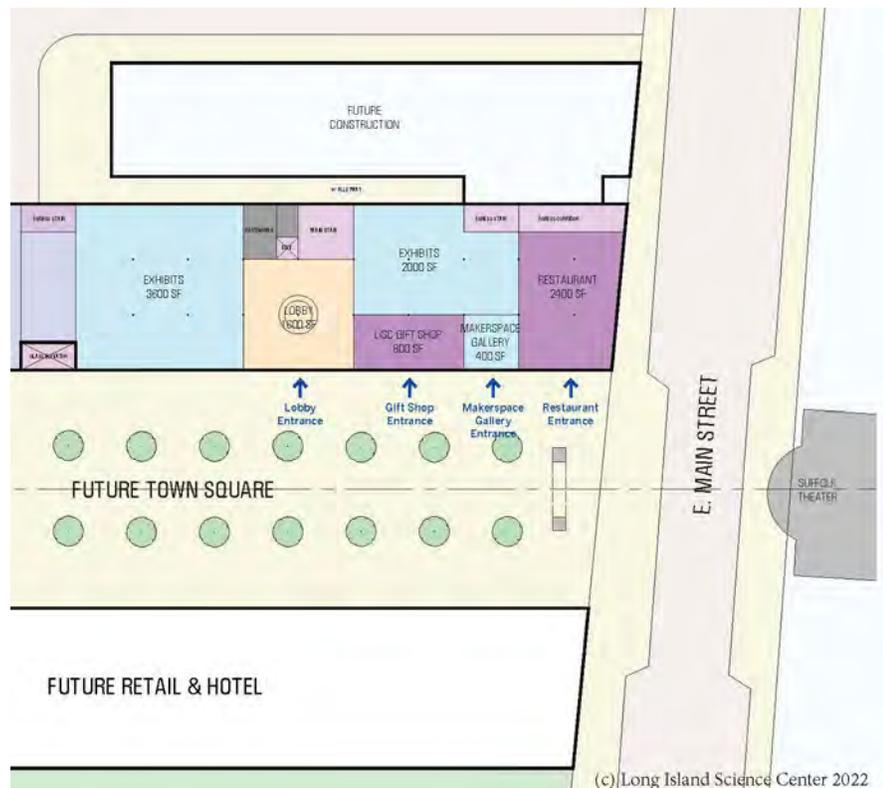
Improvement	cost/unit	units	# Units	Cost
FAÇADE IMPROVEMENTS				
Demolition / Debris Removal	\$ 50,000.00	each	1	\$ 50,000.00
Excavation / Backfill	\$ 24,000.00	each	1	\$ 24,000.00
Concrete	\$ 120,000.00	each	1	\$ 120,000.00
Parapet Work - Main Street	\$ 30,000.00	each	1	\$ 30,000.00
Masonry Opening for Storefront	\$ 160,000.00	each	1	\$ 160,000.00
Exterior Wall Repair	\$ 50,000.00	each	1	\$ 50,000.00
Structural Steel	\$ 185,000.00	each	1	\$ 185,000.00
Storefront & Windows	\$ 250,000.00	each	1	\$ 250,000.00
Exterior Finishes	\$ 185,000.00	each	1	\$ 185,000.00
Gutter and Leaders for Roof	\$ 20,000.00	each	1	\$ 20,000.00
Exterior Sealant / Caulking	\$ 15,000.00	each	1	\$ 15,000.00
Painting	\$ 50,000.00	each	1	\$ 50,000.00
Glass Elevator	\$ 300,000.00	each	1	\$ 300,000.00
HVAC / Condensers	\$ 75,000.00	each	1	\$ 75,000.00
Exterior Building Lighting	\$ 65,000.00	each	1	\$ 65,000.00
Security Cameras	\$ 10,000.00	each	1	\$ 10,000.00
Exterior Signage	\$ 20,000.00	each	1	\$ 20,000.00
Public Art	\$ 60,000.00	each	1	\$ 60,000.00
Grease Trap	\$ 30,000.00	each	1	\$ 30,000.00
Sidewalk protection	\$ 30,000.00	each	1	\$ 30,000.00
Building Stakeout	\$ 7,000.00	each	1	\$ 7,000.00
FAÇADE SUBTOTAL				\$ 1,736,000.00
Soft Costs (@7%)				\$ 122,000.00
FAÇADE TOTAL				\$ 1,858,000.00

Improvement	cost/unit	units	# Units	Cost
CRAFT'd Fit-Out				
Demolition	\$ 6,000.00	each	1	\$ 6,000.00
Metal	\$ 1,000.00	each	1	\$ 1,000.00
Carpentry / Ceilings	\$ 116,000.00	each	1	\$ 116,000.00
Millwork	\$ 8,000.00	each	1	\$ 8,000.00
Insulation	\$ 6,000.00	each	1	\$ 6,000.00
Sealant / Caulking / Firestopping	\$ 2,000.00	each	1	\$ 2,000.00
Doors / Frames / Hardware	\$ 2,000.00	each	1	\$ 2,000.00
Access Doors	\$ 385.00	each	1	\$ 385.00
Aluminum Door / Glazing	\$ 21,000.00	each	1	\$ 21,000.00
Floor Finishes	\$ 36,000.00	each	1	\$ 36,000.00
Painting	\$ 15,000.00	each	1	\$ 15,000.00
Fire Extinguishers / Cabinets	\$ 550.00	each	1	\$ 550.00
Interior Signage	\$ 360.00	each	1	\$ 360.00
Fire Protection / Sprinklers	\$ 16,000.00	each	1	\$ 16,000.00
Plumbing / Gas / Underground	\$ 55,000.00	each	1	\$ 55,000.00
HVAC	\$ 68,000.00	each	1	\$ 68,000.00
Electrical	\$ 47,000.00	each	1	\$ 47,000.00
Fire Alarm	\$ 8,000.00	each	1	\$ 8,000.00
FAÇADE SUBTOTAL				\$ 408,000.00
Soft Costs (@7%)				\$ 29,000.00
FAÇADE TOTAL				\$ 437,000.00
Other Building Fit Out Costs				\$ 11,205,000.00
TOTAL				\$ 13,500,000.00
DRI Funding Request				\$ 1,000,000.00
Total Funds from other Sources				\$ 12,500,000.00

EXISTING SITE CONDITION:



PROJECT SITE PLAN:



(c) Long Island Science Center 2022



Rendered View of Suffolk Theater Expansion

PROJECT 6: EXPAND THE SUFFOLK THEATER AND CREATE NEW RESIDENTIAL APARTMENTS

DRI FUNDING REQUEST:

Total Project Cost: \$13,250,000

DRI Funding: \$ 2,000,000

Balance of the funding will be provided by Pike Realty, and their partners, Wolf Properties, Bob Castaldi, and other investors.

PROJECT LOCATION:

The project will remain within the existing footprint of the property located at 118 East Main Street.



PROJECT DESCRIPTION:

Expand existing, historic theater stage and add green room and back of house functions, all as a component of a larger development with 28 residential units, including 3 units of workforce housing, at 80-100% AMI. This development project involves the expansion of the Suffolk Theater, a cultural non-profit organization with a 10-year history of hosting concerts and shows within the community. The expansion includes upgrading the stage in size from 32-ft x 10-ft to approximately 32-ft x 55-ft, as well as constructing new spaces: a green room space, six dressing rooms, artist restrooms, a hospitality area, a tour management office, and laundry facilities. The construction will also make the stage and backstage area ADA compliant.

The project will also include an apartment building, constructed over the addition to the theater, consisting of 30 units, 10% of which will be made affordable. The addition also includes a small retail space.

The expansion of the Suffolk Theater will ensure the long-term viability of the non-profit organization and the building by installing the necessary infrastructure that will allow for performances and events that enhance visitation to Downtown Riverhead.

FUTURE USE OF STRUCTURES:

With the planned expansion, the Suffolk Theater will be able to host larger-scale shows that have specific space and technical requirements and that are performed by well-known artists. The development will allow up to 20 performers on the stage, whereas the current size and condition of the Theater could only allow 6 to 8 performers on stage at a time. With the capacity to present more significant acts, the theater will also be able to offer a wider variety of performing arts, making for a more robust mix of entertainment. Rather than being limited to the theater's current lineup of concerts and stand-up comedy, future programming may include acts such as circuses, dance, and full-scale theatrical pieces, as well as performances that require more stage space to move around on.

PROJECT SPONSOR:

Pike Realty Inc. will be the project sponsor

PROPERTY OWNERSHIP:

The project site is owned by Pike Realty / Wolf Properties.

CAPACITY:

The sponsor of the project has an extensive background in similar types of construction projects incorporated into historic structures. Bob Castaldi, the project manager, has over 40 years of experience working in all phases of construction and restoration. His past projects include work in the Empire State Building, Rockefeller Center, the United Nations headquarters, and Chase Manhattan Bank. He has also worked on various projects across Nassau County, Suffolk County, and the tri-state area. The sponsor has already brought on an architect and has begun drawing detailed plans for the project. The sponsor has demonstrated it has the staff ready to begin development and the financial capacity to complete the project.

PROJECT PARTNERS:

The development team will work with the Town of Riverhead to coordinate around the new Town Square and the future 1st Street expansion and parking garage projects.

STRATEGIES:

The Suffolk Theater project is tied to a number of the Town's goals and strategies, and the Theater is an integral piece in many of the Town's past visioning documents. The historic facade is an important and distinguishing feature along Main Street and it will form one of the edges of the future Town Square. Expanding the Theater's capabilities will allow it to continue operating and to bring in larger crowds more often.

The Suffolk Theater project fits with many of the Town's strategies for revitalizing Downtown Riverhead. The project is tied to the Town Square project, capping one end of the public space and acting as a significant activity node around it. By increasing the capacity of the Theater to host more performances, the project will help draw additional visitors to Downtown, benefiting the existing businesses in the area. The increased activity, particularly in the evenings, will improve the perception of safety in the Downtown.

The project also addresses some of the REDC's strategies for the region. The project aims to give a boost to businesses along Main Street by creating a new anchor destination and increasing the pedestrian traffic moving along Main Street. The project will also provide space for institutions within the Town, such as East End Arts, to perform, building partnerships for interdisciplinary education and innovation. Finally, the improvements to the Theater will enhance a cultural heritage site in the Town, helping to draw a larger number of visitors to the Town for performances

DECARBONIZATION STRATEGIES:

The sponsor has indicated they are planning to include environmentally sustainable features in the design. The project currently has an architect and concept level plans. The sponsor does not yet have a budget for the energy efficiency measures planned for the project. The sponsor has not indicated what compliance path or benchmarks they will be pursuing, or if they will be applying for other incentive programs, but has indicated they will meet the DRI decarbonization standards.

AFFORDABILITY:

The development team has agreed with the Town of Riverhead to make 10% or three of the building's units affordable.

ANTICIPATED REVITALIZATION BENEFITS:

The expansion will allow the Theater to host a wider variety of shows, helping it to become a destination for the arts and garner wide spread regional attention. This will attract even more visitors from a larger geographic radius. The ability to present full-scale theatrical productions will allow the Theater to have more frequent and weekday performances, attracting more visitors to the Town for an extended time and increasing foot traffic even on weekdays. The project is expected to catalyze economic activity for surrounding businesses. Visitors from out-of-the-state and out-of-the-country will likely spend money on tickets for high-profile shows, which the Suffolk Theater would be able to offer upon expansion. These types of visitors will yield more people visiting restaurants and other amenities in town.

As the Theater presents a wider variety of shows, it will begin to diversify the population of visitors to the area, attracting new community segments not currently served by the Theater's programming. This expansion will also help the Theater accommodate a breadth of community events with neighboring organizations. The expanded green room space will double as a mixed-use space available for educational workshops, rehearsals, and conferences. The enlarged stage and the addition of dressing rooms will also create the space needed to host local dance school recitals, large-scale school events, and flexible for other organizations and corporations. This project's impact on the Theater's programming will connect underserved community segments with high-quality arts and cultural experiences.

In the longer term, this project will strengthen the sustainability and longevity of the Suffolk Theater as a non-profit organization in Downtown Riverhead. It will also allow the Theater to implement more programs focused on education and partner with local institutions, helping to foster the long term growth of an arts community in Riverhead.

PUBLIC SUPPORT:

During the outreach process there has been broad support for the Theater and a great deal of positive sentiment expressed surrounding the institution. In particular, at the engagement session held at the Riverhead Senior Center, several individuals, including the staff, said they would attend performances more, particularly in groups, if the Theater offered matinees. Expanding the stage and the back of the house will allow the Theater to host more frequent performances, including matinees. Additionally, a large group of residents attended the third public meeting to express their support and delivered over 30 letters of support for the project.

The East End Arts Council expressed firm support for the application submitted by the Suffolk Theater to receive downtown revitalization funding, citing the vast economic development and cultural benefits of the project. The project's importance to the Town is also captured in many of the previous planning studies, citing the Theater as one of the key cultural assets in the Town.

JOBS CREATED:

The Theater is projected to directly create 4 full-time jobs for theater staff taking tickets and selling concessions, due to the increase in the number of performances. The project is projected to create another 1.1 jobs indirectly through additional visitors to the Town for shows.

FEASIBILITY AND COST JUSTIFICATION:

The cost estimate was provided by the project sponsor and has been reviewed by the consultant team to verify it aligns with current material and labor costs.

REGULATORY REQUIREMENTS:

The construction and site work will require local site plan approval and building permit.

TIMEFRAME FOR IMPLEMENTATION:

Design	7-9 months
Permitting and Approvals	2-4 months
Construction	9-12 months

PROJECT BUDGET:

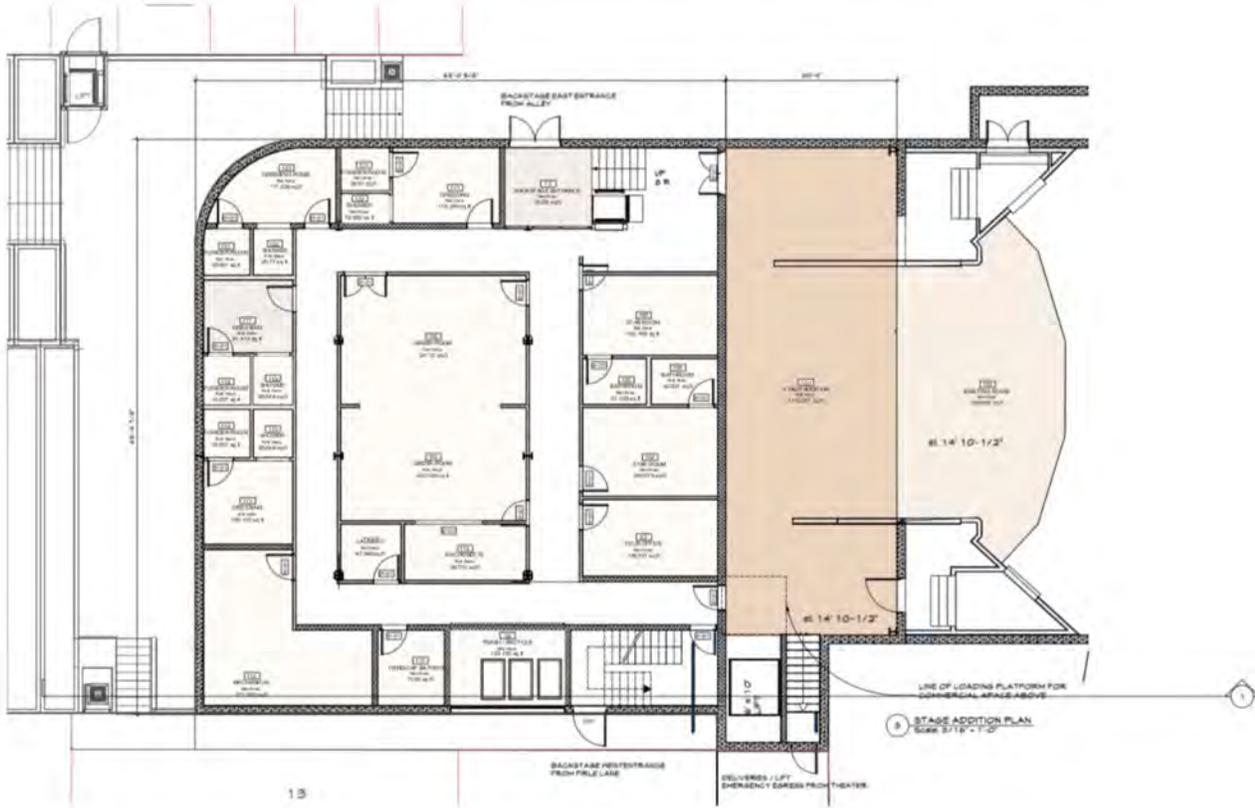
The remaining costs for the project, above the \$2 million in DRI funds requested, a total of approximately \$11,250,000 will be paid by the sponsor, Pike Realty, and their partners, Wolf Properties, Bob Castaldi, and other investors. DRI Funds will only be spent on the expansion of the theater, not the residential apartments.

Improvement	cost/unit	units	# Units	Cost
Suffolk Theater				
Permits and Estimates	\$ 5,000.00	each	1	\$ 5,000.00
Demolition	\$ 4,000.00	each	1	\$ 4,000.00
Concrete	\$ 151,000.00	each	1	\$ 151,000.00
Masonry	\$ 103,000.00	each	1	\$ 103,000.00
Metal	\$ 246,000.00	each	1	\$ 246,000.00
Wood Plastic and Composites	\$ 62,000.00	each	1	\$ 62,000.00
Thermal and Moisture Protection	\$ 22,000.00	each	1	\$ 22,000.00
Openings	\$ 45,000.00	each	1	\$ 45,000.00
Finishes	\$ 244,000.00	each	1	\$ 244,000.00
Specialties	\$ 13,000.00	each	1	\$ 13,000.00
Equipment	\$ 8,000.00	each	1	\$ 8,000.00
Lifts	\$ 211,000.00	each	1	\$ 211,000.00
Sprinklers	\$ 70,000.00	each	1	\$ 70,000.00
Plumbing	\$ 30,000.00	each	1	\$ 30,000.00
HVAC	\$ 112,000.00	each	1	\$ 112,000.00
Electrical	\$ 688,000.00	each	1	\$ 688,000.00
Communications and Security	\$ 68,000.00	each	1	\$ 68,000.00
Earthwork / Drainage	\$ 13,000.00	each	1	\$ 13,000.00
Exterior Improvements	\$ 211,000.00	each	1	\$ 211,000.00
Utilities	\$ 41,000.00	each	1	\$ 41,000.00
Stage Rigging	\$ 288,000.00	each	1	\$ 288,000.00
Soft Goods	\$ 24,000.00	each	1	\$ 24,000.00
Stage Electrical	\$ 297,000.00	each	1	\$ 297,000.00
Sound Upgrades	\$ 7,000.00	each	1	\$ 7,000.00
Furnishings	\$ 35,000.00	each	1	\$ 35,000.00
THEATER SUBTOTAL				\$ 2,998,000.00
Residential / Commercial Building				
RESIDENTIAL / COMMERCIAL SUBTOTAL				\$ 10,252,000.00
TOTAL				\$ 13,250,000.00
DRI Funding Request				\$ 2,000,000.00
Total Funds from other Sources				\$ 11,250,000.00

EXISTING SITE CONDITION:



PROJECT PLAN:





Existing Front Facade of the Library

PROJECT 7: BUILD A NEW ENTRANCE AND WELCOME CENTER FOR THE LIBRARY

DRI FUNDING REQUEST:

Total Project Cost: \$430,000

DRI Funding: \$215,000

Balance of the funding will be provided by Riverhead Free Library

PROJECT LOCATION:

Riverhead Free Library 330 Court St. Riverhead



PROJECT DESCRIPTION:

Provide a new accessible entrance and pedestrian path, with signage, lighting, and landscaping and include interior space for a self-serving visitor center providing promotional materials for Downtown businesses and events. This project concerns adding a new public entry to the front of the Riverhead Free Library building facing Court Street. This addition involves installing a public entry door to the Library's front façade and building an 8-ft wide brick walkway from the sidewalk on Court St to the new door and to the Library's parking lot at the rear of the building.

The new entry door and the walkway will provide more direct access to the building from Main Street as the new entrance will be located near the intersection of Court Street and Main Street. The extended segment of the walkway to the parking lot will connect the Library to the historic Perkins Carriage house located on the property. In addition to the construction of a walkway, the project also involves adding a pergola over the walkway near its intersection with the Court Street sidewalk and adding lighting by the new doorway. The entry area in the building will be redesigned to present information about the Downtown for visitors. Included in the budget are additional landscaping and a new digital sign to advertise the Library and other events taking place Downtown.

PROJECT SPONSOR:

The Riverhead Free Library

SITE OWNERSHIP / LEGAL JURISDICTION:

The Riverhead Free Library owns the property and has full site control.

CAPACITY:

The Riverhead Free Library has demonstrated they have matching funds in their Capital Improvements Plan and have a paid staff member who is ready to manage the project. The Library has already worked with an architect on preliminary plans for the project and has engaged with contractors to get detailed cost estimates for the work. The Sponsor has shown they have the capacity and funding to complete the project.

PROJECT PARTNERS:

The Library will coordinate with the Town on the digital sign on an ongoing basis to advertise for events in Town.

STRATEGIES:

The Riverhead Free Library project is tied to a number of the Town's goals and strategies. Sitting at a prime gateway to the Town, enhancing the appearance of the Library, and adding new signage for the Town are aligned with the Town's vision to bring more visitors to Town's and to bring awareness of events and destinations within Downtown.

The Library project fits with many of the Town's strategies for revitalizing Downtown Riverhead. The project will improve the appearance of one of the Town's main gateways, with new signage and landscaping. These improvements will improve the visual character of Downtown and attract visitors and new development to Downtown.

Improving access to the Library is also critical as it hosts many events and meetings which appeal to a broad range of groups in Town and provides a free and accessible space serving all residents of Riverhead.

The project will improve pedestrian accessibility and connections within the Downtown and will encourage more foot traffic to the Library from other destinations along Main Street. The proposed welcome center will also promote other businesses within the Downtown, encouraging visitors and residents to patronize these other organizations.

The project also addresses some of the REDC's strategies for the region, primarily the support for other small businesses. The welcome center will raise awareness about other stores and institutions in the Downtown, and the sign will draw people to events and other anchors of the Downtown.

ANTICIPATED REVITALIZATION BENEFITS:

The new front entry to the Riverhead Free Library supports pedestrian-friendly economic development in the Downtown, as it encourages pedestrians to walk to the building from Main Street, instead of arriving only by car. The pedestrian-friendly access to the Library from Downtown will improve connectivity to Riverhead and Town Square, along with other attractions. The improved connectivity with the Library and prominent presence of the new digital sign and arrival experience will help reach out to the community segments that will benefit from no-cost activities provided by the Library. The signage and welcome center will also help promote other local businesses and institutions and help bring in visitors to events in Downtown.

In the longer term, the beautification of this critical Town gateway will improve the Town's appearance as a first impression for visitors and will encourage visitors to spend longer in the Town. Additionally, by encouraging more residents to walk to the Library instead of drive will improve the quality of life for residents and decrease carbon emissions.

PUBLIC SUPPORT:

In general, residents and LPC members mentioned that visitors come into Downtown Riverhead to visit a single attraction and then leave. This feedback indicates that the visibility of upcoming events and other Downtown destinations is vital for encouraging visitors to stay in Town. The new entry area of the Library presenting visitor information for the Downtown would help to address this issue brought forward by residents.

Improving the walkability of Downtown has been widely stated to be a critical goal for Downtown and much of the previous planning work in the Town has sought ways to accomplish that. This project would build on that work to better connect one of the Town's important institutions to Main Street.

PROJECT BUDGET:

New Door and Facade Work:	\$113,000
New Paths and Landscaping:	\$223,000
New Digital Sign:	\$94,000
Total Cost:	\$430,000
DRI Funding Requested:	\$215,000
Total Funds from Other Sources:	\$215,000

The project sponsor, Riverhead Free Library has committed to a 50% match for the project of \$215,000, which they have ready to implement in their capital projects budget.

FEASIBILITY AND COST JUSTIFICATION:

The Library has obtained a detailed cost estimates from contractors and suppliers to validate the budget.

REGULATORY REQUIREMENTS:

The construction and site work will require local site plan approval and construction permits.

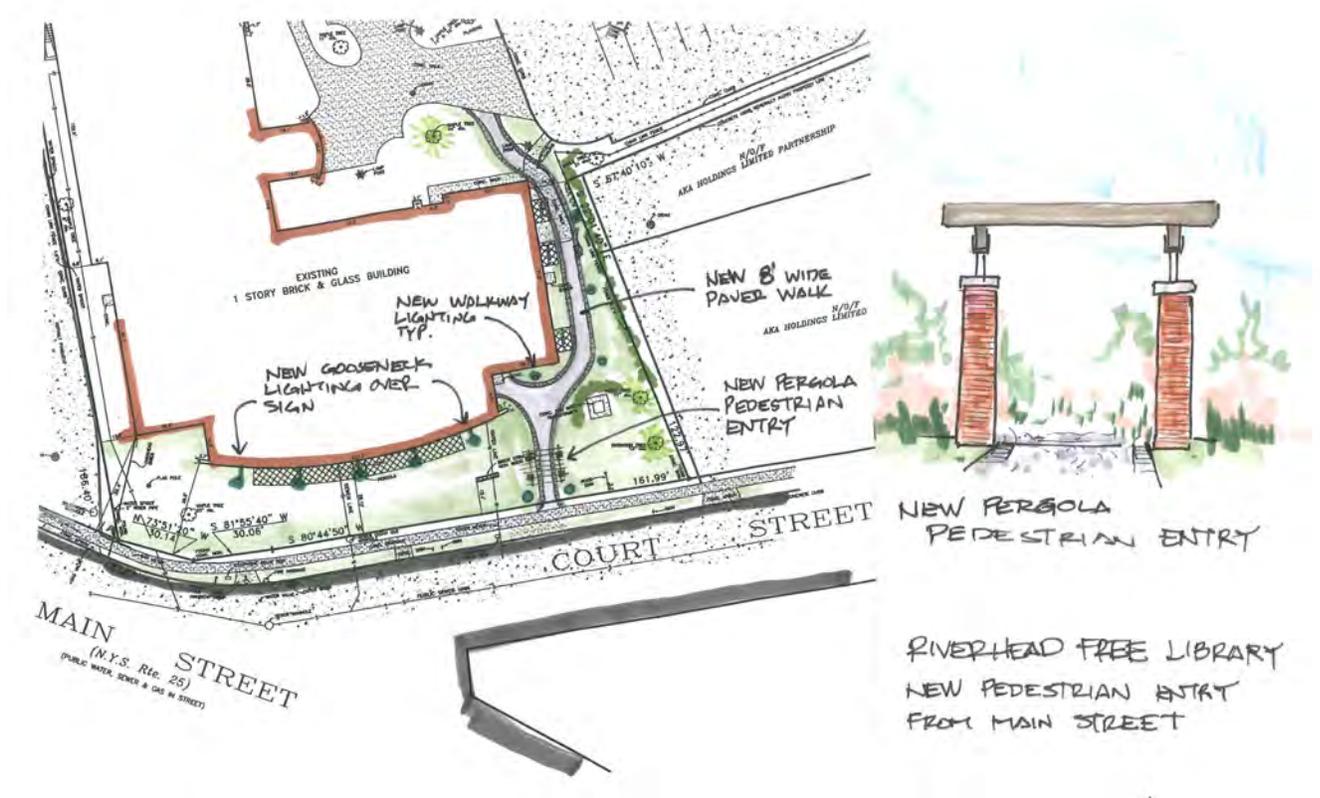
TIMEFRAME FOR IMPLEMENTATION:

Design	5-7 months
Permitting and Approvals	2-4 months
Construction	6-8 months

EXISTING SITE CONDITION:



PROJECT PLAN:



SIGNAGE PRECEDENTS:





Sculpture for the "Reflexions" program in Grangebél Park

PROJECT 8: IMPLEMENT A DOWNTOWN PUBLIC ART PROGRAM

PROJECT TITLE:

DRI FUNDING REQUEST:

Total Project Cost: \$275,000

DRI Funding: \$250,000

Balance of the funding will be provided by
Riverhead BID

PROJECT LOCATION:

The designated DRI Areas for this project are Grangabel Park at the crossroad of Main St and Peconic Ave, along The Riverwalk, and the new proposed Town Square in Riverhead.



PROJECT DESCRIPTION:

Engage local artists to build 5-7 new permanent public artworks in Downtown Riverhead, building on success of existing community artworks. This project will fund the design and construction of 5-7 new public art installations within the Downtown. It capitalizes on the "Reflexions: Art in the Park" program in Grangabel Park that successfully activated the use of the park, and the project will continue this experience along the Riverfront and throughout Downtown. This project will fund permanent public art installations, such as murals, illuminated sculptures, or other light art, aligned with the Town's goal of becoming a destination for art on the East End. This program aims to encourage walkability with a memorable and interactive experience around the works of art. The program will incentivize artists to create works of art with reflective and interactive elements expressing nautical themes and community-related concepts.

All funded art projects will be selected through an open call for projects and judged by a panel of community members coordinated by the Riverhead Business Improvement District (BID).

PROJECT SPONSOR:

The Riverhead BID

SITE OWNERSHIP / LEGAL JURISDICTION:

Public art will be placed on Town-owned property, and the BID will work with the Town to determine appropriate locations for placement.

CAPACITY:

The Riverhead BID has been managing the Reflexions program in Grangabel Park for several years and has experience using public funds to commission and install artwork. The BID has the staff to ensure the project is executed in the stated timeframe and has shown the ability to raise funds to complete similar projects in the past.

PROJECT PARTNERS:

The BID will coordinate with the Town to ensure the public art considered for installation supports the Town's Vision and Goals and will be located appropriately.

The East End Tourism Alliance and East End Arts will also play supporting roles in the development projects that involve public art and artists.

STRATEGIES:

The Downtown Art Program is tied to a number of the Town's goals and strategies. Building on the Town's successful Reflexions program, this project will continue to engage artists to create new works for the Downtown. In many of the Town's past visioning documents, there is a stated desire to make Downtown Riverhead a welcoming place for artists and a hub for viewing and experiencing unique artwork. This project will continue that vision by commissioning new works of art and making additional space for visitors to encounter art in the Downtown.

The Downtown Art Program fits with many of the Town's strategies for revitalizing Downtown Riverhead. The lit artworks bring visitors to the Town in the evenings and create a feeling of safety in parks and open spaces at night. Many residents have complained that the parks in Riverhead can feel unsafe at night, but noted that the Reflexions program has made Grangabel Park feel safer on nights where the art is illuminated. This program would expand on that work and improve the feelings of safety in other areas of Downtown.

Adding new artwork to the Downtown will ensure the art in the park continues to be a draw to visitors. A number of residents and business owners have remarked that on nights when the art is lit, they see more pedestrians Downtown, and store and restaurants see more patrons. Expanding the Art Program will continue this trend, adding to the art tourism market the Town is currently courting.

The Art Program also addresses some of the REDC’s strategies for the region, primarily the support for other small businesses. The Downtown Art Program will support small businesses by increasing activity and drawing potential patrons to Downtown. The Art Program is also aimed at making Riverhead a premiere tourist destination for viewing unique artwork.

ANTICIPATED REVITALIZATION BENEFITS:

The project will create a new destination in Downtown that will promote Riverhead as a destination for arts and cultural tourism. The project will economically benefit local artists and allow them to express their voices and become visible through their art in the community. The Town can host additional performing arts events around the installations, such as music and ballet performances to further encourage community engagement with the Reflexions: Art in the Park program in Grangabel park. The project will create a safer environment in the parks at night, encouraging more residents to walk through Downtown to experience the artwork. These residents and visitors will also likely patronize other Downtown businesses and attractions.

In the longer term, this project ties into the Town’s goal of fostering an arts community in the Town and will help new local artists gain recognition and visibility.

PUBLIC SUPPORT:

During the public engagement process, there was general support for this project, mainly due to the opportunities it creates for improving parks in Town and making them feel safer at night. The community expressed a great deal of support for the existing art-themed programs such as the Reflexions, Alive on 25, and the Mosaic festival, which are all highly popular among residents. The public has expressed in town hall meetings that the Reflexions program has had a transformative impact on Grangabel Park, making it a safe place to visit in the evenings when the sculptures are lit.

Additionally, throughout many of the Town’s previous visioning work, the idea of making Riverhead a welcoming place for artists and a destination for arts tourism has been very popular with the community.

PROJECT BUDGET:

Hard Costs:	\$247,000
Soft Costs (10%):	\$ 28,000
Total Costs:	\$275,000
DRI Funding:	\$250,000
Total Funds from Other Sources:	\$ 25,000

The Riverhead BID has not secured the matching funds. The Riverhead BID and Omnibus grant are potential funding sources for the \$25,000 match.

FEASIBILITY AND COST JUSTIFICATION:

The project budget was provided by the project sponsor and has been reviewed by the consultant team to verify that it is sufficient for the scope of work proposed. The track record of the sponsor working on similar projects indicates they have a grasp of the cost and can implement the project for the specified budget.

REGULATORY REQUIREMENTS:

The construction and site work will require local site plan approval and building permit.

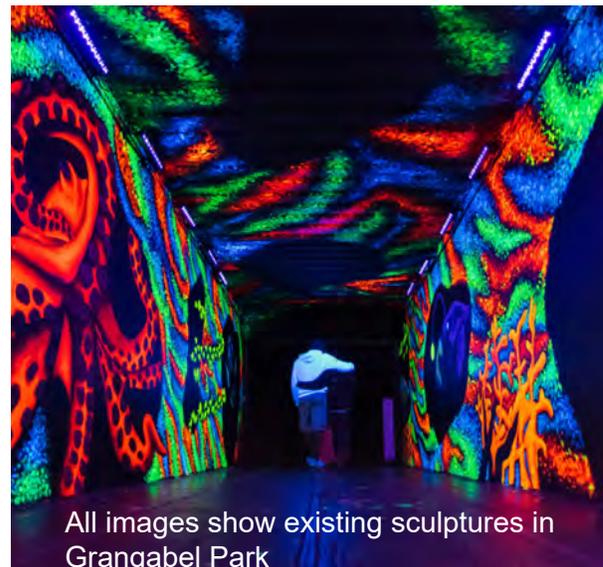
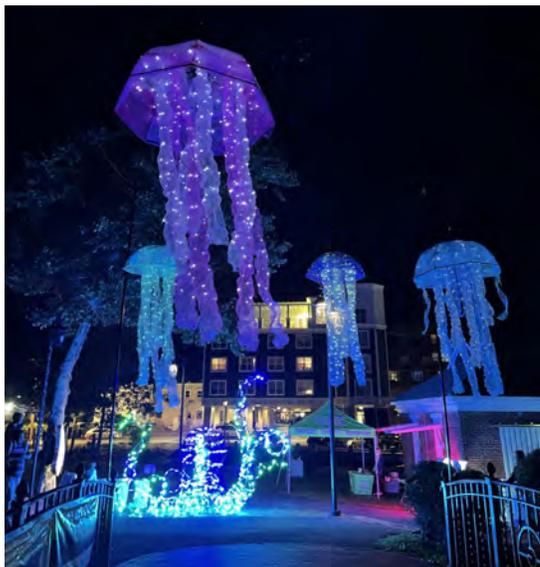
TIMEFRAME FOR IMPLEMENTATION:

Open Call Process: 3-4 months

Review and Selection: 1-2 months

Construction and Implementation: 6-8 months

EXAMPLE PUBLIC ART INSTALLATIONS:



All images show existing sculptures in Grangabel Park



Rowing event organized by East End Rowing Institute (EERI)

PROJECT 9: BUILD A NEW TOWN ROWING FACILITY

DRI FUNDING REQUEST:

Total Project Cost: \$250,000

DRI Funding: \$250,000

PROJECT LOCATION:

The final location is yet to be determined, but it will be built as a floating structure in the Peconic River, adjacent to the Riverfront park.



PROJECT DESCRIPTION:

Construct floating ADA accessible community boat launch facility in the Peconic River with space to maneuver and launch crew boats up to 45 ft long and, if feasible, racks to store the crew boats. This project involves constructing a new floating boathouse on the Peconic River, providing accessible facilities for people with disabilities as well as a new accessible boat launch that can accommodate 45-foot-long crew boats. The project will provide storage space for crew boats and a publicly accessible dock for the community to launch small water craft. The Town will execute this project in partnership with the East End Rowing Institute (EERI), a non-profit organization based in Riverhead.

This partnership will help bring EERI's rowing programs to the community. EERI's mission is to provide a rowing experience to all community segments in the Riverhead area. EERI's goals include offering adaptive rowing programs for individuals with disabilities and taking the lead in running these programs in Suffolk County. The boathouse facility will help EERI accomplish its goal as a non-profit organization in the community.

PROJECT SPONSOR:

The Town of Riverhead

SITE OWNERSHIP / LEGAL JURISDICTION:

The Town owns the park where the ramps and access will be located. DEC approval will be necessary because the structure will be located in the water.

CAPACITY:

The Town is the project sponsor and has the resources and experience to complete the project.

PROJECT PARTNERS:

The Town will work closely with EERI to ensure the project addresses the organizational needs. The project team will also work with the Army Corps of Engineers and DEC to align with future flood mitigation plans and environmental concerns.

STRATEGIES:

The Town Rowing Facility project is tied to a number of the Town's goals and strategies, primarily the desire for the Town to activate the waterfront with uses that can draw visitors and residents to the Downtown. In a number of the Town's visioning documents, the desire for more active uses along the waterfront has always been part of the Town's strategy and vision for the future. This project, by working with an existing group in the Downtown, will create a new space for waterfront activity and will allow EERI to expand their operations, hosting more races, classes, and potentially a rowing team for the local schools.

The Rowing Facility project fits with many of the Town's strategies for revitalizing Downtown Riverhead. The project will add activity along the waterfront, particularly allowing EERI to host more races, which will bring new visitors to the Town. The project is also aimed at making the rowing facility in Riverhead Americans with Disabilities Act (ADA) compliant, improving access to the water for a population that is not currently being served by other facilities in the region.

Additionally, the design of the Rowing Facility as a floating structure will ensure that it is immune to the impact of rising sea levels and will be able to remain in place even as the Town performs future flood mitigation activities along the Riverfront.

The project also addresses some of the REDC's strategies for the region, primarily attracting new visitors to the Town. As the only accessible rowing facility on the East End and one of the few on all of Long Island, the project will be able to draw from a large area. This will help make Riverhead a tourism destination for those interested in rowing and other waterfront activities.

ANTICIPATED REVITALIZATION BENEFITS:

This project contributes to the Town's revitalization by capitalizing on EERI's experience working with communities through its recreational rowing programs. This project will nurture the community's connections with the Peconic River through rowing and experiencing the River first hand. The project will provide access to a diverse group of rowers and thus will offer recreational programs for rowers from all age groups and abilities. The new boathouse and its will allow EERI to continue offering programs for the Riverhead community, including: free access to US Rowing programs, support for young adults and seniors through the Summer Learn to Row Program, and the Snowflake Regatta, which has been participated in by Long Island High School's senior/master rowers.

The project will add an active use on the River, which residents have expressed support for and which will bring visitors to Town. People coming in to town to participate in the rowing programs or for the regattas will also likely patronize other local businesses and attractions.

In the longer term, the facility will help nurture a new generation of rowers, who through their daily contact with the River, will have an increased stake in its health and Future.

PUBLIC SUPPORT:

In many public forums, residents reported that Riverhead lacks activities at the Riverfront and expressed interest in opportunities for boating along the River. At the final LPC meeting, members of EERI and some children expressed their support for the project and their desire for more activities on the River.

In many of the Town's past visioning work and studies, there was also a general sentiment from the public that the Town needed more activity on the River and that adding more uses along the River would make the parks there feel safer.

PROJECT BUDGET:

Hard Costs:	\$225,000
Soft Costs (10%)	\$ 25,000
Total Costs:	\$250,000
DRI Funding:	\$250,000
Total Funds from other Sources:	\$ 0

FEASIBILITY AND COST JUSTIFICATION:

The budget for this project was based on similar projects completed in the region. There is uncertainty over the final scale and scope of the floating dock and whether the final project will include storage and other features, which would affect the final project cost. The budget should be sufficient for the critical components of the project but may be inadequate for a more elaborate proposal.

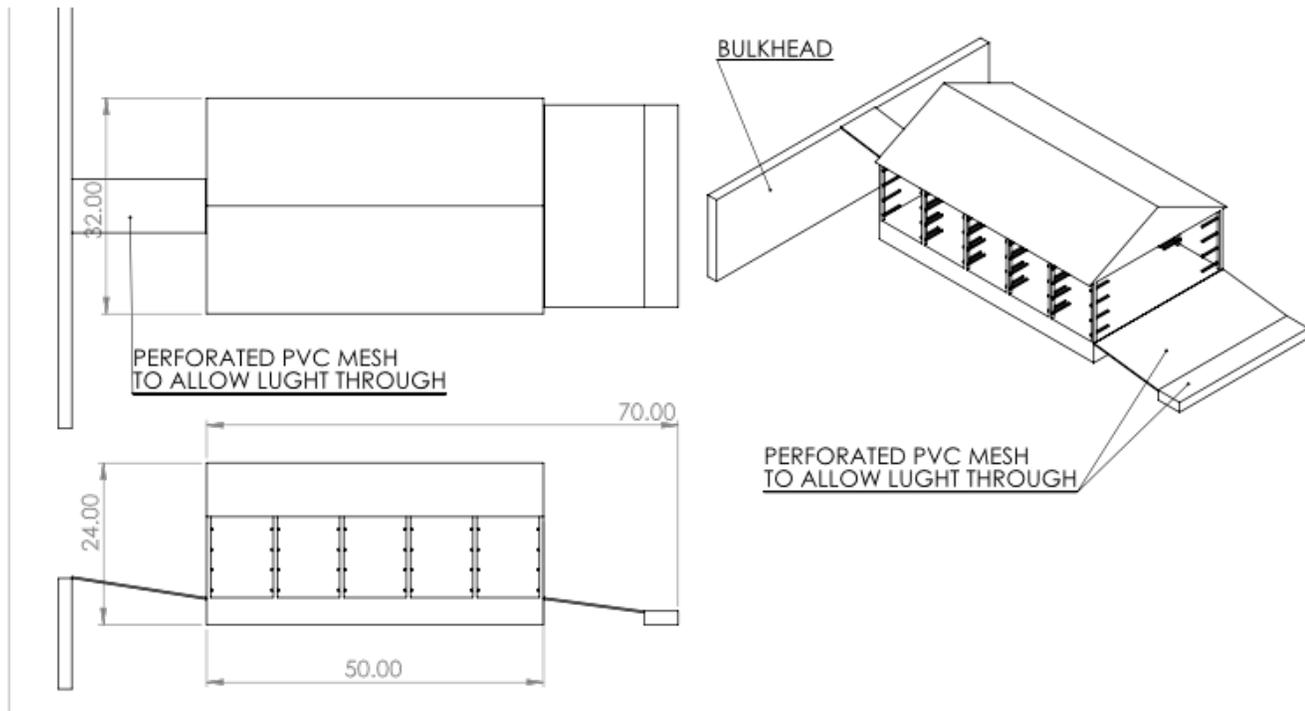
REGULATORY REQUIREMENTS:

The proposed project will require approvals and permits from DEC. The construction and site work will require local site plan approval and building permit. Selection process for the the project contractor will require compliance with state purchasing requirements

TIMEFRAME FOR IMPLEMENTATION:

Design	6-8 months
Permitting and Approvals	4-6 months
Construction	6-8 months

PROJECT DESIGN CONCEPT:





“Alive on 25” on Main Street - photo by Denise Civiletti

PROJECT 10: ENHANCE THE PEDESTRIAN REALM ALONG MAIN STREET

PROJECT TITLE:

DRI FUNDING REQUEST:

Total Project Cost: \$750,000
DRI Funding: \$750,000

PROJECT LOCATION:

Within the right of way of Main Street between Roanoke and Ostrander Avenues



PROJECT DESCRIPTION:

Install traffic calming design elements to improve pedestrian safety along Main Street at two prominent intersections, including curb bump-outs, raised crosswalks, and pedestrian signalization; Install new street trees and landscaping to improve the character and pedestrian experience along the Main Street corridor. The overall project includes a number of improvements the Town will undertake to enhance the pedestrian experience along Main Street. Currently, the profile of Main Street has driving and parking lanes that are too wide and sidewalks that are too narrow, making traffic on the road move too quickly and constraining the pedestrian realm. The pedestrian enhancement project will narrow the road at key points to reduce traffic speeds and make pedestrian crossings safer. The project proposes three raised crosswalks, two between Roanoke and East Avenues and another near the Aquarium, each with landscaped curb bump-outs to pinch the driving lanes and slow cars down. The project will implement new rain gardens at the cross walk locations, removing a minimal amount of on-street parking spaces, and add additional street trees along these stretches to improve the character of Main Street and help manage stormwater.

Creating a more pedestrian-friendly Main Street, with a character more befitting a historic shopping street, will be crucial to the revitalization of Downtown Riverhead. By creating an environment that encourages residents and visitors to stroll between destinations, the increased foot traffic will bring more potential customers to businesses and create more activity on the Town's most crucial thoroughfare.

PROJECT SPONSOR:

The Town of Riverhead

SITE OWNERSHIP / LEGAL JURISDICTION:

The Town of Riverhead currently maintains Main Street. Main Street is a state roadway owned by the New York State Department of Transportation (NYSDOT).

CAPACITY:

The Town is the project sponsor and has the resources and experience to complete the project.

PROJECT PARTNERS:

The NYSDOT would be a primary partner in reviewing and approving design plans.

STRATEGIES:

The Main Street Pedestrian Improvements project is tied to a number of the Town's goals and strategies, and improving the appearance and pedestrian safety along Main Street has been part of the vision for Downtown Riverhead for many years. Making the Downtown more walkable and accommodating to pedestrians has been part of many of the Town's visioning documents as a way to increase foot traffic Downtown and bring more customers to businesses along Main Street.

The Main Street project fits with many of the Town's strategies for revitalizing Downtown Riverhead. The project will improve pedestrian connections Downtown, particularly making crossing Main Street safer. The traffic calming measures and raised crosswalks will make access to the Town Square and the River easier and safer for pedestrians. Additionally, slowing down traffic along this stretch on Main Street will make residents feel more comfortable walking Downtown and more likely to stroll between destinations.

The project also addresses some of the REDC's strategies for the region. The project aims to help businesses and attract new visitors to the Town by making Main Street more pedestrian-friendly and welcoming. Additionally, by encouraging more walking between destinations, the project will reduce carbon consumption and the use of private vehicles.

ANTICIPATED REVITALIZATION BENEFITS:

The project will create a safer more pedestrian-friendly environment in Downtown Riverhead. The curb bump-outs and raised crosswalks will slow down traffic along Main Street making the experience of walking along the street safer and more enjoyable. Safer pedestrian crossings will allow residents and visitors to feel more comfortable moving through Downtown, and the

improved streetscape will encourage people to walk rather than drive between destinations. This increased foot traffic will bring more business to Downtown shops and restaurants and, working in conjunction with the Town Square and Suffolk Theater projects, will serve to create a destination around the heart of Main Street.

In the longer term, the improvements will bring new businesses to Main Street as the increased foot traffic and aesthetically upgraded environment will be a more inviting location to open a store or restaurant. Additionally, the more walkable Main Street will encourage residents to travel to and within the Downtown on foot improving the quality of life and reducing carbon emissions.

PUBLIC SUPPORT:

At stakeholder meetings, LPC meetings, and public meetings, there has been a constant refrain that people feel unsafe in Downtown Riverhead. They are afraid for their security and afraid to cross Main Street due to high traffic speeds. This project seeks to help by adding lighting and activity to the street to make people feel more comfortable walking at night, and by slowing traffic speeds and creating safe places to cross the street. Additionally, polling for the Town’s Pattern Book, conducted in 2021, found that over 75% respondents felt that traffic calming along Main Street was “Important” or “Very Important.”

When the project was presented at the second public meeting, there was general support for the project, with people saying it was the most critical thing that needed to be done for Downtown Riverhead. Concern over vacancies along Main Street has also been brought up during outreach sessions. This project aims to increase foot traffic along the street, making these spaces more valuable for business owners and incentivizing retail and restaurants to locate along Main Street.

Improving the pedestrian environment along Main Street has also seen broad public support during the Town’s previous studies and visioning efforts.

PROJECT BUDGET:

Main Street Improvements			Stretch 1 (Roanoke to East Ave)		Stretch 2 (East Ave to Ostrander)		Total Cost
Improvement	cost/unit	units	# Units	Cost	# Units	Cost	
Raised Crosswalks	\$ 40,000.00	each	2	\$ 80,000.00	1	\$ 40,000.00	\$ 120,000.00
Curb Bump-Outs	\$ 33,000.00	intersection	2	\$ 66,000.00	1	\$ 33,000.00	\$ 99,000.00
Landscaping	\$ 373.00	sf	1,000	\$ 373,000.00	-	\$ -	\$ 373,000.00
Street Trees	\$ 8,777.78	each	6	\$ 52,666.67	12	\$ 105,333.33	\$ 158,000.00
TOTAL				\$ 571,666.67		\$ 178,333.33	\$ 750,000.00
DRI Funding Request							\$ 750,000.00
Total Funds from other Sources							\$ -

FEASIBILITY AND COST JUSTIFICATION:

The cost estimate was produced by the cost consultant for the project based on unit costs and applying contingency factors of 21% for overhead, 25% for design and construction, and 12% for cost escalation. There is still uncertainty over the final design and scope of the project, as it will need NYSDOT approval. Changes in scope due to NYSDOT requirements could affect the final project cost.

REGULATORY REQUIREMENTS:

NYSDOT acceptance of the proposed improvements and approval of the designs would be required to implement the project. Permits for construction would be required. Work in the state right-of-way will require obtaining a highway work permit.

TIMEFRAME FOR IMPLEMENTATION:

The timeframe for preliminary and final design, including public engagement, is approximately 18 months beginning after the award of DRI grant funding.

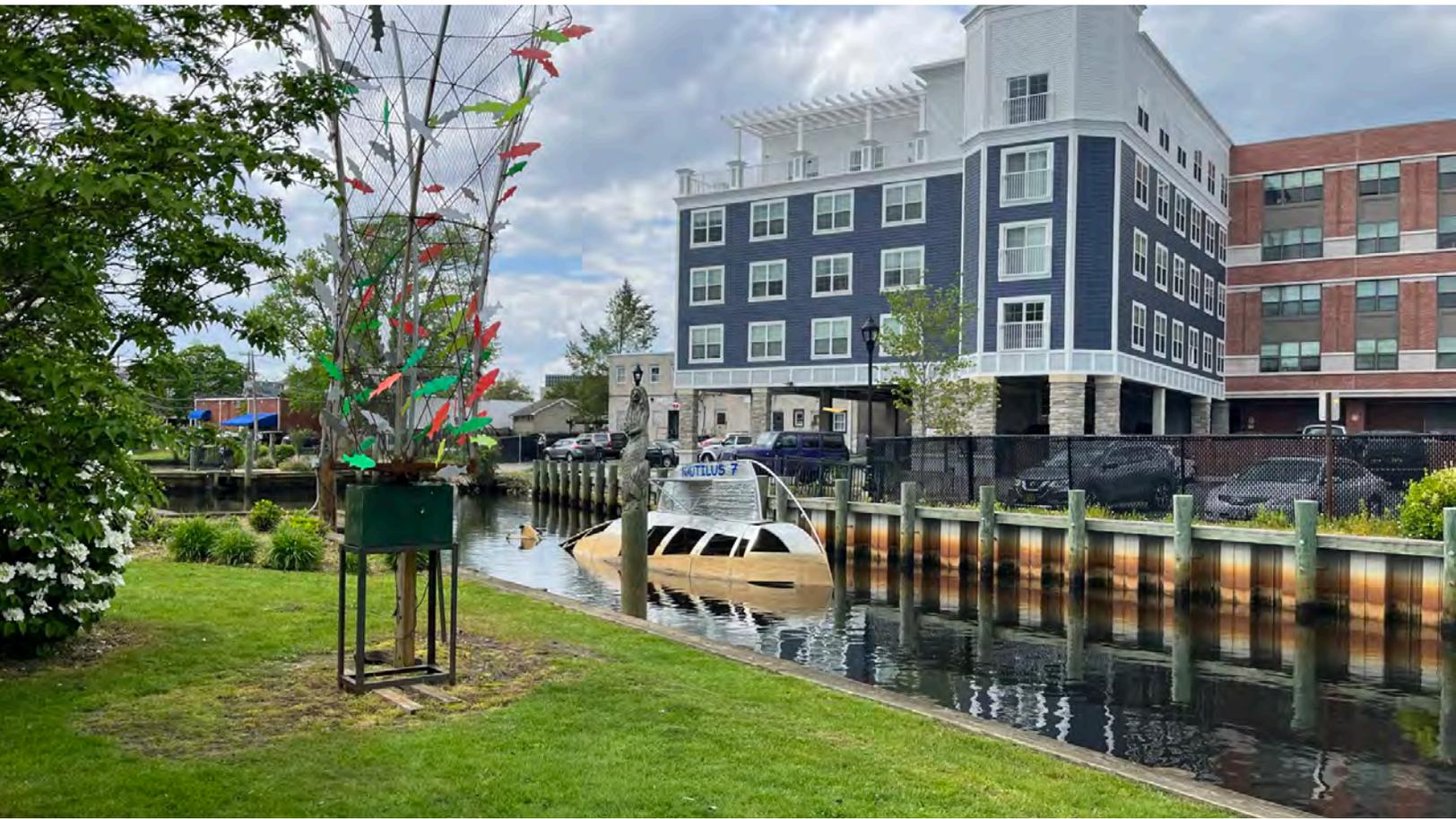
Concept design and public engagement	2-4 months
Engineering design	2-4 months
Review and approvals	2-4 months
Final design	3-6 months
Bidding	1-2 months
Construction	6-8 months

MAIN STREET EXISTING:



VIEW OF PROPOSED INTERVENTIONS:





PIPELINE PROJECTS

INTRODUCTION

In addition to the projects selected by the LPC, the Town has a number of pipeline projects which will be ready for implementation in the next few years. These projects will allow the Town to build on the success of the DRI funding and capitalize on further opportunities in Town.

PROJECT 11: THE VAIL LEAVITT MUSIC HALL

PROJECT TITLE:

The Preservation, Restoration, and Modernization of The Vail Leavitt Music Hall (VLMH)

DRI FUNDING REQUEST:

Total Project Cost: \$1,000,000

DRI Funding: \$0

PROJECT DESCRIPTION:

The VLMH is 140 years old, and although it has been maintained throughout its life, it is now in need of a comprehensive rehabilitation and restoration. The roof, guttering, windows, fascia boards, basement, and the south wall need immediate attention in order to render the building properly weather-tight and to begin the abatement of a significant exterior noise pollution problem.

The entire building needs retrofitting to meet the modern Americans with Disabilities Act (ADA) standards as they apply to the bathrooms, elevator, interior layout, and the building entrances.

The orientation of the building needs to be redirected from Peconic Avenue toward the Riverfront, which will necessitate the redevelopment of the east or rear theater entrance area in general.

The theater needs proper office space, a "green room", dressing rooms, and additional storage space to facilitate its continuing operations. To find such space without affecting the registered hall on the 2nd floor, the plan is to lift both sides of the roof into a dormer configuration to afford a proper 3rd floor, accessible by elevator and with significant extra space.

The HVAC, the sound and lighting systems for the hall and the black box mini-theater, as well as the general lighting throughout, need replacement as they are all obsolete and the building also needs a modern comprehensive security system inside and out.

The overall objective of this project will be to enhance the theater's appeal to the public as an attractive and exciting destination as well as to improve its capacity by meeting the mission of providing for the cultural, educational, artistic, and community needs of Riverhead and the region.

PROJECT LOCATION:

18 Peconic Avenue, Riverhead, NY 11901



PROJECT 12: PEDESTRIANIZED STREET

PROJECT TITLE:

Conversion of unnamed one-way street to pedestrian only access

DRI FUNDING REQUEST:

Total Project Cost: \$1,200,000

DRI Funding: \$0

PROJECT DESCRIPTION:

Convert the existing roadway adjacent to 103/105 East Main Street into a vibrant pedestrian alley with water fountains, tables, and benches. Currently, the road handles one-way traffic moving from Main Street toward the River, connecting to parking areas south of Main Street and to Heidi Behr Way. The proposal would limit vehicular access to emergency vehicles by using removable bollards to control access. The asphalt would be replaced with pavers to create a curbless shared street, which could accommodate outdoor dining and small gatherings. The project would add another pedestrian connection to the waterfront and give space for outdoor activities, which are constrained on the narrow sidewalks along Main Street.

PROJECT SPONSOR:

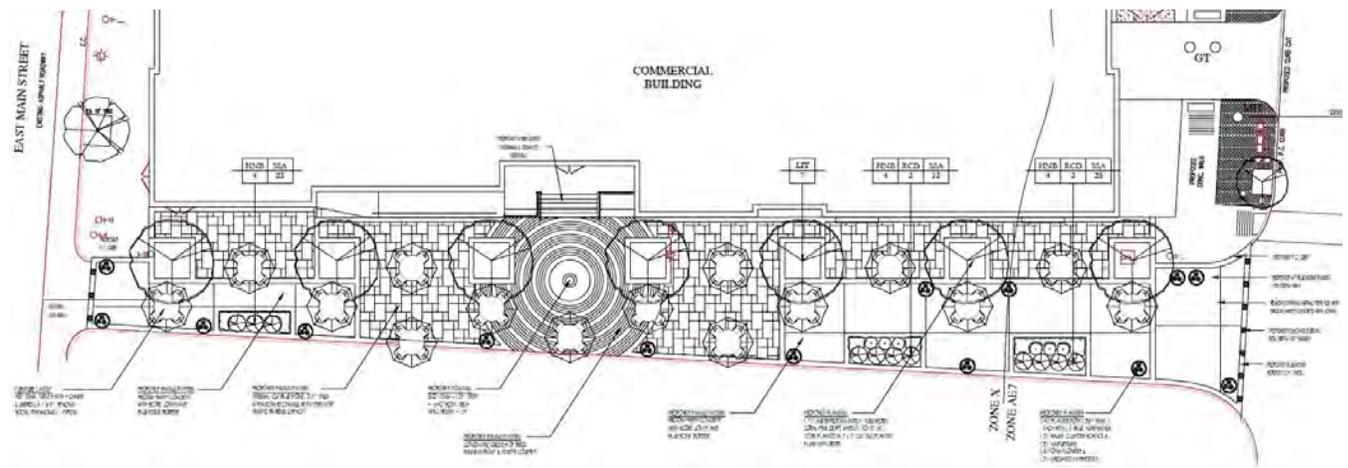
The Town of Riverhead

PROJECT LOCATION:

No Name street west of 103/105 East Main Street



PLAN OF PROPOSED PROJECT:



PROJECT 13: GRIFFING AVENUE STREETScape IMPROVEMENTS

PROJECT TITLE:

Improvements to the pedestrian environment along Griffing Avenue between Railroad Avenue and Main Street.

DRI FUNDING REQUEST:

Total Project Cost: \$1,200,000

DRI Funding: \$0

PROJECT DESCRIPTION:

As the primary vehicular and pedestrian route between the train station and Main Street, and the front door of the Suffolk County Courthouse, Griffing Avenue represents a critical connector within Downtown Riverhead. Currently, the street has little in the way of pedestrian amenities and makes the walk between the LIRR station and Downtown feel arduous. Adding increased planting and burying the overhead power lines will make the street more pleasant for pedestrians and encourage more foot traffic towards Main Street.

The overall project includes a number of improvements the Town will undertake to enhance the pedestrian experience along Griffing Avenue. Currently, the wide profile of the street lined by single-family homes that have been converted into law offices, make the street feel empty and discourage pedestrians from walking down it. The classically designed Suffolk County Courthouse stands out along this street, and the enhancements here should serve to frame it as the centerpiece of the street. The proposed adjustments include adding street trees and plantings along the street and burying the overhead power lines to improve the character of the street.

The ability to draw pedestrian traffic from the Courthouse to Main Street will bring a large volume of visitors, particularly a lunch crowd, to businesses Downtown. Creating a more pedestrian-friendly connection between the train station and Main Street will be crucial to the future of Downtown Riverhead. With large new mixed-use projects planned around the train station, and the public garage being constructed at the north end of Griffing Avenue, the street will need to handle larger volumes of pedestrian traffic. Additionally, increases in rail service will make this an important gateway for the Town into the future.

PROJECT LOCATION:

Within the right of way of Griffing Avenue between Railroad Avenue and Main Street.



PROJECT SPONSOR:

The Town of Riverhead

GRIFFING AVENUE EXISTING:



VIEW OF PROPOSED INTERVENTIONS:



PROJECT 14: DOWNTOWN SIGNAGE PROGRAM

PROJECT TITLE:

Implement a Downtown wayfinding and signage program

DRI FUNDING REQUEST:

Total Project Cost: \$400,000

DRI Funding: \$0

PROJECT DESCRIPTION:

This project is for the design and implementation of a wayfinding and signage program for the DRI Area. Building off of a previous grant from Suffolk County, the Town is seeking additional funds to continue that program to help navigation in Downtown. Based off consistent public feedback that parking and other destinations Downtown can be hard to find, the Town will create a cohesive aesthetic for all Downtown signage and select the most impactful locations for the placement of the signage. Finally, the Town will use the funding to manufacture and install the signs in the desired locations.

The wayfinding and signage program will include:

- **Vehicular Signage:** Larger signs that can be read and understood while moving at traffic speed. These signs will provide direction and distances to key locations and help to locate public parking areas.
- **Pedestrian Signage:** Smaller signs designed to convey information to pedestrians and cyclists traveling at slower speeds can direct people to more pedestrian oriented amenities like the Town Square and Riverwalk. These signs can include small maps to help people orient themselves.
- **Educational Signage:** These signs will convey factual information about the historic context of the Town and natural and environmental features in the Town.
- **Digital Signage:** At entrances to the Town, there may be opportunities to install digital signage that can be updated to reflect upcoming events in Town.

PROJECT 15: FIRST STREET RESTORATION

PROJECT TITLE:

Restore the historic alignment of First Street, with new pedestrian and bike paths, parks, and parking facilities.

DRI FUNDING REQUEST:

DRI Funding: \$0

PROJECT DESCRIPTION:

One of Riverhead's greatest strengths is its fine-grained urban fabric. The small walkable blocks keep traffic speeds down and create visual interest as one walks through the Downtown. Over time, some of these blocks were consolidated, forming larger blocks, part of a trend toward larger building footprints and higher demand for parking. This has made parts of the Downtown less walkable and has made parking lots in these areas harder to find and navigate.

This project proposes to restore the alignment of First Street, which historically ran parallel to Main Street, but has since been incorporated into the parking areas behind the buildings lining Main Street. Currently, a series of islands and barriers break up the parking lots in this area, making them inefficient and hard to navigate. This project would reorganize these lots and create a new road connecting from Roanoke Avenue to East Avenue, and eventually Maple Avenue. This would break up the large blocks in this area and create the potential for new commercial frontages. The project will work well with the proposed addition to the Suffolk Theater, which has a residential lobby and a potential commercial space that would face what will be the future right-of-way for First Street. The project would also work well with a proposed parking structure on the north side of what will become the First Street right of way, making access in and out of the structure easier and more distributed. The additional parking spaces will also free up land along the River for better uses.

PROJECT LOCATION:

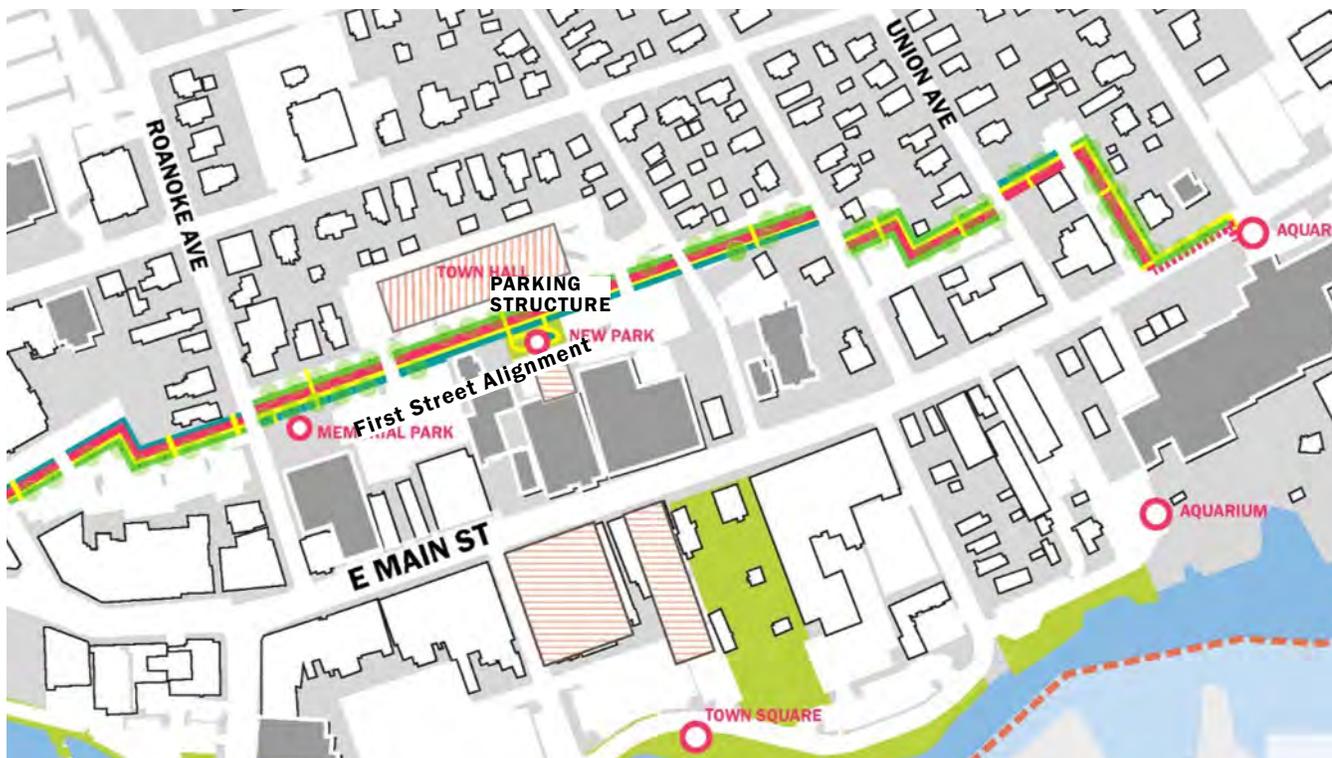
Historic alignment of First Street, between Roanoke and East Avenues with a possible extension running from East to Maple Avenues.



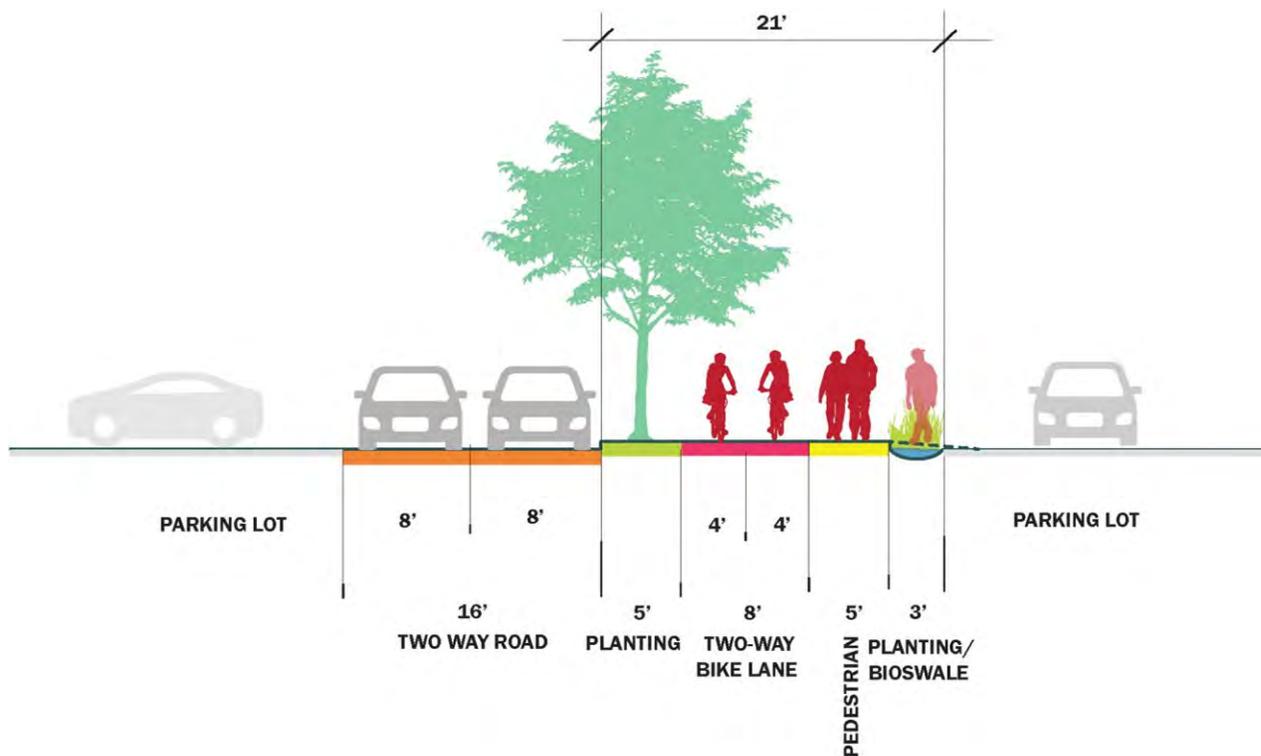
PROJECT SPONSOR:

Town of Riverhead

PLAN OF FIRST STREET EXTENSION:



SECTION OF FIRST STREET EXTENSION:



PROJECT 16: PECONIC AND ROANOKE AVENUES INTERSECTION IMPROVEMENTS

PROJECT TITLE:

Improvements to the intersection of Peconic Avenue, Roanoke Avenue, and East Main Street to improve traffic flow and increase pedestrian and vehicle safety.

DRI FUNDING REQUEST:

DRI Funding: \$0

PROJECT DESCRIPTION:

The point along East Main Street where Peconic Avenue, coming from the south, and Roanoke Avenue, coming from the North, intersect is the most problematic point in Riverhead's road network. The two north-south roads handle the majority of traffic coming in and out of Riverhead, at 21,400 vehicles per day on Peconic Avenue and 8,700 on Roanoke Avenue. The way these two streets are offset as they intersect with Main Street creates a short queuing area between them for cars making left turns off Main Street. Cars making left turns from Main Street onto both Roanoke Avenue and Peconic Avenue often block through traffic along Main Street causing congestion and slowing traffic flows on the street. The problem is particularly exacerbated by vehicles trying to continue north-south along Peconic Avenue and Roanoke Avenue, through Main Street, as cars must make a right turn and then an immediate left turn. This often causes cars to back up and block the intersection preventing through traffic along Main Street from moving. In discussions with the Town's Chief of Police, this intersection was shown to be the source of more collisions than anywhere else in Town. Previous efforts have studied removing buildings to align the two streets and create a more manageable intersection, but were ultimately shelved due to the high costs and political challenges associated with taking private property.

The concepts presented in this project look at re-configuring the intersection through more tactical interventions. Proposals are mainly focused on changing traffic flows to one way or limiting turning to right-in-right-out. This allows the Town to make significant improvements to the traffic flows in a cost effective manner without permanently altering the layout of the roadway.

The first concept proposes transitioning Roanoke Avenue between 2nd and Main Streets to one way traffic heading north and Griffing Avenue between 2nd and Main Streets to one-way heading south. This option would have some marginal benefits, however since many of the traffic patterns at intersections are maintained, it would not make a significant impact

The second concept proposes to transform the Roanoke Avenue and Main Street intersection into a right-in-right-out and removing the traffic signal there. Drivers traveling east on Main

Street would no longer be able to make the left onto Roanoke Avenue, but most other movements would be maintained.

The third concept proposes converting Roanoke Avenue to one-way traffic heading southbound with alternative strategies of either allowing or not allowing left turns from Roanoke Avenue on to eastbound Main Street.

All three concepts allow for the sidewalk to be widened and the crosswalks to be shortened across Main Street, which will increase pedestrian safety.

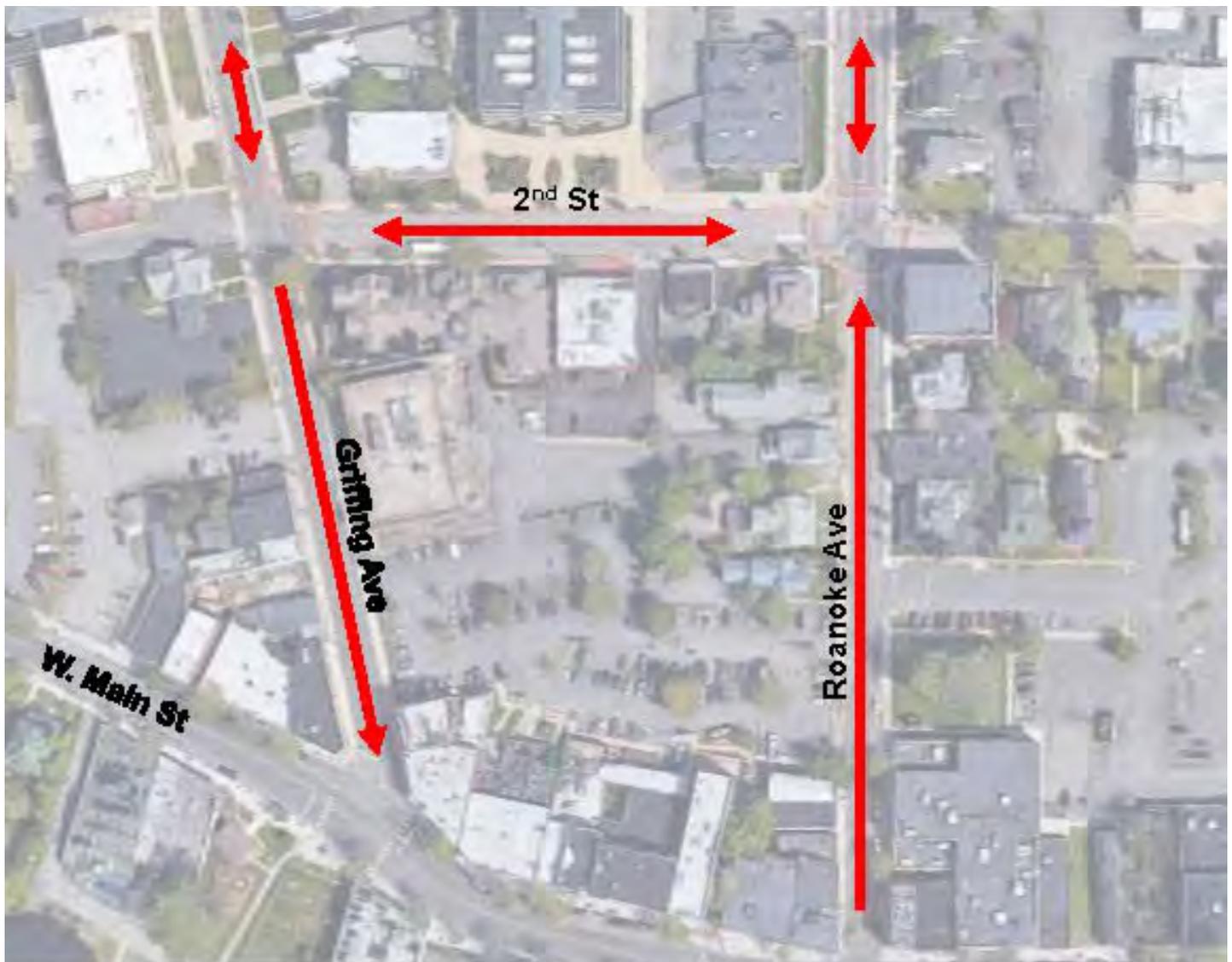
PROJECT LOCATION:

East Main Street where Peconic and Roanoke Avenues intersect.



PROJECT SPONSOR:

Town of Riverhead



CONCEPT 1

Traffic Operations

- Griffing: One-way SB between 2nd and Main
- Roanoke: One-way NB between Main and 2nd

Intersection Modification

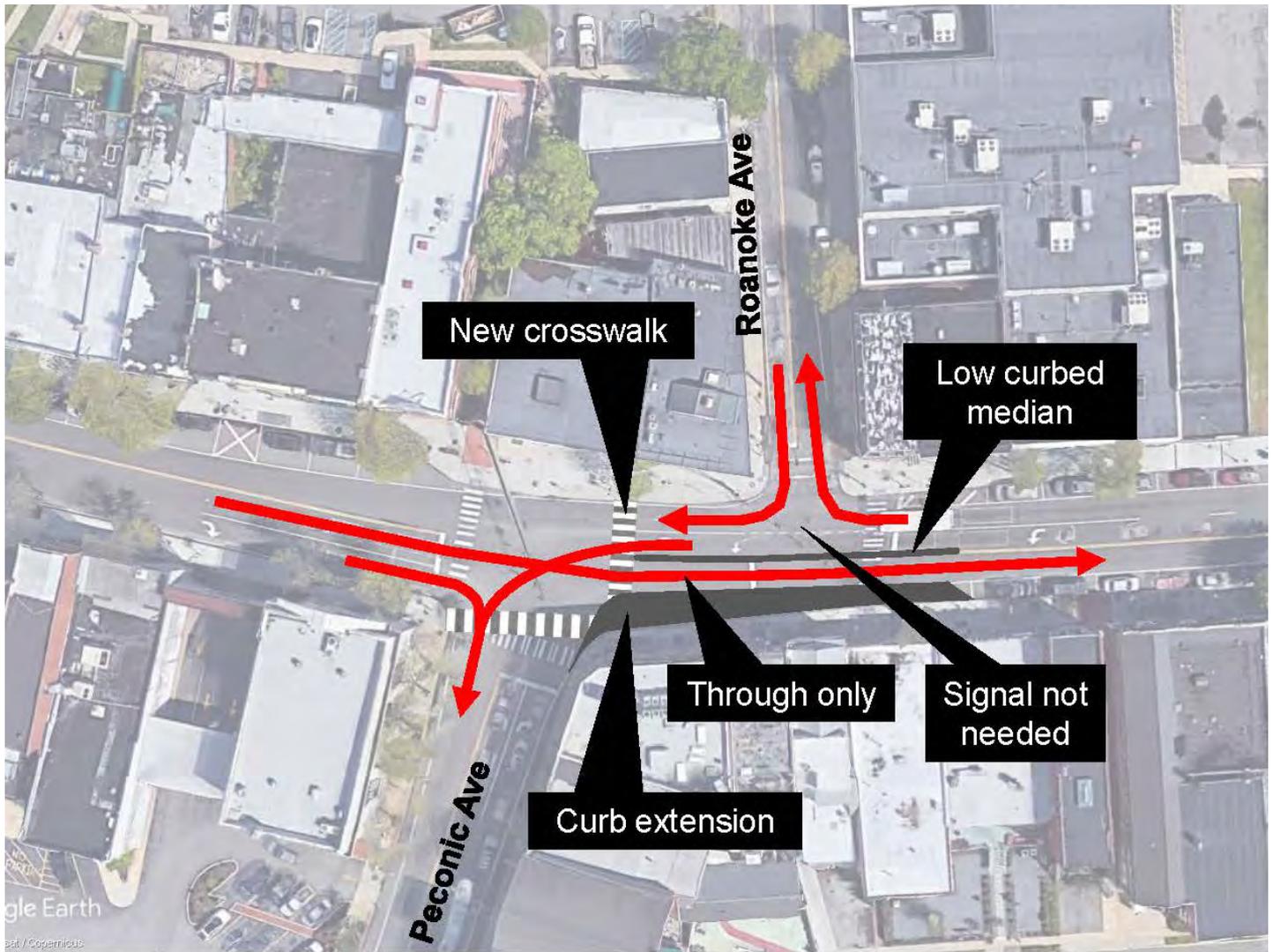
- Main & Griffing

Streetscape Improvements (due to narrowed roadways)

- Griffing
- Roanoke



Intersection operations remain similar to existing



CONCEPT 2

Traffic Operations

- Roanoke: Right-in/Right-out at Main

Intersection Modification

- Main & Roanoke

CONCEPT 3a

Traffic Operations

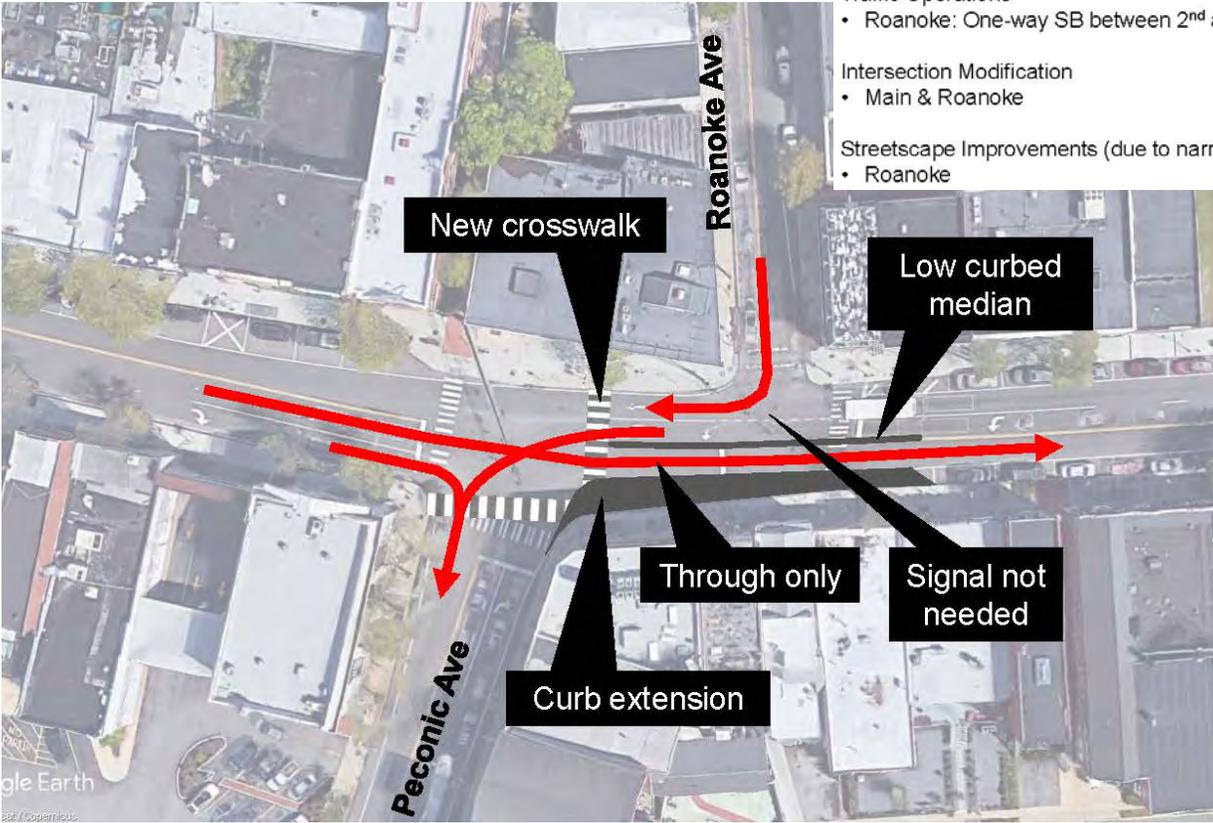
- Roanoke: One-way SB between 2nd and Main / Right-out at Main

Intersection Modification

- Main & Roanoke

Streetscape Improvements (due to narrowed roadway)

- Roanoke



CONCEPT 3b

Traffic Operations

- Roanoke: One-way SB between 2nd and Main

Intersection Modification

- Main & Roanoke

Streetscape Improvements (due to narrowed roadway)

- Roanoke

