

HAMLET OF RIVERSIDE Town of Southampton



DRAFT Riverside Revitalization Action Plan



IN PARTNERSHIP WITH Town of Southampton

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

“ Embrace the Peconic Riverfront – and you lift up all of Riverside. Period. ”

-Chris Sheldon

“ I absolutely LOVE the Riverside Rediscovered community process. Siris Barrios has included the entire community throughout this process. It is because of her dedication and persistence the community is getting to know each other. She bridges the gap between the Americans and Spanish speaking residents. ”

“ The efforts of the Riverside Revitalization Committee have been outstanding. I am truly grateful to have them revitalize our community... Things certainly have changed and I am looking forward to being part of the new community that awaits us. ”

-Tanya Collins

“ The revitalization of Riverside is the top priority of me and the entire board of the Flanders, Riverside and Northampton Community Association. We have been working for many years to see the existing blighted commercial properties replaced by a vibrant, economically successful business center - a center that brings new business and job opportunities to local residents and businesses. And, we have long sought to see substandard housing eliminated with new housing options for our hard working residents. And finally, we feel that the overall redevelopment initiative by the town will generate increased safety, beautification and important new recreational facilities with the planned Riverside Park bringing resident to the riverfront to enjoy their natural treasures. ”

“ The Childrens' Museum is a wonderful asset to any community and will well serve the residents and visitors to the Riverside and downtown Riverhead community. Riverside has been underserved for too many years and I think that bringing such terrific institutions of learning to the local residents is of particular importance. ”

“ My vision of the revitalized Riverside is a beautiful, transit oriented, walkable community with new recreational opportunities and activities for families. I see housing alternatives for young, old and new families combined with affordable options for the hard working and retired members of the community and region. That vision includes many new businesses to provide needed services to residents and visitors and, very importantly, adds commercial tax base that will help fund our schools. ”

-Vince Taldone – President of FRNCA

“ I have been pleasantly surprised by how many people truly care about seeing our community become an attractive, productive place to live and work, but also having had the opportunity to meet so many “neighbors” and share ideas to help us achieve our common goals.”

-Sandy Adams – President of the Riverwoods Civic Association

“There is nothing here to stay for...we need vibrancy that will improve the quality of life of all residents.”

“ I want a cozy and comfortable community where resident work together for the betterment of the neighborhood.”

“ I want property value to increase for homeowners in proximity to the project.”

-Steven Schreiber

“ I envision a Riverside Hamlet center that stresses community interaction through the development and use of safe public spaces, community requested shopping, restaurants and destination activities that engage the entire community.”

“ To me, revitalization of Riverside means that the Town is doing something to address the residents in the poorest section of the town and that the town is looking out for its residents most in economic despair. Revitalizing Riverside will raise the quality of life for so many people.”

“ Revitalization is vital to young residents of Southampton Town. Young people crave community activities and safe public spaces to enjoy with friends and family.”

-Ron Fisher

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SECTION 1: BUILDING UPON PAST EFFORTS



The Town of Southampton has laid out forward looking set of goals and objectives designed to propel redevelopment and revitalization of the Riverside, to enable the creation of a Hamlet that will become a model throughout the region and beyond.

This document represents Master Developer's Riverside Revitalization Action Plan.

Introduction

Searching for the Riverside

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

The 2.8 square miles of the Hamlet of Riverside is one of THE MOST BUCOLIC LAND MASSES in all of Long Island.

It stands at the precipice of the Peconic Estuary, dead center on the split between the twin forks of the East End. Containing over four miles of waterfront, nearly 1,000 acres of virgin, preserved property and the Northeastern Boundary of the Long Island Pine Barons, Riverside should provide a visitor with the best that Long Island has to offer. Within a 15 minute drive one can visit: spectacular ocean, bay, sound and fresh water beaches; world class vineyards, farms, artisan food production venues and micro-breweries; live music, the Long Island Aquarium and world class shopping. Employment opportunities include the Suffolk County Center, State & County Courts, Suffolk Community College, local public schools, banks, restaurants, and construction firms.

The 2.8 square miles of the Hamlet of Riverside is one of THE MOST DISINVESTED COMMUNITIES in all of Long Island.

It is the most ignored, chaotic, voiceless community on Long Island. Ranked as the most economically distressed community in Suffolk County its property values are one third of Gordon Heights and the median income of its residents is \$20,000 per year less than Wyandanch. Riverside is one of seventeen hamlets within the Town of Southampton yet most people, if they even know where Riverside is, will tell you it is in the Town of Riverhead. All of the County facilities advertise their address as Riverhead, the residents are served by Riverhead Schools and Riverhead Library and all addresses come with a Riverhead 11901 Zip Code, yet it is not Riverhead. A trip to Riverside provides a visitor with open air drug markets, prostitution, litter, and a general feeling of total disinvestment. Many residents are forced to reside in deplorable housing conditions and the immediate area offers a few gas stations, a handful of local shops whose owners work very hard to stay open, and a plethora of blighted and vacant buildings. The good people who live here are a diverse working class with a rich history of acceptance and entrepreneurship. These "Champions" are holding on to what's left of the great place they call home.

All that is about to change...

You, as a visitor to Riverside by virtue of opening this book have embarked on a journey detailing the unyielding commitment of the residents of Riverside, Flanders & Northampton as well as the Elected Officials and Staff of the Town of Southampton to Rediscovering Riverside. Welcome!

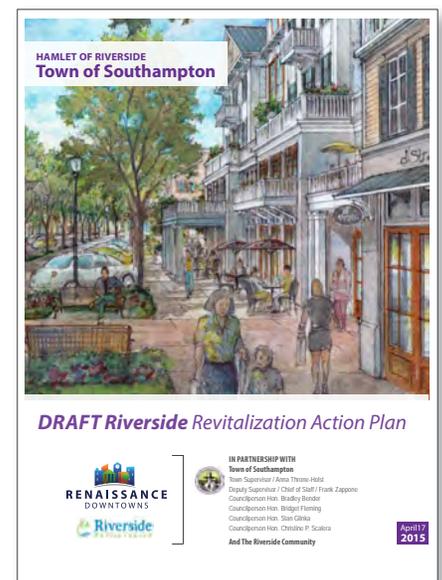
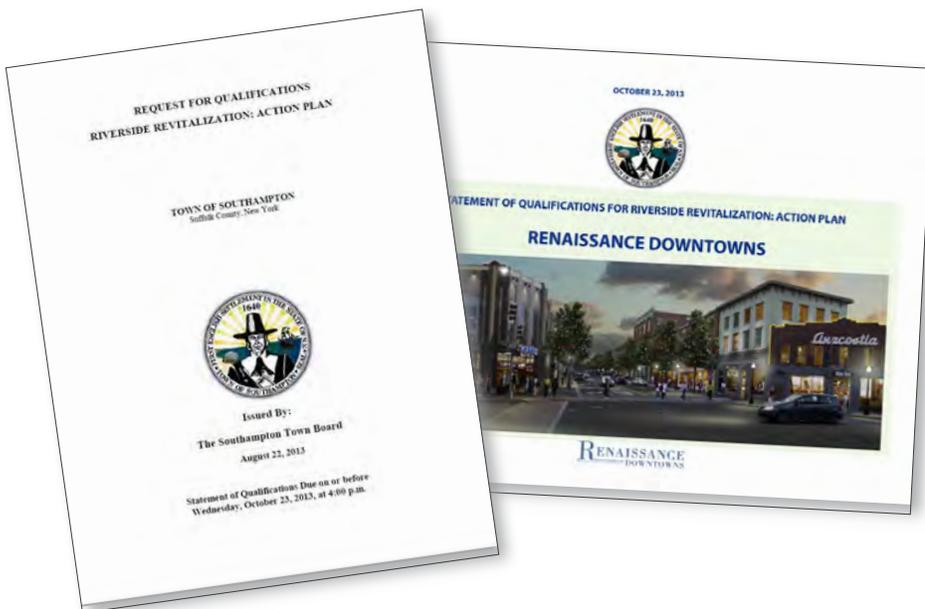


Riverside Action Plan

On August 22, 2013, the Town of Southampton issued a Request for Qualifications (RFQ) which sought responses by qualified and eligible organizations to guide the Municipality with the formulation of a Revitalization Action Plan in order to implement all of the past efforts to help the Hamlet of Riverside. The Town sought a Master Developer to work with the Municipality to implement the selected strategies for such revitalization. After responding to the RFQ and attending subsequent interviews, Renaissance Downtowns was selected by a unanimous bi-partisan vote. Renaissance entered into a Public-Private Partnership with the Town of Southampton by signing a Master Developer Agreement on April 16, 2014, again unanimously approved by the Supervisor and the Town Board. The MDA required Renaissance to work with the Town and the community to create the Riverside Revitalization Plan (RRAP).

This Riverside Revitalization Action Plan builds on all of the existing and past planning efforts in a manner that is consistent with the needs and desires of a vibrant, ethnically and culturally diverse community. The Town should be applauded for its proactive initiatives and its partnership in the co-creation of RRAP.

Timeline



Public-Private Partnership: Best Practices for Implementation



Diagram of RD's approach to Riverside's Redevelopment

One of the hallmarks of Renaissance Downtowns' (RD) development approach is its unique philosophy that enables the organic co-creation of a shared development vision resulting from a partnership among RD (as the Master Developer), its municipal partners and, most importantly, the community.

There are Five Key Practices needed to succeed at "Implementation" of sustainable, innovative and exciting development that garners broad community support.

UNIFIED DEVELOPMENT APPROACH™ (UDA)

In order to successfully implement mixed-use downtown revitalization it is essential to take into account the context of the entire area, rather than seeking to improve separate small areas, possibly to the detriment of the whole. Riverside Hamlet must be a woven neighborhood fabric of distinct districts, each with a unique character that, together, work in harmony to create a true sense of place while fostering economic development. The UDA creates a framework that engages all key stakeholders, including private property owners, to help streamline the approval and implementation processes.

CROWDSOURCED PLACEMAKING PROGRAM (CSPM)

Proactive and inclusive public outreach and engagement are necessary components of creating and implementing community redevelopment efforts. CSPM, the RD's proprietary grassroots, social networking program, results in a better understanding of the local market while simultaneously creating an upswell of support for redevelopment efforts by garnering ideas and insight from local residents, businesses and stakeholders. CSPM represents the Public Outreach Process.

MARKET OPPORTUNITIES

Utilizing specific information about Riverside, market and feasibility studies are applied to evaluate the public desire for uses and amenities in the new development. These studies are performed by RD consultant team members who advise RD about economic opportunities that present themselves during the revitalization effort.

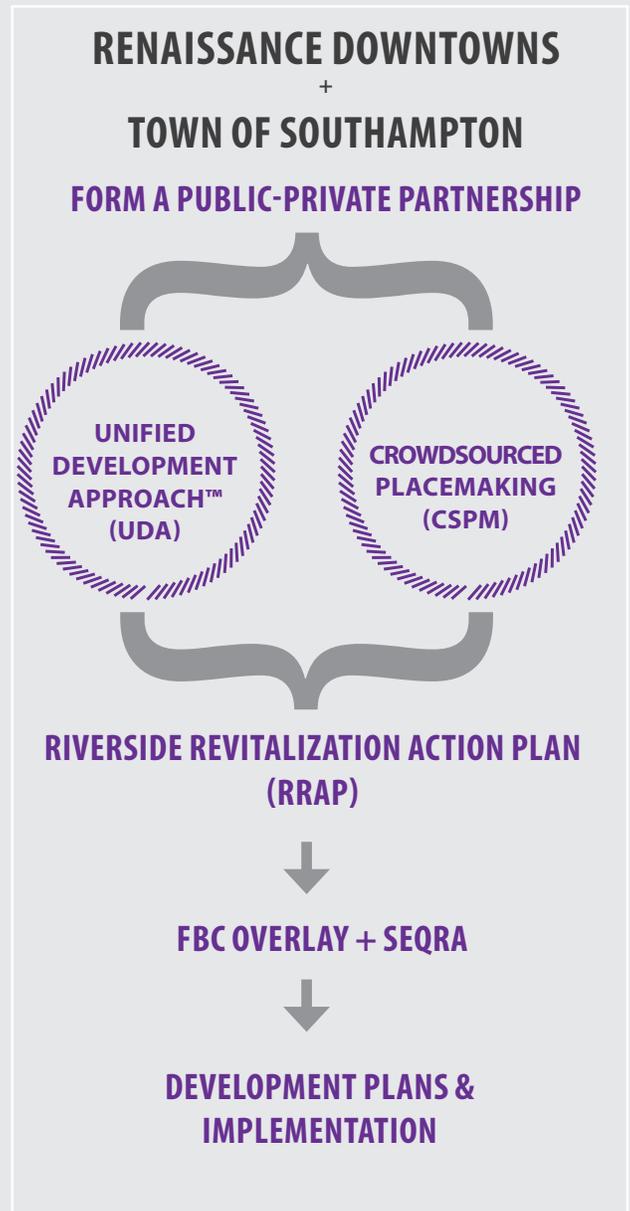
REVITALIZATION TOOLKIT

RD utilizes the best planning practices for quality downtown revitalization. Our team is well versed in planning and urban design and understands how to transform a community's vision and existing context into great places that drive economic development and improved quality of life.

SEQRA & ZONING

Once a final vision is articulated with full support from the Town and community, that vision must be properly represented in entitlements and zoning.

RENAISSANCE DOWNTOWNS IMPLEMENTATION OVERVIEW CHART



- **UNIFIED DEVELOPMENT APPROACH™ (UDA)**
RD reaches out to Private Property owners, Key Community Stakeholders and Other Agencies.
- **CROWDSOURCED PLACEMAKING (CSPM)**
RD initiates CSPM process of Community input.
- **RRAP**
This document describes the development strategies that will achieve the goals and objectives of the Community and the Public-Private Partnership for a sustainable revitalization of Riverside. In addition, it provides the outline of next steps to effectuate development strategies including necessary entitlements.
- **SEQRA & ZONING OVERLAY (COORDINATE WITH BOA)**
BOA Step II study, zoning recommendations and SEQRA process all work together in order to streamline the process and resources
- **DEVELOPMENT PLANS & IMPLEMENTATION**
If the recommendations and strategies contained in the RRAP are adopted by the Town, immediate development opportunities will be created and development will begin.

Reaching the Community Goals *Establishing Parameters*



Over the past decade the Town and Suffolk County prepared numerous plans and studies to prime Riverside for redevelopment. They recognize that the existing land use, socio-economic, natural environment and infrastructure conditions of the Revitalization Area offer many opportunities but also pose many challenges. Accordingly, while building upon previous efforts, this Plan seeks

to provide a blueprint for dealing with the various challenges, while capitalizing upon the community's strong desire to include a mix of retail stores, service-related businesses, restaurants and diverse housing options, along with improved transportation infrastructure, pedestrian pathways, public green spaces and access to the Perconic River throughout the Riverside hamlet area.

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.

- **POSITION...**
Riverside as a Gateway of the Town, retain and attract a diverse and multicultural population that includes young professionals and members of the innovation and knowledge economies to promote the Town as a preeminent regional destination.
- **CREATE...**
a true sense of place, utilizing smart growth and sustainable development principles that meet the needs of current residents and attract future residents and businesses.
- **FACILITATE...**
the creation of a mixed-use and walkable Gateway Center to enhance the vibrancy of the Riverside Hamlet Center and create a diversity of uses (to live, work, shop, learn, and play).
- **COMPLEMENT...**
Riverhead's downtown area and leverage the proximity of the Long Island Rail Road station and availability of bus service.
- **REINFORCE...**
a sense of community and neighborhood identity.
- **ENHANCE...**
the character and overall visual environment of the Project Area.
- **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.

RRAP Consistency of Goals

RRAP
MDA

Comprehensive Plan Update		
Enhance hamlet character/ identity	✓	✓
Leverage maritime resources and proximity to natural areas	✓	✓
Leverage proximity to Riverhead town center	✓	✓
Encourage tax ratable development	✓	✓
Promote market-rate housing options	✓	✓
Encourage neighborhood enhancements	✓	✓
Create a joint Flanders-Riverside hamlet center at the traffic circle	✓	✓
Treat Route 24 as a scenic Maritime Corridor, not just as a highway	✓	✓
Sustainability Element of Comprehensive Plan		
Increase affordable housing in town	✓	
Increase work base (no brain drain) allow young people to stay	✓	
Retain rural character & clean air/natural resources to be happy & healthy	✓	
Walkable communities/compact development	✓	
Increase farmers markets and opportunities for local business/food	✓	
Ensure sustainable land use	✓	
Create a better sense of identity for the Riverside, Flanders and Northampton hamlets	✓	
Preserve maritime resources and the Peconic Estuary	✓	
Utilize proximity to adjoining areas, the Peconic Estuary and Central Pine Barrens as a revitalization theme	✓	
Promote mixed-use residential and low-scale commercial development with a recreational/maritime theme along the Peconic River subject to sound controls to preserve the estuary and eliminate wastewater, runoff, etc	✓	
Flanders/Riverside/Northampton Revitalization Study		
Repair, maintain, and clean up local properties; inventory incompatible uses; evaluate impacts of boundaries	✓	✓
Create a Riverside hamlet center at the west end of the light industrial park located at the site of the former drive-in movie theater	✓	✓
Create Waterfront Recreation Areas in Riverside and Flanders	✓	✓
Develop a plan for the area immediately adjacent to the Traffic Circle area	✓	✓
Riverside Urban Renewal Plan		
Reinforce a sense of community and neighborhood identity;	✓	✓
Eliminate blight conditions within the Project Areas as defined in the Blight Study	✓	✓
Rehabilitate certain residential properties within the Project Area	✓	✓
Redevelop vacant, deteriorating or deteriorated buildings, incompatible land uses or underutilized properties with residential, community and commercial uses consistent with the area's desired neighborhood character	✓	✓
Provide local commercial uses to meet resident needs	✓	✓
Expand the property tax base and provide additional employment opportunities	✓	✓
Develop land uses within the Project Area that can complement and benefit from the proposed Riverside Hamlet Center which is adjacent to the Project Area	✓	✓

Improve vehicle and pedestrian circulation and safety within the Project Area and create connections to the adjacent proposed Riverside Hamlet Center	✓	✓
Facilitate the creation of a Gateway Center that concentrates residential and nonresidential development and brings a focal point to the Project Area	✓	✓
Replace deteriorated and/or substandard housing with new housing units	✓	✓
Improve public facilities such as sidewalks and crosswalks that enhance pedestrian safety, Project Area appearance, and strengthen the proposed Gateway	✓	✓
Enhance the overall visual environment of the Project Area	✓	✓
Riverside Hamlet Center MUPDD Vision Study		
Direct development to strengthen existing communities	✓	
Encourage mixed land uses and mixed use buildings	✓	
Encourage consultation between communities	✓	
Take advantage of compact building sizes and create a range of housing opportunities	✓	
Provide a variety of transportation choices	✓	
Create pleasant environments and attractive communities	✓	
Preserve open space and natural resources	✓	
Additional Socially, Economically, Environmentally "Smart Growth" Principles and Goals		
Engage all parts of the community in the process of creating the vision, concepts and strategy for implementation of the RAP	✓	✓
To incorporate municipal owned property located within the Project Area to achieve a holistic and comprehensive redevelopment strategy	✓	✓
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	✓	✓
Create economic value for the Project Area by focusing on the existing downtown core and the redevelopment of underutilized sites to achieve the adaptive reuse of vacant buildings where appropriate	✓	✓
Create jobs and career opportunities for Municipality residents	✓	✓
Enhance the vibrancy of downtown Riverside and create a diversity of uses (to live, work, shop, learn, and play)	✓	✓
Promote the Municipality as a preeminent regional destination	✓	✓
Benefit from the proximity and accessibility of the Long Island Rail Road station within Riverside to foster the development of the Project Elements	✓	✓
Provide a mixed-use downtown setting which includes residential, commercial, retail, office, hospitality, parks, open space, cultural and civic uses	✓	✓
Create and enhance Municipality gateways	✓	✓
Improve streetscapes and create a pedestrian friendly "walkable" environment	✓	✓
Provide a broad range of housing types and price points	✓	✓
Create a sustainable development by implementing smart growth and green building design elements in an economically viable plan	✓	✓
Central Pine Barrens		
Protect, preserve and enhance the functional integrity of the Pine Barrens ecosystem and the significant natural resources, including plant and animal populations and communities thereof	✓	
Protect the quality of surface water and groundwater	✓	
Discourage piecemeal and scattered development	✓	
Promote active and passive recreational and environmental educational uses that are consistent with the land use plan	✓	
Accommodate development, in a manner consistent with the long term integrity of the Pine Barrens ecosystem and to ensure that the pattern of development is compact, efficient and orderly	✓	
Encourage appropriate patterns of compatible residential, commercial, agricultural, and industrial development in order to accommodate regional growth influences in an orderly way while protecting the Pine Barrens environment for the individual and cumulative adverse impacts thereof	✓	
Accommodate a portion of development redirected from the preservation area	✓	

Existing Conditions Focus Area



Riverside is currently the single most economically distressed community on all of Long Island. Riverside has the lowest median housing value and median household income, and is more distressed in 5 of the 6 indicators than the next 2 distressed communities in Suffolk County.

The lack of long term solutions to support community revitalization has resulted in an general disinterest on the part of the business community to invest in Riverside. In addition, lack of essential infrastructure, housing options, community services, and easy access to food and goods has only exacerbated the problem. The end result is a struggling local economy, lack of jobs and few opportunities for upward social mobility

In comparison with other distressed communities in Suffolk County such as Gordon Heights and Wyandanch, ranked as 2nd and 3rd most distressed respectively, Riverside has significantly higher unemployment (nearly 4% higher than Gordon Heights) and a substantially lower median income (More than \$20,000 less than Wyandanch), but receives comparatively less public

assistance income. Riverside's median home value is only 19% of that of Suffolk County (\$395,200), 12% of the Town of Southamptons (\$612,700), 20% of the neighboring Riverhead's (\$372,700) and 26% of the next most distressed community.

It is the only community in Suffolk County with a median home value below \$200,000. The next lowest community, Mastic Beach, has a median home value of \$224,900, more than three times that of Riverside.

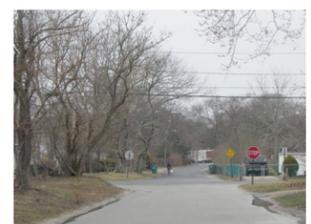
Investment into this community is significantly hampered by zoning and infrastructure deficiencies that limit the ability of land to be used to its highest and best use.

In its role as Master Developer, RD was selected by the Town to work with the community and its many stakeholders to implement proven planning strategies and placemaking techniques. Through the use of its proprietary Unified Development Approach, RD has created a platform whereby community driven ideas for revitalization can be analyzed and properly vetted. This process is culminated through the creation of this RRAP.

ECONOMIC DISTRESS INDICATORS FOR RIVERSIDE CDP (CENSUS DESIGNATED PLACE)

Place	% W/ Public Assistance 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

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



Existing Conditions

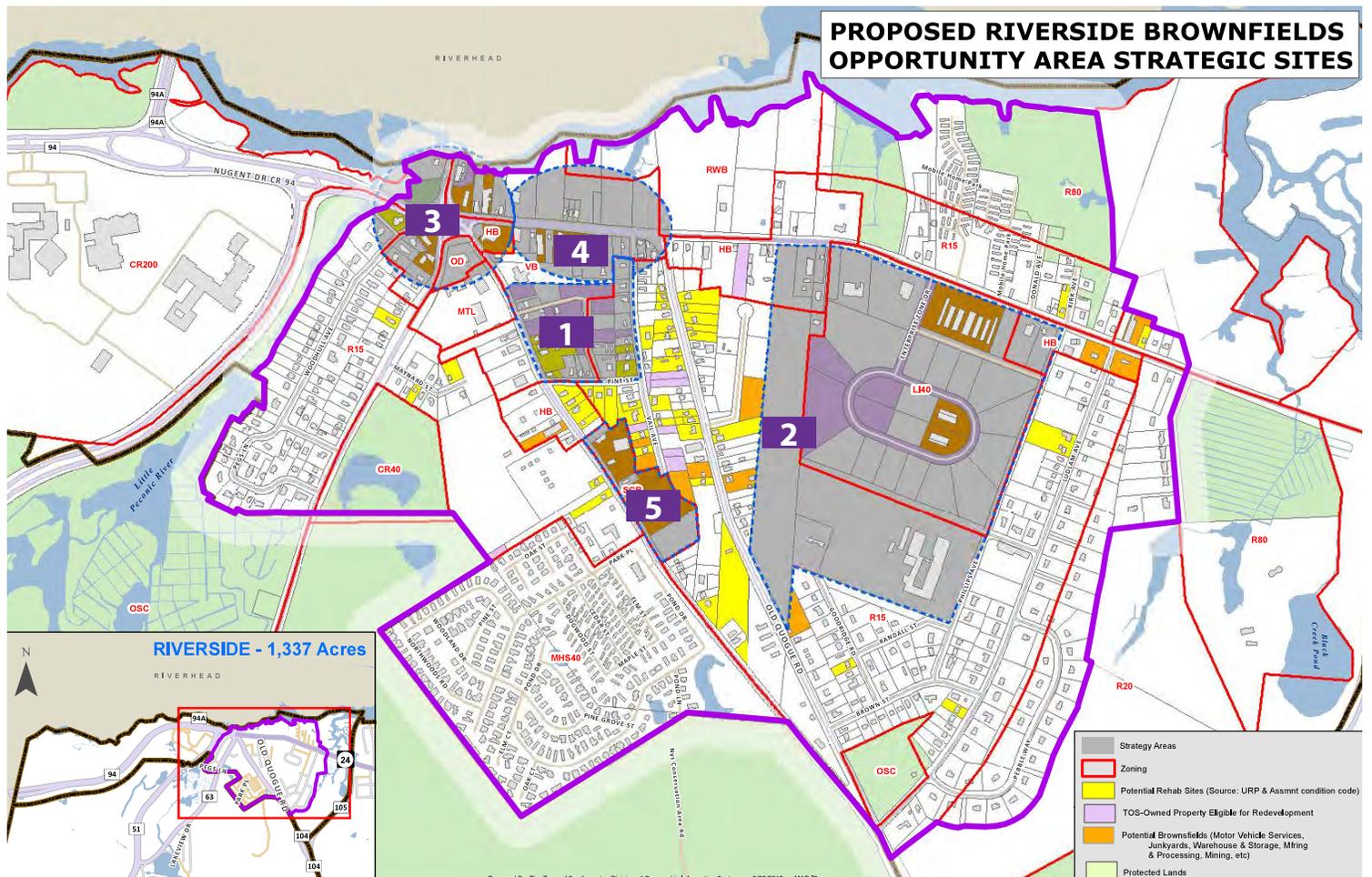
Brownfield Opportunity Area

The Brownfield Opportunity Areas Program, made possible by the Superfund / Brownfield law in October 2003, provides municipalities and community based organizations with assistance of up to 90 percent of the eligible project costs to complete revitalization plans and implementation strategies for areas or communities affected by the presence of brownfield sites, and site assessments for strategic brownfield sites.

Prior efforts have identified five prospective Brownfield Opportunity Area Strategic Sites as well as a number of additional brownfields. These potentially contaminated sites are prime candidates for redevelopment and could be catalysts for the entire community's revitalization.

In March 2015 the Town of Southampton issued a Request for Proposals for preparation of a Brownfield Opportunity Area Program Step 2 Nomination Strategy and revitalization plan for the hamlet of Riverside.

A grant application submitted by the Town in cooperation with FRNCA in 2010 was successful in obtaining grants from New York State for use in revitalization efforts. Teamed with Renaissance Downtowns' efforts, this grant will prove vital in analyzing the social, economic and environmental impacts of redevelopment.



Brownfield Opportunity Area Strategic Sites

1.



2.



3.



4.



5.



Existing Conditions

Land Use and Zoning

The following maps document existing conditions in the development area. These maps demonstrate both the significant opportunity for development as well as the serious obstacles in the way. Much of the land in the community is largely underutilized. While stable residential communities anchor the East and West ends, a great deal of land in the middle is vacant or otherwise underperforming. 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 LAND USE



Existing land use patterns in the community reveal the lack of development activity. Large portions of the community are vacant or undeveloped and many occupied lots have relatively little development. These patterns do however demonstrate that there is ample opportunity for new development. Moreover, commercial uses are generally well located where mixed use activity is most appropriate.

EXISTING CONDITIONS LAND USE AND ZONING



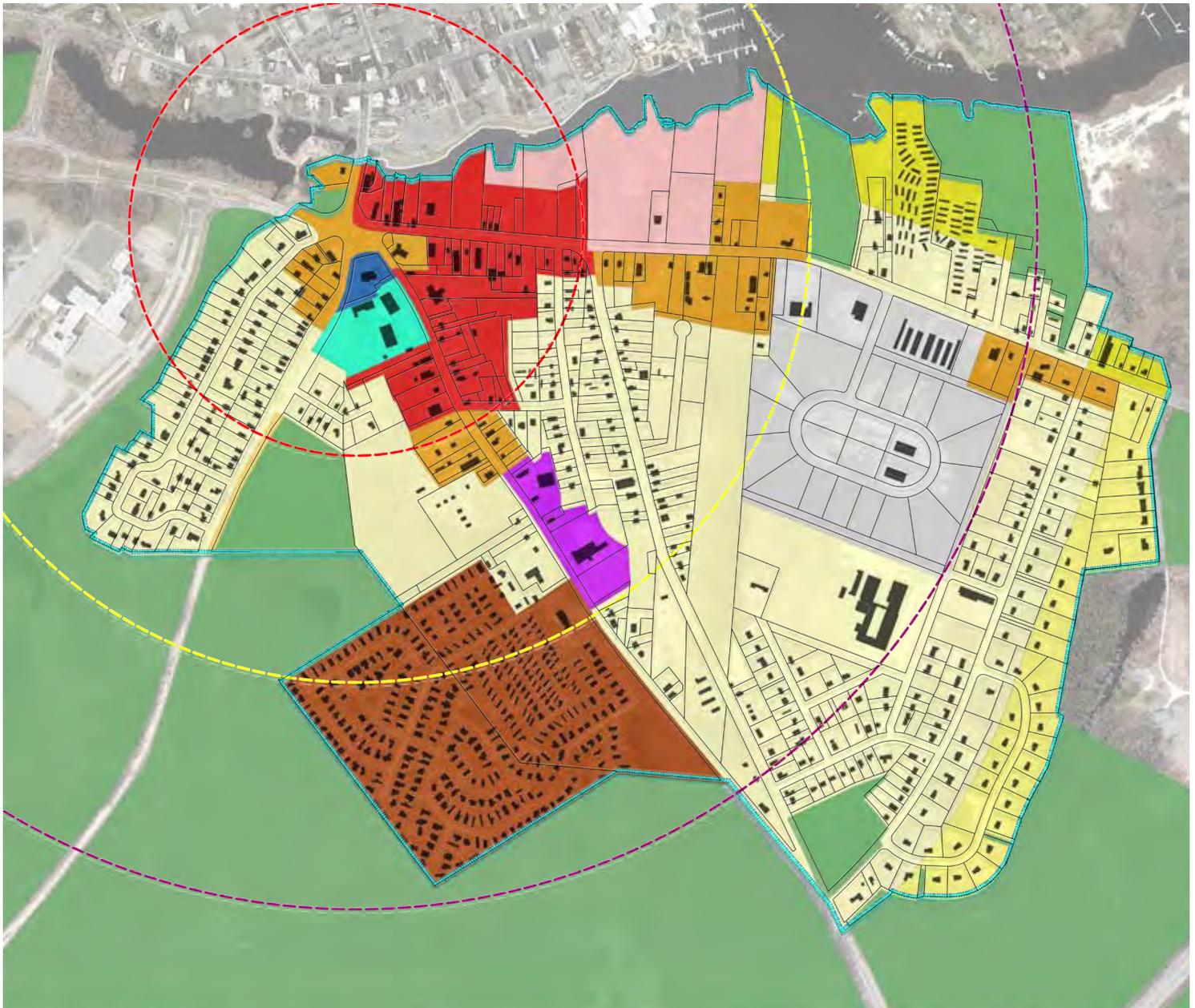
LAND OWNERSHIP



Ownership

Other Public Owner	Southampton Housing Authority
Private Citizen	Suffolk County
Private Company/Organization	Town of Southampton
	Protected

A great deal of land in the Riverside community is privately owned, either by individual home and business owners or by firms and organizations. This underscores the need for collaboration as well as zoning changes necessary to empower private property owners. Town owned land in proximity to the traffic circle represents a critical opportunity for a mixed use hamlet center.



EXISTING ZONING



Zoning		LI40	OD	R20	SCB
CR40	MHS40	OSC	R80	VB	
HB	MTL	R15	RWB	Protected	

Restrictions imposed by zoning regulations present a substantial deterrent to reinvestment and development. Much of the development area is currently zoned to prevent a sufficient level of diversity and vibrancy.

EXISTING CONDITIONS LAND USE AND ZONING



URBAN RENEWAL PLAN



- Properties to be Assembled
- Rehabilitation Candidates
- Urban Renewal Plan Area
- Protected

The Urban Renewal Plan identifies a number of parcels which it designates as "properties to be assembled" and "rehabilitation candidates." These properties are particularly suited for redevelopment.



PARCELS OF CONTIGUOUS OWNERSHIP LARGER THAN 1 ACRE



- Public Group of Contiguous Ownership
- Private Parcel
- Private Group of Contiguous Ownership
- Public Parcel
- Protected

Large parcels and conglomerations of adjacent parcels under the same ownership are key opportunity sites for redevelopment. There are a number of such opportunities, larger than 1 acre, throughout the community.

Existing Conditions

Scenarios Under Existing Zoning

A zoning and buildout analysis of each parcel in the area depicted to the right found that accounting for zoning, parking, clearing and sewer related density and intensity controls, a total buildout of 984,316 gross square feet is permitted.



The table below documents the impact of each layer of constraint on the potential buildout of the development area. While typical bulk and area restrictions found in the zoning code would allow for 4.99 million square feet of development, after accounting for parking, clearing and sewer related limitations, only a fraction of that potential remains. This leaves little room for any new development and further separates development parcels and uses, preventing the investment needed to revitalize the community.

POTENTIAL EXISTING BUILDOUT ANALYSIS:	TOTAL SF	% REDUCTION	COMMERCIAL SF	RESIDENTIAL SF
Dimensional Regulations	4,992,923	-	4,208,860	784,063
Parking	1,891,945	-62%	1,124,746	767,199
Clearing	1,374,834	-10%	746,785	628,049
Sewer	984,316	-7%	676,854	307,462

Dimensional Regulations

Dimensional regulations restrict the mass and bulk of development. Setbacks prevent buildings from encroaching on lot lines, height maximums limit how many stories can be built and lot coverage prevents too much land from being occupied by structures. A parcel in the Village Business district, for example, can have a maximum lot coverage of 70%, a maximum height of two stories or 35 feet, and has front, side and rear yard setbacks of 10', 15' and 35' respectively.

Parking

Off-Street parking ratios restrict the amount of development by requiring an adequate supply of on-site parking for each use. Commercial uses permitted in the Village Business district such as retail and office, for example, require 1 parking space for every 180 square feet of development.

Clearing

The amount of natural vegetation that can be disturbed in the Pine Barrens Compatible Growth Area is regulated by the Clearing and Aquifer Protection Overlay. Non-residential parcels are subject to a 50% clearing restriction. Residential parcels are subject to a variable clearing restriction based on lot size, ranging from 20% to 75%

Sewer

Riverside has no wastewater collection or treatment within the Hamlet and therefore relies solely on Septic Systems for disposal. The Suffolk County Department of Health Services Division of Environmental Quality regulates development through sewer capacity. The publication "Standards for Approval of Plans and Construction for Sewage Disposal Systems for Other than Single Family Homes" allots an amount of sewage, in gallons per day (gpd), produced by each use and how much can be supported based on the size of a property. In Riverside, approximately 300 gallons per day per acre are permitted. Most retail uses, for example, produce .03 gpd per square foot while a typical single family home produces 300 gpd/unit/ These standards limit development by how many gpd are produced compared to the capacity of the land. Providing sewer facilities would greatly increase the development potential of the community.



Land Use Constraints

Land use controls imposed by zoning present an additional impediment to development. Traditional zoning aims to separate land uses into distinct categories and market limitations. Multifamily apartments, for example are expressly permitted in only two residential districts, neither of which exist in the development area and are permitted only as a special exception in the VB and OD districts, which make up only a small portion of the development area. The result is a lack of diversity of uses and an absence of a mixed-use hamlet center.

The strict restrictions on uses and their enforced separation removes the flexibility necessary to address evolving market, housing and socioeconomic conditions and promote vibrancy in the retail & restaurant markets. Many uses that would be catalytic in revitalizing the community are outright prohibited or extremely limited.



Riverside Overlay District

The implications of this analysis demonstrate the dire need for an alternative option to the existing zoning. Current zoning standards make meaningful growth all but impossible and lock the community into an unsuccessful development environment that cannot adequately respond to the market. This renders the community unable to take advantage of its myriad opportunities to tap into regional economic growth and prosperity.

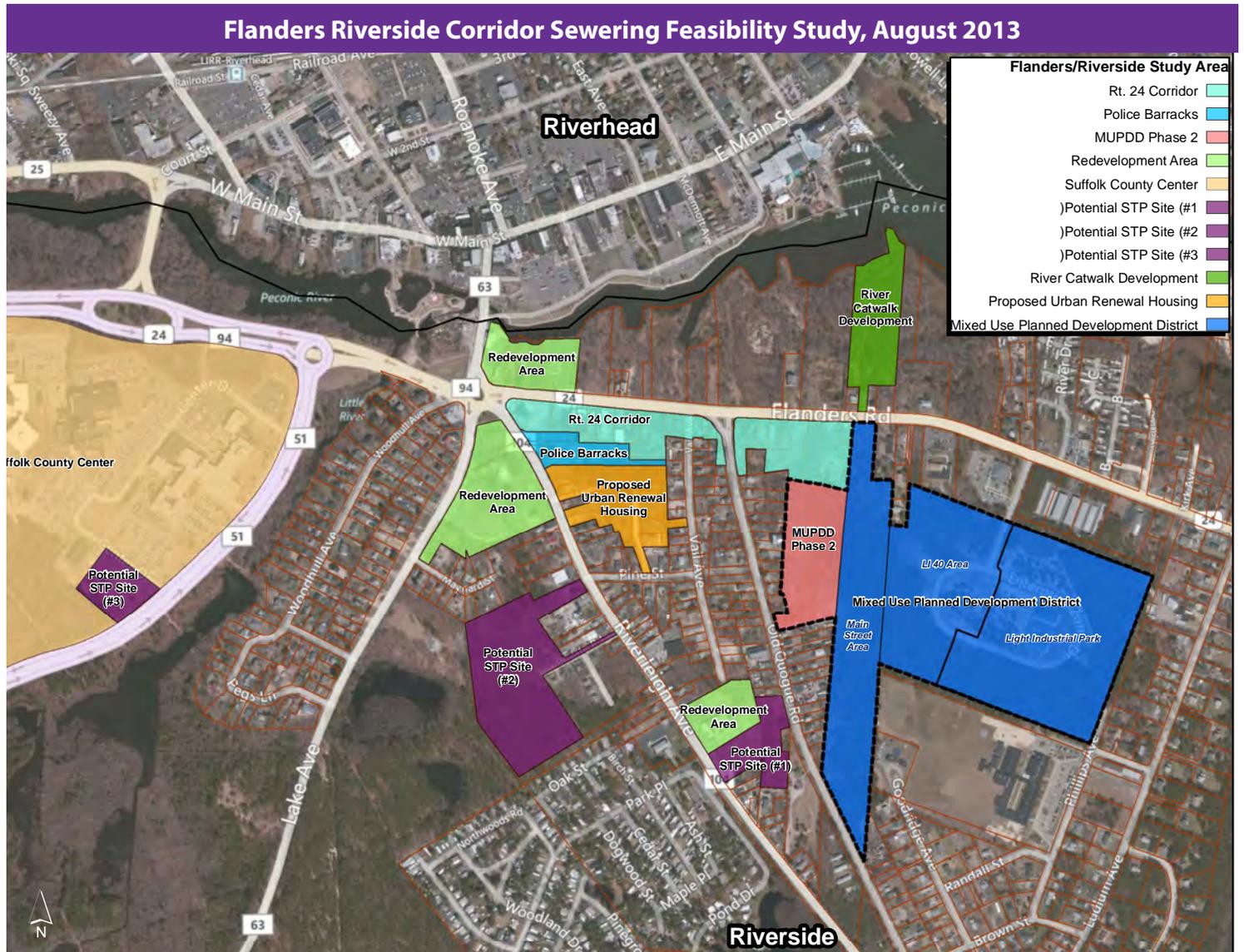
Revitalization efforts must encourage a zoning system that empowers the community to reach its full potential. A truly successful approach to zoning must account for all of the elements of a thriving neighborhood. Density, Diversity, Destination Accessibility, Distance to Transit and Design are all critical components of the built environment that must be addressed to create vibrancy. Adopting an optional form based code that prioritizes effective placemaking will foster a more vibrant and active hamlet center in Riverside

Section 6 of this document outlines the Riverside Overlay District, a form based code that would provide needed development potential to property owners while ensuring a successful mixed-use walkable environment. The proposal of this code would leave all property owners existing rights intact but offer an alternative to their existing conditions.

Existing Challenge Infrastructure

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.



The above map is taken from the 2013 Flanders Riverside Corridor Sewer Feasibility Study which informs the conclusions drawn in the following.

Currently, on-site septic systems and cesspools provide sanitary wastewater disposal for approximately 70 percent of Suffolk County. To protect the underlying sole source aquifer, the only source of potable water for the County's nearly 1.5 million residents, and the Peconic Estuary, an extraordinarily important saltwater habitat, untreated wastewater must be limited to prevent excessive nitrogen loads & pollutions to the groundwater supply.

In order to allow for the type of responsible development that will support the revitalization of the Riverside community, sewer infrastructure must be constructed. New development cannot jeopardize the sustainability of groundwater and surface water resources. Sanitary wastewater must be collected and treated before discharge to the environment.

The recent study has evaluated existing conditions and proposed several solutions based on existing conditions, previous studies and technologies that have been approved by Suffolk county. The study highlighted that there is an obvious challenge of removing existing inadequate systems that are contributing significant amounts of nitrogen into the Peconic River.

To mitigate this condition the Study has identified a Membrane Biological Reactor (MBR) as the most appropriate technology to aid in the removal of nitrogen from existing sources. In addition, the study found that up to 15,000 gallons of existing flow could be diverted to Riverhead's existing treatment facility, which would alleviate the nitrogen burden of an additional 50 homes.

The study indicated that a long term solution requires the construction of a new sewage treatment facility in Riverside. The size of the plant and the technology that should be used were evaluated in three possible locations.

SOCIAL BENEFITS OF SEWERING - The Town's ability to implement the goals of a mixed-use walkable community supported by previous studies and comprehensive plan is constrained by the lack of sanitary sewage infrastructure. Provision of sanitary sewers would allow a comprehensive mix of much needed community supported uses to be developed.

ECONOMIC BENEFITS OF SEWERING - would include increased income resulting from construction, business establishment and property redevelopment that would be permitted if sanitary sewers were present in addition to increased tax ratable, and

increased employment and indirect economic activity resulting from the multiplier effect.

ENVIRONMENTAL BENEFITS OF SEWERING - Wastewater generated by those properties in the proposed Flanders/Riverside Sewer District that have already been developed is currently discharged to groundwater either through a septic tank and leaching pools, or directly through leaching pools. These discharges include a variety of contaminants contained in sanitary wastewater, including nitrogen, which can affect the quality of the underlying groundwater and downgradient surface water bodies. Discharges from sewage treatment facilities are treated to reduce the levels of the contaminants found in sanitary wastewater to permissible levels identified in State Permit Discharge Elimination System (SPDES) permits. Construction and operation of a sanitary sewer system would help to protect groundwater quality and downgradient surface water quality by reducing the concentrations of contaminants of concern, such as nitrate, that are discharged to the environment.

Without sewers there can be no redevelopment. Other waste water policies and water use reduction strategies can support RD's goal of sustainable development.

"Recognizing that business development in the Flanders Riverside Corridor could benefit from the provision of sanitary sewer service, Suffolk County commissioned a study to explore the costs associated with sanitary sewer system implementation in the Corridor. It was anticipated that the provision of sanitary sewers could improve the local economy, housing opportunities and the environment, based on the Corridor's proximity to the Peconic River and Flanders Bay and the Pine Barrens."

Sources: Flanders Riverside Corridor Sewering Feasibility Study, August 2013

Existing Challenge

Being in the Pine Barrens

Covering more than 100,000 acres, the Pine Barrens is Long Island's largest natural area and its last remaining wilderness. The region contains a remnant of the Atlantic coastal pine barrens ecoregion, whose forests once covered a quarter million acres (1,000 km²) on Long Island. Pine Barrens overlays and recharges a portion of a federally designated sole source aquifer for Long Island's drinking water. Protecting the Pine Barrens means protecting our drinking water.



The Pine Barrens Comprehensive Plan outlines the strategies of protection, preservation and enhancement of functional integrity of Pine Barrens' ecosystem and the significant natural resources, and specifically the quality of surface water and groundwater.

The Riverside Hamlet area situated south of Rt 24 is in the Pine Barrens' Compatible Growth Area while land North of Rt 24 is outside of Pine Barrens region. Riverside residents, the Town of Southampton, its Comprehensive Plan and decades of planning studies have identified the critical need for revitalization of this disinvested community through redevelopment using best-practice planning strategies. The recommended Form Based Zoning Code is designed to follow the Pine Barrens Comprehensive Plan goals:

- Discourage piecemeal and scattered development
- Promote active and passive recreational and environmental educational uses
- Accommodate development, in a manner consistent with long term integrity of Pine Barrens ecosystem to ensure that the pattern of development is compact, efficient and orderly
- Encourage appropriate patterns of compatible residential, commercial, agricultural and industrial development in order to accommodate regional growth influences while protecting Pine Barrens environment from individual and cumulative adverse impacts
- Accommodate a portion of development redirected from the preservation area
- Allow appropriate growth consistent with natural resource goals

The revitalization of the Hamlet of Riverside will have a significant impact on the quality of life in the region. Benefits include economic development, employment opportunities, new housing choices, improved access to goods and services, improved transportation, educational opportunities, and social and economic equity.



If accepted by The Town, this RRAP will be submitted to the Long Island Regional Planning Council for consideration as a Project of Regional Significance. The intent herein is:

- **Economic Development** – This project is projected to be in excess of \$100M in Capital Costs. (STPs, circle, bridge, waterfront, parks).
- **Housing** – This project will produce more than a minimum of 50 units of next generation/work force or affordable housing units.
- **Transportation** – This project will significantly alleviate traffic on a multi-town basis by expanding the street network, addressing existing traffic patterns and encouraging multi-modal transportation and easier connections to mass-transit.
- **Energy** – This project can significantly reduce Long Island's dependence upon foreign oil by proposing walkable mixed-use redevelopment and a true live/work/entertain environment.
- **Environment** – This project can significantly reduce the environmental impact of a source of pollution on a multi-town basis, by removing existing and providing

long term solutions for nitrogen pollutants removal from Peconic River.

- **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.

Getting to Know the Community

Historic Maps

1915 Belcher Hyde Map



Riverside, shown on the 1916 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

Getting to Know the Community

Historic Images



The Masonic Lodge on Flanders Road is a community hall on the East End in which members and community people hold meeting and social functions. It is used by youth and elders as a center for organizing weddings, parties, and other ceremonies. A handsome brick building, it is open to the public with the permission of the lodge leaders. (Author's collection.)

Source: Dr. Jerry Komia Domatob, "African-Americans of Eastern Long Island"



4125

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

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

Image Courtesy of David A. Wilcox, Jr.

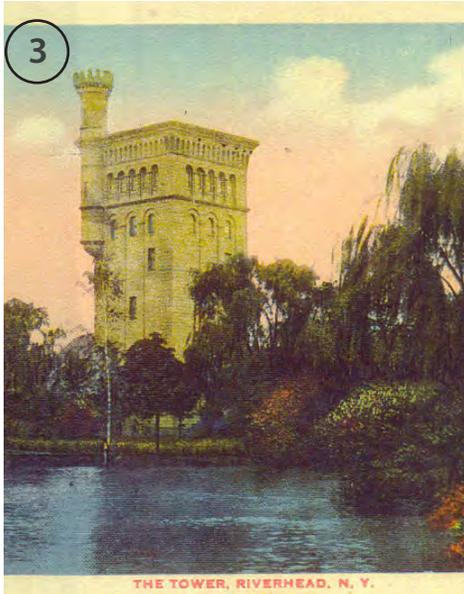


Image Courtesy of David A. Wilcox, Jr.



Image Courtesy of David A. Wilcox, Jr.

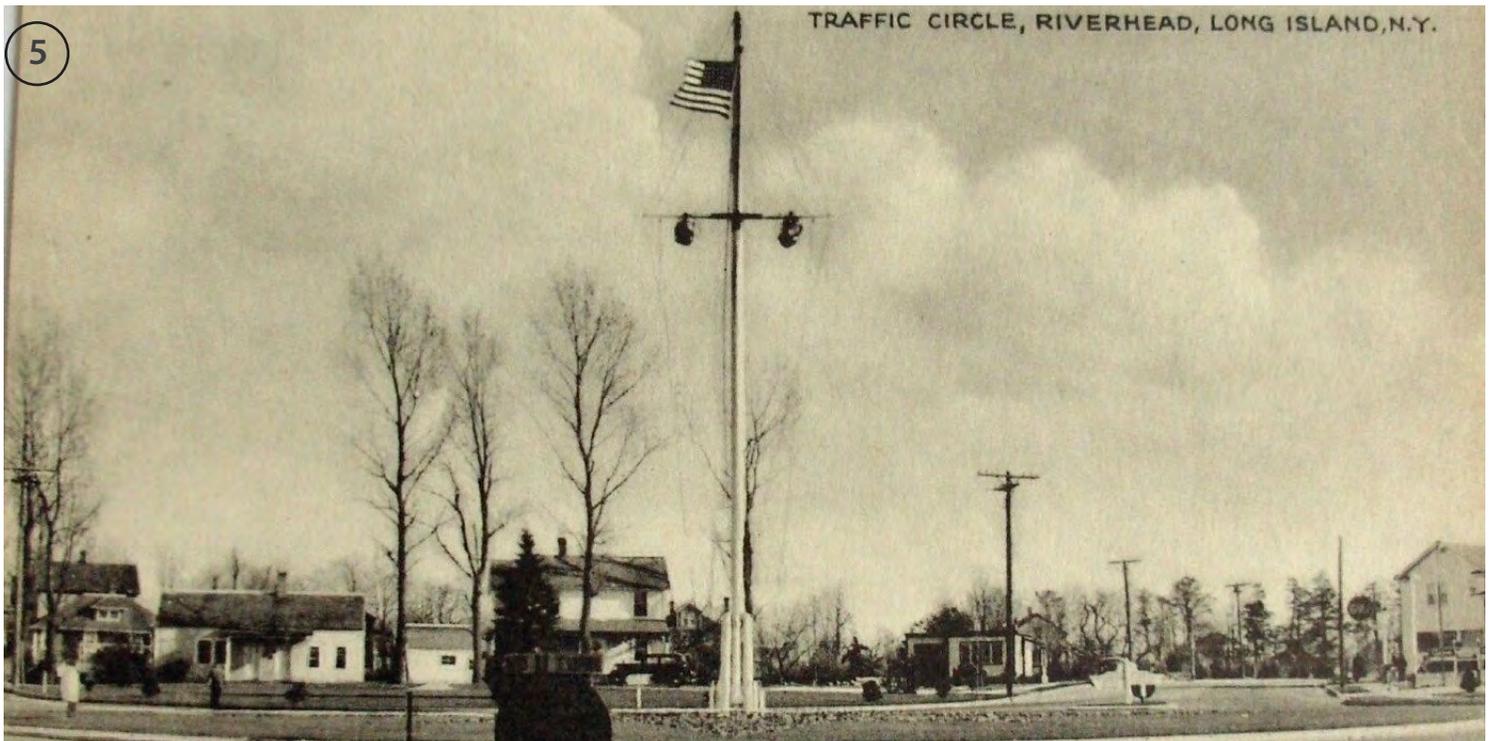


Image Courtesy of David A. Wilcox, Jr.

Getting to Know the Community

Learning About the Past and Present

The history of Riverside has not been officially synthesized into one document. However, as the residents' ancestors worked in the nearby Hollis Warner Duck Farm, dairy farms (Danny Point Farm and Parkview Dairy), and potato farms; the collective memory paints the community history book. The farms initially attracted African-American seasonal migrant workers who eventually became permanent residents; the majority came from Virginia.

The African-American Community

A portion of the African-American community was highly educated and had a strong business spirit. A number of families who owned businesses for generations still have descendants in the community, and some of them are actively involved in Riverside Rediscovered outreach efforts:

- Fitzgerald family owned Bluebird Inn and Bar
- Nelson family (see bottom right) owned Nelboro Trucking
- Helms Family had the first African American doctor in the area and established the existing Goodwill AMC Zion Church & The Church Hall restaurant across the street
- Brown Family helped established First Baptist Church in Riverhead; Brown St in Riverside is named after the Brown family

Some African-American migrant workers lived in deplorable living conditions. As time progressed the agricultural jobs disappeared (1955 to 1960s) the African-American businesses closed down and the area became economically depressed.

The Latino Community

The majority of Latino residents come from Mexico (indigenous regions), Guatemala (indigenous regions), and El Salvador (Union and Morzan, poor regions of the country). The living conditions of Latino residents range from excellent to deplorable. Other community groups don't have a positive view of this population, which makes the community less likely to engage in meetings and events organized by Riverside Rediscovered, and churches are the only place where they congregate in large numbers (Evangelist and Catholic Churches). Like other Latino communities in the Hamptons, the Riverside Latino community tries to stay invisible. Understanding that the local churches are the link to this community, Riverside Rediscovered is working closely to include them in the process, trying to break a strong language barrier, to make them feel less intimidated to participate. A slow process of building trust has begun and a good relationship with three Latino owned local businesses has been established.

Community in Need

According to local residents drugs started to enter the community in 1970's. Residents recall drugs coming from Brooklyn and Queens as an entry point to the Hamptons. Drugs and prostitution have negatively impacted the community, and have affected many local families, regardless of race, class or religion.

Over the years, Riverside residents developed a complex of inferiority and felt disassociated with the rest of the Town. A small percentage of the Riverside residents participated in the Southampton hamlet studies that failed to yield the desired change, which had left the community with a dosage of skepticism towards the ability to revitalize the area. Consequently, property owners have seriously considered selling their properties in order to move out of the community. The lack of opportunities for upward economic and social mobility, cobbled with racial tension and lack of identity, as well as disinvestment, issues with crime and lack of safety with little hope in change, had created distrust and suspicion towards any positive movement.

However, with persistence, hard work and an inclusionary approach, the residents have been able to come together under the Riverside Rediscovered umbrella to set their "ism" aside. They are committed to being the voice and vehicle that will revitalize Riverside. Renaissance's work and CSPM is very important to this community: *"...this process is our last and only hope to turn tide"*



Source: Dr. Jerry Komia Domatob, "African-Americans of Eastern Long Island"



Community Character throughout History

It is obvious that Riverside's position close to Riverhead's downtown, the Peconic River and its seamless connectedness to natural trails and Pine Barrens, are invaluable asset. By leveraging those assets and helping to preserve them by carefully creating new opportunities, Riverside will be able to turn the page and start anew.

The oldest structures found in the RRAP area are existing residences likely dating to the late 19th century and first half of the 20th century, which collectively reflect Riverside's development as a residential area during that era. These structures are in different stages of disrepair and must be further studied to determine historic value.



Chest donated to SCHS by Geraldine Nugent

Balsalg Suffolk County Historical Society has items that have been donated by the estate of Geraldine Nugent Balsalg, the daughter of W. Arthur Nugent, the local landowner. Mr. Nugent owned the land where the Suffolk County Center buildings were constructed in 1956-1957. He

operated a stable "Dandy Point Farm" and a dairy farm from the property. Parkview Dairy is another farm local farm whose name was preserved within the community by naming the Parkview, a community mobile home, located in the same spot.



Adding to Riverside's Identity Confusion Zip Code

"Riverside, Flanders and Northampton are currently associated with the Riverhead Zip code 11901. We desire a geographic identity in order to avoid township confusion. Outsiders and locals often think that we are part of the township of Riverhead. Having a zip code will help shape our geographic identity and sense of place."

Riverside / Flanders / Northampton:

Land 25.7 sq. miles / Population: 7,953

Riverside: Land 2.7 sq. miles / Population: 2,911

Flanders: Land 11.5 sq. miles / Population: 4,472

Northampton: Land 11.5 sq. miles / Population: 570

A Number of Smaller Communities in the area have their own Zip Code:

Quogue: Land: 4.2 sq. miles / Population: 967

East Quogue: Land: 8.9 sq. miles / Population: 4,757

Calverton: Land: 28.0 sq. miles / Population: 6,510

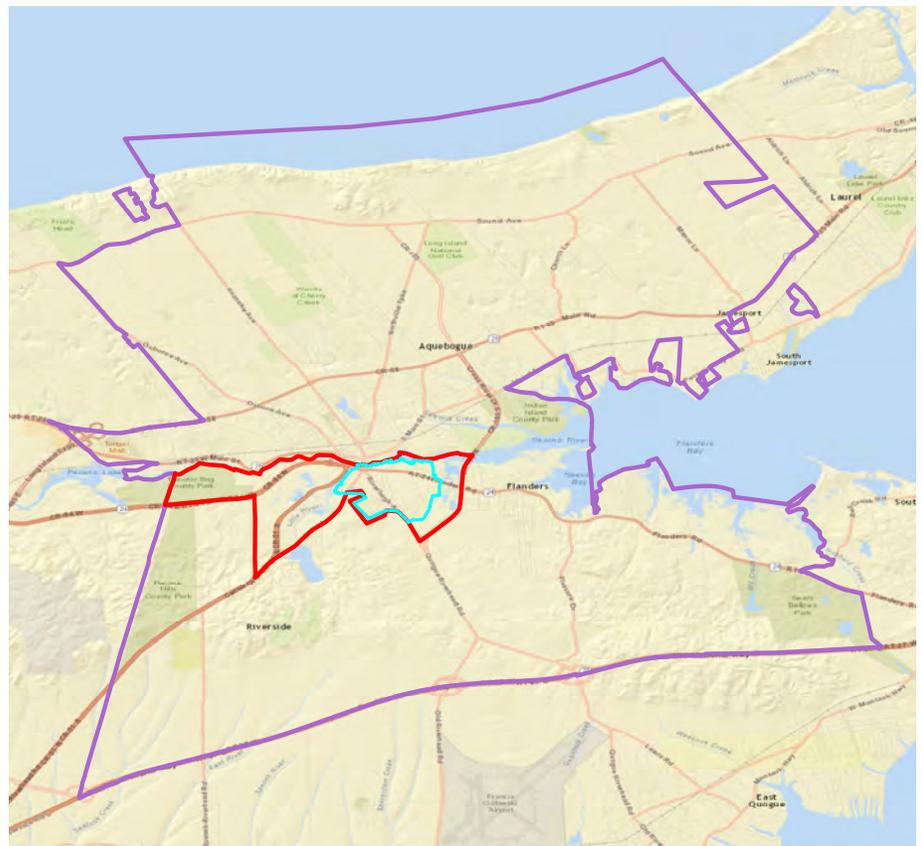
Jamesport: 4.5 sq miles / Population: 1,710

Laurel: Land: 3.0 sq. miles / Population: 1,394

Baiting Hollow: 3.2 sq. miles / Population: 1,642

We have major institutions that support the argument for our own Post Office or Zip Code including:

- Flanders Fire Department
- State Troopers
- County Jail
- Suffolk County Police
- Clinic
- Community Center
- Suffolk County Community College
- Court



RRAP Area Riverside Hamlet 11901 Zip Code

Riverside's Forgotten Cranberry Bogs



This 165 acre preserve is part of the drainage system of the Peconic River and serves as a natural reservoir for our fresh water supply. It allows for hiking that includes sights of the Little Peconic River, various plants, birds, reptiles, and other wildlife creatures. Within the preserve lies Sweezy Pond and Cheney Pond, which is surrounded by a White-Cedar swamp with trees as large as 16" in diameter. It is a haven of natural, unspoiled beauty on the edge of a rapidly growing urban center.

The Cranberry Bog Preserve County Park has a mile-long trail that loops around Sweezy Pond. The Little Peconic River, the outlet of Wildwood Lake, runs through this 165-acre park and feeds Sweezy Pond. The pond was formed in the late 1800's to flood a cranberry bog. John Sweezy, who operated a gristmill powered by the Little Peconic River (and owned the surrounding land) sold the property to the Woodhull brothers for their cranberry growing venture. It became one of the biggest cranberry growing operations on Long Island. At one time, Suffolk County was the third largest producer of cranberries in the United States.



SECTION 2:
MASTER DEVELOPER &
DEVELOPMENT APPROACH (UDA)



= IMPLEMENTATION

Master Developer Renaissance Downtowns

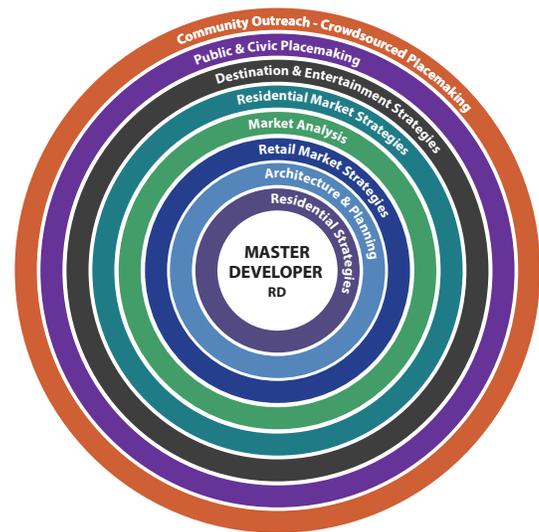


RD team members are thought-leaders in the fields of urban revitalization, transit-oriented development & economic development; participate as Council Members for the Urban Land Institute, members of the Real Estate Roundtable, Steering Committee and Policy members of LOCUS; and are active participants in CNU, and other leading industry organizations. RD understands the municipal perspective with team members having served in key government positions.

Renaissance Downtowns

Renaissance Downtowns is the branded leader in the comprehensive and holistic redevelopment of transit oriented downtowns. Led by Donald Monti, the Renaissance Team has over 35 years of development experience with 80+ completed projects. Renaissance adheres to a “Triple Bottom Line” development approach centered on social, environmental and economic responsibility that includes significant public engagement throughout the planning and development process. Hallmarks of the Renaissance approach are the Company’s ability to work within sensitive community contexts and its proven success at establishing collaborative relationships within those communities, as well as successfully navigating the complexities associated with Public-Private Partnership structures.

RD REDEVELOPMENT APPROACH



Taking a Comprehensive Approach to Development Assures a Greater Likelihood of Lasting Success and Economic Sustainability.

A Comprehensive Approach will Enable the Town to Achieve a number of its stated Goals and Objectives, including:

- ✓ Creation of a Mixed-use & Walkable Gateway Center to enhance vibrancy and create a diversity of uses (to live, work, shop, learn, and play)
- ✓ Regeneration of cross connections to sew Riverside's disconnected environments
- ✓ Enhanced community cohesion by acknowledging the great potential of Riverside's natural features while looking forward to improved livelihoods, public realms, and enhanced social cohesion
- ✓ Incentivized redevelopment of vacant, deteriorating or deteriorated buildings, incompatible land uses and underutilized properties
- ✓ Incentivized collaboration amongst multiple property owners for rapid development of the critical mass needed for economic sustainability

Renaissance Downtowns Projects



Hempstead, Long Island represents one of the County's most exciting transit oriented redevelopments and will serve as a model for the holistic and comprehensive redevelopment of suburban downtowns for the entire nation.

The ethnically diverse Hempstead community is located in the geographic center of Nassau County and anchored by exceptional transit, including one of the nation's largest suburban bus hubs, along with a LIRR station. The Village of Hempstead downtown redevelopment will epitomize smart growth, triple bottom line friendly redevelopment. The project will provide mixed-income residential options that meet the needs of the young workforce on Long Island, which seeks an amenity-driven, transit oriented walkable setting that provides live, work, learn, shop and play options.

A number of innovative methodologies were employed during the redevelopment efforts, including Renaissance's community-centric Crowdsourced Placemaking program and the adoption of an opt-in, Form Based overlay zone that is one of the most progressive in the nation. A key component of the zoning is the inclusion of Community Benefits Policies, to ensure local job creation both during construction and on a permanent basis.



The Town of Huntington sought a Master Developer with experience in visioning and community outreach within sensitive communities. Renaissance's Crowdsourced Placemaking program provided the perfect platform to implement a transformative vision for the Station area, having formally signed their Master Developer Agreement in 2012.

In a year's time, Renaissance garnered enough public support to receive a 5-0, bi-partisan approval for its Development Strategy. Renaissance has already held a very well received Grand Opening for its community informational office and subsequent events, including the first annual Huntington Station Street Festival this past summer, the largest ever for the community. At the Street Festival, it was estimated that over 8,000 participants enjoyed a renewed sense of hope for their downtown.

The "Source the Station" crowdsourcing community has been a driving force that has provided momentum to this regionally significant project. This emphasis on community input and participation has been critical in garnering ongoing, bi-partisan support for the revitalization. The Source the Station community has also provided significant market insight, leading to the decision to commence with a Hotel as part of the early phases of construction.

A Comprehensive Approach to Revitalization of Riverside



The Unified Development Approach provides a framework that facilitates a comprehensive mixed-use redevelopment strategy that brings together community stakeholders to collectively create and implement a shared redevelopment vision and helps to ensure project sustainability, thereby maximizing social, environmental and economic benefits.

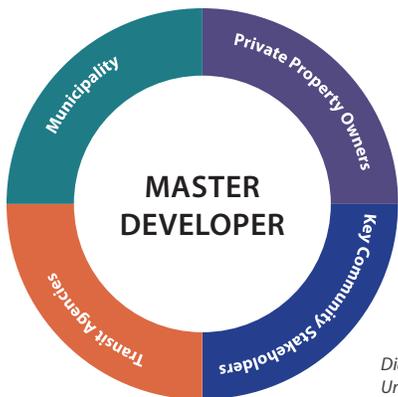


Diagram of Renaissance Downtowns' Unified Development Approach™ (UDA)

PARTNER WITH MUNICIPALITY

Through a Public-Private Partnership between the Master Developer and the Town of Southampton, a collaborative framework is created that takes into account past and ongoing planning efforts of the Town while providing a clear path toward implementation. This Partnership then builds upon the extensive planning and public engagement efforts already completed by the Town.

Renaissance Downtowns has coordinated with the Town of Southampton throughout the process through regular meetings with Town officials and employees. This strong working relationship has informed the planning effort every step of the way.

Renaissance & The Town are also working with Suffolk County on numerous initiatives including the proposed bridge, the waterfront park, the traffic circle redesign and infrastructure improvements.

Renaissance has become engaged with the neighboring Town of Riverhead on several efforts such as Waterfire, the bridge and the Business Improvement District.

PARTNER W/ PRIVATE PROPERTY OWNERS (PPO'S)

RD utilizes a collaborative approach to maximize property values for PPO's by either partnering with them or helping to create a path for them to redevelop on their own. This partnership approach streamlines the land assemblage process by providing economic incentives that encourage property owners to collaborate in the overall Master Development process.

Renaissance Downtowns has reached out to private property owners throughout the development area. Through its Crowdsourced Placemaking program, Renaissance has been successful in engaging and working with property owners.



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 the 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)

ENGAGE KEY COMMUNITY STAKEHOLDERS

Meaningful public outreach and engagement are essential to creating a vision that will gain the support of the municipality and community alike. By utilizing Renaissance's proprietary (patent pending) Crowdsourced Placemaking program, RD not only helps co-create a shared final development vision, but will also spurs entrepreneurial activity and the inclusion of members of the public (i.e. artists and young professionals) who are often left out of traditional outreach programs.

Renaissance has been very active in working with key community stakeholders as well as the general community at large. Renaissance has involved residents, business owners and nonprofit organizations through its Crowdsourced Placemaking program.

ENGAGE OTHER AGENCIES

The involvement of agencies is critical in ensuring community connectivity and sustainable development. As such, transit agencies will be included in the visioning process to ensure a positive outcome and buy-in from all parties.

Renaissance Downtowns has been involved with a variety of state and local agencies including the DEC.

Creating Opportunities for Local Contracting, Employment and Construction Jobs

One of the key aspects of the UDA is the creation of a Community Benefits Agreement (CBA) to ensure that the primary beneficiaries of economic development will be local residents and businesses. RD will look to participate in a CBA with the Town to ensure that local job seekers and companies are first at the table in regard to career and contracting opportunities that will arise from these redevelopment efforts.

The best way to accomplish these goals is to create provisions for the CBA within the new zoning code that apply not only to municipal parcels, but privately owned land that may be redeveloped under this new zone. The CBA would prioritize:

- Construction Jobs for Local Residents
- Contracting Jobs for Local Companies
- Permanent Jobs for Local Residents

SECTION 3:
CSPM: RIVERSIDE REDISCOVERED



Engaging the Community



= IMPLEMENTATION

Crowdsourced Placemaking (CSPM)

Overview of the Process

CSPM provides more than public engagement. It creates a community of local residents and stakeholders that are active participants in the planning and implementation of a development vision, including population segments that are often left out of, or do not feel invited into, the public process. The process helps the Master Developer and the Town to best meet the needs of its residents today and into the future, with a focus on arts, culture, the innovation sector, and to retain the millennial generation, young professionals and retirees in the Town of Southampton.

One of the challenges that has historically prevented the large scale development of mixed-use projects has been the failure to ensure community involvement and acceptance of the development vision. To address this issue, RD strongly believes in a “process before plan” approach, which mirrors the Town’s desire to have grassroots outreach conducted throughout the redevelopment process, rather than after the project’s parameters are set.



WATERFIRE ON THE PECONIC

👍 Like (151)



RIVERSIDE ROW RESTAURANTS

👍 Like (119)



CHILDREN'S MUSEUM

👍 Like (101)

Utilizing its innovative Crowdsourced Placemaking program, RD employs social media and networking tools that include proprietary web-based applications designed to engage the community in meaningful dialogue, which is essential to the planning and implementation process. Crowdsourced Placemaking has become a nationally recognized “best practice” for community engagement:

- Helps define the Community's vision
- Helps refine and improve the Town's vision in a manner that is consistent with its goals and objectives
- Creates a framework to identify key market drivers and market opportunities, especially within the innovation, knowledge and cultural arenas
- Fosters the inclusion of local stakeholders, including entrepreneurs, artists and students, throughout the process
- Helps identify and launch new retail and commercial

businesses that will enhance daytime and evening vitality throughout the downtown

- Shortens the development timeline by ensuring community input and buy-in from the outset in a manner consistent with both the Town's vision and market realities

How CSPM Works

Utilizing both in-person meetings and internet-based tools, the patent pending CSPM process allows community members to upload and vote on ideas, uses, retail concepts, types of commercial/retail tenants and amenities they would like to see within a redevelopment plan. CSPM participants are able to utilize online forums, and web-based and paper voting applications to create tremendous support for a redevelopment vision that the community wishes to see move forward.

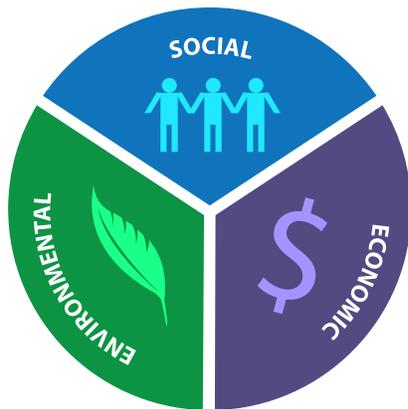
1. DEFINE PRINCIPLES

The CSPM process is guided by the principles of Social, Environmental and Economic responsibility. To ensure adherence to these principles, members must sign a “Triple Bottom Line” agreement before participating in the process.

2. SEED THE PROCESS

Traditional, in-person grassroots outreach and meetings with key stakeholders and civic leaders take place prior to launching the formal, public Social Networking Campaign. This creates a base of support with constituents who understand the Community's vision and the benefits of responsible, Triple Bottom Line development before the public at-large becomes engaged in the process. During this process, a local representative is hired to lead the CSPM program and RD opens a public informational office within the redevelopment area.

RD requires that ideas posted through the Crowdsourcing process adhere to **THE TRIPLE BOTTOMLINE** philosophy of **Social, Environmental & Economic responsibility.**



3. LAUNCH SOCIAL NETWORKING WEBSITE / WEB-BASED APPLICATIONS

RD launches a social networking website as an informational resource to accept member registrations and ideas, and engage local business leaders and entrepreneurs throughout the process.

4. LAUNCH CAMPAIGNS

Campaigns lie at the heart of CSPM activities, allowing residents and entrepreneurs to collaborate and build a critical mass of support for their ideas – ideas that help refine the vision while identifying potential market drivers and entrepreneurial opportunities that will arise from the development activity. By focusing on one interest area at a time (such as retail, public destinations and downtown living), each with its own time period for campaigning, members are motivated to work together. Each campaign lasts one to two months with the objective of having the top ideas receive a minimum number of “Likes/Upvotes,” thereby becoming eligible for a feasibility study to allow for the future implementation of ideas that prove feasible.

5. FEASIBILITY STUDIES

Once ideas have enough Likes / Upvotes to warrant feasibility studies, RD enlists the talents of national leaders in downtown retail and market feasibility to test the viability of community driven concepts.

6. FIND THE BEST IDEAS

Identification of small business, entrepreneurial and cultural ideas are fundamental to the Crowdsourced Placemaking process as they are critical to both the economic vitality of Riverside and the Town's desire to create more daytime activity within the area. To reach the greatest number of participants, the CSPM team hosts events and meetups to provide a forum in which local individuals and leaders can identify themselves and participate within their comfort zone.

7. MONTHLY MEETUPS

Every month, the local CSPM community hosts a ‘meetup,’ providing the best opportunity for members and interested residents to meet other Triple Bottom Line supporters face-to-face. Attendees brainstorm and develop ideas with the goal of building a market and support for them. Participants also work on the planning for upcoming programs and events such as community festivals and efforts to spur local business. Meetups also help inform the community via webpage and RD updates.

8. EVENTS

The CSPM team participates in, and often generates, many community events, which allows community members to learn about how they can help shape their community. These events build tremendous momentum as local residents begin to fully understand the potential of the downtown redevelopment vision that has been forwarded by the municipality and refined through the CSPM process. The end result is a shortened time frame to secure approvals and begin implementation of the plan.

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

Riverside Rediscovered

Immediately after signing the Master Developer Agreement with the Town of Southampton, Renaissance Downtowns conducted an extensive search for a community liaison to help facilitate the online and face-to-face community engagement process. In August, Siris Barrios, the community liaison began stewarding Riverside Rediscovered, meeting with community leaders and local residents to better understand their collective values and visions for the future of Riverside.

In the summer of 2014 Renaissance Downtowns opened a CSPM Community Office on 108 Peconic Avenue. Riverside Rediscovered was born in August 2014 at the kick-off community meeting in the presence of Town officials, by a vote of about 50 residents in attendance.

Siris, a resident of Hampton Bays, with experience in community organizing, has been reaching out to all community residents, businesses, and other stakeholders.

The Communities of Riverside

The mobile home communities (Riverwoods, Parkview and Peconic Bay Mobile Homes) represent the largest population in Riverside, and their respective associations have been involved in the CSPM process.

Riverwoods (formerly known as MacLeod's) was established by war veteran Andrew J. MacLeod who, unable to find housing on Long Island (at the time, the housing market was flooded with returning veterans), invested in land in Riverside and parked a trailer on it for his family to live in, with other service families joining them. Today, Riverwoods is a senior mobile park community. The community represents about 50% of the units in Riverside, and the Riverwoods Civic Association has been very active with Riverside Rediscovered.

Parkview is a 60 unit co-op mobile home community whose residents are very involved and supportive of the project.





The Civic Associations

In the last few years the Flanders, Riverside, and Northampton Community Association (FRNCA) has been the strongest and most consistent advocate for revitalization. FRNCA has taken the lead in advocating for the reconfiguration of the traffic circle, a sewage system, the bridge, county park use and revitalization. The majority of the FRNCA members represent Flanders residents. In 2010, most Riverside members split with FRNCA to start the Riverside Revitalization Community Corporation (RRCC). RRCC existed only for a short period of time, leaving the Riverside community without a civic group to advocate for its residents.

The CSPM Process in Riverside

It was only appropriate to launch the CSPM process at a Flanders, Riverside, and Northampton Community Association (FRNCA) meeting where the membership named the revitalization project Riverside Rediscovered.

The Community Liaison immediately began meeting with civic, religious, non-profit and business groups in the immediate vicinity of Riverside, most of which are located in Flanders. Local residents expressed the desire to have meetings hosted in Riverside, as in the past they felt voiceless and disempowered by the lack of community engagement in Riverside. The Community asked if Riverside Rediscovered (RR) would host a Monthly Meet-Up at the local elementary school and Riverside Rediscovered office to involve as many residents as possible, many of whom lack access to transportation. Hosting the monthly meet-ups exclusively in Riverside has significantly increased resident

participation. Riverside Rediscovered has continued to meet formally and informally with organized groups and individuals. Riverside Rediscovered has also fostered key relationships with representatives of each organized group. During this period RR talked to over 500 residents face-to-face and conducted special outreach with local pastors and congregations in order to reach a wide audience..

Door Knocking

Riverside Rediscovered spent time door knocking through the Hamlet. During this process RR witnessed the living conditions of residents first-hand and saw a range of housing types and conditions spanning from mansions to nicely manicured homes to slum housing. Residents engaged in this effort wholly welcomed the idea of developing the area.

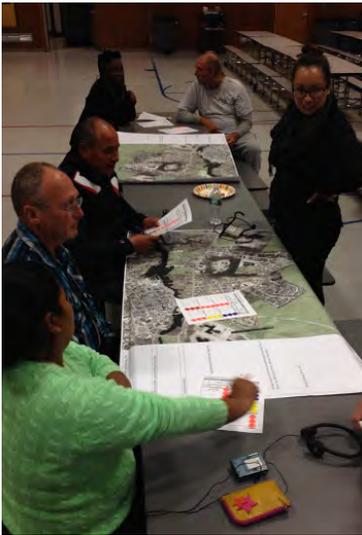
CSPM Online

The Riverside Rediscovered website launched in August 2014 and quickly revealed the digital divide in the community. After a lot of face-to-face work, the website now has 150 registered users online. RR also launched a Riverside Rediscovered Facebook Page (162 likes), a Riverside Rediscovered Community Liaison personal page (453 friends) and a twitter account (40 followers).



MONTHLY MEETUP #1 - OCTOBER 1, 2014

Riverside Rediscovered hosted its first monthly community meeting on October 1, 2014 at Phillips Elementary Avenue. Fifty residents came together to state their fears and desire “to turn the tide” to make Riverside a socioeconomically vibrant place to live, work and play. Residents broke out into round table discussions and began identifying the types of new businesses, public spaces, beautification projects, housing and community service projects they would like to see. The report summaries echoed many of the ideas that residents have been expressing: They want to preserve the natural beauty of the areas, while also bring business and service that meet the needs of residents. Riverside residents made it clear they want an affordable supermarket that has fresh quality food, and sit-down restaurants. Other ideas mentioned were a pharmacy, soccer fields, day care center, a walk-in clinic, music shop, bakery, and a fabric store. In all, over 30 unique ideas were presented.



MONTHLY MEETUP #2 - NOVEMBER 6, 2014

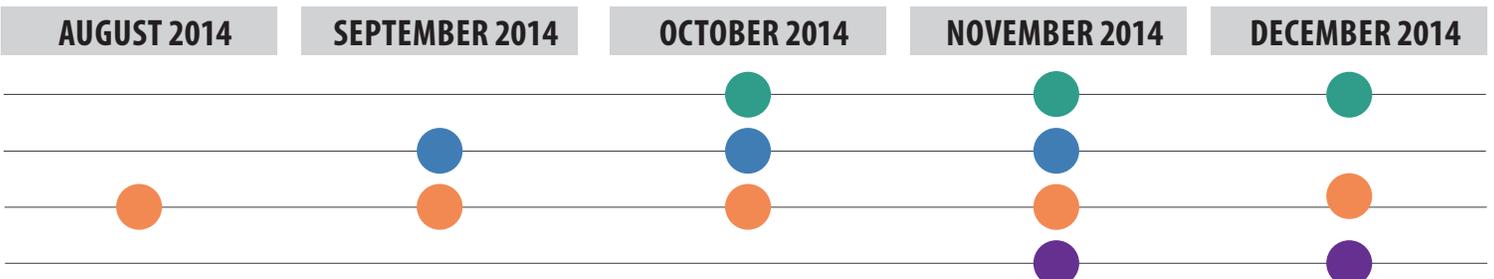
Riverside Rediscovered conducted an asset and safety mapping exercise in order to inform planning efforts. This exercise identified Riverside’s positives assets, areas of safety concern, and areas of opportunity. The results were mapped and analyzed by Renaissance Downtowns. Approximately 40 residents attended the monthly meetup, opening with featured resident speakers representing the values and needs of the local community.

MONTHLY MEETUP #3 - NOVEMBER 24, 2014

Riverside Rediscovered launched the “Ideas” campaign and presented the concept of WaterFire on the Peconic. Residents were asked to go online to post ideas they would like to see implemented in Riverside and to stop by the office to work with the Community Liaison to document their ideas.

RIVERSIDE REDISCOVERED MEET-UPS

DOOR KNOCKING



MONTHLY MEETUP # 4 - DECEMBER 12, 2014

Riverside Rediscovered provided a summary of the outreach efforts that were conducted from August to December. We also provided an update on ideas that residents were submitting. At this meeting residents expressed their concern for affordability and desire for development that considers the economic realities of the community.



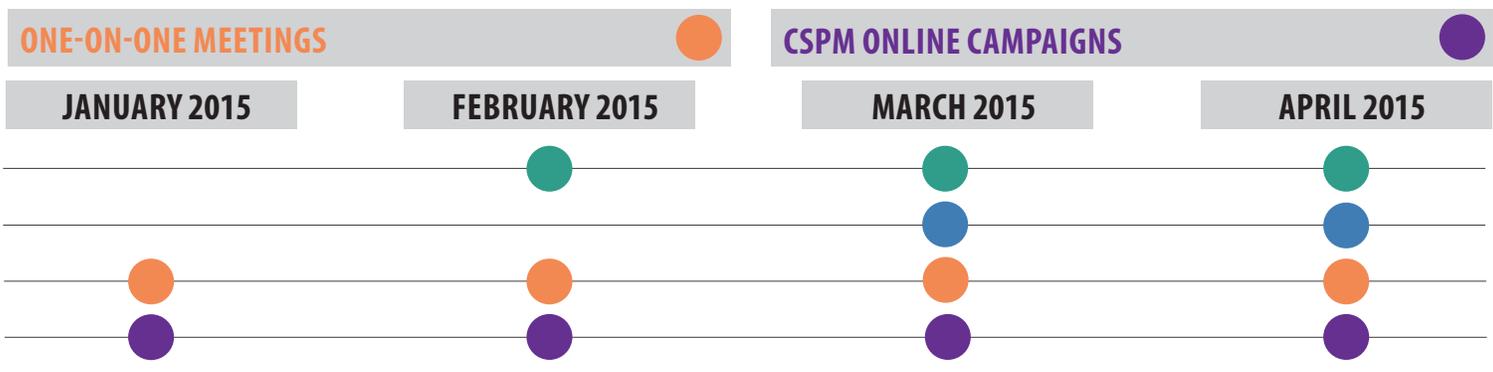
MONTHLY MEETUP #6 - FEBRUARY 12, 2015

Sean McLean presented on architectural styles. The residents were very enthusiastic about having a downtown aesthetic that brands Riverside as a unique destination. Riverside Rediscovered also launched the "Idea" Action Plan Campaign.

MONTHLY MEETUP #6 - MARCH 19, 2015

Riverside Rediscovered provided an update on the Idea Action Plan Campaign. The residents were excited to hear about the "Idea Likes" leading the competition to secure a feasibility study. Residents signed up to help their family; friends and neighbors cast their "Idea Likes" with paper ballots.

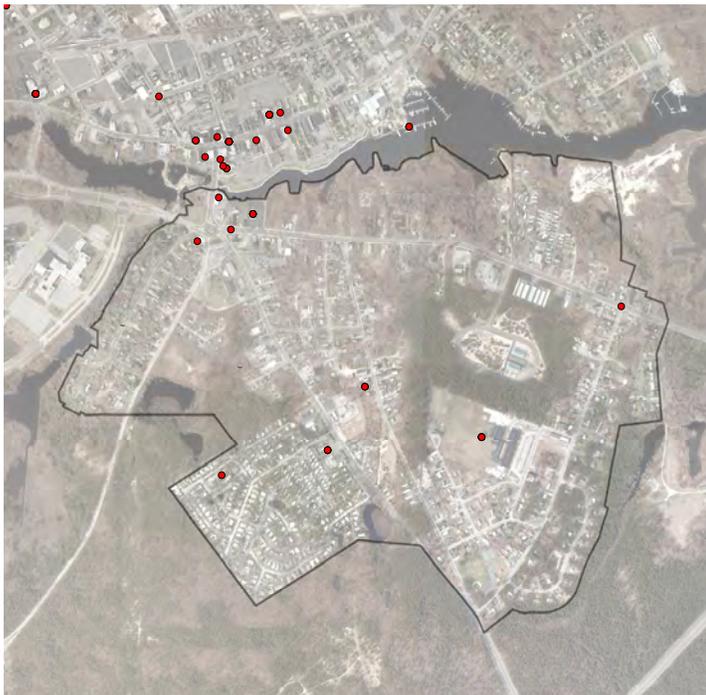
During the questions & answers session about the Riverside Revitalization Action Plan (RRAP), one resident said: "I believe this time it will happen in my lifetime." It was announced that Riverside Rediscovered has partnered with the Children's Museum of the East End to offer an eight-week pilot art program out of the Riverside Rediscovered office. Residents were thrilled to hear that children will have access to high quality learn through play programming.





Community Asset Mapping

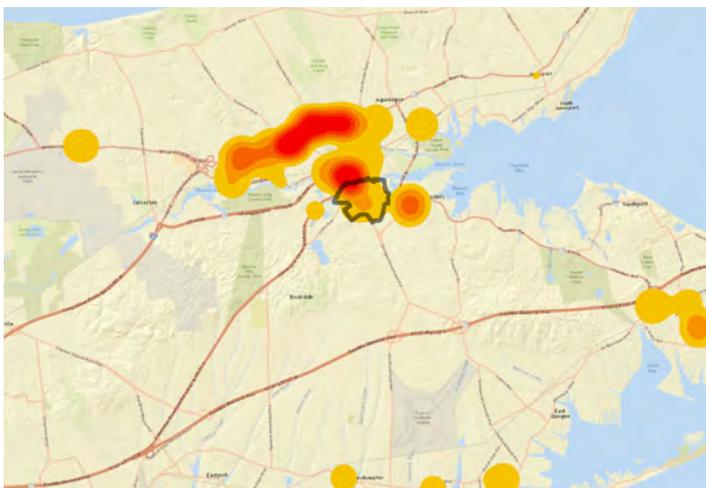
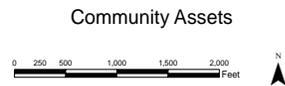
At the second monthly meetup, members engaged in a community asset mapping exercise. The participants broke out into six worktables and began identifying community assets and deficits. They were asked to answer twelve key questions that identified the places they go to for groceries, dining out, socializing, 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



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





Crime and Safety Mapping

At the second monthly meetup, members engaged in a crime and safety mapping exercise. Residents identified issues in the built environment such as poor lighting, unsafe crosswalks, dilapidated buildings and unkempt properties as well as social issues such as homelessness, crime, prostitution and drug use. The results show that crime and safety issues occur throughout the community but are largely clustered in the area most in need of revitalization.



Crime and Safety Issues Raised by Residents:

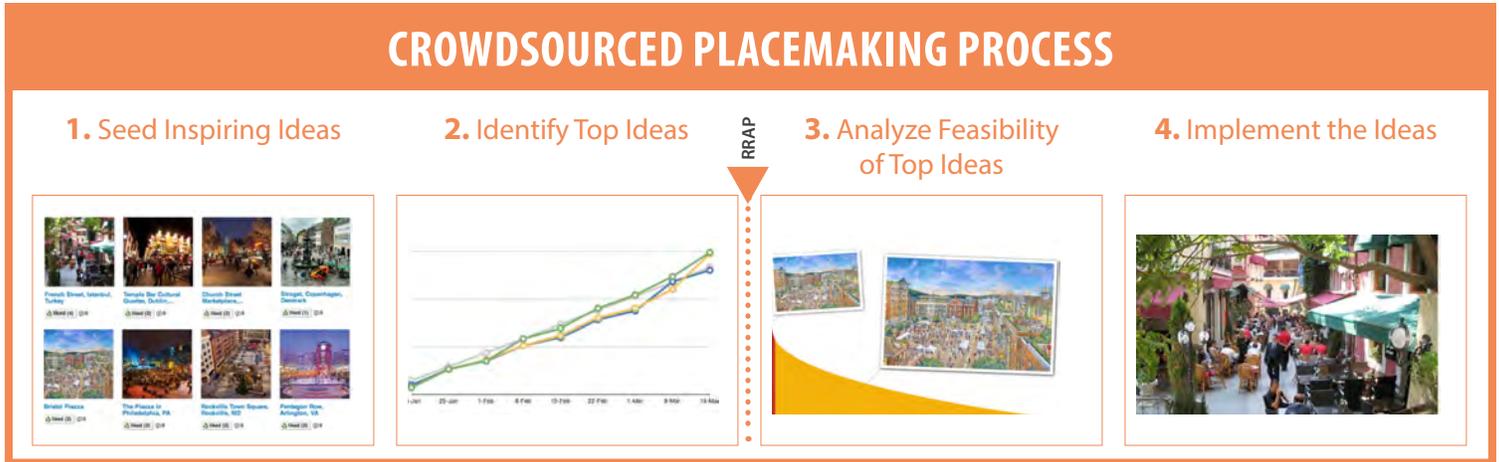
- Break-ins
- Drugs
- Prostitution
- Homelessness
- Don't Feel Safe
- People Hanging Out
- Traffic
- Loitering
- Poor Lighting
- Squatting
- Poor Housing
- Deplorable Conditions
- Shooting
- Dangerous to Walk
- Unsafe
- Illegal Dumping
- Unauthorized Activities
- Unsafe Crossing
- Dirty Road
- Robbery

Intensity of Safety Issues



Crowdsourced Placemaking (CSPM) Ideas Campaign

CROWDSOURCED PLACEMAKING PROCESS



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.

Community Meeting
Community Empowerment Through Revitalization!
Come help make Riverside 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.
When: October 1, 2014
Where: Phillips Avenue Elementary
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 a través de Revitalización!
Venga a ayudar a hacer Riverside un destino inspirador y vibrante que sea representativo de los valores compartidos por la comunidad, basados en los tres pilares de responsabilidad social, ambiental y económica.
Cuándo: 01 de Octubre 2014
Dónde: Phillips Avenue Elementary
Hora: 7:00 PM
Contacto: SIRIS BARRIOS (Relaciones Comunitarias)
Móvil: (323) 868-2456 - Oficina: (631) 591-3926
Siris@riversiderediscovered.com - facebook.com/riversiderediscovered
www.riversiderediscovered.com

idea kickoff!
your 'likes' count! come out and join us!
november 24, 2014
6:30-8:30 pm, monday
Riverside Rediscovered office, 108 peconic ave

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 Tripple-Bottom-Line contract.



SOUTHAMPTON BOARDWALK

👍 Like (157)



SHUTTLE BUS SERVICE

👍 Like (157)



WATERFIRE ON THE PECONIC

👍 Like (151)



WATER FOUNTAIN ICE SKATING

👍 Like (147)



INDOOR RECREATION CENTER

👍 Like (131)



MODERN MOVIE THEATER

👍 Like (130)



RIVERSIDE ROW RESTAURANTS

👍 Like (119)



WATERFRONT GREEN SPACES

👍 Like (110)



RIVERSIDE PARK MARITIME TRAIL

👍 Like (109)



SUPERMARKET (Quality / Affordable)

👍 Like (108)



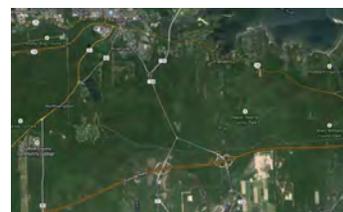
HEALTHY VILLAGE

👍 Like (107)



FARMERS MARKET FOOD MART

👍 Like (103)



**ZIP CODE FOR
Riverside, Flanders & Northampton**

👍 Like (103)



CHILDREN'S MUSEUM

👍 Like (101)

2. Identify Top Ideas

Allow the crowd to campaign for their favorite ideas through a simple 'Liking' system.



157 Likes
Shuttle Bus Service – Downtown Riverhead

A boardwalk alongside the Peconic River that mirrors the walk on the Riverhead side. It would begin at the Peconic Avenue bridge area, perhaps fronting a restaurant row while also allowing WaterFire viewing, and continue East along the river, through the wetlands and future park areas.



157 Likes
Southampton Boardwalk

Create a high frequency local shuttle bus service to connect all the various business, entertainment, recreation and residential places in Riverside and Downtown Riverhead.



151 Likes
WaterFire on the Peconic River

This idea has been submitted to help explore the type of programming, festivals, and activities that should take place on the south side of the Peconic River (Riverside). We should think of Riverside as a blank canvass where we can imagine the type of WaterFire that our community would enjoy.



147 Likes
Water Fountain / Ice Rink

This elegant dancing water fountain that would be used as an ice skating rink in the winter months.



131 Likes
Indoor Recreation Center

The community recreation center will provide residents a place to relax, exercise and place to interact with their neighbors. It would be like the Flanders Community Center, but a little larger. This is a separate idea from a regional recreation center that would house a swimming pool and multiple playing courts. An Olympic pool is under construction at Suffolk County Community College four miles away, and will be open to the surrounding community

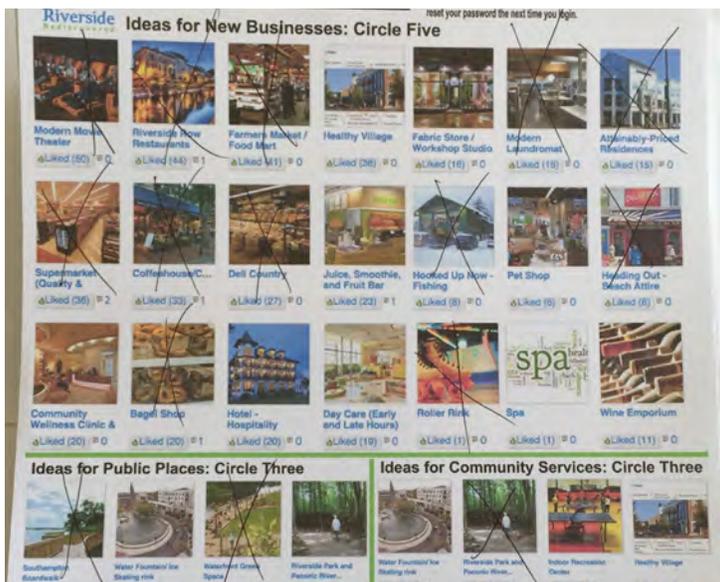


130 Likes
Modern Movie Theater

This will not be your traditional movie theater. The theater will become a major entertainment anchor for the East End. Offering a number of movie theater experiences for customers; stadium seating, parlor/living room seating, complete immersion seating.

Paper Ballots

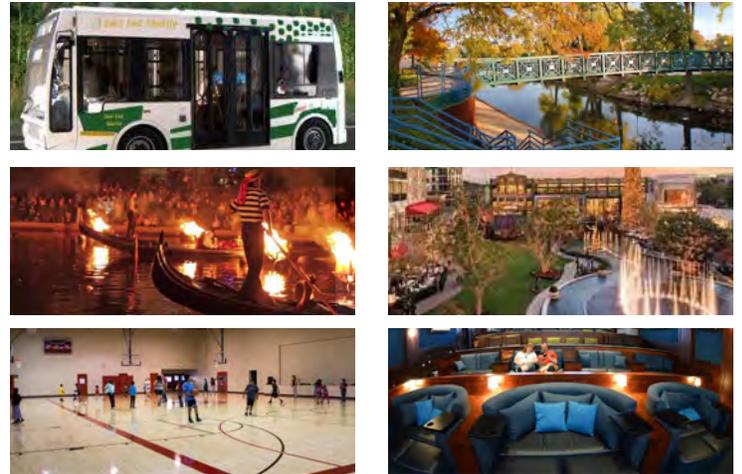
Either "like" online or in person, using ballots.



Digital divide is an economic and social inequality of a given population in their access to, use of, or knowledge of information and communication technologies. The Riverside community is experiencing a digital divide, and although CSPM utilizes online technological tools, special paper ballots were created to allow community members to sign up, suggest ideas or comment, and "like" already posted ideas. There were over 200 paper ballots collected and recorded online for up-to-date website information.

3. Analyze Feasibility of Top Ideas

Complete studies to understand how they can be economically, socially and environmentally feasible.



4. Implement the Ideas

Establish an implementation team with ideas' supporters and both public and private sectors.



Children's Museum



Early in the CSPM process many residents related stories about the need for youth based activities in the area. However, they felt that community serving groups would never come to Riverside to offer services and that Southampton residents from outside the Hamlet would never bring their children to Riverside for programming. Riverside Rediscovered set out to prove that this perception was not the reality.



In March 2015 the Children's Museum of the East End (CMEE) began an 8 week pilot program for children between the ages of 2 and 5. The sessions were over-subscribed within 24 hours of the announcement, with families from Riverside, Flanders, Northampton, Hampton Bay, Tuckahoe and Westhampton, all taking part. There was additional interest from communities throughout the Town of Riverhead.

The "Museum Without Walls" Riverside experiment has proven without a doubt that the community and the rest of the Town of Southampton can and will come together in Riverside if quality programming of quality space is offered.

Community Events and Meetings



Riverside Residents

“It's happening quickly, I'm accustomed to things taking decades, with 400 volumes of studies on the shelves before anything happens.” - **Vince Taldone, President of FRNCA**

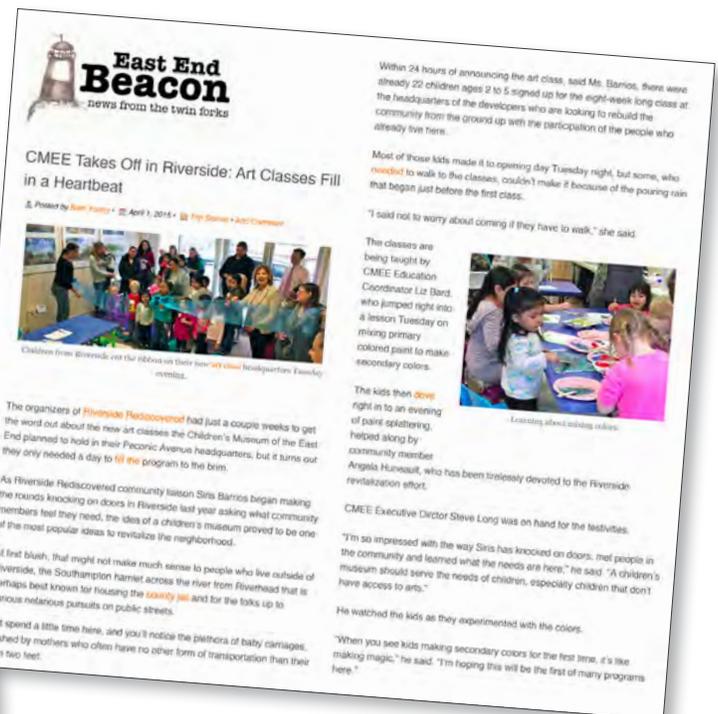


“There are currently no medical doctors or facilities in Riverside. The Healthy Village is an excellent idea.” - **Art Bridenstine**



“I've lived in this community since I was a little girl. When I was a child, we were able to leave our doors unlocked, and we knew everyone that lived on the street. Now, we no longer leave our doors unlocked, and we no longer know everyone that lives on the street.” - **Tanya Collins**

“The goal is to have beautiful stores, a beautiful water walk, to have safe places and not to feel fearful. That is a good vision. If it does not happen it will be a very sad thing for us.” - Terri Holtgrewe



“I am crossing my fingers that this works, I can't tell you how many times I have heard that they are going to fix Riverside, and it has not happened. I am crossing my fingers and saying a prayer for this time to really work.”

“I would like to walk to the waterfront and cross over the river to the other side without the long walk, to enjoy events.”

“I want to stay here; I plan to spend the rest of my life here. I prefer to spend what income I do have on this side of the river.”

- Linda Testagrose

SECTION 4:
**MARKET OPPORTUNITIES
AND BRANDING STRATEGIES**



Unified
Development
Approach (UDA)

+

Crowdsourced
Placemaking
(CSPM)

+

**MARKET
OPPORTUNITIES**

Revitalization
Toolkit &
Strategies

+

SEQRA &
Zoning

+

= IMPLEMENTATION

Market Opportunities Create Sound *Revitalization Strategies*

A point of emphasis that runs throughout all of Renaissance Downtowns' projects is the need to ensure that a redevelopment vision is fully attuned to market realities. To this end, Crowdsourced Placemaking fosters community involvement that is guided by a Triple Bottom Line that includes economic responsibility, while the Unified Development Approach™ provides a collaborative framework whereby local property owners and stakeholders share in the upside of targeted redevelopment activity.





Preliminary Market Study

To best understand the commercial uses that are viable in Riverside, Renaissance Downtowns prepared a preliminary market study. By combining the preferred uses identified by the Riverside Rediscovered community and this market study, Renaissance Downtowns can determine which uses are likely to have sufficient market demand necessary to be viable. The focus has been on:

- Market niches that might complement, rather than compete with independently owned businesses in Riverhead Downtown
- The extent to which existing businesses in the project area might absorb additional sales, either by adjustments in marketing or merchandising or by opening an additional location or relocating to new space in the project area.
- Tools and resources that might be helpful in stimulating new business development and growth of existing businesses.

Market Weaknesses

There are several potential challenges for retail development in Riverside:

- Through traffic on NY24 with no options for on-street or off-street public parking
- Current socioeconomic climate and high crime rate
- Lack of diverse offerings

Market Strengths

There are many opportunities for retail development in Riverside, below are just a few:

- Gateway area for the East End
- Cultural diversity can be a powerful tool in differentiating its retail offerings
- History of locally owned businesses, suggesting a healthy foundation for entrepreneurship
- The need for a fresh start and will for new identity
- County Center
- Strong Mass Transit Bus Connections

RIVERSIDE ECONOMIC PROFILE (2013)

TOTAL HOUSEHOLDS: 803

INCOME:

Less than \$10,000	1.9%
\$10,000 to 14,999	5.7%
\$15,000 to \$24,999	22.3%
\$25,000 to \$34,999	16.6%
\$35,000 to \$49,999	23.0%
\$50,000 to \$74,999	21.4%
\$75,000 to \$99,999	5.4%
\$100,000 to \$149,999	0.0%
\$150,000 to \$199,999	0.0%
\$200,000 or More	3.7%

Median Household Income:	\$36,781
Aggregate Household Income:	\$39 Million

EMPLOYMENT:

Management, Business, Science & Arts Occupations	10.7%
Service Occupations	30.8%
Sales and Office Occupations	16.3%
Natural Resources, Construction, and Maintenance Occupations	32.0%
Production, Transportation, and Material Moving Occupations	10.1%
Unemployment Rate	14.6%

Sales Leakage

“A measure of retail sales lost by a community to a competitive market, indicating the need for more retail development in an area”

Retail specialists use the term “Sales Leakage” to describe economic activity that should remain within a community’s local economy, but occurs elsewhere due to factors such as a void within a certain business type or a lack of an attractive retail environment such as a walkable, mixed-use hamlet center. New development can leverage this lost spending by tapping into undersupplied markets. Riverside exhibits significant leakage due to the relative lack of places for residents to shop, dine and play. Community mapping exercises conducted as a part of the Crowdsourced Placemaking process have demonstrated that residents travel, often far, to spend their money at stores and restaurants outside the community. Accounting for the combined

existing incomes of Riverside, Flanders and Northampton, there is a substantial opportunity for local entrepreneurs to capture spending that currently takes place outside of these communities, bringing in additional income and job creation. Closing the retail and restaurant sales gap in the Riverside-Flanders-Northampton community could yield nearly 200,000 square feet of new commercial development and create over 200 direct permanent jobs. Indirect and induced economic benefits created by this new development as well as incomes of new residents and employees would add to this, fuelling additional market opportunities. \$100 of new resident income could yield a purchasing power of \$24 on retail and services and \$5 on restaurants.



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

"The community is in need of a medium sized (approx. 15,000 sq. ft.) supermarket that provides affordable, quality fresh produce, bakery goods, frozen foods, international specialties and staples."



Grocery Store/Food Market

A food market needs assessment conducted by the Town of Southampton concluded that there is a need for a medium sized supermarket to serve the Riverside community. The study cited the lack of accessible food options within the community, a strong desire from residents, Riverside's geographic position as a gateway, stable population growth, high vehicular traffic, and a customer base in nearby Flanders and Northampton as drivers of demand for a food market. This analysis demonstrates a basic calculation of demand for a food market undertaken by Renaissance Downtowns that supports the Town's determination.

GROCERY STORE DEMAND ANALYSIS

AGGREGATE SPENDING ON "FOOD AT HOME"

Riverside	\$2,473,812
Flanders	\$6,278,472
Northampton	\$758,292

Total Potential Sales	\$9,510,576
Existing Sales	\$521,167
Leakage	\$8,989,409

Estimated Sales / SF	\$400.00
Estimated SF Demand @ 50% Capture	10-12 ksf

Sources: Consumer Expenditure Surveys; American Community Survey 2008-2013 5 Year Estimates
<http://www.statista.com/statistics/240970/average-weekly-sales-per-square-foot-of-us-supermarket-stores/>
<http://smallbusiness.chron.com/industry-standard-gross-margin-groceries-38121.html>



FARMERS MARKET / FOOD MART (YEAR ROUND)

👍 Like (103)



SUPERMARKET (QUALITY & AFFORDABLE)

👍 Like (108)

Additional Retail Opportunities

Additional analysis of sales leakage in the Riverside-Flanders-Northampton area reveals a number of opportunities for new businesses. The most untapped opportunities include: full service restaurants, furniture and home furnishings, clothing and shoe stores, health and personal care stores, sporting good, hobby and musical instrument stores, and electronics and appliance stores. The neighboring Town of Riverhead is a major hub for consumer spending, home to the Tanger Outlets and a plethora of big box retail establishments. New business development in Riverside must differentiate itself from Riverhead's offerings. Key to this is focusing on smaller, independent establishments and restaurants that fill a niche beyond the chain stores and restaurants in Riverhead. This way both centers can complement, rather than detract from, one another. These analyses represent a preliminary demand study based on the untapped purchasing power of the Riverside-Flanders-Northampton area alone, they do not take into account potential patronage from members of Riverhead or other communities, nor do they account for the impacts of new development and regional attractions such as WaterFire™, which would generate additional demand for these uses.

Sources: U.S. Bureau of Labor Statistics, Consumer Expenditure Survey; U.S. Census Bureau, American Community Survey; ESRI Business Analyst Online

RIVERSIDE RETAIL INVENTORY TOTAL ESTABLISHMENTS: 22

SECTOR:

Motor Vehicle & Parts Dealers	5
Furniture & Home Furnishings Stores	1
Electronics & Appliance Stores	2
Bldg Materials, Garden Equip. & Supply Stores	0
Food & Beverage Stores	3
Health & Personal Care Stores	0
Gasoline Stations	2
Clothing & Accessory Stores	3
Sporting Goods, Hobby, Book & Music Stores	1
General Merchandise Stores	0
Miscellaneous Store Retailers	1
Food Services & Drinking Places	3

Source: ESRI Business Analyst Online



Full Service Restaurant



RIVERSIDE ROW RESTAURANTS

👍 Like (119)



RIVERSIDE ROW RESTAURANTS

👍 Like (119)

Purchasing Power Potential	Existing Sales	Sales Leakage	Est. Sales / SF	Potential SF
\$3,722,870	\$1,353,859	\$2,369,011	\$300	7,897

There is a severe lack of full service dining establishments in the Riverside area. Riverside-Flanders-Northampton are all sorely underserved in this area and limited service options are relatively sparse as well. While the existing income levels of the community in general is not conducive to a strong restaurant market, these are largely offset by the near complete lack of options. There is therefore a strong market for full-service restaurants, particularly those that take advantage of the community' existing resources by tying into the Riverfront and the local Farm to Table Movement.



Hobby, Sporting Goods, Music Instruments



HOOKED UP NOW FISHING

👍 Like (34)



HOOKED UP NOW FISHING

👍 Like (34)

Purchasing Power Potential	Existing Sales	Sales Leakage	Est. Sales / SF	Potential SF
\$1,362,684	-	\$1,362,684	\$250	5,451

There is a demand for nearly 5.5 thousand square feet of retail space in the Sporting Goods/Hobby/Musical Instrument Stores category. A fishing establishment, for example, could offer both fresh and salt water same day guided tours, lunch provided at on-site restaurant, shore, kayak and motorboat fishing, gear rental and sale, etc.



Clothing and Shoes



FABRIC STORE / WORKSHOP STUDIO

👍 Like (36)

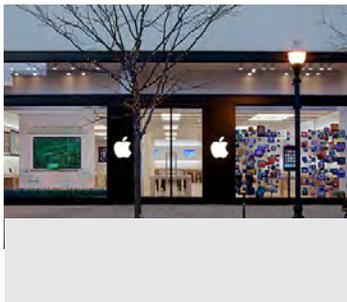


Purchasing Power Potential	Existing Sales	Sales Leakage	Est. Sales / SF	Potential SF
\$4,189,267	\$490,037	\$3,699,230	\$250	14,797

Demand for nearly 15,000 square feet of retail space for apparel could be filled by a variety of vendors. Potential tenants could include shoe stores, clothing boutiques and other retailers. Given the proximity to the Tanger Outlets in Riverhead, a smaller footprint, niche product would serve to differentiate the Riverside market from nearby competition.



Electronics & Appliances



Purchasing Power Potential	Existing Sales	Sales Leakage	Est. Sales / SF	Potential SF
\$2,428,526	\$480,697	\$1,947,829	\$1,000	1,948

The Riverside-Flanders-Northampton area has a sales gap of nearly \$2 million on electronics and appliances. This could yield a roughly 2,000 square foot small format retailer. A small computer, camera, cell phone, video game or accessories store could fill this gap.



Health and Personal Care



HEALTHY VILLAGE

👍 Like (107)



COMMUNITY WELLNESS

👍 Like (64)

Purchasing Power Potential	Existing Sales	Sales Leakage	Est. Sales / SF	Potential SF
\$2,747,801	-	\$2,747,801	\$400	6,870

A sales leakage of over \$2.7 million reveals the opportunity for a small health and personal care store. This could be an opportunity for a small format pharmacy, a beauty supply store, or a health products store. Two of the most "liked" ideas on the Riverside Rediscovered site are "Healthy Village" and "Community Wellness Pharmacy" demonstrating community support for this type of establishment.

Existing Residential Trends

Long Island's lack of attainably priced downtown living choices has had serious consequences for its residents. A significant portion of Long Island's young population is leaving for good. Therefore, it is not surprising that some of the most supported ideas on the Riverside Rediscovered site were "Attainably Priced Residences" and "Mixed-Use Development in the Hamlet Center." The changing composition of American households and their changing housing preferences are both shaped by the two largest generations in the history of America: Baby Boomers and Millennials; Baby Boomers (born between 1946 and 1964) are currently estimated at 77 million and Millennials (born between 1977 and 1996) are estimated at 78 million, having surpassed the Baby Boomer generation in size in 2010. Regardless of the difference in their ages, many Boomers and Millennials have remarkably similar living preferences. In addition to a shared preference for downtown living, they are changing housing markets in multiple ways. In contrast to the traditional family (married couples with children) that comprised the typical post-war American household, Boomers and Millennials are households of predominantly singles and couples. As a result, walkable mixed-use neighborhoods are now more likely to succeed.



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.

LOCAL HOUSING MARKET (2010):

	# OF UNITS		
	Riverside	Southampton	Riverhead
TENURE			
Renter-Occupied	229	5,704	10,271
Owner-Occupied	579	21,913	2,572
Seasonal	0	17,399	1,528
Vacant	232	3,167	919
GROSS RENT			
< \$500	0%	3%	14%
\$500-\$999	11%	18%	26%
\$1000-\$1499	73%	27%	39%
\$1500-\$1999	0%	30%	13%
> \$2000	16%	22%	8%
HOME VALUE			
< \$50,000	20%	3%	6%
\$50k - \$99,999	42%	3%	4%
\$100k - \$200k	14%	3%	7%
\$200k - \$300k	9%	6%	14%
\$300k - \$500k	15%	28%	50%
\$500k - \$750k	0%	22%	13%
\$750k - \$1mil	0%	13%	4%
> \$1,000,000	0%	22%	2%
UNIT SIZE			
Studio	3%	1%	0%
1 Bed	13%	6%	10%
2 Bed	54%	21%	31%
3 Bed	27%	40%	36%
4 Bed	1%	21%	20%
5 Bed or more	2%	11%	3%

Sources: U.S. Census Bureau, American Community Survey 5-year estimates.

AREA WIDE RENTAL HOUSING DEMAND PROJECTION (2010-2030)

Age Cohort	2000 Population	2010 Population	2020 Population	2030 Population	Population Change* 2010-2030	Rental Headship Rate**	New Rental Units Demanded
Under 5 years	4,810	4,794	4,781	4,771	(23)	0.0%	0
5 - 9 years	5,311	5,527	5,209	5,167	(90)	0.0%	0
10 - 14 years	5,060	5,253	5,453	5,661	408	0.0%	0
15 - 19 years	4,625	5,532	6,664	8,088	2,556	5.4%	138
20 - 24 years	4,048	4,963	6,201	7,904	2,941	5.4%	159
25 - 34 years	9,670	10,353	11,084	11,867	1,514	20.0%	303
35 - 44 years	13,762	11,961	10,445	9,167	(2,794)	14.8%	(414)***
45 - 54 years	12,233	14,065	16,312	19,089	5,024	12.8%	642
55 - 59 years	4,701	6,277	8,495	11,660	5,383	12.9%	696
60 - 64 years	3,982	6,108	9,568	15,317	9,209	13.3%	1,226
65 - 74 years	7,223	8,286	9,683	11,531	3,245	6.2%	202
75 - 84 years	5,110	5,165	5,260	5,398	233	10.0%	23
85 years & Over	1,857	2,282	2,824	3,521	1,239	11.3%	140
						TOTAL	3,115 Units

Source: U.S. Census Bureau 2000 & 2010 Decennial Censuses; US Census Bureau American Community Survey 2010 5-Year Estimates

* Numbers in parenthesis indicate population loss

** Age group rental households

*** There is a decrease in demand for rental units in the 35-44 year old age cohort due to declining populations in this age group



Market Opportunities for Job Creation



It is imperative that Riverside be positioned to tap into the employment growth occurring in the region. An analysis of the projected need for office space in the future reveals an opportunity to bring employment centers to Riverside, providing much needed economic development, commercial activity and job opportunities to the community, particularly for those residents who lack access to reliable transportation. The analysis projects the growth of office users in a 10 mile radius of Riverside in each industry sector. Employment growth projections (published by the Bureau of Labor Statistics) were applied to determine the future job growth

of the area. Estimates of the percent of employees working in offices for each sector (found in "Market Analysis for Real Estate" by Rena Mourouzi-Sivitanidou, a very conservative estimate of 20% was used where data was not available) were used to extrapolate how many office jobs would be created by 2030. Assuming each worker occupies 150 SF of space, this yields a total demand for nearly 810,000 SF of office. Among the fastest growing sectors in this region (in terms of absolute number of jobs) are "Health Care and Social Assistance" and "Educational Services". Attracting employers in these industries would be particularly feasible.

Industry Sector	2011 Jobs	Annual Projected Growth	Estimated 2015 Jobs	Projected 2030 Jobs	% Work in Office	Projected 2015-2030 Office Job Growth
Agriculture, Forestry, Fishing and Hunting	1258	-1.10%	1,189	993	83%	-163
Utilities	131	-1.10%	124	103	20%	-4
Construction	3066	2.60%	3,465	4,816	91%	1230
Manufacturing	1461	-0.50%	1,424	1,318	82%	-88
Wholesale Trade	1018	0.80%	1,059	1,186	58%	73
Retail Trade	6582	0.70%	6,812	7,528	58%	415
Transportation and Warehousing	936	0.70%	969	1,070	20%	20
Information	673	-0.20%	666	646	78%	-16
Finance and Insurance	802	0.90%	838	951	78%	88
Real Estate and Rental and Leasing	314	1.10%	331	386	78%	43
Professional, Scientific, and Technical Services	4584	1.80%	4,997	6,346	70%	944
Management of Companies and Enterprises	571	1.10%	602	702	78%	78
Administration & Support, Waste Management and Remediation	1654	1.00%	1,737	1,997	81%	211
Educational Services	4721	1.90%	5,169	6,643	58%	855
Health Care and Social Assistance	5613	2.60%	6,343	8,816	58%	1435
Arts, Entertainment, and Recreation	856	1.10%	903	1,052	20%	30
Accommodation and Food Service	2448	0.90%	2,558	2,904	20%	69
Other Services (excluding Public Administration)	1400	1.00%	1,470	1,691	58%	128
Public Administration	1595	0.20%	1,611	1,659	81%	39
TOTALS						
New Jobs						5,386
SF / Worker						150
Total SF						807,957
Assuming only 10% Capture of the Office market in Riverside*						80,796*

*This number is a relatively conservative estimate as it assumes a well below-average space per worker, and assumes that 100% of vacated office space can be re-filled, regardless of the sector.

Sources: U.S. Census Bureau Center for Economic Studies Longitudinal Employer Household Dynamics Origin-Destination Employment Statistics; Bureau of Labor Statistics Employment Growth Projections; Rena Mourouzi-Sivitanidou "Market Analysis for Real Estate"



Hotel



HOTEL HOSPITALITY CENTER

👍 Like (40)



THE GATEWAY CENTER

👍 Like (86)

Riverside’s scenic natural amenities and strategic position as the gateway to tourist attractions on both forks make it a prime location for a hotel. A hotel that ties into the existing waterfront, planned boardwalk and proposed new bridge could capitalize on the community’s local assets and proximity to regional destinations. Community support for this is manifested in "likes" on the Riverside Rediscovered website for a "Hotel Hospitality Center" as well as "The Gateway Center", an idea for a center that includes visitor and tourist services which could successfully be integrated with the hotel. Needless to say, a hotel would also bring about increased job opportunities for residents.

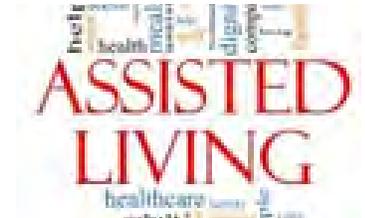


Assisted Living



HEALTHY VILLAGE

👍 Like (107)



MEDICAID ASSISTED LIVING CARE

👍 Like (31)

There is a significant market opportunity for an assisted living or similar facility. The closest assisted living facility to Riverside is over 10 miles away in Center Moriches. Between the Towns of Southampton and Riverhead there are approximately 3,000 seniors classified as having a "self-care" or "independent living" difficulty. Assuming that many of these people do and will continue to reside outside of assisted care facilities, a conservative estimate that 20% of this population can be tapped into yields a demand for roughly 600 beds. Such establishments would provide an important service for a growing demographic in the region and provide significant well paying career opportunities to local residents.

RIVERSIDE JOB MARKET (2011)*

TOTAL JOBS: 162

OF JOBS

EARNINGS

\$1,250 / month or less	52
\$1,251 - \$3,333 / month	73
> \$3,333 / month	37

INDUSTRY

Construction	8
Manufacturing	5
Wholesale Trade	4
Retail Trade	17
Information	6
Real Estate & Rental & Leasing	14
Professional, Scientific & Technical Services	9
Waste Management & Remediation	17
Healthcare & Social Assistance	27
Accommodation & Food Service	42
Other Services	12
Public Administration	1

**EXCLUSIVE OF COUNTY CENTER*

Sources: U.S. Census Bureau Center for Economic Studies Longitudinal Employer Household Dynamics Origin-Destination Employment Statistics.



Light Industrial / Production Space



FABRIC STORE / WORKSHOP STUDIO

👍 Like (36)



FABRIC STORE / WORKSHOP STUDIO

👍 Like (36)

A measure of job creation and economic development can be attained through certain light industrial uses. Artisan production facilities for local artists and craftsmen to create specialty items to sell online or locally, for example, could generate opportunities for entrepreneurial ventures and local employment while attracting creative and artistic people to live and work in Riverside.

Branding Opportunities: Gateway to the East End

As the geographic gateway to the North and South Forks of Long Island, Riverside is well positioned to take advantage of the many attractions of the East End. People going to the Hamptons, North Fork wine trails, local farms or other destinations can easily stop by Riverside as well. A well appointed hamlet center could be a vibrant way-stop for families seeking an East End experience. By leveraging its existing assets and potential opportunities, Riverside can brand itself as a unique and attractive destination. A wealth of natural resources as well as community inspired events and establishments can make Riverside a truly incredible place to be.

Creative placemaking seeks to help communities develop a stronger sense of identity, building on native cultural assets to create more cohesive, healthy, and resilient places. The deliberate integration of arts and culture into community development brings arts organizations and artists to the table by using artistic interventions and new perspectives, sparking vitality and creating an environment conducive to new ideas, creativity, and social engagement. Successful use of creative placemaking requires making the people part of the resilience equation work.

Renaissance Downtowns and Riverside Rediscovered have been working with art organizations and local artists to leverage on existing creating powers and initiatives, community location and waterfront amenity.

Beaches



Riverside is fortunate to be located in close proximity to the world renowned beaches of the Hamptons. As the gateway to the south fork, Riverside is perfectly poised to brand itself as a place for beachgoers to shop, dine, stay and play.

East End Arts



"East End Arts is a multi-award winning 501(c)3 not-for-profit arts organization serving the five East End towns of Long Island, NY since 1972. East End Arts is committed to building and enriching community through the arts by way of education, support, advocacy and inspiration.

As a regional multi-arts center recognized as an "outstanding organization focused on local neighborhood priorities", East End Arts acts as a powerful catalyst for economic and cultural revitalization in Riverhead its home base, and for the surrounding villages and towns."

Leveraging East End Arts and other art based entities can support creative placemaking efforts and opportunities for cultural activity.

Children's Museum



The Children's Museum of the East End is a 7,000+ square foot facility in Bridgehampton that conducts educational exhibits and programs for children of all backgrounds. On March 31, the CMEE began a pilot series of free art classes at the Riverside Rediscovered office in Riverside. Efforts to bring a children's museum to Riverside are popular among community members. Having a Riverside Children's Museum would make Riverside a unique place to visit while also providing an important educational opportunity for underprivileged children who typically lack access to quality educational offerings.

Water Fire



WATERFIRE ON THE PECONIC RIVER
 Like (151)

Waterfire is a public art installation and community arts event that started in Downtown Providence, Rhode Island in 1994. It has evolved into an annual event there, drawing an average of 40,000 people each night. WaterFire has since expanded to reach cities throughout the country and world. Plans to bring WaterFire to the Peconic River are in the works and the idea is one of the most "liked" on the Riverside Rediscovered website. WaterFire is an internationally recognized and renowned event that could bring new interest and investment to both communities on the Peconic.

Food Industry



FARMERS MARKET / FOOD MART
 Like (103)

The ability to grow food has implications for communities on multiple levels: from food security and health issues, to ensuring a local economy, to the vast environmental benefits of local farming, and the social benefits of a productive activity in which all members of a community can engage. Food production may occur both vertically (living walls, hydroponics), and horizontally (fields, gardens, community gardens, yards), and within both the public and private realms. Different forms of cultivation are suitable to the character of the Hamlet Center and adjacent neighborhood areas. These may range from privately owned yard gardens to shared community gardens, which may be publicly managed spaces. They may occur within buildings, for example, in window boxes or on rooftop areas. Local food growing would provide economic, social and health benefits to Riverside while shaping its unique identity as a place where food, community, nature and culture intersect.

Wine Industry



WINE EMPORIUM
 Like (14)

New York is the 3rd largest wine growing region in America, and East End, the wine region of Long Island, is considered the premier region in the state for the production of Vinifera wines, due to its long growing season, maritime climate, moderate temperatures, and good soil conditions. Long Island is the youngest and fastest growing wine region in New York, with over 50 wine producers, most of which are offering tours and tasting, resulting in over 1,200,000 visitors annually. East End vineyards are planted on over 3,000 acres and produce over 500,000 cases of wine annually.

Riverside's proximity to wineries on the North and South Forks offers excellent opportunities to tap into viniculture and viticulture for tourism, recreation and education.

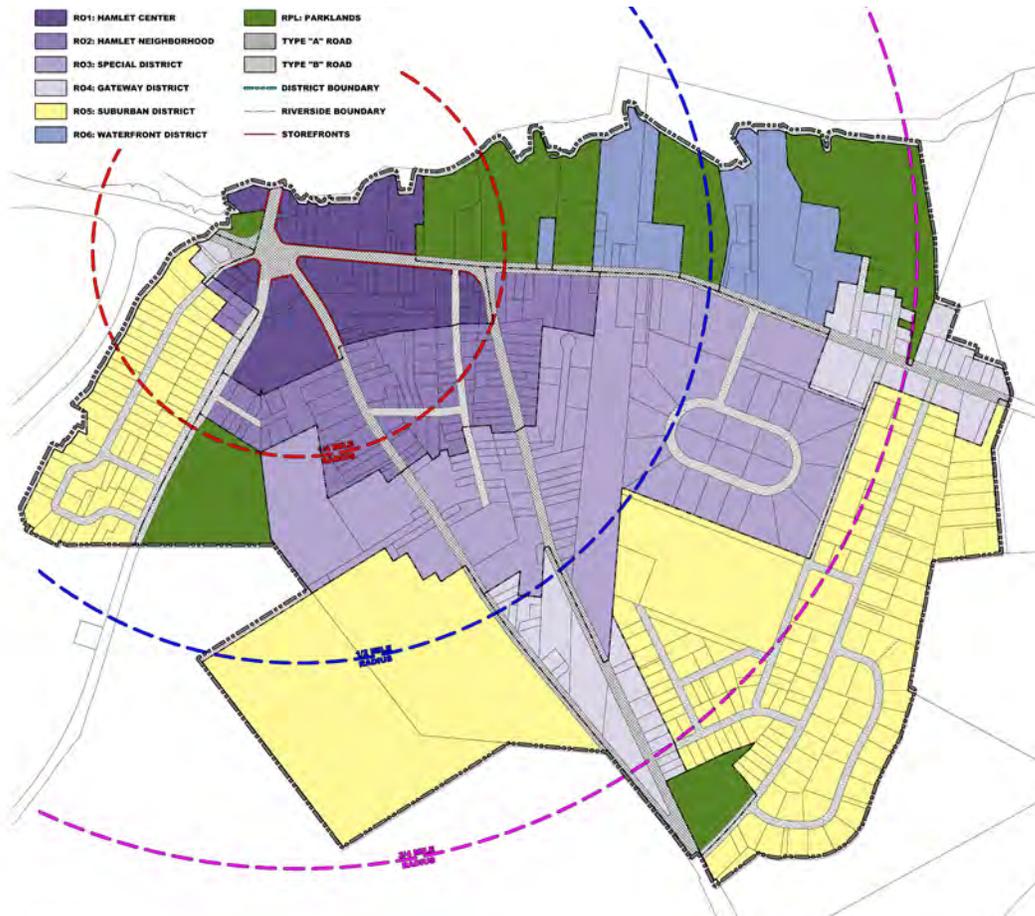
Ecotourism



RIVERSIDE PARK & PECONIC RIVER
 Like (109)

Riverside offers an abundance of natural resource based destinations and activities. The Riverfront and planned boardwalk provide an excellent venue for water-based recreation while a number of trails offer opportunities for hiking, nature walks, exercise and exploration. Additionally, the range of natural assets in Riverside presents an opportunity for nature based education programs for children and families. Access to numerous parks, preserved lands and wetlands makes Riverside an incredible prospect for ecotourism and nature-based recreation.

SECTION 5: TENTATIVE LAND USE PLAN



Our Revitalization Toolkit

A Proven Approach to Revitalization

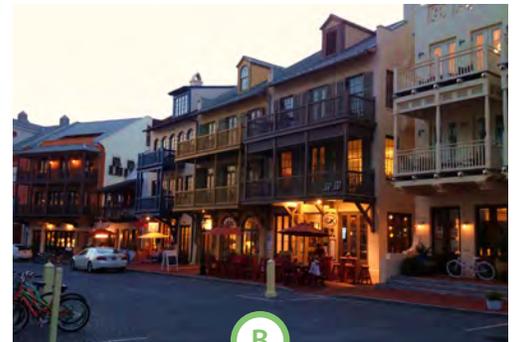
This Toolbox demonstrates how great community ideas, market demand and RD's development experience all come together to form the Revitalization Strategies:



A

TRANSIT FRIENDLY

Enhance transit connectivity between commuter rail, buses and compact, walkable neighborhood centers.



B

MIXED-USE BUILDINGS

Incentivize mixed-use buildings within neighborhood centers to promote economic sustainability.



F

PROMOTE CENTERS

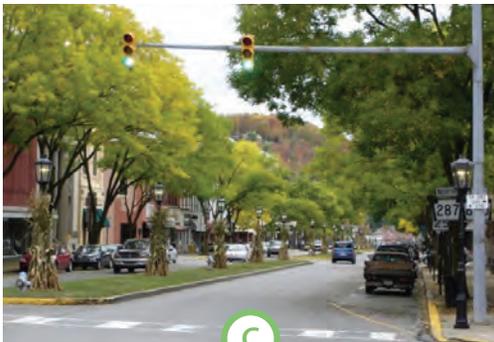
Establish neighborhood mixed-use centers within a five minute walk from each other, promoting economic vitality & pedestrian walkability.



G

PROMOTE ANCHOR USES

Consolidate lots and incentivize development of anchor uses that will generate pedestrian activity, commerce and employment.



C

COMPLETE STREETS

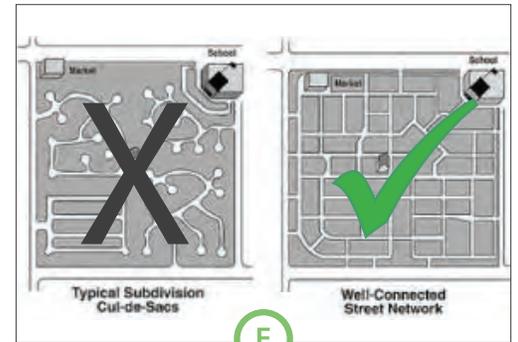
Establish street design standards that embrace the needs of pedestrians, vehicles, safety, emergency services and the environment.



D

CIVIC SPACES

Create civic spaces that encourage walking, gathering and community engagement and walkability.



E

CONNECTED NETWORKS

Promote a connected street and pedestrian network to achieve healthy walkable communities & reduce traffic congestion.



H

ACTIVE FRONTAGES

Line commercial streets with storefronts and frequently spaced doors and windows to promote pedestrian activity, commerce and a safe, walkable environment.



I

PARKING PLACEMENT

Locate off-street parking at the rear and side of buildings to maintain continuity of the sidewalk and storefront experience.



J

QUALITY & SUSTAINABLE DESIGN

Set clear design guidelines to set high standard for sites, civic spaces, green design, building and storefronts.

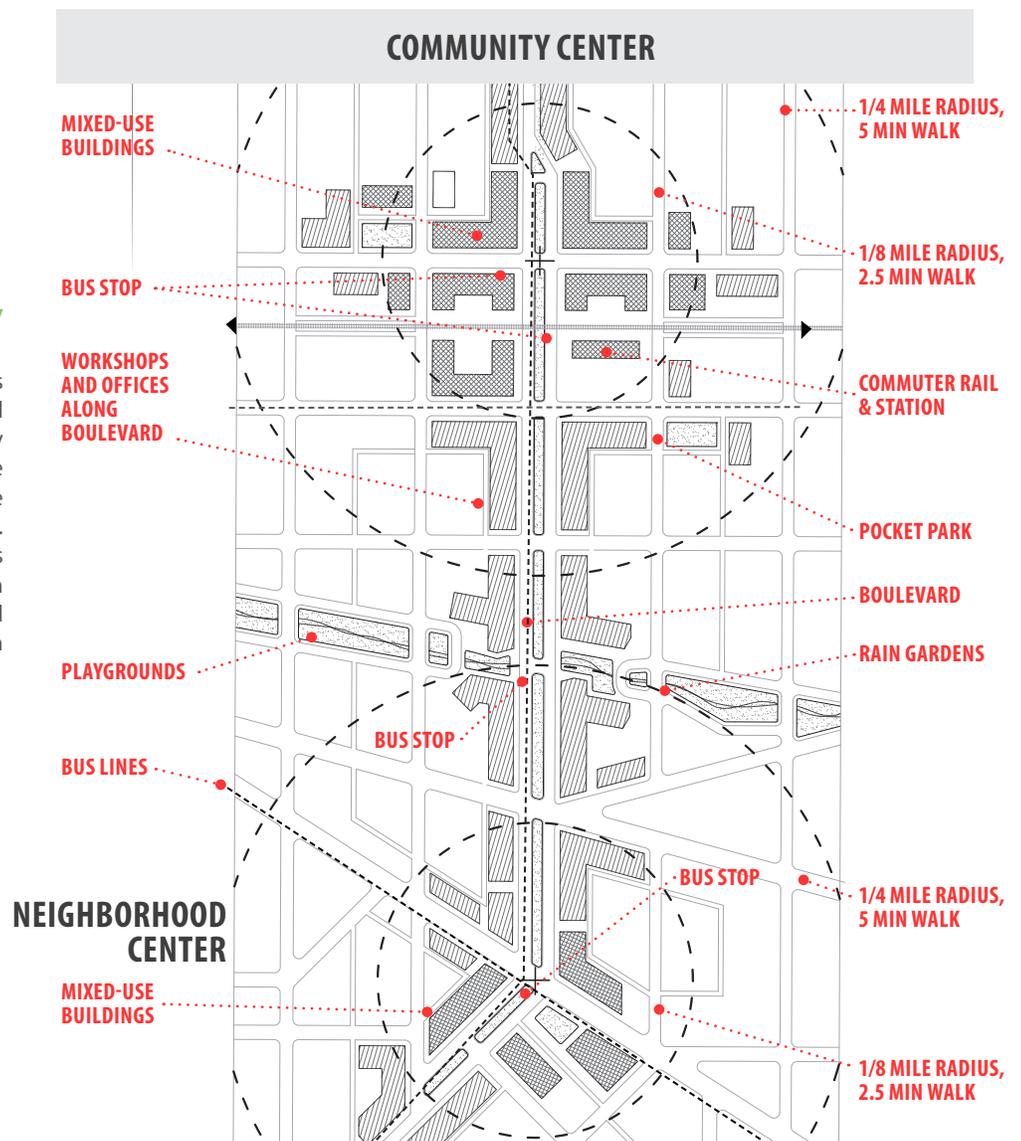
Principles for Walkable Places



Creation of walkable neighborhood areas are proven strategies for Revitalization

Neighborhood Connectivity

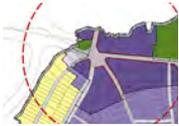
The Neighborhood Center diagram (left) is based upon Clarence Perry's "Neighborhood Unit" from the 1930s and the nationally recognized planning principle that walkable communities typically occur within 1/4 mile & a 5 minute walk of a neighborhood center. The core of these neighborhood areas is 1/8 mile in radius. At downtown areas with welcoming architecture, storefronts and pedestrian amenities, this distance can increase to 1/2 mile and a 10 minute walk.



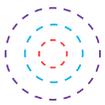
Visual Guide for Implementation Strategies For the Tentative Land Use Plan (TLP)

Section 5 graphically maps and identifies community driven ideas, providing precedent images, identifying best planning tool-box strategies, strong market opportunities, and identifying Riverside Revitalization Action Plan's proposed strategies and recommendations. Together they form a basis for a Tentative Land Use Plan. Feasibility market studies, the SEQRA review and approval process will further guide the implementation of this plan.

The following is a visual guide and explanation of graphics used to identify elements of the Tentative Land Use Plan:

<p>KEY FOR TENTATIVE LAND USE PLAN (PAGE 80)</p>	<p>Overlay District</p> 	<p>R01</p> 	<p>Precedent Image</p> 	<p>Revitalization Toolkit Icons:</p>   <p>Market Demand Icons:</p>  
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KEY FOR RIVERSIDE OVERLAY DISTRICT



1/4 Mile, 1/2 Mile & 3/4 Mile radii
(5, 10 & 15 min walk)



123

Approximate Location of A Revitalization Strategy
(Can Be Applied To A Single Or Multiple Districts)



REVITALIZATION STRATEGIES

- (Example Bullet) Create walkable, vibrant mixed-use Hamlet Center



COMMUNITY DRIVEN REVITALIZATION STRATEGIES



5 EXAMPLE IMAGE



STRONG MARKET DEMAND



Implementation Strategies

Tentative Land-use Plan (TLP)

The proposed Riverside Overlay Zones (ROZ) Map depicts the strategy for Riverside's redevelopment and revitalization utilizing Transect, where the densest area is concentrated 1/4 mile (5 min walk) from the traffic circle on NY24, and scaling down in density as it radiates away.

This plan and corresponding key represent the planning principles detailed within the Revitalization Toolkit. Specifically, they list which principles are appropriate to be incorporated into the revitalization plan Renaissance Downtowns recommends a comprehensive approach with a singular Master Developer, as this enables the proper placement of complementary uses to best meet the principles of responsible economic development and placemaking.





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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.





REVITALIZATION STRATEGIES

- Create walkable, vibrant mixed-use Hamlet Center, with compact development and connections between the Riverside, Riverhead, and the Peconic River waterfront.
- Create a walkable street frontage with on-street parking.
- Leverage maritime resources and proximity to natural areas & Peconic River.
- Leverage proximity to Riverhead Downtown, its Main Street, boardwalk and cultural features.
- Create economic value by focusing on Hamlet center and the redevelopment of underutilized sites.
- Include large mix of uses and promote market-rate housing options.



COMMUNITY DRIVEN REVITALIZATION STRATEGIES



5

WATERFIRE



2

BOARDWALK / WATERFRONT GREEN SPACE



MIXED-USE



STRONG MARKET DEMAND



"Create a hamlet center that contains storefronts and offices on the first and possibly second floors plus one and two bedroom rental apartments above and behind the commercial street fronts."

Vincent Taldone, President, Flanders Riverside, Northampton Civic Association

This zone, situated around the Traffic Circle and Rt 24 corridor provides the opportunity for the greatest vibrancy in Riverside. By utilizing best placemaking strategies and leveraging adjacency to Peconic River waterfront, this district should support the greatest variety and mix of uses, promoting a range of residential, retail, hospitality, cultural and entertainment uses.

The RO1 district permits the highest densities and promotes compact design with vertically and horizontally integrated residential and non-residential uses. Pedestrian amenities required in this district reflect the need for active frontages and an easy access to the waterfront that support placemaking and destination creation. Parking standards should reflect the creation of a walkable hamlet center and transit opportunities within walking distance

1 Waterfront Promenade

"Riverside Row Restaurants will have several restaurants along the water. Patrons will have access by boat, car, bike and foot. There will be a walk / bike path between restaurants and river. If flooding is an issue then, restaurants can be elevated one floor with outdoor decking. Delicious food, music and dancing along the river will make this the place everyone wants to visit. The restaurants will aim to buy from local farms and wineries. Riverside Row Restaurants will be the place to promote Southampton Farms and Wines!" *Riverside Rediscovered member Terri H.*

Waterfront Promenade

Resilient waterfront communities provide protection strategies for ground floor commercial spaces from flooding using individual or neighborhood level protection measures. By elevating the waterfront promenade above the boardwalk, new development would create a protection wall for the rest of the neighborhood. New storefronts on Peconic Avenue and NY24 can be raised in the back and treated differently from the street frontage. The Summerwind development, a successful project widely loved by the community, just steps away, on 57 Peconic Avenue in Riverhead, has a floor plate raised above the sidewalk.



THE POWER OF 10

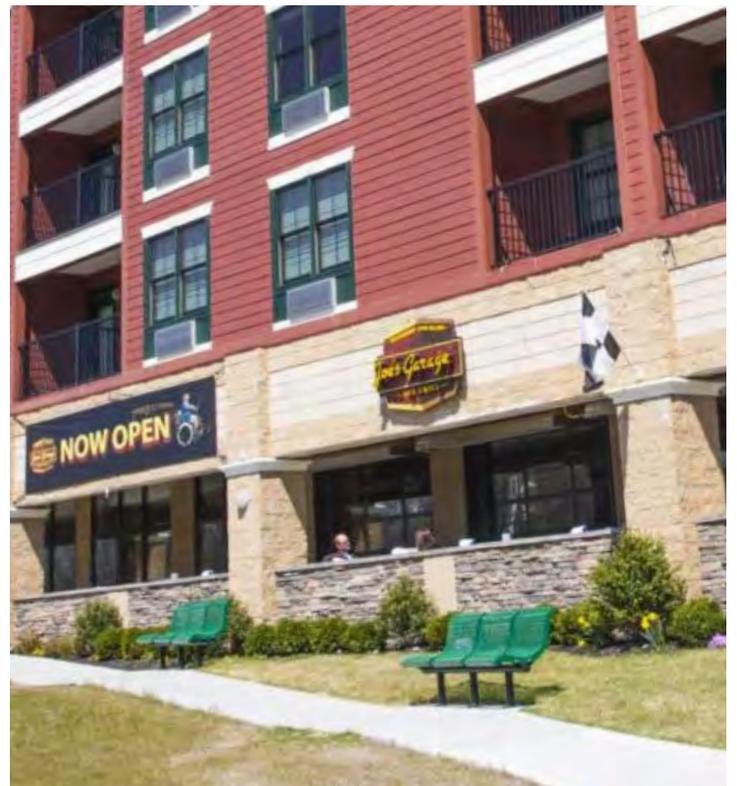
The "Power of 10" originated by the Project for Public Spaces is the idea that any great place itself needs to offer at least 10 things to do or 10 reasons to be there. These could include a place to sit, playgrounds to enjoy, art to touch, music to hear, food to eat, history to experience, and people to meet. Ideally, some of these activities are unique to that particular spot and are interesting enough to keep people coming back. The local folks who use the space most regularly are the best source of ideas for what uses will work best.

The Power of 10 offers an easy framework that motivates residents and stakeholders to revitalize urban life, and shows that by starting efforts at the smallest scale you can accomplish big things. The concept also provides people with something tangible to strive for and helps them visualize what it takes to make their community great

PLACES + EXPERIENCE

- | | |
|---|---|
|  BOARDWALK |  WATERFIRE |
|  RESTAURANT ROW |  ART |
|  CHILDREN'S MUSEUM |  MUSIC |
|  FARMERS MARKET |  WATER FOUNTAIN / SKATING RINK |
|  COFFEE HOUSE / CAFE |  MARITIME TRAIL |

These precedent images of water adjacent development are not meant to recommend bulkheading of the Peconic River. Rather, they are used to suggest the type of development that may occur after careful study of the protection of the natural river conditions with the intent of increasing the public access, use and enjoyment of this great resource



2 Open Spaces

It is Renaissance's belief that community redevelopment and conservation should go hand in hand, and that the improved Hamlet of Riverside could become a regional example of responsible redevelopment and revitalization. A nearly 1 mile long waterfront boardwalk loop (including existing Riverhead's boardwalk) in addition to area's miles of easily connected nature trails would create enormous recreational opportunities.

The Town of Southampton owned park at the circle is currently not used for recreational purposes by residents as it is not tied to other uses. It has become a garbage dumping ground in the most western section, hidden from the public view closest to the river. Development frontages framing the park and bringing "eyes on the park" to increase safety, this park would make this park an asset to the neighborhood.



Private / Public Open Spaces enrich every community.



Riverside Boardwalk: Public Access to Peconic waterfront connected via proposed pedestrian bridge into a mile long loop.



Pocket Park at traffic circle.



Teaching Opportunities along the Peconic Estuary



Boaters access waterfront destinations.



3 *Creating Lovable Places*

High standards of aesthetic design and execution that create the sense of pride that Riverside was deprived of for a long time are a major priority.

Architectural and landscaping design standards will be developed to ensure the quality and character building in perpetuity. A healthy mix of different building typologies with a mix of uses and densities, as well as a balanced mix of rental and ownership levels would ensure this community's economic resilience.

The most resilient way to develop is to allow flexibility to meet changing market demands for more or less residential, more or less commercial activity, and to build typologies that adapt more easily to such flexibility. At the same time it is important to stay cognitive of the challenges that climate change brings to all waterfront communities.



A one way access street with on-street parking would create a walkable section of NY24 without impacting walkability or the existing traffic flow (below).



4 Peconic River Pedestrian Bridge

In May 2014, Town of Southampton issued a Request For Proposals for a Feasibility and Concept Plan for a Pedestrian Bridge over the Peconic River. The concept of a pedestrian bridge over the Peconic River linking Riverside and downtown Riverhead, intended to provide a walkable link between downtown Riverhead and the primary commercial corridor of NYS Route 24 in Riverside, has the support of both municipalities. The extraordinary scenic views from atop the bridge will attract tourists to the region to visit the Riverhead/Riverside area. Additional foot traffic will spur economic activity on both sides of the river. The bridge promotes physical activity and environmental appreciation, and will offer access from the Long Island Aquarium and other major downtown Riverhead businesses and institutions to Riverside through a natural trail setting along the Peconic River waterfront.

The RFP was awarded to AECOM by a selection committee made up of Renaissance Downtowns along with representatives from the Towns of Southampton and Riverhead, and area's Civic Association. The intent of the RFP was to determine the feasibility of the preferred location, determine structure type, necessary bridge clearance, potential utility issues and/or conflicts, accessibility and layout in accordance with guidelines set forth in the Americans with Disability Act (ADA), identify required

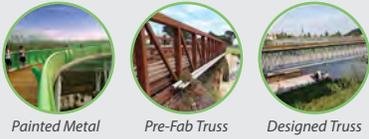


environmental and regulatory permits, assess environmental impacts, prepare a preliminary concept, implementation and execution plan for the bridge and estimate construction costs. AECOM had public presentations of conceivable options that accounted for different challenges of the best positions and the bridge height and length.

The effort is still in the process, and additional grant submission has been made to NYS for future financing of the bridge.



LOOK & FEEL

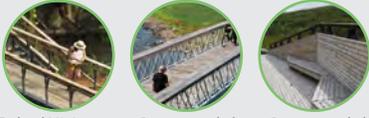


Painted Metal Pre-Fab Truss Designed Truss

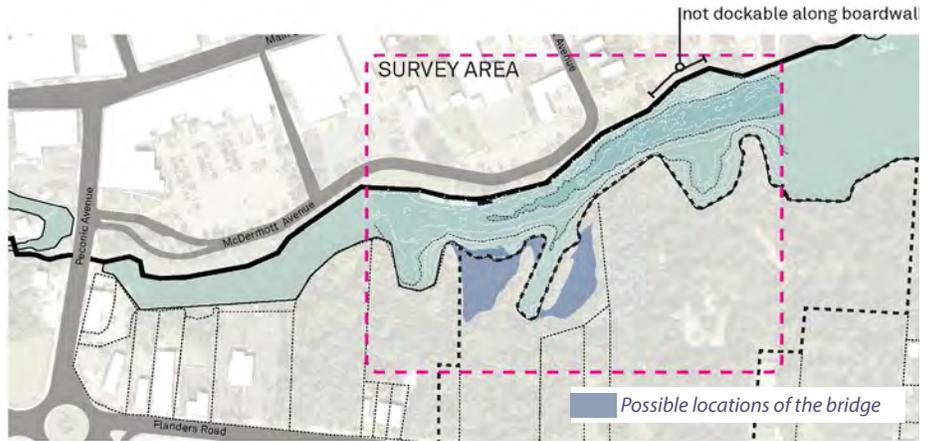


Steel Cable + Metal Concrete + Metal + Decking Truss + Decking

WIDTH EXAMPLES



Federal Minimum Recommended Minimum Recommended Minimum + Seating



Rendering of potential pedestrian bridge



Frank Zappone, Town of Southampton Deputy Supervisor



Aecom's Designers Explaining the Bridge Design



ALTERNATIVE POSITION 1 WITH DIFFERENT BRIDGE LENGTHS



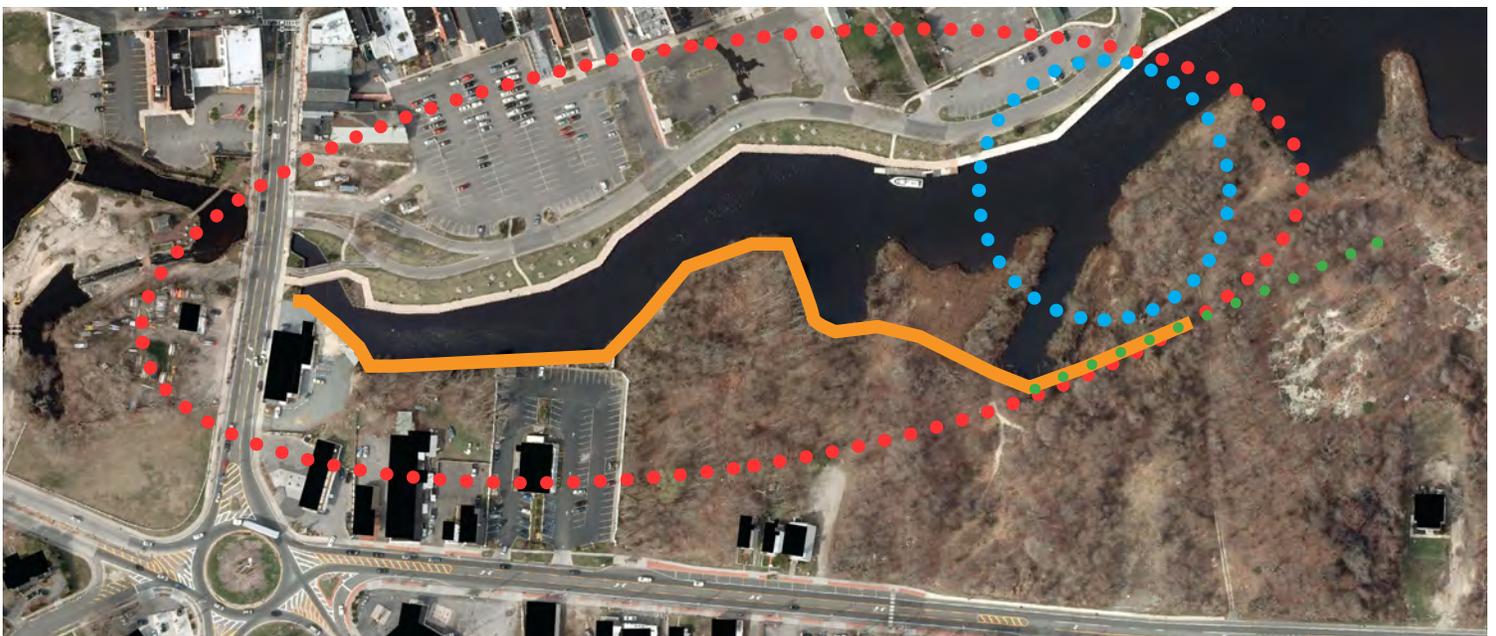
ALTERNATIVE POSITION 2 WITH DIFFERENT BRIDGE LENGTHS



5 WaterFire on the Peconic

“It’s very exciting and plays in very well with the vision of all the things we’re trying to accomplish. We’re more than prepared to make that commitment to a partnership with Riverhead.”

Southampton Deputy Supervisor Frank Zappone at the Riverhead Town Board meeting on Oct. 30th, after presentation by WaterFire representative Lisa Lowenstein



A POTENTIAL MILE LONG PEDESTRIAN CONNECTION WITH WATERFIRE VIEWING FROM BOTH BANKS OF PECONIC RIVER

- Existing Riverhead Boardwalk
- Proposed Boardwalk
- Possible location of Peconic Pedestrian Bridge
- WaterFire Potential Area

A resolution by the Southampton Town Board received unanimous support in December to bring WaterFire to the Peconic River with decision to work corroboratively on the project with the Town of Riverhead. The board noted that the proposal has earned broad support from community members in both towns, from Renaissance Downtowns, from the Suffolk County Office of Economic Development, as well as from civic and not-for-profit organizations in both communities, including the Peconic Land Trust and East End Arts. Riverside Rediscovered community liaison Siris Barrios has been gathering input from the Riverside residents who overwhelmingly support the project, and has been part of the steering committee organized by the Town of Riverhead.

A close working relationship between two Towns is essential to the success of the efforts to revitalize Riverside. WaterFire is a public art installation that incorporates a body of water, a series of floating bonfires, music, dance and visual art created by Providence artist Barnaby Evans. He originated the event in Providence in 1994 and it has been credited at a key factor in the city’s revitalization and renewal. Evans has brought WaterFire to a number of other cities around the world, including the small city of Sharon, Pennsylvania, located about 70 miles outside of Pittsburgh. WaterFire — held three times a year — has been a boon to the local economy and helped transform its lagging downtown business district into an up-and-coming arts district. The Riverhead Town Board has authorized a \$350,000 grant application to ArtPlace America at

WaterFire Creates a Regional Destination



Boardwalk Connections Open Possibility for Recreational & Educational Opportunities

the suggestion of WaterFire founder Barnaby Evans. It has also authorized an application for a Bloomberg foundation public art installation grant and a grant application to the Bloomberg foundation, which is offering \$1 million per year for two years to three communities for a public art installation. Being that there is an unprecedented collaboration and support given by all government agencies, private organizations, community members and nonprofit organizations, there is an increased chance that the event will be fully funded.



Kayak launch close to the bridge

Live, Work, PLAY

6

“Delicious food, music and dancing along the river will make this the place everyone wants to visit. The restaurants will aim to buy from local farms and wineries. Riverside Row Restaurants will be the place to promote Southampton Farms and Wines!” *Riverside Rediscovered member Terri H, Oct. 27, 2014*



REVITALIZATION STRATEGIES

- Create public waterfront opportunities
- Create regional destination in co-opetition with Riverhead downtown
- Create multiple opportunities for recreation and entertainment
- Support economic development and job creation
- Protect, regulate and incorporate public open spaces, regulate private open spaces.
- Create raised promenade to protect center from raising water



COMMUNITY DRIVEN REVITALIZATION STRATEGIES



6 RIVERSIDE RESTAURANT ROW



7 CHILDREN'S MUSEUM



8 WATER FOUNTAIN/ICE SKATING RINK



7

"Riverside is one of the most under-resourced communities in the East End. By providing an educational environment for children, we will be directly impacting their life learning outcomes. The museum will bring valuable learning through play activities that otherwise the children would not be able to access."

Riverside Rediscovered member Francisca, January 15, 2015

Renaissance Downtowns is very excited about the prospect of bringing Children's Museum for East End (CMEE) to Riverside, and has been collaborating and testing the community by opening the Museum Without Walls program in March 2015. CMEE, located in Bridgehampton is the most visited museum in Eastern Long Island. CMEE's mission is "to spark imagination and foster learning for children of all backgrounds and abilities and to build strong connections within the East End community by providing playful experiences" by presenting educational exhibits and programs and by partnering with other arts and social service organizations to address issues that concern families in the community.



8

"This elegant dancing water fountain that would be used as an ice skating rink in the winter months."

Riverside Rediscovered member Angela H, January 20, 2015



The Riverside Hamlet Center could become a home to an outdoor ice skating rink. During the holiday season, the rink could incorporate a traditional tree, and a fountain and waterspray playground could replace the ice in the spring.

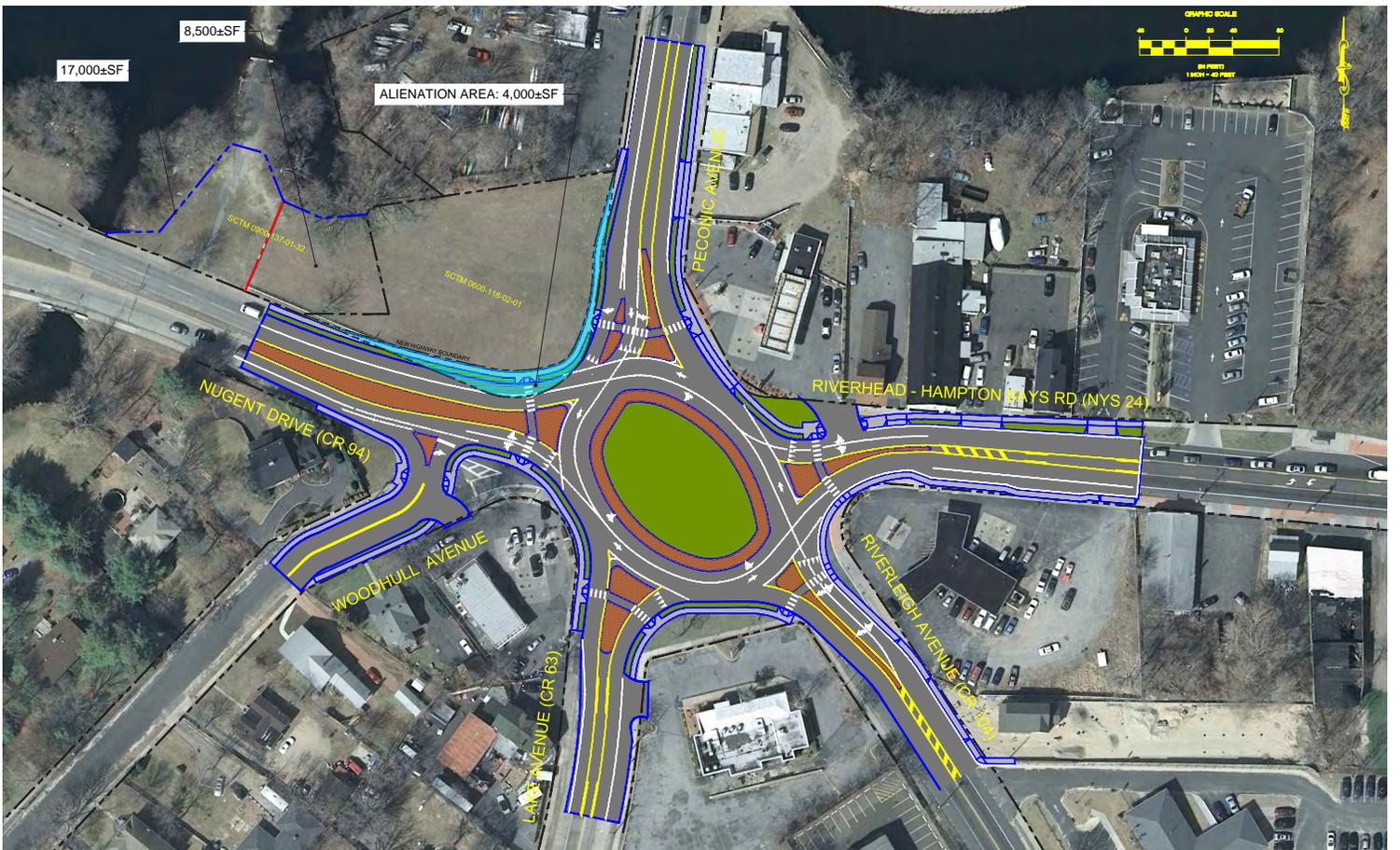
9 Traffic Circle

The Town of Southampton and Suffolk County are looking to rework the traffic pattern at the Riverside traffic circle. On November 4th, 2014, the Town of Southampton held and passed a referendum to swap the 3,000 square feet of town parkland in the northwest corner of the intersection to elongate the circle, with 8,000 square feet of county land just to the west of the town's property, backing up to the Peconic River behind the Peconic Paddler's shop. After Southampton Town residents agreed to a land swap in a referendum, the county allocated about \$500,000 in design money for the project, and is planning to allocate \$4 million in construction funds for the project in Suffolk's 2016 capital budget. If the county is at least able to start on the project next year, he said, funding would be secured for the following year as well.

The redesign would elongate the circle into an oval with two lanes of travel ways around it to allow for more movement. The design



would include pedestrian crosswalks. The inclusion of landscaped pedestrian refuge islands and seamless connections to sidewalks which was the biggest residents' concern.





REVITALIZATION STRATEGIES

- Form a Riverside Beautification Committee that includes Master Developer and Riverside residents, who will work with the Town, the County and NYS on the design and maintenance of parks, landscaping islands and medians within the ROW
- Include landscaped islands for pedestrian refuge in the new circle design
- Crowdfund ideas for art, lighting and landscaping of the traffic circle, park and other public spaces



Strategies for Increasing Pedestrian Friendliness

Pedestrian friendly environment benefits any community. Landscaped islands provide pedestrian refuge in the middle of the street without additional traffic slowing. By landscaping the islands, the amount of permeable surface is increased with better stormwater drainage and diminished heat island effect. The placemaking difference between a blacktop paved 5 lanes and landscaped islands is tremendous.

The middle of the proposed circle is 54,223 SF in size, and there is an opportunity to include gateway features to visually pull the sized of the circle closer. If any activity is proposed in that area, protective bollards at strategic places would increase safety.

10 Addressing Walkability

Walkability offers surprising benefits to our health, the environment, our finances, and our communities. Walkability depends on scale, pattern, design, the mix of sustainability and resources, and most of all, it leads to more social interaction, physical fitness, diminished crime, increased wellness and increased property values.

HEALTH BENEFITS

People living in "sprawling" non-walkable areas are more likely to be obese and suffer from associated illnesses such as high blood pressure, diabetes and heart disease. Living in a mixed-use community with the option to walk to all necessities complements a healthy, active lifestyle.

ENVIRONMENTALLY FRIENDLY

The ability to walk within a community or development is also important from an environmental perspective. When destinations such as work, home, shopping, restaurants and transit are within a quarter-mile to half-mile of each other, community members are more likely to walk instead of drive, according to information from the Urban Land Institute. Less air pollution from less driving is not only correlated with cleaner air to breathe in, but also a healthier environment.

TIME AND COST EFFICIENT

Residents of mixed-use, walkable communities spend less time commuting when they have the option of walking wherever they need to go. Lower transportation costs mean that a lower combined cost of living.

DIVERSITY

Mixed-use communities tend to include a mix of generations, incomes and housing types, leading to a more interesting area with character and charm.

WALKABLE COMMUNITIES FOR BOOMER AND MILLENNIALS

According to many studies, miles driven per person has been flat or dropping since the early 2000s, as the baby boomer generation is starting to phase out of their peak driving years. Millennials – who are in or entering their peak driving years are driving about one third less than baby boomers did at their age. With less interest in owning and driving cars, it's easy to see why walkable communities have become so popular among this generation.





EXISTING VIEW OF FLANDERS ROAD AND RIVERHEAD HAMPTON BAYS ROAD, a local example of the existing road which serves as a slip road and creates a green space and a buffer for existing homes from the flanders road with more traffic.



EXISTING VIEW OF MORICHES - RIVERHEAD RD (CR63)

•••• Existing Right of Way is very wide and could allow for a slip road and a buffer to protect adjacent homes

One of the Strategies to Address Walkability

The Right of Way at this portion of the CR63 (photo above), less than 1/4 mile from the traffic circle is over 120 feet in width. Single family homes would benefit from a new one way road with on-street parking for visitors, where a sidewalk would be protected from heavy traffic, and the landscaped median separating the road from CR63 could create a park-like feel for the adjacent properties (photo to left).



REVITALIZATION STRATEGIES

- Create vibrant spaces with mix of uses and building typologies
- Allow increased density to support commercial vitality & satisfy desire to live in walking distance to where the "action" is
- Allow on-street parking, shared parking and off-site parking within walking distance to maximize buildout where it belongs
- Regulate frontages to activate streets
- Work with transit agencies to maximize transit options
- Create new streets to maximize walkability and adjust travel speeds.
- Create safer streets by increasing enclosure (providing a better building-height-to-street ratio to minimize perception of allowed speed)



Mixed-Use and Active frontages in walkable environment encourage pedestrian and viable commercial activity



COMMUNITY DRIVEN REVITALIZATION STRATEGIES



SHUTTLE BUS SERVICE RIVERSIDE – DOWNTOWN RIVERHEAD



COFFEEHOUSE/CAFÉ



DELI COUNTRY



A one way access street with on-street parking would create a walkable section of NY24 without impacting walkability or the existing traffic flow (below).



Creation of a new slip street on private property adjacent to NY24 with on-street parking sidewalks with storefronts and outdoor dining, along with street enclosure created by new mixed-use development creates safe pedestrian environment.



12 Providing Necessary Infrastructure to Support Redevelopment

Sewering the area would allow for community revitalization.

There is a need to develop a sustainable water quality protection plan to reverse current trends and provide for maintainable drinking water and surface water quality. Nitrogen and pathogens are contributing to increasingly degraded water bodies across Long Island, and nitrogen loads to surface waters promote and sustain harmful algae that impede recovery of Suffolk's once world renowned shellfisheries. Currently, the clam fishery is operating at one percent of its peak potential. Sustainable concentrations of nitrogen in estuarine waters are more than 20 times lower than the drinking water standard; the Peconic Estuary Program has identified a goal of 0.45 mg/L of total nitrogen in surface waters to ensure adequate dissolved oxygen levels are continuously maintained to minimize the potential impacts to aquatic life.

While referring to the Suffolk County financed "Flanders-Riverside Corridor Sewering Feasibility Study", Renaissance team is proposing potential alternate solutions that are that would require further in-depth studies. There are several solutions communities around the country are using, which gives us the market tested cases to examine for the best possible solution for Riverside.

LIVING MACHINE® - AN ENGINEERED WETLAND SOLUTION

It is hard to think of wastewater treatment system as a thriving ecology, but that's what Living Machine® technology claims to produce. Their award-winning projects are treated to a lush cascade of water features, hydroponic plants, and engineered wetlands, all of which are constantly working to cleanse wastewater and rainwater for re-use. Living Machine® Technology blends science and engineering with plants and beneficial bacteria to efficiently treat and reuse wastewater to provide lasting water solutions. Based on the principles of wetland ecology, their tidal process cleans water, and it's an energy-efficient system with high quality reuse standards.

The Tidal Flow Wetland Living Machine® incorporates a series of wetland cells, or basins, filled with special gravel that promotes the development of micro-ecosystems. These highly flexible cells may be integrated into exterior landscaping or built into a building or greenhouse. As water moves through the system, the cells are alternately flooded and drained to create multiple tidal cycles each day, much like natural wetlands, resulting in high quality reusable water. The micro-ecosystems within the cells efficiently remove nutrients and solids from the wastewater, resulting in high quality effluent. The final polishing stage, which involves filtration and disinfection, leaves water

crystal clear and ready for reuse. Online sensors continuously monitor water quality and chlorine residuals to ensure that reclaimed water is completely safe.

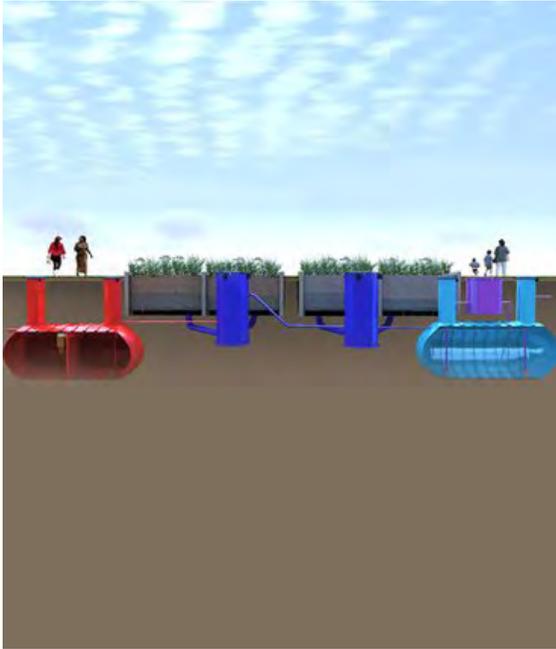
Although a typical Living Machine® system recycles thousands of gallons of water a day, everything occurs below the wetland surface. All the casual observer sees are lush, vibrant plantings. The final polishing stage, which involves filtration and disinfection, leaves water crystal clear and ready for reuse. Online sensors continuously monitor water quality and chlorine residuals to ensure that reclaimed water is completely safe.

The projects achieved with Living Machine technology embody Renaissance's low impact philosophy where "infrastructure as architecture" finds ways to make essential systems both environmentally sustainable and aesthetically pleasing. Residents and guests could swim in natural ponds fed with rainwater, and stroll or lounge beside a working ecological wastewater treatment system. The possibility of artful blending of architecture, infrastructure, and ecology poses a profound challenge to the idea that human habitation and support systems must be divorced from our natural environment.

OMNI PROCESSOR- DISTRICT ENERGY, HEAT AND POTABLE WATER PRODUCTION

The Omni Processor is a trade name for a sewage sludge treatment system that produces purified drinking water and electrical energy as end products from sewage sludge. Manufactured by Janicki Bioenergy, the proof of concept model was funded by the Bill and Melinda Gates Foundation. The S100 model costs about \$1.5 million, can produce 2,853 gal of drinking water per day and 100 kW net electrical, with a planned larger model S200 designed to handle the waste from 100,000 people, produce 22,700 gal per day and 250 kW net output electrical energy, being a "self-sustaining bioenergy" process.

The treatment process first involves boiling the sewage sludge, during which water vapor is boiled off and recovered, leaving a dry sludge which is then combusted as fuel to heat a boiler that in turn produces steam and the heat necessary for the boiling off process. The steam is then used to generate electrical energy. Some of this electrical energy is used for the final water reverse osmosis purification stages to produce safe drinking water, and to power ancillary pumps, fans and motors.



Proposed project in Mezzaluna Springs, FL (above), examples of environments created (below).

Living Machine® Tidal wetland diagram (above). Based on the principles of wetland ecology, Living Machine Systems' patented tidal process cleans water, making the Living Machine® the most energy-efficient system to meet high quality reuse standards.



Omni Processor Plan (above and to the right)



The water demand in Suffolk is sharply rising mostly due to irrigation demand for both residential and commercial lawns and landscapes.



REVITALIZATION STRATEGIES

- Indoor water use efficiency- lowering water consumption reduces potable water consumption and unnecessary wastewater treatment
 - Low flow fixtures, fittings
 - Low flow appliances
- Outdoor potable water reduction
- Responsible planting
- Requiring devices that automatically shut down irrigation systems during rain
- Implementing Conservation Pricing in which the cost of a gallon of water increases with the quantity consumed
- Use of secondary water sources for non-potable use
 - Use of captured rainwater
 - Recycled wastewater – graywater
 - Use of stormwater, foundation drain water & AC condensate



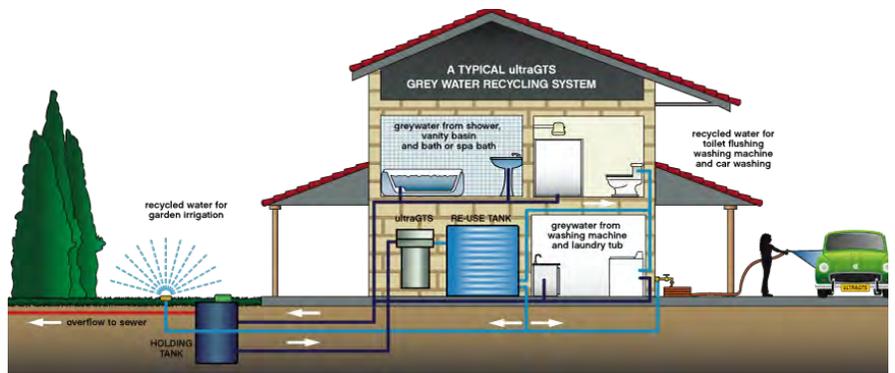
Landscaping with native plants eliminates/lowers the need for irrigation.

RESIDENTIAL AVERAGE WATER USE



Source: American Water Works Association Research Foundation, End Uses of Water

LIVING MACHINE® TIDAL WETLAND - IRRIGATION WITHOUT POTABLE WATER USE



While focusing on community revitalization through redevelopment, Renaissance's triple bottom line approach keeps the focus on low impact development and mitigation of existing development's problems.



REVITALIZATION STRATEGIES

- Preserve natural spaces and restore wetlands
- Reduce heat-island effect of parking lots and streets
- Reduce heat island effect of roofs
- Reduce runoff
 - Reduce impervious pavement
 - Install raingardens and bioretention infrastructure

Stormwater Drainage

Low impact development as proposed throughout this RRAP would be regulated through zoning, allowing increased stormwater infiltration through a variety of biophilic design standards and impervious surfaces. Biophilia is not just about plants, sensible biophilic design creates healthy, happy live/work environments and positively affects community resilience. As humans, we have a need to be part of nature; light is part of our rhythm and the presence of water appeals to our senses. Multiple studies by ULI, APA, Smart Growth Network, and others, have proven that balanced centers with green aspects are viewed as community assets, and that the real estate values rise with inclusion of biophilic designs and open spaces.

Renaissance's Action Plan provides a direction of Riverside redevelopment through regulated measures for greening of the environment by populating with street trees, including raingardens and bioretention infrastructure, providing multiple types of public and private open spaces; and incorporating food production into built environment.

To mimic the natural occurrence, found in undeveloped watersheds, rain and melting snow are intercepted by the leaves of trees and other vegetation; while what does not evaporate is absorbed into the soil. The rate of absorption of stormwater and its ability to filter impurities is very important for the health of the river and the underground water sources. In watersheds of existing development with over-paved environments, precipitation hits hard impervious surfaces, such as roofs, roads, and parking lots, and rushes into storm sewers without being absorbed, thereby short-circuiting natural hydrologic processes. As a result, larger amounts of water surge through streams and rivers in shorter periods of time. Studies have repeatedly shown that the percentage of impervious cover in a watershed has a direct impact on the physical integrity and aquatic life of rivers and streams.

Landscaping with bioretention (bioswales, cells or planters) and raingardens is a great way to incorporate natural storm water filtration systems into development. They function like a colander, by trapping the contaminants and debris at the top and letting the safe water run through. A rain garden, usually near a source of water runoff, often looks like a very beautiful garden but serves the purpose of slowing down the momentum of storm water runoff and gives the storm water more time to infiltrate, which stops or slows down erosion and provides a safeguard from flooding. A rain garden consists of compost-amended native soils or designed soil mixes. They usually have a simple inflow wherein rainwater enters the garden, and an above-ground overflow where excess water exits, with carefully chosen variety of plants with deep root system that absorb and slow down the filtration.

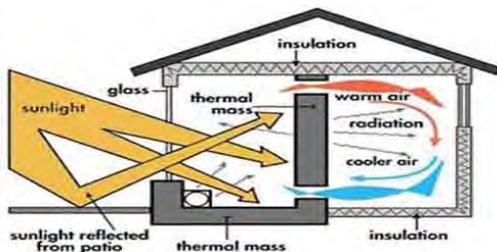


In partnership with the Town, Master Developer and community as a whole, small scale energy production and strategic energy use reduction can become a reality.



REVITALIZATION STRATEGIES

- Increase pedestrian and vehicular connectivity throughout the community
- Observe solar orientation
- Implement passive solar elements
- Install energy efficient lighting and appliances
- Reduce heat island effect to lower need for cooling in summer
- Encourage energy production



REDUCE ENERGY USE BY LOWERING GREENHOUSE GAS EMISSIONS

A vibrant, walkable hamlet center with multimodal transportation options including bus/shuttle connections to the LIRR station would allow for significant savings in energy use and greenhouse gas emissions. Active green spaces along with pedestrian and bicycle networks will reduce automobile dependence and attract a class of environmentally conscious residents and employees.

ENERGY EFFICIENCY

Buildings consume approximately 37% of energy and 68% of the electricity produced according to US Department of Energy. Energy efficiency is one of the easiest and most cost effective ways to combat climate change, clean the air we breathe, improve the competitiveness of our businesses and reduce energy costs for consumers. Green buildings address energy issues in two primary ways: by reducing the amount of energy required, and by better managing energy performance in buildings. As world competition for the available supply of fuel heightens, the rate of return on energy saving measures improves. Electrical generation using sources other than fossil fuels reduces environmental impacts.

ENERGY EFFICIENCY THROUGH PASSIVE SOLAR DESIGN

By observing solar orientation and designing the project with passive solar design we can take advantage of a building's site, climate, and materials to minimize energy use. A well-designed passive solar home first reduces heating and cooling loads through energy-efficiency strategies and then meets those reduced loads in whole or part with solar energy. Because of the small heating loads of modern homes it is very important to avoid oversizing south-facing glass and ensure that south-facing glass is properly shaded to prevent overheating and increased cooling loads in the spring and fall. Operable windows are must-have elements found in passive solar designs. Properly sized roof overhangs can provide shade to vertical south windows during summer months. Just to name a few other elements: electronic sensing devices, such as a differential thermostat that signals a fan to turn on, operable vents and dampers that allow or restrict heat flow, low-emissivity blinds, operable insulating shutters, awnings. Thermal chimneys create or reinforce the effect hot air rising to induce air movement for cooling purposes. Wing walls (vertical exterior wall partitions placed perpendicular to adjoining windows) can be used sporadically to enhance ventilation through windows.

ENERGY PRODUCTION

Community resiliency grows with allowing and encouraging creation of energy production on building and neighborhood level, creating Microgrids. Microgrids support a flexible and efficient electric grid, by enabling the integration of growing deployments of renewable sources of energy such as solar and wind and distributed energy resources such as combined heat and power, energy storage, and demand response.

Addressing Resiliency



REVITALIZATION STRATEGIES

- Preserve natural spaces
- Restore and protect wetlands
- Address raising sea impacts by strategically raising the promenade
- Divert, channel, store water
- Provide breakaway walls in low lying plains

PROTECT AND RESTORE WETLANDS

Many wetland plants help to improve water quality by capturing excess nitrogen and phosphorous carried in floodwaters before these pollutants can reach the river. In addition to filtering out pollutants, wetland trees and plants also anchor the river's banks, preventing bank erosion and providing shade, which reduces water temperatures. Wetlands also provide fish and wildlife the places they need to feed and reproduce. Nearly 70 percent of all vertebrate species rely upon the land along the river's edge—the riparian zone—during their life cycle. Healthy riparian zones create a vegetated transition zone between rivers and upland habitats, providing shelter, food, and migration corridor for river wildlife.

ADDRESS RIVERSIDE'S RESILIENCY

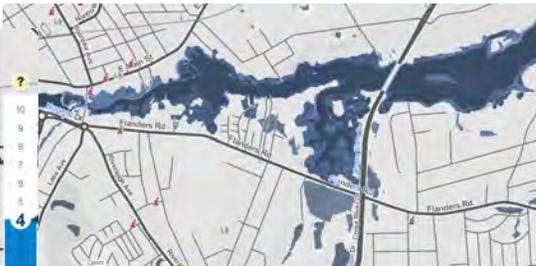
Suffolk County Comprehensive Water Resources Management Plan anticipates “profound impacts” associated with sea level rise in many of the County's low-lying coastal areas. The value of waterfront development and access to Peconic River from a placemaking perspective has an exceptional appeal; people love to be in proximity of water and nature. Within a Hamlet Center the access to waterfront is valuable from live/work/play perspective, the WaterFire events and art events associated with it could possibly create a regional destination. By raising the pedestrian areas, residential and commercial uses and creating a protection wall would potentially benefit the rest of the community.

Design Recommendations for Resilient Design

- Protect ground floor commercial spaces from flooding using individual or block-level protection measures;
- Shift commercial activity by supporting new, sometimes denser, development on higher ground; support new kinds of retail space that can be removed during a storm or designed to flood;
- Connect coastal commercial corridors to adjacent, dense areas, increasing proximity to economically resilient neighborhoods and critical transportation.

Implementation Recommendations for Resiliency

- Manage implementation by providing technical assistance to individual businesses, and encourage collective action through merchants' associations and other organizations;
- Provide information for financing collective resiliency measures for businesses that could otherwise not support the investment needed for improvements, potentially tying financing to collective action;
- Incentivize development of new kinds of commercial spaces in critical areas to make communities more economically resilient;
- Regulate codes and building standards to incorporate strategies for resiliency.
- Promote the Development of localized Microgrids for efficient heat & energy production potentially in connection with wastewater treatment as demonstrated by the Omni Processor



Based on the National Climate Assessment “Intermediate high sea level rise scenario”, the Sea level will rise 3.9 feet locally by 2100 from a 2012 baseline



Raised Riverwalk and Boardwalk

13 *Terminated Vistas and Significant Corners*



REVITALIZATION STRATEGIES

- Regulate uses and their location to better reflect the community and market needs
- Provide architectural elements and civic spaces that create/add to community character
- Create significant corners
- Create terminated vistas
- Regulate street typologies to support walkable environment
- Regulate frontages
- Regulate civic spaces

Significant Corners

Corner locations, typically at intersections, require a distinctive architectural element or a civic space, and buildings located at those corners should address the corner to enrich the community character.

Significant Corners should:

- Project higher than the surrounding buildings and may be manifested in a “tower” element or similar treatment
- Have distinctive character from block to block to help with orientation throughout the neighborhood
- Aspire to a higher level of detail than that of typical corners.

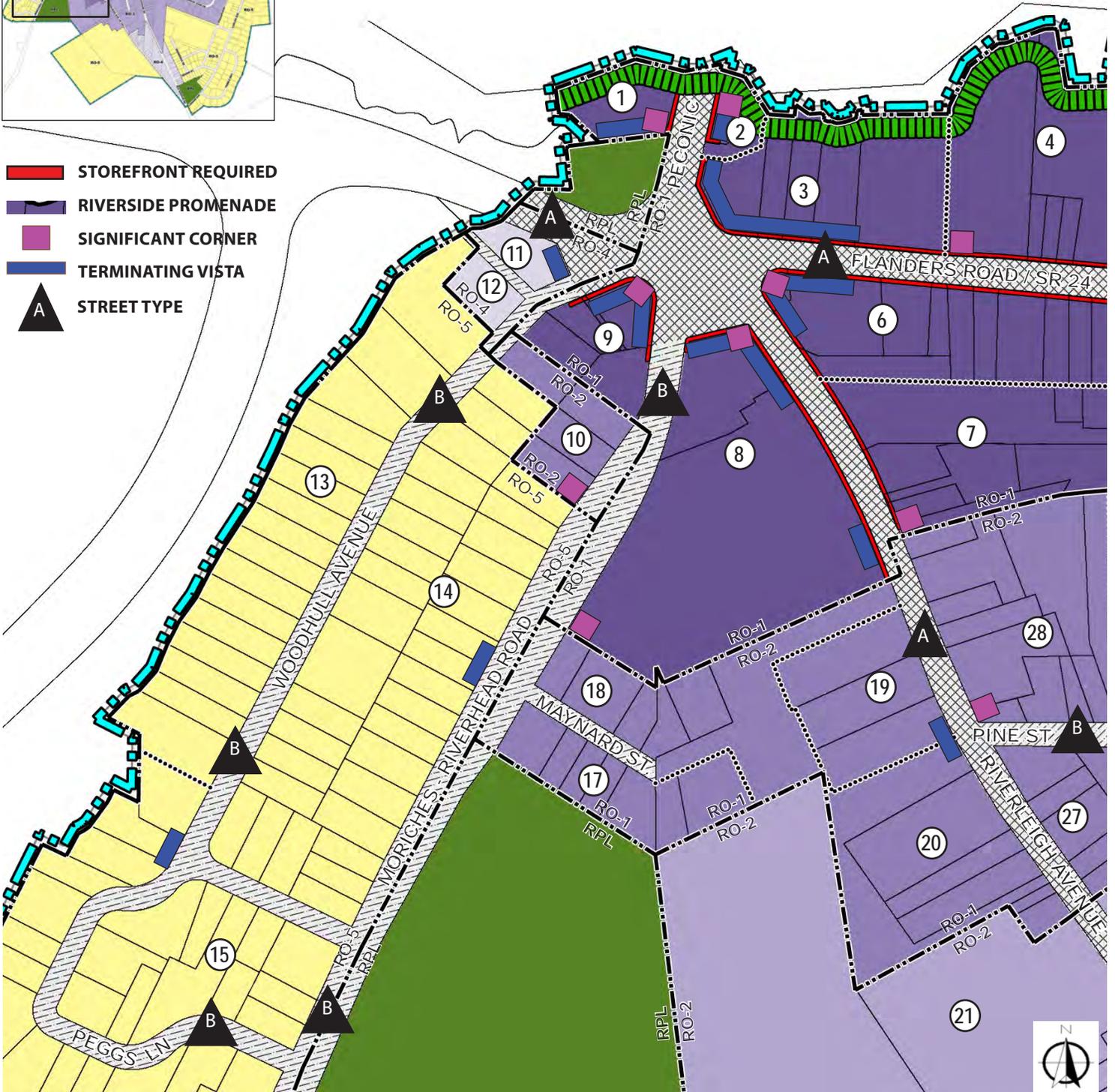
Terminated Vistas

Terminated vistas are considered an important method of adding aesthetic appeal to a community, and to emphasize important structures or monuments. They are typically located at the axial conclusion of a street or exposed viewshed to provide a that distinctive architectural element.





- STOREFRONT REQUIRED
- RIVERSIDE PROMENADE
- SIGNIFICANT CORNER
- TERMINATING VISTA
- STREET TYPE





EXISTING AERIAL VIEW OF RIVERSIDE HAMLET AREA



REVITALIZATION STRATEGIES

- Create regional destination in co-opetition with Riverhead downtown
- Support economic development and jobs
- Increase safety providing a critical mass of residents and "eyes on the street"
- Create lovable spaces with high standards and quality design
- Provide flexibility for market opportunities in mixed-use development
- Increase destination accessibility by correcting permeability of blocks for pedestrian traffic and increased connectivity for car traffic
- Protect, regulate and incorporate public open spaces, regulate private open spaces.
- Protect Peconic River by removing or lowering existing nitrification

- 1 RIVERSIDE WATERFRONT
- 2 OPEN SPACE
- 3 LOVABLE PLACES
- 4 PECONIC RIVER PEDESTRIAN BRIDGE
- 5 WATERFIRE ON PECONIC
- 6 RIVERSIDE RESTAURANT ROW
- 7 CHILDREN'S MUSEUM
- 8 WATER FOUNTAIN/ICE SKATING RINK
- 9 TRAFFIC CIRCLE IMPROVEMENTS
- 10 ADDRESSING WALKABILITY
- 11 ADDRESSING WALKABILITY ON NY24
- 12 PROVIDE NECESSARY INFRASTRUCTURE TO SUPPORT REDEVELOPMENT
- 13 TERMINATING VISTAS AND SIGNIFICANT CORNERS
- 14 RIVERSIDE HAMLET CENTER ON PECONIC

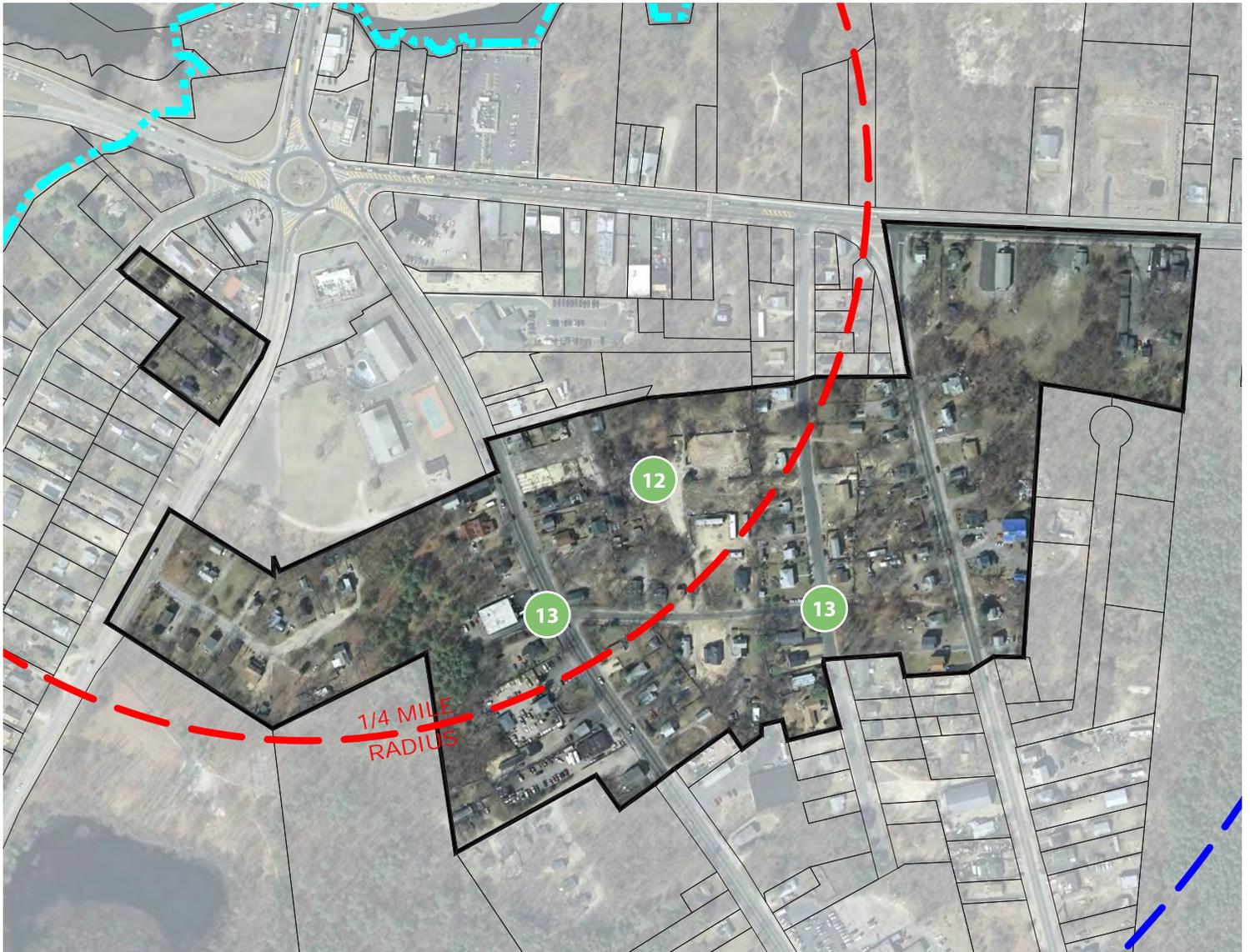


Implementation Strategies

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





REVITALIZATION STRATEGIES

- Provide a range of housing options in walking distance from Hamlet Center
- Provide attainable priced housing
- Increase permeability of blocks for pedestrian traffic and increased connectivity for car traffic
- Allow increased density to support commercial vitality and satisfy desire to live in walking distance to where the "action" is
- Regulate frontages to activate streets
- Create safer streets by increasing street enclosure, providing on-street parking, visible crosswalks with pulled-in pedestrian refuge islands
- Parking should be screened and placed in the back whenever possible
- Buildings should occupy most of the frontage to avoid "missing teeth"



COMMUNITY DRIVEN REVITALIZATION STRATEGIES



ATTAINABLY PRICED HOUSING



HEALTHY VILLAGE



MIXED-USE



STRONG MARKET DEMAND



A Viable Hamlet Center requires a critical mass of population nearby with enough "eyes on the street" for safety. By providing quality housing with mixed building typologies and shared infrastructure and services, quality housing becomes an easy reality.

This overlay zone is located within walking distance of the Hamlet Center and Downtown Riverhead, and is a mixed-use hamlet neighborhood that includes restaurants with outdoor seating, shopping, offices, hospitality uses, upper floor apartments, and community utility and food production areas, up to 4 stories in height. The purpose of this zone is to support a compact mix of uses with significant residential development, including a range of residential, retail, hospitality, and entertainment uses. The RO-2 zone promotes compact design with vertically and horizontally integrated residential and non-residential uses. Parking standards and pedestrian amenities in this zone reflect its access to the existing walkable downtown and non-automotive transportation options.

Healthy Community



REVITALIZATION STRATEGIES

- Provide diversity of housing options and building typologies
- Increase permeability of blocks for pedestrian traffic and increased connectivity for car traffic
- Regulate frontages to activate streets
- Parking should be screened and placed in the back whenever possible
- Encourage preventive care
- Create recreational opportunities
- Provide access to fresh food



COMMUNITY DRIVEN REVITALIZATION STRATEGIES



ATTAINABLY PRICED HOUSING



HEALTHY VILLAGE



MIXED-USE

Research indicates that health access contributes significantly to positive lifelong outcomes. For this reason, it is important to identify the best health models and practices that contribute to building healthy communities.



Provision of single point of contact outside the traditional sick care environment to assist in management, coordination and monitoring of healthcare and overall wellness is extremely important. Mixed use provides a physical framework in which resources are located within a walkable distance. By focusing on preventive care, community residents could translate savings into access to education and skills leading to upward economic mobility and neighborhood revitalization.

- Health Coordinators
- Health Promoter/Educator
- Primary Care Services
- Vision Services
- Dental Services
- Mental Health Services
- Pharmacy Services
- Nutrition Services
- Physical Therapy Services
- Exercise
- Wellness Classes
- Wellness Classes
- Mommy & Baby Classes
- Senior Citizen Recreation Space
- Adult Classes that promote physical and mental Health
- Assisted living



Community Benefit Units

REVITALIZATION STRATEGIES

- Provide diversity of housing options and building typologies
- Provide incentives for provision of workforce housing
- Support education, training, and entrepreneurial opportunities

COMMUNITY DRIVEN REVITALIZATION STRATEGIES

ATTAINABLY PRICED HOUSING

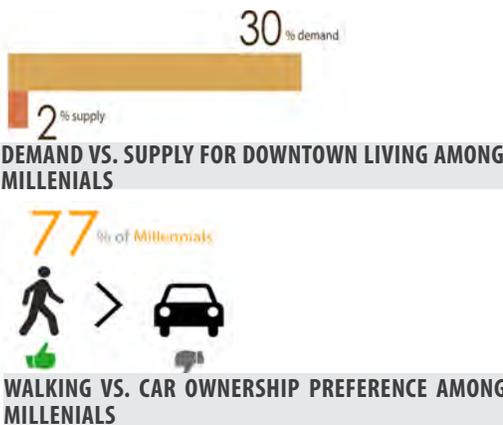
MIXED-USE

STRONG MARKET DEMAND

One way to build residents' wealth is through education and training, and through job and entrepreneurial opportunities. The synergies between increased housing demand and economic options for neighborhood residents, such as the job and business opportunities opened up by increased construction and home-improvement activity, and the business opportunities arising from the growth in the neighborhood's disposable income will assure the revitalization of the community.

Provision of workforce housing is important for any Long Island community. Attainability by design is a valuable strategy for ability to provide diversity of housing for different incomes. It focuses on living in smaller spaces but provides amenities outside the residential unit. Rooftop gardens, courtyard gardens, playgrounds, lobbies with fireplaces and amenities, shared office spaces, and the whole hamlet and waterfront promenade in the backyard. Existing single family home supply will remain valuable for growing families, and by providing options for other demographics thirsty for other kind of living options, the market will finally be able to satisfy the need.

Building incomes and assets through jobs and business opportunities should be part of any strategy to improve the lives of lower-income households, although, by virtue of redevelopment pace, they will take some years to have a substantial impact. From a revitalization standpoint, these strategies are complementary to strategies that seek to influence housing costs and availability directly.



Satisfying the creative class

Creative Class, a socioeconomic class identified by American economist and social scientist Richard Florida, a professor and head of the Martin Prosperity Institute at the Rotman School of Management at the University of Toronto, are a key driving force for economic development.

Richard Florida describes the Creative Class as 30% of the U.S. workforce, broken into two broad sections, derived from Standard Occupational Classification System codes:

The first group, a Super-Creative Core, which comprises of about 12% of all jobs. It includes a wide range of occupations (e.g. science, engineering, education, computer programming, research), with arts, design, and media workers forming a small subset. They “fully engage in the creative process”; they are considered innovative, creating commercial products and consumer goods. Second group consists of Creative Professionals, and these professionals are the classic knowledge-based workers and include those working in healthcare, business and finance, the legal sector, and education. They “draw on complex bodies of knowledge to solve specific problems” using higher degrees of education to do so. In addition to these two main groups of creative people, the usually much smaller group of Bohemians, who are engaged in other musical, artistic, or literary pursuits.

The Creative Class would be the leading force of growth in the economy expected to grow by over 10 million jobs in the next decade.

Shared Coworking is a way of building a community centered around a creative class. They will not only need the physical place, but housing, exhibition space, other services and support in establishing their coworking community.



REVITALIZATION STRATEGIES

- Provide mixed use
- Provide professional offices and Shared Coworking spaces
- Provide artist lofts
- Provide gallery and art production space

COMMUNITY DRIVEN REVITALIZATION STRATEGIES

ATTAINABLY PRICED HOUSING

MIXED-USE

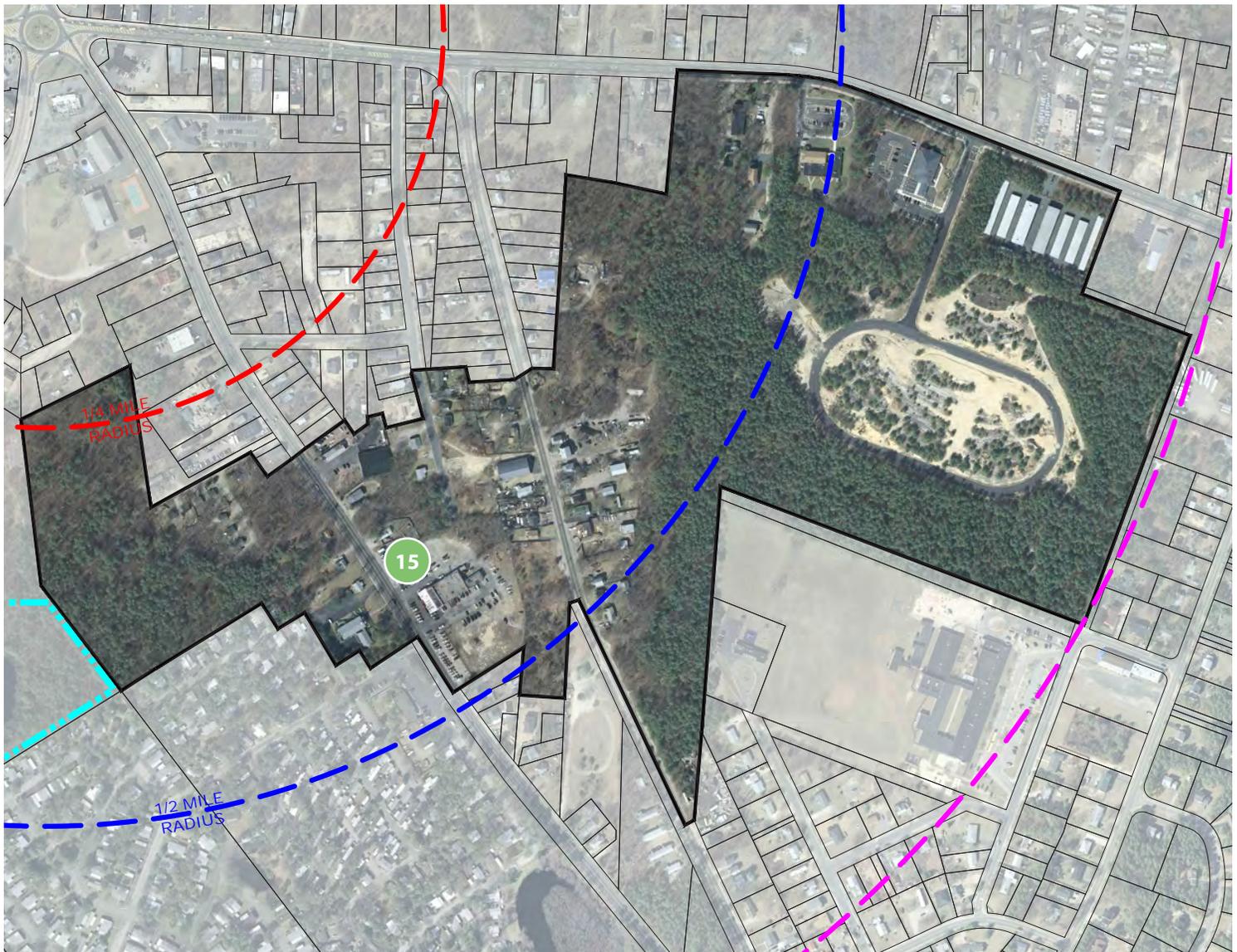
STRONG MARKET DEMAND



Implementation Strategies

Riverside Special District (RO3)

The RO3 Special district is a place of living and working. Residential neighborhoods provide a place to live without the hustle and bustle of the Hamlet center while still retaining easy access to places to eat, work and play. Artisan production spaces provide an interesting mix and well paying careers for residents.





REVITALIZATION STRATEGIES

- Create walkable, vibrant mixed-use Hamlet Center, with compact development and connections between the Riverside, Riverhead, and the Peconic River waterfront.
- Create a walkable street frontage with on-street parking.
- Leverage maritime resources and proximity to natural areas & Peconic River.
- Leverage proximity to Riverhead Downtown, its Main Street, boardwalk and cultural features.
- Create economic value by focusing on Hamlet center and the redevelopment of underutilized sites.
- Include large mix of uses and promote market-rate housing options.



COMMUNITY DRIVEN REVITALIZATION STRATEGIES



15 SUPERMARKET (QUALITY & AFFORDABLE)



DAY CARE (EARLY AND LATE HOURS)



MEDICAL ASSISTED CARE



The intent of this district, located mostly between 1/2-mile and 3/4 mile of Downtown Riverhead and Riverside traffic circle, is to support a variety of uses with employment in focus and variety of housing choices. The RO-3 district promotes lower intensity of uses while it continues to promote compact design with vertically and horizontally integrated residential and non-residential uses. Parking standards and pedestrian amenities support proximity of the Hamlet Center.



STRONG MARKET DEMAND



Artisan Production



REVITALIZATION STRATEGIES

- Provide diversity of housing options and building typologies
- Increase permeability of blocks for pedestrian traffic and increased connectivity for car traffic
- Regulate frontages to activate streets
- Parking should be screened and placed in the back whenever possible
- Allow artisan production in mixed use and live-work environments
- Encourage Community Benefit Policies with work preference for community and Town residents



COMMUNITY DRIVEN REVITALIZATION STRATEGIES



MIXED-USE

Creative placemaking seeks to help communities develop a stronger sense of identity, building on native cultural assets to create more cohesive, healthy, and resilient places. The deliberate integration of arts and culture into community development work brings arts organizations and artists to the table by using artistic interventions and new perspectives (beyond just aesthetics), sparking vitality and creating an environment conducive to new ideas, creativity, and social engagement. Successful use of creative placemaking requires making the PEOPLE (Riverside residents), part of the resilience equation work.



Availability of Fresh Food



REVITALIZATION STRATEGIES

- Provide diversity of private and public open spaces
- Encourage and allow food production
- Provide access to fresh food



COMMUNITY DRIVEN REVITALIZATION STRATEGIES



15

FARMERS MARKET



15

SUPERMARKET (QUALITY & AFFORDABLE)



HEALTHY VILLAGE

Research indicates that availability of fresh food is crucial for community's resiliency, and population's well being.

The ability to grow food has implications for communities on multiple levels: from food security and health issues, to supporting a local economy, to the vast environmental benefits of local farming, and the social benefits of a productive activity in which all members of a community can engage. Food production may include farming in different spaces, integrated both vertically and horizontally. Different forms of cultivation are suitable for different areas of community character, and building typologies. These may range from privately owned yard gardens to shared Community or Allotment Gardens which may be publicly managed spaces, gardens within buildings, on rooftop areas, balconies and window boxes.

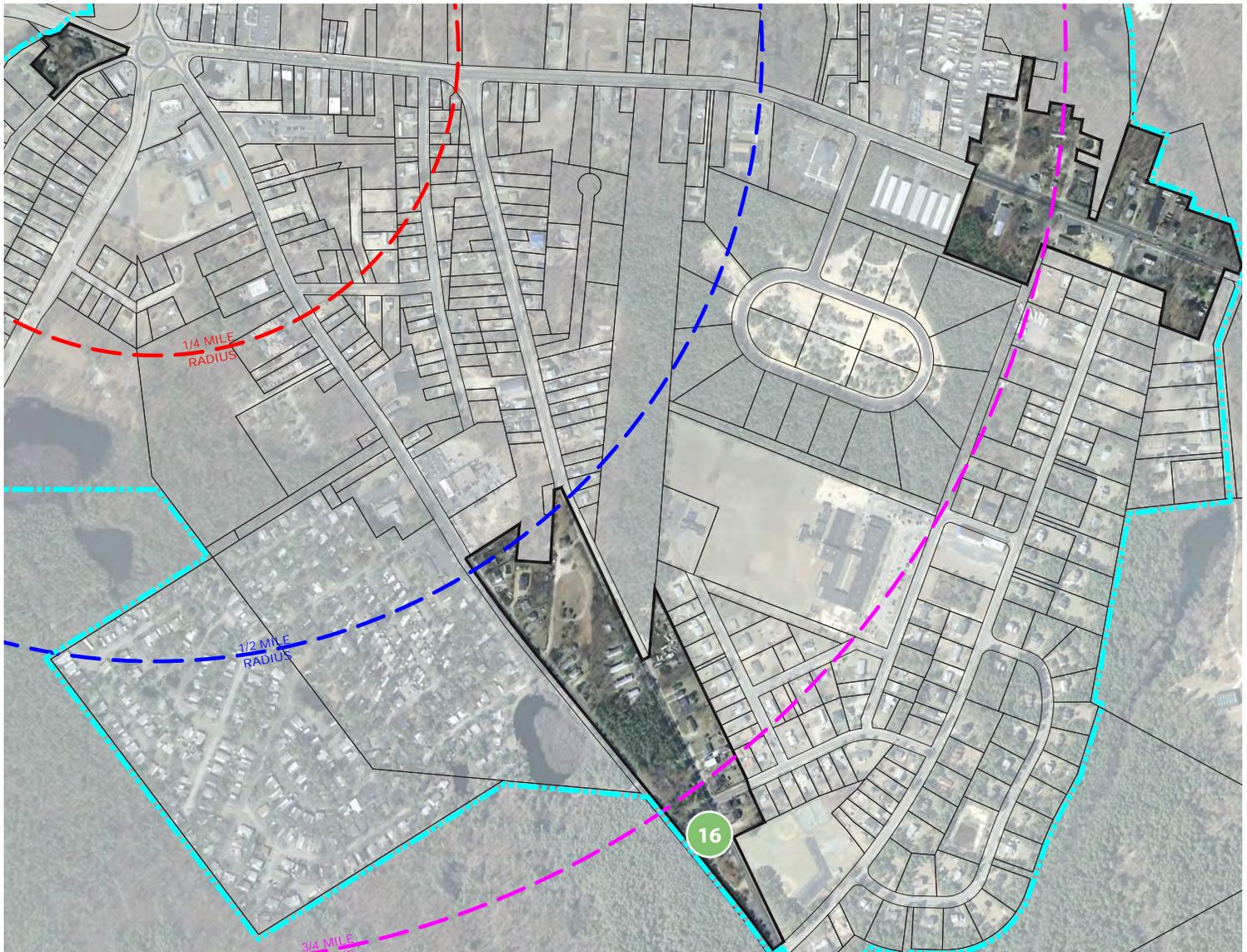


Implementation Strategies

Riverside Gateway District (RO4)

"Create a high frequency local shuttle bus service to connect all the various business, entertainment, recreation and residential places in Riverside and Downtown Riverhead. In addition to a standard route or loop through Downtown Riverhead and Riverside's hamlet center, the shuttle should offer flexible route service to ensure safe and convenient trips between the central business district and local residential and hospitality centers."

Vincent Taldone, President, Flanders Riverside, Northampton Civic Association, December 9, 2014





REVITALIZATION STRATEGIES

- Create landscaped, architectural or artistic gateway features to announce arrival to Riverside
- Allow cross-access or new streets
- Create safe and walkable connections to natural areas



COMMUNITY DRIVEN REVITALIZATION STRATEGIES



SHUTTLE BUS SERVICE RIVERSIDE – DOWNTOWN RIVERHEAD



STRONG MARKET DEMAND



There is dignity in ability to greet people to your home, to your neighborhood, to you community.

The intent of this district is to create a transition in vehicular approach to Riverside along major routes, with a wider range of uses than the underlying zoning districts permits, and lower densities than the other RO districts.

This RRAP uses the principles of nationally recognized transect-based planning based on environmental analysis to address all scales of planning, from the community to the block and building. The Riverside Overlay District has been created with a vision to keep the development compact to literally reform the sprawling patterns of existing euclidean separated-use zoning. Accordingly, this transect based Overlay District amplifies the benefits of the areas in the outskirts of this Overlay District to the community as a whole.

A local shuttle with connections to the Hamlet Center, Riverhead Downtown, LIRR, Suffolk Community College, and other local and regional destinations would enter the community on main routes through this district.

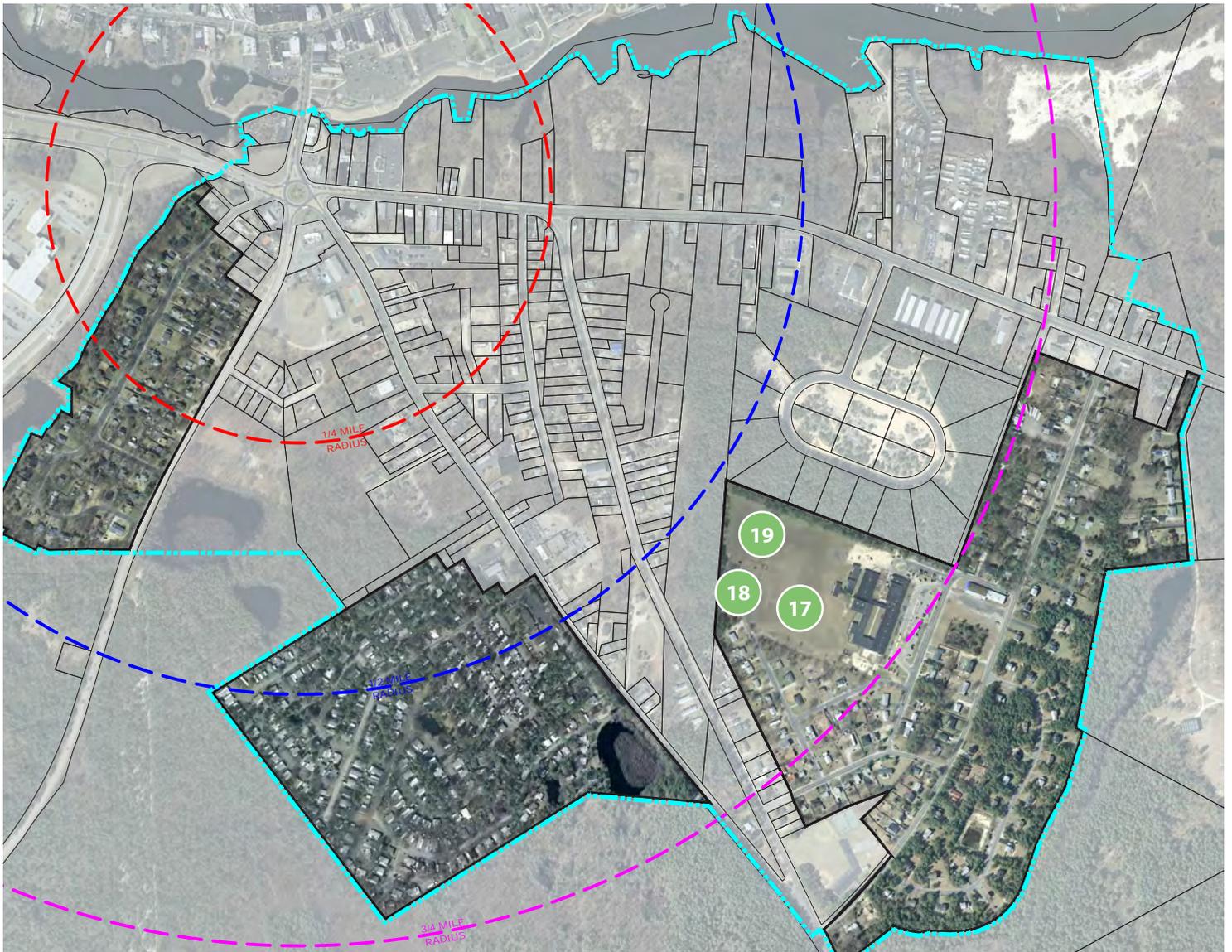
"So leave your cars at home and come enjoy a hassle free downtown experience!"



Implementation Strategies

Riverside Suburban District (R05)

The best way to preserve single family neighborhoods is to densify centers within walking distance to those single family homes. To increase connectedness, there has to be a repair of Riverside's street grid, currently made up of just a few heavily travelled roads fanning from the traffic circle and the gateway on Old Quogue Road. By insertion of new streets, pedestrian networks and greenways parallel to NY 24, a new walkable Riverside would emerge.





REVITALIZATION STRATEGIES

- Create interconnected community to increase walkability
- Create greenways and pedestrian ways
- Leverage proximity to educational assets and provide variety of resources
- Allow granny-flats
- Minimize potable water use
- Landscape with native or edible plants
- Minimize energy use
- Downplay and/or screen presence of parking within the private frontage
- Allow on-street parking



COMMUNITY DRIVEN REVITALIZATION STRATEGIES



17 INDOOR RECREATION CENTER



18 COMMUNITY RESOURCE CENTER



19 DAY CARE (EARLY AND LATE HOURS)



It takes a Village..... Families are returning to the old days of multi-generational living arrangements. Granny-flats are needed to accommodate an elderly relative who is incapable of independent living, but is not ready for a nursing home environment or other similar facility.

The intent of this district is to maintain the suburban character of existing neighborhoods while allowing higher densities than the underlying zoning districts permits.

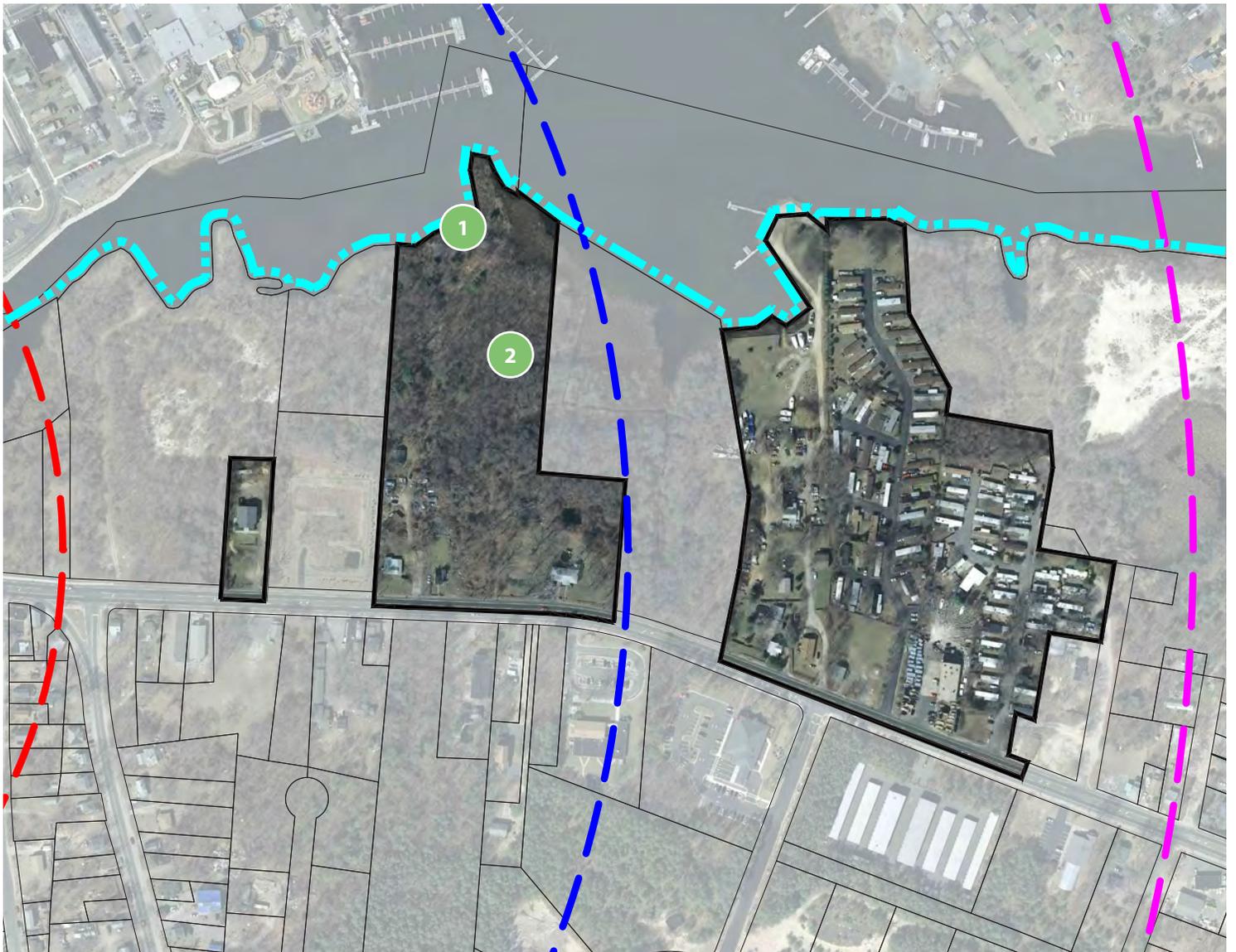


STRONG MARKET DEMAND



Implementation Strategies Riverside Waterfront District (RO6)

One advantage of living on Long Island is the presence of large bodies of water open to fishing, watersports, boating, kayaking and canoeing. Besides the obvious Long Island Sound and the Great Sound Bay, there are several rivers that can be explored. One such river is the Peconic River. It is one of Riverside's natural treasures.





REVITALIZATION STRATEGIES

- Leverage maritime resources and proximity to natural areas and Peconic River.
- Connect to boardwalk and trails
- Create public access to waterfront
- Create economic value by leveraging on waterfront assets
- Include waterfront and hospitality related uses



COMMUNITY DRIVEN REVITALIZATION STRATEGIES



HOOKED UP NOW – FISHING



2

SPA



1

SOUTHAMPTON BOARDWALK



2

RIVERSIDE PARK & PECONIC RIVER MARITIME TRAIL



STRONG MARKET DEMAND



"Hooked up now is your one stop bait and tackle shop. In here you will be able to "Hook up" to ,NY State Fishing Licenses, rods, reels, lures, line, free advice, live bait and everything you need for a great fishing trip."

Angela H , Riverside Rediscovered member, January 19, 2015

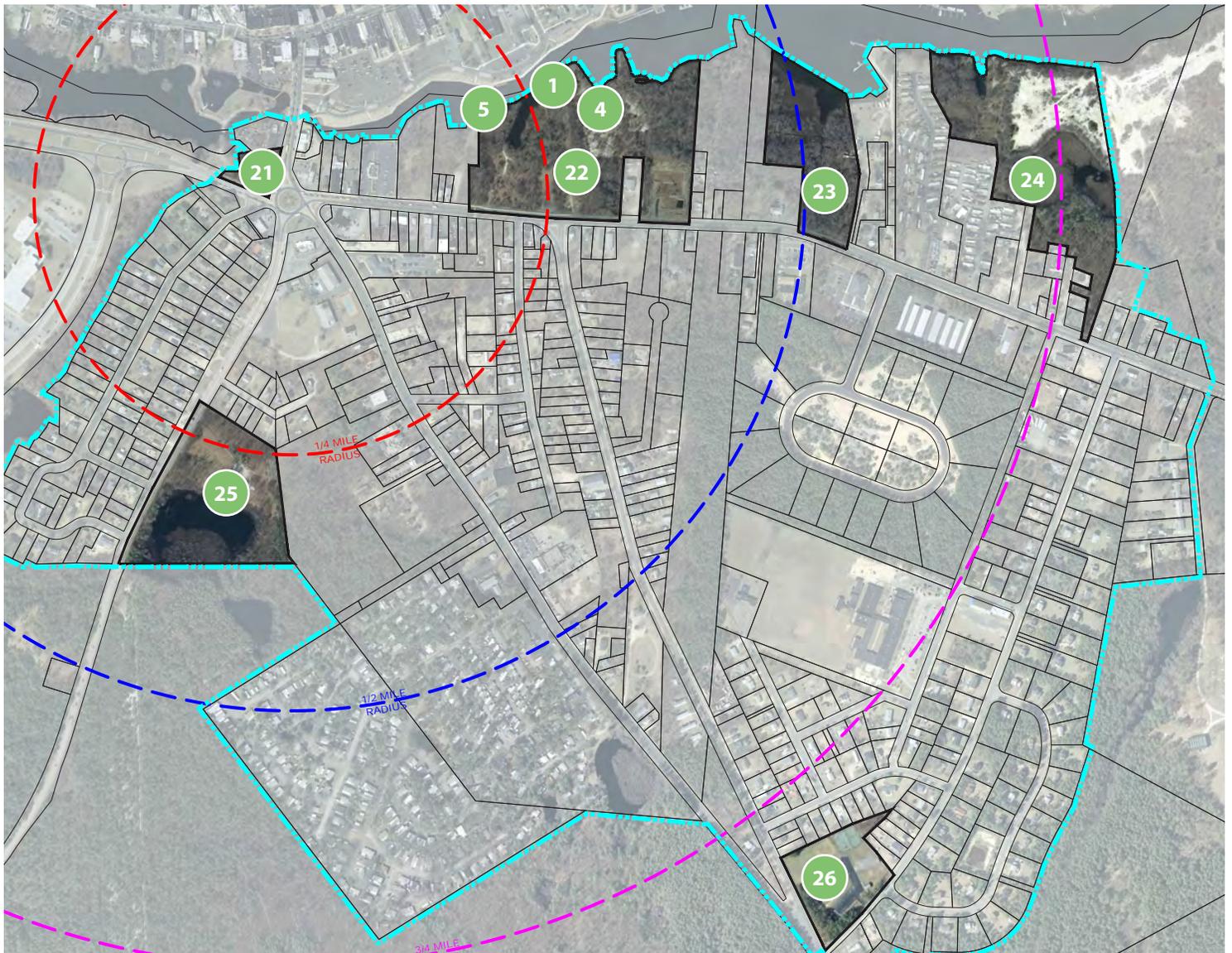
The intent of this district is to accentuate Riverside's maritime character while allowing greater mix of uses and waterfront related businesses than the underlying zoning districts permit.



Implementation Strategies Riverside Parkland (RPL)

"A [raised] boardwalk alongside the Peconic River that mirrors the walk on the Riverhead side. It would begin at the Peconic Avenue bridge area, perhaps fronting a restaurant row while also allowing WaterFire viewing, and continue East along the river, through the wetlands and future park areas."

Terri H, member of Riverside Rediscovered, January 15, 2015





REVITALIZATION STRATEGIES

- Leverage maritime resources and proximity to natural areas and Peconic River.
- Create pedestrian trails and greenways
- Create waterfront promenade and boardwalk
- Connect all greenways and waterfront
- Provide parking for large parkland areas
- Activate park with appropriate uses



COMMUNITY DRIVEN REVITALIZATION STRATEGIES



1 SOUTHAMPTON BOARDWALK



2 RIVERSIDE PARK & PECONIC RIVER MARITIME TRAIL



2 WATERFRONT GREEN SPACE



"Create a park along the river on the county's 14 acre parcel of land. The park should remain mostly woodland with walkways, benches and some picnic tables. Local residents and visitors will be able to stroll casually through the park under the shade of the existing large trees and also walk along a boardwalk trail, proximate to the river, which will provide educational information/ displays about the waterfront ecosystem and history of the river."

Vincent Taldone, President, Flanders Riverside, Northampton Civic Association

Riverside Parkland areas within the Riverside Overlay District are collectively assets to this community. Those municipally owned areas (Southampton Town, Suffolk County) have a different purpose and abilities for inclusion into the overall plan. They can function for passive or active recreation:

- 21 Town of Southampton Riverside Gateway Park (at the circle)
- 22 Suffolk County Park
- 23 Town of Southampton Open Spaces
- 24 Town of Southampton Open Spaces
- 25 Town of Southampton Open Spaces
- 26 Town of Southampton Ludlam Avenue Park

21 *Town of Southampton Riverside Gateway Park*



REVITALIZATION STRATEGIES

- Activate the park frontage
- Provide benches, lighting, landscaping, walkways
- Connect all greenways and waterfront
- Provide parking for large parkland areas
- Activate park with appropriate uses



Public Open Space, Pocket Park with Frontage Required

22 *Suffolk County Park*



REVITALIZATION STRATEGIES

- Encourage use of the park with connected trails and passive recreation opportunities
- Formalize park areas to serve as Village Green
- Provide public waterfront amphitheater close to the pedestrian bridge landing
- Connect all trails with boardwalk and waterfront
- Provide kayak concession stand, renting and launch areas
- Provide parking for shared uses
- Provide comfort station
- Allow marina



Public Open Space, Village Green

23 24 *Town of Southampton Open Space*



REVITALIZATION STRATEGIES

- Encourage use by providing trails, resting stations
- Connect all greenways and waterfront
- Allow limited hike-in camp sites
- Organize programs for birdwatching and interpreted education
- Provide parking for visitors



Public Open Space, Green belt, Maritime heritage trail

26 *Town of Southampton Ludlam Avenue Park*



REVITALIZATION STRATEGIES

- Maintain park as Active park
- Improve and activate with choice of active recreation opportunities
- Maintain safety



Active park, Playgrounds

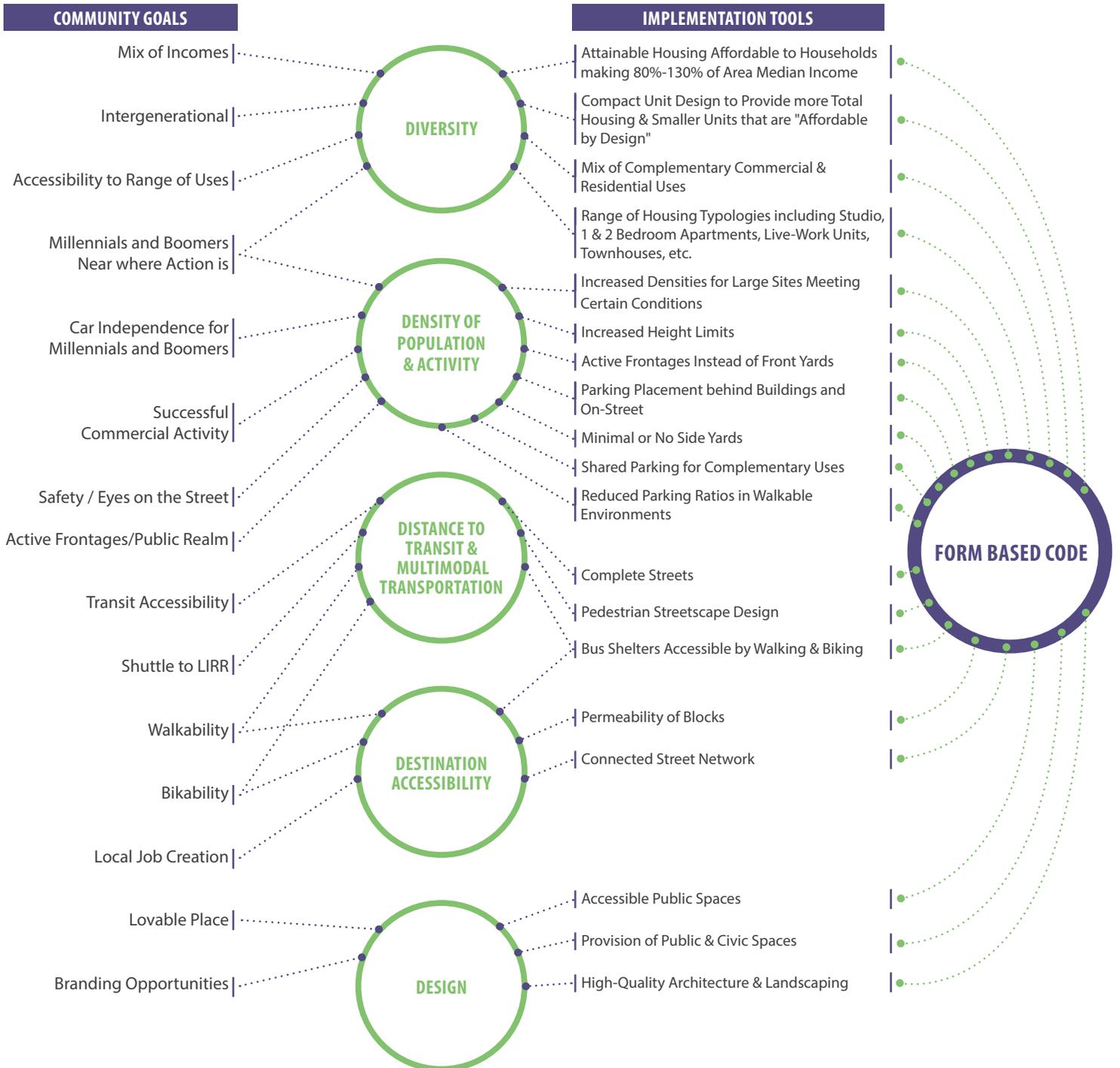
SECTION 6:

ZONING RECOMMENDATIONS RIVERSIDE OVERLAY DISTRICT



Implementation Strategies

Form Based Code



What is a Form Based Code?

"A form-based code is a land development regulation that fosters predictable built results and a high-quality public realm by using physical form (rather than separation of uses) as the organizing principle for the code. A form-based code is a regulation, not a mere guideline, adopted into city, town, or county law. A form-based code offers a powerful alternative to conventional zoning regulation."

"Form-based codes address the relationship between building facades and the public realm, the form and mass of buildings in relation to one another, and the scale and types of streets and blocks. The regulations and standards in form-based codes are presented in both words and clearly drawn diagrams and other visuals. They are keyed to a regulating plan that designates the appropriate form and scale (and therefore, character) of development, rather than only distinctions in land-use types.

This approach contrasts with conventional zoning's focus on the micromanagement and segregation of land uses, and the control of development intensity through abstract and uncoordinated parameters (e.g., FAR, dwellings per acre, setbacks, parking ratios, traffic LOS), to the neglect of an integrated built form. Not to be confused with design guidelines or general statements of policy, form-based codes are regulatory, not advisory. They are drafted to implement a community plan. They try to achieve a community vision based on time-tested forms of urbanism. Ultimately, a form-based code is a tool; the quality of development outcomes depends on the quality and objectives of the community plan that a code implements."-Form Based Code Institute

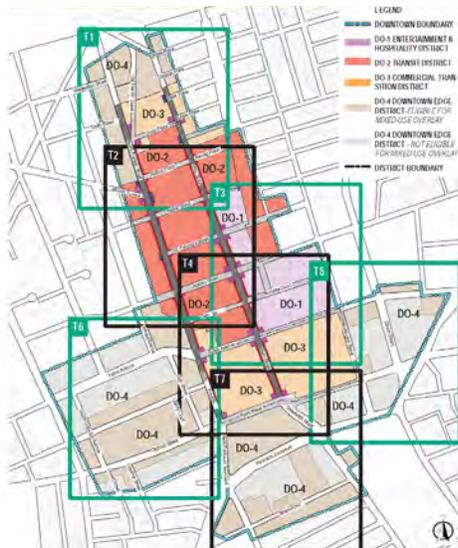
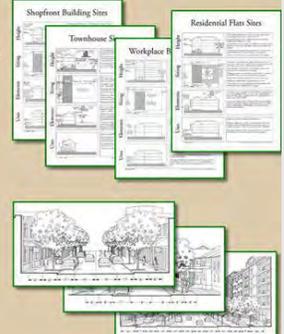
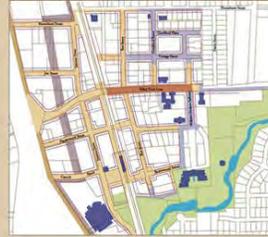


Exhibit from Renaissance Downtowns Village of Hempstead Downtown Overlay Zone Form Based Code

HOW FORM BASED CODES WORK

... a form-based code is drafted to implement it. The code contains standards that are regulatory not advisory. They are not mere design guidelines. They don't just propose, they require.



Building Form Standards regulate simple things like: how far buildings are from sidewalks, how much window area at minimum a building must have, how tall it is in relation to the width of the street, how accessible and welcoming front entrances are, and where a building's parking goes.



Form-based codes (FBCs) seek to restore time-tested forms of urbanism. They give unity, efficient organization, social vitality, and walkability to our cities, towns, and neighborhoods.



FBCs are a response to the past half-century of urban development, when regulations have been more concerned with controlling land uses rather than shaping the physical form of our communities.



- Shops and Accessories (Shops, Boutiques, etc.)
- Towing Stations
- Wrecking and Demolition Yard (*) and Auto Salvage (*)
- Bank Branch
- Beauty and Barber Shops
- Elect and Smallwares (*)
- Books and Marine Accessories
- Butcher Shop
- Commercial Services (*)
- Communication Towers (*)
- Convenience Store—Closed 10:00 p.m. to 6:00 a.m.
- Convenience Store—Open 10:00 p.m. to 6:00 a.m.
- Net Daycare/Animal Training (*)
- Arm and Implements, Tools and Heavy Construction Equipment
- Farm Supplies
- Financial Institutions
- Fuel Oil and Coal Distributors
- Furniture, Home Furnishings, Appliances
- General Hardware, Garden Equipment, and Supplies
- General Retail Sales 12,000 sq ft. or less (not otherwise regulated) (*)
- General Retail Sales greater than 12,000 sq ft. (not otherwise regulated) (*)

Source: Form Based Code Institute

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.



