



Source: Riverhead Local



# RIVERHEAD COMPREHENSIVE PLAN UPDATE

Economic Development: Downtown and Route 58 Meeting – April 14, 2022



## Meeting Agenda

### Presentation

- Project Status
- Summary of Issues
- Overview of Goals

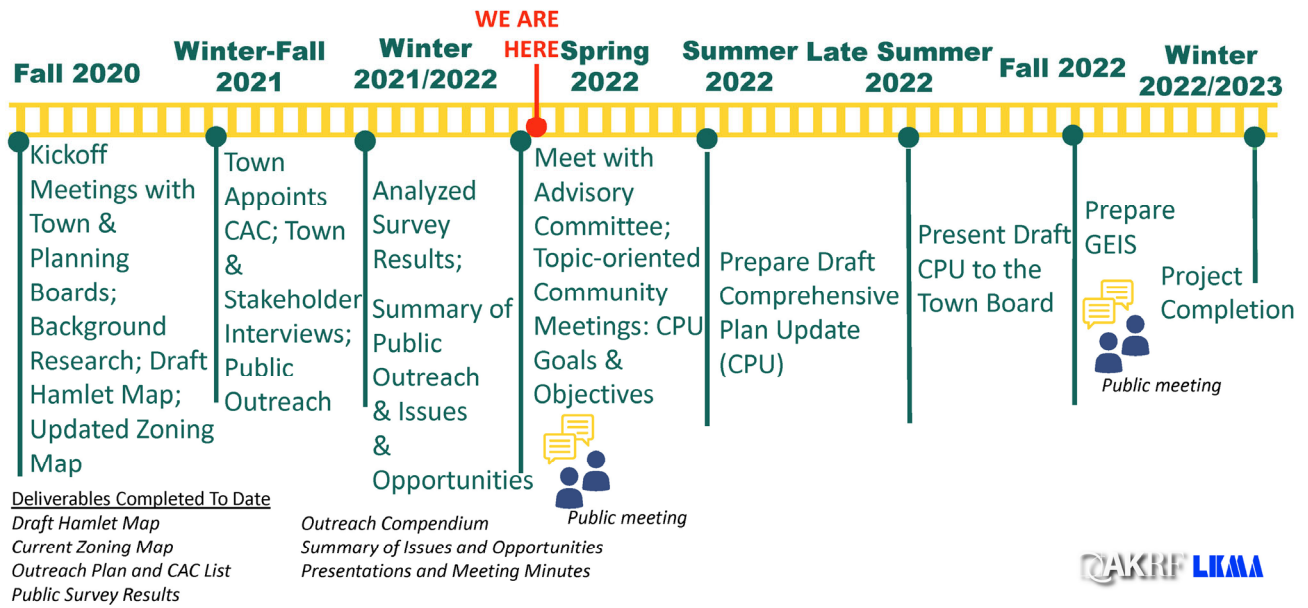
### Community Input

### Next Steps



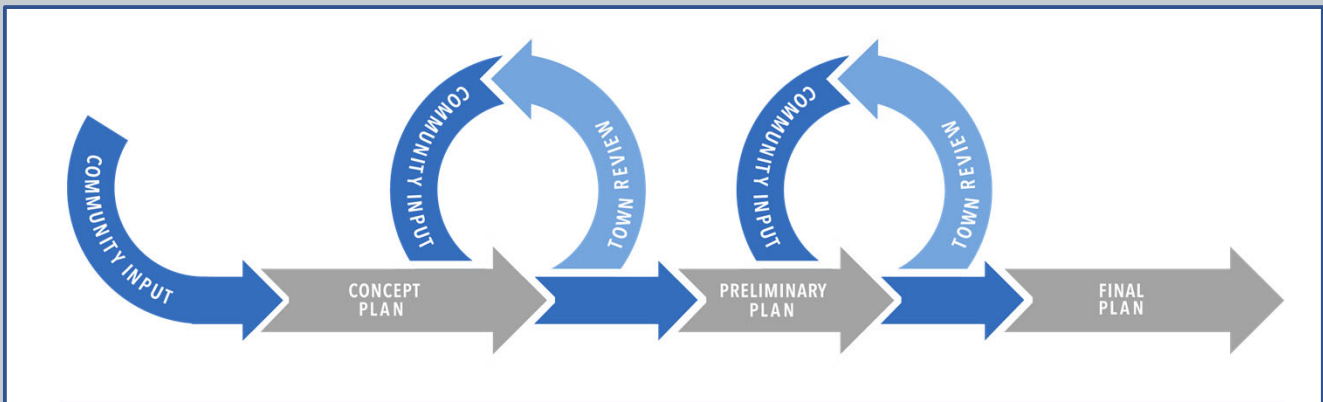


# RIVERHEAD COMPREHENSIVE PLAN UPDATE TIMELINE



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## Comprehensive Plan Update (CPU) Planning Process



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## 2003 Vision Statement – Economic Development Element



TOWN OF RIVERHEAD  
COMPREHENSIVE PLAN  
NOVEMBER 2003

PURSUANT TO SECTION 272-B OF THE TOWN LAW



*With the increasing popularity of the North Fork as a tourist destination, **Riverhead should develop attractions** that can capture a significant portion of the emerging tourist industry in general and **agritourism** in particular.*

*At the same time, Riverhead should continue to pursue a diverse economic base by **promoting office and industrial development, agriculture, retail development, and entrepreneurial and small-business activity** in appropriate locations.*

*Economic development pursuits must be balanced with the conservation policies expressed in the other sections of this plan, particularly with regard to historic, scenic, and natural resources.*

## 2003 Comprehensive Plan: Economic Development Goals

### Goals

1. Continue to attract tourists by developing a wide variety of attractions throughout the Town, with particular emphasis on those attractions that appeal to weekenders and day-trippers.
2. Promote cultural attractions in downtown Riverhead.
3. Promote the growth of the wine industry and agritourism in Riverhead.
4. Promote theme parks and commercial recreation facilities in Enterprise Park and in the area between Enterprise Park and the Long Island Expressway.
5. Promote the establishment of equestrian facilities throughout Riverhead.
6. Expand and improve parks and recreational facilities in Riverhead, and make them accessible to tourists by fee.
7. Encourage development of additional overnight accommodations in the appropriate locations, subject to design, development, and environmental standards.
8. Building off their historic character and unique setting, concentrate tourism-oriented retail in downtown Riverhead and Jamesport.
9. Concentrate major office and industrial development in Enterprise Park.
10. Strengthen the industrial zoning outside the Enterprise Park to be more responsive to market demands and surrounding uses.
11. Ensure that office and industrial development fits into the Town's rural character.
12. Concentrate moderate- and small-scale professional offices in proximity to residential areas...



## 2003 Comprehensive Plan: Economic Development Goals (cont.)

### Goals (cont.)

13. Preserve agricultural land.
14. Provide farmers with tools, incentives, and protections to keep farming.
15. Concentrate convenience retail on Route 58 and in the hamlet centers, and concentrate destination retail on the western end of Route, near the Long Island Expressway.
16. Limit commercial sprawl and improve the aesthetic quality of the Town's business districts.
17. Maintain the ability of residents to establish home occupations in all residential areas.
18. Allow residents to set up home businesses in residential areas, provided that adequate space is available and that the business can be compatible with the neighborhood.

## Community Survey and Outreach-Priority CPU Issues

1. Farmland and open space preservation (70 percent);
2. **Reuse of vacant retail space on Route 58** (56 percent);
3. Reduced traffic congestion (54 percent);
4. Downtown revitalization (50 percent); and
5. Natural resources and environmental protection (50 percent).



## Public Survey-Route 58 Reuse Opportunities and Needs

- Entertainment (53 percent);
- Fee-based indoor/outdoor recreational facilities (42 percent);
- Professional offices (36 percent);
- Medical/health care (31 percent);
- Personal care services (e.g., salon, dry cleaning, fitness center) (27 percent); and
- Hotels and Micro apartments (least favored).



## Community Outreach - Summary of 2022 Issues and Opportunities

- What are the regional and local employment generators/trends
- What are the economic development opportunities
- Route 58: existing conditions, vacancies and potential reuse options
- Short- and long-term pandemic-related effects (e.g., Downtown and Route 58 businesses)





Source: Riverhead Local



Source: Patch.com

## Route 58 – Vacancies and Active Uses

- Building vacancies
  - Kmart (Suffolk County Social Services coming)
  - Former Walmart (Restaurant Depot coming)
  - Pier 1
- We are seeing movement into vacant buildings
- ~400,000 sf of vacant retail and commercial buildings
- ~200 acres of vacant land
- Active retail/outlet uses (e.g., Tanger Outlets, BJ's Wholesale Club)
- New retail uses (Hobby Lobby and Lidl discount supermarket [old Toys R Us])



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## Goals Statement for the Comprehensive Plan Update (Draft)

- Prioritize the reuse of buildings on the Route 58 corridor;
- Examine current demand for retail and diversifying use mixes including dining, entertainment and recreation, boutique, long- and short-term stay hotels, medical services, and recreational cannabis;
- Allow for use and tenant flexibility and opportunities both Downtown and at Tanger;
- Identify implementation techniques for the above recommendations (e.g., redevelopment analyses, zoning modifications);



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## Draft Goals Statement for the Comprehensive Plan Update (cont.)

- Further the promotion and growth of cultural attractions and tourism-related destinations both **Downtown** and along **Route 58**;
- Enhance and promote safe streets program along **Downtown Main Street**;
- Diversify **industrial zoning** and special permit requirements to include additional uses by right or special permit (e.g., battery energy storage);
- Balance growth in **agritourism** with the need to minimize adverse effects such as noise, traffic, lighting;
- Limit destination retail uses east of Route 105;
- Integrate Peconic Bay Medical Center into the long term social, cultural and economic planning for the Route 58 corridor; and
- Provide for more hotels, affordable housing, townhomes, and parking solutions.

## Goal – Advance Route 58 as an Economic Growth Center for the Town

- Prioritize reuse of vacant properties and buildings over new construction
- Allow zoning flexibility to allow a greater range of uses on Route 58 such as:
  - Entertainment;
  - Fee-based indoor/outdoor recreational facilities;
  - Professional offices;
  - Medical/health care; and
  - Personal care services (e.g., salon, dry cleaning, fitness center).
- Enhance corridor attractors such as public and recreational events that do not conflict with Main Street
- Develop signage wayfinding to connect Route 58 with Downtown

## Goal – Advance Main Street as an Economic Growth Center for the Town

- Update Downtown zoning to allow for greater range of uses including mixed-use, entertainment, shopping, restaurants, and hotels
- Expand range of businesses to meet the needs of current and future populations (e.g., neighborhood and personal care services)
- Diversify with destination-retail uses
- Identify potential short-term rental locations on the waterfront
- With the BID and Chamber of Commerce to identify cultural events and business opportunities



Source: New York Times

## Goal – Zoning modifications to facilitate growth

- Develop more flexible zoning to allow greater tenant mix and diversity
- Develop more flexible zoning definitions for use groups
- There's a need for small boutiques, specialty restaurants (e.g., 30- and 50-seat destination restaurants).
- A form-based code could stimulate mixed-use development in appropriate locations in the Town.
- Implement Pattern Book recommendations.



## Goal – Expand Cultural Attractions and Tourism Objectives

- Strengthen the Town’s unique identify to complement rather than compete with the other East End Towns (e.g., Arts and Culture or Craft Beverage, Peconic River waterfront).
- Develop townwide marketing strategy, with events, artisan-type uses, and waterfront-based and-enhanced uses
- Organize waterfront-based and arts and cultural events
- Promote the Town’s agricultural heritage and agritourism
- Coordinate with the BID to market Downtown Riverhead as a family-oriented full day destination, leveraging the aquarium, which already is a family destination/draw
- Capitalize on the enormous market NY Metro Area families that are seeking drivable weekend gateways

## Goal – Enhance Downtown Safety and Street Vibrancy

- Pedestrian activity and population density in a downtown increases safety with more “eyes on the street.”
- Continued coordination the Business Improvement District (BID) to incentivize (through tax breaks, business services, etc.) temporary tenants to utilize vacant storefronts.
- The Town should also partner with the BID to explore opportunities for new lighting and street art Downtown and to market events
- Greater flexibility in the zoning code. Mixed-use development would promote a vibrant downtown with a built-in customer base for ground floor retail.
- Market sites/potential reuse options to developers and promote the Town’s Opportunity Zones to attract investment
- Leverage/market the new Town Square and other catalytic projects
- Provide outdoor recreational activities along the waterfront

## Goal – Diversifying Job Opportunities

- Work with IDA to increase job growth at EPCAL
- Partner with training institutes on Long Island to leverage job opportunities and support offshore wind development
- Work with Chamber of Commerce to attract and retain talent



## Goal – Continue to Promote Agritourism While Minimizing Adverse Effects

- Continue to promote and encourage agriculture business and agritourism;
- Update zoning code to address agritourism; and
- Balance the agritourism objective with the need to minimize adverse effects such as noise, traffic, and lighting.

## Goal – Limit destination retail development east of Route 105



- Identify opportunities for agri-tourism (e.g., farm stands) and agriculturally connected business connected with the Town's rural character further east.

## Discussion Format

- Let us know your vision, goals, and recommendations for the future of economic development in the Town.
- Comments on goals presented.  
Provide additional goals, recommendations, and projects.
- Comments and suggestions can also be submitted in writing at [www.TownofRiverheadComprehensivePlanUpdate.com](http://www.TownofRiverheadComprehensivePlanUpdate.com)

## Thank You and Next Steps

- **Summer 2022**
  - Prepare the draft Comprehensive Plan Update (CPU)
  - Present draft CPU to Town Board
- **Fall 2022**
  - Prepare CPU GEIS
  - SEQRA Hearing
- **Winter 2022/2023**
  - Project Completion