



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

Project Update Presentation to Town of Riverhead Town Board

May 15, 2014

Today's Agenda

- Community Outreach
- Project Updates
 - WSRR and 2nd Street Historic District components
 - Economic & Market Trends Analysis
- Alternative Development Scenarios
- Marketing component



COMMUNITY OUTREACH



1st Public Open House

March 26, 2014

- Materials still available online.
- Online survey to accompany posters
- Public can still provide input
- Visit the Town website (www.townofriverheadny.gov/) and click on this graphic



Brownfields Opportunity
Area (BOA)



WE NEED YOUR INPUT!

PLEASE JOIN US FOR THE TOWN OF RIVERHEAD PECONIC RIVER/ROUTE 25 CORRIDOR BOA PROJECT 2ND PUBLIC OPEN HOUSE

**When: Tuesday, May 20, 2014
(2 Sessions)!**

**3:00 PM to 5:00 PM
and
7:00 PM to 9:00 PM**

**Where: Suffolk Community College
Culinary Arts and Hospitality Center**

**20 East Main Street
Riverhead, NY 11901**

Please join us anytime and stay as long as you'd like



NEW COMPONENTS



New Components approved on May 6, 2014

2nd Street National Register District Application

- Kick off meeting held May 14th
- Base map & database created.
- Inventory of architecturally significant buildings started.



WSRR Community Application

- Products for application to DEC commenced.

ECONOMIC & MARKET TRENDS



Components of the Economic & Market Trends Analysis

1. Leakage analysis identified gaps in goods & services
2. Business mix analysis of successful downtowns (compared to Riverhead)
3. Potential for new commercial SF based upon:
 - Increase in expenditures w/in primary area
 - Attaining a sales capture rate comparable to other LI Downtowns
 - Expenditures by visitors



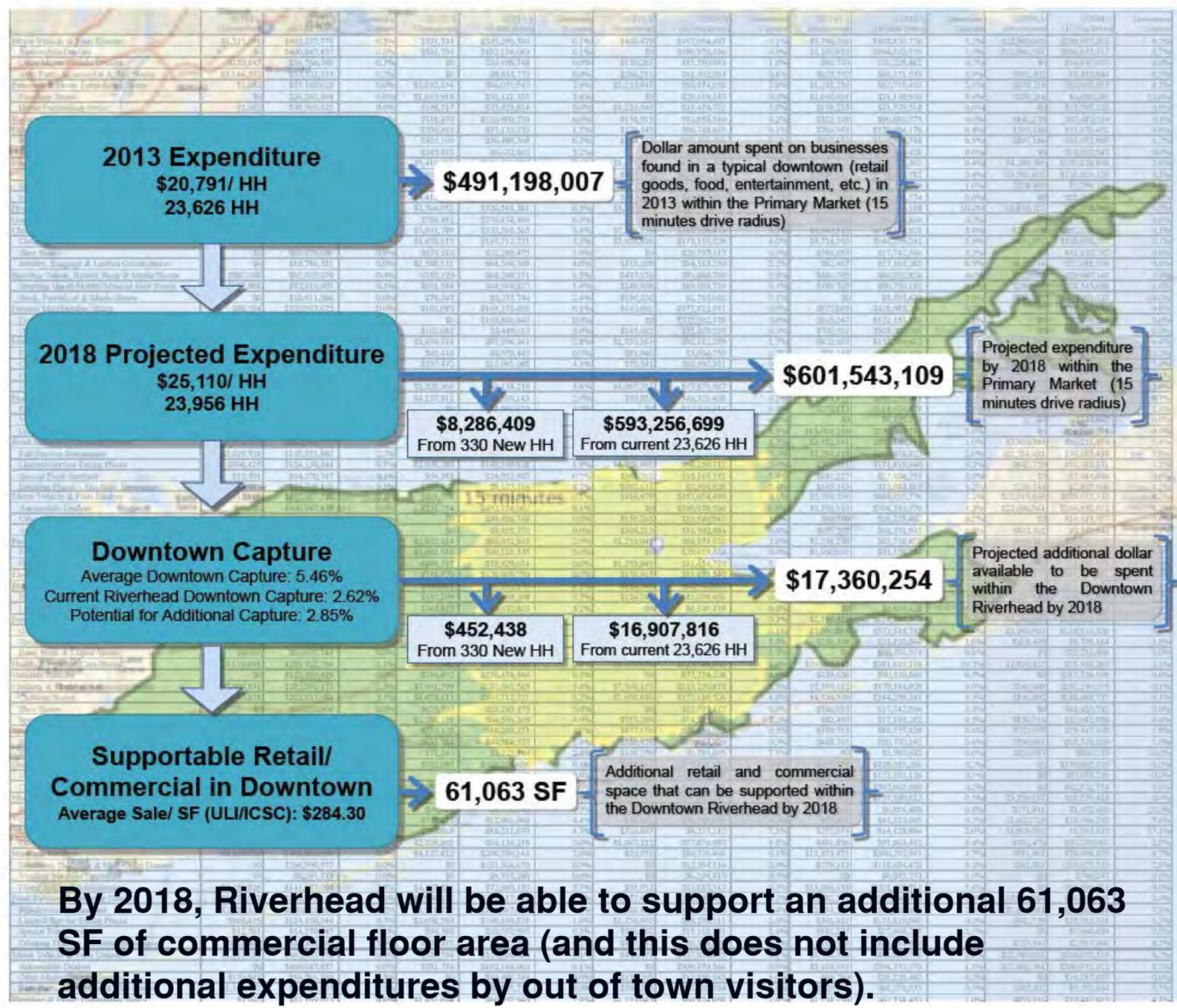
Economic & Market Trends Analysis

1. Also looked at qualitative:
 1. The ingredients of other successful waterfront towns and Riverhead has many of the elements.
 2. Input from the public
 1. Surveys
 2. Interviews
 3. Focus Groups
 4. Public Open House



ECONOMIC & MARKET TRENDS ANALYSIS

TOWN OF RIVERHEAD
PECONIC RIVER/ROUTE 26 CORRIDOR, NYS BOA STEP II NOMINATION



By 2018, Riverhead will be able to support an additional 61,063 SF of commercial floor area (and this does not include additional expenditures by out of town visitors).

Sample of Retail Gaps within Primary Market Area

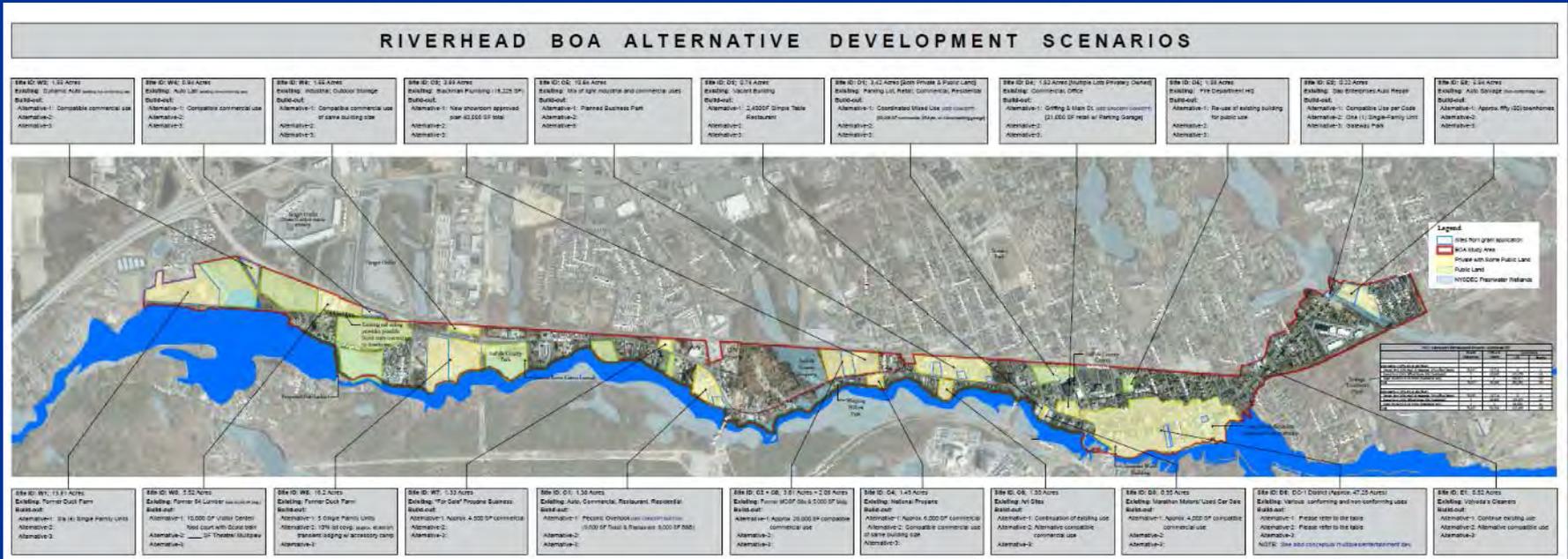
Industry Group	Primary Market
	Retail Gap
Full-Service Restaurants	\$10,352,322
Health & Personal Care Stores	\$7,285,996
Other General Merchandise Stores	\$5,879,127
Auto Parts, Accessories & Tire Stores	\$4,818,967
Furniture Stores	\$2,516,073
Book, Periodical & Music Stores	\$1,404,673
Specialty Food Stores	\$737,902

This list shows those industries where there is the greatest potential – and the types of businesses that could work well in the downtown and along Route 25.

ALTERNATIVE DEVELOPMENT SCENARIOS



Alternative Development Scenarios



- Analyze Potential Redevelopment Alternatives
 - Downtown: Build out for sustainable amount of growth
 - West Main Street in WSRR: Potential under Community (where recommended) and Recreation (where it will remain)
 - Redevelop nonconforming uses
 - “Dare to Dream!” concepts

DC-1 - The Heart of Downtown

- Currently the DC-1 code allows:
 - 80% coverage with FAR of 4.0 (5 stories) with no requirement for additional parking stalls
- Downtown codes can be written to include provisions public space, parking, and design features
- Current code does not include any such provisions



DC-1 - The Heart of Downtown Zoned DC-1

- Full build could yield
 - Over 500,000 additional SF on the ground and 2nd floors
 - >1.7 million additional SF on upper floors
- Clearly the downtown cannot support this level of development (nor is it likely to be built)



Alternative Development for Downtown (DC-1)

- NPV will analyze at least 2 development alternatives for DC-1
- Both alternatives assume no 5th floor and 60% coverage for 1st & 2nd floor areas.  Yields nearly 140,000 SF (1st & 2nd floors)
- Alternative 1 assumes 40% coverage for 3rd & 4th floors  360 additional apartments
- Alternative 2 applies 25% coverage for 3rd & 4th floors  284 additional apartments

What if?

- Following slides have **conceptual** developments based on public input;
- Prepared examples to explore:
 - 1) Redevelopment opportunity areas;
 - 2) Land use opportunities;
 - 3) Design concepts
- Prepared some visualizations on sites, but only for example purposes;
- We want to encourage ideas and input through a "Dare to Dream" exercise

What if...? Peconic Overlook



From	To
Mix of uses (some compatible, some incompatible with riverfront)	A coordinated redevelopment that uses the restaurant as a cornerstone, incorporates a B&B, small shops, boat rental and river-walk that will have wide appeal for nearby residents, day visitors and out-of-town guests.



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

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

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

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

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



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

What if... ?

A place for a grocery store



Zoning Regs (DC-3 District):

- Min. Lot Area: 5,000 SF
- Max. Building Coverage: 50%
- Max. Impervious: 80%
- Max. Building Height: 35'
- Max. FAR: 1.5
- Min. Front Yard: 15'
- Min. Side Yard: 15' each/ 20' combined
- Min. Rear Yard: 25'

Sketch:

- Lot Area: Overall approx. 1.8 acres
- Building Coverage: Approx. 52%
- FAR: Approx. 0.52
- Impervious Coverage: Approx. 70%

Various zoning relief may be required.

Sustainable development incorporating LEED building design features for both retail building and parking garage is recommended.



2 Level Parking Garage
(Approx. 120 Parking Stalls)



1 Story Retail Building
(Approx. 14,000 SF)

Existing designated Court parking to be consolidated in the anticipated 4 level parking garage near the train station

Strip Retail
(Approx. 7,000 SF)



**GROCERY CONCEPT
GRIFFING AVE & MAIN STREET**

What if...? Redevelopment of the Train Station Block



Zoning Regs (DC-3 District):

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

Sketch:

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

Apartment Building Lot (1.29 Acres):

- Building Coverage: 75%
- FAR: Approx. 2.5

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

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

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



4 Story Parking Garage
(Approx. 882 spaces)

Mid-air pedestrian
access ramp

Four (4) Story Building
 Ground Level Commercial: 30,000 SF
 Upper Levels: 35,000 SF each
 Level 2: 38 Apartments (900 SF/ apt)
 Level 3: 31 Apartments (1,100 SF/ apt)
 Level 4: 26 Apartments (1,300 SF/ apt)
 Total: 95 Apartments



**COORDINATED MIXED USE CONCEPT
 TRAIN STATION BLOCK**

What if... ? a place for a movie theater?

Zoning Regs (DC-1 District):

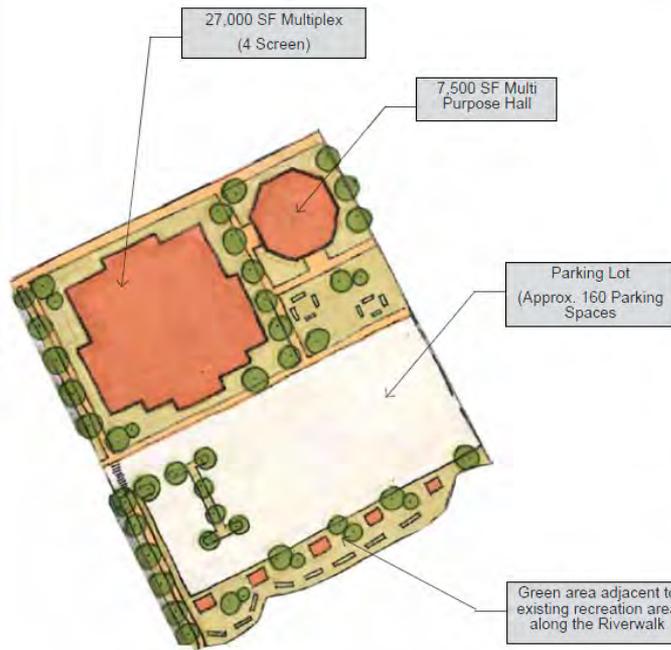
Min. Lot Area: 5,000 SF
Max. Building Coverage: 80%
Max. Impervious: 100%
Max. Building Height: 60'
Max. FAR: 4.0
Min. Front Yard: 0'
Min. Side Yard: 0'
Min. Rear Yard: 0'

Sketch:

Lot Area: Overall approx. 3.2 acres
Building Coverage: Approx. 25%
FAR: Approx. 0.25
Impervious Coverage: Approx. 60%

Various zoning relief may be required.

Sustainable development incorporating LEED building design features is recommended along with on-site surface water treatment.



What if... ? a place for a movie theater?

NP&V is exploring several options including:

- public properties that can support a combined multiplex with a parking structure, and
- a multiplex with a visitor center towards the west end of the study area.

MARKETING



Marketing – Next Steps

- Steering Committee recommends Graphic Image Group based in East Hampton
- Once authorized by the Town Board, Graphic Image Group will begin:
 1. Branding/Logo Development
 2. Professional Photographs around Town
 3. Website design

Graphic Image Group/ John Musnicki

www.graphicimagegroup.com

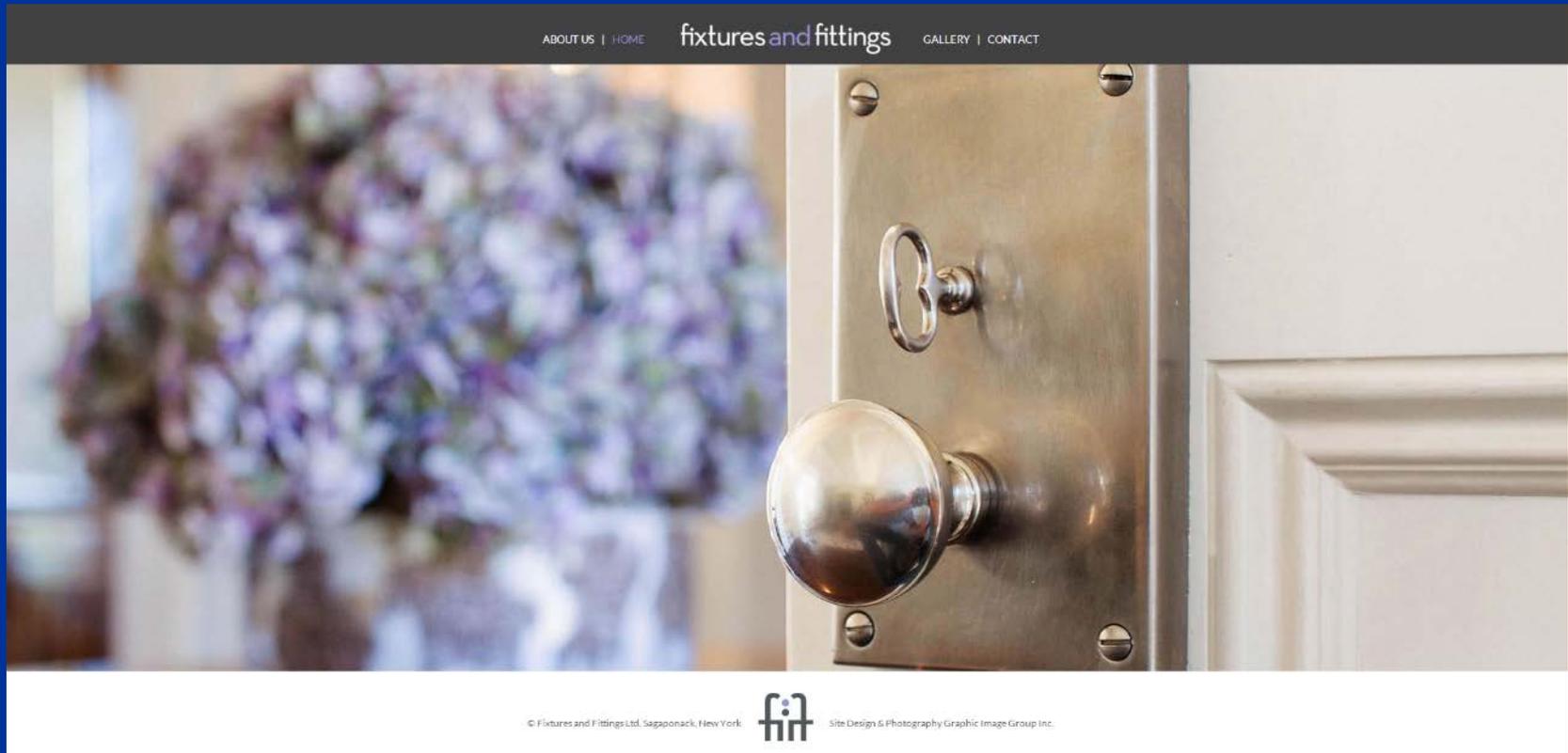


Graphic Image Group

- Excellent work products
- Dozens of samples of brands and websites
- Logo and styles which carry through into signage, print materials



Example Website Landing Page (Example with one fixed photo)



Source: <http://fixturesandfittingsltd.com>

Example Website Landing Page

(Example with streaming photos)



Source: <http://waincottfarms.com/index.php>



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