

TOWN OF RIVERHEAD 2019 DOWNTOWN REVITALIZATION INITIATIVE



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2019 DRI Application



Rendering of Main Street looking towards movie theater and cultural arts town square

TABLE OF CONTENTS

| | |
|--|----|
| VISION FOR DOWNTOWN..... | 3 |
| JUSTIFICATION..... | 5 |
| *List of Previous Studies (with internet links)..... | 6 |
| 1) DOWNTOWN IDENTIFICATION / BOUNDARIES OF PROPOSED DRI..... | 13 |
| 2) PAST INVESTMENT, FUTURE INVESTMENT POTENTIAL..... | 19 |
| 3) RECENT OR IMPENDING JOB GROWTH..... | 23 |
| 4) ATTRACTIVENESS OF PHYSICAL ENVIRONMENT..... | 25 |
| 5) QUALITY OF LIFE POLICIES..... | 29 |
| *Downtown Revitalization Plans and Policies..... | 30 |
| *Vacant and Abandoned Property Remediation Initiatives | 34 |
| 6) PUBLIC SUPPORT..... | 35 |
| 7) TRANSFORMATIVE OPPORTUNITIES..... | 38 |
| a) Establish a Town Square..... | 42 |
| b) Implement Transportation Oriented Development / Parking Improvements..... | 45 |
| c) Establish New Pedestrian Pathways and Unified Signage Themes..... | 48 |
| d) Support Continued Partnerships with Arts, Cultural and Community Organizations..... | 49 |
| e) Provide for Extensive, Continued Community Outreach and Engagement..... | 51 |
| 8) Administrative Capacity..... | 54 |
| 9) Other..... | 55 |
| Letters of Support / Town Board Resolution | |



BASIC INFORMATION

Regional Economic Development Council (REDC) Region : Long Island

Municipality Name: Town of Riverhead

Downtown Name: Downtown Riverhead

County Name: Suffolk County

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VISION FOR DOWNTOWN

Vibrant, Historic Downtown Riverhead has the potential to become a compact, walkable, dynamic neighborhood oriented along the Peconic River and would serve as the gateway to the North and South Forks of Long Island. Riverhead is the county seat and is located a short drive from Long Island Wine Country, many agritourism destinations, Tanger Outlet Center, amazing beaches and parks, Splish Splash Water Park, Calverton Enterprise Industrial Park and Brookhaven National Laboratory. Historic Downtown's diverse assets include: regional arts and culture, destination retail, historic architecture, tourism and hotels, Suffolk County courts, college and county center, proximity to Peconic Bay Medical Center, multimodal transportation and targeted regional job growth.

A diverse community welcoming of all ages, races and demographics creates a strong sense of place poised to become an international destination. A business district with dense zoning and compact, distinct boundaries combined with state-of-the-art sewer/gas infrastructure and new federal *Opportunity Zone* designation will generate investment into housing, hotels, unique shopping experiences, office/business and restaurants, while the Peconic River provides unmatched natural beauty for pedestrians and bicyclists as well as boaters and paddlers. Key infrastructure, specifically water and sewer districts, are available, up-to-date and have sufficient capacity to serve full buildout of all revitalization efforts

With an evolving demographic shift in the regional population, it is envisioned that Downtown Riverhead has the potential to become a walkable, compact and convenient live-work-play experience. If awarded, DRI funding will assure a holistic approach to implementing revitalization plans and focus on the following goals and objectives:



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- 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; and
- Complete roadway, pedestrian, environmental, public space and recreational improvements.

As a result of the tremendous assets and infrastructure, such as water and sewer, already in place, Downtown Riverhead can 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 Town of Riverhead through years of intergovernmental cooperation and intensive community engagement efforts.

The Downtown Revitalization Committee, recognizing that Downtown Riverhead lacked a consistent identifying brand theme, has recommended the promotion of the central business district as destination for wellness, sustainability, health and human potential in an effort to connect to this growing \$2 billion industry. With the pressures related to the big box retail development on Route 58 including the Tanger Outlets, it is imperative for that the town government and community to revitalize Main Street for the true purpose of providing a place where our residents and visitors can congregate, have shared experiences and showcase the virtues of healthy and intentioned living (e.g. farm to table restaurants and related hand crafted merchandise, athletic performance, yoga/meditation, academic tutoring/college counseling, the arts, music, and similar businesses and services) that are intended to help people of all ages be their best selves. This vision can set Riverhead apart as a downtown worth visiting, exciting to live in and presenting a value proposition to investors that provides a positive forecast on the future because the larger community believes in and supports the outcome.

Design has a tremendous capacity to help create sustainable, resilient and healthy communities. We are on the precipice of being a place where development will occur in an ad hoc fashion without a long term vision or seizing the opportunity to rethink the built environment with an eye toward resilience and preservation, especially since our buildings are situated along the Peconic River. Key publicly owned parcels, as well as adjacent privately-owned parcels available for acquisition, together with all necessary infrastructure already in place, present a unique opportunity for immediate and transformative redevelopment projects that would result in a redevelopment timeline of less than 18 months to completely recreate a thriving Downtown for the betterment of the entire region. The result would be a Downtown Riverhead that produces living, working and playing opportunities for residents, employees and visitors.



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Riverhead is the County Seat of Suffolk County.

The largest building of the Suffolk County Supreme Court was built in 1867. The Town spent \$2.4 million to acquire and construct adjacent court parking over a seven-year period beginning in 1997.

JUSTIFICATION

Downtown Riverhead is comprised of a compact, diverse, mixed use commercial/residential neighborhood that is the gateway to Long Island’s East End tourist region. 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 of the downtown – and its most underutilized asset – is the Peconic River, which is part of the Peconic Estuary, a designated Estuary of National Significance by the U.S. Environmental Protection Agency. Although Riverhead is the county seat of Suffolk County, the central business district has suffered from years of decline, disinvestment, crime, and blight, causing a high vacancy rate approaching 50%. 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. Downtown Riverhead is a historic, urbanized neighborhood. According to the 2010 US Census, the population as reflected in the Riverhead hamlet CDP is 13,299. 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 \$53,882 or 58% of Suffolk County median (2017 Inflation-Adjusted Dollars), according to the 2013-2017 American Community Survey 5-year Estimates—U.S. Census Bureau. Similarly, the poverty rate of Riverhead lags significantly behind Suffolk County. Riverhead has a poverty rate of 15.7%, compared to 7.2% for Suffolk County. 35.7% of the population is over age 55. 21.4% of the population is Black. 20.3% of the population is Hispanic. Additionally, the Hispanic and Latino population has grown exponentially since the 2013-2017 American Community Survey 5-year Estimates because of Riverhead’s agricultural base and affordability, giving this community one of the largest influxes of migrant workers and immigrants in the U.S.



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The northern portion of downtown contains a mix of cultural, commercial, office, residential and institutional uses. The northwest portion includes offices, the public library, a historical museum, single family residences, small retail, and institutional uses such as the Suffolk County Court and parking for the railroad and courts. The northeast portion is predominantly developed with residential uses and the downtown area includes restaurants, retail, offices, workforce and affordable apartments, the Suffolk County Community College Culinary Arts Center, as well as attractions such as Riverfront Park, Grangebel Park, Long Island Aquarium and Suffolk Theater. The surrounding land uses include the Long Island Rail Road, Polish Town Civic Association's event pavilion, a Railroad Museum, Roanoke Avenue Elementary School, Riverhead Fire Department, the Polish Town business district, including restaurants and single and two-family residences.

The Town of Riverhead has spent years attempting to spark revitalization efforts and has completed many plans that analyze the specific problems and potential of Downtown Riverhead. For a variety of reasons, including the lack of funding and professional assistance required for implementation, the goals of these previous plans have not yet been fully realized. However, these revitalization plans, dating back 25 years, combined with DRI funding would provide a solid foundation with which to finally move forward to allow Downtown Riverhead to realize its full potential as a national and international destination. **Town of Riverhead revitalization plans** include:

- 1) *Town of Riverhead East Main Street Urban Renewal Area Plan* (1993);
<http://www.townofriverheadny.gov/docview.aspx?docid=48559>
- 2) *The Analysis of the Opportunity for the Revitalization of the Main Street Corridor* (1993);
<http://www.townofriverheadny.gov/docview.aspx?docid=48562>
- 3) *The Vision Plan for Downtown Riverhead* (1995)
<http://www.townofriverheadny.gov/docview.aspx?docid=48529>;
- 4) *Town of Riverhead Urban Renewal Plan Railroad Street Corridor* (1997);
<http://www.townofriverheadny.gov/docview.aspx?docid=48560>
- 5) *The Revitalization Strategy for Downtown Riverhead* (2000);
<http://www.townofriverheadny.gov/docview.aspx?docid=48528>
- 6) *Town of Riverhead Comprehensive Plan* (2003)
<https://www.townofriverheadny.gov/pview.aspx?id=18809&catID=118>
- 7) *Town of Riverhead East Main Street Urban Renewal Area Plan* (2008 update)
<https://riverhead.municipalcms.com/files/documents/E.Main.Street.Renewal.Plan.pdf>; and
- 8) *Peconic River/Route 25 Corridor Step II Brownfield Opportunity Area Nomination Study (BOA)* (2016)
<http://riverhead.municipalcms.com/files/documents/RiverheadStepIIFinalBOANominationApril2016.pdf>
- 9) *Peconic River/Route 25 Corridor Step II Brownfield Opportunity Area Creative Placemaking Supplement* (2016) <http://www.townofriverheadny.gov/docview.aspx?docid=48558>
- 10) *Riverhead Strategic Parking Plan-- Preliminary Recommendations* (April 2019)
<https://www.townofriverheadny.gov/docview.aspx?docid=49912>



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The 2016 BOA identified potential brownfield sites in the downtown area, including one strategic site (the Town owned Court Street parking lot) 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. Lastly, but perhaps most significantly, the census tract which includes Downtown Riverhead was recently designated as a federal *Opportunity Zone*, confirming its status as an area ripe for new investment. The Calverton census tract which contains the Town's Enterprise Park at Calverton (EPCAL) was also designated as an *Opportunity Zone*. Riverhead was the only Town in Suffolk County to receive two *Opportunity Zone* designations. Both of these *Opportunity Zone* designations will serve as significant catalysts to economic redevelopment and promote private investment to the downtown area and the entire Long Island region.

Although Riverhead's downtown has seen the beginnings of a new vibrancy in recent years with the rehabilitation of its riverfront, new mixed use commercial and affordable and workforce residential developments, construction of a world class aquarium and Hyatt Conference Center and Hotel, the reopening of the Suffolk Theater, a healthy arts council, the new Preston House Hotel and restaurant, as well as numerous popular restaurants and businesses, there are still obstacles to overcome. In addition to persistent poverty, challenges identified by the Town of Riverhead BOA study include:

- a high rate of commercial vacancies (50%) and abandoned properties;
- need for improved pedestrian environment, including better public access and views to the Peconic River;
- parking issues;
- Peconic River/Estuary water quality;
- need for wayfinding signage at gateways and throughout the downtown area; and
- the need to overcome a negative image with a rebranding effort.



The 1,750 foot boardwalk run along the rear of many storefronts along East Main Street, left. Some events such as Alive on 25 have been drawing large crowds to Downtown Riverhead during the last few years, right.



2019 DRI Application



Canoeing, kayaking and fishing are among the popular recreational activities along the river.

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. For example, the Tanger Outlet Center draws upwards of 12 million visitors annually, yet only a fraction of those shoppers visit downtown shops and restaurants.

DRI funding would serve as a catalyst to economic redevelopment as a result of project readiness, previous plans, active and ongoing community engagement / involvement, the project area's nomination as an *Opportunity Zone*, as well as the distinct characteristics of Downtown Riverhead. These include the unique geography, specifically its focus around the Peconic River, historic structures and inter-governmental support. Furthermore, the historic central



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business district is supported by strong and consistent community and municipal efforts to realize revitalization plans.

To realize revitalization goals, the Town of Riverhead recognizes 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 Brownfield Opportunity Area plans, Riverhead Comprehensive Plan, and other revitalization studies. Several municipally-owned properties are optimally located within urban renewal areas and a federal Opportunity Zones, and are very attractive for significant private investment. These municipally-owned properties are ideal for consideration of major public/private partnership opportunities that would positively transform Downtown Riverhead into a regional work/live/play destination. They are also supported by prior investments by Riverhead Town, Suffolk County, New York State, federal sources and private equity as detailed in this application.

These key economic redevelopment projects/concepts are more fully discussed in Section 7: Transformative Opportunities, and are consistent with REDC goals and objectives.

- a) **Establish a “Town Square”** to provide a public gathering space, pedestrian connectivity and open vistas from Main Street to the riverfront to reorient the pedestrian focus from the traditional Main Street to the Peconic Riverwalk, a unique attribute.
- b) **Implement intermodal transportation and parking improvements** to increase capacity, improve traffic flow and determine how to best address parking needs at full buildout. This may include the creation of a transit oriented development (TOD) together with parking improvements and improved connections between the central business district and the nearby railroad station.
- c) **Establish new pedestrian pathways and unified signage themes** in the downtown core along the Peconic River for beautification, safety, branding, to drive foot traffic to the waterfront and to direct the public to available parking as well as all means of public transportation.
- d) **Support continued partnerships with arts, cultural and community organizations** for community events and Creative Placemaking at the waterfront as well as on Main Street.
- e) **Provide for extensive, continued community outreach and engagement** activities around health, wellness, 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. The recently created Downtown Revitalization Committee will be particularly active and engaged to provide regular input from residents, the business leaders and community organizations.

The Town is ready for DRI investment. In addition to having invested in significant planning and revitalization studies which serve as the baseline for its ongoing revitalization efforts, the Town of Riverhead has adopted Urban Renewal plans (East Main Street and Railroad Avenue Corridors) and has been selected as a federal *Opportunity Zone*. Most importantly, Downtown Riverhead is ready for immediate action to fully revitalize as it is serviced by both the Riverhead Sewer District and Riverhead Water District. These public utilities assure that even the largest, necessary economic development projects are primed for success. Local zoning requires that properties within the



2019 DRI Application

sewer district connect to public sewer. Riverhead Sewer has sufficient capacity to serve full buildout of the downtown area. In addition, the Town had creatively used available funding opportunities to improve the overall attractiveness throughout Downtown by resurfacing public walkways with decorative stamped concrete, installing unified new, decorative and efficient LED lighting along its streets and creating public art displays.



Riverhead Water District provides 2.4 billion gallons of water annually to residents and business assuring safe potable supply.



The Riverhead Sewer District pumps 1.5 million gallons daily and has Sufficient capacity to serve full buildout of downtown.

Utilizing the recommendations of the Brownfield Area Opportunity Study (2016), the Town continues to host, promote and expand a variety of exhibitions, special events and other free activities designed to significantly increase visitor traffic, introduce the Downtown business district and create reasons visitors to return.



Annual Cardboard Boat Races.



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Annual Snapper Derby. 2019 will be the 22nd Annual Event.



The 23rd Annual Community Mosaic Street Painting Festival was held Memorial Day Weekend—it has become a family-friendly Memorial Day Weekend tradition, joining together artists, musicians and those who appreciate arts. It draws hundreds of people to the grounds of the East End Arts Council and along the Peconic River.



2019 DRI Application



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Spring boarding off the 2016 BOA's study's Creative Placemaking recommendations, "Reflections: Art in the Park" was designed to help catalyze downtown revitalization by providing a free, public art display that has interactive components/events during the shoulder seasons. The 2018 events drew thousands of visitors on each of the three nights it was held. It is hoped to be expanded for the 2019 year to include an additional 4 evenings of sculpture lighting as well as additional new features such as laser projection on sprayed water, a seasonal floating jack-o-lanterns installation and new sculptures.



The 43rd Annual Riverhead Country Fair Will Bring Thousands to Downtown Riverhead This Fall celebrating Riverhead's long agricultural heritage.. One of the largest festivals in all of New York State, the event draws thousands of people downtown each year to view the entries to the agricultural and baked goods competitions, shop at the wide variety of vendors and enjoy the family-friendly carnival rides. The roots of the fair go back all the way to the 1840s, when the Riverhead Agricultural Society hosted the annual county fair. In addition, many of the local churches and religious institutions provide family friendly entertainment and a regular basis.

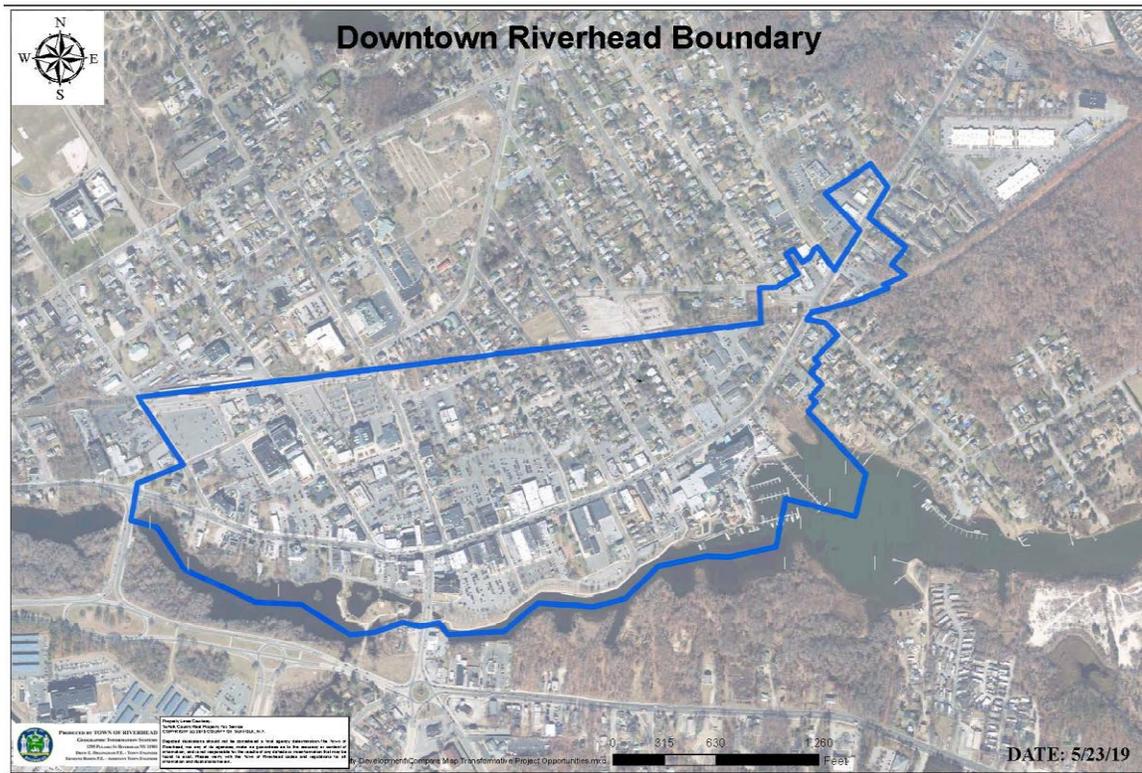
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DOWNTOWN IDENTIFICATION

1) Boundaries of the proposed DRI area.

Historic Downtown Riverhead, oriented along the Peconic River, is bounded by Court Street bridge (to the County Center/Riverhead Library and Suffolk County Historical Society, the Long Island Rail Road Station, Cornell Cooperative Extension, LIRR station, elementary/middle/ high school all walkable) and ends where LIRR intersects NYS Route 25 (Riverhead Town Hall, Long Island Aquarium/Hyatt Hotel, Suffolk Theater, Suffolk Community Culinary Institute, East End Arts all located on NYS Route 25). Located 75 miles east of New York City, Downtown Riverhead is part of a federal *Opportunity Zone*, 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 company and Long Island Rail Road. Downtown Riverhead is characterized by urbanized development and high vacancy rates, though recent revitalization investments in several housing and commercial developments are evident of the vast potential for economic redevelopment and revitalization.



Boundaries of Downtown Riverhead-- link to map: <https://www.townofriverheadny.gov/docview.aspx?docid=49953>



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Centrally located and commutable to all of Nassau and Suffolk counties, Downtown Riverhead is the Suffolk County Seat, and a business, banking and retail center. Unmatched natural resources create the potential for an international tourist destination (Atlantic Ocean, LI Sound and Peconic Bay beaches all within 15 minutes of Downtown Riverhead). A lively agricultural community in and around Riverhead provides a world class sustainable Agritourism industry (wineries, breweries, distilleries, pick your own, farm to table, sport fishing, aquaculture). Long Island's 60 wine producers attract 1.3 million visitors annually, according to Suffolk County Economic Development and Planning. The Long Island Aquarium, the Hyatt Place Hotel, East End Arts, Suffolk Theater and large government/institutional employers Peconic Bay Medical Center and the Suffolk County Court Complex/County Center/Culinary Community College anchor a year round economy. Downtown Riverhead was recently nominated for designation as a federal *Opportunity Zone*, further indicative of the potential for revitalization and private investment in the project area.



Riverhead BOA - Target Market Areas

Determined By Driving Time



March 02, 2013

Downtown Riverhead catchment area.

link to full size map: <https://www.townofriverheadny.gov/docview.aspx?docid=49921>



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Downtown Riverhead not only connects the north and south forks of Long Island, it connects western Long Island to eastern Long Island, as it is in within convenient distance of all of the surrounding region and much of the eastern United States via a coordinated multi-modal transportation network that includes convenient access to: rail, air, sea and highway systems. The nearby and recently reconfigured Riverside traffic circle is a central hub for all major arterial roadways serving the East End. Quite literally, all roads lead to Riverhead.



The Long Island Expressway and Sunrise Highway connect to major arterial roads to provide convenient access to Downtown Riverhead.

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 seasonal residents and 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). Downtown Riverhead is 28 miles from Long Island MacArthur Airport and less than 70 miles to both New York City international airports.

Proposed development has the potential to significantly revitalize the central business district. In the Riverhead DC-1 Zoning District, in the downtown core, estimates that buildout in this zone is 1,059,575 square feet.



2019 DRI Application

Current planned development in Downtown Riverhead includes:

- 203-213 E. Main St. – three retail spaces of 910 sq. ft., 1,000 sq. ft., and 1,532 sq. ft.
- Emerging brewery industry: Mustache, Crooked Ladder, Long Ireland, Twin Fork Beer Company and Long Beard are all located within the Downtown Business District.
- Howell House – a historic home restoration located next to the new Preston House restaurant and boutique hotel which will become a luxury spa.
- Redevelopment of the former Sears Department Store property into a five-story, 170-unit apartment complex that would include a mix of affordable and market-rate rentals.

Projects under construction in Downtown Riverhead:

- Georgica Green Ventures –118 workforce and affordable apartments, 5,000 square feet retail, and 6,000 square feet restaurant
- Howell House, a historic home restoration, anticipated to be developed as a wellness center / spa, which would complement the Preston House Hotel. The home was constructed in 1905 by former town supervisor and banker B. Frank Howell.



The historic Preston House, right, and the Howell House, both constructed in 1905, received meticulous restoration from developer Joe Petrocelli, who previously built the Long Island Aquarium. The Preston House opened as a boutique hotel and restaurant in 2018. The Howell House will open as a wellness center / spa later this year.

Recently completed projects in Downtown Riverhead:

- Preston House, a historic home restoration, which includes a 20 room boutique hotel and 200 seat restaurant in the historic district. The home was built in 1905 by Henry H. Preston, Suffolk County's first full-time sheriff and a wounded Civil War veteran;
- Summerwind Square: 52 workforce apartments;
- Woolworth building: 18 workforce apartment;
- Peconic Crossing: 45 workforce and affordable apartment units, focused on attracting artists;



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- Suffolk County Historical Society: \$1 million expansion that included \$400,000 from the Gardiner Foundation; \$500,000 ESDC The project made the full 133-year old museum handicapped accessibility and a 933 square foot wing; and
- Michelangelo Italian Restaurant opened in May 2019 after undergoing further renovations. The building, a longtime bank built in the 1962, was occupied by two restaurants, the former Sonoma Grill / Riverhead Project, and last operated in 2016.



Michelangelo is the newest restaurant to open downtown in May 2019.

Additionally, the Main Street area is developing into a destination for restaurants and breweries, including Crooked Ladder, Cucina 25, Michelangelo Italian Restaurant, Diggers, Perabell, Jerry and the Mermaid, Shadees Jamaican Restaurant, Turkaz, Blue Duck Bakery, Sweet Tart Yogurt, Ralph's Italian Ices, Preston House, Dark Horse, Sunny's Diner, Star Confectionary, Farmer's Kitchen, and more as well as the Long Island Aquarium and Hyatt Place Hotel. These restaurants and breweries are developing a symbiotic relationship with local entertainment venues such as the Suffolk Theater. In recent months, the Suffolk Theater has begun to attract prominent nationally renowned recording artists, including: Art Garfunkel, Don McClean, Joan Osborne, Jefferson Starship, Tony Orlando, Rickie Lee Jones, the Lovin' Spoonful. The Town is hoping to attract additional specialty retail and restaurants to complement the existing base. Vail-Leavitt Music Hall, Long Island's oldest theater built in 1881, presents a wide variety of musical and theatrical performances, and recently staged a two-week run of *To Kill a Mockingbird*. Continued revitalization north of the Peconic River is critical to support success of these existing business enterprises. Developer Bob Castaldi, who purchased the building in 2005 and meticulously restored the theater to its interior and exterior to the original Art Deco splendor in 2011, announced in May 2019 his intention to build a five-story addition to the building and to expand the theatre and stage area to increase the variety of productions including live theater. The



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addition would include 28 apartments on four floors and a ground floor of commercial and retail space. Other amenities would add a new “green room,” state of the art dressing rooms for performers and other changes. The Suffolk Theater has increasingly been able to attract nationally renowned acts and having this additional space will only accelerate this trend.



Two historic theaters provide a wide array of entertainment to residents and visitors to Downtown Riverhead.

As a result of numerous revitalization plans over the last 25 years, ample sewer capacity and an engaged community and active stakeholder network, 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 providing affordable housing, jobs and recreation opportunities for all segments of the population.



2) Past Investment, future investment potential.

Past investments in Downtown Riverhead



The Long Island Aquarium is located on a 3.2 acre riverfront parcel in Downtown Riverhead and attracts more than 350,000 visitors annually.

- Long Island Aquarium Expansion - New mixed use hotel project (\$2.4 Million NYS Empire State Development Corporation award towards the aquarium and Hyatt Place 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 and Peconic Avenue);
- 10 Peconic Avenue – over \$1M renovation to formerly vacant building on Peconic Avenue to create community event space and 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 and 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;
- Several New York Main Street Grants totaling 1.15 million (2004-\$200,000, 2009-\$200,000, 2010-\$500,000 and 2012-\$250,000).



2019 DRI Application

- 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 wayfinding signage (\$65,000);
- Suffolk County Downtown Revitalization Grants for LED lighting upgrades (\$175,000);
- Suffolk County Downtown Revitalization Grant for Reconfiguration of First Street Parking Lot to add 67 free public parking stalls (\$74,925);
- Suffolk County Office of Cultural Affairs Destination Downtown Grant for “Reflections: Art in the Park” (\$25,000);
- Huntington Arts Council (NYSCA) “Reflections: Art in the Park” (\$3,500);
- Community Development Block Grant—Park and Pedestrian Improvements (\$105,000);
- 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 and GEIS (\$850,000); and
- New York Metropolitan Planning Council Parking Management Workshop and Summary;
- New York State Regional Economic Development Council Strategic Parking Plan 2017 (\$11,000);
- Restore New York 2016 (\$500,000);
- Federal *Opportunity Zone* designation;
- Empire State Development Urban & Community Development Program for Strategic Parking Plan (\$10,000);
- Empire State Development Urban & Community Development Program for Transit Oriented Development (\$25,000); and
- Suffolk County Historical Society \$1 million expansion (\$400,000 from the Gardiner Foundation, \$500,000 ESDC).



Future investment potential



Potential future “Town Square” could be constructed through public private partnership.

Downtown Riverhead has tremendous economic development/revitalization potential and is immediately ready for the private catalytic investment needed to realize that full potential, if DRI is awarded. There are specific advantages already that Downtown Riverhead has that make it prime for future investment. These include:

- Federal Opportunity Zones – Downtown Riverhead has its own Federal Opportunity Zone designation and will significantly benefit from a second zone located at Calverton Enterprise Park, anticipated to be a major job growth center for the entire Long Island Region. Designation has already generated a substantial increase in private entities considering investment in Downtown Riverhead.
- Downtown Riverhead has two Urban Renewal Areas; the East Main Street Urban Renewal Area and the Railroad Avenue Urban Renewal Area, both of which provide necessary legislative tools to address blighted properties and allow public/private partnership;
- There are multiple town-owned parcels strategically located in the project area that are ready to be redeveloped through public/private partnership and could include a Town Square with river views, as well as Transit Oriented Development concepts;
- Downtown has active community involvement, including the Downtown Revitalization Committee, the Riverhead Business Improvement District, the Riverhead Chamber of Commerce and the Riverhead Parking District.



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These important and substantial past investments and existing development incentives, together with DRI investment will serve as a spring board for future investments in Downtown Riverhead, fulfilling the promises outlined in the plethora of revitalization studies and the many years of planning and community pursuit of downtown revitalization. In addition, the planned developments for Riverside, located in adjacent Southampton Town, per their Riverside Revitalization Action Plan (RRAP), will support and be supported by the revitalization of Downtown Riverhead.



Artist's renderings of potential Town Square that includes a riverfront children's playground, near the East End Arts Council.



3) Recent or impending job growth.

Current/recent job growth: Proximal employment hubs include Calverton Enterprise Industrial Park (EPCAL), a recently designated *Opportunity Zone*, which will reinvigorate high tech/aerospace industries as it is redeveloped. The arrival of Triple Five Group / Calverton Aviation and Technology (CAT) and the impending sale of 1,600 additional industrially zoned acres just minutes from downtown. The sale of this unique property, one of the largest vacant developable parcels in the northeast, has progressed through completion of due diligence to an executed contract of sale with closing now anticipated in early 2020. The purchaser, CAT, is required to construct an additional 1,000,000 square feet of industrial space as part of designation as a qualified and eligible sponsor for this urban renewal property with the long term potential of adding double that amount. As a result, according to the 2018 CAT Innovation Hub Economic Benefits Analysis, the full build out of the project is expected to generate between 2,900 - 5,500 jobs with a varying types, salaries and skill levels. Most of the jobs are well paying with solid career paths and upward mobility. These new jobs will be within a 10 minute drive from Downtown Riverhead. In anticipation of this growth, the Town of Riverhead is committed to providing zoning and incentives to provide housing and necessary amenities near this major job center. The town government will consider all reasonable creative solutions to provide the sufficient housing necessary to keep the next generation living and thriving on Long Island. As stated, Riverhead will work to encourage private developers to create a variety of affordable housing options within the Downtown central business district including near the Long Island Railroad Station. We are further dedicated to encouraging quality, affordable child care providers to support the Town's increasing number of working families anticipated to relocate to Downtown Riverhead.



555/ Calverton Aviation Technology is in contract with the Town of Riverhead to acquire 1,600 acres of industrial land, located less than 10 minutes from Downtown Riverhead. It will result in up to 5,500 jobs.

Northwell Health's Peconic Bay Medical Center (just outside the Downtown area) employs more than 1,700 employees, including 550 physicians, 100 physician assistants and 300 nurses. In July 2016, construction began on its Critical Care Tower, anticipated to be completed in January 2020. The centerpiece of the new \$60-million Critical Care Tower is a comprehensive cardiac care center with its new cardiac catheterization laboratory. The new facility provides ready access to advanced artery-opening techniques for 250,000 eastern Suffolk residents. Further galvanizing its investment in Downtown Riverhead, in late 2017, PBMC acquired a former bank



2019 DRI Application

headquarters to provide nearly 60,000 square feet of space in Downtown Riverhead for the growing regional medical center.



The main, 295,000 sq. ft. PBMC hospital building is located on Roanoke Avenue, two miles from East Main Street, left. PBMC recently acquired a former bank building on Second Street that will soon provide almost 60,000 sq. ft. of space within Downtown Riverhead.

Additional jobs are located at Brookhaven National Lab, the Stony Brook University Business Incubator at Calverton (<https://www.stonybrook.edu/commcms/1-calverton/>), Gabreski Airport Business Park (a 440,000 square foot business and technology center 15 minutes away), Southampton Hospital, Suffolk County Center municipal complex, Suffolk Community College, the New York State Court complex, Southampton, Riverhead, Shoreham-Wading River and Hampton Bays School Districts, municipal facilities operated by Town of Southampton and Town of Riverhead, and the SUNY Stony Brook campus in Southampton offering programs in fine arts, marine research, health care and more. Located less than two miles from 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 more than 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 culturally and economically diverse residents, shoppers, families and visitors who will want to enjoy the waterfront, attend events, and patronize smaller stores and restaurants. Downtown Riverhead and the surrounding community provides a wide range of affordable, healthy and culturally diverse dining options. Private homes along the riverfront area also have the potential opportunity to establish a bed and breakfast industry in the downtown business district.

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 and support approximately 60,334 square feet of retail and commercial space.



4) Attractiveness of physical environment.

The downtown is oriented around one of the most bucolic and environmentally sensitive national estuaries. 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, utilization of the park and opportunities for public to access the waterfront both on their own as well as part of community events. The park also contains a fish ladder to promote habitat connectivity, which invites 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 nearby blighted neighborhood conditions and lack of access. Downtown Riverhead also features a lengthy boardwalk along the Peconic River and includes picnic tables and benches. The accessibility of public parks and riverfront access must be enhanced by creating better accessibility to nearby multimodal transportation network that includes motorists, bus and train users, pedestrians and bicyclists. The physical beauty of downtown, notably Suffolk County's longest river, is further enhanced by the accessibility of ethnic, cultural, religious and healthcare amenities within the immediate proximity.

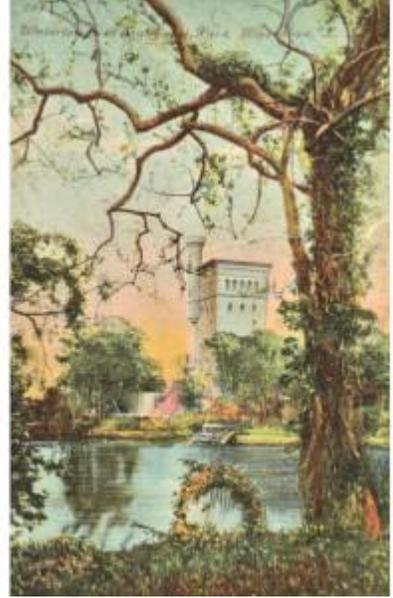


Grangebel Park overlooking new Peconic Crossing, 45-unit affordable apartment with artist residences and gallery.

Grangebel Park, along the Peconic River, was built in the late 1800s by Suffolk County Judge Timothy Griffing. It is now attracts large crowds during special events, such as the "Reflections: Art in the Park" and is used by residents daily for recreational activities, such as walking and fishing. Historic photos are circa 1907.



2019 DRI Application



Many of the 45-unit affordable units at Peconic Crossing provide scenic views overlooking Grangebel Park and the Peconic River.

Between Downtown Riverhead, Polish Town and the Route 58 Business Corridor there are a host of affordable, healthy, (including craft breweries, locally farmed produce and wines) and culturally diverse (Polish, Jamaican, Turkish, Greek, Italian, Mexican, Chinese, traditional Southern soul food) dining options. Additionally, there is an opportunity to establish a bed and breakfast industry in private homes and accessory apartments along the waterfront area.



2019 DRI Application

Several recent large scale projects have already made substantial investment in downtown Riverhead and are providing affordable housing options near job centers. These projects all offer bucolic views of the Peconic River and encourage a healthy work, live and play lifestyle in downtown Riverhead. The five-story Riverview Lofts is currently under construction on the south side of East Main Street and by the end of 2019 will offer 116 new apartments along with 12,623 square feet of first floor commercial space including retail and restaurant uses. Peconic Crossing features 45 affordable apartments with a preference for artists and opened in 2018. In addition, the 52-unit Summerwind Square opened on Peconic Avenue in 2013 and Woolworth Revitalization, which opened in 2015, provided 19 workforce rentals.



By the end of the year, the 116-unit Riverhead Lofts will be open. Top left, currently under construction. Upper right and bottom depict artist renderings of completed project.

These recent major affordable, downtown apartment projects are vital component of Riverhead government's commitment to keep the next generation working, living and playing on Long Island. This is critical in light of the recent news coverage regarding the 2019 Rauch Foundation NextLI survey that indicates that 67% of Long Islanders between the ages 18 – 34 plan to leave in the next five years, while only 40% plan to retire here. The survey further found that a variety of housing stock, including mixed use zoning, multifamily housing and micro-apartments are key to retaining a younger workforce on Long Island. In addition, to these existing mixed use housing projects that include a significant number of new affordable downtown apartment, the Town of Riverhead is currently creating a strategic plan for Transportation Oriented Development on town-owned



2019 DRI Application

property, adjacent to the Long Island Railroad Station. The Riverhead Town Board is amenable to revising zoning to adapt the needs of millennials and others requiring lower cost housing opportunities. Town government is also cognizant of the need to foster the provision of affordable, quality daycare.



The concept of a large town square would complement the existing walkways and greenspaces in the central business district and connect it to the Peconic River waterfront.



5) Quality of Life policies.



Agritourism is a significant draw from as far away as New York City and beyond.

Suffolk County is one of New York’s most important agricultural regions. Well-drained, glacial soils, a maritime climate with abundant sunshine and proximity to markets throughout the metropolitan region make Long Island an ideal location for over 100 different crops. Suffolk County is ranked first statewide in the wholesale value of crops thanks to thriving greenhouse, nursery, sod, potato, vegetable and wine industries, according to Cornell Cooperative Extension. Suffolk County is also ranked first in sales of aquaculture, poultry and egg products. The diversity of crops available within several miles of Downtown Riverhead offers residents and visitors a wide

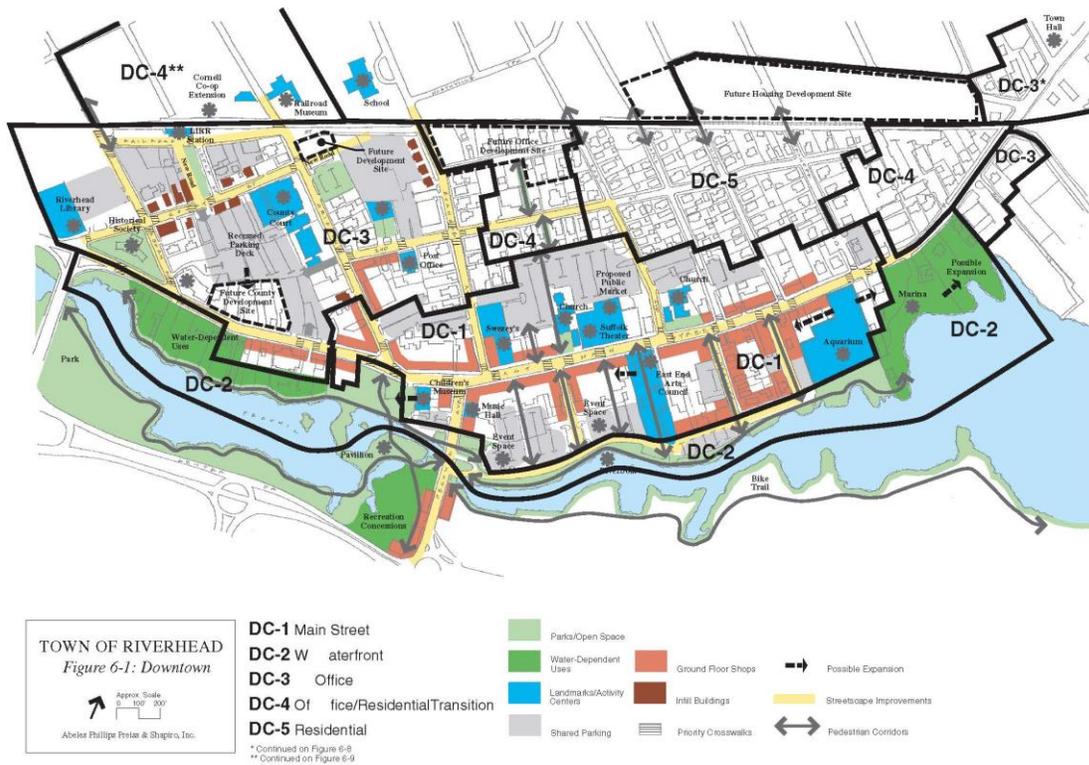


2019 DRI Application

range of products and agri-tourism activities to enjoy. The widespread availability of fresh poultry, eggs, dairy, meats, vegetables and fruit contribute to the vision to create a tourist destination to promote wellness, as well as an overall healthy and active lifestyle.

Downtown revitalization plans and policies in Riverhead

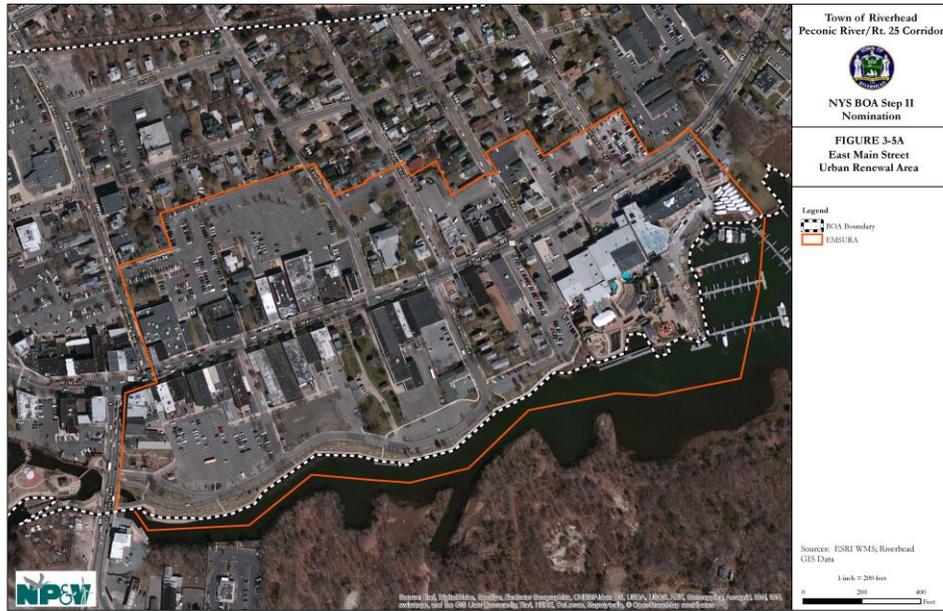
The downtown area contains two designated Urban Renewal Areas (East Main Street and Railroad Street areas), a New York State Empire Zone, a federal *Opportunity Zone* and is one of Long Island's few "Low-Income Communities." Downtown has been the subject of numerous revitalization studies undertaken 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 and studies 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 plans to promote a mix of uses that foster a balance between residential, commercial, cultural, and tourist accommodations; reduce vacancy and blight; provide connectivity; and incorporate the natural amenities of the area, including the waterfront.



Existing Zoning provides a basis for proposed form based zoning to expedite redevelopment.
full size map link: <https://www.townofriverheadny.gov/docview.aspx?docid=49922>

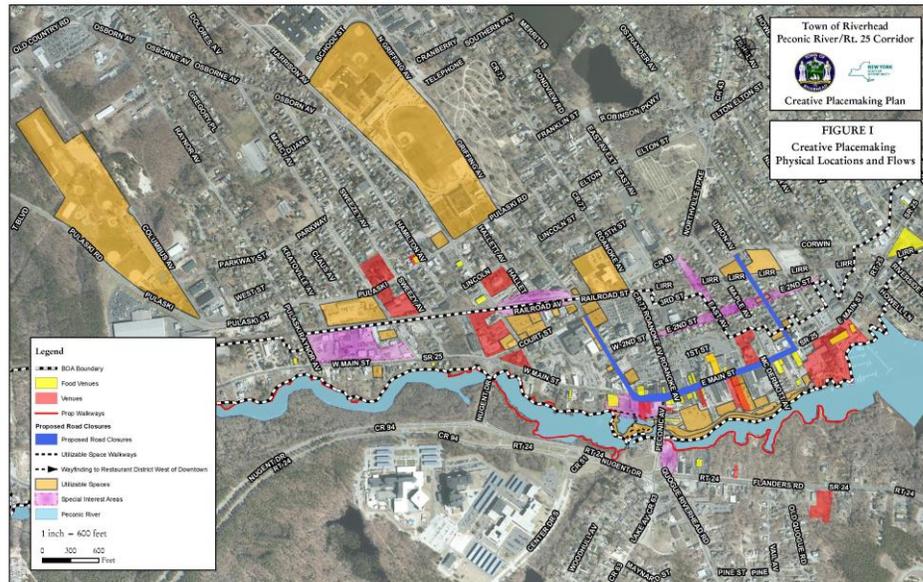


2019 DRI Application



The East Main Street Urban Renewal Area has been extensively studied over the last 25 years and is a key part of revitalization efforts.

link to full size map: <https://www.townofriverheadny.gov/docview.aspx?docid=49924>



Way Finding Signs and Creative Placemaking locations throughout Downtown Riverhead have been proposed to make it easier to navigate downtown attractions and improve the overall visitor experience.

link to full size map: <https://www.townofriverheadny.gov/docview.aspx?docid=49470>



2019 DRI Application

Downtown revitalization plans prepared by Town of Riverhead include:

- *Peconic River/Route 25 Corridor Step II Brownfield Opportunity Area Nomination Study* (2016)
- *The Town of Riverhead East Main Street Urban Renewal Area Plan* (1993, update 2008)
- *Town of Riverhead Comprehensive Plan* (2003)
- *Revitalization Strategy for Downtown Riverhead* (2003)
- *Town of Riverhead Urban Renewal Plan Railroad Street Corridor* (1997)
- *The Vision Plan for Downtown Riverhead* (1995)
- *The Analysis of the Opportunity for the Revitalization of the Main Street Corridor* (1993)

Riverhead's downtown contains a Business Improvement District, Parking District, and Sewer District. In addition, a community garden, surrounded by a family play area and children's play ground on West Main Street promotes awareness of healthy eating and can be replicated elsewhere in the downtown.



The River and Roots Community Garden, a local not-for-profit group designated by Riverhead Town to run a community garden on town-owned land on the bank of the Peconic River since 2011. 4 by 10 foot plots cost \$25 each and are available on a first come, first served basis.

Riverhead Town is actively pursuing implementation of Smart Growth high density zoning in its portion of downtown and provides parking district, sewer and gas service. These efforts have resulted in 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. Recent largescale development projects, such as Summerwind, Peconic Crossing and the Riverhead Lofts, made attempts at significantly increasing energy efficiency.



2019 DRI Application

The Riverhead Comprehensive Plan (2003) articulates a vision for building on Downtown Riverhead's 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.*



2019 DRI Application

- *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.*

The 2016 Town of Riverhead Peconic River/Route 25 Corridor Brownfield Opportunity Area Step II Nomination Study recognized that potential flooding would be exacerbated by climate change and suggested the use of Leadership and Energy Design (LEED) practices be implemented in the design of new, green, construction projects.

Vacant and abandoned property remediation initiatives

In 2016, Riverhead Town received a \$100,000 grant funding through the NYS Attorney General to support targeted efforts to prevent and remediate vacant and abandoned properties. Due to the concentration of blight and vacancy, the majority of these investments are being directed to the downtown area in the form of code enforcement actions, property investigation, and community outreach.

Riverhead is proud of its culturally, ethnically and economically diverse population. To that end, the Riverhead Anti-Bias Task was created in the early 1990s and remains an active force to promote and encourage diversity and tolerance for all residents and visitors. The Anti-Bias Task Force to assists the Town in identifying issues related to prejudice or bias, provide recommendations to the Town Board to combat bias and improve social conditions, provide proactive means to eradicate oppression and support an anti-bias curriculum for the establishment of social justice. (<http://riverhead.municipalcms.com/docview.aspx?docid=42862>)

Riverhead also recently merged the Senior Citizens Services Department with the Recreation Department to create a combined Inter-Generational Services Department. (<http://www.riverheadrecreation.net/intergenerational.html>)



6) Public Support.



Members of the Downtown Revitalization Committee meet regularly and provide valuable public input to aid revitalization efforts.

Meeting public needs = building vibrancy. Ongoing community involvement and public support has been the hallmark of Riverhead’s downtown revitalization efforts. From the Town’s first *Revitalization Strategy for Downtown Riverhead* in 2000 through its *Peconic River/Route 25 Corridor Step II Brownfield Opportunity Area Nomination Study* (2016), Riverhead’s stakeholders continue to be actively involved in developing and implementing its revitalization strategies and efforts, participating in these plans and studies as well as being directly involved in committees specifically designed to further these revitalization efforts and build sustainable vibrancy from the ground up. Each of the planning documents that has been completed and listed in Question 6 above involved downtown stakeholders including business owners, property owners and residents (credited in the linked documents). Of note, the recent *Peconic River/Route 25 Corridor Step II Brownfield Opportunity Area*



2019 DRI Application

Nomination Study (2016) included an extensive Community Survey, as shown:

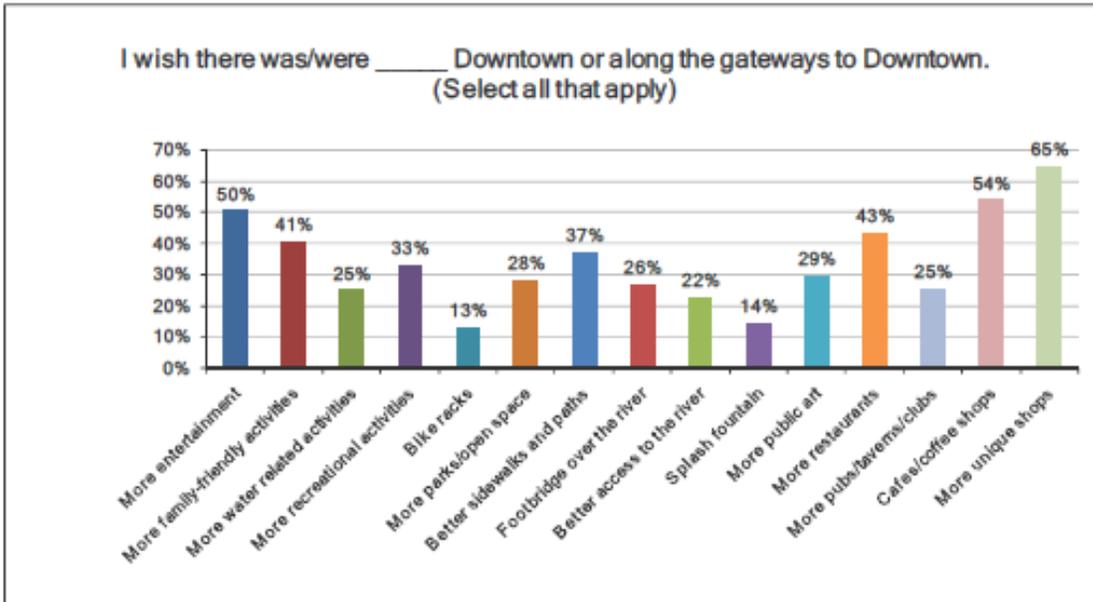


Figure 6. Desires for Downtown Riverhead.

812 responses received in the 2016 BOA Community Survey Expressed What They Want to see Downtown.

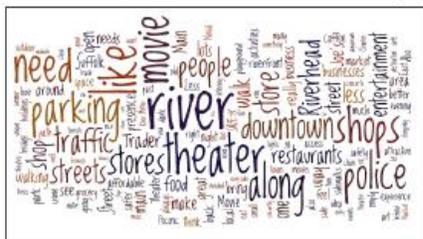


Figure 7. Common words used in comments about what respondents wish there was in Downtown Riverhead.

- Activities and entertainment: 19%
 - Movie theater: 12%
- Safety: 17%
- Shopping: 9%
 - Grocery or food store: 4%
 - Trader Joe's: 4%
- Restaurants and dining: 6%
- Cleanliness: 4%
- River access and activities: 4%

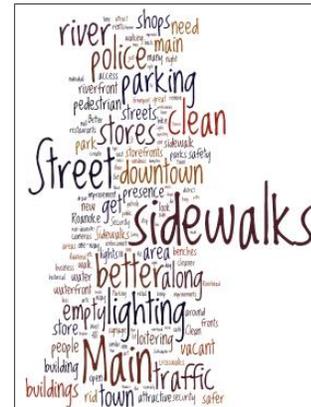


Figure 14. Words appearing in respondents' ideas for improvements they would like to see in Riverhead.

Some ideas for changes the public would like to see as part of downtown revitalization as identified in the 2016 BOA Community Survey.

Riverhead also has multiple, long standing, active public groups engaged in all aspects of downtown revitalization:

- The Riverhead Town Board created a Downtown Revitalization Committee for the purpose of examining and exchanging ideas and recommending solutions, including but not limited to, possible economic and land use restructuring and recruitment of new business or design improvements, capitalizing on existing



2019 DRI Application

assets, and solutions to existing issues/problems, to be used as a framework for the development of a comprehensive and long term revitalization strategy for the Downtown Area.

<https://www.townofriverheadny.gov/pView.aspx?id=55426&catid=119>. Members of this committee include a representatives from: the Chamber of Commerce (www.riverheadchamber.com/) (purpose includes advancement of Downtown; East End Arts (not for profit committed to community enrichment through the arts and education); BIDMA; as well as individuals with experience/expertise in Marketing/Graphics; Recreation/Open Space; Construction/Construction Industry; Banking/Finance; Engineering/Planning; Senior and Youth Community needs, Downtown business owners and a Creative Placemaking professional. The Committee has a regular meeting schedule and has provided ongoing feedback during the preparation of this application.

- The Town of Riverhead Business Improvement District (created in 1967) as a special taxing district to foster the Town’s long standing support for its downtown. The BID is guided by the Riverhead Business Improvement District Management Association (BIDMA) that provides advice to the Town Board in its ongoing revitalization efforts (<http://riverheadbid.com>). BIDMA is actively involved in all aspects of bettering the downtown and is comprised of Town Board appointees which must include business owners, property owners and residents. In addition to the many revitalization efforts the BIDMA supports, has leveraged the recommendations of the Creative Placemaking supplement to the 2016 BOA Study creating the *Alive on 25* event which is held on Main Street four times each summer and draws up to 7000 visitors to the downtown. Again leveraging the recommendation of the Creative Placemaking Supplement, the BIDMA created a free public art installation that doubles as a nighttime event in Grangebél Park called “Reflexions: Art in the Park”, which uses multiple types of illumination (fire, LED lights, black light and neon) to enhance the art displays and draw a large number of visitors to the business district. BIDMA has also been actively involved in efforts to minimize blight and signs of vacancy in the downtown. In addition, a spin-off Downtown Beautification Committee was created by the BIDMA which committee plans and coordinates property clean ups, places and maintains flowers downtown. BIDMA’s fundraising efforts provide critical “match” funding for several important downtown grant opportunities (Suffolk County Downtown Revitalization grants, PSEG Downtown Revitalization grants, etc.).
- Riverhead Townscape is another not for profit organization established by involved citizens to beautify our downtown with gorgeous spring and summer flower baskets on lamp posts (<http://riverheadtownscape.com/site>).
- Downtown Riverhead also has an active Parking District Committee comprised of property and business owners within the Parking District. The Parking District is another special taxing district with boundaries similar to the BID and is actively engaging in working to find parking solutions and foster acquisition and maintenance of parking in the district. The Parking District Committee also pledges matching funds for grant opportunities including a recent CFA strategic planning grant received for downtown in 2017 and several Suffolk County Downtown Revitalization grants.



7) Transformative opportunities.



Downtown Riverhead offers transformational project opportunities to fundamentally change the regional economy.

link to full size map: <https://www.townofriverheadny.gov/docview.aspx?docid=49952>

The proposed DRI investments will be shovel ready within 1-2 years. Prior investments by the Town of Riverhead, New York State, Suffolk County, federal agencies and private equity have positioned the downtown to immediately pursue the transformative projects that are needed to catalyze revitalization. Required zoning is in place, generic SEQRA environmental impact statements are completed and all necessary infrastructure is ready to accommodate DRI funding enabling it to have an immediate impact. Each of the below transformative projects has been identified in the Town’s many revitalization plans, all of which were created with the extensive community involvement of business leaders, residents and other key stakeholders.

Downtown Riverhead is comprised of a compact, diverse, mixed use commercial/residential neighborhood that is the gateway to Long Island’s East End tourist region. 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 of the downtown – and its most underutilized asset – is the Peconic River, which is part of the



2019 DRI Application

Peconic Estuary, a designated Estuary of National Significance by the U.S. Environmental Protection Agency. Although Riverhead is the county seat of Suffolk County, the central business district has suffered from years of decline, disinvestment, crime, and blight, causing a high vacancy rate approaching 40%. 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. Downtown Riverhead is an historic, urbanized neighborhood. According to the 2010 US Census, the population as reflected in the Riverhead hamlet CDP is 13,299. 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 \$53,882 or 58% of Suffolk County median (2017 Inflation-Adjusted Dollars), according to the 2013-2017 American Community Survey 5-year Estimates—U.S. Census Bureau. Similarly, the poverty rate of Riverhead lags significantly behind Suffolk County. Riverhead has a poverty rate of 15.7%, compared to 7.2% for Suffolk County. 35.7% of the population is over age 55. 21.4% of the population is Black. 20.3% of the population is Hispanic. Additionally, the Hispanic and Latino population has grown exponentially since the 2013-2017 American Community Survey 5-year Estimates because of Riverhead’s agricultural base and affordability, giving this community one of the largest influxes of migrant workers and immigrants in the U.S.

The northern portion of downtown contains a mix of cultural, commercial, office, residential and institutional uses. The northwest portion includes offices, the public library, a historical museum, single family residences, small retail, and institutional uses such as the Suffolk County Court and parking for the railroad and courts. The northeast portion is predominantly developed with residential uses and the downtown area includes restaurants, retail, offices, workforce and affordable apartments, the Suffolk County Community College Culinary Center, as well as attractions such as Riverfront Park, Grangebelle Park, Long Island Aquarium and Suffolk Theater. The surrounding land uses include the Long Island Rail Road, Polish Town Civic Association’s event pavilion, a Railroad Museum, Roanoke Avenue Elementary School, Riverhead Fire Department, the Polish Town business district, including restaurants, and residential homes.

Despite its overwhelming potential for transformative development, Downtown Riverhead has been plagued by blight and a vacancy rate approaching 50%. The swaths of vacant businesses, however, present an opportunity for significant positive economic redevelopment, as well as potential for the creation of new public open green spaces that connect to the scenic Peconic River.



2019 DRI Application



East Main Street is among the areas of Downtown Riverhead that is enduring significant blight and a vacancy rate approaching 50%. Some of these properties, however, present a unique opportunity to create public green spaces, including a town square with access to the Peconic River.



The Railroad Avenue section of Downtown Riverhead is a prime area for redevelopment with its proximity to the Suffolk County Court complex and within walking distance of all Main Street attractions. It has been plagued by vacancies and underutilized uses for many years.

The Town of Riverhead has spent years attempting to spark revitalization efforts and has completed many plans that analyze the specific problems and potential of Downtown Riverhead. The Town has begun to focus on strategic planning for specific location / areas to enable actual revitalization / redevelopment of Downtown Riverhead. For example, in 2017 the Town of Riverhead received ESD Strategic Planning funding to undertake a strategic parking plan for Downtown Riverhead. For a variety of reasons, including the lack of funding and professional assistance required for implementation, the goals of these previous plans have not yet been fully realized. However, these revitalization plans, dating back 25 years, combined with DRI funding would provide a solid foundation with which to finally move forward to allow Downtown Riverhead to realize its full potential as a national and international destination. A listing with web links to these studies / plans is provided on Page 5.



2019 DRI Application

The 2016 BOA identified 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. Lastly, but perhaps most significantly, the census tract which includes Downtown Riverhead was recently designated as a federal *Opportunity Zone*, confirming its status as an area ripe for new investment. The Calverton census tract which contains the Town's Enterprise Park at Calverton (EPCAL) was also designated as an *Opportunity Zone*. Riverhead was the only Town in Suffolk County to receive two *Opportunity Zone* designations. Both of these *Opportunity Zone* designations will serve as significant catalysts to economic redevelopment and promote private investment to the downtown area and the entire Long Island region.

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

- a high rate of commercial vacancies (50%) and abandoned properties;
- need for improved pedestrian environment, including better public access and views to the Peconic River;
- parking issues;
- Peconic River/Estuary water quality;
- need for wayfinding signage at gateways and throughout the downtown area; and
- 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. For example, the Tanger Outlet Center draws upwards of 12 million visitors annually, yet only a fraction of those shoppers visit downtown shops and restaurants.

DRI would serve as a catalyst to economic redevelopment as a result of project readiness, previous plans, active and ongoing community engagement / involvement, the project area's nomination as an *Opportunity Zone*, as well as the distinct characteristics of Downtown Riverhead. These include the unique geography, specifically its focus around the Peconic River, historic structures and inter-governmental support. Furthermore, the historic central business district is supported by strong and consistent community and municipal efforts to realize revitalization plans.

To realize revitalization goals, the Town of Riverhead recognizes that a holistic approach is needed to overcome remaining barriers to transformative change.



2019 DRI Application

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 Brownfield Opportunity Area plans, Riverhead Comprehensive Plan, and other revitalization studies. They are also supported by prior investments by Riverhead Town, Suffolk County, New York State, federal sources and private equity as detailed in this application.

a) Establish a “Town Square”



Existing blight and underutilized buildings present an opportunity to create a town square, as depicted in two conceptual renderings above.

Establish a Town Square to provide a centrally located public gathering space, pedestrian connectivity and open vistas from Main Street to the riverfront to reorient the pedestrian focus from the traditional Main Street to the Peconic Riverwalk, a unique attribute. The Town owned roadway could be widened and made into a pedestrian paseo leading visitors toward the Town Square. This central public gathering / event / performance space could be flanked with smaller retail spaces for artisans and specialty retailers with office and/or artist housing above, all of which will improve pedestrian access to Riverhead’s existing Riverwalk and downtown parklands. Possibly the creation of a multi-dimensional retail market which will provide retail sales opportunities for startups, retail purveyors and/or new service or high tech businesses. These areas could also be used to house a food hall (that has received \$250,000 in CFA funding) that provides a collaborative food preparation/service environment and outdoor dining for startup restaurateurs and students from the nearby Suffolk County Community College Culinary Arts center. This will recreate downtown as a multi-generational, recreation and shopping destination, offering residents and tourists a plethora of healthy activities, services and products to choose from. The Long Island Science Center hopes to relocate into this area to create an 8,000 – 10,000 square foot interactive museum (see letter of support) and become a central focus for this Town Square, forming a more synergistic relationship with East End Arts Council and the Long Island Aquarium so that visitors would have multiple family friendly attractions within walking distance from one another creating the foot traffic between them which would help support the



2019 DRI Application

revitalization an re-occupancy of the downtown's long vacant buildings. The Town would repurpose existing town owned riverfront parking into public gathering spaces behind this new Town Square including natural amphitheater areas, splash fountains and permeable brick/stone pathways interspersed with rain gardens which would help capture the occasional flooding experienced near the Peconic River. These rain/river friendly areas would be interspersed with interactive environmental learning stations.



Link to full size rendering: <https://www.townofriverheadny.gov/docview.aspx?docid=49954>

In order to create the much needed Town Square for Downtown Riverhead, the Town of Riverhead would work with a developer to restore and repurpose several large contiguous commercial buildings located on the Peconic River in the center of Downtown. Most of the key properties are owned by a small group of private property owners, who have previously worked cooperatively with local government. The sustainable green development will be blended with the Riverwalk and the adjacent town-owned land into a vibrant public/private partnership hosting all of the community needs identified in the most recent 2016 Brownfields Opportunity Area Step II study. With a natural playground and art center to further attract families and provide for the community, this Town Square for Riverhead would result in substantial transformative effects on the central business district that would meet and exceed the most requested elements for Downtown Riverhead, as identified in previous studies.



2019 DRI Application

Top Requests:

Entertainment
Park / Open Space
Cafes / Coffee Shops
Restaurants
Better Access to the River

Bike Friendly Features
Sidewalks and Paths
Public Art
Water-related Activities

Splash Fountain
Unique Shops
Family-Friendly Activities
Recreational Activities

Form based zoning would be implemented to create a new downtown focal point allowing better “use” flexibility for potential investors, as well as design standards that contribute to way finding, communicate Downtown’s historical authenticity and establish a strong sense of place. Improvement of the rear facades of those buildings with southern exposure to the river and the creation of pedestrian pathways along those renovated facades connecting the Town Square, Long Island Science Center, East End Arts and the Long Island Aquarium could further increase foot traffic to businesses in the downtown and significantly improve the regional economy. The concept of a town square, scenic vistas and increased public riverfront access has been proposed in every planning study beginning with the 1993 East Main Street Urban Renewal Plan.



2019 DRI Application

b) **Implement Transportation Oriented Development (TOD) and parking improvements** to increase capacity, improve traffic flow and determine how to best address parking needs at full buildout.



Rendering of potential Transportation Oriented Development near the Riverhead Rail Station, which is less than 10 minutes from most downtown attractions.



The Riverhead Railroad Station is centrally located to form the hub of a downtown intermodal transportation system. Architecturally, the building has remained consistent since it first opened in 1870.

The Town recently finalized a strategic parking plan paid for in part by an ESD Strategic Planning grant. This strategic parking plan, among many other things, includes guidelines for efficient use of existing parking, implementation of a payment in lieu of parking fee for new developments, and shared parking strategies to prevent the creation of a “sea of asphalt”. It also recommends that the Town consider a Transit Oriented Development (TOD)



2019 DRI Application

at the Town's Railroad Street/Court Street Parking lot. The Town of Riverhead also received NYS ESD Strategic Planning funding to study how the Town owned parking lot (currently 327 stalls) located adjacent to the Long Island Railroad station could be redeveloped as a mixed TOD. This Town owned lot is viewed as prime property for public private partnership for redevelopment in this way. This may include a parking improvements and improved connections between the central business district and the nearby Long Island Rail Road station as well as residential, retail and office uses. The Town's Court Street parking lot could be leveraged to create structured parking, retail and residential uses. The addition of structured parking would allow the Town to leverage the publicly owned parking lots along the riverfront to better utilize those riverfront parcels for a Town Square and other public / recreational uses. Several reputable developers have expressed interest in entering into a public/private partnership with the town to facilitate the redevelopment of a TOD. This development could provide needed parking, housing and the reduction of blight existing in the areas adjacent to the railroad station. The redevelopment incorporating TOD concepts could be readily accomplished within a short period of time as the town controls the key parcels.

Zoning Regs (DC-3 District):
 Min. Lot Area: 5,000 SF
 Max. Building Coverage: 50%
 Max. Impervious Covg.: 80%
 Max. Bldg. Height: 35'
 Max. FAR: 1.5
 Min. Front Yard: 15'
 Min. Side Yard: 10' each/ 20' combined
 Min. Rear Yard: 25'

Sketch:
 Parking Structure Lot (2.09 Acres):
 Building Coverage: Approx. 80%
 FAR: Approx. 2.4

Apartment Building Lot (1.29 Acres):
 Building Coverage: 75%
 FAR: Approx. 2.5

Various zoning relief and/or a new overlay district, and/or special permit may be required.

Assigned parking spaces for Courts to be located in the parking garage.

Sustainable development incorporating LEED building design features are recommended for both commercial/residential building and for the parking garage.

4 Story Parking Garage
 (Approx. 802 spaces)

Mid-air pedestrian access ramp

Four (4) Story Building
 Ground Level Commercial: 30,000 SF
 Upper Levels: 35,000 SF each
 Level 2: 30 Apartments (500 SF/ apt)
 Level 3: 31 Apartments (1,100 SF/ apt)
 Level 4: 25 Apartments (1,300 SF/ apt)
 Total: 86 Apartments

COORDINATED MIXED USE CONCEPT
TRAIN STATION BLOCK

Mixed Use Concept Plan included as a "Strategic Site" in 2016 Brownfield Opportunity Area Study (BOA).



2019 DRI Application



The Suffolk County Court complex, far right, is within walking distance of the Riverhead Railroad Station, far left.



The center of Downtown Riverhead within a five minute walk of the Long Island Railroad Station and Suffolk County Bus.

Shuttles services from the railroad station parking lot and downtown should be considered. In fact, the Preliminary Recommendations of the Strategic Parking Plan (April 2019) conducted by Sam Schwartz Transportation Consultants) stated that with the development of the TOD that establishing, safe, convenient pedestrian connections and the creation of shuttle services from remote parking facilities, such as the railroad station will “optimize the parking footprint by dispersing demand... and help to create a ‘park once’ downtown.” <https://www.townofriverheadny.gov/docview.aspx?docid=49912> Concepts for improving traffic flow, transportation options and services, as well as the need for additional parking have been analyzed in every planning study since at least the 1993 East Main Street Urban Renewal Plan. The design of these solutions will include Complete Streets planning concepts in order to enable safe access for all users, including pedestrians, bicyclists, motorists and users of public transportation, including the Long Island Rail Road and Suffolk County buses. Complete Streets concepts are imperative to be sure users can cross the street to patronize businesses and travel to work. . In addition, there are numerous pedestrian access points to Main Street from the public lots, primarily south, but also north. These connections should be sites for creative improvement, known as paseos, a Spanish term for a pedestrian promenade.



2019 DRI Application

c) **Establish new pedestrian pathways and unified signage themes** in the downtown core along the Peconic River for beautification, branding, to drive foot traffic to the waterfront and to direct the public to available parking. This will include a prominent network of pedestrian pathways along the south side of Riverhead’s Main Street to activate the waterfront and along the north side of Main Street to provide clear, safe and attractive access to public parking. Create and support development of Complete Streets and walkable linkages to multimodal transportation (LIRR in Riverhead, Suffolk County bus). Streetscaping should include expansion of the existing lightening / signage strategy, as well as traffic calming patterns for beautification and pedestrian safety. These pedestrian pathways and enhanced wayfinding signage will create a cohesive connection between new structured parking planned as part of the Town’s transit oriented development located on Railroad Street. This new parking structure will alleviate increasing pressure on parking downtown and allow the Town greater flexibility in repurposing its riverfront parking lots for Town Square and related developments. Given the fact that the Town owns those parking lots opportunities for redevelopment through public private partnerships abound.

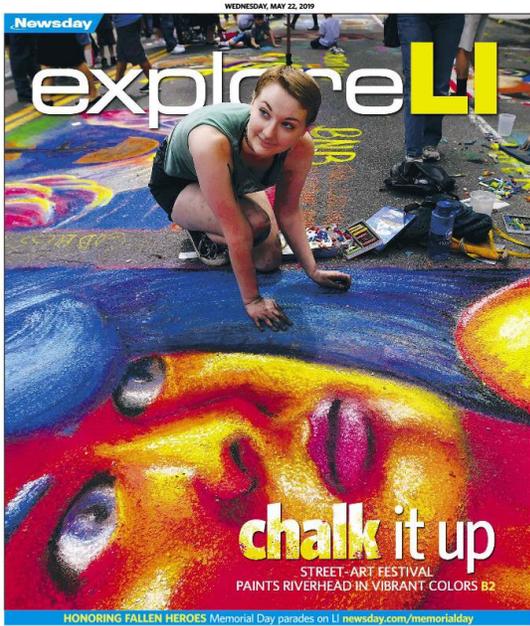


The initial phase of the proposed wayfinding signs, top and light post banners, bottom, will be installed by the end of 2019. The signs will be funded in part by a \$65,000 Suffolk County Downtown Revitalization Grant.



2019 DRI Application

d) **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 Management Association, Suffolk Theater, and Vail Leavitt Music Hall will be leveraged.



The East End Arts Council occupies two historic homes owned by the Town of Riverhead in the center of Downtown and provides events such as the Annual Sidewalk Chalk Festival – now in its 23rd year.



The Suffolk County Historical Society, across the street from the Peconic River, opened in the 1930s. The recently renovated museum now houses over 20,000 historical artifacts.



The historic Suffolk Theater was restored to its Art Deco splendor and reopened in 2013. It hosts a variety of acts and includes nationally-renowned Recording artists.



2019 DRI Application



"Reflections: Art in the Park" -- 2018.



Alive on 25—2018.

Existing events such as the summer Alive on 25 Street Festival (which drew 7,000 visitors four times for the previous three summers) offering live performances and other family oriented activities, cardboard boat and crew races at the waterfront, the annual Snapper Derby that has been held on the riverfront for more than 20 years, public art installations, such as the annual Community Mosaic Street Painting Festival and the new “Reflections: Art in the Park” will serve as models for future Creative Placemaking and partnerships to promote a revitalized waterfront. Future Creative Placemaking could include events and attractions such as ; WaterFire Art Installation (<https://waterfire.org>) and/or Luma Projection Arts Festival (<https://lumafestival.com>). As released in the June 2017 Americans for the Arts National Study, nonprofit arts and cultural activities are a significant economic driver in communities – a growth industry that supports jobs, generates government revenue, and is a cornerstone of tourism. <http://artsconsulting.com/arts-insights/the-economic-impact-of-americas-nonprofit-arts-and-culture-industry/>



Historic Suffolk Theater as it appeared during its 1934 Grand Opening Ceremony and today with historically accurate interior renovations.



2019 DRI Application

e) **Provide for extensive, continued community outreach and engagement** activities around health, wellness, 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. The recently created Downtown Revitalization Committee will be particularly active and engaged to provide regular input from residents, the business leaders and community organizations. Additionally, Reflections: Art in the Park recently began a community art project, Riverhead Rocks, that involves the entire Riverhead community, including young children, junior high and high school students, parents and seniors in creating a new piece of public art by painting rocks in day glow paint to glow at night in Grangebel Park.

RIVERHEAD ROCKS!

**YOU CAN BE A PART OF THE
BIGGEST COMMUNITY ART PROJECT**
This Summer in Downtown Riverhead!



Riverhead takes the lead on Creative Placemaking on Long Island with a spectacular "light art" installation of immersive reflective art and sculptures in Grangebel Park. Art in the Park is a walkable gallery through various forms of light art - sculptures incorporating LED lights, reflective materials, luminescents and fire along with a walk through a black light mural. **Admission to the outdoor gallery is free.** During the day sculptures can be viewed and at dusk the park comes to life with light!



PAINT A ROCK!

For Art in the Park Reflections



The new "Riverhead Rocks" exhibition is not only a play on words, but is being created to inspire the community towards a movement of positive self-identity. #RiverheadRocks



Bring your creativity and art downtown by painting rocks that will glow under black lights in the park this summer. You don't have to be a professional artist; everyone is welcome to participate. Use colors, designs, patterns, inspirational messages or images to express yourself and show how **RIVERHEAD ROCKS**. Three dimensional letters spelling RIVERHEAD are being welded together and will hold the painted rocks—letters will be 3 1/2 feet high and stretch nearly 30 feet long and will be installed in the park.



IF YOUR GROUP WOULD LIKE TO HAVE A ROCK PAINTING NIGHT
Contact Diane Tucci & Amy Fideli @ Dtuccimedia@gmail.com or 631-209-4244
Scheduled paint nights will also be held for individuals wishing to participate, in Grangebel park and during each Art in the Park event night.
FOR A FULL SCHEDULE, VISIT ARTINTHEPARKREFLECTIONS.COM



ART IN THE PARK, REFLECTIONS 2019 SCHEDULE
3 dates during Alive on 25: July 18 - August 1 - August 15
plus August 16, 17, Sept 14, Sept 28



ARTINTHEPARKREFLECTIONS.COM



2019 DRI Application

Civic pride is a significant part of the Riverhead business community with business leaders and residents actively taking part in revitalization efforts. Several times a year, the Business Improvement District coordinates a cleanup and beautification of the Riverhead Railroad Station, which includes flowers and plantings every spring.



Business Improvement District Management Association's quarterly train station clean up using volunteer labor and donated plantings.



2019 DRI Application

8) Administrative Capacity.

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 29 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 of the DRI Initiative. 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.

Grants Technician Frank Messina will provide further assistance with necessary record keeping and file maintenance. Mr. Messina is responsible for the department's accounting and reimbursement functions, records maintenance and updating as well as grant writing and related grant administration. He has worked in the Community Development Department since 2009.

Furthermore, the Riverhead Town Board has made the completion of Downtown Riverhead's renaissance and revitalization a top priority. In fact, the Town Board unanimously established a Downtown Revitalization Committee in 2018, made up of a diverse cross-section of the local community, to further advise and provide a public voice to all downtown revitalization efforts. All five Town Board members fully support the application and efforts proposed therein to fully realize Downtown Riverhead's full economic development potential.



9) Other.



Rendering of Main Street looking towards movie theater and cultural arts town square

There is no other place more ready to immediately undertake decisive action to create an active, desirable downtown with a strong sense of place than historic Downtown Riverhead. Downtown Riverhead’s extensive preparation for revitalization includes many years of planning and revitalization studies, creation of necessary sewer and water infrastructure, deep community involvement, as well as promotion of arts and cultural development. Riverhead has set the table to foster the success for transformative projects that can very quickly provide enormous, positive change and economic development for the entire Long Island region. DRI funding would be the final catalyst to ignite a comprehensive downtown revitalization that will provide economic opportunities, such as quality jobs, as well as affordable places to live, work and recreate, to allow the current population and the next generation to thrive on Long Island. The resulting recreational and shopping opportunities oriented along the Peconic River will facilitate and enhance this economic revitalization for the benefit of the entire region. The opportunity provided through the DRI would significantly catalyze and synthesize all of these accomplishments to enable downtown to take the next necessary steps to realize its potential as a regional tourist and shopping destination, as well as an amazing place to live, work and play for the Long Island region’s diverse population. With infrastructure in place and historic attractions, such as the 1893 Vail Leavitt Music Hall and the Suffolk Theater, Downtown Riverhead has a perfect combination of modern amenities and old-fashioned charm. Riverhead is ready to take the next, necessary steps.



2019 DRI Application

In addition to public support garnered through many years of participation in the revitalization planning process, this application has strong and diverse support, as indicated in the attached letters of support from: Congressman Lee Zeldin, NYS Senator Kenneth LaValle, NYS Assemblyman Anthony Palumbo, Suffolk County Executive Steven Bellone, Suffolk County Legislator Al Krupski, MTA Long Island Rail Road, Triple Five Group / Calverton Aviation Technology, Peconic Bay Medical Center Northwell Health, the Town of Riverhead Downtown Revitalization Committee, Long Island Science Center, Suffolk Community College, Long Island Builders Institute, Vision Long Island, Discover Long Island, East End Tourism Alliance, East End Getaway.com, Riverhead Business Improvement District, Riverhead Chamber of Commerce, Long Island Farm Bureau, the East End Arts Council, the Long Island Aquarium, the Hyatt Place Hotel, The Riverhead Free Library, Georgica Green Ventures, LLC, Long Island Science Center, the Preston House & Hotel and the Butterfly Effect Project.



COMMITTEE ON FINANCIAL SERVICES

SUBCOMMITTEE ON HOUSING AND INSURANCE
SUBCOMMITTEE ON OVERSIGHT AND
INVESTIGATIONS

COMMITTEE ON FOREIGN AFFAIRS

RANKING MEMBER
SUBCOMMITTEE ON OVERSIGHT AND
INVESTIGATIONS

SUBCOMMITTEE ON MIDDLE EAST, NORTH AFRICA,
AND INTERNATIONAL TERRORISM



WEBSITE: ZELDIN.HOUSE.GOV

FACEBOOK.COM/REP.LEE.ZELDIN

TWITTER.COM/REP.LEE.ZELDIN

Congressman Lee M. Zeldin
First Congressional District of New York

May 2, 2019

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

Re: Downtown Revitalization Initiative Round 4

Dear Mr. Law and Mr. Rabinowitz,

On behalf of New York's First Congressional District, I am writing to provide my support for the application being submitted by the Town of Riverhead and to encourage you and the Long Island Economic Development Council to nominate Downtown Riverhead to receive Downtown Revitalization Initiative (DRI) Funding. As an ardent supporter of Community Development Block Grant funding on the federal level, which typically funds initiatives such as this, and I believe the Town of Riverhead would be well situated to receive such assistance. Downtown Riverhead is one of the most economically distressed communities on all of Long Island, having suffered from years of decline and disinvestment, making this a prime opportunity to leverage these resources.

Many previous revitalization efforts have been significantly hampered by zoning and infrastructure deficiencies that limited the ability of land to be used for its highest and best use. Despite these challenges, Riverhead is now at the cusp of transformative change. Located at the gateway to Long Island's East End, the downtown has conducted intensive community-centered planning processes that have reduced regulatory barriers to the creation of a vibrant, mixed-use, master planned, form-based revitalization district.

The time is right for an infusion of federal funding by the way of block grants that will catalyze and incentivize redevelopment in to the downtown Riverhead, transforming this community into a desirable, affordable, and vibrant neighborhood where tomorrow's workforce will want to live, work, and raise their families. This funding will foster revitalization concepts including the creation of public space providing riverfront access to residents, provide answers into how to best address a pending parking shortage, as well as provided solutions to zoning and other hurdles that have slowed or prevented previous revitalization efforts.

WASHINGTON, DC OFFICE:
241 RAYBURN HOUSE OFFICE BUILDING
WASHINGTON, DC 20515
PHONE: (202) 725-3826

PATCHOGUE OFFICE:
31 OAK STREET, SUITE 20
PATCHOGUE, NY 11772
PHONE: (631) 259-1077
FAX: 1 (866) 404-6613

EAST END OFFICE:
30 WEST MAIN STREET
SUITE 301
RIVERHEAD, NY 11901
PHONE: (631) 309-4235

It is important that this proposal is consistent with the goals of numerous local revitalization plans, including: The Town of Riverhead Comprehensive Plan (November 2003), the Vision Plan for Downtown Riverhead (June 1995), the Town of Riverhead East Main Street Urban Renewal Plan (October 1993), the Analysis of the Opportunity for the Revitalization of the Main Street Corridor (April 1993) and the Revitalization Strategy for Downtown Riverhead (2003). Furthermore, Downtown Riverhead was recently nominated by New York State as an Opportunity Zone, which will help attract significant private investment.

In recognition of the vast economic potential of the project area, I wholeheartedly endorse the nomination of the application being submitted by Riverhead Town. Thank you in advance for your due consideration of this application. I ask for your full and fair consideration of their application, consistent with applicable statutes and regulations.

Sincerely,

A handwritten signature in black ink, appearing to read 'L M Zeldin', written in a cursive style.

Lee M. Zeldin
Member of Congress



THE SENATE
STATE OF NEW YORK

KENNETH P. LAVALLE
SENATOR
1ST SENATE DISTRICT

28 NORTH COUNTRY ROAD, SUITE 203
MOUNT SINAI, NEW YORK 11766
(831) 477-1461

May 6, 2019

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

Re: Downtown Revitalization Initiative

Dear Mr. Law and Mr. Rabinowitz:

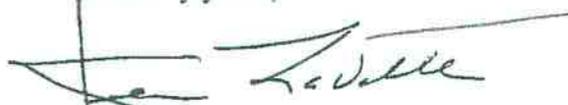
It is with pleasure that I write in support of the application being submitted by the Town of Riverhead to receive Downtown Revitalization Initiative (DRI) funding.

By many measures, Riverhead is one of the most economically distressed communities on Long Island, having suffered from years of decline and disinvestment. Past revitalization efforts have been significantly hampered by zoning and infrastructure deficiencies that limited the ability of land to be used to its highest and best use.

Despite these challenges, Riverhead is now on the cusp of transformative change. Located at the gateway to Long Island's East End, Downtown Riverhead has been the subject of intensive, community-centered planning processes that have cleared away regulatory barriers to the creation of a vibrant, mixed-use, master planned, form-based revitalization district. The time is right for an infusion of DRI funds that will catalyze and incentivize redevelopment in downtown Riverhead, transforming this community into a desirable, affordable, vibrant neighborhood where tomorrow's workforce will want to live, work and raise their families.

In recognition of the vast economic potential of the project area, I wholeheartedly endorse the nomination of the application being submitted by Riverhead Town. Thank you in advance for your due consideration of this application. I stand ready to assist the Town in any way I can to ensure the success of this important project and applaud their efforts to benefit all Long Island residents and visitors.

Sincerely yours,



Kenneth P. LaValle



ANTHONY PALUMBO
Assemblyman 2nd District

THE ASSEMBLY
STATE OF NEW YORK
ALBANY

RANKING MINORITY MEMBER

Consumer Affairs &
Protection Committee
Judiciary Committee

COMMITTEES

Governmental Employees
Environmental Conservation
Social Services

May 2, 2019

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

Re: Downtown Revitalization Initiative Round 4

Dear Mr. Law and Mr. Rabinowitz,

After years of symbolizing economic blight, Downtown Riverhead is showing signs of recovery. However, there is still much work to be done. It is for this reason that I am strongly supporting the proposal from the Town of Riverhead for New York State Downtown Revitalization Initiative funding. As a member of the New York State Assembly, I encourage the Long Island Regional Economic Development Council to nominate the Downtown Riverhead to receive Downtown Revitalization Initiative (DRI) funding.

Many previous revitalization efforts have been significantly hampered by zoning and infrastructure deficiencies that limited the ability of land to be used to its highest and best use. Despite these challenges, Downtown Riverhead is now at the cusp of transformative change. Located at the gateway to Long Island's East End, the downtown has conducted intensive, community-centered planning processes that has cleared away regulatory barriers to the creation of a vibrant, mixed-use, master planned, form-based revitalization district. The time is right for an infusion of DRI funds that will catalyze and incentivize redevelopment in to the Downtown Riverhead, transforming this community into a desirable, affordable, vibrant neighborhood where tomorrow's workforce will want to live, work and raise their families.

It is important that this proposal is consistent with the goals of numerous local revitalization plans, including: the Town of Riverhead Comprehensive Plan (November 2003), the Vision Plan for Downtown Riverhead (June 1995), the Town of Riverhead East Main Street Urban Renewal Plan (October 1993), the Analysis of the Opportunity for the Revitalization of the Main Street Corridor (April 1993) and the Revitalization Strategy for Downtown Riverhead (2003).

In recognition of the vast economic potential of the project area, I wholeheartedly endorse the nomination of the application being submitted by the Town of Riverhead. Thank you in advance for your due consideration of this application. I stand ready to assist the Town of Riverhead in any way I can to ensure the success of this important project and applaud their efforts to revitalize Downtown Riverhead for the benefit of the Long Island region.

The re-birth of several vacant storefronts with the central business will result in increased pedestrian traffic and will be a driving force to further revitalization in Downtown Riverhead. I am impressed by the level of creativity and professionalism apparent in the proposal from the Town of Riverhead and believe that it will be a tremendous asset to our demographically diverse community.

Sincerely,

Anthony Palumbo
Assemblyman

COUNTY OF SUFFOLK



OFFICE OF THE COUNTY EXECUTIVE

Steven Bellone
SUFFOLK COUNTY EXECUTIVE

May 29, 2019

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

Re: Downtown Revitalization Initiative Round 3

Dear Mr. Law and Mr. Rabinowitz,

As Suffolk County Executive, I am writing to support the Town of Riverhead's application to receive Downtown Revitalization Initiative (DRI) funding for Downtown Riverhead. I encourage you and the Long Island Regional Economic Development Council to nominate Downtown Riverhead to receive this transformative award. Downtown Riverhead is one of the most economically distressed communities on all of Long Island, having suffered from years of decline and disinvestment. However, I fully believe that if awarded DRI funds, Riverhead is ready to take the necessary steps to move forward with a full revitalization of its downtown business district for the benefit of the Long Island region.

Previous revitalization efforts have been significantly hampered by zoning and infrastructure deficiencies that have limited the ability of land to be developed to its highest and best use. Despite these challenges, Riverhead is now at the cusp of significant change. Located at the gateway to Long Island's East End, the downtown has conducted intensive, community-centered planning processes that have cleared away regulatory barriers to the creation of a vibrant, mixed-use, master planned, form-based revitalization district. Furthermore, Downtown Riverhead already has many key elements that leave it well positioned to be Long Island's next great downtown: a train station on the Main Line of the Long Island Rail Road; a walkable Main Street full of historic buildings; a waterfront park steps away from the business district. Now is the time to assist Riverhead with an infusion of DRI funds that will catalyze and incentivize redevelopment in Downtown Riverhead, transforming this community into a desirable, affordable, vibrant neighborhood where tomorrow's workforce will want to live, work and raise their families.

In recognition of the vast economic potential of the project area for the benefit of Suffolk County, I wholeheartedly endorse the nomination of Riverhead's application. Thank you in advance for your due consideration of this application. I stand ready to assist the Town of Riverhead in any way I can to ensure the success of this important project and applaud their efforts to revitalize Downtown Riverhead for the benefit of the Long Island region.

Sincerely,

STEVEN BELLONE
Suffolk County Executive

SUFFOLK COUNTY LEGISLATURE



COMMITTEES

CHAIRMAN - PUBLIC WORKS, TRANSPORTATION & ENERGY
VICE CHAIRMAN - ENVIRONMENT, PLANNING &
AGRICULTURE
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SEWER INFRASTRUCTURE COMMITTEE

AL KRUPSKI
LEGISLATOR 1ST DISTRICT

BOARDS & COMMISSIONS

AGRICULTURE & FARMLAND PROTECTION BOARD
SOIL & WATER CONSERVATION DISTRICT
SEWER AGENCY
SPACE MANAGEMENT STEERING COMMITTEE
DREDGE PROJECT SCREENING COMMITTEE

May 2, 2019

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

Re: Downtown Revitalization Initiative Round 4

Dear Mr. Law and Mr. Rabinowitz,

As a member of the Suffolk County Legislature, I wholeheartedly support the application being submitted by the Town of Riverhead. I encourage you and the Long Island Regional Economic Development Council to nominate Downtown Riverhead to receive Downtown Revitalization Initiative (DRI) funding. Downtown Riverhead is one of the most economically distressed communities on all of Long Island, having suffered from years of decline and disinvestment.

Many previous revitalization efforts have been significantly hampered by zoning and infrastructure deficiencies that limited the ability of land to be used to its highest and best use. Despite these challenges, Riverhead is now at the cusp of transformative change. Located at the gateway to Long Island's East End, the downtown has conducted intensive, community-centered planning processes that has cleared away regulatory barriers to the creation of a vibrant, mixed-use, master planned, form-based revitalization district. The time is right for an infusion of DRI funds that will catalyze and incentivize redevelopment in to the downtown Riverhead, transforming this community into a desirable, affordable, vibrant neighborhood where tomorrow's workforce will want to live, work and raise their families.

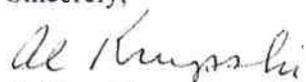
Please note this proposal is consistent with the goals of numerous local revitalization plans, including: the Town of Riverhead Comprehensive Plan (November 2003), the Vision Plan for Downtown Riverhead (June 1995), the Town of Riverhead East Main Street Urban Renewal Plan (October 1993), the Analysis of the Opportunity for the Revitalization of the Main Street Corridor (April 1993) and the Revitalization Strategy for Downtown Riverhead (2003).

In recognition of the vast economic potential of the project area, I endorse the nomination of the application being submitted by Riverhead. Thank you in advance for your due consideration of this

application. I stand ready to assist the Town of Riverhead in any way I can to ensure the success of this important project and applaud their efforts to revitalize Downtown Riverhead for the benefit of the Long Island region.

The re-birth of several vacant storefronts with the central business will result in increased pedestrian traffic and will be a driving force to further revitalization in downtown Riverhead. I am impressed by the level of creativity and professionalism apparent in the proposal from the Town of Riverhead and believe that it will be a tremendous asset to our demographically diverse community.

Sincerely,

A handwritten signature in cursive script that reads "Al Krupski".

Al Krupski
Suffolk County Legislator



May 16, 2019

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

Re: Downtown Revitalization Initiative Round 4

Dear Mr. Law and Mr. Rabinowitz:

After years of symbolizing economic blight, Downtown Riverhead is showing signs of recovery. However, there is still much work to be done, particularly around the Long Island Rail Road (LIRR) Riverhead Station. It is for this reason that the LIRR supports the Town of Riverhead's application for New York State Downtown Revitalization Initiative funding.

Previous revitalization efforts have been significantly hampered by zoning and infrastructure deficiencies that limited the ability of land to be used to its highest and best use. Despite these challenges, Downtown Riverhead is now ready for substantive change. The time is right for an infusion of DRI funds that will catalyze and incentivize redevelopment in to the Downtown Riverhead, transforming this community into a desirable, affordable, vibrant neighborhood where tomorrow's workforce will want to live, work and raise their families.

Particularly intriguing to the LIRR is planned implementation of intermodal transportation and parking improvements to increase capacity, improve traffic flow and determine how to best address parking needs at full buildout. This may include additional parking or improved connections between the central business district and the nearby LIRR station. We believe that shuttle services from the railroad station parking lot to the central downtown business district and nearby Calverton Enterprise Park should be considered. The design of these solutions will include Complete Streets planning concepts in order to enable safe access for all users, including pedestrians, bicyclists, motorists and users of public transportation, including the LIRR and Suffolk County buses. Complete Streets concepts are imperative to be sure users can cross the street to patronize businesses and travel to work.

The agencies of the MTA

MTA New York City Transit
MTA Long Island Rail Road

MTA Metro-North Railroad
MTA Bridges and Tunnels

MTA Capital Construction
MTA Bus Company

Mr. Stuart Rabinowitz
Mr. Kevin Law
Page 2
May 16, 2019

In recognition of the vast economic potential of the project area, we support the nomination of the application being submitted by the Town of Riverhead. Thank you in advance for your due consideration of this application and applaud their efforts to revitalize Downtown Riverhead for the benefit of the Long Island region.

Sincerely,

A handwritten signature in black ink, appearing to read "Donna Betty". The signature is written in a cursive style with a long, sweeping tail that extends downwards and to the right.

Donna Betty
Chief Planning Officer
Long Island Rail Road

The agencies of the MTA

MTA New York City Transit
MTA Long Island Rail Road

MTA Metro-North Railroad
MTA Bridges and Tunnels

MTA Capital Construction
MTA Bus Company

TRIPLE FIVE GROUP



www.triplefive.com

May 24, 2019

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

Re: Downtown Revitalization Initiative Round 4

Dear Mr. Law and Mr. Rabinowitz,

I am writing to express our strong support for the proposal from the Town of Riverhead for New York State Downtown Revitalization Initiative funding, which we believe is the final piece to Downtown Riverhead realizing its full economic development potential.

Calverton Aviation Technology believes in the economic viability of Riverhead Town, including the downtown business district. In fact, we have recently finalized our contract with the Town of Riverhead to purchase more than 1,600 acres from the Town of Riverhead for \$40 million in order to create a next generation aviation hub at Calverton Enterprise Park. We are in active discussions with CPC, Launcher Space, Scimax, Unique Electric Solutions and many more companies to locate at the former Grumman property. Negotiations with all interested companies will be finalized after CAT closes upon the acquisition of the property expected by the end of 2020.

At full buildout of our aviation facility at EPCAL, less than a 10-minute drive from Downtown Riverhead, the high-technology companies that locate there will generate between 2,900 - 5,500 high paying jobs. The infusion of DRI funding will ensure that the Town of Riverhead can facilitate the development of the amount of housing necessary near this major job center.

CANADA

USA

EUROPE

MIDDLE EAST

◆—————▶

CANADA

Suite 3000, 8882 – 170 Street
Edmonton, Alberta Canada T5T 4M3
Ph: 780-444-8100 Fax: 780-444-5232

USA

Metropolitan New York
One Meadowlands Plaza | 3rd Floor
East Rutherford, New Jersey
07073-2150
Ph: 201.340.2900 Fax: 201.438.4353

TRIPLE FIVE GROUP



www.triplefive.com

After years of enduring economic blight, CAT is confident that the Town of Riverhead, and particularly Downtown Riverhead, is on the precipice of significant economic revitalization. It is for this reason that CAT is hopeful that you will nominate Downtown Riverhead to receive Downtown Revitalization Initiative (DRI) funding. Thank you for your consideration.

Very truly yours,

Triple Five Group of Companies

By: _____

Justin Ghermezian

CANADA

USA

EUROPE

MIDDLE EAST

CANADA

Suite 3000, 8882 – 170 Street
Edmonton, Alberta Canada T5T 4M3
Ph: 780-444-8100 Fax: 780-444-5232

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07073-2150
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May 17, 2019

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

Re: Downtown Revitalization Initiative Round 4

Dear Mr. Law and Mr. Rabinowitz,

On behalf of the executive leadership of Peconic Bay Medical Center (PBMC), I am pleased to express our strong support of the application being submitted by the Town of Riverhead to receive Downtown Revitalization Initiative (DRI) funding.

By many measures, Riverhead is one of the most economically distressed communities on Long Island, having suffered from years of decline and disinvestment. Past revitalization efforts have been significantly hampered by zoning and infrastructure deficiencies that limited the ability of land to be used to its highest and best use.

Despite these challenges, Riverhead is now on the cusp of transformative change. And it is for this reason that PBMC has continued to further its presence and commitment to Riverhead. Specifically, the hospital started a major expansion in July 2016 of its Critical Care Tower. The centerpiece of the new \$60-million Critical Care Tower is a comprehensive cardiac care center. Furthermore, in October of 2017, PBMC opened its new cardiac catheterization laboratory. This new facility provides ready access to advanced artery-opening techniques for 250,000 East End residents who previously would have had to travel long distances for the life-saving procedures. In addition, and further galvanizing its investment in Downtown Riverhead, in late 2017, PBMC acquired the former Suffolk County National Bank headquarters that will provide nearly 60,000 square feet of space in downtown Riverhead for the growing regional medical center.

Located at the gateway to Long Island's East End, Downtown Riverhead has been the subject of intensive, community-centered planning processes that have cleared away regulatory barriers to the creation of a vibrant, mixed-use, master planned, form-based revitalization district. The time is right for an infusion of DRI funds that will catalyze and incentivize redevelopment in to the downtown Riverhead, transforming this community into a desirable, affordable, vibrant neighborhood where tomorrow's workforce will want to live, work and raise their families.

In recognition of the vast economic potential of the project area, I wholeheartedly endorse the nomination of the application being submitted by Riverhead Town. Thank you in advance for your due

consideration of this application. PBMC stands ready to assist the Town in any way we can to ensure the success of this important project and applaud their efforts to benefit all Long Island residents and visitors.

Sincerely,

A handwritten signature in blue ink, appearing to read "AM", with a long horizontal flourish extending to the right.

Andrew J. Mitchell, FACHE
President & CEO



TOWN OF RIVERHEAD

DOWNTOWN REVITALIZATION COMMITTEE

200 HOWELL AVENUE, RIVERHEAD, NEW YORK 11901-2596
(631) 727-3200, EXT. 253, FAX (631) 369-3990

Marylin Banks-Winter, President & CEO, A&M Electrical Contractors
Glynis Berry, Architect, Studio A/B Architects
Diane Burke, Executive Director, East End Arts and Humanities Council
Charlene Cheshire, Tax Grievance Coord./Paralegal, Twomey, Latham, Shea, Kelly, Dubin & Quartararo, LLP
Kim Cioch, Senior Vice President, BNB Bank
Bryan DeLuca, Executive Director, Atlantis Holdings, LLC
James Farley, Co-Chair; Managing Partner, Acumen2
Toni J. Hoverkamp, Esq., Herrick Feinstein LLP
Ike Israel, Associate Broker, Richmond Realty
Juan E. Micieli-Martinez, Craft Beverage Consulting, pHermentations LLC
Joe Montalbano, Vice President, General Building Laborers Local 66 Long Island
Nitin Mukul, Artist with Expertise in Marketing & Graphics
Sherry Patterson, Real Estate Agent, Tuccio Real Estate; Chair, Peconic Bay Medical Center Board of Trustees
Joe Petrocelli, Owner, J. Petrocelli Contracting, Inc
Janice Scherer, Co-Chair; Professional Town Planner
Patricia Snyder, Former Executive Director, East End Arts and Humanities Council
Anthony P. Stollo, Jr., Owner, Riverhead Chrysler Dodge Jeep Ram
Diane Tucci, Executive Director, Riverhead Chamber of Commerce;
Cheri Wirth, Owner/Operator, Diggers Ales N' Eats

Catherine Kent, Councilwoman/Liaison
Jefferson Murphree, AICP Building & Planning Administrator
Dawn Thomas, Community Development Administrator
Annemarie Prudenti, Deputy Town Attorney

May 24, 2019

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

Re: Downtown Revitalization Initiative Round 4

Dear Mr. Law and Mr. Rabinowitz,

Please accept this letter of support for the application being submitted by the Town of Riverhead to receive Downtown Revitalization Initiative (DRI) Funding. We encourage you and the Long Island Economic Development Council to select Downtown Riverhead as this

year's recipient of Downtown Revitalization Initiative (DRI) Funding.

The Town of Riverhead's Downtown Revitalization Committee is a group of 20 individual town residents who volunteer their time and effort to review the Town's existing policies, regulations and procedures in support of the Town's downtown revitalization efforts..The Committee is a year old and is comprised of downtown business owners, real estate professionals, active and retired bankers, lawyers, accountants, marketers, town planners and architects.

We began our efforts with a discussion of potential visions for the downtown area, an assessment of the blight that it continues to suffer from and a consideration of the mix of zoning designations that encompass the greater downtown area. This was followed by a review of the many studies and plans that were initiated since as early as 1993. These include:

- 1) *Town of Riverhead East Main Street Urban Renewal Area Plan* (1993);
- 2) *The Analysis of the Opportunity for the Revitalization of the Main Street Corridor* (1993);
- 3) *The Vision Plan for Downtown Riverhead* (1995);
- 4) *Town of Riverhead Urban Renewal Plan Railroad Street Corridor* (1997);
- 5) *The Revitalization Strategy for Downtown Riverhead* (2000);
- 6) *Town of Riverhead Comprehensive Plan* (2003);
- 7) *Town of Riverhead East Main Street Urban Renewal Area Plan* (2008 update);
- 8) *Town of Riverhead DC-1 Zoning Bulk Study* (2009)
- 9) *Peconic River/Route 25 Corridor Step II Brownfield Opportunity Area Nomination Study (BOA)* (2016) and
- 10) *Peconic River/Route 25 Corridor Step II Brownfield Opportunity Area Creative Placemaking Supplement* (2016).

These studies have been reviewed and taken into consideration by the Committee in order to understand the issues and concerns to be addressed by revitalization efforts for downtown Riverhead. The "Peconic River/Route 25 Corridor Step II Brownfield Opportunity Area Nomination Study (BOA)" (2016) is the most recent and most extensive study with substantial information and data for our evaluation.

We find that many of the studies attempted to provide a conception of the future through some form of visioning, with a consistent theme of maintaining the character of the historic district. However there has not yet been a real concerted effort toward consensus building in the larger community regarding an overall vision or thematic program that reflects who and what Riverhead is and what it might become. Our committee considers this missing element critical to downtown revitalization as we seek to provide recommendations for architecture and design, blight mitigation (vacant buildings and lots) and problem solving (vagrancy, safety).

We feel that the time is ripe for the communities of Riverhead to coalesce around a central

concept to guide our future. Of all the possibilities, we find that integrating wellness, sustainability, health and human potential as the centralized theme for our downtown business district the most interesting and promising way forward. This concept has merits on many levels, as it is an all-encompassing umbrella for future development and growth. We consider this prospect also in light of the fact that downtown Riverhead has not been traditionally recognized as a tourist destination in and of itself, even though it is strategically poised between the North and South Forks. With the pressures related to the big box retail development on Route 58 including the Tanger Outlets, it is imperative for our community to revitalize Main Street for the true purpose of providing a place where our communities can congregate, have shared experiences and showcase the virtues of healthy and intentioned living (e.g. farm to table restaurants and related hand crafted merchandise, athletic performance, yoga/meditation, academic tutoring/college counseling, the arts, music, and similar businesses and services) that are intended to help people of all ages be their best selves. This can set Riverhead apart as a downtown worth visiting, exciting to live in and presenting a value proposition to investors that provides a positive forecast on the future because the larger community believes in and supports the outcome.

Design has a tremendous capacity to help create sustainable, resilient and healthy communities. We are on the precipice of being a place where development will occur in an ad hoc fashion without a long term vision or seizing the opportunity to rethink the built environment with an eye toward resilience and preservation, especially since our buildings are literally situated along the Peconic River. The design of buildings and how we use them have significant effects on people's health and wellness, from natural light and air quality to how active our lifestyles are. Recognizing this, we think we can layer our thematic objective to include providing for advancement in building innovation and technologies which create 'healthy buildings' that are beautifully designed in proper scale and proportion to their contextual surroundings. To this end, we are right now advocating for the Town to embark on a Pattern Book process so that the vision of the community and the standards for new development are clearly articulated and can be objectively understood, which will make the development process move much quicker and provide certainty to investment. We are working together with other Town committees to propose code amendments that will structure incentives to help us create the Downtown we seek. The DRI grant will go a long way to help Riverhead in this effort.

Rethinking the built environment and finding ways to better integrate our buildings with the natural world is the single smartest way to address today's most urgent challenges. We are committed to doing this and rebranding/marketing our downtown to embrace these concepts, aggregate the kinds of uses that emulate wellness and health as an economic engine (which is over a \$3 trillion industry) and attract millennials, families and seniors back to our downtown as a safe and attractive place to be. By putting this program together, with concrete recommendations for legislative and administrative actions to implement, we think Riverhead can serve as a model for other communities who experience the same types of disinvestment and uncertainty. We sincerely hope the Downtown Revitalization Initiative can invest in our community and help us achieve this important goal.

Thank you in advance for your consideration of this application.

Sincerely,

On behalf of the Town of Riverhead Downtown Revitalization Committee,

Janice Scherer


Co-chair

James Farley


Co-chair



Long Island Science Center

BRINGING SCIENCE TO LIFE

May 16, 2019

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

Re: Downtown Revitalization Initiative Round 4

Dear Mr. Law and Mr. Rabinowitz,

The Long Island Science Center was a part of the Riverhead downtown for many years. Several years ago, our board decided that the blight and crime that plagued our area was a detriment to the growth of our organization. Visitors and employees experienced issues with vagrancy and illegal activity. The board decided to move out of Riverhead with the intent of finding a larger space in a more safe and desirable location. After seeing several strategic improvements in the area, we decided to return to a temporary demo space in Riverhead in the fall of 2018.

We believe that Riverhead is now positioned to move forward with a transformative, revitalization plan. The board of the Long Island Science Center has been searching for a permanent location and we are prepared to make a commitment to the Town of Riverhead's vision of a new Main Street Town Square. We have identified a building centrally located in the known Main Street blighted area that would meet the needs for the vision of our new space. If the Town were to successfully receive these funds and transform this area, we believe we could provide a central hub attraction. We are confident that our commitment to this project will help transform the physical environment of the area and provide the benefit of programming for current residents and for many generations to come.

Our organization is committed to providing quality Science, Technology, Engineering, and Mathematics (STEM) programs at low or no cost to our local community. Our goal is to ignite the wonder and joy of discovery and encourage a life-long interest in the sciences. Not enough children pursue STEM: By high school, only 36% of boys and of 11% girls are interested in STEM. This is a problem for education and the future Long Island workforce. We need STEM education to develop the next generation of innovators and to train our future workforce. We are working to address this issue with innovative new programs including 3D Printing Classes, a Homeless Shelter Outreach program, a Girls STEAM Club and a Spanish Language STEM club to name a few. We are designing programs to meet the needs of this community and the East End of Long Island where access to quality STEM programs is limited.

We believe the Downtown Revitalization Funds are vital to the successful implementation of the Town's vision and fully support their application. Should the Town receive the funding we are ready to move forward with our plan of creating an 8,000-10,000 sq. ft. interactive museum and classroom space.

Sincerely

Cailin Kaller
Executive Director

(631) 208-8000
www.sciencecenterli.org



Office of the President

May 20, 2019

Mr. Stuart Rabinowitz, Co-Chair
Mr. Kevin Law, Co-Chair
Long Island Regional Economic
Development Council
150 Motor Parkway
Hauppauge, New York 11788

Dear Mr. Rabinowitz and Mr. Law,

Kindly allow this letter to confirm Suffolk County Community College's strong support for the Town of Riverhead's application for funding under the Downtown Revitalization Initiative (DRI).

Since 2007, the Culinary Arts & Hospitality Center in downtown Riverhead has provided Suffolk County Community College with the capacity to prepare the qualified workforce required to support the booming tourism industry on the East End and throughout Suffolk County. Since our arrival, significant investments have been attracted to the downtown area that bode well for the successful implementation of the DRI in Riverhead: expansion of the Atlantis Holding properties, including a second hotel; the reopening of the Suffolk Theatre; over 200 new workforce housing apartment units; a cluster of microbreweries; several new restaurants, and the designation of the downtown area as a federal Opportunity Zone. The downtown area's close proximity to our Eastern Campus also offers new apartment residents convenient access to additional programs of study and our newly-opened Health & Wellness Center, with service between both locations provided by Suffolk County Transit.

Riverhead's designation as the County Seat of Suffolk County government was established in recognition of the community's strategically centralized location and its status as the hub of commercial activity and civic engagement. Your favorable consideration of Riverhead's DRI application will help to ensure that downtown Riverhead can leverage its budding assets and chart a course for regaining its stature and sense of place in these changing times.

On behalf of the students, faculty and staff of Suffolk County Community College's Culinary Arts & Hospitality Center and our Eastern Campus, I urge you to support Riverhead's proposal.

Very truly yours,

Louis J. Petrizzo, Esq.

Executive Vice President/Administrator in Charge

*Suffolk County Community College promotes intellectual discovery, physical development, social and ethical awareness, and economic opportunities
For all through an education that transforms lives, builds communities, and improves society.*

Central Administration
533 College Road
Selden, NY 11784-2899
(631) 451-4112

Ammerman Campus
533 College Road
Selden, NY 11784-2899
(631) 451-4110

Michael J. Grant Campus
Crooked Hill Road
Brentwood, NY 11717-1092
(631) 851-6700

Eastern Campus
121 Speonk-Riverhead Road
Riverhead, NY 11901-3499
(631) 548-2500



May 28, 2019

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

Re: Downtown Revitalization Initiative Round 4

Dear Mr. Law and Mr. Rabinowitz,

On behalf of the Long Island Builders Institute, I am writing to enthusiastically support the application being submitted by the Town of Riverhead and strongly encourage you and the Long Island Regional Economic Development Council to nominate Downtown Riverhead to receive Downtown Revitalization Initiative (DRI) funding. Downtown Riverhead is one of the single most economically distressed communities on all of Long Island, having suffered from years of decline and disinvestment, but its time has now come.

While the downtown business district continues to experience growth from tourists and residents alike, the proposed project will provide the necessary spark to significantly further our mutual economic redevelopment goals, specifically increasing the number of quality jobs available to local residents. It is our strong belief that this grant will enable the development of new projects which will result in significant revitalization that will significantly benefit our members through the creation of new construction jobs.

Previous revitalization efforts have been significantly hampered by zoning and infrastructure deficiencies that limited the ability of land to be used to its highest and best use. Despite these obstacles, Riverhead is now at the cusp of transformative change and revitalization. Located at the gateway to Long Island's East End, the downtown has conducted intensive, community-centered planning processes that has cleared away regulatory barriers to the creation of a vibrant, mixed-use, master planned, form-based revitalization district. The time is right for an infusion of DRI funds that will catalyze and incentivize redevelopment into downtown Riverhead, transforming this community into a desirable, affordable, vibrant neighborhood where tomorrow's workforce will want to live, work and raise their families.

In closing, the Long Island Builders Institute strongly believes that this grant will have a positive impact on the local economy while providing a major public benefit and we encourage positive action on this application

Sincerely,

Mitchell H. Pally
Chief Executive Officer

Board of Directors

Robert G. Fonti, *Co-Chair; Suffolk Alliance of Chambers of Commerce*
Trudy Fitzsimmons, *Co-Chair*
Richard Bivone, *Treasurer; Long Island Business Council*
Ronald K. Stein, *Founder; Good Harvest Financial Group*
Keith Archer, *Harras, Bloom & Archer*
Anthony Bartone, *Bartone & Terwilliger*
Michael Bonacasa, *H2M Architects + Engineers*
Denise Carter, *Greenman-Pedersen, Inc.*
Glen R. Cherveney, *GRCH Architecture*
John Chillemi, *Ruskin Moscou Faltischek*
Lionel Chitty, *Hicksville Chamber of Commerce*
Sean Cronin, *Cronin & Cronin*
Peter Florey, *D&F Development Group*
Larry Gargano, *Greenview Properties*
Joe Giametta, *LI Business News*
Patrick G. Halpin, *Mercury Public Relations*
Nick Halstead, *Mill Creek Residential Trust*
John Keating, *PSEG Long Island*
Richard Kessel
Dr. Richard Koubek, *Jobs with Justice Long Island*
Steven Krieger, *Engel Burman*
Kevin Lalezarian, *Lalezarian Properties*
Dr. Gail Lamberta, *St. Joseph's College*
David Leno, *Rivkin Radler*
Ross Levine, *Third Street Associates*
Neal Lewis, *Sustainability Institute at Molloy College*
Jorge Martinez, *LI Hispanic Chamber of Commerce*
Kamlesh Mehta, *South Asian Times*
Bruce Migatz, *Albanese & Albanese*
Donald Monti, *Renaissance Downtowns*
Sharon Mullan, *Long Island Housing Partnership*
Sarah Oral, *Cameron Engineering*
MariBeth Pietropaoli, *1st Equity Title*
Michael F. Puntillo, *The Jobco Organization*
Brandon Ray, *AT&T*
Dr. Nathalia Rogers, *NY Youth Summit*
Larry Rosenbloom, *Zyscovich Architects*
David Schieren, *SunPower by EmPower Solar*
Judy L. Simoncic, *Forchelli, Curto, Deegan, Terrana*
Howard Stein, *Certilman Balin Adler & Hyman*
Joy S. Squires, *NYS Association of Conservation Commissions*
John Trotta, *Posillico*
Kathy Wisnewski, *National Grid*
Andrew Zucaro, *Zucaro Construction*



May 3, 2019

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

Dear Mr. Rabinowitz and Mr. Law,

Vision Long Island is in support of the Town of Riverhead's application for NYS Downtown Revitalization Initiative funding. We have worked on both the Village of Westbury and the unincorporated hamlet of Hicksville with their DRI projects and feel Riverhead is an extremely strong candidate for support this year.

It is our understanding that their comprehensive approach towards implementing revitalization plans will include:

Establishing a unified downtown brand centered on a revitalized Peconic River waterfront; incentivizing development and redevelopment of underutilized, blighted properties; addressing social and environmental justice needs through meaningful engagement with the diverse local community and community based organizations; spurring business investment, visitation and economic activity; and completing roadway, pedestrian, environmental, public space and recreational improvements.

This approach will compliment the existing plans through their Master Plan and resulting development projects that have begun to arise in the past years that include downtown housing, hotels, restaurants and many successful events. The Town has received three Smart Growth Awards in recent years for these successful projects.

Over the past 20 years Vision has counseled downtown Villages and Towns, and has been a resource for the County, State, and Federal governments, as well as the business and civic community on downtown revitalization, planning and infrastructure.

Vision has made over 2400 presentations, performed over 25 community visionings and advanced over 100 public and private planning projects towards implementing the goals of Smart Growth. Over 13,000 units of transit oriented development have been approved in our local municipalities with the support of Vision Long Island.

We want to see Riverhead's downtown grow with the support of the local community and feel the approach that the Town has put forth is extremely deserving. After three years of funding Nassau County communities and a

downtown in Western Suffolk, it is time to support an up and coming Suffolk downtown further east. Riverhead fits the bill.

If you have any questions please reach out to me directly at 631-804-9128.

Sincerely,



Eric Alexander
Director, Vision Long Island

Vision Long Island advances more livable, economically sustainable, and environmentally responsible growth on Long Island through Smart Growth. Smart Growth focuses on infill, re-development, and open space preservation. It supports mixed-use, mixed-income communities that are convenient, attractive, pedestrian friendly, and that make affordable housing and public transportation desirable and realistic.



May 28, 2019

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

Re: Downtown Revitalization Initiative Round 4

Dear Mr. Law and Mr. Rabinowitz,

Discover Long Island submits this letter of support for the Town of Riverhead's application for Downtown Revitalization Initiative (DRI) funding.

Despite numerous attractions and activities available, Riverhead has suffered from years of decline and disinvestment. While the downtown business district continues to experience growth from visitors and residents alike, the proposed project will provide the necessary spark to significantly further our mutual economic redevelopment goals. Revitalization to Riverhead has the potential to further tap into the region's \$5.9 billion tourism industry and provide countless job and revenue generating benefits for residents.

Riverhead is now at the cusp of transformative change and revitalization. Located at the gateway to Long Island's East End, the downtown has the potential to capture the millions of visitors that want access to famed North and South Forks, while easing congestion on those local communities. Riverhead has conducted intensive, community-centered planning processes that has cleared away regulatory barriers to the creation of a vibrant, mixed-use, master planned, form-based revitalization district. The time is right for an infusion of DRI funds that will catalyze and incentivize redevelopment to downtown Riverhead, transforming this community into a desirable, affordable, vibrant neighborhood where tomorrow's workforce will want to live, work and raise their families.

For this reason, we wholeheartedly endorse this project for funding under the Downtown Revitalization Initiative program.

Thank you,

A handwritten signature in blue ink, appearing to read "Kristen Jarnagin".

Kristen Jarnagin
President & CEO

eastend tourism alliance

May 2, 2019

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

Re: Downtown Revitalization Initiative Round 4

Dear Mr. Law and Mr. Rabinowitz,

As the Executive Director of the East End Tourism Alliance, I am writing to urge your approval for the application being submitted by the Town of Riverhead in order to receive Downtown Revitalization Initiative (DRI) funding to reinvigorate the Downtown Riverhead. By many measures, this downtown business district, is one of the single most economically distressed community on all of Long Island, having suffered from years of decline and disinvestment.

Many previous revitalization efforts have been significantly hampered by zoning and infrastructure deficiencies that limited the ability of land to be used to its highest and best use. Despite these challenges, Riverhead is now at the cusp of transformative change. Located at the gateway to Long Island's East End, the downtown has conducted intensive, community-centered planning processes that has cleared away regulatory barriers to the creation of a vibrant, mixed-use, master planned, form-based revitalization district. The time is right for an infusion of DRI funds that will catalyze and incentivize redevelopment in to the Downtown Riverhead, transforming this community into a desirable, affordable, vibrant neighborhood where tomorrow's workforce will want to live, work and raise their families.

It is important that this proposal is consistent with the goals of numerous local revitalization plans, including: the Town of Riverhead Comprehensive Plan (November 2003), the Vision Plan for Downtown Riverhead (June 1995), the Town of Riverhead East Main Street Urban Renewal Plan (October 1993), the Analysis of the Opportunity for the Revitalization of the Main Street Corridor (April 1993) and the Revitalization Strategy for Downtown Riverhead (2003).

In recognition of the vast economic potential of the project area, I wholeheartedly endorse the nomination of the joint application being submitted by Riverhead. Thank you in advance for your due consideration of this application. I stand ready to assist the Town of Riverhead in any way I can to ensure the success of this important project and applaud their efforts to revitalize the downtown business district for benefit of Long Island residents.

Sincerely,


Bryan DeLuca
Executive Director

EAST END GETAWAY.COM

Long Island, NY 

May 30, 2019

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

Re: Downtown Revitalization Initiative Round 4

Dear Mr. Law and Mr. Rabinowitz,

As the Executive Director of the East End Tourism Alliance, I am writing to urge your approval for the application being submitted by the Town of Riverhead in order to receive Downtown Revitalization Initiative (DRI) funding to reinvigorate the Downtown Riverhead. By many measures, this downtown business district is one of the single most economically distressed communities on all of Long Island, having suffered from years of decline and disinvestment.

Many previous revitalization efforts have been significantly hampered by zoning and infrastructure deficiencies that limited the ability of land to be used to its highest and best use. Despite these challenges, Riverhead is now at the cusp of transformative change. Located at the gateway to Long Island's East End, the downtown has conducted intensive, community-centered planning processes that has cleared away regulatory barriers to the creation of a vibrant, mixed-use, master planned, form-based revitalization district. The time is right for an infusion of DRI funds that will catalyze and incentivize redevelopment in to the Downtown Riverhead, transforming this community into a desirable, affordable, vibrant neighborhood where tomorrow's workforce will want to live, work and raise their families.

It is important that this proposal is consistent with the goals of numerous local revitalization plans, including: the Town of Riverhead Comprehensive Plan (November 2003), the Vision Plan for Downtown Riverhead (June 1995), the Town of Riverhead East Main Street Urban Renewal Plan (October 1993), the Analysis of the Opportunity for the Revitalization of the Main Street Corridor (April 1993) and the Revitalization Strategy for Downtown Riverhead (2003).

In recognition of the vast economic potential of the project area, I wholeheartedly endorse the nomination of the joint application being submitted by Riverhead. Thank you in advance for your due consideration of this application. I stand ready to assist the Town of Riverhead in any way I can to ensure the success of this important project and applaud their efforts to revitalize the downtown business district for benefit of Long Island residents.

Sincerely,



Bryan DeLuca
Executive Director



May 2, 2019

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

Re: Downtown Revitalization Initiative Round 4

Dear Mr. Law and Mr. Rabinowitz,

On behalf of the Board of Directors of the Riverhead Business Improvement District Management Association, I am pleased to support the application being submitted by the Town of Riverhead encourage you and the Long Island Regional Economic Development Council to nominate the Downtown area Riverhead to receive Downtown Revitalization Initiative (DRI) funding. Downtown Riverhead is one of the single most economically distressed community on all of Long Island, having suffered from years of decline and disinvestment.

Many previous revitalization efforts have been significantly hampered by zoning and infrastructure deficiencies that limited the ability of land to be used to its highest and best use. Despite these challenges, Downtown Riverhead is now at the cusp of transformative change. Located at the gateway to Long Island's East End, the downtown has conducted intensive, community-centered planning processes that has cleared away regulatory barriers to the creation of a vibrant, mixed-use, master planned, form-based revitalization district. The time is right for an infusion of DRI funds that will catalyze and incentivize redevelopment in to the Downtown Riverhead, transforming this community into a desirable, affordable, vibrant neighborhood where tomorrow's workforce will want to live, work and raise their families.

It is important that this proposal is consistent with the goals of numerous local revitalization plans, including: the Town of Riverhead Comprehensive Plan (November 2003), the Vision Plan for Downtown Riverhead (June 1995), the Town of Riverhead East Main Street Urban Renewal Plan (October 1993), the Analysis of the Opportunity for the Revitalization of the Main Street Corridor (April 1993) and the Revitalization Strategy for Downtown Riverhead (2003).

We hope the application is funded thereby allowing the necessary improvements to proceed in an expeditious manner in order to continue the resurgence of Downtown Riverhead.
Thank you in advance for your due consideration of this application.

Sincerely,

Steven Shauger
President Riverhead BID

RIVERHEAD

CHAMBER OF COMMERCE

59 East Main St Riverhead NY 11901 631 727 7600

riverheadchamber.com

May 6, 2019

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

Re: Downtown Revitalization Initiative Round 4

Dear Mr. Law and Mr. Rabinowitz,

The Riverhead Chamber of Commerce enthusiastically supports the application being submitted by the Town of Riverhead and strongly encourage you and the Long Island Regional Economic Development Council to nominate Downtown Riverhead to receive Downtown Revitalization Initiative (DRI) funding. Downtown Riverhead is one of the single most economically distressed community on all of Long Island, having suffered from years of decline and disinvestment.

While the downtown business district continues to experience growth from tourists and residents alike, the proposed project will provide the necessary spark to significantly further our mutual economic redevelopment goals, specifically increasing the number of quality jobs available to local residents. It is our strong belief that this project will result in significant revitalization.

The proposed project will substantially further the goals of the Town of Riverhead's East Main Street Urban Renewal Plan (1993), the Town of Riverhead Comprehensive Plan (2003), the Vision Plan for Downtown Riverhead (1995), the Analysis of the Opportunity for the Revitalization of the Main Street Corridor (1993) and the Revitalization Strategy for Downtown Riverhead (2003).

Previous revitalization efforts have been significantly hampered by zoning and infrastructure deficiencies that limited the ability of land to be used to its highest and best use. Despite these obstacles, Riverhead is now at the cusp of transformative change and revitalization. Located at the gateway to Long Island's East End, the downtown has conducted intensive, community-centered planning processes that has cleared away regulatory barriers to the creation of a vibrant, mixed-use, master planned, form-based revitalization district. The time is right for an infusion of DRI funds that will catalyze and incentivize redevelopment in to the downtown Riverhead, transforming this community into a desirable, affordable, vibrant neighborhood where tomorrow's workforce will want to live, work and raise their families.

In closing, the Chamber of Commerce strongly believes that this project will have a positive impact on the local economy while providing a major public benefit and we encourage positive action on this application

Sincerely,



Robert Kern, President

2019 Executive Board

President

Robert Kern

1st Vice President

Paul J. Pullo

2nd Vice President

Jay Sheryll

Secretary

Glenn O. Vickers II

Treasurer

Scott Behr

Director at Large

Dean Del Prete

Board of Directors

Arthur Rosenfield

Tom Lennon

Christina Kempner

Ike Israel

Lesley A. Anthony

Nicholas Galletta

Donald Ferdinand

Clete Galasso

Brian Mills

Dave Bergen

Executive Director

Diane Tucci



104 Edwards Avenue, Suite 3
Calverton, NY 11933
Tel (631) 727-3777 Fax (631) 727-3721
AskUs@lifb.com www.lifb.com

May 6, 2019

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

Re: Downtown Revitalization Initiative Round 4

Dear Mr. Law and Mr. Rabinowitz,

The Long Island Farm Bureau enthusiastically supports the application being submitted by the Town of Riverhead and strongly encourages you and the Long Island Regional Economic Development Council to nominate Downtown Riverhead to receive Downtown Revitalization Initiative (DRI) funding. Downtown Riverhead is one of the single most economically distressed communities on all of Long Island, having suffered from years of decline and disinvestment.

While the downtown business district continues to experience growth from tourists and residents alike, the proposed project will provide the necessary spark to significantly further our mutual economic redevelopment goals, specifically increasing the number of quality jobs available to local residents. It is our strong belief that this project will result in significant revitalization. A stronger Downtown economy will benefit our members and provide more potential markets for locally grown produce.

The proposed project will substantially further the goals of the Town of Riverhead's East Main Street Urban Renewal Plan (1993), the Town of Riverhead Comprehensive Plan (2003), the Vision Plan for Downtown Riverhead (1995), the Analysis of the Opportunity for the Revitalization of the Main Street Corridor (1993) and the Revitalization Strategy for Downtown Riverhead (2003).

Previous revitalization efforts have been significantly hampered by zoning and infrastructure deficiencies that limited the ability of land to be used to its highest and best use. Despite these obstacles, Riverhead is now at the cusp of transformative change and revitalization. Located at the gateway to Long Island's East End, the downtown has conducted an intensive, community-centered planning process that has cleared away regulatory barriers to the creation of a vibrant, mixed-use, master planned, form-based revitalization district. The time is right for an infusion of DRI funds that will catalyze and incentivize redevelopment into the downtown Riverhead, transforming this community into a desirable, affordable, vibrant neighborhood where tomorrow's workforce will want to live, work, and raise their families.

In closing, the Long Island Farm Bureau strongly believes that this project will have a positive impact on the local economy while providing a major public benefit and we encourage positive action on this application.

Sincerely,

Robert Carpenter
Administrative Director



EAST END ARTS AND HUMANITIES COUNCIL, INC.
www.EastEndArts.org

May 1, 2019

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

Re: Downtown Revitalization Initiative

Dear Mr. Law and Mr. Rabinowitz,

On behalf of the Board of Directors of the East End Arts Council, I am pleased to support the application submitted by the Town of Riverhead and encourage you and the Long Island Regional Economic Development Council to approve the Downtown Revitalization Initiative (DRI) funding. Downtown Riverhead is one of the single most economically distressed communities on Long Island, having suffered from years of decline and disinvestment.

Many previous revitalization efforts have been significantly hampered by zoning and infrastructure deficiencies limiting the ability of land to be used to its highest and best use. Despite these challenges, Riverhead is now at the cusp of transformative change. Located at the gateway to Long Island's East End, the downtown has conducted intensive, community-centered planning processes that has cleared away regulatory barriers to create of a vibrant, mixed-use, master planned, form-based revitalization district. Improvements to the adjacent waterfront will make the river more accessible to the public and emphasize the connection between the businesses and the Peconic River. The time is right for an infusion of DRI funds that will catalyze and incentivize redevelopment in the downtown, transforming this community into a desirable, affordable, vibrant neighborhood where tomorrow's workforce will want to live, work and raise their families.

Through our many partnerships, East End Arts is working to achieve a greater critical mass of economic activity in the downtown Riverhead region. Beginning June 1, we are introducing art exhibitions by renowned artists whose works can be seen at major museums around the world. We invite those traveling east to take a turn a possible "detour" into downtown Riverhead to see these landmark exhibitions. After all, the forks converge in Riverhead.

We hope this application is funded which would allow the necessary improvements to proceed in an expeditious manner supporting Riverhead's resurgence. Thank you in advance for considering Riverhead.

Sincerely,


Diane Burke
Executive Director

OFFICES/GALLERY: 133 East Main Street Riverhead, NY 11901-2494 voice 631.727.0900 fax 631.727.0966
SCHOOL: 141 East Main Street Riverhead, NY 11901-2455 voice 631.369.2171 fax 631.208.1877



May 30, 2019

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

Re: Downtown Revitalization Initiative Round 4

Dear Mr. Law and Mr. Rabinowitz,

As the Executive Director of the Long Island Aquarium, I am writing to urge your approval for the application being submitted by the Town of Riverhead in order to receive Downtown Revitalization Initiative (DRI) funding to reinvigorate the Downtown Riverhead. By many measures, this downtown business district is one of the single most economically distressed communities on all of Long Island, having suffered from years of decline and disinvestment.

Many previous revitalization efforts have been significantly hampered by zoning and infrastructure deficiencies that limited the ability of land to be used to its highest and best use. Despite these challenges, Riverhead is now at the cusp of transformative change. Located at the gateway to Long Island's East End, the downtown has conducted intensive, community-centered planning processes that has cleared away regulatory barriers to the creation of a vibrant, mixed-use, master planned, form-based revitalization district. The time is right for an infusion of DRI funds that will catalyze and incentivize redevelopment in the Downtown Riverhead, transforming this community into a desirable, affordable, vibrant neighborhood where tomorrow's workforce will want to live, work and raise their families.

It is important that this proposal is consistent with the goals of numerous local revitalization plans, including: the Town of Riverhead Comprehensive Plan (November 2003), the Vision Plan for Downtown Riverhead (June 1995), the Town of Riverhead East Main Street Urban Renewal Plan (October 1993), the Analysis of the Opportunity for the Revitalization of the Main Street Corridor (April 1993) and the Revitalization Strategy for Downtown Riverhead (2003).

In recognition of the vast economic potential of the project area, I wholeheartedly endorse the nomination of the joint application being submitted by Riverhead. Thank you in advance for your due consideration of this application. I stand ready to assist the Town of Riverhead in any way I can to ensure the success of this important project and applaud their efforts to revitalize the downtown business district for benefit of Long Island residents.

Sincerely,

Bryan DeLuca
Executive Director



HYATT PLACE®

May 30, 2019

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

Re: Downtown Revitalization Initiative Round 4

Dear Mr. Law and Mr. Rabinowitz,

As the Executive Director of the East End Tourism Alliance, I am writing to urge your approval for the application being submitted by the Town of Riverhead in order to receive Downtown Revitalization Initiative (DRI) funding to reinvigorate the Downtown Riverhead. By many measures, this downtown business district, is one of the single most economically distressed community on all of Long Island, having suffered from years of decline and disinvestment.

Many previous revitalization efforts have been significantly hampered by zoning and infrastructure deficiencies that limited the ability of land to be used to its highest and best use. Despite these challenges, Riverhead is now at the cusp of transformative change. Located at the gateway to Long Island's East End, the downtown has conducted intensive, community-centered planning processes that has cleared away regulatory barriers to the creation of a vibrant, mixed-use, master planned, form-based revitalization district. The time is right for an infusion of DRI funds that will catalyze and incentivize redevelopment in to the Downtown Riverhead, transforming this community into a desirable, affordable, vibrant neighborhood where tomorrow's workforce will want to live, work and raise their families.

It is important that this proposal is consistent with the goals of numerous local revitalization plans, including: the Town of Riverhead Comprehensive Plan (November 2003), the Vision Plan for Downtown Riverhead (June 1995), the Town of Riverhead East Main Street Urban Renewal Plan (October 1993), the Analysis of the Opportunity for the Revitalization of the Main Street Corridor (April 1993) and the Revitalization Strategy for Downtown Riverhead (2003).

In recognition of the vast economic potential of the project area, I wholeheartedly endorse the nomination of the joint application being submitted by Riverhead. Thank you in advance for your due consideration of this application. I stand ready to assist the Town of Riverhead in any way I can to ensure the success of this important project and applaud their efforts to revitalize the downtown business district for benefit of Long Island residents.

Sincerely,

Steven Shauger
General Manager

Hyatt Place Long Island/East End

451 East Main St. • Riverhead, New York 11901 • Telephone 631 208 0002 • Facsimile 631 574 8100
888 HYATT HP or HyattPlace.com



330 Court Street
Riverhead, NY 11901

phone (631) 727-3228
fax (631) 727-4762

May 6, 2019

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

Re: Downtown Revitalization Initiative

Dear Mr. Rabinowitz and Mr. Law:

The Riverhead Free Library strongly supports the application being submitted by the Town of Riverhead for downtown Riverhead to receive Downtown Revitalization Initiative (DRI) funding.

The revitalization of the proposed area will draw increased educational, cultural, recreational and intellectual resources. All things that the Library supports for our growing and diverse community.

We encourage the Long Island Regional Economic Development Council to nominate downtown Riverhead to receive the (DRI) Funding. It will not only benefit the area economically but also help this diverse community grow in many other areas.

Sincerely,

A handwritten signature in blue ink, appearing to read "Kerrie McMullen-Smith", written in a cursive style.

Kerrie McMullen-Smith
Director

GEORGICA GREEN VENTURES, LLC

50 Jericho Quadrangle, Suite 109 Jericho, NY 11753

Phone: 516-390-9387 Fax: 516-256-3570

May 16, 2019

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

RE: Town of Riverhead - Downtown Revitalization Initiative Round 4

Dear Mr. Law and Mr. Rabinowitz

I am writing to express Georgica Green Ventures, LLC's ("GGV") full support for the application being submitted by the Town of Riverhead. I encourage you and the Long Island Regional Economic Development Council to nominate Downtown Riverhead to receive Downtown Revitalization Initiative ("DRI") funding. Downtown Riverhead is one of the most economically distressed communities on all Long Island, having suffered from years of decline and disinvestment.

Many previous revitalization efforts have been significantly hampered by zoning and infrastructure deficiencies that limited the ability of land to be used for its highest and best use. Despite these challenges, Riverhead is now at the cusp of transformative change. Located at the gateway to Long Island's East End, the Downtown has conducted intensive, community-centered planning processes that have reduced regulatory barriers to the creation of a vibrant, mixed-use, master-planned, form-based revitalization district.

The time is right for an infusion of DRI funds that will catalyze and incentivize redevelopment in Downtown Riverhead, transforming this community into a desirable, affordable, vibrant neighborhood where tomorrow's workforce will want to live, work, and raise their families. DRI funding will foster revitalization concepts, including the creation of public space providing riverfront access to residents, provide insight into how to best address a pending parking shortage, and provide solutions to zoning and other hurdles that have slowed or prevented previous revitalization efforts.

Please note this proposal is consistent with the goals of numerous local revitalization plans, including: the *Town of Riverhead Comprehensive Plan* (November 2003), the *Vision Plan for Downtown Riverhead* (June 1995), the *Town of Riverhead East Main Street Urban Renewal Plan* (October 1993), the *Analysis of the Opportunity for the Revitalization of the Main Street Corridor* (April 1993), and the *Revitalization Strategy for Downtown Riverhead* (2003).

In recognition of the vast economic potential of the project area, GGV has started construction on Riverview Lofts, a 116-unit mixed-use apartment development. The development includes 31 studios, 57 one-bedroom and 28 two-bedroom units as well as commercial and retail space, including restaurants. We fully support the nomination of the application being submitted by the Town of Riverhead. Thank you in advance for your due consideration of this application.

Sincerely,



David J. Gallo
President

THE
Preston
HOUSE & HOTEL

May 30, 2019

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

Re: Downtown Revitalization Initiative Round 4

Dear Mr. Law and Mr. Rabinowitz,

As the Executive Director of the East End Tourism Alliance, I am writing to urge your approval for the application being submitted by the Town of Riverhead in order to receive Downtown Revitalization Initiative (DRI) funding to reinvigorate the Downtown Riverhead. By many measures, this downtown business district, is one of the single most economically distressed community on all of Long Island, having suffered from years of decline and disinvestment.

Many previous revitalization efforts have been significantly hampered by zoning and infrastructure deficiencies that limited the ability of land to be used to its highest and best use. Despite these challenges, Riverhead is now at the cusp of transformative change. Located at the gateway to Long Island's East End, the downtown has conducted intensive, community-centered planning processes that has cleared away regulatory barriers to the creation of a vibrant, mixed-use, master planned, form-based revitalization district. The time is right for an infusion of DRI funds that will catalyze and incentivize redevelopment in to the Downtown Riverhead, transforming this community into a desirable, affordable, vibrant neighborhood where tomorrow's workforce will want to live, work and raise their families.

It is important that this proposal is consistent with the goals of numerous local revitalization plans, including: the Town of Riverhead Comprehensive Plan (November 2003), the Vision Plan for Downtown Riverhead (June 1995), the Town of Riverhead East Main Street Urban Renewal Plan (October 1993), the Analysis of the Opportunity for the Revitalization of the Main Street Corridor (April 1993) and the Revitalization Strategy for Downtown Riverhead (2003).

In recognition of the vast economic potential of the project area, I wholeheartedly endorse the nomination of the joint application being submitted by Riverhead. Thank you in advance for your due consideration of this application. I stand ready to assist the Town of Riverhead in any way I can to ensure the success of this important project and applaud their efforts to revitalize the downtown business district for benefit of Long Island residents.

Sincerely,


Steven Shauger
General Manager



1018 Northville Turnpike ,Riverhead NY 11901

Phone (631) 591-0759

Fax (631)830-4446

thebutterflyeffectproject@yahoo.com

www.bepgirls.org

May 13, 2019

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

Re: Downtown Revitalization Initiative Round 3

Dear Mr. Law and Mr. Rabinowitz,

I am writing to encourage you and the Long Island Regional Economic Development Council to nominate Downtown Riverhead to receive Downtown Revitalization Initiative (DRI) funding.

The Butterfly Effect Project is a nonprofit organization that empowers young girls by giving them the tools to assist in achieving emotionally stable and self-confident futures, which will bring forth a generation of women who are strong, independent and knowledgeable. Our mission is to ensure that every girl who is enrolled in the program has a fair chance to broaden their horizons, while eliminating obstacles such as mobility, cultural differences and finances.

By many measures, Riverhead is one of the most economically distressed communities on Long Island, having suffered from years of decline and disinvestment. Past revitalization efforts have been significantly hampered by zoning and infrastructure deficiencies that limited the ability of land to be used to its highest and best use.

Despite these challenges, Riverhead is now on the cusp of transformative change. Located at the gateway to Long Island's East End, Downtown Riverhead has been the subject of intensive,



community-centered planning processes that have cleared away regulatory barriers to the creation of a vibrant, mixed-use, master planned, formed-based revitalization district. The time is right for an infusion of DRI funds that will catalyze and incentivize redevelopment in to the downtown Riverhead, transforming this community into a desirable, affordable, vibrant neighborhood where tomorrow's workforce will want to live, work and raise their families.

Downtown Riverhead is extremely well positioned to make the best use of DRI funding on an aggressive timeline. I hope you will the proposal every consideration.

Sincerely,

Tijuana Fulford
Director