



4.2 Water Resources

4.2.1 Expanded Sewage Treatment

The Sewage District and available capacity provides opportunities for redevelopment in the downtown and surrounding areas. Based upon the design flow multipliers for the uses analyzed for Scenario 2 - the higher density alternative, the approximate flow would be less than 150,000 gallons per day, including those properties which are outside of the sewer district currently (most significantly the recommended multifamily use on Hubbard Avenue). The sewer district currently has a 1.2 million gpd capacity and utilizes approximately 900,000 gpd and thus, there is sufficient capacity for the additional development.

However, much of the Study Area is outside of the Sewer District and utilizes on site sanitary systems, many of which predate current SCDHS standards and may have be impacting impact the Peconic River's water quality. There are two specific recommendations with respect to sewage treatment.

Extension of the Sewer District to Mill Road

Extension of the sewer district west of Raynor Avenue to at least the Mill Road area should be considered in support of the redevelopment at the proposed new Community designated area on the south side of Route 25 (see **Section 3.2.8**). It is recommended that the Town support an engineering feasibility study and cost benefit analysis. However, if this area becomes a sending area as part of a TDR program, the need for expansion may be more limited or not necessary.

Forge Road Mobile Home

The Forge Road Mobile Home property was identified as a high priority for connection to the sewer district (or provision of treatment using an alternative method) (see **Section 3.2.8**). This property has been identified as a likely contributor of high nitrogen loads to the Peconic River (due to a number of factors such as density of development, year constructed, proximity to the river, and high groundwater). It is recommended that the Town support a feasibility study to determine potential solutions and costs to providing wastewater treatment to this area.

4.2.2 Surface Water Quality Improvements

Stormwater

Stormwater runoff can be a major conveyor of pollutants to the Peconic River, at times delivering high levels of nutrients, pathogens, heavy metals, and hydrocarbons to surface water without any opportunity for attenuation. Bioswales or rain gardens provide a means of diverting stormwater and filtering pollutants, while providing an attractive feature in the landscape.

The entire BOA Study Area was reviewed for potential "Green Infrastructure" opportunities. The benefits of installing recommended green infrastructure practices that capture the water quality volume of water from storm events is the significant reduction of direct pollutant discharges to the Peconic River. Pathogens, heavy metals, and hydrocarbons can be nearly entirely attenuated in the bio-retention basins, swales and tree trenches. Nutrients in stormwater



will be utilized by plants, preventing direct discharge to the Peconic River and thereby significantly reducing the nitrogen loading to groundwater and eventually the Peconic River. Twenty locations were identified throughout the BOA area, and one location is recommended outside of the BOA boundary. In the western and central subareas, where the area is generally less developed with less impervious surfaces, and thus the focus of green infrastructure is directed towards restoration, buffers and infiltration in open spaces. Thirteen of the total twenty-one locations are within the Downtown subarea and implementation of green infrastructure here will have the most benefit of direct pollutant attenuation for improving water quality of the Peconic River. The recommendations within the eastern subarea also have a high level of impervious surfaces and the green infrastructure practices focused on within this area are bio-retention basins, swales and tree trenches along or within parking lots and along roadways. **Figures 4-1A - 4-1E** provide the locations where green infrastructure measures are feasible and details, including before and after photo simulations for two sites. Four locations, three publicly owned and one private, were examined to determine the potential reduction of pollutants that could be achieved thereby reducing contributions to the Peconic River. The concepts involve the diversion of stormwater to surface detention areas that include vegetation primarily (i.e., bio-retention basins, swales and tree boxes) or secondarily to subsurface detention facilities (i.e. pervious pavement and underground storage).

Stormwater nutrients would be removed through biological and chemical reactions naturally. Bioretention and tree boxes are the preferred method for treatment. The key locations for capturing stormwater will be the islands and the boulevards.

The key tasks are: identifying locations where stormwater can be diverted; ensuring proper invert elevations so that stormwater flows by gravity; evaluating the size of the contributing watershed and volume of stormwater generated by a typical event; providing sufficient area of plantings for nutrient removal; and, providing a means of recharging treated stormwater. The Center for Watershed Protection's 2013 Watershed Treatment Model was utilized to calculate the following pollutant load reductions⁶⁸ for the four locations below, which were chosen because of their large percentages of impervious surfaces within their respective watershed areas. See **Table 4-2** for estimated pollutant load reductions that could be achieved through implementation of these projects.

Riverfront Park: (**Figure 4-1B**, Project #5). This property has direct discharge with the Peconic River due to proximity. The park has a large parking lot for visitors, where the focus of the examination was directed. Not targeted are the roadway and the park walkway systems near the river due to park visitor experience, walking areas, and depth to groundwater concerns. Focus was towards the parking lot islands and boulevards and secondarily towards pervious pavement. The area of parking examined was 3.3 acres with approximately 20 percent of the area in islands and boulevards. To capture the water quality volume, 50 percent of the islands and boulevards would be converted into bio-retention and/or tree boxes. The site has the potential to capture and treat the entire water quality volume of stormwater generated.

Former Fire Station: (See **Figure 4-1B**, Project #7). This property consists entirely of impervious surfaces. The roof and the parking lot directs stormwater into catch basins on site or

⁶⁸ The water quality volume assumed in this examination is the 1.5 inch – 24-hour storm event.



to East 2nd Street. Bio-retention and/or tree trench islands can be incorporated to treat the stormwater within the parking lot. It is recognized that the area in the front of the building on would be more difficult, however, it is anticipated that the potential for installation of a bio-retention island between the front doors or on the west corner of the parking lot is possible. The area of the site is 1.08 acres with approximately 33 percent of the area as roof. To capture the water quality volume in the parking area, about 4,000 cubic feet of storage is needed and the roof would need an additional 2,000 cubic feet of storage.

Town of Riverhead
Peconic River/Rt. 25 Corridor



NYS BOA Step II
Nomination

FIGURE 4-1A
Green Infrastructure
Opportunities
Western Sites

Legend

- BOA Boundary
- Institutional & Fire District
- Suffolk County
- Utilities
- Town of Riverhead
- US Postal Service

0 100 200 300 400 500
Feet

Sources: ESRI Aerial
SC Real Property
Town of Riverhead

1 inch = 400 feet

1. In open space, an opportunity is available for stormwater to be directed off the road in key locations for cleaning and protection from erosion and invasive species.

2. Same as 1, though add potential buffer to the river.



Town of Riverhead
Peconic River/Rt. 25 Corridor



NYS BOA Step II
Nomination

FIGURE 4-1B
Green Infrastructure
Opportunities
Western Sites 2

Legend

- BOA Boundary
- Institutional & Fire District
- Suffolk County
- Utilities
- Town of Riverhead
- US Postal Service

0 100 200 300 400 500
Feet

Sources: ESRI Aerial
SC Real Property
Town of Riverhead

1 inch = 400 feet

3. Canoe Launch Park - has pervious gravel parking lot needing maintenance and potential to capture the water in bio-retention from road catch basins.

4. Open space that has opportunities for restoration and buffers.





5. Potential bio-retention within potential new re-development.
6. Runoff potentially intercepted and directed to a buffer in the woods, instead of direct drainage to river.
7. Potential to collect the water from the catch basins and roadway in open space around parking lot of park.
8. Opportunity for pervious pavement and/or bio-retention at park parking.

Legend

- BOA Boundary
- Institutional & Fire District
- Suffolk County
- Utilities
- Town of Riverhead
- US Postal Service

0 100 200 300 400 500
Feet

Sources: ESRI Aerial
SC Real Property
Town of Riverhead

1 inch = 400 feet



Site 7: Before and After at Park
Entrance - curb to direct the water
into rain garden.



Town of Riverhead
Peconic River/Rt. 25 Corridor



NYS BOA Step II
Nomination

FIGURE 4-1D
Green Infrastructure
Opportunities
Downtown Sites

Legend

- BOA Boundary
- Institutional & Fire District
- Suffolk County
- Utilities
- Town of Riverhead
- US Postal Service

0 100 200 300 400 500
Feet

Sources: ESRI Aerial
SC Real Property
Town of Riverhead

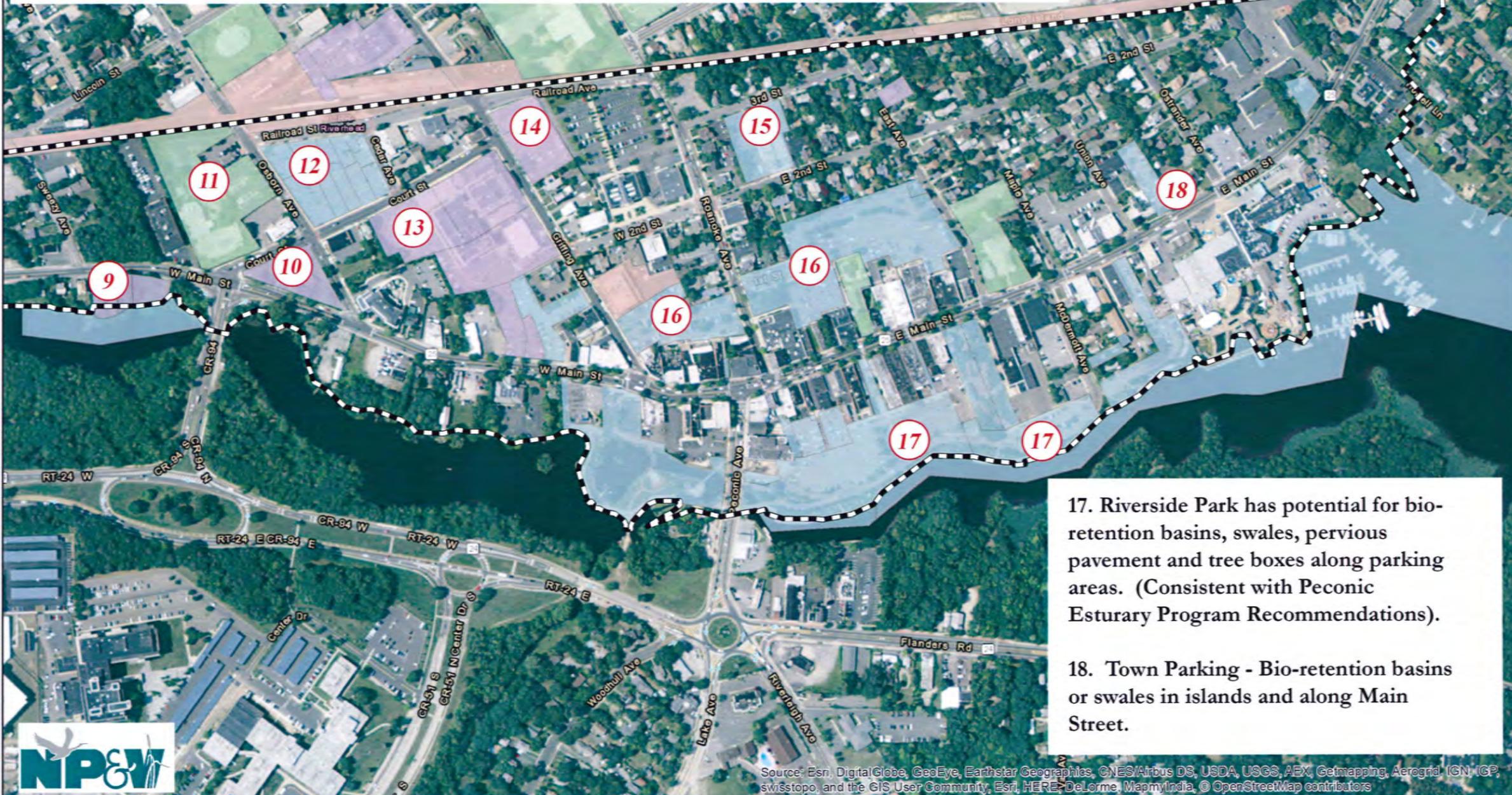
1 inch = 400 feet

17. Riverside Park has potential for bio-retention basins, swales, pervious pavement and tree boxes along parking areas. (Consistent with Peconic Estuary Program Recommendations).

18. Town Parking - Bio-retention basins or swales in islands and along Main Street.

- 9. Steep embankment - potential for a buffer from runoff along Main Street.
- 10. Historical Society - potential to capture water from the roof and along Court St. and Osborn Avenue.
- 11. Library - difficult site for infiltration practices, however it would make an interesting feature in the plazas.
- 12. LIRR Parking - Bio-retention in islands and edge near roads.

- 13. Supreme Court - potential opportunity for tree boxes along Court Street, bio-retention along edges, and for roof runoff.
- 14. Parking Lot - a lot of impervious, potential for modified design, bio-retention in created islands, tree boxes along Griffing Avenue.
- 15. Old Fire Station - a lot of impervious surfaces: stormwater could be managed on-site.
- 16. Large Parking Lots - potential for bio-retention in islands and tree trenches.



Source: Esri, DigitalGlobe, GeoEye, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AEX, Getmapping, Aerogrid, IGN, IGP, swisstopo, and the GIS User Community, Esri, HERE, DeLorme, MapmyIndia, © OpenStreetMap contributors



- * Potential opportunity for future water feature at gateway park.
- 19. Small opportunity - collect the water from the roof into a raingarden or other.
- 20. Potential Infiltration within the parking area - not in BOA Boundary.
- 21. A demonstration raingarden along Howell Avenue at the Town Hall.

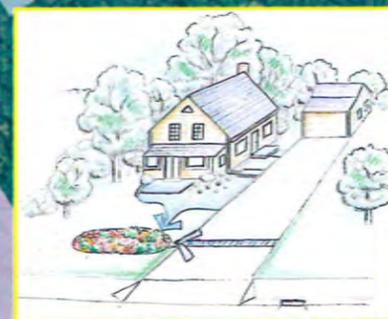
IN GENERAL: Promote and coordinate with homeowners and Peconic Estuary Program - Rewards Program for water quality and infiltration projects.

Legend

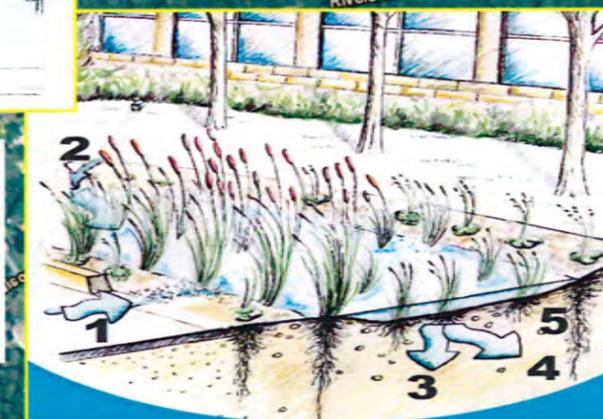
- BOA Boundary
- Institutional & Fire District
- Suffolk County
- Utilities
- Town of Riverhead
- US Postal Service



Site 21: Before and After.



Site 19: Room for a Raingarden taking water from roof only. #1&2 is water entering garden, #3 infiltration, #4 overflow, and #5 deep rooted plants.



0 100 200 300 400 500
Feet

Sources: ESRI Aerial
SC Real Property
Town of Riverhead

1 inch = 400 feet





Site 12, 16, & 18: Parking Lot Island Raingarden: curb cut or wheel stop openings into shallow depression with raised outlet pipe for storage.



Site 17: Before and After - Raingarden along parking or in open spaces.

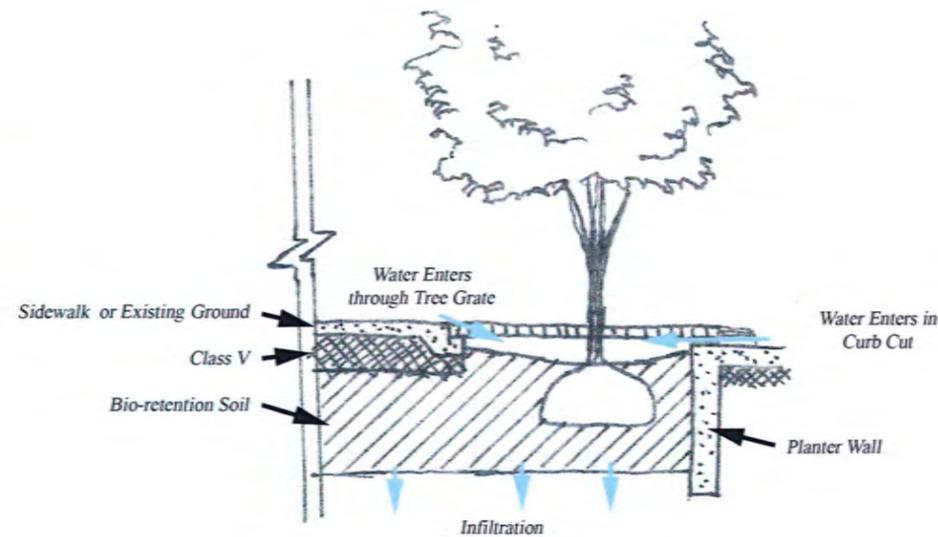


Site 17: Before and After - Raingarden in parking lot island.



Site 17: Existing pervious pavement near site, could be used at Sites 15 and 17.

Site 12, 13, 14, 16 & 17: Tree Trench or Tree Boxes installed along the roadways and edges of parking lots for infiltration, evapotranspiration, interception, and treatment of stormwater in tree canopy or tree trench.





LIRR Station Parking: (See **Figure 4-1B**, Project #10) The parking lot property has about 10 percent of green space in the form of parking islands and boulevards. The entire lot has the potential to direct stormwater into bio-retention and tree boxes, with minor expansion into the parking required to treat the entire water quality volume (and loss of parking stalls if this project were implemented). To gain the necessary storage and reduce the amount of parking spaces lost, pervious pavements or underground storage in conjunction with the tree boxes could be implemented. The recommendations analyzed for pollutant load reduction assume use of tree. The trees also have the additional benefit of providing shade. The parking lot has an area of 2.11 acres. To capture the water quality volume in the parking area, 10,300 cubic feet of storage is needed.

Peconic River Mobile Homes LLC: (private property) has approximately 65 percent cover of impervious roof, driveway and roadways. The location of the property is directly on the Peconic River and has direct drainage to the river. Enough space is available to consider bio-retention and/or a buffer to the river on the property. The quality and aesthetics of the property would support a surface water quality improvement. The area of the property is 7.4 acres.

TABLE 4-2
ESTIMATE OF POLLUTANT LOAD ATTENUATION ACHIEVED THROUGH GREEN INFRASTRUCTURE

Location	TN – Nitrogen (lbs./yr.)	TP – Phosphorous (lbs./yr.)	TSS – Total Suspended Solids (lbs./yr.)	Fecal Coliform (billion/yr.)	Runoff Volume (acre-ft./yr.)
Riverfront Park	5.7	45	830	1,759	7
Former Fire Station	1.9	15	272	576	2
LIRR Station Parking	3.6	28	531	1,125	5
Peconic River Mobile Homes	14.4	72	1,438	2,675	11

The Peconic Estuary Program has a rewards program for water quality and infiltration projects that may benefit all the described projects. The Town could consider applying under the Green Innovation Grant Program and the Water Quality Improvement Project Programs from the New York State Consolidated Funding grants issued annually for implementation of these projects (those on Town owned land). The NYS Consolidated Funding requires a feasibility study for each project. The feasibility study would provide a design and provide more accurate load reductions based upon the plan for the site; however would be relatively inexpensive to prepare.

Groundwater Remediation

This Study supports the installation of permeable reactive barriers to protect groundwater quality. A Permeable Reactive Barrier (PRB) is a barrier built into the existing soil that is designed to intercept and remediate a contaminant to remediate groundwater prior to reaching a surface water body. The treatment zone may be created directly using reactive materials such as iron or indirectly using materials to stimulate secondary processes like carbon substrate and nutrients to enhance microbial activity. Since the early 1990’s, over 200 PRB systems have been installed to treat groundwater contaminants and PRB’s have become an important component



among the various technologies available to remediate groundwater. A PRB is a possible solution for reducing pollutant loads in groundwater prior to reaching the Peconic River. The PRB would include a long vertical trench dug perpendicular to the groundwater flow path. These barriers need to be created in long trenches to be most effective. The advantage of PRBs is that the system is unobtrusive once installed and has a long-term effectiveness with low operations and maintenance cost. Within that trench, a treatment media and degradation or removal process to the contaminants are placed, typically for Nitrogen, a mulch or organic/carbon substrate is placed to enhance denitrification process by the slowing of the groundwater causing anaerobic conditions and microbial activity. However iron fillings and other material can be added to gain additional remediation (i.e. iron fillings will remove Phosphorous).

Water Quality Education and Events

The community believes it is important to educate visitors and property owners as to the importance of protecting the Peconic River water quality including its tributaries and groundwater watershed areas. There are a number of examples of fun and interesting activities that could be pursued to meet this objective in a unique way that include the following:

- Participate in International Coastal Cleanup, held yearly in September, and develop a Spring Cleanup. Cleanups can be conducted along the banks of the Peconic River and tributary.
- Hold an art event “Trash to Treasure” featuring art made from materials collected during riverfront cleanups.
- Conduct a storm drain marking project on all drains in downtown Riverhead, and provide educational signage.
- Support the “Day in the Life of the Peconic River” initiative and incorporate stormwater education as an element of the program.
- Conduct a Rubber Duck Race, to provide education about stormwater flows and to raise funds for community organizations. <http://www.westportsunriserotary.com/>

In addition, the Peconic Estuary Program (PEP) is providing financial incentives to homeowners that live within the estuary to remove turf or pavement and add native vegetation areas and/or rain barrels to their properties. Homeowners can earn up to \$500 to offset the expense of installing rain barrels, rain gardens, and native plant gardens. Water filtered through the soil within these gardens is dramatically cleaner when it enters the aquifer and storm drains. Rain barrels offer opportunities to intercept the rainwater that normally runs down paved surfaces and into storm drains to be reused for gardens and pots. It is recommended that the Town work with PEP to help promote this program. More information available at www.PeconicEstuary.org.



4.3 Transportation

4.3.1 Traffic

The following provides a summary of steps that would be required to achieve either of the traffic mitigation options described in Section 3.2.7. The list of improvements and steps for implementation are provided for both mitigation alternatives studied in the Traffic Impact Study if they were to be pursued by the Town of Riverhead. It is noted that if the projects are implemented by the DOT and SCDPW, additional steps may be required dependent upon the level of funding required. For large projects, improvements are reviewed by the local Metropolitan Planning Organization (for this area NYMTC⁶⁹) for addition to the State's Transportation Improvement Program (TIP) prior to implementation.

Mitigation 1 – Peconic Avenue one-way northbound. Mitigation 1 consists of the following proposed improvements:

- Make Peconic Avenue a one-way road northbound with provision for a southbound emergency lane. By making Peconic Avenue one-way northbound, improvements in the operation of the intersection can be accomplished. However, it would require traffic to be rerouted to other intersections like West Main Street and Court Street, CR 94 at Nugent Street and CR 94 at CR 51, thereby necessitating further geometric improvements. Although not part of this study, this improvement will require further study and analysis of the intersections of CR 94 at Nugent Drive and CR94 at CR 51.
- Restripe the intersection of West Main Street at Peconic Avenue to provide two eastbound through lanes and two westbound through lanes. One of the westbound through lanes will drop just west of Griffing Avenue. The section of Main Street between Peconic Avenue and Roanoke Avenue will be restriped to provide two westbound through lanes and one eastbound through lane and one eastbound left turn lane.
- Re-stripe the southbound approach at the intersection of West Main Street and Court Street to provide an additional lane to accommodate the rerouted traffic from Main Street at Peconic Avenue/Roanoke Avenue. This improvement may require property acquisition of small areas to improve geometry.
- Signal timing/phasing adjustments at the following intersections:
 - Main Street at Peconic Avenue/Roanoke Avenue



⁶⁹ New York Metropolitan Transportation Council



- West Main Street at Court Street/Nugent Drive
- East Main Street at McDermott Avenue
- West Main Street at Griffing Avenue
- Coordinate traffic signals on the Main Street corridor from Court Street to McDermott Avenue.

The implementation of Mitigation 1 would require the following steps if the Town of Riverhead pursues this option:

1. Obtain Highway Work Permits from the New York State Department of Transportation (NYSDOT) to construct the improvements proposed at the intersection of Main Street at Peconic Avenue/Roanoke Avenue and the intersection of West Main Street at Center Street/Nugent Drive.
2. Obtain Highway Work permits from Suffolk County Department of Public Works (SCDPW) for all work done on County Roads (Roanoke Avenue, Peconic Avenue and Nugent Drive).
3. As part of the Suffolk County Roundabout project, redesign the one lane five-leg roundabout to a two lane five-leg roundabout with one-way northbound on Peconic Avenue. (It is noted that the design of the roundabout has been engineered in such a way as to accommodate a one-way on Peconic alternative if this occurs prior to or following the County construction project).
4. Suffolk County DPW to study the intersection of CR 94 and Nugent Drive (the oval) and the circle at the intersection of CR 94 and CR 51 to identify any impacts that may be created by the Peconic Avenue one-way northbound and develop/construct improvements. It is noted that during interagency meetings with the DOT and SCDPW, the County agreed to study these intersections if the Town pursued this option.

In order to accomplish the above, the following steps need to be undertaken by the Town:

1. Prepare detailed conceptual plans of the proposed improvements at the intersections of Main Street at Peconic Avenue/Roanoke Avenue and West Main Street at Court Street for submission with the Traffic Impact Study to NYSDOT for the review and approval.
2. With the approval of the conceptual plans, the Town would be required to prepare a full design of the proposed improvements.
3. The NYSDOT will then issue highway work permits for the construction of the improvements.
4. Coordinate with Suffolk County on the study of the intersections of CR 94 at Nugent Drive and CR 94 at CR 51 and the incorporation of the Peconic Avenue one-way northbound in the Roundabout.
5. Obtain grant funding or earmark capital funds for design, possible acquisitions, and implementation of improvements (construction/signal timing).

The property on the southwest corner of Osborn Avenue and Court Street pictured here could be beneficial in the realignment of intersections in the area, if the Town pursues the one-way north





option for Peconic Avenue; this property may be necessary to accommodate an expanded Center Drive which would provide access across the river towards the County Center. This traffic option has not been evaluated and would require further design analysis. The property could be advantageous for other public purposes as well, including use as a community center or ancillary parking for the library and historic society on a portion of it. The property has been for sale for over 2 years.

Mitigation 2 - Realign Peconic Avenue and Roanoke Avenue to eliminate the offset intersections of West Main Street at Peconic Avenue and East Main Street at Roanoke Avenue. This mitigation will not require any major improvements at the intersection of West Main Street and Court Street and rerouting of traffic will not be required; however, this Mitigation would require acquisition of the properties located opposite the northern terminus of Peconic Avenue. In addition, as one of the buildings is a contributing structure of the Main Street Historic District; a review from the State Historic Preservation Office will be required (details below). Mitigation 2 consists of the following improvements:



- Realignment of Peconic Avenue and Roanoke Avenue and replacement of the existing traffic signal.
- Signal timing/phasing adjustments at the following intersections:
 - West Main Street at Court Street/Nugent Drive
 - East Main Street at McDermott Avenue
 - West Main Street at Griffing Avenue
- Coordination of traffic signals on the Main Street corridor from Court Street to McDermott Avenue.

The implementation of Mitigation 2 will require the following if the Town of Riverhead pursues implementation of this option:

1. Obtain Highway Work Permits from the New York State Department of Transportation (NYSDOT) to construct the improvements proposed at the intersection of Main Street at Peconic Avenue/Roanoke Avenue.
2. Obtain Highway Work permits from Suffolk County Department of Public Works (SCDPW) for all work done on County Roads (Roanoke Avenue and Peconic Avenue).

In order to accomplish the above, the following steps need to be undertaken by the Town:

1. Pursue grant funding/or allocate capital funds for acquisition, design, improvements.



2. Prepare detailed conceptual plans of the proposed improvements at the intersection of Main Street at Peconic Avenue/Roanoke Avenue for submission with the Traffic Impact Study to NYSDOT for the review and approval.
3. Identify properties to be included in new roadway area. Conduct a feasibility study regarding potential for land swap options to allow private development in area where Roanoke Avenue currently terminates and consider options for encouraging participation by land owners.
4. Prepare surveys and accomplish acquisition of properties opposite Peconic Avenue terminus.
5. With the approval of the conceptual plans by DOT, the Town would be required to prepare a full design of the proposed improvements and apply for permit.
6. The NYSDOT will then issue highway work permits for the construction of the improvements.

The Role of On-Demand Car Service

The use of technology such as “Uber” for on-demand car service and shared rides is expected to play a role in transportation planning in the future. At this time, these services are not prevalent in the Study Area at this time. As such services become more readily available, the Town and area businesses and organizations can play a role in promoting the use of these services. The following provides an overview of Uber and how the popularity of on-demand car service providers can provide transportation related benefits, including reduced vehicle trips and the environmental benefits associated with same, within the BOA and surrounding areas.

Uber⁷⁰ is a transportation network company that allows users to request a ride through a mobile app designed for smart phones. Customers use the mobile application (app) to request a ride at any time and in any location. Uber drivers use their own personal vehicles to provide transportation and information regarding the driver, type of car, and license plate number will be given to the rider prior to being picked up as a way to increase safety for customers. Uber attempts to make traveling easier by allowing customers to pay by linking credit card information to the mobile app so cash is not required.

Due to the extreme popularity of Uber, the company has expanded to include UberPOOL which allows customers to share the ride (and the cost of the ride) with other people headed to similar destinations. UberPOOL is frequently the cheapest Uber option and also is more environmentally friendly since it incorporates carpooling⁷¹. Additionally, Uber now offers UberXL and UberSUV to allow for larger groups to travel together. There has also been a focus on increasing accessibility by offering cars that accommodate wheelchairs or come equipped with car seats.

One of the biggest advantages of Uber is the flexibility it provides to customers. People who are unable to drive or do not own cars can utilize Uber to travel to their destinations at a relatively low cost. Uber cars can be utilized in locations where taxis are less common or where public transportation is lacking. Uber complements existing transit systems by providing transportation

⁷⁰ This section provides information about Uber, however, Lyft is another service popular in New York City. Lyft is not available on eastern Long Island.

⁷¹ <https://www.uber.com/ride/>



between transportation centers and customers' final destinations. Uber has become especially popular for accessing downtown locations for people that wish to enjoy an evening/experience nightlife and consume alcoholic beverages without the worry about the logistics of safe transportation.

Uber also seeks to provide benefits to the cities and towns that utilize its services by drastically increasing efficiency. Uber utilizes its mobile app to match the supply of drivers with the demand of customers. Uber, unlike traditional taxis, do not spend as much time searching for customers or idling in designated locations waiting for customers⁷². This allows Uber to reduce the amount of congestion on the roads, time-wasted, and emissions emitted from idling or aimlessly driving.

Another way Uber can reduce traffic congestion is by promoting carpools, where an Uber driver can have overlapping customers rather than focusing on one ride at a time⁷³. For example, if Customer 2 is located between Customer 1's pick up and drop-off location, the driver will simply pick up the second customer on the way to the first customer's destination. Additionally, as more people utilize Uber, the parking demand could decrease in downtown areas since people will not be using their own personal cars as frequently. Rather than driving themselves and searching for parking, people can utilize Uber to provide them with transportation directly to their destination without needing to worry about finding a place to park.

The presence of Uber within Riverhead has the opportunity to provide many benefits for the Town including congestion reduction, decrease in parking demand, reduction of emissions related to shared rides and reduction of cars circling the downtown in search of free parking space, and an increase in transportation options for Riverhead residents and visitors. Due to these numerous benefits, as services become more readily available it is recommended that the Town undertake initiatives to promote the use of Uber within Riverhead. These initiatives could include educating local businesses and residents about how Uber works. Additionally, the Town could spread awareness about Uber by posting flyers in popular destinations throughout Riverhead including restaurants and the train station, as well as posting information about Uber online and through social media sites.

⁷² <http://www.aei.org/publication/the-beauty-of-uber-and-why-it-represents-the-future-of-transportation-it-has-basically-eradicated-search-costs/>

⁷³ <http://venturebeat.com/2014/10/07/uber-shows-new-carpooling-feature-reduces-traffic-congestion-50-in-pilot-areas/>



4.3.2 Parking

As empty buildings begin to fill and new development occurs (as envisioned under a future redevelopment scenario described in **Appendix I**), it was determined that an additional 1,197 parking spaces would be required to support additional demand.

In order to provide an additional 1,197 spaces, the construction of a parking garage located in the parking lot on the north side of East Main Street between Roanoke Avenue and East Avenue could be considered, in addition to a second parking structure associated with the train station block. As described above, the train station block concept plan envisioned a garage to support 882 stalls. If this garage were constructed, a smaller parking structure north of East Main Street in the Town parking area could accommodate the need under the alternative development scenario.

In general, a shorter parking garage (fewer stories) is less expensive than a taller garage structure, as the taller structure is “heavier” and requires more foundation support. Approximately 60-70 percent of the cost of the garage depends on the structural system, and whether it incorporates short spans or long spans. Longer spans are more costly, but allow greater efficiency in parking spaces as there are fewer columns to construct. Based on a parking space requiring 350 square feet, 315 parking spaces would require a garage size of 110,215 square feet. A 4 level parking structure accommodating approximately 315 spaces would require +/- 28,000 SF to accommodate the building’s footprint, plus additional area for vehicle approach, a small office, elevator and stairways, and payment booth will require an additional 2,000 SF, for a total of 112,215 square feet.

The cost of construction of a parking garage varies; however, an estimate based upon published source for construction costs for the region is \$78.50 per square foot⁷⁴. Based upon this value, the current cost of a 315 parking structure would be \$8.65 million. Clearly it would be best for the Town to utilize a variety of methods for achieving adequate parking for downtown Riverhead to reduce the number of parking stalls needed in a parking garage. The TOD Growth Plan includes improvement measures that could be considered to improve parking for the current and future conditions once redevelopment of the downtown occurs and parking demand increases. Other recommendations include attempting to limit on-street parking along West/East Main Street to short durations to allow motorists that are passing through to utilize the downtown establishments, and encouraging employees to park in municipal or private lots rather than utilize on-street parking. For events and entertainment venues, parking shuttles or public valets can be considered to encourage better utilization of parking and promote connectivity of off-street parking facilities. Shared parking, for example where evening parking occurs in lots for uses that operate between 9 AM and 5 PM, would also reduce the demand for parking.

Tools for parking management that are recommended include a new signage program to identify existing parking locations associated with various attractions as illustrated in the following graphic.

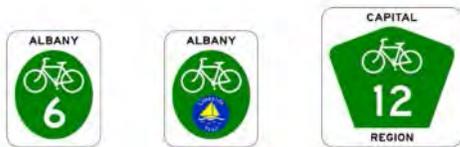
⁷⁴ Based upon RSMeans, Square Foot Costs, 2014 (35th Edition), page 137.



FIGURE 2: RECOMMENDED PARKING GUIDE SIGNS

4.3.3 Pedestrian and Bicycle Plan

Adding bicycle lanes to the downtown may require widening roads or eliminating on-street parking which would not be practical or cost-effective. However, the area west of the downtown contains wide shoulders therefore the addition of bicycle lanes should be considered as this could encourage residents in the western portion of the Study Area to use bicycles as a way to travel throughout the area. There are several bicycle signs along several roads in the downtown, but there is a need to develop uniform bicycle signage in order to convey clearly the locations of



bicycle routes. The signs should comply with NYSDOT standards. Some signs that contain only text should be upgraded to also include the bicycle symbol to increase awareness of bicycle paths. New development projects create opportunities for providing bicycle accommodations such as bicycle

racks and lockers at new apartments, stores, and attractions. Adding secure bike storage should encourage more people to travel via bicycle. Bicycle accommodations should be continuously explored to gradually build up cycling features in the surrounding area which will promote and encourage cycling and hopefully have a positive impact on intersection delay and Level of Service by lowering motor vehicle usage/trips.



NP&V has developed recommendations for augmenting the on-street bicycle routes with bike paths on public property and on private lands where redevelopment could incorporate easements in the future. **Figure 3-12C** provides potential routes to provide additional options for consideration in planning off street bicycle routes/paths. The Town may wish to consider implementing a TDR program for property owners who provide easements on their waterfront properties to allow public access and a continuous greenbelt trail. In addition, as part of the site plan review process for properties fronting the river, design should be required to provide a conservation easement along the river for future public access trail.



4.4 Cultural, Historic and Recreational Resources

The Town is progressive in its protection of historic resources. As noted, BOA funding was utilized to assist the Town LPC in preparation of an application for a new National Register District for the residential area centering around 2nd Street. The new district will provide financial benefits to homeowners within the district to restore contributing structures and provide numerous benefits for the community with respect to historic preservation, enhanced aesthetics and improved community character. A copy of the inventory prepared by HWJ is provided in **Appendix C**. Continued support and interagency coordination between the Town LPC and State Historic Preservation Office is recommended to establish the new district.

During the community participation process, the importance of protecting and expanding access to important cultural and recreational assets was stressed. The recommendations developed through this process and/or included in prior planning documents are set forth below:

- Work towards a continuous Greenway along the river (supported in the Comprehensive Plan, Open Space Plan, Peconic Estuary Plan) to create a continuous walkway and bike path.
- Expand visual access to the river; identifying and acquiring key viewshed properties from which the river is visible. Create code requirements to protect scenic views.
- Create a conservation easement along the river for a continuous trail for public access and consider providing tax relief for access across private property. Incorporate conditions in site plan approvals for properties fronting the river to provide a conservation easement as a condition of approval.
- Use density bonus for development in the downtown - support variance applications to DEC with purchase of properties on south side - need to be able to show benefit to the river. (If Community River designation is not possible)
- Coordinate with Southampton on use of former Gotlieb property for passive/active riverfront park - with pedestrian bridge or water taxi as connection.



- Develop a Blueway Trail for the Peconic River, and Peconic Bay area to incorporate an inventory of historic and cultural assets along the Trail and recommendations for trailhead improvements. These improvements should include providing secure storage for kayaks, so that paddlers can explore downtown resources.

4.5 Placemaking

Placemaking is nothing new in the realm of planning - it is actually a term that originated in the 1960s that centers on wellbeing - quality of life, health, happiness, and creating places of beauty, safety, comfort and an environment where people can share positive experiences in public spaces.



People are drawn to downtowns for their uniqueness - downtowns can provide momentous experiences where suburban vehicle centric corridors cannot. While the suburban retail corridors such as exists on Route 58 fulfills a need in modern life - providing day to day essentials, Riverhead's downtown provides the atmosphere and meaningful places that people desire. A riverfront walk, a community garden, a local gallery, family owned cafés, restaurants and unique shops.

New life has been breathed into downtown Riverhead in recent years, thanks to the support of the Town of Riverhead Town Board, Community Development Agency, and all of the supporting departments, as well as the dedication of numerous private individuals and organizations. One can point to the relatively recent success stories which are at the root of Riverhead's renaissance - the Long Island Aquarium, the Hyatt, East Ends Arts gallery and school, Suffolk Community College Culinary Arts, the reopening of the Suffolk Theater and numerous new shops, unique restaurants, and craft breweries. The Town's dedication to placemaking is also evident in the investments made in its public spaces - in the Peconic Riverfront Park, Grangebel Park and community garden.



The Town of Riverhead's commitment to the importance of placemaking and community events is evident in its interest in bringing WaterFire to Riverhead; and towards this end the Town Board authorized the expenditure of BOA funds for the preparation of a Creative Placemaking Plan by Barnaby Evans, the creator of WaterFire, to draw upon his experience for hosting large community events in downtown Riverhead. This Creative Placemaking Plan is provided to the Town as a separate document.



This section of the Nomination brings together findings and recommendations regarding many of the topics which are less about infrastructure and the built environment - and more about designing on a human scale, the features that bring people together - art, music, activities, family fun, beauty, and creating great public spaces. **Table 4-3** summarizes the ideas and recommendations that were developed through the project term and the sections that follow expand upon some of the key recommendations.

**TABLE 4-3
 PLACEMAKING GOALS AND RECOMMENDATIONS**

Goal	Recommendations
Improve Riverhead's Image	<p>Create a unique identity for Riverhead</p> <p>Create and name downtown districts, breakdown into areas (similar to NYC) and use districts to promote Riverhead as a place where things are happening</p> <p>Coordinated rebranding and implement a marketing strategy (see section below)</p> <p>Fill vacant stores (for chronically vacant buildings require improvements in the appearance of vacancies in downtown by regulating the way vacant buildings look – such as requiring attractive window displays, that they be kept neat in appearance, clean)</p>
Expand Tourism to Riverhead	<p>Create new attractions that are inexpensive or free for visitors to use (synthetic ice rink, water spray fountain)</p> <p>Encourage tourism related enterprises such as:</p> <ul style="list-style-type: none"> • New museums • Theme based shuttle/tour bus • Bicycle rentals and bike loops/canoe/kayak rentals • Charter sailboat business to provide short boat rides on the Peconic River to the 105 bridge (similar to Breck Marshall Catboat at Mystic, shown below) <div data-bbox="583 1236 1122 1602" data-label="Image"> </div> <p>Work towards making downtown Riverhead a daytime family destination that is easily accessible and has many activities that can be enjoyed in a single visit and where people will want to return again and again.</p> <p>Downtown Programming (and continued promotion) should be established so that something going on every weekend if possible.</p> <p>Stage special events focused on the river to supplement the existing annual events such as the cardboard boat race. Potential ideas: include WaterFire; oyster/clam/scallop festivals, food caravans of local restaurants, music</p>

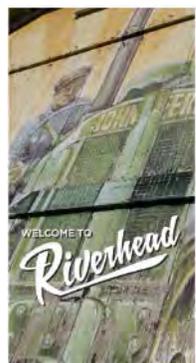


Goal	Recommendations
	festivals, history festivals, wine tasting, beer tasting, farmers markets, seasonal festivals [spring, summer, fall, winter] Promote Riverhead history wherever possible (e.g., public photo displays, murals, historic plaques, brochures, events) Make it easier for boaters to visit and stay for a few hours. Consider a meter system – or pay by phone by calling the attendant at Stotsky Park or a smartphone app to obtain a permit. Marketing efforts on a regional level (with messages to weekenders, day trippers from all of Suffolk County): <ul style="list-style-type: none"> • Connect downtown activities with Polish Town activities • Link downtown activities with activities at Middle Node, Tanger Outlet Area and Splash-Splash • Re-activate trolley bus from Tanger once there is sufficient demand • Enhance connection to East End attractions (wine tasting, antiques, pumpkin picking, veggie and fruit farms, beaches, water sports, golf, etc.) Create a website highlighting tourism related businesses and services in the Study Area. Create a guide for distribution to the area hotels and visitor centers highlighting tourism related businesses and services in the Study Area
	Promote Riverhead through existing tourism sites.
Signage	Improve signage. See discussion below

4.5.1 Marketing

Overcoming obstacles to redevelopment/revitalization is the main theme of the BOA program, and it is believed that a strong brand will be an important first step in marketing for the Riverhead downtown and gateway areas that encompass the BOA Study Area. The Town of Riverhead selected a local marketing firm, Graphic Image Group, to develop a marketing approach for the Riverhead BOA Project with an emphasis on development of the brand.

Through this process, a logo was developed which can be used in many ways - in marketing and promotional materials, in signage and on a website. The logo that emerged was intended to capture a retro feel - to remind people of Riverhead's past with a new fresh and crisp feel. The additional tasks performed by GIG included the design of a website landing page - which incorporates high quality professional photography. The website has been designed to inspire people to visit the area and incorporates simple administrative features to allow replacement of files (to make it simple for the Town to update pages on occasion). The main page has rotating images that reflect the best features in Riverhead and were chosen for their ability to spark an emotional response⁷⁵. The target audience for the webpage is for visitors to the area, so that they may



⁷⁵ See www.WelcometoRiverhead.org



gain familiarity and be inspired to visit all the area has to offer. The additional pages of the site include links to a customized web-based map of attractions in the downtown area and a photo gallery which can be updated by the Town with new photos.

The role of marketing should be centralized and there should be at least one dedicated staff person for this purpose - whether employed through the Town of Riverhead, local Chamber, or BID. This role would ideally include coordination with organizations and news outlets, managing social media, programing for year-round activities, development of promotional materials for Town sponsored events, a contact for major event organizers (such as musicians) and periodically developing new campaigns - and new slogans to use in promoting events.

Marketing slogans need to be fresh and updated - whereas a logo and brand needs to transcend time and thus, the logo that was developed uses a retro font that can be used across numerous channels. A sample slogan here reminds visitors that they can shop for all their needs on Route 58, but for a unique experience, downtown is the place to be!

Riverhead has it all!

VISIT US ON ROUTE 58 FOR
ESSENTIALS AND DOWNTOWN FOR
THE EXPERIENCE!

The following pages provide images from the new website's landing page, gallery and customized map.



DIRECTORY MAP | EVENTS GALLERY



WELCOME TO
Riverhead



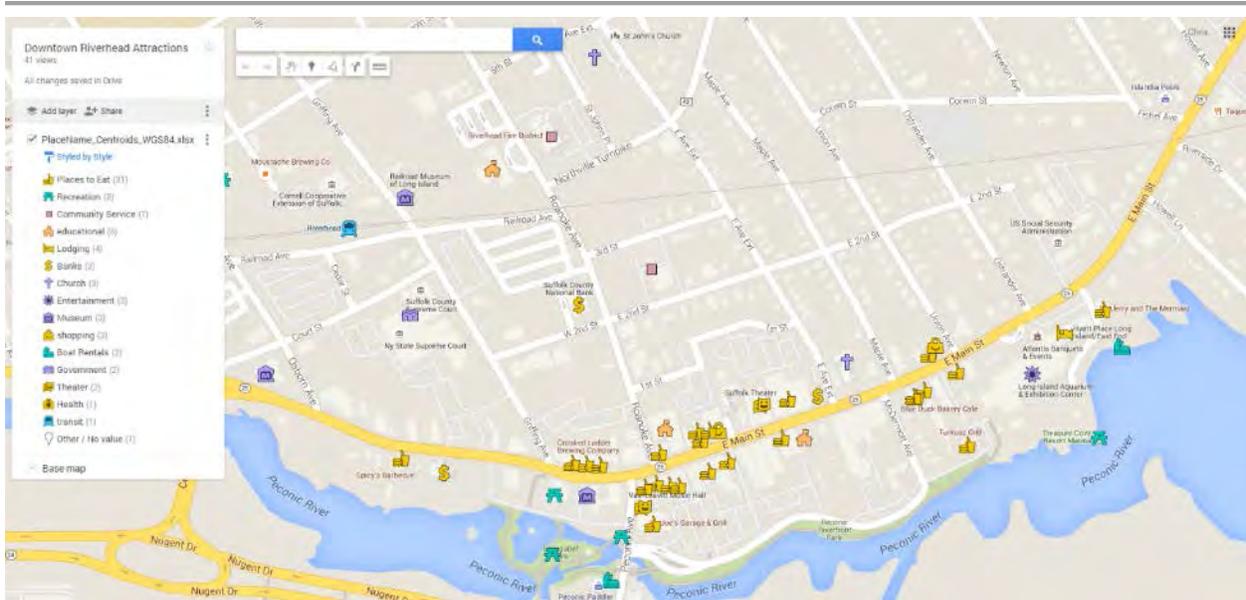
DIRECTORY MAP | EVENTS GALLERY

©2015 Town of Riverhead Community Development Agency | 631-727-3200 | 200 Howell Avenue,
Riverhead, NY 11901
Website & Photography by Graphic Image Group Inc.

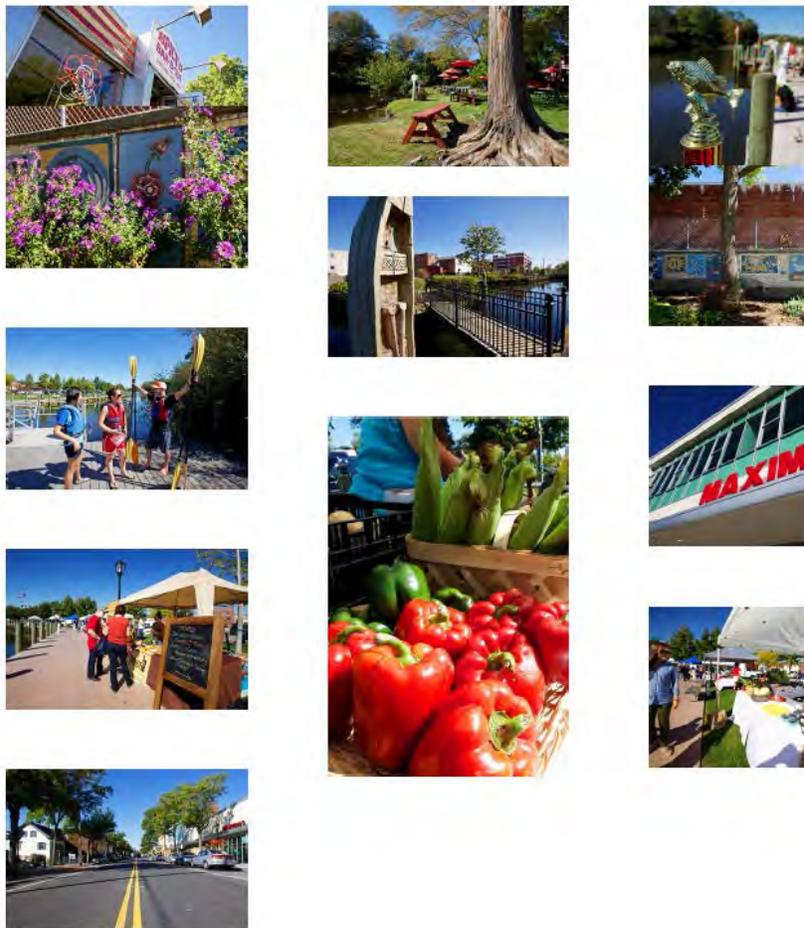
Sample of homepage from www.WelcometoRiverhead.org



Town of Riverhead Peconic River/Route 25 Corridor
NYS BOA Step II Nomination



www.WelcometoRiverhead.org website map page



www.WelcometoRiverhead.org photo gallery sample page



4.5.2 Signage

One of the recipes for success includes helping visitors find their way - and learn about the attractions and amenities that are nearby. Simply put, a system of wayfinding signs is a great method of showing off everything the Town has to offer and a relatively inexpensive investment which provides enormous benefit by providing basic information about the location of attractions. A system of wayfinding signage can be funded by grants, incorporated as a community benefit for development projects, and supplemented by the local BID. The implementation of a wayfinding system benefits a community by clearly illustrating everything the community has to offer, enhancing the civic brand, and increasing civic engagement. Wayfinding signs also have the benefit of directing traffic in a manner which can strategically guide visitors to and from a destination which optimizes routes which can handle increases in traffic volumes.

It is important that wayfinding signs are properly designed and strategically planned (for content and placement). Guidelines for strategic planning of a wayfinding system include keeping the message simple - clear and concise and consistent. Show only the information that is relevant and necessary. For example, if the intent is to communicate where parking is located for a specific attraction, the sign should indicate only the name of the attraction and “parking” with an arrow (as used on the sign here in the Village of Patchogue). It is best to leave no room for interpretation. Wayfinding signs have the ability to reduce car dependence by clearly depicting distances and walking times between nearby attractions. Often, people rely on cars out of habit but proper signage can help people realize the close proximity of attractions and promote walking or bicycles as a means of transportation. (For example, a sign such as the one featured in the photo at the right⁷⁶ that reads “It’s a 5 minute walk to five restaurants” placed near the court building exits would promote walking downtown).



Within Riverhead, there is a significant need for an improved wayfinding system for pedestrians, bicyclists and motorists. Input received during BOA focus groups, Steering Committee meetings, and workshops addressed the need for and importance of creating a more wayfinding system in order to both provide directions and promote Riverhead as a destination.



Wayfinding signs in and around downtown Riverhead can be used to direct people to the different locations, courts, lodging, shopping, arts venues, and popular attractions such as the Long Island Aquarium. In addition, signs can provide information regarding the location of the historic districts and important buildings - as well as to provide guidance for finding the nearest parking area. Recommendations for wayfinding signage for parking were discussed in the Parking Section (above) as included in the TOD Growth Plan (graphic provided in the previous section).

⁷⁶ Source: American Planning Association, Planning Magazine, July 2015



Finally, signage would be extremely beneficial along Route 58 and on the Long Island Expressway, to alert visitors of the presence of a historic Main Street shopping area just a few miles away. Recommendations for sign locations indicating the approximate distance to downtown Riverhead are identified on **Plate 1**.

4.5.3 Need for Focal Elements

An opportunity exists to create focal points at the gateways and other strategic locations to downtown to enhance the community's unique sense of place. Typical focal points include water fountains, statues, "art" elements, public spaces, monuments, or other such contributions to the cultural fabric of the community.

Scoot train. The 84 lumber site offers a unique opportunity for a tourism based train that serves as both transportation to the downtown from the western subarea and an attraction. The orange blossom cannonball train in central Florida⁷⁷ is a case study that can be reviewed for inspiration. The restored steam train pictured here is mainly a tourist attraction and provides special seasonal theme rides, such as the trip to the North Pole in late November thru December (where elves sing to passengers and everyone is served hot cocoa). The train rides are generally an hour and a half and in addition to the ride, guests are served wine and cheese and there is entertainment onboard - and thus, unless this scoot train idea is implemented and travels further east than the train station, the programming will be limited. However, the Orange Blossom Cannonball Express provides inspiration for new programming for the Town which can build upon the scoot train concept. Other communities utilize former rail lines to accomplish the same objective, including the Catskill Mountain Railroad which offers a Polar Express event during the winter holiday season at its two venues – one in the City of Kingston, and the other in the Catskill Reservoir region along Route 28.



NP&V Photos, February 2015

⁷⁷ <http://www.orangeblossomcannonball.com/>



4.6 Funding

This section provides an overview of the potential federal, New York State, and Suffolk County funding sources for the Town of Riverhead BOA project area. **Table 4-4** is a list of potential funding sources that private developers and other businesses can apply for. **Table 4-5** is a list of potential municipal grants that can support infrastructure improvements and be targeted in the areas of the BOA sites. Each table contains a description of the agency that administers the funding, a description of the funding program, eligible activities, funding parameters, a link to the funding agency’s website and agency contact information.

The following provides additional information specific to funding for flood related mitigation (specifically for waterfront parking and Peconic Avenue flooding mitigation projects).

FEMA Funding: In order to apply for and receive funding under various FEMA mitigation programs, a municipality must be covered by a FEMA-approved All-Hazard Mitigation Plan. The Town of Riverhead is currently a part of the FEMA approved “Suffolk County Multi-Jurisdictional Hazard Mitigation Plan”. The plan was updated in 2014 and includes a history, description of, and ranking of hazards that affect the County. Various mitigation actions and a list of potential projects for each of the participating municipalities are included. Many potential projects were added from the 2009 original plan based on the subsequent damage and need for mitigation as a result of Hurricane Irene and Superstorm Sandy. In addition, municipalities provided more information about potential project because FEMA is now requiring that they will only fund projects identified in an approved plan.

Flooding mitigation for the waterfront parking lot appears to be an eligible activity and covered under the above referenced plan under Section 9-29, Project R-13. The mitigation of the parking lots will protect the businesses that are being flooded during major storm events, as well as the flooding and damage of other public properties in the vicinity.



The eligible FEMA funding sources are as follows:

- FEMA – Hazard Mitigation Grant Program
- FEMA - Flood Mitigation Assistance Program
- FEMA - Pre-Disaster Mitigation Grant Program
- FEMA - Severe Repetitive Loss Grant Program

All the above programs are funded at 75% federal and 25% local shares. Funding for these programs are on an annual basis except for the Hazard Mitigation Grant program whose funds are generated as a percentage of the documented damage in a presidentially declared disaster. Under FEMA mitigation grant programs, projects must be cost efficient and have a Benefit-Cost ratio greater than 1.0. In order to achieve this, during the grant application period, municipalities must be able to document damage history. Examples of damage documentation for the parking lots could include: cost of repairing parking lots/capital improvements as a result of flood damage; damage to private businesses as a result of the flooding, and loss of business (in dollars) as a result of flood damage and flooded parking lots; cost of emergency operations (Town, Fire, Police) as a result of the flooding. The municipality would apply for funding through the New York State Department of Homeland Security and Emergency Services and staff will assist the municipality with the grant application process by computing the benefit-cost ratio based on information that the municipality provides.

The Town may want to do an engineering feasibility study to determine if elevation of the parking lot will provide the desired mitigation. The basis of the study could be used as a proof of potential success of the project in a future FEMA grant application. It may be possible to use CDBG funding to finance the study.

New York State Multi-Modal Program: This source of funds could also be used to rehabilitate the parking lots. The Town of Riverhead would need to contact their New York State representatives and provide project details and cost estimates.

For mitigation related to Peconic Avenue flooding, it is expected that the project could be eligible for FEMA funds as noted above. In addition, the following sources are potentially available for mitigation projects:

- FHWA/NYMPO/NYS DOT (Project is eligible as the road is listed on the Federal Highway System Maps) - Surface Transportation Program: road reconstruction and drainage. Scoping and design: 80% federal/20% local. Construction: 80% federal/15% State/5% local. Project must be listed in Nassau-Suffolk Transportation Improvement Plan (TIP). There should be a call for new projects in 2016. Town should contact the Suffolk County Department of Public Works about the possibility of getting the project listed in the TIP.
- CHIPS Funding - these are funds that the municipality receives by formula on an annual basis. Road reconstruction and drainage projects are eligible.

**Table 4-4
Potential BOA Funding Sources
Funding for Businesses**

#	Funding Agency	Program	Eligible Activities	Funding Amounts	Website	Contact	Comments
1	New York State Department of Environmental Conservation/New York State Department of Taxation & Finance	New York State Brownfield Clean Up Program	1. Site Preparation and On-Site Groundwater Remediation Credits. 2. Tangible Property Credit Component (Redevelopment Credit)	Tax credit varies depending on use, level of clean-up, and if project is in a BOA or Economic Development Zone	http://www.dec.ny.gov/chemical/8450.html	Walter Parish, PE, NYS DEC, 631-444-0241, wjparish@gw.dec.state.ny.us	Refer to the following website which describes the tax credits in detail:
2	Riverhead Industrial Development Agency	Taxes & Incentives	Relocating or Starting a Business in the Town of Riverhead	Sales tax exemptions, real property tax abatements, mortgage recording tax exemption. Tax-exempt and/or taxable industrial development bonds. Assists business owners and developers in locating suitable sites for development.	http://www.riverheadida.org	Tracy Stark-James, 631-369-5129, director@riverheadida.org	
3	Empire State Development Corporation	Taxes & Incentives	Relocating, Starting or Expanding a Business in New York State	1. Investment Tax Credit, 2. Lower Corporate Tax for Manufacturers, 3. Real Property Tax Abatement, 4. Research & Development Tax Credit, 5. Sales Tax Exemptions, 6	http://www.empire.state.ny.us/BusinessPrograms/Taxes_Incentives.html	Barry Greenspan, ESDC Long Island Region, 631-435-0717	It's important to coordinate an incentive package between the Town IDA and NYS ESDC
4	Empire State Development Corporation	Excelsior Jobs Program	Job creation, Job Retention and Significant Capital Investment (On-going enrollment)	Tax and Wage credits based on new jobs created and include the following: 6.85% wage credit per new job created, 2% Investment Tax Credit, 3% Research & Development Tax Credit, and Real Property Tax credit	http://www.empire.state.ny.us/BusinessPrograms/Data/Excelsior/06272013_ExcelsiorJobsProgramOverview.pdf	Barry Greenspan, ESDC Long Island Region, 631-435-0717	Eligibility determination based on number of job created in each eligible field per the following:
5	Empire State Development Corporation	Empire State Development Grant Funds	Projects must create jobs. and application is available competitively thru the CFA and include the following: 1. Business Investment, 2. Infrastructure Investment, & 3. Economic Growth Investment.	20% grant funding/80% other investment for the following: Acquisition or leasing of land, buildings, machinery and/or equipment; Acquisition of existing business and/or assets; Demolition and environmental remediation; New construction, renovation or leasehold improvements; Acquisition of furniture and fixtures; Soft costs of up to twenty-five percent (25%) of total project costs; and Planning and feasibility studies related to a capital project. Public projects that support development that lead to job creation such as sewers, STP's, drinking water system upgrades, etc.	http://regionalcouncils.ny.gov/sites/default/files/documents/2013/new-available_resources_2013.pdf	Barry Greenspan, ESDC Long Island Region, 631-435-0717	Consolidated Funding Application period is available once a year usually after April 1.
6	Empire State Development Corporation	New York State Business Incubator and Innovation Hot Spot Support Program	Projects must create jobs. and application is available competitively thru the CFA to become a designated Incubator and/or Innovation Hot Spot for start-up companies	2:1 funding share: Incubators: \$125,000 annually for operations. Hot Spots: 250,000 annually. Hot Spots businesses must be affiliated with colleges, universities and independent research institutions and the incubators within the hot spots are also eligible for significant State income and sales tax benefits for 5 years.	http://regionalcouncils.ny.gov/sites/default/files/documents/2013/new-available_resources_2013.pdf	Barry Greenspan, ESDC Long Island Region, 631-435-0717	Consolidated Funding Application period is available once a year usually after April 1.
7	Empire State Development Corporation	ESD Strategic Planning and Feasibility Studies	For economic and employment opportunities and stimulating development of communities by developing 1. Strategic Development Plans, 2. studies for Site or Facility Assessment Planning. Eligible Applicants thru the CFA include: Municipalities, Local Development Corporations, & Not-For Profit Economic Development Organizations.	\$100,000 maximum grants, 50% match and at least 10% cash equity. Studies, surveys or reports, and feasibility studies and preliminary planning studies to assess a particular site or sites or facility or facilities for any economic development purpose other than residential, though mixed-use facilities with a residential component are allowed.	http://regionalcouncils.ny.gov/sites/default/files/documents/2013/new-available_resources_2013.pdf	Barry Greenspan, ESDC Long Island Region, 631-435-0717	Consolidated Funding Application period is available once a year usually after April 1.
8	Empire State Development Corporation	Job Development Authority (JDA) Direct Loan Program	Loans for the growth of manufacturing industry and other businesses. Cost of acquiring and renovating existing buildings or constructing new buildings, and the purchase of machinery and equipment.	Loans for 40% of the total project cost and 60% in an economically distressed area.	http://www.esd.ny.gov/BusinessPrograms/JDADirectLoanProgram.html	Barry Greenspan, ESDC Long Island Region, 631-435-0717	Project Financing Scenario: 50% Bank Loans, 40% JDL Loan, 10% Borrower Equity
9	Empire State Development Corporation	Manufacturing Assistance Program (MAP)	The program assists NYS manufacturers invest in capital projects that significantly improve production, productivity and competitiveness	Maximum Award: \$1million. Minimum requirements: \$1 million in capital investment machinery, quantified improvements over baseline operation of 20% or more, and retention of at least 85% of workforce for five years.	http://www.empire.state.ny.us/BusinessPrograms/MAP.html	Barry Greenspan, ESDC Long Island Region, 631-435-0717	Discuss project with ESD contacts and then complete application. Applications are accepted on an on-going basis.
10	New York Power Authority(NYPA))	Re-Charge New York	Receive low cost power thru PSEG transmission lines. Should be companies that are manufacturing based that have high electricity requirements.	Reduced electric bills, possibly by 20% depending on the use for businesses that want to expand or relocate in NYS.	http://www.nypa.gov/recharge/	1-888-562-7697 or recharge.newyork@nypa.gov	Application available thru the CFA.
11	New York Business Development Corporation	Small Business Administration Section 504 Business Loans	Low Interest federal government Small Business Administration Loans	Loans for small and medium sized businesses - plant, equipment and working capital	http://www.nybdc.com/	Jim Goldrick, 534 Broad hollow Road, Suite 430, Melville, New York, 11743 516-845-2700	
12	New York State Department of Labor	Workforce Development	Employee Training (for both existing employees and unemployed and On-the-Job Training	Maximum cost per trainee is \$5,000 maximum cost of On-the-Job Training is 50% of the employees salary for a period not grater than 6 months. Maximum grant award per private company is \$100,000.	http://labor.ny.gov/cfa/index.shtml	Andrew Gehr, NYS DOL - 518-457-0361	Application available thru the CFA
13	NYS Environmental Facilities Corporation	Green Innovation Grant Program	Permeable Paving, Bioretention (Rain Gardens, Bioswales), Green Roofs/Green Walls, Stormwater Street Trees, Downspout Disconnection, Stormwater Harvesting and Reuse.	90% federal EPA funding/10% local share	http://www.nysefc.org/	Suzanna Randall, Green Innovation Coordinator, NYS EFC, 518-402-7461	Application available thru the CFA and must include a feasibility study. Municipalities and non-profits are also eligible for funding.



**Table 4-4
Potential BOA Funding Sources
Funding for Businesses**

#	Funding Agency	Program	Eligible Activities	Funding Amounts	Website	Contact	Comments
14	Suffolk County Department of Labor	WIA	Employee Training, On-the-Job Training, Job Placement	Funding varies	https://labor.ny.gov/workforcenypartners/lwia/localboardssuffolk.shtm	Jennifer Stavola, 631-853-6958	Employers should contact the department in order to obtain on-the-job information and available trained clients for job placement
15	IRS	Tax Credits	For Brownfield Remediation and Development	Program was created by Tax Relief Act of 1997 but expired in 2011 and has not been renewed	http://www.epa.gov/brownfields/tax/ti_faq.htm#i		Will provide future information as to the status of any new legislation.
16	Long Island Development Corporation	Financial Assistance to Businesses	1. Fast Track - Provides incentives to lenders to make small business loans up to \$100,000 with an SBA. 2. LEI. Targeted Industries Revolving Loan Program - Low fixed rates for targeted industries, including defense diversification, fisheries, biomedical, pharmaceutical, software development and high-end electronics. 3. Micro Loan revolving loans for women owned businesses - provides short-term loans ranging from \$2,000 to \$25,000 for working capital needs, purchase of equipment or inventory for start-up and expanding businesses. 4. Capital Asset financing	Both short and long term loans available	http://www.lidc.org/	1-866-433-5432, info@lidc.org	
17	Community Development Corporation	Financial Assistance to businesses and potential home buyers	1. Residential lending. Rental Housing Assistance, 3. Affordable Workforce Housing, 4. Small Business Training, 5. Business Assistance Program, 6. Home Energy Incentives, 7. Home Improvement Program, 8. Weatherization Assistance Program, 8 Sandy Housing Recovery Program	Assistance varies with each program	http://www.cdcli.org/	631-471-1215, info@cdcli.org	
18	Suffolk County Economic Development Corporation Labor (DECK)	Financial Assistance for Not-For-Profits	1. Tax-exempt Bonds. 2. Taxable Bonds 3. Refundable Bonds 4. Exemption from Mortgage Recording Tax	Agency does not issue it's own bonds, They coordinate potential lenders with applicants	http://www.suffolkcountyny.gov/Departments/EconomicDevelopmentAndPlanning.aspx	Tony Catapano, 631-853-4669, sedc@suffolkcounty.gov	
19	Suffolk County Industrial Development Agency	Financial Assistance to Businesses	1. Property Tax reduction, Freeze or Abatement (5, 10, 12, 15 and 20 years in length). 2. Sales Tax exemption on project materials and new equipment. 3. Exemption of Mortgage Recording Tax) 4. Taxable or Tax-exempt Bond Financing or Lease Transaction	Assistance varies with each applicant. Note: Rental Housing is an eligible activity	http://www.suffolkcountyny.gov/Departments/EconomicDevelopmentAndPlanning.aspx	Anthony N. Manetta, 631-853-4802, info@suffolkida.org	

**Table 4-5
Potential BOA Funding Sources
Governmental Projects that Support Business Development**

#	Funding Agency	Program	Eligible Activities	Funding Amounts	Website	Contact	Comments
1	Town of Riverhead	Community Development Block Grant Program	Commercial Improvements, business development incentives, Improvements to Town/County owned land that would support business development, streetscape improvements	Varies depending on budget and federal allocation	http://www.townofriverheadny.gov/pView.aspx?id=2474&catid=118&uSB=2474	Chris Kempner, 631-727-3200, kempner@townofriverhead.gov	
2	U.S. EPA	Brownfields Assessment & Clean-Up Program	Brownfield Assessments, Setting up a Revolving Loan Fund, and direct clean-up on sites owned by governmental or quasi-governmental agencies. Funding is for petroleum or other hazardous substances only.	80/20 funding shares. The Revolving Loan Fund can offer private entities low or no interest loans.	http://www.epa.gov/brownfields/	Lya Theodoratos, US EPA Region II, 212-637-3260	
3	FHWA/New York Metropolitan Planning Organization	Map-21 Transportation Alternatives	Construction, planning & design of on-road and off-road trail facilities for pedestrians, bicyclists, and other non-motorized forms of transportation, 2. Infrastructure related projects regarding Safe-Routes for non-drivers, 3. Conversion and use of abandoned railroad corridors for trails for pedestrians, bicyclists, or other non-motorized transportation users, 4. Construction of turnouts, overlooks and viewing areas, 5. Community Improvement Activities: removal of outdoor advertising, historic preservation and historic transportation facilities, vegetation management practices in transportation rights-of-way to improve roadway safety, prevent invasive species and provide erosion control, 6. Any environmental mitigation activity, including prevention and pollution abatement activities and mitigation to address stormwater management, water pollution prevention related to highway construction or runoff or reduce vehicle-caused wildlife mortality or to restore and maintain connectivity among terrestrial or aquatic habitats, 7. Safe Routes to School Program, 8. Recreational Trails Program	80% federal/20% local	http://www.nymtc.org/	Howie Mann - 631-952-6115	
4	New York State Office of Community Renewal	Main Street New York	Private Building Renovations and Commensurate Public Improvements. Must be in an economically distressed area and have a mixed use component in downtown areas	75%/25% funding shares for projects between 50K and 200K	http://www.nyshcr.org/Programs/NYMainStreet/	Crystal Loffler, Program Director - 518-474-2057	
5	Empire State Development Corporation	Technical Assistance and Training Grants - Opportunity Agenda Projects	1. Technical Assistance to Local Businesses, and 2. Training and Career Development Opportunities to Local Workers. Eligible Applicants: Not-for-profit Corporations Community Development Organizations Economic Development Organizations Local Development Corporations	Up to \$100,000. Applicant must finance at least 10% cash equity	http://regionalcouncils.ny.gov/sites/default/files/documents/2013/resources_available_2013.pdf	Barry Greenspan, ESDC Long Island Region, 631-435-0717	
6	U.S. Department of Commerce, Economic Development Administration	Investments for Public Works and Economic Development Facilities	Characteristic projects include investments in facilities such as water and sewer systems, industrial access roads, business parks, port facilities, rail spurs, skill-training facilities, business incubator facilities, brownfield redevelopment, eco-industrial facilities, and telecommunications and broadband infrastructure improvements necessary for business creation, retention and expansion. To be eligible, a project must be located in or benefit a region that, on the date EDA receives an application for investment assistance, satisfies one or more of the economic distress criteria set forth in 13 C.F.R. § 301.3(a). All investments must be consistent with a current EDA-approved Comprehensive Economic Development Strategy (CEDS) or equivalent strategic economic development plan for the region in which the project will be located,	Grant funding in the amount of 50% to 80% of the project costs depending on the needs of the region	www.eda.gov	Andrew Reid, 267-687-4317, areid@eda.gov	CFDA 11.300
7	FHWA/NYS DOT	1. Surface Transportation Program (Part of Map-21) 2. Congestion Mitigation & Air Quality (CMAQ)	Highway Reconstruction, drainage and streetscape improvements	80/20 federal funding. The NYS DOT will fund part of the local match in the construction phase. Project must be included in the Nassau-Suffolk Transportation Improvement Program and Town must coordinate this with the Suffolk County Department of Public Works. For New York State roads, on-State road system funding may be available. The Town should meet with State officials in order to pursue this.	http://www.nymtc.org/	NYS DOT Planning Unit 631-952-6108 and the Suffolk County Department of Public Works	
8	FHWA/NYS DOT	Local Safe Streets & Traffic Calming Program	Traffic Calming improvements such as Round-A-Bouts, Bump-outs, Turning lanes, Bicycle lanes and facilities	90%/10% grant funding	https://www.dot.ny.gov/index	Lanny Wexler, NYS DOT Region 10, 631-952-6108	
9	NYS DOT	CHIPS Program	Road Reconstruction and Drainage	100% funding annual allocation determined by formula	https://www.dot.ny.gov/programs/chips	Ronnie Wilgeroth, NYS DOT 631-952-6189	
10	NYS DOT	Multi-Modal Program	Road Reconstruction, Drainage, Highway Safety, Streetscape	100% funding. Projects should be requested by the municipality to their State legislators prior to or in January of each year.	NA	Tatmena Afooz 631-952-6026	

**Table 4-5
Potential BOA Funding Sources
Governmental Projects that Support Business Development**

#	Funding Agency	Program	Eligible Activities	Funding Amounts	Website	Contact	Comments
11	NYS DOT	Industrial Access Program	Necessary highway, bridge or rail projects which facilitate economic development that create jobs.	60% grant, 40% interest free loan that must be paid back in 5 years. \$1,000,000 grant/loan limit for project. Eligible projects must be an integral part of an economic development effort which seeks to retain, attract, expand an industrial facility.	https://www.dot.ny.gov/divisions/operating/opdm/local-programs-bureau/iap	NYS DOT Region 10 Planning Unit - 516-952-6108	
12	U.S. DOT	Transportation Generating Economic Recovery (TIGER)	Large construction projects for Port, Rail, Road, Transit and Bicycle & Pedestrian. Planning funding is available.	80/20 funding shares. \$10 million minimum application (\$200 million maximum) that must prove five year long-term outcomes for safety, economic competitiveness, state of good repair, livability and environmental sustainability. Applicant must document a positive benefit/cost ratio - a key component for a successful application.	http://www.dot.gov/tiger	US DOT Office of Infrastructure, Finance & Innovation 202-366-0301	
13	NYS Council on the Arts	Core Grant Funding	Street art	100% funding for small grants	http://www.nysca.org/	212-459-8800 Various program coordinators	
14	NYS DEC	Urban & Community Forestry Program	Tree Planting -funds can be used for downtown parks	50% matching grants, \$50,000 grant limit for large Towns. Municipal forces can be used as the match or part of the match.	http://www.dec.ny.gov/lands/5285.html	Debra Gorka, NYS DEC, 518-402-9425	
15	NYS Office of Parks, Recreation & Historic Preservation	Environmental Protection Fund	1. Land Acquisition for Parks Purposes, 2. Parks Development for active or passive parks	50% matching grants.	http://nysparks.com/	Traci Christian, NYS OPRHP, Long Island Region 631-321-3543	
16	NA	Tax Incremental Financing (TIF)	A Municipality can create a TIF district and issue bonds for improvements based on future revenues resulting from increase assessments. The bonding now applies to both Town and School District assessments	With bond revenues, the municipality can make public improvements that support the district	NA	NA	Municipality may want to consult a law firm familiar with the process. Agreement with the School District would be necessary.
17	NYS Member Item Funding	Funding is through various existing State programs	Varies - Streetscape, road, drainage, and aesthetic improvements would be eligible	Varies depending on State budget. Projects should be requested by the municipality to their State legislators prior to or in January of each year.	NA	NA	Funding has been awarded through the State & Municipal Facilities Program through the Dormitory Authority of NY
18	Federal Legislative Grants	Funding is through various existing federal programs	Varies - Streetscape, road, drainage, and aesthetic improvements would be eligible	Municipalities should contact their federal legislators	NA	NA	
19	NYS Environmental Facilities Corporation	1. Clean Water State Revolving Fund 2. Drinking Water State Revolving Fund	Federal funds for 1. Wastewater Treatment, STPs, and Sewer Infrastructure Improvements (not for sewerage new areas.) 2. Drinking Water Facilities Improvements 3. State Funding has been appropriated for this program as well.	Low Interest Loans, Market Rate Loans, Hardship (possible grant funding or principal forgiveness) if area meets income criteria. New in 2015, separate source of NYS grant and loan funding for wastewater and water facilities projects..	http://www.nysefc.org/	Dwight Brown 518-402-6924 (Clean Water) /Michael Montysko, P.E., NYS DOH (Drinking Water)	Project Must be included in NYS Intended Use Plan - Application requires an Engineering Report.



4.6 Actions Required to Facilitate Development in the BOA Study Area

There are a number of recommendations that require legislative or regulatory actions to facilitate redevelopment within the BOA that have been provided throughout this document. The following provides a summary of these actions that are recommended to implement the goals and objectives of this Nomination Plan and achieve the community vision for the Town of Riverhead Peconic River/Route 25 Corridor Brownfield Opportunity Area.

- WSRR Community Designation.
 - Application is currently under review by the NYSDEC.
 - Requires a legislative approval by the State of NY Legislature.
 - Once approved, the Town of Riverhead Zoning Map would need to be amended by approval of the Town Board to reflect the new community designated areas (rezoned to PRC).
- Evaluation and Adoption of a new TDR Program.
 - Requires a Town Code amendment.
- DC-1 District Code Modifications as recommended in **Section 4.1.5** and detailed in Appendix I-1.
 - Town of Riverhead Town Code by the Town Board.
- Modified Zoning for Train Station Block.
 - Town of Riverhead Town Code by the Town Board.
- Requirements for Conservation Easements along Peconic River.
 - Revision of Town of Riverhead Town Code by the Town Board.
 - New Planning Board standards for review of applications for sites fronting along the Peconic River.
- Parking District Modifications.
 - Modify Parking District regulations to require the provision of on-site parking stalls for new residential development.
 - Requires amendment to Town of Riverhead Town Code by the Town Board.



APPENDIX A

Community Survey Summary

Town of Riverhead
Peconic River/Route 25 Corridor Brownfield Opportunity Area (BOA)

Community Survey

February 2014

Executive Summary

To help capture important information in an efficient manner from a broad array of participants, the Town of Riverhead Peconic River/Route 25 Corridor Brownfield Opportunity Area (BOA) Project Team conducted a survey of residents, business owners within Riverhead, people who work in Riverhead, visitors, and people passing through the area. The survey was designed to provide an understanding of who uses downtown Riverhead and how - where they go, what they do, what would compel them to spend more time and money downtown, and what else they would like to see. The survey was conducted over a period of about six (6) weeks during the fall of 2013. It was primarily available online, although to maximize participation, paper copies and collection boxes were placed at the Library, Town Hall, East End Arts Council, and Robert James Salon.

In total, the survey received 812 responses, though not everyone answered all of the questions, and thus there are a varying total number of responses for any one question¹. Of these responses, more than 50% reported being residents of Riverhead and about 25% reported being visitors, for personal or entertainment purposes. Nearly 70% reported that their main reason for traveling downtown is to go out to eat. Walking along the river and shopping were the second and third most common reasons for visiting downtown.

A significant majority (65%) of respondents said “more unique shops” are one thing they wish there was in Downtown Riverhead or along the gateways of Downtown. About half of the respondents want more cafés and coffee shops (54%), just ahead of “more entertainment” (50%). A large majority of participants appear to be aware of what is already offered around Riverhead. The most well-known features include events at the Suffolk Theater, the weekly farmers' market and crafts show, and the annual cardboard boat race (combined 70% respondents). Specifically within the Route 25 corridors, nearly all respondents (94%) are aware of the Tanger Outlets, and nearly as many (92%) know about restaurants in the area. In addition, nearly all respondents are also aware of the LI Aquarium and more than three-quarters know about the East End Arts Council, Vail-Leavitt Music Hall, Suffolk Theater, and Suffolk County Community College culinary center.

¹ Each survey question received a unique number of responses. Due to this, percentages reported for different questions do not necessarily correlate to the same total number of responses. For full facts and figure, please review the Survey Summary in the following section.

The most common response when asked about safety and security was a desire for increased police presence (42%). There was a significant preference for live officers on foot or bike patrols, as opposed to cameras or officers in patrol cars, as the general consensus is that human interaction is more effective.

To understand what types of businesses (shops), attractions, improvements, and events or programs people think would benefit the town and be successful in Riverhead, the survey asked four open-ended questions, giving people an opportunity to offer their own thoughts and suggestions. The most commonly listed responses included:

- Shops and businesses: Cafés/coffee shops and clothing stores (including several mentions of menswear)
- Attractions: Movie Theater was the most commonly listed
- Improvements: Enhanced or upgraded sidewalks and pedestrian safety
- Events and programs: Live music and more festivals

When asked about how much money they typically spend during a visit to Riverhead, a large majority of participants (65%) reported spending more than \$20, while 30% spend \$50-\$100, and 35% spend \$20-\$50. A majority of money spent by respondents while in Riverhead is on meals (89%), snacks and beverages (48%), and merchandise (46%) respectively.

Finally, most respondents (89%) heard about the survey either through email, social media, or another online outlet. Respondents who took this survey live in over 100 zip codes with the majority living on Long Island and 36% from the Riverhead zip code of 11901. The majority (88%) of survey respondents are over the age of 30; and 48% fall within the 30-54 age-group.

Contents

Town of Riverhead Peconic River/Route 25 Corridor Brownfield Opportunity Area (BOA)	i
Community Survey	i
Executive Summary	i
Section 1: Survey Results	2
Q1. What is your connection to Riverhead?	2
Q2. How often are you in Downtown Riverhead?	4
Q3. When in Downtown Riverhead, I usually _____	5
Q4. I wish there was/were _____ Downtown or along the gateways to Downtown.	7
Q5. Did you know that Riverhead already offers the following?	10
Q6. Did you know that the gateways to downtown Riverhead offer the following?	12
Q7. Did you know that Downtown Riverhead is home to the following?	13
Q8. The Town is in the process of installing additional lighting and cameras to make sure everyone feels comfortable Downtown at night/after dark. Do you have additional suggestions for how to achieve this goal? If so, please explain.	13
Q9. Provide any ideas you have for Downtown Riverhead and the gateways to Downtown in the spaces provided below.	15
Q10. While in Riverhead, I usually spend about _____	21
Q11. While in Riverhead, I typically spend money on _____:	22
Q12. I heard about this survey at/through _____	23
Demographics Questions	24
Q13. What is your zip code? Or, if you're from another country, what is the name of your town and country?	24
Q14. What is your age group?	25
Section 2: Intercept Survey Results	26
Q1. How often are you in Riverhead?	26
Q2. What do you do when in Riverhead?	26
Q3. What would your ideal Riverhead consist of?	27
Q4. What other towns do you like to visit and what do you like about them?	28
Q5. What is the zip code where you live?	29

Summary of Results

To help capture important information in an efficient manner from a broad array of participants, the Town of Riverhead Peconic River/Route 25 Corridor Brownfield Opportunity Area (BOA) Project Team conducted a survey of residents, business owners within Riverhead, people who work in Riverhead, visitors, and people passing through the area. The survey was designed to provide an understanding of who uses downtown Riverhead and how - where they go, what they do, what would compel them to spend more time and money downtown, and what else they would like to see.

Initially the Team developed three separate surveys aimed at different populations that visit, live in, or work in Riverhead. The idea was to target these populations separately and tailor questions to them in order to isolate perceptions and opinions based upon participants relationships to the Study Area. After much discussion, it was decided that a single survey would be most efficient and yield the highest response rate, and so questions were combined and participants were asked to identify their relationship to the Study Area to ensure the same types of information could be collected and analyzed.

The survey was conducted over a period of about six (6) weeks during the fall of 2013, and was primarily available online. In addition paper copies of the survey and collection boxes were placed at four locations throughout Riverhead: the Library, Town Hall, East End Arts Council, and Robert James Salon. The survey was promoted through a combination of online outreach via email, social media, and announcements on websites such as the School district. The Town's official press release was picked up by Riverhead Local, Riverhead News Review, Riverhead Patch, Long Island Business News, and Newsday. In addition, flyers announcing the survey were distributed to businesses throughout Riverhead.

The Project Team also conducted "intercept" surveys in-person during the Country Fair on October 13, 2013, asking people to answer a short selection of key questions from the survey or passing out business cards with a link to the online version for people to take at their convenience. The questions selected for the intercept survey were those the Project Team would be most useful to the BOA project and that were easiest to answer in-person.

In total, the outreach efforts yielded 812 responses to the paper or online survey, while the in-person "intercept survey" yielded 48 responses, for a total of 860 responses. The results presented in Section 1 pertain to the main (paper/online) survey, while the results of the intercept survey are presented in Section 2.

Section 1: Survey Results

The Town of Riverhead Peconic River/Route 25 Corridor BOA Community Survey targeted five major areas of study by asking participants to respond to 15 questions designed to assess who lives or works in or visits Riverhead, what they do while in Riverhead, and what would keep them coming back again. These five major areas of assessment looked at: 1) participants' connection to Riverhead- including how often they visit and what they would like to see more of (i.e. shops, activities, parks, etc.); 2) participants' knowledge of existing activities, events and attractions; 3) open ended questions to solicit suggestions to improve safety and ideas for new types of shops, attractions, and town improvements; 4) average dollar amount spent per visit to Riverhead and what participants typically spend on (i.e. shops, activities, events); and 5) demographic information such as respondent's age and town of residency. Below is an overall summary of these results, highlighting major themes and trends.

Of the 812 survey responses, more than 50% reported being residents of Riverhead and about 25% reported being visitors, for personal or entertainment purposes. Most respondents are in the Downtown area everyday or at least once a week, typically on weekdays. Results indicated that respondents barely travel to the downtown area on weekends. Nearly 70% of respondents reported that their main reason for traveling downtown is to "go out to eat," while walking along the river and shopping were the second and third most common reasons for visiting downtown. Respondents indicated that they usually spend between \$20 and \$50 during their visit and typically spend money on meals (86%), snacks/beverages (48%) and merchandise (46%).

The following provides a summary of results for each question.

Q1. What is your connection to Riverhead?

Residents account for more than half of the respondents, and emerged as the top connection to Riverhead. Visitors, for personal or entertainment purposes, rated as the second highest, accounting for just over a quarter of the overall respondents. The employees category came in third. 100% of respondents answered this question.

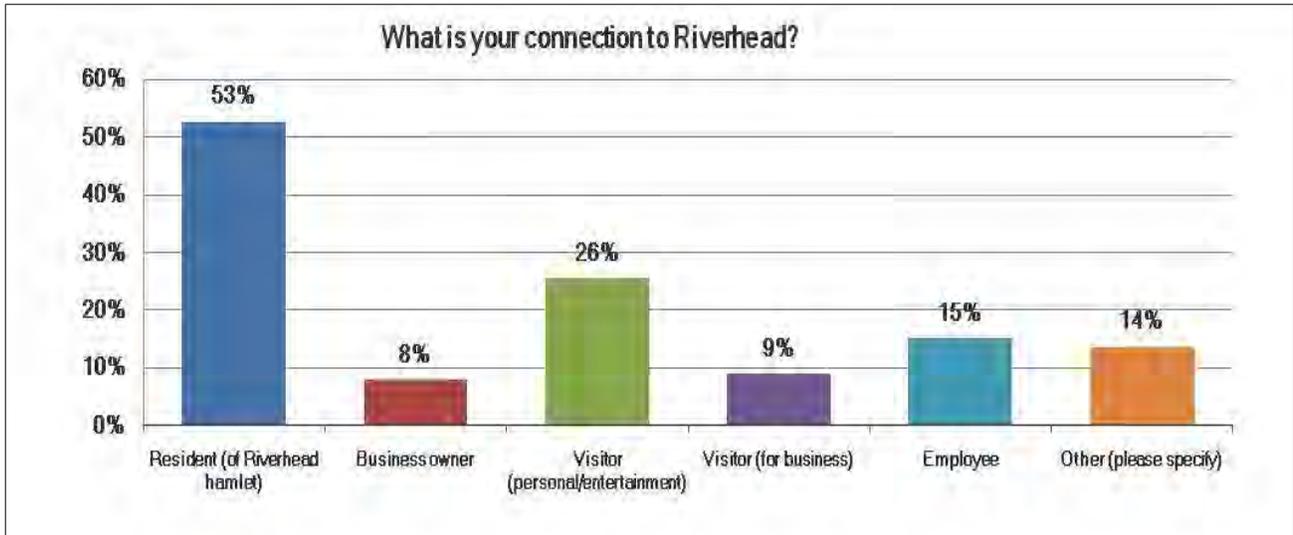


Figure 1. How participants are connected to Riverhead.

A majority of those that responded to the survey are residents of Riverhead. More than a quarter are visitors. A third of respondents do business in Riverhead, whether they are business owners, employees, or visit Riverhead for business purposes. One quarter of participants are in Riverhead for personal or entertainment purposes.

In addition to the response choices provided, respondents were asked to list any affiliations not included and details they wished to share. 111 respondents offered additional information. Nearly 40% of the comments indicate that respondents are residents of nearby communities, towns, and hamlets within Suffolk County, such as Riverside, Flanders, Calverton, Aquebogue, and others. Roughly 22% of the respondents who added comments indicated they are past or previous residents of Riverhead.

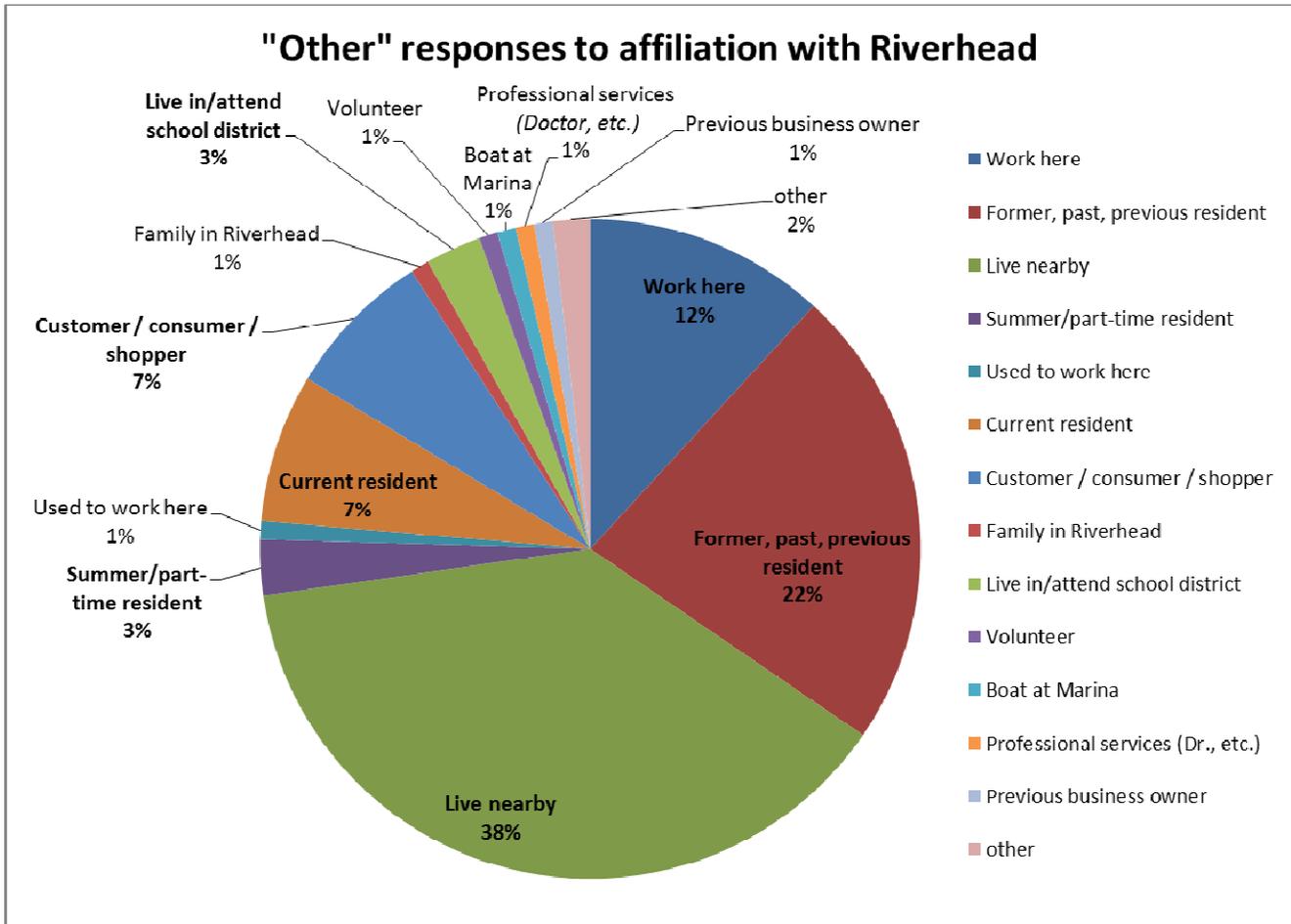


Figure 2. Additional responses to how people are connected to Riverhead (comments).

Q2. How often are you in Downtown Riverhead?

Question two asked how often participants visit or spend time in Riverhead. In line with responses to question one, which indicate that a large proportion of respondents live in Riverhead, most are in the Downtown area everyday or at least once a week. Most visits are during the week and occur a few times per month or a few times per year. Results indicated that respondents rarely spend time Downtown during the weekends. Only 13 respondents skipped this question.

Participants were asked both about how frequently they are in Riverhead and which time of the week (weekdays or weekends) they are most often in Riverhead. The frequency with which survey respondents visit downtown Riverhead varies significantly. One-fifth of respondents are in Riverhead once per week and another fifth are there every day. Those who visit on a weekly basis or more were more likely to visit during the week. 16% of respondents report going to Riverhead a few times a month or less (a few times a year, rarely, or only once), whereas less than 15% report only going a few times a year. In terms of

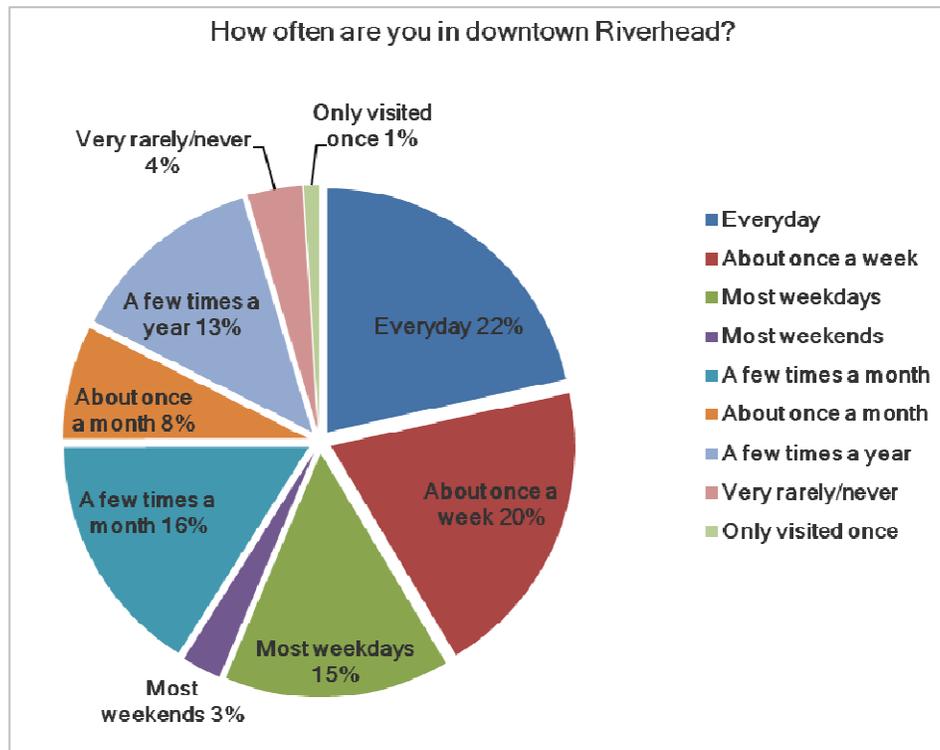


Figure 3. Time spent in Riverhead.

weekends versus weekdays, more people report visiting Riverhead most weekdays than most weekends.

Q3. When in Downtown Riverhead, I usually _____.

More than 750 participants responded to this question. The most common activity participants report doing while Downtown is to “go out to eat.” Nearly 70% of respondents indicated they go out to eat when Downtown. “Walking along the river” emerged as the second most popular activity to do Downtown (42%), followed by “shop” (39%), which slightly edged out “attend outdoor events” (38%). These activities rate relatively high in comparison to other options, all of which were selected by fewer than 28% of respondents. Survey results indicate that respondents value outdoor activities and events, as well as the scenery (river). The least popular activities among respondents are related to day-to-day business (attorney, accountant, etc.) and personal services (salon, barber, pet groomer, etc.).

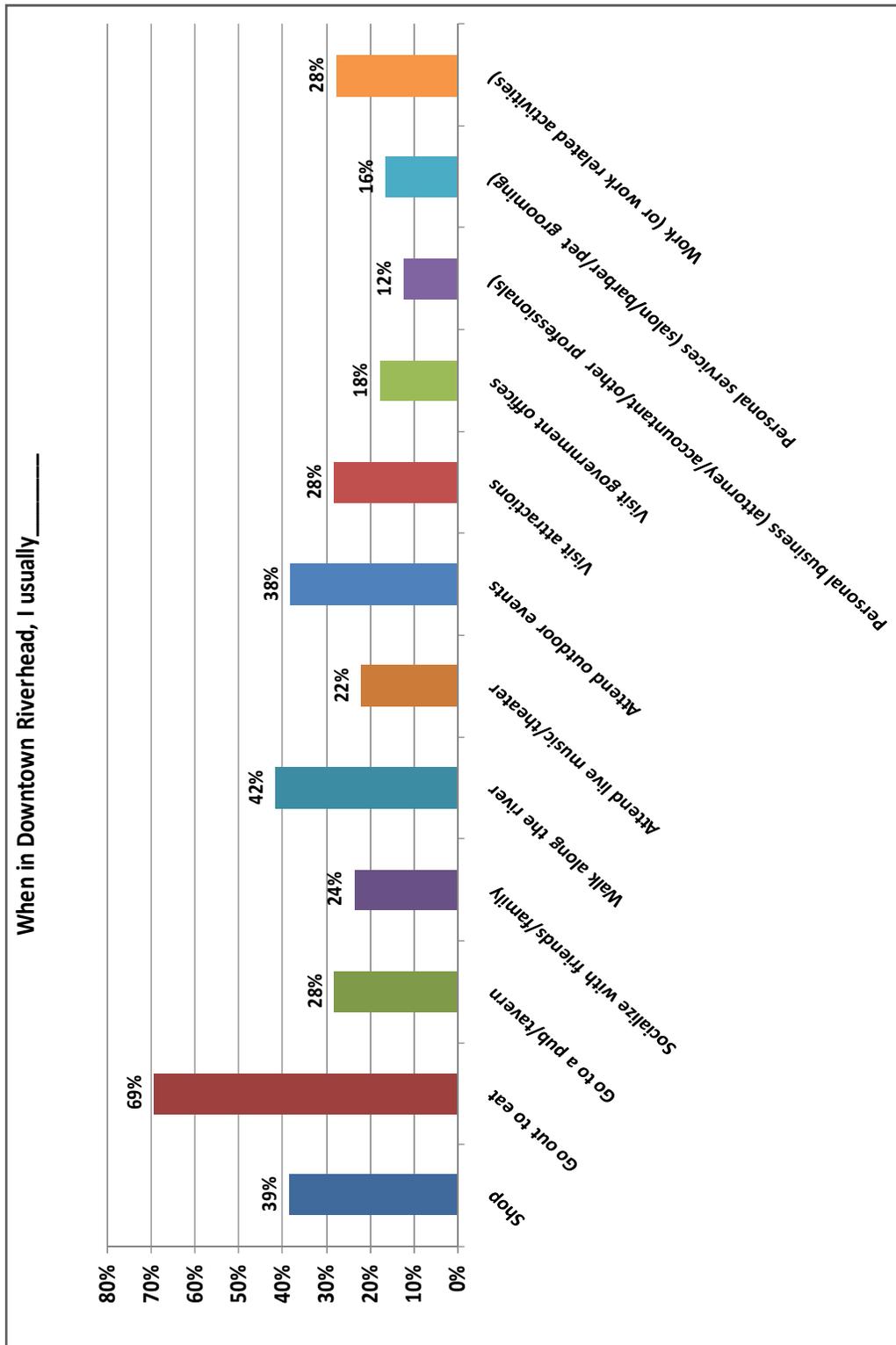


Figure 4. What respondents typically do in Riverhead.

In addition, 70 respondents elaborated on the answer choices, providing comments and additional explanations of what they do in Downtown Riverhead. The most common answers given indicate that people tend to "pass through" or conduct business, or participate in leisure activities. Roughly 16% of

those who provided additional information suggest that they drive through town or do nothing there. Other popular categories - business and leisure activities - include activities such as shopping, banking, going to the pharmacy or hardware store, bakeries, the farmers' market, and cafes, as well as going to the hardware store, vacuum store, and shopping on Route 58. In terms of leisure, people walk dogs, fish or kayak, go to car shows, look at old theaters, and visit Polish Town.

Sports and recreation is also popular, and includes outdoor activities such as kayaking, boating, walking, and watching high school football games, as well as fitness activities like music or dance classes and going to the gym. Several respondents indicate they or their families attend school or religious services in Riverhead, and a number also mentioned using the Library. Arts and entertainment activities were also mentioned and include things like visiting art galleries and the aquarium.

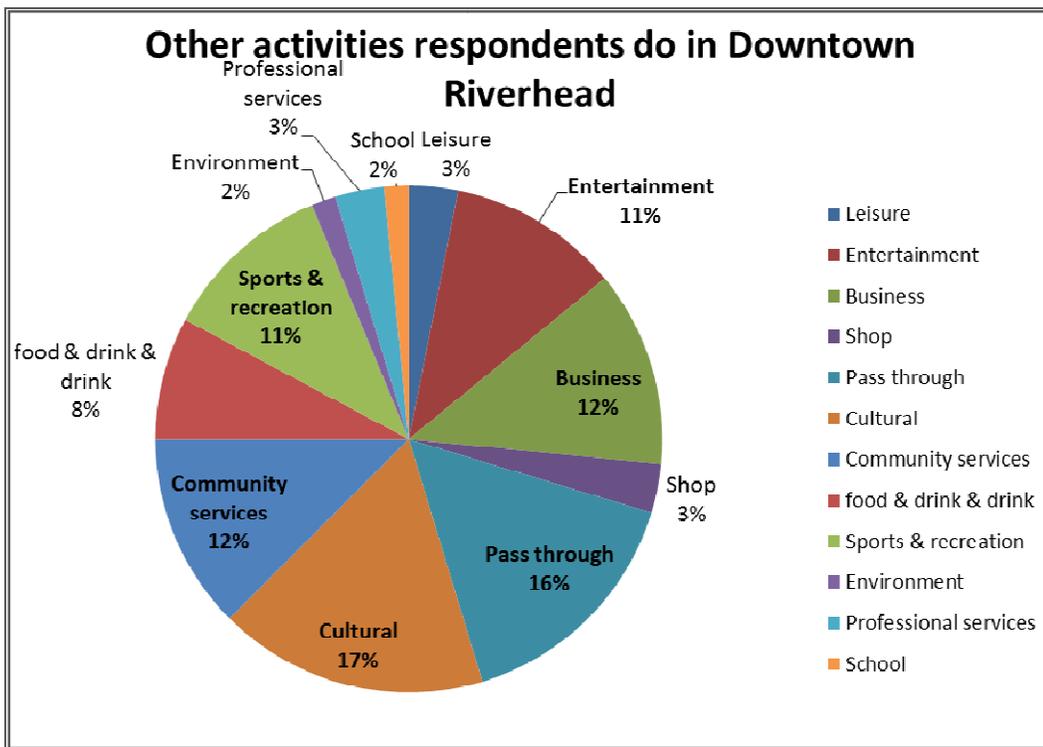


Figure 5. Other responses to what people do in Riverhead (comments).

Q4. I wish there was/were _____ Downtown or along the gateways to Downtown.

Question four was designed to understand what people want in Downtown Riverhead or along Route 25 leading into Riverhead. The purpose of the question is to understand what types of uses and businesses might be supported by the community. More than 700 survey respondents answered this question. The top response was “more unique shops.” A significant majority (65%) of respondents selected this answer. Close to half want more cafes and coffee shops (54%), just ahead of “more entertainment” which came in third (50%). **These answers suggest that a substantial proportion of participants are looking for places where they can interact, socialize and be entertained.** Following entertainment were “more restaurants” and “more family-friendly activities” which were nearly equal, garnering support from just over 40% of respondents each. **Broadly categorized, these answers suggest a desire**

for "things to do" as well as for places to eat, drink, and be social - a common theme throughout comments made in response to survey questions. Respondents also expressed some desire for improved outdoor or recreational opportunities, to be achieved through improved sidewalks and paths, open space and parks, and better access to the river.

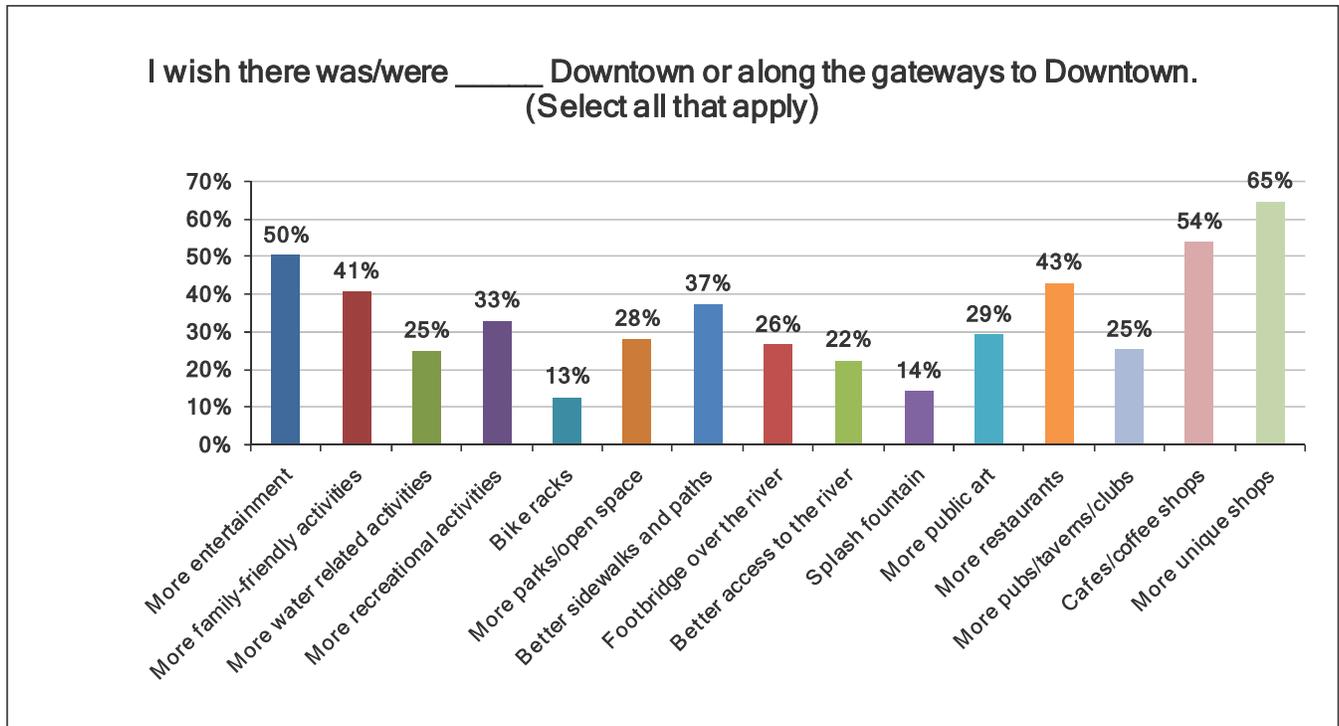
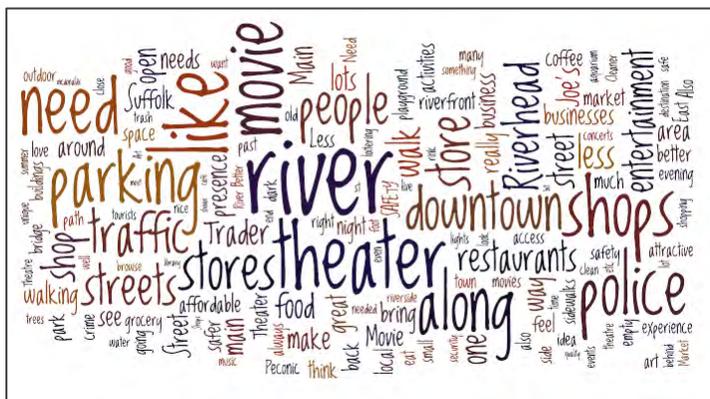


Figure 6. Desires for Downtown Riverhead.

A total of 207 comments were made in response to this question, and were categorized according to the main issues or content they address, such as entertainment, restaurants and dining, safety concerns, and others. The word cloud below represents the words that appeared most frequently in the comments made in response to Question four. The larger a word appears, the more frequently it was used. Specifically, the most common categories and sub-types were as follows (percentages represent the proportion of total comments that contain or mention items listed):



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

Comments grouped into the entertainment and activities category mentioned activities geared toward individuals under the age of 50, activities that are kid- or family-friendly, that are affordable, and that are outdoors. Comments about safety mentioned the need for additional lighting and police presence; many specifically suggested foot or bike patrols as opposed to officers in motor vehicles. Those that mentioned shopping range from very general ("more shops and boutiques") to specific types and names of stores, such as grocery, book, or clothing stores, or Cost Plus World Market, Kohl's, and Trader Joe's. Many comments mentioned restaurants and eateries with outdoor seating, views of the river, and more affordable options. Some mentioned the need for family- or kid-friendly restaurants, and one indicated a lack of Kosher options at the Tanger Outlets. Other comments expressed participants' desires for a cleaner Riverhead in general - less litter, for example, and for more activities and opportunities that take advantage of the river, such as more kayak or canoe launches, safe walking paths along the river, and even a boardwalk type attraction, similar to the Riverwalk in San Antonio, TX.²

The remaining comments were grouped into about 15 additional categories, the most common of which are as follows (in order of most to less common): music and concerts; recreation; walkability; cafes and coffee shops; and parking and traffic. Several comments were specifically made questioning the need for a footbridge over the river, suggesting to close the streets for festivals more often, bringing back the blues festival, playgrounds suitable for children, and to attract a "Book Revue" East (a Riverhead location for the store in Huntington).

Recurring suggestions/comments include:

- Safety: increase police presence; 24-hour full-time station; reduce criminal activities, drugs, loitering; cameras to reduce crime; better lighting; additional security
- Movie theater
- Cleaner environment; clean up trash, more recycling
- Bring in a grocery or food store like Trader Joe's
- More parking, or more easily accessible parking
- Better crosswalks, pedestrian-friendly walkways
- Footbridge not needed (few responded)
- Convert, tear down, or rehabilitate old buildings and houses
- Additional better quality entertainment and activities needed; affordable and/or inexpensive shopping, attractions, events; river-view restaurants; public art
- Improve downtown image
- More professional businesses, unique shops
- Places to live/apartments

In addition to the common comments made, several unique and/or very specific comments were offered:

- Close Main Street on occasional weekends (in summer), bring in artists selling goods in stores like Port Jefferson years ago
- Raise the Peconic Ave. bridge so canoes can pass underneath

² For more information about the Riverwalk, visit the official website: <http://www.thesanantonioriverwalk.com/>.

- Fenced in playground to bring families
- Bring back the Post Office
- More activities and entertainment, including at the Suffolk Theater, that cater to younger crowds
- More holiday lights
- Explore making Main Street one way and/or with diagonal parking on one side of the street
- Facade improvements or "facelifts" for streets along Route 25
- Create better connections between the river and Main Street, and between East and West Main Street
- Walking path along West Main and the river that provides opportunities for fishing, benches, etc.
- Improve the walking and browsing experience along Main Street
- Make the river an asset and an attraction: draw attention to it, connect it to downtown, orient businesses and restaurants toward it
- Explore bringing an indoor marketplace like The Harbor in Baltimore or Faneuil Hall in Boston
- Attract more professional services and offices, not just retail - to serve residents needs and provide jobs
- Consider a festival for area nonprofits that doesn't offer food, so attendees support restaurants
- Attract an arcade or roller rink

Q5. Did you know that Riverhead already offers the following?

Question five asked about participants awareness of events and activities that take place in and around Riverhead. Answers may indicate either that such events are thoroughly promoted or that respondents are in tune with what happens in and around Riverhead. A large majority of participants appear to be aware of what is offered around Riverhead. The most well-known options include events at the Suffolk Theater, the weekly farmers' markets and crafts show, and the annual cardboard boat race. More than 70% of respondents are aware of these events. On the other end of the spectrum, just over one-third of respondents are aware of antiques shows and movie nights that take place in Riverhead.

Top Five most widely-known events among respondents:

1. Weekly events at Suffolk Theater
2. Weekly Farmers' Market and Crafts Show
3. Annual cardboard boat race
4. East End Arts Council gallery shows and art classes
5. July 4th Celebration

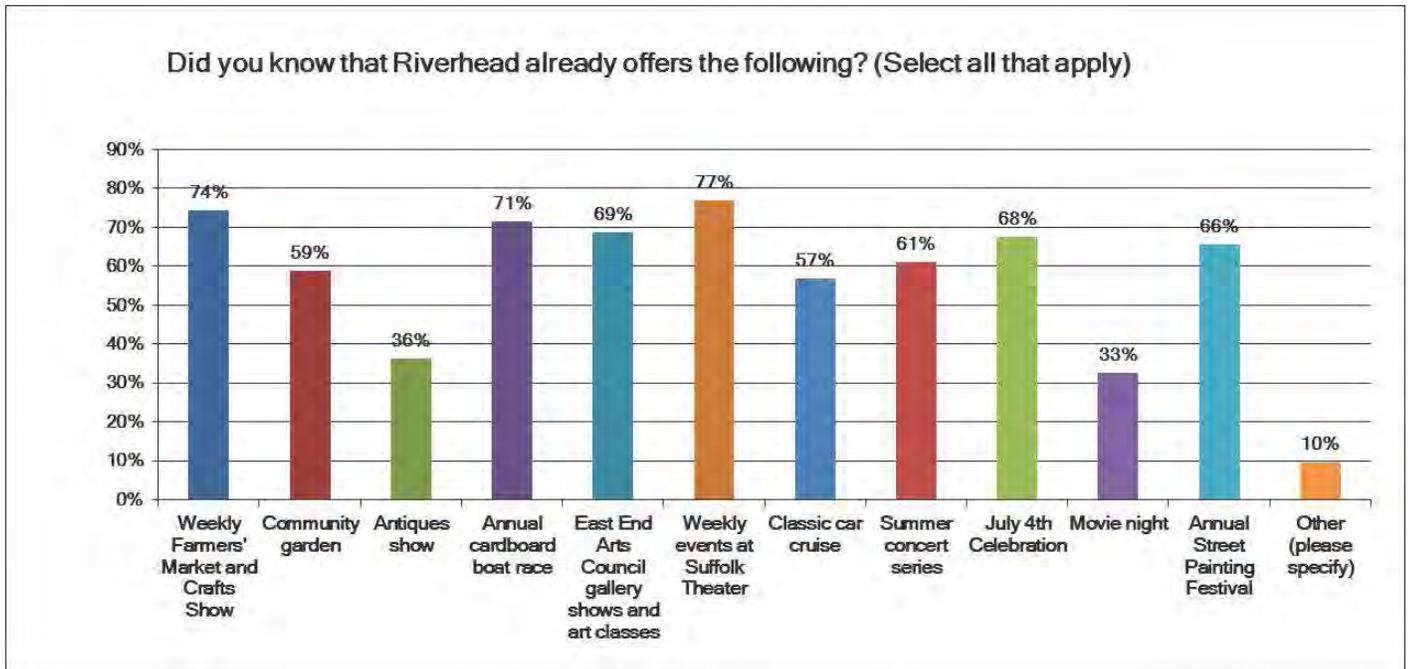


Figure 8. Familiarity with activities and events that take place in and around Riverhead.

Dozens of respondents commented on the selection of events, adding items that were not included and commenting on the variety and quality of those activities and attractions. The Riverhead Country Fair was the most commented-on item, followed by the farmers' market, for which several respondents had specific suggestions:

- Should accept Supplemental Nutrition Assistance Program (SNAP) benefits on weekends too - "should have inclusive community."
- Should have more vendors, longer hours to accommodate working people.
- Did not know about it - should promote it more.

Fishing and boating activities, such as the snapper derby were mentioned. Music events were commented on favorably, but respondents indicated a desire to resurrect the blues festival, and to have more variety of musical events in Riverhead. Some offered Westhampton Performing Arts center as a comparison. Town events such as the bonfire and fireworks displays were also mentioned. One person said the Town fireworks "took my breath away."

Several comments revealed that participants had little to no knowledge about these attractions and events, and specifically stated that better promotion and advertising is needed, while a few indicated that people don't come to the area for any of these because parking and traffic are too difficult, because they have a negative perception of Riverhead, or because of safety concerns. Specific suggestions were made for improved programming at the Suffolk Theater and a couple of comments suggested that while these offerings are nice, they are either too few and far between (need more activity on a regular, consistent basis) or they are too common and overlap with what other communities do, so they offer no particular draw to Riverhead. One or two of the comments suggest that participants did not previously know of

certain events, such as the farmers' market, until taking this survey, and that they should be better promoted.

Q6. Did you know that the gateways to downtown Riverhead offer the following?

Question six is similar to question five in that it aims to provide a sense of awareness about amenities in and around Riverhead, but specifically within the Route 25 corridors approaching Riverhead - the "gateways." The 721 people who responded to this question are generally highly knowledgeable of the attractions listed. More than 62% and as many as 94% of them have heard of each of the features listed. Nearly everyone (94%) is aware of the Tanger Outlets, and nearly as many (92%) say they know about restaurants in this area.

In addition to indicating they do or do not know about selected featured, 46 respondents commented on this question. Many offered additional assets and positive characteristics or amenities, such as the library, aquarium, historical society, breweries, and the rail road station.

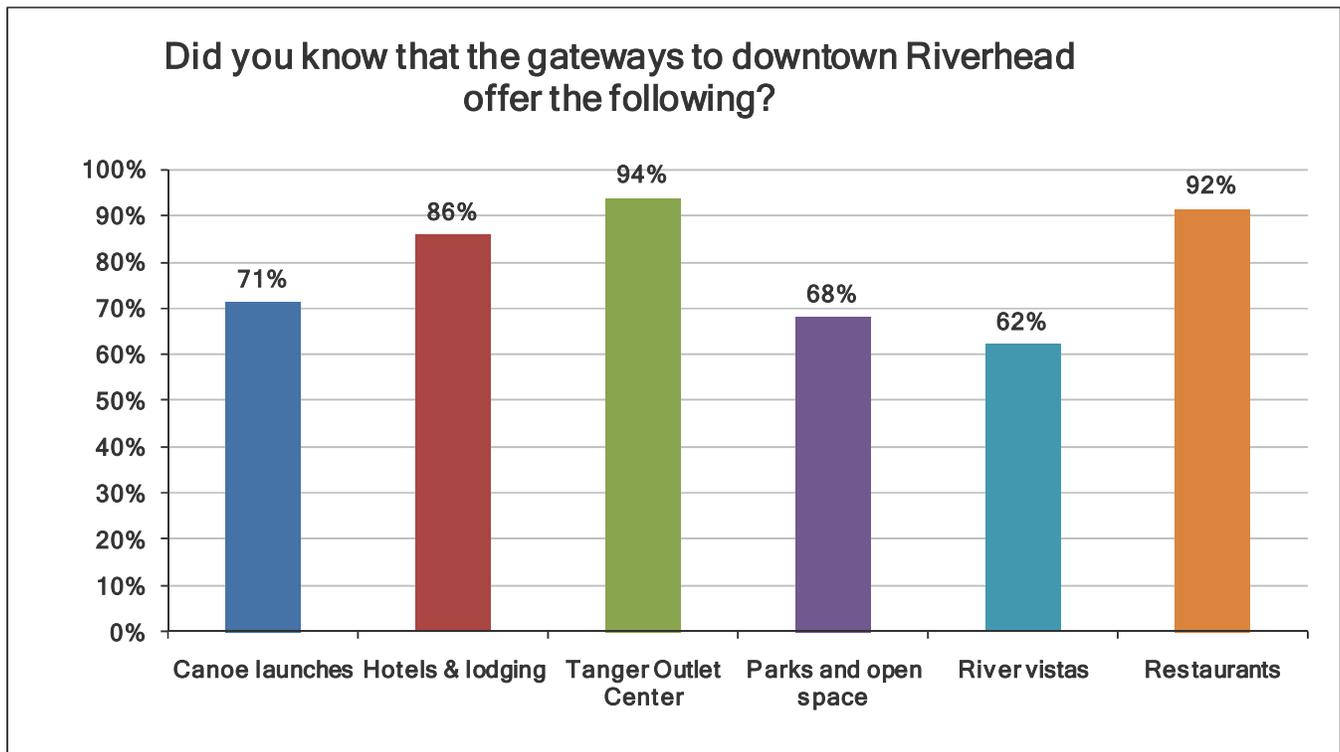


Figure 9. Familiarity with amenities and attractions along the Route 25 corridor leading into Riverhead.

Others reported on negative characteristics or perceptions of the areas, citing the need for improvements and sometimes offering specific suggestions. For example, a number of comments touched on the need to address criminal activity and for a stronger police presence, as well as noting that the river-related amenities (river-walk area, canoe and kayak launched) are perceived as unsafe or intimidating. Other comments alluded to the fact that area hotels are either too expensive or too run-down. Several participants observed that Tanger and downtown are somewhat at odds: people who go to Tanger usually do not go downtown and Tanger may serve to keep people away from downtown. A few comments noted that restaurants are too expensive or serve as bars rather than restaurants. Other

comments noted that underutilized and run-down properties along the waterfront and the western approach to Downtown should be redeveloped, revitalized, and that more evening activities and nightlife are needed. Currently most businesses shut down at night and no one is on the street. Participants expressed that it would be nice to be able to walk around and feel safe.

Q7. Did you know that Downtown Riverhead is home to the following?

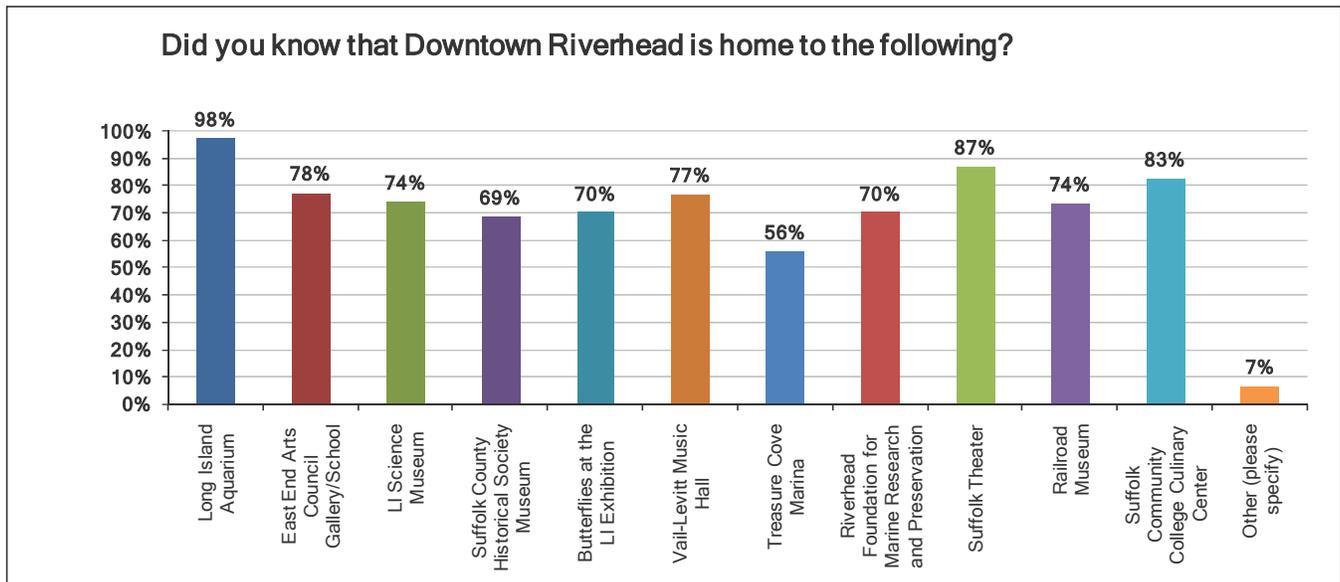


Figure 10. Familiarity with amenities and attractions within Downtown Riverhead.

Building upon the previous two questions, question seven was intended to gauge awareness of amenities, attractions, and activities specifically within the Downtown core. More than half of the 700-plus respondents indicated they are aware of all of the attractions and amenities listed. Nearly all are aware of the LI Aquarium and more than three-quarters are aware of the East End Arts Council, Vail-Levitt Music Hall, Suffolk Theater, and Suffolk Community College culinary center. The least well-known is the Treasure Cove Marina, although more than 50% of respondents do know of its existence.

In the comments responding to question seven, participants named several amenities and features located in Riverhead that were not listed among the answer choices, including: the library, courts, jail, and microbreweries. Restaurants and eateries were also listed as attractions. Several comments elaborated on the pros and cons of the amenities or attractions listed. Common comments show that attractions such as the Aquarium and special exhibits or performances are often too expensive and that many people do not feel safe in Downtown Riverhead. Others indicate support for better or improved transportation, a better variety of attractions and programming (particularly for young adults), and more convenient or accessible hours.

Q8. The Town is in the process of installing additional lighting and cameras to make sure everyone feels comfortable Downtown at night/after dark. Do you have additional suggestions for how to achieve this goal? If so, please explain.

Question eight asked participants for feedback and suggestions about improving safety and security, specifically in Downtown after dark. The question served two primary purposes: first to acknowledge

and promote the Town's efforts to address security concerns, and two, to elicit additional suggestions for how to make people more comfortable downtown at night. As expected, this question generated a range of responses. 435 respondents answered the question, offering a range of suggestions for how to make people feel safer downtown. The most common response was increased police presence - but human officers present throughout downtown at all times of day and night. More than 42% of responses indicated some need for additional police presence. There was a significant preference for live officers on foot or bike patrols, as opposed to cameras or in cars, as the general consensus is that human interaction is more effective. Other common themes within the responses were to reduce the number of people loitering within and around downtown, attract businesses or uses to the vacant storefronts, and to bring more people onto the streets downtown.

Overall, participants expressed support for additional cameras; however, a number of respondents feel that there is potential for cameras to be substituted for real policing and/or for cameras to become an invasion of privacy. Not all respondents feel Riverhead is unsafe: several reported never having problems, or feeling safe during the day or at times when there are a lot of people out and about, indicating that it is in part, a lack of people that contributes to feeling unsafe. Lighting was another common comment: participants generally expressed support for more and better lighting, targeted to specific areas such as parking lots and alleyways, although a number of people cautioned against over-lighting, as it might drive away potential patrons or do more harm than good. A number of comments suggested that tougher enforcement of laws against drug use or dealing, prostitution, and loitering would help improve safety and reduce the need for constant patrols by police officers. Throughout many of the safety-related comments, respondents stressed that any and all measures should be carefully considered, so as not to create an atmosphere that appears unsafe because of all the police, cameras, and other safety measures, which might only serve to keep more people away longer.

"Give the connecting side streets the same thing that Tanger and the new shopping areas on Route 58 have. Widen and level the sidewalk enough for baby strollers to pass one another from opposite directions, trim the trees and add more lighting like Pulaski Street in Polish Town has."

Port Jefferson, Patchogue, and Greenport were cited repeatedly as examples of successful downtown areas that have addressed many of these same issues. A significant proportion of responses also pointed to a wider variety of and timeframe for activities - music, shops, and nightlife in general - would help bring more people downtown and keep the area more active for a longer period of time. For example, if stores would stay open until 8:00 or 9:00p.m., it was argued, people could shop after dinner, resulting in the presence of more people on the streets in the evenings. A few respondents touched on the importance of pedestrian safety, citing a need for sidewalk repairs, flashing lights at crosswalks, and better enforcement of state laws that require cars to stop for pedestrians in the crosswalks.

Below are highlights from the most common comments and the more innovative ideas put forth, grouped into several categories: safety and security; navigation through Downtown; attracting people; and improving the atmosphere.

- **Improve safety and security:**

- More police/security personnel with knowledge of the area to answer questions
- More foot or bicycle patrols, COPE Units or police officers spending time downtown - "Cameras don't make it safe, cops make it safe"
- Additional lighting, especially in parking lots and alleys
- Discourage loitering; enforce loitering laws
- Explore use of discrete emergency call boxes
- **Improve navigation throughout Downtown:**
 - Kiosks for directions (e.g. "You are here").
 - Main Street should be closed to vehicle traffic at certain points of the week in the evenings. Then pedestrians could walk freely among some of the restaurants/cafés/shops, similar to Beale Street in Nashville, TN - kind of an open atmosphere.
 - Pedestrian safety: audible crosswalk count-down signals, or crosswalks that light up when someone steps into them (like in East Hampton)
 - More and improved sidewalks and bridges for crossing the River in various locations
- **Attract more people to Downtown:**
 - Advertise and promote existing attractions (a few participants acknowledged that they were not aware of some of the items listed in other questions and would keep eyes and ears open for these types of events and activities)
 - Local wine and food festival
 - Partner with colleges and universities to offer outdoor music
 - Music and nightlife
 - Build upon the growing 'foodie' culture - attract a kitchen gadget store
- **Improve the atmosphere:**
 - Al fresco or outdoor dining
 - Lights on trees year-round
 - Repurpose vacant storefronts, even on temporary basis
 - Solar-powered lights
 - Allow or encourage more stores and businesses to open or orient to the water

Q9. Provide any ideas you have for Downtown Riverhead and the gateways to Downtown in the spaces provided below.

To understand what types of businesses (mainly meaning shops and services), attractions, improvements, and events or programs people think would benefit the town and be successful in Riverhead, Question nine asked four separate open-ended questions, giving people an opportunity to offer their own thoughts and suggestions. 524 people answered some portion of this question, although not every person responded to each sub-question: on average 250 people commented on each of the four component questions. Below are some of the most frequently mentioned items (in order of how frequently they appeared in the responses); the answers suggest both ideas to add and items that may need strengthening, review, or improvements.

in empty windows, water fountains (for drinking as well as play).

- Make the river more accessible to the public:
 - Create or expand parks, walkways or paths, convert parking lots adjacent to the river into more user-friendly areas, and ensure there are things to do in such places ("Grangebel is much prettier now, but there is nothing to do there").
 - Orient more storefronts and restaurants toward the river.
 - Outdoor dining with views of the river.
 - Make public boat launches nicer and more accessible.
- Focus on rehabilitation and infill development before building new structures.
- Activate the streets more at night by encouraging businesses to stay open later or attracting businesses that are willing to do so.
- Ensure more efficient rail service to and from New York City.
- Consider relocating social service agencies from Main Street.

Q9: Types of Events and Programs

The fourth part of Question 9 asked about the **types of events and programs** participants think would be beneficial and successful in Riverhead. The most common category of events and programs suggested is was live music. More than one-fifth of respondents to this question would like more live music on a regular basis throughout Riverhead, especially, but not limited to summer concerts. Respondents suggested organizing live music at outdoor venues and events, as part of festivals and street fairs, and concerts that are appropriate for families and young kids as well as shows geared toward adults. Festivals and street fairs were the next most common category of event and program. About 10% of respondents to this question indicated they would like Riverhead to host more festivals with a variety of vendors and activities, including art, food, music, crafts, antiques and more. Several people suggested closing Main Street and doing the fair right on the street in conjunction with performances on or near the river. Season- and holiday- specific events and parades, such as for Oktoberfest, Halloween, Thanksgiving and more was another popular category.

A substantial proportion of respondents indicated that events and activities should be more family-friendly and appropriate for kids and young teenagers, and that affordability is a key factor as well. Other suggestions can be categorized as sports and recreation (skating, biking, athletic events or races, etc.), nightlife (events after 5pm, after-dinner entertainment, etc.), arts and crafts, and theater. Five separate survey takers specifically referenced Patchogue's "Alive after Five" events as an example of the types of activities they're looking for. A few individuals suggested better promotion of events and activities. The word cloud below shows some of the more common words used to express preferences for activities and programs.

Lastly, 174 respondents provided **supplementary ideas** they have, in the space provided for **additional comments**. Comments in response to this question range from more broad comments about current conditions in Riverhead to very specific suggestions for approaches to addressing what respondents perceive as key issues facing Riverhead. Some of the more common comments reflect a need or desire for more affordable and family- or kid-friendly food and activities, as well as for young working professionals; concern for pedestrian safety and ideas for making downtown more walkable; diversifying the types of shops and services throughout Downtown - including more professional services or offices (not just retail and restaurants); better, more coordinated promotion of events; and improve safety and reduce crime and loitering. Respondents also made note of other towns or cities that could serve as models for Riverhead, including: Annapolis, MD, Bayshore, Bethesda, MD, Burlington, VT, Greenport, Huntington, New Paltz, Northport, Patchogue, Port Jefferson, and Sag Harbor. Participants also expressed interest in waterfront dining, public art, creating a "quaint" feeling along Main Street, and businesses such as a movie theater, a grocery store, and coffee shop.

Some unique ideas also emerged from the more common answers given:

- Periodically close down Main Street for events and festivals, especially in the summer.
- Incentivize business start-ups, cluster new shops (like where Blue Duck is).
- Offer Town docking on the river and consider a lower per-foot fee that requires money to be spent at Main Street businesses - similar to parking validation, but for boats.
- Create a "Main Street Ambassador" who is responsible for helping keep clean, develop programs, etc.
- Make landlords pay a fine for each storefront that is not rented out after a certain period.
- Invite artists to paint garbage cans/electrical boxes/etc. to brighten and liven -up town.

Several comments made throughout the survey (in responding to several different questions) pointed to a need for a different approach to programming at the Suffolk Theater. Many indicated that while they enjoy the theater it caters towards an older audience, it "isn't hip," should be more contemporary and/or "relevant," and should have more shows that appeal to people under the age of 50. It should be recognized that programming decisions are made by the private owners and employees of the Theater; however, there is perhaps an opportunity to work with the Theater to coordinate more live-arts events or structure programs or events in collaboration with the Town that take survey respondents desires into consideration.

Q10. While in Riverhead, I usually spend about _____.

Question 10 was intended to provide a sense of how much money respondents typically spend as a way of gauging price-points to consider when planning or pursuing additional attractions and amenities for Riverhead. A total of 696 people answered this question.

Most respondents spend between \$20 and \$50 during a visit to Riverhead. A large majority of participants (65%) spend more than \$20, while 30% spend \$50-\$100 and 35% spend \$20-\$50. A small proportion (16%) spend more than \$100. 12% of respondents chose not to answer the question.

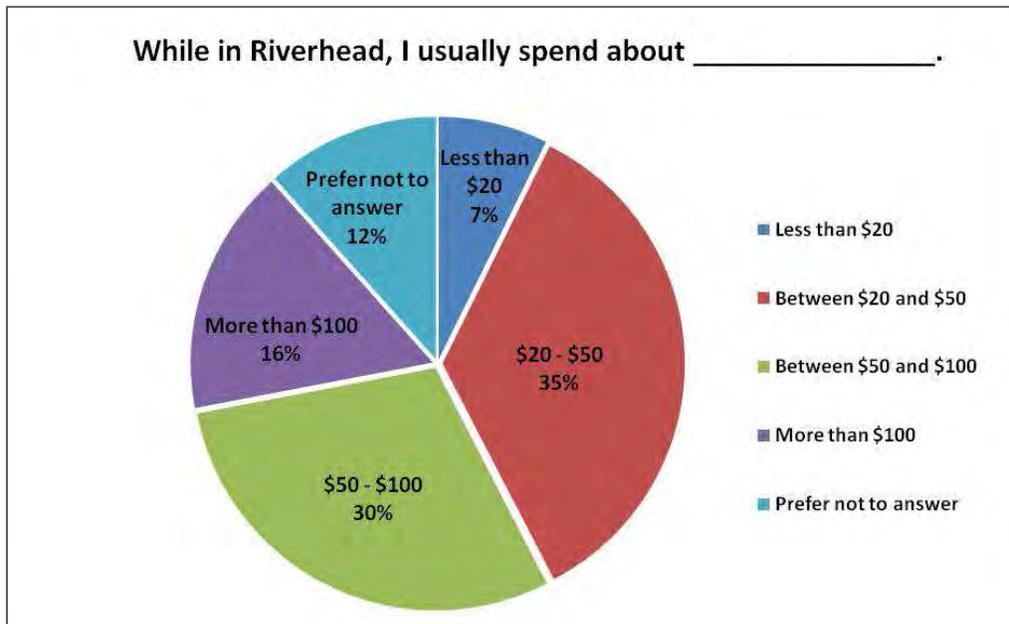


Figure 16. Typical expenditures of respondents while in Riverhead.

Comparing the amounts respondents spend with what they typically spend money on is also useful for understanding the types of attractions and amenities people are looking for or would be willing to support in Riverhead. The next question looks at what people spend money on when in Riverhead.

Q11. While in Riverhead, I typically spend money on _____.

A majority of money spent by respondents while in Riverhead is on meals (89%), snacks and beverages (48%) and merchandise (46%) respectively, as illustrated in Figure 17 below. One-quarter of participants answered that they spend money on services and/or admissions each.

Respondents who typically spend less than \$20, tend to spend their money on meals or snacks and beverages. These categories account for 65% and 39% of people in the "less than \$20" category. While meals are consistently the most common item on which people spend their money across all spending levels, as the dollar amount spent increases, people are more likely to spend money on merchandise, services, and admissions. Only 25% of people who spend less than \$20 in Riverhead, spend money on merchandise, whereas of those who spend \$20-\$50 and \$50-\$100, 45% and 44% respectively purchase merchandise while in Riverhead, and 59% of people who typically spend more than \$100 in Riverhead report buying merchandise. Similarly, people are more likely to spend money on services if they spend more than \$100 when in Riverhead than if they typically spend less than \$50.

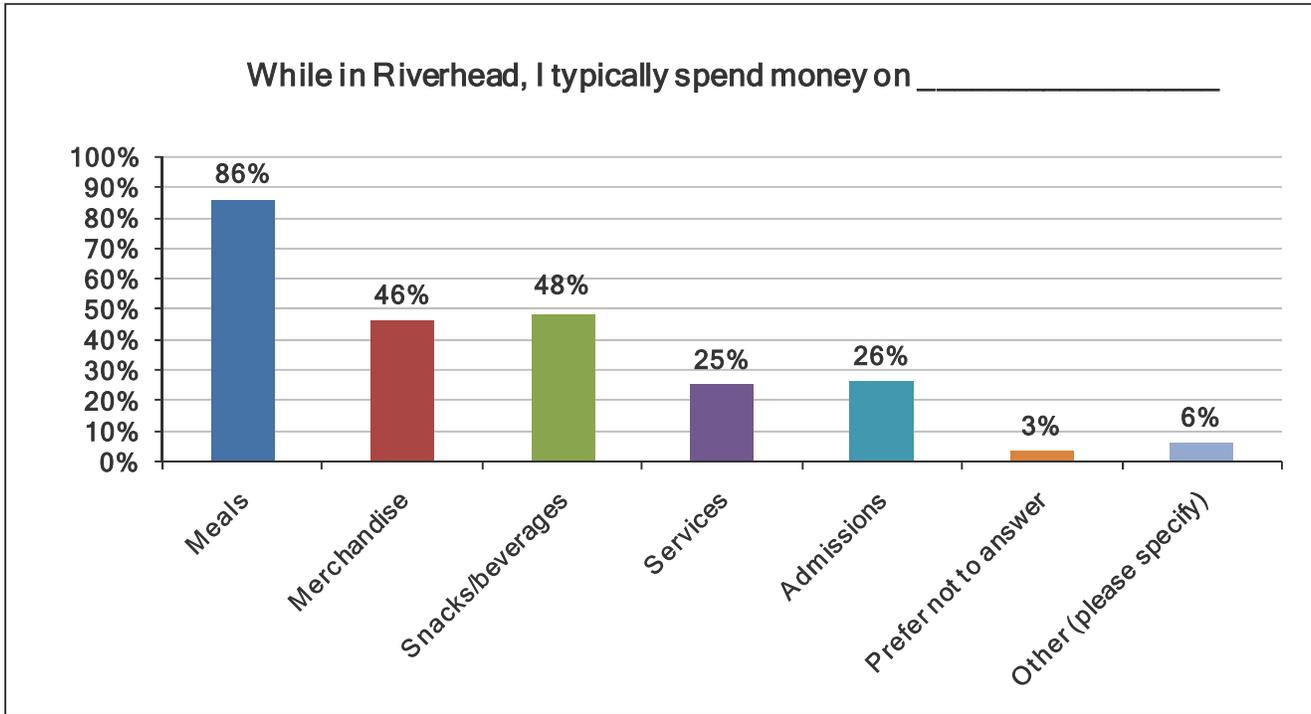


Figure 17. Categories of expenditures.

Table 2 Breakdown of expenditures in Riverhead by spending level.

Spending Level	< \$20 (N=51)	\$20-\$50 (N=244)	\$50-\$100 (N=206)	\$100 > (N=114)
Category	<i>(Percentage of people in each level who spend money on the category of items)</i>			
Meals	65%	89%	91%	87%
Merchandise	25%	45%	44%	59%
Snacks & Beverages	39%	49%	46%	54%
Services	10%	19%	24%	41%
Admissions	6%	24%	33%	34%

Q12. I heard about this survey at/through _____.

Question 12 was designed to help the Project Team and Town of Riverhead understand effective ways of getting the word out about the survey and to inform future decisions about promoting projects and other Town-led efforts. The vast majority of respondents heard about the survey either through email, social media, or other online outlet. Roughly one-fifth heard about it through a newspaper, while the rest heard about it through a combination of smaller, more individualized outlets, such as schools or local businesses. This information also helps provide additional information about where respondents are likely to go or what they do in Riverhead.

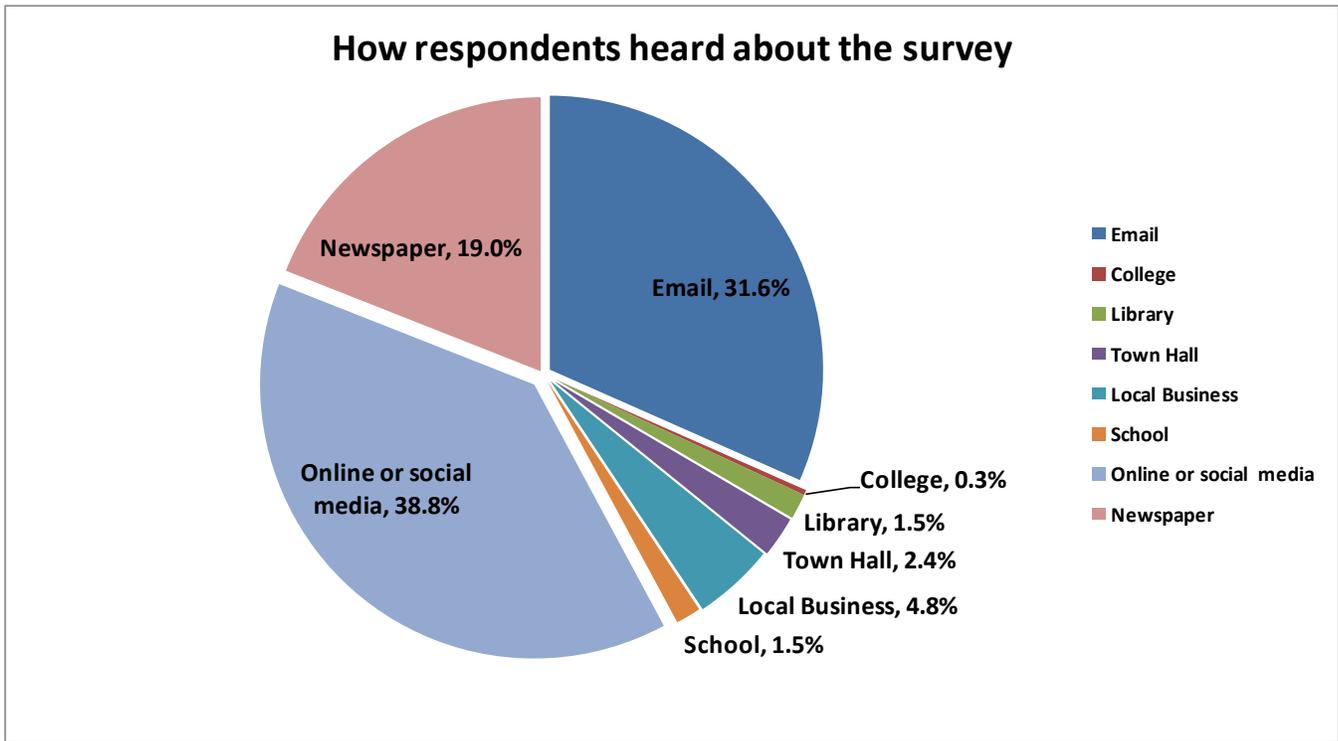


Figure 18. Survey outreach: How respondents heard about the survey.

Demographics Questions

***Q13. What is your zip code?
Or, if you're from another country, what is the name of your town and country?***

The 648 respondents who answered this question live in 113 different zip codes, including one respondent from Italy. The vast majority are from Long Island, and a substantial proportion are from the Riverhead area (see figure 20 right). 17 respondents live in zip codes not in Nassau or Suffolk County, and of those, ten are from outside New York State - as far away as Port St.

Lucie, FL, Richmond, WA, and Los Angeles, CA. Six respondents indicated they have two residences

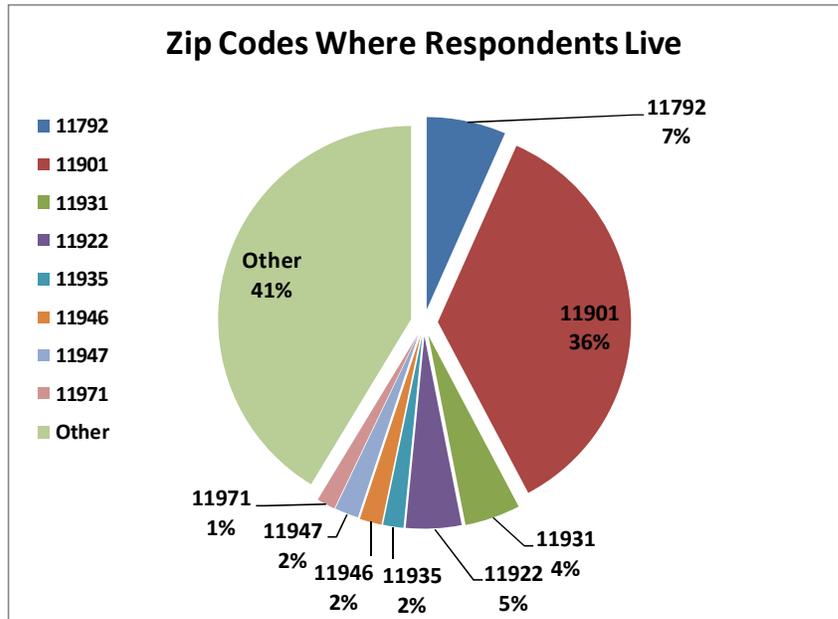


Figure 19. Respondent Zip Codes.

and provided two zip codes each; five of these have both homes in New York (one person did not provide zip codes, but only responded "summer resident").

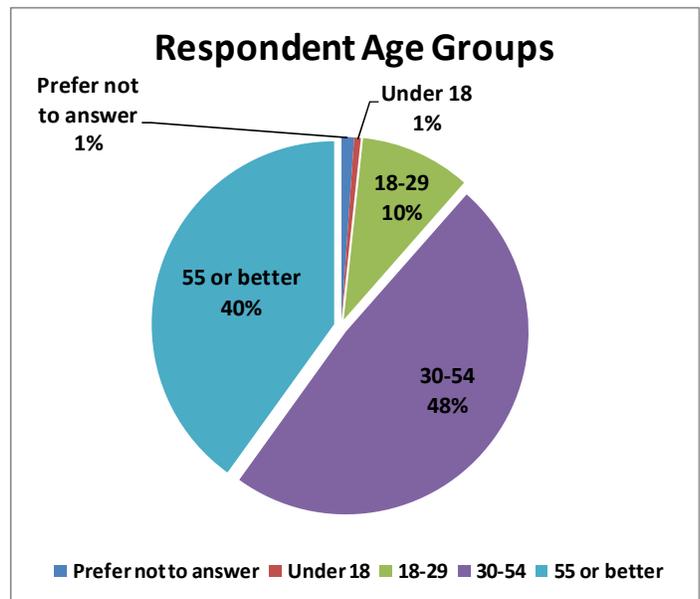
Table 3 Zip codes where respondents reside and percentage of total respondents in most frequent zip codes.

Most Frequent Zip Codes	Community	Percent of Total Respondents
11792	Wading River	6.6%
11901	Riverhead	35.6%
11931	Aquebogue	4.6%
11933	Calverton	10.8%
11935	Cutchogue	1.7%
11946	Hampton Bays	1.9%
11947	Jamesport	2.0%
11971	Southold	1.5%

At left is a list of the zip codes that were reported most frequently - by ten (10) or more respondents. It is interesting to note that all of these zip codes are located in Suffolk County. Percentages represent the percent of total responses (648) who live in that zip code (and includes both zip codes reported by dual residents).

Q14. What is your age group?

Question 14 asked participants about their ages. The vast majority of respondents are over 30. 30-54 represents the largest single age-group, while only a small proportion are young adults (18-29 years). Very few participants are under the age of 18.



Section 2: Intercept Survey Results

The "Intercept" survey was conducted in-person on a Sunday afternoon in October 2013, during the Riverhead Country Fair. The purpose was to try to capture data from people who come to Riverhead to attend events, whether from out-of-town or right in the area, as well as to encourage participation in the online survey. Overall 48 people were interviewed as part of the "Intercept" survey. Below is a summary of responses.

Q1. How often are you in Riverhead?

Of the 48 total respondents, one-third are in Riverhead every day, while about 35% are in Riverhead either once a week or once a month. Roughly 18% reported visiting only rarely or for the first time. A small proportion of respondents (13%) specified whether they visit on weekdays or weekends and the responses were split evenly.

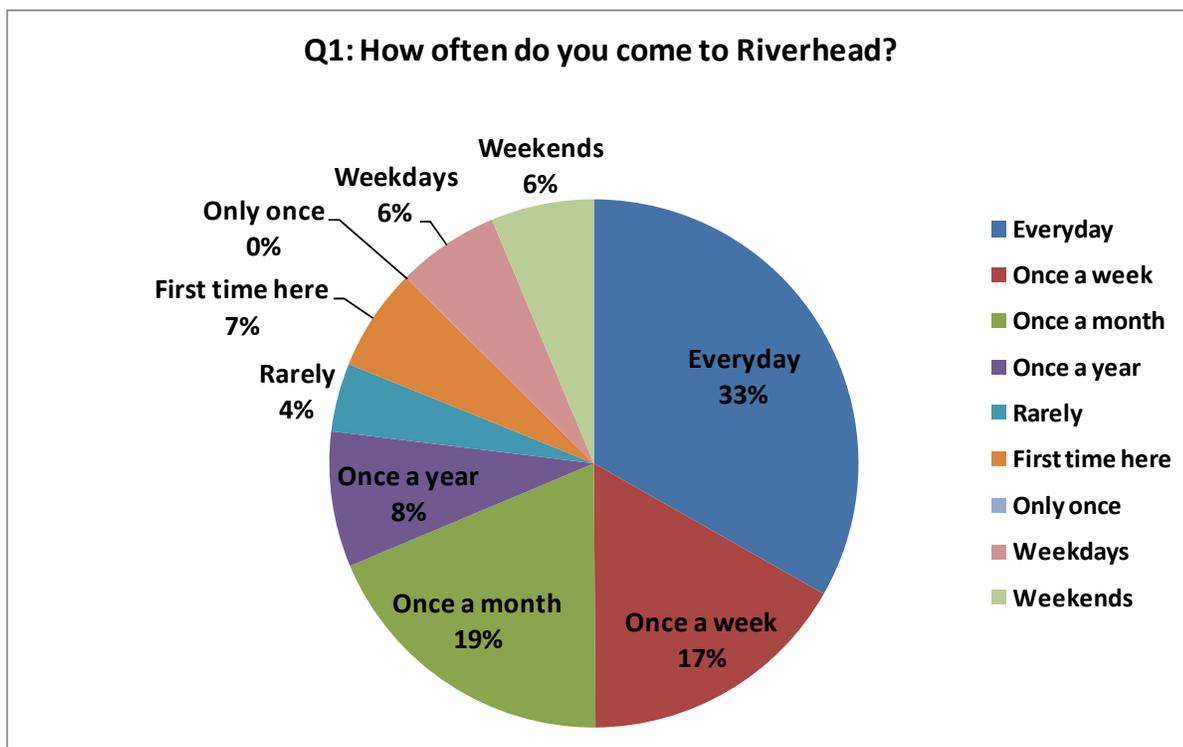


Figure 21. Time spent in Riverhead by Intercept Survey participants.

Q2. What do you do when in Riverhead?

40 people answered the second question about what they do while in Riverhead. The most common answers show that people mainly shop and eat in Riverhead. More than half of respondents report going out to eat in Riverhead. The third most common answer, given by one-third of respondents, was work or do business. Other common answers include socializing (27%) and walking along the river (17%).

Details provided by some respondents show that people come to Riverhead for boating, church, the breweries, the aquarium, events such as the Country Fair and car show, to shop at Tanger Outlets, and to run their businesses or visit family.

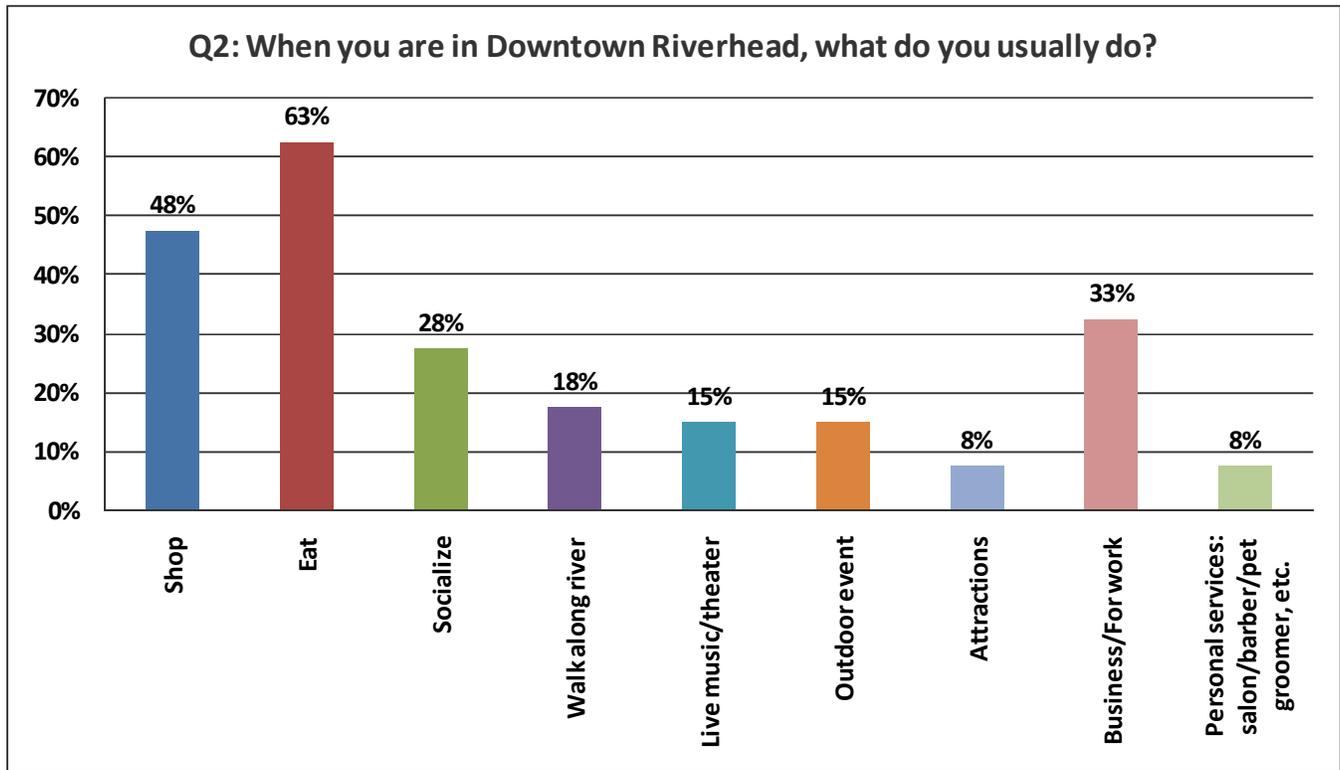


Figure 22. Preferred activities of Intercept Survey participants while in Riverhead.

Q3. What would your ideal Riverhead consist of?

The third question asked people to think about what types of amenities or activities they would like to see, how they would like Riverhead to look or how it could be improved. 34 people responded to this question providing a range of answers, including more restaurants, more entertainment, better access to the river, and more shops.

Additional suggestions offered by more than half of people who answered this question demonstrate a broad range of needs and desires for improvements to Riverhead. Six individuals commented that Riverhead is good as it is; they like how it is now or indicate that the Town and community have done a good job making improvements already. One respondent suggested that no more apartments are needed and the Town should wait to see what is here to stay. Other comments include:

- Coffee shop (x2)
 - With music
 - Starbucks
- Business incubator, technology, jobs
- Increased safety – more police presence, getting criminals off the streets

- Better and safer parks
- Food store/grocery store (x2)
- Movie theater (x2)
- More events in Downtown (x3)
 - Craft fair
 - Concerts
- Nightlife (x2)
 - “Alive after 5”
 - Pubs and breweries
- River access should only be allowed during the day; better security should be provided at night
- Develop “other side” of river (Town of Southampton)
- Bulkhead in the harbor
- Free transportation
 - To access golf courses, Marina- 100 boats,

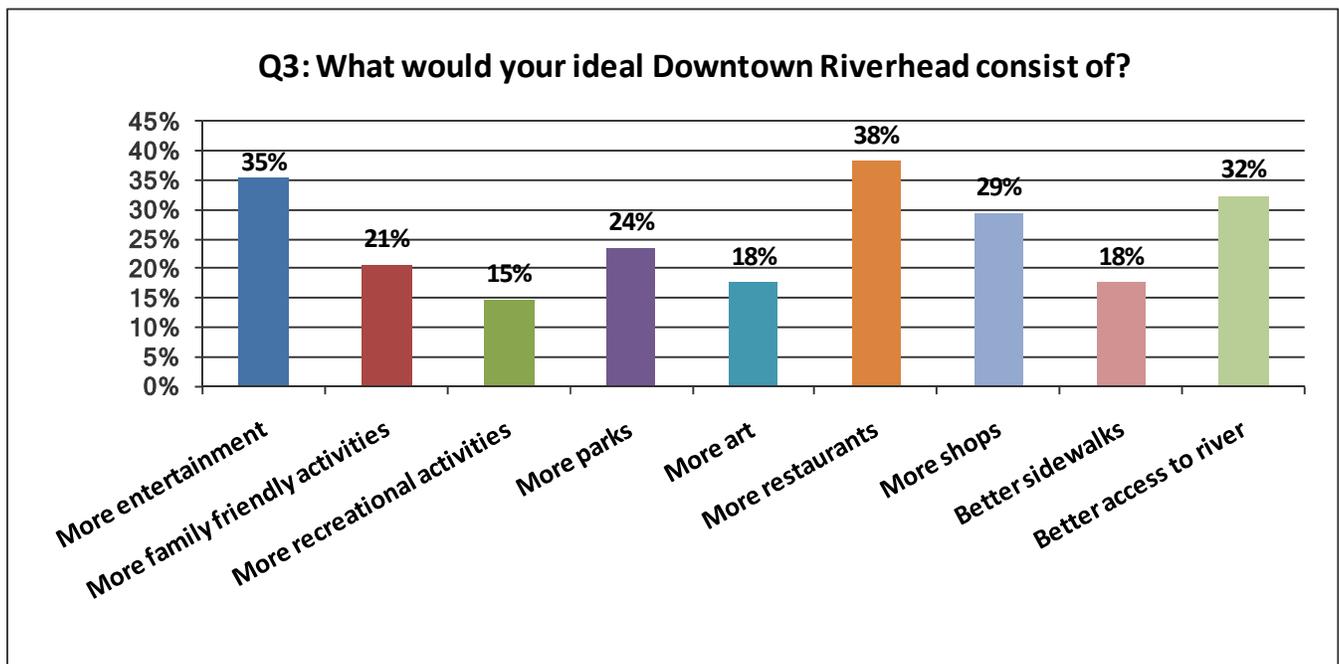


Figure 23. Desired activities and amenities in Riverhead.

Q4. What other towns do you like to visit and what do you like about them?

The fourth question asked people to indicate where else they like to go to visit and why. The purpose of this question was to understand what characteristics and features make other towns attractive and to generate ideas that Riverhead might consider. 41 people answered this question. Of those 41, Port Jefferson and Greenport were the most common responses, representing 17.7% and 12.9% respectively. Other common answers include Patchogue (8.1%) and Sayville (4.8%). 29 other answers were also given, ranging from Manhattan to Disney World.

Reasons why people are drawn to such places include taking advantage of the river, offering al fresco dining, the variety of shops and restaurants, having people walking around (feeling "alive and fun"), farmers' or craft markets, and arts and culture.

Q5. What is the zip code where you live?

Just under half of the respondents who answered this question are from the immediate Riverhead area, living in zip codes 11901 (Riverhead), 11933 (Calverton), or 11792 (Wading River). The highest proportion of respondents were from 11901 (23%), while 8% were from 11933 and 11792 each. The rest of the respondents were each from a different zip code, except two people from New Hyde Park (11040), and included two from outside of Long Island - from Connecticut and New Jersey.

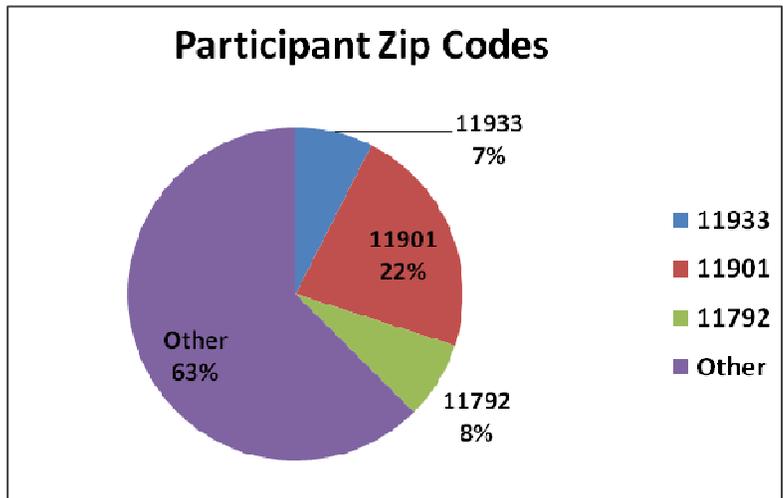


Figure 24. Zip codes where Intercept Survey participants live.



APPENDIX B

WSRR Community Designation Application



APPENDIX B-1

WSRR Community Designation 10/21/14
Town of Riverhead Submission to NYSDEC



TOWN OF RIVERHEAD

Sean M. Walter, Town Supervisor

200 Howell Avenue, Riverhead, NY 11901
Tel: (631) 727-3200 / Fax: (631) 727-6712
www.townofriverheadny.gov

October 21, 2014

Joseph Martens, Commissioner
NYS Department of Environmental Conservation
625 Broadway
Albany, NY 12233-0001



Re: Peconic River WSRR
Application for Community Designation

Dear Commissioner Martens:

Please consider this letter as a formal request for a change in the Wild, Scenic and Recreational River designation for certain properties located along West Main Street in the Town of Riverhead from the current "Recreation" designation to "Community" designation as regulated by the New York State Department of Environmental Conservation (NYSDEC) under the Wild, Scenic and Recreation Rivers (WSRR) Act.

The Town of Riverhead has been working with Nelson, Pope & Voorhis LLC (NP&V) as consultant to the Town on the state funded Brownfield Opportunity Area (BOA) project and has identified the current WSRR regulation as one of the impediments to redevelopment along West Main Street. Further analysis and review of historic and existing conditions revealed that this area meets the minimum criteria set forth in 6 NYCRR Part 666.3(m) for the requested change in designation. Please consider this letter as an official request for the designation change which is detailed in the report prepared by NP&V, which is enclosed for your review and consideration.

The area identified for change in designation is located between the Long Island Expressway exit ramp to NYS Route 25 and the intersection of Mill Road and Route 25, and includes properties which are mostly developed for non-residential use. These properties are located mostly along the north side of either West Main Street or the Long Island Railroad (LIRR) and are facing major obstacles for redevelopment due to their existing non-conformity to WSRR regulations as a result of their "recreation" designation which only allows residential or river recreational use. It is anticipated that once the change in designation occurs, it will open opportunities for redevelopment and enhancement of these properties and will thus enhance the character of West Main Street.

This proposed change in designation would be consistent with the Town's long-term vision for West Main Street and the BOA study area. The designation change is expected to facilitate redevelopment opportunities for properties along north side of West Main Street while preserving the properties along the south side of West Main Street in order to: revitalize vacant and/or blighted properties, provide re-use opportunities that would allow for increased protection of the Peconic River, and enhance the overall character of the area.



Please note that we have been in discussion with the Region 1 Office regarding this matter and they are aware of the Town's intent to apply for this change in designation and have provided their input. We have taken the liberty of copying that office and NP&V to facilitate review. Thank you for your consideration of this request and please contact the undersigned should you have any questions.

Sincerely,

TOWN OF RIVERHEAD

A handwritten signature in black ink, appearing to read "Sean M. Walter", written over a horizontal line.

Sean M. Walter
Town Supervisor

SMW:cas

Enclosure

cc: Peter Scully, NYSDEC Region 1 Director
Robert Marsh, NYSDEC, Freshwater Wetlands
Charles J. Voorhis, Nelson, Pope & Voorhis



Town of Riverhead Peconic River/Route 25 Corridor BOA Step II Nomination



TECHNICAL MEMORANDUM

SUBJECT: DEC Wild, Scenic and Recreational River (WSRR) change in designation from "Recreation" to "Community"

DATE: 9/16/2014

PREPARED BY: Mayank Kumar, AICP
Kathryn J. Eiseman, AICP
Charles J. Voorhis, CEP, AICP

- 1. Introduction:** The Wild, Scenic and Recreation River (WSRR) Act is a statewide program which was created to protect rivers of the New York State and their immediate environment for the benefit and enjoyment of present and future generations. Many rivers of the State and their immediate environment possess outstanding natural, scenic, ecological, recreational, aesthetic, botanical, fish and wildlife, historical, cultural, archeological and scientific values. WSRR regulations include: management, protection, enhancement and control of land use and development in river areas on all designated wild, scenic, and recreational rivers in New York State. The act is regulated by the New York State Department of Environmental Conservation (DEC).
- 2. Purpose:** A large portion of the Brownfield Opportunity Area (BOA) study area is within the boundary of the Peconic River WSRR corridor. The current stringent WSRR restrictions on development have been identified as a major obstacle to redevelopment within this portion of the BOA study area. The WSRR provides various classes of river designations including "Scenic," "Recreational" and "Community" river sections. While the existing "Recreational" designation effectively prohibits industrial, institutional, or commercial use, the "Community" designation (which is also protective of the river in appropriately applied areas) allows controlled industrial, institutional, or commercial use. This designation is more in keeping with existing land use and goals for the area. The WSRR provides minimum criteria which must be met for Community River designations. This memorandum examines these criteria and provides an analysis of the potential to change the designation from "Recreational" class to "Community" class, for certain properties located along the Long Island Railroad (LIRR) and/or along West Main Street in Riverhead between the east end of I-495 and Mill Road. This analysis is based on existing land use, property information available in GIS, review of historic aerials and historic land use, and a property record search through Town Assessor's Office.



Town of Riverhead Peconic River/Route 25 Corridor BOA Step II Nomination



3. **Background of DEC WSRR Regulation:** Article 15, Title 27 of the Environmental Conservation Law (ECL), known as the Wild, Scenic, and Recreational Rivers Act, was enacted in 1973. The Peconic River Recreational corridor was legislatively designated on July 23, 1987, and the final river corridor boundaries were set by Commissioner Decision and Order of September 1990. The Department adopted regulations (6 NYCRR Part 666) in June 1989 to implement ECL Title 27 which were revised in June 1994. Generally, 6 NYCRR Part 666 severely restricts or prohibits industrial, institutional, and commercial development within the designated river corridors. However, the regulations allow for areas within a recreational river corridor to be designated as a “Community.” The “Community” designation provides some flexibility to allow for industrial, institutional, and commercial uses and development. The criteria for the designation of “Community” areas are enumerated in Section 666.3 (m) of Part 666:

“Community” means an area of existing development delineated by DEC as part of the final boundary setting process that has a minimum of 30 acres and, at the time of legislative designation, a minimum of 85% of the lots developed. In addition, the area must have either lot sizes that average ½ acre or less or no less than 40% of the lots developed for industrial, institutional and/or commercial uses.

While the “Community” designation allows industrial, institutional, and commercial development, it also contains stringent requirements related to lot coverage, setbacks from the riverbank, lot size, screening from view of the river, wildlife corridors, water usage, groundwater protection and open space retention.

4. **Analysis and Findings:** As part of the BOA Step-II project analysis, the area east of I-495, generally located along West Main Street is under review and evaluation for future land development potential. Accordingly, all applicable regulations that would affect such development potential were reviewed and analyzed. It was found that a large number of parcels located along West Main Street are within the “Recreation” class designation under DEC WSRR regulations which allows only limited land uses such as residential, agricultural and river recreational uses. No commercial or retail use is permitted under the “Recreation” class designation unless such activity was pre-existing with the exception of following:

- a. Boathouses for boat storage or shelterage;
- b. Transient lodging facilities including campgrounds; and
- c. Retail or rental facilities directly associated with river recreation with 10% or less lot coverage on 3 or more acres;

The existing WSRR designations are mapped based upon the GIS layer provided by the NYSDEC (see **Attachment A**); this map illustrates that the boundary of the Recreation designation extends almost halfway to CR-58 (Old Country Road), and almost 1,600 feet north of the LIRR. There are number of developed commercial and industrial properties located within the Recreation designated area including Tanger Outlet Mall, Fairfield Pines garden apartments, Dynamic Automotive (auto repair shop), the Former 84 Lumber, Auto Lab, Riverhead Scrap Metal and Parts, Basso Motors (construction equipment rentals), Greenview Inn, Northfork Plumbing and Heating Supply Corp. and McKenna’s (auto repair use). Most of these developed properties are



Town of Riverhead Peconic River/Route 25 Corridor BOA Step II Nomination



located north of West Main Street and are clearly separated from the river by either the LIRR or West Main Street. The Recreation designation restricts the existing commercially developed properties such that they have little or no flexibility to make changes/modifications to their property to meet the changing market demands. Therefore, the continuation of the Recreation designation will have adverse effects on the potential revitalization of this area since non-conforming pre-existing uses have limited ability to redevelop into more viable uses.

As part of the BOA analysis, an area was defined for a change in designation to Community and tested to determine if it would meet the basic criteria as outlined in the WSRR regulations (see **Attachment B**), which are as follows:

- a. Total area: 30 acres minimum
- b. Total number of developed lots (prior to 1987 legislative designation): 85% minimum
- c. Average lot size or non-residential developed parcels:
 - i. Average lot size: ½ acre minimum;
 - OR
 - ii. Lot developed for industrial, institutional, and/or commercial uses: 40% minimum

It is noted that the WSRR boundaries do not necessarily follow tax parcel lines and in cases where a parcel is partially within the WSRR, only that portion of the parcel is included in the calculations.

The area selection process involved careful review of existing parcel composition and land use. The results are summarized in the analysis table included on the map included in **Attachment B** and individual property record information including historic land use is provided in table form in **Attachment C**. The criteria for an average lot size of ½ acre was not used since it was determined through GIS analysis of parcel acreages that the average acreage of the properties located along West Main Street is much larger than ½ acre. Therefore, the criteria used to meet the requirements of item c above was for 40% of lots developed with non-residential use as most properties located along West Main Street have long been developed with some type of industrial or commercial use.

The analysis table depicted on the map included in **Attachment B** indicates that the selected area qualifies for the change in designation. The analysis revealed that 85.9% of the parcels proposed for the change in designation were developed prior to 1987 (85% minimum required), and 57.9% of this area is developed with non-residential uses (40% minimum required). Additionally, 28.1% of the parcels are developed as residential (60% maximum permitted). The right-of-way of the LIRR and the right-of-way of West Main Street are considered as separate parcels in order to form the contiguous composition of the proposed Community designation. This approach is in keeping with the previous Community designation for other parcels along West Main Street which was approved by the NYSDEC in January 2010¹.

¹ See Commissioner of NYSDEC's Decision and Order in the Matter of the Proposed "Community" Designations for Two Locations Within the Recreational Segment of the Peconic River Corridor, in Suffolk County, New York, Within the Wild, Scenic and Recreational Rivers System Pursuant to Article 15, Title 27 of the Environmental Conservation Law (ECL) and





Town of Riverhead Peconic River/Route 25 Corridor BOA Step II Nomination



The recommended Community designation involves a total of 57 parcels including one (1) parcel of LIRR ROW and two (2) parcels of West Main Street ROW. Thirty eight (38) of the parcels are located either north of West Main Street or north of the LIRR right-of-way and have been mostly developed since prior to 1987. Sixteen (16) parcels are located along the south side of West Main Street at the Mill Road intersection (site numbers 39 to 54). Apart from several existing residential homes and a restaurant, there are existing non-conforming uses at the corner of West Main Street and Mill Road which include auto repair uses and an outdoor storage/contractor yard.

As part of the BOA study, this location (site numbers 45 to 54) has been identified as a gateway to Downtown Riverhead with opportunities to be redeveloped in a coordinated fashion, also known as "Peconic Overlook". A potential redevelopment concept has been prepared and is illustrated in the conceptual sketch provided in **Attachment D**. It is noted that the coordinated redevelopment of this area could also include some or all of the properties to the west along West Main Street (site numbers 39 to 44). The concept sketch considers consolidation of ten parcels and a coordinated redevelopment which takes into consideration the surrounding restaurants, ice cream shop, and existing residential uses to provide a cohesive development which will not only attract tourists but also improve the existing land use in the context of the Peconic River shorefront location, improve water quality, aesthetics, and the overall environment of this area. Some of the features of the plan include a green infrastructure stormwater management feature which will aid in the improvement of stormwater runoff entering the river, a river walk, reuse of existing foundations where feasible, and an area for replanting and revegetation.

Based on this analysis, there appears to be a valid basis to support a change in designation of the area identified herein from "Recreation" to "Community" and if successful will assist property owners in overcoming one of the obstacles to redevelopment in this portion of the BOA.

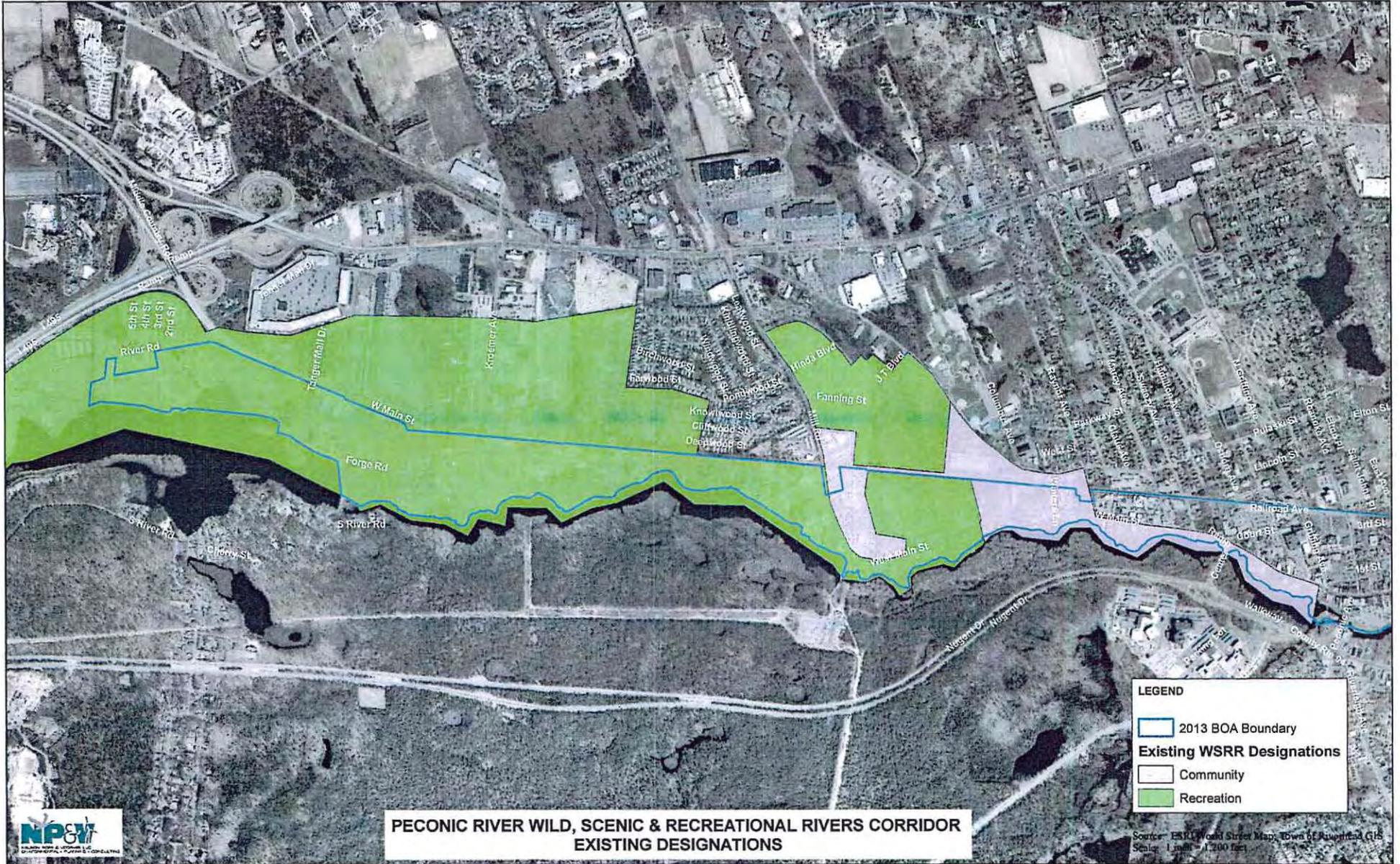
Part 666 of Title 6 of the Official Compilation of Codes, Rules and Regulations of the State of New York (6 NYCRR), by the Town of Riverhead, Suffolk County, and the County of Suffolk, New York.



**Town of Riverhead
Peconic River/Route 25 Corridor
BOA Step II Nomination**



**ATTACHMENT A
(DEC WSRR -
Existing Designation Map)**



LEGEND

- 2013 BOA Boundary
- Existing WSRR Designations**
- Community
- Recreation

**PECONIC RIVER WILD, SCENIC & RECREATIONAL RIVERS CORRIDOR
EXISTING DESIGNATIONS**



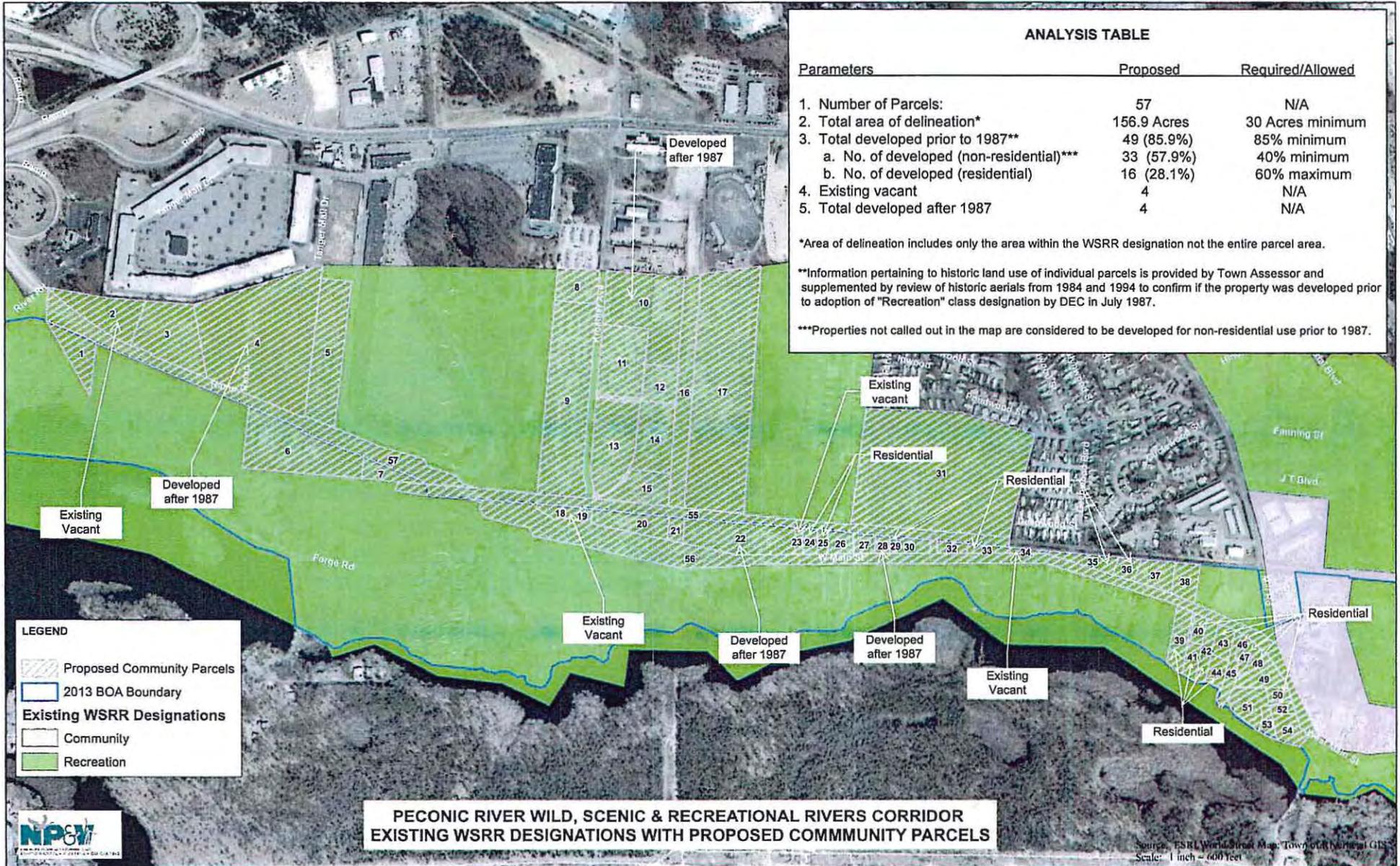
Source: ESRI World Street Map, Town of Riverhead GIS
Scale: 1 inch = 1,200 feet



**Town of Riverhead
Peconic River/Route 25 Corridor
BOA Step II Nomination**



ATTACHMENT B
**(DEC WSRR – Analysis of area selected for change
in designation from “Recreation to “Community”)**



ANALYSIS TABLE

Parameters	Proposed	Required/Allowed
1. Number of Parcels:	57	N/A
2. Total area of delineation*	156.9 Acres	30 Acres minimum
3. Total developed prior to 1987**	49 (85.9%)	85% minimum
a. No. of developed (non-residential)***	33 (57.9%)	40% minimum
b. No. of developed (residential)	16 (28.1%)	60% maximum
4. Existing vacant	4	N/A
5. Total developed after 1987	4	N/A

*Area of delineation includes only the area within the WSRR designation not the entire parcel area.

**Information pertaining to historic land use of individual parcels is provided by Town Assessor and supplemented by review of historic aerials from 1984 and 1994 to confirm if the property was developed prior to adoption of "Recreation" class designation by DEC in July 1987.

***Properties not called out in the map are considered to be developed for non-residential use prior to 1987.

LEGEND

- Proposed Community Parcels
- 2013 BOA Boundary
- Existing WSRR Designations**
- Community
- Recreation

**PECONIC RIVER WILD, SCENIC & RECREATIONAL RIVERS CORRIDOR
EXISTING WSRR DESIGNATIONS WITH PROPOSED COMMUNITY PARCELS**

Source: ESRI World Street Map; Town of Peconic GIS
Scale: 1 inch = 400 Feet



**Town of Riverhead
Peconic River/Route 25 Corridor
BOA Step II Nomination**



**ATTACHMENT C
(Property Data Collection Sheet)**

Property Data Collection
WSRR Change in Designation

Site ID	Parcel ID	Parcel Area (Acres)	Parcel Area within WSRR (Acres)	Owner First Name	Owner Last Name	Address	Current Land Use	Developed Prior to 1987	General Notes
1	060011800040008001	1.55	1.55	EDWARD	DENSIESKI		Commercial	YES - 1970	
2	060011800030002002	4.13	2.75		226 SEVENTH STREET ASSOCIATES INC	1822 MIDDLE COUNTRY RD	Vacant	Vacant	
3	060011800030003000	4.10	4.10		WEISSMAN 356 LLC	W MAIN ST CALV	Commercial	YES - 1947	
4	060011800030004000	47.64	14.18	HOWARD T	HOGAN JR	200 TANGER MALL DR	Commercial	Developed after 1987	Tanger Outlet Mall
5	060011800030008000	4.82	4.82		101 NORTH BROADWAY ASSOCIATES	1750 ROUTE 25	Commercial	YES - 1965	
6	0600118000400010000	5.52	5.52		SPIRIT SPE PORTFOLO 2007 2 LLC	WEST MAIN ST	Commercial	YES - 1984	Former 87 Lumber
7	0600118000400011000	0.84	0.84	GEORGE	KALAMARAS	W MAIN ST CALV	Commercial	YES - 1948	
8	0600119000100035005	2.44	1.57		KROEMER AVENUE CORP		Commercial	YES - 1950	
9	0600119000100035003	9.36	9.36		KROEMER AVENUE ASSOCIATES INC	31 KROEMER AVE	Commercial	YES - 1962	
10	0600119000100028007	6.08	6.07		KROEMER AVENUE HOLDINGS LLC	44 KROEMER AVE	Commercial	Developed after 1987	
11	0600119000100029000	3.56	3.56		NICOLIAS LTD	KROMER AVE	Commercial	YES - 1948	
12	0600119000100030000	1.53	1.53	JOSEPH W	MAVELLIA	KROMER AVE CAL	Commercial	YES - 1950	
13	0600119000100032001	3.98	3.98	MILDRED G	COWAN	KROEMER AVE	Commercial	YES - 1948	
14	0600119000100032002	3.07	3.07		KROEMER AVENUE ASSOCIATES LLC	46 KROEMER AVE	Commercial	YES - 1981	
15	0600119000100031002	1.90	1.90		PARACO GAS CORP	KROMER AVE	Commercial	YES - 1946	
16	0600119000100025000	6.70	4.15		LONG ISLAND LIGHTING CO	S OF ROUTE 58	Institutional - ROW	YES	Overhead Utility
17	0600119000100024000	24.86	15.96		WORLD LIFE ENTERTAINMENT INC	OLD COUNTRY RD	Commercial	YES - 1948	
18	0600119000200001000	0.53	0.53	ALISON	HO	1581 MAIN ST	Vacant	Vacant	
19	0600119000200002000	0.08	0.08	WALTER	SEMASCHUK	W MAIN ST CALV	Institutional	YES	Overhead Utility
20	0600119000200004001	1.66	1.66		WR GELATERIA INCORPORATED	1556 MAIN ST	Commercial	YES - 1956	
21	0600119000200005000	0.43	0.43		LONG ISLAND LIGHTING CO	W MAIN ST CALV	Institutional - ROW	YES	Overhead Utility
22	0600119000200007001	3.61	3.61		KROEMER RTE 25 LLC	WEST MAIN ST	Commercial	Developed after 1987	
23	0600119000200008000	0.22	0.22		COUNTY OF SUFFOLK	WEST MAIN ST	Vacant	Vacant	
24	0600119000200010001	0.42	0.42	LUSI	NENJIVAR	1446 WEST MAIN ST	Residential	YES - 1945	
25	0600119000200011000	0.28	0.28	ELIZABETH	DANOWSKI	W MAIN ST	Residential	YES - 1950	
26	0600119000200012000	0.64	0.64		RJT REALTY ASSOCIATES	1432 WEST MAIN ST	Commercial	YES - 1935	
27	0600119000200013000	0.48	0.48		LORNAN REALTY ASSOCIATES	W MAIN ST	Commercial	YES - 1956	
28	0600119000200014000	0.28	0.28	GEORGE J	NUNNARO	W MAIN ST	Commercial	Developed after 1987	
29	0600119000200015000	0.13	0.13	GEORGE J	NUNNARO	W MAIN ST	Residential	YES - 1965	
30	0600119000200016000	0.55	0.55		1396 WEST MAIN STREET LLC	1396 W MAIN ST	Commercial	YES - 1929	
31	0600119000100022001	21.09	21.09	JANE	WANAT	1378 MAIN ST	Commercial	YES	Horse Farm
32	0600119000200017000	0.37	0.37	JOHN	WANAT	1368 MAIN ST	Commercial	YES - 1957	
33	0600119000200018000	0.37	0.37	DOROTHY A	SHORE	W MAIN ST	Residential	YES - 1965	
34	0600119000200019000	0.18	0.18	THOMAS J	UHLINGER	WEST MAIN ST	Vacant	Vacant	
35	0600119000200020000	0.86	0.86	STANLEY	POLLACK	1288 WEST MAIN ST	Residential	YES - 1929	
36	0600120000200001000	0.52	0.52	MARY	WILLIAMS	1278 MAIN ST	Residential	YES - 1909	
37	0600120000200002000	1.13	1.13		CORNERSTONE PROPANE L P	WEST MAIN ST	Commercial	YES - 1953	
38	0600120000200003000	0.98	0.98		DAW REALTY OF RIVERHEAD INC	WEST MAIN ST	Commercial	YES - 1940	
39	0600119000200027000	1.16	1.16	KAREN	NIZICH	1241 WEST MAIN ST	Residential	YES	
40	0600119000200026001	0.40	0.40	HELEN D	COZINE	1231 W MAIN ST	Residential	YES	
41	0600119000200026002	0.63	0.63	BRIAN	LEWIN	1233 W MAIN ST	Residential	YES	
42	0600119000200025000	0.75	0.75		MIL WAR INC	WEST MAIN ST	Residential	YES	
43	0600119000200024000	0.64	0.64	MICHELE	MULRENAN	1215 MAIN ST	Residential	YES	
44	0600119000200023000	0.57	0.57	RICHARD	SCOTT	1217 WEST MAIN ST	Residential	YES	
45	0600119000200022000	0.78	0.78	ROY T	OSMAN	1205 W MAIN ST	Commercial	YES - 1972	
46	0600119000200021000	0.21	0.21	SALLY M	OSMAN	1205 W MAIN ST	Residential	YES - 1927	
47	0600125000200023000	0.35	0.35	BERTHA	PFLEIGER	W MAIN ST	Residential	YES - 1930	
48	0600125000200025001	0.37	0.37	ROY T	OSMAN		Residential	YES - 1930	
49	0600125000200025002	0.98	0.98	ROY T	OSMAN		Commercial	YES - 1938	
50	0600125000200027002	0.32	0.32		ZBA HOLDINGS INC	1159 WEST MAIN ST	Residential	YES - 1976	
51	0600125000200027005	1.37	1.37	ROY	OSMAN	WEST MAIN ST	Commercial	YES - 1966	
52	0600125000200027003	0.29	0.29		DEV 2074 INC	1159 WEST MAIN ST	Commercial	YES - 1965	
53	0600125000200026002	0.40	0.40	DAVID LEE	FULTON	OFF W MAIN ST	Commercial	YES - 1958	
54	0600125000200028000	0.89	0.89	MATTHEW	ALFARO	WEST MAIN ST	Commercial	YES - 1966	
55	No Tax Parcel	8.44	6.37		MTA LIRR		Institutional	YES	
56	No Tax Parcel	13.86	13.86				Institutional	YES	
57	No Tax Parcel	6.83	6.83				Institutional	YES	

Items highlighted in blue are apparent in the 1984 aerial photograph

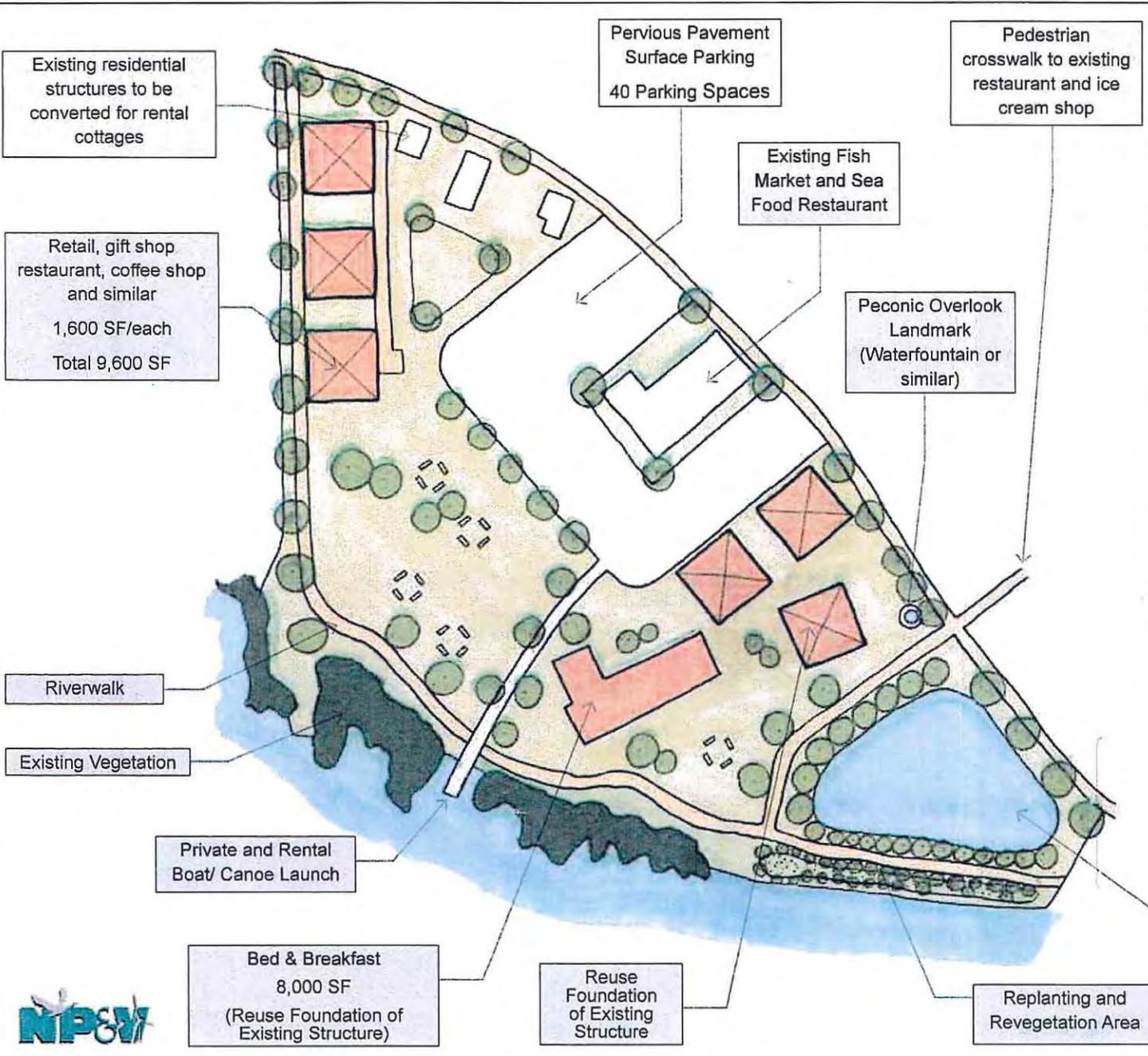
Items highlighted in green are based on information received from Town Assessors Office



**Town of Riverhead
Peconic River/Route 25 Corridor
BOA Step II Nomination**



**ATTACHMENT D
(Conceptual Sketch of Redevelopment
at Peconic Overlook)**



Existing residential structures to be converted for rental cottages

Retail, gift shop restaurant, coffee shop and similar
1,600 SF/each
Total 9,600 SF

Pervious Pavement Surface Parking
40 Parking Spaces

Pedestrian crosswalk to existing restaurant and ice cream shop

Existing Fish Market and Sea Food Restaurant

Peconic Overlook Landmark (Waterfountain or similar)

Riverwalk

Existing Vegetation

Private and Rental Boat/ Canoe Launch

Bed & Breakfast
8,000 SF
(Reuse Foundation of Existing Structure)

Reuse Foundation of Existing Structure

Replanting and Revegetation Area

DEC WSRR "COMMUNITY" Regs:
 Max. Lot Coverage: 10%
 Min. Setback from public road: 100'
 Max. Height: 34'

Zoning Regs (PRC District):
 Min. Lot Area: 80,000 SF
 Max. Building Coverage: 20%
 Max. Impervious: 40%
 Max. Building Height: 34'
 Max. FAR: 0.40
 Min. Front Yard: 25'
 Min. Side Yard: 15' each/ 30' combined
 Min. Rear Yard: 50'

Peconic Overlook Sketch:
 Current Zoning: RFC (Riverfront Corridor)
 Lot Area: Overall approx. 60,000 SF
 Building Coverage: Approx. 40%
 FAR: Approx. 0.4
 Impervious Coverage: Approx. 50%

Various zoning relief and/or a new overlay district, and/or WSRR variance may be required.

Sustainable development incorporating LEED building design features and green infrastructure is recommended.

Stormwater Management (Sustainable Green Infrastructure)



PECONIC OVERLOOK
RIVER ORIENTED RECREATION (MILL ROAD & W. MAIN STREET)



APPENDIX B-2

WSRR Community Designation April 2016
Town of Riverhead Submission to NYSDEC



TOWN OF RIVERHEAD

Sean M. Walter, Town Supervisor

200 Howell Avenue, Riverhead, NY 11901
Tel: (631) 727-3200 / Fax: (631) 727-6712

www.townofriverheadny.gov

April 15, 2016

Basil Seggos, Commissioner
NYS Department of Environmental Conservation
625 Broadway
Albany, NY 12233-0001

Re: Peconic River WSRR
Application for Community Designation

Dear Commissioner Seggos:

Please consider this letter as a formal request for a modification to our initial application for a change of designation of a portion of the Peconic River Wild Scenic and Recreational River (WSRR) from Recreational to Community in downtown Riverhead. The original application was submitted on October 21, 2014, and included 57 parcels located on the north and south sides of West Main Street, between River Road and Mill Road. The current application has been modified to include 51 parcels along West Main Street between Tanger Mall Drive and Mill Road.

Subsequent to our initial submission, comments were received from NYSDEC staff (Roy Jacobson Jr., DEC Central Office and Rob Marsh, Region 1) regarding concerns of the change in designation of parcels located west of Tanger Mall Drive. Both Central Office and Region 1 staff discussed their concerns regarding the more natural character of these parcels and the potential impact of potential commercial, industrial or institutional development on these sites which the Community designation would allow. Additionally, concerns were expressed regarding the inclusion of the natural portion of the parcel owned by Riverhead Raceway, and the horse farm located on the north side of the railroad tracks, west of Deepwood Street, as development of these parcels with commercial, industrial or institutional uses could negatively affect the character of the river corridor.

The Town has reviewed the NYSDEC's concerns and accepts that these parcels are not appropriate for inclusion within the Community designation for the reasons described above. As a result, the current application has been modified to exclude the areas of concern. It is the Town's belief that this modification will allow for continued protection of the river while promoting the Town's long term vision for this area, which includes redevelopment of sites that are currently poorly suited to the area and improperly sited within the lot. As such, the Town respectfully requests the NYSDEC consider the modified application and grant the change in designation of this area from Recreational to Community.



Thank you for your consideration of this request and please contact the undersigned should you have any questions.

Sincerely,
TOWN OF RIVERHEAD

A handwritten signature in black ink that reads "Sean M. Walter". The signature is fluid and cursive.

Sean M. Walter
Town Supervisor

Enc.

cc: Roy Jacobson Jr., NYSDEC
Carrie Meek-Gallagher, NYSDEC Region 1 Director
Robert Marsh, NYSDEC, Freshwater Wetlands
Charles J. Voorhis, Nelson, Pope & Voorhis



Town of Riverhead Peconic River/Route 25 Corridor BOA Step II Nomination



TECHNICAL MEMORANDUM

SUBJECT: DEC Wild, Scenic and Recreational River (WSRR) change in designation from “Recreation” to “Community” – Revised Application

DATE: April 11, 2016

PREPARED BY: Lara Urvat, Certified Ecologist, ESA
Kathryn J. Eiseman, AICP
Charles J. Voorhis, CEP, AICP

1. **Introduction:** On October 21, 2014, an application was submitted to the NYSDEC for a change of designation from “Recreational” to “Community” for an area west of Downtown Riverhead, along West Main Street. A copy of the original text portion of that application is provided as **Attachment A**. Subsequent to the submission, discussions were held with NYSDEC Albany staff (Roy A. Jacobson Jr.) regarding suggested modifications to the area to be designated on March 3, 2016 and March 7, 2016. This application includes a revised area for Community designation which has been modified based on the above referenced discussions, which represents an area that DEC staff from Albany and Region 1 can support for change in designation to Community. Supporting documentation are provided in greater detail below and in the attachments to this memorandum. For reference, the current WSRR boundary map for the area is provided in **Attachment B**.
2. **Revised Analysis:** In review of the original parcels designated for a change to Community with the NYSDEC, several parcels of concern were eliminated from the proposed designation and a revised area was defined and tested to determine if it would meet the basic criteria as outlined in the WSRR regulations (see **Attachment C**), which are as follows:
 - a. Total area: 30 acres minimum
 - b. Total number of developed lots (prior to 1987 legislative designation): 85% minimum
 - c. Average lot size or non-residential developed parcels:
 - i. Average lot size: ½ acre minimum;
OR
 - ii. Lot developed for industrial, institutional, and/or commercial uses: 40% minimum

It is noted that the WSRR boundaries do not necessarily follow tax parcel lines and in cases where a parcel is partially within the WSRR, only that portion of the parcel is included in the calculations. The modified boundary is consistent with the criteria in that it is 101.61 acres, 88.24% of which were developed prior to 1987 (85% minimum) and 64.44% of the lots were developed for



Town of Riverhead

Peconic River/Route 25 Corridor

BOA Step II Nomination



industrial, institutional or commercial uses. The criteria for an average lot size of ½ acre was not used since it was determined through GIS analysis of parcel acreages that the average acreage of the properties located along West Main Street is much larger than ½ acre. Therefore, the criteria used to meet the requirements of item c above was for 40% of lots developed with non-residential use as most properties located along West Main Street have long been developed with some type of industrial or commercial use. The right-of-way of the LIRR and the right-of-way of West Main Street are considered as separate parcels in order to form the contiguous composition of the proposed Community designation. This approach is in keeping with the previous Community designation for other parcels along West Main Street which was approved by the NYSDEC in January 2010¹. An analysis of this boundary for conformance with the Community designation criteria is also summarized in the analysis table included on the map provided in **Attachment C**.

The recommended Community designation involves a total of 51 parcels including one (1) parcel of LIRR ROW and one (1) parcel of West Main Street ROW. Thirty-three (33) of the parcels are located either north of West Main Street or north of the LIRR right-of-way and have been mostly developed since prior to 1987. Sixteen (16) parcels are located along the south side of West Main Street at the Mill Road intersection (site numbers 34 to 49). Apart from several existing residential homes and a restaurant, there are existing non-conforming uses at the corner of West Main Street and Mill Road which include auto repair uses and an outdoor storage/contractor yard. A description of the proposed Community boundary is provided in **Attachment D**. Individual property record information including historic land use is provided in table form in **Attachment E**.

The Community Rivers designation is anticipated to assist with both the revitalization of West Main Street (which is sorely in need of revitalization and is the subject of the BOA), as well as the environmental and ecological improvement of strategic properties along the Peconic River in a manner that better serves the overall goals of the Wild, Scenic and Recreational Rivers Act. Under current conditions, there are existing auto-related uses, retail business and residential uses in the area described as Peconic Overlook in the BOA Step II Nomination Study². This area and an area immediately to the west which includes residential uses are proposed to be included in the new Community Rivers designation area. This cluster of development represents adverse legacy uses that do not promote ecological value or environmental protection for the following reasons:

- Impervious surfaces and lawn areas with little or no drainage that flow to the Peconic River by conveyance, inadequate containment or overland flow;
- Auto-related uses with chemical use and storage that represents a potential and actual threat to water quality of the Peconic River;

¹ See Commissioner of NYSDEC's Decision and Order in the Matter of the Proposed "Community" Designations for Two Locations Within the Recreational Segment of the Peconic River Corridor, in Suffolk County, New York, Within the Wild, Scenic and Recreational Rivers System Pursuant to Article 15, Title 27 of the Environmental Conservation Law (ECL) and Part 666 of Title 6 of the Official Compilation of Codes, Rules and Regulations of the State of New York (6 NYCRR), by the Town of Riverhead, Suffolk County, and the County of Suffolk, New York.

² Described in the original application to the DEC



Town of Riverhead

Peconic River/Route 25 Corridor

BOA Step II Nomination



- Potential for erosion and sedimentation to the Peconic River due to instability and channelized flow;
- Small lots that exceed SCDHS density limitations under Article 6 of the SCSC; and
- Non-native landscape and/or invasive vegetation in proximity to the River that lacks habitat value, stormwater filtration benefit, aesthetic value and shoreline stabilization qualities.

There is no incentive for the current condition as described above, to change. To the contrary, there is a disincentive to improving these properties as has been evidenced by the persistence of these long-term existing detrimental conditions.

The proposed Community Rivers designation is intended to promote redevelopment by allowing controlled commercial use as envisioned by this designation. The new designation would still have significant safeguards in effect as required under the WSRR. The added benefit is that there is more of an incentive to redevelopment these properties in a way that will stimulate revitalization, and improve water quality, habitat and aesthetics through mitigation that would be designed as sites are proposed for re-use. Site plan review of future redevelopment projects would consider vegetated buffers along the river, upland stormwater containment, removal of auto-related uses and replacement with more compatible uses, reduction in fertilizer dependent vegetation, proper sanitary handling (either off site treatment, on-site treatment or properly functioning conventional systems), reduction of impervious surfaces and overall improvements aesthetics, landscaping and themed use in conformance with BOA goals and on-site best management practices. This better serves the Peconic River and the overall WSRR and the Town of Riverhead by removing impediment appropriate development/redevelopment in a manner that is consistent with the goals of the BOA.

Consideration was also given to the three criteria evaluated in the NYSDEC's decision on the 2010 application. Each criteria and appropriate analysis is provided below.

Q1. Does the proposal meet the standards contained in 6 NYCRR §666.3?

The standards contained in 6 NYCRR §666.3 are outlined above. As demonstrated in **Attachment D** which is based on Town Tax Assessor and Building Permit records and historic aerial photographs, 88.24% of the area was developed prior to 1987, thus satisfying the 85% minimum criteria. As previously indicated, the ½ acre criteria was not utilized as the average lot size for the area is larger than ½ acre. As a result, the criteria requiring a minimum of 40% of the area to be developed with industrial, institutional and/or commercial uses was utilized; 64.44% of the area was developed with such uses, thus satisfying this criterion. As a result, the proposed designation meets the criteria established in the regulations.



Town of Riverhead Peconic River/Route 25 Corridor BOA Step II Nomination



Q2. If not, is there an alternative proposal that does meet the standards contained in 6 NYCRR §666.3?

This does not apply as the proposed change in designation meets the standards contained in 6 NYCRR §666.3.

Q3. Should the Department designate a specific area as a “Community?”

While this criteria is ultimately up to the review and analysis conducted by the NYSDEC, it is the Town’s belief that this area warrants a change to the Community designation. Very few vacant lots exist within the area, and the majority are currently comprised of developed land (99.08%). In the case of Parcel 13, which is currently developed as the Riverhead Raceway, only the northern portion of the lot is included in the proposed Community designation area as the southern portion remains largely naturally vegetated and development of this area for commercial, institutional or industrial use would not be in keeping with the intent of the WSRR regulations. The three vacant lots included in the proposed Community designation area represent less than one acre of area that could be modified; changes to such a small area are not anticipated to impact the river a development of these lots would still be required to meet the criteria for development as outline in 6 NYCRR §666. Many of the existing uses are situated on lots with no shoreline buffers, aged drainage and/or sanitary infrastructure, and aged buildings. The change in designation of the parcels included in this application would promote the cohesive and beneficial redevelopment of existing non-conforming or poorly sited uses. River protection would be enhanced through redevelopment as increased buffers would be required, and modern drainage and sanitary infrastructure would be required on each site. Stringent lot coverage and setback requirements would also be in place to reduce impervious surfaces in proximity to the river. As a result, it is the Town’s opinion that the change in designation would result in a net benefit to the river, and requests the Department’s concurrence.

Based on this analysis, there is a valid basis to support a change in designation of the area identified herein from “Recreation” to “Community” and if successful will assist property owners in overcoming one of the obstacles to redevelopment in this portion of the Brownfield Opportunity Area.



**Town of Riverhead
Peconic River/Route 25 Corridor
BOA Step II Nomination**



ATTACHMENT A

Note: See Appendix B-1 for Copy of
Town of Riverhead WSRR Community Designation
Application, October 21, 2014



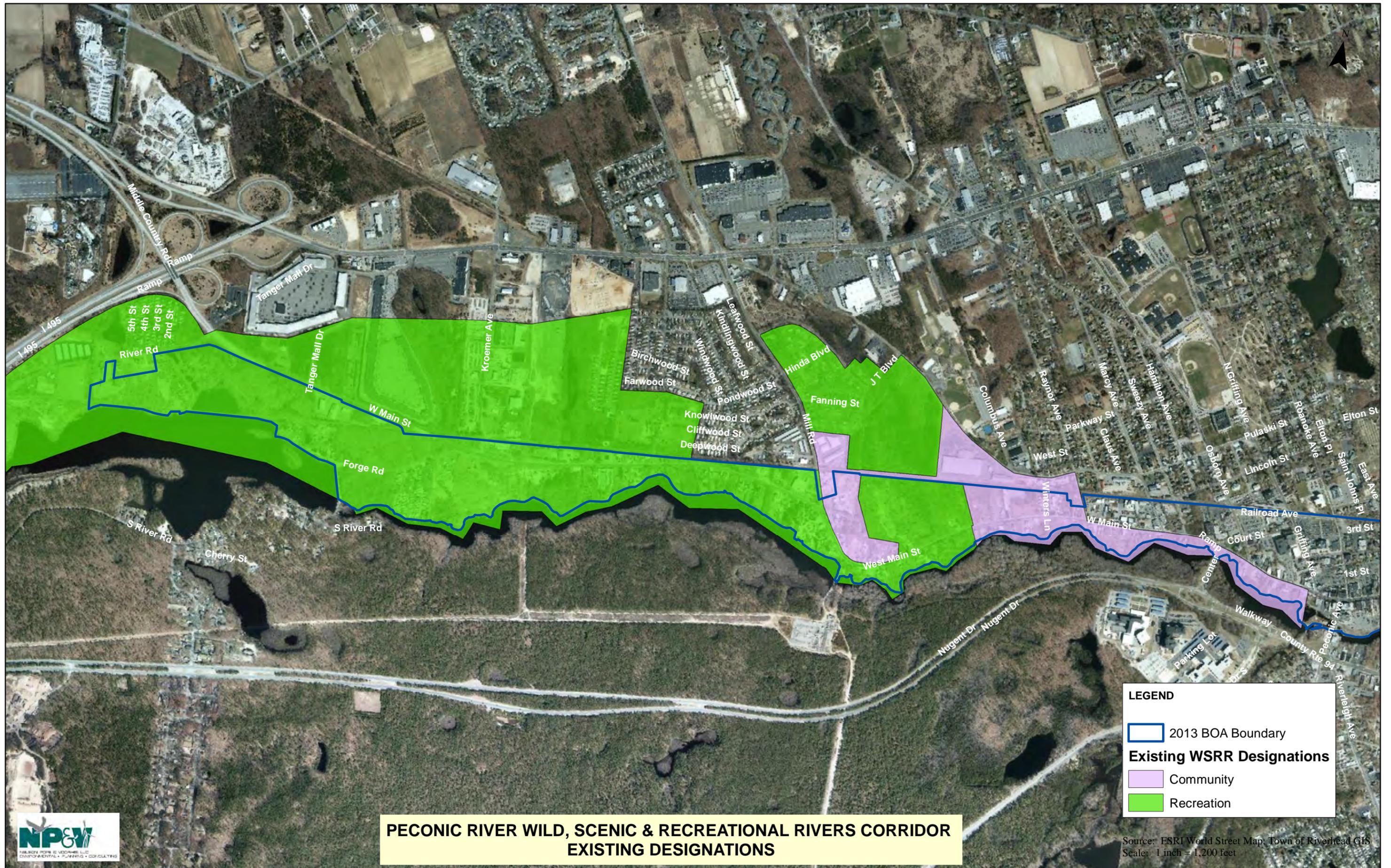
**Town of Riverhead
Peconic River/Route 25 Corridor
BOA Step II Nomination**



ATTACHMENT B
Existing WSRR Designations

DEC WSRR Analysis





**PECONIC RIVER WILD, SCENIC & RECREATIONAL RIVERS CORRIDOR
EXISTING DESIGNATIONS**

LEGEND

- 2013 BOA Boundary
- Existing WSRR Designations**
- Community
- Recreation



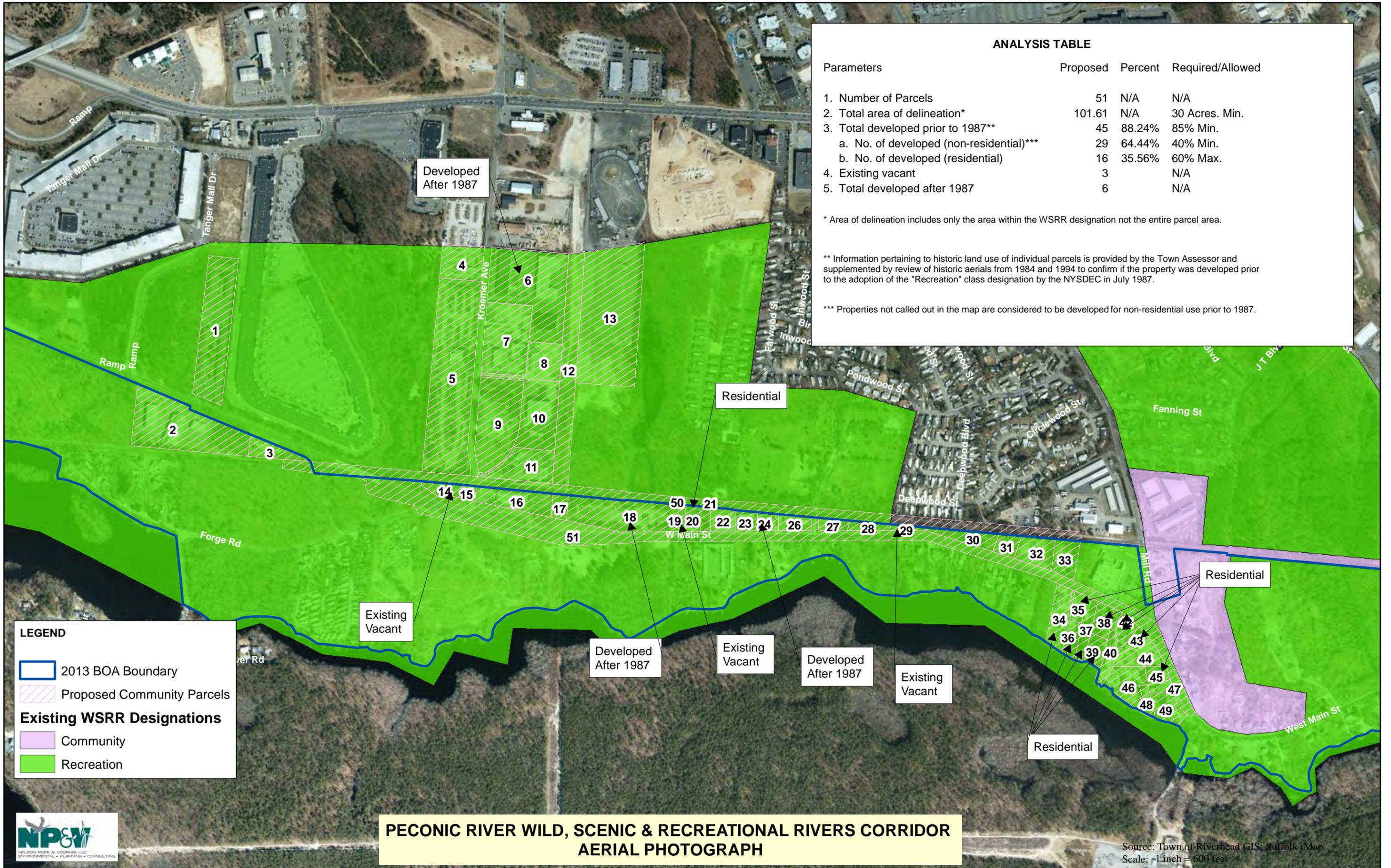
Source: ESRI World Street Map, Town of Riverhead GIS
Scale: 1 inch = 1,200 feet



**Town of Riverhead
Peconic River/Route 25 Corridor
BOA Step II Nomination**



ATTACHMENT C
DEC WSRR – Analysis of the modified area proposed
for change in designation from “Recreation to
“Community”



ANALYSIS TABLE

Parameters	Proposed	Percent	Required/Allowed
1. Number of Parcels	51	N/A	N/A
2. Total area of delineation*	101.61	N/A	30 Acres. Min.
3. Total developed prior to 1987**	45	88.24%	85% Min.
a. No. of developed (non-residential)***	29	64.44%	40% Min.
b. No. of developed (residential)	16	35.56%	60% Max.
4. Existing vacant	3		N/A
5. Total developed after 1987	6		N/A

* Area of delineation includes only the area within the WSRR designation not the entire parcel area.

** Information pertaining to historic land use of individual parcels is provided by the Town Assessor and supplemented by review of historic aerials from 1984 and 1994 to confirm if the property was developed prior to the adoption of the "Recreation" class designation by the NYSDEC in July 1987.

*** Properties not called out in the map are considered to be developed for non-residential use prior to 1987.

LEGEND

- 2013 BOA Boundary
- Proposed Community Parcels
- Existing WSRR Designations**
- Community
- Recreation

**PECONIC RIVER WILD, SCENIC & RECREATIONAL RIVERS CORRIDOR
AERIAL PHOTOGRAPH**

Source: Town of Riverhead GIS; Suffolk iMap
Scale: 1 inch = 600 feet





**Town of Riverhead
Peconic River/Route 25 Corridor
BOA Step II Nomination**



ATTACHMENT D
Proposed Community Designation Area Map
Description



Town of Riverhead

Peconic River/Route 25 Corridor

BOA Step II Nomination



Recommended Community Designation Area Map Description

Beginning at the southwest corner of the former 84 Lumber Property (which is located on the south side of West Main Street, south of the eastern side of its intersection with Tanger Mall Drive) following the property's western lot line north for approximately 515 feet, then heading southeast along the northern boundary of the MTA LIRR tracks approximately 405 feet, then heading north approximately 983 feet along the lot line of the multifamily residential community, then heading approximately 214 feet east along the northern lot line of the multifamily residential development, then heading south approximately 1,029 feet along the eastern lot line of the multifamily residential development, then heading southeast along the northern limit of right-of-way for West Main Street approximately 1,041 feet to where it intersects with the MTA LIRR tracks, then heading east approximately 444 feet along the northern boundary of the MTA LIRR tracks, then heading north approximately 1,581 feet along the western boundary of the industrial development, then heading east approximately 293 feet to the property intersection with Kroemer Avenue, then heading south approximately 1,604 feet along the western boundary of the right-of-way associated with Kroemer Avenue, then heading east approximately 49 feet along the southern boundary of Kroemer Avenue, then heading north approximately 1,607 feet along the eastern boundary of the Kroemer Avenue right-of-way, then heading approximately 539 feet east, then heading approximately 543 feet northeast to the eastern edge of the developed area, then heading approximately 1,014 feet south along the eastern property boundary of the developed area, then heading approximately 413 feet west, then heading approximately 716 feet south to the intersection with the MTA LIRR tracks, then heading east approximately 3,599 feet along the northern boundary of the MTA LIRR tracks, then heading approximately 345 feet south along the western property boundary of the U.S. Postal Service facility to where it intersects with West Main Street, then heading southeast approximately 645 feet along the northern boundary of the right-of-way of West Main Street to the eastern side of its intersection with Mill Road, then heading southeast approximately 716 feet along the eastern boundary of the West Main Street right-of-way, then heading west approximately 72 feet across the West Main Street right-of-way, then heading southwest approximately 104 feet along the southwestern boundary of the developed area, then heading east and northeast along the shoreline for approximately 1,291 feet, then heading north approximately 407 feet along the western side of the developed parcel to where it intersects with the southern boundary of the West Main Street right-of-way, then heading northwest along the southern boundary of the West Main Street right-of-way for approximately 4,234 feet to its intersection with Forge Road, then heading northwest along the southern boundary of the Forge Road right-of-way for approximately 306 feet, then heading north-northwest for approximately 64 feet across the Forge Road right-of-way, then heading approximately 512 feet northwest along the West Main Street right of way to its southern intersection with the MTA LIRR tracks, then heading west for approximately 512 feet along the southern boundary of the MTA LIRR tracks, then heading north approximately 64 feet across the MTA LIRR tracks, then heading west along the northern boundary of the MTA LIRR tracks for approximately 1,071 feet, to the point of beginning.

*It is noted that the above description is not a survey grade metes and bounds description, and was generated utilizing Suffolk County GIS tax parcel data.



**Town of Riverhead
Peconic River/Route 25 Corridor
BOA Step II Nomination**



ATTACHMENT E
(Property Data Collection Sheet)

Property Data Collection
WSRR Change in Designation

Site ID	Parcel ID	Parcel Area (Acres)	Parcel Area within WSRR (Acres)	Owner First Name	Owner Last Name	Address	Current Land Use	Developed Prior to 1987
1	0600118000300008000	4.82	4.82		101 NORTH BROADWAY ASSOCIATES	1750 ROUTE 25	Commercial	YES - 1965
2	0600118000400010000	5.52	5.52		SPIRIT SPE PORTFOLO 2007 2 LLC	WEST MAIN ST	Commercial	YES - 1984
3	0600118000400011000	0.84	0.84	GEORGE	KALAMARAS	W MAIN ST CALV	Commercial	YES - 1948
4	0600119000100035005	2.44	1.57		KROEMER AVENUE CORP		Commercial	YES - 1950
5	0600119000100035003	9.36	9.36		KROEMER AVENUE ASSOCIATES INC	31 KROEMER AVE	Commercial	YES - 1962
6	0600119000100028007	6.08	6.07		KROEMER AVENUE HOLDINGS LLC	44 KROEMER AVE	Commercial	Developed after 1987
7	0600119000100029000	3.56	3.56		NICOLIAS LTD	KROMER AVE	Commercial	YES - 1948
8	0600119000100030000	1.53	1.53	JOSEPH W	MAVELLIA	KROMER AVE CAL	Commercial	YES - 1950
9	0600119000100032001	3.98	3.98	MILDRED G	COWAN	KROEMER AVE	Commercial	YES - 1948
10	0600119000100032002	3.07	3.07		KROEMER AVENUE ASSOCIATES LLC	46 KROEMER AVE	Commercial	YES - 1981
11	0600119000100031002	1.90	1.90		PARACO GAS CORP	KROMER AVE	Commercial	YES - 1946
12	0600119000100025000	6.70	4.15		LONG ISLAND LIGHTING CO	S OF ROUTE 58	Institutional - ROW	YES
13	0600119000100024000	24.86	15.96		WORLD LIFE ENTERTAINMENT INC	OLD COUNTRY RD	Commercial	YES - 1948
14	0600119000200001000	0.53	0.53	ALISON	HO	1581 MAIN ST	Vacant	Vacant
15	0600119000200002000	0.08	0.08	WALTER	SEMASCHUK	W MAIN ST CALV	Institutional	YES
16	0600119000200004001	1.66	1.66		WR GELATERIA INCORPORATED	1556 MAIN ST	Commercial	YES - 1956
17	0600119000200005000	0.43	0.43		LONG ISLAND LIGHTING CO	W MAIN ST CALV	Institutional - ROW	YES
18	0600119000200007001	3.61	3.61		KROEMER RTE 25 LLC	WEST MAIN ST	Commercial	Developed after 1987
19	0600119000200008000	0.22	0.22		COUNTY OF SUFFOLK	WEST MAIN ST	Vacant	Vacant
20	0600119000200010001	0.42	0.42	LUSI	NENJIVAR	1446 WEST MAIN ST	Residential	YES - 1945
21	0600119000200011000	0.28	0.28	ELIZABETH	DANOWSKI	W MAIN ST	Residential	YES - 1950
22	0600119000200012000	0.64	0.64		RJT REALTY ASSOCIATES	1432 WEST MAIN ST	Commercial	YES - 1935
23	0600119000200013000	0.48	0.48		LORNAN REALTY ASSOCIATES	W MAIN ST	Commercial	YES - 1956
24	0600119000200014000	0.28	0.28	GEORGE J	NUNNARO	W MAIN ST	Commercial	Developed after 1987
25	0600119000200015000	0.13	0.13	GEORGE J	NUNNARO	W MAIN ST	Residential	YES - 1965
26	0600119000200016000	0.55	0.55		1396 WEST MAIN STREET LLC	1396 W MAIN ST	Commercial	YES - 1929
27	0600119000200017000	0.37	0.37	JOHN	WANAT	1368 MAIN ST	Commercial	YES - 1957
28	0600119000200018000	0.37	0.37	DOROTHY A	SHORE	W MAIN ST	Residential	YES - 1965
29	0600119000200019000	0.18	0.18	THOMAS J	UHLINGER	WEST MAIN ST	Vacant	Vacant
30	0600119000200020000	0.86	0.86	STANLEY	POLLACK	1288 WEST MAIN ST	Residential	YES - 1929
31	0600120000200001000	0.52	0.52	MARY	WILLIAMS	1278 MAIN ST	Residential	YES - 1909
32	0600120000200002000	1.13	1.13		CORNERSTONE PROPANE L P	WEST MAIN ST	Commercial	YES - 1953
33	0600120000200003000	0.98	0.98		DAW REALTY OF RIVERHEAD INC	WEST MAIN ST	Commercial	YES - 1940
34	0600119000200027000	1.16	1.16	KAREN	NIZICH	1241 WEST MAIN ST	Residential	YES
35	0600119000200026001	0.40	0.40	HELEN D	COZINE	1231 W MAIN ST	Residential	YES
36	0600119000200026002	0.63	0.63	BRIAN	LEWIN	1233 W MAIN ST	Residential	YES
37	0600119000200025000	0.75	0.75		MIL WAR INC	WEST MAIN ST	Residential	YES
38	0600119000200024000	0.64	0.64	MICHELE	MULRENAN	1215 MAIN ST	Residential	YES
39	0600119000200023000	0.57	0.57	RICHARD	SCOTT	1217 WEST MAIN ST	Residential	YES
40	0600119000200022000	0.78	0.78	ROY T	OSMAN	1205 W MAIN ST	Commercial	YES - 1972
41	0600119000200021000	0.21	0.21	SALLY M	OSMAN	1205 W MAIN ST	Residential	YES - 1927
42	0600125000200023000	0.35	0.35	BERTHA	PFLEIGER	W MAIN ST	Residential	YES - 1930
43	0600125000200025001	0.37	0.37	ROY T	OSMAN		Residential	YES - 1930
44	0600125000200025002	0.98	0.98	ROY T	OSMAN		Commercial	YES - 1938
45	0600125000200027002	0.32	0.32		ZBA HOLDINGS INC	1159 WEST MAIN ST	Residential	YES - 1976
46	0600125000200027005	1.37	1.37	ROY	OSMAN	WEST MAIN ST	Commercial	YES - 1966
47	0600125000200027003	0.29	0.29		DEV 2074 INC	1159 WEST MAIN ST	Commercial	YES - 1965
48	0600125000200026002	0.40	0.40	DAVID LEE	FULTON	OFF W MAIN ST	Commercial	YES - 1958
49	0600125000200028000	0.89	0.89	MATTHEW	ALFARO	WEST MAIN ST	Commercial	YES - 1966
50	0600119000100039000	9.08	6.37		MTA LIRR		Institutional - Railroad	YES
51	No Tax Parcel	13.86	13.86				Institutional - Road	YES

Items highlighted in blue are apparent in the 1984 aerial photograph

Items highlighted in green are based on information received from Town Assessors Office



APPENDIX C

Historic District Inventory Materials