



Riverside Revitalization Action Plan



Town of Southamptton

Town Supervisor / Anna Throne-Holst
Deputy Supervisor / Chief of Staff / Frank Zappone
Councilperson Hon. Bradley Bender
Councilperson Hon. Bridget Fleming
Councilperson Hon. Stan Glinka
Councilperson Hon. Christine P. Scalera

And the Riverside Community

**April 30
2015**

Introduction

Searching for the Riverside

The Tale of Two Towns: The Hamlet of Riverside, Paradise Found... If You Can Find it!

ECONOMIC DISTRESS INDICATORS FOR RIVERSIDE CDP (CENSUS DESIGNATED PLACE)

| Place | % W/ Public Assitance Income | % High School Graduates | % Below Poverty Level | Median Household Income | % Unemployment | Median Housing Value | Overall Rank |
|------------------|------------------------------|-------------------------|-----------------------|-------------------------|----------------|----------------------|--------------|
| Riverside | 7.05% | 63.34% | 24.59% | \$33,308 | 18.39% | \$73,900 | 1 |
| Gordon Heights | 8.65% | 85.17% | 22.18% | \$56,157 | 14.46% | \$281,600 | 2 |
| Wyandanch | 11.78% | 75.75% | 13.99% | \$53,948 | 9.93% | \$270,000 | 3 |

According to Economic Distress Indicators, 2008-2012 (Places in Suffolk County, New York), Riverside is the most disinvested community in Suffolk County.

| | |
|-----------|--|
| SECTION 1 | <i>Building Upon Past Efforts</i> |
| SECTION 2 | <i>Master Developer & Development Approach</i> |
| SECTION 3 | <i>CSPM: Riverside Rediscovered</i> |
| SECTION 4 | <i>Market Opportunities & Branding Strategies</i> |
| SECTION 5 | <i>Revitalization Strategies & Tentative Land Use Plan</i> |
| SECTION 6 | <i>Zoning Recommendations: Riverside Overlay District</i> |

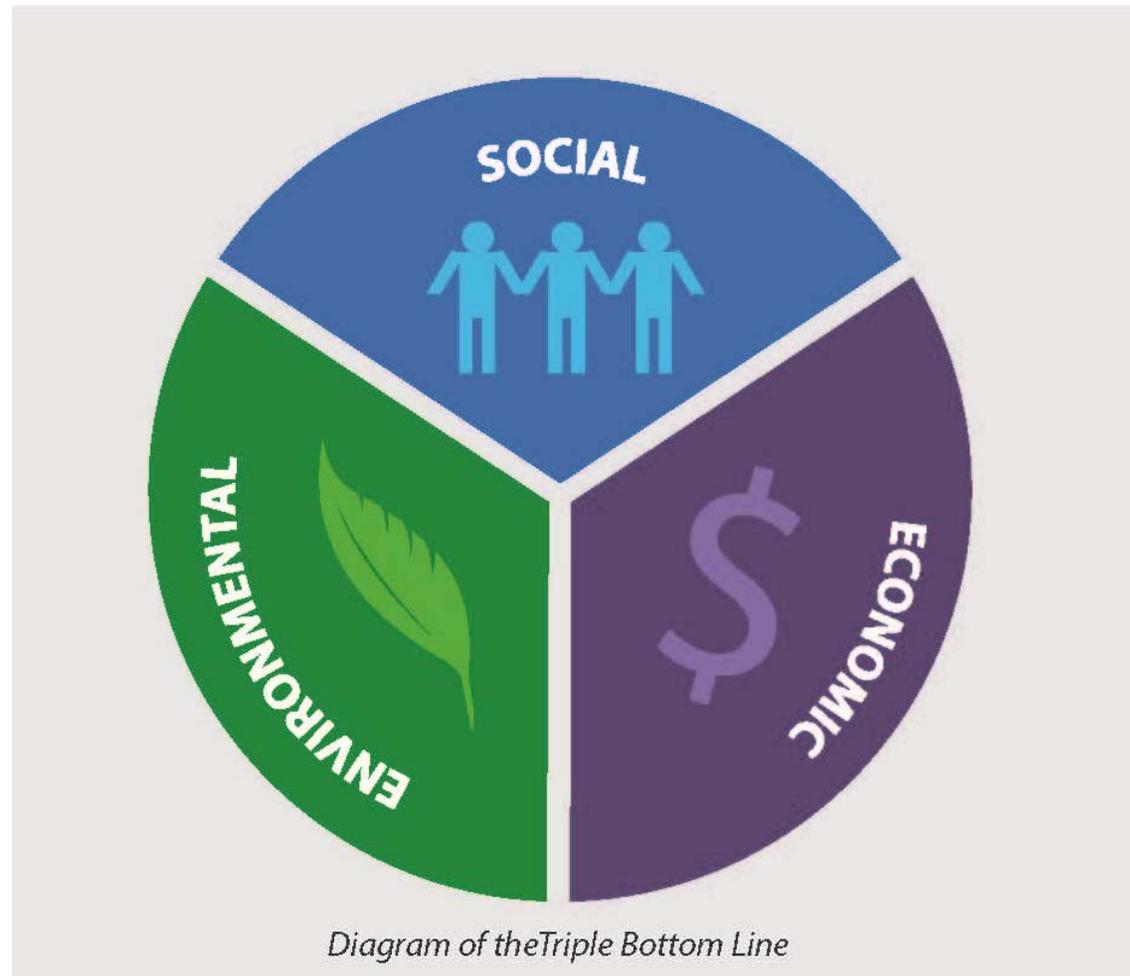


Crowdsourced Placemaking (CSPM)

Riverside Rediscovered: the Process Has Begun



Crowdsourced Placemaking (CSPM)
Riverside Rediscovered: the Process Has Begun



Reaching the Community Goals Establishing Parameters

PROMOTE...

housing choices with a broad range of housing types and price points including attainable and market-rate housing options.

EXPAND...

the property tax base and provide additional employment opportunities.

INCORPORATE...

municipally owned property located within the Project Area to achieve an effective redevelopment strategy; and provide an avenue for private property owners to partner with the public sector and RD to foster the redevelopment of underutilized assets for the benefit of both themselves and the community.

LEVERAGE...

Existing assets and proximity to maritime resources along the Peconinc Waterfront, natural assets, recreation areas, preserved open spaces of the Pine Barrens region, and proximity to Riverhead's downtown area.

ATTRACT...

business, residents and visitors to stimulate the local economy and position Riverside as a tourist destination with access to both the north and south forks and the many assets they possess.

The Town of Southampton, the Community and the Master Developer have been working together to co-create the Action Plan for the Riverside Project Area, with the strong desire to implement meaningful change building upon the goals outlined by the numerous previous Planning Studies, and the Town's Comprehensive Plan.

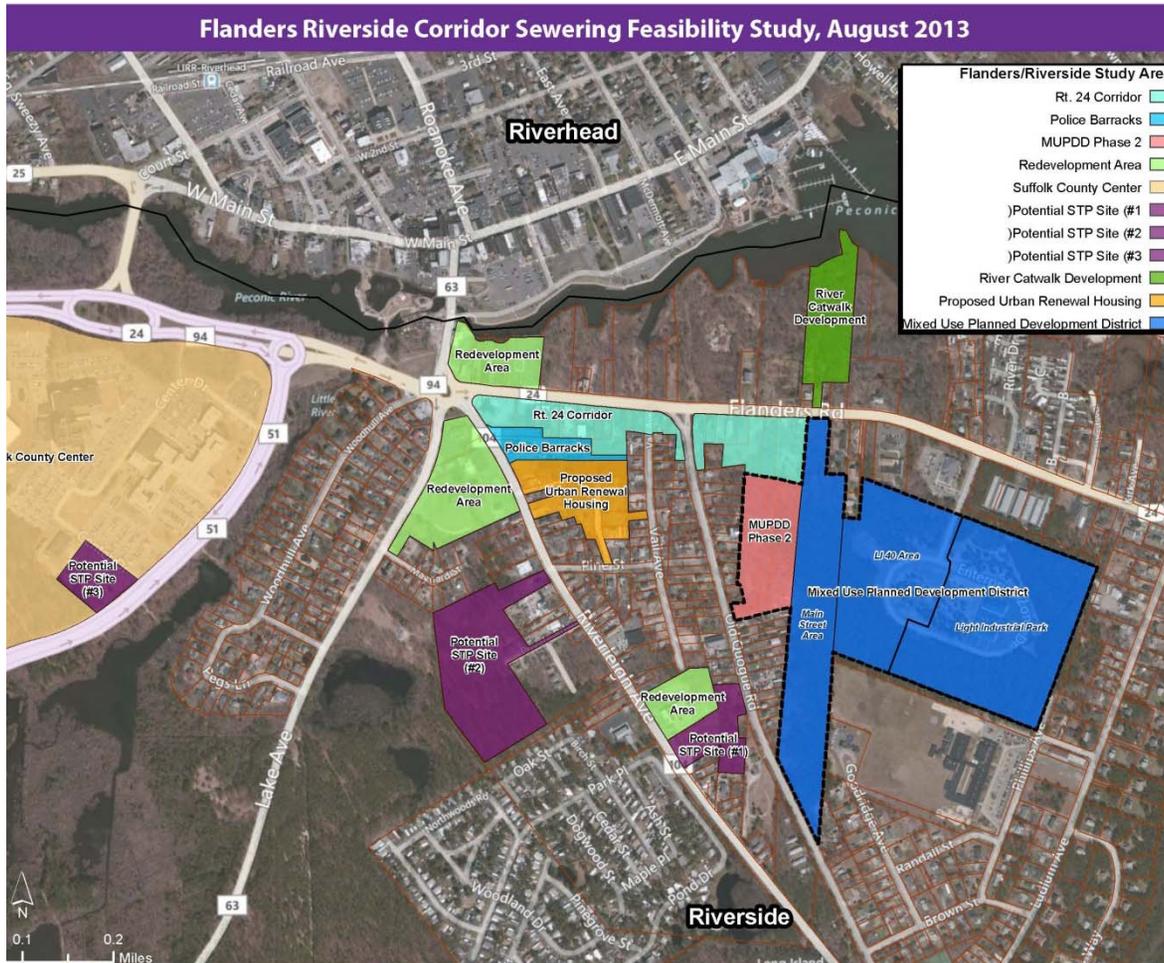


Existing Conditions *Land Use and Zoning*



Previous studies have identified numerous sites in the area as potential candidates for redevelopment. Unfortunately, a number of issues get in the way of revitalization. While zoning regulations alone permit significant development, use and dimensional standards prevent a walkable mixed use environment. As depicted in the chart on page 22 of this book, the existing zoning allows for nearly 5,000,000 square feet of development, however, other land use restrictions have made this development commercially untenable.

Existing Challenge Infrastructure



RRAP Recommendation:

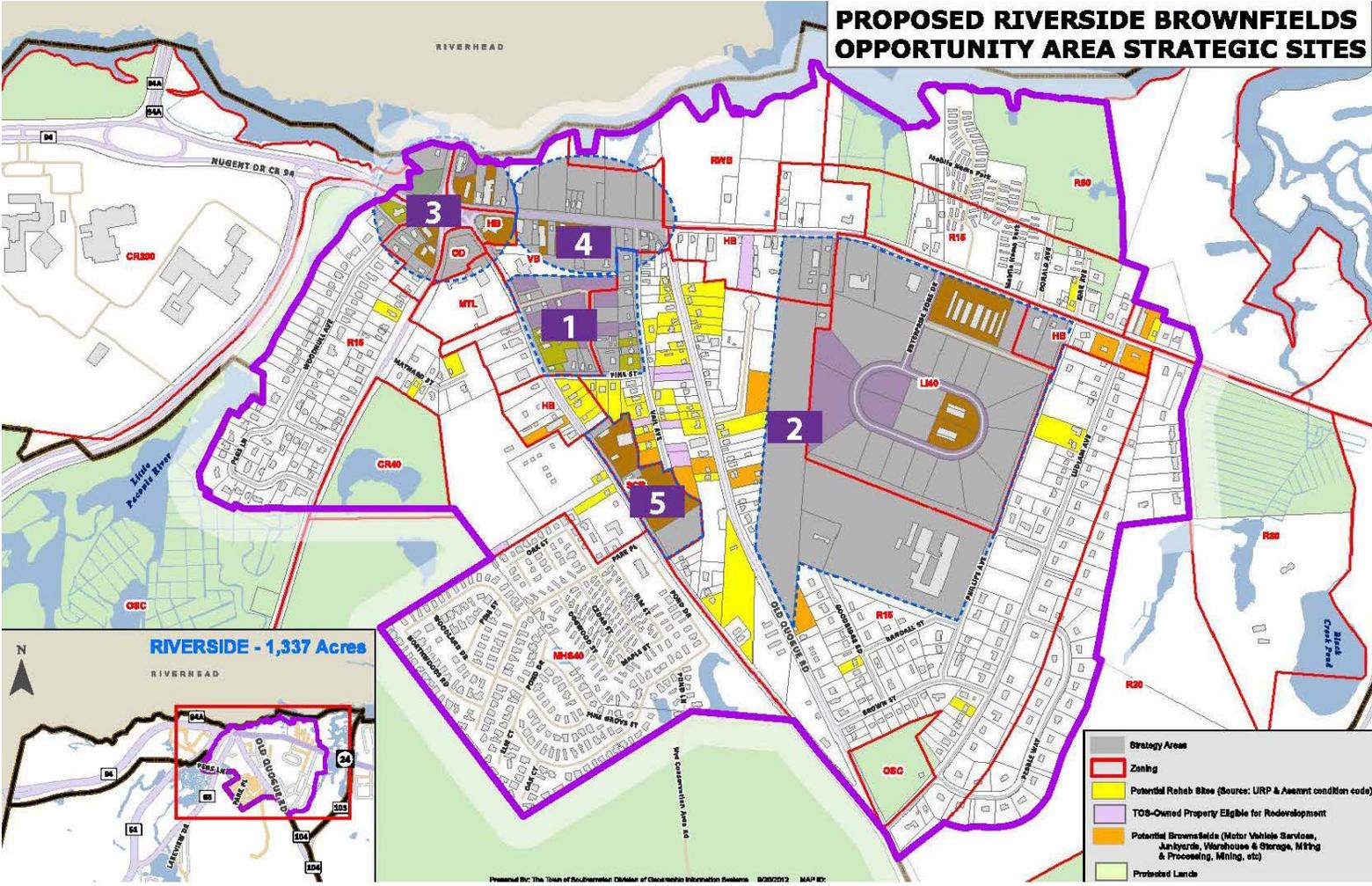
If the Town decides to move forward with the implementation of this Recommended Action Plan, a full State Environmental Quality Review will be performed. This study will be used as a base to expand on the information and ideas previously forwarded by the County. No decisions have been made with respect to the wastewater solutions. It is recommended that alternate solutions be seriously considered for the treatment of existing wastewater conditions while new waste water generation is treated through the most efficient STPs. These solutions are actively being examined by the County, the Town and the Master Developer.

Existing Challenge Being in the Pine Barrens



- **Education** – This project proposes to provide significant opportunities to educate the youth of Suffolk County on the importance of the Salt Water Estuary, sustainable growth for long island and Social Equity.
- **Public Health** – This project, by proposing a Healthy Villages plan, would significantly improve the quality of health or health care for a significant percentage of the Island's poor or underinsured population.
- **Emergency Preparedness** – This project can significantly improve the overall safety of Long Island's population and its communication capability for responsiveness to events which can endanger a significant percentage of Long Island's population.
- **Economic Equity** - This project can significantly improve the economic standing of Long Island's poor or underserved population.
- **Social Equity** - This project can significantly improve social equity and support social diversity of Long Island's population.

Existing Conditions Brownfield Opportunity Area



Getting to Know the Community

Historic Maps

1915 Belcher Hyde Map



Riverside, shown on the 1915 E. Belcher Hyde map

"Historic maps indicate that Riverside was sparsely settled throughout the historic period, though bridges connected the settlement to Riverhead to the north. The 1873 Beers map shows that development was principally located along Route 24....More structures are shown on the 1915 Belcher Hyde Map, along Moriches Road, Quogue Road, and New Quogue Road." *Town of Southampton Draft Historic Resources Study*

Riverside Historical Maps

With the exception of a traffic circle around which several homes and businesses are clustered, Riverside does not have a central area of concentrated development (Hutton Associates 2008). Historic maps indicate that Riverside was sparsely settled throughout the historic period, though bridges connected the settlement to Riverhead to the north. The 1873 Beers map shows that development was principally located along Route 24 (also known as Nugent Drive or Peconic Avenue and Flanders Road). The map does not name the small settlement, but simply illustrates a cluster of development adjacent to Riverhead.

1873 Beers Map



The hamlet of Riverside, shown on the 1873 F. W. Beers map of Southampton

1904 Topographic Map



Source: USGS

1957



Source: USGS

1980



Source: USGS

Properties "where natural vegetation on a lot or tract was substantially disturbed" before 1984 and have not been left to "revert to natural vegetation" for 20 years or more are not subject to clearing restrictions. These maps depicting the historic evolution of the Riverside community reveal that much of the development area has been disturbed since the 1950s.

1994



Source: USGS



4125

BIRD'S EYE VIEW OF PECONIC RIVER, RIVERHEAD. L. I.

L.L. LURRY, POST CARD CO., N. Y.
post card image courtesy of David A Wilcox Jr



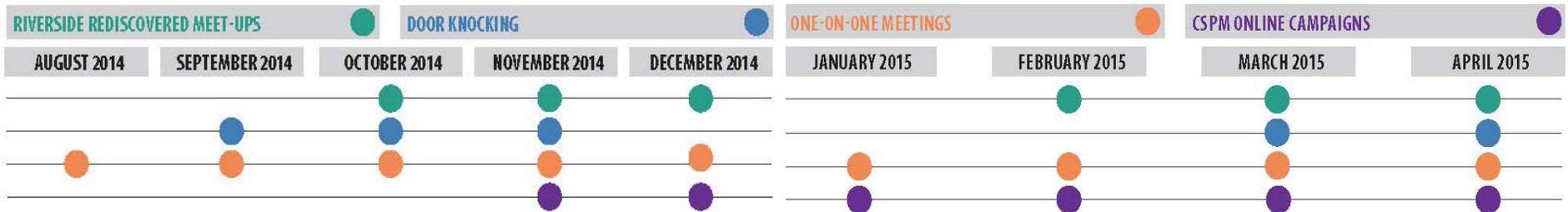
5

TRAFFIC CIRCLE, RIVERHEAD, LONG ISLAND, N.Y.

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Riverside Rediscovered: the Process Has Begun

Engaging the Community



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RIVERHEAD NEWS-REVIEW

Editorials

Editorial: A welcome show of support in Riverside

by [Riverhead News-Review](#) |

05/09/2014 8:00 AM



County Executive Steve Bellone, second from right, discusses Southampton Town's Riverside plans with, from left, Councilwoman Christine Scalera, Councilman Brad Benter, Sean McLean of Renaissance Downtowns, and Southampton Supervisor Anna Throne-Holst. (Credit: Tim Gannon)



Crowdsourced Placemaking (CSPM) Riverside Rediscovered: the Process Has Begun

Effort To Revitalize Riverside Now Has A Name

Return to Story

The long-anticipated effort to revitalize one of the most neglected corners of Southampton Town now has an official name: "Riverside"

1 of 3

1 of 1

POST A COMMENT



POST A COMMENT



[WERE YOU HERE? UPLOAD YOUR OWN PHOTO](#)

[UPLOAD YOUR OWN PHOTO](#)



Sean McLean, vice president of development and planning for Renaissance Downtown, spoke to Flanders/Riverside residents about redeveloping the area Monday night. Alexa Gorman



Monday, December 18. ALEXA GORMAN

Crowdsourced Placemaking (CSPM) Riverside Rediscovered: the Process Has Begun



Riverside Rediscovered

Riverwoods Community Meeting
When: September 17, 2017
Where: Clubhouse Meeting Room
Time: 6:30 PM

...a vibrant, inspiring destination that is representative of the community shared values, based on the triple bottom line of being economically, socially and environmentally beneficial.



Riverside Rediscovered



Reunion Comunitaria

AYUDA A IDENTIFICAR LOS ASPECTOS POSITIVOS Y NEGATIVOS EN LA COMUNIDAD

VEN A APRENDER, COMPARTIR Y CONSTRUIR UNA COMUNIDAD REPRESENTATIVA DE LOS VALORES COMPARTIDOS DE LA COMUNIDAD. JUNTOS PODEMOS AYUDAR A TRANSFORMAR Y REVITALIZAR RIVERSIDE. QUEREMOS QUE SE ESCUCHE Y QUE CUENTE TU VOZ EN LA COMUNIDAD.

Community Meeting
Community Empowerment Through R...

Come help make Riverside a vibrant, inspiring destination representative of the community shared values, based on the triple bottom line of being economically, socially and environmentally beneficial.

When: October 1, 2014
Where: Phillips Avenue Elementary School
Time: 7:00 PM

Contact: SIRIS BARRIOS (Community Liaison)
Mobile: (323) 868-2456 -- Office: (631) 591-3926
Siris@riversiderediscovered.com - facebook.com/riversiderediscovered
www.riversiderediscovered.com



Reunión Comunitaria

Empoderamiento Comunitario

Venga a ayudar a hacer Riverside un lugar que sea representativo de los valores compartidos de la comunidad. Juntos podemos ayudar a transformar y revitalizar Riverside. Queremos que se escuche y que cuente tu voz en la comunidad.

Cuándo: 01 de Septiembre
Dónde: Phillips Avenue Elementary School
Horario: 6:30 PM

Contacto: SIRIS BARRIOS
Móvil: (323) 868-2456
Siris@riversiderediscovered.com
www.riversiderediscovered.com

Cuándo: 6 de Noviembre 2014 a las 7:00 PM
Dónde: Phillips Avenue Elementary School
141 Phillips Ave. Riverside, NY

Apuntate: SIRIS BARRIOS (Relaciones Comunitarias)
Móvil: (323) 868-2456
Oficina: (631) 591-3926
Siris@riversiderediscovered.com - facebook.com/riversiderediscovered
www.riversiderediscovered.com



Children's Museum of the East End
Starting, Tuesday, March 31, 2015
Ending, Tuesday, May 19, 2015
Every Tuesday for 8 weeks

Time: 5:00 PM to 6:00 PM
Where: Riverside Rediscovered Office
108 Peconic Ave. Riverside, NY 11901
Who: Children ages 2 to 5 years old.

Space limited to 15 Children from Riverside, Flanders and Northampton



"C.M.E.E. in the Studio" will provide children and their caregivers an opportunity to play, explore and create art projects using a variety of media. The program is designed to foster creativity, literacy, fine motor skills, and decisionmaking skills.

Sign-up with Siris at 631-591-3926 or siris@riversiderediscovered.com

Crowdsourced Placemaking (CSPM)
Riverside Rediscovered: the Process Has Begun

The screenshot shows the homepage of the 'Riverside Rediscovered' website. At the top left is the logo, which consists of a green leafy branch above the text 'Riverside Rediscovered' in blue and green. To the right of the logo is a navigation menu with the following items: 'Events', 'Updates', 'Press', 'Ideas', 'About', and 'Help', each with a dropdown arrow. Further right is a search bar with the text 'Search' and a magnifying glass icon. On the far right, there are social media icons for Facebook and Twitter.

The main content area is dominated by a large, semi-transparent white box containing the following text:
feedback session
meet-up
for the Riverside Revitalization Action Plan (RRAP)
april 22, 2015
6:30 pm, wednesday
Riverside Rediscovered office, 108 peconic ave

Below the announcement box, there is a grid of eight idea submissions, each with a small image and a title. The ideas are:
1. Fabric Store / Workshop Studio
2. Farmers Market / Food Mart (Year...)
3. Riverside Row Restaurants
4. Zip Code for Riverside, Flanders and...
5. Community Wellness Clinic & Pharmacy...
6. Modern Movie Theater
7. Supermarket (Quality & Affordable)
8. Coffeehouse/Cafe

At the bottom of the grid, there is a dark blue banner with the text: "'Like' your favorite ideas to help define what the future of Riverside should be!" and a blue button labeled "Read More".

Crowdsourced Placemaking (CSPM) *Riverside Rediscovered: the Process Has Begun*



Crowdsourced Placemaking (CSPM) Riverside Rediscovered: the Process Has Begun

Crowdsourced Placemaking (CSPM) Ideas Campaign



Riverside Rediscovered has continually worked with residents to identify the most popular triple bottom line compliant ideas through in person outreach and online social media. On the next page are the most popular of the 38 community chosen ideas. Each of the following has received 100 or more "likes" indicating support from fellow community members. Several of these are now being considered or implemented in the revitalization plan.



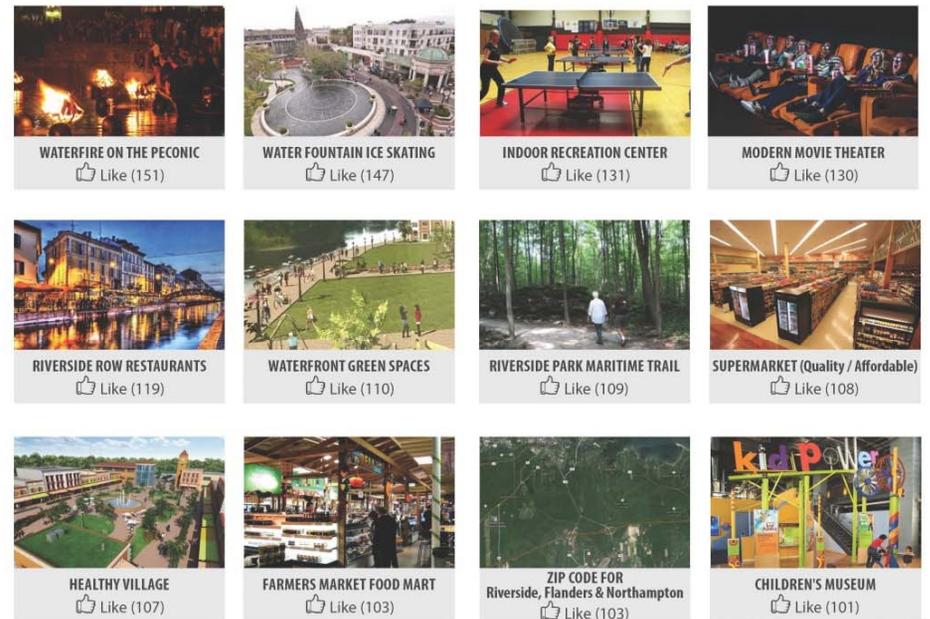
1. Seed Inspiring Ideas

Post ideas through images and descriptions that inspire the desired future vision of your community.

"LIKED" IDEAS



Riverside Rediscovered members posted their ideas after signing a Triple-Bottom-Line contract.





Zip Code for Riverside, Flanders and...

Like (103)



Children's Museum

Like (101)



The Gateway Center

Like (86)



Community Resource Center

Like (86)



Mixed-Use Development in the

Like (82)



Coffeehouse/Café

Like (74)



Attainably-Priced Residences

Like (68)



Deli Country

Like (67)



Juice, Smoothie, and Fruit Bar

Like (65)



Community Wellness Clinic & Pharmacy...

Like (64)



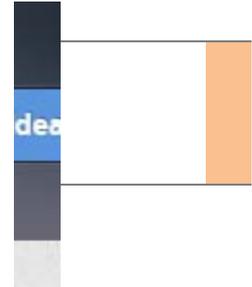
Performing and Fine Arts Center

Like (57)



Day Care (Early and Late Hours)

Like (56)



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Riverside Rediscovered: the Process Has Begun



Waterfire

a free public art installation, a performance, an urban festival, a civic ritual and a spiritual communal ceremony.

WaterFire's symbolism and interpretation is both inclusive and expansive - reflecting the recognition that **individuals must act together to strengthen and preserve their community**

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Crowdsourced Placemaking (CSPM)

Riverside Rediscovered: the Process Has Begun

Crime and Safety Issues Raised by Residents:

- Breakins
- Drugs
- Prostitution
- Homelessness
- Don't Feel Safe
- People Hanging Out
- Traffic
- Loitering
- Poor Lighting
- Squatting
- Poor Housing
- Deplorable Conditions
- Shootings
- Dangerous to Walk
- Unsafe
- Illegal Dumping
- Unauthorized Activities
- Unsafe Crossing
- Dirty Road
- Robbery

Intensity of Safety Issues



Crowdsourced Placemaking (CSPM)

Riverside Rediscovered: the Process Has Begun



Community Asset Mapping

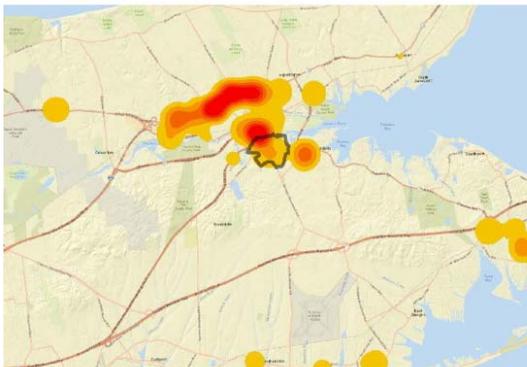
At the second monthly meetup, members engaged in a community asset mapping exercise. The participants broke out into six worktables and began identifying community assets and deficits. They were asked to answer twelve key questions that identified the places they go to for groceries, dining out, socializing, health care, arts and recreation. The results are clear: Riverside residents are forced to travel, often far, to fulfill their wants and needs. This clearly demonstrates the near total lack of assets and amenities within the community and the need for an injection of new activity.

Community Assets in Riverside:

- Phillips Avenue School
- Local Churches
- Gas Stations
- Riverside Rediscovered Community Office
- McDonalds
- Riverwoods Community Center

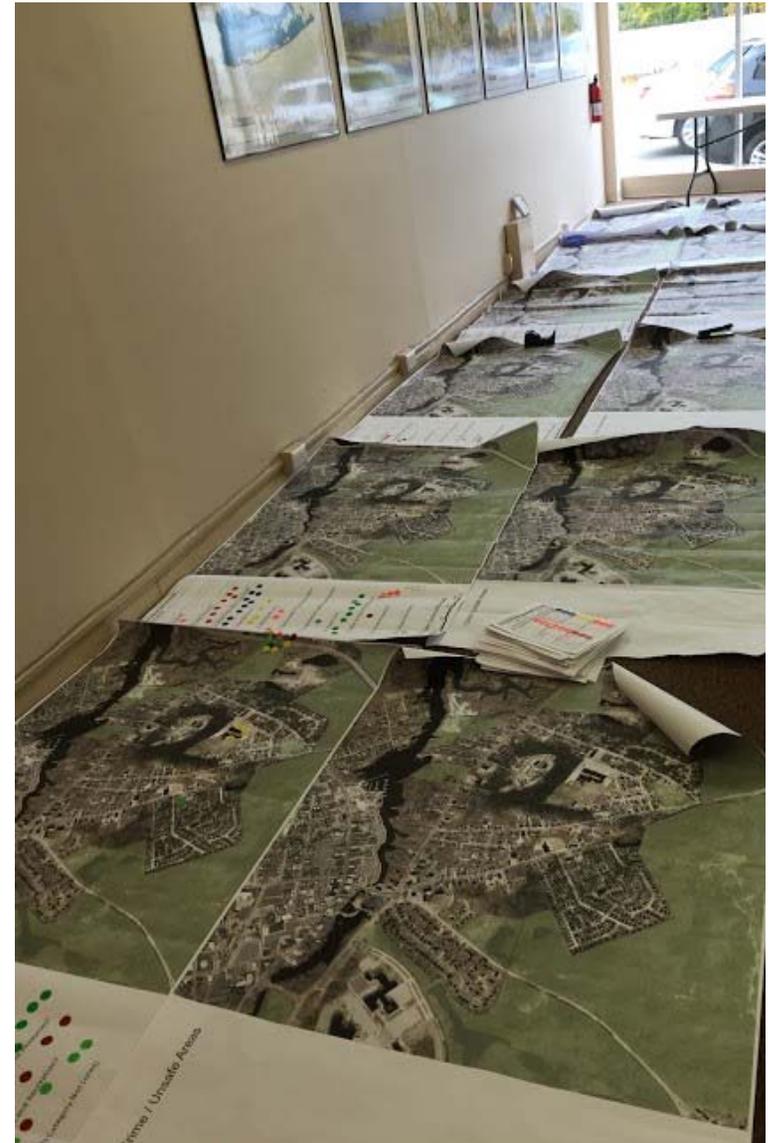
Total: 352 Entries
 % in Riverside: 5%
 Average Distance from Circle: 3.8 Miles

Community Assets

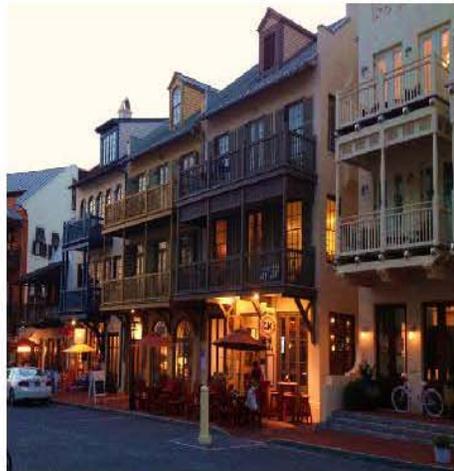


Residents Were Asked Where They Go for the Following:

- Work
- School
- Shopping
- Out to Eat
- To Socialize / Get Together with Friends
- To Get Involved in Community Issues
- Arts and Recreation
- Healthcare
- Worship
- Other Services / Resources



Market Opportunities Create Sound Revitalization Strategies



| RETAIL Sales Leakage | Purchasing Power | Existing Sales | Sales Leakage | Approx. Sales / SF | Potential SF | Approx. Job Creation |
|----------------------------------|------------------|----------------|---------------|--------------------|--------------|----------------------|
| Riverside Alone | \$11,390,104 | \$3,144,559 | \$8,245,545 | 250 | 32,982 | 33 |
| Riverside, Flanders, Northampton | \$51,013,540 | \$6,675,446 | \$44,338,094 | 250 | 177,352 | 176 |
| RESTAURANT Sales Leakage | Purchasing Power | Existing Sales | Sales Leakage | Approx. Sales / SF | Potential SF | Approx. Job Creation |
| Riverside Alone | \$1,478,232 | \$2,204,381 | \$(726,149) | 300 | (2,420) | - |
| Riverside, Flanders, Northampton | \$6,205,140 | \$3,558,240 | \$2,646,900 | 300 | 8,823 | 50 |

Source: U.S. Census Bureau American Community Survey 5-Year Estimates, Bureau of Labor Statistics Consumer Expenditure Survey, ESRI Business Analyst Online, Urban Land Institute, Baker Tilly

Market Opportunities Create Sound Revitalization Strategies



Need for Rental Housing



MIXED-USE DEVELOPMENT

👍 Like (81)



ATTAINABLY-PRICED RESIDENCES

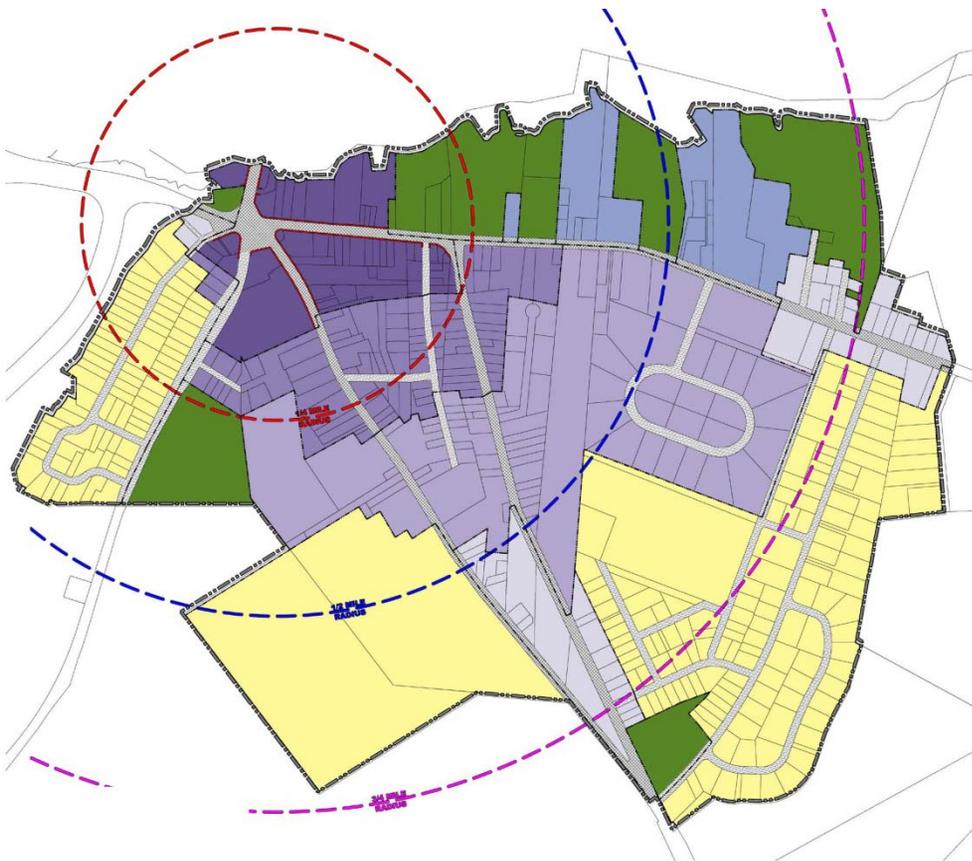
👍 Like (68)

Current trends among the millennial and baby boomer generations have demonstrated a growing demand for rental units in recent years. At its current rate of growth the Towns of Southampton and Riverhead are likely to add a demand of over 3,100 new rental units between 2010-2030. Given the growing propensity of millennials and boomers to rent and the smaller household sizes of millennials, this number could be even greater. This trend speaks for itself. The demand for rental housing is quickly growing and is not likely to stop soon. More rental units, and more types of rental units beyond single family homes, are a must if the Riverside community is to meet the challenges of the next generation.

This analysis of existing trends and conditions does not account for additional pressures for the Towns of Southold, East Hampton or Shelter Island all of which are experiencing the same general trends. The sustainability of the entire East End Economy will require all of the 5 Towns to address these needs.



Implementation Strategies Tentative Land-use Plan (TLP)




Riverside
Hamlet Center

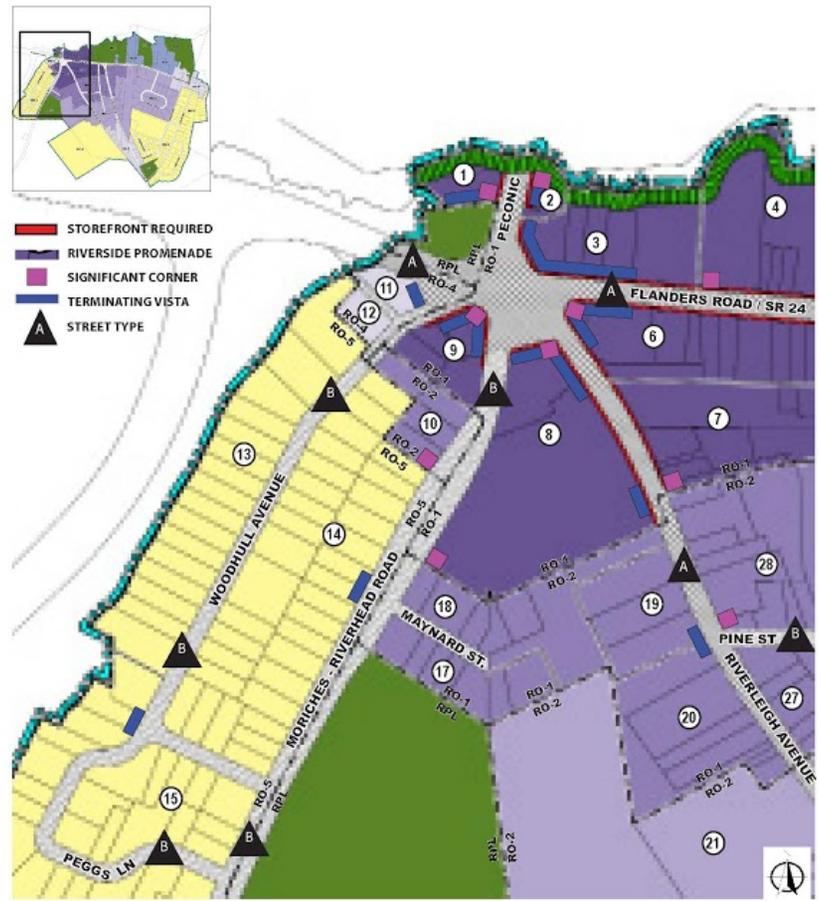

Riverside Hamlet
Neighborhood


Riverside
Special District


Riverside
Gateway District


Riverside
Suburban District

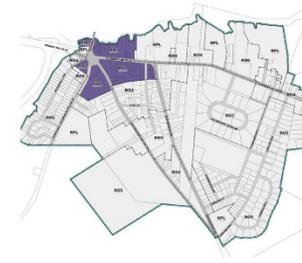

Riverside
Gateway District



Implementation Strategies Riverside Hamlet Center (RO1)

"Let's meet at the Nugent's Clock Tower, stroll the promenade, experience Waterfire! Maybe we can have a dinner outdoors overlooking river, cross over to Riverhead for the opening of the new show, walk over the bridge and stroll along the park while listening to music along the way. Walking home is nice, it's just down the block. Tomorrow morning the business meeting is starting early, but it is at the Innovation Center, and luckily, since it is here in Riverside, I can do the gym and get a coffee on my way in!"

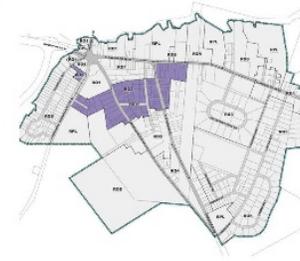
Potential conversation with Riverside resident, few years from now.



Implementation Strategies Riverside Hamlet Neighborhood (RO2)

"Substandard housing should be replaced with new, reasonably priced townhouses or other residential units. The new residences should be offered to existing residents and workers. New dwellings bring investment, customers for businesses and an overall more vibrant downtown or hamlet center community. The new condos will add life to the streets and much needed tax revenues for our schools and municipalities."

Vincent Taldone, President, Flanders Riverside, Northampton Civic Association





Implementation: SEQRA & Zoning

SEQRA: **State Environmental Quality Review Act**

New York has one of the most rigorous environmental review processes in the country.

This review (SEQRA) examines all possible impacts from the implementation of land-use policies. Such studies include many of the items discussed in the RRAP such as wastewater, traffic and parking but also addresses many other social, environmental and economic conditions. Topics include: Land, Air, Water, Flora, Fauna, Noise, Air Quality, Minerals, Historic, Archeological Features, Community Character, Agricultural Resources, Aesthetic Resources, Community Resources such as emergency response, police capacity & school district impacts, economic analysis and cultural resources among others. If the recommended actions contained in this document result in the Town considering the implementation of the proposed Zoning amendments then a full SEQR analysis will be performed by the Town in partnership with the Master Developer. This analysis will result in a full Environmental Impact Statement (EIS). The results of the SEQR analysis will then be used to further advise the revision of the proposed Zoning to ensure the best reasonable mitigation of any identified adverse environmental impacts.

This process is the most critical implementation step recommended in this Riverside Revitalization Action Plan. This is the step that will determine what actually gets approved to be built throughout the Hamlet. The results of the studies performed will be based upon densities and uses described throughout this book which the Zoning Overlay may be likely to cause to be developed over time. The total amount of development to be studied has not been calculated yet, but must be, before the analysis can commence. It is important to point out that this process, as in all of the processes used by Renaissance Downtowns, is advisory to the process and intended to produce the best overall results for the community and the redevelopment area. We will work with the Town to choose a program appropriate for the long term growth and sustainability of the nearly 500 acre study area in alignment with the proposed six Overlay Districts described above. An anticipated time frame and development phasing will be used to further define the study. The study will be advising a Zoning Code, not a site plan or Planned Development District. This Zoning Code, which would be available to all property owners throughout the district, it is not limited to those properties controlled by Renaissance Downtowns or our local partners. This will ensure that all those property owners who wish to participate in the redevelopment, now or in the future, will realize the increased opportunity that comes with the Zoning.

The Optional Nature of the Form Based Overlay Zone

The Zoning proposed for consideration and future study, contained herein, is designed to be available to a property owner for use as an alternative to their existing underlying zoning. The presently existing zoning will remain in place until, and if, a property owner decides to redevelop their property under the new Overlay District. The Overlay zoning option, if adopted, in no way limits the rights of the owner to develop their property under the rules, regulations, conditions and rights of the property as it is zoned as of the submission of this Action Plan. We believe that, even with the considerable conditions for economic, social and environmental protection contained in the proposed Zoning, property owners will choose over time to opt in because it will provide them the most sustainable and profitable path to development for them and the community.

Riverside Rediscovered!

