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Agenda/Objectives



1. Topic Overview & Vision Statement
2. Existing Conditions Assessment
3. Review Scope for Economic Trends Analysis
4. Explore Issues and Opportunities
5. Committee Discussion
6. Community Input
7. Next Steps

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Topic Overview: Downtown/Route 58 and Economic Development

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Topic Overview: Downtown/Route 58/Economic Development

- Employment generators/trends
- Economic development opportunities
- Route 58: existing conditions and potential reuse options
- Short- and long-term pandemic-related concerns (e.g., Downtown and Route 58 businesses)




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Vision Statement – Economic Development Element



TOWN OF RIVERHEAD
COMPREHENSIVE PLAN
 NOVEMBER 2003

PURSUANT TO SECTION 272-a 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...

Existing Conditions Assessment

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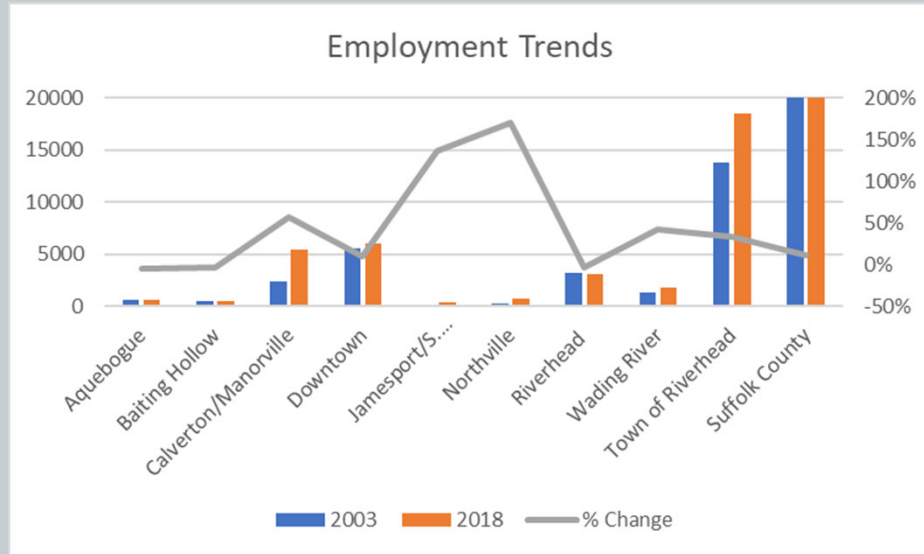
Employment Trends

	2003	2018	% Change
Aquebogue	649	618	-5%
Baiting Hollow	465	453	-3%
Calverton/Manorville	2,324	5,411	57%
Downtown	5,525	6,050	10%
Jamesport/S. Jamesport/Laurel	182	430	136%
Northville	249	676	171%
Riverhead	3,182	3,067	-4%
Wading River	1,278	1,820	42%
Town of Riverhead	13,820	18,499	34%
Suffolk County	592,027	659,938	11%

Source: U.S. Census Bureau, Census OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2003 and 2018).

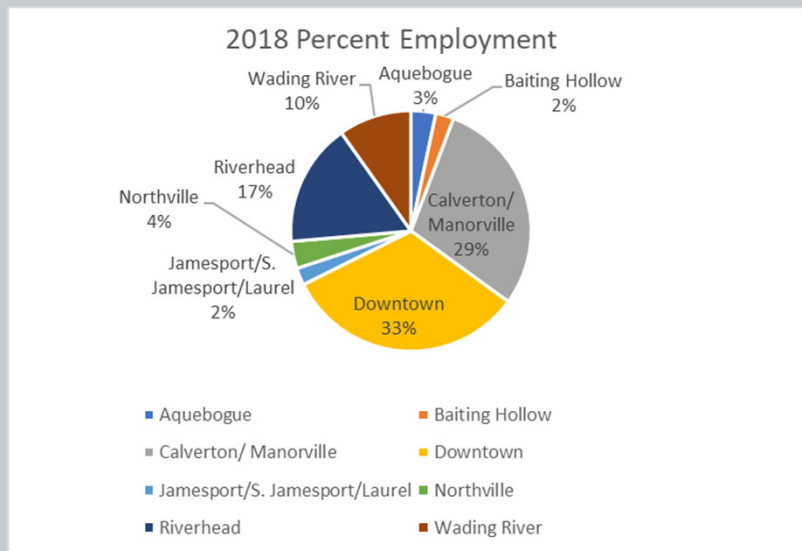
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Employment Trends



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Share of Town Employment by Hamlet



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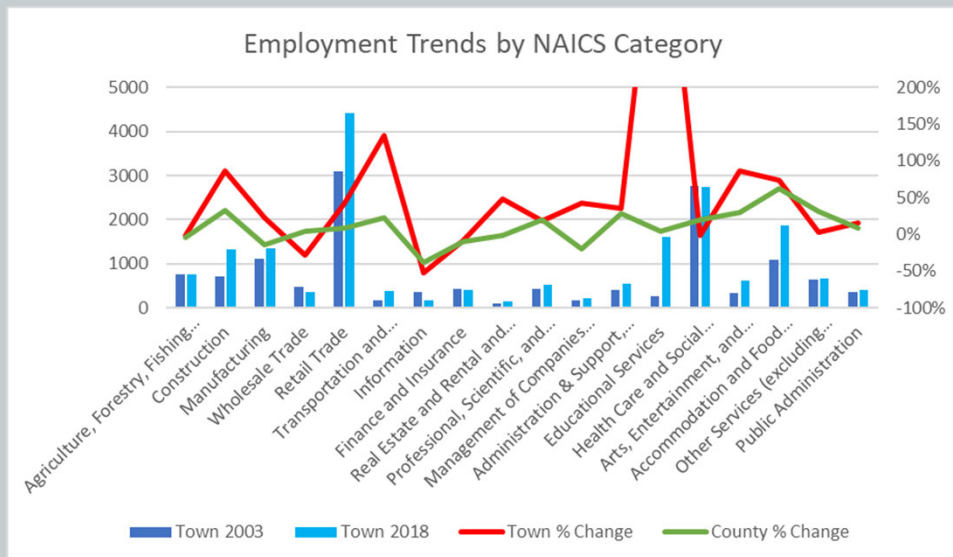
Employment Trends by NAICS Industry Sector

NAICS Industry Sector	Town			County		
	2003	2018	% Change	2003	2018	% Change
Agriculture, Forestry, Fishing and Hunting	766	762	-1%	2,702	2,588	-4%
Construction	711	1,322	86%	35,671	47,583	33%
Manufacturing	1,109	1,349	22%	62,691	54,023	-14%
Wholesale Trade	483	349	-28%	38,989	40,409	4%
Retail Trade	3,090	4,407	43%	71,656	77,656	8%
Transportation and Warehousing	166	390	135%	17,031	20,812	22%
Information	361	173	-52%	15,788	9,735	-38%
Finance and Insurance	434	395	-9%	22,642	20,271	-10%
Real Estate and Rental and Leasing	99	147	48%	7,690	7,645	-1%
Professional, Scientific, and Technical Services	433	511	18%	33,812	40,731	20%
Management of Companies and Enterprises	158	224	42%	10,913	8,718	-20%
Administration & Support, Waste Management and Remediation	405	545	35%	34,349	44,348	29%
Educational Services	267	1,613	504%	73,984	77,241	4%
Health Care and Social Assistance	2,756	2,732	-1%	78,197	93,617	20%
Arts, Entertainment, and Recreation	332	618	86%	7,484	9,737	30%
Accommodation and Food Services	1,080	1,867	73%	30,744	50,098	63%
Other Services (excluding Public Administration)	638	657	3%	20,114	26,440	31%
Public Administration	345	401	16%	24,727	26,696	8%

NAICS = North American Industry Classification System
 Source: U.S. Census Bureau, Census OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2003 and 2018).



Employment Trends by NAICS Industry Sector



Percent Jobs by NAICS Industry Sector

NAICS Industry Sector	Aqueboque	Baiting Hollow	Calverton	Downtown	Jamesport	Northville	Riverhead	Wading River	Town	County
Agriculture, Forestry, Fishing and Hunting	13%	43%	1%	0%	26%	30%	1%	2%	4%	0%
Construction	8%	2%	15%	4%	6%	4%	3%	5%	7%	7%
Manufacturing	14%	8%	14%	2%	4%	26%	3%	1%	7%	8%
Wholesale Trade	1%	2%	3%	1%	0%	1%	2%	0%	2%	6%
Retail Trade	13%	0%	37%	18%	4%	3%	23%	9%	24%	12%
Transportation and Warehousing	1%	0%	6%	0%	0%	3%	0%	0%	2%	3%
Information	0%	0%	0%	2%	1%	0%	2%	0%	1%	2%
Finance and Insurance	9%	1%	1%	3%	4%	1%	3%	1%	2%	3%
Real Estate and Rental and Leasing	1%	0%	1%	0%	1%	0%	1%	1%	1%	1%
Professional, Scientific, and Technical Services	6%	1%	1%	5%	7%	1%	3%	4%	3%	6%
Management of Companies and Enterprises	0%	0%	4%	0%	0%	0%	0%	0%	1%	1%
Administration & Support, Waste Management and Remediation	7%	20%	2%	2%	7%	0%	2%	4%	3%	7%
Educational Services	1%	0%	2%	20%	0%	0%	15%	11%	9%	12%
Health Care and Social Assistance	12%	2%	3%	18%	3%	5%	21%	29%	15%	14%
Arts, Entertainment, and Recreation	4%	1%	1%	6%	1%	12%	5%	1%	3%	2%
Accommodation and Food Services	3%	19%	8%	7%	20%	12%	8%	22%	10%	8%
Other Services (excluding Public Administration)	8%	1%	2%	4%	7%	1%	4%	8%	4%	4%
Public Administration	0%	0%	0%	6%	0%	0%	4%	1%	2%	4%

Source: U.S. Census Bureau, Census OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2018).



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Population and Employment Comparison Summary Data

Hamlet or Hamlet Group	Daytime Population	Total Businesses	Total Employees
Riverhead/Downtown	21,490	1,031	14,505
Calverton/Manorville	10,836	524	7,043
Wading River	6,379	224	2,661
Aqueboque	2,320	114	798
Jamesport/S. Jamesport/Laurel	1,565	94	626
Northville	1,330	43	304
Baiting Hollow	1,385	39	621

Source: Suffolk County GIS Division, 2020 (2014-2018 ACS data and ESRI forecasts for 2019)



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Major Employment Generators

- Tanger Outlets
- Northwell Health Peconic Bay Medical Center
- Restaurants/hotels
- Manufacturing
- Agriculture
- Existing industrial park at EPCAL
- Riverhead School District



Source: Newsday

Source: Riverhead News Review



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Existing Assets



Source: Suffolk County GIS Division

- Peconic River
- Arts/culture
- Craft beverage
- Farming
- Suffolk County College Culinary School
- Northwell Health Peconic Bay Medical Center
- Business Improvement District (BID)
- Opportunity Zones



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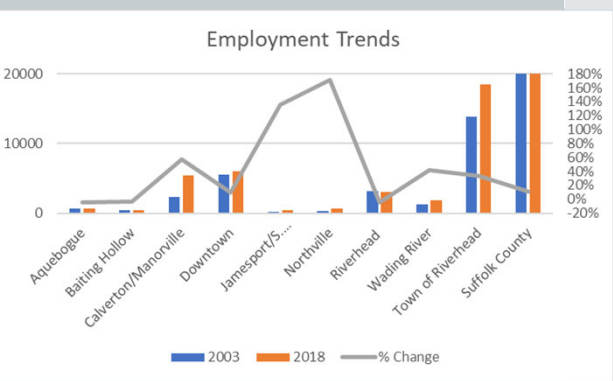
Economic and Market Trends Analysis Scope



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Comprehensive Plan Update-Economic and Market Trends Analysis–Scope



Location	2003 Employment	2018 Employment	% Change
Aquebogue	~1000	~1000	~0%
Baiting Hollow	~1000	~1000	~0%
Calverton/Manorville	~2000	~5000	~150%
Downtown	~5000	~6000	~20%
Jamesport/5...	~1000	~1000	~0%
Northville	~1000	~1000	~0%
Riverhead	~3000	~2000	~-33%
Wading River	~1000	~2000	~100%
Town of Riverhead	~14000	~18000	~29%
Suffolk County	~20000	~20000	~0%

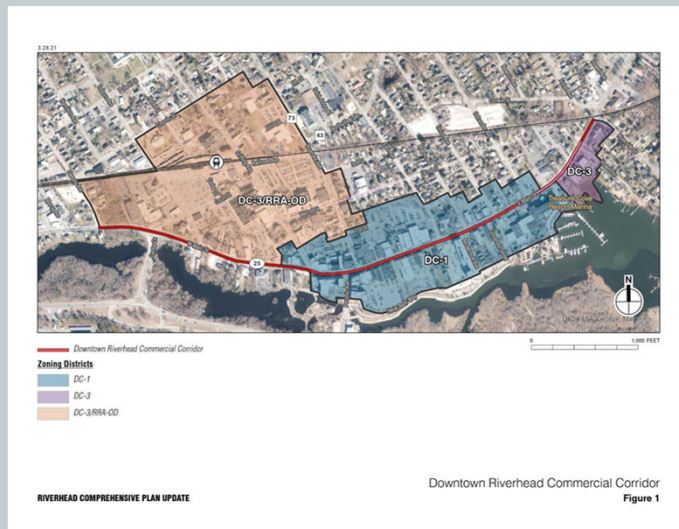
- Examine the market performance of commercial uses and assess new opportunities in the local and regional context
- Commercial focus on Route 58, Downtown Riverhead, and Wading River to assess needs other potential complementary uses and economic connections



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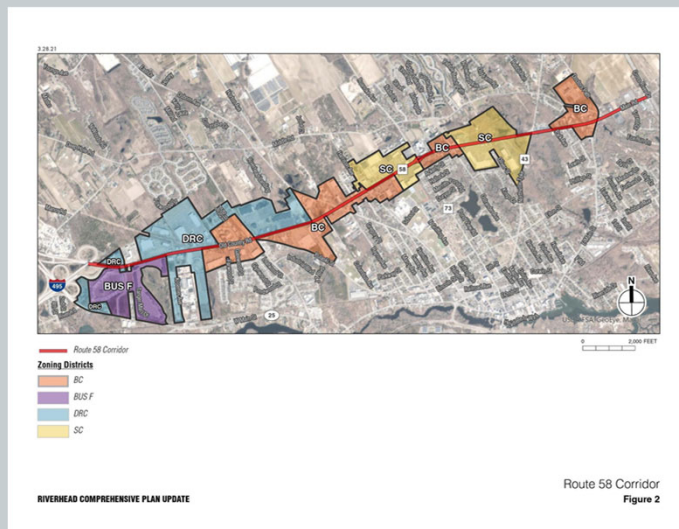
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Economic Trends Analysis-Downtown Riverhead Commercial Corridor



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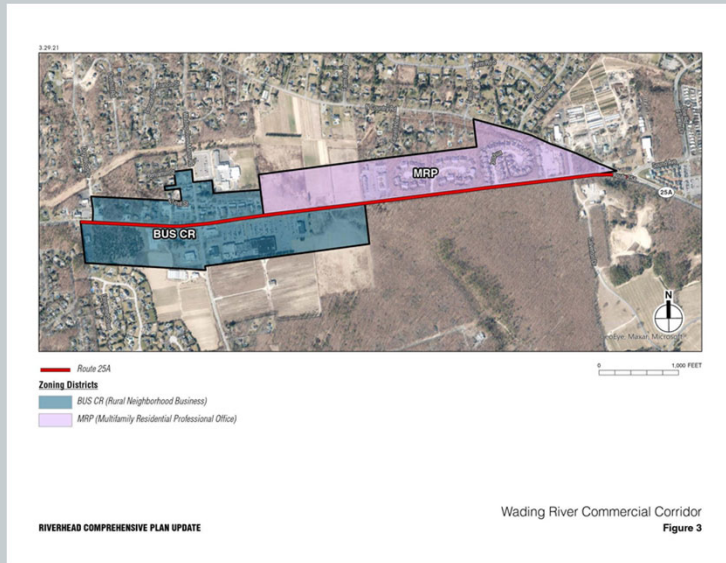
Economic Trends Analysis - Route 58 Commercial Corridor



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Wading River Commercial Corridor

- 2012 Wading River Planning and Zoning Report
- Expanded the MRP Zone
- Permitted uses include multifamily, professional studios, and agricultural production
- Reduced parking
- Signage requirements



Issues and Opportunities



Source: Riverhead News Review – Times Review



Source: Patch.com

Route 58

- Building vacancies
 - Kmart
 - Former Armory Building
 - Former Walmart
 - Pier 1
- Possible reuse options:
 - Entertainment
 - Recreational
 - Multifamily/lifestyle
 - Government
 - Self-storage
 - Assisted living
 - Medical office
- Active retail/outlet uses (e.g., Tanger Outlets, BJ's Wholesale Club)
- Incentives for redevelopment




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Current Planning/Economic Development Studies

- **Peconic River/Route 25 Corridor Brownfield Opportunity Area (BOA) Study (2016)**
 - Study area: Route 25 from the LIE on the west to Hubbard Avenue on the east
 - Area-wide plan to identify strategic sites for redevelopment, preservation, or infrastructure improvements (e.g., bike path, green infrastructure) as catalysts for revitalization
- **Transit Oriented Development (TOD) Plan for Railroad Avenue (2020)**
 - Review of the existing zoning code with recommendations to encourage redevelopment and support redevelopment of the parking lot.
 - Town adopted the TOD Overlay District for the Railroad Avenue Urban Renewal Area (DC-3 Zoning Use District)

- **Final Downtown Riverhead Pattern Book (2021)**
 - “Pattern Book” to establish guiding principles for new policies and projects proposed in the DC-1 Zoning Use District
 - Preserve the unique character of Riverhead while accommodating redevelopment at varying scales
- **Town Square Design Process (ongoing)**
 - ESD funding to repurpose existing town-owned riverfront parking for public spaces
 - Parking lot between Main Street and the waterfront, across from Suffolk Theater
- **Regional/County Studies**
 - Suffolk County Comprehensive Master Plan 2035

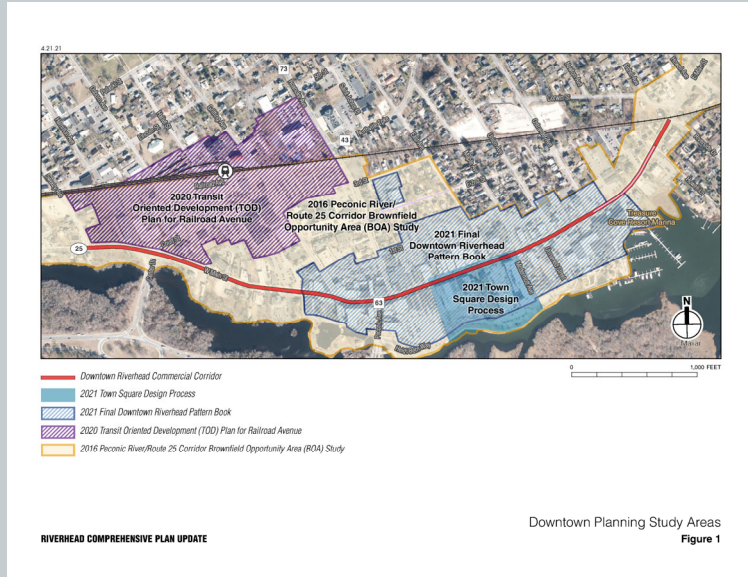


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Downtown Planning Study Areas

Much of the planning work is being completed in the Downtown, but there is a need to work on the fringe areas, such as Route 25 west to Tanger Outlets, and East Main Street from Town Hall to Route 58



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- Town Square will activate public open space, providing connections to the waterfront and synergies with the existing Suffolk Theater, LI Science Center, and East End Arts. This is expected to catalyze economic development in the surrounding area.

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Economic Development Opportunities

- Agriculture business; agri-tourism
- Waterfront events
- Arts & Cultural Events
- Business Improvement District (BID)
- Opportunity Zones
- Outdoor recreation
- Private recreation
- Brownfield Opportunity Area (BOA), e.g., green infrastructure, bike path
- Vacant buildings/Vacant land (~195 acres) along Route 58

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Potential Employment/Job Training Opportunities



Source: Suffolk County GIS Division

- Enterprise Park at Calverton (EPCAL)
 - Sale of 1,600 acres pending
- Potential office relocations due to pandemic
- Positioning of Suffolk Community College Culinary School

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Short- and Long-Term Pandemic-Related Concerns



- Downtown businesses/vacancies
- Relocated employment centers/office parks to home
- Online shopping (pandemic-related vs. market demand)
- What's next for retail?
 - Department stores (Downtown)
 - Strip commercial/shopping malls
 - Big Box Retail

Committee Discussion

Discussion Format

- Please discuss your vision and potential goals and recommendations for the future of economic development in the Town
- Comments and suggestions can also be submitted in writing at www.TownofRiverheadComprehensivePlanUpdate.com
- The committee discussion will be followed by opportunity for community input

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Thank You and Next Steps

- **Fall/Winter 2021:**
 - Analyze Public Survey Results
 - Meet with the Advisory Committee
- **Winter/Spring 2022:**
 - Draft Statement of Community Goals
 - Draft Summary of Issues and Opportunities
 - Meet with community on preliminary findings and recommendations

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