

# REVITALIZATION PLAN

## ROCKY POINT BUSINESS AREA

Town of Brookhaven, New York



# **REVITALIZATION PLAN**

## **ROCKY POINT BUSINESS AREA**

**Town of Brookhaven, New York**

Town of Brookhaven Office of Housing,  
Community Development and Intergovernmental Affairs

September 1985

## INTRODUCTION

---

The Town of Brookhaven has decided to upgrade and revitalize the Rocky Point business area with Community Development funds and to utilize these funds to leverage private investment in the area.

Planning for the revitalization program has been conducted by the Town of Brookhaven Office of Housing, Community Development and Intergovernmental Affairs and by their consultants, Raymond, Parish, Pine & Weiner, Inc.. After the presentation of the proposed plans, the local Chamber of Commerce endorsed both the short and the long term proposals of the revitalization program. As a result of these endorsements, the Town approved the initial expenditures of Community Development funds for the revitalization of the area.



*Town Supervisor Acomora, Councilman Macchia, Superintendent of Highways Harold Malkmes and representatives of the Rocky Point community plan for the revitalization of the business area.*





KING RD.

PRINCE RD.

FALCON RD.

CONDOR RD.

EAGLE RD.

BROADWAY

POLK ST.

TYLER ST.

ADAMS ST.

ROUTE 25 A

## **THE BUSINESS AREA TODAY**

---

The Rocky Point business area is centered on Broadway between Route 25A on the south and King Road on the north. Route 25A serves as the major access to the business area, particularly for those who approach it from a distance. People from the nearby neighborhoods generally enter the business area through Broadway, King Road and Prince Road. The uses in the business area are mixed. They include retail, automotive, heavy commercial and residential uses—interspersed with a number of vacant or underutilized parcels. The result is a lack of focus on the business street, both visually and functionally. No store on Broadway serves as a major draw for the shopping area.

Although there are a number of attractive buildings in the business area, many of the properties are in need of physical rehabilitation. In addition, a number of vacant buildings have been unoccupied for a considerable length of time. The lack of a healthy economy is also made evident by the overall appearance of the area.

Major contributors to the unesthetic image are the neglected state of building facades and the unpleasant appearance of storefronts and signs. The streetscene also lacks pleasant visual elements. Sidewalks and curbs are in bad condition, and there are no trees or decorative light poles to enhance the view for pedestrians. A landscaped area with a Vietnam war memorial at the corner of Broadway and Prince Road is too small and visually insignificant to considerably enhance the appearance of the area.

---

A public parking lot at the corner of Prince Road serves nearby businesses. A number of the properties in the vicinity do have their own parking lots, but many businesses not near this location have to rely on parking spaces along the curb. Many of the private parking spaces are unimproved and present an unsightly appearance.

At present, there is no apparent shortage of parking in the business area. However, should the level of economic activity increase significantly, the present supply of spaces will not be sufficient at certain locations.

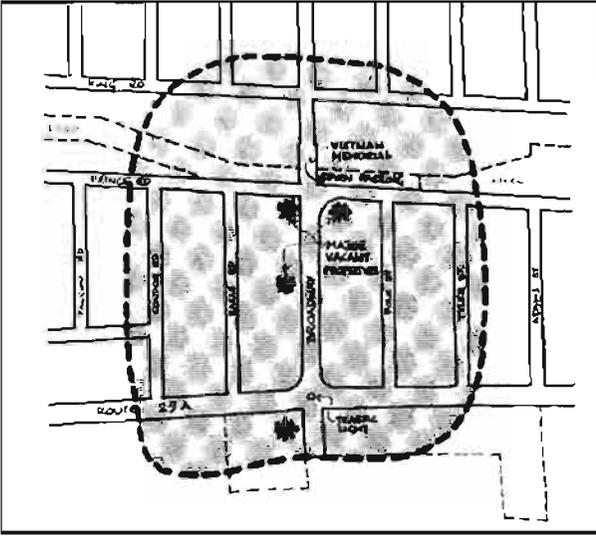


*A new office building on Route 25A is well landscaped and has a controlled access parking lot.*

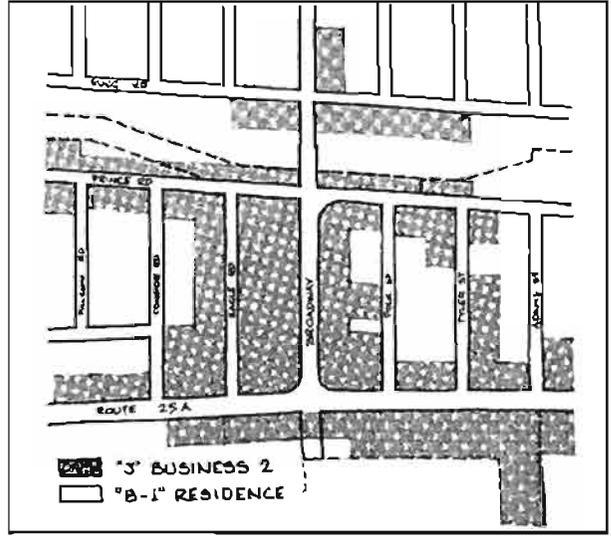


*Signs along Route 25A compete with each other for attention, creating an unattractive visual clutter.*

---



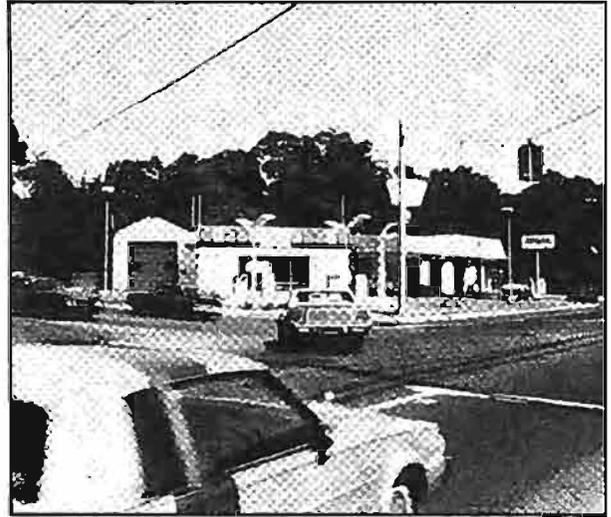
STUDY AREA



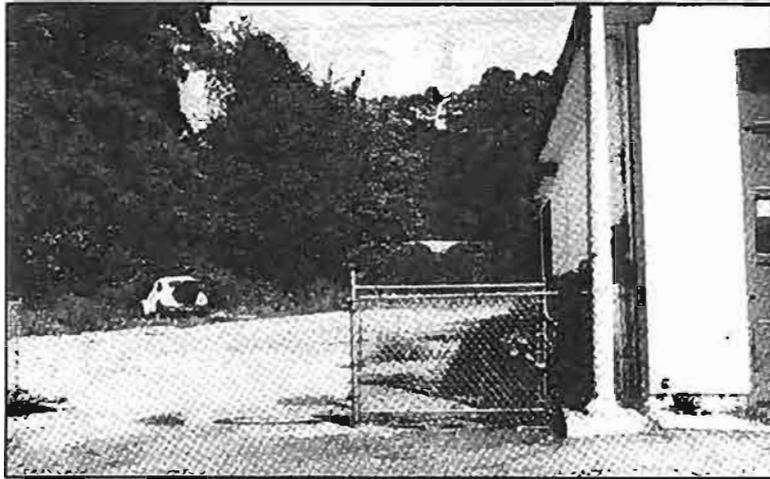
ZONING



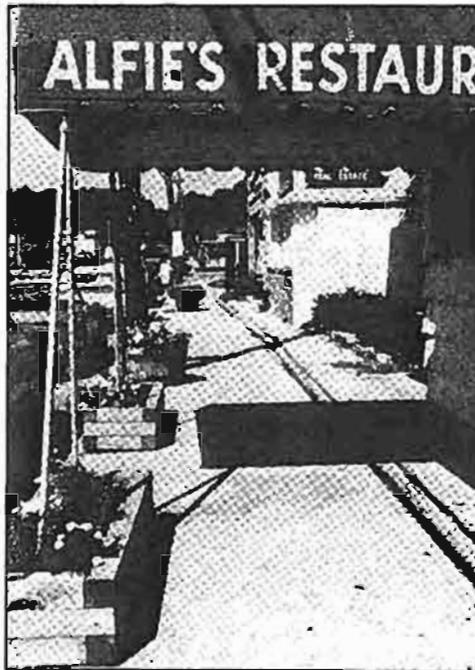
*Parking in front of stores on Route 25A creates conflict between vehicular and pedestrian traffic.*



*Nothing calls attention to the Broadway / Route 25A intersection as the entry to the Rocky Point business area.*



*Vacant and underutilized properties along Broadway detract from the street's vitality.*



*Planters along Broadway provide the only landscaping along the street.*



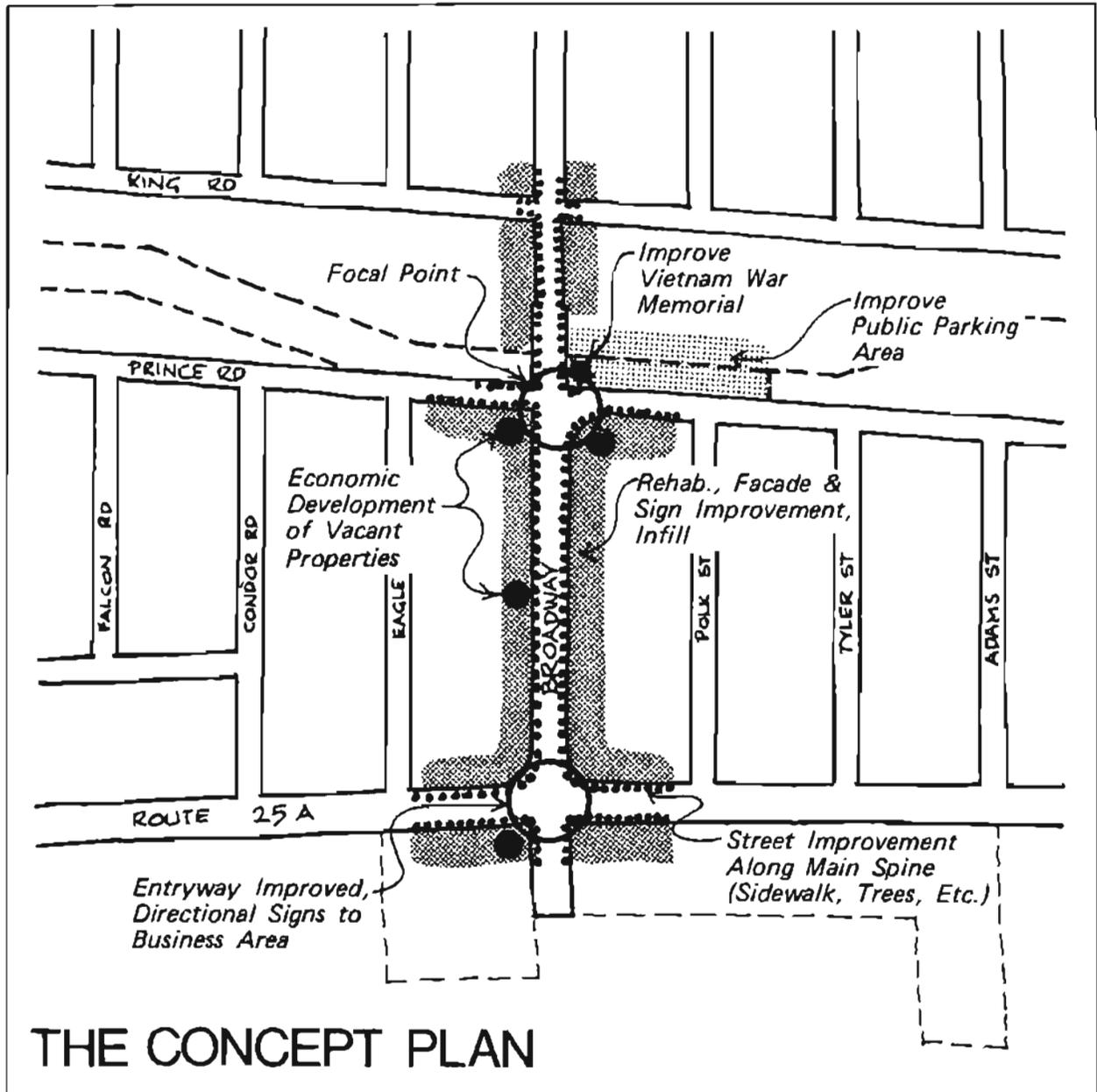
*This major building at the Broadway/Prince intersection could become an important element in the business area.*



*Taxi's, a disco on Prince Road, attracts people to the area but does not serve as a draw for nearby stores.*



*The Vietnam Memorial Park needs to be buffered from adjacent parking and signs.*

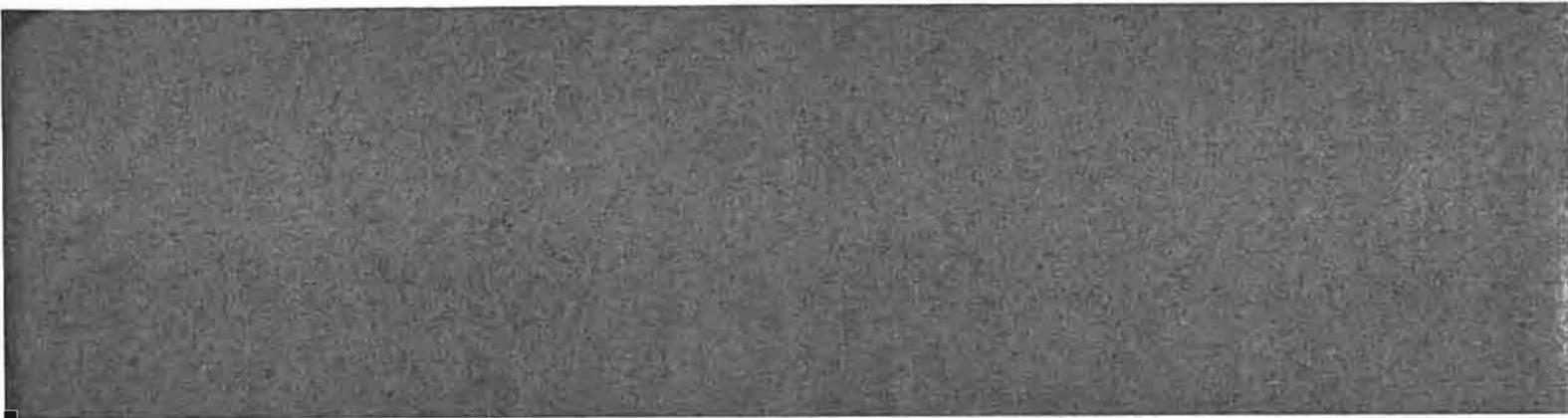


## ROCKY POINT BUSINESS AREA PLAN

---

The Rocky Point Revitalization Plan calls for public and private improvements along Broadway and along Route 25A. A major improvement will be the reconstruction and beautification of sidewalks. Motorists traveling on Route 25A will be aware of the visual change in the streetscene before reaching the Broadway intersection. The intersection itself will be developed as one of the focal points of the business area; the other being the intersection of Prince Road and Broadway. At this latter location, a beautified parklet and Vietnam war memorial will be important visual elements.

The parklet will be enlarged and will receive more appealing landscaping, with the war memorial obtaining a more prominent placement. The public parking lot located next to the parklet will have landscaping and a more clearly defined layout.



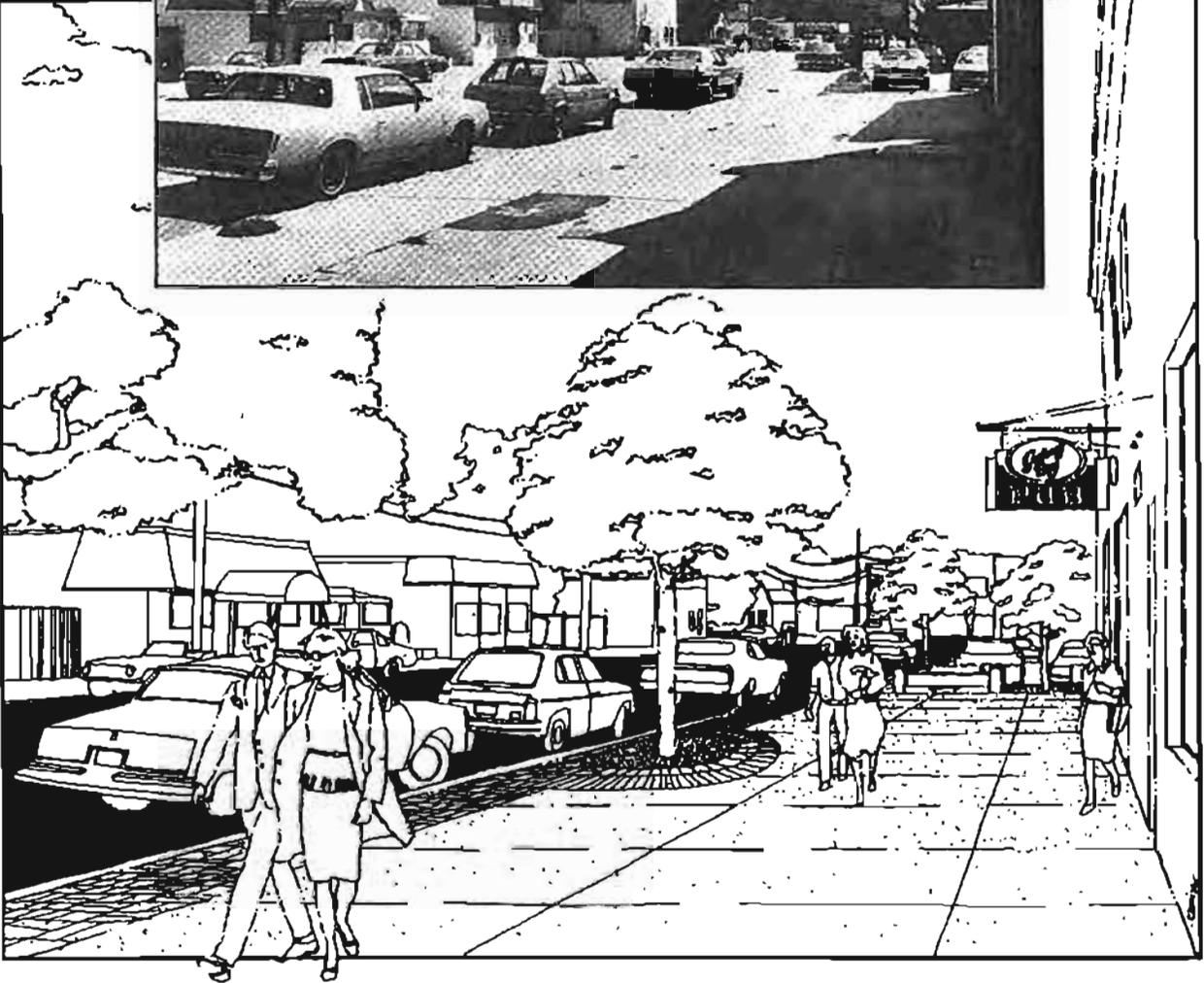
---

Sidewalk improvements along Route 25A and along Broadway will include new scored concrete sidewalks with brick or other decorative paving. Trees will be placed at regular intervals to further enhance the street. Pedestrian scale, decorative light poles will also be placed along the curbs to improve the ambiance of the business area.

The entire public improvement portion of the revitalization program will be financed by Community Development funds without any costs to the property owners or to residents of the Rocky Point area. These improvements will show visible results in the short term and, as such, should help to stimulate private investment in the area.

A very important component of the plan is the elimination or substantial reduction of the number of vacancies within the business area. This goal can only be achieved through joint public-private participation. Funds will be available to subsidize projects that are proposed by qualifying participants. The purpose of these projects will be to locate viable businesses in the presently vacant buildings. Community Development funds will also be available to assist in the construction of new buildings on vacant properties along Broadway and along Route 25A.

Increased business activity will result in greater demand for parking spaces, especially along Broadway between Route 25A and Prince Road. The supply and efficient use of parking spaces can be increased by cooperation between the property owners. Instead of having their own small, inefficient parking lots, property owners can create a combined, large parking area behind the buildings. Should such areas be made available by the property owners, Community Development funds can be expended for their development.

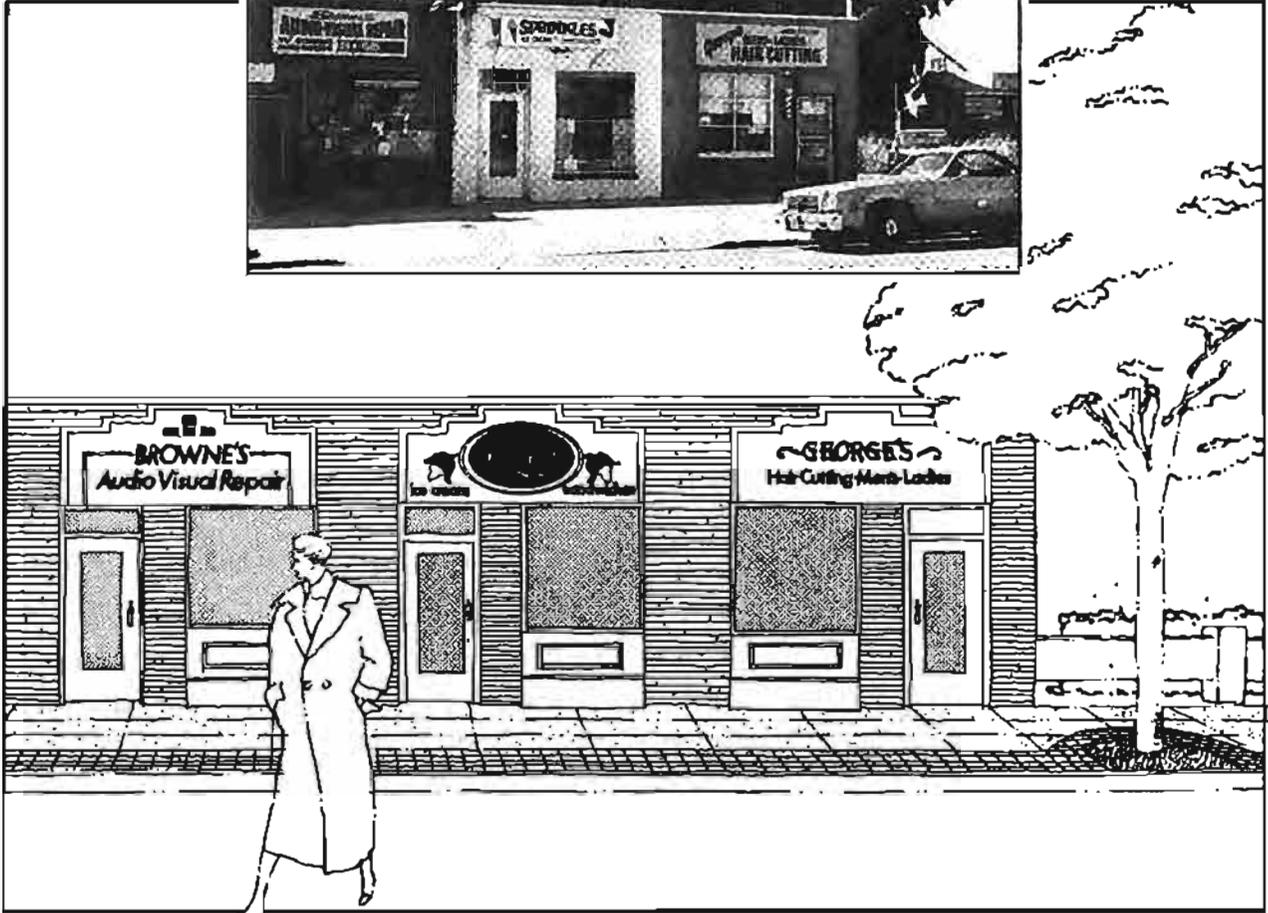


---

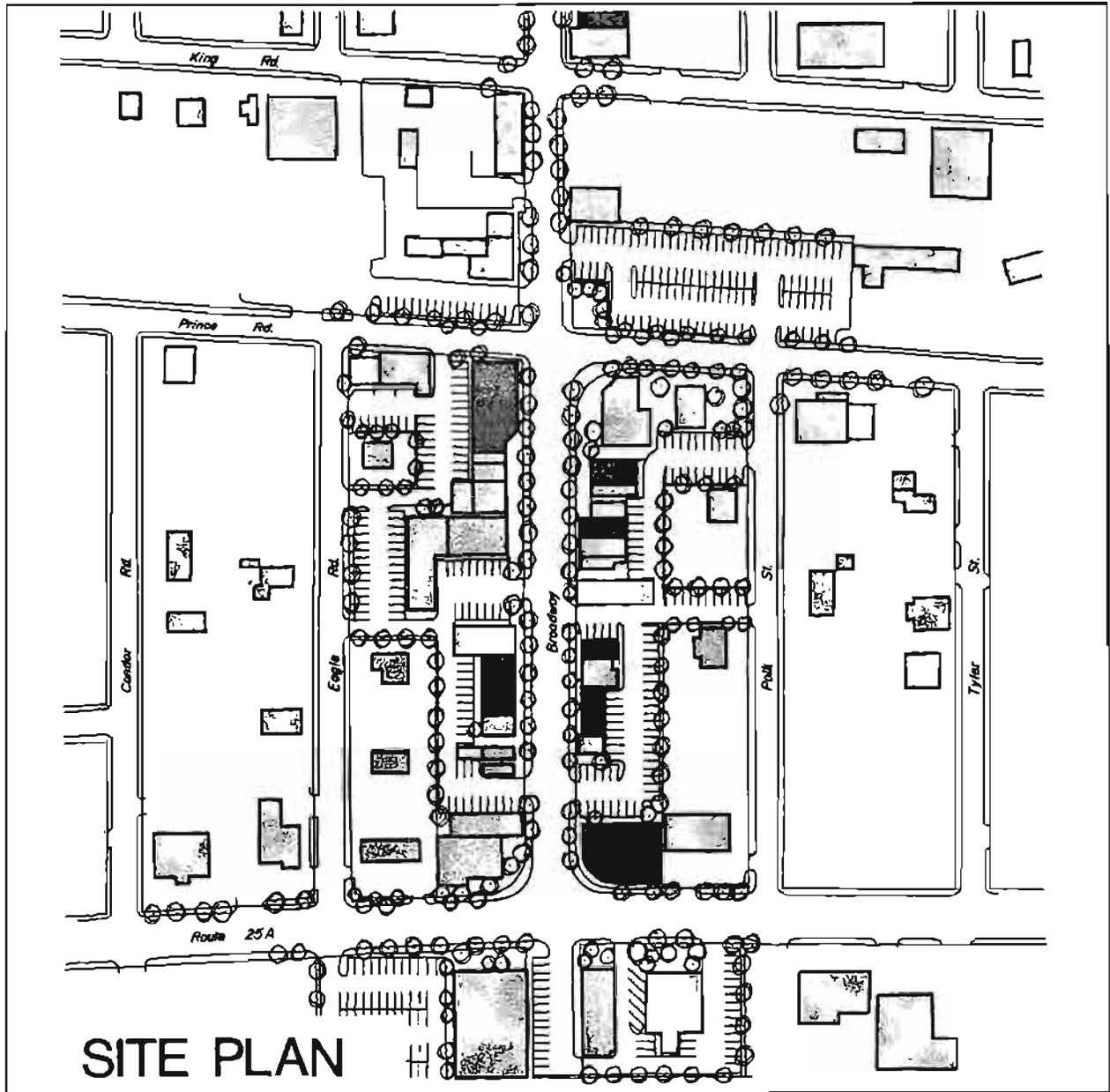
Public-private participation will also be required for the rehabilitation of existing buildings. Community Development funds will be used to subsidize the rehabilitation costs of building facade improvements, if these improvements are carried out in a manner that is complementary to the overall plan. The purpose of the commercial rehabilitation program is to eliminate structural and visual blight and to create—together with the new street improvements—a visual image that is noteworthy and appropriate for the center of the community. Proper design of storefront signs of businesses will be achieved through facade improvement guidelines that govern the commercial rehabilitation program.

The new image of the improved Rocky Point area will be emphasized by the placement of attractive signs identifying the Rocky Point Business Area. In addition to identification, these signs can also convey specific messages such as “Welcome”, “Parking”, etc.





*Possible facade of street improvement*



**SITE PLAN**

## IMPLEMENTATION

---

The full implementation of the Rocky Point business area revitalization will be a long and costly process. Some of the activities, such as sidewalk improvement, can be achieved within a short period of time. On the other hand, facade improvements, economic development and joint parking lot construction will need a variety of actions and the cooperation of a number of people. While the commitment of the Town to proceed with the public improvements will ensure a degree of success, the overall completion of the revitalization will only be achieved by the participation of property owners and merchants of the Rocky Point business area.



*Store sign detail.*

---

**HENRIETTA ACAMPORA**  
*Brookhaven Town Supervisor*

**BROOKHAVEN TOWN COUNCIL**

George Davis  
Eugene Dooley  
Eugene Gerrard  
Anthony Losquadro  
Joseph Macchia  
Donald Zimmer

Harold Malkmes  
*Superintendent of Highways*

Jack Rauh  
*Director of Transportation*

John Luchsinger  
*Chairman of Brookhaven Town Planning Board*

Gerald Palermo  
*Chairman of Brookhaven Zoning Board of Appeals*

**BROOKHAVEN HOUSING & COMMUNITY DEVELOPMENT**

Robert Reutzler, *Deputy Commissioner*  
Richard Squillace, *Administrator*

**SUFFOLK COUNTY LEGISLATORS**

Rose Caracappa  
John Foley

Leonard Vicente, *President*  
*Rocky Point Chamber of Commerce*  
William Araneo, *Committee Chairperson*

