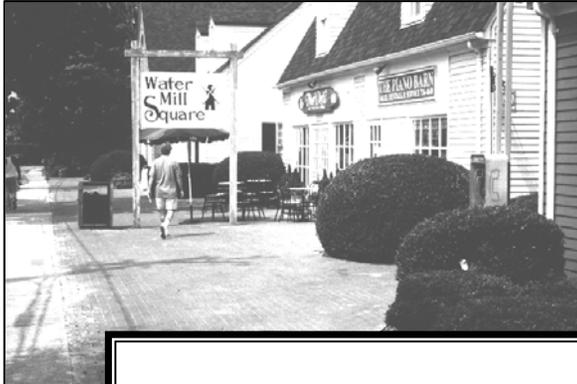
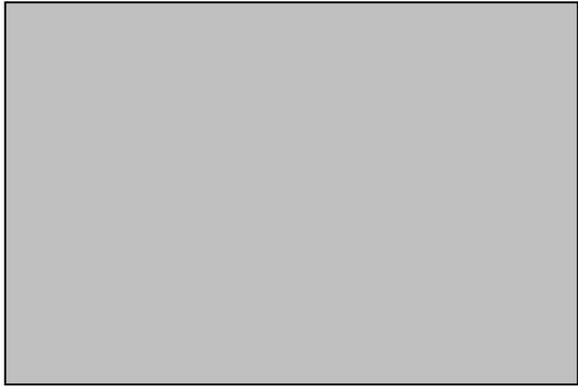




CHAPTER VI: THE ECONOMY





ECONOMIC DEVELOPMENT



THE VISION FOR ECONOMIC DEVELOPMENT

SOUTHAMPTON SHOULD EMPHASIZE THOSE TYPES OF ECONOMIC DEVELOPMENT THAT MANAGE AND COMPLEMENT THE TOWN'S OUTSTANDING RESORT QUALITIES. INDEED, AS LONG AS THE SECOND-HOME RESIDENT AND VISITOR SECTORS REMAIN THE DRIVING FORCE IN THE LOCAL ECONOMY, THE TOWN AND OTHERS SHOULD SEEK TO ENHANCE THE AMENITIES AND OTHER QUALITIES THAT GIVE SOUTHAMPTON ITS UNIQUE REGIONAL ADVANTAGE. THESE INCLUDE THE TOWN'S RURAL AND HISTORIC SCENERY, BEACH AND RECREATIONAL AMENITIES, AND CULTURAL AND SPECIALTY RETAIL AMENITIES.

VISION GOALS

- 1. Protect and enhance the Town's historic, scenic and rural assets and image.*
- 2. Focus future visitor promotion on the shoulder seasons and on attractions that do not substantially increase summer peaks. Further, focus this investment in the western half of town, where there is a greater need for tax ratables and business center revitalization.*
- 3. Promote small-scale overnight accommodations such as B&Bs, inns and conference centers, that will provide amenities without substantially increasing visitation.*
- 4. Enhance the Town's cultural offerings, and the prestige and enjoyment of the Town's historic, architectural and scenic features.*
- 5. Enhance public access to the beach, but without compromising the residential privacy and scenic setting of the areas adjoining the beach. Promote greater opportunities for resort-oriented and shoulder-season recreation, including golf, hiking, bicycling, boating, horseback riding and tennis, but without compromising the Town's natural or scenic resources.*
- 6. Strengthen the ability of the marine industry, including marinas, to survive and locate in the Town.*
- 7. Promote low-impact, small-scale light industrial and office development—with an emphasis on small business enhancement rather than big business recruitment.*
- 8. Help residents to capitalize on the telecommunications revolution by enhancing the ability of people to work out of their homes, and thus invest in and bring jobs to Southampton.*
- 9. Provide greater opportunity to accommodate the growing market for senior housing options, support facilities and health care providers in appropriate locations.*
- 10. Create a small business environment—including use of targeted incentives, understandable regulations and predictable approval processes that signals that*

Southampton is supportive of compatible small business development.

11. Provide incentives for non-conforming uses to comply with zoning, or to relocate to other parts of the town where they would be compatible.

12. Promote arts, telecommunications, high-tech and other job sectors that offer the prospect of desirable jobs for Southampton's youth as they enter their working years.

13. Build a shared vision and a strategic partnership between government, the resident/civic community, and the business community with regard to economic development that also sustains the South Fork's resort, rural and environmental assets.

TECHNICAL FINDINGS AND COMMUNITY SUPPORT

1. THE RESORT ECONOMY

Southampton is one of the premier vacation and second-home destinations in the region, and the Town's primary economic development engine is its resort economy. Second-home residents, and houseguests of year-round and second-home residents mainly generate the resort market. Guests staying at local motels and other overnight accommodations, and "day-trippers" account for less (Table 2).

Though the Town's primary economic development engine is its second-home owners and renters, the year-round resident population continues to provide a consistent basis for the economy. Estimated at 46,000, the full-time population is very important in considering services, housing construction/renovation and shopping year-round.

Predominantly from the New York City metropolitan area, second-home residents and visitors are drawn to Southampton by the area's recreational and cultural/specialty retail opportunities, rural and natural beauty, prestigious and exclusive reputation, and promise of peace and quiet. One economic development challenge is how to manage the resort economy without compromising Southampton's attractions and scenic qualities.

Predominantly confined to the summer months, Southampton's resort economy is subject to extreme spikes with nearly three times as many residents/visitors in summer as in winter. This is manifested as a virtual crush of people, traffic, events and related stresses during the peak weeks and weekends. Another challenge is therefore how to manage the resort economy

without putting undue pressure on the quality of life of the Town's year-round and second-home residents.

Meeting these challenges requires an almost surgical approach to economic development. The typical urge to seek out any and all types of job-producing uses needs to be held in check. Instead, the emphasis needs to be on (1) maintaining Southampton's appeal as a second-home community, and (2) fostering attractions and amenities that build on Southampton's rural and historic character rather than tapping new markets. These in turn call for focus on (1) small-scale overnight accommodations; (2) boating, (3) golf, bicycling, hiking and other recreation activities; and (4) cultural, historic and other attractions that add to the Town's prestige. The overall emphasis is on managing, not diminishing, the Town's incredible appeal as a prestigious resort.

1.1 The Second-Home Sector

a. Current Conditions

Second-home residents, the largest component of Southampton's and the South Fork's seasonal population, are the most significant force in the local economy. There are nearly 13,000 housing units used for seasonal recreation or occasional use in Southampton, housing an estimated population of 45,000 persons, equal to the number of year-round, permanent residents.

Second-home residents tend to blend characteristics of both the tourist and the year-round populations in terms of spending habits and contribution to the local economy. Second-home

TABLE 2: VISITOR AND SEASONAL POPULATIONS, SOUTHAMPTON, 1990

CATEGORY	UNITS	POPULATION
Guests of Year-Round Residents	18,000 dwelling units	18,000
Guests of Second-Home Residents	13,000 dwelling units	16,000
Motel and B&B Guests	2,000 rooms	6,000
Campers	75 campsites	300
Day-Trippers	NA	<u>NA</u>
Total Visitors (Rounded)		40,000
Year-Round Residents		46,000
Second-Home Residents (Rounded)		<u>45,000</u>
Total (Rounded)		131,000+

ASSUMES SAME PROPORTION OF GUESTS AND RESIDENTS PER DWELLING UNIT FOR BOTH YEAR-ROUND AND SECOND HOMES.

Sources: The East End Economic and Environmental Task Force of Long Island, New York, Blueprint For Our Future: Creating Jobs, Preserving the Environment, 1994; Suffolk County Planning Department; Abeles, Phillips, Preiss and Shapiro.

residents are strong contributors to the demand for marina and other recreation facilities, entertainment and cultural facilities, as well as restaurants and specialty retail. Second-home owners are a major generator of visitors to the Town, through their guests, the rental of their homes, the amenities noted above, and, it may be argued, by the presence among them of the rich and famous. The second-home sector fuels the Town's robust contracting/home improvement sector, including construction, renovation, landscaping, lawn/garden care and pool repair/services. This sector even fuels the Town's active fund-raising and catering businesses, as well as demand for domestic help and house sites.¹

Perhaps the most important point about the second-home population's contribution to the local Southampton economy is that the second-home residents tend to bring more wealth into the community than what they demand back in the form of community services such as schools. They function similarly to a "base industry" importing "new money" into the Town, to buy services and retail goods and to pay property taxes. For example, the Southampton school districts with the lowest tax rates are characterized as having more second-home owners; while the school districts with the highest tax rates are generally characterized as being more year-round communities.

b. Prospects for the Future

The second-home industry is expected to remain quite healthy for some time to come. During the 1980s, there was a 28 percent increase in the number of second homes, compared to an 8 percent increase in the number of year-round homes.²

¹ As reported, for example, in an article titled "Demand Booms for Domestic Help," The Southampton Press, August 22, 1996.

² Source: 1980 and 1990 Census of the United States, the U.S. Census Bureau. Refer to Abeles Phillips Preiss & Shapiro, Inc., op.cit.

While the number of building permits in the early 1990s was half what it was in the 1980s, construction levels now are quite high (consistently over 300 units/year and, in the past few years, over 400 units/year).³ Moreover, the baby boom generation will soon enter its upper-middle age, when second-home purchases tend to be made.

But many second-home residents are beginning to use their "seasonal" homes differently. More second-home residents are regularly using their homes on weekends all year round, not just during the summer season. More are converting their seasonal or weekend homes to their primary residences. Recent surveys indicate that 29 percent of the Town's year-round residents were once second home residents, with the majority of the second-home conversions having taken place during the 1980s.⁴

This relative decline in the proportion of second-home residents is likely to have an impact on the local jobs base. Construction, landscaping and related jobs could diminish, but only a little, since remodeling and renovation of seasonally, waterfront, and trophy houses is already a significant and continuous component of the construction industry. Service and retail jobs would increase, reflecting greater consumer demand for food/grocery shopping, automobile repair/service, value-oriented retail, and home office supplies. It may have an even more significant impact on the Town's tax base. The trend toward more year-round residents and fewer second-home residents represents a shift to a more resource and service-demanding population.

³ Source: Suffolk County Planning Department. Refer to Abeles Phillips Preiss & Shapiro, op.cit.

⁴ Southampton College Institute for Regional Research, *Attitudes of the Southampton Town Population Toward Various Subjects Addressed by the Master Plan*, 1995.

1.2 Sustainable Tourism

a. Current Conditions

In Southampton, second-home residents, with 45,000 people (refer to Table 1), comprise the principal component of Southampton's "tourism" sector. Guests of Southampton residents as well as guests staying at local overnight accommodations represent the equivalent of another 40,000 people. (In fact, the aggregate number of visitors is many times greater; the 40,000 figure is the number of guests in Southampton at any one time.) Many thousands of people, largely residents of Long Island communities to the west, visit Southampton on day trips.

Obviously, the beach makes summer the peak season in Southampton. Winter visitation is negligible. Fall is often warm and pleasant, and made all the more attractive by copious farmstands and autumn foliage. The early spring months before May are still characterized by cold temperatures and do not generate a significant visitation. Late spring and fall are often referred to as the "shoulder seasons."

In the peak summer season, 75 to 85 percent of Long Island's visitors come from the New York City/metropolitan area; and a survey taken in 1989-90 revealed that 84 percent of the respondents are return visitors. These statistics suggest that the area has not yet served as a major destination for visitors from more distant origins. In attempting to draw travelers from other sources, the Hamptons are at a distinct disadvantage in that travelers from the west must travel through New York City, and/or bypass other attractive oceanfront destinations in New England and the Mid-Atlantic.

Southampton's beaches are its primary attraction. Other attractions include the Town's rural scenery, fashionable

shopping opportunities, and farming and equestrian activities. Other than the beach, there are no large-scale conventional attractions, such as theme parks or aquariums.

b. Prospects for the Future

The following facts and figures show that tourism promises to be increasingly important in the national as well as local economy:

- Nationally, automobiles account for 80 percent of all domestic vacation trips. A 1989-90 survey revealed that locally, 88 percent of the visitors arrived by automobile. Unless alternative modes of travel can be promoted, the overloading of streets and highways in both the summer and shoulder seasons will cap any expansion of visitation.
- The most popular tourist trips involve less than 400 miles of round-trip travel and last 2-3 nights.⁵ That gives Southampton important advantages in its ability to attract New York metropolitan area travelers. However, the wealth of other regional attractions signifies that the Town (and Hamptons in general) will need to maintain its beach, scenic and rural qualities to stay competitive.
- Scenic rural areas like Southampton possess an increasing monopoly on natural scenery, historic atmosphere, and rural agricultural countryside. As the national supply of these resources dwindles, these features gain increasing value.

There is an overall theme to the considerations noted above. Southampton can continue to tap into the enormous New York metropolitan area market and maintain its world-class resort

⁵ Source: U.S. Travel Data Center, Travel Market Report, 1993.

status, provided that it does not in fact become just another tourist destination.

1.3 Overnight Accommodations

a. Current Conditions

Nationally, 49 percent of all travelers stayed at a hotel or motel, while 37 percent stayed at homes of friends or relatives, for a 1.3 to 1 ratio.⁶ The local proportion is more than reversed, at a 1 to 6.2 ratio (refer to Table 1). “Tourism” in Southampton is very much dependent on the Town’s year-round and second-home residents.

Still, the number of “hotel” rooms in Southampton is not insignificant. There are close to 1,900 rooms in Southampton (inclusive of the incorporated villages), second only to East Hampton in the East End, and representing 20 percent of the total inventory of hotel rooms in Suffolk County (source: Long Island Tourism Report, Winter 1994).

Southampton does not provide modern, large-scale, accommodations. Southampton’s lodging accommodations date to the 1950s and 1960s and are small, typically offering fewer than forty rooms with limited conference facilities. (The only hotel offering more than sixty rooms and/or conference facilities is the Southampton Inn in the Village of Southampton.) The average size of Southampton’s accommodations is only 28 rooms.

Southampton also has a limited number of B&Bs (bed and breakfasts). Various sources identify only 14 B&Bs in Southampton,⁷ offering from one to 22 rooms,⁸ and totaling

only 100 or fewer rooms. The low number of B&Bs can in part be explained by the fact that, until the enactment of a recent ordinance, new B&Bs had been prohibited in the town.

Finally, two-thirds (63 percent) of the Town’s hotel rooms are seasonal in nature; compared to 45 percent for Suffolk County as a whole, and 11 percent for Suffolk County excluding the East End.⁹ The seasonal character of Southampton’s accommodations is clearly explained by the reliance of the Town on the beach as its prime tourist attraction.

The seasonal nature of demand also explains the relative low number and small size of the Town’s motels. Most motel chains typically require at least 150 rooms to achieve economy of scale, and a year-round room occupancy rate of 70 percent or more to be profitable. The East End’s typical year-round room occupancy rate is 40 percent,¹⁰ despite nearly 100 percent occupancy rates in summer. This room occupancy rate will deter major hotel operators, leaving the field to the smaller, entrepreneur-driven operations that currently characterize Southampton’s hospitality service.

b. Prospects for the Future

A number of factors indicate latent potential for B&Bs, inns, small conference centers, and other small-scale and appropriately sited (plus entrepreneur-driven) accommodations.

- Facilities must address Suffolk County Health Department's restrictions on increasing wastewater flow. However, small-scale facilities need not be contingent upon the installation of expensive public sewer systems.

⁶ Source: Clarion Associates.

⁷ The *Long Island Lodging Guide* lists only four B&Bs, for example.

⁸ Source: The Suffolk County Planning Department, the Long Island Convention and Visitors Bureau, and Island Metro Publications.

⁹ Long Island Tourism Report, op.cit.

¹⁰ Source: Island Metro Publications.

- B&Bs and inns require relatively small investments, and are often viewed as a supplemental source of income for residents and restaurateurs, respectively. As such, they can more readily adjust to Southampton’s seasonal fluctuation in demand.
- As the baby boom generation ages there should be growing support for spas. While Gurney’s Inn in Montauk preempts the conventional spa market in the East End, it may be possible to promote smaller niche spas, centered on golf, “eco-tourism” or other forms of recreation.
- In particular, small conference facilities can tap a substantial market; 80 percent of the conference market consists of conferences for 50 persons or fewer.¹¹
- By comparison, large facilities rely upon year-round business. Southampton is not yet a year-round destination point on the level of Vail, Palm Springs, and Hilton Head. In attempting to draw local conventions, Southampton would have to compete with numerous large facilities in Manhattan and its more accessible suburbs.

In sum, small, attractive and “estate” accommodations would have the best prospects for success in Southampton. Aside from B&Bs however, the success of such facilities will largely depend on their access to beaches, golf courses and/or other recreational amenities.

¹¹ Source: Richard H. Penner, *Conference Center Planning and Design*.

1.4 Historical, Cultural and Scenic Attractions

a. Current Conditions

Southampton boasts a wealth of historical, cultural and scenic resources. The local landscape is noted for the wealth of colonial to contemporary architecture; there are a number of galleries and one noted art museum; there are no fewer than six historical museums; and the local newspaper burgeons with notices of cultural performances taking place throughout town.

Architecture and Scenery: The Town’s architectural resources include two historic districts and 78 additional sites listed on the National Register of Historic Places and State Inventory of Historic Places, even though only 1 percent of all of the Town’s historic sites and structures have been surveyed. Architecturally noteworthy buildings are spread throughout the town—especially the showcase houses designed by world-famous architects. Historic buildings are concentrated in the hamlets and village centers.¹² A list of the designers of the Town’s historic and especially contemporary homes would read like a *Who’s Who* of American architecture.

In addition to architecture, the Town’s scenic resources include views of the ocean, inlets, bays, and fresh water bodies; farms and open fields; woods; and the Pine Barrens. The preservation of the Town’s farm land and open spaces has long been a priority, most recently invigorated by innovative Town financing combined with State and County funding, as well as the adoption of the Central Pine Barrens Plan. Few scenic spots stand out above the others: Southampton’s scenery is most appreciated in its totality.

¹² Indeed, the entire Village of Sag Harbor is one of twenty communities listed for consideration as a “maritime heritage area” in legislation adopted by the State of New York in 1994.

Historical Museums: The Town is fortunate to have a number of historical and house museums.

The Southampton Historical Museum is owned by the Village of Southampton, while the Southampton Colonial Society staffs the buildings and pays the operating expenses. The museum is primarily open during the summer, and has an annual average of 3,500 visitors. The Water Mill Museum also maintains a seasonal schedule, with an average annual attendance of 3,000. The Old Schoolhouse Museum in Quogue is open only in July and August, with an annual attendance of 400 persons. The Bridgehampton Historical Society is open year-round, for only two days per week, with an average annual attendance of 750 people. Other historical and house museums include the Sag Harbor Whaling Museum, Sag Harbor Fire Department Museum, Sag Harbor House, and the Westhampton Beach Tuthill House Museum. Several historical associations also maintain historic sites or information: the Water Mill Village Association, East Quogue Historical Group, Hampton Bays Historic and Preservation Society, and the Eastville Community Historical Society.

All of the museums described above are relatively small when compared to the prospective Maritime Museum, which the Long Island Maritime Heritage Society most recently proposed building on the Peconic River in Flanders, a site across the Peconic River from where the Okeanos Ocean Research Center intends to construct an aquarium and research center.

Art Museums and Galleries: The largest Southampton cultural institution in terms of attendance is the Parish Art Museum. The Art Museum comprises 17,000 square feet; only 4,000 square feet is available for exhibitions, with the remainder being dedicated to administrative and lecture space. The museum building is owned by the Village of Southampton and the collection by a private corporation. Its 1993 attendance was

approximately 41,000 people, up from 35,000 in 1989, and well above the attendance level at all other museums in the town. Most of the visits paid to the Parish occur in the summer; however, the Parish is open year-round. Its annual operating budget of \$1.5 million dwarfs the budget for all other museums in Southampton combined. The Parish's auditorium may be used by community groups.

In addition, Southampton College has a gallery, and there are numerous private art galleries in the town. Many New York City, and even some national and European art dealers, maintain second homes in Southampton, from which they sell art. Local artists are frequently displayed in local establishments. These artists (including performing artists), their colleagues and their patrons enrich Southampton's social life, providing an arts patina to Southampton's image.

Performing Arts: The Cultural and Civic Center of Southampton and the new Westhampton Beach Performing Arts Center are the only institutions within the Town which sponsor regular cultural and civic events.

The Westhampton Cultural Consortium sponsors "concerts in the park," celebrations of the arts, film nights, and other special events. The annual attendance to its events averages over 12,000 people. The Hampton Theater Company assembles its productions only in the off-season, finding it difficult to lure performers or audiences in the summer while a multitude of other special events are taking place. Both of these organizations rent the auditorium in the Quogue Village Hall for their performances.

Other area performing arts institutions include the Eastern Suffolk School of Music, based in Riverhead, but which also offers dance and music classes in Southampton Village; the Guild Hall in East Hampton, which draws an annual attendance

of 50,000 to see its art exhibits and performing arts shows; and the year-round Bay Street Theater in Sag Harbor. Additional theater renovation is proposed in downtown Riverhead.

Notwithstanding the above, the most pressing need expressed by local groups involved in the performing arts was for use of an inexpensive performing space. Local artists have used the auditoriums at Southampton High School and Southampton College, but the costs of renting those spaces can be prohibitive to the smaller local groups.

b. Prospects for the Future

The call to preserve architectural and scenic resources, and to provide more cultural resources, is likely to grow. And the Town is unusually capable of matching this demand, with provisos.

The driving force calling for enhanced scenic, historical and cultural resources is now and will continue to be, the year-round and second-home populations. Southampton attracts year-round and second-home residents that tend to be well-educated, with a sophisticated appreciation of historic and scenic preservation as well as the arts. As affluent and sophisticated second-home owners spend more days and seasons in Southampton, they will become more committed to architectural and scenic preservation, and will seek out local cultural resources.

Conversely, the concentration of wealth in Southampton provides the financial resources to sustain the arts; indeed, much of Southampton's social life is closely linked to the fund-raising activities of the community's historical and cultural institutions. Southampton's reputation as a place for artists, performers and writers also provides a creative pool from which to draw upon. Southampton's historical and cultural

institutions are in a better position to survive and flourish than their counterparts in other rural and resort areas.

Visitors provide another, if less significant, source of support for historical/scenic preservation and cultural facility patronage. Perhaps the most prominent trend in travel patterns reflects the increasing popularity of historical sites as travel destinations.¹³ Several demographic/economic factors account for the rise in "heritage tourism." First, as modern culture evolves at a dizzying pace, a search for continuity with the past drives renewed interest in history. Second, the large baby boom age cohort has exhibited a high interest in educating its children. Third, short three- to five-day vacations have increased in number, and visits to local historic/heritage attractions fit these types of itineraries better than grand tours of national parks or faraway lands. Note that these shorter vacations are most popular in fall; thus, historical and cultural facilities can bolster shoulder season visitation without aggravating summer season visitation.

Notwithstanding these advantages, local historical and cultural institutions labor under several constraints. First, the seasonal spike in demand creates a shortage of venues in the summer, and not enough visitors to warrant maintenance in the winter. Second, as well reported in the national press, both public and private arts philanthropy is on the decline across the country. Third, Southampton's architectural and scenic heritage is increasingly subject to pressure, not just with regard to the alteration of historic and noteworthy (but not yet protected) buildings, but also alteration of the open space settings of many of the buildings.

¹³ Source: National Park Service.

1.5 Recreation

a. Present Conditions

Southampton's beach will always remain its primary recreational attraction, prompting the Town's summertime population peak. But the array of other recreational activities in the Town includes boating, canoeing/kayaking, fishing, hiking, bicycling, rollerblading, polo, horseback riding, tennis, and golf.

Beach: Southampton's beaches are part of the great barrier beach that runs along the south coast of Long Island, from Coney Island to Montauk. It is one of the finest beaches in the world. More specifically, the unincorporated portion of Southampton alone has 13 miles of continuous publicly-accessible beach, of which 5 miles front State, County and Town beaches, mostly concentrated in Hampton Bays. Beach access, noise and cleanliness are, however, perennial problems.

Hiking, Bicycling, Boating: The Town has a growing network of hiking trails, especially in the western half of town, where there are a number of State and County parks and the core area of the Central Pine Barrens; and a growing network of bicycling routes (which can also accommodate rollerbladers). Both are described at length in other reports. Marinas and sailboating are discussed in the next section; other types of boating include ocean kayaking, potentially in Great Peconic Bay, Moriches Bay and Shinnecock Bay; and freshwater canoeing and kayaking, particularly along the Peconic River.

Golf: Southampton's various private clubs include Shinnecock Hills—the three-time (most recently in 1995) host to the U.S. Open golf tournament, the National Golf Links, and the Southampton Country Club. The Poxabogue Golf Course in Bridgehampton is the only existing public golf course in Southampton Town. This course is a 9-hole, 1,700 yard, par 3

(par 30 overall) course; most modern public courses offer 18 holes at par 72 and at least 5,000 yards. Despite this, Poxabogue maintains high use; tee times are constantly booked. Other nearby courses include Indian Island Golf Course and Sag Harbor Golf Club.

Other Recreation: Southampton, especially east of the Shinnecock Canal, is increasingly becoming horse country, as farmland is converted into riding stables and pastures. (The equine industry is discussed separately in the Agricultural Resources report.) The demand for tennis is largely met through private courts. The Town should expect future proposals for wintertime tennis facilities.

b. Prospects for the Future

The demand for recreation of all types is likely to increase greatly in the future. Two phenomena are at play. First, second-home owners are staying more days of the week and more months of the year, and are already seeking more recreational activities than those provided at the beach. Second, the baby boom generation will soon be entering their upper middle ages, when greater wealth, leisure time and concern about health should translate into a greater interest in sports and recreation. The affluence of Southampton's market should prompt continued private and public introduction of recreation facilities.

1.6 Marinas

a. Current Conditions

Boating, fishing, and other water-dependent uses are not just a source of recreation vital to the resort economy, but also an essential element of Southampton's scenery and its maritime identity.

There are 42 marinas in the Town of Southampton,¹⁴ with additional in the incorporated villages. Most are concentrated in two areas: Hampton Bays and the Shinnecock Hills/Shinnecock Canal area. These two areas support a total of 34 marinas and boat yards with a total of nearly 1,450 rental slips—about two-thirds of all rental slips and 80 percent of all marinas and boat yards in the unincorporated part of the Town. Most of the marinas located east of the Shinnecock Canal are in residential zones and are thus non-conforming uses.

A recent New York Sea Grant marina survey provides a useful profile of the typical marina on the South and North Forks.¹⁵

- The typical marina provides a wide variety of services, including engine repairs, marine supplies, boat painting, and boat/motor/trailer sales.
- Summer dockage/mooring was the largest source of revenue (about 30 percent), followed by repairs/services (about 20 percent).
- North and South Fork marinas employed an average of 6.5 full-time workers in 1992 and 3.6 part-time workers. Jobs are typically modest in terms of salary—less than \$25,000 for full-time workers.
- The estimated fair market value of the marinas (including land, building, and equipment) ranged from about \$1.6 million to \$2.0 million.

Based on these averages, the 42 Southampton marinas employ approximately 400 workers, have a fair market value of \$80 million, and generate significant spin-off expenditures locally.

¹⁴ Source: Southampton Town Department of Planning and Natural Resources, *Local Waterfront Revitalization Plan*, January 1994.

¹⁵ Source: East End Economic and Environmental Institute, op.cit.

b. Prospects for the Future

Marinas in Southampton underwent some tough times during the recession of the late 1980s and early 1990s, and are only now showing some strength. They continue to face some important challenges that will need to be addressed if they are to remain a vital part of the local economy and scene.

The first challenge relates to economic trends well beyond the Town's control. Marinas are very sensitive to the state of the national economy. During a downturn, people typically cut back on discretionary spending; thus, during the most recent recession, there was a 37 percent falloff in marine retail sales nationwide. According to Sea Grant officials, there have been several closures of marinas in the Southampton area since 1990 as a result of the recession. While business is strengthening and occupancy rates for slips are up, it is reasonable to assume that there will be more of these cycles during the next 20 years.

A second challenge relates to environmental standards and other permit requirements. Marinas must obtain permits for every facet of their operations (and note that local marinas must offer a wide variety of services to survive). While these regulations are necessary to maintain and improve water quality along the shore, implementation costs may be burdensome—especially to the smaller full-service marinas.

A third challenge relates to the availability of land. Water frontage is prime for high-value residential development—making it harder for new marinas to find sites and existing marinas to expand. In Southampton, many existing marinas are non-conforming uses (17 out of 42), and given the fragmented parcel pattern in other areas zoned for marina use (in the Resort and Waterfront Business Zone, which is the only zone that specifically allows marinas and boatyards) raises the issue of whether adequate land is available for future marinas.

All three of these challenges are significant given the small size of individual operators and the relatively small margins of profit under which they operate. Most of the marinas are still run by owners/operators, and outside capital is not common given the relatively small returns on marina investments. Thus, there is a risk that there might be a slow, if erratic, attrition of marinas and marina slips.

Ironically, the long-term demand for marinas could not be better. The prime years for boating are during the upper middle ages to early retirement, and the baby boom generation will in the next decade begin to enter this period of their lives.

2. THE YEAR-ROUND ECONOMY

While the resort (including second-home) sector will provide the primary engine for Southampton's economic vitality, there are three additional sectors that can provide employment opportunities and/or tax ratable development in Southampton: (1) small light industrial/office businesses; (2) home-based businesses and telecommuters; and (3) health care, including continuing care housing. None of these opportunities involve major development. Nor should they, given the preeminent importance to the resort economy that Southampton maintain a rural landscape and image. They can, however, round out the economy, in particular providing sources of year-round employment.

2.1 Niche Industries and Small Businesses

a. Current Conditions

Industrial and office firms, in making their site location decisions, consider a number of factors, including access, infrastructure, labor costs, tax rates, land availability, prevailing

land and space costs, and market niches. The last factor (niches) is discussed in the next section ("Prospects for the Future"). The other factors are discussed below:

Access: While Southampton is only seventy or so miles from Manhattan, highway travel time ranges from two to four hours. Worse, all truck traffic must travel the length of Long Island and then through New York City in order to gain access to the rest of the nation. Other rural locations in the Hudson Valley, western New Jersey and Connecticut are better situated for industrial or corporate reallocations.

Sewers: No central or package sanitary sewer systems exist in Southampton. Septic systems, while adequate for low- to medium-density residential development, will, depending on soil conditions, prove inadequate for denser development, such as large office buildings and industrial plants.

Electric Power: Long Island Power Authority (LIPA) provides electrical power to Long Island, including Southampton. LIPA power rates are well above the national average and significantly higher than upstate utility rates (although comparable to New York City's rates). The Long Island business community believes that high rates discourage business, and should be at least 25 percent lower. Various municipalities have begun to explore the possibility of obtaining cheaper, "wheeled" power from alternative sources, as permitted under the 1992 Federal Energy Act. But despite the disadvantages of high power costs, few if any businesses in Southampton are likely to be energy-intensive, and energy costs present a significant impediment only to these intensive uses. Consistency of service (e.g., absence of power fluctuations) is important to telecommuters and technology firms, however.

Telecommunications: More and more businesses require high capacities for multiple telephone lines and computer

transmissions. Southampton's telecommunications infrastructure features four fiber optic points of presence, where digital switches route transmissions to both fiber optic and copper wires. Fiber optic cables, while costly, provide clear transmissions and have vast capacities. However, copper wires can suffice, especially if upgraded.¹⁶ Southampton's copper systems are currently capable of deploying Integrated Service Digital Networks (ISDN), which enable copper wire systems to transmit voice and data simultaneously over single lines. Cellular telecommunications are also currently available to Southampton.

The national (and local) technology and distribution system is changing at a fast tempo. Wireless technologies are increasingly providing alternative modes for doing business. The television industry hopes to compete by providing two-way interactive services. Video conferencing, multiple-party computer screens, and other innovations are among the service capabilities that may soon be widely available.

In short, Southampton's telecommunications infrastructure is adequate for the present. But the introduction and use of further telecommunications innovations will, no doubt, generate increasingly high volumes of data, which may or may not be satisfied by the local infrastructure.

Labor Costs: In general, companies seeking locations for industries and back office functions seek locations where wages are low and labor is both readily available and reliable. While many industrial operations locate in rural areas to take advantage of low labor costs, Southampton's permanent work force features wage levels that are not considerably lower than

¹⁶ Rowley and Porterfield, "Removing Rural Development Barriers Through Telecommunications: Illusion or Reality?", from *Economic Adaptation: Alternatives for Non-Metropolitan Areas*, David L. Barkley, ed., Westview Press, Denver, Colorado.

those in New York City. Also, the State's unusually high workers' compensation insurance premiums impair Southampton's ability to draw or retain regional employers.

Labor Availability and Characteristics: Industry and back offices also seek locations where labor is both readily available and reliable. Southampton has below-average unemployment (4.8 percent in 1994, compared to 6.5 percent for the County and 8.0 percent for the New York City metropolitan area).¹⁷ However, it should be remembered that many of Southampton's youth typically leave the town as they enter the working years, since they cannot find suitable employment locally. They represent a potential labor pool. Also, Southampton residents have a relatively high level of educational attainment, with many highly-qualified, under-employed residents, including spouses and the semi-retired. The arts, crafts, and design professions are particularly well represented.

Tax Rates: Long Island is generally viewed as an area with high property tax rates. Median effective tax rates around the nation generally range from \$8 to \$20 per \$1,000 of fair market value; Southampton (and Long Island) rates generally fall within the higher end of this range.¹⁸

¹⁷ Source: New York State Bureau of Labor Statistics.

¹⁸ Southampton contains a large number of taxing districts, and overall property tax bills vary widely across the town. In addition to Town and County assessments, residents and businesses pay separate school, library, police, zoning, school, fire, lighting, water, and ambulance district taxes in accordance that vary by district locations, the boundaries of which do not necessarily coincide with municipal or the other tax district boundaries. County and Town property taxes paid by all Southampton taxpayers amount to \$6.11 per \$100 of assessed value, and all entities not located in incorporated villages pay an additional \$4.75. These assessments, however, comprise only a small part of each taxpayer's individual bill. School district levies are generally the largest part of most tax bills, and these levies range from \$5.32 (Sagaponack) to \$41.95

Land Availability and Costs: There is relatively little land available in Southampton suitable for industry. There are six areas zoned for industry, as follows:¹⁹

- Gabreski Airport and the area within the Central Pine Barrens
- An area along Speonk-Riverhead line
- An area just along the railroad just north of the Speonk hamlet center
- An area along Route 24 in Flanders/Riverside
- Two small areas along the railroad next to Bridgehampton
- A small area along the northern portion of the Bridgehampton-Sag Harbor Turnpike

While historically industry sought locations proximate to rail transport, most industry/offices now prefer sites at highway exits. Southampton's one highway—Sunrise Highway—passes through the environmentally-sensitive Central Pine Barrens, which is protected from future development.

Space Costs: Commercial and industrial leasing rates in Southampton's commercial districts do not offer major savings over corresponding costs in the more conveniently-located urban and suburban areas to the west.²⁰ Part of the reason for

(Eastport) per \$100 of assessed value. Assessments are based upon 4 percent of appraised value. Residential property appraisals utilize the market and cost approaches to value business property appraisals utilize an income approach.

¹⁹ Note: There are additional industrial uses on non-industrially zoned sites in Southampton. These pre-date zoning and are allowed under State law and Town Code to continue to operate under prescribed circumstances as "pre-existing non-conforming" uses.

²⁰ Sources: Ernst & Young Almanac and Guide to U.S. Business Cities; Comparative Statistics of Industrial and Office Real Estate Markets,

the relatively high rates is the break-even rents necessary to amortize the construction and maintenance of office and industrial space. Another is the high price of land in Southampton. Nearly all of the town is highly valued for housing, bidding up the price of land. And there is considerable vacant land still available in less pricey and more accessible Suffolk County communities, just to the west of Southampton.

Gabreski Airport: The one notable exception to the land and lease cost characterizations above is a 55-acre tract on the western portion of Gabreski Airport, just south of Sunrise Highway. The airport is currently used for general aviation and serves as a base for the New York Air National Guard, which conducts air-sea rescue operations along the Atlantic coast from Newfoundland to the Bahamas. Suffolk County owns the airport and hopes to oversee the development of a business/light industrial park there.

The Gabreski site offers five advantages for prospective industrial users. First and foremost, it is relatively convenient to the Sunrise Highway. Second, the location offers the unique potential for both aviation and non-aviation development. Third, the adjacent Central Pine Barrens and railroad line buffer the site from nearby residential areas. Fourth, Suffolk County plans a sewage treatment plant at the site to serve new military development and potential industrial development there. Fifth, the National Guard is committed to the site and plans to expand its operations within its 92-acre portion of the site; this could create some demand for additional physical plant/maintenance contractors.

In sum, Southampton's relative inaccessibility, congested roads, lack of centralized sanitary sewer facilities, relatively high labor

Landauer's Real Estate Counselors; Coldwell Banker Cook/Pony Farm, Suffolk County Dept. of Economic Development.

costs, and lack of suitable and affordable space, all discourage large-scale developments. Yet, as outlined below, there are market niches for small businesses aimed at the resort economy and other local generators of economic activity.

b. Prospects for the Future

Historically, there has been very little conventional industrial activity in Southampton; much of this “industry” in fact relates to agriculture, boating, and other resort-related activities discussed elsewhere in the comprehensive plan. But while Southampton’s appeal for other types of industry/commercial activity is quite limited, there are industrial/commercial niches that bear watching or consideration. These are as follows:

Motion Picture/Photo Shoot Production: In general, the industry’s location criteria are driven by filming locations; but film industry site location can be “talent-driven” (as, for example, in San Francisco and North Carolina). Southampton’s primary advantage in attracting film industry projects is therefore the local presence of people in the industry, and secondarily the ready availability of facilities, such as caterers and motels that may cater to production crews, especially in the off- and shoulder seasons. However, to the extent that entertainment talent moves elsewhere, Southampton’s film industry remains vulnerable; therefore the industry offers little predictability.

Conventional Office and Light Industrial Operations: Elsewhere in the nation, office and back office operations “liberated” from downtowns and suburban centers by the telecommunications revolution are moving to exurban and rural locations. The prospects for *extensive or large-scale* relocations are not promising for Southampton, however. Despite its remote location, the Southampton business climate features high utility rates, high land costs, and low unemployment.

Smaller Entities and Businesses: One source of light industrial and office demand is generated by the Town’s residents. In addition to such rational considerations as labor supply and transportation access, locational decisions are also based in part on the owner’s or chief executive officer’s convenience. Small- and medium-sized operations may therefore follow their executive or professional personnel to Suffolk County, if not Southampton. Another long-term source of demand is the “spin-off” from home-based businesses that graduate from their residential quarters.

Transportation-related companies: The dramatic success of the Hampton Jitney illustrates how the South Fork’s unique qualities (in this case, clogged summer streets and infrequent train service) can create niches for new business development. The Comprehensive Plan’s transportation recommendations could help enlarge upon these opportunities. In particular, the plan calls for demand-responsive bus/taxi services.

Business Incubators: Given the fact that home-based businesses can provide a source of small business growth, there may be call for a “business incubator” in or near Southampton. Typically, business incubators provide new businesses with inexpensive space, shared services and facilities (such as answering services, photocopy and fax machines), and business assistance (such as bookkeeping, business planning and assistance in obtaining funding).

The Long Island High Technology Business Incubator at Stony Brook (LIHTBI) is the only incubator on Long Island. In addition to the LIHTBI, two other Long Island incubators are in the planning stages: The North Shore University Hospital in Great Neck is planning to develop a medical research incubator, and the Town of Riverhead has studied the feasibility of an agricultural research incubator.

In Southampton, the success of an incubator is driven by the availability and the talent of local entrepreneurial activity. The Town's talent pool may, for instance, dictate that a potential incubator feature an arts-related theme for graphic or performing artists or writers; that incubator could provide various types of production or graphics equipment. Another possibility would combine the incubator facility with a shared office function, in which Manhattan-based employees could have access to the incubator's shared facilities and services.

Construction Industry: Southampton already has one substantial "industry": construction. Nearly 20 percent of the Town's residents are employed in the construction industry, more than triple the figure for Suffolk County (6.4 percent), Long Island (5.6 percent), New York State (5.2 percent), and the nation as a whole (6.2 percent). The construction industry category includes general contractors, heavy construction workers, and special trade contractors such as plumbers, electricians and carpenters.

Southampton's large number of second homes and seasonal housing units can be assumed to be fueling the large number of construction jobs in the community. Second homes in a resort location such as Southampton tend to be "trophy homes" or showpieces for their owners, sparking demand for renovations, additions, and new construction. Moreover, part-time owner occupancy tends to create a need for more frequent maintenance/repairs by plumbers, roofers, and the like. Thus, it seems likely that Southampton's second-home population is directly and indirectly linked to a healthy construction sector of the local economy.

It is likely that the construction industry will remain healthy for some time to come. The Comprehensive Plan's objectives of preserving the natural and scenic environment should enhance or preserve property values—the underpinning of the

construction industry. An increasing trend toward conversion of second homes to year-round residences should also fuel the construction industry. Seasonal and "trophy" homes are in constant need of renovation and improvements.

Several decades out, however, some decline in the construction industry, can be reasonably expected as the inventory of available land, number of second homes and rate of second home conversions can all be expected to diminish.

TABLE 3. VARIOUS EMPLOYMENT CHARACTERISTICS, SOUTHAMPTON, 1995

EMPLOYMENT	TOTAL	FULL-TIME RESIDENT	PART-TIME RESIDENT
Employed Full-Time	51%	52%	45%
Employed Part-Time	12%	11%	17%
Unemployed	3%	3%	0%
Retired	23%	24%	17%
Other	11%	9%	21%
Commute to Nassau County	4%	2%	11%
Commute to New York City	13%	6%	46%
Commute to Other Town in Suffolk	17%	21%	0%
Work in Southampton	50%	60%	3%
Other	16%	11%	40%
Job does not allow for working out of home	63%	65%	57%
Will probably work out of home within five years	3%	3%	3%
Less than half of work is done by working out of home	21%	21%	20%
Most of work is done by working out of home	9%	9%	11%
All of work is done by working out of home	4%	3%	9%

Source: Southampton College, Institute for Regional Research, "Attitudes of the Southampton Town Population Toward Various Subjects Addressed by the Master Plan," August 18, 1995.

2.2 Home Businesses

a. Current Conditions

New telecommunications technologies have enabled workers to operate from home offices, working on computers while keeping in contact with offices and clients via telephone, fax and modem. These innovations have freed professionals from downtown offices and secretarial needs, and enabled an increasing number of sole practitioners and entrepreneurs (“lone eagles”), as well as professional and paraprofessional employees (“telecommuters”), to leave their metropolitan area bases and move to rural resort areas.

There is plenty of anecdotal and some empirical evidence (Table 3) that the lone eagle/telecommuter phenomenon has taken hold in Southampton. In effect, year-round and more particularly second-home residents are converting their houses into their places of full-time or part-time work.

b. Prospects for the Future

This trend is likely to grow. A 1995 study focusing on trends in home office workers divides the group into three categories: part-time and full-time self-employed workers (26 million people nationally), telecommuters (8 million), and after-hours telecommuters (12 million)—for 46 million in total. The same study projects an increase of $7\pm$ percent a year for the next three years.²¹ Telecommunications advancements are likely to spur this growth rate further.

Southampton will most likely increasingly provide the amenities that lone eagles and telecommuters seek. These include cellular/mobile capabilities, enhanced telephone computer

²¹ Source: LINK Resources Corporation, as reported by the Urban Land Institute.

capacities, regular overnight express mail services, proximity to a commercial airport with conventional connections to strategic metropolitan areas, and same-day delivery of major newspapers (e.g., *The New York Times* and *The Wall Street Journal*). They also include propinquity to other lone eagles/telecommuters, business executives, and professionals for face-to-face meetings. In other words, as more lone eagles/telecommuters work out of Southampton, the necessary business services will follow. Southampton’s unique accessibility to a goodly share of successful business people and professionals is likely to make it possible to engage locally in the type of face-to-face meetings and collaborations that heretofore only seemed possible in Manhattan.

2.3 Health Facilities

a. Current Conditions

At the time of the 1990 census, Southampton’s population included 8,600 persons age 65 and older, roughly 19 percent of the Town’s total. Within this population, nearly 3,900, or approximately 7 percent of the total population, were 75 and older. These percentages far exceed the national figures of 12 and 5 percent, respectively. Southampton’s high and growing concentration of elderly indicates a market demand for increased elderly services and facilities.

Despite the significance of the Southampton elderly population, the town has a negligible amount of planned retirement or senior housing facilities. As built elsewhere in the nation, planned retirement and senior housing facilities can be divided roughly into four categories, as follows:

- Independent living—including the leisure communities exemplified by condominium developments in Sun Belt

retirement meccas—geared to serve the young (55- to 70-year-old) and entirely independent elderly market. Services at these facilities are very limited, and usually available on a cost-per-service basis. There are several small but subsidized senior citizen independent living developments in Southampton.

- Congregate housing facilities—including adult homes—provide apartment or cottage units usually on a monthly rental basis, with limited meals, housekeeping, transportation, and social services available. These facilities typically do not provide health care services, and are oriented primarily to an independent elderly market. There are no non-subsidized congregate housing facilities in Southampton.
- Nursing homes serve the dependent elderly. Typically, nursing homes are 120 beds or larger, sited near major arterials or hospitals. There are a limited number of nursing homes in Southampton now, and Southampton Village has just approved a roughly 200-bed nursing home on Payton Lane, just south of County Road 39.
- Continuing care retirement communities (CCRCs), or “life care” facilities, encompasses each of the above options, typically providing independent living, assisted living and guaranteed nursing care. The progressive levels of service and/or care enable the facility to provide for each resident’s changing needs as he or she ages and begins to require higher levels of care. Entering residents pay entrance fees, as well as monthly fees that roughly correspond to luxury apartment rental rates. There are no CCRCs locally and comparatively few in the state, though this in large measure is due to an issue of timing: legal impediments to building CCRCs

in New York State were removed just as the nation went into a real estate decline during the late 1980s.

Southampton has a significant health care infrastructure. The major medical facility in the town is the Southampton Hospital, located in Southampton Village. The Hospital is presently decentralized, to some extent. Sole practitioners affiliated with the hospital work out of Hampton Bays, Sag Harbor, Bridgehampton and Westhampton Beach. The Hospital provides x-ray and laboratory facilities in Hampton Bays; laboratory pick-up stations in Westhampton and East Hampton; medical support for a clinic on the Indian Reservation; and a gerontology center in Hampton Bays.

Other, specialized health care facilities include the East End AIDS Wellness Project/Center in Sag Harbor; the Suffolk County Health Clinic’s Satellite in Southampton; Stepping Stones East in Hampton Bays; a Family Service League mental health clinic in Southampton Village; the Catholic Charities Alcohol Outpatient Treatment Center in Bridgehampton; in addition to group homes.

b. Prospects for the Future

With regard to retirement housing and facilities, Southampton’s fastest growing age groups in the 1980s have been 35-44 and 75+ cohorts. This creates an immediate increase in the demand for housing and services that address the needs of the oldest citizens; and fifteen years out, when the baby boom generation start to retire, a vast increase in the demand for housing that addresses the needs of the comparatively young elderly. In addition, Southampton offers many of the amenities that seniors seek as their place of retirement: the beach of course, but also private and public transportation to family and friends in New York City, as well as rich local amenities such as the recreational, shopping and cultural facilities discussed earlier.

Typically, the various types of specialized services housing and facilities cited above have been slow to gain in initial acceptance. But once, and where, they have gained acceptance, these developments have achieved overall market penetration of 10 percent and more of the 65 and older income-eligible market (although the 75+ cohort represents the core of the market). Southampton's housing and facilities should do somewhat better than those in most other rural settings, however, since they can seek to attract substantial numbers of nonresident, elderly persons who have grown accustomed to visiting the South Fork, usually as second-home residents or as house guests of residents.

Despite the apparent demand for independent living facilities, the prospects for retirement housing development should be tempered by two factors. The first involves occupancy cycles. The initial resident populations tend to occupy a common age bracket. As this initial block of residents ages, the project can find it difficult to attract younger, more independent residents to live in a community of older, relatively dependent residents. Such difficulties often require congregate facilities to restructure their programs and/or undertake significant renovations or other changes. These risks help explain why there are few CCRCs (and CCRC developers) relative to the latent demand.

A second note of caution has to do with Southampton's physical attributes. While there is no standard acreage requirement—mid-rise, single-story and other layouts have all been successful in various surroundings—most facilities require a large number of housing units/beds to achieve economies of scale or concentrations/densities of development to efficiently provide services, or both. They generate worker as well as resident traffic, yet often seek locations next to recreational amenities such as the beach or golf. Given a number of conditions, such as the Town's infrastructure and its need to

protect its open spaces and rural character, such developments will be hard to site in Southampton.

With regard to health services, national forecasts prepared by the U.S. Bureau of Labor Statistics project that, from 1992 to 2005, home health aide jobs are expected to increase by 138 percent, the largest percentage increase among service sector groups; and jobs for personal/home care aides, therapists and medical assistants will also rank among the ten leading growth areas. New jobs for registered nurses are forecasted at a 42 percent growth rate.

The Long Island economy shows similar patterns of job growth. Between 1986 and 1991, the health services sector of the economy generated grew by 20,700 jobs, more than twice the figure for any other industry (educational services ranked second, with growth of 8,100 jobs). According to the New York State Department of Labor, this job growth should continue, driven by the needs of Long Island's aging population.

Southampton's growing elderly population should therefore generate additional jobs in the health care services sector. Southampton Hospital offers 194 private and semi-private beds. Its 46 percent 1993 occupancy rate, however, is substantially lower than any other of the 35 largest hospitals on Long Island, which generally maintain occupancies ranging from 70 percent to 100 percent. Thus, it does not appear that there is any demand for new or expanded hospital facilities as such. Southampton Hospital, Central Suffolk Hospital (in Riverhead) and Eastern Long Island Hospital (in Greenport) have established a consolidated health care network, dubbed the Peconic Health Corporation. This consolidation further obviates the need for more in-patient facilities.

Instead, new jobs are more likely to develop in decentralized health centers and the home health care industry. The latter will also be promoted by the market resistance usually encountered by retirement housing facilities in entering affluent markets such as Southampton. While independent living retirement facilities are usually targeted to a relatively affluent market, the highly affluent elderly have tended to show greater than normal resistance to these types of housing options. In general, these persons prefer to remain in their own homes and pay for home services until health care needs necessitate relocations to nursing homes.

3. OVERALL ISSUES

Most of the opportunities and recommendations presented above deal with specific economic sectors. There are, however, issues that cut across all sectors. In general, they have to do with creating a regulatory, tax and business environment that entrepreneurs, developers and corporations consider “business friendly.”

There are four key ways in which the business environment of Southampton can be strengthened, while still maintaining Southampton’s environmental and other assets. These are: (1) to provide greater predictability with regard to development and environmental review processes; (2) to make financial and regulatory incentives available to targeted sites and sectors; (3) to provide greater opportunity for existing uses to be brought into greater compliance with zoning and environmental regulations; and (4) to enhance inter-municipal and public/private cooperation on economic development, in a manner that also fosters greater business/developer and resident/civic community trust.

3.1 Predictability

a. Current Conditions

Any development proposal and many existing uses in Southampton are required to comply with a variety of regulatory reviews and stipulations. The relevant reviewing agencies can include:

- Town Planning Board
- Town Architectural Review Board
- Town Zoning Board of Appeals
- Trustees of the Freeholders and Commonality of the Town of Southampton
- Various agencies for State Environmental Quality Review Act (SEQRA)
- County Department of Planning
- County Department of Transportation
- County Department of Health
- Central Pine Barrens Commission
- State Department of Environmental Conservation
- State Department of Transportation
- State Department of State
- State Historic Preservation Office
- U.S. Army Corps of Engineers

Most of the time, only two or three agencies are engaged in significant reviews (e.g., for a small housing subdivision, the Town Planning Board and County Health Department).

However, a good many of the agencies are particularly

concerned with open space conservation and water quality—and proposals with potential impacts on these resources are therefore generally subject to extensive reviews.

b. Prospects for the Future

Southampton's regulatory framework must evolve in response to ever more complex problems and issues. Development pressure is likely to continue and be proposed for more problematical sites, including sites that have environmental constraints; are already devoted to other uses; or are perceived as open space. Environmental, landscape and historic preservation will continue to be a concern. And local residents and civic groups will become more critical of each and every proposal.

Not only will the Town regulations evolve, but so will County, State and federal regulations. For example, the County Health Department (in its review of proposals with regard to sewage), the State Department of Environmental Conservation (in its review of development along and near wetlands), the State Department of Transportation (in its review of development along State roadways), U.S. Army Corps of Engineers and U.S. Environmental Protection Agency (in their review of development along waterways) all have regulations that are not only often more stringent than those of the Town, but which are evolving in response to regional or national trends that may or may not be directly relevant to Southampton.

3.2 Incentives

a. Current Conditions

Real estate tax abatements are a well established way of promoting strategic and sustainable types of development. To be sure, real estate taxes are a small part of a typical business's

expense profile. But real estate taxes can be a factor in determining specific site location and business expansion decisions, especially where there is a choice between low- and high-tax sites in the same general vicinity.

Most real estate tax abatements are graduated. For example, they typically provide a 100 percent tax abatement on all improvements, diminishing by 5 percent a year over 20 years, or 10 percent a year over 10 years, as the case may be. Note that the base tax (before improvements) remains constant. The rationale is that the real estate tax abatement will have provided an incentive for improvements, with no loss of tax revenue for the taxing authorities.

The difficulty in employing real estate tax abatements in Southampton and Long Island in general is the multiplicity of taxing authorities, which include the County, Town, School Districts, Library Districts, and Fire Districts. Furthermore, the largest tax levied relates to School Districts.

b. Prospects for the Future

The downsizing of Grumman and the overall economic recession have provided added clarity and purpose to economic development planning in Suffolk County and its municipalities. The timing would appear to be propitious to adopt a real estate tax abatement program.

Indeed, Suffolk County, working in cooperation with the municipalities and school districts, proposes an Industrial & Commercial Incentive Board (ICIB), to target property tax abatements to key industries and commercial uses (under Chapter 305 of the New York State Laws of 1994).

3.3 Non-Conforming Uses

a. Existing Conditions

Dispersed throughout the town are “pre-existing, non-conforming uses”—i.e., uses that pre-date the land use regulations that bear on them; bars, restaurants and automotive uses in residential districts are the most notable pre-existing non-conforming uses. In addition, there are other uses that too often defy environmental, outdoor storage or other regulations; industrial, construction and sand-mining operations are the most notable of these uses. But it should be remembered that the vast majority of non-conforming uses are in fact houses that may not comply with lot area or setback requirements.

Most of the non-conforming uses are fairly benign, at least in terms of the public’s perception of them. But other non-conforming uses generate undue traffic, noise, truck deliveries, pollution, or unsightly development—diminishing the value and enjoyment of neighboring (and usually residential) uses. To a great extent, the nuisance created by these non-conforming uses colors the public’s attitude toward new industrial and other types of non-residential development in their communities.

b. Prospects for the Future

The problem of non-conforming uses will probably become more acute over time. This is mainly due to the fact that more of the town is being developed, bringing incompatible uses into closer proximity with residential areas.

The nuisance caused by non-conforming uses is not a problem that is easily dealt with. State law allows pre-existing, non-conforming uses to remain and expand. The enabling legislation and case-law for “amortization” laws calling for the gradual removal of non-conforming uses is limited—primarily to signage and to very defined uses such as adult entertainment.

It should be remembered that many of the non-conforming uses pre-date the residential uses that now surround them. Many of these uses are necessary to the local economy, however much of a nuisance they are to their immediate neighbors. Finally, draconian rules regarding non-conforming uses would apply as well to non-conforming residences.

IMPLEMENTATION STRATEGIES

1. THE RESORT ECONOMY

1.1 The Second-Home Sectors

On the one hand, the robust second-home economy fuels the construction, landscaping, retail, recreational and cultural industries. On the other hand, second-home development can reduce the Town's open space and diminish the rural landscape and image from which the second-home economy derives much of its value. Likewise, on the one hand, the growing trend toward conversion to year-round residences can create a multiplier effect in terms of local spending and spin-off. On the other hand, it can shift the balance between second-home sector from a "base" industry to a significant source of demand for local services, such as schools, libraries, etc.

The following recommendations are therefore made with thought to maximizing the economic benefits of the second-home sector, while minimizing the downside of unbridled development or conversions.

1. The Town of Southampton should put a priority on maintaining the sense of privacy, quietude and visual beauty of all of its hamlets, especially those that set the resort image of the Town. This would include a great many of the actions recommended elsewhere in the Comprehensive Plan.
2. The Town should put a priority on maintaining open space and vistas, particularly from arterials and at hamlet and village gateways. This would again include a great

many actions recommended elsewhere in this plan, including those to: acquire and preserve agricultural land, focus design reviews on commercial uses and scenic corridors, and put a priority on channeling commercial development to hamlet and village centers.

3. The Town should seek to bolster activities and institutions that reinforce Southampton's special sense of community. This would include recreation and community facilities.
4. The Town should promote development that contributes to the Town's exclusive image. Thus, inns and conference centers are preferred to franchise motels, specialty stores are preferred to chain stores, historic restoration is preferred to demolition/new construction, local historic and cultural attractions are preferred to major new tourist attractions, etc. Zoning and regulatory policy cannot easily discriminate between uses by such nuances; but the Town can influence what type of development takes place through its special exception, site plan, subdivision, Planned Development District, and other discretionary reviews and approvals.

For the most part, second-home development is a market-driven activity that cannot be directly promoted by public action. Indirectly, though, such development is bolstered by any action that improves Southampton's image and amenities—such as open space and scenic conservation and recreational amenities. Thus the recommendations indicated above are less implementation strategies than general policies. Their intent is to frame the Town's perspective on the types of business development that is most likely to preserve and enhance the

resort (as distinct from the “tourism” and “service”) economy of the town.

☑ ACTION ITEM

- 1 PUT PRIORITY ON MAINTAINING AND ENHANCING SCENIC, NATURAL AND OPEN SPACE : RESOURCES; CULTURAL AND HISTORIC AMENITIES; AND UNIQUE AND HOME-GROWN SMALL BUSINESSES THAT BOLSTER THE TOWN’S RESORT IMAGE.

1.2 Sustainable Resort Economy

There are two ways in which to promote the resort economy, and yet protect Southampton’s resort industry from overdevelopment. The first is at once topical and temporal: focus on attractions that are true to Southampton’s intrinsic rural and historic character, and do not aggravate summer peaks. Low-key historic, cultural and recreation attractions with shoulder season appeal would enable Southampton to extend its profitable visitation season without contributing to peak season congestion problems or eroding the local character and landscape that attract second-home owners.

The second is geographic: put more effort into promoting visitor attractions in those parts of Town where there is the greatest need for resort related development and/or the greatest ability to absorb the demand of the resort economy without detriment to the physical or social environment. Specifically, the western part of town has the greatest need for this type of development—generally exhibiting the highest tax rates and a greater trend toward conversion of second homes to year-round residences. The western part of town also has better highway

access, and is thus at least marginally better able to absorb additional visitation.

The recommendations enumerated below focus on promoting low-key shoulder season tourism and scaling tourism to the needs and capacities of different parts of town.

1. The Town, Villages and private sector (including business and philanthropic organizations) should *not* promote tourist activities that appeal mainly to day-trippers. For example, large-scale rock and roll concert programs and food festivals would bring a great many day-trippers to the Hamptons, but would not enhance the community’s reputation as an exclusive resort.
2. The Town, Villages and private sector should promote activities that have a shoulder season appeal. Published material should, for example, emphasize shoulder season—not summertime—activities. One idea, for example, would be to publish an annual map and guide to farmstands, highlight early and late season crops.
3. The State of New York, Suffolk County and local municipalities should join together to build travel information centers that relate to Southampton’s rural and historic qualities. One example might be a visitor center highlighting “ecotourism”—including hiking, bicycling, boating, fishing and recreational activities that are enjoyed in fall and spring, as well as in summer. This visitor center could specifically double as a Pine Barrens interpretive center; if it were located at the south end of Route 111 or at the Gabreski Airport (near Westhampton Beach). Another example might be a visitor center highlighting “heritage tourism”—including historic, cultural and scenic resources; this visitors center could specifically double as a maritime or

historical theme museum; suitable locations include the Shinnecock Canal or along the Peconic River near the Flanders/Riverside Circle. Clearly, the visitor centers must be built where they can intercept visitors; all of the sites indicated above are convenient to the Long Island Expressway and/or Sunrise Highway, in the western half of town.

4. Visitors are also very dependent on signage; and over time a number of signs could be provided that direct these visitors to hamlet/village centers, train stations, and oceanfront parks (rather than the smaller, more neighborhood-oriented beach access points). The signage should be designed mindful of the image created for the general population.
5. Seasonal residents and visitors are the principal users of the Long Island Railroad (LIRR). Each train station could have an interpretive map, highlighting the scenic, historic and cultural resources in its vicinity. Many of the stations could also have public rest rooms, remote parking, bicycle rentals, indicated bicycle routes to the beach, and other such amenities. This recommendation would require zoning actions to allow mixed uses at the train stations, as well as Requests for Proposals for small businesses to provide the amenities in connection with small-scale dining and retail services at the train stations.
6. Train service could be used to reduce summer congestion. The Metropolitan Transit Authority (MTA)—the parent corporation of the LIRR—should consider the feasibility of a train shuttle service from Speonk eastward. The train shuttle could double as a visitor attraction.

Four further sets of recommendations are discussed in this chapter, as each has its own complexities worthy of elaboration. These are as follows:

- Encourage the development of small, low-impact overnight accommodations such as B&Bs and conference centers.
- Promote additional cultural and historic attractions to reinforce Southampton’s resort qualities without aggravating peak summer visitation.
- Promote non-beach-related recreational amenities for Southampton’s shoulder seasons.
- Promote the maritime industry, which enhances the Town’s recreational resources and (like agriculture) its scenery.

All of the recommendations indicated above require a different mindset. Typically, the strategy is to “lead” with an area’s primary amenity; in Southampton’s case this would be the beach, and would result in more summer traffic. Instead, the principal effort will be to promote the area’s low-key attractions and shoulder seasons. For this strategy to work, the South Fork’s municipalities and various business associations will need to band together, not just on specific projects (as they successfully did for the U.S. Golf Open), but on a shared vision and direction.

ACTION ITEMS

- ① **MANAGE ACTIVITIES THAT HAVE A SHOULDER SEASON APPEAL, AND GENERALLY DISCOURAGE THOSE THAT HAVE DAY-TRIPPER AND SUMMERTIME APPEAL.**

- ② PUBLISH AN ANNUAL MAP AND GUIDE TO FARMSTANDS.
- ③ PROVIDE SIGNAGE DIRECTING VISITORS TO HAMLET/VILLAGE CENTERS, TRAIN STATIONS AND OCEANFRONT PARKS.
- ④ PROVIDE INTERPRETIVE SIGNAGE, PUBLIC RESTROOMS, BICYCLE RENTALS, AND OTHER SUCH AMENITIES AT THE TRAIN STATIONS.
- ⑤ ENCOURAGE THE MTA/LIRR TO EXPLORE ALTERNATIVE RAIL SERVICE, SPEONK WESTWARD.

1.3 Overnight Accommodations

Not only do smaller overnight accommodations make more market sense than large facilities, they also make more sense from a policy perspective.

- B&Bs and inns can provide additional revenue to restore and maintain historic buildings.
- B&Bs can be associated with “farm vacations” to provide supplemental income to preserve the Town’s agricultural resources.
- Conference activity is strongest on fall weekdays, and would not exacerbate peak congestion.
- B&Bs, inns and especially small-scale conference centers would provide places for meetings and putting up business guests of local business people and “telecommuters.”
- B&Bs, conference centers and inns in particular often enjoy a reputation disproportionate to their size. Thus

Southampton’s reputation as an exclusive destination could be bolstered, without a burdensome increase in the aggregate number of rooms.

- Health code and environmental conditions forestall larger facilities, except under extraordinary conditions that are not now foreseen.

Small-scale overnight accommodations should therefore be promoted, as per the recommendations presented below.

1. The Town, other local municipalities and local business associations (including the LICVB) should work together to promote interest in a small-scale conference center. Some of the sites suggested for consideration for a small-scale conference center include Gabreski Airport, Southampton College, Suffolk Community College, Bayberry Land in Sebonac, and Lewis Road in East Quogue. To the extent practicable, the Town should promote this development in its western half, which is served by highways.
2. The Town should also explore means of allowing the necessary intensity of development to sustain small-scale conference centers, inns, or other overnight accommodations larger than B&Bs. The zoning limitation of four rooms per acre (§330-140 and §330-141) is hardly a constraint in comparison to County Health Department regulations. But in both regards, the Town should employ the PDD zoning (*Article XXVI*) designation and other zoning tools to enable existing and proposed motel/conference center uses to acquire Transfer of Development Rights (TDR) “credits” from the Pine Barrens Core Area in the western half of town, and from agricultural land in the eastern half of town.

3. The Town should continue to broaden the circumstances under which B&Bs are allowed. At present, B&Bs are allowed on a year-to-year basis (by permit filed with the Building and Zoning Division) in single-family and two-family houses in any zoning district (*Article XXIII*); the zoning stipulates a room maximum and other standards intended to reduce the impacts on adjoining residences. The Town should consider similarly allowing B&Bs by special exception above stores and restaurants in all of the business districts, except Shopping Center Business (§330-33). In business districts, it may be useful to allow more than 5 rooms, perhaps in conjunction with acquisition of TDR credits. It would certainly be necessary to substitute the current owner-in-residence requirement with a stipulation that the owner or operator of the B&B must also be the occupant of any business operating on the same premises, so as to maintain equivalent levels of supervision. This liberalization of the B&B regulations would allow small-scale inns and “boatels.”
4. Published material could also be used to promote B&Bs and other small-scale operations that cannot otherwise afford advertising, but which also absorb the demand otherwise directed to inappropriate large scale facilities. There are no comprehensive listings of B&Bs at this time.

Overall, an increased inventory of small-scale overnight accommodations should provide attractive lodging options for visitors, but still in keeping with the low-key, rural and prestigious character of Southampton. The accommodations would be less significant for the number of visitors that they could accommodate than for the amenities that they would provide.

ACTION ITEMS

- ❶ IN COOPERATION WITH OTHER LOCAL MUNICIPALITIES AND BUSINESS COMMUNITY, PROMOTE A SMALL-SCALE CONFERENCE CENTER AT A SUITABLE SITE.
- ❷ EMPLOY PDD ZONING (ARTICLE XXVI) AND OTHER ZONING TOOLS TO ENABLE OVERNIGHT ACCOMMODATIONS TO ACQUIRE TDR/PBC CREDITS.
- ❸ ALLOW B&Bs BY SPECIAL EXCEPTION ABOVE STORES AND RESTAURANTS IN MOST BUSINESS DISTRICTS (§330-33).
- ❹ PUBLISH A COMPREHENSIVE LISTING OF LOCAL OVERNIGHT ACCOMMODATIONS, INCLUDING B&Bs.

1.4 Historical, Cultural and Scenic Attractions

In Southampton, architecture, scenery, history and the arts are in fact key to the vitality of the town as a resort. They provide the scenic backdrop makes Southampton attractive to visit and keep a second home in. They make Southampton inviting in seasons other than summer. Finally, they reinforce the prestigious image of Southampton.

Strategies for preserving Southampton’s architectural, scenic and historic resources are discussed at length in separate chapters. Strategies for enhancing the economic benefit of these resources are provided below, along with strategies for enhancing the Town’s cultural resources.

1. The Town should prepare detailed land use, development and scenic/urban design plans for one of its key scenic attractions: the Shinnecock Canal. This

plan should include improved promenades; County Park improvements; marina, restaurant and maritime based retail redevelopment; a potential visitor center and maritime museum; and enhancement of this area's rural and residential qualities, as well as its natural environment. The Town's Maritime Planned Development District (MPD) provides the best way to provide the necessary flexibility and safeguards (*Article XXVI*). Mixed-use zoning may have applicability for sites now zoned or used for commercial uses.

2. The State of New York is now considering legislation that would create and fund heritage areas, modeled on the National Heritage Corridor Program. The Town should join with its neighbors to promote this concept, as a way of linking historic and cultural resources in order to spur resident and visitor appreciation of the Town's historic character. In other states, such as Massachusetts, heritage corridor/area designations and plans have induced significant reinvestment.
3. The Town should continue to promote historic and scenic preservation and support—in general—the efforts of the town's many historical associations, societies, and museums.
4. South Fork municipalities and non-profit entities should join together to better promote the area's historical resources by creating a small publication (with map) and perhaps an Internet listing which would provide information on all historical museums in town, and a listing of walking tours through any of the historically significant neighborhoods. The educational and tourism impact of these resources would be enhanced by linking them together in one presentation.
5. The Town should also consider promoting interest in contemporary architecture, landscaping and decorative arts museum or programs. An abundance of superb modern architecture is found within Southampton and East Hampton; the Town is also famous for the quality of its gardens and interiors. A great many crafts people and fabric and fashion designers reside in the Town as well. The museum or programs could feature current and recent work by local designers and architects. The museum or programs would prove to be a major draw for well-educated middle- and upper-income residents and visitors—especially considering the significant number of architectural and design schools and firms in nearby New York City. Any such museum is best located where it can create a positive spin-off; potential sites include the Long Island University campus (where it could be linked to curriculum programs), or Westhampton Beach (where it could bolster the patronage and image of the village stores).
6. The Town should endeavor to make the arts more visible. For example, the MTA has a nationally acclaimed "Arts in Transit" program. The MTA should be approached about providing public art at the Town's train stations, especially in connection with any station or platform reconstructions.
7. The Town should continue to be receptive to proposals that enable local artists to work and flourish in Southampton. For example, the Town Board recently employed the *Quasi-Public Service Use District Article XXII* to approve stage director and artist Robert Wilson's proposed studio, study center, 16-artist residency and personal residence.

8. The Town could also endeavor to increase the economic benefit of arts-related activities. This could include promoting arts events during the shoulder and winter seasons—the Hamptons Film Festival in fall, for instance. This could also include siting any new arts facilities in hamlet and village centers, where they can create spin-off benefits in terms of sales at local stores and eateries, as well as bolster the image of the centers.
9. Given the importance of the arts to Southampton, the Town could play a collaborative role by bringing together arts groups and others to discuss ways of giving them access to the specialized facilities they need. These arts groups do not necessarily need one grand performance space; access to smaller, localized facilities would also accommodate their activities, for instance using local school and library auditoriums.
10. The “arts collaborative” would also provide a vehicle to discuss initiatives that go beyond the resources of any one institution. These could include, for instance, hosting a summer concert by the New York Philharmonic at the airport, planning the architecture/decorative arts/landscaping museum or programs alluded to above, and maybe preparing an area-wide heritage and arts plan.²²
11. The Town, Villages and chambers of commerce should consider creating a part-time position of a cultural ombudsman. The ombudsman could help facilitate cooperation between institutions, such as on joint

²² Many of the arts groups in town already do a fine job of promoting their activities through the publication of cultural event notices in the *Southampton Press*; and the directors of many of the area’s smaller museums already meet to discuss joint fund raising, marketing and programming.

marketing and the use of performing spaces by performing arts groups. The ombudsman could also promote cultural use of retail stores, hotels and restaurants that curtail their operations in winter and spring.

In general, the strategies indicated above seek to better utilize existing architectural, scenic, historical and cultural attractions; the exceptions (the two visitor centers, maritime museum, and architecture museum) are all small-scale facilities that build on existing resources rather than seeking to create a new dynamic in terms of the Town’s attractions.

ACTION ITEMS

- ❶ ADOPT A PDD PLAN FOR THE SHINNECOCK CANAL.
- ❷ ADOPT A PDP PLAN FOR GABRESKI AIRPORT.
- ❸ IN COOPERATION WITH OTHER LOCAL MUNICIPALITIES AND BUSINESS COMMUNITY, EXPLORE HERITAGE AREA LINKAGES OF SMALL-SCALE ATTRACTIONS, STARTING WITH COMMON PUBLICATIONS AND INTERNET LISTING.
- ❹ EXPLORE ARCHITECTURE, LANDSCAPE AND INTERIOR DESIGN MUSEUM OR PROGRAM.
- ❺ REMAIN RESPONSIVE TO AND PROACTIVE ABOUT HIGHLIGHTING THE WORK OF LOCAL ARTISTS.
- ❻ PROMOTE AN ARTS COLLABORATIVE AMONG ARTS AND PERFORMANCE

GROUPS, PERHAPS STAFFED BY A CULTURAL OMBUDSMAN PAID FOR BY THE TOWN AND CHAMBERS OF COMMERCE.

1.5 Recreation

Overall, the Town should clearly promote greater opportunities for recreation in those forms of recreation that bolster the Town's resort economy. However, the opportunities and specific strategies vary somewhat by type of recreation, as explained below.

Beach: The critical planning issue facing public enjoyment of Southampton's beaches has to do with public access. The challenge is how to improve beach access without significantly expanding beach parking lots or otherwise encroaching on the privacy of the residential areas and the beauty of the open spaces adjoining the beaches. This puts an economic dimension on what is generally treated as an equity or privacy issue. It is essential that the beaches be maintained, and maintained as a public resource if all of Southampton is to maintain its most important economic amenity; but it is equally essential that the public enjoyment of the beaches not undermine the privacy and prestige of the adjoining residential areas.

1. The Town should explore a small-scale shuttle /jitney service connecting the beach to nearby train stations, hamlet and village centers, and remote parking lots such as at public schools. Priority should be placed on a shuttle service in Hampton Bays—where the Town's largest oceanfront public parks are located, and where the train station is located in a hamlet center in need of commercial revitalization.
2. The Town should also place a priority on bicycle routes leading to beach access points, bicycle routes

connecting the beach with train stations and remote parking lots, and bicycle racks and maps at the beach access points.

3. The Town's Beach Committee should continue to meet to discuss how public access and targeted parking and access improvements are best carried out, mindful of the considerations indicated above.

Hiking, Bicycling and Boating: The principal challenge for hiking and bicycling in Southampton is to create a network of trails and bicycle routes that is ubiquitous, predictable, safe and well-known. Similarly, for boating, the principal challenge is to provide boat launch areas and boat rental facilities, as well as information on where it is legal and safe to boat. Together, these forms of passive recreation can promote Southampton's image for "eco-tourism."

1. As discussed in the Greenways chapter, the Town should combine existing parks, open space acquisitions, and right-of-way easements to create a network of long-distance trails.
2. As discussed in the Transportation chapter, the Town should gradually create a network of bicycle routes, mostly utilizing the shoulder of existing streets. Over time, the Town could attain the same image as a "bicycle friendly" resort as enjoyed by Nantucket and Block Island.
3. The Town should enhance public boat launch locations, including those that serve canoes and kayaks. Appropriate enhancements include small parking areas, signage at the site and directional signage from nearby

arterials and streets. Canoe/kayak concessions should also be considered where appropriate.²³

4. The Town, County and State should explore the development of a network of marine preservation zones and sanctuary areas. A formal and enhanced network would help enhance sailing, canoeing, and kayaking; it could even enhance snorkeling, sport diving and underwater photography.

Golf: There are two seemingly contradictory challenges with regard to golf. The first is to provide appropriate opportunities for golf course construction. The second is to assure that Southampton's environment and particularly its groundwater are fully protected.

1. Additional golf courses should be permitted in the Town, but at appropriate, non-environmentally sensitive sites and specifically in connection with area-wide plans (i.e., Planned Development Districts) in which complete assurances are provided with regard to their environmental impacts. PDD is also appropriate since it allows a mix of uses, and private golf courses are often tied to conference centers, housing, and other types of development that derive added value from association with golf amenities. Finally, the number of golf holes (site coverage, site clearance, or total acres) could be tied to TDR credit purchases.
2. The Town should require all future golf courses to prepare "integrated pest management and water quality maintenance plans," in which natural vegetation is

²³ For example, a canoe/kayak concession would be appropriately sited on an expanded County park at the northwest portion of the Flanders/Riverhead Circle, or at the County park next to the Shinnecock Canal.

preferred, pesticides precluded or used as a last resort, and there is constant groundwater monitoring. This can be done in the context of PDD plans. Clearly, the siting/ management/maintenance plans should be proportionate to the sensitivity of the land involved, with particularly stringent plans required of any existing golf course located in the aquifer protection area.²⁴

Other Types of Recreation: Most other types of recreation—tennis, equine, etc.—are profitable or popular with the affluent; are compatible with agricultural uses (equine) or take up little amounts of land (tennis); and are likely to be satisfied through private enterprise or largesse. Town regulations can, however, assure that these uses are not just promoted, but promoted in a manner that is compatible with overall land use policy. The Town should also be prepared to intervene in order to create public swimming pools and other types of recreation that the private sector will not create "but for" the Town's active participation.

1. The Town should encourage private and public recreation facilities to locate in and close to hamlet and village centers, both to cut down on trips between these facilities and nearby services and stores, and to enhance the image of the centers. The Water Mill Community Club in Water Mill provides an example of how recreation facilities can be hamlet/village center amenities.

²⁴ Model regulations now being prepared by the Suffolk County Water Authority should be employed in the management/maintenance plans, as well. County officials report that the Atlantic Golf Club in Bridgehampton—which has adopted water protection guidelines—demonstrates the ability to implement water quality maintenance plans such as those proposed herein. Source: Suffolk County Planning Department.

2. The Town should add tennis centers to its list of Special Exception Uses (*Article XVII*), with appropriate safeguards, especially with regard to the construction of permanent or temporary tennis bubbles.
3. The Town is currently pursuing a public/private partnership for the construction of a multi-purpose recreation center featuring an indoor swimming pool. This project should remain a high priority.
4. The Town should encourage bridle trails and related facilities, (refer to the Agriculture and the Greenways and Open Space chapters).

The recommendations indicated above seek to tap market forces to create an unprecedented variety of recreational facilities in the town, but with assurances that these facilities do not have significant negative land use or environmental impacts.

ACTION ITEMS

- ❶ EXPLORE BEACH SHUTTLES TO AND FROM TRAIN STATIONS AND HAMLET CENTERS, STARTING WITH HAMPTON BAYS.
- ❷ CREATE A NETWORK OF WALKING AND BICYCLING ROUTES, HIGHLIGHTING BEACH ACCESS.
- ❸ UPGRADE PUBLIC BOAT LAUNCH LOCATIONS AND EXPLORE A NETWORK OF MARINE PRESERVATION ZONES AND SANCTUARIES.
- ❹ CAREFULLY PLAN FOR THE EXPANSION OF GOLFING IN THE TOWN, UTILIZING PDD ZONING AND REQUIRING INTEGRATED PEST

MANAGEMENT AND WATER QUALITY MANAGEMENT WHERE APPROPRIATE.

- ❺ PROMOTE PRIVATE AND PUBLIC RECREATION NEAR HAMLET AND VILLAGE CENTERS.
- ❻ ALLOW TENNIS CENTERS BY SPECIAL EXCEPTION (ARTICLE XVII).
- ❼ CONTINUE TO PLACE A PRIORITY ON A PUBLIC/PRIVATE PARTNERSHIP TO CREATE A MULTI-PURPOSE RECREATION CENTER.

1.6 Marinas

Marina operations provide a number of advantages for Southampton. First, they generate employees and tax revenues. Second, they provide water recreation for residents and visitors. Third, they preserve the community's historic maritime identity, enhance waterfront views, and contribute to the community's current resort identity.²⁵

1. The Town should utilize zoning to provide a measure of protection to marinas from conversion to other land uses. For instance, the Town should altogether prohibit floating structures, including houseboats, not just in Tidal Wetlands (§330-40). Requests to re-develop or re-zone marinas to residential uses should be viewed skeptically.
2. The Town's parking requirements (at 0.5 cars per slip for marinas without boat yards, 1.5 cars per boat slip for marinas with boat yards, plus for both, 1 car per

²⁵ Note: The Town's fishing industry is the topic of a separate analysis and set of recommendations. Refer to Land Ethics, *Southampton Tomorrow: Agriculture & Fisheries*, 1996.

employee) appear to be too stringent for full-service marinas, and eat up land that might otherwise be used for boat yard or buffer. This is especially a problem for the smaller marinas. The Town should revisit these parking ratios. Comparables would seem to point to 0.5 to 0.75 cars per boat slip plus 1 car per employee (§330-94).

3. Often, marinas function as social and recreational clubs as well as marine facilities. The Town should adjust the list of accessory uses for marinas accordingly to allow, for example, swimming pools, small snack bars, small-scale marina supply stores, with appropriate environmental and use safeguards, including that such facilities will not be used by the general public (§330-137).
4. The Town should seek preferential real estate tax treatment for marina operations. For example, the Town could lobby the State for use value assessments, like those available to help protect farmland in the state. The Town should also seek Industrial and Commercial Incentive Board Program (ICIB) benefits (discussed later in this report) either to the marine industry in general, or to areas like the Shinnecock Canal where there is a concentration of marinas. The ICIB benefits should be particularly useful as a way of easing the financial cost of pump-out stations and other investments necessary to improve water quality and reduce local sources of pollution. The availability of incentives should in fact be tied to compliance with environmental objectives, including—for example—that toxic wastes generated will be contained and removed from the premises for proper disposal, pump out stations for boat sewage, environmentally sound fueling

procedures, no discharge, and no use of boats as living quarters.

5. The Town should lend other forms of support to marina operators seeking to make improvements that would reduce the amount of pollution generated by boat cleaning, discharge and other activities. For instance, the Town could provide technical assistance with regard to environmental and water navigation regulations. The County should be enjoined to create a “one-stop-shop” permit and review process, as recommended by the East End Economic & Environmental Task Force of Long Island.²⁶
6. Wherever practical and appropriate, marina expansion should be accommodated by providing additional moorings rather than additional dockage.

The ups and downs of the maritime business are beyond government protection. However, the Town can help to create a land use pattern that makes it less likely that marinas will be supplanted, and can provide incentives and technical assistance to better enable marinas to meet environmental regulations.

ACTION ITEMS

- ❶ PROHIBIT FLOATING STRUCTURES TO PROTECT MARINAS FROM CONVERSIONS (§330-40).
- ❷ REDUCE THE CURRENT STRINGENT PARKING REQUIREMENTS FOR MARINAS (§330-94).

²⁶ Source: East End Economic & Environmental Task Force of Long Island, *Blueprint for Our Future*, Recommendation #30, 1994.

- ③ ALLOW ACCESSORY SWIMMING POOLS, SNACK BARS, MARINA SUPPLY STORES, MEETING ROOMS AT MARINAS (§330-137).
- ④ LOBBY THE STATE FOR USE VALUE ASSESSMENTS FOR MARINAS.
- ⑤ SEEK ICIB BENEFITS FOR SHINNECOCK CANAL AREA, GABRESKI AIRPORT, AND ECONOMIC DEVELOPMENT-RELATED PDDs.
- ⑥ PROVIDE TECHNICAL ASSISTANCE ON PERMITS AND REVIEW PROCEDURES.

2. THE YEAR-ROUND ECONOMY

2.1 Niche Industries and Small Businesses

The ability to attract conventional offices and industry to Southampton is limited. Therefore, Southampton should not focus on attracting large corporate operations and plants; rather, the Town should seek to attract and nurture small employers.

This approach not only responds to market forces, it also makes for a sound and sustainable land use policy. Rural economies that rely on small numbers of large employers are highly vulnerable to corporate downsizings and shifts, such as when even lower-cost locales are made available. Moreover, Southampton's economy rests primarily upon resort-related activities, and most types of large-scale industrial and office development are incompatible with the image of a seaside vacation and second-home area.

The alternative approach recommended for Southampton therefore seeks to build a more diverse, stable and sustainable

resort-compatible employment/tax base by nurturing local small businesses, as follows:²⁷

1. There should be an overall recognition of the need to accommodate light industry—particularly the construction industry—at appropriate locations and with adequate environmental and other safeguards. The Town's Planned Industrial Park district provides one means to accomplish this objective (as shall be discussed later). The Planned Development Districts (*Article XXVI*) provide another means. PDDs should especially be considered for sites where transportation improvements, tax incentives and other inducements can be coupled with zoning and TDR/PBC incentives associated with Transfer of Development Rights (TDR) Pine Barrens Credits (PBC). One specific area to consider is Gabreski Airport, as discussed next.
2. At Gabreski Airport, the Town and Suffolk County should jointly pursue plans for a business/light industrial park. The business/light industrial park should be marketed to the full range of businesses seeking to locate in Southampton, including the motion picture industry, back offices and transportation-related companies. The County and Town should also consider

²⁷ Evidence of the potential impact of large-scale industry on the resort economy is provided in a survey of town residents. To quote: "While more than one-third (35%) [of surveyed residents] favor an increase in light industry, 44% favor no change and 19% would like to see a decrease. It is the part-time resident that is most resistant to change, with more than three times as many people voting to leave things as they are vs. those who support an increase in light industry (61% vs. 19%). The lines are more evenly drawn among full-time residents, with 38% favoring an increase and 40% wanting no change." Source: Southampton College Institute for Regional Research, *Attitudes of the Southampton Town Population Toward Various Subjects Addressed by the Master Plan*, August 18, 1995.

- a business incubator facility at the site—contingent, however, on the interest of a sponsoring entity capable of undertaking the necessary marketing and fund raising to offset the usual negative cash flows associated with incubators. Other suggested uses include an intermodal center, conference center, indoor recreational uses, cultural facility, and health facility. Thus the Town and County should prepare a PDD plan for the site that will also provide potential for the transfer of development rights or PBCs.
3. As discussed later, the Town should promote hamlet based office service centers at a variety of locations in the town. The Town should also support any incubators that are appropriately sited and designed.
 4. In Speonk’s existing industrially zoned areas, the Town should promote clean industries and recreational uses compatible with the district’s location in the compatible growth area for the Central Pine Barrens. The Town should prepare a PDD plan for this area, with particular emphasis on recreational uses. If determined to be critical to the promotion of such uses, the Town and the community should consider a new Sunrise Highway exit at Speonk-Riverhead Road; and/or the alignment of Speonk-Riverhead Road with North Phillips Road. The new highway exit might bolster the value of the PDD. The new road alignment would separate industrially used land from adjoining residences. Both improvements would diminish the use of local streets for truck delivery. Given its proximity to the County Road 111 bypass to the Long Island Expressway, the Speonk-Riverhead Road PDD might be among the most valued light industrial, office and recreational sites in the town.
 5. The Town has two underlying light industrial zoning districts: LI-40, allowing one use per 40,000 square feet of lot area; and LI-200, allowing one use per (minimum) 200,000 square foot lot (*Article VII: §330-35A*, and *§330-35B*). The Town should adopt design guidelines, distinguishing between these two districts. The LI-40 zone mainly applies to small sites adjoining major roads or the railroad near hamlet centers; so the design guidelines might pertain to buildings as well as landscaping and buffering.²⁸ The LI-200 zone applies to very large sites, at reduced density; so the key design guidelines might pertain to the views from public roads and buffers with adjoining residential or business districts.
 6. The Town also has an industrial overlay district: Planned Industrial Park (*§330-36*), allowing industrial subdivisions of 5+ acres for LI-40 and 50+ acres for LI-200 parcels, but on lots no bigger than that allowed by the underlying zoning. This provision should be relaxed, to allow greater clustering of uses, in connection, however, with greater exterior buffers.
 7. The list of uses in the Table of Use Regulations (*§330-37*) is extremely long and unnecessarily detailed; a simplification is in order. Currently, most wholesale/warehouse uses are allowed by special

²⁸ Some of the LI-40 zones are along major roads—such as County Road 39 and Speonk-Riverhead Road. Others are in older industrial areas, with small lots, located next to the railroad and near hamlet centers—such as Bridgehampton and Speonk. Many of the recommendations considered for hamlet/business corridor upgrades should therefore be considered for the LI-40 districts. These include promoting shared parking and access/egress, as well as more intensive landscaping. The Town, through the recommendations discussed later under “Non-conforming Uses”, can also promote area-specific “clean-ups” of unsightly industry, in connection with PDD designations and other incentives.

exception, while most industrial/manufacturing uses are permitted outright; instead, all automotive, outdoor storage and industrial/manufacturing uses might be by special exception, as these are more likely to prompt a need for environmental reviews. The Town may want to make the list of uses identical for both districts, except for airport and heliport uses, which should continue to be allowed only in the LI-200 zone. Greater latitude should be provided for the Planning Board to rule with regard to specific industrial/office uses that are not listed (as discussed later).

8. As also discussed later, the Town should work with the County to seek real estate tax incentives that promote targeted businesses at targeted sites. High-tech, new media, small publishing, software and similar companies should be targeted, since they often provide well-paying jobs. The Town should also explore real estate tax incentives to encourage existing uses to become more compliant with zoning and environmental regulations, including the possibility of relocating within town to more suitable sites.

These recommendations are intended to ease the circumstances under which businesses might locate and expand in Southampton, but in a manner that assures that the town's natural environment and view corridors continue to be adequately protected.

ACTION ITEMS

- ① TOGETHER WITH THE COUNTY, PURSUE A BUSINESS/LIGHT INDUSTRIAL PARK (PDD) AT GABRESKI AIRPORT.

- ② PROMOTE RECREATIONAL AND OTHER COMPATIBLE USES IN THE VICINITY OF THE SUNRISE HIGHWAY AND SPEONK-RIVERHEAD ROAD USING PDD ZONING AND IN CONNECTION WITH SAFEGUARDS WITH REGARD TO THE RESIDENTIAL AND ENVIRONMENTAL QUALITY OF THE AREA.
- ③ ADOPT DESIGN GUIDELINES FOR THE LI-40 AND LI-200 ZONES.
- ④ RELAX PLANNED INDUSTRIAL PARK (§330-36) ZONING TO ALLOW GREATER CLUSTERING (WITH BUFFERING) OF INDUSTRIAL USES.

2.2 Home Businesses

The lone eagles will generate some, if limited, job opportunities for local residents. Lone eagles and telecommuters spend more time in town than commuters, and thus will spend more of their money locally as well, particularly on home office supplies, lunch and business-related dining/entertainment, and clothing and other comparison goods typically bought near place of work. Some entrepreneurs and executives may in time move some of their business operations—and jobs—from headquarter offices to Southampton or Suffolk County. And lone eagles and telecommuters bring intangible benefits to the community, such as talent, prestige and creativity. There are therefore significant reasons to promote this trend.

The one proviso has to do with neighborhood character. Home-based businesses should not be allowed to grow to the point where they compromise the rural residential character of Southampton's hamlets and neighborhoods. This might happen if home-based business operations grow to the point

where they generate truck deliveries or vehicle storage, more than a handful of employees, and constant flow of business visitors to what purports to be a residence.

The recommendations presented below therefore seek to promote home businesses, but in a manner that will not prove an unreasonable nuisance to residential neighbors.

1. The Town should promote the creation of hamlet based office service centers. These centers could include the full complement of equipment and service personnel—including copier, modem, fax and computer equipment; conference rooms and teleconferencing rooms; work stations; a business-related reading room; or personnel able to take dictation or provide assistance with computer applications. These centers should be promoted in hamlet and village centers; in any conference center built as a result of earlier recommendations; and in any business incubator built at Gabreski Airport, a local college, or elsewhere. They could also be associated with a non-profit technical association.
2. The Town's regulations with regard to "Home Occupation" and "Home Professional Office" are contained in the Definitions section of the Zoning Ordinance (§330-5). Home Occupations are limited to one-third of the ground floor area of the dwelling. Both Home Occupations and Home Professional Offices are limited in size and prohibited from having any external evidence of the business other than an announcement sign. Both are allowed as of right in most residential districts and by special exception in higher-density residential districts, but prohibited in the higher-density MFPRD and (home professional office, only) SC-44 districts. These regulations are basically sound, but can

be improved in minor ways. Specifically, the Home Occupations regulations could explicitly prohibit announcement signs, bright lighting, employees, noise heard outside of the premises, truck deliveries or medical professions (which tend to generate relatively high visitation). Home Occupations could then be allowed as an accessory use in all residences, irrespective of district. A wider range of Home Professional types of employment could be formulated. Space limitations regarding Home Professional Office vs. residential space, as well as the number of employees, could both be waived for residences in commercial and hamlet commercial/office districts. The sign prohibition and some of the other regulations would obviously not apply for these uses in commercial and hamlet commercial/office districts. (Hamlet Commercial/Office districts are discussed later).

3. The Town should create a separate use definition and set of regulations to deal with home industry, such as plumbers, craft people, etc. These uses often involve truck deliveries, storage of equipment, employees, noise or fumes. These uses should only be allowed by Special Exception.
4. The public and private sectors should explore the issues of, and potential solutions to, the inconsistency of electric power. Power fluctuations are a particular problem for computer-dependent businesses—including most home businesses.

The recommendations provided above seek to enhance some of the services and to ease the circumstances under which lone eagles and telecommuters can live/work in the Town. It should be remembered, however, that the prime site location criterion employed by telecommuters and lone eagles is not highway

access, cost of labor, and other traditional considerations—but rather quality of life. All of the earlier recommendations with regard to preserving the resort and rural quality of the Town therefore apply here as well.

ACTION ITEMS

- ❶ PROMOTE OFFICE SERVICES CENTERS IN HAMLET AND VILLAGE CENTERS AND AT GABRESKI AIRPORT.
- ❷ CLARIFY AND SIMPLIFY “HOME OCCUPATION” AND “HOME PROFESSIONAL OFFICE” REGULATIONS.
- ❸ EXPLORE A SEPARATE “HOME INDUSTRIAL / CRAFT” ZONING USE AND REGULATIONS.

2.3 Health Facilities

Clearly, there is a growing demand for senior facilities and housing as well as for health care that can be captured in Southampton. As important, these uses address the evolving needs of Southampton’s residents. The recommendations below are therefore intended to promote these uses, though in a manner respectful of the Town’s infrastructure and image.

1. The Town should adopt a coherent policy with regard to siting of all but very small multi-family and senior citizen housing, requiring that all such developments must be within one-half mile of hamlet centers (i.e., Village Business districts), with waivers for development that provide free shuttle services to hamlet centers, or are within a short walking distance of major corridors with public transit serving a hamlet center. (§330-25, §330-13)

2. The Town should also ease the Senior Citizen Zone unit size restrictions (§330-15), to allow dens/second bedrooms in all, not just 25 percent, of the units. This would enable developers to respond to the strong market preference for larger units. Appropriate safeguards should continue to be sought to forestall seasonal rentals of the second bedrooms/dens (or of the units in general).
3. Nursing homes are allowed as a special exception use (§330-144) in the lower-density but also the senior citizen housing residential districts (§330-10), as well as the Highway Business and Office districts (§330-33). In order to promote CCRCs, they should be allowed in the Multi-family Planned Residential District (MFPRD). In order to promote reuse of the town’s smaller, obsolescent motels, they should also be allowed in the Motel Business district (MTL). Opportunities to couple the introduction of these uses with TDRs and/or PBC’s should be explored.
4. The new types of congregate care are not presently defined in the zoning ordinance (§330-5), and thus presumably would be treated as senior citizen housing, while in fact they are a less intensive version of a nursing home. A definition for “Congregate Care Housing” should be added, and then allowed, by special exception, in the same districts and with similar safeguards as now required of nursing homes (§330-144) and coupled with TDR and/or PBC’s.
5. The Town’s new Planned Development District zoning (*Article 26*, §330-242 and §330-246) provides opportunity for larger developments, as well as nursing homes. The Town should encourage use of this zoning

to build adequately sized and appropriately sited CCRC housing through TDR and/or PBC's.

6. The Town should also ease the circumstances under which medical offices can be built in Southampton. Medical/dental laboratories, outpatient care facilities and other health services are now prohibited in Village Business (VB) and Shopping Center Business (SCB) districts, and allowed by special exception in Highway Business (HB) and Office District (OD) districts. They should instead be allowed by special exception in all of these districts (§330-33) and possibly subject to TDR and/or or PBC's.
7. To the extent possible, the Town should encourage medical offices and services to locate in village and hamlet centers. This would make these facilities more convenient to seniors and others dependent on public transportation; it would also help to increase patronage of local stores. Hampton Bays and Southampton Village have in particular emerged as the health centers of the west and east halves of the Town respectively. Thus, any future regional facilities should be promoted at one or another of these locales. Planned Development Districts (PDD) may provide a mechanism to properly site and plan for such facilities in conjunction with TDR and/or PBC's.

The senior housing and health service sectors are evolving toward both greater specialization and greater decentralization. The Town's land use regulations need to keep pace with these trends, if this market is to be captured locally and if these services and facilities are to be made available to local residents.

ACTION ITEMS

- ❶ CLARIFY THE SITING REQUIREMENTS FOR SENIOR CITIZEN AND MULTI-FAMILY HOUSING (§330-13 AND §330-25).
- ❷ ALLOW 2-BEDROOM UNITS IN SENIOR CITIZEN HOUSING (§330-15).
- ❸ ALLOW NURSING HOMES IN MFPRD AND MTL DISTRICTS.
- ❹ ADD A DEFINITION OF "CONGREGATE CARE HOUSING" TO THE ZONING ORDINANCE (§330-144).
- ❺ ALLOW MEDICAL SERVICES IN ALL BUSINESS DISTRICTS BY SPECIAL EXCEPTION (§330-33).
- ❻ PROMOTE MEDICAL SERVICES IN HAMLET AND VILLAGE CENTERS, ESPECIALLY HAMPTON BAYS AND SOUTHAMPTON.

2.4 Predictability

The evolving regulatory context for development in Southampton is essential in order to contend with higher expectations with regard to preserving the natural or built environment. But there should be assurances that any added complexity is clearly defined and supported by a rational basis. To a great extent, this should take the form of providing greater predictability, so that developers and property owners can have confidence in the amount of time and likely outcome of the regulatory process.

This outlook was already reflected in many of the recommendations presented earlier. These include the following:

1. Allowing motels to expand beyond 4 rooms per acre, and allowing B&Bs with more than 5 rooms in commercial districts, in connection with purchase of Transfer of Development Rights (TDR) credits, e.g., from the Central Pine Barrens Core Area.
2. Technical assistance and clearing house for marina operators required to comply with environmental regulations.
3. More opportunity within the Town to accommodate arts-related uses, recreational uses, marinas, and home occupations.

At a broader level, the following is also recommended:

1. The Town should simplify its Business and Industrial Use category tables (§330-33 and §330-37, respectively). In general, the list of uses can be simplified. At the present time, all uses not listed are prohibited; this is problematic, since the nuances of land use change with market trends. The ordinance should be revised to provide the Planning Board the discretion to consider the most approximate (by qualitative and quantitative standards, including, in addition to use, traffic, noise and other impacts) use listed.
2. The Town should review its subdivision and site plan review and approval procedures, to determine ways in which to improve the process. There should be four tiers: (1) Planning Board review with public hearing, (2) Planning Board review without public hearing—as already allowed, (3) administrative reviews with a call-up provision for the Planning Board, and (4) administrative reviews without a call-up provision. For example, it should be possible to utilize administrative reviews for certain types of applications and subdivision/site plan

revisions, such as for (1) facade improvements, (2) site plan reviews in connection with the normal constant retenuing of commercial property, and (3) correction of health or building code problems. The last type of review need not involve Planning Board review.

3. The Town's Office District (OD) was created out of the 1970 master plan in order to create a transition area between business and residential districts. It was extensively mapped along major streets adjoining and proximate to hamlet centers, shopping centers, and highway business areas. However, as described earlier, the demand for conventional offices is limited. The OD district should generally be replaced with a new Hamlet Office/Residential District (HO). This district will permit offices and selected retail/service establishments. But unlike the OD district, it should permit 1- and 2-family houses as of right, as well as a mixing of the uses allowed in the district on the same site. The HO district should also have requirements that assure that the residential and commercial uses remain compatible. These could include new floor area and lot coverage standard, limits on the hours of business, night lighting, garbage pickup, and noise and smell generation, as well as requirements that building forms appear residential (pitched roofs, up to 3,000 square foot ground floor area), that front lawns be maintained with parking behind, and that signage and lighting not be large or garish.
4. The Town should consider strengthening the new Planned Development District (PDD) zoning (*Article XXVI*) in several ways. The PDD zoning provides the ability to modify the uses and densities normally allowed by the underlying zoning, in order to create substantial

public amenities, and/ or in connection with TDR credit purchases. These modifications must conform with an area-wide plan that also provides guidelines with regard to design, landscaping, public access, amenities, use, waste water treatment, etc. PDD entails a two-stage review process. First, an area-wide concept plan laying out the range of uses, densities and guidelines approved by the Town Board, acting on the advice of the Planning Board. Second, site-specific plans approved by the Planning Board. The PDD can be any size, and under single or multiple ownership.

The current PDD regulations allow applicants to prepare the PDD concept plan; but the Town should be the author of these plans. PDD plans prepared by the Town can help to create a pipeline for TDR/PBC credit purchases. They can improve the development process, since conceptual plans will be pre-approved, the community will have been involved, and a generic environmental impact statement (GEIS) will have been prepared in most instances allowing site-specific plans to go forward without the need for more than targeted SEQR-related studies. These benefits are especially important for small property owners in prospective PDD areas. The following recommendations therefore seek to strengthen the ability of the Town to use the concept plan to shape development in a large area where there is multiple ownership.

- The requirement for detailed land surveys and preliminary site plans should be shifted to the Planning Board's site-specific plan reviews; instead, there should be a requirement for an ownership survey and land use and circulation plan, with

overall and site-specific design and performance guidelines. (§330-244.B)

- Where the PDD plan was prepared by the Town and at the Town's expense, an application fee should be charged of all subsequent site-specific plans over a certain size, as defined by that PDD plan. The application fee should be structured mindful of the total cost to the Town to prepare the concept plan and related State Environmental Quality Review (SEQR) documents. (Note that new State legislation paves the way by allowing fees in connection with developments that follow GEIS's). The revenue generated by the application fees can be used for future PDD plans.
 - To reassure residents that the PDD will be used with restraint, the Town should continue to identify potential PDD areas in advance (refer, for example, to both the Central Pine Barrens Plans and to the Hamlet Business Centers chapters of this plan). The Town should in particular target sand mines and other nuisance or disturbed sites, where PDDs to allow such uses as recreation may have applicability.
5. The Quasi-Public Service Use District (QPSUD) floating zone (*Article XXII*) allows what is perceived by many to be all manner of uses, just about anywhere in the Town. The Planned Developments District (PDD) provides a means to allow many of the variegated uses encompassed in QPSUD, but in the context of area-wide plans that provide the advance planning consistent with the Comprehensive Plan that will reassure property owners and residents. The list of special exception uses (*Article XVII*) should also be expanded to include a number of well-defined uses that would otherwise find

their way into QPSUD, including, for example, communication towers, home industry, and licensed group housing. QPSUD should be discontinued. If retained for mixed-use development on sites too small for consideration as PDDs, QPSUD should be incorporated into the list of special exception uses reviewed by the Planning Board and not the Town Board (*Article XVII*), with a clear statement of purposes.

6. Some but not most of the zoning ordinance's definitions (§330-5) confusingly incorporate regulations; e.g., the definitions for Home Occupation and Home Professional Office contain regulations with regard to signage, floor area, number of employees, etc. The definitions should simply define the use, with the regulations more properly incorporated into the body of the zoning text.
7. Fast food drive-thrus and take-out restaurants have unique needs and problems. The Town should re-examine the criteria and standards for drive-thru services, distinguishing, perhaps, between those involved with restaurants and other uses. The Town should also review the circumstances under which fast food and take-out establishments are permitted. These uses should be strictly controlled with regard to location, design, performance standards, traffic, etc.
8. The Town allows transfer of development rights (TDR) between properties, as for example, between the Central Pine Barrens Core Area and its Compatible Growth Area. The County Health Department now has a newly formalized density transfer program in which they will give permission for development or intensification of use in exchange for the "sterilization" of property in the same hydrological zone. The Central Pine Barrens

Commission has prepared a handbook to help property owners and citizens to better understand the Pine Barrens TDR credits program. The Town and County should prepare additional manuals describing for property owners how agricultural/farmland TDR and sterilization transfers work; and how they can be combined. This could include discussion of explicit situations, such as accessory apartments in accessory buildings²⁹, B&Bs in commercial districts that have more than 5 rooms, etc. The Town's Geographic Information System (GIS) should also be adjusted to record all TDR and sterilization transfers.

9. The Town should prepare design manuals that illustrate exactly the type of development and improvements that the Town would find acceptable in specific districts and areas. For example, the design manuals could illustrate the types of signs that would be acceptable in specific zones; it could indicate preferred development prototypes in the mixed-use zone; and it could illustrate historic district features to be preserved in the Hamlet Heritage Areas. The Historic Resources chapter recommends that a Design Review Board (supplanting the current Architectural Review Board) focus on commercial, critical viewshed and other critical areas. The guidelines would help provide predictability and consistency to the DRB's review process.
10. The Town may want to create a "how-to" manual for all of the Town's regulations, to make the regulations more "user-friendly."

²⁹ Refer to Abeles Phillips Preiss & Shapiro, *Southampton Tomorrow: Affordable Housing*, 1996.

The recommendations above entail an implicit quid pro quo. On the one hand, they recognize the necessity of providing more stringent regulations with regard to how different uses “perform” vis-à-vis design, environmental impact, etc. On the other hand, they provide greater latitude to property owners and developers that meet the “performance” standards stipulated. They seek to streamline the process to remove the uncertainty that, more than strict zoning, undermines real estate investment.

ACTION ITEMS

- ❶ SIMPLIFY THE BUSINESS AND INDUSTRIAL USE CATEGORY TABLES AND PROVIDE THE PLANNING BOARD WITH DISCRETION TO CONSIDER THE MOST APPROPRIATE USE IF NOT LISTED (§330-33 AND §330-37).
- ❷ IMPROVE THE SUBDIVISION AND SITE PLAN REVIEW AND APPROVAL PROCEDURES.
- ❸ REPLACE THE OD DISTRICT WITH A HAMLET OFFICE DISTRICT THAT ALLOWS GREATER MIXING OF USES BUT WITH GREATER RESTRAINTS WITH REGARD TO INTENSITY, DESIGN, TRAFFIC, NOISE, ETC.
- ❹ STRENGTHEN PDD ZONING (ARTICLE XXVI) TO ALLOW THE TOWN TO PREPARE PDD PLANS EFFICIENTLY AND COST-EFFECTIVELY.
- ❺ DISCONTINUE QPSUD DISTRICTS, OR RETAIN IT ONLY FOR VERY SMALL MIXED USE DEVELOPMENTS. INSTEAD EXPAND

THE LIST OF SPECIAL EXCEPTION USES AND USE OF PDDs.

- ❻ MAKE THE ZONING ORDINANCE MORE CLEAR AND CONCISE. CONSIDER UNIFYING PLAN REVIEW AND APPROVAL PROCEDURES.
- ❼ PREPARE DESIGN MANUALS, INFORMATION ON TDR/PBC PROGRAMS AND A MANUAL FOR ALL TOWN LAND USE REGULATIONS, TO BETTER INFORM PROPERTY OWNERS AND OTHERS.

2.5 Incentives

The details of the County’s ICIB legislation are in the process of being resolved. The following recommendations are made mindful of how this legislation might be applied in Southampton.

1. The Town should seek to have the ICIB apply to two specific PDD’s, namely the Shinnecock Canal area and the Gabreski Airport area.
2. As appropriate, the Town should seek to have the ICIB apply to other potential strategic PDDs in Southampton.
3. The Town should also seek modifications of the ICIB legislation to allow real estate tax abatements for improvements relating to enhanced environmental compliance (and, as shall be discussed, enhanced zoning compliance). This tax abatement could be instrumental in allowing marinas to be brought into greater compliance with County, State and federal water quality and other environmental regulations.

These recommendations recognize that real estate tax abatements have the best results when targeted to defined geographic areas where certain types of business activity are to be promoted, and when combined with other incentives such as those provided under PDD zoning.

☑ ACTION ITEMS

- ❶ SEEK ICIB DESIGNATION FOR SHINNECOCK CANAL AREA, GABRESKI AIRPORT AREA, AND OTHER STRATEGIC PDD'S.
- ❷ SEEK MODIFICATION OF ICIB LEGISLATION TO ALLOW TAX ABATEMENTS FOR IMPROVEMENTS RELATED TO ENHANCED ENVIRONMENTAL COMPLIANCE.

2.6 Non-Conforming Uses

There is no way to simply bring all non-conforming uses into compliance with the law. However, it is possible to take a problem-solving approach that will, over time, reduce the nuisance associated with non-conforming uses while still accommodating diverse (if not always benign) economic activities.

1. To some extent, the solution will vary by use and site. It may be possible to offer a zoning map change that legalizes use, in exchange for the use being brought into greater compliance with Town code and/or deed restrictions which stipulate performance standards dealing with the concerns of local residents and property owners. For example, non-conforming uses in Planned Development Districts (PDDs) could be accommodated in the PDD plan, provided that they

adopt stipulated performance standards and/or purchase TDR credits.

2. The Town could also indicate that all sites with non-conforming uses could be receiving sites for TDR credits, with a density bonus of up to 50 percent over and above the underlying zoning. Thus, for example, a commercial use on a two-acre site in a one-acre residential zone could be replaced with three (instead of two) housing units. The density bonus should be somewhat flexible, to allow the Town to gauge the bonus to environmental and neighborhood circumstances.³⁰ (*Article XVI*)
3. The ICIB (or State) legislation should be amended, to provide a tax incentive for non-conforming uses to be brought into greater conformance with zoning. Specifically, the tax abatement could be for on-site improvements that reduce the non-conformance, or, more meaningfully, for the relocation of the use to another site in the Town where it would be conforming, with another real estate tax abatement for the conforming use that would then move to the old site. Every so often, businesses go through key transition moments (e.g., when they need to modernize, at the retirement of the current owner, etc). A real estate tax abatement could, at such moments, provide a timely incentive to relocate the non-conforming use.
4. Formalizing an already common practice—the variance procedure for non-residential, pre-existing non-conforming uses (§330-167B) should regularly be referred to the Planning Board for their comment,

³⁰ Precedent for this zoning is found in the Town's Density Incentive zoning (§330-9), which offers 20 percent density bonuses for TDR credits and 50 percent in connection with moderate-income housing.

especially with regard to compliance with the comprehensive plan. Note that the Planning Board retains jurisdiction over site plan approval for such expansions.

5. The Town should explore the possibility of reducing the extent to which non-conforming uses might expand. At present, they can expand up to 50 percent by approval of the Zoning Board of Appeals (§330-167B). This might be reducible to 30 percent.
6. Applications for Certificate of Occupancy (COs) for pre-existing non-conforming uses should have a public notification procedure with an appeals process. Abutting landowners should be notified by certified mail of a pending application for a CO, and a ten-day public comment period should be provided.

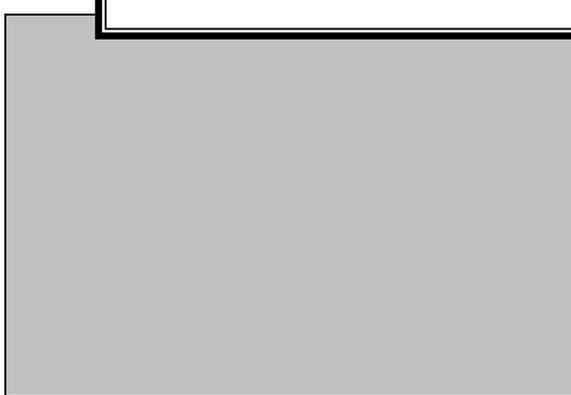
Overall, the recommendations above seek to utilize “carrots and sticks” to induce non-conforming uses to relocate, stay or be modified—but always with the proviso that they reduce their non-conformance and the problems that they sometimes pose for neighboring uses.

ACTION ITEMS

- ❶ USE ZONING TO PROVIDE AN INCENTIVE TO PROMOTE GREATER USE AND SITE PLAN CONFORMITY. (ARTICLE XVI)
- ❷ SEEK ICIB OR OTHER STATE LEGISLATIVE AMENDMENTS TO PROVIDE THE BASIS FOR FINANCIAL INCENTIVES TO BRING USES INTO GREATER CONFORMITY, INCLUDING POSSIBLE RELOCATION.
- ❸ REFER ALL VARIANCES FOR NON-RESIDENTIAL PRE-EXISTING NON-CONFORMING ISSUES (§330-167B) TO THE PLANNING BOARD FOR THEIR COMMENT.
- ❹ CONSIDER REDUCING THE EXTENT TO WHICH A NON-CONFORMING USE CAN EXPAND (§330-167B).
- ❺ PROVIDE OPPORTUNITY FOR PUBLIC COMMENT WITH REGARD TO CERTIFICATE OF OCCUPANCY PERMITS (COs) FOR PRE-EXISTING NON-CONFORMING USES (ARTICLE XVI).



AGRICULTURE



THE VISION FOR AGRICULTURE

THE TRADITIONAL RESOURCE-BASED ECONOMIC SECTOR OF FARMING MUST BE PRESERVED AND PROTECTED TO ENSURE THAT THE SCENIC, HISTORIC, CULTURAL AND ECONOMIC IDENTITIES OF THE TOWN ARE PROTECTED.

VISION GOALS

- 1. Preserve agriculture as an important economic sector in Southampton;*
- 2. Implement an agricultural preservation strategy that strives to preserve and protect 80% of the remaining farmland within the Town;*
- 3. Establish regulatory and tax provisions designed to protect the equity and value of the farmland resource;*
- 4. Enhance the Town's support of farming through all of its regulatory policies and programs;*
- 5. Develop public-private partnerships to encourage agriculturally related small business development in Town;*
- 6. Develop and enhance Town, County, State and federal partnerships to pursue funding for agricultural land preservation;*
- 7. Ensure that the Town supports and encourages good stewardship practices for the farmland which it protects;*
- 8. Develop mechanisms to encourage private land stewardship that will support farming;*
- 9. Link the protection of scenic and open space assets of farmland with the development of scenic and resource protection greenways;*
- 10. By protecting farmland, achieve the secondary goals of preserving property values and the attractiveness of Southampton as a second home community.*
- 11. Develop and enhance public-private partnerships to encourage the protection of farms and farmland.*
- 12. Provide the owners of farmland with information regarding public and private conservation strategies.*
- 13. Track the progress of Town efforts to achieve the Comprehensive Plan's agricultural vision and goals through the preparation of annual progress reports on the status of farmland and agricultural preservation efforts in the Town of Southampton.*

TECHNICAL FINDINGS AND COMMUNITY SUPPORT

In “Blueprint for Our Future,” the report of the Governor’s Task Force on the East End of Long Island, agriculture is defined as the mainstay of the region. The same is certainly true of the Town of Southampton. Blessed with fertile, sandy-loam soils, particularly in the eastern half of the Town, the Southampton economy relies on agriculture for more than just agricultural production. Agricultural fields form the basis of the character and sense of place of the Town. As the Farmland Committee stated in their April 1996 report,

“Agricultural land resources are critical to the Town of Southampton. The scenic, historic, cultural and economic identities of the Town are embodied in its farmland. Indirectly, the Town’s second home and tourism industries are anchored by the scenic beauty and history provided by the Town’s farmland.

The quality of life and allure of the Town results in continued pressure to convert precious farmland resources. Unless direct action is taken today, the Town could lose not only its rural character and scenic vistas but an important way of life.”

Agriculture is central to the character and economy of Southampton. Agriculture supports not only its own industry, but the tourism and second home industries as well, for without the sense that Southampton is a rural, agricultural community, the Town would lose its appeal as a tourism and second home destination.

Many families in Southampton have been stewards of the soil for many generations. Their contributions to the community go well beyond the value of the products they produce. Without

the continued commitment of these families to farming, the underpinning of Southampton’s economy and environment would have been lost long ago.

The continued success of Southampton’s second home and tourism economies threatens the agricultural economy. The continued loss of farmland is at this time critical to the future of farming, for with the continued losses, the critical mass necessary for a farming economy will be lost.

1. OVERVIEW OF AGRICULTURE IN SOUTHAMPTON

The 1997-1998 inventory of farmland completed by the Department of Land Management in conjunction with the Peconic Land Trust and the Farmland Committee, indicates that there are approximately 8,527 acres of farmland remaining in the Town of Southampton (see Maps 17W and 17E). This represents approximately 8.5 percent of the land area of the Town. Of these 8,527 acres, 7 percent are already subdivided lots, and 31 percent are protected. Table 4 provides an analysis of the current status of agricultural land in the Town.

Today’s agricultural land figures can be contrasted to those in the 1970 Master Plan which indicated that 11,800 acres of farmland were present within the Town. Over the past 25 years approximately 3,273 acres, or approximately 27.7 percent of the Town’s farmland, have been developed or removed from active production. This translates into an annual loss of 121.2 acres or 1 percent of farmland resources.

TABLE 4: AGRICULTURAL LAND INVENTORY

Land Status	Acreage	Percent by Area
Unprotected Agricultural Land	5,213	61.14
Subdivided Lots	622	7.30
Pending Town PDR	165	1.93
Total Unprotected Farmland	<u>6,000</u>	<u>70.37</u>
Subdivision Reserve Areas	893	10.47
Private Land Trusts	145	1.70
Town and County PDR Programs	1,489	17.46
Total Protected Farmland	<u>2,527</u>	<u>29.63</u>
Total	<u>8,527</u>	<u>100%</u>

Source: Farmland Committee, 1998

TABLE 5: SUFFOLK COUNTY FARMLAND TRENDS

Year	Acres
1950	123,000
1959	90,000

1969	61,500
1974	55,400
1978	51,900
1982	49,900
1987	41,800
1992	35,400

TABLE 6: COMBINED SOUTHAMPTON AND EAST HAMPTON FARMLAND TRENDS

Year	Acres
1964	19,852
1970	16,000
1995	9,797

Source: Suffolk County Planning Department, 1996

TABLE 7: PRESERVED FARMLAND □ A total of 2,527 acres or 29.63 percent of the remaining farmland in Southampton has been preserved under the following programs:

Town and County PDR	1,489 acres
Subdivision Reserves	893 acres
Private Land Trusts	145 acres
Total Preserved	2,527 acres

Source: Farmland Committee, 1998

These figures can be compared with the trends county-wide which show a similar loss of farmland. In 1950, 123,000 acres of land were in agricultural production. By 1974, this figure had dropped almost by half to 55,400, and by 1992 had fallen again to 35,400 acres (see Table 5 and 6).

Of the 6,000 acres in active farming that are not protected under one of the programs in Table 4, a total of 622 acres have already been subdivided for future residential development. Another 165 acres (see Table 1) is land currently being considered by the Town for Purchase of Development Rights.

Preservation of farmland and open space have been demonstrated to be highly cost effective for local governments in terms of the ratio of revenue versus the cost of community services. Recent studies completed by the American Farmland Trust for the New York counties of Dutchess and Schuyler indicate that the median ratios of revenue versus the cost of community services was 1:1.23 for residential, 1:0.27 for commercial/industrial and 1:0.29 for farm/forest/open land.

Thus, preserving farmland and open space, which provides a net tax benefit to the municipal budget can help to stabilize mounting costs of services. In many instances, it is less expensive for the community to purchase residential development rights than to pay the cost of services to residential developments.

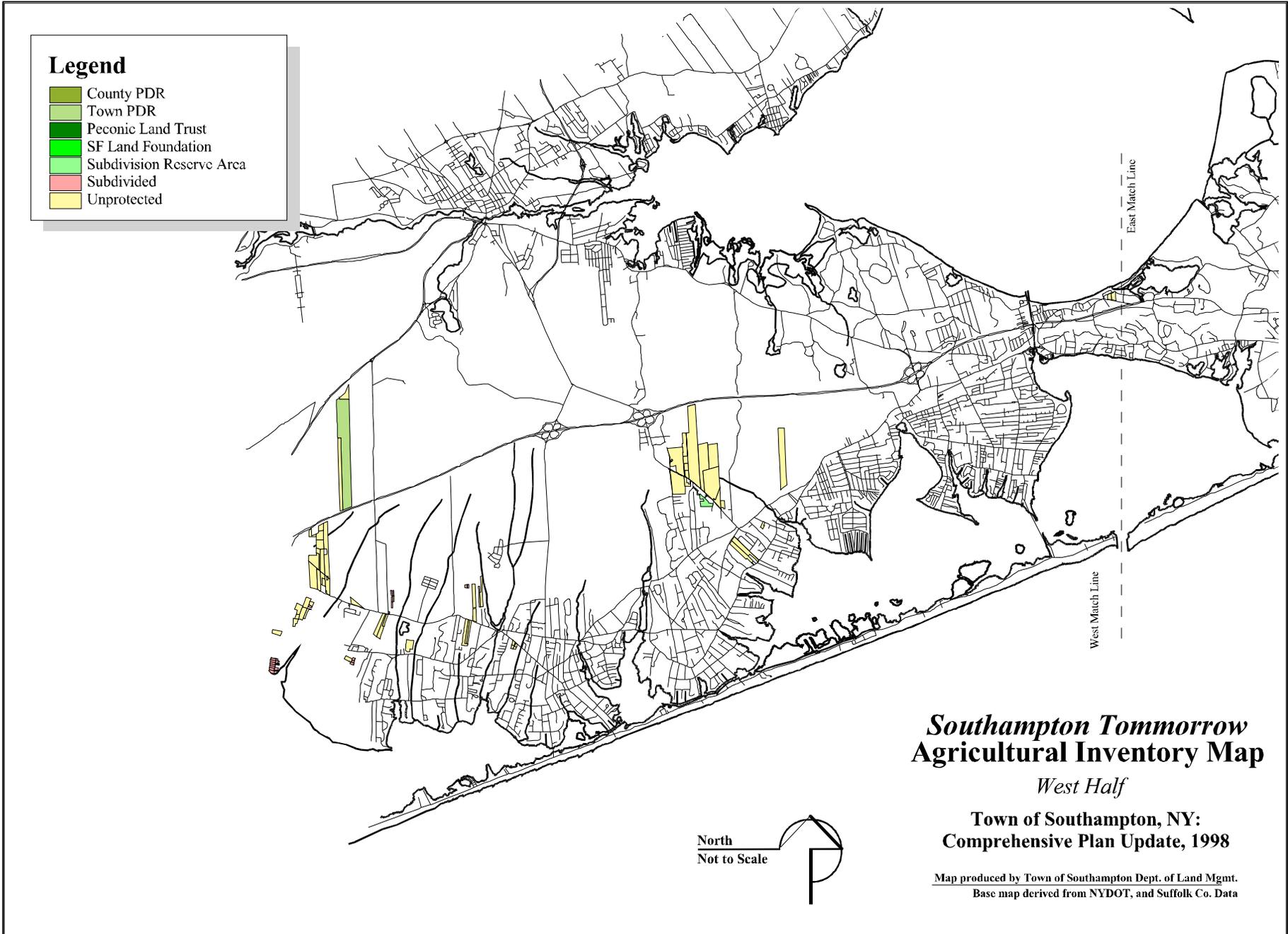
At present, apart from the purchase of development rights programs, the primary method for farmland protection in the Town is the clustering requirement in residential subdivisions under §247 and §292-11 *Planned Residential Development (PRD)* of the Town Code. The Department of Land Management completed an analysis of the amount of PRD open space that would be protected under current regulations, and determined

that of 4,612.3 acres in 332 parcels, only a total of 1,672 acres or 36 percent would be protected (see Table 7).

Historically, most of the Town's agricultural activity has been in the eastern half of Town, which has also become the focus of agricultural land preservation efforts. Agriculture in the western portion of Southampton has been limited by sandier, less productive soils, the pine barrens, and relatively dense settlement patterns. However, clusters of farmland still remain primarily north of Montauk Highway in East Quogue north of Lewis Road, and in the Speonk/Remsenburg area.

Employment in farming, forestry and fishing in Southampton has increased over the decade of 1980-1990 from 716 to 1,016, apparently due to the increased labor intensiveness of production activity and increased emphasis on direct sales. Horse farms, vineyards, and nurseries are all relatively labor intensive compared to field crops. The percentage increase in employment in farming, forestry and fishing in Southampton of 41.9% exceeds the countywide percentage increase of 30 percent indicating that a relatively large share of Suffolk County's natural resource-based workforce (and business owners) reside in Southampton.

An unusually large percentage of farmers in Suffolk County, 70 percent, list farming as their principal occupation. There were 892 agricultural services, forestry and fishing business establishments in Suffolk County in 1991, employing 3,220 people with an annual combined payroll of \$71,753,000 (NY County Business Patterns, 1991). The difference between the number of employees in farming, forestry and fishing in Suffolk County in 1991 and the number of persons employed in these areas in 1990 suggests that a large percentage of Suffolk



Legend

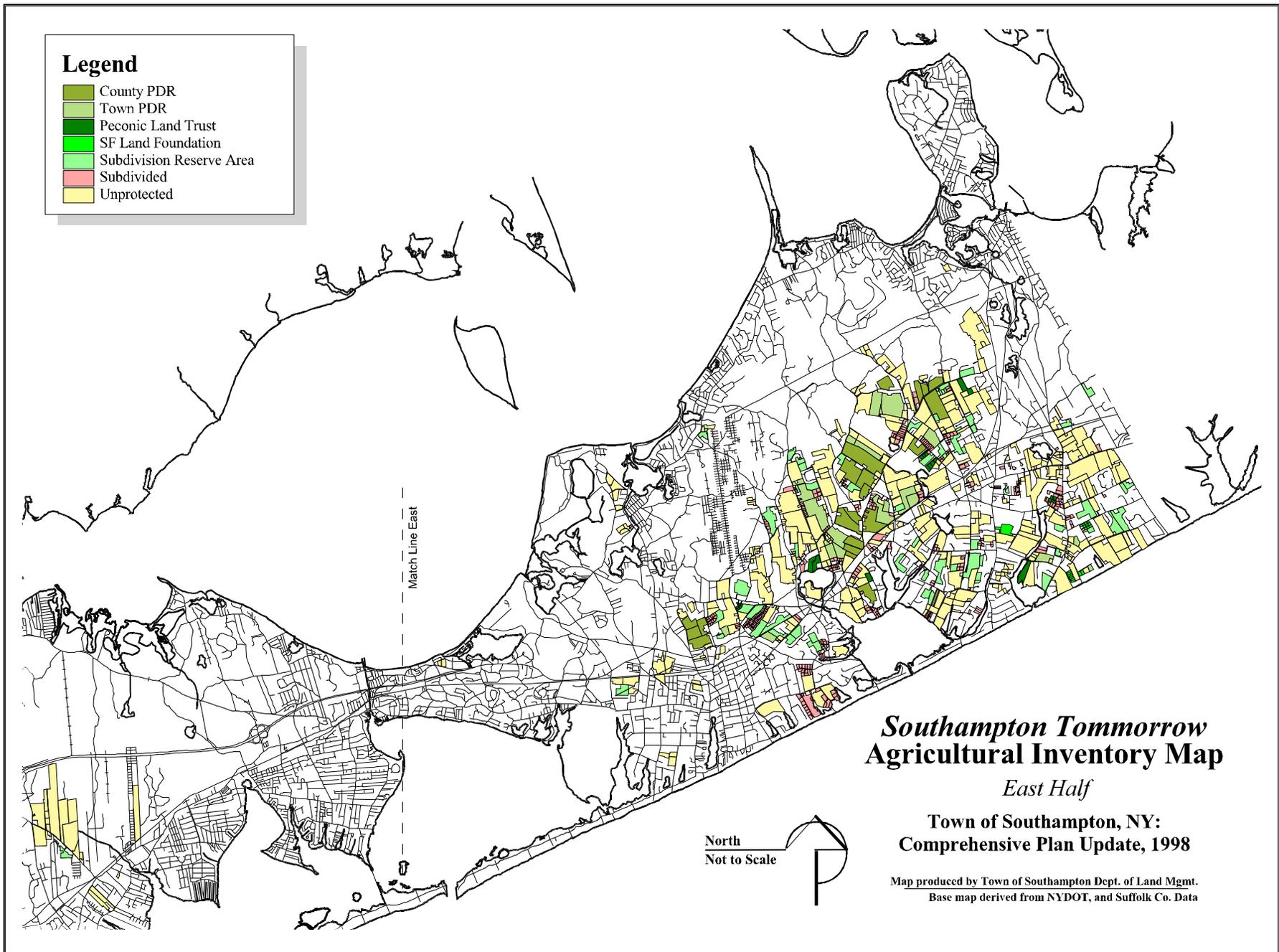
- County PDR
- Town PDR
- Peconic Land Trust
- SF Land Foundation
- Subdivision Reserve Area
- Subdivided
- Unprotected

Southampton Tommorrow
Agricultural Inventory Map

West Half

Town of Southampton, NY:
Comprehensive Plan Update, 1998

Map produced by Town of Southampton Dept. of Land Mgmt.
Base map derived from NYDOT, and Suffolk Co. Data



Legend

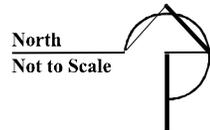
- County PDR
- Town PDR
- Peconic Land Trust
- SF Land Foundation
- Subdivision Reserve Area
- Subdivided
- Unprotected

***Southampton Tommorrow
Agricultural Inventory Map***

East Half

**Town of Southampton, NY:
Comprehensive Plan Update, 1998**

Map produced by Town of Southampton Dept. of Land Mgmt.
Base map derived from NYDOT, and Suffolk Co. Data



County's farm, forest and fishing operations are sole proprietorships.

Farmers in Suffolk County sold \$133.8 million of agricultural products in 1992 and spent \$103 million on inputs (Suffolk County Farm Statistics, 1993). The Long Island Farm Bureau estimates that 25 percent or more of the value of agricultural products sold in Suffolk County is from Southampton. This would make Southampton's agricultural sales approximately \$33.45 million in 1992.

THE EQUINE INDUSTRY

The East End features a large number of horse stables providing recreational riding opportunities and commercial horse boarding as well as training facilities for racing, hunting, and jumping. These types of facilities and various show events can provide a complementary amenity to augment Southampton's unique roster of tourism and second-home related attractions.

The equine industry can be divided into five different types: horse breeding; personal horse stabling and care for recreational use; commercial horse boarding facilities; riding academies; and quasi-public horse events such as polo fields and horse shows. Recreational riding opportunities in Southampton are currently offered at eight stables in Southampton. It is the latter two: riding academies, particularly those with indoor riding rings, and horse event fields, that can pose the greatest potential impact to agricultural and residential neighborhoods without proper management and siting. Various equestrian events such as polo, dressage, hunter/jumper and horse shows generally attract an affluent spectator crowd. For example, the Hampton Classic Horse Show, generally held in late summer in Bridgehampton is an international event, attracting crowds of up to 50,000

visitors. The 60 acre show grounds accommodate 1,380 horses for the period of the 10 day show.

WINE PRODUCTION

The Long Island wine industry features two federally recognized wine appellations: "North Fork" and "the Hamptons." Of the two, the North Fork is more established with 17 of the 23 wineries operating in the East End located on the North Fork. There are significant climate, real estate, economic and soil differences in the North and South Fork which account for the greater level of success of North Fork Vineyards.

At present there are three established wineries and vineyards in the Town, in varying stages of production and operation.

2. CONCERNS OF AGRICULTURE

There are a number of needs and concerns of the agricultural industry in Southampton. Addressing these needs should receive a high priority in planning efforts since their successful resolution will have positive effects on short and long term farmland preservation. The needs and concerns listed below are not in order of priority but are meant to suggest some of the areas in which joint benefits could be achieved.

- Rising property values, local property taxes, as well as federal and state inheritance taxes negatively impact agriculture.
- Agriculture is effected by close proximity to residential development with increased likelihood of nuisance suits, vandalism, and other interference with farming practices. Conflicts are likely to intensify in the absence of a concerted public education effort.

TABLE 8: ANALYSIS OF PRD OPEN SPACE THAT COULD BE PROTECTED WITH REMAINING AGRICULTURAL LAND UNDER CURRENT REGULATIONS.

Zoning District	Number of Parcels	Gross Acreage	Average Parcel Size	Median Parcel Size	Potential PRD Parcels	Acreage of PRD Parcels	Yield Factor	Lot Yield	Open Space Required	Gross Open Space	PRD Open Space
R-15	1	12.1	12.1	12.1	0	0	68%	24	35%	4.2	0
R-20	38	141.9	3.7	2.6	0	0	68%	210	35%	49.7	0
R-40	39	355.6	9.1	6.7	3	88.1	71%	275	35%	124.5	30.8
R-60	26	349.2	13.4	10.1	4	152.7	75%	190	35%	122.2	53.5
R-80	140.5	2282.5	16.2	10.2	56	1763.2	76%	945	50%	1141.3	881.6
R-120	50	992.7	19.9	11.7	22	821.9	83%	299	65%	645.3	534.2
CR-200	33	442.8	13.4	7.1	7	264.5	96%	93	65%	287.8	171.9
Other	4.5	35.5	7.9	3.6	na	na	na	na	na	0	0
Total	332	4612.3	13.9	8.7	92	3090.4		2036		2375.0	1672.0

Zoning District All "R" designations include "CR" districts where applicable. "Other" includes HB, LI-40 & LI-200.

Number of Parcels Total number of unsubdivided and unprotected farmland parcels by zoning district.

Gross Acreage Total acreage of unsubdivided and unprotected farmland by zoning district.

Average Parcel Size Average size of unsubdivided and unprotected farmland parcels by zoning district.

Median Parcel Size Median size of unsubdivided and unprotected farmland parcels by zoning district.

Potential PRD Parcels Parcels likely to be the subject of PRDs. Parcels >20 acres in the R-15, 20, 40, 60 zones and > 15 acres in R-80, 120, & 200 zones.

Acreage of PRD Parcels Total acreage of parcels likely to be the subject of PRDs.

Yield Factor The percent of gross acreage devoted to lots. The balance is devoted to roads and drainage, etc.

Lot Yield Number of lots that could result based on zoning.

Open Space Required Percentage of the prime soils which must be preserved pursuant to Chapter 247 (Open Space). 100% of prime soils assumed.

Gross Open Space Total acreage of agricultural land that would be preserved if all parcels were the subject of PRDs.

PRD Open Space Total acreage of agricultural land that would be preserved if only "Potential PRD Parcels" were the subject of PRD's and all other parcels were standard subdivisions.

Source: Department of Land Management, 1996

- Agriculture can benefit from local/regional market development emphasizing direct sales to local consumers and businesses. At the same time, however, farming will need to develop and maintain wholesale market outlets to maximize stability.
- Agriculture will require sources of trained labor and management to remain competitive over time. Farming technologies are becoming increasingly management, labor, and information intensive.
- Traditional agriculture in many areas of the Town is being replaced with equine uses, particularly on dedicated agriculture reserve land.
- Agriculture will be affected by transportation planning efforts. Transportation planning should facilitate direct marketing, provide for movements of farm equipment and truckloads of products.
- Agriculture will require a local regulatory environment that is educated and sensitive to farming's economic needs, in addition to its potential for positive environmental impacts. Both farmers and regulators must be flexible enough to create solutions that achieve economic and environmental goals simultaneously. The Town, by becoming well informed regarding the needs of agriculture, can become an important advocate for farming in partnership with County, State and federal officials.

3. APPROACHES TO FOSTERING THE LOCAL AGRICULTURAL ECONOMY

There are four basic approaches to fostering a local agricultural economy.

- The first is to reduce leakage or spending of local dollars on goods and services imported from outside the region. Every time a local business purchases from another local business the economy is strengthened. One example of "plugging the leaks" in Southampton (and Long Island) agriculture could be growing local produce for restaurants. There are undoubtedly many others. Businesses that "plug the leaks" make a significant contribution to the local economy and ought to be encouraged.
- The second approach to fostering a local economy is to support existing businesses. Public education, marketing, training, financing, technical assistance and infrastructure initiatives can all be developed to support existing businesses. Foresight in planning for the future needs of farmers is a good example of one way Southampton can support existing business.
- The third approach is to encourage new local enterprise appropriate to the needs and opportunities presented in the community. There has been considerable conflict in several instances in Southampton over what types of new agricultural enterprises are in fact appropriate in the agricultural overlay district.

One conflict stems from different expectations regarding the Town's purchase of development rights program. The program's goals focus on preserving farms, active farmland and also preserving the rural

open space character and quality of the land. In order to effectively encourage new local enterprises in agriculture, the Town must identify the type and extent of structures, and the types and intensity of uses, which effectively meet these goals while preserving the farming economy. Public education will also be required to insure that the consensus reached embodies a realistic assessment of the current and future requirements of economically viable agriculture businesses along with the actual and potential benefits of farming to the Town.

A second conflict stems from the differing goals and needs of farmers and residential home owners with respect to the sights, sounds, and smells of an active farming operation. These conflicts must be mitigated

with adequate buffering of the uses, however a public education program is needed to educate new residents about the realities of the farming operation. The Town currently has a Right to Farm law, (§161-1 to §161-5 of the Town Code) which should be supported by further public education efforts.

- The fourth approach to fostering a local economy is to support existing farming operations and recruit compatible new farming opportunities. At least three opportunities have merit: 1) attraction of conservation buyers for farmland that goes on the market; 2) attraction of new farmers to lease idle acreage; and 3) support the retention of existing farming operations through financial and regulatory incentives.

IMPLEMENTATION STRATEGIES

1. PROTECT THE LAND BASE

Town, county and state farmland preservation efforts to date have been recognized nationally in terms of program innovation, public and private partnerships, governmental leadership and financial commitment. Past efforts have also provided a strong foundation to insure that the rural, scenic and environmental qualities embodied by farmland resources remain an essential part of Southampton and, most importantly, that a future for farming, which for generations has been an essential part of the local economy and culture will be secured.

As the preceding discussion indicates, the agricultural land base of Southampton is under considerable pressure for conversion over time to residences. The Town and County “purchase of development rights” programs have been able to preserve roughly 17.46 percent of the existing agricultural land base to-date, with subdivision reserves and private land trusts preserving another 12.17 percent. Even with these protections in place, fragmentation of agricultural parcels has occurred. The Town’s agricultural reserve program, which is implemented and is managed by the Town Planning Board, Farmland Committee and Town Board has preserved 893 acres of agricultural land in new subdivisions, however, in some cases these parcels are isolated from one another, may be relatively small in size, and are in close proximity to residential development.

The Agricultural Advisory Committee of the Town of Southampton has stated in their 1996 report “that a unified effort must begin with the commitment of many parties to make certain that the Southampton of today, with so much of

its beauty and heritage remaining, is preserved for those who will follow.” In order to protect farming in the Town, and as a byproduct protect character and scenic quality, it is necessary to put into effect a vigorous acquisition and protection plan for the remaining productive farmland. This is of particular importance with only 8,527 acres of farmland remaining in the Town of Southampton. This vigorous protection policy will be difficult to achieve but should be a primary goal of the Town. This goal can be achieved by returning viable farmland back to active production and also minimizing the conversion of the limited prime farmland resources.

In April 1996, the Town of Southampton’s Farmland Committee and Agricultural Advisory Committee, working in conjunction with the Peconic Land Trust, Group for the South Fork and Department of Land Management, submitted to the Town Board a milestone Agricultural Land Inventory and Strategies Report that provided not only an initial inventory and summary of the state of agriculture, but also the underlying basis for significant new legislation and financing to preserve farmland. The follow-up Farm and Farmland Preservation Strategy produced in September expanded on the initial recommendations and is incorporated into, and supports, the Comprehensive Plan recommendations.

In order to preserve a maximum amount of the agricultural land base in such a way as to maximize potential for agricultural use, several approaches to agricultural land conservation must be used in concert. These include the transfer of development rights (TDR) or purchase of development rights (PDR) from the agricultural land with perpetual easements that will allow the land to be used only for agricultural purposes, the continued use

of Planned Residential Development (cluster), and the continued use of Agricultural Use Agreements. In addition to these tools, the Town must adopt new subdivision and zoning strategies for dealing with the potential development of farm parcels. These strategies must be proactive in order to meet both farmland and environmental protection goals.

1.1 Adopt Incentive-Based Processes and Strategies to Encourage Farmland Conservation

Within the goal of protecting agriculture in the Town of Southampton, there are two equally important sub-goals:

1. protecting farmland, and
2. protecting the business of farming.

Although the situation is critical with respect to the remaining acres of farmland, to meet both of these goals any action which would make the already difficult business of farming harder, is inadvisable.

The following incentive-based conservation process focuses on a series of incentives and disincentives to encourage the owners of valuable farmland in the Agricultural Overlay District to protect the largest possible number of acres, while protecting equity value in the land. The process has two tracks:

1. An Agricultural Opportunities Subdivision which provides incentives for farmers and landowners to work with the Town to develop an opportunities plan for the land, and
2. A full Subdivision Review Process which includes heightened requirements for agricultural land preservation.

A landowner within the Agricultural Overlay zone would have the option to choose either of the two tracks, described in further detail below.

Option 1: Agricultural Opportunities Subdivision

The Town should revise the subdivision code to allow a new type of subdivision review, the Agricultural Opportunities Subdivision. In this option, the landowner would work with the Town, prior to the submission of a formal subdivision application, to develop an Opportunities Map for the farm parcel. The Opportunities Map is a two-stage assessment:

1. an inventory and analysis of the natural resources, the prime agricultural soils, the scenic views and other features of the site; and
2. an assessment of the needs and goals of the farmland owner.

This two-stage assessment leads to a development plan produced by the Town in concert with the landowner, which balances future development with farmland protection goals. A typical opportunities subdivision map would use all of the land conservation tools available, such as transfer of development rights (TDR), clustering (PRD) and purchase of development rights (PDR), to reduce density on the site and protect as much farmland as possible. It will also employ non-regulatory tools such as estate planning and tax analysis, to ensure maximum benefit to the landowner from easements and bargain sales.

The Opportunities Map provides the Town with the ability to use all of the land conservation tools available in a coordinated fashion, and maximizes the amount of prime farmland protected on a parcel by parcel basis. The goal for each site will be to protect a minimum of 80 percent of the farmland parcel, and reduce overall development density by 50 percent. In

exchange, the landowner retains equity value in the farmland, and maximum flexibility in meeting development goals.

Since the Opportunities Map is negotiated and defined prior to the submission of a subdivision plan, this type of subdivision can be completed as a single application procedure. Once submitted, it would be subject to a single review and approval by the Planning Board, greatly reducing the time and expense of the permit approval process.

Option 2: Full Review Process

If the landowner chooses not to engage in the Agricultural Opportunities Subdivision process, the subdivision application will continue through the conventional multi-step subdivision review process. This process will also include the following heightened standards and review:

1. increased open space requirements will be required by the Planning Board in all zones to 80 percent of the parcel to achieve a similar amount of farmland protection as in the Opportunities Map option; and
2. site plan and design review will be required with increased landscaping and architectural design standards to minimize the impact of the clustered homes on the scenic views.
3. full scale subdivision and design review will be required: including each site's designation as an action likely to require the preparation of a Draft Environmental Impact Statement (DEIS). Projects subjected to a DEIS will require detailed discussion of design alternatives and impact mitigation measures.

A developer can mitigate the potential impacts and reduce density and landscaping requirements by both selling

development rights and transferring development rights in accordance with section 1.2 below.

☑ ACTION ITEMS

- ❶ REVISE §292-6 MINOR REVIEW PROCEDURES TO EXCLUDE ANY SUBDIVISIONS IN THE AGRICULTURAL OVERLAY ZONE.
- ❷ ADOPT AN AGRICULTURAL OPPORTUNITIES SUBDIVISION AS AN EXPEDITED REVIEW PROCESS FOR SUBDIVISIONS IN THE AGRICULTURAL OVERLAY ZONE.
- ❸ ADOPT A FULL REVIEW OPTION FOR SUBDIVISIONS IN THE AGRICULTURAL OVERLAY ZONE, AS AN ALTERNATIVE TO THE AGRICULTURAL OPPORTUNITIES SUBDIVISION.

1.2 Use Transfer of Development Rights (TDR)

Although the Town of Southampton has had TDR as part of the Town's Agricultural Overlay District (§330-49) for the past twenty years, actual use of TDR has been limited. Purchase of Development Rights (PDR), not transfer, has been the primary tool used to date in protecting agricultural land. Transfer of Development Rights is a concept the Town is also applying to the Pine Barrens (§330-221, see the Natural Resources section of the plan). TDR can go a step beyond cluster development by increasing the density of development primarily in areas outside of the Agricultural Overlay District while lowering or eliminating development in areas of prime agricultural lands. By recognizing the existing development rights of the land base the

Town wishes to protect, and allowing property owners to sell those rights to others who wish to develop in other areas, land owners and farmers are able to realize the asset value of their lands without developing them fully. Since receiving areas must remain in the same school district, the following criteria can form the basis for authorizing the transfer of development rights from prime agricultural lands within the Agricultural Overlay District to designated areas within the same school district:

1. Parcels outside of the Agricultural Overlay District;
2. Parcels in close proximity to a hamlet center or other existing residential cluster;
3. Planned Development Districts for increased commercial development (it is critical that these districts are only initiated by the Town to stop sprawl and consolidate commercial influence, intensity and use of commercial development); or
4. Accessory units in residential areas with a minimum lot size of one acre or are located in hamlet areas.

Areas within the Agricultural Overlay may also be eligible for receiving development rights if they:

1. lack prime agricultural soils;
2. are already developed commercially or residentially; and/or
3. are not potentially part of a contiguous collection of farmland parcels.

A system of “banking” the development rights, which could be developed by the Town or other non-profit entity, could help to broker the development rights and ensure adequate sales prices.

ACTION ITEMS

- ❶ PROMOTE THE USE OF THE TOWN’S EXISTING TDR PROGRAM WITHIN THE AGRICULTURAL OVERLAY DISTRICT.
- ❷ DESIGNATE PARCELS WITHIN THE AGRICULTURAL OVERLAY DISTRICT AS SENDING AREAS
- ❸ ENCOURAGE THE USE OF TDRS RATHER THAN PLANNED RESIDENTIAL DEVELOPMENTS IN THE DEVELOPMENT OF PRIME AGRICULTURAL LANDS.
- ❹ SET UP A “BANKING” SYSTEM TO BROKER DEVELOPMENT RIGHTS USING A PERCENTAGE OF AVAILABLE PDR AND ACQUISITION FUNDS.

1.3 Enhance the Purchase of Development Rights (PDR) Program through Public and Private Partnerships.

Both the Town and the County have a Purchase of Development Rights program, with the County to-date having purchased 731 acres and the Town 758 acres. In order to achieve maximum benefit from the PDR program, town, county, state and non-profit efforts must be coordinated to achieve the maximum integration of protected farm parcels. These efforts must also be linked to other preservation strategies to produce packages that couple programs with estate planning and available tax relief.

The Town Board should pursue an aggressive program to acquire agricultural lands and open space and promote public and private conservation strategies. This program should

include instituting a long term, 20 to 25 year dedicated reserve fund for agricultural land preservation in addition to bond financing. With this dedicated reserve fund, the Town would have the ability to leverage significant County and State funds for land acquisition and private conservation efforts. In addition, the Town should support establishment of a Community Preservation Fund through a Real Estate Transfer Tax.

ACTION ITEMS

- ❶ **AGGRESSIVELY PURSUE STATE AND COUNTY FUNDS FOR AGRICULTURAL LAND PRESERVATION.**
- ❷ **FORMULATE A STRATEGY TO ENSURE A DEDICATED SOURCE OF FUNDING FOR AGRICULTURAL LAND PRESERVATION EITHER THROUGH THE OPERATING OR CAPITAL BUDGETS, AND/OR THROUGH A REAL ESTATE TRANSFER TAX.**
- ❸ **COUPLE PROGRAMS WITH PRIVATE CONSERVATION STRATEGIES, ESTATE PLANNING AND AVAILABLE TAX RELIEF TO MAXIMIZE PRESERVATION EFFORTS.**

1.4 Adopt a Local Installment Purchase Program with the Recent Passage of Enabling Legislation.

With the recent passage of state legislation enabling installment purchase programs, a new mechanism for leveraging funds is available to the Town. An Installment Purchase Program generally works whereby the Town enters into an agreement with the landowner to pay interest and/or interest plus principal

payments over a period of years. Installment Purchases have the benefit of reducing tax liability for the landowner along with reducing the total amount of funds required by the Town.

In order to fully leverage the total budget for acquisition of development rights, the Town should adopt a local Installment Purchase Program for the purchase of development rights. Installment Purchase Programs differ in duration and intensity, but can leverage significant amounts of money as well as save the Town money in the purchase of development rights. The Town and state officials should further review existing state legislation for potential modifications to enhance the application of the program.

ACTION ITEMS

- ❶ **IN CONCERT WITH THE FURTHER DEVELOPMENT OF THE PURCHASE OF DEVELOPMENT RIGHTS PROGRAM, CREATE AND PROMOTE AN INSTALLMENT PURCHASE PROGRAM FOR THE PURCHASE OF DEVELOPMENT RIGHTS.**
- ❷ **MONITOR THE EASEMENTS RESULTING FROM THE PURCHASE OF DEVELOPMENT RIGHTS PROGRAM TO ENSURE THAT THEY ARE ENFORCED.**
- ❸ **THE TOWN SHOULD REVIEW WITH STATE OFFICIALS, WAYS TO ENHANCE THE APPLICATION OF THE INSTALLMENT PURCHASE PROGRAM.**

1.5 The Criteria for Purchase of Development Rights

Given the voluntary nature of the purchase of development rights program, there may be more qualifying parcels in the Agricultural Overlay District than available public funds. In order to prioritize the purchase of development rights from farmland parcels in Southampton, a series of review criteria should be defined which would guide the Town in determining where to allocate purchase dollars. These criteria should include the following:

1. Active Farming: When the parcel is in active farm production, the parcel should receive a higher rating. Length of time out of active farming should be considered as a secondary factor.
2. Size: Large, contiguous parcels of farmland should generally be rated higher than a small parcel.
3. Part of an Assemblage: A parcel of land which is part of a larger assemblage or collection of contiguous parcels of farmland, should be considered a higher priority than an isolated parcel.
4. Near Already Protected Farmland: A parcel should be rated higher if it is adjacent to or near other parcels which have already been protected or planned for protection.
5. Threat of Development: If a parcel is in danger of being developed, the urgency of acquiring that development rights rises.
6. Willing Seller: If a parcel has an owner willing to sell the development rights, the property's rating will be higher.
7. Prime Agricultural Soils: Parcels with Class 1 or 2 soils will receive a higher priority for the acquisition of development rights. For a parcel with mixed soils, an assessment should be made of its candidacy for the Planned Residential Development option.
8. Location: Parcels within the Town's Agricultural Overlay Zone should be given a higher priority along with those located along scenic vistas or roads.
9. Scenic Quality or Prime Views: If a parcel also contains a high scenic quality or significant views, the parcel should rate higher for acquisition.
10. Historic Resources: If a parcel contains significant historic resources, the parcel should rate higher for acquisition.
11. Other Significant Natural Resources: If a parcel or a portion of the parcel has been identified as part of the Town's Open Space acquisition program due to the presence of significant natural resources, or is indicated as a part of the Resource Protection Greenway in the Greenways chapter of the Plan, the parcel should receive a higher rating.

ACTION ITEM

- 1 DEVELOP A RATING SYSTEM FOR ALLOCATING PURCHASE OF DEVELOPMENT RIGHTS ACQUISITION.

1.6 Keep Agricultural Reserve Lands in Farming

The Agriculture Advisory Committee and the Farmland Committee should work with the Town Planning Board to

ensure that agricultural reserve land will be used for agricultural purposes, not simply open space. This can be accomplished by:

1. Designing a covenant or agreement for future agricultural reserves developed under §247-8 Farmland and Watershed Protection, that would require that land be available for agricultural purposes, not simply open space. This can be most effectively achieved if all agricultural reserve easements are held by the Town or a non-profit land trust.
2. Encouraging the further use of Agricultural Use Agreements under §247-23,25.
3. Publicize the tax incentive for using agricultural reserve land for agriculture rather than as open space. Agricultural reserve land is presently assessed as restricted property that can be used only for agriculture and is consequently assessed at a value of \$7,500 to \$12,000 per acre. If the agricultural reserve parcel is put into active agricultural use and placed into an agricultural district, the owner receives an exemption for 95 to 96 percent of the assessment.
4. Work with a non-profit land trust to set up a program in conjunction with the state Department of Agriculture or Cooperative Extension Service to define a program of matching potential farmers with farmland, or developing Community Supported Agriculture Programs. The Town's role should include maintaining an updated register of all agricultural reserves and easements acquired under the Purchase of Development Rights program.

ACTION ITEMS

- ❶ PLACE FUTURE AGRICULTURAL RESERVES UNDER A COVENANT THAT REQUIRES THAT LAND BE AVAILABLE FOR AGRICULTURAL PURPOSES.
- ❷ ENCOURAGE FURTHER USE OF AGRICULTURAL USE AGREEMENTS §247-23,25.
- ❸ PUBLICIZE THE TAX INCENTIVE FOR USING AGRICULTURAL RESERVE LAND FOR AGRICULTURE RATHER THAN AS OPEN SPACE.
- ❹ WORK WITH A NON-PROFIT LAND TRUST TO ACCEPT NEW AND OLD EASEMENTS AND ADMINISTER A FARMING PROGRAM.

1.7 Revise standards for structures placed on PDR and agricultural reserve lands.

At present, the erection of structures on PDR lands or agricultural reserve lands are regulated by §330-50 and 330-51 respectively. In order to heighten the scrutiny under which structures are built on these valuable lands, all structures which do not qualify for a waiver (§330-50 D(1)) should be reviewed by the Planning Board as a special exception site plan application with the advisory opinion of the Farmland Committee and the Design Review Board (currently the Architectural Review Board). This change has the advantage of placing regulatory review time limits on an application, along with allowing close scrutiny of the proposed operation by both the Farmland Committee and the Planning Board. The provisions of §330-50 D for granting a waiver to farmers for

farm buildings would continue to rest with the Chairman of the Farmland Committee as Farmland Permit Administrator.

In addition, the Town Board should adopt specific standards for these structures, including:

1. At present, the Code restricts structures to those “customarily accessory and incidental to agricultural production as defined in §301 of the New York State Agriculture and Markets Law.” (§330-50 D (2)) One example of a distinction in the law is that it includes horse boarding facilities but does not include riding academies.
2. To require minimum lot sizes for certain high impact recreation or public oriented operations including indoor riding arenas and horse academies, such as requiring at least 25 acres for indoor riding arenas.
3. Since the overall goal is to protect farmland as well as the business of farming, in addition to minimum lot sizes for high impact recreation or public oriented operations, the amount of lot coverage should be limited, such as minimizing the parking area allowed on reserve lands, or placing a 2 percent maximum lot coverage on parcels for wineries.

ACTION ITEMS

- ① REVISE §330-50 TO REQUIRE A SPECIAL EXCEPTION SITE PLAN APPLICATION AND PLANNING BOARD REVIEW ON ALL STRUCTURES WHICH DO NOT QUALIFY FOR A WAIVER.
- ② THE TOWN BOARD SHOULD ADOPT SPECIFIC REVIEW STANDARDS FOR NEW

STRUCTURES PLACED ON PDR AND AGRICULTURAL RESERVE LANDS.

- ③ DEFINE SPECIFIC LOT COVERAGE STANDARDS FOR LANDS ACQUIRED THROUGH THE PURCHASE OF DEVELOPMENT RIGHTS PROGRAM AND ALL LANDS PROTECTED THROUGH AGRICULTURAL RESERVE.

1.8 Reduce Fragmentation of Agricultural Lands.

Based on the Town’s inventory of agricultural lands, the Agriculture Advisory and Farmland Committees should consider identifying priority parcels for protection based, in part, on the goal of reducing fragmentation of agricultural lands as much as possible. These priorities should be based on the criteria detailed above. Protection techniques should include:

1. Identification of landowners willing to sell or donate development rights to the Town or private land trust;
2. Design solutions for agricultural reserve lands which maximize contiguous agricultural land;
3. Revise the Planned Residential Development section of the *Open Space Code* §247 to require that up to 80 percent of a parcel which is in the Agricultural Overlay District be maintained as agricultural reserve. In prioritizing parcels to meet this goal, the Planning Board should also consider the following criteria: size; whether part of an assemblage; near already protected farmland; and the existence of prime agricultural soils.
4. Consider the addition of agricultural conservation opportunities subdivision. This subdivision option would allow limited development only on those areas of the parcel that the landowner and Town agree are

suitable based on a Conservation Opportunities Map. The developable portion of the site would include a cluster option and the remaining development rights could be sold under the PDR or TDR programs. This subdivision option should also carry a streamlined subdivision approval timeline.

5. Purchasing or trading the development rights from existing parcels of farmland (622 acres) which have already been subdivided to preserve prime soils and agricultural land currently under production.

ACTION ITEMS

- 1 DESIGN SOLUTIONS FOR AGRICULTURAL RESERVE LANDS WHICH MAXIMIZE CONTIGUOUS AGRICULTURAL LAND.
- 2 REVISE THE PLANNED RESIDENTIAL DEVELOPMENT SECTION OF THE OPEN SPACE CODE §247 TO REQUIRE 80 PERCENT OF A PARCEL WHICH IS LOCATED IN THE AGRICULTURAL OVERLAY DISTRICT, CONTAINING CLASS 1 AND 2 SOILS AND MEETING CERTAIN OTHER CRITERIA BE MAINTAINED AS AGRICULTURAL RESERVE.
- 3 CONSIDER AN AGRICULTURAL CONSERVATION OPPORTUNITIES SUBDIVISION OPTION WHICH WOULD LINK THE PDR/TDR PROGRAMS TO REDUCED DENSITY AND HIGHER OPEN SPACE REQUIREMENTS ON PRIME FARMLAND.
- 4 PURCHASE OR TRADE THE DEVELOPMENT RIGHTS FROM EXISTING PARCELS OF FARMLAND (413 PARCELS, 544 ACRES)

WHICH HAVE ALREADY BEEN SUBDIVIDED TO PRESERVE PRIME SOILS AND AGRICULTURAL LAND CURRENTLY UNDER PRODUCTION.

- 5 THE TOWN FARMLAND COMMITTEE WITH SUPPORT FROM THE DEPARTMENT OF LAND MANAGEMENT, SHOULD MAINTAIN AN INVENTORY OF AGRICULTURAL LANDS ON AN ANNUAL BASIS, INCLUDING A REPORT ON THE CONDITION AND EXISTING USE OF THESE LANDS.
- 6 MONITOR THE EASEMENTS RESULTING FROM THE PURCHASE OF DEVELOPMENT RIGHTS PROGRAM TO ENSURE THAT THEY ARE ENFORCED AND PROTECTED FROM FUTURE DEVELOPMENT.

2. PRESERVING THE FAMILY FARM

The Town should review current subdivision procedures to determine if a more streamlined review can be applied to the family farm. Guidelines and specific criteria can be established to support continued farming while allowing subdivisions as a means of providing affordable housing for family members and farm workers.

At present, §330-135 defines housing for agricultural labor as a special exception use. In order to improve the ability of the farming family to meet their housing needs, the Town should provide a more streamlined subdivision review under §292 of the Town Code. Also, as indicated in the Affordable Housing chapter, accessory units should be allowed in accessory structures such as a garage or guesthouse.

ACTION ITEMS

- ① ALLOW ACCESSORY UNITS IN ACCESSORY STRUCTURES IN THE AGRICULTURAL OVERLAY DISTRICT.
- ② PROVIDE A FAMILY FARM EXEMPTION FOR SUBDIVISION REVIEW UNDER CHAPTER 292 OF THE TOWN CODE.

3. WINERIES

One issue that arises where wineries become significant tourist attractions involves the impact of increased tourist traffic on surrounding residential areas. Wineries are currently permitted as special exceptions in Country Residence (CR200, CR120, CR80, CR60, and CR40) zones. Where the Town can require open areas - preferably cultivated vineyards - separating wineries from residences can help to alleviate adverse impacts. Special attention should also be paid to access, hours of operation, special events, signage, placement of parking lots, and size of parking lots for wineries. The Town should also set limits on sales of accessory goods or non-winery produced items and prohibit kitchen facilities to avoid the tendency for the wineries to become restaurants.

In addition, in order to ensure their agricultural use, and not merely their business use as a retail outlet, certain standards for lot size and coverage should be maintained. For example, building coverage should not exceed 2 percent of the lot area of the winery. The winery should also have attached to it sufficient land to produce 1/3 of the grapes for the total yearly wine production. Federal standards dictate that 85 percent of the grapes used for wine production must be produced within the same viticulture area.

ACTION ITEMS

- ① DEFINE STANDARDS FOR LOT COVERAGE OF A WINERY NOT TO EXCEED 2 PERCENT OF THE LOT AREA.
- ② REQUIRE THAT WINERIES HAVE SUFFICIENT LAND TO PRODUCE A MINIMUM OF 1/3 OF THE GRAPES FOR THE TOTAL YEARLY WINE PRODUCTION.
- ③ DEFINE STANDARDS FOR ACCESS, HOURS OF OPERATION, PLACEMENT OF PARKING LOTS, SPECIAL EVENTS, SIGNAGE AND SIZE OF PARKING LOTS.
- ④ DEFINE LIMITS FOR SALES OF ACCESSORY GOODS OR NON-WINERY PRODUCED ITEMS.

4. INCENTIVES FOR AGRICULTURAL USE

Preservation of the agricultural land base is not the same thing as sustaining agricultural activity. There are a number of steps the Town can take to foster continuing agricultural use of its agricultural land base.

4.1 Identify inactive agricultural acreage.

Once inactive agricultural acreage has been identified and the desires of its owners clarified, there may be a number of approaches to bringing the land back into use such as:

1. Advertising its availability in agricultural schools in New York State;

2. Identify or develop a local clearinghouse that will match farmers looking for land with retiring farmers or other owners of agricultural land;
3. Working with the Peconic Land Trust to identify interns who may wish to farm, or local farmers interested in expanding their farming operations; and promoting the creation of Community Supported Agriculture farms (CSAs) to meet the fresh produce needs of seasonal residents; and
4. Developing a production “incubator” for students or others that could be tied to a community farmers’ market.

4.2 Work with the local business development agencies to target assistance to agricultural enterprises.

The Town should work with County and State agencies including the Cornell Cooperative Extension to provide business development assistance. One of the key objectives should be to target financing, technical assistance, and management assistance to existing and start-up local agricultural enterprises.

ACTION ITEMS

- 1 WORK ON A NUMBER OF FRONTS TO BRING INACTIVE AGRICULTURAL ACREAGE BACK INTO PRODUCTION.**
- 2 WORK WITH COUNTY AND STATE AGENCIES TO TARGET ASSISTANCE TO AGRICULTURAL ENTERPRISES.**

- 3 ESTABLISH A TOWN BUSINESS DEVELOPMENT CENTER TO SUPPORT START-UP ENTERPRISES.**

5. MARKETING INFRASTRUCTURE

There is a strong local market for agricultural and natural resource products and related services in Southampton. That market is currently being tapped by many farmers who have erected seasonal sales facilities on their farms as permitted by the Town through annual renewal of a farmstand permit. Farmers are concerned that some sell a higher than permitted percentage of non-local products. By combining improved enforcement of sales of locally grown items in residential districts with creation of the new marketing infrastructure of a farmers’ market, the Town could eliminate some of what farmers perceive to be unfair competition, while at the same time, supporting the development of new agricultural related businesses or incubators. A farmers’ market would also provide a local market outlet for fishermen, baymen, and perhaps local craftspeople.

5.1 Farmers’ Market

The Town should study the feasibility of a farmers’ market that would provide adequate infrastructure to support local sales such as parking, bathroom facilities, coolers and freezers, etc. Farmers’ markets would be most attractive to the western areas of Town and western Suffolk County. The Town could encourage this type of development through providing a Town owned site, or providing alternative financing.

A market manager would be responsible for enforcing whatever guidelines are established for sales. For example, greenmarkets in New York City have different percentage requirements for

produced versus purchased products sold. These depend on the commodity as well as a number of other rules regarding crop plans, signage, fees, etc. The Town could offer the farmers' market infrastructure in lieu of expanding permits for temporary sales stands; thus reducing both the enforcement and congestion problems associated with these stands, and creating a sellers demand for the market itself.

Farmers' markets can also be a means to help educate the non-farming majority about local agriculture and fisheries and other opportunities to support these industries. Farmers' markets could be a gathering point for farm and fishery tours and a source of information about recreational opportunities associated with these two industries.

ACTION ITEM

- 1 STUDY THE FEASIBILITY OF A FARMERS' MARKET IN THE WESTERN PART OF THE TOWN.

5.2 Infrastructure for Events

The horse industry is growing in Southampton and is likely to continue to do so. This industry markets itself in part through events such as horse shows, and planning is required in order for the Town to benefit from industry growth.

Without proper management and siting, there can be conflicts between the noise and traffic that these horse events and facilities may engender, and residentially zoned lands. This is particularly apparent in agricultural reserve lands or PDR lands.

In order to minimize this friction, the Town should limit the construction of structures for equestrian events or training on agricultural reserve or PDR lands. In addition, for special uses

such as the Hampton Classic, a plan for buffering and minimizing these conflicts should be prepared.

As an alternative location for these events, the Town should consider developing a central facility with adequate parking and other amenities to host horse shows and related events. This facility could be developed through a public/private partnership, through private means or through a non-profit. By providing a good facility the Town may induce (or require) those who wish to hold events to do so in a carefully designed setting that will reduce congestion and other environmental hazards. One well-designed multi-use facility could provide a good experience for both participants and the audience while minimizing the negative impacts of growth in equestrian uses.

ACTION ITEMS

- 1 THE TOWN SHOULD CONSIDER A PUBLIC/PRIVATE PARTNERSHIP TO DEVELOP A CENTRAL FACILITY FOR EQUESTRIAN TYPE EVENTS.
- 2 PREPARE A PLAN FOR BUFFERING AND HEDGEROW PLANTING FOR SPECIAL EVENTS GROUNDS SUCH AS THE HAMPTON CLASSIC.

6. AGRICULTURE EDUCATION AND AWARENESS

In Southampton, as elsewhere in America, it is only a very small percentage of the population who have direct experience of farming. Most people do not understand where their food comes from, what goes into producing it, how their own choices about consumption affect their local economy, or how

their choices about land use, waste disposal, and other behaviors affect the quality of the local natural resource base.

The Town has an important role to play in educating its citizens and its employees about the critical role of agriculture in maintaining its economy, distinct character, and attractiveness as a place to visit and live. There are many ways in which the Town can raise the general level of awareness of its agricultural heritage.

- Declare an “Agriculture Day” for Town employees. Set up a special education program on that day so that everyone has the opportunity to learn about these industries and their importance to the Town. Enlist the Farmland Committee, Agricultural Advisory Committee, Cooperative Extension, Peconic Land Trust, and others in setting up the program. Design and display a banner at Town Hall declaring public support for agriculture.
- Develop a permanent interpretive exhibit to be displayed in Town Hall showing resource use patterns, milestones, and a vision for the Town’s future with agriculture prominently featured.
- Work with the local schools and the Cornell Cooperative Extension to increase awareness of agriculture and provide students with direct experiences in this industry. Give students an opportunity to sample all the agricultural products produced in Southampton. Encourage science projects based on this industry.
- Work with the Farmland Committee and the Agricultural Advisory Committee to prepare a regular series of fact sheets on agriculture that describe the state of farming in Southampton. Fact sheets could be mailed with tax notices to landowners in town. This is similar to the initiative of the Town Trustees in sending residents flyers on

alternatives to the use of fertilizers on lawns. Feedback to the Trustees suggests many residents were unaware of the impact of their actions on the Town’s water quality and were grateful for the information.

- Short facts about agriculture could be produced as public service announcements during the summer season. Second home owners could be encouraged to buy locally.
- Sponsor a Southampton “tasting event” showcasing products grown and caught in Southampton and prepared by local chefs. Invite a keynote speaker to address ways of supporting the local natural resource economy.
- Work with the Farmland Committee and the Agricultural Advisory Committee to plan farm tours for second homeowners. Use these tours as opportunities to address concerns of second home owners while educating them to the economic and environmental realities of agriculture.
- Design and disseminate a short survey to landowners in Southampton regarding attitudes toward and knowledge of agriculture. Use survey results to inform ongoing public awareness and education efforts.

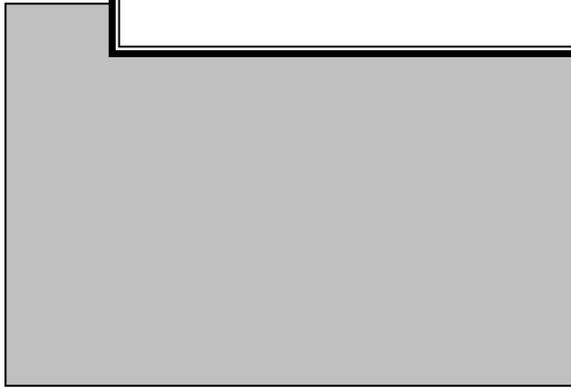
ACTION ITEMS

- ① ENACT PROGRAMS THAT FOSTER AN AWARENESS OF AGRICULTURE IN SOUTHAMPTON.
- ② DECLARE AN AGRICULTURE DAY.
- ③ DEVELOP A PERMANENT INTERPRETIVE EXHIBIT.

- ④ DEVELOP PROGRAMS AT THE LOCAL SCHOOLS TO FOSTER AN AWARENESS OF LOCALLY-GROWN FOOD.
- ⑤ DEVELOP A REGULAR SERIES OF FACTSHEETS ON AGRICULTURE TO BE DISTRIBUTED TO THE PUBLIC.
- ⑥ DEVELOP PUBLIC SERVICE ANNOUNCEMENTS REGARDING LOCALLY GROWN PRODUCE.
- ⑦ PLAN A FARM TOUR FOR THE TOWN.
- ⑧ DISSEMINATE A SURVEY TO UPDATE ATTITUDES AND KNOWLEDGE OF THE AGRICULTURE INDUSTRIES.



FISHERIES



THE VISION FOR FISHERIES

AS BOTH A TRADITIONAL ECONOMIC SECTOR AND A MAINSTAY OF THE VISITOR AND SECOND-HOME INDUSTRY, FISHERIES MUST BE PRESERVED AND PROTECTED FROM THE PRESSURE FOR GROWTH AND DEVELOPMENT THROUGHOUT THE TOWN.

VISION GOALS

- 1. Set aside areas of Southampton's coastline to serve as conservation areas and marine sanctuary zones.*
- 2. Promote an environmentally and economically sound approach to marina development and recreational and commercial fisheries in the Town.*
- 3. Protect freshwater fisheries and marine resources by reducing and preventing pollution in the surface waters of the Town.*
- 4. Develop and implement marine resource management strategies for both finfish and shellfish resources in the Town.*
- 5. Increase the public's awareness of the role of finfish and shellfish resources in the economy and the local ecosystem.*
- 6. Reinforce the Trustee's role in the protection of the Town's bays and bottomlands.*

TECHNICAL FINDINGS AND COMMUNITY SUPPORT

Fisheries and the fisheries industry are central to the character and economy of Southampton since they support not only their own industry, but the visitor and second home industries as well. Without the sense that Southampton is a rural, water-oriented community, the Town would lose its appeal as a resort and second home destination. However, the continued growth and development of Southampton's second home and resort economies threatens the fisheries and the businesses they support.

There are two distinct types of fishing industries in Southampton, commercial finfishing and commercial shellfishing. In addition to the commercial values associated with these industries, the fish resource supports recreational activities which contribute substantially to the local economy in addition to providing important historical and cultural value to the community.

Employment in farming, forestry and fishing in Southampton has increased over the decade of 1980-1990 from 716 to 1,016, apparently due to the increased labor intensiveness of production activity and increased emphasis on direct sales. The percentage increase in employment in farming, forestry and fishing in Southampton of 41.9 percent exceeds the countywide percentage increase of 30 percent indicating that a relatively large share of Suffolk County's natural resource-based workforce (and business owners) reside in Southampton.

There were 892 agricultural services, forestry and fishing business establishments in Suffolk County in 1991, employing 3,220 people with an annual combined payroll of \$71,753,000 (NY County Business Patterns, 1991). The difference between the number of employees in farming, forestry and fishing in

Suffolk County in 1991 and the number of persons employed in these areas in 1990 suggests that a large percentage of Suffolk County's farm, forest and fishing operations are sole proprietorships.

FINFISH

Southampton is home to approximately 40 commercial fishing vessels in Hampton Bays/Shinnecock that together accounted for an estimated 38 percent of Suffolk County landings and 20 percent of value in 1993, or approximately 15.8 million pounds of finfish and shellfish worth \$9.39 million (Suffolk County Planning, 1994). Resident Marine Commercial Food Fishing Licenses were held by 157 individuals in Southampton as of October, 1994, which represents 9 percent of such licenses held in New York State (NYDEC, Div. Marine Resources, 1994).

In 1992 it was estimated that an addition of 12-15 vessels at an expanded Shinnecock Commercial Fishing Dock would generate 70-90 jobs on commercial boat crews and 30-40 jobs in boat repair and maintenance and fish processing, packing and transport (Suffolk Co. DPW, 1992). At present, the approximately 40 vessels now create an estimated 240 commercial boat crew jobs and approximately 100 jobs in boat repair, maintenance, fish processing, packing and transport. The local businesses most dependent on commercial fishing are the Shinnecock Fishermen's Co-op, the Shinnecock Fish Dock, Cor-J Sea Foods, and Pell's Fish Dock.

SHELLFISH

There are two important components to the shell fishing industry in Southampton: commercial shell fishing and recreational shell fishing. An estimated 30 baymen and women rely on shellfish harvesting as their sole income source, while an estimated 200 or more town residents supplement their income through shell fishing (Strough, 1995). Men, women and children directly utilize the shellfish resource to earn income. The most economically significant type of shellfish commercially harvested in Southampton in 1993 were hard clams (36,925 bushels - \$2,769,596). Soft clams (460 bushels - \$29,306), mussels (2017 bushels - \$20,070), and bay scallops (312 pounds - \$3,176) also generate value though significantly less than hard clams. The total value of shellfish harvested in Southampton in 1993 as reported by New York State Department of Environmental Conservation was \$2,823,337, or 23% of the value of comparable shellfish harvested in Suffolk County.

Unlike finfish wholesale prices that have remained constant over the past decade, hard clam wholesale values in New York State increased from \$38.95 a bushel in 1983 to \$74.20 a bushel in 1993; an increase of 91 percent in current dollars. It is estimated that the recreational take of hard clams from Southampton represents fully 50 percent of the total town-wide harvest of hard clams (Suffolk Co. Planning, 1987). The very availability of edible shellfish is an attraction to tourists, whether or not they themselves choose to harvest.

There are 11,971.1 acres of aquatic oyster lands in Southampton. Almost all the aquatic land in Shinnecock Bay (the Southampton portion of the system) is publicly owned and managed by the Town Trustees. The Trustees have no professionally trained staff and rely on Cornell Cooperative Extension and the Town's Environment Division of the

Department of Land Management for technical assistance. Trustees devote about 90 percent of their resources to shellfish management and 10 percent to management of freshwater finfish.

While the Trustees currently have no published plan for the management of their finfish or shellfish resources, the economic potential of such a plan is being increasingly recognized as the potential quality of the resource under Town management is realized. For example, a study of Mecox Bay estimated its oyster population at over 38 million with a value of almost \$5 million.

FRESHWATER FISHERIES

Southampton has many inland freshwater lakes and ponds that support a diversity of native and non-native fish. Freshwater fishing is perceived to be an important recreational activity, although its value to the Town has never been estimated.

SPORTS FISHING

A conservative estimate of the direct value of sports fishing to the Town is between \$32 and \$66.8 million dollars; a value far in excess of the wholesale value of the commercial fin- and shell-fisheries. These figures underscore the importance of water quality in the Town in preserving these valuable economies.

MARINAS

Marinas and boatyards in Southampton are located in the Resort and Waterfront Business (RWB) zone, although many are non-conforming uses in residential areas. Almost 70 percent of all RWB land is in the northeast end of Shinnecock

Bay near the Ponquogue Bridge and immediately west and east of the Shinnecock Canal. These two areas, both of which are near Hampton Bays, support a total of 34 marinas and boatyards with a combined total of 1,447 rental slips. Total marina revenue in Southampton is estimated at \$17.6 million.

AQUACULTURE

Opportunities in aquaculture relevant to Southampton include the production of oysters and hard clams. There are some constraints with respect to aquaculture however, with difficulties in expanding due to the regulatory environment, predators, and financing.

1. CONCERNS OF THE FISHERIES ECONOMY

There are a number of needs and concerns of the fisheries industry in Southampton. Addressing these needs should receive a high priority in planning efforts since their successful resolution will have positive effects on the industry.

- Fisheries enterprises are negatively impacted by rising property values and property taxes. Specifically, the desirability for waterfront property has driven up real estate prices to a point that fishermen are finding it difficult or impossible to afford waterfront property. Hence, access to the water and related fishing industry related facilities is becoming unobtainable.
- Commercial fisheries are affected by their close proximity to residential development with increased likelihood of nuisance suits, vandalism, and other interference with business practices. Conflicts are likely

to intensify in the absence of a concerted public education effort.

- Commercial fisheries are likely to require increased processing capability over time for which improvements in waste treatment and water infrastructure will probably be required.
- The industry can benefit from local/regional market development emphasizing direct sales to local consumers. At the same time, however, the industry will need to develop and maintain wholesale market outlets to maximize stability.
- The industry will require sources of trained labor and management to remain competitive over time. Technologies in the industry are becoming increasingly management, labor, and information intensive.
- The industry will be affected by transportation planning efforts. Transportation planning should facilitate direct marketing, and provide for the movement of fish products by the truckload.
- The industry will require a local regulatory environment that is educated and sensitive to their economic needs in addition to the potential for positive environmental impacts. Both the industry and regulators must be flexible enough to create solutions that achieve economic and environmental goals simultaneously. The Town, by becoming well informed regarding the needs of its fisheries industries, can become an important advocate for these businesses in dealing with county, state and federal regulators.

IMPLEMENTATION STRATEGIES

1. WATER QUALITY

1.1 Marina or Boat Yard Siting and Design Standards

Marina development, while providing for commercial business and recreation opportunities, can cause significant environmental problems for both landward and seaward resources. Construction and operations can impact not only wetlands and other sensitive resources along the shoreline, but can have serious water quality impacts due to increased sedimentation and pollution due to runoff. In addition, a marina can contribute significant amounts of pollution from the unintended discharge of petroleum products to surface water bodies.

Bulkheads or other retaining structures are commonly built to provide better access to deep water, to control landward erosion, to protect shorelines from wave action, and to eliminate on-site wetlands. This practice can have significant impact to marine ecosystems and their biodiversity. The following standards for the maintenance, expansion and development of new marinas can aid in minimizing these negative impacts:

1. Off-shore marinas and, in some cases, open dockage to deep water is generally less environmentally damaging than excavation and construction of boat basins;
2. Dry storage marinas are generally less environmentally damaging than in-water marina facilities;

3. When siting a new marina, locations should exclude those that are environmentally sensitive: wetlands, littoral zones, biologically productive waterbodies, water courses with no history of dredging or major disturbance, shallow estuarine creeks, bays, or coves with poor flushing, rare species habitats, critical wildlife nesting and feeding areas, and productive shellfish areas;
4. Marinas should be located where the maximum infrastructure already exists and where the least new disturbance of natural waters and wetlands will be needed, as well as where the least amount of new and maintenance dredging will be necessary;
5. Marinas should be designed so that they do not significantly interfere with natural wave and current patterns, as well as existing navigational channels;
6. Dockage, navigational channels and basin areas should be designed to prevent backwater areas with poor flushing where toxins can accumulate and degrade surface water quality. Canals and basins should never be deeper than the receiving or bordering water courses, as these conditions tend to result in water quality degradation, contamination of bottom sediments, accumulation of pollutants, and health hazards to marine life; and
7. Marinas should be designed to accommodate:
 - a) pumpout stations;
 - b) adequate waste receptacles;
 - c) rest room facilities;
 - d) contained upland areas for cleaning, painting, repairing, fiberglassing, and servicing boats;
 - e) contained fueling areas to prevent spillage,

overwash, and gas/oil runoff into surface waters; f) runoff and drainage abatement, and g) alternative fueling stations such as electric charging technology for non-internal combustion engine boats.

ACTION ITEM

- ① DEVELOP SPECIFIC SITING AND DESIGN STANDARDS FOR THE MAINTENANCE, EXPANSION AND SITING OF NEW MARINAS.

1.2 Pump-out Stations

One of the concerns associated with the environmental impacts of marinas has to do with the disposal of human waste. When raw sewage is discharged from boats, bacteria and nutrients enter the water contributing to shellfish contamination, stimulating algal blooms and posing health risks to swimmers and sailboarders. The effects are often exacerbated in closed harbors where little tidal flushing occurs.

To improve capacity to address this concern, the Town Trustees secured a grant to implement a mobile vessel pumpout program for boaters in Town waters. Data from the Town's five pumpout boats for the summer of 1998 indicate that 46,800 gallons of boat sewage waste were pumped in the Peconic and South Shore Bays. In order to maintain water quality as boating traffic increases, the capacity of fixed and mobile pumpout stations should be increased. As long as sufficient pumpout facilities are available, an application can be made to EPA for a no-discharge designation, which makes it illegal to discharge even treated sanitary wastes directly into the water.

In order to be effective, the pumpout stations must be properly maintained and used by boaters. Thus, pumpouts should be

convenient, affordable and well-advertised, and boaters should be educated about the need for proper waste disposal.

ACTION ITEMS

- ① ENSURE THE CAPACITY OF FIXED AND MOBILE PUMPING STATIONS.
- ② OBTAIN A NO-DISCHARGE DESIGNATION FOR THE BAYS AND INLETS OF SOUTHAMPTON TOWN.
- ③ PROVIDE EDUCATIONAL MATERIALS TO BOATERS REGARDING THE NEED FOR PROPER PUMPOUT OF HUMAN WASTES.

1.3 Reduce pollution in the surface waters of the Town.

Contamination of the surface waters of the Town poses a significant threat to the marine environment. Many of the polluting substances originating from land-based sources, including roads, building development and agriculture, are of particular concern to shellfish resources, since they are often toxic and have a tendency to accumulate in the food chain. Watershed management practices which prevent, control and reduce degradation of surface waters should be strengthened:

1. The Town should encourage the State to begin a program to correct the runoff problems along all State roads within the Town, particularly those locations which are contributing runoff to coastal waters and wetlands;

2. The town should increase its wetland and riparian buffer requirements as detailed in the Natural Resources section of the Plan;
3. The effectiveness of site specific stormwater abatement projects, carried out under the Town's Clean Water Bond Act, should be monitored to facilitate the reopening of currently closed and/or restricted shellfish areas;
4. The Town should continue to inventory and identify the important shellfish stocks impacted by stormwater runoff, and develop strategies to mitigate water quality degradation in these areas; and
5. Suffolk County and the Town of Southampton should continue stormwater abatement programs through a New York State Bond Act.

ACTION ITEMS

- ① ENCOURAGE THE STATE TO CORRECT RUNOFF PROBLEMS ALONG STATE ROADS WITHIN THE TOWN.
- ② MONITOR THE EFFECTIVENESS OF THE STORMWATER ABATEMENT PROJECTS CURRENTLY UNDERWAY BY THE TOWN.
- ③ DEVELOP STRATEGIES FOR THE MITIGATION OF WATER QUALITY IN AREAS WHICH AFFECT SHELLFISH RESOURCES.
- ④ SUFFOLK COUNTY AND THE TOWN OF SOUTHAMPTON SHOULD CONTINUE STORMWATER ABATEMENT PROGRAMS THROUGH A NEW YORK STATE BOND ACT.

1.4 Water Quality Sampling

Surface water quality assessment, including the identification of fecal coliform levels and bacteriological quality through continual water sampling, are an essential element for determinations of the quality of marine waters for shellfish productivity and harvest. These evaluations constitute the practical basis for the regulation of shellfish areas and the opening or closure of bottomlands for commercial and recreational take.

Opportunities exist to improve existing data collection networks to meet accepted guidelines for the provision of essential surface water quality data in select water bodies. They can then be opened or upgraded with respect to regulatory shellfish stocks. Having sufficient numbers of qualified staff retained by shellfish management agencies, provided with the training they need, is vital.

ACTION ITEMS

- ① IMPROVE THE EXISTING WATER QUALITY COLLECTION AND DATA NETWORKS.
- ② ENSURE SUFFICIENT NUMBERS OF TRAINED, QUALIFIED STAFF FOR WATER QUALITY TESTING.

2. EXPANSION OF THE COMMERCIAL FISHING INDUSTRY AT SHINNECOCK INLET

Previous drafts of the Town's Local Waterfront Revitalization Plan indicated that the Town should explore the maintenance and expansion of the commercial fishing facilities at Shinnecock

Inlet. The existing facilities could be improved or expanded if warranted on county-owned land to the west to provide for additional berthing for fishing vessels of varying dimensions. This dock has been used virtually at full occupancy since it was constructed a decade ago, and the East End Task Force has asked for State funds to expand the dock to an investment total of \$30 million.

ACTION ITEM

- 1 EXPLORE STRATEGIES TO MAINTAIN AND EXPAND THE COMMERCIAL FISHING FACILITIES AT SHINNECOCK INLET.

3. PLANNING FOR THE USE OF AQUATIC RESOURCES

3.1 Evaluate the Town's freshwater fisheries and develop a fisheries management plan.

Southampton has many inland freshwater lakes and ponds that support a diversity of native and non-native fish. Freshwater fishing is perceived to be an important recreational activity, although its value to the Town has never been estimated. Information regarding the status of native fish stocks is lacking. Although Town Trustees have supported a limited stocking program of non-native game fish, the impact of this program on native fish stocks has not been studied. The Trustees should consider evaluating the Town's freshwater fisheries through a survey of aquatic species in all the Town's freshwater lakes and ponds, paying particular attention to the relationship between native and non-native fish stocks. Results of this survey, together with an estimate of the economic contribution of

freshwater fishing to the Town's economy, could form the basis of a comprehensive plan for managing Southampton's freshwater fisheries.

ACTION ITEMS

- 1 SURVEY THE AQUATIC SPECIES IN ALL OF THE TOWN'S FRESHWATER LAKES AND PONDS.
- 2 DEVELOP A MANAGEMENT PLAN FOR THE TOWN'S FRESHWATER FISHERIES.
- 3 RECONSIDER THE CURRENT POLICY OF STOCKING LOCAL STREAMS, LAKES, PONDS AND OTHER WATERWAYS WITH NON-NATIVE FISH SPECIES.

3.2 Evaluate the Town's shellfish stocks and develop a shellfish management plan.

There are 11,971.1 acres of aquatic oyster lands in Southampton, the majority of which lies in Shinnecock Bay and publicly owned and managed by the Town Trustees. The Town-wide resources have not been adequately documented, however a study of Mecox Bay which places the value of those oysters at \$5 million indicates the potential value Town-wide.

The Town Trustees should consider developing a comprehensive management plan for the Town's shellfish resources. The plan should consider commercial and recreational needs and should include a business development and economic impact component. Special efforts should also be taken to maintain or restore populations of area shellfish stocks at levels that can produce the maximum sustainable yield.

☑ ACTION ITEMS

- ① DEVELOP A COMPREHENSIVE PLAN FOR THE TOWN'S SHELLFISH RESOURCES.
- ② DEVELOP ZONE MANAGEMENT STRATEGIES TO MAXIMIZE SUSTAINABLE YIELD AND ESTABLISH SPAWNER SANCTUARIES.
- ③ DEVELOP AND IMPLEMENT A SHELL DEPOSITION OR PLANTING PROGRAM IN MECOX BAY IN ORDER TO MAXIMIZE SUBSTRATE FOR SPAT ATTACHMENT.
- ④ CONTINUE TO CONDUCT SEED CLAM PLANTING PROGRAMS TO ENHANCE COMMERCIAL AND RECREATIONAL FISHERIES IN SELECTED AREAS WHERE ECONOMICALLY FEASIBLE AND WHERE A HIGH SURVIVAL RATE IS EXPECTED.
- ⑤ CONTINUE THE TRANSPLANTING OF HARD CLAMS FROM UNCERTIFIED WATERS TO CERTIFIED WATERS WHEN STATE OF LOCAL FUNDING IS AVAILABLE, AND WHEN THE GOALS OF PUBLIC HEALTH PROTECTION AND ENHANCED SPAWNING CAN BE MET.

4. MARKETING INFRASTRUCTURE

There is a strong local market for natural resource products and related services in Southampton. That market is currently being tapped by many farmers who have erected permanent sales facilities on their farms as permitted by the Town. The market is also attractive to non-producers or occasional producers who sell from temporary stands. Farmers are concerned that some sell a higher than permitted percentage of non-local products. By combining improved enforcement of sales of locally grown

items in residential districts with creation of a new marketing infrastructure, a farmers' market, the Town could eliminate some of what farmers perceive to be unfair competition while, at the same time, developing a new tourist attraction and small business incubator. A farmers' market would also provide a local market outlet for fishermen, baymen, and perhaps local craftspeople.

a. Farmers' and Baymen's Market.

The Town should study the feasibility of a farmers' and baymen's market that would provide adequate infrastructure to support local sales such as parking, bathroom facilities, coolers and freezers, etc. Farmers' and baymen's markets would be most attractive to the western areas of Town and western Suffolk County. The Town could encourage this type of development through providing a Town owned site, or providing bond financing.

A market manager would be responsible for enforcing whatever guidelines are established for sales. For example, greenmarkets in New York City have different percentage requirements for produced versus purchased products sold depending on the commodity as well as a number of other rules regarding crop plans, signage, fees, etc. The Town could offer the farmers' and baymen's market infrastructure in lieu of expanding permits for temporary sales stands thus reducing both the enforcement and congestion problems associated with these stands and creating a sellers demand for the market itself.

A farmers' and baymen's market can also be a vehicle to help educate the non-farming majority about local agriculture and fisheries and other opportunities to support these industries. Farmers' markets could be a gathering point for farm and fishery tours and a source of information about recreational opportunities associated with these two industries.

☑ ACTION ITEM

- ① STUDY THE FEASIBILITY OF A FARMERS' AND BAYMENS' MARKET IN THE WESTERN PART OF THE TOWN.

2. FISHERIES EDUCATION AND AWARENESS

In Southampton, as elsewhere in America, it is only a very small percentage of the population who have direct experience of fishing. Most people do not understand where their food comes from, what goes into producing it, how their own choices about consumption affect their local economy, or how their choices about land use, waste disposal, and other behaviors affect the quality of the local natural resource base.

The Town has an important role to play in educating its citizens and its employees about the critical role of fisheries in maintaining its economy, distinct character, and attractiveness as a place to visit and live. There are many ways in which the Town can raise the general level of awareness of its fisheries heritage.

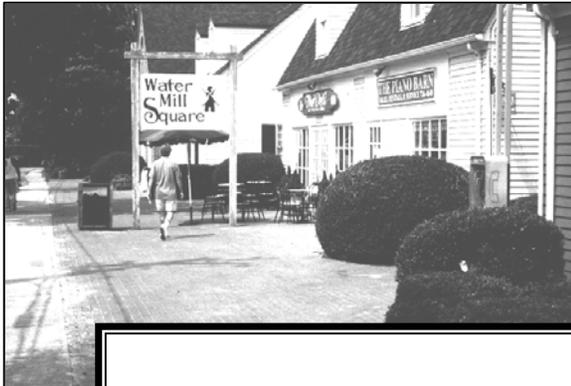
- Declare a “Fisheries Day” for town employees. Set up a special education program on that day so that everyone has the opportunity to learn about the industry and its importance to the Town. Design and display a banner at Town Hall declaring public support for fisheries.
- Develop a permanent interpretive exhibit to be displayed in Town Hall showing resource use patterns, milestones, and a vision for the Town’s future with fisheries prominently featured.
- Work with the local schools to increase awareness of fisheries and provide students with direct experiences in

this industry. Give students an opportunity to sample all the fish and shellfish products produced in Southampton. Encourage science projects based on these industries.

- Work with the Town Trustees to prepare a regular series of fact sheets on fisheries that describe the State of the industry in Southampton. Fact sheets could be mailed with tax notices to landowners in town. This is similar to the initiative of the Town Trustees in sending residents flyers on alternatives to the use of fertilizers on lawns. Feedback to the Trustees suggests many residents were unaware of the impact of their actions on the Town’s water quality and were grateful for the information.
- Short facts about fisheries could be produced as public service announcements during the summer season. Second homeowners could be encouraged to buy locally.
- Sponsor a Southampton “tasting event” showcasing products grown and caught in Southampton and prepared by local chefs. Invite a keynote speaker to address ways of supporting the local natural resource economy.
- Design and disseminate a short survey to landowners in Southampton regarding attitudes toward and knowledge of fisheries. Use survey results to inform ongoing public awareness and education efforts.

ACTION ITEMS

- ① ENACT PROGRAMS WHICH FOSTER AN AWARENESS OF FISHERIES IN SOUTHAMPTON.
- ② DECLARE A FISHERIES DAY.
- ③ DEVELOP A PERMANENT INTERPRETIVE EXHIBIT.
- ④ DEVELOP PROGRAMS AT THE LOCAL SCHOOLS TO FOSTER AN AWARENESS OF LOCAL SEAFOOD.
- ⑤ DEVELOP A REGULAR SERIES OF FACTSHEETS ON FISHERIES TO BE DISTRIBUTED TO THE PUBLIC.
- ⑥ DEVELOP PUBLIC SERVICE ANNOUNCEMENTS REGARDING LOCAL SEAFOOD.
- ⑦ DISSEMINATE A SURVEY TO UPDATE ATTITUDES AND KNOWLEDGE OF THE FISHERIES INDUSTRY.



HAMLET BUSINESS AREAS



THE VISION FOR HAMLET BUSINESS AREAS

PROMOTE BUSINESS CENTERS THAT NOT ONLY MEET CONSUMER NEEDS, BUT ALSO ENABLE SMALL BUSINESS RETENTION AND ATTRACTION, AND BOLSTER THE HAMLET AND VILLAGE CENTERS THAT ARE ESSENTIAL TO SOUTHAMPTON'S ECONOMY, "TOWN AND COUNTRY" IMAGE AND QUALITY OF LIFE.

VISION GOALS

1. *Focus growth to accommodate increases in population and spending power, by:*

- *Channeling growth to existing centers;*
- *Providing more flexibility as to use in and near the centers, but with more assurance of good design;*
- *Promoting unique, one-of-a-kind shopping; and*
- *Promoting locally-grown small businesses.*

2. *Reinforce the special character of each hamlet (and village) center, by:*

- *Promoting a unique identity for each center;*
- *Improving access, circulation and parking;*

- *Upgrading public spaces, pedestrian amenities, the streetscape and historic qualities; and*
- *Promoting civic uses.*

3. *Upgrade the town's "highway" business corridors, by:*

- *Improving and coordinating access and circulation;*
- *Promoting more attractive signage and landscaping;*
- *Providing incentives for redevelopment and consolidation; and*
- *Providing greater flexibility as to use, but with greater attention to design.*

TECHNICAL FINDINGS AND COMMUNITY SUPPORT

Retail and related commercial property represents only 11 percent of the land devoted to commercial and industrial uses in the Town; or 21 percent of commercial/industrial land if the town's golf courses and Gabreski Airport are excluded from the equation.¹ It generates less than 5 percent of Southampton's tax base.² Yet, retail development has a disproportionate impact on the satisfaction of residents and visitors with the town's landscape, sense of place, and amenities. The hamlet centers anchor their neighborhoods and communities; the town's business districts dominate roadside views; and, in a town as large as Southampton, residents are unusually dependent on what local stores have to offer without having to be burdened with significant travel times to centers located elsewhere. No wonder business districts and hamlet centers dominated the Comprehensive Plan workshops held with hamlet Citizen Advisory Committees (CACs), business interests, and the Comprehensive Plan CAC. Land devoted to commercial uses generates close to 17,000 jobs³, and probably accounts for the great majority of the 3,500 Southampton residents employed by the retail trade sector.⁴

Southampton's retailing is notable for both the quality of its stores, and for the vibrancy of its village and hamlet centers. These qualities will, however, be subject to increasing strains, as the pressure for strip, shopping center, "superstore" and chain/franchise development increases. Clearly, it is in the

interest of the town's tax and jobs base to stay responsive to retail and commercial development trends; but as clearly, unplanned commercial development puts at risk the town's rural image and resort economy. The challenge is therefore how to strategically manage the pressure for retail development, while still enhancing the Town's "town and country" physical, social and shopping landscape.

A three-pronged strategy is recommended. The first element focuses on the marketplace. It builds on the recognition that the pressure for retail development is growing; and that for reasons of tax rateables, job creation, and satisfying the demands of consumers, there is good reason to appropriately plan for future demand. One of the better ways to do this is to channel retail development to hamlet and village centers. There and elsewhere, zoning and permitting procedures should be revised to recognize that a greater flexibility of use could be provided so long as stringent design and other such standards are met. The Town should promote small, one-of-a-kind stores that contribute to Southampton's resort image, as well as the homegrown businesses that are a staple of the local economy. The objective is to provide "carrots and sticks" to channel market demand to meet the Comprehensive Plan's overall goal of preserving Southampton's open spaces, handsome views, resort qualities, and compact patterns of home and village centers

The second element focuses on the hamlet centers; it builds on the clear recognition that each of Southampton's hamlet and village centers present different challenges and opportunities, notwithstanding regulatory and other commonalities. General policies, regulatory improvements and perhaps tax incentives

¹ Southampton Tomorrow Trends Analysis, 1996.

² New York State Division of Equalization and Assessment.

³ Urban Decision Systems (UDS), 1994 estimates.

⁴ United States Bureau of the Census, 1990 Census of Population and Housing.

should be made with regard to enhancing convenience (circulation and parking), appearance (streetscape and historic qualities), and identity (civic uses and public places). Each and every hamlet and village center should be looked at independently with the participation of that center's business, resident and civic communities. The objective is to make all of these centers places people want to go to and feel proud of.

The third element focuses on the highway business areas. It builds on the clear recognition that there already is quite a lot of

highway business in the town, and that the challenge is not just guiding new development, but addressing issues raised by the appearance and quality of existing development (e.g., along County Road 39). Again, general policies and regulatory improvements should be made with regard to convenience and appearance, and then each and every area should have its own, individualized plan, developed in cooperation with the business, resident and civic communities. The objective is to make the highway business areas attractive as well as prosperous.

IMPLEMENTATION STRATEGIES

1. GENERAL POLICIES

As noted, the first element of the retail strategy focuses on the marketplace. It builds on the recognition that the pressure for retail development is growing, and that—for reasons of tax rateable, job creation, and satisfying the demands of consumers—there is good reason to manage the corresponding retail demand. However, some ways are better than others to do this. Specifically, retail development should be channeled to hamlet and village centers. There and elsewhere, zoning and permitting procedures should be revised to recognize that a greater flexibility of use could be provided so long as stringent design and other such standards are met. The Town should promote small, one-of-a-kind stores that contribute to Southampton’s resort image, as well as the homegrown businesses that are a staple of the local economy. The objective is to provide “carrots and sticks” to channel market demand to meet the Comprehensive Plan’s overall goal of preserving Southampton’s open spaces, handsome views, and resort economy.

1. The overall vision is to promote a simple hierarchy of retail development and centers that builds on the existing and potential market assets of the current centers, and enhances the “town and country” image of the town. The hierarchy is shown on the next page (Table 9).
2. The pressure for retail development is expected to grow—slightly from population growth, as counted by the U.S. Census, and greatly from the increase in the amount of time that second-home residents are spending in town. Given the amount of land presently zoned for business use, the

question is not whether or not there should be retail development, but the manner in which it takes place. In this context, the Town should promote intensification of uses in existing business centers, especially the hamlet and village centers (as shall be discussed in detail, later). The amount of commercially zoned land in the town should remain much the same, though the precise zoning of lots should be reconsidered in selected places.

3. The Town should provide greater flexibility with regard to use, but with greater control of appearance and design. Recommendations presented elsewhere in the Comprehensive Plan include: (Refer also to Table 10)
 - Hamlet Office/Residential (HO) zoning in place of the current Office District (OD) zoning. HO would generally allow offices, housing, and low-traffic generating retail and service uses such as those now allowed in office districts (e.g., antique stores, galleries, restaurants but without liquor licenses). High traffic/impact uses would not be allowed (e.g., video stores, liquor stores, fast food establishments, laundromats, dry cleaners, and gas stations). In addition, HO zoning would entail performance standards, requiring that buildings appear to be residential (no front parking, rear or side parking), use residential style setbacks, reduced lot coverage (e.g., 20% - 25%), small footprints (e.g., up-to 3,000 square feet), residential style windows and entries, pitched roofs, and discrete signage. Additional restrictions on hours of business, times of delivery (e.g., 8 a.m. - 8 p.m.), lighting, noise and odor generation would apply.

TABLE 9. RETAIL HIERARCHY, SOUTHAMPTON

ENTER	WEST PART OF TOWN*	EAST PART OF TOWN*	PURPOSES
Major Village/Town Business Centers	Westhampton Beach Riverhead	Southampton Village Sag Harbor	These four traditional downtowns are central places of the town; they should continue to emphasize specialty shopping and a pedestrian-friendly environment.
Major Hamlet Centers	Hampton Bays	Bridgehampton	These two centers combine (1) a hamlet center, smaller than the village/town centers, with (2) shopping centers and retail corridors. These centers should combine convenience, destination and specialty shopping - serving large portions of the town.
Small Hamlet and Village Centers	Speonk Riverside/Flanders East Quogue (Quogue)	Water Mill North Sea Noyack	These small centers are smaller versions of the village/town centers, with an emphasis on meeting the daily shopping and service needs of hamlet/village residents, and on serving as the civic and historic centers of their hamlets.
Commercial Corridors		County Road 39	County Road 39 is conceived as the town's only stand-alone commercial corridor, serving the needs of passing travelers as well as residents. The emphasis is on access, signage, building design and landscape upgrades, so as to improve business, safety and appearance.

* Note: Centers in incorporated villages and neighboring municipalities are parenthesized.

There could be multiple uses in each building (by special exception) and multiple buildings on each site (§330-33).⁵

- Hamlet Commercial/Residential (HC) zoning, generally in the transition areas, framing hamlet centers (zoned Village Business). The HC zone would involve much the same design and performance standards as HO zoning, but would allow (by special exception) the uses allowed in the Village Business districts, in addition to housing, offices and other HO uses.
- Non-retail, business compatible uses: B&B's should be allowed by special exception above stores and restaurants in all of the business districts, except Shopping Center Business (SCB) districts. Home occupations, even those involving non-family member employees and exterior signage, should be allowed in any residence in any business district. Medical offices, medical/dental laboratories, outpatient care facilities and other health services should be allowed by special exception in all business districts. Planned Light Industrial Parks should be allowed by special exception in Highway Business (HB) districts. More than one housing unit per store (as now required) should be allowed above stores in the hamlet centers (VB districts) (§330-33)⁶.
- Administrative reviews for minor site plan approvals: The Department of Land Management should be allowed to conduct site plan reviews with regard to minor facade improvements, re-tenanting of retail uses,

⁵ Refer to Southampton Tomorrow: Economic Development, 1996.

⁶ Southampton Tomorrow: Economic Development, and Southampton Tomorrow: Affordable Housing, 1996.

and other pro forma applications, with a call-up provision by the Planning Board.⁷

- Design Review Board (DRB) in place of the current Architectural Review Board: The DRB should put a priority on reviewing all commercial applications, in addition to all applications involving designated scenic corridors, Heritage Districts, and community and municipal facilities (*Article XIX*).⁸ Note also that in a survey of town residents, four out of five residents indicated support for building standards with regard to historic buildings, commercial signage, and commercial buildings in general.
- Design guidelines: In connection with the Design Review Board (DRB), the Town should draft generic and area-specific design guidelines to be used by the DRB in its reviews, and to inform merchants and property owners as to what is generally expected with regard to facade treatment, landscaping, etc.⁹ The area-specific design guidelines should be based on town-wide standards, supplemented by specific hamlet and business center urban design plans and/or Planned Development District plans (*Article XXVI*).

⁷ Refer to op.cit.

⁸ Refer to Southampton Tomorrow: Scenic Corridors, 1996. Source: Southampton Community College, Institute for Regional Research, Attitudes of the Southampton Town Population Toward Various Subjects Addressed by the Master Plan, 1995.

⁹ Design guidelines prepared by the Dutchess County Department of Planning and Development provide a useful model.

TABLE 10: HIGHLIGHTS OF PROPOSED COMMERCIAL DISTRICTS

	HAMLET OFFICE / RESIDENTIAL (HO)	HAMLET COMMERCIAL / RESIDENTIAL (HC)	OFFICE	VILLAGE BUSINESS (VB)	HIGHWAY BUSINESS (HB)	SHOPPING CENTER BUSINESS (SCB)
Permitted Uses:	Some low-impact retail by SE Housing	Most types of retail, by SE Housing	Some low-impact retail Accessory housing only	Most types of retail Accessory housing only	No housing 1 use per 1/2 acre or greater	Most types of retail No housing
Design Guidelines:	Residential yards, lot coverage, and setbacks < 3,000 s.f. footprints Pitched roof, plate glass, attractive facades/signage etc.	Residential yards, lot coverage, and setbacks < 3,000 s.f. footprints Pitched roof, plate glass, attractive facades/signage etc.	No building > 15,000 s.f.	Infill permitted by SE No building > 15,000 s.f.	No building > 15,000 s.f.	No building > 15,000 s.f. by SE
Performance Guidelines:	No late night hours No early AM delivery No noise, odors No liquor license	No late night hours No early AM delivery No noise, odors				

These guidelines are mainly to illustrate the intent of the HO and HC districts relative to the existing commercial districts. Zoning would spell out more detailed use groups and design guidelines.

4. In all business districts, there should be incentives for shared parking, access and egress. At the present time, the required amount of parking is equal to the aggregate of the demand for all of the uses present on the site (§330-93.B), with the potential for a reduction in the number of parking spaces by up to one-third in connection with a Planning Board finding that such reduction is both reasonable and that the site plan can accommodate the full amount of parking should need arise (§330-100.E). The Town also allows shared access and egress between two adjoining uses (§330-100.F(2)). These regulations should be modified to allow shared parking between lots not under common ownership where there are binding agreements between the property owners (§330-100.F). As a further inducement in the proposed HO and HC zones, parking should be permitted in the side and rear of buildings, but prohibited in the frontage between the building and the street. Shared parking between properties involves certain transaction costs— for legal agreements, insurance liability, etc. They can also reduce project costs. Most important, from the Town’s perspective, they can cut down on the visual impacts and traffic/safety problems posed by multiple curb cuts.¹⁰
5. The Town should promote smaller, one-of-a-kind stores. Clearly, franchise and chain stores should not and cannot be prohibited. However, the Town should consider zoning regulations that (1) allow other types of stores to remain more competitive, and, (2) where chains and franchises , may be appropriate, minimize their impact in terms of siting, design and dimensional standards. These zoning regulations would establish limits on floor area, number and location of signs (§330-87), drive-thru's, facade designs, and

other site plan and dimensional features. One intention is to create a favorable environment in which Southampton’s homegrown businesses can continue to flourish.

6. A simplification of the Business Districts Table of Use Regulations (§330-33) is recommended.¹¹ Now, all uses not listed are prohibited. Instead, the Planning Board should be given latitude to consider uses in accordance with the most approximate (in terms of traffic, noise, etc. in addition to land use) use listed.

The number of retail uses should also be reduced, and re-categorized mindful of their impact. The new categorization could elaborate on the following structure, while singling out uses (such as fast food and drive-thru's) that have particular and unique impacts:

- Residential uses—to be allowed in Hamlet Office/Residential (HO) and Hamlet Commercial/Residential (HC), as an accessory use in Village Business (VB), and as a pre-existing use in all business districts.
- Residential community facilities—to be generally allowed in all districts except Shopping Center Business (SCB).
- General community facilities—to be generally allowed in all business districts.
- Agriculture uses—to be allowed in Highway Business (HB).

¹⁰ Southampton Tomorrow: Transportation, 1996.

¹¹ Refer to Southampton Tomorrow: Economic Development, 1996 for discussion with regard to the Motel Business (MTL) and Resort and Waterfront Business (RWB) districts.

- B&B's—to be allowed by special exception in VB, HO and HC.
- Limited light industrial uses—to be generally allowed by special exception in HB.
- Wholesale/distribution business uses—to be generally allowed in HB.
- Automotive uses, e.g., drive-thru's, car sales, and fueling stations—to be allowed in HB.
- Amusement and recreation—to be allowed in HB and SLB only.
- Cultural uses and theaters—to be allowed in VB and HC.
- High impact (traffic, noise, smell, waste products, deliveries, etc.) retail uses, e.g., fast food, laundromats, bars, veterinary services, etc.—to be allowed by special exception in selected business districts, and prohibited in HO and HC.
- Low impact retail uses, e.g., antique stores—to be allowed in all business districts, including HO by special exception.
- All other types of retail, especially those involving foot traffic—to be allowed in SCB and VB, and HC.

The purpose of the reorganization would be to allow the Town to adopt a shorter list of allowed and prescribed uses, but organized in a manner that clarifies the purpose of allowing various types of uses in each of the districts.

7. The Town should prohibit stores larger than 15,000 square feet, except by special exception in Shopping Center Business (SCB) districts. The Town could also allow buildings with large floor areas in Planned Development

Districts (*Article XXVI*), which provide the ability to (1) modify uses and densities in order to create amenities or anchor existing centers, (2) preserve vital natural or scenic resources in connection with Transfer of Development Rights (TDR), Pine Barren Credits (PBC) or Purchase of Development Rights (PDR), and (3) in both cases conform with plans approved by the Town Board as well as the Planning Board. The Town could still allow, as special exception uses, “warehouse stores” such as nurseries and lumberyards where there is more than 60 percent storage area and no more than 15,000 square feet of sales space. The special exception review should include consideration of the economic impacts of large-scale retail development on existing centers, especially with regard to the continued health of hamlet and village anchors.

8. The Town should adjust its sign ordinance to reflect the different design issues posed by different business areas (§330-87). Hamlet and village center businesses (Village Business districts) generally rely on foot traffic from shoppers going from store to store in the center; the signage should reinforce the historic and pedestrian character of these centers. Auto strip businesses (Highway Business districts) generally require signs that stand out and are readable for travelers driving by at relatively fast speeds. While signs should be regulated with regard to size and lighting, the number of signs should also be curtailed and strictly enforced, so as to avoid escalating clutter as businesses vie for recognition. Businesses in shopping centers (SCB) may need two signs—one for each store at their place of business, and another which they may share with all of the other shopping center uses at the center’s main entrance. Businesses in the new Hamlet Office/Residential (HO) and Hamlet Commercial/Residential (HC) district should have fairly

discrete signage, as these areas are intended to maintain a residential image. The Town should also consider an amortization law for non-compliant signage, stipulating a shorter (e.g., 10-year) amortization for signs for pre-existing non-conforming uses, and a longer (e.g., 20-year) amortization for signs for conforming uses. As the differentiation indicates above, the sign ordinance should recognize the needs of different types of businesses, while assuring that signage does not pose scenic or safety problems.

9. As discussed later in this chapter, a number of Planned Development Districts (PDD's) are recommended in order to implement specific plans for business districts, especially in the hamlet centers. It may be useful for the Town to explore a new PDD—a “Hamlet PDD” (HPD)—in order to carry out these plans.

As with other PDD's, the HPD would have these attributes:

- It would be considered on a floating zone basis;
- Underlying zoning would still be in effect;
- HPD would be implemented through incentives with regard to density, layout, and use; and through the greater surety provided and residents that the plan will be based upon an approved plan;
- Incentives would be tied to acquisition of Transfer of Development Rights (TDR) or Pine Barren Credits (PBC) from agricultural or other open and environmentally sensitive lands earmarked for preservation;
- The mapping of the HPD would be by the Town Board;

- The detailed HPD plan must be approved by the Planning Board; and
- Significant community input is a prerequisite.

Specific to the Hamlet PDD (HPD), its purpose would include the following:

- Curtail additional and/or correct existing sprawl development;
- Provide adequate landscaped buffers between commercial and residential uses;
- Prevent encroachment of commercial uses and traffic into residential neighborhoods;
- Promote orderly and coordinated development; and
- Promote architectural and design standards that are consistent with the hamlet’s special and (as relevant) historic character.

Further specific to HPD’s, permitted uses and actions would include:

- TDR transfers from Highway Business (HB) districts to Village Business (VB) districts in the same hamlet, so as to reduce sprawl;
- In VB districts, buildings could be larger than 15,000 sq. ft.
- Also in VB districts, buildings could involve 100% lot coverage;
- In shopping Center Business (SCB) districts, buildings could be larger than 15,000 sq. ft.;
- In Highway Business (HB) districts, Planned Industrial Parks; and in Hamlet Office/Residential (HO) and

Hamlet Commercial/Residential (HC) districts, cluster housing on ¼ acre lots.

ACTION ITEMS

- 1 ADOPT A GENERAL POLICY FAVORING VILLAGE AND HAMLET CENTERS, WITH A CLEAR SENSE OF THE MARKET POTENTIAL AND HAMLET/VILLAGE IDENTITY OF EACH CENTER.
- 2 USE NEW HAMLET OFFICE/RESIDENTIAL (HO) AND HAMLET COMMERCIAL/RESIDENTIAL (HC) ZONING NEAR VILLAGE/HAMLET CENTERS, AND ALLOW A GREATER RANGE OF USES IN BUSINESS CENTERS TO PROVIDE GREATER FLEXIBILITY WITH REGARD TO USE, BUT WITH GREATER CONTROL OF DESIGN AND IMPACT.
- 3 STREAMLINE APPROVALS WITH ADMINISTRATIVE REVIEWS FOR MINOR SITE PLAN APPROVALS.
- 4 EMPLOY A DESIGN REVIEW BOARD AND DRAFT DESIGN GUIDELINES, TO PROVIDE GREATER QUALITY CONTROL AND DEVELOPMENT PREDICTABILITY.
- 5 PROMOTE SHARED ACCESS, EGRESS AND PARKING BETWEEN ADJOINING COMMERCIAL USES. (§330-93.B, §330-100.E, §330-100.F(2), AND §330-100.F)

- 6 CREATE A MORE FAVORABLE ENVIRONMENT FOR SMALLER, ONE-OF-A-KIND AND “HOMEGROWN” BUSINESSES BY CONTROLLING THE SIZE AND NUMBER OF SIGNS (§330-87), SIZE OF STORES, FACADE DESIGNS, ETC.
- 7 SIMPLIFY AND STREAMLINE THE BUSINESS DISTRICTS TABLE OF USE REGULATIONS (§330-33).
- 8 LIMIT REGIONAL RETAIL TO SCB, VB AND PDD DISTRICTS.
- 9 UPDATE THE SIGN ORDINANCE (§330-87) TO REFLECT THE DIFFERENT DESIGN CHARACTER OF EACH BUSINESS DISTRICT, AS WELL AS STATE LAWS REGARDING AMORTIZATION OF NON-CONFORMING SIGNS.
- 10 EXPLORE PDD ZONING TO IMPLEMENT PARTICULAR BUSINESS DISTRICT STRATEGIES AND ESPECIALLY HAMLET CENTER PLANS.

2. HAMLET CENTERS

The second element focuses on the hamlet centers. It builds on the clear recognition that each of Southampton’s hamlet and village centers present different challenges and opportunities, notwithstanding regulatory and other commonalities. General policies and regulatory improvements should be made with regard to enhancing convenience (circulation and parking), appearance (streetscape/ architecture and historic qualities), and identity (civic uses and public places). The objective is to make

all of these centers places people want to go to and feel proud of.

1. Every effort should be made to upgrade the streetscape of the centers. These upgrades should emphasize historic preservation, lighting, street tree planting, facade improvements, creation of town greens, and special attention to the hub intersections (“100 percent corners”). Each streetscape plan should build on the intrinsic assets of each hamlet center. Examples include:

- A “country station” theme for the Speonk hamlet center, along Phillips Avenue from Montauk Highway to the railroad, featuring sidewalks, street trees and a town green at the historic railroad station.
- A “maritime” theme for the Riverside/Flanders center, featuring park and waterfront views from the Riverhead/Flanders Circle and a footbridge across the Peconic River.
- A “civic” theme for the East Quogue hamlet center, featuring a park and a new library and/or community center.
- A “town center” theme for the Hampton Bays center, featuring a new train station, town green, pocket park, community center, post office, and new anchor stores.
- A “gateway” theme for County Road 39 featuring landscape, signage and related corridor amenity improvements.
- A “country crossroads” theme for North Sea’s and Noyack’s small business centers, featuring small-scale, rural-style architecture.

- A “hamlet green” theme for Water Mill, featuring strict historic preservation guidelines and highlighting existing open spaces and landmarks.
- A “main street” theme for Bridgehampton, featuring a walkable and sociable center.

The townscape design upgrades will be gradually implemented, in response to site-specific proposals by private property owners and business people, as well as public investments in the road system and streetscape. The themes indicated above are intended to provide a basic design concept by which the specifics of each proposal—be it lighting, street furniture, building facades, monuments, landscaping, garbage receptacles, whatever—can be measured. A common detailed design plan is generally not recommended, however. The visual and physical character of each hamlet center should be both unique and dynamic. The Design Review Board and Department of Land Management could prepare advisory design guidelines illustrating basic design objectives (e.g., use of shingles and pitched roofs where a “county crossroads” image is preferred; use of nautical artifacts where a “maritime” theme is preferred; or use of conventional setback requirements to relate building setbacks for new buildings to those of adjoining buildings when such setbacks are consistent with the historic, architectural, special and pedestrian qualities of the hamlet center).

2. Landscape and other improvements should be made for critical vistas, which shape the image of the village and hamlet centers. These particularly include places where there is a potential for building upon a waterfront, farmland, historic buildings or scenic vistas that reinforce the rural and historic image of Southampton. Examples include:

- Freshwater and inlet views along Montauk Highway, including Seatuck Creek (Speonk), Speonk River/Beaver Lake (Westhampton), Quantuck Creek (Quogue), Phillips Creek (East Quogue) and Mill Creek (Water Mill).
 - A “maritime district” design theme for the length of Route 24 in Riverside/Flanders.
 - Priority on preservation of historic and vernacular buildings at the center of East Quogue, Hampton Bays, Water Mill and Bridgehampton.
 - Promotion of built forms that relate to the historically residential “approaches” to the hamlet centers, especially in East Quogue, North Sea, Water Mill and Bridgehampton.
3. Public transportation improvements should be focused on the hamlet centers. As a matter of policy, train stations should continue at their present locations proximate to hamlet and village centers; any temptation to move them to less “congested” sites should be avoided. Public and private bus and jitney operators should be encouraged to locate stops in the centers, possibly at the train stations where feasible. Bus shuttle services that connect the hamlet centers to nearby public beaches should be considered where impact to adjacent residents can be minimized or offset. Conveniently located bus shelters should be provided in the hamlet centers. One objective in these efforts is to reduce vehicular traffic in local areas.
4. Every attempt short of compromising the hamlet and village centers’ historic, scenic and pedestrian qualities should be taken to improve vehicular access, including parking. Examples include:
- Preservation with enhancements of the Riverhead Circle in Riverside/Flanders.
 - Cross access agreements between off-street parking areas in Hampton Bays, Water Mill and Bridgehampton.
 - Reduction in “friction,” including experimentation with “tandem parking” (in hamlet centers where both the merchant and civic community are interested), safer—shared access/egress into parking lots, and shared access/egress between adjoining parking lots.
 - Shared parking behind stores in Speonk, East Quogue, Hampton Bays, Tuckahoe, Water Mill, and Bridgehampton.
 - No net loss in on-street parking in all of the hamlet and village centers.
 - Time restrictions in all of the hamlet centers, to assure fast turnover of on-street parking in front of stores, more long-term shopper use of more visible and convenient lots, and worker/merchant parking in the least convenient parking areas, so that shoppers can be assured of finding parking suitable to their needs.
 - Greater flexibility with regard to shared parking in connection with shared access between two adjoining properties, as discussed earlier.
 - A 20 percent reduction in the amount of parking required in all Village Business (VB) districts where there is public off-street parking and continuous sidewalk connections between that parking and the property in question, consistent with the pedestrian qualities of these centers (§330-100).
 - Designation of parking trust fund areas for each of the hamlet and village centers, encompassing the VB and

adjoining business districts; increase of the parking waiver fee from \$2,000 to \$4,000 per space, to be increased periodically to keep pace with inflation (§330-101).

5. Every effort should be made to enhance the pedestrian qualities of the hamlet and village centers. Examples include:
 - Preservation of on-street parking, not only to provide needed parking, but also to provide a sense of separation between pedestrians and passing vehicular traffic.
 - Extension of sidewalks to adjoining residential (and often historic) neighborhoods (e.g., Speonk, Water Mill, Bridgehampton).
 - Continuous sidewalks in all business districts contiguous to and extending from the Village Business (VB) districts.
 - Extension of sidewalks to nearby anchors and facilities, such as schools (e.g., Bridgehampton), train stations (e.g., Speonk, Hampton Bays, Bridgehampton), parks and amenities (e.g., East Quogue, Riverside/Flanders, North Sea, Water Mill).
 - Preservation and enhancement through historic lighting standards, benches, and street trees that create a pleasant environment in which to walk.
 - Provision of bicycle racks in the hamlet and village centers; and provision of bicycle routes connecting the centers with nearby beaches, schools, train stations and other destinations.
 - Installation of traffic lights to ease pedestrian crossings (e.g., Water Mill).
6. The Town and other regulatory agencies should seek to concentrate uses in the hamlet and village centers—particularly commercial uses which contribute to the synergy of the centers. Specific strategies include the following:
 - Planning Board option to mandate “contextual” building setbacks consistent with those of adjoining properties, to create a continuous “street wall” and sense of continuity for pedestrians (§330-34).
 - Targeting of hamlet and village receiving sites for as-of-right Transfers of Development Rights (TDR) or Pine Barrens Credits (PBC) from the Central Pine Barrens, other environmentally sensitive land or agricultural land.
 - Use of Planned Development District (PDD) zoning designations to promote mixed-use development, as well as to provide incentives for townscape design and access improvements.
 - Use of Hamlet Office/Residential (HO) and Hamlet Commercial/Residential (HC) zoning on the periphery of hamlet and village centers, to provide a transition between these centers and other Highway Business (HB), Shopping Center Business (SCB) and especially Residential zones.
 - Promotion of Suffolk County Health Department TDR's, in which land in the same hydro-geological zone is “sterilized” in exchange for permits to intensify waste water effluent on other parcels, in this case in hamlet and village centers. This is a key way in which to enable the construction of restaurants, bed and breakfasts, and residential uses in and near hamlet and village centers. The County, Town and neighboring municipalities should also explore options involving transfers of waste water rights across municipal boundaries (but within the

same school districts), to allow intensification of uses in suitable site in the region and in the incorporated Villages' business districts.

- More flexibility with regards to coverage and setback requirements in VB districts; specifically, allow waivers for 100 percent lot coverage and 0-lot line development on small sites by special exception. The preconditions for such waivers should include: (1) purchase of Transfer of Development Rights (TDR) from designated sending sites; (2) off-site parking and pedestrian access improvements; and (3) determination that the resulting adjoining properties be consistent with the historic and architectural qualities of the hamlet center, not detract from the center's special character, and not impede pedestrian circulation. This latitude would promote in-fill development (§330-34).
7. Similarly, the Town should encourage the civic identity of each of the hamlet and village centers. To the maximum extent practicable, community facilities should be sited in or within a short walking distance of these centers. This policy should apply to cultural facilities in particular, but also all-season (e.g., indoor) recreation facilities, libraries, schools, community centers, Town offices, public restrooms, etc. Many of the townscape design and transportation recommendations indicated above (e.g., for town greens, public markets and public transportation stops) would also contribute to the civic identity of the hamlet and village centers. All community and municipal building should also go through design review to assure that they contribute to the historic, scenic, and the innate individuality of the hamlet center in which they will be sited.
 8. The Town should establish a Business Development Center to serve as a resource and clearing house for small business development services for the Town's hamlet centers, and

maybe the incorporated village's centers and town's commercial corridors, as well. Examples of Business Development Center projects and services include:

- Small business technical assistance
 - Financing for small businesses
 - Outreach to Chambers of Commerce
 - "Main Street management" or circuit rider
9. The Town and business community should also explore the creation of one or several Business Improvement Districts (BID's). Under State legislation, an incremental charge is added to property taxes, typically of non-residential property only. The revenue generated is then controlled by a District Management Association (DMA) made up of business and property owner representatives. Typically, BID's are most successful in pursuing promotions; sanitation; security; and streetscape improvements, including parking lot enlargements, facade improvements, design assistance for merchants, and street furniture (receptacles, benches, etc.). BID's can be created only by majority vote of the effected property owners, subject to approval of the local municipality.

Several of Southampton's business districts are large and prosperous enough to support their own BID, each with its own DMA and staff. However, a better strategy would be to create separate BID's that would share staff and resources, possibly in conjunction with the Town Business Development Center, or even to create a non-contiguous BID encompassing several separate business districts. The BID(s) could provide the organizational setting and revenue for a Circuit Rider and other shared initiatives described earlier. The BID(s) could also pursue special projects, such

as, in Water Mill, covering the maintenance of the Commons and recreation facilities.

ACTION ITEMS

- ① PROMOTE STREETScape IMPROVEMENTS UNIQUE TO EACH HAMLET/VILLAGE CENTER'S THEMES AND ASSETS, THROUGH ZONING GUIDELINES, PDD GUIDELINES, DESIGN GUIDELINES, ETC
- ② FOCUS LANDSCAPE AND OTHER IMPROVEMENTS ON CRITICAL VISTAS WHICH SHAPE THE IMAGE OF HAMLET/VILLAGE CENTERS.
- ③ RETAIN OR PROMOTE TRAIN STATIONS, BUS AND JITNEY STOPS, BEACH SHUTTLES AND OTHER PUBLIC TRANSPORTATION ELEMENTS IN THE HAMLET/VILLAGE CENTERS.
- ④ CAREFULLY CONSIDER HOW ARTERIAL ACCESS TO HAMLET/VILLAGE CENTERS CAN BE IMPROVED WITHOUT COMPROMISING ON-STREET PARKING, THE TRANQUILLITY OF ADJOINING NEIGHBORHOODS, AND THE PEDESTRIAN AMBIANCE.
- ⑤ HAVE PARKING WAIVER FEES KEEP PACE WITH INFLATION. (§330-101)
- ⑥ PURSUE ON-STREET PARKING, SIDEWALK EXTENSIONS, PEDESTRIAN-ORIENTED LIGHTING, STREET TREES, TRAFFIC LIGHTS

AND CONSISTENT BUILDING SETBACKS (§330-34) SO AS TO CREATE A PEDESTRIAN AMBIANCE IN HAMLET/VILLAGE CENTERS.

- ⑦ TARGET HAMLET/VILLAGE CENTERS FOR TDR, PDD, HO, HG ZONING, AND INFILL ZONING (0-LOT LINE AND 100% COVERAGE) SO AS TO PROMOTE CONCENTRATION OF USES IN THESE CENTERS.
- ⑧ TARGET HAMLET/VILLAGE CENTERS FOR CIVIC AND TOWN FACILITIES AND AMENITIES, INCLUDING "GREENS" AND POCKET PARKS.
- ⑨ ESTABLISH A TOWN BUSINESS DEVELOPMENT CENTER TO SERVE AS A RESOURCE AND CLEARING HOUSE FOR TECHNICAL ASSISTANCE AND SMALL BUSINESS DEVELOPMENT SERVICES.
- ⑩ EXPLORE BIDS IN ONE OR SEVERAL OF THE HAMLET/VILLAGE CENTERS.

3. HIGHWAY BUSINESS AREAS

The third element of the retail strategy focuses on the highway business areas. It builds on the clear recognition that there already is highway business in the town, and that the challenge is not just reviewing new development, but addressing issues raised by existing development. The objective is to make the highway business areas productive, attractive and consistent with the town's resort image.

1. Access and parking improvements should be made to existing Highway Business (HB) centers. Examples include:
 - Promotion of shared parking, access and egress—not only to enhance safety on major roadways, but also to promote multiple shopping trips. Particular business districts to target include: County Road 39 at Shrubland Road, County Road 39 west of Tuckahoe Lane, and Montauk Highway east of the Hampton Bays hamlet center.
 - A shared access road and traffic light at Tuckahoe Lane and County Road 39.
 - Extension of sidewalks to any nearby hamlet or village centers. Particular business districts to target include the shopping centers and highway business districts proximate to the Hampton Bays, Water Mill and Bridgehampton hamlet centers.
 - Adoption of Access and Design Management Districts on County Road 39 and Montauk Highway to create action-oriented strategic plans to improve access, visibility and appearance of local business uses.
2. As with hamlet centers, specific highway corridors should be targeted for townscape design upgrades that build on the latent positive design features in each corridor. For example:
 - Upgrade of County Road 39's visual appearance as a gateway corridor, including possible design guidelines for building facades, hedges and fences along commercial frontages (half or so of these properties already have fences and hedges), re-landscaping of parking lots in connection with parking and access/egress improvements, and strict control over signage and lighting.

- Upgrade of Montauk Highway's visual appearance, including consolidation of overhead wires, strict control over signage, lighting and tree planting.
- Upgrade of the Stern's Department Store shopping center, including more extensive landscaping as well as a new visual presentation for the center's dated architecture.

The Town should consider retaining a landscape architect and facade/storefront designer as a "Designer in Residence" (perhaps within its Town Business Development Center unit) to prepare design guidelines for the various business districts. Eventually, the town's business leadership, with Town government participation, should provide free or reduced cost technical assistance to property owners and business people in the commercial corridors. Such technical assistance could provide a cost-effective way to get property owners to upgrade their properties; the designer(s) will also be in a position to help applicants to speed through the Town's design and site plan reviews, as well as anticipate public concerns.

3. Landscape, signage and other improvements should be made at the critical, image-making vistas. These particularly include places where there is a potential for open space and historic building views that provide visual relief from the commercial strip. Examples include:
 - Landscaping of key intersections along County Road 39, such as at Shrubland Road, Tuckahoe Road, Sandy Hollow Road, Sebonic Road and Montauk Highway. One approach would be to commission a "beauty contest" in which landscape firms and nurseries would participate.
 - Redesign of the Montauk Highway Bridge over the Shinnecock Canal, to highlight canal and harbor views.

- Preservation of the open space views to the south of the Highway Business (HB) corridor in Water Mill.
4. Every effort should be made to de-intensify the highway business “strip,” though this can be accomplished through stricter design guidelines and/or intensification of development on particular sites. Re-zoning to Hamlet Office/Residential (HO) and Hamlet Commercial/Residential (HC) should be considered on the periphery of highway strip corridors, especially in places where residential uses and small lots prevail. HO and HC zoning, as described earlier, would allow a wider range of commercial and non-commercial uses but with design mandates that promote a “residential” building form. Examples of areas to rezone include Highway Business (HB) and Village Business (VB) areas to either side of East Quogue, VB areas in North Sea and Noyack, and Office District (OD) areas throughout the town.
 5. Planned Development District (PDD) zoning should be considered where it would be preferable to intensify commercial uses in one development, rather than spread such uses out along the “strip.” PDD's also provide a way to create incentives for acquisition of Transfer of Development Rights (TDR) or Pine Barren Credits (PBC) in connection with the preservation of the Pine Barrens or other environmental or scenic assets. Examples of areas in which to apply the PDD zoning include to the west of the Sterns shopping center in Hampton Bays, near the Flanders/Riverhead Circle, and across from Bridgehampton Commons.

ACTION ITEMS

- ❶ PROMOTE SHARED ACCESS, EGRESS AND PARKING AMONG HB USES.
- ❷ TARGET COUNTY ROAD 39, MONTAUK HIGHWAY AND THE STERN'S SHOPPING CENTER FOR TOWNSCAPE IMPROVEMENTS.
- ❸ TARGET CRITICAL IMAGE-MAKING VISTAS FOR LANDSCAPE AND RELATED IMPROVEMENTS.
- ❹ USE HO AND HC ZONING TO DE-INTENSIFY SELECTED HIGHWAY BUSINESS AREAS BUT STILL ALLOW COMMERCIAL DEVELOPMENT.
- ❺ USE PDD ZONING TO INTENSIFY COMMERCIAL DEVELOPMENT ON SELECTED SITES.

4. HAMLET AND BUSINESS CENTER PLANS

The recommendations indicated above must be applied in ways that will vary for each hamlet and business center, based upon the physical characteristics, zoning, demand, tax base and other hamlet conditions, including the priorities of local citizenry and businesses.

This chapter therefore presents plans for selected hamlet and business centers, to serve as an immediate policy guide in these cases, as well as a point of departure for future detailed design, development, capital improvements, and regulatory strategies. In all instances, the hamlet Citizens Advisory Committee (CAC) meetings held in connection with the Southampton Tomorrow planning meetings provided significant additional insight and a sense of local goals and objectives. Action Items through this

section are listed as policy guidelines, but not entered into the Plan timetable in Chapter 8. The selected centers are as follows (from west to east):

- Speonk/Remsenburg
- Riverside/Flanders
- East Quogue
- Hampton Bays
- County Road 39 (Gateway Corridor Strategy)
- North Sea
- Noyack/North Sea
- Water Mill
- Bridgehampton

4.1 Speonk/Remsenburg

a. Overall Concept:

A “country station” theme for a small (and non-tourist based) hamlet center, along Phillips Avenue and Montauk Highway near the Long Island Railroad train station

b. Current Conditions:

- Several neighborhood services are located at and near Phillips Avenue/Montauk Highway intersection.
- Most of the property fronting Phillips Avenue and Montauk Highway is residential.
- Light industrial uses straddle the railroad in the northeast portion of the center.

- Vacant land straddles the railroad in the northwest portion of the center.

c. Market Considerations:

- The number of housing units is increasing, not only due to new construction but also conversions of seasonal homes to year-round residences. This means added support for a small neighborhood center to serve the Speonk/Remsenburg community.
- Montauk Highway visibility or access is essential to the success of retail development. Development, left to its own devices, will spread out on this arterial.
- However, Speonk is the last train stop in this LIRR fare zone, with a greater frequency of trains than the stations to the east. In the future, this could create the potential to “pull” some retail development onto that part of Phillips Avenue between Montauk Highway and the train station.

d. Planning Considerations:

- The local school-age population is growing. There is a need to promote tax ratable development.
- The Long Island Railroad (LIRR) is now relocating its train station platforms but not its station building or parking from the east to the west side of Phillips Avenue.
- The Town and community completed a hamlet center plan in the early 1990s that still provide the foundation for planning in this area.

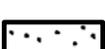
e. Objectives:

- Concentrate retail development to create a pedestrian-oriented “Main Street” ambiance.
- Use the railroad, post office, “town greens” and new development as anchors for the center, and to foster a sense of community.
- Pursue “traditional neighborhood design” in and around the hamlet center.
- Contain commercial sprawl. Enhance scenic views.

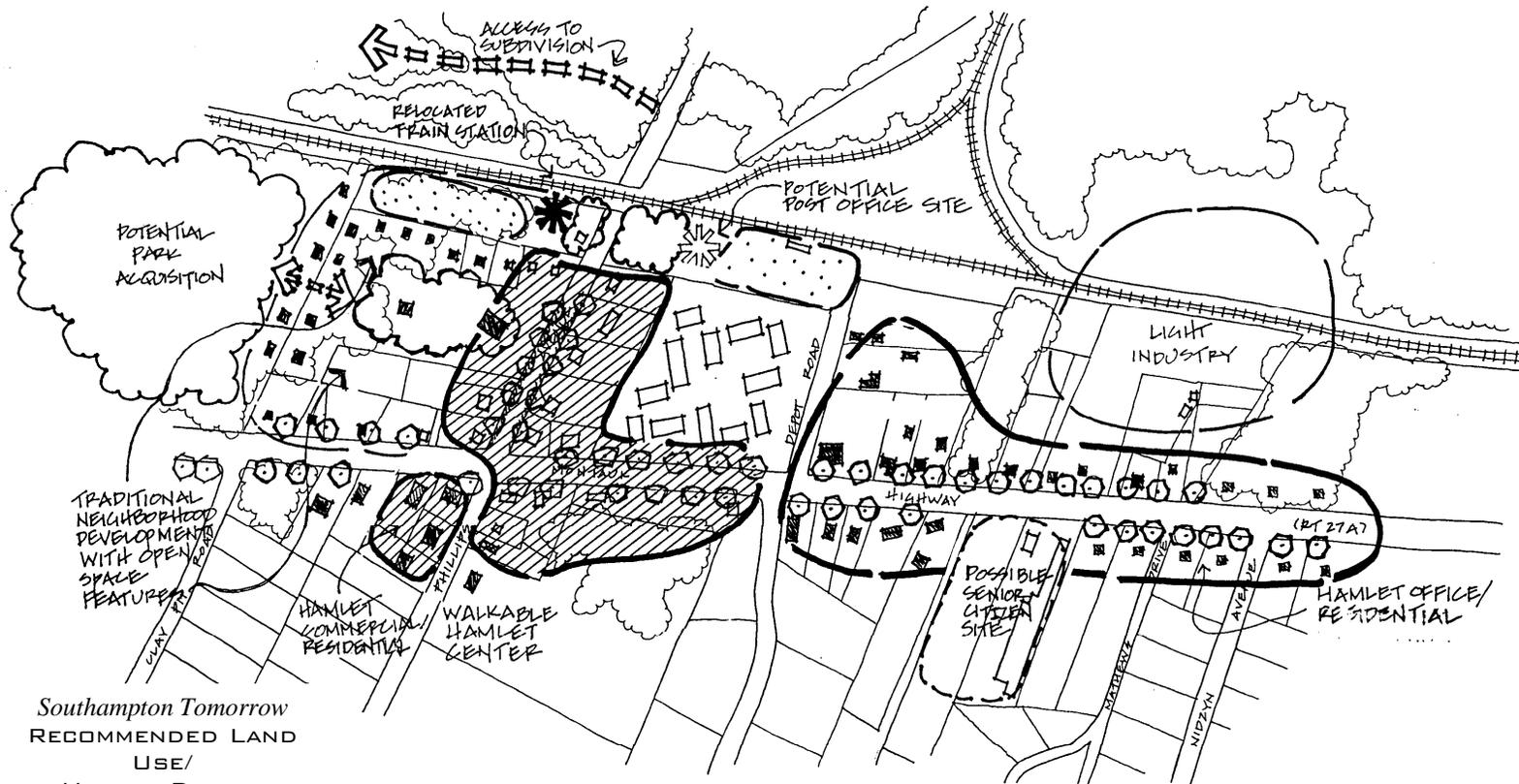
ACTION ITEMS

a. Land Use:

- ❶ FOCUS RETAIL DEVELOPMENT ALONG PHILLIPS AVENUE, BY ENCOURAGING CONVERSIONS AND INFILL DEVELOPMENT.

	BUSINESS AREA		ASSETS		STREETScape PLANTING
	OPEN SPACE/PARK		TRAFFIC LIGHTS		TRANSITION AREAS
	TRAFFIC CALMING		GREENWAY/BICYCLE		
	SHARED PARKING		DRIVE TREE PLANTING		

LEGEND



Southampton Tomorrow
 RECOMMENDED LAND
 USE/
 HAMLET DESIGN
 CONCEPT
Speonk/Remsenberg
 Town of Southampton, NY:
 Comprehensive Plan Update, 1998

NORTH



- ② DISCOURAGE RETAIL DEVELOPMENT ALONG MONTAUK HIGHWAY, EXCEPT AS NOTED BELOW.
- ③ THE EXCEPTION IS AT THE SOUTHEAST CORNER OF PHILLIPS AND MONTAUK, WHERE COHESIVE NEW RETAIL DEVELOPMENT CAN HELP ANCHOR THE CENTER. TO THE EAST AND WEST ALONG MONTAUK HIGHWAY, PROMOTE HOUSING (INCLUDING POSSIBLE SENIOR CITIZEN HOUSING ON THE LUMBER YARD SITE) AND LOW-IMPACT COMMERCIAL USES (E.G., PROFESSIONAL OFFICES, LOW TRAFFIC-GENERATING RETAIL USES).
- ④ WEST, NORTH AND EAST OF THE CENTER, PROMOTE CLUSTER HOUSING AND COMMERCIAL USES WITHIN WALKING DISTANCE OF THE CENTER. PROVIDE THE OPPORTUNITY FOR SIGNIFICANT PUBLIC OPEN SPACE TO THE IMMEDIATE WEST AND NORTH OF THE HAMLET CENTER. THE PUBLIC OPEN SPACE TO THE WEST ("THE POLO FIELD") IS AN IDEAL SITE TO ACCOMMODATE TOWN PARK FACILITIES, AND SHOULD BE TARGETED FOR ACQUISITION.
- ⑤ IF THE RAIL ROAD STATION MOVES ACROSS PHILLIPS AVENUE (SEE ACCESS #1), CONSIDER RELOCATING THE POST OFFICE OR ANY FUTURE COMMUNITY ACTIVITY CENTER TO THE OLD RAIL ROAD STATION SITE, WITH A SMALL TOWN GREEN.

b. Access:

- ① RELOCATE THE TRAIN STATION BUILDING AND PARKING LOT FROM THE EAST SIDE OF PHILLIPS AVENUE TO THE WEST SIDE, NEXT TO THE NEW PLATFORMS. CREATE A "TRANSPORTATION CENTER" AT THE TRAIN STATION, WITH BICYCLE RENTAL CONCESSION, PUBLIC RESTROOMS, TAXI, AND SHELTERED BUS AND JITNEY STOPS.
- ② PROMOTE SHARED AND PUBLIC PARKING BEHIND PHILLIPS AVENUE BUSINESSES.
- ③ EXTEND THE GRID AND SIDEWALKS, IN ORDER TO PROMOTE MORE INTENSIVE DEVELOPMENT PROXIMATE AND CONVENIENT TO THE CENTER.
- ④ MAKE SPEONK THE WESTERN TERMINUS OF THE PROPOSED SOUTH FORK BICYCLE ROUTE.

C. Hamlet Design:

- ① CREATE A WALKABLE "MAIN STREET" AMBIANCE ALONG PHILLIPS AVENUE. CREATE CONTINUOUS SIDEWALKS, WITH SUFFICIENT STREET WIDTH TO ACCOMMODATE ON-STREET PARKING. UTILIZE STREET TREES AND HISTORIC LIGHTING STANDARDS TO PROVIDE A UNIFIED DESIGN QUALITY ALONG PHILLIPS AVENUE. CONSIDER USE OF A RAILROAD MOTIF, SUCH AS WITH REGARD TO STREET SIGNS.

- ② CREATE SMALL PARKS IN FRONT OF THE TRAIN STATION ON BOTH SIDES OF PHILLIPS AVENUE, AS WELL AS IN FRONT OF THE HISTORIC HOUSE ON PHILLIPS MIDWAY BETWEEN MONTAUK HIGHWAY AND THE RAILROAD. CONSIDER GREENWAY LINKAGES TO A LARGER, PUBLIC PARK FURTHER TO THE NORTH OR WEST.
- ③ PROMOTE “TRADITIONAL NEIGHBORHOOD DESIGN” CLUSTER HOUSING TO THE NORTH AND WEST, ENTAILING USE OF A GRID STREET PATTERN (SUCH AS THAT ILLUSTRATED ON THE MAP), UNIFORM BUILDING SETBACKS, SMALL BUILDING LOTS, ON-STREET PARKING, SIDEWALKS, STREET TREES, AND BUILDING DESIGN GUIDELINES.
- ④ PROMOTE RESIDENTIAL SCALE BUILDINGS ALONG MONTAUK HIGHWAY NEARBY. FOR HIGHWAY BUSINESS USES IN THIS AREA, PROMOTE LANDSCAPED SETBACKS OR RESIDENTIAL SCALE BUILDINGS ON THE MONTAUK HIGHWAY FRONTAGE.

d. Zoning:

- ① USE A COMBINATION OF VILLAGE BUSINESS (VB) AND HAMLET COMMERCIAL/RESIDENTIAL (HC) ZONING TO PROMOTE IN-FILL DEVELOPMENT AND SHARED PUBLIC PARKING ALONG AND BEHIND PHILLIPS AVENUE.
- ② USE A COMBINATION OF PLANNED DEVELOPMENT DISTRICT (PDD) AND

HAMLET OFFICE/RESIDENTIAL (HO) ZONING TO PROMOTE TRADITIONAL NEIGHBORHOOD DEVELOPMENT BUILT FORMS AND DENSITIES TO THE WEST, NORTH AND EAST, AS WELL AS TO PROMOTE DEDICATION OF PUBLIC OPEN SPACE.

- ③ USE THE PDD ZONING TO PROMOTE PURCHASE (PDR) OR (TDR) TRANSFER OF DEVELOPMENT RIGHTS, OR CENTRAL PINE BARRENS CREDITS IN CONNECTION WITH PINE BARRENS LAND PRESERVATION ELSEWHERE IN THE VICINITY. ADOPT DESIGN GUIDELINES TO PROMOTE LOW-SCALE DEVELOPMENT FRONTING ON MONTAUK HIGHWAY.
- ④ CONSIDER HISTORIC DESIGNATIONS FOR KEY BUILDINGS, SUCH AS THE RAILROAD STATION.

e. Next Steps:

- ① ENGAGE THE LONG ISLAND RAILROAD, U.S. POSTAL SERVICE AND KEY PROPERTY OWNERS.
- ② ADJUST THE TOWN ZONING MAP AND CODE TO IMPLEMENT THE VISION OUTLINED ABOVE.

4.2 Riverside/Flanders

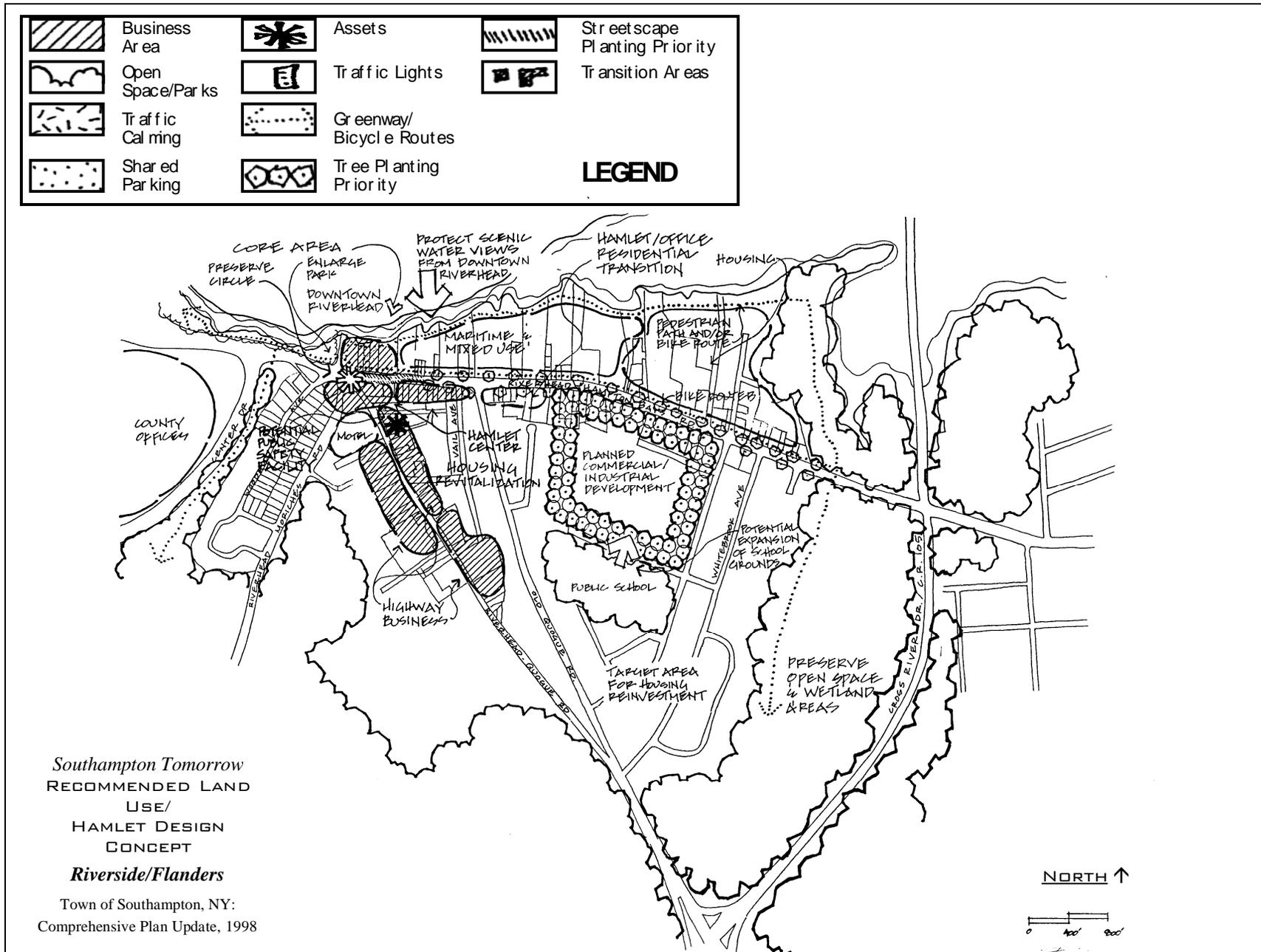
a. Overall Concept:

A “maritime” theme, featuring linkages to adjacent downtown Riverhead, interagency cooperation on

concentrating development in a manner to improve physical conditions and conserve the natural environment, upgrading of housing and highlighting of the area's significant open space and natural resources in order to enhance the neighborhood's image and quality of life.

b. Current Conditions:

- Gas stations and highway businesses prevail around the Riverhead/Flanders Circle.
- Highway businesses, housing and vacant parcels are interspersed both to the south along Riverhead Quogue Road (Route 104) and to the east along Flanders Road (Route 24).
- Downtown Riverhead is directly to the north of the circle, across the Peconic River. The downtown is the scene of a major revitalization effort.
- County facilities and offices occupy a campus to the immediate west.



- Surrounding residential areas are mainly comprised of modest seasonal and year-round homes (generally north and south of Route 24 respectively). Some housing is in poor condition.
- The Riverside/Flanders area is encompassed by environmentally sensitive and preserved lands, including the Peconic Estuary, wetlands, Central Pine Barrens, County and State parks.

c. Market Considerations:

- The market underpinning of the Riverside/Flanders hamlet center is now weak, but is also in flux, due to anticipated increases in traffic volume, improvement efforts for downtown Riverhead, and strategies to conserve the Central Pine Barrens and the Peconic Estuary.
- Commercial uses in Riverside/Flanders benefit from traffic volumes along Route 24 (going to and from the County offices), the Long Island Expressway, adjacent Riverhead, and points east, including the Orient Point ferry.
- Housing uses could benefit from waterfront and open space access and image, provided that the area’s physical infrastructure (especially water supply and wastewater treatment) and appearance can be upgraded as part of a comprehensive and coordinated housing, commercial, and transportation investment strategy by the Town, County and State.

d. Planning Considerations:

- Extensive retail development in this important gateway could impact neighboring downtown Riverhead, especially if the emphasis is on comparison or specialty goods.

- The State is investigating minor and major roadway improvements that would significantly increase traffic volumes along Route 24. These range from signs alerting Long Island Expressway users that Route 24 is an alternative route to the North Fork, to redesign of the Flanders/Riverhead Circle as a traditional intersection.
- The Circle is central to the self-image of Flanders, Riverside, and Riverhead. Likewise, Route 24 is considered the “spine” of the two hamlets.
- The Town is currently working with the Suffolk County Water authority to upgrade the public water infrastructure—which is important for freshwater provision and fire protection.
- The hamlet and adjoining residential areas border significant natural and environmentally sensitive land, including the Peconic Estuary, wetlands, and the Central Pine Barrens. This constrains development potential in some areas, yet creates a need to identify sites that can accommodate development, including development enabled through the transfer of development rights (TDR) and Pine Barrens Credits (PBC).
- These environmental and natural features engender overlapping jurisdictions: State Department of Environmental Conservation, Suffolk County Department of Health, Peconic Estuary Program, Central Pine Barrens Commission, Town of Southampton, Town of Riverhead, State Department of Transportation, County Department of Public Works.
- There has been a proposal—now dormant—for a Maritime Center along the Peconic River in Flanders.
- Substantial housing is substandard or in poor repair, including older and historic houses on the principal

roads (such as Old Quogue Road) where the image of the entire neighborhood is formed.

e. Objectives:

- Create a better sense of identity for the Riverside/Flanders hamlets.
- Accommodate tax ratable development.
- Capture PBC's in connection with the Central Pine Barrens Plan and other efforts to protect the local environment.
- Preserve maritime resources and the Peconic Estuary.
- Implement plans to make Route 24 into a scenic "Maritime Corridor," and not just a highway to relieve congestion in Riverhead
- Coordinate development with neighboring Riverhead.
- Promote market-rate housing and neighborhood enhancements.
- Utilize proximity to adjoining natural areas—the Peconic Estuary and Central Pine Barrens in particular—as a revitalization theme.

ACTION ITEMS

a. Land Use:

- ① PROMOTE MIXED-USE RESIDENTIAL AND LOW-SCALE COMMERCIAL DEVELOPMENT WITH A RECREATION/MARITIME THEME ALONG THE PECONIC RIVER (SUCH AS AN INN OR OTHER LODGING, CONFERENCE CENTER, WATERFRONT HOUSING WITH BOAT SLIPS), SUBJECT TO SOUND

CONTROLS TO PRESERVE THE ESTUARY AND ELIMINATE WASTEWATER, RUNOFF, ETC.

- ② PROMOTE PARK AND RELATED (E.G., RESTAURANT, BOAT RENTAL) USES ON THE NORTHWEST SIDE OF THE CIRCLE. EXPLORE A VISITORS'/INTERPRETIVE CENTER AT THIS OR ANOTHER SITE NEARBY.
- ③ PROMOTE POST OFFICE OR SATELLITE POST OFFICE IN RIVERSIDE/FLANDERS, IDEALLY ON ROUTE 24 JUST EAST OF THE CIRCLE, AS A BOOST TO AREA BUSINESSES.
- ④ EXPAND OR CREATE NEW OPEN SPACE AND RECREATION AREAS.
- ⑤ INVESTIGATE INFRASTRUCTURE IMPROVEMENTS THAT WOULD PROMOTE STRATEGIC AND APPROPRIATELY SITED REDEVELOPMENT. EXAMPLES INCLUDE UPGRADES TO PUBLIC WATER AND POSSIBLE EXTENSION OF SEWER LINES IN ORDER TO PURSUE PLANNED DEVELOPMENTS AND ACCOMMODATE TDR IN CONNECTION WITH OPEN SPACE AND ENVIRONMENTAL ENHANCEMENTS. CURTAIL ANY ADDITIONAL COMMERCIAL DEVELOPMENT EAST OF ROUTE 105.
- ⑥ PROMOTE COMPATIBLE COMMERCIAL/LIGHT INDUSTRIAL DEVELOPMENT AT THE FORMER DRIVE-IN SITE, IDEALLY INCORPORATING ADJOINING VACANT AND UNDERUTILIZED PROPERTY. CONSIDER A

HOSPITAL, MEDICAL FACILITY, OR SUPERMARKET (BUT NOT A CONVENTIONAL SHOPPING CENTER) AS ONE OF THE USES. THE DEVELOPMENT SHOULD PLACE PRIORITY ON LANDSCAPING AND BUFFERS, ESPECIALLY PROXIMATE TO AN ADJOINING SCHOOL, WHICH MIGHT BENEFIT FROM EXPANSION IN THIS DIRECTION.

- 7 TARGET TOWN COMMUNITY DEVELOPMENT BLOCK GRANT, COMMUNITY REINVESTMENT ACT AND OTHER COMMUNITY DEVELOPMENT FUNDS ON NEIGHBORHOOD AND HOUSING REINVESTMENT IN RIVERSIDE/FLANDERS. TARGET TOWN CODE ENFORCEMENT AND PUBLIC INFORMATION ON INCENTIVES TO RETIRE OR AMELIORATE NON-CONFORMING USES,
- 8 ON THE NORTH SIDE OF ROUTE 24, HELP IMPLEMENT THE PECONIC ESTUARY PROGRAM. CLUSTER DEVELOPMENT TO PRESERVE OPEN SPACE, WETLANDS AND OPEN SPACE VISTAS (INCLUDING FROM RIVERHEAD), WITH APPROPRIATE RUNOFF AND ENVIRONMENTAL CONTROLS.
- 9 CONSIDER A TOWN POLICE SUBSTATION OR A NEW YORK STATE POLICE BARRACKS IN THE HAMLET CENTER.

b. Access:

- 1 MAINTAIN THE TRAFFIC CIRCLE, THOUGH ITS REDESIGN SHOULD BE CONSIDERED, INCLUDING CLOSURE OF CENTER DRIVE. THE REDESIGN SHOULD PLACE EQUAL

WEIGHT ON THE CIRCLE'S IMPACT ON THE ECONOMIC REDEVELOPMENT POTENTIAL AND IMAGE OF THE HAMLET AND NEIGHBORHOOD, AS ON TRAFFIC FLOW AND SAFETY.

- 2 MAINTAIN TWO-WAY TRAFFIC ON PECONIC AVENUE, WITH A DIRECT PEDESTRIAN CONNECTION TO RIVERHEAD.
- 3 LINK THIS PEDESTRIAN CONNECTION TO REGIONAL PEDESTRIAN TRAILS AND BICYCLE ROUTES ALONG THE RIVER AND INTO STATE AND TOWN PRESERVES, INCLUDING THE CENTRAL PINE BARRENS.
- 4 MAINTAIN ROUTE 24'S ABILITY TO ACCOMMODATE PEDESTRIAN AND BICYCLE USAGE AS WELL AS VEHICULAR TRAFFIC, AND ITS ABILITY TO ACCOMMODATE ITS ADJOINING NEIGHBORHOODS AS WELL AS THROUGH-TRAFFIC. IT SHOULD NOT BE DESIGNED TO SERVE PRIMARILY AS A HIGH-SPEED BYPASS.
- 5 CONSIDER THE UPGRADE OF ROUTE 24 TO ACCOMMODATE ADDITIONAL NORTH FORK-BOUND TRAFFIC ONLY WITHIN THE CONTEXT OF AN OVERALL PLANNED DEVELOPMENT AND URBAN DESIGN PLAN AND IMPROVEMENTS INDICATED NEXT.
- 6 PROVIDE A SHELTERED BUS STOP IN THE HAMLET CENTER.

c. Hamlet Design:

- ① ADOPT A MARITIME THEME FOR ALL LIGHTING, STREET FURNITURE, SIGNAGE, BUILDING DESIGNS, ETC. ALONG ROUTE 24 AND AT THE CIRCLE.
- ② ACQUIRE AND LANDSCAPE PORTIONS OF THE TRAFFIC CIRCLE, TO REPLAGE OR BUFFER AUTOMOTIVE USES. THE NORTHWEST PORTION OF THE CIRCLE, ADJOINING GRANGIPLE PARK, IS A PARTICULAR PRIORITY.
- ③ OPEN UP WATERFRONT VIEWS, ESPECIALLY FROM THE NORTHWEST SIDE OF THE CIRCLE.
- ④ PROMOTE A TRADITIONAL HAMLET CENTER ON ROUTE 24, JUST TO THE EAST OF THE CIRCLE, REplete WITH SIDEWALKS, HISTORIC LIGHTING STANDARDS, AND BUILDINGS WITH A UNIFORM SETBACK.
- ⑤ CREATE A LANDSCAPED BOULEVARD QUALITY FOR ROUTE 24, STARTING JUST TO THE EAST OF THE PROPOSED HAMLET CENTER.

d. Zoning:

- ① USE PLANNED DEVELOPMENT DISTRICT (PDD) ZONING TO PROVIDE MORE FLEXIBILITY WITH REGARD TO USE AND DENSITY, IN ORDER TO CREATE INCENTIVES TO IMPLEMENT DESIGN AND AMENITY RECOMMENDATIONS.

- ② CAPTURE PINE BARRENS CREDITS (PBC) OR TRANSFER OF DEVELOPMENT RIGHTS (TDR) THROUGH USE OF PDD ZONING.

e. Next Steps:

- ① JOIN WITH THE LOCAL CITIZENS ADVISORY COMMITTEE (CAC), RIVERHEAD, THE STATE AND COUNTY TO ARRIVE AT A COORDINATED ACCESS AND REDEVELOPMENT STRATEGY FOR THE HAMLET CENTER.
- ② ENGAGE RESIDENTS, BUSINESSES, PROPERTY- OWNERS AND LOCAL AND STATE AGENCIES IN A MORE DETAILED PLANNING EFFORT, IN PARTICULAR TO DRAFT PDD ZONING FOR THE AREA AND ADJUST THE ZONING MAP TO IMPLEMENT THE RECOMMENDATIONS ABOVE.
- ③ EXPLORE INFRASTRUCTURE UPGRADES WITH THE AUTHORITIES RESPONSIBLE FOR WATER AND WASTEWATER.
- ④ PREPARE AN IMPLEMENTATION STRATEGY FOR OPEN SPACE, LANDSCAPE, TRAFFIC AND RE-DEVELOPMENT IMPROVEMENTS AT THE CIRCLE.

4.3 East Quogue

a. Overall Concept:

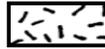
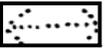
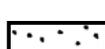
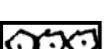
A “civic” hamlet center theme, featuring a walkable center and a new park and community center and possibly a library.

b. Current Conditions:

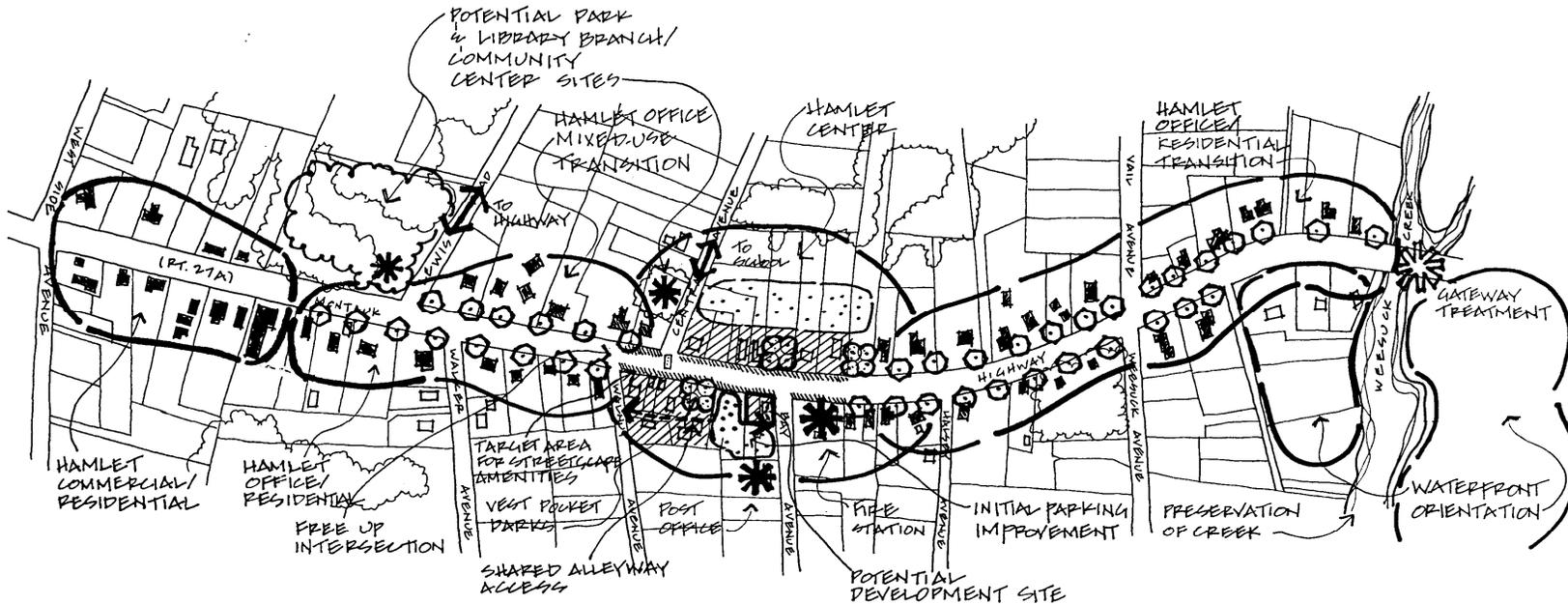
- Small pedestrian-oriented hamlet center along Montauk Highway between Central and Bay Avenues.
- Mostly housing on small lots to the east and west, despite commercial zoning.
- Some automotive uses further to the west.

c. Market Considerations:

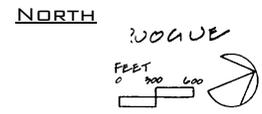
- East Quogue still has some potential for housing construction, and the population is becoming more year-round (and less seasonal) in nature. This increases the need for a neighborhood center.

	Business Area		Assets		Street scape Planting Priority
	Open Space/Parks		Traffic Lights		Transition Areas
	Traffic Calming		Greenway/Bicycle Routes		
	Shared Parking		Tree Planting Priority		

LEGEND



Southampton Tomorrow
RECOMMENDED LAND USE/
HAMLET DESIGN CONCEPT
East Quogue
 Town of Southampton, NY:
 Comprehensive Plan Update, 1998



d. Planning Considerations:

- The hamlet center at Central Avenue is hampered by parking and circulation problems, especially for pedestrians.
- The Highway Business (HB) zoning to the east of the center is at odds with the small lot size and residential uses that prevail there.
- The Village Business (VB) zoning to the west of the center is at odds with the highway business and residential uses that prevail there.
- East Quogue’s Citizens Advisory Committee and others have pursued plans to build a community center and a satellite library somewhere in the hamlet.
- The hamlet center is within walking distance of the bay and Weesuck Creek. The Creek is an important visual and environmental resource.

e. Objectives:

- Maintain the center’s historic quality, and discourage strip development.
- Promote tax ratable economic development within a compact and well-balanced center to eliminate potential commercial sprawl.
- Foster a sense of place and community pride.

ACTION ITEMS

a. Land Use:

- ① **BOLSTER THE TRADITIONAL COMPACT MIX OF RETAIL AND CIVIC USES IN THE HAMLET CENTER—SPECIFICALLY TO INCLUDE A**

NEW DEVELOPMENT AT THE SOUTHEAST CORNER OF MONTAUK HIGHWAY AND BAY AVENUE, AND A COMMUNITY CENTER/LIBRARY AND PARK, IN ADDITION TO THE EXISTING U.S. POST OFFICE AND FIRE STATION.

- ② **SPECIFICALLY, EXPLORE ACQUISITION OF THE LARGE SITE AT THE NORTHWEST CORNER OF LEWIS ROAD AND MONTAUK HIGHWAY FOR A HAMLET GREEN OR PARK AND COMMUNITY CENTER/LIBRARY. IF IMPRACTICAL, EXPLORE PLANNED DEVELOPMENT DISTRICT (PDD) ZONING AT THIS SITE. SITE PUBLIC RESTROOMS AT THE COMMUNITY CENTER/LIBRARY.**
- ③ **BOLSTER EXISTING AND NEW RESIDENTIAL USES TO THE EAST AND WEST OF THE CENTER.**
- ④ **CONSIDER MORE INTENSIVE RESIDENTIAL, RESORT AND WATERFRONT DEVELOPMENT FURTHER TO THE EAST AND SOUTHEAST, IN CONNECTION WITH TRANSFER OF DEVELOPMENT RIGHTS (TDR) TO PRESERVE THE PINE BARRENS AND FARMLAND.**

b. Access:

- ① **HIGHLIGHT BAY AVENUE AS A WALKWAY TO THE BAY.**
- ② **CREATE SHARED PARKING TO THE SOUTH AND NORTH OF THE CENTER.**

- ③ CREATE ACCESS CONNECTIONS BETWEEN PUBLIC AND PRIVATE PARKING LOTS.
- ④ PROVIDE A SHELTERED BUS STOP IN THE HAMLET CENTER.
- ⑤ IN THE EVENT THAT A SHUTTLE TRAIN OR LIGHT RAIL SERVICE IS EVER PROVIDED, CONSIDER ESTABLISHING A RAILROAD STATION AT A SITE EAST OF THE HAMLET CENTER, TO ENHANCE THE HAMLET CENTER'S VISIBILITY AND CONVENIENCE.

c. Hamlet Design:

- ① USE HISTORIC STREET LIGHTS, PUBLIC MONUMENTS (E.G., A PRIVATELY-FUNDED CLOCK, PEDESTAL OR TOWER, AT THE MONTAUK HIGHWAY/BAY AVENUE INTERSECTION), SMALL PARKS AND FACADE IMPROVEMENTS TO ENHANCE THE PEDESTRIAN-ORIENTED CENTER.
- ② REQUIRE THAT FUTURE DEVELOPMENT TO THE WEST AND EAST OF THE CENTER BE CONSISTENT IN SCALE, LANDSCAPING AND ARCHITECTURAL TREATMENT WITH THE RURAL AND RESIDENTIAL CHARACTER THAT OTHERWISE PREVAILS.
- ③ CREATE A PLEASANT WALKING/BICYCLING ROUTE BOTH ALONG BAY AVENUE TO THE WATERFRONT, AND ALONG CENTRAL AVENUE TO THE SCHOOL.
- ④ PROMOTE THE PRESERVATION OF OPEN SPACE VIEWS, ESPECIALLY AT: ALCOTT'S

POND, THE FARMLAND ASTRIDE WEST SIDE AVENUE, AND WEESUCK CREEK.

d. Zoning:

- ① RETAIN VILLAGE BUSINESS (VB) DISTRICT ZONING IN THE CENTER.
- ② EMPLOY HAMLET OFFICE/COMMERCIAL (HO) ZONING TO THE EAST AND PARTS OF THE WEST, IN ORDER TO ALLOW BOTH RESIDENTIAL AND LOW-IMPACT COMMERCIAL USES.
- ③ EMPLOY HAMLET COMMERCIAL/RESIDENTIAL (HC) ZONING FURTHER TO THE WEST WHERE BUSINESS USES ARE MORE PREVALENT.
- ④ CONSIDER HERITAGE DISTRICT DESIGNATION FOR THE PORTION OF THE CENTER WITHIN THE HO AND VB DISTRICTS.
- ⑤ CONSIDER PLANNED DEVELOPMENT DISTRICT (PDD) ZONING TO ENCOURAGE REDEVELOPMENT OF UNDERUTILIZED LAND PROXIMATE TO THE RAILROAD AND WATERFRONT, IN CONNECTION WITH TRANSFER OF DEVELOPMENT RIGHTS (TDR) CREDIT PURCHASES FROM THE PINE BARRENS OR OTHER TARGETED OPEN SPACES.
- ⑥ CONSIDER MAKING THE FARMLAND AT WEST SIDE AVENUE A TDR SENDING SITE.

e. Next Steps:

- ① CONTINUE TO SEEK FUNDING AND SITES FOR THE PROPOSED COMMUNITY CENTER/GREEN/LIBRARY, WITH PRIORITY ON THE LEWIS ROAD SITE.
- ② PURSUE SHARED PARKING IMPROVEMENTS WITH COOPERATING PROPERTY OWNERS.
- ③ SEEK FUNDING AND COUNTY DOT COOPERATION ON A PEDESTRIAN-ORIENTED LIGHTING.
- ④ RE-MAP ZONING DISTRICTS CONSISTENT WITH THIS PLAN.

4.4. Hampton Bays

a. Overall Concept:

A “town center” theme development, featuring a new train station with town green, streetscape and physical improvements at the Ponquogue/Montauk Highway crossroads, and stronger anchors in the historic center.

b. Current Conditions:

- Pedestrian-oriented hamlet center on Montauk Highway between Springville Road and Ponquogue Avenue and also on Ponquogue Avenue between Montauk Highway and Good Ground Road has inconsistent design qualities and vacancies, but also several historic structures and, on the north side, attractive houses converted to commercial uses.
- Retail to the east is often unattractive, with frequent unsafe curb cuts.

- Uses to the west are, sequentially and predominantly, commercial conversions of houses, a medical complex, the Stern’s shopping center, highway businesses, vacant land (proximate to the railroad overpass), and the King Kullen shopping center and highway business (on the north side), with housing and vacant land (on the south side).

c. Market Considerations:

- Hampton Bays is the town’s most populous hamlet. The Hampton Bays business center is located at and to both sides of the busy intersection of the Sunrise Highway, Montauk Highway and Route 24. The population base and high traffic volume provide solid market support.
- Major expansions at Tanger Mall/Route 58 in Riverhead constrains regional shopping.
- The area’s varied visual quality and lack of cohesion need to be addressed, however, to attract a regular clientele for other than convenience shopping.

d. Planning Considerations:

- Contiguous business districts add up to over three linear miles of commercial uses, making this the largest commercial corridor in Southampton. This contributes to the sprawling appearance of much of the corridor, despite real assets such as the churches, some historic buildings, and nearby Shinnecock Canal.
- Hampton Bays, due to the combination of moderate home prices and a high year-round population, is in need of additional tax ratable development.

e. Objectives:

- Channel pressure for retail development to the traditional center at and near Ponquogue Avenue.
- Discourage strip development.
- Link the hamlet center with nearby shopping centers and highway business development.
- Create a town-wide shopping and transportation center, with a civic identity as well.

ACTION ITEMS

a. Land Use:

- 1 INTENSIFY DEVELOPMENT IN THE TRADITIONAL HAMLET CENTER, INCLUDING REDEVELOPMENT AND INFILL DEVELOPMENT.
- 2 PROMOTE STRONGER ANCHORS, SUCH AS A MULTI-PLEX THEATER, LARGER SUPERMARKET, TRANSPORTATION CENTER, AND CIVIC OR TOWN FACILITIES.
- 3 PROMOTE RELOCATION OF THE TOWN JUSTICE COURT AND/OR HAMPTON BAYS NUTRITIONAL / COMMUNITY CENTER TO THE HAMLET CENTER, IDEALLY ON THE PROPOSED HAMLET GREEN. RETAIN THE POST OFFICE ALSO IN THE HAMLET CENTER.
- 4 DISCOURAGE LARGE-SCALE AND STRIP COMMERCIAL DEVELOPMENT OUTSIDE OF THE CENTER, THOUGH MODEST EXPANSION OF EXISTING DEVELOPMENTS

COULD OCCUR IN CONNECTION WITH ACCESS AND DESIGN IMPROVEMENTS.

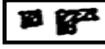
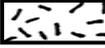
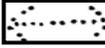
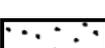
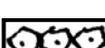
- 5 ALLOW MIXED-USE DEVELOPMENT OF A VARIETY OF SCALES, IN CONNECTION WITH EITHER PRESERVATION OF THE EXISTING RESIDENTIAL AND HISTORIC SCALE OF DEVELOPMENT, AND/OR THE PROVISION OF ACCESS AND DESIGN IMPROVEMENTS.
- 6 PROMOTE OPEN SPACE AMENITIES IN THE CENTER, WITH A PRIORITY ON A POCKET PARK AT THE CURRENT POST OFFICE AND A HAMLET GREEN BETWEEN MONTAUK HIGHWAY AND GOOD GROUND ROAD IN THE VICINITY OF THE TRAIN STATION (SEVERAL ALTERNATIVES ARE INDICATED ON THE MAP).
- 7 PROMOTE "TRADITIONAL NEIGHBORHOOD DEVELOPMENT" TO THE NORTH OF THE HAMLET CENTER, FEATURING CLUSTER HOUSING (PERHAPS EMPHASIZING SENIOR HOUSING), WITH DIRECT ACCESS TO THE HAMLET CENTER, AND OPEN SPACE AMENITIES, INCLUDING A POSSIBLE EXTENSION OF THE PROPOSED HAMLET GREEN.
- 8 CONSIDER OFFICE OR PLANNED SENIOR CITIZEN HOUSING ON THE SOUTH SIDE OF THE RAILROAD TRACKS, BETWEEN SPRINGFIELD ROAD AND PONQUOGUE ROAD, AND CONSIDER PLANNED SENIOR CITIZEN HOUSING OR PARKS ACQUISITION FOR THE LARGE SITE ADJOINING THE

COUNTY PARK IN THE WEST SIDE OF THE HAMLET CENTER.

- ⑨ CONSIDER REDEVELOPMENT (POSSIBLY OFFICE, CONTRACTOR PARK OR OTHER COMPATIBLE MIXED USE DEVELOPMENT) ON THE SOUTH SIDE OF THE RAILROAD TRACKS, JUST TO THE EAST OF PONQUOGUE AVENUE.
- ⑩ REVIEW HOUSING DENSITIES, MINDFUL OF THE EXTENT TO WHICH THERE IS A DISPROPORTIONATE AMOUNT OF HIGHER DENSITY HOUSING PROTOTYPES IN HAMPTON BAYS, COMPARED TO OTHER HAMLETS.

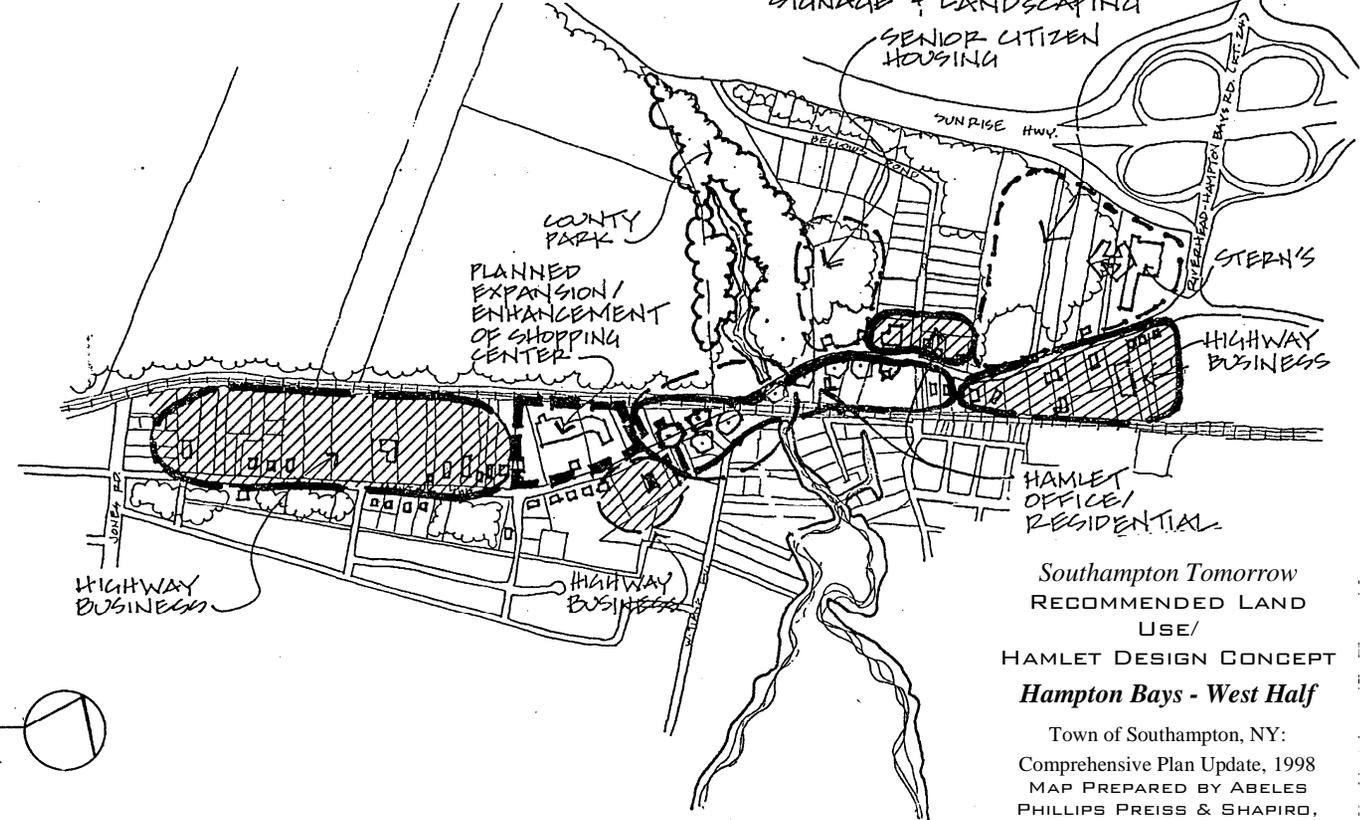
b. Access:

- ① BUILD A "TRANSPORTATION CENTER" AT THE TRAIN STOP, TO INCLUDE A SHELTERED BUS STOP,

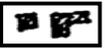
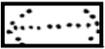
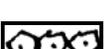
	Business Area		Assets		Streetcape Planting Priority
	Open Space/Parks		Traffic Lights		Transition Areas
	Traffic Calming		Greenway/Bicycle Routes		
	Shared Parking		Tree Planting Priority		

LEGEND

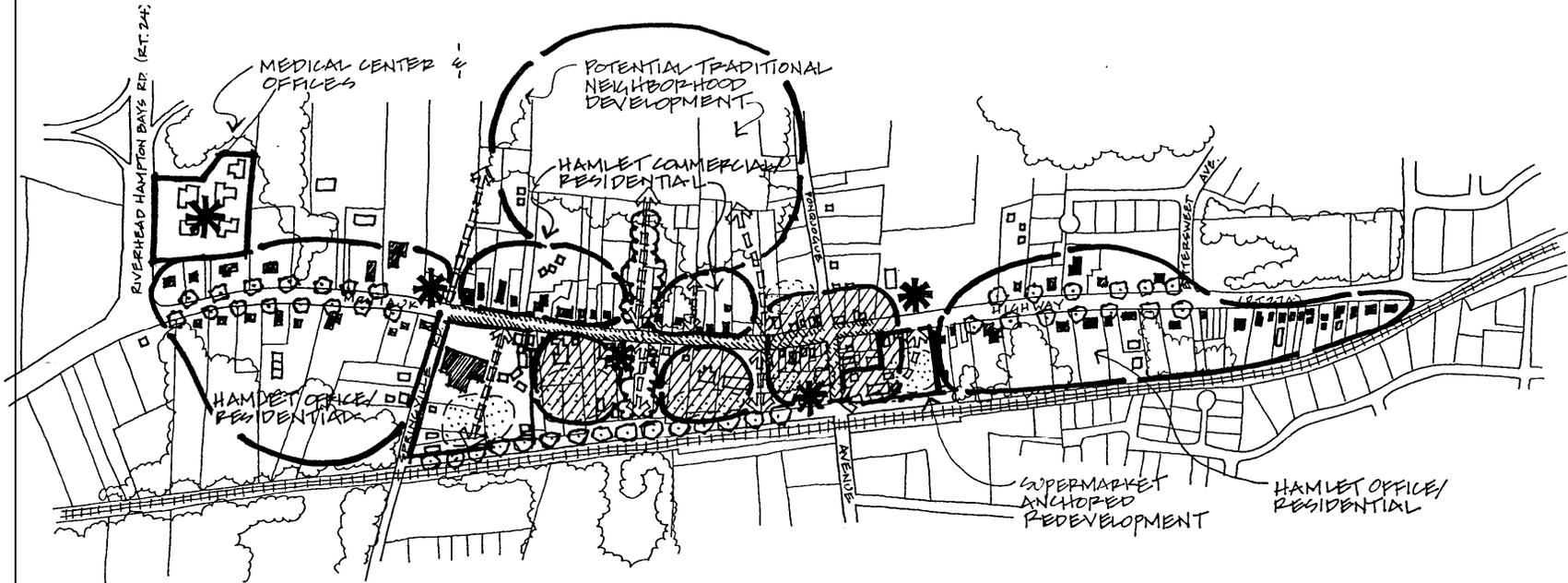
- PLANNED DEVELOPMENT DISTRICT:
 • TOP/PBC RECEIVING AREA
 • UNIFIED DEVELOPMENT
 • MINIMIZE CURB CUTS
 • COORDINATED ACCESS, DESIGN, SIGNAGE & LANDSCAPING



Southampton Tomorrow
 RECOMMENDED LAND USE/
 HAMLET DESIGN CONCEPT
Hampton Bays - West Half
 Town of Southampton, NY:
 Comprehensive Plan Update, 1998
 MAP PREPARED BY ABELES
 PHILLIPS PREISS & SHAPIRO,

	Business Area		Assets		Streetscape Planting Priority
	Open Space/Parks		Traffic Lights		Transition Areas
	Traffic Calming		Greenway/Bicycle Routes		
	Shared Parking		Tree Planting Priority		

LEGEND

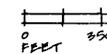


Southampton Tomorrow
 RECOMMENDED LAND
 USE/
 HAMLET DESIGN
 CONCEPT

Hampton Bays - East Half

Town of Southampton, NY:
 Comprehensive Plan Update, 1998

NORTH



JITNEY, TAXI STATION, BICYCLE RENTAL, CAR RENTAL, PUBLIC RESTROOMS, AND OTHER SUCH AMENITIES.

- ② CREATE BICYCLE ROUTES BETWEEN THE TRANSPORTATION CENTER AND NEARBY COUNTY AND TOWN BEACHES.
- ③ CREATE SHARED PARKING FACILITIES ON THE SOUTH SIDE OF MONTAUK HIGHWAY IN THE HAMLET CENTER. CONSIDER DIAGONAL PARKING INSTEAD OF PARALLEL PARKING ON GOOD GROUND ROAD. PROVIDE ADDITIONAL LANDSCAPING AND POSSIBLE MULTIPLE USE SPACE FOR EVENTS, MARKETS, ETC.
- ④ PROVIDE CROSS ACCESS AGREEMENTS BETWEEN PROPERTIES FROM ROUTE 24 TO GOOD GROUND ROAD, TO REDUCE “FRICTION” ON MONTAUK HIGHWAY AND PROMOTE SHARED PARKING FACILITIES.
- ⑤ PROMOTE SHARED PARKING AND ACCESS/EGRESS AMONG HIGHWAY BUSINESS USES TO THE EAST AND WEST OF THE CENTER.
- ⑥ PROMOTE A GRID IN THE HAMLET CENTER, WITH NEW ACCESS ROADS BETWEEN MONTAUK HIGHWAY AND THE TRANSPORTATION CENTER AS WELL AS POTENTIAL DEVELOPMENT NORTH OF THE CENTER (SEVERAL ALTERNATIVES ARE SHOWN ON THE MAP).
- ⑦ EXPLORE THE NEED OR USE FOR A TRAFFIC LIGHT AND ROAD REALIGNMENT AT BELLOWS POND ROAD.

c. Hamlet Design:

- ① CREATE A TRADITIONAL TOWN CENTER QUALITY ON PONQUOGUE AVENUE AND MONTAUK HIGHWAY IN THE VICINITY OF THE RAILROAD STATION AND POST OFFICE. DESIGN ELEMENTS SHOULD INCLUDE HISTORIC LIGHTING STANDARDS, FACADE IMPROVEMENTS, CONTEXTUAL DEVELOPMENT, CONTINUOUS SIDEWALKS, AND A POCKET PARK AT THE POST OFFICE. CONSIDER A TREE-LINED CENTER MERIDIAN ON GOOD GROUND ROAD, PERHAPS TERMINATING WITH A VIEW OF A MONUMENT OR FLAGPOLE AT THE PONQUOGUE AVENUE INTERSECTION.
- ② CONSIDER A NAUTICAL OR BEACH THEME, TO REEMPHASIZE THE CENTER’S PROXIMITY TO THE MAJOR PUBLIC BEACHES NEARBY, AS WELL AS TO THE MARITIME USES CONCENTRATED AT THE SHINNECOCK CANAL ALSO NEARBY.
- ③ PRESERVE THE CENTER’S HISTORIC HOMES AND EDIFICES, PARTICULARLY THE TWO CHURCHES AT THE GATEWAYS TO THE HAMLET CENTERS.
- ④ MAINTAIN THE RESIDENTIAL SCALE AND HISTORIC APPEARANCE OF DEVELOPMENT BETWEEN ROUTE 24 AND THE HAMLET CENTER. PROMOTE THE RE-LANDSCAPING OF THE STERN’S SHOPPING CENTER AT ROUTE 24 AND MONTAUK HIGHWAY. THESE ACTIONS WOULD CREATE A MUCH MORE ATTRACTIVE APPROACH TO THE TRADITIONAL CENTER FROM THE CLOSEST HIGHWAY EXIT.

5 PROVIDE LANDSCAPING TREATMENT ALONG THE RAILROAD, TO BUFFER ITS IMPACT ON ADJOINING RESIDENTIAL PROPERTIES TO THE SOUTH.

6 OUTSIDE OF THE HAMLET CENTER: PROMOTE LANDSCAPE IMPROVEMENTS, INCLUDING LANDSCAPED SETBACKS FOR ALL NEW DEVELOPMENT. CONSOLIDATE OVERHEAD WIRES ON ONE SIDE OF THE ROAD (ON THE NORTH). ENHANCE OPEN SPACE VIEWS IN THE VICINITY OF THE COUNTY PARK NEAR BELLOWS POND ROAD.

7 EXPLORE A BUSINESS IMPROVEMENT DISTRICT (BID) TO PROVIDE A REVENUE STREAM FOR LANDSCAPE IMPROVEMENTS AND ESPECIALLY ITS MAINTENANCE.

d. Zoning:

1 IN THE CENTER, UTILIZE VILLAGE BUSINESS (VB) ZONING TO CONCENTRATE DEVELOPMENT AT AND NEAR THE INTERSECTION OF MONTAUK HIGHWAY AND PONQUOGUE ROAD.

2 WITHIN THE CENTER, USE PLANNED DEVELOPMENT DISTRICT (PDD) ZONING TO PROMOTE REDEVELOPMENT OF A SUPERMARKET, WITH ACCESS OFF OF BOTH PONQUOGUE ROAD AND MONTAUK HIGHWAY.

3 STILL IN THE CENTER, BUT FURTHER TO THE WEST AND AS FAR AS SPRINGFIELD ROAD, USE A COMBINATION OF VB

ZONING ON THE SOUTH SIDE OF THE MONTAUK HIGHWAY AND HAMLET COMMERCIAL/RESIDENTIAL (HC) ZONING ON THE NORTH SIDE TO KEEP THE FOCUS ON INFILL AND CONTEXTUAL DEVELOPMENT.

4 TO THE NORTH OF THE CENTER, EMPLOY PDD DESIGNATION TO PROMOTE "TRADITIONAL NEIGHBORHOOD DESIGN" RESIDENTIAL DEVELOPMENT. TO THE SOUTH OF THE CENTER, CONSIDER PDD OR OTHER ZONING DESIGNATIONS TO PROMOTE OFFICE OR SENIOR CITIZEN HOUSING (BETWEEN SPRINGFIELD AND PONQUOGUE ROADS) AND OFFICE CONTRACTORS' PARK OR OTHER COMPATIBLE MIXED USE DEVELOPMENT (TO THE EAST OF PONQUOGUE AVENUE).

5 FURTHER TO THE EAST, AND TO THE WEST OF SPRINGVILLE ROAD, EMPLOY HAMLET OFFICE/RESIDENTIAL (HO) ZONING TO MAINTAIN THE HISTORIC SCALE OF DEVELOPMENT AND YET ALLOW BOTH RESIDENTIAL, OFFICE AND SELECTIVE RETAIL USES.

6 ALSO TO THE WEST OF SPRINGVILLE ROAD, USE PDD DESIGNATION TO PROVIDE GREATER LATITUDE WITH REGARD TO THE SIZE AND TYPE OF DEVELOPMENT, IN ORDER TO CREATE AN INCENTIVE FOR LANDSCAPE ENHANCEMENTS.

7 IN THE AREA WEST OF THE STERN'S SHOPPING CENTER, USE PDD DESIGNATION TO ALLOW MORE FLEXIBLE AND COHESIVE DEVELOPMENT. LIMIT NEW

DEVELOPMENT IN THE PDD TO A SQUARE FOOTAGE NO GREATER THAN THAT NOW POSSIBLE UNDER THE EXISTING ZONING. PROHIBIT SHOPPING CENTER BUSINESS (SCB) AND VB RETAIL USES, UNLESS IT CAN BE SHOWN THAT THERE WILL BE NO (OR NEGLIGIBLE) NEGATIVE IMPACT ON THE EXISTING HAMLET CENTER. REQUIRE ON AND OFF-SITE LANDSCAPE AND ACCESS IMPROVEMENTS.

- ⑧ DE-INTENSIFY THE BUSINESS DISTRICT ZONING PROXIMATE TO THE RAILROAD UNDERPASS, TO PROMOTE BETTER SAFETY AND A TRANSITION ZONE BETWEEN THE MORE INTENSIVE PARTS OF THE STRIP.
- ⑨ RETAIN RESIDENTIAL OR HO ZONING OPPOSITE THE HIGHWAY BUSINESS (HB) DISTRICTS AT THE FAR WEST AND EAST OF HAMPTON BAYS, SO AS TO CONTAIN STRIP DEVELOPMENT AND PROMOTE INFILL DEVELOPMENT ELSEWHERE. NOTE THAT THE HB DISTRICT IN BOTH PLACES IS FRAMED BY MONTAUK HIGHWAY AND THE LONG ISLAND RAILROAD (LIRR).
- ⑩ EMPLOY HAMLET PDD (HPDD) ZONING THROUGHOUT HAMPTON BAYS TO DIMINISH SPRAWL IN CONNECTION WITH INFILL DEVELOPMENT IN THE HISTORIC CENTER.

e. Next Steps:

- ① ENGAGE LOCAL BUSINESS PEOPLE, PROPERTY-OWNERS, CIVIC LEADERS AND RESIDENTS IN A PLANNING PROCESS TO MORE FULLY ARTICULATE THE URBAN DESIGN, ACCESS, LAND USE, AMENITY

AND OTHER REQUIREMENTS TO BE INCORPORATED INTO THE PDD AND ZONING PLANS.

- ② EXPLORE THE POTENTIAL OF A TRANSPORTATION CENTER WITH PRIVATE AND GOVERNMENT TRANSPORTATION PROVIDERS, INCLUDING BUT NOT LIMITED TO THE LIRR AND HAMPTON JITNEY.
- ③ FOCUS ON A SUPERMARKET-RELATED DEVELOPMENT ON THE WEST SIDE OF PONQUOGUE ROAD/SOUTH SIDE OF MONTAUK HIGHWAY, TO PROVIDE A STRONGER ANCHOR FOR THE CENTER.

4.5 County Road 39

a. Overall Concept:

A gateway corridor with commercial concentrations instead of commercial sprawl, access and visual upgrades throughout—as part of an overall Access, Design and Development Management Plan for the entire County Road 39 corridor.

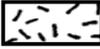
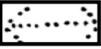
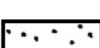
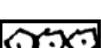
b. Current Conditions:

- Patchwork of commercial, residential, vacant, open space and golf course uses.
- Concentration of stores, services and offices at Shrubland to Fairfield Roads, to the immediate west of Tuckahoe Road, to either side of North Magee Street, and to the west of North Sea Road.
- Additional, largely built-out and attractively landscaped commercial area to the west of the intersection with Montauk Highway.

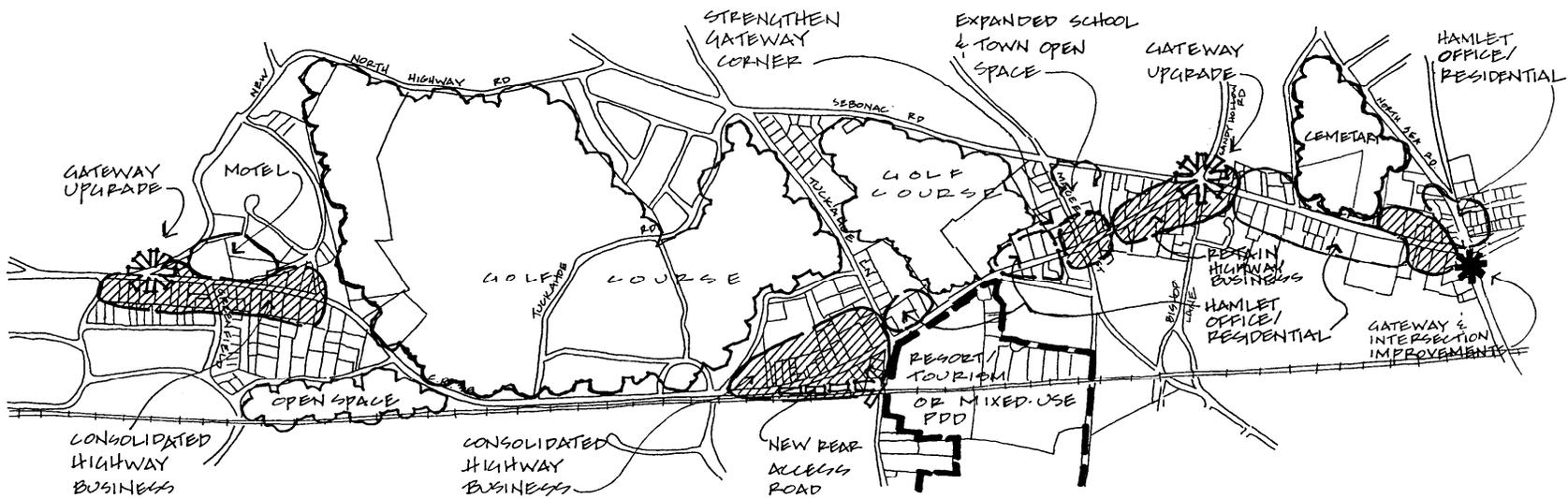
- Golf courses, vacant land and a cemetery provide visual relief from commercial corridor.

c. Market Considerations:

- County Road 39 has the highest traffic levels in the town, and it is the gateway to the Hamptons east of the Shinnecock Canal. It therefore offers high accessibility and visibility.
- Commuters, visitors and second homeowners pushing on to other destinations predominantly generate County Road 39 traffic. Traffic congestion and the inability to cross the highway when entering or exiting sites further diminishes the convenience of commercial uses on County Road 39 in its current configuration.

	Business Area		Assets		Streetcape Planting Priority
	Open Space/Parks		Traffic Lights		Transition Areas
	Traffic Calming		Greenway/Bicycle Routes		
	Shared Parking		Tree Planting Priority		

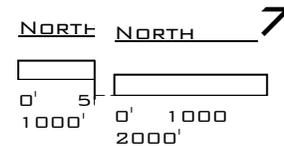
LEGEND



Southampton Tomorrow
**RECOMMENDED LAND USE/
 HAMLET DESIGN CONCEPT**

County Road 39

Town of Southampton, NY:
 Comprehensive Plan Update, 1998



d. Planning Considerations:

- Current zoning encourages commercial sprawl.
- The County's priority is on accommodating thru traffic. The area is characterized by (1) a lack of visual and pedestrian amenities, (2) absence of shoulder lanes, and (3) minimum signalization—all compounding safety problems.
- The need to capture the attention of people as they speed by promotes architectural forms and signage at odds with the resort and rural image of the town. The proliferation of signage exacerbates the problem.
- The current pattern of strip development with a multiplicity of curb cuts and turning movements aggravates traffic safety and congestion on the road.
- There is a need to coordinate traffic safety engineering, access, design, visual quality, signage, and development issues.
- Congestion on County Road 39 causes spillover of traffic to other roads.
- There is a need to consider more than just movement of through-traffic.
- A new intersection/landscaping design with traffic signal is now in progress at County Road 39/Sebonic Road/Sandy Hollow Road intersection.

e. Objectives:

- Improve access and egress to existing centers and businesses, so as to improve their marketability as well as safety.
- Reduce visual clutter and provide unifying landscape and other design elements.

- Promote infill rather than sprawl development, especially in the vicinity of Tuckahoe Lane.

ACTION ITEMS

a. Land Use:

- ❶ PROMOTE UNIFIED DEVELOPMENT NEAR TUCKAHOE LANE.
- ❷ ALLOW HOUSING AS WELL AS LOW-TRAFFIC INDUCING USES IN THE PERIPHERAL AREAS OF THE COMMERCIAL CORRIDOR.
- ❸ PROMOTE PLANNED RECREATIONAL/RESORT DEVELOPMENT TO THE EAST OF TUCKAHOE LANE/SOUTH OF COUNTY ROAD 39. POSSIBLE USES INCLUDE A GOLF COURSE.
- ❹ USE PDD ZONING TO COORDINATE DEVELOPMENT OF VACANT AND UNDERUTILIZED LAND NOW ZONED HB, LI-4D AND R, FROM TUCKAHOE LANE TO MAGEE STREET.
- ❺ CURTAIL LARGE-SCALE COMMERCIAL DEVELOPMENT SUCH AS AT AND NEAR THE NORTH SEA ROAD INTERSECTION.

b. Access:

- ❶ PROMOTE SHARED PARKING WITH SHARED ACCESS/EGRESS TO REDUCE "FRICTION" CREATED BY FREQUENT CURB CUTS AND EXITS/ENTRIES—ESPECIALLY OPPOSITE SHRUBLAND ROAD, TO THE IMMEDIATE

WEST OF TUCKAHOE ROAD, AT THE NORTHEAST CORNER OF TUCKAHOE LANE, AND TO THE IMMEDIATE EAST OF NORTH MAGEE STREET.

- ② PROVIDE A REAR ACCESS ROAD ALONG THE RAILROAD WEST OF (AND LEADING TO) TUCKAHOE ROAD, A TRAFFIC LIGHT AT TUCKAHOE ROAD AND HUBBARD STREET, AND TRAFFIC CALMING AT SEBONAC ROAD TO REDUCE TRAFFIC CONFLICTS AND IMPROVE SAFETY.
- ③ PROMOTE SETBACKS THAT WOULD ALLOW COST-EFFECTIVE ROAD IMPROVEMENTS IN THE FUTURE, AS WELL AS MINIMIZE THE NEGATIVE IMPACT ON FUTURE BUSINESSES SHOULD SUCH ROAD IMPROVEMENTS GO FORWARD. SPECIFICALLY, ALLOW SMALL SCALE COMMERCIAL CONVERSION OF RESIDENTIAL BUILDINGS/PROPERTIES CONTINGENT ON SUCH SETBACKS.
- ④ AT NORTH MAGEE STREET, PROMOTE SIDEWALK CONNECTIONS AT THE BUILDING LINE, I.E., SIDEWALKS SET BACK FROM THE ROAD.
- ⑤ LOWER SPEED LIMITS ON COUNTY ROAD 39.

c. Hamlet Design:

- ① PROMOTE TREE PLANTING AND INTENSE VEGETATION IN ORDER TO DE-INTENSIFY THE COMMERCIAL QUALITY OF THE CORRIDOR, AND TO PROVIDE GREEN ENTRIES/GATEWAYS INTO EACH

COMMERCIAL AREA. LANDSCAPING AND LANDSCAPE MAINTENANCE PLANS SHOULD BE INCORPORATED INTO ALL LAND USE, SITE PLAN, AND OTHER APPROVAL PROCESSES.

- ② PROMOTE RE-USE OF EXISTING HOUSES AND SMALL SCALE STRUCTURES ON EITHER SIDE OF THE MORE INTENSELY DEVELOPED AREAS, AGAIN TO PROMOTE A SENSE OF DEFINITION FOR EACH COMMERCIAL AREA, AS WELL AS TO ACCOMMODATE GROWTH IN A MANNER COMPATIBLE WITH SOUTHAMPTON'S IMAGE.
- ③ PROMOTE USE OF DECORATIVE FENCING AND HEDGES ON THE FRONTAGE IN ORDER TO CREATE VISUAL UNITY DESPITE A WIDE VARIETY OF BUILDING TYPES AND DESIGNS. THE PRIME AREAS TO PURSUE THIS POLICY ARE IN THE SHRUBLAND ROAD/FAIRFIELD ROAD AND TUCKAHOE ROAD AREAS.
- ④ AT NORTH MAGEE STREET, PROVIDE AN ENLARGED SCHOOL-RELATED PARK AND OPEN SPACE, IN PART TO STRENGTHEN THE VISUAL QUALITY AND IMAGE OF THE AREA.
- ⑤ TARGET KEY GATEWAYS FOR LANDSCAPING IMPROVEMENTS. THESE INCLUDE THE TRIANGULAR AREAS AT COUNTY ROAD 39'S INTERSECTIONS WITH SHRUBLAND ROAD, THE LONG ISLAND RAILROAD, TUCKAHOE ROAD, HUBBARD LANE,

SEBONAC ROAD, SANDY HOLLOW ROAD,
AND NORTH SEA ROAD.

- 6 EXPLORE OPTIONS—SUCH AS INTER-GOVERNMENTAL COOPERATION AND BUSINESS IMPROVEMENT DISTRICTS—TO DEAL WITH TRASH, IMAGE AND GROUNDS/LANDSCAPING UPKEEP.

d. Zoning:

- 1 REZONE OUTLYING HB PARCELS TO HAMLET OFFICE/RESIDENTIAL (HO), SO AS TO PROMOTE MORE ATTRACTIVE DEVELOPMENT AND REDUCE TRAFFIC CONFLICTS.
- 2 REZONE SOME RESIDENTIAL PARCELS TO HO, SO AS TO PROMOTE BUILDING SETBACKS, SPECIFICALLY TO THE IMMEDIATE EAST OF HENRY STREET, OPPOSITE A STAND OF OLD GROWTH TREES AND A CEMETERY WALL THAT SHOULD BE PRESERVED FROM ANY FUTURE STREET IMPROVEMENTS.

e. Next Steps:

- 1 IN THE SHORT TERM, SUFFOLK COUNTY HAS PROPOSED A NEW COMPREHENSIVE STUDY OF TRAFFIC CONDITIONS AND ROADWAY IMPROVEMENT OPTIONS ALONG COUNTY ROAD 39. THE TOWN SHOULD GUARANTEE THAT THE NEEDS OF LOCAL BUSINESSES, AS WELL AS OTHER COMPREHENSIVE PLAN OBJECTIVES AND TRAFFIC MOVING CONSIDERATIONS ARE

FULLY ADDRESSED IN THIS STUDY EFFORT.

- 2 IN THE LONG TERM, DESIGNATE COUNTY ROAD 39 AS AN “ACCESS, DESIGN AND DEVELOPMENT MANAGEMENT AREA,” WITH SPECIFIC DESIGN GUIDELINES AND OBJECTIVES FOR LAND USES, ROAD-SIDE DESIGN AND ACCESS IN EACH OF THE CORRIDOR’S SUBAREAS. AN INITIAL PRIORITY SHOULD BE PLACED ON THE AREA BETWEEN TUCKAHOE ROAD AND SANDY HOLLOW ROAD.
- 3 FOR BOTH SHORT AND LONG TERM EFFORTS, RECRUIT COUNTY DPW, STATE DOT, SOUTHAMPTON VILLAGE, AND LOCAL PROPERTY OWNERS AND BUSINESSES IN AN ADVISORY TASK FORCE, TO ASSURE THAT THE TRIPARTITE GOALS OF IMPROVING TRAFFIC, BOLSTERING BUSINESSES AND ENHANCING SCENERY ARE KEPT IN BALANCE.
- 4 PROCEED WITH PDD STRATEGY FOR VACANT AND UNDERUTILIZED LAND IN THE TUCKAHOE ROAD/MCGEE STREET VICINITY.
- 5 PROMOTE A COOPERATIVE EFFORT BETWEEN THE COUNTY, TOWN, AND BUSINESS COMMUNITY TO COORDINATE ALL OF THE ABOVE.

4.6 North Sea

a. Overall Concept:

“Country crossroads” featuring small-scale development and rural vistas along North Sea/Noyack Roads, at two locations:

- Fresh Pond Road/Mary’s Lane; and
- North Sea/Noyack intersection to Straight Path.

b. Existing Conditions:

- At Fresh Pond Road/Mary’s Lane: Sporadic shops in an area otherwise characterized by small homes on small lots.
- At North Sea/Noyack intersection to Straight Path: small homes on small lots in an area rich in historic and open space character.

c. Market Considerations:

- Population levels and density are low, and traffic levels are relatively modest except in summer (when North Sea/Noyack Roads provide a bypass to Shelter Island and East Hampton). This reduces the demand for anything other than small-scale convenience retail.
- The year-round population is, however, growing modestly, which increases the demand slightly for neighborhood center(s).

d. Planning Considerations:

- The extensive zoning of Highway Business (HB) and Village Business (VB) in the vicinity of Fresh Pond Road and Mary’s Lane is at odds with the residential

land use and small lot sizes that prevail there. It has resulted in a wide range of building types and uses.

- Additionally in this area, the County Health Department is concerned that additional development could contribute to the degradation of groundwater quality and nearby fresh water bodies.
- In both areas, the high speed of passing traffic undermines the viability of local businesses, as well as safety for the areas’ many pedestrians and bicyclists.
- There are a number of public and community open spaces and water bodies, which, with one notable exception (the Fields Community House/park at Straight Path), are not recognized and visible. These include Elliston Park, the historic houses in the vicinity of the North Sea/Noyack Roads intersection, and most significantly Conscience Point, where New England settlers first arrived in Southampton.

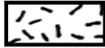
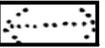
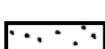
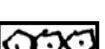
e. Objectives:

- At both centers, create low impact and attractive neighborhood centers with a rural character. At Straight Path, preserve a cluster of historic and civic uses around a “hamlet green,” linked to Conscience Point.
- At both locations, create centers that are as much sources of community pride as they are places to shop for a few conveniences.
- Also at both locations, slow traffic to increase pedestrian and bicyclist safety, as well as ease access in and out of businesses.
- Finally, promote South North Sea as a small hamlet center to obviate the need to travel long distances for convenience shopping.

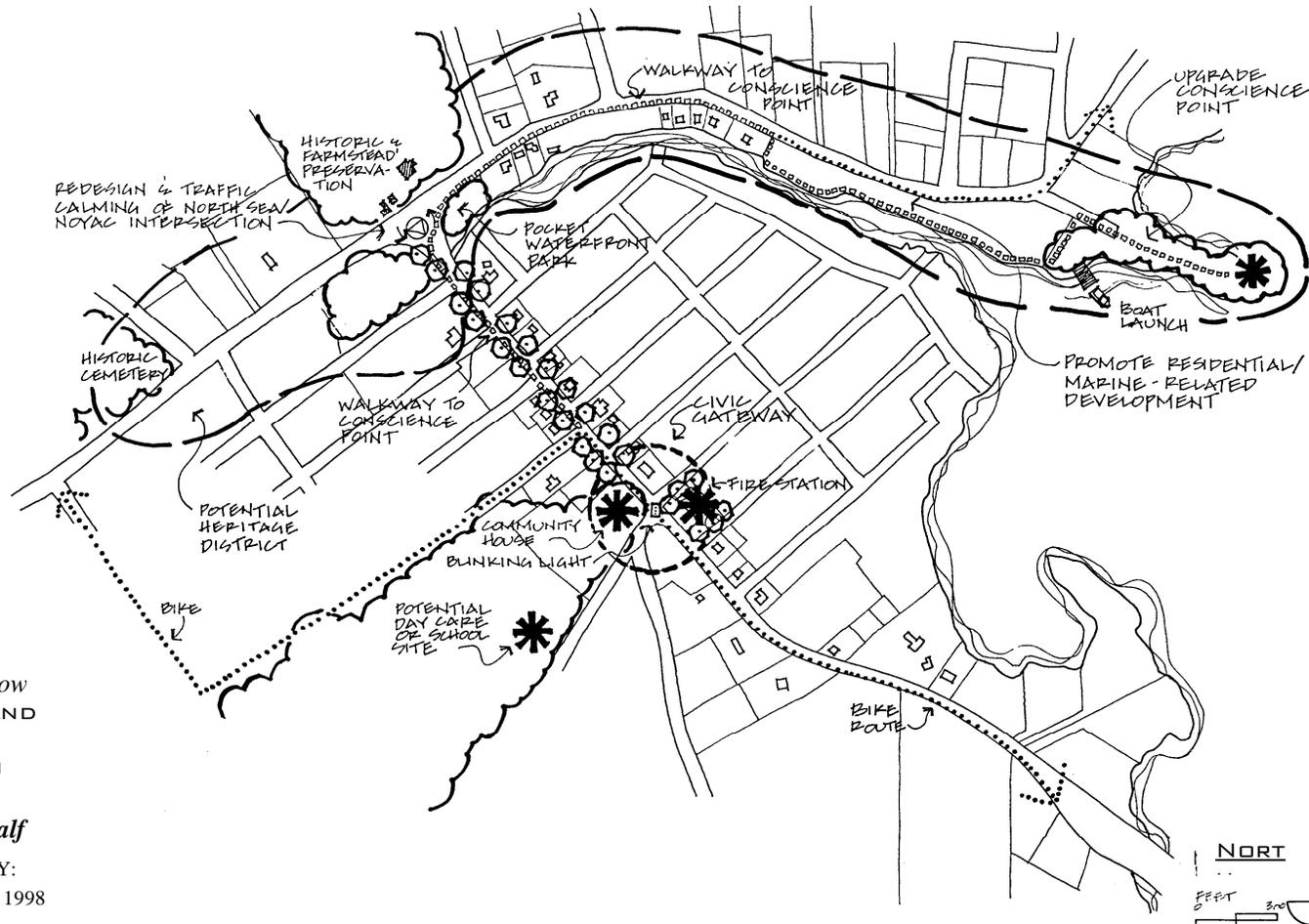
ACTION ITEMS

a. Land Use:

- ① PROMOTE SMALL RETAIL NODES AT SELECTED INTERSECTIONS—SPECIFICALLY AT FRESH POND ROAD, AND MARY’S LANE. THE INTERSECTIONS PROVIDE ADDED VISIBILITY, AS WELL AS THE POTENTIAL FOR ADDITIONAL ACCESS/EGRESS. THERE ARE ALREADY SEVERAL RETAIL USES AT EACH OF THESE LOCATIONS.
- ② IN ADDITION TO RESIDENTIAL USES, ALLOW LOW-SCALE/LOW-IMPACT COMMERCIAL USES ELSEWHERE IN THE FRESH POND ROAD/MARY’S LANE VICINITY, AS WELL AS IN THE STRAIGHT PATH VICINITY IN CONNECTION WITH HISTORIC AND OPEN SPACE PRESERVATION (SPECIFICALLY THE HISTORIC FARMSTEAD AT THE NORTH SEA/NOYACK ROAD INTERSECTION).
- ③ AT CONSCIENCE POINT, PROMOTE PUBLIC ACCESS TO THE WATERFRONT, RESIDENTIAL/MARINA DEVELOPMENT, AS WELL AS KAYAK OR OTHER BOAT RENTAL OPERATIONS OVER NIGHTCLUBS.

	Business Area		Assets		Streetscape Planting Priority
	Open Space/Parks		Traffic Lights		Transition Areas
	Traffic Calming		Greenway/Bicycle Routes		
	Shared Parking		Tree Planting Priority		

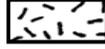
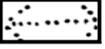
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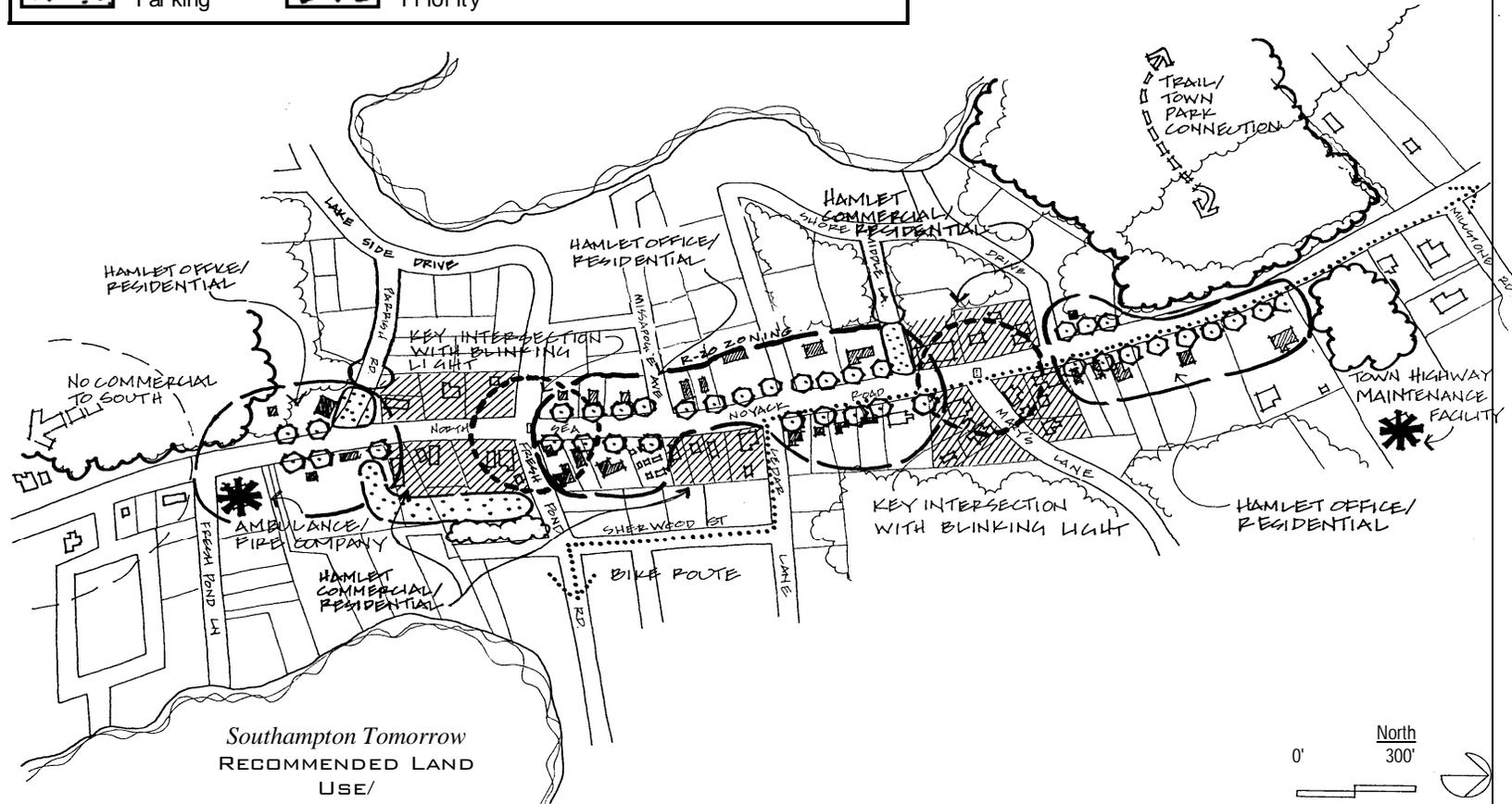
Southampton Tomorrow
RECOMMENDED LAND
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HAMLET DESIGN
CONCEPT

North Sea - North Half

Town of Southampton, NY:
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	Business Area		Assets		Streetscape Planting Priority
	Open Space/Parks		Traffic Lights		Transition Areas
	Traffic Calming		Greenway/Bicycle Routes		
	Shared Parking		Tree Planting Priority		

LEGEND



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RECOMMENDED LAND USE/
HAMLET DESIGN
CONCEPT
North Sea - South Half
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- ④ CONSIDER POTENTIAL LONG-TERM COMMUNITY FACILITY SITES. ONE SPECIFIC SITE IS NEXT TO THE NORTH SEA COMMUNITY HOUSE PARK. ANOTHER IS AT THE HIGHWAY MAINTENANCE FACILITY, WHERE THE COMMUNITY HOUSE WAS RELOCATED.

b. Access:

- ① PROMOTE SHARED PARKING AND ACCESS/EGRESS IN CONNECTION WITH ANY NEW RETAIL OR COMMERCIAL DEVELOPMENT.
- ② PROVIDE BLINKING LIGHTS AT THE AMBULANCE COMPANY AND AT THE FIRE STATION, BOTH TO MAKE IT EASIER AND SAFER FOR EMERGENCY VEHICLES TO EXIT, AND TO "CALM" FAST-MOVING VEHICLES AS THEY APPROACH THE HAMLET CENTERS.
- ③ CONSIDER A BLINKING LIGHT OR A ROUNDABOUT AT THE NOW DANGEROUS NORTH SEA/NOYACK ROAD INTERSECTION. EQUAL PRIORITY SHOULD BE PLACED ON ENHANCING SCENIC VIEWS OF AND FROM THIS INTERSECTION.
- ④ LOWER AND ENFORCE SPEED LIMITS IN BOTH CENTERS.
- ⑤ CONSIDER MAKING SELECTED STREETS BETWEEN PARISH ROAD AND SHORE DRIVE CUL-DE-SACS, TO PROVIDE PARKING IMPROVEMENTS FOR ADJOINING

BUSINESSES, AS WELL AS TO REDUCE SAFETY CONFLICTS ALONG NORTH SEA ROAD.

- ⑥ PROVIDE SIGNAGE AND A TRAIL CONNECTION TO ELLISTON PARK. IMPROVE THE BOAT LAUNCH AT THE SOUTHERN END OF THE CONSCIENCE POINT PRESERVE WITH ENHANCED PEDESTRIAN ACCESS (ONLY) TO THE POINT ITSELF.
- ⑦ ALSO AT CONSCIENCE POINT: CLOSE THE ACCESS ROAD TO THE POINT AT THE WESTERLY BOAT LAUNCH, AND REPLACE THE ROAD TO THE CONSCIENCE POINT MONUMENT WITH AN ADA-ACCESSIBLE WALKWAY.
- ⑧ IDENTIFY AND PROVIDE STRIPING AND SIGNAGE FOR A BIKE LANE ALONG, BUT TO THE MAXIMUM EXTENT POSSIBLE PARALLEL TO, NORTH SEA AND NOYACK ROADS (THE MAP SHOWS ONE POSSIBLE BIKE LANE CONFIGURATION).

c. Hamlet Design:

- ① PRESERVE OPEN SPACES AT THE GATEWAYS INTO THE THREE HAMLET CENTERS. ENHANCE VIEWS AT THESE GATEWAYS, FOR EXAMPLE, WITH TREE PLANTING AT AND OPPOSITE THE AMBULANCE COMPANY SITE, MORE INTENSIVE LANDSCAPING IN FRONT OF THE TOWN MAINTENANCE FACILITY, HISTORIC PRESERVATION AT AND NEAR THE NORTH SEA/NOYACK ROADS

INTERSECTION, A POCKET PARK OVERLOOKING THE WATER AT THIS LOCATION AS WELL, TREE PLANTING AT THE FIRE STATION, AND CLEARING TO ALLOW VIEWS OF PECONIC BAY.

- ② USE TREE PLANTING AND SIDEWALKS TO UNIFY THE HAMLET CENTERS.
- ③ MAINTAIN THE RESIDENTIAL SCALE OF BUILDINGS. WHERE COMMERCIAL BUILDINGS ARE BUILT, UTILIZE DESIGN STANDARDS THAT FOSTER A RURAL IMAGE, E.G., PITCHED ROOFS, SHINGLE AND WOOD MATERIALS, DESIGN REFERENCES TO BARNS OR OTHER RURAL BUILDING TYPES.

d. Zoning:

- ① UTILIZE HAMLET COMMERCIAL/RESIDENTIAL (HC) ZONING, TO MANAGE INTENSIFICATION OF RETAIL USES AT KEY LOCATIONS IN CONNECTION WITH RURAL DESIGN MOTIFS AND SHARED PARKING AND ACCESS/EGRESS.
- ② ELSEWHERE, ZONE HAMLET OFFICE/RESIDENTIAL (HO), TO ALLOW RESIDENTIAL USES AND COMPATIBLE COMMERCIAL USES PROXIMATE TO THE HC AREAS, AND IN CONNECTION WITH PRESERVATION OF RESIDENTIAL AND HISTORIC BUILDING TYPES.
- ③ ZONE PUBLICLY- AND INSTITUTIONALLY- OWNED OPEN SPACE AS OPEN SPACE CONSERVATION (OSC). FOR EXAMPLE,

CONSCIENCE POINT SHOULD BE REZONED FROM RESIDENTIAL TO OSC.

- ④ USE PLANNED DEVELOPMENT DISTRICT (PDD) ZONING AT CONSCIENCE POINT TO PROMOTE WATERFRONT ACCESS AND HOUSING.

e. Next Steps:

- ① WORK WITH SOUTHAMPTON COLLEGE, SOUTHAMPTON COLONIAL SOCIETY, THE TRUSTEES AND OTHERS ON THE PEDESTRIAN UPGRADES IN AND NEAR CONSCIENCE POINT.
- ② WORK WITH THE TOWN HIGHWAY SUPERINTENDENT AND COUNTY DEPARTMENT OF TRANSPORTATION WITH REGARD TO TRAFFIC CALMING AND SCENIC ENHANCEMENTS, ESPECIALLY IN CONNECTION WITH THE REDESIGN OF THE CRITICAL NORTH SEA/ NOYACK ROADS INTERSECTION.
- ③ UNDERTAKE LANDSCAPE IMPROVEMENTS AT THE TOWN HIGHWAY MAINTENANCE FACILITY.
- ④ UNDERTAKE ZONING MAP CHANGES TO CONFORM WITH PLAN.

4.7 Noyack

a. Overall Concept:

“Country crossroads” featuring small-scale development and rural vistas along Noyack Road, at two locations:

- Berkshire Place/Pine Neck vicinity; and
- Bay Avenue/Cedar Lane vicinity.

b. Existing Conditions:

- At both locations, sporadic shops in an area otherwise characterized by small homes on small lots.
- Nearby marine uses are interspersed with designated open spaces.

c. Market Considerations:

- Population levels and density are low, and traffic levels are relatively modest except on summer weekends (when Noyack Road provides a bypass to Shelter Island and East Hampton). This reduces the demand for anything other than small-scale convenience retail.
- The year-round population is, however, growing modestly, which increases the demand slightly for neighborhood center(s).

d. Planning Considerations:

- Shallow lots and lack of cohesive development have resulted in a wide range of building types and uses.
- The County Health Department is concerned that additional development in the area could contribute to the degradation of groundwater quality and nearby fresh water bodies.
- The high speed of passing traffic undermines the viability of local businesses.
- High vehicular speeds and undefined curb cuts combine to undermine the safety of the areas' many pedestrians and bicyclists, as well as vehicular drivers.

e. Objectives:

- Create low impact and attractive neighborhood centers with a rural character.
- Create centers that are as much sources of community pride as they are places to shop for a few conveniences.
- Slow and alter traffic to increase pedestrian and bicyclist safety, as well as ease access in and out of businesses.
- Finally, promote these small hamlet centers to obviate the need to travel long distances for convenience shopping.

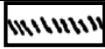
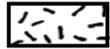
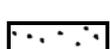
ACTION ITEMS

a. Land Use:

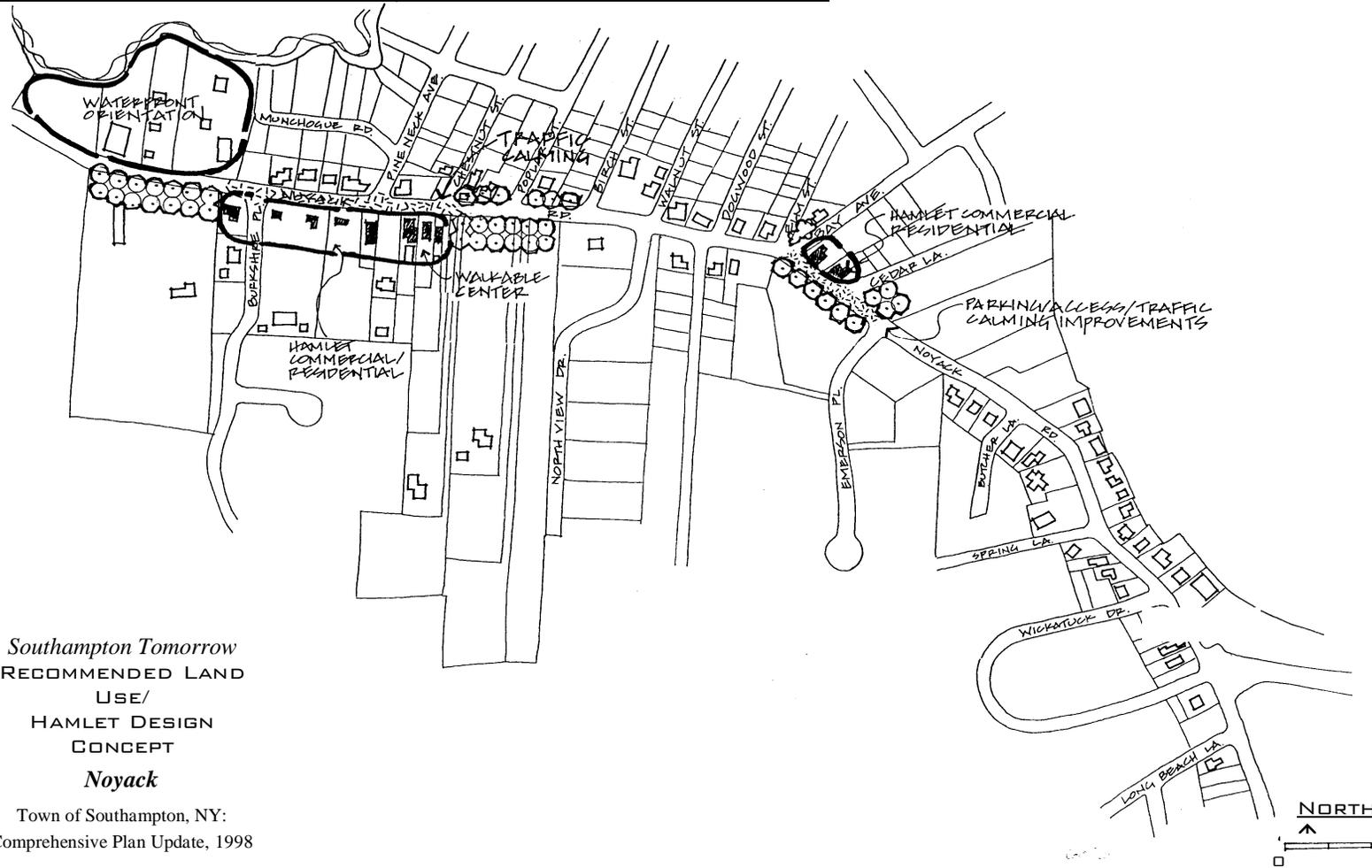
- ➊ PROMOTE SMALL RETAIL NODES AT SELECTED INTERSECTIONS—SPECIFICALLY AT THE BURKSHIRE PLACE/PINE NECK AVENUE VICINITY, AND THE BAY AVENUE/CEDAR LANE VICINITY. THE INTERSECTIONS PROVIDE ADDED VISIBILITY, AS WELL AS THE POTENTIAL FOR ADDITIONAL ACCESS/EGRESS. THERE ARE ALREADY SEVERAL RETAIL USES AT EACH OF THESE LOCATIONS.
- ➋ IN ADDITION TO RESIDENTIAL USES, ALLOW WATER-DEPENDENT AND LOW-SCALE/LOW-IMPACT COMMERCIAL USES ELSEWHERE IN THE BURKSHIRE PLACE/PINE NECK AVENUE VICINITY.

b. Access:

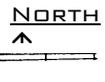
- ① PROMOTE SHARED PARKING AND ACCESS/EGRESS IN CONNECTION WITH EXISTING AS WELL AS ANY NEW RETAIL OR COMMERCIAL DEVELOPMENT.
- ② PROVIDE BLINKING LIGHTS AT BOTH CENTERS, TO MAKE IT EASIER AND SAFER FOR VEHICLES TO ENTER AND EXIT, AND TO “CALM” FAST-MOVING VEHICLES AS THEY APPROACH THE CENTERS.
- ③ LOWER SPEED LIMITS IN BOTH CENTERS.
- ④ PROMOTE CONSOLIDATED/SHARED PARKING AND ALSO SIDEWALKS WHEREVER POSSIBLE IN THOSE PORTIONS OF THE HAMLET CENTERS ZONED FOR BUSINESS.
- ⑤ MAINTAIN CURVED ROADS WITH TRAFFIC CALMING TO IMPROVE SAFETY, RATHER THAN ROAD STRAIGHTENING.
- ⑥ CONSIDER BLINKING LIGHTS AT BOTH CENTERS TO IMPROVE SAFETY AS WELL AS ACCESS TO LOCAL BUSINESSES.

	Business Area		Assets		Streetscape Planting Priority
	Open Space/Parks		Traffic Lights		Transition Areas
	Traffic Calming		Greenway/Bicycle Routes		
	Shared Parking		Tree Planting Priority		

LEGEND



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- ⑦ CONSIDER ROADWAY REALIGNMENTS AND LANDSCAPED DIVIDERS AT BAY AVENUE AND CEDAR LANE TO PROVIDE THE SPACE FOR SAFER PARKING, ACCESS, AND EGRESS FOR THE SHOPPING AREA.

c. Hamlet Design:

- ① PRESERVE OPEN SPACES AT THE GATEWAYS INTO THE HAMLET CENTERS. ENHANCE VIEWS AT THESE GATEWAYS, FOR EXAMPLE, CLEARING TO ALLOW VIEWS OF PEGONIC BAY, TREE PLANTING, SETBACK OF NEW RESIDENTIAL DEVELOPMENT TO EITHER SIDE OF THE CENTERS TO CREATE A SENSE OF GREEN SPACE AT THE ENTRIES TO THAT HAMLET CENTER, AND A SMALL POCKET PARK OR MONUMENT ON THE TRIANGULAR LOT FORMED BY ELM STREET AND BAY AVENUE.
- ② USE TREE PLANTING AND SIDEWALKS TO UNIFY THE HAMLET CENTERS.
- ③ MAINTAIN THE RESIDENTIAL SCALE OF BUILDINGS. WHERE COMMERCIAL BUILDINGS ARE BUILT, UTILIZE DESIGN STANDARDS THAT FOSTER A RURAL IMAGE, E.G., PITCHED ROOFS, SHINGLE AND WOOD MATERIALS, DESIGN REFERENCES TO BARNS OR OTHER RURAL BUILDING TYPES.

d. Zoning:

- ① ZONE KEY LOCATIONS HAMLET COMMERCIAL/RESIDENTIAL (HC), TO

ALLOW LIMITED SHOPPING IN CONNECTION WITH RURAL DESIGN MOTIFS AND SHARED PARKING AND ACCESS/EGRESS.

- ② RETAIN MARINE USES AT THE WEST END OF THE HAMLET CENTER.
- ③ ELSEWHERE ZONE RESIDENTIAL, CONSISTENT WITH THE PREVAILING CHARACTER OF THE AREA.
- ④ ZONE PUBLICLY- AND INSTITUTIONALLY- OWNED OPEN SPACE “OPEN SPACE CONSERVATION (OSC).”

e. Next Steps:

- ① WORK WITH THE TOWN HIGHWAY SUPERINTENDENT AND COUNTY DEPARTMENT OF PUBLIC WORKS WITH REGARD TO TRAFFIC CALMING AND SCENIC ENHANCEMENTS.
- ② UNDERTAKE ZONING MAP CHANGES TO CONFORM WITH PLAN.

4.8 Water Mill

a. Overall Concept:

An “historic hamlet center” featuring a compact and walkable business district, handsome landmarks, publicly-accessible open space, and views of private open space and agricultural lands—all in keeping with the existing character of the hamlet center.

b. Current Conditions:

- Small, historic hamlet center framed by private open spaces and featuring visually prominent and publicly-accessible green space.
- Highway business area to immediate east.

c. Market Considerations:

- As the first business center east of the merger of County Road 39 and Route 27, and as also the first center west of Bridgehampton Commons, Water Mill is a highly marketable retail site in the long term.
- However, the heavy traffic speeding through the center and the absence of a traffic signal make it difficult for cars to cross traffic, and for pedestrians to cross the street. This reduces the viability of retail uses and the quality of life in the center.

d. Planning Considerations:

- As a significant choke point on Montauk Highway, passersby prefer to push on, rather than stop for shopping or dining.
- Water Mill's open space, civic identity and historic character is more important to hamlet residents than the shopping it has to offer.
- Major development opportunities threaten to change scale and character of the center.
- Mechanisms are needed to assure—in the long term—the maintenance of Water Mill's considerable publicly accessible, but privately, held open spaces.

e. Objectives:

- Emphasize Water Mill's historic buildings, architectural distinction, open space, bay and farm vistas, park-like amenities, and small stores.
- Maintain density in a compact, walkable hamlet center; and contain sprawl.
- Ease vehicular and pedestrian circulation; provide combined access and parking; foster development of a walkable community.

ACTION ITEMS

a. Land Use:

- ❶ **CONCENTRATE RETAIL DEVELOPMENT ON MONTAUK HIGHWAY BETWEEN OLD MILL ROAD AND NOWEDONAH AVENUE. DISCOURAGE DESTINATION RETAIL THAT WOULD BE OUT-OF-PROPORTION WITH WATER MILL'S LOW KEY AND HISTORIC CHARACTER.**
- ❷ **PROMOTE HOUSING AND MIXED USES AROUND THIS CORE AREA. IN THE EVENT THAT THE VILLA MARIA WERE TO BE DISCONTINUED AS THE SIENNA SPIRITUAL CENTER, PROMOTE REUSES (SUCH AS HOUSING) THAT PRESERVE THE HISTORIC BUILDINGS, OPEN SPACES, VISTAS, AND CURRENT LOW LEVEL OF TRAFFIC.**
- ❸ **REMAIN ALERT WITH REGARD TO OPPORTUNITIES TO EXPAND THE COMMUNITY CLUB PARK'S SIZE, AMENITIES AND VISIBILITY. IF ALTERNATIVE SITES**

WITHIN WALKING DISTANCE ARE EVER PREFERRED BY THE COMMUNITY, THE CURRENT SITE COULD BE RE-USED FOR HOUSING OR OFFICES, BUT NOT RETAIL.

- ④ FURTHER TO THE EAST, LIMIT HIGHWAY BUSINESS TO THE NORTH SIDE OF MONTAUK HIGHWAY ONLY.
- ⑤ PRESERVE FARMLAND, BAY VIEWS AND OPEN VISTAS AROUND THE HAMLET CENTER.
- ⑥ DESIGNATE A SPECIAL IMPROVEMENT DISTRICT TO SUPPORT THE MAINTENANCE OF WATER MILL'S COMMONS, COMMUNITY CLUB AND OTHER PUBLICLY-ACCESSIBLE OPEN SPACE AND RECREATION RESOURCES.

b. Access:

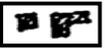
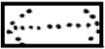
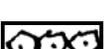
- ① IMPLEMENT THE 1998 WATER MILL TRANSPORTATION STRATEGY.
- ② PROVIDE ONE OR SEVERAL SYNCHRONIZED TRAFFIC LIGHTS, WITH CROSSWALKS, IDEALLY AT THE CENTRAL ACCESS DRIVE BETWEEN YOUNG/AUERBACH AND/OR DEERFIELD ROAD. PROVIDE ADDITIONAL CROSSWALKS AT ONE OR MORE OF THE FOLLOWING LOCATIONS: THE POST OFFICE, MARKET SQUARE, PROPRIETOR'S LANE, THE COMMUNITY HOUSE, STATION ROAD AND NOWEDONAH ROAD.

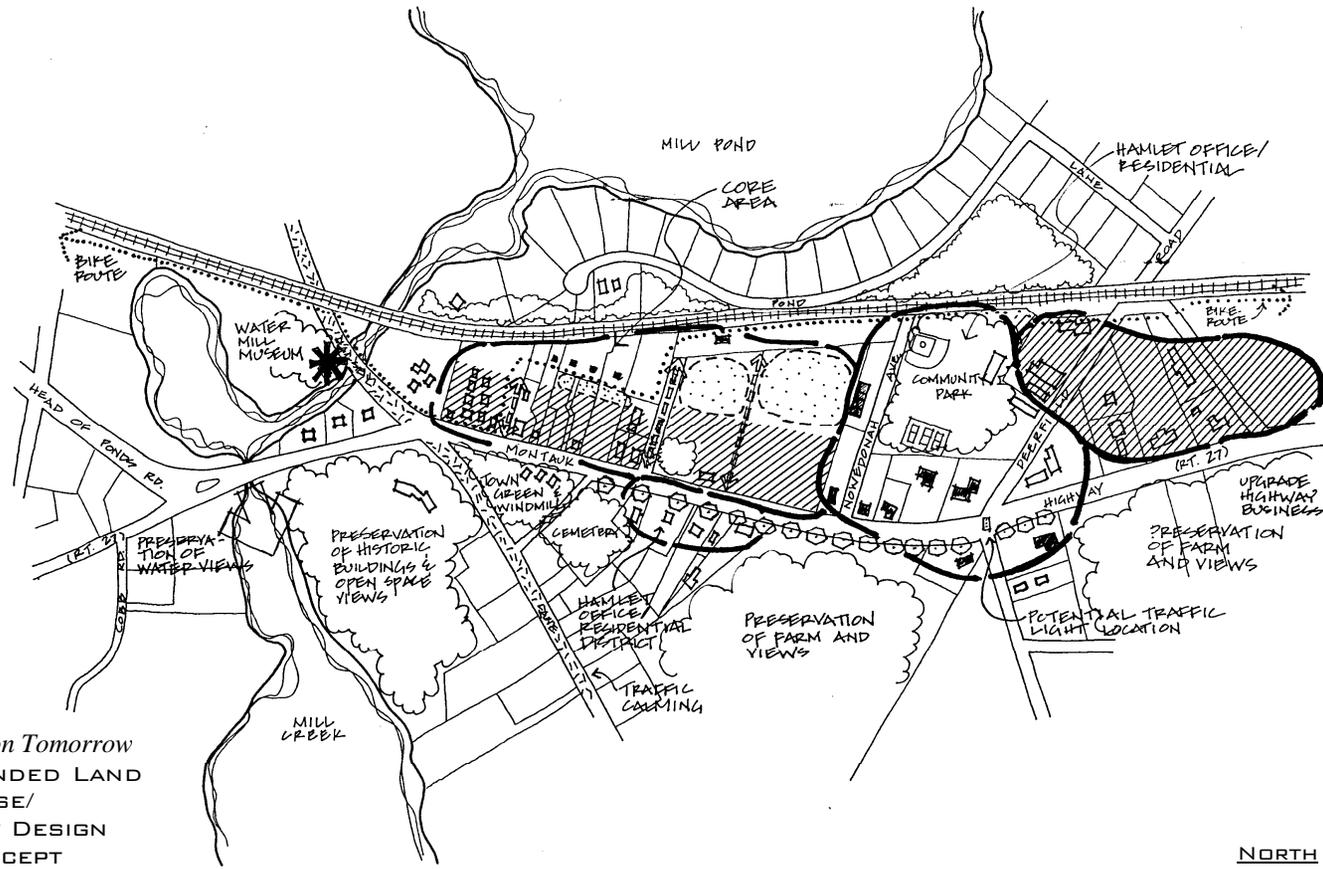
- ③ CONSIDER A HOLDING LANE AND/OR A LONGER TURNING LANE ON MONTAUK HIGHWAY NEAR DEERFIELD ROAD. INSTALL LEFT TURN LANES AT ALL INTERSECTIONS.
- ④ INCREASE—NOT DIMINISH—ON-STREET PARKING, TO ALLOW MORE IMPULSE SHOPPING, AND TO CREATE A SAFER AMBIANCE IN WHICH TO WALK. EMPLOY PARKING WITH TIME LIMITS ON HALSEY LANE NEAR MONTAUK HIGHWAY, PROPRIETORS LANE, AND NOWEDONAH ROAD.
- ⑤ LOWER SPEED LIMITS AND PURSUE TRAFFIC CALMING AND PROHIBIT TRUCKS ON OLD MILL ROAD/HALSEY LANE (NORTH AND SOUTH OF MONTAUK HIGHWAY), TO KEEP THE HAMLET CENTER WALKABLE AND REDUCE THE IMPACT OF TRAFFIC ON HISTORIC SITES AND RESIDENTIAL BUILDINGS.
- ⑥ ON THE NORTH SIDE OF MONTAUK HIGHWAY, PROMOTE CROSS ACCESS AGREEMENTS FROM MARKET SQUARE TO NOWEDONAH. THESE WOULD CONNECT WATER MILL'S RETAIL DEVELOPMENTS.
- ⑦ EXTEND THE SOUTH FORK BIKE PATH TO INTERSECT HAMLET BUSINESS CENTERS.
- ⑧ PROMOTE A SHELTERED BUS STOP IN THE VICINITY OF THE YOUNG/AUERBACK SITES.

- ⑨ EXTEND SIDEWALKS AND BRICK PAVERS EASTERLY TO DEERFIELD ROAD. INSTALL AND/OR UPGRADE SIDEWALKS ON NOWEDONAH AVENUE AND STATION ROAD.
- ⑩ DISCOURAGE ADDITIONAL COMMERCIAL ACCESS POINTS.

c. Hamlet Design:

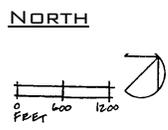
- ① MAKE HISTORIC AND OPEN SPACE PRESERVATION/MANAGEMENT A TOP PRIORITY. PARTICULARLY SIGNIFICANT SITES INCLUDE: THE WATER MILL MUSEUM (INCLUDING ITS RUSTIC SETTING OVERLOOKING MILL CREEK); THE VILLA MARIA (SIENA SPIRITUALITY CENTER), INCLUDING THE SCENIC BACKDROP CONSISTING OF LAWNS SPILLING OUT TO THE MILL CREEK; AND THE WINDMILL, HAMLET GREEN AND THE CEMETERY ON BOTH SIDES OF PROPRIETOR'S LANE.

	Business Area		Assets		Streetscape Planting Priority
	Open Space/Parks		Traffic Lights		Transition Areas
	Traffic Calming		Greenway/Bicycle Routes	LEGEND	
	Shared Parking		Tree Planting Priority		



Southampton Tomorrow
RECOMMENDED LAND USE/
HAMLET DESIGN
CONCEPT
Watermill

Town of Southampton, NY:
 Comprehensive Plan Update, 1998



- ② ENHANCE OPEN SPACE VIEWS. USE SELECTIVE CLEARANCE TO OPEN UP VIEWS OF MILL CREEK BAY AT THE WESTERN GATEWAY INTO WATER MILL. CONSOLIDATE AND/OR PLACE UNDERGROUND THE OVERHEAD WIRES ON THE NORTH SIDE OF THE ROAD, MITIGATED WITH TREE PLANTINGS, THEREBY DIRECTING VIEWS TO AGRICULTURAL LAND TO THE SOUTH.
- ③ ESPECIALLY NORTH OF MONTAUK HIGHWAY, EMPLOY “TRADITIONAL NEIGHBORHOOD DESIGN” CONCEPTS. SMALL-SCALE, HISTORIC BUILDING TYPES ARE PREFERRED.
- ④ UTILIZE HISTORIC LIGHTING STANDARDS, STREET FURNITURE, PAVERS, ETC. TO CONNECT AND UNIFY THE CENTER’S RETAIL AND HISTORIC ATTRACTIONS. ESCHEW FLOOD LIGHTING, LARGE SIGNS AND OTHER ACCOUTERMENTS OF SUBURBAN DEVELOPMENT.
- ⑤ PREPARE OVERALL SIGN GUIDELINES CONSISTENT WITH WATER MILL’S UNIQUE HISTORIC QUALITIES.
- ⑥ MAKE NEW CONSTRUCTION CONSISTENT IN SCALE AND STYLE WITH WATER MILL’S HISTORIC CHARACTER, BUT AVOID ARCHITECTURAL GIMMICKS SUCH AS CLOCK TOWERS AND GAZEBOS.
- ⑦ EXPLORE OPTIONS FOR A PUBLIC RESTROOM.

d. Zoning:

- ① CONCENTRATE VILLAGE BUSINESS (VB) ZONING ON THE NORTH SIDE OF MONTAUK HIGHWAY, FROM MARKET SQUARE TO MIDWAY BETWEEN RAILROAD AND NOWEDONAH AVENUES.
- ② RING THE VB DISTRICT WITH (FROM WEST TO EAST) RESIDENTIAL, OPEN SPACE CONSERVATION (OSC) HAMLET OFFICE/RESIDENTIAL (HO) AND PDD DISTRICTS THAT DEFINE THE HAMLET CENTER.
- ③ RETAIN THE HIGHWAY BUSINESS (HB) ZONE TO THE EAST, BUT WITH DESIGN GUIDELINES THAT UPGRADE LANDSCAPING, SIGNAGE; ACCESS AND EGRESS IN THIS VICINITY.
- ④ RETAIN RESIDENTIAL AND THE AGRICULTURAL OVERLAY PRESERVATION ZONING ON THE SOUTH SIDE OF MONTAUK HIGHWAY.
- ⑤ DESIGNATE THE HAMLET CENTER AND ADJOINING HISTORIC AREAS AS A HERITAGE DISTRICT.

e. Next Steps:

- ① DESIGNATE A SPECIAL ASSESSMENT DISTRICT TO SUPPORT AND MAINTAIN WATER MILL’S PRECIOUS PUBLIC OPEN SPACES AND HISTORIC MONUMENTS. THE DISTRICT COULD ENCOMPASS MOST OF THE WATER MILL HAMLET, WITH REVENUE

TARGETED TO THE WATER MILL MUSEUM BUILDING AND GROUNDS, THE VILLAGE GREEN AND WINDMILL, THE NEIGHBORING CEMETERY, AND MOST IMPORTANTLY, THE COMMUNITY CLUB AND PARK. IT MAY ALSO BE APPROPRIATE FOR THE PARKS DISTRICT TO ASSUME RESPONSIBILITY FOR WATER MILL'S OTHER PUBLIC SPACES, INCLUDING THE SIDEWALK CONNECTIONS BETWEEN THE NOTED OPEN SPACES AND HISTORIC MONUMENTS.

- ② REVISE ZONING TO COMPLY WITH THE PLAN FOR WATER MILL.

4.9 Bridgehampton

a. Overall Concept:

A “Main Street” theme, featuring a walkable center with direct and easy connections to Bridgehampton Commons.

b. Current Conditions:

- Core area of traditional stores and historic buildings between Corwith Avenue and Bridgehampton-Sag Harbor Turnpike.
- To the east, north and south are (mainly) houses.
- To the immediate west is a mixed-use area with some houses—mostly converted to commercial uses, and some conventional commercial structures.
- Even further to the west is Bridgehampton Commons and several small- and large-scale commercial uses.

- The core area is framed by historic neighborhoods; the Bridgehampton Commons area is framed by farmland and open space

c. Market Considerations:

- Bridgehampton has emerged as a business center equal in drawing power to the South Fork's village centers, though different in store mix. The Bridgehampton Common's anchors and chain stores serve the entire South Fork.
- The historic hamlet business center provides specialty shopping comprised of restaurants, boutiques, antique stores, etc.
- The pressure for retail development can be expected to grow in response to new second home development and the growing part-time and year-round use of seasonal homes, in East Hampton as well as Southampton.

d. Planning Considerations:

- Increasing retail and spin-off development is encroaching on land traditionally viewed as farmland and open space.
- The area between Bridgehampton Commons and the historic center has a mixture of uses, in part reflecting the inability of the Office District (OD) zoning that prevails in this area to coherently address the character of existing buildings and the market for commercial uses.
- Additional piecemeal retail development could create a continuous strip environment that would diminish the area's remaining scenic hamlet center quality, and worsen already difficult traffic conditions.

e. Objectives:

- Maintain an historic, scenic and walkable center.
- Emphasize specialty shopping in the historic center, and destination shopping at and adjacent to Bridgehampton Commons. Strengthen the transportation and land use transition between the historic center and Bridgehampton Commons.

ACTION ITEMS

a. Land Use:

- ① ENCOURAGE SPECIALTY SHOPPING, IN-FILL DEVELOPMENT, AND CIVIC USES IN THE VILLAGE BUSINESS CENTER.
- ② CREATE A CLEAR SENSE OF PLACE BY PRESERVING HISTORIC BUILDINGS, OPEN SPACES AND AGRICULTURAL LANDS THAT FRAME THE CENTER.
- ③ THE INTERSECTION OF MONTAUK HIGHWAY AND BRIDGEHAMPTON SAG HARBOR TURNPIKE IS A PRIORITY GATEWAY. NON-RESIDENTIAL, ADAPTIVE REUSE SHOULD BE EMPLOYED ONLY TO PRESERVE HISTORICAL BUILDINGS AT THE SOUTHEAST AND NORTHEAST CORNERS. THESE SITES SHOULD OTHERWISE REMAIN OPEN AND RESIDENTIAL, WITH NO COMMERCIAL ACCESS TO SIDE STREETS, TO BETTER TRANSITION TO ADJOINING RESIDENTIAL AREAS.
- ④ CREATE PUBLIC OPEN SPACES IN THE HISTORIC CENTER, SUCH AS THE

PROPOSED REVOLUTIONARY PARK. A "TOWN GREEN" BACKDROP TO THE HISTORICAL SOCIETY IS A PARTICULAR PRIORITY. THIS SITE COULD BE PRESERVED THROUGH CLUSTER DEVELOPMENT ON THE NORTHERN PORTION OF THE SITE, OR PUBLIC ACQUISITION.

- ⑤ PROMOTE MIXED RESIDENTIAL AS WELL AS OFFICES AND LOW-IMPACT COMMERCIAL USES IN TRANSITION ZONES BETWEEN BRIDGEHAMPTON COMMONS AND THE HISTORIC CENTER.
- ⑥ ALLOW ONLY A LIMITED AMOUNT OF HIGHWAY BUSINESS WITH STRICT DESIGN GUIDELINES.
- ⑦ MAKE SURE THE POST OFFICE REMAINS IN THE HAMLET CENTER, IN OR AS CLOSE TO THE HISTORIC CENTER AS IS PRACTICABLE.

b. Access:

- ① CREATE SHARED, PUBLIC PARKING ON THE NORTH SIDE OF MONTAUK HIGHWAY IN THE HISTORIC CENTER. ENLARGE THE EXISTING PUBLIC PARKING ON THE SOUTH SIDE, BUT WITHOUT ANY ENCROACHMENT ON THE PRESBYTERIAN CHURCH GREEN AND OPEN SPACE FIELDS. REGULATE BOTH LOTS SO AS TO DISCOURAGE LONG-TERM (I.E., SEVERAL DAY) PARKING. UPGRADE THE LOTS' SIGNAGE, LANDSCAPING AND AMENITIES.

- ② CREATE A RUSTIC TRANSPORTATION CENTER AT THE RAILROAD STATION. BUILD AN ATTRACTIVE RAILROAD STATION BUILDING, TO HOUSE A BICYCLE RENTAL AND/OR ANCILLARY RETAIL USES. PROVIDE SMALL-SCALE LONG-TERM PARKING FOR TRAIN AND JITNEY USERS. PROVIDE A LANDSCAPED BUFFER BETWEEN THE TRAIN STATION AND ADJOINING INDUSTRIAL USES.
- ③ EXTEND SIDEWALKS FROM THE HISTORIC CENTER TO THE RAILROAD STATION, PUBLIC SCHOOL, AND ADJOINING HISTORIC NEIGHBORHOODS.
- ④ MAINTAIN ON-STREET PARKING AND THE CENTER STRIPED LANE IN ORDER TO KEEP PEDESTRIAN MOVEMENTS SAFE AND EASY.
- ⑤ OUTSIDE OF THE HAMLET CENTER (VILLAGE BUSINESS DISTRICT), PROMOTE SHARED ACCESS/EGRESS.
- ⑥ CREATE CONTINUOUS SIDEWALK CONNECTIONS FROM BRIDGEHAMPTON COMMONS TO THE HISTORIC CENTER, FOCUSING FIRST ON THE NORTH SIDE OF MONTAUK HIGHWAY.
- ⑦ UPGRADE SNAKE HOLLOW ROAD, CONSISTENT WITH ITS USE AS AN ACCESS ROAD NOT ONLY TO THE BRIDGEHAMPTON COMMONS, AGWAY AND NURSERY, BUT ALSO THE HAMPTON CLASSIC. ANY IMPROVEMENTS SHOULD MAINTAIN OR ENHANCE ITS RURAL CHARACTER.

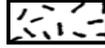
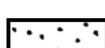
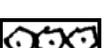
c. Hamlet Design:

- ① ENHANCE THE PEDESTRIAN EXPERIENCE IN THE HISTORIC CENTER. THIS INCLUDES CONTINUOUS SIDEWALKS, CONSISTENT BUILDING SETBACKS, STREET TREES, HISTORIC LIGHTING STANDARDS, BENCHES, AND OUTDOOR DINING WHERE IT DOES NOT BLOCK SIDEWALKS OR ADD TO PARKING PROBLEMS.
- ② CREATE A CLEAR SENSE OF BOUNDARY AT THE GATEWAYS TO THE HISTORIC CENTER. EXPLORE ENHANCEMENTS OF THE MONUMENT AT MONTAUK HIGHWAY AND ATLANTIC OCEAN DRIVE AND CONTINUE WITH PLANS FOR REVOLUTIONARY PARK NEARBY. PRESERVE THE HISTORIC BUILDINGS AT THE MONTAUK HIGHWAY/BRIDGEHAMPTON SAG HARBOR TURNPIKE. MAINTAIN THE OPEN VISTA PROVIDING THE BACKDROP FOR THE HISTORICAL SOCIETY, AND THE LANDSCAPED SETTING OF THE COMMUNITY HOUSE.
- ③ PROMOTE BUILDING FORMS TO THE EAST AND WEST THAT ARE CONSISTENT WITH THE LARGE HISTORIC HOUSES THAT PREVAIL THERE.
- ④ TIGHTLY CONTROL ADDITIONAL COMMERCIAL DEVELOPMENT IN AND AROUND BRIDGEHAMPTON COMMONS, IDEALLY EMPLOYING LANDSCAPE AND BUILDING DESIGNS THAT COMPLEMENT THE RUSTIC AND HISTORIC IMAGE OF THE ENTIRE BRIDGEHAMPTON HAMLET.

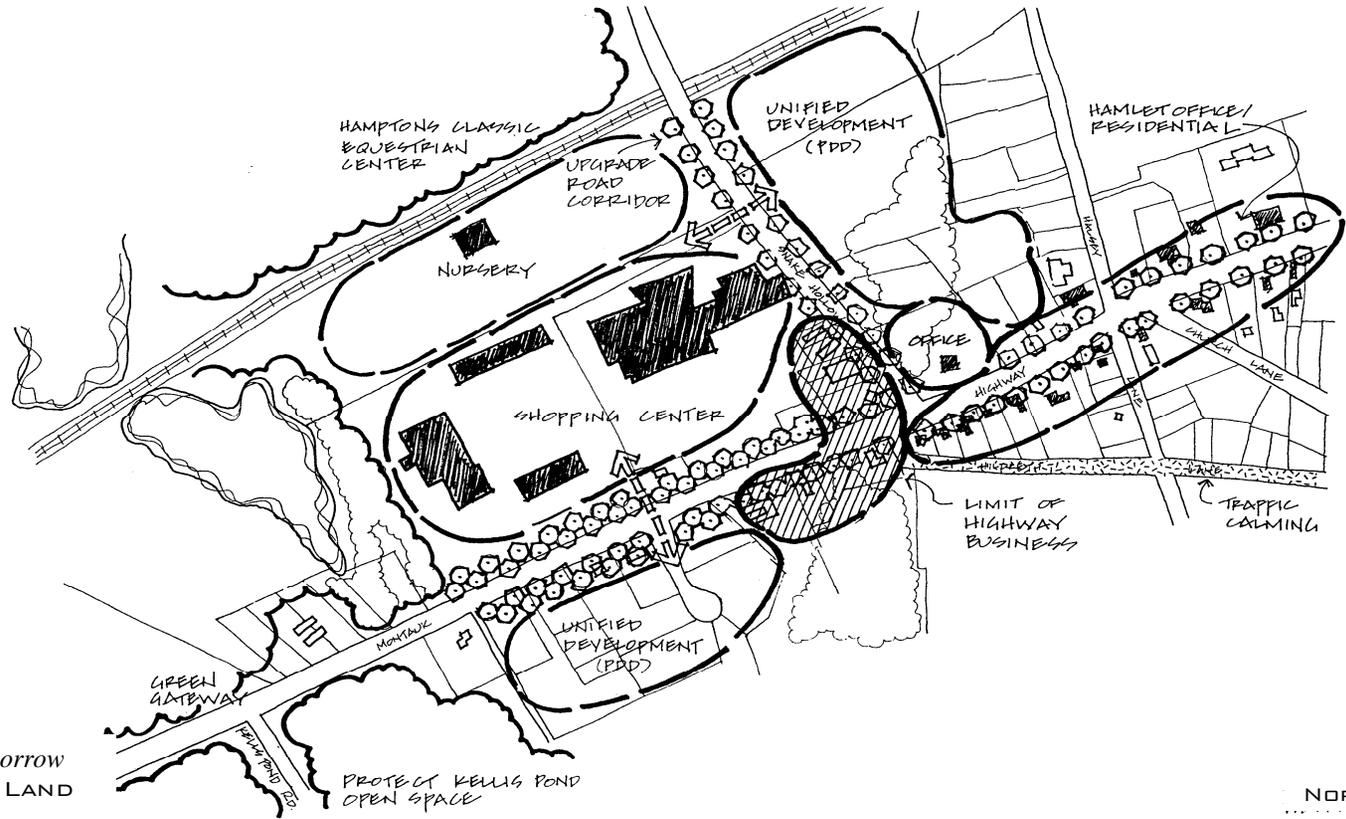
- 5 PROTECT HISTORIC BUILDINGS AND VIEWS.
- 6 CREATE LANDSCAPED BUFFER AND QUALITY FOR PUBLIC PARKING LOTS IN AND AROUND THE HAMLET CENTER.
- 7 EXPLORE LOCATIONS FOR PUBLIC RESTROOMS IN THE HAMLET CENTER AND/OR AT THE RUSTIC TRANSPORTATION CENTER.

d. Zoning:

- 1 REZONE MOST OF THE OFFICE DISTRICT (OD) AREA TO HAMLET OFFICE/RESIDENTIAL (HO), CONSISTENT WITH PREVAILING BUILT FORM, AND IN ORDER TO CREATE A MORE COHERENT TRANSITION BETWEEN THE HISTORIC CENTER AND BRIDGEHAMPTON COMMONS. RETAIN OFFICE DISTRICT ZONING PROXIMATE TO THE POST OFFICE AND SNAKE HOLLOW ROAD, WHERE LARGER COMMERCIAL BUILDINGS DOMINATE.
- 2 EXPLORE HERITAGE DISTRICT DESIGNATION FOR THE HAMLET CENTER AND ADJOINING AREAS, IN ORDER TO RECOGNIZE THE ARCHITECTURAL CHARACTER THAT MAKES THE HAMLET VALUABLE FOR BOTH HOUSING AND BUSINESS.

	Business Area		Assets		Streetscape Planting Priority
	Open Space/Parks		Traffic Lights		Transition Areas
	Traffic Calming		Greenway/Bicycle Routes		
	Shared Parking		Tree Planting Priority		

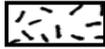
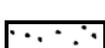
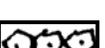
LEGEND



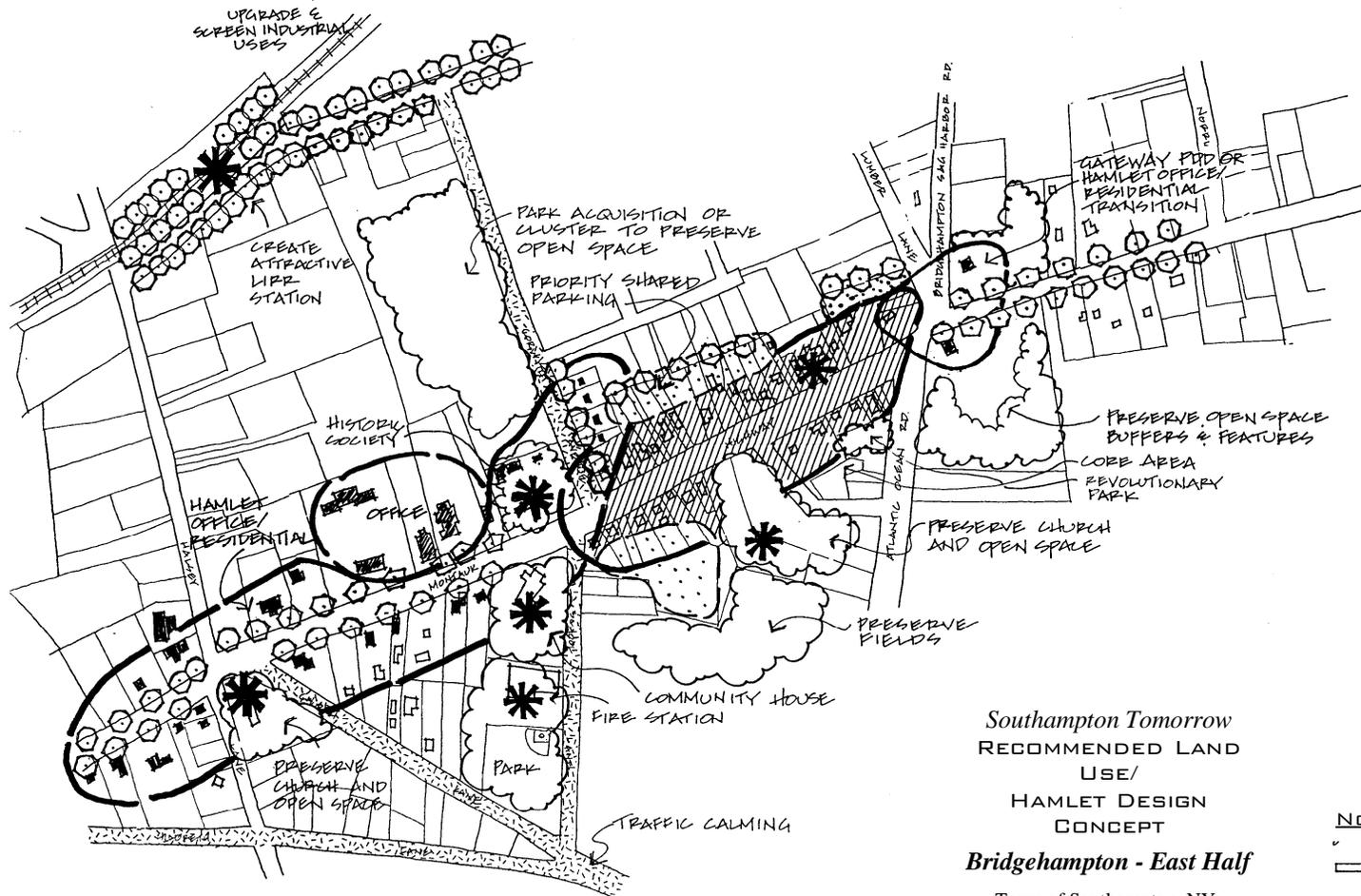
Southampton Tomorrow
RECOMMENDED LAND
USE/
HAMLET DESIGN
CONCEPT

Bridgehampton - West Half

Town of Southampton, NY:
Comprehensive Plan Update, 1998

	Business Area		Assets		Streetscape Planting Priority
	Open Space/Parks		Traffic Lights		Transition Areas
	Traffic Calming		Greenway/Bicycle Routes		
	Shared Parking		Tree Planting Priority		

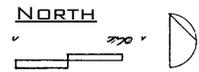
LEGEND



Southampton Tomorrow
RECOMMENDED LAND USE/
HAMLET DESIGN CONCEPT

Bridgehampton - East Half

Town of Southampton, NY:
 Comprehensive Plan Update, 1998



- ③ UTILIZE PDD ZONING TO ALLOW COMMERCIAL DEVELOPMENT IN CONNECTION WITH LANDSCAPE AND STREETScape IMPROVEMENTS IN THE IMMEDIATE AREA OF BRIDGEHAMPTON COMMONS. THESE IMPROVEMENTS INCLUDE CONSOLIDATED CURB CUTS, UNIFIED DEVELOPMENT, FOCUSED INTENSITY, AND COMPLIANCE WITH ARCHITECTURAL GUIDELINES.
- ④ ALSO USE PDD ZONING TO PROMOTE AGRICULTURAL AND OPEN SPACE PRESERVATION IN AN NEAR THE BUSINESS DISTRICT. AS ONE EXAMPLE, PDD ZONING COULD BE USED TO MAKE SURE THAT THE TRANSITION OF HAMPTON CLASSICS FROM A TEMPORARY TO A PERMANENT USE APPROPRIATELY ADDRESSES PARKING, SETBACKS, NEEDED OFF-SITE ACCESS IMPROVEMENTS, ETC.
- ⑤ REZONE TO HO OR HAMLET PLANNED DEVELOPMENT THE MONTAUK HIGHWAY FRONTAGE OF THE TWO PROPERTIES AT THE NORTHEAST AND SOUTHEAST CORNERS OF THE INTERSECTION OF MONTAUK HIGHWAY AND BRIDGEHAMPTON - SAG HARBOR ROAD/ATLANTIC OCEAN ROAD (IF HAMLET PDD ZONING IS EMPLOYED, CONSIDER ADDING THE NORTHWEST CORNER AS WELL). THE REAR AND EASTERLY PORTIONS OF BOTH SITES—REPRESENTING MOST OF THESE PARCELS—SHOULD BE

RETAINED AS RESIDENTIAL AND/OR OPEN SPACE. NON-RESIDENTIAL DEVELOPMENT SHOULD BE RESTRICTED TO THE VICINITY OF THE SITES' HISTORIC STRUCTURES, WITH ACCESS FOR COMMERCIAL USES PREDOMINANTLY FROM MONTAUK HIGHWAY. THE ADDED FLEXIBILITY AFFORDED BY HO OR PDD ZONING IS INTENDED TO ENCOURAGE RESTORATION OF HISTORIC BUILDINGS AND TO ENHANCE THESE GATEWAYS, NOT TO EXPAND THE OPPORTUNITY FOR COMMERCIAL SPRAWL OR TO IMPACT ADJOINING RESIDENTS.

e. Next Steps:

- ① EXPLORE THE POTENTIAL OF A RUSTIC-SCALE TRANSPORTATION CENTER WITH CLEAR SIGNAGE, A TAXI STAND AND SHELTERED BUS STOP AT THE LONG ISLAND RAILROAD TRAIN STATION.
- ② UNDERTAKE ZONING MAP MODIFICATIONS IN CONFORMANCE WITH THE PLAN.
- ③ PROCEED WITH PLANS FOR ENLARGED SHARED PARKING IN THE HISTORIC CENTER, STARTING ON THE NORTH SIDE OF MONTAUK HIGHWAY.
- ④ ENGAGE PROPERTY OWNERS AND RESIDENTS IN FURTHER DISCUSSIONS REGARDING POSSIBLE PDD ZONING NEAR BRIDGEHAMPTON COMMONS AND AT THE INTERSECTION OF MONTAUK HIGHWAY AND BRIDGEHAMPTON - SAG HARBOR ROAD AND ATLANTIC OCEAN ROAD.

