Downtown Revitalization Initiative

Application Template

Applications for the Downtown Revitalization Initiative will be received by the Regional Councils. Applicant responses for each section should be as complete and succinct as possible. Applications must be received by the Long Island Regional Economic Development Council by **4:00 PM on June 14, 2017**. Submit your application as a Word Document to LIREDC@esd.ny.gov.

BASIC INFORMATION

Regional Economic Development Council (REDC) Region: Long Island

Municipality Name: Town of Southampton and Town of Riverhead (applying jointly)

Downtown Name: Riverside/Riverhead Downtown

County: Suffolk

Vision for Downtown. Provide a brief statement of the municipality’s vision for downtown revitalization.

The Riverside/Riverhead downtown will be a vibrant, mixed use walkable neighborhood oriented along the Peconic River waterfront with a multitude of diverse assets: community diversity; intermunicipal partnerships and services; attainable housing; scenic viewsheds; environmental sustainability; regional arts and culture attractions; and proximity to destination retail, tourism, hotels, employment centers, and multi modal transportation. Shared by two municipalities, this downtown will become a new recreational and cultural hub on Long Island’s East End, providing a central location for workers, families and visitors to live, work and play. Transformative change in the downtown from a place known for blight, crime and disinvestment to a place of economic, cultural and recreational opportunity will be shaped by revitalization plans established by the towns of Southampton and Riverside through intensive community engagement efforts.

A holistic approach to implementing revitalization plans will be coordinated by both the Town of Southampton and the Town of Riverhead around the following themes:

- Establish a unified downtown brand centered on a revitalized Peconic River waterfront
- Incentivize development and redevelopment of underutilized, blighted properties
- Address social and environmental justice needs through meaningful engagement with the diverse local community and community based organizations
- Spur business investment, visitation and economic activity
- Complete roadway, pedestrian, environmental, recreation and wastewater infrastructure improvements
- Promote intermunicipal shared services, including partnerships between the Towns of Riverhead and Southampton as well as emerging countywide initiatives to pursue synergistic short and long term opportunities for delivering services to the public in an efficient manner.

This proposal represents a true inter-municipal collaboration that leverages investments of the towns of Riverhead and Southampton as well as Suffolk County, New York State, federal sources and private equity.
Justification. Provide an overview of the downtown, highlighting the area’s defining characteristics and the reasons for its selection. Explain why the downtown is ready for Downtown Revitalization Initiative (DRI) investment, and how that investment would serve as a catalyst to bring about revitalization.

Overview: The Riverside/Riverhead downtown encompasses a single, contiguous, compact mixed use neighborhood that straddles the municipal boundary between Riverhead and Southampton townships. Located at the gateway to Long Island’s East End region this transitional downtown is bisected by the Peconic River, which also forms the municipal border. The downtown contains a concentration of commercial and residential uses, and is in close proximity to other regional employment, tourism and commercial centers. The most unique feature – and most underutilized asset – of the downtown is the Peconic River, which is part of the Peconic Estuary, a designated Estuary of National Significance by the US Environmental Protection Agency. The downtown also features approximately 1,000 square acres of preserved land and wetland areas along the northeastern border of Pine Barrens region and Peconic Estuary. While the downtown is formally under leadership of two municipalities, it functions as a single neighborhood that has suffered from years of decline, disinvestment, crime, and blight. The downtown does not share in the relative prosperity of other East End communities, and in fact residents and businesses struggle to make ends meet in a region where the cost of living is among the highest in the country.

The total downtown population is 16,835. It contains two distinct geographical sections: the area north of the river, lying in the Town of Riverhead; and the area south of the river, which encompasses a large area of the hamlet of Riverside, within the Town of Southampton. These are described below.

Riverhead: The northern portion of downtown is a historic, walkable, urbanized neighborhood. According to the 2010 US Census, the population as reflected in the Riverhead hamlet CDP is 13,924. This area, which contains both East Main Street and Railroad Avenue Urban Renewal Areas has a poverty rate of 15.5% and a MHI of $50,611 or 58% of Suffolk County median. 30% of the population is over age 55. 17.6% of the population is Black. 25.3% of the population is Hispanic. The East Main Street census block, which comprises a portion of the Riverhead hamlet CDP (Group 4, Census Tract 1698) has a poverty rate of 25.07% with a median household income (MHI) of $40,160, less than 46% of the Suffolk County median. Additionally, the Hispanic and Latino population has grown exponentially since the 2010 Census because of Riverhead’s agricultural base and affordability giving this community one of the largest influxes of migrant workers and New Americans in the U.S.

This northern portion of downtown contains a mix of cultural, commercial, office, residential and institutional uses. The northwest portion includes offices, the public library, historic museum, residences, small retail, and institutional uses such as the Suffolk County Court parking for the railroad and courts. The northeast portion is predominantly developed with residential uses and the downtown area includes restaurants, retail, offices, apartments, the Suffolk County Community College Culinary
Center, as well as attractions such as the riverfront park, Grangebel Park, Long Island Aquarium and Suffolk Theatre. The surrounding land uses include Long Island Railroad tracks and station, Polish Town Civic Association, Cornell Cooperative Extension of Suffolk County, Railroad Museum, Roanoke Avenue Elementary School, Riverhead Fire Department, and residential homes.

Town of Riverhead revitalization plans include the *Town of Riverhead Comprehensive Plan* (2003), *The Vision Plan for Downtown Riverhead* (1995), *Town of Riverhead Urban Renewal Plan Railroad Street Corridor* (1997), *Town of Riverhead East Main Street Urban Renewal Area Plan* (1993, update 2008), *The Analysis of the Opportunity for the Revitalization of the Main Street Corridor* (1993), the *Revitalization Strategy for Downtown Riverhead* (2003), and most recently *Peconic River/Route 25 Corridor Step II Brownfield Opportunity Area Nomination Study* (2016). This study identified four potential brownfield sites in the downtown area, including one strategic site whose redevelopment would be anticipated to have significance and catalyze redevelopment and revitalization in the surrounding areas. The study also identified numerous vacant and/or underutilized sites whose development would provide benefit to the area.

Although Riverhead’s portion of the downtown has seen new vibrancy in recent years with the revitalization of its riverfront park, new mixed use commercial and residential developments, construction of a world class aquarium and Hyatt Conference Center and Hotel, the reopening of the Suffolk Theater, a healthy arts council and numerous popular restaurants and businesses, there are still obstacles to confront. In addition to persistent poverty, challenges identified by the Town of Riverhead BOA study include:

- a high rate of commercial vacancies (38%) and abandoned properties
- need for improved pedestrian environment
- parking issues
- Peconic River/Estuary water quality
- need for wayfinding signage at gateways and in the downtown area
- the need to overcome a negative image with a rebranding effort

A significant number of local businesses, particularly restaurants, have become economically unsustainable and have closed. The Riverhead BOA study found that the area has not yet been revitalized in a way that captures a greater share of the visitors that come to the region to create a critical mass of economic activity.

**Riverside:** This severely distressed southern portion of the downtown has been a hindrance to revitalization overall. Riverside is by many measures the most economically distressed community on Long Island, rife with blight, crime and disinvestment.
Riverside is an older, moderately dense blighted suburban community consisting of single-family neighborhoods, manufactured home parks, and scattered mix of mostly 1-2 story commercial/industrial buildings, parkland, and nature preserve. Most commercial uses are along five arterial roads that intersect at the Riverside traffic circle. There is virtually no waterfront access, and just one small pocket park with a playground, but the neighborhood is so crime ridden that residents are fearful to use it. Pedestrian infrastructure is nearly nonexistent. Existing parkland is underutilized, and illegal dumping is rampant.

Riverside’s population of 2,911 is 47.8% White, 16.7% Hispanic/Latino, and 33.9% Black/African American. Poverty is 23.7%, more than triple Suffolk County rate 6.8% (ACS 2014). 69% of students receive free/reduced lunch at the Riverside elementary school. Median household income $37,292, the lowest countywide. The unemployment rate is 15.5% -- 174% of the NYS rate (ACS 2014).

Environmental and public health problems experienced by Riverside residents include:

- Riverside appears on the NYS Department of Environmental Conservation (DEC) map of “Potential Environmental Justice Areas.”

- A 468 acre portion of the Riverside hamlet received NYS designation as a Brownfield Opportunity Area (BOA) in August 2016. A BOA Step II Nomination Study, completed October 2015 by the Town of Southampton, identified 20 brownfield sites (hazardous substance and/or petroleum contamination) as well as underutilized and vacant properties that contribute to disinvestment in the community and blight conditions. The brownfield sites are proximal to residences.

- The brownfield sites are disruptive to neighborhood connectivity and general well-being. Their presence negatively impacts accessibility, safety, quality housing, recreation access and social capital.

- Congested roads with Average Annual Daily Traffic of 14,765 on State Route 24 alone generate substantial emissions. Existing roadway configurations create potential for vehicle/pedestrian conflicts. Suffolk County is a nonattainment county for EPA 8-hour ozone.

- Incidence of lung cancer is higher than expected and there is a documented concentration of Petroleum Bulk Storage facilities that pose potential health risks.

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

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

• Riverside experiences a severely disproportionate share of the region’s violent and property crime, including robbery, assault, rape, sexual assault and homicide. Open air, daytime drug dealing and prostitution are commonplace. Arrests relating to firearms, drugs and prostitution are highly concentrated here.

For decades, revitalization efforts in Riverside have been hampered by zoning and infrastructure limitations resulting in poor land use. In 2015 the Town of Southampton and Master Developer Renaissance Downtowns, working closely with residents, completed a comprehensive, community-driven, crowdsourced placemaking initiative that culminated in the Riverside Revitalization Action Plan (RRAP) and adoption of the Riverside Overlay District, a form-based code overlay in 2015. The plan and code have established a market driven vision for a revitalized Riverside community that will re-orient land use and community life around the scenic Peconic River, and provide opportunities for redevelopment and brownfield cleanup, economic prosperity, new jobs, as well as passive recreation, education and healthy activities in a safe public space. Riverside is now ripe for development; a master planned, form-based revitalization district will support development of a vibrant, compact, mixed use waterfront downtown with significantly expanded residential and commercial uses that will increase the resident population, expand the tax base, and support the downtown economy. Critical path infrastructure improvements required for implementing the RRAP include sewage and wastewater treatment, transportation, and pedestrian-oriented facilities.

**Justification.** In this section, we have detailed the distinct characteristics of the north and south sides of the downtown, which is useful due to the unique geography, challenges, and governance structures involved. However, the downtown is best understood as a contiguous neighborhood whose vitality depends on a coordinated intermunicipal effort to realize revitalization plans. Its zip code, 11901, as well as the Riverhead Central School District, does not recognize the municipal boundary. Residents and

5 http://www.dec.ny.gov/docs/water_pdf/wiatlisprpb.pdf
visitors are largely unaware of the boundary, due to a geographic and land use continuity. As a result of such perception, it is a certainty that the persistent severe blight in the southern portion of the downtown is a detriment to progress in the northern portion. As a result, the combined community has not yet reached the “tipping point” of economic viability needed for a true renaissance to occur.

To realize revitalization goals, the towns of Riverhead and Southampton recognize that a holistic approach is needed to overcome remaining barriers to transformative change. Should DRI funding be approved, the following investments have been identified as critical for catalyzing and incentivizing development. These investments are directly supported by the towns’ Brownfield Opportunity Area plans, Riverhead Comprehensive Plan, Riverside Revitalization Action Plan, and other revitalization plans for the downtown. They are also supported by prior investments by both towns, Suffolk County, New York State, federal sources and private equity as detailed in this application.

1. **Shared services for wastewater treatment:**

   (a) The Town of Southampton will collaborate with the Town of Riverhead to expand the boundaries of Riverhead’s existing sewer district into Riverside to address a portion of that hamlet’s near-term development needs.

   (b) Create and locate a new sewer district and facilities in Riverside to support future build-out and to remove existing residential and commercial development from on-site systems. The new sewer district is essential for supporting planned development.

   (c) Reconstruct wetland areas for discharge with multiple benefits of further effluent treatment and nitrogen reduction, and establishment of beneficial wetlands habitat at a site that has been identified is the dredge spoil area in the northeast part of the Riverside Overlay District Area, owned by the Town of Southampton. The new sewer district is essential for supporting the planned development. Removal of existing development from on-site systems will reduce the flow of contaminants to the Peconic Estuary, and improve surface water quality.

2. **Create a shared community facility** at the old Suffolk County National Bank property for use by residents of both municipalities. This will also serve as a new town hall for the Town of Riverhead. One of the most effective ways to revitalize a downtown is to maintain or further develop the civic and public places that are already there.

3. **Establish new pedestrian pathways and unified signage themes** in the downtown core on both sides of the Peconic River for beautification, branding and to drive foot traffic to the waterfront. This will include a prominent network of pedestrian pathways at the south side of Riverhead’s Main Street to activate the waterfront, and create a pedestrian pathway to the nearby Suffolk County complex of government offices.
4. **Establish a New Maritime Trail**, including a waterfront boardwalk along the southern shore of the Peconic River, to improve connectivity with Riverhead’s existing boardwalk and to improve public access to the waterfront and downtown parklands. This improvement will serve to reorient the community around the waterfront, create recreational opportunities for visitors and families, encourage recreational boating, and contribute to a strong sense of place.

5. **Complete streetscape, lighting, and traffic calming enhancements** for beautification and pedestrian safety.

6. **Develop a gateway park** on a parcel owned by the Town of Southampton at the entrance to the downtown area abutting the traffic circle. This will beautify the area, provide improved public access to the waterfront, and provide a bucolic setting for the adjacent waterfront property, which is envisioned to be developed into a hotel and restaurant.

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

8. **Implement parking improvements** to increase capacity and improve traffic flow.

9. **Support continued partnerships with arts, cultural and community organizations** for community events at the waterfront. This will help to build a new brand and create a strong sense of place. Partnerships with the East End Arts Council, Business Improvement District, Suffolk Theatre, Vail Leavitt Music Hall, Children’s Museum of the East End will be leveraged. Existing events such as Alive on 25 (which drew 7,000 visitors four times last summer) offering live performances, boat races at the waterfront, and public art installations will serve as a model for future programs and partnerships.

10. **Provide for additional community outreach and engagement** activities around health, environmental, cultural and civic projects to address environmental and social justice needs. Partnerships with community organizations will be leveraged to extend the impact of ongoing outreach initiatives.

In addition, the towns intend to collaborate to identify intermunicipal shared services opportunities that will improve service to the public and create efficiencies that benefit taxpayers in the downtown.

Refer to Question 8 for further detail about the status of each project and readiness for implementation.
DOWNTOWN IDENTIFICATION

This section should be filled out with reference to the list of desired attributes for participation in the DRI as set forth in the DRI program description.

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 concentrated 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. Attach a map that clearly delineates the downtown neighborhood.

The Riverside/Riverhead downtown encompasses a contiguous, compact mixed use neighborhood measuring approximately .67 square mile of land spanning the municipal border between Riverhead and Southampton townships. It measures roughly .9 miles east to west and .9 miles north to south. Located 75 miles east of New York City, the downtown is bisected by the Peconic River, which also forms the municipal border between Towns of Riverhead and Southampton. Riverhead’s portion lies to the north, and Southampton’s Riverside hamlet to the south. The northern portion is bounded roughly by Center Drive to the west, the LIRR Main Line to the north, and just east of Ostrander Avenue to the east. This portion of the downtown area is part of a NYS designated Brownfield Opportunity Area, and encompasses a Business Improvement District, two Urban Renewal Areas, a Historic District, a parking district, a sewer district, as well as a transportation hub with Suffolk County Bus, Hampton Jitney bus and Long Island Rail Road. Riverhead’s portion of the downtown is characterized by urbanized development and high vacancy rates, though recent revitalization investments in several housing and commercial developments are evident.

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

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

The downtown is in easy reach of all of the surrounding region. In fact, the Riverside traffic circle is a hub for all major arterial roads serving the East End. Quite literally, all East End roads lead to the Riverside/Riverhead downtown.

Due to its geographic and historic centrality, the downtown’s catchment area encompasses the entire East End, with a total resident population of 133,721 (Southampton 56,790, Southold 21,968, East Hampton 21,457 and Riverhead 33,506). This does not include the summer and fall tourism population surge, which exponentially increases visitation. There are 51,142 residents and 21,251 housing units within a five mile radius of the downtown, including the downtown area itself (2015 Census Estimate).

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

Development south of the river will complement and amplify existing and planned development on the north side of the river. In the Riverhead DC-1 Zoning District, in the downtown core, the build out for residential units is 500 units. The Riverhead BOA study indicates that buildout in this zone is 1,059,575 SF.

Current planned development in Riverhead includes:

- Georgica Green Ventures – 118 apartments, 5,000 SF retail, and 6,000 SF restaurant
- 203-213 E. Main St. – three retail spaces of 910 sq. ft., 1,000 sq. ft., and 1,532 sq. ft.
- Three restaurants: Crooked Ladder (soon to be Southampton Public House), Long Ireland and Mustache and Long Beard, which is a renovation/reuse of the old Second Street Riverhead Fire House
- Preston House, a historic facility restoration for a 20 room boutique hotel and 200 seat restaurant in the historic district

Projects under construction in Riverhead:

- Peconic Crossing: 45 apartment units

Recently completed projects in Riverhead:

- Summerwind Square: 52 apartments
- Woolworth building: 18 apartments, all workforce housing

Additionally, the Main Street area is developing into a destination for restaurants, and breweries, including Diggers, Spicy’s, Perabell, Jerry and the Mermaid, a popular Jamaican, Turkaz, Mazi, Vines and Hops, Blue Duck Bakery, Sweetart Yogurt, Ralphs Italian Ices, Farmer's Kitchen, and more as well as the Long Island Aquarium, Hyatt hotel and Suffolk Theater, a meticulously restored Art Deco era theatre. The Town is hoping to attract specialty retail and restaurants to complement the existing base. Continued revitalization north and south of the Peconic River is critical to support success of these existing business enterprises.

This downtown is likely the only remaining location on the East End that can accommodate the density of development and mix of housing options needed to address regional demand. It will provide housing, jobs and recreation opportunities for all segments of the population, from young workers to families to seniors.
2) Past Investment, future investment potential. Describe how this downtown will be able to capitalize on prior or catalyze future private and public investment in the neighborhood and its surrounding areas.

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

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

New York State:
- Riverside: $236,900 grant awarded in 2013 for BOA Step II Nomination Study Revitalization Action Plan and Zoning Map and Code Amendments Findings Statement
- Riverside: $50,000 Environmental Justice grant awarded to Flanders, Riverside and Northampton Community Alliance (FRNCA) and Town of Southampton in 2017 by NYS Department of Environmental Conservation to conduct waterfront revitalization planning and a community engaged public health survey
- Riverside: $85,875 grant from NYS Local Waterfront Revitalization Program in 2014 to design a pedestrian bridge to span the Peconic River
- Riverside: 2017 Vacant and Abandoned property initiative awarded $175,000 for code enforcement and community outreach to prevent and remediate “zombie” properties
- Riverhead: 2012 NYS Department of Housing and Community Renewal Main Street Grant $250,000
- Riverhead: 2010 NYS Department of Housing and Community Renewal Main Street Grant $500,000
- Riverhead: 2009 NYS Department of Housing and Community Renewal Main Street Grant $200,000
• Riverhead: 2004 NYS Department of Housing and Community Renewal Main Street Grant $200,000
• Riverhead: Multi-million NYS Parks/Community Preservation Fund acquisitions to create green space
• Riverhead: $1.5 Million NYS DOT 2011 award to support renovation to 3-acre Grangebel Park overlooking Peconic River & connecting Riverhead to Southampton to provide community space with event stage
• Riverhead: $750,000 Habitat Restoration (fish passage) NYS DEC Peconic Estuary Program
• Riverhead: 2011 NYS Brownfield Opportunity Area grant for Step II Nomination Study ($567,000)
• Riverhead: 2017 Vacant and Abandoned property initiative awarded $100,000 for code enforcement and community outreach to prevent and remediate “zombie” properties
• Riverhead: $500,000 Restore New York Communities Initiative funding in 2017 for the reconstruction of three buildings, part of a $30 million project involving the creation of affordable housing, retail space, and food production facility.

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

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

Town of Riverhead:
• Long Island Aquarium Expansion - New mixed use hotel project ($2.4 Million NYS Empire State Development Corporation award towards Atlantis Marine World Grand Hyatt Hotel)
• Summerwind Square - 52 unit mixed use next generation housing development to replace three abandoned and vacant parcels/buildings (Suffolk County subsidy of approx. $2M)
• 1 East Main Street – over $1M renovation to highly visible, anchor gateway property at the heart of the Downtown Business District (corner of East Main Street & Peconic Avenue)
• 10 Peconic Avenue – over $1M renovation to formerly vacant building on Peconic Avenue to create community event space & 10 live/work unit artist units above
• Approximately 770 municipally owned parking spaces walkable to downtown
• Coordination with newly formed East End Tourism Alliance between North & South Fork
• $750,000 Habitat Restoration (fish passage) NYS DEC Peconic Estuary Program
• $2.2 Million Peconic River Walk improvement
• Suffolk County Downtown Revitalization Grant for Peconic Avenue Crosswalk ($85,000) to connect Peconic River Walk to Grangebel Park
• Grangebel Park improvements: $1.1M in 2008, $300,000 in 2013 and $135,000 in 2016
• Suffolk County Downtown Revitalization Grant for Information Kiosks ($85,000)
• Suffolk County Downtown Revitalization Grant for Grangebel Park Comfort Station Upgrade ($30,852)
• Suffolk County Downtown Revitalization Grant for East End Arts Council Site Improvements ($180,000)
• Suffolk County Downtown Revitalization Grant for Boathouse Improvements ($90,000)
• Downtown Historic District designation
• 2009 Downtown Historic Guidelines/Bulk Study (NYS Department of State Quality Communities grant project)
• Multi-million NYS Parks/Community Preservation Fund acquisitions to create Green space
• 2008 Town of Riverhead East Main Street Urban Renewal Plan Update & GEIS ($850,000)
• New York Metropolitan Planning Council Parking Management Workshop and Summary

Children’s Museum of the East End
• Pending NYS legislative award, Community Development Block Grant and contributed funds to establish a children’s museum facility at Ludlam Park in Riverside in partnership with Town of Southampton. Estimated total investment $425,000.
Future potential to be catalyzed by DRI investments:

Construction south of the river in Riverside is projected to generate total economic impact of over $1.1 billion during the 10 year construction period. The Riverside Development Scenario is projected to generate 1,971 FTEs regionally, generating approx. $88.9M annually in labor income. Buildout projections exceed 2,300 new housing units, many affordable and with universal design features, and over 192,000 SF of retail and professional space.

In the Riverhead DC-1 Zoning District, in the downtown core, the build out for residential units is 500 units. The Riverhead BOA study indicates that buildout under existing zoning is 1,059,575 SF. Redevelopment will encompass strategic brownfield sites identified in the Riverside and Riverhead BOA studies.

3) Recent or impending 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.

Current/recent job growth: Proximal employment hubs include Calverton Enterprise Industrial Park, currently experiencing a reinvigoration of high tech/aerospace industries, with the arrival of Luminati Aerospace and the impending sale of 600 additional industrially zoned acres just minutes from downtown. Additional jobs are at Brookhaven National Lab, the Calverton Stony Brook incubator, Gabreski Airport Business Park (a 440,000 SF business and technology center 15 minutes away), Peconic Bay Medical Center, Southampton Hospital, Suffolk County Center municipal complex, Suffolk Community College, the New York State Court complex, Southampton, Riverhead and Hampton Bays School Districts, municipal facilities operated by Town of Southampton and Town of Riverhead, and the expanding SUNY Stony Brook campus in Southampton offering programs in fine arts, marine research, health care and more. Retail, hospitality, agritourism and small business opportunities abound with demographics showing the region as a destination for tourism and retail.

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

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

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

**Hotel:** Riverside’s scenic natural amenities and strategic position as the gateway to tourist attractions on both forks make it a prime location for a hotel. A hotel that ties into the existing waterfront, planned boardwalk and proposed new bridge could capitalize on the community’s local assets and proximity to regional destinations.
**Assisted living or similar facility:** The closest assisted living facility to Riverside is over 10 miles away in Center Moriches. Between the Towns of Southampton and Riverhead there are approximately 3,000 seniors classified as having a “self-care” or “independent living” difficulty. Assuming that many of these people do and will continue to reside outside of assisted care facilities, a conservative estimate that 20% of this population can be tapped into yields a demand for roughly 600 beds. Such establishments would provide an important service for a growing demographic in the region and provide significant well-paying career opportunities to local residents.

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

**Impending growth identified by Riverhead Brownfield Opportunity Area study:**

An analysis of market demand in the Riverhead portion of the downtown determined that by 2020, a projected increase in households by 343 will result in an additional $17,152,831 available to be spent within the downtown, which would support approximately 60,334 SF of retail and commercial space.

**4) Attractiveness of physical environment.** Identify the properties or characteristics that the downtown possesses that contribute, or could contribute if enhanced, to the attractiveness and livability of the downtown for a diverse population of varying ages, income, gender identity, ability, mobility, and cultural background. Consider, for example, the presence of developable mixed-use spaces, varied housing types at different levels of affordability, walkability and bikeability, healthy and affordable food markets, and public parks and gathering spaces.

**Peconic River waterfront:** The downtown is situated on one of the most bucolic and environmentally significant land masses on Long Island. The Peconic River provides four miles of waterfront and nearly 1,000 acres of preserved property.

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

While Grangebel Park is a significant amenity for the downtown, the Peconic River continues to be vastly underutilized due to blighted neighborhood conditions and lack of access. The Riverside
Revitalization Action Plan and form based code envisions sustainable redevelopment in Riverside oriented around the riverfront that will complement and bolster the burgeoning revitalization on the north side of the River. The master-planned, mixed use, compact community will connect attractive, walkable neighborhoods to Peconic River parks for arts/culture/environment events, recreation, farmers markets and more.

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

In the spirit of supporting the the whole community, including an aging population, an affordable assisted living center is also envisioned in the RRAP. This will enable the region’s growing senior population to age in place. Renewal in Riverside is expected to complement Riverhead’s growth and will strengthen both communities’ efforts to become safe, vibrant and desirable places to live, work and play.

**Community Engagement:** Community groups, Town and County governments, and Master Developer Renaissance Downtowns have made great strides toward engaging residents in the revitalization effort, but more work remains to be done. Attendance at community meetings has increased overall but much of the community, particularly African American, Hispanic and Latino residents, continues to be underrepresented. Younger residents are also underrepresented. Families in economic distress are the least able to make the time to attend community meetings due to work commitments and transportation barriers. Ongoing efforts to improve engagement include the following:

- **Riverside Rediscovered** is the community-driven, crowdsourced placemaking initiative that has led to adoption of the landmark Town of Southampton Riverside Revitalization Action Plan in December 2015. The initiative is a transparent, inclusionary partnership with master developer Renaissance Downtowns LLC that is spurring investment by Town, County and private developers to address the complex and interrelated shortcomings that have long stifled economic development. Door-to-door outreach by bilingual outreach workers, social media campaigns, community meetings, and literature distribution are among the strategies employed. Riverside Rediscovered also works closely with community organizations including Flanders, Riverside, Northampton Community Association (FRNCA), Peconic River Community Development Alliance (PRCDA), SEPA Mujer (Service for the Advancement of Women), and Butterfly Effect Project. Associations for residents of local
manufactured home communities Community Parkview Association and Riverwoods are also directly engaged.

- **The Long Island Community Foundation** has provided a grant of $20,000 to FRNCA to hire bilingual community outreach workers to develop and implement a grassroots community engagement plan. Project outcomes will include a database of community organizations and residents used for resource mapping and regular email and mail outreach; a project website and active social media presence; productive new community partnerships; increased community participation at civic and community meetings; increased diversity of participants at those meetings; and creation of a diverse working group to plan creative placemaking projects on the waterfront.

- **The NYS Department of Environmental Conservation** awarded a $50,000 Environmental Justice grant to FRNCA to produce a community-driven park design for Riverside Maritime Trail Park. The park is supported by the Riverside Revitalization Action Plan (RRAP) and is a component of the Riverside Overlay District (ROD) form-based code, adopted by the Town of Southampton in December 2015. This park will be an anchoring feature for the revitalized downtown that will re-orient land use and community life around the scenic Peconic River, and provide opportunities for redevelopment and brownfield cleanup, as well as passive recreation, education and healthy activities in a safe public space. Project objectives are:

  (1) Engage a consultant to prepare the park plan, including a model shoreline restoration/environmental remediation plan that will be replicable at other locations along the river.

  (2) Engage a public health professional to conduct a community-based participatory public health survey, and use the survey findings to inform the park design and to assess the community’s health status. The aggregated data will be shared with local health providers for health promotion purposes.

  (3) Provide for meaningful public participation in the design process, including bilingual community meetings, social media postings, email and door-to-door outreach.

5) **Quality of Life policies.** 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, comprehensive plans, complete streets plans, transit-oriented development, non-discrimination laws, age-friendly policies, and a downtown management structure. If policies achieving this goal are not currently in place, describe the ability of the municipality to create and implement such policies.
Form-based code and policies in Riverside
To provide a plan for development south of the river, the Town of Southampton, community groups and Master Developer Renaissance Downtowns spent two years developing the Riverside Revitalization Action Plan (RRAP), culminating in the December 2015 adoption of the RRAP, associated environmental studies and a Riverside zoning Overlay District that clears away longstanding regulatory barriers to development. A new modern, form-based code will guide future development as it is envisioned by the RRAP. This overlay code is adopted in Town code and supports development of complete streets and walkable linkages to multimodal transportation (LIRR in Riverhead, Suffolk County bus). Planning is 100% complete; the remaining critical path investment items are related to infrastructure and mitigation of negative impacts to water quality. Ongoing community engagement. The ongoing community engagement is planned to continue.

A fair share mitigation fee structure is in place as part of the form-based code and will bring in millions of dollars from developers for environmental and social initiatives to support revitalization, such as wetland restoration, job programs and more. Under a Community Benefit Policy, priority consideration for construction jobs in Riverside will go to residents.

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

Downtown revitalization plans and policies in Riverhead
The downtown area is part of a formally designated Urban Renewal Area (the East Main Street Urban Renewal Area, or EMSURA), a New York State Empire Zone, one of Long Island’s few “Low-Income Communities” and the subject of numerous revitalization studies undertaken by the Town of Riverhead. The Town of Riverhead Industrial Development Agency targets the area for tax incentives to attract private investment. The common denominator of all these designations is a low-income area plagued with deterioration and blight, and needing the investment of private dollars in addition to the constant injection of public dollars. It is the intent of the urban renewal plan to promote a mix of uses that foster a balance between residential, commercial, cultural, and tourist accommodations; reduce vacancy and blight; provide connectivity within the EMSURA; and incorporate the natural amenities of the area, including the waterfront.

Downtown revitalization plans prepared by Town of Riverhead include:

- *Town of Riverhead Urban Renewal Plan Railroad Street Corridor* (1997)
Riverhead’s portion of the downtown contains a Business Improvement District, Parking District, and Sewer District. In addition, a community garden on West Main Street promotes awareness of healthy eating and can be replicated elsewhere in the downtown.

Riverhead Town is pursuing implementation of smart growth high density zoning in its portion of downtown and provides parking district, sewer and gas service. These efforts have encouraged 85 new workforce rentals in the past 5 years. Approximately 173 additional units are in various stages of approval. Town leadership encourages public private partnerships through collaboration with Suffolk County, New York State and the federal government to fund millions of dollars in support of planning, workforce housing/supportive infrastructure, historic restoration, tourism, recreation, public spaces, pedestrian, bicycle and waterfront access along with free and low cost public entertainment.

The Riverhead Comprehensive Plan (2003) articulates a vision for building on its historic character and waterfront location. The many policies contained in this plan that promote quality of life including the following:

- **Policy 6.6A: Promote specialty food markets and restaurants.**
  Specifically, pursue an indoor public market or specialty supermarket on the north side of Main Street. Pursue specialty or ethnic food markets. Encourage outdoor dining.

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

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

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

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

- **Policy 6.6F: Support the development and growth of downtown attractions and foster development of the arts.**
• Policy 6.6G: Encourage coordinated marketing and programming for downtown destinations, in order to promote longer visits.

• Policy 6.7D: Preserve and enhance pedestrian and view corridors between Main Street and the Peconic River. Some parts of the waterfront are difficult to see from West Main Street, because trees, undergrowth, and buildings block the views. As properties are procured for park expansion, the Town should redesign the enlarged park to create and preserve view corridors and pedestrian connections from Main Street. In the center of downtown, alleyways and streets provide views of the water and access to the parking lots behind Main Street, but some do not lead all the way down to the waterfront. Landscaping, walkways, and lighting should be redesigned so that there are safe, direct, and visible connections between the waterfront and Main Street. River "identifiers" or beacons (i.e., banners, public artwork) could be placed along the waterfront to call attention to the water's edge.

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

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

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

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

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

Vacant and abandoned property remediation initiatives
This year, Riverhead and Southampton towns have received grant funding through the NYS Attorney General to support targeted efforts to prevent and remediate vacant and abandoned properties. Riverhead has received $100,000 and Southampton has received $175,000. Due to the concentration of blight and vacancy, the majority of these investments are being directed to the downtown area in the form of code enforcement actions, property investigation, and community outreach.
Community Policing
Southampton Town Police Department (SHPD) has instituted two community based policing programs to enhance enforcement efforts and to address problematic conditions underlying crime activity in Riverside. The Community Response Unit (CRU) consists of specially trained officers who respond with focused and intense investigative and enforcement measures to address criminal activity. Illustrative of the success of the CRU is a recorded 70% drop in reported criminal activity and two major Drug Trafficking Investigation focusing on East End communities including Flanders, Riverside, and Northampton resulting in 32 arrests, 7 kilos of heroin and cocaine and over $250,000 seized. The Problem Oriented Policing (POP) program recently introduced by the SHPD works closely with community groups, other agencies such as County enforcement agencies, local municipalities, business groups, and religious leaders to address underlying conditions that may contribute to criminal activity. In this effort, a trained police officer initiates the interaction between and among all relevant community stakeholders. The Town of Riverhead’s Community Oriented Policing Enforcement (COPE) Unit performs a similar function north of the River. The two departments regularly collaborate and share information.

Blight Mitigation Fund
The Town of Southampton has established a blight mitigation fund in 2013 which is funded through fines and fees generated from code violators. The fund is used to prevent and remedy damage and/or disrepair on publicly owned properties as well as to remediate blighted conditions. While this is a townwide fund, its expenditures have been used almost exclusively to address blight in the Riverside area. To date, $38,890 has been expended for this purpose.

6) Support for the local vision. Describe the public participation and engagement process conducted to support the DRI application, and the support of local leaders and stakeholders for pursuing a vision of downtown revitalization. Describe the commitment among local leaders and stakeholders to preparing 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.

Projects proposed in the DRI application are supported by the extensive public participation and engagement efforts that were undertaken to prepare downtown revitalization plans as follows:

Community Support for Riverside Revitalization Action Plan
The Town of Southampton, community groups and Master Developer Renaissance Downtowns spent two years developing the Riverside Revitalization Action Plan (RRAP), culminating in the 2015 adoption of the RRAP and a modern form based zoning (Riverside Overlay District), Brownfield Opportunity Area Step II study, associated environmental studies, zoning overlay district and modern, form-based code. Community outreach efforts were extensive. The Town of
Southampton established an Advisory Committee made up of staff from various Town departments. There was continuous coordination between the Advisory Committee, Town, Master Developer Renaissance Downtowns, and its Riverside Rediscovered initiative to lead a Crowd Source Place Making (CSPM) effort.

The CSPM process is guided by the principles of Social, Environmental, and Economic responsibility which is emphasized to community members that participate in the process. CSPM utilizes in-person meetings and internet-based tools to allow community members to upload and vote on ideas, uses, retail concepts, types of commercial/retail tenants, and amenities. Since the summer of 2014, Renaissance Downtowns, through its Riverside Rediscovered initiative, has employed a full time outreach coordinator to work with the community on this project. A community based office was established to encourage community participation and provide a base for the crowd sourced placemaking efforts. During the process, a number of methods were utilized to reach as many people within the community as possible, including population segments that normally do not participate in official meetings. Renaissance Downtowns employs social media and networking tools that include proprietary web-based applications designed to engage the community in meaningful dialogue, which is essential to the planning and implementation process. Monthly meetups and community events are ongoing to allow community members to lean about how they can continue to help shape their community begin to fully understand the potential of the redevelopment vision. Door to door knocking is occasionally performed to reach the population that is not responsive to other methods.

**Support for Riverhead Brownfield Opportunity Area Vision**

The outreach effort for the Riverhead Step II BOA was comprised of a variety of community participation activities and employed many strategies to draw input from a broad range of stakeholders, as well as potential project partners. This input shaped development of the Nomination Study, in that the Town’s project manager, Steering Committee, and consultant team relied upon community input to learn about the history of the area and specific sites, to evaluate the level of support for specific redevelopment concepts, and to assist in refining the overall community vision. Strategies included steering committee meetings with the Town Board; public open houses; a community survey; interview with key stakeholders; focus groups; distribution of outreach materials; and a community contact database.

**Letters of support for this DRI proposal provided by key stakeholders are attached:**

**Elected Officials:**
Lee M. Zeldin, 1st Congressional District  
Kenneth P. LaValle, NY Senate 1st District  
Anthony Palumbo, NYS Assembly 2nd District  
Fred W. Thiele, NYS 1st Assembly District
Master Developer in Riverside:
Renaissance Downtowns

Community Stakeholders:
Butterfly Effect Project
East End Arts Council
East End Tourism Alliance
Flanders, Riverside, and Northampton Community Association
Peconic River Community Development Alliance
Riverhead Business Improvement District
Riverhead Chamber of Commerce
Riverside Rediscovered
Riverwoods Manufactured Home Community
SEPA Mujer

Resolutions demonstrating leadership and coordination include but are not limited to:

- Town of Riverhead Resolution #2017-411, Authorizes Funding Application To New York State For Downtown Revitalization Initiative
- Town of Southampton Resolution #2017-573, Authorize Application with the Town of Riverhead to the New York State Regional Economic Development Council Downtown Revitalization Initiative
- Town of Southampton Resolution # 2016-659, Resolution Requesting the Town of Riverhead Reserve 30,000 Gallons of Capacity at its Waste Water Treatment Facility, adopted 6/4/2016 [subsequently approved by Town of Riverhead 9/20/2016]
- Town of Southampton Resolution # 2017-457, Authorize Supervisor to Execute a Letter of Understanding for the Funding to Partner with the Town of Riverhead for Consultant Costs in Connection with the Extension of the Riverhead Sewer District to Riverside, Southampton, adopted 5/9/17

Initial Local Leads to convene the DRI Local Planning Committee are: Francis Zappone, Deputy Supervisor, Town of Southampton; and Dawn Thomas, Interim Community Development Administrator, Town of Riverhead.
7) Readiness: Describe opportunities to build on the strengths described above, including a range of transformative projects that will be ready for implementation with an infusion of DRI funds within the first one to two years (depending on the scope and complexity of the project) and which may leverage DRI funding with private investment or other funds. Such projects could address economic development, transportation, housing, and community development needs. While such projects should have demonstrated public support, it is recognized that projects will ultimately be vetted by the Local Planning Committee and the State. Explain how the majority of projects proposed for DRI funding demonstrate their readiness for implementation.

The proposed DRI investments will be shovel ready within 1-2 years. Prior investments by the Town of Riverhead, Town of Southampton, New York State, Suffolk County, the Master Developer, federal agencies and private equity have positioned the downtown to immediately pursue the transformative projects that are needed to catalyze revitalization. Zoning is in place and SEQRA reviews are complete. These projects are:

1. **Shared Services for Wastewater Treatment:**

   (a) **Riverhead Sewer District Expansion:** The Town of Southampton will collaborate with the Town of Riverhead to expand the boundaries of Riverhead’s existing sewer district into Riverside to address a portion of the hamlet’s near-term development needs. The Town of Southampton has allocated $35,000 to prepare a map and plan for this expansion. DRI support will be leveraged to advance district expansion in years 1-2, and to support infrastructure improvements in years 2-3.

   (b) **New Riverside Sewer District:** The Town of Southampton will create and locate a new sewer district in Riverside to support future build-out and to remove existing residential and commercial development from on-site systems. The town, Master Developer and Suffolk County have invested in sewer studies to define requirements for the new sewer district. A map and plan has been completed and is under review by the Town of Southampton. The map and plan addresses Clean Water State Revolving Fund financing requirements as well as NYS Article 12A requirements for establishing a sewer district. DRI investment will provide funding for district formation in years 1 and 2. In years 2 and 3 DRI will support site acquisition and wastewater infrastructure. Leveraged resources will include Clean Water State Revolving Fund, NYS Clean Water Infrastructure Act funding and other available sources. The new sewer district is essential for supporting the planned development and will protect water quality in the Peconic Estuary, furthering BOA objectives for both Riverhead and Southampton towns. Removing existing development from on-site systems will also benefit water quality.
(c) **Reconstruct wetland areas for discharge with multiple benefits of further effluent treatment and nitrogen reduction**, and establish beneficial wetlands habitat at a site that has been identified as the dredge spoil area in the northeast part of the Riverside Overlay District Area, owned by the Town of Southampton. DRI will leverage support for planning and implementation.

2. **Create a shared community facility** at old Suffolk County National Bank property for use by residents of both municipalities that will also serve as a new town hall for Town of Riverhead. The 43,000 SF facility in the center of the downtown will be vacated shortly. The Town of Riverhead is in negotiation with the property owner for acquisition and has completed a preliminary plan for occupancy. It is important that a building of this size and prominence not be permitted to fall into a state of disrepair. Consolidation of scattered Town of Riverhead facilities to this central location will allow the Town to reduce operating costs, improve efficiency, sell redundant facilities and serve as a hub of civic activity in the downtown. Municipal facilities located in downtown areas are generally understood to counteract blight conditions. DRI funds will seed this investment, with leveraged funding provided by Town of Riverhead.

3. **Establish new pedestrian pathways and unified signage themes** in the downtown core on both sides of the Peconic River for beautification and to drive foot traffic to the waterfront. This includes a prominent network of pedestrian pathways at the south side of Riverhead’s Main Street to further activate the waterfront. The Riverhead and Southampton BOA studies and the Riverside Revitalization Action Plan call for these improvements. SEQRA and zoning support the improvements. A DRI investment in engineering and implementation can spur additional investment by Suffolk County and NYS grant funding sources.

4. **Create a Maritime Trail and waterfront boardwalk** along the southern shore of the Peconic River to improve connectivity with Riverhead, public access, and viewsheds, and to connect the downtown area to underutilized public park lands in Riverside. NYS DEC Environmental Justice funds are currently supporting the planning and community outreach for the Maritime Trail. DRI funds for implementation can leverage external grant funding such as NYS Environmental Protection Fund and Empire State Development.

5. **Complete streetscape, lighting, and traffic calming enhancements** for beautification and pedestrian safety. The Riverhead and Southampton BOA studies and Riverside Revitalization Action Plan (RRAP) call for these improvements. As with the other projects listed here, SEQRA reviews for these improvements are complete as they are addressed in the RRAP and Riverhead Urban Renewal Plan. DRI investments for planning and implementation can leverage County and NYS grant funding sources.
6. **Develop a gateway park facility** at a publicly owned parcel at the gateway to the downtown area abutting the traffic circle. This will link downtown employment centers, including the Suffolk County municipal complex, to the waterfront, and will provide a scenic location to attract hotel and restaurant uses to the adjacent waterfront parcel to the north. The park land was acquired by the Town of Southampton Community Preservation Fund in 2002 for $350,000. DRI support for planning and implementation may leverage other funding sources including Local Waterfront Revitalization Program and Environmental Protection fund.

7. **Advance environmental initiatives** mandatory for development under the Riverside Overlay District, such as reduction of impacts to water resources through advanced wastewater treatment and limited irrigation and pesticide applications to landscaped areas, heat island reduction, reduction to carbon emissions, clearing strategies, and provisions of form-based open public and private space. The Riverhead and Southampton BOA studies, Riverhead Comprehensive Plan, and Riverside Revitalization Action Plan call for water quality improvement projects. The Town of Southampton’s Community Preservation Fund (CPF) Water Quality Improvement Program permits up to 20% of annual CPF revenues to be used for water quality projects and may be allocated to leverage DRI investments. In addition, NYS Environmental Protection fund and NYS Department of Environmental Conservation programs may be available to leverage DRI investment.

8. **Implement parking improvements** to increase capacity and improve traffic flow. The Town of Riverhead BOA study calls for these improvements, which will involve coordination with the Riverhead Parking District. The Town of Riverhead has a design in place, and requires DRI investment for implementation. The Riverside Revitalization Action Plan also calls for parking improvements; support for both planning and implementation will be needed.

9. **Support continued partnerships with arts, cultural and community organizations** for events at the waterfront. Existing partnerships with organizations such East End Arts Council, Vail Leavitt Music Hall, Suffolk Theatre (a historic and meticulously restored Art Deco theatre), Children’s Museum of the East End, Business Improvement District and other community organizations will contribute to activation of the waterfront. DRI investments will help to position the downtown and the partner organizations to attract support for program development from various sources, including contributed income and grant funding through New York State Council on the Arts. Projects would be driven by the Local Planning Committee. An installation currently planned for Grangebel Park, “Art in the Park: A Festival of Lights” can be used as a model for future public art projects to promote a revitalized waterfront.

10. **Provide for additional community outreach and engagement activities** around health, environmental, cultural and civic projects. The extensive outreach already undertaken in relation
to grant funded creative placemaking and environmental justice projects will be further enhanced by DRI investments in projects that provide additional opportunities for meaningful community engagement initiatives around social and environmental needs. Projects will be driven by the Local Planning Committee.

Ultimately, the goal of these DRI investments is to spur private investments that will implement the revitalization plans for the downtown area, including brownfield redevelopment. A vibrant, compact, walkable, mixed-use, and environmentally sustainable community is imminently possible once the final barriers to redevelopment are addressed.

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

In Riverhead, existing revitalization investments, including the Long Island Aquarium, Hyatt Hotel, Suffolk Theatre, restaurants, mixed-use developments, park upgrades and more will become more economically sustainable. With a critical mass of activity in Riverside, future development projects in Riverhead will become more feasible and attractive for private investment.

11. Administrative Capacity. Describe the extent of the existing local administrative capacity to manage this initiative, including potential oversight of concurrent contracts.

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

Town of Riverhead
The Riverhead Community Development Department will be the lead for Town of Riverhead. Community Development is responsible for nearly all grants awarded to the Town of Riverhead. It currently administers over $16.5 million in open grants with an additional $8-15
million in grant applications pending throughout the year. Grants are sourced from federal, state, county, nonprofit and private funders. Community Development Department staff is highly trained in technicalities of the funding sources such as DOT, HUD, labor laws, payroll documentation, permitting, bidding, subrecipient reporting, MWBE and other requirements.

Community Development Director Dawn Thomas will provide supervisory oversight of the DRI initiative on behalf of the Town of Riverhead. Ms. Thomas is an attorney with more than 27 years of municipal experience focusing on land use, comprehensive planning, transactional real estate matters and code enforcement. Having served as Town Attorney for 11 years she was directly involved with the implementation of the Town’s 2003 Comprehensive Plan and redevelopment of EPCAL. She has extensive familiarity with all aspects of government including zoning, planning and inter-municipal matters that will be necessary to ensure success of this program. She also served as a member of the Riverhead Industrial Development Agency from 2012-2016.

Assistant Community Development Project Supervisor Joseph Maiorana will work with Ms. Thomas in handling Riverhead’s day-to-day administration. He has worked for the Town of Riverhead Community Development Department since October 1994. Among the many grants that he has obtained and administered, he was responsible for the administration of $200,000 New York Main Street project that was awarded in 2004, the $200,000 Main Street project that was awarded in 2009, the $500,000 Main Street project that was awarded in 2010, and the $250,000 Main Street Grant in 2012, which was just recently completed.

**The towns are equal partners in the DRI initiative.** They will work collaboratively to establish the Local Planning Committee; will work collaboratively as members of the Local Planning Committee; will work with the State and its consultants to create the Strategic Investment Plan; and will establish lines of accountability and management structures for DRI related contracts.
12. Other. Provide any other information that informed the nomination of this downtown for a DRI award.

The Towns of Southampton and Riverhead are confident that this joint partnership will proceed in a timely manner and are ready and willing to move forward to work collaboratively with each other and New York State for the benefit of the downtown. Each municipality has adopted a resolution in support of this application. In addition, the Town of Riverhead Comprehensive Plan provides the following policy:

Policy 6.7B: Work with the Town of Southampton to expand park uses and protect open space on the south side of the Peconic River. The south side of the Peconic River is located within the Town of Southampton but exerts a strong influence on the functioning and image of downtown Riverhead. The south of side the river, like the north side, could contain pedestrian and bicycle trails, as well as recreational concessions, consistent with the Southampton Comprehensive Plan.

Currently active intermunicipal initiatives involving Riverhead and Southampton that will be leveraged to support DRI planning and implementation include:

- Co-funding a sewer study for the downtown area
- Agreeing to intermunicipal shared services for expanding the Riverhead sewer district to serve the entire downtown area (since Riverside is currently unsewered) and implementing the infrastructure necessary to provide wastewater treatment
- Participation on the Suffolk County shared services initiative
- Participation on the Riverside Economic Development Council

Given the high priority placed on shared services in the 2018 New York State budget, the opportunity to pursue a DRI nomination that will also produce new models for shared services represents a win-win opportunity for the downtown and New York State. The intensive intermunicipal collaboration that is required to advance the DRI planning process and achieve revitalization goals in the Riverside/Riverhead downtown will without a doubt uncover new opportunities for synergy and cost efficiency in the delivery of services to the public. The resulting shared services initiatives will serve as a statewide model for evaluation and replication.
Plans Referenced

Riverside Revitalization Action Plan, BOA Step II Nomination Study, associated Environmental Impact Statement and form-based code:
http://www.southamptontownny.gov/995/Riverside

Town of Riverhead Brownfield Opportunity Area Step II Nomination Study (2016):

Town of Riverhead Comprehensive Plan (2003):

Town of Riverhead East Main Street Urban Renewal Area Plan and accompanying GEIS:
LIST OF ATTACHMENTS
SEE PDF PROVIDED WITH APPLICATION SUBMITTAL

Map of Riverside/Riverhead downtown

Letters of Support

Elected Officials
Lee M. Zeldin, 1st Congressional District
Kenneth P. LaValle, NY Senate 1st District
Anthony Palumbo, NYS Assembly 2nd District
Fred W. Thiele, NYS 1st Assembly District
Bridget Fleming, Suffolk County 2nd District
Al Krupski, Suffolk County 1st District

Master Developer in Riverside
Renaissance Downtowns

Community Stakeholders
Butterfly Effect Project
East End Arts Council
East End Tourism Alliance
Flanders, Riverside, and Northampton Community Association
Peconic River Community Development Alliance
Riverhead Business Improvement District
Riverhead Chamber of Commerce
Riverside Rediscovered
Riverwoods Manufactured Home Community
SEPA Mujer

Resolutions demonstrating intermunicipal collaboration:

- Town of Riverhead Resolution #2017-411, Authorizes Funding Application To New York State For Downtown Revitalization Initiative
- Town of Southampton Resolution #2017-573, Authorize Application with the Town of Riverhead to the New York State Regional Economic Development Council Downtown Revitalization Initiative
- Town of Southampton Resolution # 2016-659, Resolution Requesting the Town of Riverhead Reserve 30,000 Gallons of Capacity at its Waste Water Treatment Facility
- Town of Southampton Resolution # 2017-457, Authorize Supervisor to Execute a Letter of Understanding for the Funding to Partner with the Town of Riverhead for Consultant Costs in Connection with the Extension of the Riverhead Sewer District to Riverside, Southampton
Town of Southampton and Town of Riverhead
Downtown Revitalization Initiative Round II

Riverside/Riverhead Downtown Nomination

Attachments

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