

DOWNTOWN REVITALIZATION INITIATIVE – DOWNTOWN TEMPLATE
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BASIC INFORMATION

Regional Economic Development Council (REDC) Region: Long Island

Municipality Name: Town of Brookhaven

Downtown Name: Mastic-Shirley

County: Suffolk

Downtown Description - Provide an overview of the downtown and summarize the rationale behind nominating this downtown for a Downtown Revitalization Initiative (DRI) award):

The Mastic-Shirley Downtowns are ripe for targeted redevelopment. The existing mixed use zoning has set the stage for millions of dollars of commercial investment realized over the last 10-years however there has been very little pedestrian and life style changes. The envisioned transition from a sprawling commercial corridor to a pedestrian friendly- life style community has not been realized in spite of the considerable governmental efforts to create it.

Millions of dollars in private commercial development, hundreds of thousands of dollars of local government investment, a reconstructed Montauk Highway by SC Department of Public Works and tremendous momentum to establish a new sewage treatment plant and connections to the downtown all have not generated the attractive, walkable and livable community envisioned for this corridor.

With this proposal, we seek funding and council from the Regional Economic Development Council/Downtown Revitalization Initiative to assist the Town with the finer points of taking the disparate parts and creating a strategic investment plan to realize the whole vision of vibrant quality downtowns with a strong sense of place.

DOWNTOWN IDENTIFICATION

This section should be filled out with reference to the criteria set forth in the DRI Guidelines.

- 1) Boundaries of the Downtown Neighborhood.** Detail the boundaries of the targeted neighborhood, keeping in mind that there is no minimum or maximum size, but that the neighborhood should be compact and well-defined. Core neighborhoods beyond a traditional downtown or central business district are eligible, if they can meet other criteria making them ripe for investment.

The Mastic-Shirley Downtown consists of two hamlet centers, separated with an incentivized Transitional Area Overlay District regulating specific design standards. The Mastic-Shirley Montauk Highway corridor extends 1.7 miles, from the intersection of William Floyd Parkway (CR 46) east to the intersection of Mastic Road. The Shirley Hamlet Center encompasses nearly 50-acres and the Mastic Hamlet Center nearly 23-acres.



The Town's adopted Land Use Plans created two defined Main Street Business Districts to ultimately reverse the effects of historic commercial sprawl while still providing a mix of land use opportunities. The two hamlet centers were officially rezoned to the Town's Main Street Business District to provide clear and predictable guidance to develop market confidence, stimulate investment and create certainty within the community.

2) Size. Outline why the downtown, or its catchment area, is of a size sufficient to support a vibrant, year-round downtown, with consideration of whether there is a sizeable existing, or increasing, population within easy reach for whom this would be the primary downtown.

The Mastic-Shirley Downtown involves parts of two U.S Census Designated Places- Mastic & Shirley. It is important to keep in mind that Census Designated Place boundaries do not correlate precisely with the downtown area limits. Data for the Town of Brookhaven and Suffolk County are included for comparison and to provide support for further analyses.

The residents of the Shirley and Mastic Census Designated Places are ripe to supply the work force necessary to support commercial redevelopment in the downtowns with a significant workforce totaling more than 60% of the population, with a median age of 34 to 37.

Two of the Town’s top ten employers, Brookhaven National Laboratory and the William Floyd School District, are located within the downtown catchment area, making these downtowns their primary downtown destination.

<i>DEMOGRAPHIC PROFILE</i>						
	CDP Census 2000 (Mastic)	CDP Census 2000 (Shirley)	CDP ACS 2014 (Mastic)	CDP ACS 2014 (Shirley)	Town of Brookhaven	Suffolk County 2014
TOTAL POPULATION*	15,436	25,395	15,481	27,854	486,040	1,493,350
Race/Ethnicity*						
Under 19	35.6%	31.2%	28.3%	26.4%	26.4%	22.2%
20-64	58.7%	62.4%	65.4%	60.6%	60.5%	57.2%
65 & Over	5.5%	6.3%	6.3%	7.2%	13%	15.2%
Economic Indicators						
Unemployment <i>(for individuals 16 years and older)</i>	4.5%	4.0%	3.4%	3.9%	6.2%	7.6%
Median household income	\$53,657	\$57,294	\$75,306	\$82,762	\$86,828.	\$88,323.

*Source: American Community Survey 5 year Estimates & * indicates 2010 Census Data; Census 2000 summary*

#	Employer	# of Employees	Location
1	Stony Brook University	14,000	Stony Brook
2	Stony Brook University Medical Center	5,500	Stony Brook
3	Brookhaven National Laboratory	3,000	Shirley
3	Sachem School District	2,500	Holbrook
4	John T. Mather Memorial Hospital	2,500	Port Jefferson
5	Brookhaven Memorial Hospital Medical Ctr	2,500	East Patchogue
6	Eastern Suffolk BOCES	2,000	E. Patchogue

7 Three Village Central School District	1,650	East Setauket
8 William Floyd School District	1,650	Mastic
9 St. Charles Hospital	1,600	Port Jefferson

Source: Division of Economic Development

3) Past Investments & Future Investment Potential. Describe how this downtown will be able to capitalize on prior, and catalyze future, private and public investment in the neighborhood and its surrounding areas.

The Mastic-Shirley Downtown is poised for redevelopment. The Town has committed to its success through adopted Land Use Plans and the associated SEQR review, rezoning key parcels to mixed-use development, main street zoning with downtown design standards and lobbying successfully for sewer infrastructure to the business district. The Town also worked diligently to have the area of the downtown included in the County's Industrial Commercial Incentive Plan which provides real property tax relief for capital investments.

The downtown is within minutes of an actively growing industrial park, the Brookhaven National Lab, and the Meadows at Yaphank a 240-unit apartment complex, which is under construction. The commercial catchment area includes 13,741 housing units and 33,086 residents with a median income of \$80,258 (2010 Census).

Since the adoption of the Phase 1 Land Use Plan in 2004 & the 2009 Phase 2 Plan, there have been millions of dollars of commercial investment in the downtowns as illustrated on the following map. The Land Use Plans provided the clear and predictable guidance to investors who built three family-style restaurants, two pharmacies, and numerous retail & office buildings.

There continues to be many opportunities for investment. The Long Island Railroad Shirley train station is surrounded by surface parking and a derelict shopping center on 3-acres in need of redevelopment. The Town has discussed the opportunity to construct attached housing on either site. The east end of the Mastic downtown is anchored by a derelict shopping center situate on 5.25 acres, adjacent to a 33-acre vacant parcel with potential for attached housing, contiguous to the shopping center.

In November of 2015 the Town of Brookhaven, in conjunction with Suffolk County's Coastal Resiliency Initiative, prepared the Draft scoping document for the Forge River Watershed Sewer project/Mastic-Shirley proposed Sewer District. One of the areas targeted was the Forge River Watershed. The Forge River is located within the hamlets of Mastic and Shirley on the eastern most portion of the proposed downtown area, and encompasses approximately 750 acres in the densely developed residential and commercial area. The STP project area includes a 12.9 acre parcel located on the Town's Calabro Airport situated north of Sunrise Highway.

Suffolk County worked together with local community representatives on the SC Sewer District/Wastewater Treatment Task Force to delineate area where investment in sanitary sewer and wastewater infrastructure could provide environmental and economic and social benefits, and identify critical need areas where the implementation of sewerage infrastructure may be warranted and should be assessed.

The establishment of sanitary sewer service increases the potential of this area and provides opportunity for growth. The sewer service will provide a foundation for mixed use development and economic growth in this area, and maximize business potential. Once the STP is constructed, the potential for future investment in the Mastic –Shirley downtown area will increase and allow for revitalization of existing development and increase options for future development.



Site Plan Investments in Mastic-Shirley Downtown May 2016



Legend

0 0.1 0.2 0.4 0.6 0.8 Miles

4) Job Growth. Describe how recent or impending job growth within, or in close proximity to, the downtown will attract professionals to an active life in the downtown, support redevelopment, and make growth sustainable in the long-term.

This Downtown is located approximately 2.5 miles from an active Industrial Park with industries ranging from pharmaceutical manufacturing to a major bakery to medical uses. The Shirley Industrial Park has over 1,500 employees, which will support the growth of the Mastic-Shirley Downtown revitalization. Across the street from the entrance to the Shirley Industrial Park is the Suffolk County Police Department's 7th Precinct, which is a 24/7 operation that will support restaurants and additional growth resulting from the Downtown revitalization. In addition to the Shirley Industrial Park, Clare Rose, a major beer distributor with almost 200 employees, is also in close proximity to the Downtown. Stony Brook University has a dorm facility within 2 miles of the Downtown. This dorm is home to almost 300 students who will all support and sustain the activity in the Downtown.

About 6 miles north of the Downtown is the Brookhaven National Lab (BNL) and a new mixed use housing facility called Meadows at Yaphank. Brookhaven National Lab is home to almost 3,000 employees, some of whom reside on site at the Lab. Phase 1 of Meadows at Yaphank, which is currently under construction, will result in 240 apartment units. While Meadows at Yaphank's Phase II includes a retail component, there are virtually no shopping, restaurants or activities in close proximity for any of the people who live or work close to the William Floyd Parkway/Long Island Expressway intersection. A revitalized Mastic-Shirley Downtown will be utilized and supported by the thousands of individuals who work and live in the surrounding areas.

There is great variety in job opportunities with ranges of salaries, levels and responsibilities available in the vicinity of the Downtown area. BNL alone has opportunities for individuals ranging from janitorial to maintenance, to management to world renowned PhDs in very specialized scientific fields. The Police Department also has a various law enforcement and civilian positions at their 7th Precinct facility. The businesses and industries at the Shirley Industrial Park have a wide array of job opportunities with diversity of salary, level and significant opportunity for mobility within each industry.

As an additional benefit, there is land available in the Shirley Industrial Park. The Mastic-Shirley Downtown revitalization will help to entice businesses to relocate and grow in this area, as there will now be a vibrant Downtown for their employees to work, live and play. These new industries will in turn help to support the growing Downtown.

There is public transportation that runs from the Shirley Industrial Park to the Mastic-Shirley Downtown and further south to beyond the Neighborhood Road corridor to Smith Point County Park (http://sct-bus.org/assets/sct_systemmap.pdf). Smith Point County Park, Suffolk County's largest oceanfront park, hosts 297,927 visitors annually (information provided by Emily Lauri, Community Relations Director at Suffolk County Department of Parks, Recreation and Conservation, and this figure includes registered campground and outer beach users as well as vehicles traversing the toll lanes for parking, but does not include after-hours visitors), many of which will take advantage of the restaurants, bars and activities the Mastic-Shirley Downtown revitalization will afford. There is also the Mastic-Shirley train station just south of Montauk highway on the east side of William Floyd Parkway, which is walking distance to the Downtown area and will aid in attracting visitors to the region.

5) Attractiveness of the Downtown. Identify the properties or characteristics the downtown possesses that contribute or could contribute, if enhanced, to the attractiveness and livability of the downtown. Consider, for example, the presence of developable mixed-use spaces, housing at different levels of affordability and type, healthy and affordable food markets, walkability and bikeability, and public parks and gathering spaces.

The Town of Brookhaven completed a Comprehensive Land Use Plan (LUP) update in 1996. This update reviewed zoning, land use, demographic and environmental trends and provided a basis for land use recommendations to guide the Town going forward. The 2004 Montauk Highway Corridor Study and LUP for Mastic & Shirley was a continuation of the Town's ongoing comprehensive planning efforts and was intended to address specific concerns identified by the Town's elected officials, professional planning staff, and stakeholders from Mastic & Shirley community regarding land use patterns and related impacts along the Montauk Highway corridor between William Floyd Pkwy and the Forge River.

The plan identified goals for this area that include: Development of defined main street business district that are controlled and compact, creating more traditional neighborhoods that can increase utilization of the district, and foster a greater sense of community; Provide for a mix of land use opportunities within the Main St. Business Districts; Design transitional areas between Main Street Business Districts; Create opportunities for strong economic activity to provide jobs and a sustainable tax base; Adopt appropriate zoning; Support appropriate roadway improvements to adequately serve the adjacent land uses, and ensure the roadway improvements were aesthetically pleasing; Support the Main Street Business District with convenient parking that would reduce vehicle usage, and encourage and enhance walkability between uses; Support pedestrian-friendly Main Street Business District with attractive landscaping, public parks and plazas; Provide for larger and centrally located public spaces to provide a staging area for community events; Enhance aesthetic appeal of the area; Create a local sewage treatment plant capable of fulfilling the design flow of the Main Street Districts and the recommended development. The plan includes recommended amendments to the zoning code and associated zone changes for groups of parcels within the study area to foster a sense of identity for the hamlets of Shirley and Mastic.

The Town implemented the zoning recommendations, and the area benefits from significant commercial investment. The recommendations, including architectural design, wide sidewalks, elimination of free-standing signs, all work towards creating a vibrant downtown to attract residents and visitors to this area year-round. The Mastic-Shirley downtown area is a mixed use of commercial and retail main street businesses, as well as single family homes, and summer bungalows that have been converted to year-round single family homes.

The availability of publicly owned lands presents an opportunity for recreational trail linkages from the northeastern portion of the downtown study area. Creation of pocket parks and Green Space would provide a focal point for indoor and outdoor community events, and would not only contribute to the attractiveness and livability of the downtown, but would build a sense of community. Increased community activity would also help generate substantial traffic to support the planned retail component.

In addition to these proposed improvements, Phase II of the Montauk Hwy LUP also included an analysis of the areas retail potential, and noted areas that have potential to attract neighborhood-oriented retail and services such as, a drug store, small café, salon, and a specialty food market. Healthy and affordable food markets such as a Long Island Farmer's Market would provide fresh locally grown produce for residents and tourists, and help to stimulate our local economy.

6) Policies to Enhance Quality of Life. Articulate the policies in place that increase the livability and quality of life of the downtown. Examples include the use of local land banks, modern zoning codes, complete streets plans, or transit-oriented development. If policies achieving this goal are not currently in place, describe the ability of the municipality to create and implement such policies.

The Mastic-Shirley downtown area has potential to increase livability and quality of life for diverse populations of all ages. To accomplish this, the Town has taken actions to rezone some parcels in this study area since the adoption of the 2004 plan. Multiple parcels formerly zoned J-2 (Neighborhood Business District) were rezoned to J-6 (Main Street Business District) the Town's mixed-use zoning district. A majority of the remaining 1.8 mile segment of the Montauk Highway corridor is generally zoned J-2.

The change of zones to create the J-6 Main Street Business District (MSD) areas, and adoption of the Main Street Design Manual (2003) and J Business District Design Manual (2010), are "intended to encourage innovative mixed-use developments as an alternative to conventional, and maintain the unique character through maintenance of the architecture and streetscape, the consolidation of roadway access, and minimize parking within the front yard". A MSD planned zoning district diversifies and integrates land uses within close proximity to each other offers a greater variety in type, design, and layout of commercial and residential uses. The purpose of this district is to connect people to places and create pedestrian-friendly walkable communities.

In addition, the Town of Brookhaven has adopted Phase I & II CR 80 Mastic-Shirley Land Use Plan; GEIS with Findings; Industrial Commercial Incentive Plan, which offers special tax incentives to its businesses. The Town has also adopted a "Complete Streets Legislation" to ensure future design and construction of new roads within the Town of Brookhaven are safe and convenient for all users (pedestrian, bicyclist, motorists).

The Town is working with Suffolk County toward the establishment of a Mastic-Shirley Sewer District to provide sanitary treatment for increased development in the Main Street Business Districts. In addition, Suffolk County has a Land Bank available to use for revitalization efforts, as necessary.

- 7) Local Support.** Set forth the local and community support that exists for the revitalization of this downtown and the commitment among local leaders and stakeholders to building and implementing a strategic investment plan. Identify an initial local lead for the program that will work with outside experts to convene a local DRI Planning Committee to oversee the plan.

The Town of Brookhaven is dedicated to restoring an affordable, high quality of life for its residents, and strives to increase economic strength and resiliency. Revitalization efforts for the Mastic-Shirley downtown area are underway, and strong local community support exists, as well as the support of local, state, and federal officials, including Congressman Lee Zeldin, Assemblyman Dean Murray, Senator Tom Croci; Assemblyman Fred Thiele, County Legislator Kate Browning, Brookhaven Town Supervisor Edward P. Romaine, and Deputy Supervisor/6th District Councilman Daniel J. Panico, and Suffolk County Executive Steve Bellone. With the additional support of the DRI Planning Committee, this project will have the support it needs and the opportunity to be successful.

Brookhaven Town Councilman Dan Panico will serve as the Local Lead for the program as he is the elected official who represents the 6th Council District, which includes the hamlets of Mastic and Shirley.

The support of the REDC and the DRI funding to support this project would bolster the efforts made by Councilman Panico to define the Mastic-Shirley downtown area, and redevelop existing properties along the Montauk Highway Corridor to encourage future growth.

Since being elected to office in 2010, Councilman Panico has met with property owners, developers, fellow elected officials, town planning staff, and civic associations to address structures that have fallen into disrepair. Whether through zone changes or site plan improvements, Councilman Panico has guided the successful redevelopment of many properties along the corridor.

In addition, Councilman Panico works closely with town law and housing investigators to enforce code violations that exist on both commercial and residential properties through the issuance of summonses and fines until compliance is achieved and properties are remediated.

Councilman Panico is also spearheading the effort to have an additional rail road grade crossing installed at Hawthorne Avenue in Mastic, to alleviate overwhelming traffic congestion that currently exists on nearby Mastic Road where there is a crossing, which is one of only two in the surrounding area. This traffic congestion makes it nearly impossible for residents to easily reach their desired destinations on Montauk Highway.

Lastly, Councilman Panico has played a lead role in negotiations with the FAA to use property at the Town's Brookhaven Calabro Airport for the construction of a sewer treatment plant by Suffolk County, which will enable existing and new businesses along the Montauk Highway the ability to hook up to sewers.

- 8) Other.** Provide any other information that informed the nomination of this downtown for a DRI award.

The investment made toward the STP in Shirley is in excess of \$189 million dollars



DEAN MURRAY
Assemblyman 3rd District

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Education
Small Business
Transportation

May 20, 2016

Kevin Law and Stuart Rabinowitz
Empire State Development
150 Motor Parkway, #311
Hauppauge, NY 11788

RE: Mastic-Shirley Downtown Revitalization Initiative

Dear Messrs. Law and Rabinowitz:

I am writing this Letter of Support for the above referenced project. I am excited about the initiative to revitalize this downtown area. Coupled with the infusion of money for the sewage treatment plant and the sewer lines, this revitalization effort will result in significant investment into the Mastic-Shirley community.

Please accept this letter of support for the Town of Brookhaven's request for \$1,000,000 for the revitalization of the Mastic-Shirley Downtown corridor through the New York State Regional Economic Development Council's Downtown Revitalization Initiative.

Thank you for your consideration.

Sincerely,

Dean Murray
Member of Assembly
3rd Assembly District



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Environmental Conservation
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Transportation

FRED W. THIELE, JR.
Assemblyman 1st District
CHAIR
Committee on Small Business

May 20, 2016

Kevin Law and Stuart Rabinowitz
Empire State Development
150 Motor Parkway, #311
Hauppauge, NY 11788

RE: Mastic-Shirley Downtown Revitalization Initiative

Dear Messrs. Law and Rabinowitz:

I am writing in support of the Town of Brookhaven's Mastic-Shirley Downtown Revitalization Initiative. I am excited about the initiative to revitalize this downtown area. Coupled with the infusion of money for the sewage treatment plant and the sewer lines, this revitalization effort will result in significant investment into the Mastic-Shirley community.

Please accept this letter of support for the Town of Brookhaven's request for \$1,000,000 for the revitalization of the Mastic-Shirley Downtown corridor through the New York State Regional Economic Development Council's Downtown Revitalization Initiative.

Thank you for your consideration.

Sincerely,

Fred W. Thiele, Jr.
Member of Assembly

CHAIRMAN
HOMELAND SECURITY, VETERANS
AND MILITARY AFFAIRS
ETHICS
COMMITTEE MEMBER
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May 20, 2016

Mr. Kevin Law, Co-Chair
Mr. Stuart Rabinowitz, Co-Chair
Long Island Regional Economic Development Council
Empire State Development
150 Motor Parkway
Suite 311
Hauppauge, NY 11788

RE: Mastic-Shirley Downtown Revitalization Initiative

Dear Mr. Law and Mr. Rabinowitz:

I am writing in support of the above referenced project and I am excited to share my support for the initiative to revitalize this downtown area. Coupled with the infusion of funding for the sewage treatment plant and the sewer lines, this revitalization effort will result in significant investment into the Mastic-Shirley community.

Please accept this letter of support for the Town of Brookhaven's request for \$1,000,000 for the revitalization of the Mastic-Shirley downtown corridor through the New York State Regional Economic Development Council's Downtown Revitalization Initiative.

Thank you in advance and I appreciate your favorable consideration.

Very Respectfully,

Thomas D. Croci