

Envisioning a Brighter Future for

Middle Country



Sustainable Community Plan

February 8, 2008



SUSTAINABLE LONG ISLAND



ACTIVE RECREATION
CORRIDOR

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Table of Contents

CHAPTER ONE: INTRODUCTION	7
CHAPTER TWO: COMMUNITY PROFILE	10
MIDDLE COUNTRY STUDY AREA	11
DEMOGRAPHICS	14
HISTORICAL CONTEXT.....	18
TRANSPORTATION INFRASTRUCTURE	24
ENVIRONMENT	29
COMMUNITY FACILITIES AND ASSETS.....	30
COMMERCIAL PROFILE	35
OPPORTUNITIES.....	41
CHAPTER THREE: COMMUNITY BUILDING AND VISIONING PROCESS.....	45
BACKGROUND: COMMUNITY FOUNDATIONS.....	46
PHASE I: BUILDING LOCAL CAPACITY	47
PHASE II: COMMUNITY VISION	48
PHASE III: IMPLEMENTATION.....	52
CHAPTER FOUR: COMMUNITY GOALS	54
BEAUTIFICATION	55
RECREATION AND ENTERTAINMENT.....	56
TRANSPORTATION	57
PEDESTRIAN OPPORTUNITIES.....	57
LOCAL ECONOMY/BUSINESS ENHANCEMENT.....	58
TOWN CENTER DEVELOPMENT	58
SAFETY	59
INFRASTRUCTURE AND ENERGY EFFICIENCY	59
HOUSING OPPORTUNITIES	59
POLICY AND GOVERNMENT RESPONSIVENESS.....	60
COMMUNITY ENHANCEMENT.....	60

CHAPTER FIVE: COMMUNITY VISION AND RECOMENDATIONS.....	62
BEAUTIFICATION	65
RECREATION AND ENTERTAINMENT.....	70
TRANSPORTATION	77
PEDESTRIAN OPPORTUNITIES	83
LOCAL ECONOMY/BUSINESS ENHANCEMENT.....	84
TOWN CENTER DEVELOPMENT	87
SAFETY	98
INFRASTRUCTURE AND ENERGY EFFICIENCY	99
HOUSING OPPORTUNITIES	102
POLICY AND GOVERNMENT RESPONSIVENESS.....	103
COMMUNITY ENHANCEMENT.....	105
CHAPTER SIX: IMPLEMENTATION MATRIX.....	107
CHAPTER SEVEN: APPENDICIES.....	109

List of Figures

Figures

2.1: Varied Boundaries.....	13	5.1: Community Gateway	65
2.2: Race versus Ethnicity in Census	14	5.2: Design Guidelines	66
2.3: Historical Photos	18	5.3: Streetscape Elements.....	67
2.4: Historical Maps	19	5.4: Streetscape Improvements.....	67
2.5: Ruland House Today.....	20	5.5: Streetscape Partnerships	68
2.6: Hobbs Farm	20	5.6: Façade Improvement Programs.....	68
2.7: Single Point Intersection.....	29	5.7: Community Cleanup Programs	69
2.8: NYSDOT Goals for Route 25	29	5.8: Art in Public Spaces	70
2.9: Parks and Recreation.....	30	5.9: Youth Facilities.....	71
2.10: SBU Expansion	31	5.10: Dog Park Benefits and Design.....	72
2.11: Library Honors.....	33	5.11: Park Improvements.....	73
2.12: Commercial Areas.....	35	5.12: New Parks	74
2.13: General Conditions.....	37	5.13: Parks on Utility Right-of-Way	75
3.1: Coalition Logo	47	5.14: Street Alignment Proposals	78
3.2: Elected Official Focus Group	50	5.15: Mixed-Use Parking Garage	78
3.3: Student Art Display.....	51	5.16: Suburban Transportation.....	80
3.4: Community Vision Events	52	5.17: Pedestrian Improvements	81
4.1: Community Goals Exercise	55	5.18: Locations of new Sidewalks	83
4.2: Garden City Landscaping.....	55	5.19: Locations of Crosswalks	83
4.3: Transportation and Safety Recs.....	57	5.20: Crosswalk Treatments	84
4.4: North Washington Avenue	57	5.21: Long Island BIDs.....	85
4.5: Town Center Recs	58	5.22: Zoning Changes	87
4.6: Community Design Recs	59	5.23: A Successful Pedestrian Tunnel ...	98
4.7: Recs for Independence Plaza.....	60	5.24: Radar Speed Sign	98

Figures (Continued)

5.25: Green Infrastructure.....98

5.26: Green Incentives Programs101

5.27: Code Violations.....104

Tables

2.1: Demographic Snapshot 16-17

2.2: Zoning Classifications23

2.3: Bus Service25

2.4: Average Annual Daily Traffic27

2.5: Land Use Survey.....36

2.6: Shopping Center Survey38

2.7: Vacant Properties.....44

3.1: MCCSG Membership46

3.2: Government Partners.....47

3.3: Seven Points of Contact48

3.4: Education Workshops.....49

3.5: Focus Groups.....50

3.6: SLI Community Design Team.....51

4.1: Community Priorities by Goal56

Maps

2.1: Context Area.....11

2.2: Study Area12

2.3: Current Zoning.....21

2.4: Bus Routes.....24

2.5: NYSDOT Project 004202 Limits28

2.6: Community Facilities32

2.7: Existing Sewer Districts40

2.8: Vacant Properties.....44

4.1: Town Center Priorities Summary...46

5.1: Park Recommendations76

5.2: Access Management Plan77

5.3: Street Alignment Improvements79

5.4: Locations of New Sidewalks82

5.5: Zoning Recommendations88

5.6: Selden Town Center Design.....95

5.7: Selden Town Center Section.....96

5.8: Centereach Town Center Design97

1



Introduction



At the turn of the twentieth century, Long Island remained a thriving farm community producing products for the distant population of New York City. As transportation enabled wealthy individuals to travel longer distances much of Long Island became popular as a getaway or place to keep a vacation home. The Town of Brookhaven communities of Centereach and Selden, now collectively known as Middle Country for their location on Long Island, are prime examples of this tradition. Middle Country also embodies the uncontrolled and unplanned population explosion that defined Long Island and much of the United States during the post-World War II suburban boom that began with Levittown in Nassau County.

The Levittown suburbs promised first time homebuyers the American dream; an affordable single family home, backyard, and room to roam. An expanding economy and the most generous government incentives in American history put the dream within reach for many people who flocked to the suburbs. As a result, communities like Middle Country were overrun by population growth and development. Land seemed limitless. Zoning was either nonexistent or strictly segregated land uses and limited density.

The ironic result was that the traditional downtown, the two to four story mixed use “Main Street USA” that was the bedrock of much of American society was also strictly prohibited. Those places that resisted suburban style are popular even today. Places like the villages of Port Jefferson, Sayville, and Northport. The result for communities like Middle Country is a disconnected street network created through subdivisions, extreme traffic and high accident rates, the dependence on a car to get anywhere, floundering strip malls, and skyrocketing taxes.

It is for these reasons that community members in Middle Country undertook this project. Because they want to gain control of their community and improve the quality of life. They want the white picket fence and to walk to the corner store. The community was very clear and consistent with what the future of Middle Country should be and that requires a careful balance of traditionally competing needs. It requires utilizing the tools of the Town in different ways and using tools like the Transfer of Development Rights that would have seemed ridiculous twenty years ago.

Chapter Two: The Community Profile provides a basis for the current situation. Middle Country has been overwhelmed by traffic and safety problems on its only significant commercial corridor. It has been locked in and now faces many of the problems longtime residents left New York City to avoid. Youth are bored and lack the ability to travel around the community safely without a car. Vacancies at strip malls are increasing. There are many assets in Middle Country as well. The school system is above state standards and other cultural amenities provide opportunities, such as a nationally recognized library and healthy civic environment. These assets build a platform for future improvements.

Chapter Three: Community Building and Vision Process outlines the process community members have spent over two years undertaking in order to make this document and community improvement possible. It is a community driven project. This is a living document and thus it is the beginning not the end of



community improvements. The community will be responsible to work with the Town, County, State and other entities to ensure the plan is implemented and remains responsive to changing community priorities. The Middle Country Coalition for Smart Growth, a conglomeration of local organizations has spearheaded this project and will ensure ongoing input from the wider community in the future of Centereach and Selden.

The details of what the community said are outlined in Chapter Four: Community Goals. The eleven goals, ranging from community centers to crosswalks and from restaurants to art classes. The community came to an impressive consensus on what they want to see. They want a place to call home, where they can shop, and eat and pick up their kids after extracurricular programs. Most importantly, where they can walk down the street and feel safe.

Dreaming about the future was the easy part. Making it a reality is the hard part. The Coalition will be asking the community to be actively involved in making this vision a reality. The Town of Brookhaven has committed to play their role, by using this document as a guide for all future land use decisions in Middle Country and implementing the necessary policies to make the community's vision achievable. The Town will also incorporate this document into Brookhaven 2030, the town wide comprehensive plan updated that is currently in the community input phase. The recommendations in Chapter Five: Community Vision and Recommendations, represent an attempt to achieve the necessary balance between environmental, economic, and social issues to ensure a sustainable community for years into the future. Chapter Six: Implementation Matrix, outlines the path to success. Recommendations are broad. Some are easily achievable by a few people working together in a short term and some will take twenty or thirty years. Others will probably lose importance as the community changes and never be implemented.

This is a fluid document, a starting point to achieve the community's vision that incorporates a downtown. It celebrates the suburban character resident's love while improving quality of life issues. It is the responsibility of everyone in the community to ensure it is successful by participating and ensuring that their voice is heard in the future. Step by step, over the next thirty years, the community will transform itself into a new version of suburbia; a sustainable version that meets the vision outlined by the community.

2



Community Profile



2. Community Profile

2.1. MIDDLE COUNTRY STUDY AREA

Location

The Hamlets of Centereach and Selden are located in the Town of Brookhaven, Suffolk County, New York. These hamlets are approximately 40 miles east of the New York City line and are culturally and physically part of the suburban growth that defines Long Island. The hamlets are centrally located approximately 10 minutes north of the Long Island Expressway in the Town of Brookhaven (see **Map 2.1**). The central character of the two hamlets lends to the collective name, Middle Country.

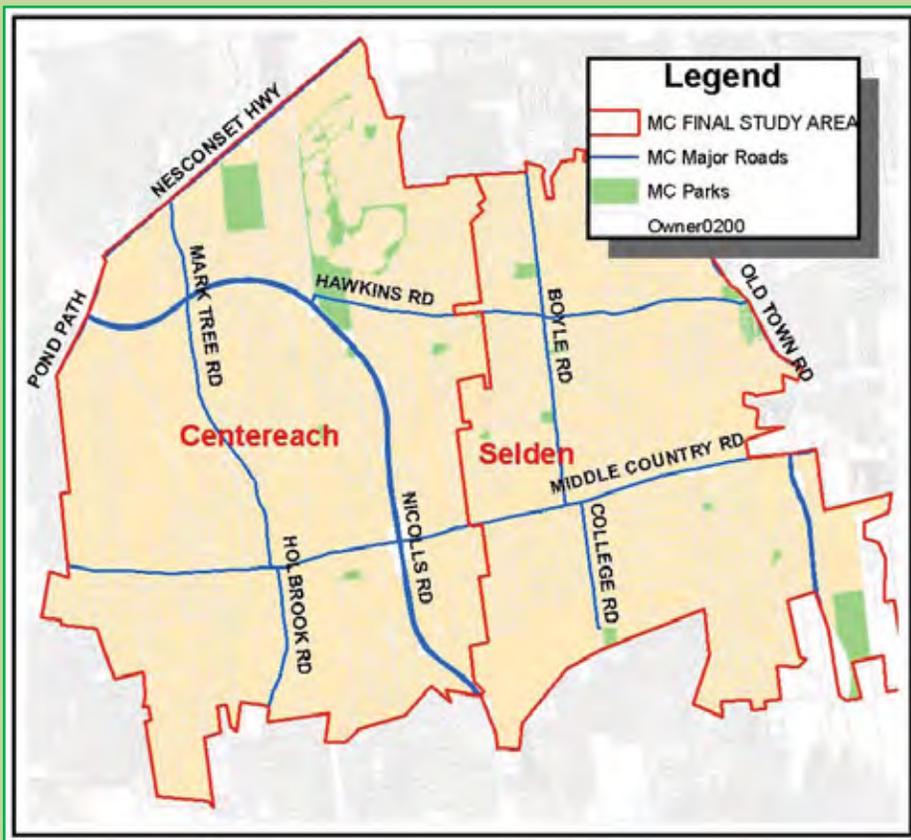
Middle Country is composed of two geographically adjacent, but culturally separate communities, which are unified by a number of public service entities. The most notable unifying factor is the Middle Country Central School District. The school district includes the communities of Selden and Centereach, as well as a portion of the Village of Lake Grove. For the purposes of this study Middle Country is defined by the geographic area within the two zip codes that almost entirely encompass the accepted boundaries of Centereach and Selden.

Map 2.1 Context Area: Middle Country is in the Geographic Center of Long Island and centrally located in Suffolk County (The red box is the study area)





Map 2.2 Study Area: Zip Codes 11720 Centereach and 11784 Selden



Community Profile

These boundaries were chosen because they are the most reasonable consistent political boundaries that generally mirror the community’s perception of Middle Country. The lack of community consensus on accepted boundaries is illustrated by the varied boundaries identified by different organizations such as the school district, which excludes the northern portion of the two zip codes. Lake Grove was not included in this study because it is an incorporated village that maintains its own control over a number of governmental functions, such as zoning, and is considered a separate community. The postal code boundaries defining the study area are 11720 (Centereach) and 11784 (Selden).

The rough communal boundaries of the Study Area include Stony Brook (State Road 347) to the North, Coram (County Rd 83) to the East, and Lake Grove/Ronkonkoma (Coles Rd) to the West. There is no generally accepted southern boundary to the community which in accordance with the zip codes seems to lie approximately halfway between Middle Country Road and Portion Road (County Rd 16). All demographics within this document correspond to US Census statistics for these two zip codes.

A number of local organizations unify the communities of Centereach and Selden under the Middle Country name including, the Library,



Chamber of Commerce, and local newspaper (Times of Middle Country). While the communities share most of their elected officials they retain significant autonomy from one another. Local leaders have expressed interest in using the Community Planning Process to further unite the two communities. Barriers to Middle Country unification include Nicolls Road (County Road 97), which forms a significant physical barrier, and cultural differences, such as opinions on development and socio-economic variations between the two communities. Nicolls Road is technically entirely contained within Centereach with the official community border a few blocks to the east at Selden Boulevard. However, the physical barrier is strong enough that for all intents and purposes it is viewed as the legitimate community line by many local residents.

Previous Planning

This area lacks any type of focused planning strategy, although a few significant projects and studies have been completed. The Town of Brookhaven's Zoning Code was first adopted in 1937 and ushered retail development along Middle Country Road¹. The area has been significantly impacted by New York State Department of Transportation (NYSDOT) improvements to Middle Country Road. In the 1980s, the road was expanded to four lanes significantly decreasing front yards and removing old growth trees and vegetation. The Selden portion of Middle Country Road received the addition of shoulders in 1992 that were designed to increase safety for drivers entering and exiting numerous curb cuts throughout the community. NYSDOT is currently working to implement improvements to Middle Country Road through Centereach (Section 2.4). The Town of Brookhaven completed a Revitalization Plan for the Centereach Business Area (Middle Country Road) in the 1990's (undated) that provided a limited analysis of existing conditions and provided recommended solutions. The document focused largely on vegetation, limited parking, and visual impact of signs. It includes loose recommendations and does not appear to have any legal basis or to have been officially adopted by Town officials.

The Town of Brookhaven has recently focused more significant attention on long range planning and has or is conducting visioning and land use studies in communities throughout the Town, including the nearby communities of Coram, Middle Island, and Ridge where a new land use plan was recently adopted. The Town of Brookhaven's Zoning Code and private development have been the primary forms of planning in the community since significant growth started converting pristine farmlands into suburban sprawl in the mid-twentieth century and this trend continues in places where community plans have not been completed.

Figure 2.1 Varied Boundaries:

The school district and library catchment areas are slightly different than the Study Area boundaries. The portion of postal Code 11720 north of Hawkins Road is not included and thus school and library demographics may vary slightly from those in this report. Most notably, the population (1,000 fewer) and Median Household Income (\$67,832) in Centereach are slightly lower according to the US Census (Centereach CDP).

¹ Revitalization Plan: Centereach Business Area, date unknown, Town of Brookhaven



2.2.DEMOGRAPHICS²

Demographic Trends

Selden and Centereach are demographically similar communities with a population difference of less than two thousand people. The similarities support interests in unifying the communities as Middle Country. The main differences between the two communities are referenced in specific categories highlighted on the next page and except where these variations are noted, the communities are considered as one throughout this document. The variations that exist speak to the need to balance social equity and ensure opportunities are reaching residents of both communities. The Middle Country communities consistently account for ten to twelve percent of the total Town population and most other demographic categories³.

There is a small community of color in Middle Country that represents less than seven percent of the population, as compared to twelve percent in the Town of Brookhaven (**Figure 2.2**). There is also a significant Hispanic population in Middle Country that approached eight percent in 2000 and has continued to increase throughout Long Island.⁴ The most significant Hispanic population in Middle Country is of Puerto Rican descent.

Although there is a common perception among local residents that the number of undocumented workers has continued to increase in the community, the census does not account for illegal immigration and there is currently no other data available to collaborate the community’s perceptions. Real or perceived the issue of illegal immigration has been a dominate subject at many local community meetings.

The Selden and Centereach communities differ significantly in educational achievement. Centereach is nearly identical to the Town average in educational attainment. Nearly half of the population is or has attended college and nearly a third received a degree, while one quarter of the Selden population has received a college degree.

There are significantly fewer renters in Centereach than in Selden, although the numbers for Selden are comparable to Town statistics. This coincides with a slightly higher vacancy rate as well. The rental rate is not high enough to be a significant concern, however, homeownership is an important indicator of upward mobility and it should always be a goal for a community to improve this statistic to ensure a thriving population. The lower ownership rates in Selden may also make the local population susceptible to income gentrification in a Long Island housing market that is generally extremely tight⁵. Increasing property values in the market benefit homeowners (except where taxes are concerned), and hurt

Figure 2.2: Race versus Ethnicity in the US Census
 Although people frequently assume that Hispanic (or Latino) is a race the US Census classifies this reference as an ethnicity. Thus someone classifying themselves as a Hispanic is also counted as a separate race and the entire population is counted as Hispanic or not Hispanic.

² Demographics are based on US Censuses 2000 numbers, the latest accurate assessment for Selden and Centereach. They should be used as guides not absolutes. When possible projections to 2005 and appropriate trends have been noted.

³ US Census 2000, Town of Brookhaven

⁴ Roy Fedelem, Suffolk County Planning and Research Division. May 2007.

⁵ Long Island Index, 2007



renters. A balanced income community is important to a thriving economy, but rising home values are threatening the ability for blue collar workers and adult children to find appropriate affordable housing. There are very few apartments/condos available in the community to serve these residents that are not ready for single family homeownership.

There is a significant divide between Centereach and Selden in terms of Median Household Income (MHI). Centereach is a relatively wealthy community with a MHI of nearly \$69,000. This indicates a household wealth exceeding that of the Town, County, and Nation. The MHI in Centereach is also over ten thousand dollars higher than the median in Selden (\$58,299). This is a significant difference and illustrates one of the greatest divides between the two communities. Although lower than the Town (\$62,475) and County (\$65,288) levels, Selden has a MHI significantly above the national mark of \$42,000. Middle Country has a smaller percentage of residents earning at least \$100,000 a year more than Suffolk County as a whole, but also has a very small poverty rate (2.6% versus 6% at the County and 12% nationally).

Employment statistics are generally similar in Middle Country with small variations. Centereach has slightly more white collar workers (office workers), while Selden has more blue collar workers (construction and manufacturing). This likely explains the income disparities described above. Overall Middle Country lags slightly behind the Town in proportion of white collar to blue collar jobs.⁶

⁶ This is not a judgment on the quality of white versus blue collar jobs. White collar jobs generally represent higher incomes, better mobility, and increased opportunities .



Table 2.1: Middle Country Demographic Snapshot (US Census, expanded demographics in Appendix G)

	Centereach		Selden		MIDDLE COUNTRY	
	Number	%	Number	%	Number	%
POPULATION	28,106	100.0%	26,412	100.0%	54,517	100.0%
White	25,818	91.9%	24,245	91.8%	50,063	91.8%
African American	553	2.0%	552	2.1%	1,105	2.0%
Asian	926	3.3%	646	2.4%	1,572	2.9%
Some other race	392	1.4%	495	1.9%	887	1.6%
Two or more races	416	1.5%	473	1.8%	889	1.6%
Foreign Born	2,626	9.3%	1,947	7.4%	4,573	8.4%
Hispanic	1,953	6.9%	2,119	8.0%	4,072	7.5%

AGE	28,105	100.0%	26,411	100.0%	54,516	100.0%
Under 20 years	8,328	29.6%	8,112	30.7%	16,440	30.2%
18 to 24 years	1,619	5.8%	1,540	5.8%	3,159	5.8%
25 to 44 years	9,160	32.6%	8,959	33.9%	18,119	33.2%
45 to 64 years	6,408	22.8%	5,602	21.2%	12,010	22.0%
65 and over	2,590	9.2%	2,198	8.3%	4,788	8.8%

EDUCATION (25+ Yrs)	18,172	100.0%	16,709	100.0%	34,881	100.0%
Less than High School	2,122	11.7%	2,814	16.8%	4,936	14.2%
High school graduate/GED	6,462	35.6%	6,045	36.2%	12,507	35.9%
Some college	3,842	21.1%	3,874	23.2%	7,716	22.1%
College Degree	4,211	23.2%	3,077	18.4%	7,288	20.9%
Graduate/professional degree	1,535	8.4%	899	5.4%	2,434	7.0%
3+ Enrolled in School (any level)	8,124	28.7%	7,615	0.0%	15,739	0.0%

HOUSING (total units)	8,631	100.0%	8,644	100.0%	17,275	100.0%
Owner-occupied	7,452	86.3%	6,615	76.5%	14,067	81.4%
Renter occupied	1,010	11.7%	1,770	20.5%	2,780	16.1%
Vacant and Vacancy Rate	169	2.0%	259	3.0%	428	2.5%
Built before 1980	7496	87.3	6980	81.0	14,476	83.8%
Households with at least one vehicle	8,201	97.3%	7,792	93.3%	15,993	0.0%



Table 2.1 Continued: Middle Country Demographic Snapshot (US Census)

	Centereach		Selden		MIDDLE COUNTRY	
	Number	%	Number	%	Number	%
HOUSEHOLD INCOME	8,407	100.0%	8,332	100.0%	16,739	100.0%
Less than \$24,999	960	11.4%	1,156	13.9%	2,116	12.6%
\$25,000 to \$34,999	523	6.2%	814	9.8%	1,337	8.0%
\$35,000 to \$49,999	1,233	14.7%	1,436	17.2%	2,669	15.9%
\$50,000 to \$75,999	1,988	23.6%	2,027	24.3%	4,015	24.0%
\$75,000 to \$99,999	1,551	18.4%	1,444	17.3%	2,995	17.9%
\$100,000+	2,152	25.6%	1,455	17.5%	3,607	21.5%
Median Household Income	\$68,627	n/a	\$58,299	n/a		n/a
Persons Below Poverty Level	1,408	5%	1,396	5.3%	2,804	2.6%

LABOR (16+ years in labor force)	14,686	100.0%	13,283	100.0%	27,969	100.0%
Employed	14,120	96.1%	12,766	96.1%	26,886	96.1%
Unemployed	566	3.9%	517	3.9%	1,083	3.9%

EMPLOYMENT (by industry)	14,120	100%	12,766	100%	26,886	100%
Ag; forestry; fish and hunting; mining	22	0.16%	34	0.27%	56	0.21%
Construction	995	7.0%	1,209	9.5%	2,204	8.2%
Manufacturing	1,227	8.7%	1,169	9.2%	2,396	8.9%
Wholesale trade	543	3.8%	563	4.4%	1,106	4.1%
Retail trade	2,020	14.3%	1,887	14.8%	3,907	14.5%
Transportation & warehousing; utilities	793	5.6%	841	6.6%	1,634	6.1%
Information	582	4.1%	667	5.2%	1,249	4.6%
Financial, Insurance, & Real Estate; rental and leasing	1,043	7.4%	782	6.1%	1,825	6.8%
Professional; scientific; management; administrative; & waste management svcs	1,067	7.6%	875	6.9%	1,942	7.2%
Educational; health and social services	3,365	23.8%	2,624	20.6%	5,989	22.3%
Art; entertain; recreation; accommodation & food svcs	944	6.7%	737	5.8%	1,681	6.3%
Other services	523	3.7%	625	4.9%	1,148	4.3%
Public administration	996	7.1%	753	5.9%	1,749	6.5%



2.3.HISTORICAL CONTEXT

Middle Country Community Character

Centereach and Selden are relatively young communities growing out of the suburban boom that followed World War II and swept across Long Island from New York City. Originating as farming communities and then estates to wealthy families, New Village and Westfield were eventually renamed Centereach and Selden, respectively. In the 1930s these homes were first sold in the Middle Country area as vacation homes to city dwellers. In 1940, there were just over 1,200 residents in Centereach and Selden combined, just over two percent of today’s population.

The wave of “Levittown style” suburbanization rolled through the Town of Brookhaven and shaped the communities of Centereach and Selden that are now collectively home to more than 54,000 people. The physical environment was shaped by early zoning policies that strictly segregated land use types. Thus Middle Country Road (State Route 25) was transformed from a two-lane dirt road lined by small vegetable and fruit farms into a corridor of strip mall developments set increasingly farther back from the main road (**Figure 2.3**).

Selden developed a small downtown core along Middle Country Road approximately between Handsome Avenue and March Court. Buildings with minimal setbacks can still be found in this area, however, it no longer represents a downtown or pedestrian space. Business activity in this area has been supplanted by more recent commercial ventures such as the two large shopping centers that sandwich the small stretch of Middle Country Road.

Figure 2.3: Historical Photos

Top: Middle Country Road, Centereach, 1915

Middle: Middle Country Road, Centereach, 1965

Bottom: Middle Country Library Cultural Center / Former Selden School, 1984
Courtesy of Middle Country Public Library





Residential development was largely limited to single family homes removed from commercial corridors as is typical of suburban development offering after World War II throughout the United States. Significant distance to local businesses and the lack of established sidewalks require the use of an automobile while the detached road network funnels all traffic to a couple of main arteries. This has subsequently created one of the worst traffic problems in the State of New York. Much of this street network was created through subdivision applications rather than through a strategic planning process.⁷

The first attempt to significantly unify the two separate communities under the Middle Country name appears to be in 1957. This year the first library opened on Middle Country Road in Selden and the Selden and Centereach School districts were unified into the current system under the Middle Country moniker. After this initial period, there is a long absence in the use of Middle Country except for commercial ventures until it was revived in 2005. At this point the recently revived Centereach Chamber of Commerce decided to adopt the name Greater Middle Country Chamber of Commerce to acknowledge its original founding under the Middle Country name and to unite the business communities of Selden, Centereach, and the Village of Lake Grove. The adoption of the name into the newly formed Middle Country Coalition for Smart Growth and mission to unify Centereach and Selden solidified the most recent efforts. Despite the devotion among local



Figure 2.4: Historical Maps from the US Geological Survey
Top: Middle Country 1904 (Centereach is still referred to as New Village)
Bottom: Middle Country 1956

⁷ For a comprehensive outline of the history of these communities please see the Middle Country Public Library's publications, "The Chronicle of Centereach" (1989) by Louise Weiss and Doris Halowitch and "The Hamlet of Selden" (1990) by Louise Weiss.



community leaders to unify they are likewise intent on maintaining a level of autonomy that respects the differences between the two communities.

Significant Historical Sites

While much of the historical context of the area has been overrun by development, there are a couple of significant locations that remain or have been noted by the Town of Brookhaven.

Ruland House

Ruland House is a traditional farm house that has survived along Middle Country Road in Selden. Located near Independence Plaza, the property is experiencing development pressures and Councilwoman Kathy Walsh (Third Council District) has taken recent steps to preserve this site, one of the few remaining structures that speaks to the community's history. With the cooperation of the property owner, Breslin Realty, the property was designated a historic building by the Town of Brookhaven in June 2007 and will be a preserved part of Selden history.

Cemeteries and Graveyards

There are a number of cemeteries located along Middle Country Road. Most of these cemeteries are private graveyards located on the estates of the original settlers of the community, before suburban development took place. These locations are spread out and many are difficult to identify. There are seven documented locations dating back to the early history of the community. Additional cemeteries may exist that have not yet been documented. Those with known locations include (not all official names):

- Selden Union Cemetery adjacent to the Selden Fire Department
- The George Lee Cemetery located between office buildings on Mark Tree Road and Residential buildings fronting Stanley Drive just west of Centereach Mall
- Ruland Cemetery near the Ruland house
- Breslin Cemetery west of Home Depot
- Hammond Cemetery located on the northeast corner of the intersection of Nicolls Road and Middle Country Road (accessed from Coleman Drive)

Hobbs Farm

The 11.5 acre Hobbs Farm located at the intersection of North Washington Avenue and Oxhead Road (South of Hawkins Road) was owned and operated by three generations of the Hobbs family for the majority of the twentieth century.⁸ It is not only one of the

Figure 2.5: Ruland House Today



Figure 2.6: Hobbs Farm

Bethel AME Church has created the "Friends of Hobbs Farm" to assist with maintenance, get involved in saving the farm, and donate to the project. For more information contact:

Contact: Tom Lyon
Friends of Hobbs Farm
631.219.0783
hobbsfarmfriends@aol.com

⁸ Friends of Hobbs Farm and Bethel AME Church of Setauket

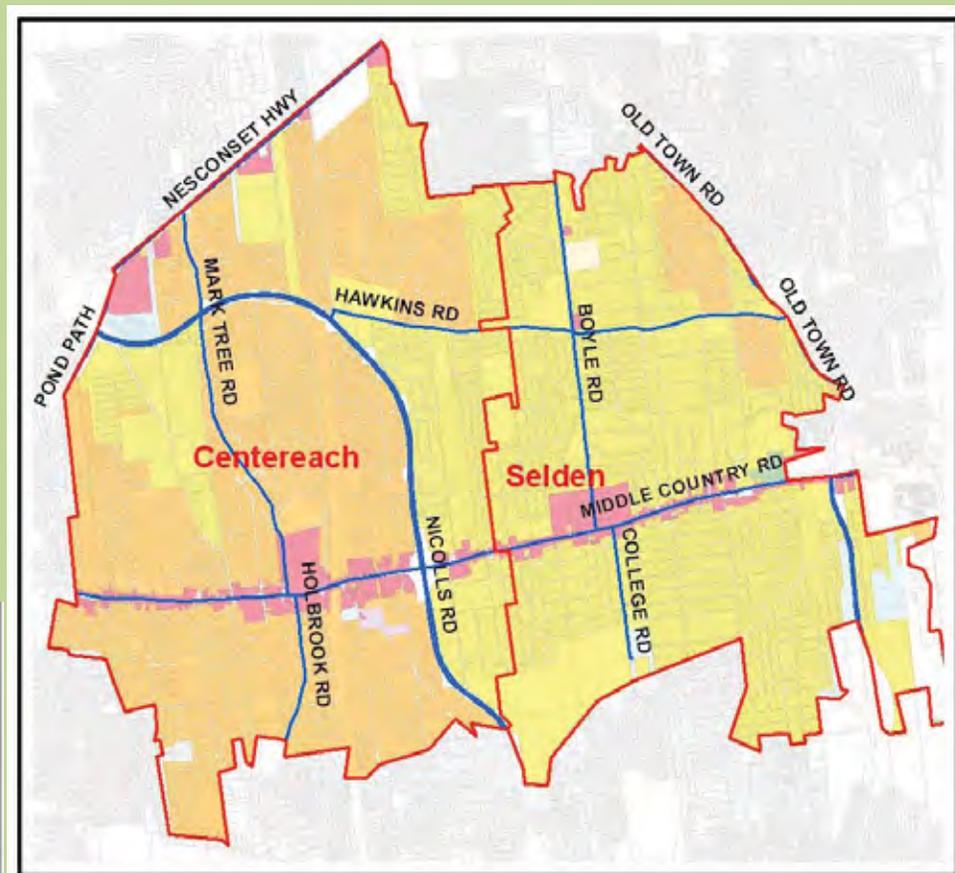
HISTORICAL CONTEXT



few remaining farm spaces in the area but is a rare example of a farm owned and operated by an African American family on Long Island. Property ownership was passed to the Hobbs Family church, Bethel AME in Setauket in the 1980s when the last family farmer passed away.

Although the church has recently suffered a decline in parishioners from Centereach, a few of the church's congregation continue to reside in the area. The church has explored a number of options to preserve the farming heritage of the site while also generating enough income to support the property and potentially the church itself. To date it has been unable to find a suitable use for the property and has ruled out residential development of the six single family homes allowed by current zoning. Maintenance on the site has proven both difficult and expensive. The church is actively looking for potential solutions that are also in line with the community's interests.

Map 2.3: Current Zoning Map (refer to the Town of Brookhaven for official zoning maps) Table 2.2 on page 23 summarizes zoning classifications





Zoning

Single family detached homes dominate zoning classifications in Middle Country. Selden is almost entirely A Residence 1 District while Centereach is split between B Residence District and C Residence District. A and B Districts allow for accessory buildings as well as certain commercial uses upon approval of the Town Board. While the classifications differ slightly they essentially allow the same type of single family homes in both communities. Multifamily housing and senior housing are also permitted in small districts interspersed throughout the two communities, with a greater proportion in Selden. *Please note that this information is provided for reference purposes only, it is not intended as a guide to Town zoning regulations. Please refer to the Town of Brookhaven for official zoning maps, classifications, and restrictions.*

Middle Country Road is dominated by the J Business 2 District that allows for a number of neighborhood commercial establishments, and is largely responsible for defining the character of the commercial corridor to date. Middle Country Road is the only corridor in the study area significantly zoned for commercial activity. Small portions of Mark Tree, Holbrook, and Horseblock Roads include commercial districts allowing for retail and commercial uses for one to two blocks from Middle Country Road.

Portion Road, just south of the Study Area is zoned for commercial use, but lacks the intensity of Middle Country Road. A large commercial center and multi-family housing complex at the southeast intersection of Nicolls Road and Nesconset Highway is the only other location where significant commercial development has been allowed to occur within the Study Area. However, there are other significant commercial areas directly adjacent to the Study Area, such as Smith Haven Mall one and a half miles to the west, described in more detail in **section 2.7**.

The current zoning significantly prohibits mixed use development essential to the creation of thriving downtown corridors. The Town has attempted to address this need through the creation of a new Main Street Business District, J Business 6. This district encourages mixed use development and the creation of Main Street corridors.

The Town of Brookhaven has favored the creation of overlay zoning districts to avoid the difficulty in rezoning properties. Although less impactful than a full zoning change, the Hamlet Center and Transitional Overlay districts have the potential to significantly improve the character of future development and encourage the same type of mixed use development necessary to create a Hamlet Center or downtown district and provide incentives for redevelopment.

In addition the Town now promotes the use of design guidelines for architecture, landscaping, and signs to supplement zoning land use controls. Design guidelines have the potential to establish unique looks for hamlets or individual streets and are frequently used by municipalities that favor forms based codes over traditional zoning. The Town of Brookhaven has incorporated general design guidelines into its Main Street Business District zoning classification.



Table 2.2: Middle Country Zoning Classifications (Town of Brookhaven Code, This table is provided for reference purposes only. It is not a comprehensive summary. Please refer to the Town of Brookhaven for official zoning maps and classifications.)

Middle Country Road	Permitted Uses	Minimum Set Backs	Maximum Lot Coverage
J-2: Neighborhood Business	Bank, Bowling alley, Religious, Commercial center, Day care, Deli, Dry cleaners, Health club, Laundromat, Sports education, Office, Personal service, Retail and professional services, Take-out restaurant	Front Yard: 25 feet, Side Yard: 10 feet, Rear Yard: 25 feet	35%
<i>J-2: Commercial Center</i>	<i>See above</i>	<i>Front Yard: 100 feet, Side Yard: 50 feet, Rear Yard: 75 feet</i>	20%
J-4: Professional Offices	Offices, Gallery, Bank, Day care, Exhibit halls, Undertaking	Front Yard: 40 feet, Side Yard: 10 feet, Rear Yard: 25 feet	25%
J-5: High Intensity Business	College, Restaurant, Gas station, Storage, Theater, Convenience store, Car Dealership, Car Wash	Front Yard: 50 feet, Side Yard: 25 feet, Rear Yard: 40 feet	25%
J-6: Main Street Business Corridor (<i>not currently in Middle Country</i>)	Retail sales, Restaurant, Office, Bank, Bar/Tavern, Live performance, Museum, Artist Studio, Billiard hall, Indoor recreation, Health club, Religious facilities, second story restricted to residential or office, Hotel	Front Yard: 5 feet, Side Yard: 0 feet, Rear Yard: 30 feet	Width: 50 feet
L-1: Light Industrial	Bank, Religious, Laundromat, Day care, Health club, Monument, Manufacturing, Lodge, Office, Printing, Warehouse	Front Yard: 50 feet, Side Yard: 10 feet, Rear Yard: 50 feet	35%
CR: Commercial Recreation	Bowling alley, Outdoor recreation, Health clubs, Ice skating, Indoor amusement	50 feet from all	25%

Centereach Residential	Max Building Area (square feet)	Set Backs	Lot Coverage
B: Single Family Home	7,500	n/a	n/a
C: Single Family Home	7,875	n/a	n/a
A-1: Single Family Home	15,000	n/a	n/a
MF: Multi Family Residential	6 - 9 units per acre	Front Yard: 25 feet, Side Yard: 50 feet, Rear Yard: 50 feet	35% FAR
Selden Residential			
A-1: Single Family Homes	15,000	n/a	n/a
B: Single Family Homes	7,500	n/a	n/a
MF: Multi Family Residential	6 - 9 units per acre	Front Yard: 25 feet, Side Yard: 50 feet, Rear Yard: 50 feet	35% FAR
PRC: Planned Retirement Community	6 - 9 units per acre	Front Yard: 25 feet, Side Yard: 50 feet, Rear Yard: 50 feet	35% FAR



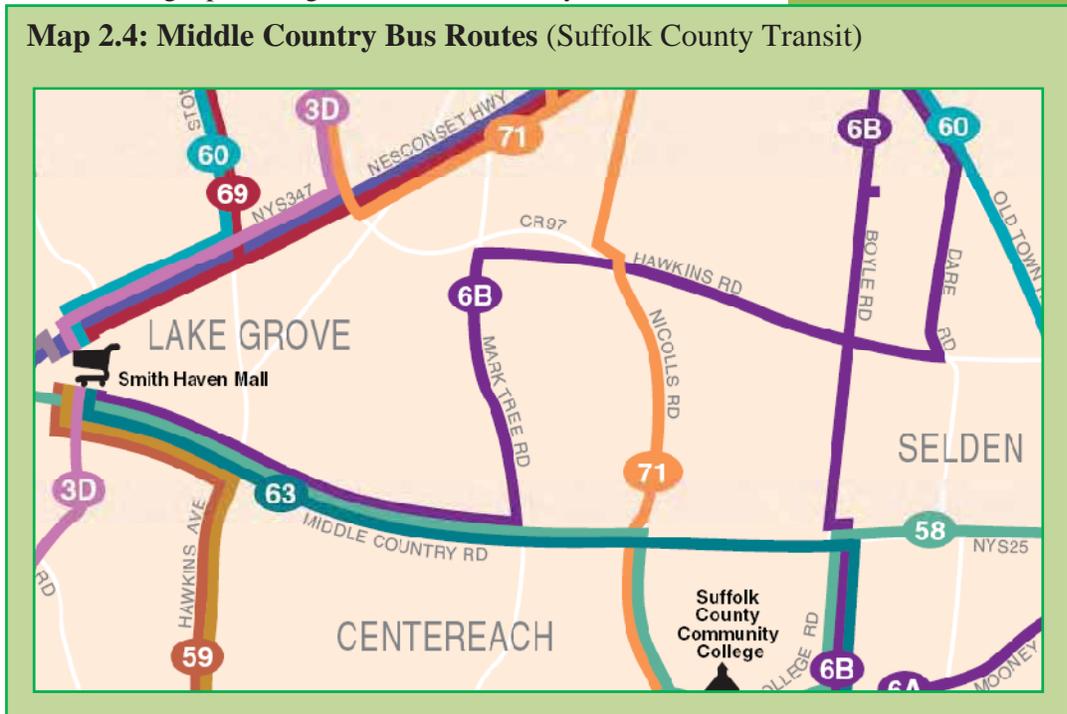
2.4. TRANSPORTATION INFRASTRUCTURE

Overview

Development patterns in Middle Country largely limit transportation options. The haphazard street network and residential structure prevents the creation of a strong transportation network, encourages the use of private automobiles, and eliminates opportunities for pedestrians. Seniors and youth are most affected by limited accommodation for pedestrians and dependence on the automobile. These groups are the most likely to either lack access to automobile usage or not feel comfortable with driving, especially in the intense traffic environments that most often characterize Middle Country Road.

The lack of reliable and efficient public transportation options and automobile orientation of the physical environment are likely significant contributors to the high percentage of Middle Country residents who

Map 2.4: Middle Country Bus Routes (Suffolk County Transit)



commute via car. According to the 2000 U.S. Census, over ninety percent of all Middle Country residents commute via car. Nearly ten percent of the population utilizes car pool opportunities and the majority of commuters spend over 30 minutes commuting each way.⁹ These statistics are relatively common for similar communities on Long Island that lack direct access to more significant transportation options such as train service.

Public Transportation

Public transportation options are limited in Middle Country. The lack of coordinated transportation options, including biking and pedestrian

⁹ See Appendix X: Census 2000 Demographic Table



opportunities, as well as efficient bus and rail service is a characteristic of many Suffolk County communities.

Suffolk County Transit offers four bus lines that run through Selden and/or Centereach (**Map 2.4/Table 2.3**). With the exception of the 6B route, these bus routes require pedestrians to travel from residential

Table 2.3: Middle Country Bus Service (Source: Suffolk County Transit, *Time estimates derived from Suffolk County Transit Schedules, selected stops only*)

Route	S58	S63	6B	S71
Main Corridor	Middle Country Road	Middle Country Road	Various	Nicolls Road
Time to travel full length of route	2 Hours	50 Minutes	45 Minutes	2 Hours
Time between Centereach Mall to College Plaza	20 Minutes	6 Minutes	25 Minutes	n/a
Connections to other busses	All at Suffolk County Community College	All at SCCC	All at SCCC	All at SCCC
Major Stops	Huntington Square Mall Smithtown RR Station Smith Haven Mall Centereach Mall SC Community College College Plaza Coram Plaza Middle Island Plaza Riverhead	Smith Haven Mall Centereach Mall College Plaza SC Community College County Offices St. Joseph's College Patchogue	Smith Haven Mall Centereach Mall St. Joseph's Village College Plaza SC Community College County Offices	Stony Brook RR Station SUNY Stony Brook SC Community College Brookhaven Town Hall Yaphank Shirley
Trips Jul-Sep 2007	58,241	33,796	15,654	12,716

districts to main arteries, mainly Middle Country Road, before reaching the nearest bus stop. Based on community comments during the vision process, current service does not fulfill the community's needs and fails to create access to key points for groups in the highest need, seniors and youth (please see **Section 4.3**).

While bus service does connect significant commercial areas to each other well, they do not connect commercial areas to schools and require youth to travel down dangerous residential streets without the use of sidewalks to utilize limited bus services.

The four routes listed are among Suffolk County Transits busiest yet these routes do not run frequently enough to provide reliable access. No bus consistently runs on a shorter time frame than once every hour. This fails to meet the conditions generally necessary to attract usage,



including reliability and ease of use. Perhaps an even larger barrier to increasing usage of public transportation is negative perceptions about quality of public transportation within the community. Community sentiment during the visioning process views public transportation as dangerous and inconvenient. Thus, not only will adults not utilize the bus even when it is convenient, but they refuse to allow their children to use it as well.

This perception is contradicted by a 2004 Suffolk County Transit rider survey that found 95% of riders felt service was good or excellent. These riders took the bus because they lacked other options and half spent more than two hours on the bus. Almost all were commuting to work or school. Overwhelmingly the survey respondents recommended more service to improve the system.¹⁰

The Town of Brookhaven offers a Jitney service to seniors that is extremely popular and the only means for many seniors to get around the community. However, demand far exceeds capacity in a community where seniors tend to be isolated from daily needs such as medical services, commercial areas, and recreational opportunities.¹¹ Seniors need to book the jitney weeks in advance and are often unable to utilize its services due to high demand. The only other option for seniors is to utilize expensive taxi services.

The Long Island Railroad (Metropolitan Transportation Authority), the main provider of public transportation between Long Island and New York City, does not provide direct access to the Middle Country Community. Commuters must travel several miles to the closest stops, Ronkonkoma (Hawkins Avenue and Railroad Avenue, 7.3 miles (from library)) and St. James (Lake Avenue and Second Street, 6.3 miles (from library)). Other stations reasonably close enough to be used by Middle Country residents include Stony Brook and Smithtown. Buses do connect to all nearby LIRR stations but the lack of timely service and negative perception inhibits them as a useful means to access train service. These accumulated barriers prevent the community from utilizing potential public commuter methods in place of automobile travel.

Road Network and Safety

Middle Country Road serves multiple conflicting purposes as it traverses Centereach and Selden. It is first and foremost State Route 25, serving as a highway to efficiently move large numbers of commuters and other traffic through Middle Country in an east-west fashion. State Route 25 originates at the FDR Drive in Manhattan as the Queensboro Bridge. It zigzags through Queens as Queens Boulevard and Hillside Avenue before continuing as one of the only corridors to carry traffic the full length of Long Island. Through Nassau County it is known as Jericho

¹⁰ Suffolk County Transit Survey

¹¹ Stated by both seniors and jitney staff at an October 26, 2007 focus group session.



Table 2.4: Annual Average Daily Traffic on Selected Major Local Roads
(Note the significant increase on State Route 25 through Middle Country)

Road	Between		Year Surveyed	AADT*
State Route 25	LAKE AVENUE	RT 347	1999	24,688
State Route 25	RT 347	HALLOCK RD	2002	27,363
State Route 25	HALLOCK RD	HAWKINS AVE/STONYBROOK RD	2002	34,911
State Route 25	HAWKINS AVE/STONYBROOK RD	CR 97 NICOLLS RD	2001	38,477
State Route 25	CR 97 NICOLLS RD	CR 83 N OCEAN AVE	2000	36,987
State Route 25	CR 83 N OCEAN AVE	RT 112 CORAM	2002	19,521
State Route 25	RT 112 CORAM	MT SINAI-CORAM RD	2002	31,147
State Route 25	MT SINAI-CORAM RD	CR 21 MIDDLE ISLAND RD ROCKY	1997	26,071
County Road 97	S COLEMAN	SR 25	2001	61,018
County Road 97	SR 25	HAWKINS AVE	2001	31,157

Turnpike and then alternates between Main Street, Middle Country Road, and Main Road in Suffolk County before terminating at the Ferry Terminal in Greenport. Queens Boulevard has the highest fatality rate of any street in New York City and Middle Country Road has one of the highest accident rates in Suffolk County.¹²

Middle Country Road serves as the main and generally the only commercial corridor for a string of communities in and surrounding the Study Area including Lake Grove, Centereach, Selden, Coram, Middle Island, and Ridge. While there are other major corridors and less significant commercial areas in most of these communities, the bulk of commercial traffic and residential traffic accessing commercial uses are oriented to this road.

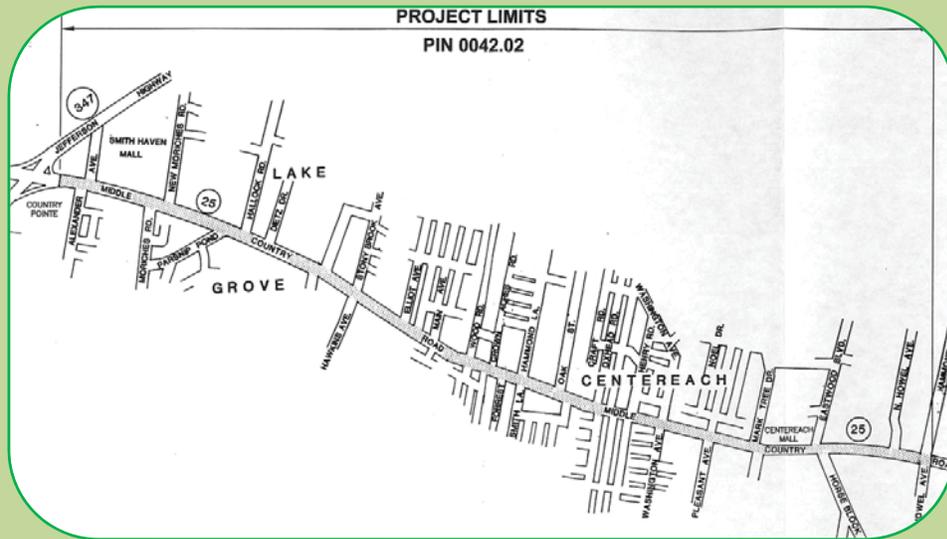
The suburban character of the Study Area includes a disconnected road network that adds to the strain on Middle Country Road. Limited through streets in residential neighborhoods with frequent cul-d-sacs force local traffic to use the corridor even when residents have no need to access commercial businesses. This is the result of development that took place through progressive isolated subdivisions without coordinated planning efforts. The only other east-west corridors through the community are Portion Road (County Road 16) to the South and Hawkins Road to the North. Neither of these corridors provides a viable alternative to using Middle Country Road for most local trips. While

¹² Newsday.com County accident rates; and http://en.wikipedia.org/wiki/New_York_State_Route_25



Hawkins Road traverses the majority of the community and is likely large enough to handle increased volumes in some places, it is a residential corridor that includes no commercial uses, a number of school, recreational, and church facilities, has only two lanes, and is broken up by poor intersections such as the inefficient corkscrew at Nicolls Road.

Map 2.5: NYS DOT project 004202 limits (Courtesy of NYS DOT and LKB)



The combination of high traffic volumes and the physical design of Middle Country Road contribute to an inefficient traffic flow and high accident rate. The physical layout includes multiple curb cuts into each property, an open middle lane that allows for cross road left turns, and off set intersections that create traffic conflicts due to short distances between traffic lights. A 2003 *Newsday* Special Report found that the road in this area was the most dangerous on Long Island.¹³ A follow up report in 2007 found the road remained one of the most dangerous in the state. Nearly every part of the road exceeds state averages for similar roads and the Selden portion is worse than Centereach.¹⁴ The most dangerous intersections are in Centereach around the Centereach Mall where there are multiple street lights, offset intersections, and frequent curb cuts. The Centereach and Selden portion of Middle Country Road accommodates more traffic than surrounding communities with over 37,000 vehicles that use the road every day according to the New York Department of Transportation (**Table 2.4**).¹⁵

These multiple competing interests along with the excessive strain that they put on the corridor, especially through Centereach and Selden, have created a very serious safety issue for both motorists and pedestrians. Although minor efforts have been made to address these significant

¹³ Death on the Roads: The Island's Deadliest: Route 25 and Highways Like it, not the LIE, lead fatalities. Robert Fresco. *Newsday*, May 11, 2003.

¹⁴ *Newsday* interactive map of Long Island accidents, www.newsdayinteractive.com/project/2007/roads/hal05a.htm, August 2007

¹⁵ NSDOT traffic count report 2003



safety and traffic issues, the corridor has yet to see significant improvements (**next section**).

NYS DOT Project 004202 Scheduled Improvements

The New York State Department of Transportation is working to address the issues outlined above and improve traffic flow along Middle Country Road. In 1992, the Department completed a widening of Middle Country Road in Selden that added shoulders to both sides of the road. While this project may have improved safety along the corridor it has met some community opposition because it further eroded the perception of pedestrian safety along the corridor due to a wider road and increased traffic speeds.

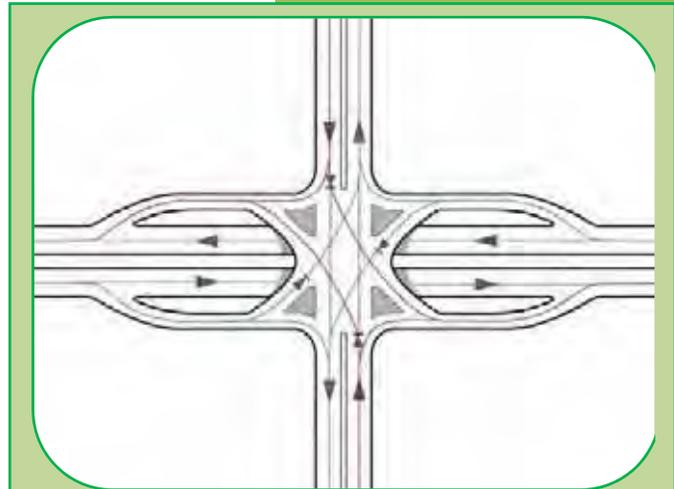


Figure 2.7: Single Point Intersection Design
From Wikipedia

In 1999 DOT completed the reorganization of the intersection of Middle Country Road and Nicolls Road into a single point urban interchange that essentially made Nicolls Road an overpass of Middle Country Road. This diamond like design allows high traffic volumes to flow more freely, but can be more difficult for pedestrians and bicyclists to traverse than traditional intersections.

The Department of Transportation is currently planning improvements to the Centereach portion of Middle Country Road. Planning efforts began in the 1990s and have recently been solidified with significant community input. Improvements are planned for Middle Country Road from State Route 347 (west of Smith Haven Mall) to Hammond Road on the eastern edge of Centereach. The project is expected to enter into a contract sometime in the near future and the goals with planned improvements as stated by the New York State Department of Transportation are highlighted in **Figure 2.8**.

Figure 2.8: DOT Goals and Planned Improvements for State Route 25 in Centereach

- Must remain a “Primary Arterial” with the capacity for 31,000 to 40,000 cars, trucks, and busses everyday
- Design must enhance safety without impeding traffic flow and should encourage people to use local roads as a by-pass
- Will be almost entirely within the existing footprint
- Widened sidewalks, new curb lines, and grass
- New auxiliary lanes at some intersections, but no new intersections
- Integrate planning and transportation to enhance effectiveness of improvements

2.5.ENVIRONMENT

Environmentally Sensitive Areas and Open Space

There are a few small properties that are designated as protected open space by Suffolk County in Centereach. Many of these properties are used as recharge basins to protect Long Island’s water supply. Two larger parcels are protected in Selden, one on Portion Road near Suffolk County Community College and one at the corner of Middle Country Road and County Road 83.



The northwest corner of the study area is located in the South Setauket Woods, which are protected Pine Barrens and are also designated under Suffolk County’s special groundwater protection areas. The communities to the east of the Study Area fall within the Compatible Growth Area of the Central Suffolk Pine Barrens. These designations significantly limit developable properties in the areas east of Middle Country (Appendix D).

Suffolk County Environmental Maps in Appendix D

Brownfields and Contaminated Properties

A brownfield is generally a vacant parcel or building where redevelopment is complicated by the perception that it is environmentally contaminated. The United States Department of Environmental Protection Agency’s official definition is: “Brownfields are real property, the expansion, redevelopment, or reuse of which may be complicated by the presence or potential presence of a hazardous substance, pollutant, or contaminant.”¹⁶ There are no major confirmed brownfields in Middle Country. There are a number of businesses that are likely sources of contamination including gas stations, dry cleaners, and auto related businesses. A number of properties are potential brownfields or are suspected by the community to have been contaminated but many of these sites are still in use. Properties that the community suspects of contamination include the northeast intersection of Middle Country Road and Nicolls Road. There are a couple greenhouse properties along Middle Country Road that may be a source of pollutants based on industry norms. However, they have not had difficulty in attracting new uses to these properties.

Figure 2.9: Parks and Education

Top: Centereach Pool

Middle: New Village Recreation Center

Bottom: Centereach High School



2.6. COMMUNITY FACILITIES AND ASSETS

Parks and Open Space

A number of recreational amenities are offered in Middle Country. Physical barriers can make some of these facilities difficult for youth to access without parental supervision. Existing fields suffer from overuse and poor maintenance. There are twenty eight different parks in Middle Country. These parks include a variety of different resources including a public swimming pool, baseball fields, and playgrounds. While parks in Selden are better dispersed throughout the community, more significant facilities are located at the parks in Centereach.

¹⁶ US Environmental Protection Agency, www.epa.gov/brownfields/glossary.htm



The center of recreation activities is located at the northern end of the community at the intersection of Nicolls Road and Hawkins Road. The **Centereach Pool** facility is located on the South side of Hawkins and includes a community pool, tennis, basketball, and handball courts, playgrounds, bathrooms, and a picnic area. Just north of Hawkins Road is the New Village Recreation Center and recently renovated little league baseball fields. Although located in Centereach, Nicolls Road and the Long Island Power Authority’s Right-of-Way are significant physical barriers that limit cross access to Middle Country Road or Hawkins Road, making the park more accessible to residents of Selden than Centereach.

Bald Hill Park is located just outside the study area. It features an outdoor amphitheater and a Veteran’s Memorial.

Education

The Middle Country Central School District manages 12 schools serving 11,520 students. This includes two high schools, two middle schools, eight elementary schools, and two Pre-Kindergarten/Kindergarten Centers. These schools are relatively evenly geographically distributed throughout Centereach and Selden. The current district was formed through the unification of the separate Centereach and Selden districts in 1957. The district performs above average in New York State¹⁷ and boasts significant parent involvement that has led to some inventive programs to keep students off of streets at night. The district encompasses the majority of the study area as well as portions of surrounding communities with the exception of areas north of Hawkins Road in Centereach that are in the Three Villages School District.

The State University of New York at Stony Brook (Stony Brook University) and Suffolk County Community College provide higher education on the north and south edges of the study area and are well respected in academic circles. The close proximity of two prestigious institutions of higher education represents an enormous unrealized asset to the Middle Country community. Neither school has a strong relationship with the local communities whether through adult education, outreach, or provision of employment opportunities. SUNY Stony Brook offers a number of campus bus routes with connections to LIRR stations and Smith Haven Mall, although they do not connect

Figure 2.10: Stony Brook University Expansion

Top: New Campus to southwest of existing campus

Bottom: Artist Rendering
(Courtesy of Stony Brook University)



¹⁷ www.greatschools.net, February 2007.

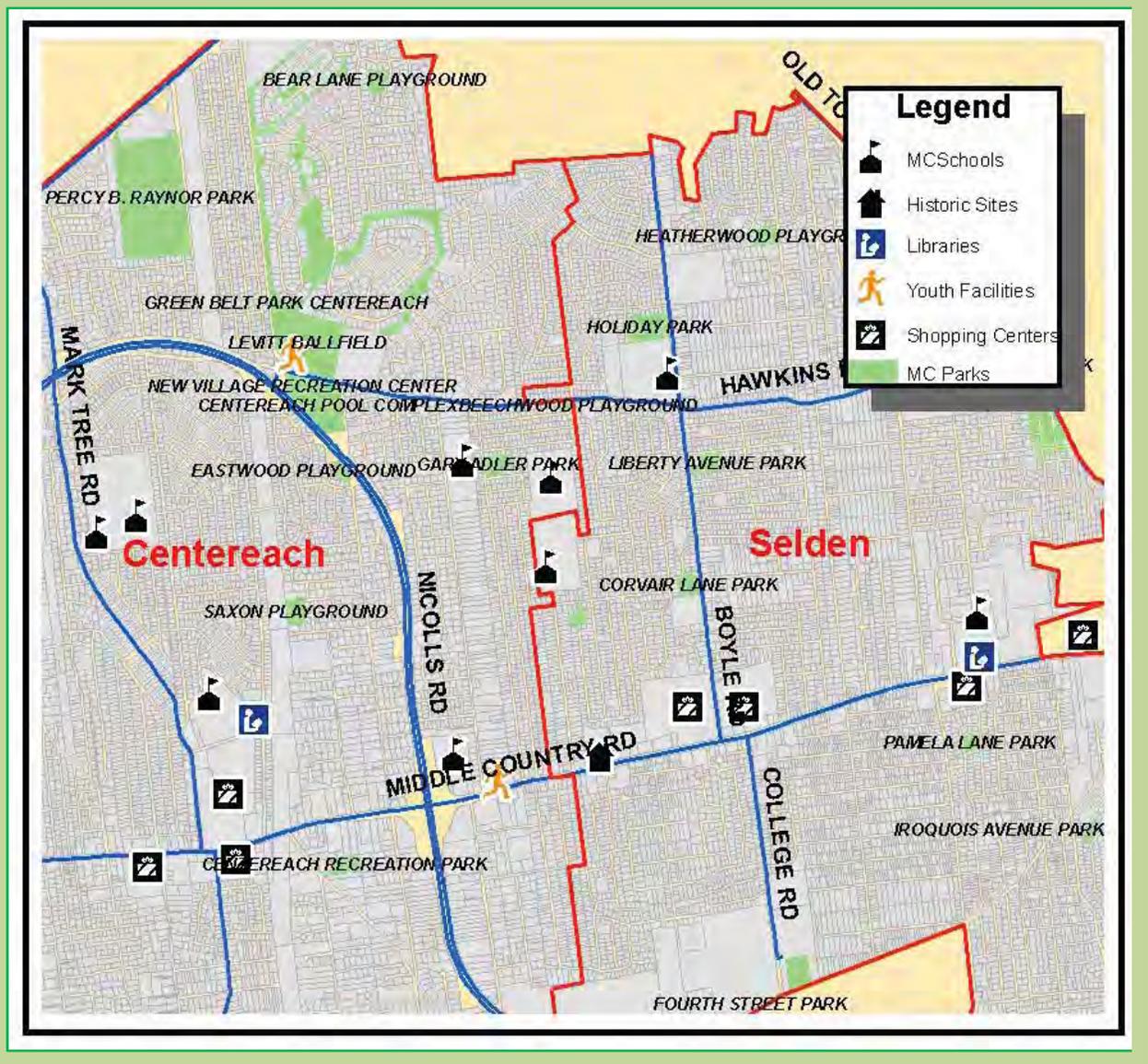
COMMUNITY FACILITIES AND ASSETS



to Middle Country destinations. Suffolk County Transit routes do link Middle Country Road with both schools, but this route does not connect to any major destinations or transfer points within the community either.

Stony Brook University runs a major medical center that is utilized by many Middle Country residents and plans to open a new Research and Development Park in 2008. This new campus will include the nation's first dedicated wireless and information technology research center. The university hopes that this center will lead to the development of new technology businesses and produce jobs within these industries. This new campus should present opportunities to Middle Country residents to expand their knowledge base, access new employment opportunities, and possibly attract new businesses to the community.

Map 2.6: Community Facilities





Educational opportunities can help increase professional opportunities and the preponderance of institutions of higher learning and a strong school district may represent tools to improve access to greater opportunities for Selden and Centereach residents.

LI MacArthur Airport

Long Island MacArthur Airport is located less than ten miles from the study area in the Town of Islip. The airport is a significant asset that serves over two million passengers a year and provides a number of national flights on three major airlines; Delta, US Airways, and Southwest. A new terminal was recently completed in two phases that added eight new gates used by Southwest. Nearly all flights are to locations in the eastern United States, but the airport continues to gain in popularity and add new flights.

Community Capital

There are a number of local groups and active community leaders that ensure a high level of local engagement and involvement. A few of them are briefly identified below (this is not a comprehensive list).

- **Civics:** The Centereach and Selden Civic Organizations are extremely active in the community. They coordinate community activities such as tree lightings and other holiday ceremonies and work with local elected officials to secure funds for community betterment projects. In partnership with the Town of Brookhaven, the civics facilitate community input on proposed development projects and have been instrumental in convincing large chain stores (such as CVS and Walgreens) to incorporate improved aesthetics into their building and landscaping designs.
- **Chamber of Commerce:** The Greater Middle Country Chamber of Commerce was recently rejuvenated and has taken an active role in organizing the local business community and creating community improvement. It has worked alongside the civic organizations to bring additional funding to projects and has begun exploring the possibility of initiating a Business Improvement District in Middle Country.
- **Emergency Responders Programs:** The police and fire departments hold a number of events to engage the local community and get them involved ranging from fairs where equipment is demonstrated to youth volunteer programs. These programs promote emergency responders as role models and create additional youth activities in the community.¹⁸
- **Middle Country Public Library:** There are two library branches located in Middle Country, one in Selden and one in Centereach, which serve over 76,000 people a year. Both branches were recently renovated



¹⁸ Clergy focus Group, October 2006



and expanded providing excellent facilities to the local community. The Centereach Branch renovation in 2004 has been highlighted in architectural circles and the December issue of “Library Journal” (**Figure 3.10**). The library produced and maintains the Community Resource Database, which is a searchable database of community based organizations and the services they offer. It is an impressive service that incorporates the entire region. The library also offers a number of programs for all ages ranging from the Selden Teen Resource Center to hosting senior bingo nights.

- **Religious Community:** There is a diverse religious community in Middle Country and its environs. There is a broad spectrum of Christian denominations as well as Jewish and Buddhist temples. During a focus group it was noted by participants that different religious groups generally do not currently communicate with one another. There has been conflict between the significant dedication to youth sports by local residents and religious services held on Sunday mornings. Attempts have been made to resolve this conflict through agreements to hold youth sports after most religious services have concluded.
- **Selden Centereach Youth Association (SCYA):** SCYA provides numerous services to local youth including after school programs, counseling, recreation, tutoring, and community service. The organization is currently attempting to move to a new facility and is in negotiations with the Town to realize this goal. Their current facility is located in Middle Country Road and there are significant safety concerns due to traffic. The current facility is also severely too small to accommodate local needs and the organization has had to turn people away from popular programs due to a lack of sufficient space.
- **Youth Sports Leagues:** There are a number of local youth sports leagues. Soccer and baseball are popular leagues among local youth. High demand has led to competition for limited facilities and degradation in the quality of fields from overuse.



2.7.COMMERCIAL PROFILE

Local Economic Conditions

The Middle Country economy is a mixture of local businesses and national chain retailers. Large grocers and retailers such as Wal-Mart and Home Depot anchor large shopping centers or are located in strip malls very near these shopping centers, a character typical of suburban communities. Major Long Island grocers with stores in Middle Country include Pathmark, Walbaums, and King Kullen. Convenience retailers such as CVS and Walgreens have increasingly begun relocating from strip malls to stand-alone buildings. The vacated stores have not filled in quickly but the retailers have been extremely responsive to the local community's demands that these new buildings incorporate greater aesthetic standards than is typical of national retailers. There are a number of automobile oriented businesses along the Middle Country Road corridor including, multiple drive-thru restaurants, car dealerships, and automobile salvage yards.

There are 622 businesses in Middle Country according to the 2002 economic census¹⁹ that are evenly distributed between Centereach and Selden (the economic census does not provide address identification). The census finds a strong majority of auto-oriented businesses (fast food, auto repair, gas stations) in Centereach, which may point to a potential niche industry. However, a 2005 Middle Country Road land use survey conducted by the Town of Brookhaven's Planning Department found a nearly even distribution of these types of businesses in the two communities. The survey also found 622 establishments evenly distributed in the two communities, although this survey was relegated to only Middle Country Road and incorporated non-business uses such as residential buildings.²⁰

Figure 2.12: Commercial Areas
Top: Middle Country Road Commercial Corridor
Middle: Centereach Mall Parking Lot
Bottom: Stand-Alone Walgreens Lot



¹⁹ 2002 Economic Census of the U.S. Census Bureau, reported as North American Industry Classification System categories

²⁰ **Please Note: The 622 establishments found along Middle Country Road by the Land Use Survey are not the same 622 establishments identified by the economic census throughout the community. The identical number is purely coincidental.**



Other businesses are also well distributed between Centereach and Selden. Both surveys reported similar numbers of food related establishments (grocery stores, restaurants, etc...), although there is a significantly higher proportion of drive-thru oriented restaurants in

Table 2.5: Town of Brookhaven Centereach Civic Land Use Survey (2005)

Note: This information is provided for reference only and its accuracy has not been validated. Accurate information will be derived from the Market Analysis recommended in Chapter Five.

MC USE	Centereach	% Use	Selden	% Use	MC	% MC
General Retail	58	39.2%	90	60.8%	148	23.8%
Commercial Center	4	36.4%	7	63.6%	11	1.8%
Restaurant	5	55.6%	4	44.4%	9	1.4%
Restaurant w/ Drive Thru	5	27.8%	13	72.2%	18	2.9%
Office	21	60.0%	14	40.0%	35	5.6%
Office w/Drive Thru	3	42.9%	4	57.1%	7	1.1%
Mixed Retail/Office	5	100.0%	0	0.0%	5	0.8%
Mixed Retail/Residential	0	0.0%	2	100.0%	2	0.3%
Mixed Office/Residential	0	0.0%	2	100.0%	2	0.3%
Mixed Retail/Industrial	1	50.0%	1	50.0%	2	0.3%
Gas Station	2	33.3%	4	66.7%	6	1.0%
Gas Station w/C Store	0	0.0%	2	100.0%	2	0.3%
Auto Sales	13	52.0%	12	48.0%	25	4.0%
Auto Repair	28	56.0%	22	44.0%	50	8.0%
Car Wash	0	0.0%	1	100.0%	1	0.2%
Industrial	3	17.6%	14	82.4%	17	2.7%
SF Residential	111	59.4%	76	40.6%	187	30.1%
MF Residential	0	0.0%	1	100.0%	1	0.2%
Utility	1	33.3%	2	66.7%	3	0.5%
General Municipal	8	47.1%	9	52.9%	17	2.7%
Institutional	5	83.3%	1	16.7%	6	1.0%
Community Building	0	0.0%	4	100.0%	4	0.6%
Funeral Home	1	50.0%	1	50.0%	2	0.3%
Cemetery	1	100.0%	0	0.0%	1	0.2%
Park	0	0.0%	1	100.0%	1	0.2%
Vacant	37	64.9%	20	35.1%	57	9.2%
Commercial Recreation	2	66.7%	1	33.3%	3	0.5%
Total Use	314	50.5%	308	49.5%	622	100.0%

Property Condition	Centereach	% Cond	Selden	% Cond	MC	% MC
Excellent	2	25.0%	6	75.0%	8	4.8%
Good	20	40.8%	29	59.2%	49	29.3%
Fair	27	51.9%	25	48.1%	52	31.1%
Poor	52	89.7%	6	10.3%	58	34.7%
Total	101	60.5%	66	65.3%	167	100.0%



Selden than Centereach.²¹ Centereach has nearly twice the number of office related businesses as Selden and more entertainment related businesses, while Selden has more Health and Personal Care related businesses. The Town survey identified a number of single family residential uses along existing commercial corridors.

There is a similar amount of available space in the two communities according to the Town/Centereach Civic's survey with 272 acres in Centereach and 280 acres in Selden. Fifty eight of these acres are currently residential only uses and nearly fifty acres were vacant at the time of the survey. Nine percent of all uses are vacant, including both buildings and properties. Nearly a third of all land uses along Middle Country Road are single family residences. This is a higher proportion than general retail services with less than one quarter.

The Town's land use survey found a number of properties in need of improvement based on visual assessments. Nearly two thirds of the properties surveyed were rated either fair or poor condition. Just under thirty-five percent are in the poor category inferring that they are in need of significant improvements. These results are consistent with a redevelopment survey conducted by the Town in the early 1990's that found a significant need for improvement of signs, landscaping, and other aesthetics along Middle Country Road in Centereach.²²

It should be noted that there has been significant development since these surveys were taken and they are provided as a baseline only, a full economic analysis would need to be completed in order to create a reliable current picture of the local economy.

Figure 2.13: General Conditions

Top: Excessive Signage

Middle: Derelict building

Bottom: Smith Haven Mall, south entrance



²¹ Town of Brookhaven (Joe Sanzano) and Centereach Civic Land Use Survey

²² Revitalization Plan: Centereach Business Area, date unknown, Town of Brookhaven



Table 2.6: Middle Country Shopping Center Summary (Source: Suffolk County 2006)

Shopping Center Name (total)	Street location (Corner/Street)		Square Footage	Stores	Acres
Middle Country (37)			1,787,500	336	230
CENTEREACH (25)			1,157,500	186	148
Centereach Mall	N/25	E/Mark Tree Rd.	371,000	37	41.4
Nicolls Plaza II	S/347	E/Pond Path	295,000	3	42.4
Nicolls Plaza	S/347	E/Nicolls Rd.	90,000	7	13.2
Waldbaums Plaza	S/25	E/Holbrook Rd.	89,000	13	9.5
Pathmark SC	S/25	W/Pleasant Av.	80,000	8	10.4
n/a	N/25	W/Eastwood	50,000	7	3.6
Atlantic Plaza	S/25	E/S. Coleman	31,000	5	5.3
MC Plaza	N/25	Opp,W/Rustic Rd	19,000	11	2.6
Six M Plaza (pt.)	N/25	W/Dawn Dr.	18,000	11	1.5
Centereach Plaza	N/25	E/N. Howell Av.	16,000	9	4.9
n/a	N/25	W/N. Howell Av.	11,000	4	2
n/a	N/25	E/Dawn Dr	11,000	5	1.1
n/a	N/25	Opp,E/Forrest	11,000	5	0.8
n/a	S/25	Opp,W/Oak St.	9,000	5	0.8
Handy Pantry S. C	N/Portion	W/Avenue B	8,500	5	1.1
n/a	S/25	E/Horse Block	8,000	9	0.5
Belle Aire Mall	N/25	W/Oak St.	6,000	3	1.2
n/a	S/25	W/S. Howell Av.	5,500	4	0.7
Six M Plaza (pt.)	N/25	W/Dawn Dr.	5,000	7	0.6
MC Commons	S/25	W/Forrest Av.	4,500	4	0.3
n/a	S/25	W/Rustic Rd.	4,500	4	0.7
n/a	S/25	E/S. Coleman	4,000	5	1.4
2295 2297	N/25	E/Oxhead Rd.	4,000	5	0.5
n/a	N/Portion	E/Holbrook Rd.	3,500	4	0.8
1707	N/25	W/Hammond	3,000	6	0.5
SELDEN (12)			630,000	150	82
Independence Plaza	N/25	W/Boyle Rd.	245,000	26	35
College Plaza	N/25	E/Boyle Rd.	170,000	19	24.1
Westfield S. C.	S/25	E/Blue Point Rd	47,000	10	5.3
Parkhill Center	S/25	E/Park Hill Dr.	31,000	12	3.1
MC Plaza	S/25	W/Blue Point Rd	30,000	16	3.3
Country Corners	S/25	E/College Rd.	22,000	12	2.3
Liberty Plaza	S/25	W/Park Hill Dr.	20,000	13	1.9
MC Plaza II	S/25	W/Park Av.	19,000	16	1.9
1245	N/25	Opp,W/Highview	18,000	5	1.5
Boyle Road Plaza	E/Boyle	Opp,N/Montclair	15,000	11	1.6
600 Plaza	S/25	E/Blue Point Rd	7,000	5	1.2
n/a	N/25	E/Selden Blvd.	6,000	5	0.8
Proposed/Recently Completed (2)			167,000	TBD	26
Selden	N/25	W/Bicycle Path	42,000	n/a	8
Selden	N/25	E/Marshall Dr.	125,000	n/a	18

According to the Suffolk County Planning Department the dominance of



shopping centers in Middle Country is not out of character for the Town of Brookhaven where only eleven percent of retail square footage is located in downtown areas (265 shopping centers to only 15 downtown areas).²³ Every large town in Suffolk County has comparable downtown space to Brookhaven but significantly less shopping center space and smaller populations. There are no “Downtown” areas in Middle Country. There are four major shopping centers of more than 100,000 square feet in Middle Country, two in each community. Centereach Mall, Nicolls Plaza II, Independence Plaza, and College Plaza have a combined square footage of over one million square feet and 85 total stores, the size of a small regional mall.

Competition from surrounding communities is significant and there is nearly three million square feet in over 230 stores in the three adjacent communities that are readily accessible to Middle Country residents; Lake Grove, Coram, and Stony Brook. Three quarters of this space is concentrated in Lake Grove where the Smith Haven Mall occupies more than one and a half million square feet²⁴ and there are three adjacent supporting shopping centers. The Mall completed a \$73 million renovation/expansion in 2007 that incorporates new stores and an outdoor lifestyle center. All of these commercial areas are located within one and a half a miles of the study area and within three miles of the major shopping centers in Middle Country.

In total there are 37 shopping centers in Middle Country ranging in size from 370,000 square feet to just 3,000 square feet and with a combined total of 1.8 million square feet.²⁵ Centereach has twice as many shopping centers as Selden. Centereach Mall has one of the highest vacancy rates of any major shopping plaza in the county at twenty four percent, although the property owner, Kimco Realty Corporation, claims that it has signed leases for all of its retail spaces since the County report was produced. The vacancy rate at the Centereach Mall is possibly due to the difficulty in accessing the site and lack of visibility from Middle Country Road that is essential in an automobile-oriented shopping center. The overall vacancy rate for storefronts in shopping centers in Middle Country is 10%, which is two percent higher than the County as a whole but lower than the rate for the three surrounding communities (**table 2.6**).

²³ Shopping Centers and Downtowns: Suffolk County, New York, Suffolk County Department of Planning, May 2006

²⁴ Smithaven Mall claims only 1 million square feet and another 137,000 with a new addition (on site of a former anchor store) to be completed in late summer 2007

²⁵ Shopping Centers and Downtowns: Suffolk County, New York, Suffolk County Department of Planning, May 2006



The Impact of Sewers on Development

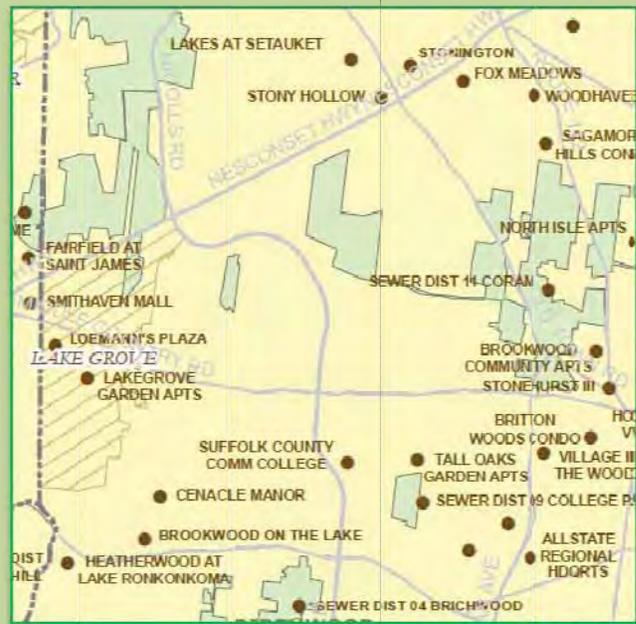
Large portions of the County lack proper sewer coverage due to the rapid growth of Suffolk County in the 1950s and 60s and corruption surrounding the Southwest Sewer District. In the late sixties, the effort to install sewers in southwest Suffolk County sent public officials to jail, cost taxpayers three times original predictions and created a negative stigma around sewers that has contributed to the inability to complete the large scale sewer construction necessary to protect drinking water supplies. Today, County Health regulations closely limit development density in the 60% of the County that does not have sewers to protect underground aquifers that are the sole source of drinking water on Long Island.

There are approximately six sewage treatment plants serving areas within the study area (zip codes 11720 and 11784), almost uniformly associated with specific locations such as Suffolk County Community College.

Additionally, there are four sewer districts (an area served by sewers) located in whole or part in the study area. Most of these are associated with single family developments in the northern portion of the study area and only one is located in Centereach. The Suffolk County Health Code is extremely restrictive on development to protect groundwater (Long Island’s source of drinking water) in areas without sewer capacities. Recently there has been a resurging interest in installing sewers throughout the commercial areas of the county, but no movement has gained significant momentum yet.

The lack of sewers significantly inhibits development, especially of certain uses that produce significant wastewater, such as restaurants. Sprawl development is thus encouraged in order for developers to meet open space requirements for appropriate septic systems. This basically eliminates the possibility of creating downtowns in much of Suffolk County without large scale public investment in sewers. The only solution for new development is to invest in the development of a sewage treatment plant which is an extremely expensive venture and traditionally can only be facilitated by large scale developments. These developments are usually of residential character and require working with the Town to ensure enough density is allowed for the developer to recoup costs. Any future downtown style development along Middle Country Road will be significantly complicated by the lack of sewers.

Map 2.7: Existing Sewer Districts and Treatment Plants (Suffolk County)



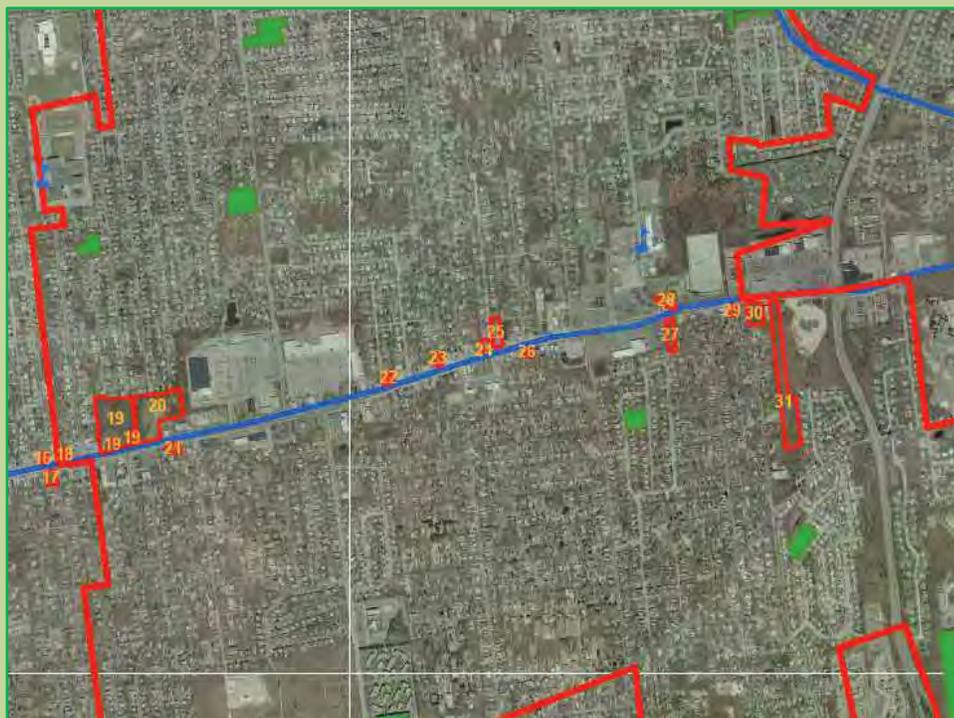
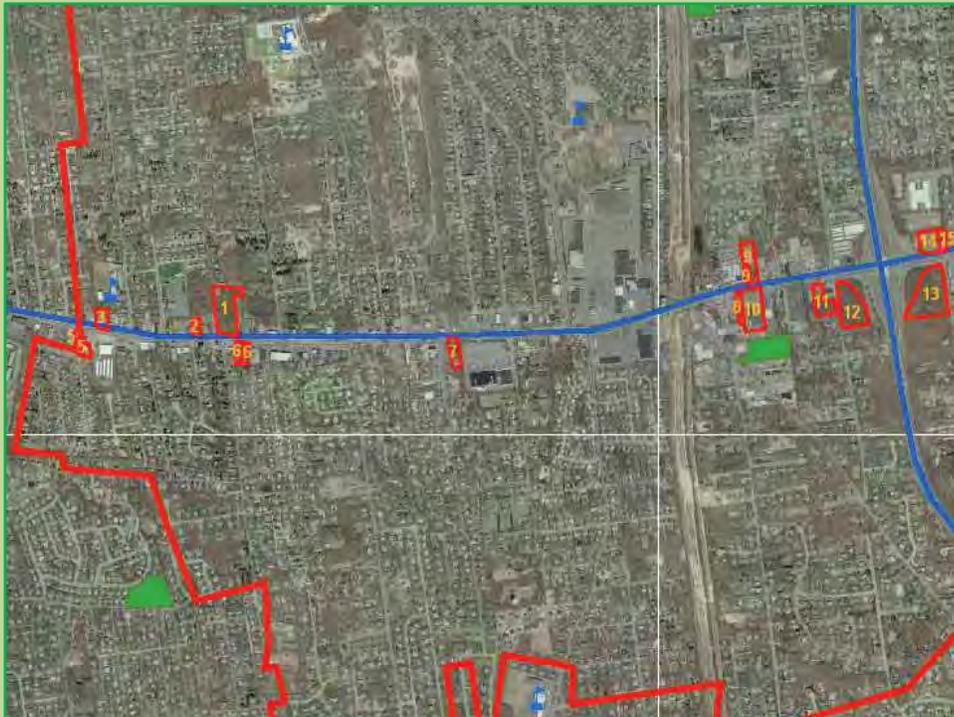


2.8.OPPORTUNITIES

Map 2.8: Vacant Properties (See Table 2.7 on Page 44 for descriptions)

Top: Centereach

Bottom: Selden





Development Potential

As of November 5, 2007 there are twenty three pending projects in Centereach and Selden. They consist of eleven site plan applications and twelve change of zone applications. The majority of activity is taking place in Selden which has twice as many applications before the Town as Centereach. Selden has more developable properties, both in terms of vacant lots and underutilized (could be used for a better purpose). This illustrates the significant interest in development that currently exists within Middle Country as a whole. The majority of this development favors the same suburban orientation that is typical in the community and many projects are for automobile related uses. While the vast majority are located on Middle Country Road a few are located in other parts of the community. Properties worth noting:

- **Nicolls Office Plaza**, located at the southwest intersection of Nicolls Road and Middle Country Road is a site plan application for two single story office buildings which the owner has worked closely with the community to incorporate landscaping and improved aesthetic styles
- **Independence Plaza** at Middle Country Road and Boyle Road has applied to install a cell phone tower in the parking lot. This is a project that has been considered for a number of years and after working closely with the Town, property owner, Selden Civic and Middle Country Coalition for Smart Growth the project will be heard by the Board of Zoning Appeals.
- The site of **Island Green Golfing Range** has filed an application to change zoning on the property from Commercial Recreation to multi-family workforce housing. The application is for workforce housing. Although one of the few remaining parcels able to accommodate a large housing development it would mean the loss of one of the few remaining commercial recreation properties in the community and the Selden Civic has strongly opposed the proposal.
- **Centereach's Western Border**. Applications on both sides of Middle Country Road would significantly reduce the developable space in Centereach and neither includes a residential component. One of these projects incorporates a mixed use building (retail/office) to accommodate the community's goals, while the other is a typical automobile oriented building.
- **Lowes** has is interested in building in the College Plaza Shopping Center. The project could lead to significant improvements, but will continue the dominance of big box stores in the community. This store will be required to include green design elements as per the Town's recently passed Leadership in Energy and Environmental Design code.

There is currently a very limited supply of potential development sites for significant projects. Most vacant properties are small with minimal street frontage on Middle Country. This will likely require a proactive approach by developers or municipal officials to assemble combinations of underutilized properties to create more significant development potential. Properties that exhibit potential for redevelopment based on size, location, characteristics, and ability to spur other projects are highlighted below (this does not reflect the potential impact of sewer



limitations). See Table 2.7 for a listing of surveyed properties, the table does not include properties under construction at the time of surveying.²⁶

- Note these parcels are currently under an application for new development. Parcels (**0200 51400 0200 033000**, **0200 51400 0200 013000**) at the intersection with Coles Drive are cleared and ready for development. Combined with parcel (**0200 51400 0200 032005**) which is listed as an industrial property would create one of the largest redevelopment parcels in the community. However, the property is poorly located in a transitional area between Centereach and the Village of Lake Grove to be a significant catalyst in the community.
- Located next to the new Pathmark Shopping Center parcel (**0200 51500 0700 003000**) is a site with significant potential that is currently for sale. The property is large but has minimal street frontage on Middle Country Road. This would be a high profile parcel and combined with the sparsely developed parcel on the corner would be a highly visible location at a busy intersection.
- The parcels between Horseblock Road and Nicolls Road are seeing significant transition in the last year. They are utilized by varying different uses including restaurants and car dealerships. There is a former nursery site that is currently being utilized by a car dealership but is large enough to accommodate significant development (**0200 48700 0400 009003**).
- At the southeast corner of Nicolls Road is a property (**0200 48800 0600 001000**) that is of interest to many people in the community. It is currently open space but high visibility could make this a very desirable property for development.
- There is a vacant lot and a vacant building located across Middle Country Road from the previous property. They combine for a good size property in a high visibility location. Although fears of possible environmental contamination and the remains of the derelict building will complicate development on these sites (**0200 48800 0400 011000**, **0200 48800 0400 010000**).
- The highest development potential in Middle Country is likely the two parcels (**0200 48900 0200 033001**, **0200 48900 0200 034000**) adjacent to the Home Depot and owned by Breslin Realty. These undeveloped sites are located adjacent to two of the largest shopping centers in this part of Brookhaven, are large enough to accommodate significant development, and are untouched. The only barriers are the existence of a historic home in the southwest corner of the two properties two small family cemeteries, and community interest in preserving the sites. Although a home in one corner of the sites was recently protected as a historic structure it should not affect the development potential..

²⁶ Vacant Lot/significant building survey completed in early spring 2007 by Sustainable Long Island.



Table 2.7: Vacant Properties

Map	Between	Street	Condition	Existing Structures
1	at Hammond Lane	Middle Country Road	Good	None
2	2511	Middle Country Road	Good	Empty Building
3	East of 2637	Middle Country Road	Poor	Foundation
4	2637C	Middle Country Road	Poor	Boarded Building
5	Coles Rd S.	Middle Country Road	Poor	Pavement
6	W of 2450	Middle Country Road	Poor	None
7	West of Pathmark	Middle Country Road	Good	None
8	West of Hustedt	S Middle Country Road	Good	None
9	Across from Hustedt	N. Middle Country Road	Fair	Empty Building
10	Husted Larger Lot	S. Middle Country Road	Good	Empty Building
11	Btwn Muls and Strip Mall	S Middle Country Road	Poor	None
12	W. of Nichols Rd	S Middle Country Road	Good	None
13	E. of Nichols Rd	S Middle Country Road	Good	None
14	E. of Nichols Rd	N. Middle Country Road	Good	None
15	S. Coleman Rd	N. Middle Country Road	Poor	Abandoned Building
16	Selden BLVD	N. Middle Country Road	Poor	Abandoned Building/Garage
17	Rosemary Lane	S. Middle Country Road	Fair	None
18	Btwn DD Badolatos	N. Middle Country Road	Good	None
19	West Starbucks	N. Middle Country Road	Good	None
20	East Starbucks	N. Middle Country Road	Fair	No Trees
21	Across from Starbuck	S Middle Country Road	Fair	Some trash
22	W OF Selden Beverage	N. Middle Country Road	Fair	Some trash
23	Magnolia	N. Middle Country Road	Fair	None
24	W of March	N. Middle Country Road	Good	None
25	E of March	N. Middle Country Road	Good	None
26	Absnett	S Middle Country Road	Fair	None
27	Across from Driving Range	S Middle Country Road	Fair	None
28	East of Island Green	N. Middle Country Road	Poor	Pavement
29	West of Hough and Guidice Realty	S Middle Country Road	Fair	None
30	East of Hough and Realty	S Middle Country Road	Fair	None
31	W of Central Federal Realty	S Middle Country Road	Fair	None

3



Community Building and Vision Process



3. Community Building and Vision Process

3.1.BACKGROUND: Community Foundations

Coalition Formation

“Envisioning a Brighter Future for Middle Country” began in September 2002 when community leaders from the Centereach Civic Association and the local business community met to revive the then defunct Centereach Chamber of Commerce. The revived organization was eventually renamed The Greater Middle Country Chamber of Commerce to reflect the growing membership in surrounding communities and the obvious links between adjoining communities connected by the major commercial corridor, State Route 25. It also reflected local sentiment wishing to unite the neighboring communities.

These community leaders began discussing with other local organizations the need to address underlying issues within the community that affected not only the business community but also local residents. The central issue in the community was the central commercial corridor itself, Middle Country Road, which is one

of the most dangerous roads in New York State for pedestrians and automobiles.²⁷ This group of leaders began meeting and formed the Middle Country Coalition for Smart Growth (the Coalition) in 2005. See **Table 3.1** for a list of Coalition organizational membership and representatives. In June of 2005, the Coalition interviewed candidates and eventually selected Sustainable Long Island as a partner to facilitate a community vision project for the Middle Country communities of Centereach and Selden. In accordance with its mission, Sustainable Long Island also agreed to provide ongoing technical assistance to the Coalition through the implementation of the Community Plan.

Table 3.1: Middle Country Coalition for Smart Growth Membership

Organization	Representative
Greater Middle Country Chamber of Commerce	Michael J. Anderson
Middle Country Public Library Board	John Hctor
Selden Civic Association	Pat Biasotti
Centereach Civic Association	Diane Caudullo
Community Foundation of Centereach	Carol Cavalieri
Middle Country Public Library	Sandra Feinberg
Selden Civic Association	Debbie Felber
Middle Country Children’s Soccer	Jeff Freund
Middle Country Central School District, Superintendent	Dr. Roberta Gerold
Sustainable Long Island, Executive Director	Sarah Lansdale
Greater Middle Country Chamber of Commerce	Kevin E. McCormack
Centereach Civic Association	Robert Mille
Smart Growth Coalition Administrative Assistant	Doreen Newman
Middle Country Central School District	Kim Tarpey
Sustainable Long Island, Community Planner	Wayne Tomac
New Members and Replacement Members	
Selden Fire District	Michael Mateo, Jr.
Greater Middle Country Chamber of Commerce	Diane Catinella
Middle Country Central School District	James Donovan
	Arlene Barresi

²⁷ Newsday Article 2003, 2007



For more on the current status of the Middle Country Coalition for Smart Growth please see **Section 3.4** or visit the Coalition's website at www.MiddleCountrySmartGrowth.com.

Figure 3.1: Coalition Logo



3.2. PHASE I: Building Local Capacity

Coalition Meetings

Successful community regeneration requires that the capacity of local groups, community leaders, and residents be developed so that they are able to facilitate and manage community wide improvements. This ensures long term benefits to the communities that are not reliant on elected officials, other public officials, or outside organizations. This process began in August 2005 when Sustainable Long Island (SLI) facilitated the first of monthly meetings with the Middle Country Coalition for Smart Growth to ensure wide community representation, develop organizational capacity, and prepare the Coalition to undergo the Sustainable Community Planning Process in 2006. Meetings continue to be hosted by the Middle Country Public Library in Centereach, which is also part of the Coalition membership. Although initially a Centereach driven Coalition, efforts were made to extend the reach of the project to Selden and new representatives were included from that community's groups.

Monthly Coalition meetings formed the original goals for the community planning process and provided the nexus of information necessary to engage the community in defining their collective vision. Monthly meetings will continue to guide the process throughout all phases and ensure the Coalition becomes a self sustaining organization that is able to manage implementation and coordinate local groups within its membership to ensure improvement to the local quality of life.

Political Mobilization

A hallmark of this process was the success SLI and the Coalition had in securing support from local elected officials. SLI attended meetings with Coalition members and elected officials to discuss the process and request support for the project. Elected officials from the state, county, and town level all contributed funding to ensure project support and have remained committed to the process. Each has been an active participant in each phase of the process. Officials at the Town of Brookhaven have been especially committed to seeing the process through and ensuring that the final product is a plan that can be adopted by the Town Board. **Table 3.2** outlines elected officials who participated in the process. The ongoing relationship between municipal officials and the Coalition will

Table 3.2: Government Partners

New York State

- **John J. Flanagan, Senator**
- **Steve Englebright, Assemblyman**
- **Ginny Fields, Assemblywoman**
- **Wayne Ugolik, NYS Department of Transportation, Program and Planning Manager**

Suffolk County

- **Joseph T. Caracappa, Legislator**

Town of Brookhaven

- **Brian X. Foley, Supervisor**
- **Kathleen Walsh, Councilwoman**
- **David Woods, AICP, Commissioner**
Department of Planning, Environment and Land Management



ensure the success of this plan and recommendations outlined in Chapter Six highlight opportunities to enhance this relationship further.

3.3. PHASE II: Community Vision

Community Outreach

Successful and effective community involvement requires a coordinated effort to inform community stakeholders of the expected process and results. An extensive and unique outreach effort was undertaken that sought to reach every community member in at least seven different ways. Sustainable Long Island's "Seven Points of Contact" approach was tailored to the highest impact and is detailed in **Table 3.3**.

Coalition members played a vital role in spreading the word and ensuring broad community participation. Community presentations designed to explain the process and encourage wide community participation were conducted throughout the summer and early Fall by Sustainable Long Island and Coalitions members leading to the community design weekend. Presentations were made to local civics, PTSA groups, the Chamber of Commerce, churches, and other local groups. Significant outreach began with an information table at the Centereach High School homecoming on September 16th and continued through the October 31st community presentation.

Community Education Workshops

While community members know their community best it can be difficult to understand the interconnected nature of issues within the community as well as the impact of varied potential solutions. Sustainable Long Island conducted three Community Education Workshops to provide community members with a base knowledge and vocabulary to constructively address quality of life issues and ensure a successful community vision session. Topics, dates, and locations of each Community Education Workshop are highlighted in **Table 3.4** and more information can be found in **Appendix F**. Planning professionals were invited to provide expert analysis on major issues in the community highlighting interconnections within Centereach and Selden, and incorporate solutions undertaken in communities around the country similar to Centereach and Selden.

Community Vision Weekend

The vision weekend, October 26th through 31st, gave community members the chance to express their opinions in a visually

Table 3.3: Seven Points of Contact

The extensive outreach coordinated for community events included all of the following and sought to reach each resident in at least seven different ways:

- Presentations to groups in the community
- Magnets mailed to every home (see picture below)
- Town Website and bulletins
- Relevant community and municipal newsletters
- Column in the Times of Middle Country
- Advertisements in local publications
- Brochure
- Coalition website and links from other sites
- Flyers at significant events, in businesses, sent home from school, and distributed at shopping centers
- Posters in businesses
- VMS "digital" road signs
- Centereach Civic sign
- Public Service Announcements via local radio stations
- Lawn Signs
- Save the Date postcards mailed to every home





engaging, interactive, and collaborative series of focus groups, field condition inventories, collaborative goal setting, design sessions, and a community celebration. With an impressive attendance of over 600 in pouring rain, the events offered opportunities for friendly, informal discourse and debate among community residents, resulting in a workable vision and solutions to improve the quality of life in Centereach and Selden.

a) Focus Groups

Focus groups were conducted on Thursday October 26th and Friday October 27th at the Middle Country Public Library in Centereach. These

Table 3.4: Community Education Workshop Presenters

Transportation & Infrastructure, September 25, Middle Country Public Library Centereach		
David Woods, AICP	Commissioner of Planning, Town of Brookhaven	Introduction of Project and Study Area
Sarah Lansdale, AICP	Executive Director, Sustainable Long Island	Introduction of Community Planning and Visioning
Joe Scariza	Gannett Flemming	Road Networks and NYS DOT Project
Walter Hilbert	Suffolk County Department of Health	Sewers in Suffolk County
Jerry Gluck	Senior Vice President, Urbitran	Access Management
Land Use Planning & Zoning, October 5 Middle Country Public Library Selden		
Joe Sanzano	Map Drafter, Town of Brookhaven	Zoning in Brookhaven
Diane Mazarakis, AICP	Senior Planner, Town of Brookhaven	Possibilities for Improvement
Sarah Lansdale, AICP	Executive Director, Sustainable Long Island	Smart Growth Principles
Land Use Design & Local Economy, October 17 Middle Country Public Library Selden		
Shuprotim Bhaumik	Principal, Economics Research Associates	The Local Economy
Nicolette Wagoner, AICP	Senior Associate, Saratoga Associates	Planning
William Kuhl, FASLA	Principal, Saratoga Associates	Landscape Design

sessions facilitated targeted input from specific groups that play a significant role in the provision of services to the Middle Country community. See **Table 3.5** for an outline of focus group topics and participants. Participants were specifically chosen in collaboration with the Middle Country Coalition for Smart Growth based on their role as community experts that provide an essential service to the community, their willingness to contribute to community improvements, and their ability to provide insight that could significantly improve the quality of the community plan. Actual participant names are withheld to ensure



participants felt free to give input that may not be publicly popular. Each focus group session identified Strengths/Assets, Weaknesses, and Opportunities specific to the topic area which were used to inform other sessions throughout the Community Vision Weekend and the recommendations within the Community Plan (Chapter 5).

b) Friday Presentation and Goal Identification

On Friday evening, October 27th, community members came together at Newfield high School for the first opportunity for significant public input from the community at large. Over 100 community members participated in a presentation summarizing the lessons learned about planning principles and solutions from the Community Education Workshops. The *Sustainable Long Island Community Design Team* (Table 3.6) facilitated a discussion identifying the issues and goals central to the Middle Country community. These goals became the outline for the rest of the community planning process as well as this plan and are described in greater detail in Chapter 4.

c) Community Vision Design Day

The Community Vision Design Day gave community members a chance to experience their community in a unique way and collaboratively identify solutions, especially to land use needs. Due to torrential rain on the Design Day community walking tours were changed to bus tours. Buses went to different parts of the community identified as areas of concern by community members at earlier events. Community Design Team members along with members of the Middle Country Coalition for Smart Growth facilitated experiential learning sessions on the bus tours that asked participants to look at different elements of the community, good and bad, that they may not notice in their daily lives and to imagine experiencing them as a different person – a child, senior, disabled person, blind person, or tourist. This helped facilitate a more comprehensive viewpoint in the positives and negatives of the physical environment.

Table 3.5: Focus Group Topics and Participants

- **Government Officials** – Elected officials, municipal representatives, and Middle Country Coalition members
- **Business and Property Owners** – owners of significant properties or businesses within the community as well as professionals in the real estate industry such as brokers and developers
- **Public Service Professionals / Emergency Responders** – Representatives from the Fire Department, police, and EMS professionals
- **Youth Related Professionals** – Representatives for organizations working with local youth including the school district, parent teacher association, youth sports leagues, and youth center
- **Religious Leaders** – clergy from local religious facilities of all represented orientations
- **Civic/Environmental Groups** – representatives from the local civic organizations and other organizations already active in creating community improvement
- **Senior Related Professionals** – representatives from organizations that work with seniors including the Town of Brookhaven Division of Senior Services, senior citizen groups, the VFW, and church groups

Figure 3.2: Elected Official Focus Group





More than 100 participants returned to design tables at Centereach High School. Again facilitated by the community design team and Coalition members, the community engaged one another in a discussion of solutions known as a charette. Participants debated how to solve different issues in the community and what their perfect community would look like. Concepts to improve the community centered on the physical placement and design of community amenities such as youth centers, parks, and crosswalks (detailed in Chapter Five). The ten different tables presented and discussed their ideas as a whole before returning for a second session of design tables.

Included in the design session was a *Youth Summit*. The Youth Summit began before the visioning with efforts coordinated through the Middle Country School District and Superintendent Roberta Gerald to teach youth about planning issues. Art students from New Lane and Stagecoach elementary schools and Centereach and Newfield high schools created drawings of their vision for the future of the community that were on display at the Community Vision Design Day (**Figure 3.3**).

Running concurrently with the adult design tables the youth summit incorporated separate tables specifically designed for youth of all ages. This process was facilitated by two teachers experienced in teaching planning concepts to youth. The youth ranging from small children to high school students, discussed issues, solutions, and their dream for the type of community they would like to grow up in. The community was able to experience a riveting presentation of youth defined solutions.

d) A Public Celebration: The Community's Vision Unveiled

The Community Vision Process concluded on October 30th with a public celebration to unveil the community's vision and ensure local support, was held at the Centereach Fire Department. This presentation brought the input gathered during the Community Vision Design Day into a summarized presentation that outlined a preliminary and cohesive vision by previously defined community goals. The presentation was highlighted by preliminary designs for town centers in Centereach and Selden that each incorporated the most significant input received during the design day. The celebration ended with the community acceptance of the vision presented and approval to commence with the writing of a formal plan and implementation strategy. Final recommendations are presented in Chapter Six.

Table 3.6: Sustainable Long Island Community Design Team

Saratoga Associates

- William Kuhl, FASLA, Managing Principal
- Nicolette Wagner, AICP, Director of Planning
- Tanya Saltzman, AICP, Urban Planner

LWDMR & Associates

- Eli Martin, RA, Partner

Urbitran

- Atma Sookram, AICP/PP, Vice President Traffic Engineering and Transportation

Economics Research Associates

- Kate Coburn, Principal

Gannett Flemming

- Joseph Scarzia, Senior Transportation Manager

Youth Educators

- Elaine Klein
- Ashley Carr

Figure 3.3: Student Art Display





3.4. PHASE III: Implementation

After months of coordination with the Town of Brookhaven and the community the completion of this plan represents the beginning of Phase III of Sustainable Long Island's Community Planning Process. The Town has committed to adapt this community plan into an official Land Use Plan that will guide all future development in Centereach and Selden. The Middle Country Coalition for Smart Growth will continue to work with the Town and receive technical assistance from Sustainable Long Island to ensure the long term implementation of the community's vision through the recommendations outlined in Chapter Six.

Coalition Development

Sustainable Long Island continues to provide support to the Middle Country Coalition for Smart Growth after the visioning process (described above) was completed. The collaborative partnership throughout the planning process ensured that the Coalition would become a thriving organization with the capacity to undertake the implementation of the community plan.

After the completion of the community visioning process, the Coalition began the process to fulfill its role in implementation. It has received its certification as a 501(c)3 non-profit organization dedicated to community improvement. In February of 2007 the Coalition accepted over twenty applications from around the region and hired its first Executive Director, Kevin McCormack, who was an original Coalition member and outlined a strategic direction for the organization that was consistent with the goals of other Coalition members.

Mr. McCormack has worked to develop the Coalition into a sustainable organization with a committed Board of Directors (still developing) and consistent funding for organizational development, additional studies, and project implementation. At the time this report was completed he was well underway with these goals. Representing their respective constituencies, the Coalition has actively participated in the creation of this document to ensure that it is representative of the broader community's interests. They have commented on drafts and approved it as meeting the community's goals.

Figure 3.4: Community Vision Events

Top: Friday Goal Identification

Middle: Vision Design Day, Youth Presentation

Bottom: Community Presentation





In addition the Coalition is working closely with the Town of Brookhaven's Planning Department to ensure that development proposals and Town actions are consistent with the community's vision outlined herein. The Coalition and Town are already working collaboratively to ensure that development applications and variances respond to the community's concerns.



4



Community Goals

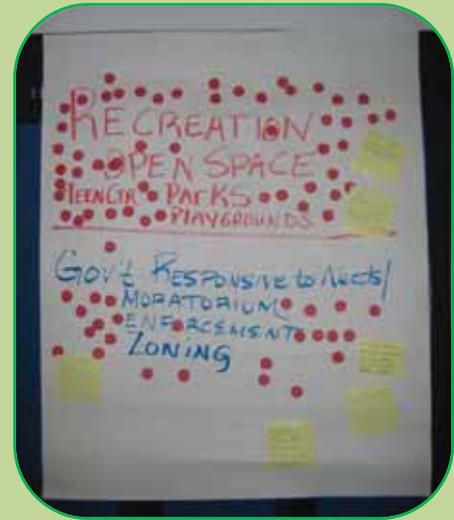


4. Community Goals

The Middle Country community was engaged on several occasions throughout the community planning process (described in Chapter Three). This chapter summarizes overarching ideas developed from over 700 different individual and group comments logged by Sustainable Long Island during multiple community input sessions, including community goal identification exercises, focus groups, adult and youth design tables, and community surveys for people unable to attend the design weekend. Additional input is incorporated into recommendations in Chapter Six.

Community Goals are outlined in order from highest priority to the lowest as identified during the goal identification exercise at the community meeting on Friday, October, 27th (Table 4.1). It should be noted that ranking the goals based on overall input received would slightly change the priority order. Due a lack of significant direct impact throughout the process the original goal to “address vacant lots” was removed with input redirected to other appropriate goals. “Community Enhancement” was added as a goal based on the significant input it received throughout the process and inability to appropriately integrate the input into other goals. A summary of the input received by Community Goal follows. Some specific comments have been highlighted to acknowledge the community sentiment or for their uniqueness in supporting the community’s overall vision.

Figure 4.1: Community Goal Definition Exercise



4.1. BEAUTIFICATION

“Bus stops have no benches or garbage cans”

- Improve the general aesthetics of the streetscape through the inclusion of landscaping, street furniture, and the removal of both illegal signs and legal signs that have too many businesses listed.
- Ensure that new and existing buildings are designed nicely and are attractive. Implement standards to require that buildings look similar.
- Identify solutions to ugly roll down gates that detract from a building aesthetics and attract graffiti. Possibly require “open” style gates that allow you to see the storefront behind the gate.
- Remove temporary signs within a reasonable time frame including memorials for victims of accidents, lawn signs used as advertising, and advertising placed on utility poles that also interfere with automobile safety.

Figure 4.2: Street landscaping and furniture in Garden City





4.2. RECREATION AND ENTERTAINMENT

“A true community park similar to John J. Burns Park in Massapequa”

The community provided more input on this goal than any other. They feel very strongly about the priorities listed below and would like to see a wide variety of different options.

- Create a larger variety of parks including a number of uses not currently available in the community such as a dog park and skate park.
- Create active parks with fields for youth sports leagues and passive open spaces that have walking, running, and biking trails.
- Develop a youth center that caters to multiple youth related needs including a place to “hang out,” availability of athletic facilities, and the provision of new after school programs, such as art classes.
- Develop a senior center that is accessible to transportation, and near

Table 4.1: Top Community Priorities by Goal

Community Goal	Top Priorities	Community Goal	Top Priorities
Beautification	Streetscape Improvements	Town Center	Town Center
	Limit Memorials		Public Space
	Open Store Gates		Downtown
	Aesthetics	Safety	Traffic Safety
	Landscaping		Street Safety
	Design Standards		Emergency
Recreation and Entertainment	Park	Energy Efficiency / Utilities	Limit Curb Cuts
	Dog Park		Lighting
	Senior Center		Drainage
	Open Space	Sewers	
	Youth Center	Utilities	
	SCC	Solar	
movie theater	Pit		
Transportation	Traffic	Housing Opportunities	Multifamily
	Traffic Flow		Affordable
	Public Transit		Senior
	Seniors		Options
	Parking		Mixed Use
	Medians		Enforcement
Pedestrian Community	Sidewalks	Government Policy / Responsiveness	Maintenance
	Walkability		Zoning
	Pedestrian Overpass		Emergency
	Crosswalks	Community / Other	Parking
	Parking		Community pride events
Local Businesses / Economy	Restaurants	Religious community	
	Development	Youth Programs	
	Car Dealerships		
	BID		
	Public Space		

Community Goals



shopping and a senior residence. A joint youth and senior center may be developed to pool resources and create a mentoring program.

- Take advantage of Suffolk County Community College’s proximity within the community to develop a partnership and have classes offered to local residents.

4.3. TRANSPORTATION

“Right turns only out of stores etc... on Middle Country Road w/ turnarounds to go left”

Safety issues related to transportation are included in ‘Safety.’

- Improve design elements of Middle Country Road to reduce traffic. Specifically address frequent curb cuts, poorly timed street lights, and unaligned intersections that force added street lights.²⁸
- Create a new jitney service that connects significant points in the community (Centereach Mall, Library) to important points outside the community (LIRR train stations, Smit Haven Mall, local colleges).
- Expand the Town jitney service offered to seniors, it is well liked but overbooked.
- Move parking lots behind buildings, and buildings closer to the road. Parking lots can be accessed from side streets or behind.
- Install medians to beautify Middle Country Road and prevent cars from making left turns across the road.
- Make parking lots accessible to adjacent properties to avoid the need to use middle Country Road to go to the next store

4.4. PEDESTRIAN OPPORTUNITIES

“I would like to see stop signs at all side streets along with sidewalks”

- Develop sidewalks along Middle Country Road, near all schools, and along all roads that connect Middle Country Road to community facilities such as the schools and parks.

Figure 4.3: Design Table Transportation and Safety Recommendations



Figure 4.4: North Washington Avenue (no sidewalk on the west side)



²⁸ The New York State Department of Transportation’s improvements to Middle Country Road scheduled for 2007 will address some of these concerns, see section 3.4 for more details on this project



- Make other enhancements to encourage people to walk within the community and make it a more pleasant experience. Make new developments pedestrian accessible and create places for people to walk.
- Create a pedestrian overpass/bridge to allow people to safely cross Middle Country Road. There were various locations suggested (especially by youth) including at Centereach Mall and Nicolls Road.
- Install crosswalks at every major intersection with a special type of design and look to encourage motorists to slow down.

4.5. LOCAL ECONOMY/BUSINESS ENHANCEMENT

“Different types of restaurants”

- Bring a number of full service family style restaurants to the community, especially higher end restaurants. Develop a restaurant row at Centereach Mall and near Independence Plaza where people can access a number of restaurants in one location, like is typical in many downtown areas.
- Redevelop shopping centers with many vacancies such as Centereach Mall.
- Attract new businesses to the community such as clothing stores, a movie theater, and social oriented businesses (coffee shops, book stores, video arcade).
- Limit the number of car dealerships and similar businesses (auto salvage yards) along Middle Country Road. Prevent used car dealerships.
- Create a Business Improvement District along Middle Country Road to address beautification projects, assist small businesses, and encourage quality new business growth.

**Figure 4.5: Community Design Table
Town Center Recommendations**



4.6. TOWN CENTER DEVELOPMENT

“Downtown center – walkable, community gathering place”

- Develop Town Centers that are focal points for commercial activities with a variety of retail offerings.
- Include public space in the form of plazas, fountains, parks, and other elements that have sitting areas near shopping.
- Create a downtown area in each community by moving buildings up to the street and parking lots behind buildings. Incorporate other amenities of downtowns such as outdoor seating (especially at restaurants) and sidewalks for window shopping.



4.7.SAFETY

“Please make Centereach/Selden safe for our children to walk/ride bikes by way of a park system to keep them off Middle Country Road or make the road safer.”

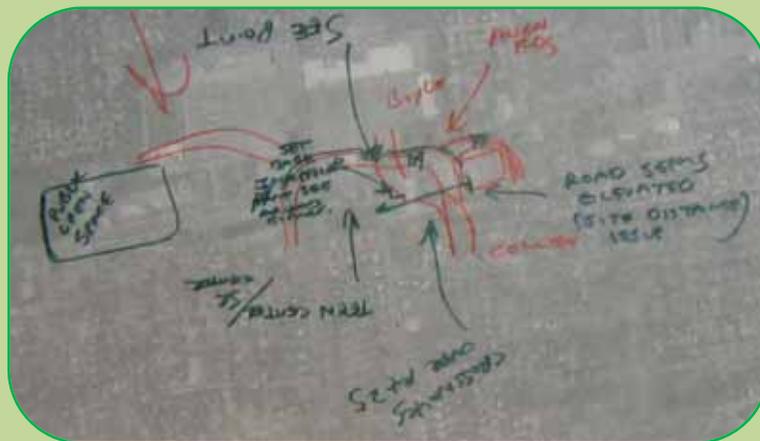
- Improve safety on side streets by installing sidewalks and elements to decrease speed such as stop signs and speed bumps
- Improve safety on Middle Country Road by improving crosswalks, increasing crossing times, and slowing traffic down
- Install better street and address signs so people can find businesses and other locations easier
- Limit traffic from turning onto and off of Middle Country Road by reducing the number of curb cuts or eliminating them altogether.
- Install better lighting throughout the community. Middle Country Road and side streets are dark and don’t have consistent lighting, especially for pedestrians

4.8.INFRASTRUCTURE AND ENERGY EFFICIENCY

“All new homes being built should have choice of solar installations”

- Improve drainage issues throughout the community, especially in certain parking lots such as College Plaza
- Build sewers along Middle Country Road to allow for increased density and commercial development. Consider development of a private sewer treatment facility if necessary
- Bury utilities underground
- Implement green infrastructure whenever possible, including installing solar panels on flat roofs
- Find a way to make public retention ponds more attractive, safe, and usable by the community

Figure 4.6: Numerous Community Design Table Recommendations



4.9.HOUSING

OPPORTUNITIES

“Too many strip malls, what about putting apartments above them for more affordable housing so our kids can live in the area”

- Develop multifamily housing along Middle Country Road that is affordable to young people who would like to live in the community or stay in the community they grew up in, but can’t afford the high expense of a single family home
- Develop senior housing near main shopping areas, town centers



- Develop a range of housing options including single family homes, accessory units, condominiums, town homes, and apartments
- Develop mixed use buildings along Middle Country Road with retail, office and a couple stories of residential

4.10. POLICY AND GOVERNMENT RESPONSIVENESS

“Enforce code for removal of personal signs”

- There is a lack of enforcement of a number of Town codes in Middle Country. Most identified were sign/building codes, private property maintenance, and illegal housing situations
- The Town needs to maintain facilities and landscaping better, especially in parks
- Change the zoning code to discourage shopping centers and suburban development and encourage mixed use buildings and a downtown feel
- Expand the capacity of emergency personnel, such as the fire department
- Develop public/private partnerships to address community issues

4.11. COMMUNITY ENHANCEMENT

“Pride in the schools! Welcome sign i.e. “Centereach – Home of the Centereach Cougars” make it a place of pride for the kids too”

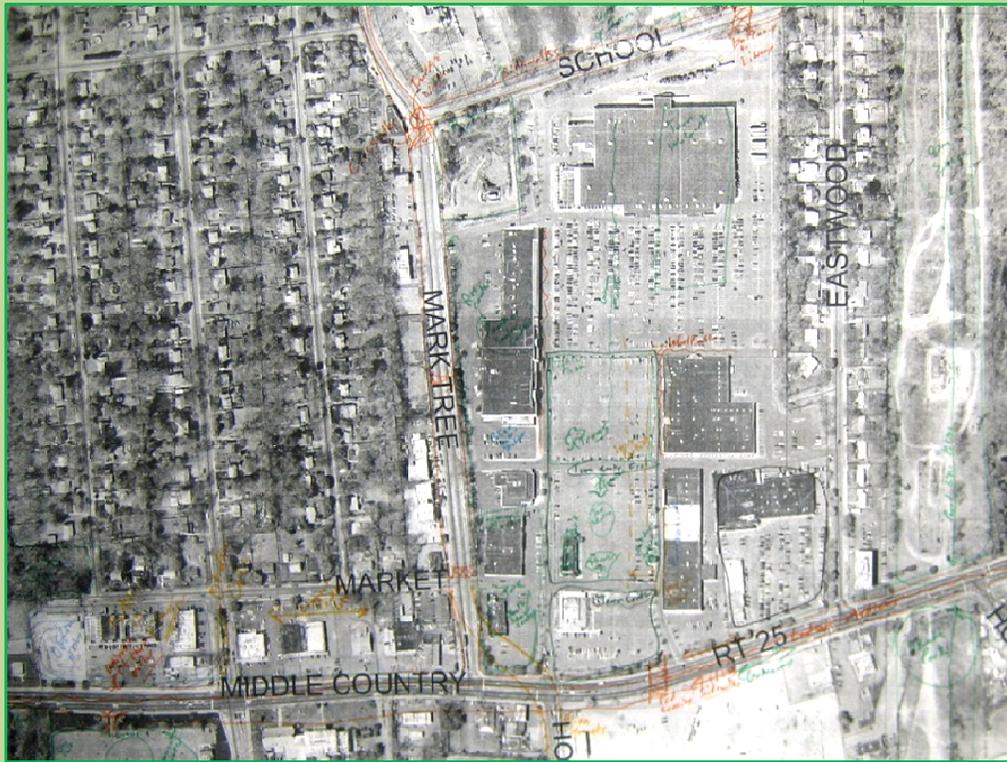
- Establish more events to encourage community pride, such as parades, fairs, and concerts
- The religious community should work together to reach people and encourage them to be involved in the community
- Develop more programs to engage youth and give them an outlet other than crime and mischief, such as the outreach nights held at the high schools in 2006 that gave youth a place to have fun and socialize after school hours and in a safe environment

Figure 4.7: Community Design Table Recommendations for Independence and College Plazas





Map 4.1: Community Town Center Priorities Summary



Community Goals

5



*R*ecommendations



Contents of Recommendations

5.1 BEAUTIFICATION	65
CREATE A GATEWAY TO EACH COMMUNITY	65
IMPLEMENT DESIGN STANDARDS FOR ARCHITECTURE, SIGNS AND LANDSCAPING	66
STREETScape IMPROVEMENTS	66
DEVELOP A STOREFRONT/FAÇADE IMPROVEMENT PROGRAM	68
CREATE MAINTENANCE PARTNERSHIPS	68
CREATE AND ART IN PUBLIC SPACES PROGRAM	69
5.2 RECREATION AND ENTERTAINMENT	70
EXPAND YOUTH SERVICES/YOUTH CENTER	70
DEVELOP A SENIOR CENTER NEAR SHOPPING AND SERVICES	70
RENOVATE AND UPGRADE EXISTING PARKS	71
DEVELOP EXISTING PARKS	72
NEW OR EXPANDED PARK SITES	73
CREATE A SUSTAINABILITY EDUCATION CENTER AND WORKING ORGANIC FARM	74
CREATE A PARK ON THE LIPA RIGHT-OF-WAY	75
5.3 TRANSPORTATION	77
COMMISSION AN ACCESS MANAGEMENT PLAN FOR MIDDLE COUNTRY ROAD	78
CREATE A STREET GRID: ALIGN STREETS	78
INSTALL MEDIANS WITH DEDICATED TURN LANES	80
ELIMINATE CURB CUTS ALONG MIDDLE COUNTRY ROAD	80
CHANGE PARKING LOT ACCESS	80
DEVELOP MIXED-USE PARKING STRUCTURE	80
EXPAND PUBLIC TRANSPORTATION	81
5.4 PEDESTRIAN OPPORTUNITIES	83
INSTALL SIDEWALKS IN TARGETED LOCATIONS	83
INSTALL BIKE PATHS AND LANES	83
CREATE PEDESTRIAN CONNECTIONS TO RESIDENTIAL NEIGHBORHOODS	83
EMPHASIZE CROSSWALKS	84
5.5 LOCAL ECONOMY/BUSINESS ENHANCEMENT	84
COMMISSION A MARKET ANALYSIS	84
ATTRACT FULL SERVICE FAMILY RESTAURANTS	84
CREATE A MIDDLE COUNTRY ROAD BUSINESS IMPROVEMENT DISTRICT	85
BRAND EACH TOWN CENTER AND CREATE A MARKETING CAMPAIGN	86
5.6 CREATE TOWN CENTERS AND DOWNTOWN DISTRICTS	87
REZONE THE HAMLET CENTERS J-6	89
CREATE A NEW NEIGHBORHOOD COMMERCIAL ZONING	89
TOWN CENTER PLANNED DEVELOPMENT DISTRICTS	90
TOWN CENTER DESIGN CONCEPTS	90
SELDEN TOWN CENTER	94
CENTEREACH TOWN CENTER	95



Recommendations

5.7 SAFETY 98

CREATE DECORATIVE AND EFFICIENT STREET SIGNAGE..... 98

ALIGN HOLBROOK AND MARK TREE ROAD 98

IMPLEMENT ADDITIONAL SAFETY ELEMENTS 98

COMMISSION A STUDY TO CREATE PEDESTRIAN ACCESS ACROSS NICOLLS ROAD 98

IMPROVE FIRE SAFETY 99

ENHANCE COMMUNITY POLICING EFFORTS 99

5.8 INFRASTRUCTURE AND ENERGY EFFICIENCY 99

COMMISSION A STUDY AND SUPPORT THE CREATION OF A PRIVATE SEWER DISTRICT..... 99

REQUIRE OPEN PARKING LOTS TO INCORPORATE BIOSWALES 100

BURY UTILITY LINES..... 100

ADOPT A GREEN DEVELOPMENT INCENTIVE AND POINT PROGRAM 101

5.9 HOUSING OPPORTUNITIES 102

DEVELOP SENIOR HOUSING IN THE HAMLET CENTERS..... 102

DEVELOP MIXED INCOME / WORKFORCE HOUSING 102

DEVELOP STUDENT HOUSING..... 102

5.10 POLICY AND GOVERNMENT RESPONSIVENESS 103

IMPLEMENT DESIGN GUIDELINES 103

IMPROVE TOWN RESPONSIVENESS AND ENFORCEMENT 103

EXPAND 451-TOWN THE TOWN’S (CRS) INFORMATION SERVICE 103

CREATE AND EXPEDITED DEVELOPMENT PROCESS INCENTIVE 104

CREATE A ROLE FOR THE MCCSG IN THE DEVELOPMENT PROCESS 104

IMPLEMENT THE I/CIP IN HAMLET CENTERS..... 104

UTILIZE TDR IN HAMLET CENTERS 105

COMMUNITY INFORMATION WEBSITE 105

5.11 COMMUNITY ENHANCEMENT 105

ORGANIZE THE RELIGIOUS COMMUNITY 105

FOSTER COMMUNITY PRIDE 106

DEVELOP A COMMUNITY ART PROGRAM 106

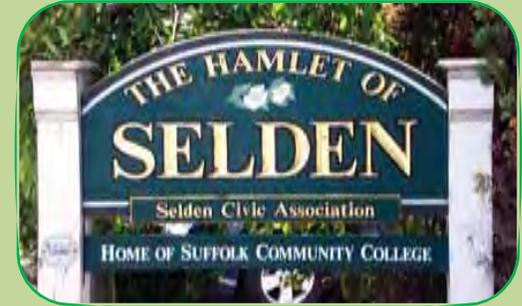
DEVELOP ADULT EDUCATION PROGRAMS..... 106



5. Recommendations

The Middle Country community envisions Hamlets in 2030 that are healthy and vibrant, where children have ample parks and recreation opportunities, safely walk to school, and seniors effectively use available services. Middle Country Road has few accidents and every major road has sidewalks. Residents congregate at Town Centers in each community where they enjoy quality shopping, food, and family entertainment and walk along Middle Country Road through the hamlet center to the ice cream shop on the corner. They are proud to tell people they are from Middle Country and call Selden and Centereach home. This vision of Middle Country’s residents is described in Chapter Five, how to achieve that vision and improve the quality of life in Middle Country is outlined below.

Figure 5.1: Community Gateway Selden Welcome Sign (Selden Civic Association)



5.1. BEAUTIFICATION

Create a gateway to each community

A community gateway can be any number of different landscape elements that signify to pedestrians and motorists that they are entering a specific community. Different gateways may include a community board/sign, landscaped area with a waterfall or stone sign, a banner across the road, or an arch across the road. These are often seen at the entrance to housing developments. Both Centereach and Selden currently have entrance signs along Middle Country Road near Nicolls Road, however, there are no signs entering from the western side of Centereach or the eastern side of Selden.

Each gateway must clearly define Centereach and Selden as separate communities while simultaneously unifying them as Middle Country. Many residents who live outside of Centereach and Selden are unfamiliar with the concept of Middle Country and these gateways can serve to not only develop local pride but create a consciousness for commuters. This will assist the business community in branding the commercial offerings and attracting dollars from commuters that currently pass through. A number of community members were interested in tying this branding to the two local high schools if possible.

The Coalition should enhance the existing signs with landscaping and install community signs along Middle Country Road in Centereach at Coles Drive and in Selden at CR 83. Each of the four signs should include a feature identifying the Hamlet as part of Middle Country. This will require additions to the existing signs.

One or more local landscapers should be approached to provide landscaping and maintenance around the signs for free with the ability to post a sign advertising their services. An example of this type of agreement is at the corner of Horseblock Road and Old Medford Avenue near Brookhaven Town Hall.

Recommendations



Implement Design Standards for Architecture, Signs, and Landscaping

The design standards are unique to Centereach and Selden but have a unifying element as well. Both communities have already begun considering architectural styles through their local civic organizations and have secured agreements with retail tenants to include improved designs. These styles are designed to embrace those preferences. The standards include: architecture, signs, streetscape (street furniture), and landscaping. A pattern book of acceptable designs and their implementation is included to ensure options are clearly defined to developers in future projects and provide the Town with standards that are easily implemented during the site plan review process. This process allows the Town to ensure that new buildings meet zoning codes and other regulations, thus it is here where the most impact can take place on improving future design of buildings.

Detailed Design Guidelines are included in **Appendix A**.

Streetscape Improvements

Community residents want Middle Country Road to incorporate more landscaping and be more attractive. A streetscape improvement program that incorporates pedestrian lighting, information kiosks, banners, landscaping, and street furniture will significantly enhance the overall look of commercial areas. The design of these elements are part of the design guidelines included in Appendix A.

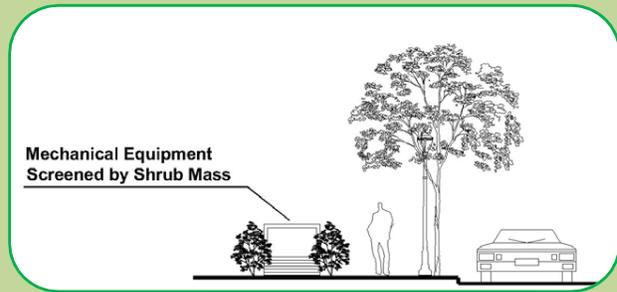
Streetscape programs work well as a partnership between the Town and a local group that will manage the projects. Each contribute a portion of the improvement costs, often a 50/50 match up to an agreed upon maximum. The local partner can be the Middle Country Coalition for Smart Growth or an organization that the Coalition works with such as the Chamber of Commerce, or local civic groups. If a Business Improvement District is formed for the Middle Country Road corridor it would be the ideal entity to manage a

Figure 5.2: Design Guidelines

Top: Tiered Plantings

Middle: Decorative Sidewalks

Bottom: Screening Mechanical Equipment





streetscape improvement program in partnership with the Town (Section 5.5). Such an organization can become an investing partner, facilitate additional funding from outside sources, and remove some of the burden from the Town to help pay for costly improvements and ongoing maintenance.

While the entire corridor is in need of landscaping improvements, the majority of streetscape improvement funds should initially be focused within the designated Hamlet and Town Centers. Described in section 5.6 these central locations along Middle Country Road will become the center of commercial activity in Centereach and Selden. These improvements should encourage pedestrian activity and include a more intense incorporation of street furniture and landscaping. The portions of Middle Country Road that serve as the gateways to Selden and Centereach from Nicolls Road to the Hamlet Centers should be the next priority location. The gateways should receive less intensive improvements and be focused primarily on beautification. Once these areas are sufficiently improved greater attention can shift to the remaining portions of Middle Country Road. In the interim private property owners should be encouraged to integrate improvements in line with the design guidelines.

A \$50,000 grant committed by Assemblywoman Fields at the outset of the community vision weekend will be utilized to purchase and install decorative lighting on a few blocks in each of the community centers. The Centereach Civic Association has already responded to the community’s input by installing a community clock at the Walbaums Shopping Center.

Demonstration project: The Coalition should coordinate the implementation of a Streetscape Demonstration Project in each community. These projects will be in high profile locations and illustrate the different elements of improvements to inspire interest and excitement in the project. This can be coordinated through a vendor at low or no cost once design guidelines are established. Locations should be chosen that are in or near the Town Centers with significant current pedestrian activity.

Figure 5.4: Streetscape Improvement Programs

Yonkers, NY

With a fewer than 200,000 people Yonkers has instituted a successful streetscape improvement program for more than a decade.

- City issues bonds to cover two projects each year
- Includes design, construction of planters, light poles and architects fees
- 30 commercial streets have been renovated since inception

Contact: Mario Caruso 914.377.6562

Figure 5.3: Streetscape Elements

Benches, Trees, Street Furniture, Lighting, Trash Receptacles, bus Stops, Bicycle Racks





Develop a Storefront/Facade Improvement Program

The Town should offer matching funds up to a certain level, typically around \$5,000 to \$10,000 to businesses in a defined area that upgrade their storefronts to the standard set by the design guidelines. The program should offer \$10,000 within the Hamlet Center and \$5,000 on the rest of the corridor. Buildings should not be financed that don't meet other design guidelines/zoning requirements. The Town of Brookhaven has acknowledged the need for this type of program and is currently conducting a feasibility analysis to institute a town wide façade improvement program by reviving an old program that utilized federal Community Development Block Grant funds. A local organization may also be able to support the program by contributing small amounts of capital to increase improvements made.

Create Maintenance Partnerships

Formal agreements between the Town of Brookhaven and local community groups should be signed to ensure that the improvements instituted above are maintained. The Coalition for Smart Growth can help manage and facilitate the process of identifying local groups, if not take on the responsibility entirely. A Business Improvement District (BID) would also be a strong candidate to take on this responsibility (**Section 5.5**).

In the absence of a BID any trusted local group can sign an informal agreement with the Town that commits the organization (civic, youth sports league, library, etc...) to maintain a specific portion of new landscaping and to ensure that new storefronts and streetscape improvements are maintained to expectations. This requires no formal legislation by the Town. The agreement should outline the responsibilities of the group and any resources the Town will commit.

A community cleanup program should also be instituted to ensure that the corridor is well maintained and not reliant on business and property owners to ensure that trash, graffiti, and vacant lots are cleaned on a regular basis. Residents/organizations will volunteer to be part of a "Cleanup Crew" that will be responsible for cleaning and watching over a specified area. The designated areas should include all of Middle Country Road (broken up into four to five block responsibilities per crew) and portions of the community where there is dumping or other aesthetic

Figure 5.5: Streetscape Improvement Partnership Program

Green Streets

Greenstreets is an innovative project between the new York City Departments of Parks and Transportation to revitalize paved street areas like triangles and medians into green spaces. Over 2,000 Greenstreets have been planted since the program began.

- While the program initially funded installation and maintenance it now seeks 'partners' to fund this work on behalf of the Parks Department
- Partners in funding and/or maintenance include:
 - Community Groups
 - Local Businesses
 - Corporate Sponsors
 - Foundation Grants

Contact: Jason Schwartz, Director,
Partnership for Parks, (212. 360.1310),
Jason.Schwartz@parks.nyc.gov

Figure 5.6: Façade Improvement Program

Town of Hempstead

Hempstead runs a façade program that will fund up to 50% of the cost of façade improvements matching the business owner's contribution. The program also funds 100% of some improvements including, new sidewalks, signage, signage lighting, and architectural fees.

Contact: Garrett Rooney 516.538.7100

Village of Freeport

The Village uses Community Development Block Grant money to run a façade program that covers 50% of costs with the storeowner matching the other 50%. A low interest loan is also available for the storeowner for their share. An additional \$15,000 is available for fixture installation including signs, awnings, and sign lighting.

Contact: Ellen Kelly
Executive Director, Community
Development Agency, 516-377-2203



problems. This can be coordinated through the Town or Coalition for Smart Growth and would require a set schedule for activities (i.e. the third Saturday of every month).

This program can also be utilized as a way to assist the Town with enforcing building codes. Cleanup “crews” will receive training from the Town on what is acceptable and what is not acceptable under Town codes. If the cleanup crew identifies a building that is not being maintained or has fallen out of code for any other reason they will have a designated individual at the buildings department they can contact directly regarding the violation. In order to ensure the success and relevance of the program the Town will need to commit to explore the alleged violation in a reasonable time frame, perhaps five working days, and report back to the organization/individual that identified the violation. The cleanup crew or individuals should be trained to “identify” code violations and should *never* attempt to take any direct enforcement action or approach the property/business owner. This is another program that can be coordinated by the Coalition for Smart Growth.

The Town of Brookhaven has a program called the “Make it Sparkle...Make it Shine” program that encourages local groups to clean up areas with the assistance of the Department of Waste Management. Residents who want to get involved can call waste management at 631.451.6222. In addition the Town increased efforts to address litter problems in 2006 with its “Lets clean up Brookhaven” campaign, which engages residents and other Town departments in efforts to keep the Town cleaner.

Create an Art in Public Spaces Program

Designed to bring art into the community while creating beautification elements and supporting local artists. Artists can be commissioned to create sculptures or paint murals in high visibility locations. Commissions can come from the Town or private sector businesses that want to contribute to beautification elements. This art is often commissioned as part of public buildings Review Longmont, Colorado’s very successful program at, www.ci.longmont.co.us/museum/aipp/upcoming.htm.

Figure 5.7: Community Clean Up Programs

New York State Adopt a Highway

Though unusual along a commercial corridor the community may be able to participate in the New York State Adopt A Highway program. Businesses, organizations, or individuals commit to clean a segment of highway at least four times a year for two years.

An adapted version for the Town may be more appropriate that defines approximately 10 block segments. Adopter’s names/logo can be placed on banners (attached to light poles) along that segment of road with a requirement to clean once every other month.

The DOE Fund

This program successfully uses inventive programs that pay homeless, needy or recently paroled individuals a salary to work as a cleanup crew. For over 20 years this program has combined clean-up work with other training and educational services to ensure upward mobility of this population. It provides reliable transitional employment to newly released inmates that often have difficulty finding employment and re-entering society while providing a relatively cheap service to the community. A similar program could be managed/funded by the Town, Coalition, or other local group. If supported by the Town the “crew” could be used for other communities as well.

Contact: www.doe.org

Keep Islip Clean

This is a grassroots organization that gets local residents involved to clean up their community and is an affiliate of Keep America Beautiful, Inc. They work throughout the year, “picking up roadside litter, planting flowers, painting over graffiti, cleaning our wetlands and improving the quality of life...”

The organization attempts to change behavior through education, raise awareness, and encourage ownership, service and civic responsibility.

Contact: 631-224-2627 Email: keepislipclean@optonline.net.



5.2. RECREATION AND ENTERTAINMENT

Expand Youth Services/Youth Center

The Selden Centereach Youth Association (SCYA) provides an extremely valuable and well used service to local youth. The organization is in the process of looking for a new facility and has considered a location on Town property at the Centereach Pool facility. This would be an ideal location but the Town and youth Center have not been able to come to an agreement on terms. At the time this plan was finalized the organization was searching for other locations to construct a new facility.

Current financial and space restrictions prevent the organization from considering enhanced programming that would be beneficial to the community's youth. While some of these constraints will be relieved at a new facility the community identified a number of additional services that they would like offered within the community that the SCYA does not plan to incorporate at a new facility.

Form a partnership between the Town, a community group, and possibly the school district to explore expanding the services offered to youth by the SCYA and the library. A new community recreation center should be constructed that offers athletic programs, mentoring, cultural programming such as art classes, and a safe place where local youth are welcome to socialize. This facility should be located in a separate area from the SCYA, a location near a Town Center would be preferable. Assuming the SCYA completes its relocation to Centereach Pool the youth center should locate to either Selden Town Center, Middle Country Park, or Boyle Road Park (see below). A potential secondary location would be the north end of Centereach Mall near the library. If the SCYA locates to another location in the community the recreation facility should be located at the Centereach Pool. The new facility should attempt to offer different programming, or target a different age group than SCYA to avoid duplication of services and competition. This facility should also provide office space/a staging area for the many youth sports leagues in the community.

Develop a Senior Center Near Shopping and Services

The Town offers an impressive array of services to seniors including transportation and an adult day care facility in north Centereach. However, seniors in the community do not feel comfortable utilizing local commercial and recreational facilities and the overwhelming demand for Town services, such as the senior jitney, are not currently capable of meeting demand. Institution of pedestrian improvements highlighted below will aid this process. Seniors also expressed interest in a facility that will cater to their needs and provide a space for them to spend time socializing during the day. The possibility of combining this facility with a youth center, described above, should be explored to

Figure 5.8: Art in Public Spaces

Town of Huntington

This program has three goals

- Create a better visual environment
- Integrate artist work into public projects whenever possible
- Promote tourism and economic vitality

Contact: *Community Development at 631.351.2881*





prevent duplication of services and encourage program synergies. It should incorporate senior activities and programming/entertainment during the day.

It is essential that this facility be located in a pedestrian oriented area and be accessible without the use of an automobile. This may require the expansion of local bus service or the Town jitney service, already frequently utilized by seniors, and the development of new senior housing near the senior center. It would be beneficial if the site were located near medical offices as well. A site near the Selden Town center would be an ideal location, especially if a medical office can be attracted to the Hamlet Center. Middle Country Park (see below) beside Independence Plaza and Starbucks may present the opportunity to locate this facility near services and off Middle Country Road while preserving the majority of the properties. If at all possible the senior center should include senior residences and the possibility of using it as a joint youth center should also be explored. Other locations include redeveloping parcels in the south side of Middle Country Road within either hamlet Center. It may be necessary for the Town to offer private incentives such as density bonuses to build such a facility.

Figure 5.9: Youth Facilities

Top: Selden Centereach Youth Association

Bottom: Centereach High School's New Turf Field



Renovate and Upgrade Existing Parks

While there are a number of parks serving the community there is not enough space to accommodate active youth activities and leagues. This can be served both through the incorporation of a few key new parks and through upgrades of existing parks that will allow for increased usage. Improvements should include replacing overused athletic fields with multipurpose turf fields similar to what was installed by the school district at the high schools in 2006. This turf allows for increased use and significantly lowers maintenance costs. The inclusion of lighting on these fields will also increase usage and reduce the demand on other areas.

Parks the community has identified to receive multipurpose turf and lights include:

- Centereach Park
- Percy Raynor Park (South Setauket)
- Liberty Park (Boyle Road at Liberty Street)
- Veterans Park (Boyle Rd ant Hawkins Rd)
- Levitt Field (New park on Hawkins Avenue)



Develop New Parks

The community expressed significant interest in additional parks of varying types, including: sports facilities, leisure trails, dog parks, and a skate park. To the degree possible, each one of these elements should be provided in each community.

Skate Park: In response to the community’s overwhelming interest in the development of a local skate park Councilwoman Kathleen Walsh is working to secure funding for a skate park on the site of the Centereach Pool. This is an appropriate site; however, the Town will need to focus on creating safe connections for youth to access the skate park from both Centereach and Selden, including improving pedestrian access along Hawkins Road and across Nicolls Road.

Dog Park: The community expressed significant interest in the incorporation of a dog park. A dog park is an area that is enclosed by a fence and usually a secure double gate system to prevent dogs from escaping as others enter and leave, where dog owners can let their dogs run free without a leash. They foster social skills in dogs as well as dog owners. Some communities choose to add additional simple amenities such as benches for owners and plastic bags with trash bins so owners can easily cleanup after their dogs. Maintenance is no greater than for other open park spaces. The Town recently announced plans to open its first dog park. Selden Park (see below) or Centereach Pool would both be appropriate locations for dog parks.

Nature Playgrounds / Revitalization of Retention Ponds (Sumps):

There is a number of public retention ponds/sumps located throughout the community. These spaces are fenced in and closed off to the community. Many have deteriorated and the community identified them as dangerous. The Garden City Bird Sanctuary is an innovative solution that transformed barbed wire fences into a peaceful nature preserve with walking trails. The grassroots community project created an asset in the community, a passive use park without disrupting the functions of the retention pond and is cared for entirely by a local group utilizing volunteers (**Contact:** www.gcbirdsanctuary.org, Email - gcbirdsanctuary@gmail.com,).

Sumps with significant open areas as well as additional, small and unused properties should be converted into nature playgrounds. This is an option for private organizations that cater to youth and have additional space such as the library in Centereach. Nature playgrounds are natural areas that provide a location for children to play and interact in a natural environment. The purpose is to encourage children to play outdoors and

Figure 5.10: Dog Park Benefits and Design

Community Benefits:

- Socializes and exercised dogs in a safe environment
- Promotes responsible pet ownership
- Provides elderly and disabled owners with an accessible place to exercise their companions
- Enables dogs to legally run off-leash
- Promotes public health and safety
- Provides a tool for realistic enforcement of dog control laws

The Ideal Dog Park is Designed to Include:

- Concern for the environment
- One acre or more surrounded by a 4’ to 6’ fence.
- Entry - double gated
- Shade and water
- Adequate drainage
- Parking close to site
- Grass area; routine mowing
- Covered garbage cans with regular trash removal
- Pooper scooper stations
- Benches
- Wheel chair access
- Safe location, not isolated
- Regular maintenance

Resources:

- www.dogpark.com
- www.dogplay.com/Activities/dogpark1.html#start
- www.lidog.org



to educate them about nature, including the benefits of outdoor activity. These playgrounds should be constructed as properties are identified by the Town, community, or private organizations that would fit this use.

New or Expanded Park Sites:

There are a number of sites that should be considered to accommodate the other uses identified above into one facility.

1. **Middle Country Park:** The properties collectively known as the Breslin Property (0200 48900 0200 033001 and 0200 48900 0200 034000), located west of Independence Plaza Shopping Center Should remain open space and formalized as a passive recreation park property with the majority of the development rights transferred to properties in the adjacent Town Center. The properties will be used for passive walking trails and maintained as open space.

The recently designated historical building, the Ruland House, is one of the last remaining historic properties in the community and should be utilized by the Town for a cultural facility such as a Middle Country Museum. There are two possible cemeteries on the site, one near the house and one to the extreme north near Home Depot that need to be preserved and marked. They are currently indistinguishable. The far eastern portion of the site, north of Starbucks and behind Home Depot, may be utilized for a senior center and residence while preserving the majority of the site as open space with passive trails.

2. **Centereach Pool and Levitt Fields** form the nucleus for a nice existing park. However, the properties are both disjointed internally and lack a connection to one another. The properties should be unified and improved. A walking trail and a dog park should be added and all facilities should be easily accessible by foot. The parking lots could be consolidated to create more park space. A connection should be formed across Hawkins Road between the two facilities incorporating a raised crosswalk and mid block bottleneck to slow traffic down. There is a vacant parcel directly east of Levitt Fields, **Three Villages Property** (0200 39100 0100 027000), which is perfect site to incorporate a number of additional athletic fields and the extension of walking trails.

Figure 5.11: Park Improvements
Top: Middle Country Park (west of Home Depot)
Middle: Corvair Lane Park (Boyle Road)
Bottom: Levitt Bellfield expansion





3. **Corvair Lane Park Expansion:** This Town owned property is located next to an existing play ground and is currently unused. The community identified this as the potential location for a park and the site is well suited to meet two community goals. A dog park should be created on this site near the playground and the remaining site should be used for passive walking trails. Parcel numbers 0200 44600 0100 027000 and 0200 44600 0100 026000.

4. Parks/large public plazas should also be incorporated into each of the Town Center sites. The Centereach Mall was initially planned to incorporate community facilities and could easily do so today even if the Town Center is not constructed in the near future. More detail is provided in **Section 5.6.**

Create a Sustainability Education Center and Working Organic Farm

Hobbs Farm is an eleven acre property located at the intersection of North Washington and Oxhead Road in Centereach that was owned and managed by three generations of Black farmers. The property is currently owned by the Bethel AME Church in Setauket which has expressed interest in preserving the property. The Coalition should work with the Church and the Town to preserve this farm. The property should be retained as a working organic farm, with either the old barn renovated, or a new barn constructed as a sustainability education center. The barn should utilize and display various green design elements and should feature various exhibits on sustainable development (economy, environment, and social equity), with explicit exhibits on the tradition of a black owned farm, green building design, sustainable agriculture, and history of Middle Country/the Bethel AME Church.

The renovated barn and house can be used for educational activities for school children during the week, community activities on Saturdays, and church events on Sundays. The farm should be maintained as a working organic farm that encourages experiential learning about the process/benefits of organic produce. A partnership with Stony Brook University, less than half of a mile from the site could provide assistance in the farming and educational activities while enhancing the university’s programs. Another potential partnership is with the Cornell Cooperative Extension which already provides similar assistance on Long Island. A small portion of the site could also be reserved for community gardens. The local universities should be engaged to play a role in the educational component and produce should be sold at the community centers.

Figure 5.12: New Parks

Top: Hobbs Farm (north from Barn)
Middle: LIPA Right of Way (south from Hawkins Road)





The property is currently zoned for single family homes and could accommodate five or six as-of-right. However, the church, community, and Town are all committed to preserving the property as a farm. The town and county have already begun exploring buying the development rights on this property. This tool would protect the property from development in the future by effectively changing the allowable development to an agricultural standard while providing the church with compensation for the value that is lost by not developing homes.

An alternate possibility that would have an even more significant benefit to the community is to transfer the development rights to the Town or Hamlet Centers to increase density in accordance with this plan. While this is the preferable scenario it also takes significant coordination to ensure that the owner of a privately held property in the target locations is willing and able to purchase the development rights. The Hobbs farm is parcel number (0200 44100 0500 001000).

Create a Park on the LIPA Right-of-Way

The Long Island Power Authority maintains a right-of-way for high transmission power lines that bisects the Centereach community from the Long Island Expressway to Port Jefferson. Keyspan leases and maintains part of the property for an underground pipeline as well. This property currently serves as a significant physical and mental barrier because it prevents most street and path crossings. The limited street crossings add to the traffic problem that plagues Middle Country Road, however, the site presents an enormous opportunity to enhance recreational opportunities and reconnect the community.

The property is already frequently used by youth and ATV enthusiasts in an uncontrolled manner that presents risks to residents’ safety (both active and passive users) and creates significant liability issues for LIPA. This property should be transformed into a corridor park through an agreement with LIPA. The site is large enough to absorb a number of users safely and with minimal expense. Formalized paved trails should be installed for various uses including pedestrians and bikes. There may be an opportunity to create an extended mountain bike trail as well. Fences should be used to ensure the safety of users, protect existing on ground equipment, and prevent motorized vehicles from utilizing the property.

Figure 5.13: Parks on Utility Right-of-Ways

Central Maine Power

This utility allows a range of uses on its right-of-ways including hiking, bird watching, and non-motorized vehicles. They also allow ATVs and snowmobiles with special permit. The utility requires users meet safety, engineering, operations, legal, and environmental constraints and the State covers liability insurance coverage.

BC Hydro

The Canadian utility grants extensive recreational rights on its right-of-ways including greenways, recreational corridors, and agricultural uses. Agreements are signed between the utility, municipalities, and local organizations to ensure public safety and security of the system.

Long Island Power Authority

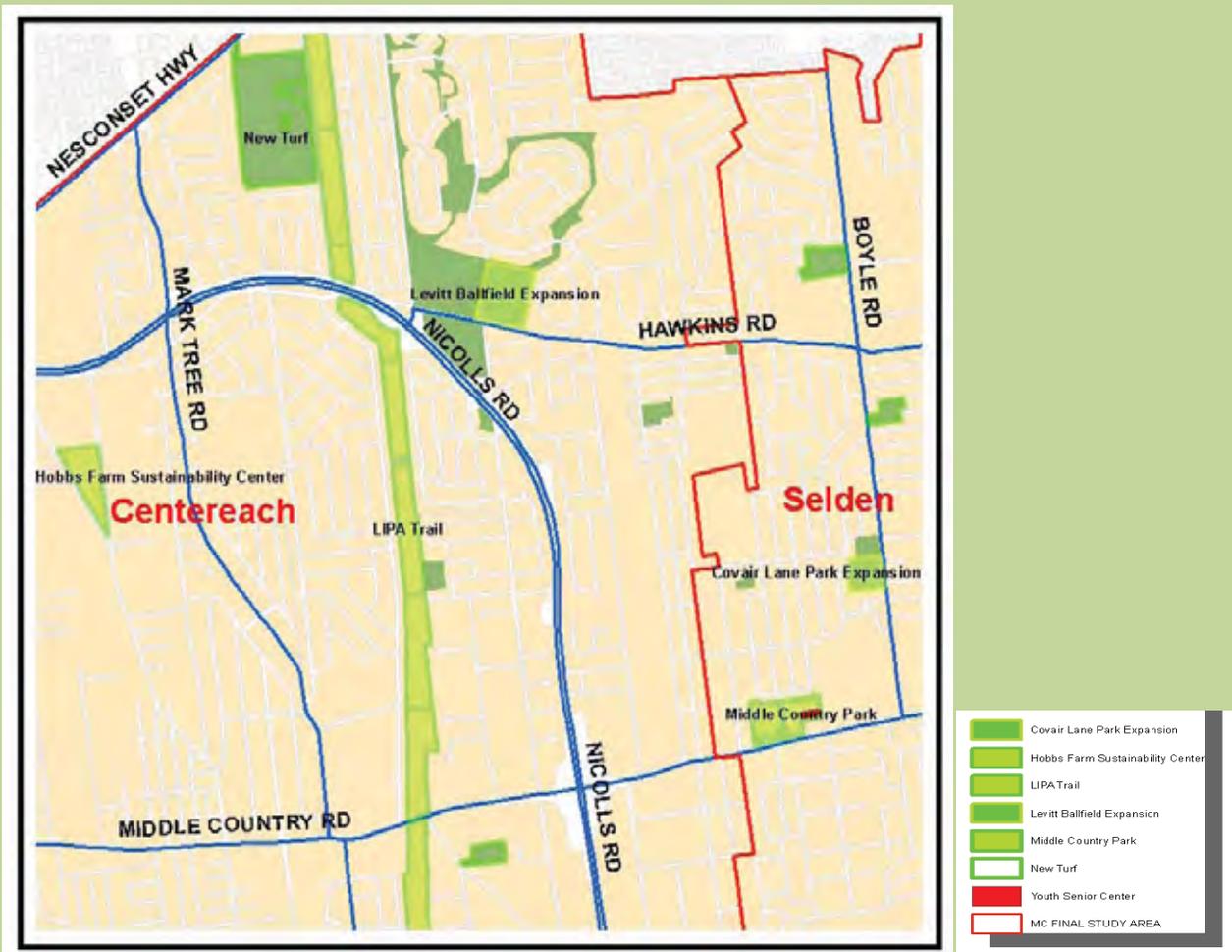
Although LIPA is not publicly open to the idea of allowing recreation on its Right-of-ways they do have precedence for this type of agreement. The Bethpage Greenway bike Path utilizes a LIPA Right-of-way to connect bikers south to Massapequa. This agreement required that Bethpage State park agree to maintenance of the greenway.

Pictured below: The New Berlin Trail in Waukesha County, Wisconsin, an electrical right-of-way similar to the one in Centereach that is used for active recreation.





Map 5.1: Park Recommendations



Recommendations

Meandering paths running the length of the site can be used to create a safe north-south corridor with occasional connections to neighborhood streets by way of numerous cul-de-sacs on either side. With the incorporation of a small portion of unused county right-of-way at the intersection with Nicolls Road (where the LIPA Right-of-Way turns west) the path can connect to the various recreational opportunities at Centereach Pool and Levitt Bellfield Park to the north. A study should be conducted to determine the safest connection that can be created across Nicolls Road, options will include a pedestrian underpass and crosswalk with traffic calming elements to eliminate potential pedestrian-vehicle conflicts.

With some additional efforts this “park” could also be used to create bicycle connection between SUNY Stony Brook, Suffolk County Community College, and the Centereach Hamlet Center.



Agreements to utilize utility right-of-ways are instituted in communities around the country and LIPA has been open to similar agreements in communities on Long Island, including Bethpage and Port Jefferson.

Map 5.2: Preliminary Access Management Plan for Middle Country Road at Selden Town Center (See Appendix I for greater clarity and analysis of each Town Center)



Recommendations

5.3. TRANSPORTATION

The New York Department of Transportation recently completed a project to add shoulders to Middle Country Road in Selden (**Section 3.4**) and will begin work on improvements to Middle Country Road through Centreach in 2007. While these improvements address a number safety and traffic issues they will fail to meet the community’s expectations for improving safety and traffic flow along Middle Country Road. The DOT improvements were considered the baseline for future work along the corridor and the recommendations herein include a number of improvements that were at one time considered for the corridor but dropped due to extenuating circumstances, such as budget constraints and a prolonged and difficult community input process. These recommendations, however, reflect the community’s collective voice.



Commission an Access Management Plan for Middle Country Road

A number of improvements are outlined in this section to ensure that Middle Country Road supports the implementation of the community’s vision, however, to ensure that improvements along the full corridor are appropriate and beneficial a full access management plan should be conducted to analyze the optimal organization of Middle Country Road as a conductor of commuter, shopping, and local traffic in a safe environment for pedestrians and motorists while incorporating as many of the recommendations below as possible. It should also analyze the potential inclusion of a multimodal path along existing Middle Country Road right-of-way.

A conceptual access management plan for a few blocks has been integrated into this plan and provides a sample of what a full plan will incorporate (**Map 5.3**). The plan should consider each of the additional recommendations in this section and outline the most appropriate future changes to Middle Country Road and ancillary streets. It must balance traffic needs with the community’s vision for a safe downtown corridor. Elements of the access management plan that are present in the conceptual design are highlighted in recommendations below.

Create a Street Grid: Connect and Align Streets

The flow of traffic in Middle Country is significantly hampered by an ineffectual street grid that is emphasized by “dead end” curvilinear streets that channel most traffic to Middle Country Road, the only significant east-west corridor (**Map 2.2**). Due to the various obligations of this road (commuter corridor, local artery, and Main Street) it is choked with traffic during much of the day. There are a number of opportunities to reunify the street grid.

The access management plan (highlighted above) will make formal recommendations for these connections; however, preliminary connections that can relieve strains on Middle Country Road to improve traffic flow and safety are highlighted herein (**Figure 5.15**). These connections serve two purposes. In Hamlet centers they redirect commercial traffic to side streets while internalizing it within the commercial area. Outside the Hamlet Centers they create community connections to encourage local traffic to use alternative routes to Middle Country Road. This

Figure 5.14: Preliminary Street Alignment Proposals

Selden

- Extend Independence Plaza/College Plaza internal Parking lot access to new entrance west of Starbucks
- Create a road around the back of Independence and College Plazas
- Extend Montauk Street from Park Hill Drive east to Oakmont Ave
- Extend Park Ave South to Walnut/Montauk St
- Extend Handsome Ave south to Oakmont Ave

Centereach

- Align Mark Tree and Holbrook Roads
- Extend Market Street west to Henry Road
- Extend Perkins Street east to the Pathmark Shopping Center
- Extend Virginia Street east to William Lane
- Extend William Lane north to Middle Country Road
- Extend Tudor Road east to Horseblock Road
- Create a Street from Eastwood Boulevard east to Hammond Road

Figure 5.15: Develop a Mixed Use Parking Garage

Retail on the first floor, office on the second, and parking behind/above (Boulder, CO)





Map 5.3: Preliminary Street Alignment Improvements

Top: Centereach

Bottom: Selden



Recommendations

will allow Middle Country Road to serve its first priority as a commuter route. The recommended connections have varying levels of viability and a number would require acquiring of private property by the Town of Brookhaven.



Install Medians with Dedicated Turn Lanes

Medians should be installed *along the entire stretch* of Middle Country Road through Selden and Centereach. These medians will serve to prevent accidents, provide safe stopping points for pedestrians and enhance the beautification of the corridor. The medians should be mountable where appropriate to allow emergency vehicles to pass traffic, landscaping with native, non-obstructive plants at appropriate locations, and protected mid block crossings should be incorporated on long blocks

Eliminate Curb Cuts Along Middle Country Road

All new development will be required to create access points from ancillary streets and connections between shopping centers. Curb cuts from Middle Country Road will be limited to one per property and eliminated if appropriate side access is available. Left turns from properties along Middle country Road should be prohibited to prevent accidents. These recommendations should be formalized along the corridor as appropriate as properties are improved or redeveloped.

Change Parking Lot Access

Parking lots should be moved behind buildings to create a street wall and encourage pedestrian use of sidewalks. New parking lots should require cross access connections to neighboring parking lots with main entry points from ancillary streets. While this is essential in the Hamlet Centers it is also important to encourage the same type of development patterns on the full length of Middle Country Road to fully address safety and aesthetic issues identified by the community.

Develop Parking Structure

Parking will remain a central issue in Middle Country even after the incorporation of Town and Hamlet Centers. The Town of Brookhaven should consider partnering with a developer/property owner in Hamlet Centers to create a mixed use parking structure that incorporates first floor retail, second floor office space and parking behind and above (see **Figure 5.16**). This may be done in partnership with a BID or a private property owner. If financing agreements can be reached the town may become an essential component to financing a mixed use parking structure at Centereach Mall. This does not necessarily require actual funding by the Town. The Town commitment may come in the form of a Payment in Lieu of Taxes (PILOT) for a defined period or other municipal incentive that allows the developer to justify the return on investment. The addition of municipal financing/assistance may help property owners accept the added expense of replacing parking fields with community facilities and businesses.

Figure 5.16: Suburban Transportation Systems

Go Boulder

A community transit program in Boulder now includes seven different public bus routes. Some were existing underutilized routes, some are newly established. Each route has been branded to improve perceptions (*Skip, Jump, Hop, Leap, and Bound*) and service was increased thus increasing convenience, for example every 6 minutes during peak times and 10-15 minutes during non peak times on one line. Ridership tripled on some lines.

The Leap (pictured) travels to another community on rural roads.

Contact: Go Boulder 303.441.3266





Expand Public Transportation

The Town of Brookhaven and the Coalition should work in collaboration with Suffolk County Transit to improve current bus service and develop a new jitney service that links the major assets and around the community with residential neighborhoods. A public-private partnership that incorporates a number of the following major stops as financial contributors would help make the project financially feasible and invest each of the partners in the routes success.

Stops should include: Centereach Town Center (Centereach Mall), Selden Town Center (Independence Plaza/College Plaza), both Middle Country Libraries, Suffolk County Community College, SUNY Stony Brook, Centereach Pool, Smith Haven Mall, Long Island Railroad Stations in Stony Brook and Ronkonkoma, any additional new parks of significant size and amenity, the new senior/youth center, a park and ride facility, and possibly schools located near major roads.

This new service must be new and different from existing bus service to overcome negative perceptions of public transportation. It must also be more frequent and reliable than the four existing bus lines that run through Middle Country on an hourly basis (Figure 5.6). A community member proposed using a trolley for the jitney that would establish it as almost an attraction on its own. The Town or Coalition should commission a **feasibility study** to determine whether community members will ride the service once it is provided.

Over a long term basis, the Coalition should advocate for additional transportation options. In years to come the LIPA corridor **may** create the opportunity to install a north South Light Rail line that would connect Port Jefferson to Patchogue and significantly improve transit options in Middle Country. This is an extremely long term vision that will not become a possibility for years. After the preceding goals have been achieved the Coalition should commission a study to analyze the viability of a Light Rail track on the LIPA right-of-way without interfering with current functions. The study should also determine public support for these improvements and source of funding.

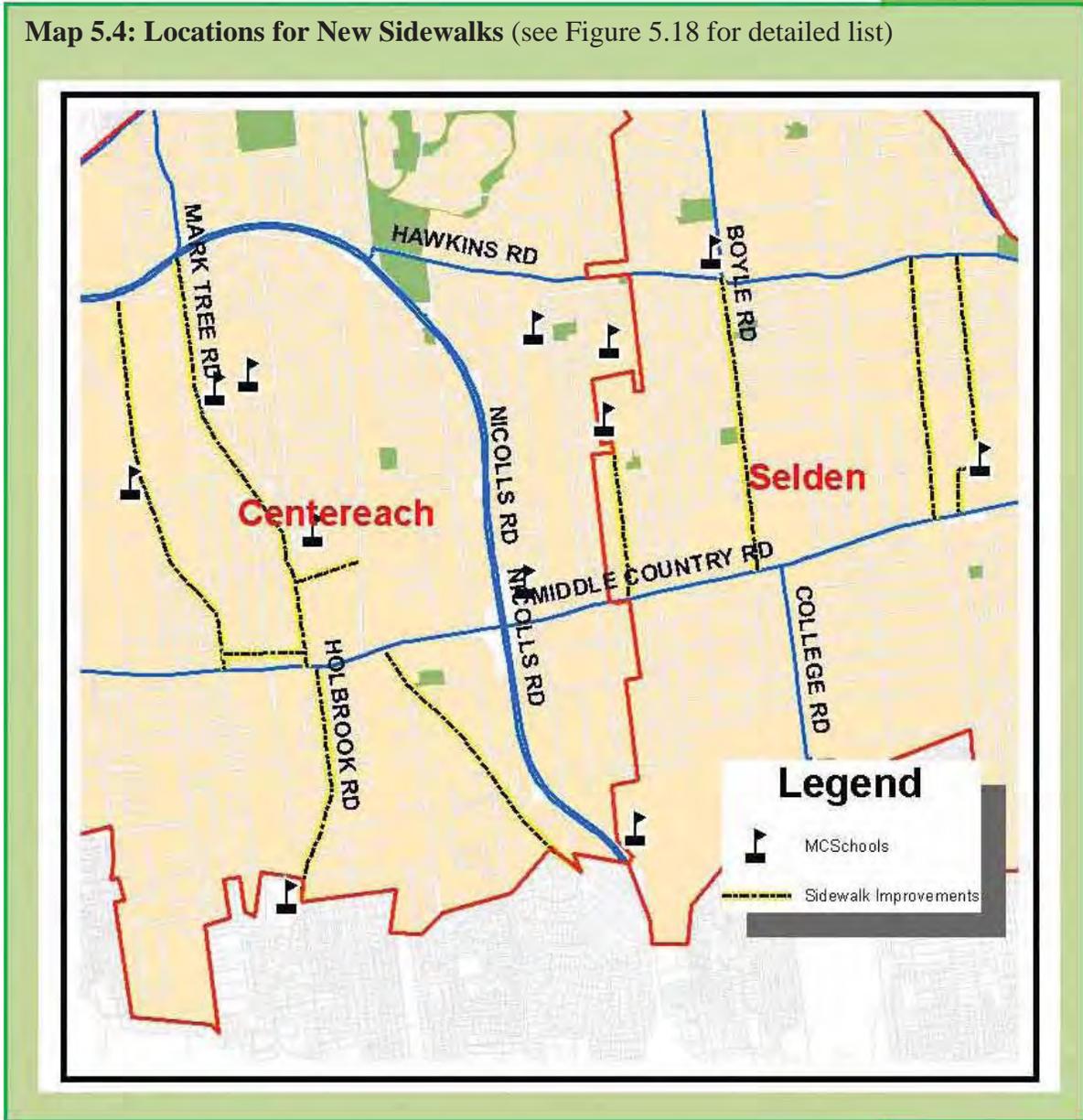
Figure 5.17: Pedestrian Improvements

Hawkins Road is a major route between recreational facilities for youth





Map 5.4: Locations for New Sidewalks (see Figure 5.18 for detailed list)





5.4. PEDESTRIAN OPPORTUNITIES

Install Sidewalks in Targeted Locations

Sidewalks will increase safety of pedestrians and youth who walk the most of all residents. Priority areas should be Middle Country Road, roads connecting schools/libraries to neighborhoods or other youth oriented locations (near entertainment), and roads that link residential neighborhoods to the Hamlet Centers (**Figure 5.18**).

Install Bike Paths and Lanes

Middle Country Road is the only significant east-west corridor through Centereach and Selden. To facilitate and encourage bike use the Town should commission a study to analyze the feasibility of installing a bike path directly adjacent to the sidewalk along one or both sides of the road running the distance outside the Hamlet Centers. Effectively they will serve as an extension of the sidewalk but will be designated a bike path by color and marking variations. This will enable safer use by youth and recreational enthusiasts, increase accessibility to Hamlet Centers, and prevent unsafe conflicts between pedestrians and bicyclists. Safe connections can then be made to new park space along Middle Country Road. Bike paths should not extend into Hamlet Centers as they will encourage riding that may interfere with walkers and create safety issues. However, bikes should be accommodated within Hamlet Centers and bikes racks and other bike friendly amenities must be incorporated into streetscape improvements outside businesses.

Bike Lanes should also be added to Hawkins Road. With the increase of park facilities proposed to the existing facilities at the Centereach Pool area and other parks/schools located along Hawkins Road it is essential to create a safer corridor for children. This connection should extend from Pond Path in Centereach to Old Town Road in Selden. Pond Path should also be considered for a future bike lane.

Create Pedestrian Connections to Residential Neighborhoods from Commercial Areas

Wherever reasonably possible the Town should facilitate pedestrian connections between residential areas and commercial activity along Middle Country Road. The Town has traditionally required buffers between the competing uses of commercial and single family housing but not required pedestrian connections. As a result there are of number of places where single family homes are located within 100 feet of a commercial center but forced to drive a car or walk excessive distances to access businesses. Selden has a higher proportion

Figure 5.18: Preliminary Locations for New Sidewalks

Selden

- Marshal Drive from Middle Country Road to Newfield High School
- Dare Road from Middle Country Road to Hawkins Road
- Boyle Road from Middle Country Road to Hawkins Road
- North Bicycle Path From Middle Country Road to Hawkins Road
- Middle Country Road

Centereach

- Mark Tree Road from Middle Country Road to Nicolls Road
- North Washington from Middle Country Road to Hawkins Road
- Holbrook Road
- Horseblock Road
- School Street between Mark Tree Road and Eastwood Boulevard
- Market Street
- Middle Country Road



of this scenario than Centereach. Focal points should be at Town Centers (i.e. connect Independence Plaza to the housing development behind it via a path). When appropriate the Town should require that commercial property owners facilitate pedestrian connections.

Emphasize Crosswalks

Crosswalks should be textured and a different color at significant pedestrian crossings. Markings should be placed on roads at busy crosswalks to draw motorist’s attention. Special crosswalk warning signs should also be installed at mid-block, non-stop light, and busy crosswalks. These signs use typical “yellow” crosswalk signs and include bright flashing lights that warn motorists when a pedestrian is about to cross the road. Pedestrians initiate the lights by pressing a typical crosswalk button. Other elements that can be utilized on residential streets include raised crosswalks (**Figure 5.20**).

The town or State Department of Transportation should commission a study to identify the impacts on traffic of increasing crossing times. These elements should be included in the access management plan for Middle Country Road described above.

Figure 5.19: Recommended Locations for Crosswalk Definition

All intersections along Middle Country Road within the Hamlet Centers

- Washington Ave to Horseblock Road
- Marshal Road to Evergreen Road

Major Intersections along school routes

- Mark Tree Road at School Street
- Mark Tree Road at 43rd Street
- Mark Tree Road at Hawkins Road
- Hawkins Road at Hammond Road
- Hawkins Road at Nicolls Road
- Hawkins Road at Boyle Road
- Hawkins road at Dare Road
- Coleman Road t Middle Country Road
- Coleman Road at Hawkins Road
- North Bicycle Path at Middle Country Rd
- Wood Road at Middle Country Road
- School Street between Mark Tree Road and Eastwood Boulevard

In front of all schools, parks, and significant community facilities

5.5. LOCAL ECONOMY/BUSINESS ENHANCEMENT

Commission a Market Analysis Focusing on Restaurants, Theater, Leisure, and Youth Related Businesses

It is vital that the next step in implementing the community’s vision incorporate a market analysis outlining demand and leakage and focusing on the restaurants, theaters, leisure businesses, youth oriented, and boutique sectors. This plan should consider and make recommendations on each of the issues in the section below.

Attract Full Service Family Restaurants

Although there are currently a number of full service restaurants in Middle Country residents are unsatisfied with the range of options and locations. Existing restaurants include the locally owned Suffolk Diner. Other full service restaurants present in the community include the Olive Garden, Ruby Tuesday’s, and Buffalo Wild Wings. Residents would like a central location, a “Restaurant Row” where there is a cluster of higher end restaurants, such as the Cheesecake Factory that recently opened at Smith Haven Mall. The implementation of this recommendation will depend on Suffolk

Figure 5.20: Crosswalk Treatments



Recommendations



County Department of Health Sewer regulations which strictly regulate restaurants and the outcome of the Market Analysis. A “restaurant row” should be located within each Town Center consisting of at least four eateries each (including existing).

Create a Middle Country Road Business Improvement District

The Middle Country Chamber of Commerce has already considered this option favorably and in coordination with the Town and Coalition for Smart Growth should pursue this option. The Town should provide initial support for the creation of the BID and prepare the assessments necessary to successfully launch a BID.

BIDs typically serve 10 functions²⁹:

1. Maintenance. Collecting rubbish, removing litter and graffiti, washing sidewalks, shoveling snow, cutting grass, trimming trees, planting flowers in public places.
2. Security and hospitality. Hiring uniformed security and street "guides" or "ambassadors"; buying and installing electronic security equipment or special police equipment, staffing sidewalk tourism kiosks.
3. Consumer marketing. Producing festivals and events; coordinating sales promotions, producing maps and newsletters; launching image enhancement and advertising campaigns; erecting directional signage.
4. Business recruitment and retention. Conducting market research; producing data-oriented reports; offering financial incentives for new and expanding businesses; marketing to investors.
5. Public space regulation. Managing sidewalk vending, street performances, street furniture, code compliance.
6. Parking and transportation management. Managing the public parking system; maintaining transit shelters; operating ridesharing programs.
7. Urban design. Developing urban design guidelines; managing facade improvement programs.
8. Social services. Creating or aiding help-the-homeless, job training, and youth services programs.
9. Visioning. Developing a vision or strategic plan.
10. Capital improvements. Installing pedestrian-scale lighting and street furniture; planting and maintaining trees and flowers.

Figure 5.21: Long Island BIDS

- Glen Cove Downtown BID
(516) 759-6970 Voice
info@glencovedowntown.org
- Riverhead BID
(631)727-0048
www.riverheadli.com/bid.html
- Patchogue BID
631-207-1033
www.patchoguevillage.org/BID.htm
- Port Jefferson BID
631.476.2363
Email: info@portjeffbid.oeg
www.portjeffbid.oeg

²⁹ Business Improvement Districts and Urban Entertainment and Cultural Centers, *Lawrence O. Houstoun, Jr., AICP*, American Planning Association



Brand Each Town Center and Create a Marketing Campaign

The BID, Chamber of Commerce, or Coalition for Smart Growth and possibly the Town’s Department of Economic Development should partner with surrounding property owners to draw local residents, commuters, and neighboring residents to the Hamlet Centers. Each community will need a name that it can identify it as unique from other communities, such as Downtown Centereach. This branding along with a concerted marketing campaign, which may include advertising, special coordinated discounts at businesses in the district, and street banners, will draw new customers to the district and help local businesses compete with Smith Haven Mall. Community members showed an affinity for creating a connection with the high schools in branding their communities.



5.6. CREATE TOWN CENTERS AND DOWNTOWN DISTRICT

The most significant impact this document can have in Middle Country may be to change the character of Middle Country Road. It is currently a mishmash of different building types and styles set behind excessively large parking lots. Many locals pass by the accident prone corridor for stronger commercial areas in surrounding communities. However, the corridor remains the “center” of activity in both Centereach and Selden. A downtown district once existed along Middle Country Road near the current location of the Selden Fire Department but the impacts of suburban development and lingering effects of highway widening projects have all but eliminated the relevance of this district as a “downtown” space.

Community members emphasized the importance of developing a center for shopping, cultural/recreational activities, and dining within a pedestrian friendly environment. They want two distinct districts within each hamlet; a “Town Center” on a single large site that offers significant public amenities (plaza, youth/senior center) and is part of a greater “downtown” district along Middle Country Road. The recommendations in this section will facilitate this goal.

The recommendations within this section have attempted to carefully balance community interests. While there is interest in increased density along Middle Country Road, the incorporation of mixed use buildings, and the reversal of auto oriented suburban development there is equal interest in “not becoming Brooklyn.” While the real estate market will likely naturally prevent this, we have taken steps to create the balance within, using the traditional American Main Street of two to three story mixed use buildings as the model for future development in Middle country. Four story buildings should be considered for future developments that show significant benefit.

We have also considered the next generation of Town Center design as a model, including Paseo Colorado in Los Angeles and Washington Center in Gaithersburg, Maryland. **Appendix H** incorporates a guide to Town Center creation created by the Urban Land Institute. While some of these projects feature significantly more density than is recommended in Centereach and Selden they are still excellent models of possibilities and success.

Figure 5.22: Zoning Changes Main Street Business District

(Abbreviated list)

Permitted Uses

- Retail sales, restaurants, offices, banks, bars, community/movie theater, museums, cultural centers, indoor recreation, recreational schools, municipal buildings
- Upper stories restricted to residential or office use

Character

- Front yard setback 0 to 25 feet
- 35 Feet in height

Town Center Planned Development Districts

The two Town Centers will be rezoned as PDDs to allow greater flexibility in redevelopment. The property owners, Town and Community will work closely to determine the appropriate land use mix and requirements for each site. The rezoning will allow for more inventive redevelopment, increase potential, and require a public benefit. The Town Centers should still conform to architectural standards and character set out in the design guidelines.

Neighborhood Commercial District

(Abbreviated list)

Permitted Uses

- Retail sales, restaurants, offices, banks, bars, community/movie theater, museums, cultural centers, indoor recreation, recreational schools, municipal buildings, dry cleaner, day care, bowling alley
- Upper stories restricted to residential or office use

Character

- Front yard setback 30 to 40 feet
- 35 Feet in height



Recommendations

Map 5.5: Zoning Recommendations





Rezone the Hamlet Center J-6 (Main Street Business District)

To create a Downtown “feel” and character along Middle Country Road and maintain the character of the Town Centers (see below) Middle Country Road should be rezoned from Washington Avenue to Horseblock Road in Centereach and Marshal Drive to Evergreen Drive in Selden to the J Business 6 District which promotes downtown business district development. The Hamlet Center Overlay district may be an alternative, though less favorable option to achieve this goal.

All new automated uses such as, gas stations, drive through restaurants, and car dealerships, should be strictly prohibited in the hamlet center zones. Other auto uses should be restricted to the remaining corridor outlined below. Existing gas stations should be permitted if they can meet all other standards of the zoning classification and adopted design guidelines to represent the downtown character. This would include placing convenience stores along the Middle Country Road street front to be pedestrian friendly, moving pumps and canopies to the rear of the site, and relocating curb cuts to side streets (on corner lots). A sample potential smart growth zoning code for gas stations is provided in Appendix B.

Create a New Neighborhood Commercial Zoning District
(see Appendix B for draft language)

The portion of Middle Country Road that is not designated as Hamlet Centers should be rezoned to a new zoning district J Business 9 Neighborhood Commercial. This district is a combination of the existing J-2 and J-6 business zoning classifications. It will eliminate the suburban development style that has created many of the safety and economic development barriers that exist today while less intensely incorporating the positive characteristics the J-6 Business classification.

This portion of the corridor (Centereach: Coles Road to Washington Ave, and Horseblock Road to the hamlet border Selden Road, Selden: Selden Boulevard to Marshall, and Evergreen to County Road 83) should maintain the character and feel of the Downtown and Hamlet District in a less dense atmosphere that allows for additional automobile oriented businesses such as drive-thru restaurants but meeting design guidelines, parking requirements, and minimum/maximums setbacks to ensure community character and pedestrian activity are maintained. Most uses allowed in the J-2 district will be allowed in this district with a few exceptions including single and two-family residential. Mixed use buildings (retail on the first floor with office/residential on upper floors) and multifamily structures should be allowed by special approval. To alleviate fears by some Selden residents of overdevelopment, the residential within mixed use buildings should be prevented for the next five years within Selden. After this period the community should be reengaged by the Coalition and Town to determine if local sentiment is clearer in favor or against. Auto-oriented businesses such as dealerships and fast food restaurants will also be permitted by special approval after illustrating that they confirm to established design guidelines. This will meet the community’s goal of turning Middle Country Road into a Main Street without overwhelming the entire corridor.



The buildings in this area should be detached but still limit parking and curb cuts in front of stores. In time it may become possible to encourage street parking in these areas which significantly enhances these types of spaces by slowing cars down and encouraging walking. However, the current configuration of Middle Country Road could make this dangerous and it should be reviewed once the character of the corridor begins to change. It will be essential to create access points between parking lots (behind stores) to accommodate automobile oriented businesses. Pedestrian orientation should be maintained with landscaped storefront facades and outdoor seating encouraged. This district should be seen as an extension of the J Business 6 District the Town recently created to foster downtown development. The new district will foster transitional zones between Hamlet Centers without losing the downtown feel.

Front yard setbacks should be a minimum of 30 feet and a maximum of 40 feet with an FAR of 60%. Building height should be no more than two stories. Façade requirements should ensure that the building spans the majority of the width of the lot meeting all established design guidelines for architecture, landscaping, and signs.

Town Center Planned Development Districts

Development of the Town centers will take a focused and coordinated partnership between the Coalition, Town, and property owners. This partnership has already been initiated in reference to the Selden Town Center. To implement the type of changes the community hopes to see on these sites it may be necessary to rezone these areas as Planned Development Districts which allow much more flexibility but should only be used if redevelopment cannot be otherwise accommodated. Although relieved from zoning restrictions these areas should be strictly required to adhere to the character and architectural standards established by the J-6 Main Street Business Districts and design guidelines in Appendix A. Building setbacks and other specifications may not apply within these districts.

The greater flexibility will allow for more creative designs, the incorporation of public spaces, and ensure a return on value to property owners that will be difficult to accomplish under current zoning restrictions. Due to existing efforts this may not be needed in Selden where the Town is actively discussing improvements with property owners.

Town Center Design Concepts

The backbone of the new Middle Country Road corridor is the creation of two Town centers in the heart of the Hamlet Centers (described in detail on page 81). There was consensus within the community on the location of the Town Centers and many of the recommendations within this document are built around these locations.

Independence Plaza and College Plaza are located at the intersection of Middle Country Road and Boyle Road in Selden. They are both



successful shopping centers surrounded by parking with limited retail pads near Middle Country Road. The *Centereach Mall* is located at the intersection of Middle Country Road and Mark Tree Road in Centereach. It is a poorly designed shopping center that surrounds an expansive and largely unused parking lot (with the exception of a handful of spots located near successful stores). The complex has frequent vacancies and the anchor store, Wal-Mart, is so far removed from Middle Country Road that it is not recognizable from that distance.

Each of these shopping centers represents an opportunity to fulfill the community’s vision for a mixed use “center.” The concepts below embody a union between the community’s broad vision and market realities. We believe that with Town support and incentives each of these designs are extremely viable, although they may need to be developed through a phased approach to better absorb financial demands and allow the market to absorb the infusion of new development. If the property owners, Sivan Properties and Kimco Realty respectively, are amenable even more inventive designs may be appropriate and feasible utilizing the Planned Development District zoning described in the last section.

Both Town Center designs incorporate the following principles (see designs on pages 94-96):

Economy

- Each Town Center should include multiple uses and adhere to the character of the surrounding Hamlet Center.

Transportation

- An internal street network has been established within each shopping center’s existing surface parking lot to increase safety and efficiently move traffic with limited entrance points.
- The streets will integrate new streetscape enhancements such as benches, sidewalks, and street trees to support pedestrian access and foot traffic.
- Parking is shared and located within sites, not on external streets and internal parking lot connections eliminate the need to utilize Middle Country Road for local trips
- Entrances to individual parking lots have been eliminated to reduce driveways and potential accident points on Middle Country Road
- The proposed Middle Country Jitney service (dashed red line, page 95) stops at specific destinations throughout the Town Center linking multiple uses including shopping, restaurants, and recreational facilities
- Middle Country Road adjacent to the Town Centers incorporates a center median, bicycle paths, sidewalks, planted buffers and improved streetscape elements.
- Some of the medians along Middle Country Road have been lengthened to prevent cross access and improve safety. They are either decorative mountable medians or incorporate landscaping as deemed appropriate by the access management plan. Where



landscaping is appropriate low, hardy, drought resistant plants will be used

- Bike and pedestrian connections provide access to major roads, the Town Centers, and residential neighborhoods to facilitate safer access.

Beautification

- An attractive street frontage is created along Middle Country Road by placing new retail, commercial, and residential buildings closer to Middle Country Road and filling excessive gaps between buildings to create a “Main Street” feel consistent with design standards and the Main Street Business District zoning code. These buildings replace a string of underutilized or unsightly buildings.
 - a) The new buildings are fronted with wide sidewalks and landscaped buffers incorporating street trees set back to avoid conflict with overhead wires.
 - b) New pedestrian scaled street lights create a uniform rhythm enhanced by landscaping and other streetscape improvements
 - c) Bollards, which are poles, potted plants, or other landscaping that acts as a barrier between incongruent uses, are incorporated along the sidewalk abutting Middle Country Road to enhance pedestrian safety
 - d) Interspersed along the new frontage are open spaces that can be developed as outdoor café sitting areas, public sitting areas with water features, or landscaped sitting areas for people to rest or people watch.
- New “gateways” welcome people to the Town Center from major entrances incorporating iconic elements such as a clock or water fall to create a focal point.
- Existing, underutilized retail facilities can be upgraded within the proposed scheme. New façade treatments, signage, graphics, lighting and landscaping will be utilized to make these stores viable and engaging.

Recreation and Entertainment

- Public Plazas and a village green are incorporated into each plan to provide spaces for social gathering, events, and outdoor café seating
- The potential to integrate a movie theater will be analyzed by the Market Analysis study. If plausible it should be located in one of the Town Centers near new restaurants.

Community Enhancement

- Each Town Center has an existing post office site, which have traditionally been important components to town centers



throughout America. Each Post Office will be enhanced with architectural features to represent a centralizing municipal structure

Infrastructure

- The parking lots will incorporate a number of infrastructure improvements:
 - a) Shade trees reduce increased heat (heat island effect) created by large fields of asphalt that increase energy bills
 - b) Bioswales (heavily landscaped areas) and/or similar storm water management features recycle and remediate storm water. The water is recycled back into the natural system while minimizing the runoff into the existing storm water sewage system.
 - c) Porous pavements are incorporated as parking pavements and decorative sidewalks. Porous pavements improve drainage and environmental issues by allowing water to pass through to ground soil, reducing runoff.
- A green roof system incorporating solar panels and appropriate plant life is added to the large open roofs of the shopping center buildings. The green roof will reduce energy costs while the solar panels provide cheap/clean energy. Many commercial buildings incorporating this technology produce more energy than they use and are able to sell it to the public utility for profit

Safety

- Decorative crosswalks are incorporated throughout the Town Center to encourage safer pedestrian access across roads.
- Additional pedestrian improvements such as timed walk signs and wider sidewalks are incorporated throughout

Selden Town Center

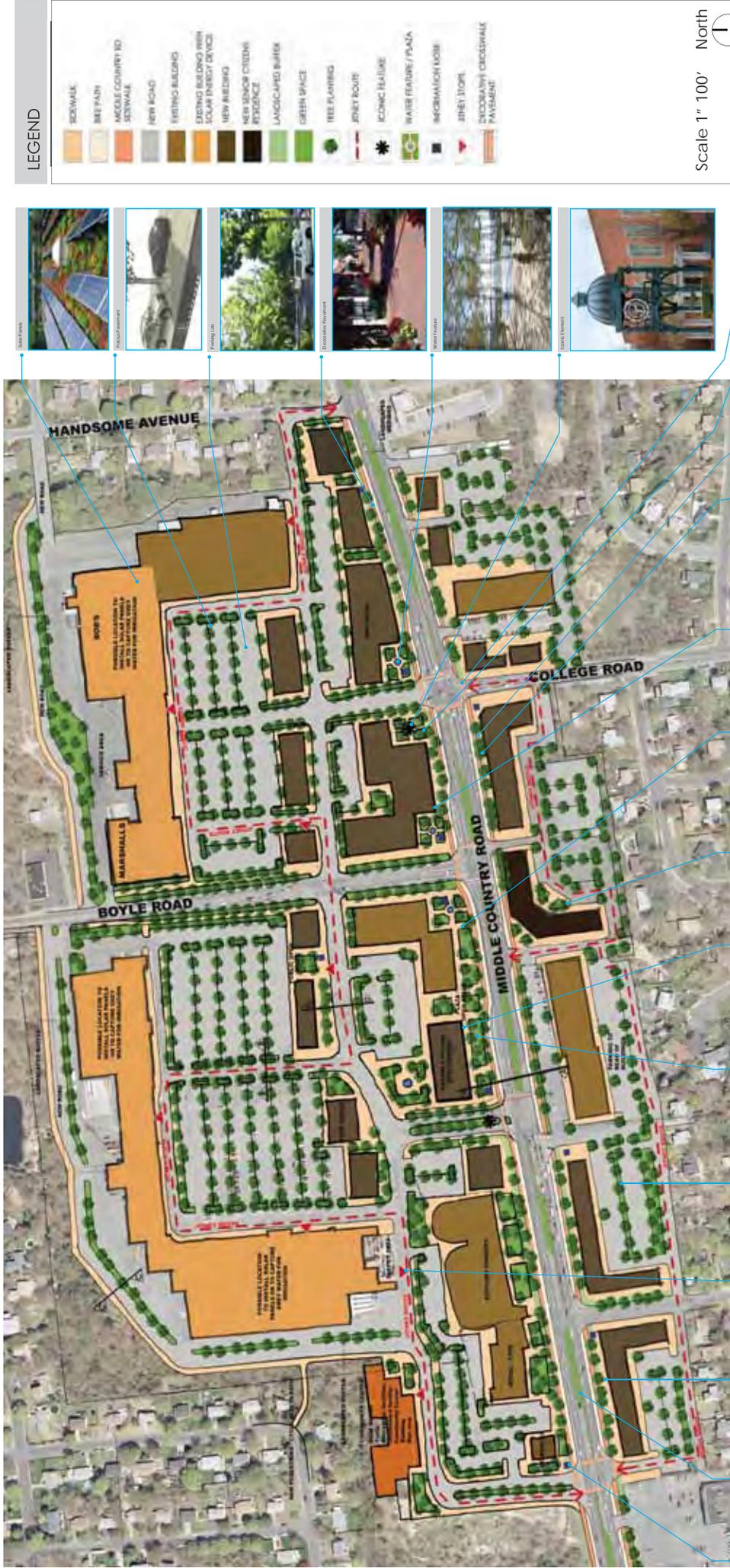
- Inclusion of a multi-purpose youth/senior center on the extreme western portion of the site behind Home Depot and Starbucks in “Middle Country Park.” Specific uses to be determined by the community with considerations to classrooms, events space, community group offices, gymnasium, swimming pool, and other identified uses. This is a potential site for senior residences above the multi-purpose center.
- Entrances from College Road, the Independence Plaza Loop, Boyle Road, and a new entrance separating Starbucks from the Breslin Open Space.
- A new road behind buildings on the south side of Middle Country Road facilitates access to parking lots relocated behind existing and proposed buildings. This will increase safety for vehicles and pedestrians as well as reduce unnecessary trips along Middle Country Road.
- A community green is located at the entrance to Independence Loop with a gazebo for community events
- Small plazas are located along Middle Country Road with water features and outdoor seating



Centereach Town Center

- The area surrounding the intersection of Mark Tree and Holbrook Roads is one of the most dangerous in Middle Country with 113 reported accidents during 2004 (latest available data).³⁰ Traffic experts performing the Preliminary Access Management Plan have identified this offset intersection as a major danger point that should be aligned to reduce safety issues. For this reason the Town Center concept includes alignment of these streets within the site. No land is lost because a new structure is located at the former intersection of Mark Tree and Middle Country. This action will require traffic calming elements, including bulbouts, crosswalks, and caution lights along both Holbrook and Mark Tree Roads to prevent it being used as a north-south thru street. These measures are proposed **in section 5.7 Safety**.
- The internal street system integrates “on-street” parking for short visits of less than 15 minutes, and will integrate new streetscape components to support pedestrian access and foot traffic.
- Two Mixed Use Parking Decks replace surface parking and facilitate plazas and a village green without compromising necessary parking. These structures in front of Wal-Mart and along Mark Tree Road, incorporate ground floor retail and appear to be identical to all other buildings but incorporate internal parking
- A new passive park has been developed on School Road behind Wal-Mart to buffer the cultural amenities to the north from the big box retail on the south
- A public green to the north and plaza to the south fill the internal structure of the Town Center. This location will provide space for community events, recreational activities, and public seating
- A restaurant row has been created surrounding the public plaza on each side. One row of restaurants is in a redeveloped existing structure while the other is placed within a new structure.

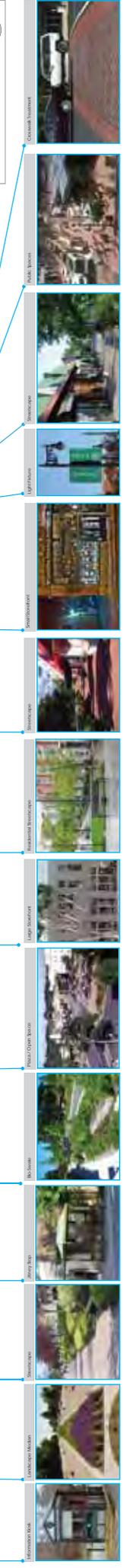
³⁰ Newsday Article and interactive map



LEGEND

- SIDEWALK
- BEE PATH
- MIDDLE COUNTRY RD
- SIDEWALK
- NEW ROAD
- EXISTING BUILDING
- EXISTING BUILDING WITH SOLAR ENERGY DEVICE
- NEW BUILDING
- NEW WINDOW CREDITS REFERENCE
- LANDSCAPED BATES
- GREEN SPACE
- TREE PLANTING
- JENNY ROUTE
- ICONIC FEATURE
- WATER FEATURE/PALSA
- INFORMATION KIOSK
- JENNY STOP
- PROBABLY CROSSWALK PAVEMENT

Scale 1" = 100' North



SUSTAINABLE LONG ISLAND MIDDLE COUNTRY ROAD - Selden Town Center Preliminary Landscape Plan



LEGEND

- 1. SIDEWALK
- 2. BIKE PATH
- 3. NEW ROAD
- 4. EXISTING BUILDINGS WITH SOLAR ENERGY DEVICES
- 5. NEW BUILDINGS
- 6. SUSTAINABLE GREEN ROOF
- 7. LANDSCAPED BUFFER
- 8. GREEN SPACE
- 9. TREE PLANTING
- 10. ARTIST SCULPTURE
- 11. ARTIST SCULPTURE
- 12. WATER FEATURES AT PLAZA
- 13. ACTIVE RECREATION
- 14. DECORATIVE CROSSWALK PAVEMENT
- 15. REORGANIZED ACCESS
- 16. STREET ADJUSTMENT
- 17. PEDESTRIAN CROSSWALK
- 18. INTERNAL TRAFFIC REORGANIZATION
- 19. GROUND FLOOR RETAIL PROMENADE
- 20. NEW SCHOOL ROAD PARK BUFFER
- 21. NEW 'GREEN' WALL-MOUNTED PARKING DECK
- 22. REVITALIZED EDGELINE
- 23. RESTAURANT TOWER
- 24. POST OFFICE
- 25. NEW 'GREEN' ROOF PARKING DECK
- 26. SHORT TERM SURFACE PARKING
- 27. PUBLIC PLAZA OUTDOOR CAFE
- 28. VILLAGE GREEN

Scale: 1" = 60'-0"

North

SUSTAINABLE LONG ISLAND MIDDLE COUNTRY ROAD - Centereach Town Center Preliminary Landscape Plan



5.7. SAFETY

Create Decorative and Efficient Street Signage

The Town should incorporate decorative signage into the design guidelines along Middle Country Road that is easy to read and interesting. The new signage should highlight the town centers and help to brand these areas.

Align Holbrook and Mark Tree Roads

The current configuration of these roads is confusing to motorists and discouraging to pedestrians. It is a dangerous intersection with 113 accidents in 2004 alone.³¹ Extra street lights to accommodate the added intersection hamper traffic flow along Middle Country Road. The preliminary Access Management Plan highlighted this intersection as an area that must be altered to improve safety in the area. However, this improvement may encourage more traffic to use this north-south connection and special attention will be required along Holbrook Road from Middle Country Road to Portion Road to enhance safety through traffic calming and pedestrian enhancements such as improved sidewalks, crosswalks, and stop lights. Please see the Town Center section for more information.

Implement Additional Safety Elements

Adopt radar speed signs in all school zones and at locations on Middle Country Road where there is high pedestrian traffic. These signs are already in use in some locations but should be expanded to all areas where safety is an issue. They would work extremely effectively at the entrance to the Hamlet Centers to slow traffic and warn them of increased pedestrian activity. Crosswalks utilizing different materials (color and texture) should be installed in these same areas.

Commission a Study to Create Pedestrian Access Across Nicolls Road

Nicolls Road is currently a significant barrier within the community and does not provide reasonable cross access in any direction. It splits Centereach and separates Selden from central Centereach. To create a cohesive feeling within Middle Country and allow pedestrians to feel comfortable crossing improvements need to be made to intersections with Middle Country Road and Hawkins Road. Although very different intersections they are both dangerous and discouraging to pedestrians.

The community identified using pedestrian bridges, however, these are extremely expensive and rarely effective. The Town and/or county should study the potential of either installing a pedestrian tunnel under Nichols Road or making significant at grade improvements at both intersections. If a tunnel is deemed

Figure 5.23: A Successful Pedestrian Tunnel

Although they suffer from negative perception a pedestrian tunnel can be an ideal way to safely move pedestrians and traffic, especially in a park like situation.

Monmouth University

- To prevent high accident rate at intersection of a campus path and busy street the school considered a pedestrian bridge, underpass, and at grade improvements.
- 14 feet wide by 10 feet high, by 72 feet long



Figure 5.24: Radar Speed Sign



³¹ Newsday accident article and map



feasible at Hawkins Road it must be attractive, well lit, discourage criminal activity and connect seamlessly to bike and pedestrian paths at Centereach pool, the LIPA ROW Park, and Hawkins Road.

Improve Fire Safety

Fire hydrants along Middle Country Road are rare and located on only one side of the street. This makes it difficult for firefighters to effectively fight commercial fires and has a significant impact on traffic in each direction. Currently hydrants are fed off of the residential water system and suffer from normal pressure fluctuations initiated by the Suffolk County Water Authority at their pump stations. The Fire Department would be more effective if a commercial main were installed along Middle Country Road with hydrants on either side. This would be an expensive and difficult proposition but should be considered as a joint project including the Town and County accessing significant state and federal funding available to enhance fire safety. If a sewer district became feasible installing a main simultaneously would become more feasible.

Enhance Community Policing Efforts

The Suffolk County Police department received a grant from the Federal Government in the 1990's to initiate the Community Oriented Police Enforcement program which placed police officers in each district that practice community policing. These officers spend more time on foot and within a community becoming familiar with businesses, schools, and residents. Traditionally these officers are more accessible to residents than typical officers and spend time in schools and education the community about crime prevention.

This is a program that was very popular around the community but residents no longer feel the impact. They made note that in the past they knew this officer and felt that the program discouraged children from committing crime. They expressed significant interest in seeing this program rejuvenated in the Middle Country Community.

Figure 5.25: Green Infrastructure

Top: Bioswale

Bottom: Solar panels on a green roof



Recommendations

5.8. INFRASTRUCTURE AND ENERGY EFFICIENCY

Commission a Study and Support the Creation of a Private Sewer District

It will be necessary to create a private sewer district to allow increased densities of commercial development in Hamlet Centers and along Middle Country Road. A sewer study should be commissioned to determine the most efficient and effective structure. It may take on a number of options.



- One treatment facility at each Town Center to allow for density increases.
- A sewer district in each community that incorporates the hamlet center and portions of Middle Country Road radiating from the Hamlet Center
- A single sewer district that links all commercial properties on Middle Country Road

There are a number of options for trying to complete this process. While a single developer (of a Town Center) may chose to develop a facility on his/her own, this is an unlikely option. The following two possibilities should be explored:

- Explore creating a consortium of land owners/developers to construct a local waste management facility. Incentives should be provided for contributing property owners to increase densities. This facility could be coordinated through a Business Improvement District and allow for slight increases in density for a significant portion of Middle Country Road
- Explore creating a public/private partnership where the Town and/or Suffolk County would contribute up to half of the cost of the sewer district and access federal funding for additional project support

Require Open Parking Lots to Incorporate Bioswales and Porous Paving Materials

Bioswales are landscaping elements that help channel and absorb water runoff to decrease environmental pollution and reduce heat island effects in large parking lots (**Figure 5.26**). They appear as typical landscaping within parking lots but significantly reduce drainage needs. The landscaping can be natural vegetation that does not require watering and will improve the physical appearance of parking lots. This will address many of the drainage issues identified by the community.

Bury Utility Lines

Explore the potential of burying all utility lines in commercial areas, especially in the Hamlet Centers. Utility lines detract from community appearance, hinder views of business establishments, and create safety issues (especially for the fire department). Discussions should be initiated with the Long Island Power Authority to bury all lines. This is an expensive process and alternative means of supplemental funding will probably need to be identified. The Coalition can help with this aspect. If this Middle Country Road Sewer District is pursued utility lines should be buried at the same time as sewer instillation. Lines that cross Middle Country Road should be buried as well. This project should be coordinated with the Department of Transportation's planned improvements to Middle Country Road in the near future.

Lines should be buried in a priority fashion starting at the Town and Hamlet Centers. The Town should explore the possibility of incorporating the burying of all utility lines as an impact fee on all new development applications.



In the event that burying lines is deemed infeasible due to expense the lines should be moved behind stores wherever possible.

Adopt a Green Development Incentive and Point Program

The Town should develop an incentives program for developers that incorporate alternative energy usage and green design elements (as outlined by the US Green Building Council) into their plans. This could take multiple forms including increased density allowances, reduced parking requirements, or temporary property tax reductions phased out over a five year period. The last option would require agreement of the local school district and may only be viable for commercial properties. Combined with New York State and Long Island Power Authority benefits for such design options a developer would have significant incentive to incorporate green design.

The Town has begun to embrace “green” legislation and Councilwoman Kathleen Walsh has taken a lead in this area. She introduced legislation that will implement a “Dark Skies” program over the next 10 years to require outdoor lighting standards that reduce the impacts of light pollution. The Councilwoman is currently championing a partnership with the Middle Country Central School District to pool resources and utilize compressed natural gas school busses. Councilman Steve Fiore-Rosenfeld recently passed legislation to encourage “Green Big Box” stores. This legislation should be expanded to all commercial development over 10,000 square feet and be considered for similar incentives. This incentive should be phased out over a period of ten to fifteen years and be replaced by legislation requiring all development in the town to meet LEED certification standards to receive a building permit.

This program should be implemented through a point system similar to that used in Boulder, Colorado. The development application is reviewed based on incorporation of non-required elements. The developer receives a point for each element included. They are required to meet a certain point threshold and then receive additional incentives for each additional point threshold. Austin, Texas is another municipality that has incorporated this transparent process very effectively.. The point system should be based on sustainability standards including environmental, economic, and social bonuses (Figure 5.27).

Figure 5.27: Green Incentives/Point System

Town of Babylon

A recently passed law passed by the Town of Babylon requires all commercial, multiple residence, or senior citizen multiple residence over 4,000 square feet to receive certification under the US Green Building Council’s Leadership in Energy and Environmental Design program, the leading green building program in the United States. The Town refund application fees for successful applications.

See appendix for more information.

Boulder Green Points

A nationally renowned program that requires every construction or renovation over 500 square feet must receive a certain number of points based on the type of project to receive a building permit.

“The Green Points program encourages cost-effective and sustainable residential building methods, conservation of fossil fuels, water, and other natural resources, recycling of construction materials, reducing solid waste and improved indoor air quality. The Green Points program offers builders and home buyers great ideas for including in their home building projects, while allowing them flexibility to tailor their selections to specific designs or buyer preferences.”

Contact: 303.441.1880

Recommendations



5.9. HOUSING OPPORTUNITIES

Middle Country, like the rest of Long Island, has limited space to accommodate new housing. The Long Island Index has highlighted the excessive demand for housing on the Island and Centereach and Selden are strong examples of this effect. There is a lack of housing for young professionals and families, those looking to buy their first homes. The success of the Hamlet Centers will be dependent on introducing 24 hour life to the streets through the development of housing. The recommendations together will ensure that there are seniors active in the Hamlet Centers during the day and students in the evening.

Develop Senior Housing in the Hamlet Centers and near Bus Stops along Middle Country Road.

Housing for seniors should be developed in close proximity to the town centers to facilitate access for seniors. Middle Country is experiencing a lack of housing affordable to seniors and most seniors live too far from shopping to effectively use it on a regular basis. The Selden Town Center concept includes a location on the south side of Middle Country Road or west of Home Depot for a senior residence to be developed. If one of these locations is chosen there will need to be a focus on pedestrian treatments appropriate for seniors. This facility should also be a stop on the new Middle Country jitney service.

Develop Mixed Income / Workforce Housing

Encourage the development of workforce housing along Middle Country and in the Hamlet Centers to provide first home opportunities for young professionals and families. This housing should be targeted toward renters and homeowners in Centereach and homeowners in Selden. While such housing can occur on any available property along Middle Country Road, it would be most appropriate within the Hamlet Center boundaries. This would be especially beneficial as second and third story residences in the hamlet centers, although the Selden community is currently adverse to residential facilities above retail and the uses may need to be separated on the same property in Selden.

Two properties along Middle Country Road at Coles Drive and Hammond Lane are large enough to accommodate a number of units of workforce housing. The Town will need to use a transfer of development rights to this area in order to allow higher density than is allowed under current health codes.

Special attention should be made to ensure that workforce housing units are affordable to local professionals in the emergency response, health, and teaching fields. The community has opposed some projects recently that they felt used the Suffolk County threshold for workforce housing, pricing units higher than local workers can afford. This could be due to the higher Median Household Income at the county level.

Develop Student Housing

In connection with the workforce housing and possibly part of the same projects, encourage the development of housing targeted to students of SUNY Stony Brook and SC Community College within the Hamlet



Centers and along Middle Country Road. These structures should be coordinated with transportation, either through a partnership with the schools or Suffolk Transit, which connects the Hamlets to the schools on a frequent and reliable schedule. The proposed Middle Country jitney would provide this service. Density incentives to developers who provide student housing will be necessary to address market constraints.

5.10. POLICY AND GOVERNMENT RESPONSIVENESS

Implement Design Guidelines

The implementation of design guidelines specific to the community by the Town Board will create a unique look for Selden and Centereach, develop greater pride in the community, and ease enforcement tensions by creating an obvious standard. Current properties will need to be amortized over a period of five to ten years for compliance. Property owners should be required to bring their buildings into full compliance with any site improvements after adoption (outlined earlier in Chapter Six).

The Town of Brookhaven is working to change its zoning code and develop guidelines for hamlet centers. This is progressive work that will create significant improvements throughout the Town, however, it does not void the need for communities to adapt these guidelines to create a unique character.

Improve Town Responsiveness and Enforcement

The Town is perceived as being slow and ineffectual at enforcing Town codes and responding to community needs. The Town needs to expedite services at Town Hall to ensure that resident experiences are easy and efficient. The Town needs to hire additional code inspectors or implement a more effective program for reporting of code violations. The Town has recently received funding from Suffolk County to hire additional code enforcement officers and provides the opportunity for the Town to improve response times and ensure that one of the community’s top concerns is addressed. The town’s recently implemented 451-Town complaint line should improve its ability to respond to resident complaints (see next section).

Expand 451-TOWN the Town’s (CRS) Information Service

The Town of Brookhaven suffers negative perceptions by residents that it is slow to respond and difficult to work with. While these issues are to some degree natural at a Town of nearly 500,000 people other large cities have had great success in implementing a Community Response Service (CRS) information phone service. This service provides residents a number that is easily remembered and provides them access to all town services. A live operator either answers any Town related question or quickly connects the caller to the appropriate department.

Recommendations

Figure 5.27: Code Violations





This service is often used as a means for residents to quickly file complaints about code violations in their neighborhood. If the service is implemented the Town will have to develop the capacity to respond appropriately. General facts should be maintained by operators and complaints should be addressed in a timely manner, within one week if possible. The most successful systems report the resolution of the complaint to the original caller within a reasonable timeframe.

Since taking office Supervisor Foley has focused on improving the Town's responsiveness and lingering negative perceptions. The Town has recently implemented a Community Response System. Of course, institution of the program will not have an impact unless the Town is able to ensure prompt and successful response to residents who use the system. Results are yet to be released.

The program should be expanded to accommodate complaints via the internet

Create an Expedited Development Process Incentive

Create an expedited approval process and decreased fees for developments that incorporate elements of this plan that are not explicitly required as part of the zoning code. This would include but not be limited to any of the following: offering community facilities/program support, incorporating mixed use buildings and pedestrian orientation, incorporating businesses outlined in the community vision, incorporation of a sewage treatment plant, and outlining a plan to receive LEED certification.

Create a Role for the Middle Country Coalition for Smart Growth in the Development Process

The Coalition can become a great asset to the Town to ensure that the community is aware of Town projects and supportive. Facilitating communication and consensus between the Town and community is one of the major roles of the Coalition. The Town should create a development approval process for the Coalition to ensure new development meets the community's vision and to ensure an ongoing partnership.

The Town currently utilizes the local civic groups to facilitate community information sessions and this process should continue. In the future the Coalition should be given the opportunity to review development plans and zoning change/variance requests and provide comment to the Town and Zoning Board on appropriateness. This would require nothing more than an agreement between the Town and Coalition to ensure review/input in all new development and change of zone applications. This agreement should be formalized through a nonbinding Memorandum of Understanding between the Town and Coalition.

Implement the Industrial / Commercial Incentives Plan in the Hamlet Centers

The Suffolk County I/CIP program provides tax incentives to businesses in targeted sectors that locate in designated locations and create



employment opportunities. This is a strong tool that should be used to help “encourage” the market within the Centereach and Selden Hamlet Centers. This is a great tool to spur redevelopment on the two Town Center sites and ensure that the businesses meet the community’s goals and foster a social atmosphere. The incentives must be specifically targeted to businesses that meet the community’s vision (See Section 6.5) and are traditionally part of thriving downtown spaces. These businesses include restaurants, book stores, and apparel stores and are key components of a successful downtown space. This program requires a commitment from the school district to a partial tax exemption on all capital improvements made. The waiver is phased out over a ten year process.

Utilize Transfer of Development Rights in Hamlet Centers

The Town has the ability to utilize Transfer of Development Rights to preserve properties zoned for single family use to promote commercial development or encourage developers in the Hamlet Centers to buy the development rights of undeveloped parcels in other parts of the community to increase density in hamlet centers. The Hobbs Farm is an excellent candidate for the latter program.

Community Information Website

Residents complained about the difficulty in accessing information from the Town Planning and Building departments. Although the departments appear to do their best to provide appropriate information in a timely manner they are slowed by antiquated systems. The Town should incorporate an informational website that will allow residents to access vital community information via the internet.

This information should include general demographics, property information, issues before the Town Board, projects before the Zoning Board, status of development or zoning applications, and other important community information. Information should be accessible as a specific site or as a group in a defined geographic area. This will improve public relations, significantly increase response times, and relieve the respective departments of producing this information each time its requested.

5.11. COMMUNITY ENHANCEMENT

Organize the Religious Community

The local religious community is large and diverse. Middle Country is home to numerous Christian Churches, a Mosque, a Synagogue, and a Buddhist Temple. These religious communities can provide needed services to residents and become a powerful force in creating positive change. The Community Vision focus group was the first time that many of these community leaders had ever come together. The Coalition for Smart Growth should facilitate a local clergy working group and when necessary partner with clergy to ensure successful community programming and service delivery.



Foster Community Pride

The Coalition should actively pursue partnership with member organizations to promote and host events and programs to increase community pride in Centereach, Selden, and Middle Country as a whole. Activities might include parades, concerts, street fairs, carnivals, health fairs, etc..... It will be important that the Town be a supportive partner in these events but local groups should take the lead in organizing.

One potential event may be **Middle Country Day** that would include a parade and fair at one of the Town Centers. There could be events throughout the day celebrating the history of Selden and Centereach.

In addition the Coalition should work with member organizations, the Town, and County to actively promote increased community volunteers to join vital services such as the Fire Departments and EMS as well as get involved in other Coalition/partners projects that benefit the community such as Friends of Hobbs Farm.

Develop a Community Art Program

The Coalition (and appropriate members) should partner with the Town, the Middle Country Central School District, Selden Centereach Youth Association, the Library, and perhaps senior organizations to develop a public art program. The program should provide art classes to people of all ages in the community especially youth. The program should be located in one of the Town Centers and bring professional artists to work with residents and demonstrate different techniques.

The Coalition should then promote this art as part of the Art in Public Places Program described earlier in Chapter Six. Art will be displayed from both the professional artists and residents who take the classes in selected public locations. If deemed feasible and necessary the business community can be asked to pay fees to display art pieces in their business. The fees will pay for program costs and the business can receive free advertising as a supporter of the program.

Develop Adult Education Programs

The Coalition should work with Suffolk County Community College, Stony Brook University, and Middle Country Public Library, as appropriate, to offer adult education classes at the youth/senior center and libraries. Classes should offer both personal enrichment opportunities as well professional or academic advancement. The Coalition should survey community members to ascertain topics of interest. Classes should be provided free or no cost and not offer credits unless expressly requested by the community.



6



Implementation Matrix

Action Item	Page	Immediate (present to 6 months)	Short Term (6 months to 2 years)	Intermediate (2 to 5 years)	Long Term
5.1 Beautification					
Gateway	65	Coordinate landscaping improvements to existing signs with private companies (Coalition)	Add MC to existing signs; install new signs on east and west ends (Coalition/Civics)	n/a	n/a
Design Standards	66	Town board approval (Town)	Begin using for site plan review (Town)		Install improvements along the remaining portions of Middle county Road (Coalition/Town)
Streetscape Improvements	66	Coordinate and install Demonstration project; Develop a streetscape improvement plan. Secure funding for material. (Coalition/Town)	Initial improvements in the Hamlet/Town Centers including benches, banners, street lights (Coalition/Town)	Implement program in Hamlet Centers (Town)	Implement program in remaining areas (Town)
Façade Program	68	n/a	Establish façade program and technical assistance to property owners and shopkeepers (Town)		
Community Cleanup	68	Organize a volunteer community cleanup initiative targeting overgrown properties and litter; encourage youth to get involved (Coalition)	Hold a street celebration; conduct a public education campaign (extension of "Sparkle and Shine"); increased code enforcement (Town and Coalition)	Expand program to professional artists and permanent installations at public parks and plazas; including Town Centers (Town)	Continued installation, create a artist-in-residence program (Town)
Art in Public Spaces	69	n/a	Partnership between schools, library, Town, and local group to promote sculptures and murals created by youth throughout the community (Multiple)		
5.2 Recreation and Entertainment					
Multipurpose Youth/Senior Center, with Senior Housing	71	Relocate SCYA to an appropriate location; Create a task force to establish new center and develop programming. (SCYA/Town/Coalition)	Secure site and additional funding sources (Coalition/Town)	Create a public/private partnership to develop a Youth/Senior Multipurpose Center with senior residences at the Selden Town Center - Middle County Park (Coalition/Town)	Complete Constructions and expand programming
Renovate Existing Parks	72	Identify all parks in need of improvement/behind on maintenance (Coalition)	Coordinate improvements and enhanced maintenance program (Town)		
Beautify Swamps/Nature Playgrounds	73	n/a	Identify appropriate locations for improvements and secure necessary agreements (Coalition)	Coordinate improvements (Coalition/Town)	
New/Expanded Parks	73	n/a	Establish a Friends of Middle County Parks to raise private funds for maintenance and park improvements; secure commitments for new parks (Coalition)	Organize volunteer days to assist with trail creation and park maintenance (Coalition)	
Middle Country Park	73	n/a	Negotiate agreement to buy properties from Breslin Realty (Town)	Install passive trails throughout the properties connecting Independence Plaza, residential, and Ruland House	
Centerreach Pool/Levitt Fields Expansion	73	n/a	Buy Three Villages School District Property	Expand Levitt Fields with multipurpose turf fields and create appropriate connections to new Village Rec Center and Centerreach Pool	
Convar Park Expansion	74	n/a	Create a dog park next to existing playground (Town)	make improvements and install passive trails (Town)	
Sustainability Education Center	74	Coordinate committee with Farm committee; develop vision; secure TDR to Selden Town Center (Coalition/Town/local groups)	Initiate farming activities; make necessary improvements; initiate partnerships with SBU/Cornell cooperative (local groups)	Complete improvements and educational structures (new barn); begin community food stand on site and in Town Center (local groups)	
LIPA Trail	75	Engage LIPA officials in community vision (Coalition)	Coordinate necessary agreements (Coalition/Town)	Create maintenance program; install initial path and necessary improvements	Complete long-term improvements
5.3 Transportation					
Access Management Plan	77	Complete Access Management Plan (coalition)	Implement recommendations (Town/Coalition)		
Street Connections	78	n/a	Prioritize from AMP and identify barriers, such as private land ownership (Town/Coalition)	Use site review to encourage connections and actively pursue high impact properties (Town)	Complete corridor improvements (Town/State)
Medians	80		Prioritize from AMP and identify barriers, such as private land ownership (Town/Coalition)	Target Hamlet Center locations first	Ongoing
Curb Cuts	80	Utilize site plan review process to encourage (Town)	Implementation of new zoning requirements and Design Guidelines (Town)	Ongoing	Ongoing
Cross Access	80	Utilize site plan review process to encourage (Town)	Implementation of new zoning requirements and Design Guidelines (Town)	Coordinate with private developer/Centerreach	Utilize public/private partnership to complete mixed use garage
Parking Structure	80	n/a	n/a	Mail Owner	Implement new Jifney between major local destinations and Town Centers; Consider relation of north-south light rail line on LIPA ROW (Suffolk Transit/Town/BID)
Public Transit	81	n/a	Identify strategies from AMP; develop partnership with Suffolk Transit (Coalition/Town)	Improve existing service and add new lines as appropriate (Suffolk Transit)	

5.4 Pedestrian Opportunities	83				Apply for outside funding (state/federal). Begin installation of sidewalks in targeted locations (Town/Coalition)	Continue Program	Complete sidewalks on all major corridors and school roads; ongoing maintenance and repair (Town)
Sidewalks	83	n/a			Study feasibility and cost of bike lanes in targeted areas. Hawkins Road and extension of Middle Country Road sidewalk	Continue to expand bike lane network to connect entire community (Town)	
Bike Paths/Lanes	83	n/a			Require new developments to create pedestrian connections to residential areas (Town)	Complete installation of new crosswalks (Town/State)	
Paths	83	n/a			Install high-visibility crosswalks at major intersections and near schools (Town/State)		
Crosswalks	84						
5.5 Local Economy/Business Enhancement	84				Create a redevelopment task force to guide improvements and implement recommendations (Coalition, Town, Chamber, Civics, BID)		
Market Analysis	84				Based on study begin targeting businesses for attraction	Utilize marketing materials to create Restaurant Row	
Full Service Restaurants	84	n/a					
Middle Country BID	85				If analysis is favorable engage property owners in BID discussion and complete necessary application work (Coalition/Chamber)	Initiate BID and coordinate a business marketing plan, streetscape/arcade improvements, business enhancement classes, and other programs	Creating local business assistance program; expand public events
Brand Town Centers	86	n/a			Hold a community contest to develop a logo and tagline for each Hamlet Center incorporating the Town Centers; they should be unique but also unify the two communities (Coalition/Chamber)	Develop marketing for each Town/Hamlet Center, hold events, conduct extensive outreach/advertising campaign (BID)	
5.6 Create Town Centers and Downtown District	87						
Rezone to J-6 in Hamlet Centers	89	n/a			Approve and apply new zoning requirements (Town)	Continue implementation of new code on grandfathered properties as they upgrade (Town)	Hamlet Center takes shape one project at a time
New Zoning J-9 Neighborhood Commercial	89				Approve zoning changes at the Town board level (Town)	Implement zoning/code changes (Town)	Continue implementation of new code on grandfathered properties as they upgrade (Town)
Planned Development Districts	90				If appropriate initiate rezoning to PDD in order to achieve greater flexibility (Town)	Implement PDD and work with property owners to complete; establish appropriate public/private partnerships	
Town Centers	90				Approve necessary variances or see PDD above; engage Kimco in Center each Mall redevelopment (Town/Coalition)	Complete initial construction in Selden (Property owner)	Complete Town Center construction
5.7 Safety	98						
Street Signage	98				n/a	Begin program to hang decorative signs in Hamlet Centers, clearly labeled signs on remaining Middle Country Road, and ensure that all residential street signs are clearly displayed (Town/BID)	
Street Alignment	98	n/a			n/a	Begin planning process and identify funding needs	Complete property swap and construction
Additional Safety Elements	98	n/a			Realign Middle Country Road signals to facilitate pedestrian crossings, install curb cuts and other traffic calming tools on school streets (Town)	Continue improvements (Town)	Reanalyze safety situation and develop a plan to address lingering/new issues (Coalition/Town)
Nicolls Road Ped Access	98	n/a			Study options for creating safe and efficient pedestrian access across Nicolls Road including traffic calming (crosswalks), pedestrian tunnels, pedestrian bridges	Identify best option and move forward	Complete improvements
Fire Safety	99	n/a			n/a	Study potential benefits and costs associated with installing a water main or changing county pumping policies (Town/Coalition)	Follow through on feasible recommendations (Town/County)
Community Policing	99	n/a			Identify new sources of funding to revitalize/enhance COPE program; expand community policing and education efforts within community (County/Coalition)		
5.8 Infrastructure and Energy Efficiency	99						
Sewer District	99	n/a			Explore alternatives, partnerships, and issues; Conduct a feasibility study approach property owners about cost/benefits	Work with Suffolk County and identify federal/private partners; create a sewer implementation plan	Complete creation of Middle Country Sewer District incorporating commercial and multifamily residential along Middle Country Road
Environmental Parking Lots	100	n/a			Alter Town code (Town)	Require all construction of new structures to bury utility lines	
Utility Lines	100	n/a			n/a	Implement Town wide program including appropriate incentives and punishments for violators	
Green Development	101	n/a			Study existing programs cost/benefits		

5.9 Housing Opportunities	102	Identify acceptable locations; work with developers to assemble properties or approach existing owners of undesirable properties.	Develop senior residences above new community center.
Senior Housing	102	n/a	Complete Construction
Mixed Income/Workforce Housing	102	Identify acceptable locations near Hamlet Centers and transit; work with developers to assemble properties or approach existing owners of undesirable properties	Planning of new projects
Student Housing	102	Identify acceptable locations near Hamlet Centers and transit; work with developers to assemble properties or approach existing owners of undesirable properties	Planning of new projects
5.10 Policy and Government Responsiveness	103	Train community members to identify code violations; develop reporting system to quickly improve violations (Town)	
Code Enforcement	103	Expand to internet inquires (Town)	
CRS Expansion	103	Study appropriate areas to expedite process and coordinate with green points program; engage developers and community members for input (Town/Coalition/property owners)	Implement program for developers meeting criteria
Expedited Review	104	n/a	
Coalition Role	104	Sign MCU agreeing to include Coalition in project reviews and solicit organizational input on all major projects (Town/Coalition)	
ICIP	104	Identify properties within the Hamlet Centers to encourage incentive (Town)	Revise ICIP to include Salden and Centereach Hamlet Centers (Town)
TDR	105	Coordinate transfer from Hobbs Farm to Salden Town Center (Coalition/Town)	
Property Website	105	Coordinate transfer from Hobbs Farm to Salden Town Center (Coalition/Town)	
5.11 Community Enhancement	105	Study expansion of CRS to make property information available via the web (Town)	
Clergy Meetings	105	Hold joint community events and promotional campaign (clergy)	
Community Pride	106	Hold first Middle Country Day! As well as other community events	
Art Program	106	Coordinate with school district, libraries, and colleges to offer art classes in the community; initiate program as a summer activity for youth and seniors; eventually contribute art to public space (Local groups)	Display art in local stores and public places; expand to adults; conduct a craft fair featuring arts and craft produced in the community; Provide scholarships for talented artists
Adult Education	106	Coordinate with Suffolk Community College and SBU to offer free personal development classes in the community	Expand the program to offer for credit classes in (personal finances, CED, computer) to local residents in the community



*a*ppendices



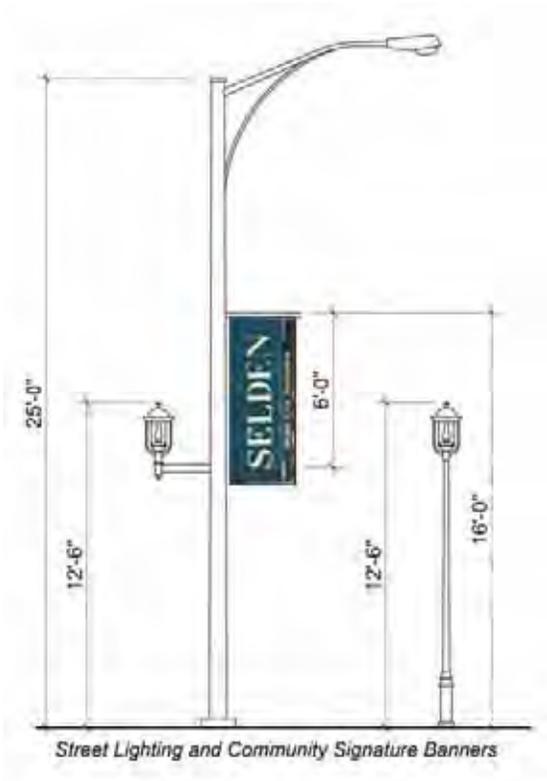
APPENDIX A: Design Guidelines

Appendix

DESIGN GUIDELINES FOR MIDDLE COUNTRY ROAD

Town of Brookhaven, NY

February 8, 2008



AWNING
TRANSOM
RECESSED ENTRY
KICK-PLATE
LIGHTING
SIGNAGE BANDS
GLASS DISPLAY

Retail Storefront Details



TOWN CENTER : Pedestrian Plaza / Restaurant Row

Design Guidelines for Middle Country Road

Table of Contents

SECTION 1: Illustrative Summaries

Town Center Examples	1.1
Town Center Identification	1.3
Arts-Related Commercial Development.....	1.4
Automotive Development	1.5
Retail Design Standards.....	1.6
Retail/Mixed Use Development	1.7
Screening and Buffer Techniques	1.8
Lighting	1.9
Specialty Equipment Screening	1.10

SECTION 2: Design Guidelines Principles

2.1	Why Design Guidelines?	2.1
2.2	What Design Guidelines Express	2.1
2.3	How Design Guidelines and Standards Work	2.1
2.4	Levels of Design Review	2.2

SECTION 3: Proposed Design Guidelines: Concepts and Instructions

3.1	Overall Intent and Purpose.....	3.1
3.2	Instructions for the Administering Board and Applicants Regarding Compliance	3.1
3.3	General Design Concepts for Selden and Centereach Town Centers and the Middle Country Road Corridor	3.2

SECTION 4: Guidelines

4.1	Guidelines Applicable to All Districts	4.1
4.1.1	Site Organization	4.1
	Building Placement: Front Yard Setback	4.1
	Building Placement: Side Yard Placement.....	4.1
	Street Organization	4.1
	Parking and Loading.....	4.2
4.1.2	Site Design	4.5
	Screening, Buffers, and Landscaping	4.5

	Site Lighting	4.11
	Street Furniture	4.12
	Signage	4.12
	Sidewalks and Pedestrian Guidelines.....	4.15
4.1.3	Architectural Design.....	4.17
	Doors, Windows, and Entrances	4.17
	Building Frontages.....	4.18
	Facades	4.18
	Building Materials	4.21
	Roofs	4.21
	Screening of Mechanical, Plumbing, Electrical, Media & Communications Equipment	4.21
	Corner Lots	4.22

Design Guidelines
Middle Country Road, Town of Brookhaven, New York

Section 1: Illustrative Summaries for Selden, Centereach, and Middle Country Road

TOWN CENTER EXAMPLES



1. TOWN CENTER : Mixed-Use Development



2. TOWN CENTER : Residential over Ground-Floor Retail

TOWN CENTER EXAMPLES (CONTINUED)



3. TOWN CENTER : Retail / Streetscape

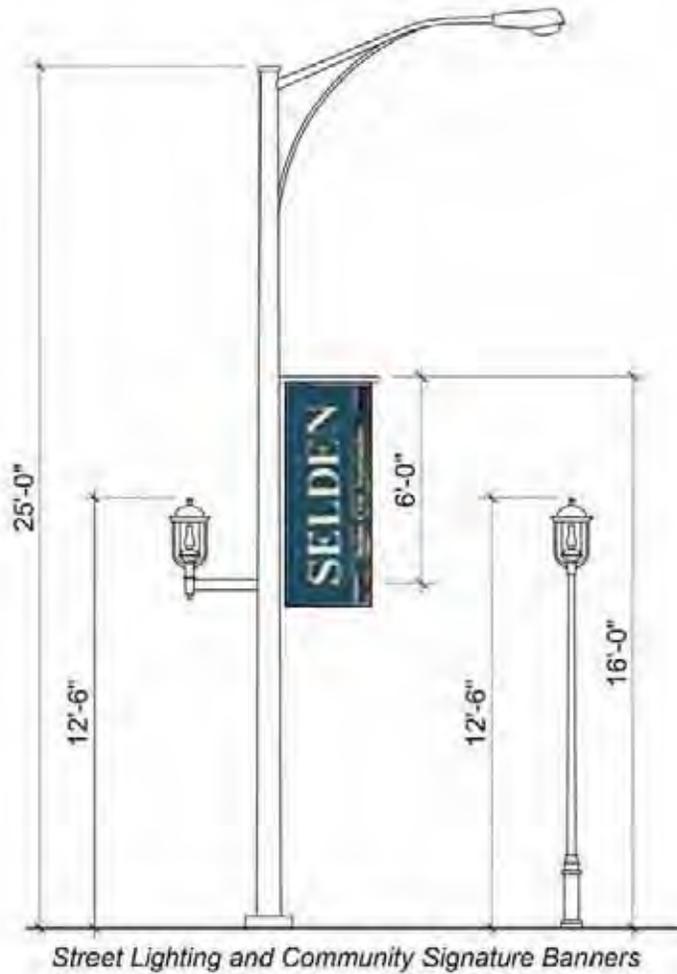


4. TOWN CENTER : Pedestrian Plaza / Retail

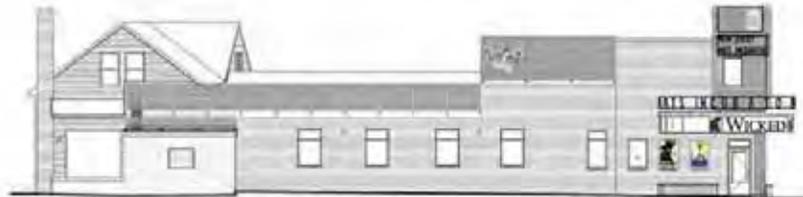


5. TOWN CENTER : Pedestrian Plaza / Restaurant Row

EXAMPLE OF TOWN CENTER IDENTIFICATION



EXAMPLES OF ARTS-RELATED COMMERCIAL DEVELOPMENT



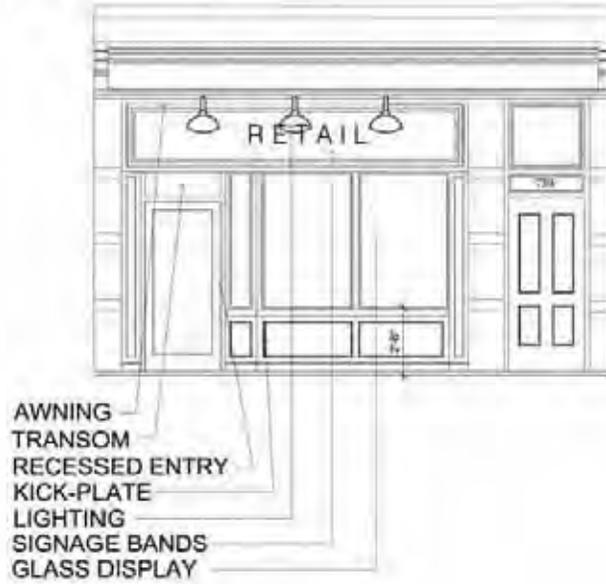
Arts-Related Commercial Rehabilitation

EXAMPLES OF AUTOMOTIVE DEVELOPMENT

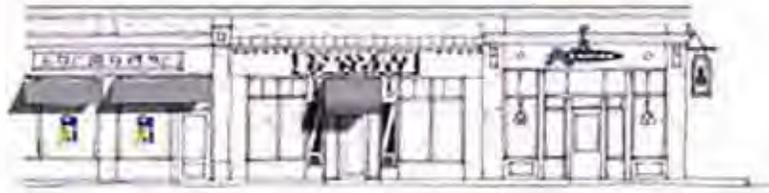


MIDDLE COUNTRY CORRIDOR : Automotive Development

RETAIL DESIGN STANDARDS



Retail Storefront Details



Retail Storefront Articulation



Restaurant & Commercial Spaces

EXAMPLES OF RETAIL / MIXED-USE DEVELOPMENT



Parking Deck over Ground-Floor Retail



Residential over Retail



Office over Retail

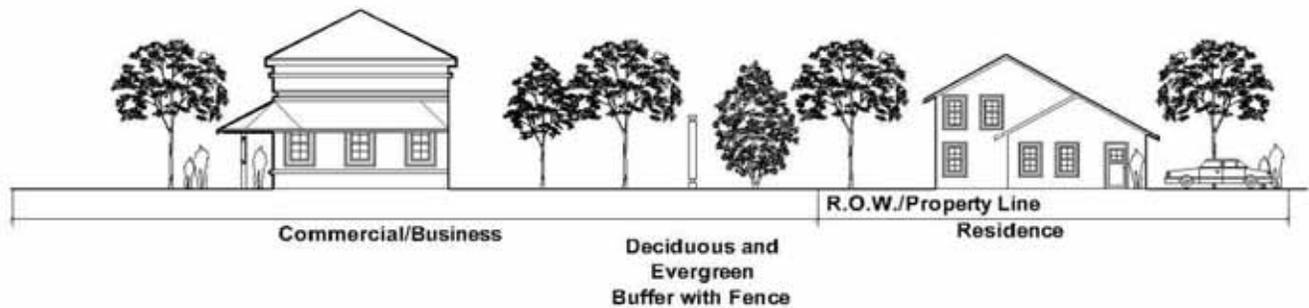
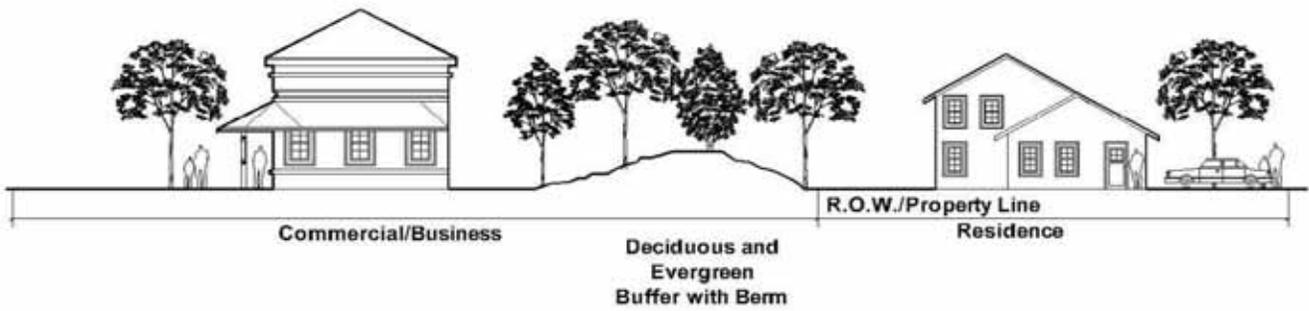
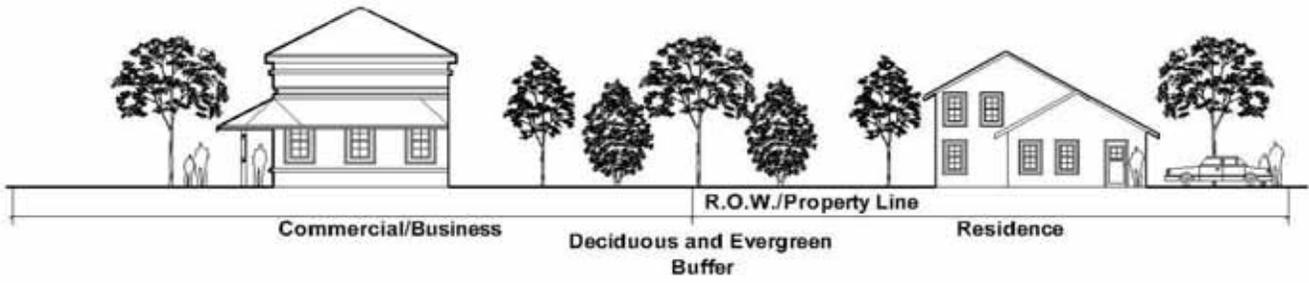


Office over Retail

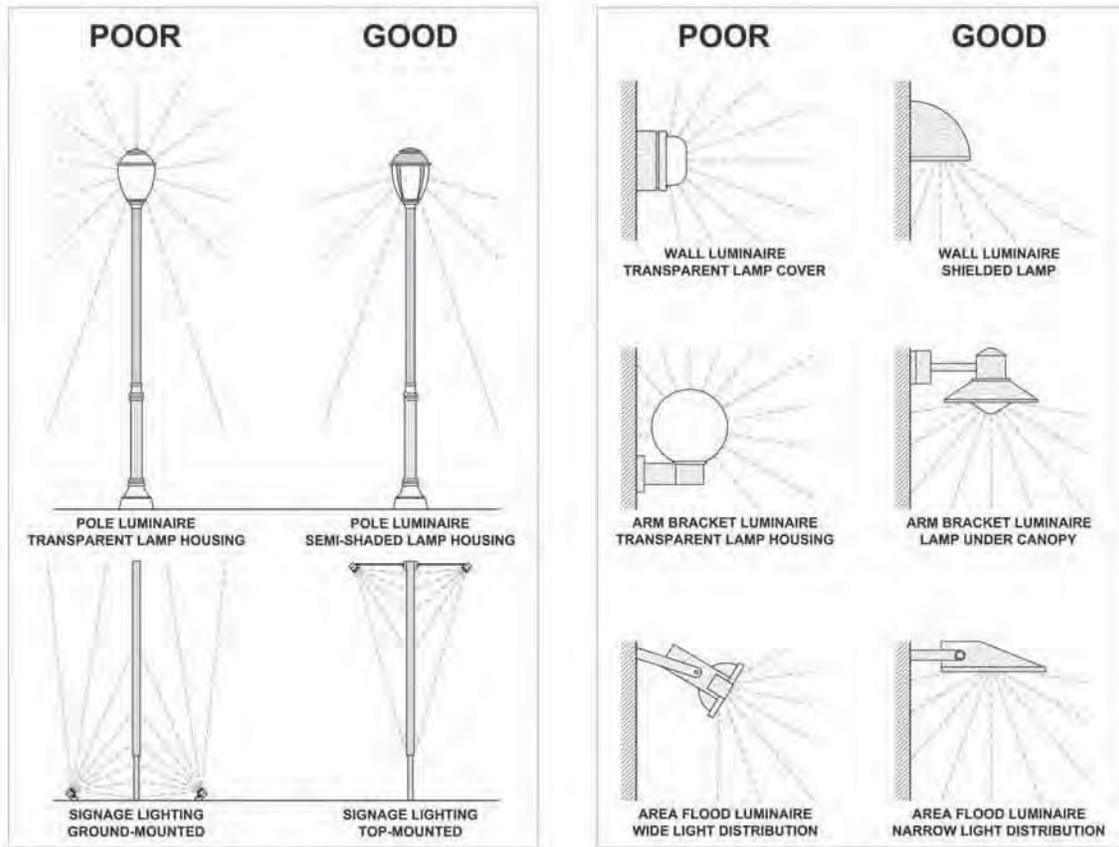


Large Retail

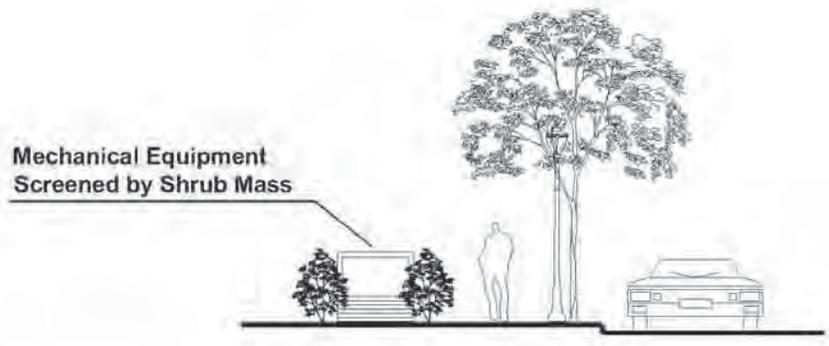
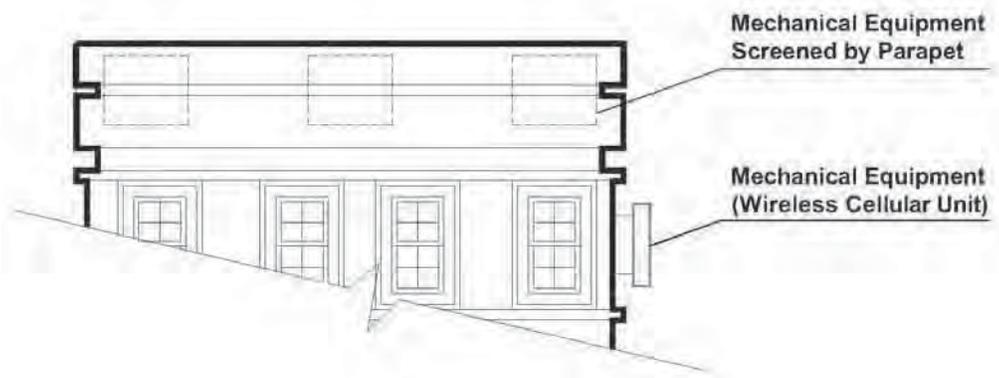
EXAMPLES OF SCREENING AND BUFFER TECHNIQUES



LIGHTING



SPECIALTY EQUIPMENT SCREENING



Section 2: Design Guidelines Principles

2.1 WHY DESIGN GUIDELINES?

Typical development, working within existing zoning regulations, often does not result in an attractive, safe, and functional built environment. Zoning regulations address building uses, area, and density of development. Businesses requiring significant on-site parking or outdoor display space compete for visibility by using dominant signage, site lighting, and other means of attracting attention. Uncontrolled vehicle access to parking lots creates conflicts with pedestrians visiting local retail and commercial establishments. Increasingly, communities are recognizing that the general sameness in appearance of corporate chain commercial and retail buildings is destroying local distinctive character.

The Middle Country Road corridor, encompassing Selden and Centereach Town Centers, is representative of post-war commercial corridors that lack tradition and continuity. Currently much of the space surrounding the retail buildings on Middle Country Road feels “uncontrolled” because there are no visual elements defining the large seas of parking lot and impervious surface. There is no hierarchy of space, nor is there any consistency of architectural design.

Design guidelines are intended to enhance the community’s zoning regulations. They are not a substitute for the zoning regulations, but rather complement them to address development character. Design guidelines are not mandatory, but provide recommendations for development. Design guidelines establish a level of quality that sets a precedent for future development, serve to enhance the value of property, and protect the investment of both landowners and developers.

2.2 WHAT DESIGN GUIDELINES ADDRESS

Design guidelines are introduced into the community to achieve a degree of consistency in development that results in a pedestrian-friendly, safe, and visually cohesive district. Design guidelines are often implemented to ensure more attention is given to the design than is typical in current development. Various aspects address the character and quality of the built environment, such as where the building and parking lots are located on the property, the pedestrian access on-site that contributes to the community system, and the character of building design.

2.3 HOW DESIGN GUIDELINES AND STANDARDS WORK

Design guidelines can be used by developers when preparing their development plans and applications, and subsequently submitting them to the Planning Board for plan review and approval. Design guidelines also provide development principles that help both the local community and developers: the community benefits from a consistent, coherent, and functional commercial district; the developer benefits from a predictable and standard approval process.

The design guidelines introduced here provide basic information, but do not attempt to address all the design issues relevant to proposed development. The guidelines do, however, provide a statement of principle or intent for site organization and layout, site design, and architectural design. The interpretation of the design guidelines should remain the responsibility of the Planning Board. It is important to recognize that every parcel and site is unique, each proposed development is different and is intended to meet the needs of the landowner or developer, and therefore, the Planning Board must exercise discretion and implement the design guidelines with the main goal of achieving sound and appropriate designs and community character integration.

In any scenario, Middle Country Road will require amendments to its current land use standards to encourage mixed-use and infill development to create a more vibrant and cohesive sense of place. This could come in the form of a new district or zoning overlay, or the defined area could be declared an area in need in redevelopment. As noted above, these design guidelines will accompany such changes in order to present a finely tuned vision of new development.

2.4 LEVELS OF DESIGN REVIEW

2.4.1 Site Organizational Review

The site organization review process uses site design principles to address issues relating to both building and parking location. Other issues addressed in this process include vehicle access and pedestrian circulation to and from the proposed building.

2.4.2 Site Design Review

The site design review process addresses issues generally relating to the aesthetics of the site and proposed development impacts on nearby properties, such as the impacts of commercial development abutting residential parcels. Generally, landscaping principles define this review process, but building signage is also addressed here.

Appropriate landscaping plays an important role in the visual character of site development. For instance, parking lots can be a visual blight if not appropriately shielded. However, landscaping with trees and shrubbery can help to reduce the visual impacts as buffers as well as enhance vehicle and pedestrian circulation. As a component of the site design review process, landscaping will be addressed to ensure that the appropriate standards are being achieved.

2.4.3 Architectural Design Review

With gas stations, supermarkets, and fast food franchises becoming more and more a part of our daily lives, we have managed to ignore their aesthetic liabilities. The architectural design review process uses the architectural details outlined herein to ensure that new building construction or modifications are compatible with the surrounding buildings' patterns, styles, and textures.

Section 3: Proposed Design Guidelines: Concepts and Instructions

3.1 OVERALL INTENT AND PURPOSE

The purpose of these design guidelines is to encourage a mix of uses within the designated commercial and mixed-use districts with an emphasis on improved site design, greater economic activity, vehicular safety, and more dynamic social interaction. Within the designated districts, regulation will be largely based on form and impact of development as well as use. In Selden and Centereach Town Centers, and along Middle Country Road, the goal is to provide a more connected streetwall, utilizing infill development to help create a continuous “face” along Middle Country Road instead of fragmented shopping strips with little or no connectivity. Interspersed along the new frontage are open spaces that can be developed as outdoor café sitting areas, public sitting areas with water features, or landscaped sitting areas for people to rest, or people watch. Refer to Selden and Centereach Concept Plans for more site-specific plan details.

The guidelines provide design criteria and suggest development approaches, which will help both the Town and applicants consider issues of site organization, site design, public spaces and architecture. The purposes are to:

- > **Attract appropriate development** to expand the economic and fiscal base of the community in a manner that simultaneously enhances community character and creates a “sense of place”;
- > **Encourage the highest quality** of architectural and site design that is compatible with its surroundings;
- > **Encourage buildings that provide an appropriate transition** between the commercial areas of the towns and the surrounding neighborhoods;
- > **Encourage buildings that are protective of important natural and public space resources** and that avoid or minimize adverse impacts;
- > **Establish a clear and consistent method for reviewing plans** for new buildings and renovation or alteration of existing buildings and sites;
- > **Reduce delays and confusion** that developers, property owners, or business operators may encounter during the design phase of the proposed projects; and
- > **Minimize land use conflicts.**

3.2 INSTRUCTIONS FOR THE ADMINISTERING BOARD AND APPLICANTS REGARDING COMPLIANCE WITH THE FOLLOWING DESIGN GUIDELINES AND STANDARDS:

Compliance with the following guidelines (i.e. not mandatory) is strongly encouraged. Additional

standards are mandatory where noted. Each applicant for new land use and development shall comply with the required standards to the maximum extent practicable.

- > The administering board shall enforce the following design guidelines to the maximum extent practicable for the purposes of achieving the goals of Selden, Centereach, and Middle Country Road, and in accordance with the Purpose and Intent of the regulations as set forth herein.
- > The term “shall” is interpreted as mandatory.
- > The term “should” or “may” is interpreted as optional.

3.3 GENERAL DESIGN CONCEPTS FOR SELDEN AND CENTEREACH TOWN CENTERS AND THE MIDDLE COUNTRY ROAD CORRIDOR

A. **Architectural Style**

The promotion of a particular building style or architectural period is not emphasized within the area. Although many existing buildings are representative of distinct periods and architectural treatments, the construction of well planned, creatively designed, and appropriately scaled and sited architecture, which will contribute to the overall quality of the built environment, is the overarching goal for new and renovated buildings. Although specific requirements are provided herein, they are open to interpretation and, when creatively followed, contribute towards the planning of well-designed buildings and projects.

Groups of related buildings shall be designed to present a harmonious appearance in terms of architectural style and exterior materials. Promoting a consistent architectural treatment between the front of the buildings and the rear of the buildings facing the parking areas helps to maintain the architectural integrity and finished appearance throughout the project from all vantage points within and outside the redeveloped area when buildings are visible to the public.

B. **Site Orientation**

Spatial relationships between buildings and other structures shall be geometrically logical and/or architecturally formal. All structures within the corridor shall be situated with proper consideration of their relationship to other buildings, including those that are existing or proposed, and inside or outside of the corridor, in terms of light, air, and usable space, access to public and private rights of way, and off-street parking, height and bulk.

All buildings shall be designed so as to be attractive from all vantage points and shall be orientated toward the street so as to contribute to the overall liveliness of the pedestrian environment and to provide a continuous and visually interesting streetscape.

C. **Barrier Free Environment**

Handicapped accessible entrances shall be well incorporated into the front entrance design so as to blend architecturally to the overall building composition. Wherever possible, rear yards should be graded in order to allow for handicap accessibility and visitability. In all cases, buildings, sidewalks, streets, paths of circulation, and public right-of-way improvements shall be planned and designed to conform to barrier free design guidelines, so as to promote equitable neighborhood development patterns and equal opportunities for diverse populations.

D. **Rhythm**

As a general rule, buildings shall reflect a continuity of treatment obtained by maintaining the building scale, or by gradual changes in form by maintaining front yard setbacks at the property lines, by maintaining base courses, by maintaining cornice lines, by extending horizontal lines of fenestration, and by echoing architectural styles and details, design themes, building materials and colors generally compatible with, or enlivening to, the surrounding buildings.

E. **Parking Structures**

Where permitted, parking structures shall be designed with the same care and attention to massing and detail as other structures within the Area, and as described herein. The use of well-designed parking structures is highly recommended as a means to create landscaped open space. Parking structures shall incorporate retail within their bases, and ‘green’, recreational roofs whenever feasible. Parking structures shall be sited and designed in a manner that contributes to the overall quality and viability of the developments they serve.

F. **Pedestrian Environment**

Designs should be encouraged to improve and invite pedestrian activity. Streetscapes should provide appropriate unified site furniture to encourage pedestrian activity, avoiding dull/bleak streetscapes that discourage walking. Street trees, crosswalks and pedestrian-scale lighting should be installed to further encourage walkability and a connected network of spaces.

G. **Sustainable Design**

Natural resources in the Middle Country Road area are not limitless. Sustainable design principles should be utilized wherever feasible in order to preserve and protect these resources, most notably water and energy. In Suffolk County, where the quality, supply and storage of water is an issue, it will be increasingly important to protect the water supply and improve surface water and groundwater quality. Runoff should be actively managed in new and existing developments. Small forested areas should be preserved and soil disruption minimized during construction projects. Sustainable design guidelines are incorporated in the recommendations below.

Section 4: Guidelines

4.1 Guidelines Applicable to All Districts

The following guidelines apply to **all commercial and mixed-use districts** in the Selden and Centereach Town Centers, as well as the Middle Country Road corridor.

4.1.1 Site Organization

Addresses issues related to both building and parking location. Other issues include vehicle access (curb cuts), cross-easements, connections to adjacent developments and pedestrian circulation to and from the proposed buildings.

Design Element	Commercial/Mixed Use Districts
Building Placement Front Yard Setback	Buildings should present their main facade and entrance toward the street. Buildings should be oriented parallel or perpendicular to public sidewalks and allow for parking in the rear or side of the proposed structure.
Building Placement Side Yard Setback	Allow for zero side yard setbacks to allow buildings to be constructed next to one another.
Street Organization	<i>New Roads:</i> <ol style="list-style-type: none">1. New secondary or internal access roads are strongly encouraged where appropriate to link adjacent buildings and parking areas. When practical, they shall create or continue an interconnected network of streets laid out in walkable blocks. Cul-de-sacs and dead end streets are prohibited, except where topography or natural features make these necessary.2. Well-defined ADA-compliant crosswalks, small turning radii at intersections and other traffic calming elements should be incorporated.

Design Element	Commercial/Mixed Use Districts
<p>Parking and Loading</p>	<p>Parking should not be the dominant visual element. Large concentrations of surface parking should be avoided and broken up with landscaping. All off-street surface parking areas shall be graded and paved with a durable dust free surface, adequately drained, and use poured in place concrete curbing or other suitable material such as granite curbing to prevent vehicles from encroaching upon planted areas. Wheel stops shall be prohibited.</p> <ol style="list-style-type: none"> 1. All parking structures are to be designed to disguise the parking use within. All parking and mechanical related areas within the first floors of decks shall be wrapped along the exterior by occupied active building uses, such as commercial storefronts. Well-designed screening shall be used at upper levels to conceal cars from view. 2. Where an occupied active building use is not utilized to mask the parking within the building, the façade of the parking structure shall be designed to disguise the parking use to the greatest degree possible. The exterior wall of the parking structure shall be architecturally designed to mimic and reflect the occupied portions of the building in terms of style and materials. All openings in the parking structure facade shall be of the punched style. These openings shall be consistent with the rhythm of the window openings serving the principal uses within the building. They shall be covered by glass or metal in such a way that the exterior design is compatible with the design of the building and the actual windows of the building. The glass tint and/or reflectivity may be different so as to decrease the visibility of the garage use within. In lieu of glass, the openings may be covered by a hinged solid metal plate/shutter, or recessed decorative grill over a louvered opening as described below. Blind windows, where appropriate shall also be permitted. Where louvers are needed or proposed, decorative grills shall be installed over functional louvers, or other comparable decorative material shall be used in openings or portions of the openings resembling the windows provided above and/or below parking levels. The intent of the above regulations is that no exposed garage exterior wall shall be detectable as a garage at the ground floor level. 3. In order to preserve the maximum number of on-street parking spaces possible, driveway widths and curb cuts shall be limited to the minimum width and number necessary. Driveway / curb cut widths leading to parking areas containing less than twenty (20) cars shall be no more that twelve (12) feet in width. The width of driveways and curb cuts leading to parking areas for twenty (20) cars or more shall be limited to twelve (12) feet for one-way traffic and twenty (20) feet for two-way traffic.

Design Element	Commercial/Mixed Use Districts
	<p>4. All required parking spaces must be a minimum of 8.5 feet wide by 18 feet deep. The placement of a curb up to two (2) feet within the required 18 foot depth of the parking space is permitted, provided that there is adequate area for an automobile occupying the parking space to over-hang said curb a like distance without infringing on required landscaping or pedestrian areas. All aisles shall be a minimum of 22 feet wide. Compact spaces may be provided only with the approval of the governing body and shall be a minimum of 8 feet wide by 16 feet deep.</p> <p>5. Off-street parking and loading areas shall be coordinated with the public street system serving the corridor in order to avoid conflicts with vehicular traffic and/or obstruction to pedestrian walkways and thoroughfares</p> <p>6. Light sources within any parking level shall not be visible from the exterior of the building either from the street or from other surrounding buildings and properties. Identification of the internal fixture and its location must be provided in order for any application to the Planning Board for site plan to be deemed complete.</p> <p>7. Where buildings incorporate internal above grade parking garages, facade treatments shall be utilized which integrate their appearance with that of the building as a whole.</p> <p>8. Developers shall demonstrate to the Board's satisfaction that sufficient off-street loading is provided to meet the needs of the proposed uses.</p> <p>9. Automated parking decks shall be encouraged as an efficient means to store vehicles in an environmentally acceptable (LEED standards) manner.</p> <p>10. All parking provided within the corridor shall be for the sole use of the residents or tenants of the building in which the parking is located. Provided, however, that on a large site where multiple buildings are constructed, parking may be shared between the buildings. Parking may not be leased to commuters or other non-residents or non-tenants of the building.</p> <p>11. Pedestrian walkways should be designed within parking areas to safely separate the two modes, using decorative paving material and landscaping. In higher-density shopping areas, attractive multi-level parking structures may be preferable to surface parking lots.</p>

Design Element	Commercial/Mixed Use Districts
	<p>12. Traffic aisles should be placed on both sides of entrance drives to create pleasing tree-lined entrances, to direct vehicles into and out of the site, and to provide adequate space for vehicular stacking at exits onto Middle Country Road.</p> <p>13. Refer to Zoning Code for number of parking space requirements.</p> <p>14. The Town should create a mechanism for shared parking agreements between businesses to be filed with the Town in accordance with Urban Land Institute standards. For all new developments or current businesses that seek a building permit, the Town can require a formal evaluation of shared parking and parking reduction opportunities.</p> <p>15. Opportunities for shared commuter parking shall be explored and developed in conjunction with mass transit planning initiatives.</p> <p><i>Parking Area Landscaping</i> For parking area landscaping requirements, see “Screening, Buffers, and Landscaping” in this section.</p>

4.1.2 Site Design

Design Element	All Commercial/Mixed Use Districts
<p>Screening, Buffers, and Landscaping</p>	<p><i>General</i></p> <ol style="list-style-type: none"> 1. Landscaping shall be required for any part of any parcel not used for buildings, off-street parking, sidewalk area or other similar purposes. All proposed site plans shall include plans for landscaping indicating the location, size, and quantity of the various species to be used. All open space, including yards, shall be landscaped with plants, trees, shrubs, and other appropriate plant materials unless said open space is specifically designed for other activities which require paving or other treatment. 2. Landscape coverage shall be a minimum of 10% for each development site. Planting is to have a tiered effect comprising shrubs, grasses and groundcovers, with a minimum of 1 shade tree per 500 square feet of garden area, of which 50% must be native species to the New York area. <div data-bbox="618 856 1101 1178" data-label="Image"> </div> <p style="text-align: right;">Illustration of tiered planting</p> <p>Tiered planting is to comprise a mix of groundcover, grasses, and shrub planting to create a layered effect for visual interest (see illustration above).</p> <ol style="list-style-type: none"> 3. All plant species are to be selected from a list prepared by a qualified Landscape Architect. The list will break down plant species into categories such as street trees, feature trees, screen trees, etc to ensure species are chosen which suit their intended purpose and location within the area. The list is also to contain prohibited species such as weeds. 4. Themes are to be created through hard and soft landscape elements to give an identity and individual character to the Middle Country Road Corridor, Selden and Centereach Centers, whilst still remain in keeping with an overall character of the area. 5. Existing vegetation shall be retained where possible. 6. Provide adequate soil depth and width to encourage healthy growth. Provide irrigation and drainage to all planting beds to ensure their survival.

Design Element	All Commercial/Mixed Use Districts
	<p>7. Planting must be used to provide focal points, character, screening, softening and shade.</p> <p>8. Evergreen trees must be used to provide shade (particularly for parking areas) while deciduous trees should be used for seasonal change.</p> <p>9. In locations where different land uses adjoin, a landscaped buffer zone is to be created with a minimum width of fifteen (15) feet using native evergreen screen planting to ensure visual screening year round. Such buffer area shall be located within the boundaries of the subject property or owned or controlled by the same property. Standards directing the quantity and types of plant material that should be used are to be included in the Town zoning ordinance.</p> <p>10. The 20 feet nearest the residential lot or lot in a residential district shall be planted with shrubs, trees and other plantings acceptable to the Planning Board and having a uniform height of not less than five (5) feet above the ground at the time of planting and shall be properly maintained to afford an effective screen between the two districts. A landscaped earthen berm, wall, or fence of location, height, design and materials approved by the Planning Board may be required for any portion of the required planting and/or buffer area. Where the existing topography and/or landscaping provides adequate screening, the Planning Board may accept the existing planting and/or buffer area as the required planting. The Planning Board may also require an increase or permit a decrease in these requirements if the Board believes that said variation would better accomplish the objectives of this section.</p> <p>All buffers, landscaping, and barriers should comply with the guidelines as defined below:</p> <ol style="list-style-type: none"> 1. Where the driveway meets the road, no barrier or hedge shall exceed two-and-one-half (2½) feet in height. 2. All buffers, landscaping, and barriers shall be required by the Planning Board in accordance with the purpose, visual nature, noise impacts, and security needs of the proposal. 3. Buffers, landscaping, or barriers shall be maintained in perpetuity by the applicant. If the applicant fails to maintain such property in reasonable order, the Code Enforcement Officer may cause such property to be maintained. <p><i>Location</i></p> <ol style="list-style-type: none"> 1. Buffers, landscaping, and barriers shall be constructed entirely within the boundaries of a lot.

Design Element	All Commercial/Mixed Use Districts
	<p data-bbox="618 321 1446 388">2. All “fences” and “walls” shall be required to face the finished side towards adjoining lots and/or the street.</p> <p data-bbox="570 422 862 453"><i>Plazas and Open Spaces</i></p> <p data-bbox="618 457 1455 588">1. Feature understory and tree planting is to be implemented in plazas, entryways, and key areas/nodal points to create an identity for the precinct. A palette of feature plant species is to be created for each precinct, namely Middle Country Road, Selden, and Centereach.</p> <p data-bbox="618 625 1455 756">2. Lawn areas are to be incorporated into plazas/open spaces and are to be bordered by planting beds to create a visual and physical barrier to open spaces. Street furniture and sculptural elements are to be incorporated into these spaces for visual interest and amenity.</p> <p data-bbox="618 793 1455 892">3. Plaza and open space vegetation should utilize deciduous trees and vine-covered trellises that provide filtered shade, reducing temperatures in summer, yet allowing sun in the winter.</p> <p data-bbox="618 930 1455 1060">4. Water features in plazas and open spaces should be utilized where possible for visual attraction, to screen traffic noise, and for cooling effects in summer. The scale of water features should be in context with the surrounding landscape and/or buildings.</p> <div data-bbox="570 1089 1097 1514">  </div> <p data-bbox="1117 1486 1357 1518">Water feature in a plaza</p> <p data-bbox="570 1581 891 1612"><i>Landscaped Parking Areas</i></p> <p data-bbox="570 1617 1328 1648">Parking areas shall comply to the following minimum standards:</p> <p data-bbox="618 1652 1455 1881">1. A minimum of one shade tree is to be planted for every eight (8) parking spaces for all car parking areas. Landscaping shall be maintained with shrubs no higher than three (3) feet and trees with branches no lower than ten (10) feet, and designed so that the landscaping is dispersed around the parking area in an aesthetically pleasing manner. This will reduce the heat island effect and create a more visually appealing and shaded area for parking. Shade trees are</p>

Design Element	All Commercial/Mixed Use Districts
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to be planted in a minimum garden bed of 16 square feet. Where space doesn't allow, the deep root concept shall be implemented to ensure sufficient tree growth (see image below). Deeprout is a modular underground crate system which is installed beneath paving that can support traffic loads, yet provide an ideal growing solution for trees in this car park / sidewalk situation



Deeprout concept in a parking lot

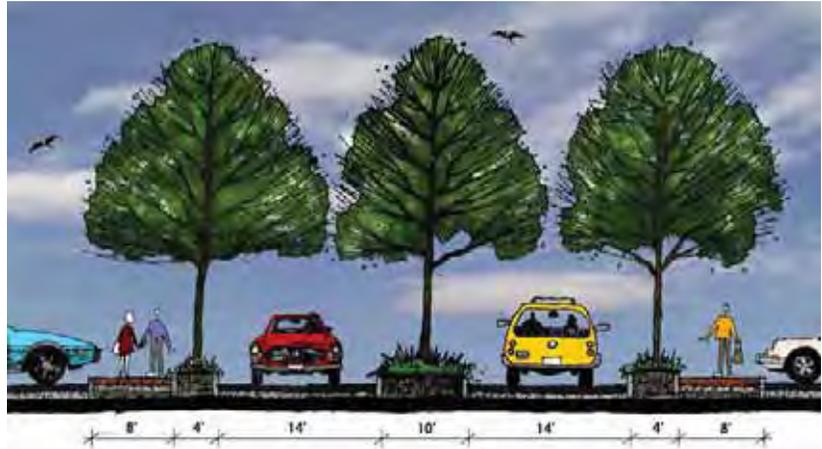
- 2. Parking lots of fifty (50) or more spaces should contain 12 square feet of landscaping for each 10 parking spaces.
- 3. Parking areas with more than one hundred (100) car spaces are to include an 8 foot wide planted bio-swale central to the parking aisles. The bio-swale will act to absorb storm water runoff and treat in an environmentally effective way.



Examples of bio-swales

- 4. A landscaped area shall be provided along the perimeter of any parking area except that portion of the parking area that provides access.
- 5. Parking lots should be designed to fit the needs of vehicles and pedestrians.
- 6. Planting islands should be used at the ends of rows of parking spaces to separate parked cars from moving cars.

Design Element	All Commercial/Mixed Use Districts
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Planting islands separate parked cars from moving cars

7. The leftover areas created between the parallel edges of the parking layout and the irregular edges of a property should not be paved, but should be used for landscaping, pedestrian space, or other creative uses.

8. Accessible pedestrian connections should be designed into parking lots. Pedestrians should not be forced to compete with cars at the entrance of a larger parking lot. Multiple pedestrian outlets allow more efficient foot travel between a parking lot and various destinations.

Streetscape and Roadways

1. Street trees are to be planted along both sides of roads to create a tree lined avenue effect. The spacing shall be sixty feet (60) along primary roadways such as Middle Country Road, and forty (40) feet along secondary roadways. Species type should be selected to create an identity for the precincts and enhance the existing character of the area.

2. All street trees are to be planted in a minimum planting bed area of 15 square feet to ensure healthy and mature growth. Where space doesn't allow, the deep root planting system shall be adopted to provide sufficient growth zone for tree roots to ensure a healthy tree with maximum growing size and longevity.

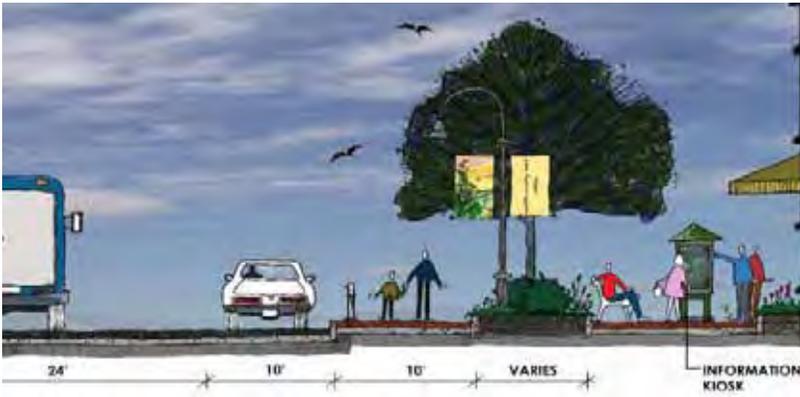
3. A planted central median with a width of ten (10) feet is to be incorporated down Middle Country Road where practical. Planting is to consist of low planting suitable for median conditions in a high traffic area, where visibility and proximity to traffic elements is of concern.

Design Element	All Commercial/Mixed Use Districts
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Illustration of planted central median

4. A minimum ten (10) foot wide planted area is to be incorporated in the sidewalk zone to separate the roadway and development edge. This will soften the roadway and create a visual barrier from the building frontages to the street.



Illustrations of planted sidewalk zones

5. Location of vegetation and signage should not impede sightlines for vehicles, cyclists, and pedestrians. On any corner lot, no obstructions higher than two-and-one half (2 ½) feet above the center

Design Element	All Commercial/Mixed Use Districts
	<p>line of the street elevation shall be permitted to be planted, placed, erected, or maintained within the triangular area formed by the intersecting pavement lines or joining the pavement lines at points fifty (50) feet distant from their point of intersection. Trees are to have a clear trunk height of 8 feet.</p> <p>6. Mature form of trees should not intrude onto power lines and carriageways.</p>
<p>Site Lighting</p>	<p><i>Street Lighting</i> Street lighting fixtures shall be located at the outer edge of all sidewalks and have a comprehensive fixture design or theme. Pedestrian scale lighting ranging in height from sixteen (16) to twenty-two (22) feet is encouraged. Lighting fixtures shall be in scale with the size and width of the street on which they are located and compatible with uses and structures directly fronting thereon. In general, commercial streets and wider streets should have taller light fixtures; narrower streets and residential streets should have lower light fixtures. Street lighting fixtures should be of uniform height on any given street.</p> <p><i>Parking Area Lighting</i> Parking areas within each site shall sufficiently illuminate all areas to prevent “dark corners.” However, care should be taken not to “over illuminate” parking areas in order to reduce adverse impacts on adjacent properties. All lighting sources must be shielded to eliminate off-site glare and be capped to prevent upward glare</p> <p><i>General</i> Light selections should be determined based on the following hierarchy: (1) Primary streets and parking lots; (2) Secondary streets; and (3) Pedestrian sidewalks. Through this method of design, appropriate lighting fixtures should be selected based on size, form and character.</p> <p>1. Pedestrian lighting = 10 to 12 feet in height positioned at 50 feet centers near entries and parking, and 70 feet centers along walks and paths.</p> <p>2. Area lighting = 18 feet or 2 feet lower than building height, whichever is less. Parking lots are to comprise 25 feet in height pole-mounted luminaires.</p> <p>3. Decorative streetlights should be proposed along various sections of Middle Country Road and throughout key parking areas. These</p>

Design Element	All Commercial/Mixed Use Districts
	<p>lights will provide sufficient lighting for safety and security. Medium to large lights should be used along the secondary streets and residential parking areas. Smaller, decorative lights are to be used along pedestrian sidewalks.</p> <ol style="list-style-type: none"> 4. Lighting should be used to highlight architectural features and create visual interest. Accent lighting is encouraged. 5. Parking lot light poles and fixtures should be the same (or at least similar) style, height, color and intensity throughout the study area. 6. Exterior neon lighting should be prohibited. 7. All pedestrian areas must be lit at night. 8. Lighting should be used to decoratively highlight landscaping elements and important buildings.
Street Furniture	<p>Street furniture includes benches, waste containers, planters, phone booths, bus shelters, bicycle racks, and bollards. Street furniture shall be compatible with the architecture of surrounding buildings, the character of the area, and other elements of the streetscape. Consistency in the selection and location of the various elements of street furniture is critical for maximum effect and functional usage.</p> <ol style="list-style-type: none"> 1. Information kiosks should be placed at key intersections as space permits. 2. Bicycle racks should be built in locations that are convenient for cyclists and safe for pedestrians. 3. All public furniture must be designed and placed in a way that enhances the desired character of the space. 4. Logical and aesthetically pleasing spatial relationships (based on alignment, symmetry, regular spacing, parallelism, perpendicularity, etc.) must be established among different pieces of furniture as well as among paving patterns, surrounding building facades and other spatial elements.
Signage	<p>Currently the signage along Middle Country Road varies in every way possible. Design guidelines should mandate a degree of continuity in the materials and color of signs.</p> <p>All signage shall be subject to site plan review and approval by the Planning Board. The Planning Board may at it's discretion waive or allow deviations from the above regulations if a proposed sign or signage package will better meet the intent and purpose of this Plan</p>

Design Element	All Commercial/Mixed Use Districts
	<p>and/or the proposed sign or signage package meets the highest standards of good civic design. Encouraging a unified signage system helps to enhance the overall design consistency throughout the redeveloped area. Unifying signage and the architectural design character of the built environment can promote the establishment of a district image.</p> <p>1. General Sign Requirements:</p> <ul style="list-style-type: none"> a. Under no circumstances shall fluorescent or glowing paint be permitted for any signage within the Area. b. No sign shall be flashing or animated. c. Roof signs are prohibited. d. No sign shall be attached above the first story of any structure, except for Hospitals. e. Billboards and signboards are prohibited. f. Window signs shall not exceed twenty (20) percent of the window surface on which the display appears, and shall be prohibited above the second floor. g. Neon signs are prohibited. h. Backlit plastic or similar material signs are prohibited. i. All signage shall be externally lit. j. Kiosks for commercial uses and hospital uses listing tenants and giving directions may be provided but no advertising will be permitted. Such kiosks may not exceed eight (8) square feet of sign area. k. No permanent or temporary sign shall be erected or placed at or near the intersection of any streets in such a manner as to cause a traffic hazard at the intersection. l. The provisions of this section shall not apply to safety signs, road signs, historical markers or highway directional signs erected by municipal or public agencies. m. Signs with moving parts are prohibited except public service signs, such as time and temperature, approved by the Code Enforcement Officer. This prohibition shall include any decorative flags, streamers or other devices that may oscillate in the wind.

Design Element	All Commercial/Mixed Use Districts
	<p>n. Signs projecting into a public right-of-way shall have a clearance of not less than ten (10) feet above the sidewalk or surrounding ground. No signs shall be permitted above any public driveway or thoroughfare.</p> <p>2. Site Signage:</p> <p>a. Vehicular Signage: Directory signs listing tenants and including directional arrows may be provided but no advertising will be permitted. Such directory signs may not exceed twenty-five (25) square feet of sign area on each side and shall be of a decorative style and materials that match the style and materials of the buildings and street furniture. They may not be internally illuminated.</p> <p>b. Small monument signs are permitted. They may be a maximum of 4 feet in length by three feet in height and externally illuminated either through spotlights or lighting behind non-illuminated lettering. The dominant materials shall be of natural stone or masonry and the sign design must be consistent in color and style to the architecture and street furniture of the buildings and streets.</p> <p>3. Offices: Total exterior sign area shall not exceed the equivalent of ten (10%) percent of the first story portion of the wall to which it is attached. One (1) use shall be permitted no more than one (1) sign for each street frontage. No sign on any structure shall exceed fifty (50) square feet.</p> <p>4. Mixed-Use: Buildings with multiple uses shall have not more than one (1) sign per use provided the aggregate area of all signs does not exceed the maximum area permitted for each street frontage. No sign on any structure shall exceed fifty (50) square feet.</p> <p>5. Parking Garages and Lots: One (1) freestanding or attached sign per parking entrance may be allowed indicating the parking facility by the international parking symbol and a directional arrow. Said sign not to exceed eight (8) square feet. In addition, one (1) freestanding or attached sign per parking entrance may be allowed indicating parking rates, not to exceed eight (8) square feet. Said signs shall be located within ten (10) feet of the entrance. If necessitated by the circulation pattern, one (1) freestanding sign per street not to exceed four (4) square feet indicating direction/location of a parking facility may be allowed subject to review by the Planning Board.</p> <p>6. Retail Sales, Restaurants and Other Ground Floor Commercial Uses: Each such use may be allowed one (1) exterior sign not to exceed ten</p>

Design Element	All Commercial/Mixed Use Districts
	<p>(10%) percent of the area of the storefront (ground floor) to which it is attached. Ground floor two-sided blade signs shall be permitted, providing they are placed a minimum of one (1) foot below the second story window sill, and they do not exceed five (5) square feet in area. Blade signs must be hand lettered and painted. Fabric banners shall only be permitted by direct approval of the Planning Board, upon careful review of the proposed signage, graphics, color, size, and placement.</p> <p>a. Wall signs are permitted and shall be located within a sign band located over required awnings. The sign band shall not exceed 30 inches in height nor extend more than 80 % of the width of the bay it is within but in no case may any single sign band extend more than 15 feet in width. Any lettering or sign placed within the sign band may not be taller than 24 inches. All such signs shall be made of wood or other natural material. Sign may be lit, but only from gooseneck fixtures mounted over the signs, and directed downward towards the sign, but shielded from the street.</p> <p>b. Awnings, which are required elements of the retail frontages, shall extend a minimum of 5 feet and a maximum of 10 feet from the building façade, be made of canvas or equivalent material, and be retractable. They shall be of a uniform color palette, but may be different styles of fabric. The awnings shall be of the rectangular style, angled down towards the street, with no side panels. The lowest structural elements projecting over the sidewalks shall not be lower than 8 feet.</p>
<p>Sidewalks and Pedestrian Guidelines</p>	<p>1. Decorative paving should be used to distinguish pedestrian walkways from plazas and vehicular roadways / cycleways.</p> <div data-bbox="662 1325 1127 1661" data-label="Image"> </div> <p>Illustration of decorative paving to highlight crosswalks</p> <p>2. Sidewalks are to be located on both sides of primary and secondary roads and be of sufficient width to facilitate safe and extensive pedestrian circulation. Sidewalks along Middle Country Road are to be of ten (10) feet width. Sidewalks along secondary roadways are to be of eight (8) feet width.</p>

Design Element	All Commercial/Mixed Use Districts
	<p>3. Paving materials are to be of a porous material where possible to facilitate the infiltration of storm water into the ground and provide further storm water management benefits. Permeable pavers can be more expensive for initial installation, but have little or no maintenance costs and have a longer life expectancy. They are easily moved and replaced for access to underground utilities, are three times stronger than poured concrete, and move with freeze-thaw soil conditions.¹ Because of their aesthetic appeal, they have also been shown to increase surrounding property values.²</p> <p>4. Pavers are to be of appropriate size in keeping with the landscape and architectural context.</p> <p>5. Accessible, ADA-approved curb ramps should be placed at all intersection crosswalks and driveway curb cuts.</p> <p>6. Sidewalk areas should be “bumped-out” at key intersections to facilitate easy crossings for pedestrians and to calm traffic.</p> <div style="display: flex; justify-content: space-around;">   </div>

¹ <http://www.pavesearch.com/concrete-pavers-advantages.htm>

² Jordan Cove Urban Watershed Project, Uni Eco-Stone® Case Study

4.1.3 Architectural Design

New construction within the corridor shall be visually compatible with other structures in the corridor and shall be constructed of the same, similar, or complimentary materials. Additions to existing buildings shall be visually compatible with adjacent structures. If an earlier improvement to the existing structure was not done in a way that respects the architectural integrity of the building or does not maintain visual compatibility with adjacent structures, new improvements to the existing structures shall use the design guidelines of the corridor described herein.

Design Element	Commercial/Mixed Use Districts
<p>Doors, Windows, & Entrances</p>	<p>All building entrances shall be defined and articulated by architectural elements, not limited to canopies, lintels, pediments, pilasters, columns, porches, railings, and balustrades. All architectural components shall be well integrated and compatible with the style, materials, colors, and details of the entire building. The primary façade of all buildings shall contain the primary entrance and shall be orientated toward the street and any inner court so as to contribute to the overall liveliness of the pedestrian environment. Specifically, direct open and functional pedestrian ingress/egress from business uses must be provided directly to the street, sidewalk, courtyards and/or walkway to which such use is adjacent.</p> <p>All primary entrance doors on commercial buildings shall be inset equal to or greater than the width of the door. Doorways shall be commercial steel doors with glass insets filling a minimum of ½ of the door. Doorways should be single or double.</p> <ol style="list-style-type: none"> 1. Primary Retail Entrances: Retail store entrances shall have access from a defined pedestrian realm on a primary street or a major sidewalk. Only secondary entrances and service entrances are allowed from the parking lot. 2. Secondary Entrances: Street level secondary doors for the commercial unit shall be permitted on the primary street façade if the entrance is well designed and compatible with the colors, materials, and style of the primary facade. Secondary entrances to rear yards shall be of a similar design as the primary entrance, but not as completely decorated. 3. Prominent Entries: Main building entries shall be easily identifiable from the sidewalk and shall not occur simply as voids between buildings.

Design Element	Commercial/Mixed Use Districts
<p>Doors, Windows & Entrances (continued)</p>	<p>4. Windows (General): The windows of a building are a major element of style that gives character to the building. As such, it is critical that the components including number of panes, size of muntins, sills, lintels, trim and hoods of windows be architecturally compatible with the building composition and surrounding built environment. Generally, windows shall be proportioned vertically to square. To the extent possible, upper story windows shall be vertically aligned with the location of windows and doors on the ground level, including storefront or display windows. Within street facing facades, the majority of windows shall contain expressed lintels. At any location, all windows shall have expressed sills.</p>
<p>Building Frontages</p>	<p>Buildings shall define the streetscape with uniform setback lines along the property line. The set back line shall be generally continued across side yard setbacks between buildings using landscaping, walls or fences.</p> <p>> Storefronts: Storefronts are an integral component of commercial/mixed-use buildings and shall be designed, along with the upper floors, in compatibility with the entire façade character. Ground floor retail, service, and restaurant uses shall have large pane display windows. Windows shall be framed by the surrounding wall, and shall comprise 75% of the total ground level façade area. Buildings with multiple storefronts shall be unified with architecturally compatible materials, colors, details, awnings, signage, and light fixtures. Storefronts shall not include any architectural features that have no historical basis, such as mansard roof overhangs, wood shakes, coach lanterns, and non-operable shutters. The functional and decorative features of traditional storefront design, including contemporary interpretations thereof, shall be encouraged, and should aim to incorporate such elements as display windows, entrances, transoms, kick plates, rooflines, cornices, corner posts, and appropriate signage and graphics. Storefront windows shall be lit at night in order to enliven commercial areas.</p>
<p>Façades</p>	<p>All façade treatments and selections of materials, colors, and architectural details used on the exterior of a building shall be compatible with the building’s own distinct style. Integral materials, colors, and/or details that are associated with prevailing styles of architecture shall be incorporated into the design of buildings, <i>only if appropriate to the design of the specific building</i>. Care shall be taken not to artificially create “period architecture” without the proper historic context and adjoining urban fabric. Major façade components shall be incorporated with careful attention to proportions, slopes, rake, dimensions, and scale.</p>

Design Element	Commercial/Mixed Use Districts
<p>Façades (continued)</p>	<p>1. Articulation: All visibly exposed sides of a building shall have an articulated base course and cornice. A cornice, which terminates or caps the top of a building wall shall project horizontally from the vertical building wall plane and should be well expressed. The middle section of a building shall be horizontally divided at the floor, lintel, or sill levels, with belt or stringcourses, or other architectural elements to achieve the necessary surface material transitions. Accenting articulation of façades shall also be confined to the corners of the building, the area around entries, and at designated vista terminations.</p> <p>2. Façade Ratio: The percentage of void area (windows and other openings) in a building façade shall be between 20% and 50%, except at street level storefront frontages where it shall not be lower than 75%. The percentage of void area on residential primary façades shall be not less than 30%.</p> <p>3. Façade Composition: “Scattered-window” facades shall not be allowed at frontages. Windows on the upper stories of residential and mixed-use buildings shall align vertically with the location of doors and windows on the ground level, and shall be compatible with windows in adjacent buildings. The relationship of the width to the height of window proportions on the front elevation shall be visually compatible with other buildings. Window openings should create bays within the principle façade, breaking the building down into vertical segments. The building and its parts shall appear to be balanced, and the mass of a façade shall not interrupt the continuity of the appearance of the street.</p> <p>4. Façade Color: A minimum of three colors shall be used on each building: one base color and two or more complementing or contrasting colors.</p> <ul style="list-style-type: none"> a. Trim and shutters shall be painted a contrasting color (or colors) from the main body. b. Integral coloring of concrete, stucco, and similar materials is encouraged. Differentiation of color should relate to material and/or plane transition. c. The larger and more simple the building, the more subtle the field color should be. Smaller buildings, or those with more elaborate detailing, can often use more color and more intense hues.

Design Element	Commercial/Mixed Use Districts
<p>Façades (continued)</p>	<p>d. Use warm, muted shades as the body or overall building background color. Brighter, more intense hues of related or contrasting color should be used as accent colors and highlight colors for architectural elements.</p> <p>e. Signage, window designs and awnings should be color coordinated with the building façade. Use darker, deeper, and brighter shades on these elements to create interest on the façade and call attention to windows and doorways.</p> <p>5. Mixed-Use Façades: The difference between ground floor commercial uses and entrances for upper level commercial or apartment uses shall be reflected by differences in façade treatments. A cornice line shall accentuate storefronts and other ground floor entrances. Further differentiation should be achieved through distinct but compatible materials, signs and awnings, enlarged display windows, and exterior lighting.</p> <p>6. Soffit Emphasis: In most buildings, the underside of the overhang is more visible than the roof. The soffit in a Commercial/Mixed-use District shall therefore receive a greater amount of attention, care, and detail.</p> <p>7. Commercial Buildings: Building wall offsets, including projections, recesses, and changes in setbacks shall be used in order to add architectural interest and variety, and to relieve the visual effect of a blank wall. Solid metal security gates or solid roll down metal windows shall not be permitted. Link or grill type security devices shall be permitted only if installed behind the window or doorframes.</p> <p>Security grilles shall be recessed and concealed during normal business hours. Other types of security devices fastened to the exterior walls are not permitted.</p> <p>8. Prohibited:</p> <p>a. <i>Blank walls</i> or service area treatments are prohibited on elevations visible from the public view shed. Where the construction of a blank wall is necessitated by a building code, the wall shall be articulated with trimmed window openings (frames, sills, and lintels) or, if the building is occupied by a commercial use, by using recessed, or projecting display window cases. Intensive landscaping shall be used to mask the blank wall.</p>

Design Element	Commercial/Mixed Use Districts
Façades (continued)	<p>b. <i>Commercial buildings</i> shall avoid long, monotonous, uninterrupted walls. Building wall offsets, including projections, recesses, and changes in setbacks shall be used in order to add architectural interest and variety, and to relieve the visual effect of a blank wall.</p>
Building Materials	<p>1. <i>Facades</i>: Appropriate materials shall include all “true” materials; those consistent with their appearance and material make-up. Such materials include, but are not limited to painted wood or cementitious horizontal siding, unit masonry such as brick, cement stucco, metal panels, architectural stone and architectural shingles. Generally, artificial stone (“Permastone”), artificial brick veneer (“brick face”), EIFS, asbestos or asphalt shingles are inappropriate and should be avoided. Vinyl or aluminum clapboard shall not be permitted.</p> <p>2. <i>Roofing</i>: Where appropriate, roofing materials shall match in composition, size, shape, color, and texture to those of the surrounding structures. Roofing materials shall complement that of the principal structure. Additions to roofs such as residential skylights, solar collectors, mechanical, and service equipment shall be placed so that they are inconspicuous from the public view shed.</p>
Roofs	<p>Green roofs on new development should be encouraged or required to offset impervious surface coverage. Such high-performance building upgrades can be used to reduce imperviousness of both proposed and existing buildings.</p>
Screening of Mechanical, Plumbing, Electrical, Media & Communications Equipment	<p>All transformers, air conditioning units, HVAC systems, exhaust pipes or stacks, elevator housing, satellite dishes, and other telecommunications receiving devices shall be thoroughly screened from view of the public right-of-way and from adjacent properties by using walls, fences, roof elements, penthouse-type screening devices, landscaping, or masked from frontages by building elements in a manner consistent with the design of the building. All parts and components of satellite dishes, and television and radio antennas shall be screened from view or shall be disguised within the architecture of a structure. Due consideration shall be given to the screening of rooftop mechanical equipment. Materials used for screening of rooftop mechanical equipment shall be harmonious with those used in the building’s façade. In all cases, creative placement of said equipment is strongly encouraged in order to minimize the need for screening. Cellular phone antennas &/or structures are prohibited.</p>

Design Element	Commercial/Mixed Use Districts
Corner Lots	Buildings on corner lots have at least two facades exposed to the street and therefore shall be considered significant structures. These buildings shall be designed with additional height and/or architectural embellishments such as expressed corner components, turrets, bay windows, or dormers to emphasize their location.



APPENDIX B: Examples of Draft Zoning Regulations

- Neighborhood Commercial
- Smart Growth Gas Station

NEIGHBORHOOD COMMERCIAL DISTRICT (NCD) NEW CODE

ARTICLE XXXVC

NEIGHBORHOOD COMMERCIAL DISTRICT

§ 85-410. Legislative Intent.

A. In order to protect and enhance the aesthetic and visual character and promote and provide for the orderly development of certain corridors adjacent to major transportation routes, which serve as scenic gateways to business districts within the Town of Brookhaven, the Town Board of the Town of Brookhaven hereby determines that it is necessary to establish a Transitional Corridor Overlay District. The Overlay District's regulations are intended to supplement the regulations of the underlying zoning districts and to provide for the compatibility of development along the identified corridors. In particular, the purpose of the Transitional Corridor Overlay District shall include, but not be limited to, the following goals:

1. Reduce incompatible and adverse visual impacts and provide for sound positive visual experiences along the Town's major commercial corridors.
2. Provide for the continued safe and efficient use of corridors through the use of appropriate site development methods.
3. Encourage the development and preservation of the unique scenic, cultural, and historical character within the transitional corridors.
4. Provide a strong emphasis on redevelopment consistent with the various hamlets' character and identity to further promote neighborhood identity, diversity and focus.
5. Minimize intersections and individual site access points along transitional corridors.
6. Reverse the appearance of commercial and suburban sprawl in the transitional corridors through setback requirements, buffering and redevelopment criteria.
7. Provide a mechanism to preserve portions of the transitional commercial corridor as natural vegetation.
8. Regulate new development and redevelopment in order to eliminate the advance of strip commercial development.

§ 85-410. 1. Designation of Neighborhood Commercial District.

B. The Transitional Corridor Overlay Districts shall be comprised of all properties as shown on the Town of Brookhaven's Official Zoning Map on file in the Office of the Town Clerk and in the Office of the Department of Planning, Environment and Land Management.

§ 85-410.2. Development permitted within the District - Standards

A. All development and redevelopment of property within the Transitional Corridor Overlay District shall be permitted in accordance with the provisions of Chapter 85 of the Town Code as applicable to the underlying zoning district and said development/redevelopment shall comply with the development standards, guidelines and procedures set forth in this Article.

B. Notwithstanding the above and the provisions contained in the underlying zoning district, outdoor storage shall be prohibited within a Transitional Corridor Overlay district.

C. The provisions of this Article shall be incorporated into site plan review for any development and redevelopment of property.

§ 85- 410.3. Transfer of Development Rights.

The Town Board recognizes that the transfer of development rights from the Transitional Corridor Overlay District to the Hamlet Center Overlay District will further the goals of duly adopted Town of Brookhaven Land Use Plans and will further promote the orderly and efficient development of the Main Street Business Districts.

A. All parcels of land within a Transitional Corridor Overlay Districts shall be deemed “receiving districts” for the transfer of Pine Barrens Development Credits.

§ 85-410.4. General procedures.

Upon receipt of an application for development or redevelopment within a Transitional Corridor Overlay District, the Commissioner of Planning Environment and Land Management (herein Commissioner) or his/her designee, shall review the proposed development or redevelopment for compliance with the requirements of this Article.

§ 85-410. 5. Dimensional criteria standards.

A. Minimum front-yard setback.

1. Notwithstanding provisions contained in the underlying zoning district, the minimum required front-yard setback shall be **thirty-five (35) feet and the maximum shall be forty (40) feet.**

2. Notwithstanding the above, the Commissioner or his/her designee, upon application, may grant relief from the required dimensional criteria provided that the applicant has fulfilled all other requirements as applicable.

§ 85-410.6. Front-yard parking restricted.

A. All parking within the Transitional Corridor Overlay District shall be located in the rear yard area.

B. Parking or vehicular driveways shall be prohibited within the front-yard set-back.

C. Parking lots for passenger vehicles, which were established under a valid prior approval, may be permitted in a required front-yard, provided that said parking area is enhanced pursuant to an approved landscape plan that provides a minimum of a twenty-foot landscape buffer along the required front-yard. The Planning Board, upon consideration of the existing character of the site and of the surrounding community and land uses, may waive or modify said requirement.

§ 85-410.7. Access to site; parking.

A. Access to any property within the Transitional Corridor Overlay District shall be coordinated with adjacent properties and shall to the extent possible eliminate curb cuts onto the designated roadway. The Planning Board or Commissioner or his/her designee may require that all curb cuts and points of ingress and egress onto the designated corridor be eliminated wherever possible.

B. The Planning Board, the Commissioner of Planning, Environment and Land Management or his/her designee, as part of site plan review, may request the consent of the applicant/owner for future access to or from an adjoining property.

§ 85-410.8. Architectural standards.

A. A design plan, demonstrating conformance with the architectural guidelines as contained in duly adopted Land Use Plans, as applicable, shall be submitted for new structures, additions to existing structures or those structures undergoing rehabilitation of greater than 50% of their assessed value.

B. The Planning Board as part of its site plan review may require additional architectural amenities.

§ 85-410.9 Site Lighting standards.

A. Architectural lighting shall be recessed under roof overhangs or generated from a concealed source of low-level light fixtures.

B. Site lighting shall be a clear white or amber light of low-intensity from a concealed source, and shall not spill onto adjoining properties, buffers or roadways. Overhead lights shall utilize "cut off" refractors as controls. All development/redevelopment plans must demonstrate the relationship of light to the roadway corridor.

C. Decorative, low-level intensity non-concealed source lighting that defines vehicular and or pedestrian ways may be deemed acceptable by the Planning Board or the Commissioner.

§ 85-410.10. Landscape standards.

A. A landscape plan shall be submitted in conjunction with the development or redevelopment plan that is compatible with the recommendations contained within the duly adopted applicable Land Use Plan.

B. The landscape plan shall be drawn to scale, include dimensions and distances, and clearly delineate all existing and proposed vehicular, bicycle and pedestrian movement, including but not limited to parking. The location, size and description of all landscaping materials shall be indicated on the land use plan.

C. Parking lots established under a valid prior approval that are located along a designated transitional corridor and which cannot satisfy the required twenty foot landscape buffer, shall require the installation of an evergreen hedge, berm and/or decorative wall or fence as determined by the Planning Board.

§ 85-410.11. General Severability.

If any clause, sentence, paragraph, section or item of this local law shall be adjudged by a court of competent jurisdiction to be invalid, such judgment shall not impair nor invalidate the remainder hereof, but such adjudication shall be confined in its operation to the clause, sentence, paragraph, section or item directly involved in the controversy in which such judgment shall have been rendered.

Effective Date: This local law shall become effective immediately upon filing with the Secretary of State of the State of New York.

ALTERNATE II (NEIGHBORHOOD BUSINESS DISTRICT J9)

ARTICLE XXZ J Business 9 District (Transitional Business)

§ XX-XXX. Permitted uses.

In a J Business 9 District, no building, structure or premises shall be used or occupied and no building or part thereof or other structures shall be so erected or altered, except for one or more of the following purposes:

- A. Bank without accessory drive-through facility.
- B. Bowling alley.
- C. Church or similar place of worship.
- D. Commercial center.
- E. Day-care facility.
- F. Delicatessen.
- G. Dry cleaners.
- H. Health club.
- I. Laundromats.
- J. Non-degree-granting schools, including self-defense, dance, swimming, gymnastics and similar instruction/programs, except those associated with manufacturing or truck driving.
- K. Office.
- L. Personal service shops, such as barbershops, beauty parlors, shoe repair shops, tailor shops and like services.
- M. Pharmacy without accessory drive-through facility.
- N. Shops and stores for the sale at retail of consumer merchandise and services.
- O. Shops for custom work and for making articles to be sold at retail on the premises.
- P. Take-out restaurant. **[Added 7-13-2004, effective 8-2-2004** Editor's Note: This ordinance also redesignated former Subsections P and Q as Q and R, respectively.]
- Q. Undertaking establishments.
- R. Veterinarian, provided that all activities take place within the building.

§ XX-XXX. Town Board special permits.

The following special permit uses, when authorized by the Town Board, shall be subject to the criteria as set forth in Article IVA, § 85-31.2, in addition to the criteria contained herein.

- A. College or university, excluding dormitories and other college or university residential facilities.

§ XX-XXX.1. Planning Board special permits.

The following special permit uses, when authorized by the Planning Board, shall be subject to the criteria as set forth in Article VIA, § 85-51, in addition to the criteria contained herein:

- A. Assembly and social recreation hall.
- B. Automobile parking field.
- C. Bar, tavern or nightclub.
- D. Billiard hall.
- E. Manufacturing use, provided it is limited to only those goods that are sold on the premises and does not occupy more than ten percent (10%) of the total gross floor area of the building or more than 10,000 square feet, whichever is less.
- F. Motor vehicle rental.
- G. Nonprofit fraternity or lodge.
- H. Nursery or garden center.
- I. Outside display.
- J. Public utility.
- K. Restaurant.
- L. Motor vehicle rental or sales establishment.

§ XX-XXX.2. Prohibited uses.

All uses not expressly permitted are prohibited.

§ XX-XXY. Dimensional criteria.

- A. Minimum lot area.
Except as otherwise provided herein, the minimum required lot area shall be 6,000 square feet.
- B. Minimum width of lot throughout.
Except as otherwise provided herein, the minimum required width of lot throughout shall be 100 feet.
- C. Minimum front yard setback.
Except as otherwise provided herein, the minimum required front yard setback shall be 30 feet and the maximum 40 feet.
- D. Minimum side yard setback.
Except as otherwise provided herein, the minimum required side yard setback shall be 10 feet.
- E. Minimum rear yard setback.
Except as otherwise provided herein, the minimum required rear yard setback shall be 25 feet.
- F. Maximum permitted floor area ratio (FAR).
Except as otherwise provided herein, the maximum permitted FAR shall be 60%.
- G. Maximum permitted height.
The maximum permitted height for all structures shall be 35 feet or 2 1/2 stories.

B. Other Criteria

- A. Outside display.
 - (1) All display shall be set back a minimum distance of 25 feet from any roadway. The entire portion of the display setback shall be landscaped in accordance with the approved site plan.

B. Outside seating as an accessory use to a take-out restaurant, restaurant, or major restaurant use.

- (1) Outside seating shall be permitted for food service purposes only.
- (2) Outdoor loudspeakers, exterior live entertainment or dancing of any kind shall be prohibited for any take-out restaurant, restaurant, or major restaurant between the hours of 11:00 p.m. and 8:00 a.m. or within 1,000 feet of any residence district.
- (3) Outside seating shall only be permitted to operate between the hours of 8:00 a.m. and 11:00 p.m. for any take-out restaurant, restaurant, or major restaurant within 1,000 feet of any residence district.
- (4) Outside seating shall be permitted on the subject parcel only.

C. Motor vehicle rental.

- (1) No more than five rental vehicles.
- (2) All rental vehicles shall be screened from view with a hedge, berm and/or decorative wall or fence in accordance with Town standards.
- (3) No repair or maintenance of rental vehicles permitted on site.

SMART GROWTH GAS STATION ZONING CODE

Main Street Business District and Neighborhood Business District Addendum to § 85-262. Special permit criteria. [Amended 2-10-2004, effective 3-1-2004; 7-13-2004, effective 8-2-2004] of the Brookhaven Town Code.

In addition to the criteria set forth within Article IVA, § 85-31.2, or Article VIA, § 85-51, the following special permit criteria shall be required for the uses so indicated:

- A. Convenience store as an accessory use to a motor vehicle fueling station. **[Amended 10-19-2004, effective 11-8-2004]**
- (1) Convenience stores shall only be permitted as a clearly accessory and incidental use to a permitted motor vehicle fueling station.
 - (2) Parking and stacking areas required for the fueling pumps shall not be counted as parking for the convenience store. The applicant must demonstrate that the convenience store has sufficient parking allocated so that there will be no interference with the fueling station operation. In connection therewith, the applicant must demonstrate a plan whereby vehicles wishing to receive fueling services can do so without inconvenience due to the operation of the convenience store.
 - (3) All convenience stores shall have public restrooms attached thereto.
 - (4) A maximum of 750 square feet of building area shall be devoted to the retail sale and display area, and the total building area shall not exceed 1,500 square feet, except that existing fueling station(s) may exceed the requirement of a maximum building area of 1,200 square feet so long as the building complies with all other dimensional requirements or if the subject building was included in a previously approved site plan and a certificate of occupancy was issued pursuant to Planning Board site plan approval.
 - (5) The Planning Board, in conjunction with the site plan, shall approve all signs displayed at the site in connection with the convenience store. Portable or mobile signs advertising any items being sold on the site are prohibited.
 - (6) Any accessory uses to the retail convenience store, including but not limited to ice cream parlors, doughnut shops and similar specialty uses, which are not clearly incidental to the retail convenience store are prohibited.
 - (7) Outside display shall be prohibited.
 - * (8) In any Main Street Business District (MSBD) or Neighborhood Business District (NBD), the subsequent additional requirements shall apply:
 - (8a) (1) **Setbacks, Accessory Convenience Stores.** New buildings intended for the operation of an accessory convenience store shall be constructed at a minimum set back of zero (0) feet from the street line, and a maximum of five (5) feet from the street line. The site design shall be such that it is possible to allow pedestrians to enter the convenience store from the street without traversing an automobile driveway.
 - 8(b) **Site location.** Establishment of a new service station may be permitted only when the site is located at the intersection of streets controlled by a traffic signal.

*Amended 2007

- B. Motor vehicle fueling station. *Editor's Note: Former Subsection B, Fast-food restaurant, was repealed 7-13-2004,*

effective 8-2-2004. This ordinance also redesignated former Subsection C as Subsection B. **[Amended 10-19-2004, effective 11-8-2004]**

- (1) The use shall be limited to the retail sale of motor fuels, lubricants and other motor vehicles supplies, including spark plugs, batteries, tires and other minor parts for the repair and upkeep of motor vehicles. Minor repairs and servicing shall be permitted after the review and approval of the Town Board and the issuance of a special permit, except that body and fender work is expressly prohibited.
- (2) No repair work shall be performed in the open. All repair work, excluding emergency service, shall be conducted only between the hours of 7:00 a.m. and 9:00 p.m.
- (3) The overnight storage of registered vehicles shall only be permitted with the review and approval of the Town Board and the issuance of a special permit. There shall be no outdoor storage of dismantled cars.
- (4) A motor vehicle fueling station shall be prohibited within 500 feet from any lot line bounding an area of public assembly, such as a hospital, church, library, playground, school, community center or theater.
- (5) The Planning Board, in conjunction with the site plan, shall approve all signs displayed at the site in connection with the motor vehicle fueling station. Portable or mobile signs advertising any items being sold on the site are prohibited.
- (6) Outside display shall only be permitted with the review and approval of the Town Board and the issuance of a special permit.
- (7) Required standards. The Town Board hereby finds that many of the new public motor vehicle fuelling stations and recently remodeled public motor vehicle fueling stations located within the Town of Brookhaven are being designed and constructed as one-hundred-percent self-service facilities. These facilities do not adequately address the needs of the elderly or the physically impaired that find it difficult, if not impossible to operate self-service fuelling pumps. In consideration of the foregoing, the following standards shall be required of all self-service public motor vehicle fueling stations:
 - (a) At least one public fuel pump island shall be full service for use by the general public or by the physically impaired or elderly persons between the hours of 8:00 a.m. through 8:00 p.m. during any days on which the public fueling station is open for business.
- (8) Curb cuts. A maximum of one curb cut for every 75 feet of road frontage shall be permitted. No part of a strip 25 feet in width adjoining any lot or land in a residence district or adjoining a street intersection shall be used for providing access to the site. Driveways and curb cuts shall have a minimum width of 20 feet and a maximum width of 35 feet at the curbline. Driveways shall be spaced a minimum of 25 feet apart.
- (9) Screening. Buffers and fencing shall be provided in accordance with Town standards.
- (10) A building permit shall be secured and construction begun within two years of any Planning Board's site plan grant. An application may be made to the Town Board for not more than one six-month extension of the time period for commencement of construction. Failure to commence construction within said time limits may, upon 10 days' public notice and notice to the applicant/owner, result in the Town Board revoking any special permits granted in connection with the use.
- (10) **Setbacks, Accessory Repair Shops.** New buildings or additions to existing buildings housing repair shops shall be constructed at a minimum set back of twenty-five (25) feet from the street line. New gasoline pump islands or additions to existing gasoline pump islands shall be set back at least twenty (20) feet from any property line.



APPENDIX C: Green Code

Appendix

Town of Babylon Green Building Resolution

**RESOLUTION NO. NOVEMBER 15, 2006
ADOPTING LOCAL LAW NO. ____ OF 2006 ADDING TO THE CODE
OF
THE TOWN OF BABYLON, CHAPTER 89, ARTICLE VIII,
BUILDING CONSTRUCTION**

The following resolution was offered by
and seconded by :

WHEREAS, the Town Board of the Town of Babylon having
duly called and held a Public Hearing at Babylon Town Hall, 200
East Sunrise Highway, Lindenhurst, New York, on the 8th day of
November, 2006 upon the question of enactment of Local Law No.
____ of 2006 of the Town of Babylon, Suffolk County, New York,
being a Local Law adding to the Code of the Town of Babylon,
Chapter 89, Article VIII, Building Construction,

NOW, THEREFORE, be it

RESOLVED AND ORDAINED, by the Town Board of the Town
of Babylon that Local Law No. ____ of 2006, of the Town of
Babylon, Suffolk County, New York, is hereby enacted as follows
and effective upon its filing with the New York State Department
of State:

Town of Babylon Green Building Local Law

LOCAL LAW NO. of 2006

A Local Law adding to the Code of the Town of Babylon,
Chapter 89, Article VIII in reference to Building Construction.

LEED Certification

§89-83. Intent.

The Town of Babylon is committed to minimizing the short term
and long term negative impacts construction has on the
environment. The intent of this Local Law is to provide
owners and occupants of commercial buildings, offices,
industrial buildings, multiple residences and senior citizen
multiple residences with energy and water savings; good indoor
air quality and healthy, pleasant and productive surroundings.
A further intent of this Local Law is to benefit the community
by having buildings constructed that are resource-efficient
and conserve energy.

§89-84. Leadership in Energy and Environmental Design.

The Town of Babylon hereby adopts the U.S. Green Building
Council's Leadership in Energy and Environmental Design (LEEDNC)
Rating System, Version 2.2 and further automatically

adopts any future versions promulgated by the U.S. Green Building Council. The LEED-NC system establishes several levels of environmental achievement from a Certified rating to a Platinum rating. The ratings are attained by earning LEED points in the categories of Sustainable Sites, Water Efficiency, Energy & Atmosphere, Materials & Resources, Indoor Environmental Quality and Innovation & Design Process.

§89-85. Applicability.

This Local Law shall be applicable to all new construction of a commercial building, office building, industrial building, multiple residence or senior citizen multiple residence equal to or greater than 4,000 square feet and the provisions of the Local Law are mandatory for any application received by the Town one (1) year after its effective date.

§89-86. LEED CHECKLIST.

A. Every applicant who files a building permit application for construction of a commercial building, industrial building, office building, multiple residence or senior citizen multiple residence shall provide a completed LEED checklist or other comparable reporting mechanism on a form acceptable to the Building Inspector.

B. No Building Permit shall be issued unless the LEED checklist or other comparable reporting mechanism shows that the proposed building will achieve enough points to attain LEED Certified status.

§89-87. LEED CERTIFICATION.

No Certificate of Occupancy shall be issued unless and until the applicant produces proof acceptable to the Building Inspector that the constructed commercial building, industrial building, office building, multiple residence or senior citizen multiple residence has achieved sufficient points to attain LEED Certified status.

However, upon completion of construction and satisfactory inspection by a Town of Babylon Building Inspector, a temporary Certificate of Occupancy may be issued until proof of Certification is achieved. Prior to a temporary Certificate of Occupancy being issued, the applicant shall pay a fee to ensure successful completion of the Certification as set forth below. If the developer achieves Certification status, the fee paid shall be refunded.

Certification Fees

	Less than 50,000 Square Feet	50,000 - 500,000 Square Feet	More than 500,000 Square Feet
Design Review			
Members	\$1,250.00	\$0.025/Square Ft.	\$12,500.00
Non-Members	\$1,500.00	\$0.03/Square Ft.	\$15,000.00
Construction Review			
Members	\$500.00	\$0.01/Square Ft.	\$5,000.00
Non-Members	\$750.00	\$0.015/Square Ft.	\$7,500.00
LEED-NC, LEED-CI, & LEED-CS	Fixed Rate	Based on Sq. Ft.	Fixed Rate
Combined Design & Construction Review			
Members	\$1,750.00	\$0.035/Square Ft.	\$17,500.00
Non-Members	\$2,250.00	\$0.045/Square Ft.	\$22,500.00



APPENDIX D: Freeport Façade Program

Appendix

Village of Freeport
Community Development Agency
46 North Ocean Ave.
Freeport, New York 11520

VILLAGE of FREEPORT
COMMUNITY DEVELOPMENT
COMMERCIAL FAÇADE IMPROVEMENT
AND FIXTURE REPLACEMENT PROGRAM

ADMINISTRATIVE REGULATIONS

Revised 1/24/2003 & 12/20/04

Power Point Presentation of Before and After Commercial Facade Projects

1. INTRODUCTION

The two components of the program, the full façade improvement program, and the fixture replacement program, each address a particular concern in the commercial target areas.

The Facade Program and Fixture Replacement Program as constituted herein require a joint effort of the Village of Freeport and the business community. The purpose of the programs, in addition to overall revitalization in targeted commercial areas, is to improve the visual character and aesthetics of each area to make it more attractive to shoppers, customers and residents. The program is voluntary. Each business owner or tenant must individually apply for participation. The Village will provide financial assistance through an allocation of its Community Development Block Grant funds. The Village will also provide technical assistance in the preparation of plans, specifications, cost estimates and in bidding and supervising the improvements.

The Commercial Facade Improvement and fixture replacement Program has been created by the Village of Freeport Community Development Agency (FCDA) to assist in the revitalization of older business areas of the Village. It is part of a comprehensive program initiated by the Village as part of the federally funded Community Development Block Grant Program. These business areas constitute a significant part of the real property tax base of the Village, and provide local employment opportunities to village residents. It is in the public interest that every effort be made to improve

these areas so that they may continue to be viable. The components of the overall revitalization program may vary in response to the specific problems and potential of targeted areas.

The administrative regulations and procedures set forth in this guideline are in accordance with the federal regulations for the Community Development Block Grant Program as set forth in 24 CFR 570

2. ELIGIBILITY

Eligibility for participation in the Commercial Facade Improvement and Fixture Replacement Program will be determined as follows:

- a. Location- To be eligible for participation in the program the building must be located within the geographic boundaries of a designated business district improvement area. Maps showing the location of these are on file in the office of FCDA. Special projects for spot facade improvements may be approved upon the authorization of the Director of the FCDA.
- b. Non-residential Use - The principal use of any property must be non-residential to be eligible for inclusion in the program. One-story structures must be exclusively used for non-residential purposes. Multi-story structures that contain residential uses are eligible only if the ground floor contains only non-residential uses

3. PRIORITIES

The overall goals of the program with regard to maximum improvement achieved in the targeted areas will determine the priority of projects. Applications of comparable impact will be handled in the order they are received, except in those instances where the Director of the FCDA determines that it is in the best interest of the program to advance one or more applications, for example, in order to accomplish the unified renovation of a single structure or blockfront that contains more than one store.

4. GRANT AND LOAN REQUIREMENTS

A. Façade Improvement Program

The financial assistance for the Facade Improvement Program by the Village of Freeport Community Development Agency will consist of a grant covering 50% of actual construction costs. Funding for the remaining 50% of actual construction costs is to be provided by the applicant, including a good faith deposit toward total project costs of 10% of the final architect's cost estimate, due when the grant agreement is signed. Under this program, a loan for up to 50% of construction costs may also be made available to the Applicant from the Community Development Corporation of Long Island or other lender. The agency from time to time may develop specific loan and grant procedures and regulations as an amendment to this agreement on a project-by-project basis. Director of the FCDA will approve these amendments.

B. Fixture Replacement Program

Financial assistance for the Fixture Replacement Program will consist of a grant not to exceed \$15,000 per façade, based on actual cost for purchase and installation of new fixtures. Fixtures are to include signs, sign lighting, awnings and other exterior fixtures or apparatus as approved by the FCDA. Unit costs for approved fixtures for each applicant will be determined by a competitive bid, to include installation in accordance with Davis-Bacon wage requirements. Additionally, any other items for the fixture replacement program must be pre-approved by the FCDA and bid in accordance with FCDA directions.

In the case of a building with multi fronts, a maximum of \$15,000 grant is to be provided to each façade, based on actual costs of the improvements.

If a building containing multiple store fronts has vacant stores, the FCDA will retain the actual amount applicable to a completed sign, providing the grant for the installation of lighting fixtures, electrical service, blank signs, awnings or other items approved by the FCDA and the applicant. The remaining balance will be held by the FCDA until a sign application is filed and approved, or for a period not to exceed two years. Once installed all fixtures provided become part of the building and the property of the building owner.

The applicant will be responsible for payment of any sign permit fees associated with new signage and will be required to execute an affidavit of

compliance and maintain property as per Village code. Exterior signs and improvements, including color scheme, shall not be changed by owner or tenant without written consent of the Village.

When in the course of a Façade Improvement Program, (A above) items provided under Fixture Replacement Program (B above) are included, the grant provisions in the fixture Replacement Program will apply, allowing for the 50% match by the FCDA and the Property, less the Fixture Replacement Program grant amount.

5. CONTRACTOR PARTICIPATION

A. The Contractor's responsibilities are, but are not necessarily limited to:

- a. Perform all work in accordance with the plans and specifications as called for in contract.
- b. Complete all work in a workmanlike manner.
- c. Complete work in a timely manner with as little business interruption as possible.
- d. Order materials and supplies within two weeks of Notice to Proceed.
- e. Coordinate all discrepancies in work and the plans with the architect as soon as discovered.
- f. Agree that all changes in work be approved in writing by the FCDA and owner before starting, except for emergency situations.
- g. Be responsible for all work done by sub-contractors.
- h. Comply with the Davis Bacon prevailing wage rates where applicable.
- i. Comply with all E.O. provisions.
- j. File for and obtain all required permits prior to start of construction.
- k. Maintain required insurance during construction.

l. Provide detailed cost breakdown for approval by FCDA and owner prior to construction, to be used for payment requests.

m. Provide Release of Liens and Warranty upon completion of project. These will provide for a one-year guarantee on all workmanship and materials.

n. Maintain the project site in a neat, safe condition during construction.

o. Maintain adequate barricades. Drop cloths, and temporary enclosures to allow near-normal business activities

B. Façade Improvement Program

Project participation for contractors will be based on the lowest responsible bid. The FCDA has the right to reject any and all bids. The contractor has the overall responsibility to construct the work specified in the contract in accordance with specifications and plans, and in compliance with all local, state and federal regulations, and requirements.

C. Fixture Replacement Program

Project participation for vendors will be based on the lowest responsible bid. The FCDA has the right to reject any and all bids. The FCDA will issue a unit price bid for an approved selection of signs, light fixtures and awning types, which price will include installation in accordance with Davis-Bacon wage standards.

6a. TECHNICAL ASSISTANCE

In order to meet the established program goals of improving the physical and aesthetic environment in designated business areas in the Village of Freeport, the FCDA may assist business applicant with technical assistance for façade improvements, or fixture replacement. This assistance may be provided in conjunction with a grant for improvement, or may be provided independent of a grant. The amount of technical assistance provided will be determined in advance based on the scope of the improvements. The Director of the FCDA may designate special eligible

areas for technical assistance, based on the overall availability of commercial rehabilitation funds.

Scope of Technical Assistance:

1. Meetings with representatives of FCDA
2. Meetings with FCDA Architect to:

Develop concept designs for façade improvements

Develop cost estimates for improvements

Perform inspections of facades prior to development of construction drawings, including removal of facade material if necessary

Prepare construction drawings of improvements

Prepare bid specifications of improvements

Examine bids and make recommendations

Check work to comply with specifications

Assistance with loan applications

Assistance with application for Village Site Plan approval and/or permits.

6b. ELIGIBLE IMPROVEMENTS

The Facade Improvement and Fixture Replacement Programs are dedicated to improving the physical and aesthetic environment in designated business areas in the Village of Freeport. In order to accomplish this purpose, improvements may be made to any part of property that is visible at pedestrian level from a street or public right of way. (including alleys) Other property improvements, including provision of landscaping, fencing or screening between commercial and residential improvements, are also permitted, where deemed necessary by the Director of the FCDA. Improvements to interiors shall not be permitted as part of this program except as authorized by the Director of the FCDA on a case-by-case basis. The funding level for the program is limited, and as a result, its thrust will be to renovate the existing facade as opposed to a

complete reconstruction. Eligible improvements may include, but are not necessarily limited to the following items:

Scope of Improvements

Repainting, resurfacing, sandblasting, powerwashing exterior surfaces as appropriate

Replacement of signs

Removal of old awnings and installation of new awnings

Removal of façade-related debris

Replacement of store windows and glass areas

Removal of unattractive materials and appropriate replacements

Replacement of doors

Removal of code violations

Replacement and/or installation of exterior lighting

Reconstruction of steps, slab areas, etc. within the property line

Reconstruction of rear entrances, as necessary in those instances where access is available to the store from a Village parking lot

Exterior landscaping including shrubbery, planters, etc.

Such other improvements as may be necessary to achieve the overall purposes of the Program and which will improve the function or aesthetics of the structure

In every instance a complete list of improvements to be made will be prepared prior to the commitment of funds by the FCDA. The improvement of only a part of a structure shall be discouraged (for example, improving only the first floor of a building which requires upper story improvements). Further, a store within a building that contains more than one store shall not be improved unless the other stores are improved simultaneously or until every effort to secure the participation of the other stores in the same building has been exhausted, and the Director of the FCDA determines that it is in the interest of the program that the improvement of the single store proceed.

7. FEDERAL REQUIREMENTS

The financial assistance that the FCDA provides under the provisions of this Commercial Facade Improvement and Fixture Replacement Program is made possible through a Community Development Block Grant from the United States of America. In accordance with federal statute (Davis-Bacon Act) all contractors performing work hereunder shall pay their employees at

wage rates not less than those determined by the Secretary of Labor to be the prevailing wages in the area. This provision shall be included in each facade improvement contract provided by the FCDA. Property owners will be required to present proof of title insurance, and will be required to maintain flood insurance, in areas of the Village where applicable.

It should be noted that this project would only provide a grant to the applicant, who will enter into a standard contract for construction of the project between the applicant and the contractor, based on the American Institute of Architects A201 Owner Contractor Agreement. Both the FCDA and the applicant will approve all payments to the contractor according to the provisions of the contract and the agreement with the FCDA

8. PLANS AND SPECIFICATIONS

A. Development of Concept Plan

Once an applicant is considered eligible and prior to the development of detailed specifications, the staff of the FCDA in conjunction with the consulting architect will prepare a conceptual plan and approach to the renovation. The final conceptual plan shall be agreed to by the applicant and the Director of the FCDA.

B. Preparation of Detailed Plans and Specifications

Following the approval of the concept plans, the consulting architect will prepare detailed plans and specifications for the renovation, and shall prepare a final cost estimate. The applicant and FCDA shall then execute a grant agreement based on the project plans and cost estimate, and the applicant will provide a good faith deposit amounting to 10% of the owner's applicant's share (i.e. 5% of final total construction cost estimate).

Plans and specifications will be based upon the concept plan, shall be prepared in consultation with the applicant, and shall be in a form suitable for presentation to and approval by the Site Plan Review Board of the Village of Freeport, and for inclusion in an invitation for bid.

Following Site Plan Review and Agency approval, the architect along with FCDA will prepare specifications and bidding documents. The FCDA will arrange for the appropriate public notification for the bid. Once bids are received the architect will review the bids and make recommendations on

its award. The winning contractor will be notified and informed of appropriate insurance and documents necessary to start construction. Once all documentation is received a Notice to Proceed will be provided the Contractor.

9. APPLICATION

Participation in the Commercial Facade Improvement and Fixture Improvement Program shall be by application to the FCDA, on such forms as the Agency may prescribe. Applicants shall also provide the FCDA with such additional information as may be reasonable and necessary to the application, bidding or improvements process. An application for a façade or fixture improvement grant may be submitted by the building owner or the building tenant with the building owner approval. The building owner must approve all final design drawings. For the purpose of this document the term applicant shall apply to a building owner or to a tenant with the written approval of the building owner. If the improvements involve a loan for the applicant's share of the improvements, the building owner must approve of said loan. All applications shall be submitted to:

10. USE of CONTRACTORS

All of the facade improvement and fixture replacement work provided for herein shall be done by qualified contractors. The selection of a contractor for a particular job shall be on the basis of a formal sealed bid. The FCDA reserves the right to reject any or all bids if it is deemed necessary. In addition a list of qualified facade contractors may be maintained by the FCDA.

11. METHOD of PAYMENT

As the work progresses satisfactorily under the payment terms of the contract, the FCDA will, with the applicant's approval, approve payment to the contractor.

12. ADMINISTRATION AND SUPERVISION

The FCDA will administer and supervise the Commercial Facade Improvement and Fixture Improvement Program. The FCDA will provide assistance to each applicant in: developing the concept plan; preparing detailed plans, specifications and cost estimates; in bidding and bid award procedures; in the supervision of the contractors through completion of renovation, and in certifying completion and arranging for payments. Such services shall be provided to applicants without charge.

13. EXCEPTIONS

The Director of the FCDA may make exceptions to the provisions of these regulations in unique or special circumstances which in the Director's judgment merit the variance or modification.

14. SIGNAGE

In the case where completed façade projects have established uniform signage for buildings rehabilitated under this program, the Agency may assist subsequent tenants using the sign specifications established for the project with grant assistance covering up to 50% of the cost of such signage; future tenants/owners may file an application for such signage; and may appear before the appropriate sign review agencies within the Village on behalf of the sign application.



APPENDIX E: Environmental Maps

Appendix



APPENDIX F: Vision Program

Appendix



Project Goals

The Middle Country Coalition for Smart Growth has defined the following goals for the Middle Country Vision Process:

- Improve safety, traffic flow, and aesthetics of Middle Country Road
- Foster economic development
- Create one or more “downtown” areas
- Build a process for the development of the youth of our community
- Develop a range of housing options to attract and retain the young workers

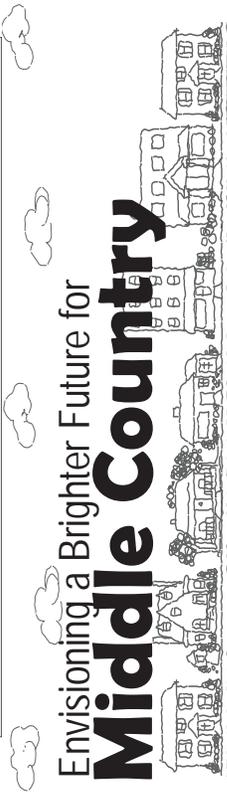
Where is the Study Area?

- Middle Country is the combined communities of Selden and Centereach, zip codes 11784 and 11720, respectively.
- Both communities are in the Town of Brookhaven
- The study area of the visioning project is generally defined by Nesconset Highway (347) to the North, Portion Road to the South, Coles Road/Lake Grove Village line to the West and Patchogue—Mt. Sinai Road to the East.
- Though bisected by Nicolls Road, the communities are unified by Middle Country Road (State Route 25), that serves as the main commercial corridor and east-west artillery.

For More Information Contact:

Wayne Tomac Mike Anderson
(516) 873-0230 (631)467-2221
www.middlecountrysmartgrowth.com

VISION WEEKEND



OCTOBER 27-28 2006



Honoring the Past's
Living in the Present's
Envisioning the Future



rethink. rebuild. renew.



Funded in part by: Senator John J. Flanagan; Assemblyman Steve Englebright; Assemblywoman Ginny Fields; Legislator Joseph T. Caracapa; Legislator Vivian Vitoria-Fisher; Supervisor Brian X. Foley; Councilwoman Kathleen Walsh

THANK YOU

The Middle Country Coalition for Smart Growth and Sustainable Long Island would like to thank the following businesses and organizations for donating services

Greater Middle Country Chamber of Commerce for arranging the food donations

Badolato's Italian Market
1315 Middle Country Road, Centereach
631 696-0411

Eleni's Restaurant & Pizzeria
2136 Middle Country Road, Centereach
631 471-5303

Homerun Heros
1366 Middle Country Rd, Centereach
631 451-0400

JeJoJo's Bagels
207 Centereach Mall, Centereach
631 585-6178

Starbucks Coffee Co.
1942 Middle Country Road, Centereach
631 585-8462

A Special Thanks to Our Community Hosts

Centereach Fire Department
Middle Country School District
Middle Country Library

DESIGN TEAM BIOGRAPHIES

Eli D. Martin, RA
Partner

LINDEMON WINCKELMANN DEUPREE
MARTIN & ASSOCIATES PC

Mr. Martin is a founding member of the firm and has over twenty-six years of experience in all aspects of architecture and planning. Mr. Martin has been involved in large scale community planning, mixed-income housing, adaptive reuse of older buildings and historic preservation and interior design projects throughout New York and New

Jersey. He has provided specific expertise with the firm's HOPE VI planning and design efforts, including the 2001 award winning HOPE VI Bridgeton and HOPE VI Jersey City projects. Additionally, Mr. Martin is partner-in-charge for the firm's New York projects. Eli has a degree in B. Architecture, Pratt Institute, 1976



Atma Sookram, AICP/PP
V.P. Traffic Engineering & Transportation Planning
Urbitran

With over 20 years of hands-on planning and engineering experience, Atma Sookram is Urbitran's Vice President For Traffic Engineering, Managing a large and diversified planning staff. Mr. Sookram is extremely familiar with New York City and New York State transportation planning/traffic engineering and environmental regulations, requirements, and approval processes, as well as those in other states. Mr. Sookram represents Urbitran's clients at public meetings and hearings and makes presentations to clients, elected officials, and peer groups. He was an adjunct lecturer in transportation planning at Polytechnic University. He is a member of several professional organizations including the Institute of Transportation Engineers (MITE), American Planning Association (APA) the Chartered Institute of Transport (MCIT) and Association of Pedestrian and Bicycle Professionals (APBP). Mr. Sookram is also a Long Island resident living in the town of Babylon.



DESIGN TEAM BIOGRAPHIES



Joseph G. Scariza
Senior Transportation Manager
Gannett Flemming

Joseph is responsible for the development and management of New York/Long Island transportation projects, including all highway, bridge and site development projects for public agencies and private development.

Joseph has more than 33 years of experience with the New York Department of Transportation. He designed major transportation projects including the widening of the Long Island Expressway, reconstruction of the Roslyn Viaduct Bridge, Sunrise Highway, and the first modern roundabout on Long Island. Joseph also coordinated the traffic, parking, and security for the 2002 U.S. Open at Bethpage, N.Y.

Joseph holds a bachelor of science in civil engineering from Manhattan College, and a master of transportation planning from New York University. He is a registered professional engineer in New York and Florida. Joseph is a member of the Long Island Branch of the American Society of Civil Engineers and was recognized as the Branch's Engineer of the Year in 2002. He is also a member of the New York State Association of Transportation Engineers.



Elaine Klein
Environmental Educator
Brooklyn Center for the Urban Environment

Elaine served an Americorps term with the New York Restoration Project's environmental education department. Elaine has also spent quite a bit of time in the country of Vanuatu studying lizards. She received her B.A. in Environmental Studies and Ecology from Simon's Rock College of Bard in 2003.



Ashley Carr
Environmental Educator
Brooklyn Center for the Urban Environment

Ashley has been an elementary school teacher in Taiwan and Denver and used to have her own radio show. She has a B.S. in Psychology from the University of Georgia and a M.A. in Education from the University of Denver.

TABLE OF CONTENTS

Thank You	2
Community Partners	4, 5
Project Overview	6
Agenda	7
About Middle Country Coalition for Smart Growth	8
About Sustainable Long Island	9
Transportation and Infrastructure Primer	10, 15
Event Survey	12,13
Traditional Zoning Primer	16
Land Use Design Primer.	17
Smart Growth Primer...	18
Local Economy Primer	19
Design Team	20-23

COMMUNITY PARTNERS

Middle Country Coalition for Smart Growth Members

Co-chairs

Michael J. Anderson
Greater Middle Country Chamber of Commerce

John Hoctor
Middle Country Public Library Board

Dr. Roberta Gerold
Middle Country Central School District

Sarah Lansdale
Executive Director Sustainable Long Island

Kevin E. McCormack
Greater Middle Country Chamber of Commerce

Pat Biasotti
Selden Civic Association

Diane Caudullo
Centereach Civic Association

Carol Cavalieri
Community Foundation of Centereach

Sandra Feinberg
Middle Country Public Library

Debbie Felber
Selden Civic Association

Jeff Freund
Middle Country Children's Soccer

Wayne Tomac
Sustainable Long Island

DESIGN TEAM BIOGRAPHIES



Kate Coburn
Principal

Economic Research Associates, Inc.

Kate Coburn has been a key player in the real estate industry for over twenty years, specializing in the retail and restaurant arena. She has a background in strategic planning, leasing and marketing of mixed-use urban complexes, downtown revitalization strategies, and retail programming of areas that attract a large number of tourists and visitors.

Her work focuses on incorporating retail/commercial uses into these projects as activating components. Ms. Coburn's ability to understand the needs of the landlord and tenant-- from the initial concept presentation, through site selection, lease negotiation, design development, construction --has created significant bottom-line results for both parties.

Ms. Coburn is actively involved in many professional organizations. She is a former Chairman of the Young Men's/Women's Real Estate Association, has been on the boards of both the Association of Real Estate Women and Commercial Real Estate Women of NY. Ms. Coburn is also a member of the prestigious Real Estate Roundtable of New York University, the Real Estate Board of New York Stores Committee, the Urban Land Institute and the International Council of Shopping Centers. Ms. Coburn is a former Trustee of the New York City Police Museum. She holds a Bachelor of Science degree from the University of Wisconsin.

Tanya Saltzman
Urban Planner
Saratoga Associates

Ms. Saltzman is an urban planner in the New York City office of Saratoga Associates. She is experienced in the areas of environmental and open space planning. Her knowledge extends to energy policy, environmental and public health planning. Tanya is a graduate of Columbia University's Urban Planning program. Since joining Saratoga Associates, Tanya has participated in planning projects in a variety of communities in New York State, including public outreach, comprehensive plans, and zoning amendments.

DESIGN TEAM BIOGRAPHIES



Bill Kuhl, FAFSA
Managing Principal
Saratoga Associates

Bill Kuhl is a registered landscape architect in 13 states, with more than 36 years of experience, 33 as principal of his own firm, providing comprehensive professional design services. Projects executed by Mr. Kuhl and his firm have ranged from atriums and small pocket parks to large-scale master plans. Projects have encompassed recreational, resort, health care and housing complexes, urban plazas, and military, correctional and educational facilities, many as prime consultant. Projects executed by Mr. Kuhl and representative of his diverse portfolio of professional practice have received 70 national, state, and city design awards. Mr. Kuhl is the Managing Principal of the New York office of Saratoga Associates and the Principal-in-Charge of the Landscape Design Studio.



Nicolette A. Wagoner, AICP
Senior Associate
Saratoga Associates

Nicolette Wagoner has over nine years of experience in urban and environmental planning. Her prior work with planning firms in New York City and the Midwest, as well as at Saratoga Associates, has encompassed community planning, public participation and consensus building, regulatory compliance, and the development of comprehensive plans, zoning regulations, and design guidelines.

As a Senior Associate and Director of Planning for the New York City office, Nicolette manages projects that require knowledge of community workshop and meeting facilitation, and also guides the production of graphics required to make such meetings effective. As a project manager, she oversees staff in both the New York City and Saratoga Springs offices, working on projects throughout the region. Nicolette is the Co-Vice President for Programs of the APA Metro Chapter. She has a Bachelor's degree in Political Science from Duke University and a Master of Science in Urban Planning from Columbia University Graduate School of Architecture, Planning and Preservation, where she is a frequent studio critic and speaker.

COMMUNITY PARTNERS

Government Partners

Hon. John J. Flanagan
New York State Senator

Hon. Steve Englebright
New York State Assemblyman

Hon. Ginny Fields
New York State Assemblywoman

Hon. Vivian Viloria-Fisher
Suffolk County Legislator

Hon. Joseph T. Caracappa
Suffolk County Legislator

Hon. Brian X. Foley
Town of Brookhaven Supervisor

Hon. Kathleen Walsh
Town of Brookhaven Councilwoman

Wayne Ugolik
NYS Department of Transportation, Program and Planning Manager

David Woods, AICP
Town of Brookhaven, Commissioner of Planning



PROJECT OVERVIEW

What is a Shared Vision Process?

- Community visioning brings people together and involves them in the decisions that affect their lives.
- Over the course of the vision process, those who live and work in the Centereach and Selden will create a vision of how the community they want to live in.

Key Milestones in the Vision Process

July 28, 2006

Kick-Off Press Conference

September 25, 2005

Transportation & Infrastructure Education Workshop

- David Woods, Commissioner of Planning, Town of Brookhaven
- Sarah Lansdale, Executive Director, Sustainable Long Island
- Joe Scariza, Gannett Flemming
- Walter Hilbert, Suffolk County Department of Health
- Jerry Gluck, Senior VP Urbitran

October 5, 2006

Land Use Planning & Zoning Education Workshop

- Sarah Lansdale, Executive Director, Sustainable Long Island
- Joe Sanzano, Planner, Town of Brookhaven
- Diane Mazarakis, Senior Planner, Town of Brookhaven

October 17, 2006

Land Use Design & Local Economy Education Workshop

- Sarah Lansdale, Executive Director, Sustainable Long Island
- Bill Kuhl, Landscape Architect, Saratoga Associates
- Shuprofitm Bhaumik, Principal, Economics Research Associates

LOCAL ECONOMY

CREATING A THRIVING LOCAL ECONOMY

Create a Sense of Place

- Pedestrian-friendly environment
- Mix of small and medium size stores
- Mix of independent retailers, local and regional chains, limited number of national and institutional tenants
- Mix of uses: retail, office and residential

Encouraging Local Business Growth and New Business Development

- Analyze demographics to understand spending potential of the area
- Look at existing retailers and sales to see what is missing from the market
- Identify retailers in this and other nearby communities that may be willing to expand
- Develop a retail “master plan” that is supported by all property owners

Tools Available to Improve the Local Economy

- Business Improvement Districts
- Incentives – loans and grants
- Storefront improvement funds
- Technical assistance

Attracting Development

- Public sector actions – zoning modifications to encourage developers
- Public sector investment – streetscape, lighting and parking improvements
- Prepare “marketing” package that provides key information for decision makers
- Population and household demographics
- Income
- Spending potential
- Transportation and access

SMART GROWTH

Smart Growth creates “great communities, with more choices and personal freedom, good return on public investment, greater opportunity across the community, a thriving natural environment, and a legacy we can be proud to leave our children and grandchildren.”

BENEFITS OF SMART GROWTH ZONING

- **Environment**
- Protects open space and farms.
- Reduces air and water pollution.
- **Economy**
- Encourages business growth and local shopping.
- Attracts skilled workers.
- Utilizes public funds more efficiently.
- General tax savings – Roads 2.5%, Utilities 1.5%, Schools 5%.

Equity

- Increases housing and transportation options.
- Encourages housing affordability.
- Decreases crime.
- Improves safety.

Engagement

- Encourages participation in civic life.
- Fosters the creation of organizations and Community Events.
- Supports healthier and more active residents with improved physical and mental health.

SMART GROWTH PRINCIPLES

Encourage mixed land uses
Take advantage of compact building design
Create a range of housing opportunities and choices for everyone (including old, young, wealthy, and poor)
Create walkable neighborhoods
Foster distinctive, attractive communities with a strong sense of place
Preserve open space, farmland, natural beauty, and environmentally sensitive areas
Strengthen and direct development towards existing communities
Provide a variety of transportation choices including public transportation
Make development decisions predictable, fair, and cost effective
Encourage community and stakeholder collaboration in development decisions

AGENDA

Friday, October 27, 2006

- 7:00 pm..... Registration
- 7:10 pm..... Welcome & Introduction
- 7:40 pm..... Middle Country Today & Review of Pre-Vision Weekend Activities
- 8:30 pm..... Community Design 101

Saturday, October 28, 2006

- 9:00 am..... Registration
- 9:30 am..... Breakfast / Overview of Visioning Process
- 10:15 am..... A Tour Thru Middle Country
- 11:45 am..... Lunch
- 12:30 pm..... Community Design & Youth Workshops
- 4:00 pm..... Community Presentation



The Middle Country Coalition for Smart Growth (the Coalition) was created to coordinate and direct the revitalization of the Centereach – Selden community by developing a safe, fun, and environmentally healthy place to live, work, and shop for all of our residents. By coordinating our efforts with Sustainable Long Island, a well respected and successful visioning firm, the coalition hopes to: address the Route 25 improvement project by the NYS DOT; foster economic development through new and forward thinking means; create one or more “downtown” areas; develop a range of housing options to attract and retain the young worker; and build a process for the development of the youth of our community.

Through our partnership with the business and residential communities of the Middle Country area and support, both directionally and financially of government, particularly local government, we hope to realize our vision.

The work of the Middle Country Coalition for Smart Growth incorporates the communities of Selden and Centereach, including Middle Country Road between Coles Drive in Centereach and County Road 83 in Selden. Our goal is to build consensus in a community of diverse ideas through the creation and implementation of a common agenda that serves as a roadmap for future development along Middle Country Road.

For more information on the Coalition please visit www.MiddleCountrySmartGrowth.com or contact Wayne Tomac at 516-873-0230 or Mike Anderson 631-467-2221

LAND USE DESIGN

Pedestrian Protected Street Crossings



ELEMENTS OF GOOD DESIGN

Enhanced Bus Stops



Bump Outs and Intersections



Pedestrian Zones and Corridors



Sidewalk Details



TRADITIONAL ZONING

ZONING: ISSUES & CHALLENGES IN MIDDLE COUNTRY

- Zoning developed to separate incompatible land uses, such as heavily polluting industrial plants and residential, but also segregates beneficial uses
- Zoning is now the primary planning tool in the United States and restricts every aspect of development including use, lot coverage, setbacks, height, signage, landscaping, and more.
- Centereach and Selden are zoned by the Town of Brookhaven and generally allow single family residential (A1, B) and single story commercial including retail and office (J2, J4, J5).

Negative Impacts of Traditional Zoning

- Single-use/separated districts and strip shopping malls that lead to increased taxes, governmental fiscal difficulties, and weakened local businesses.
- Automobile dependence/lack of quality public transportation leading to traffic congestion, high accident rates, the need to drive to adjacent stores, and the inability to walk anywhere.
- No 'Sense of Place' or community identity, no aesthetic standards, lack of open space, and increased housing costs/lack of housing options.

Other Problems Along Middle Country Road

- Blighted views and vistas, vacant properties, non-compliance with local regulations, lack of landscaping, poorly designed parking, haphazard development, poor and inconsistent signage, asphalt, asphalt everywhere (increases heat index and raises electrical bills).

Simple Solutions

- Redeveloping "greyfields" or old shopping centers into pedestrian friendly community centers with walkable retail.
- Install: decorative parking lot lighting, pedestrian linkages, and plazas.
- Create standards for: interior parking design, signs, architecture, and landscaping.
- Develop overlay districts or new zoning classifications.

rethink. rebuild. renew.

Sustainable Long Island promotes economic development, environmental health and social equity for all Long Islanders. Sustainable Long Island is a catalyst and facilitator for sustainable development. The organization cultivates the conditions, identifies resources and provides tools to make sustainable development happen on Long Island. There are three organizations that form Sustainable Long Island. Each provides very distinct services to Long Island communities.

Sustainable Long Island (SLI)

Sustainable Long Island partners with communities seeking to revitalize their economic centers without displacing residents or compromising environmental health. Through a facilitated, comprehensive visioning process that draws together community stakeholders, planners, and government, a shared vision is created that serves as a roadmap to achieve the community's vision.

Working with elected officials at the village, town, county and state levels, Sustainable Long Island advocates for specific policies that will revitalize communities, protect open spaces, provide a greater range of housing options, redevelop vacant properties, and foster greater social equity for all Long Islanders.

The Long Island Fund for Sustainable Development (LIFSD)

LIFSD is a U.S. Treasury certified Community Development Financial Institution (CDFI) and Certified Development Entity (CDE), which functions as a private-sector financial intermediary with community development as its primary mission. LIFSD provides low-cost investment capital through equity investments from individuals and public sources.

Long Island Redevelopment Institute (LI REDI)

LI REDI facilitates and implements redevelopment plans that emerge from the visioning processes organized by Sustainable Long Island, especially in communities where the real estate market potential has been weakened by existing environmental issues.

Setting the stage for a new regional paradigm

Sustainable Long Island is seen by municipalities, community groups and others as a regional leader in community revitalization and brownfield redevelopment. We are an organization known for its expertise in community education, technical assistance, planning, advocacy and implementation. We have a reputation for integrity and loyalty to communities and for a staff that is highly skilled in planning, management, organizing and community outreach.

Our efforts have contributed to a new vocabulary on regionalism; inspired two other groups to organize sustainable development efforts on Long Island; assisted a U.S. Senator, the Governor of New York, County Executives, Town Supervisors and a Mayor regarding sustainable development policy; inspired Democrats and Republicans to work together to revitalize several Long Island communities; helped introduce brownfield redevelopment as a new growth industry for the region; and motivated economic development professionals in Long Island towns, villages and municipalities to focus on sustainable development. In short, we are working to make sure that sustainability becomes Long Island's new economic model.



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TRANSPORTATION AND INFRASTRUCTURE

MIDDLE COUNTRY ROAD AND ROAD NETWORKS

- Selden and Centereach are almost entirely dependent on the automobile as the sole form of transportation, with the exception of four bus routes, there is no public transportation.
- It is defined by single story, separated shopping complexes separated from the street by large parking lots that do not allow for flow between parking lots.
- Designated as a “Primary Arterial” it carries up to 40,000 vehicles each day.
- State Roads: Provide for the movement of people and goods through the region.
- County Roads: Provide for the movement of people and goods through the county.
- Local Roads: Provide access to residential neighborhoods.

PLANNED IMPROVEMENTS TO MIDDLE COUNTRY ROAD

- The improvements to Middle Country Rd. by the New York State Department of Transportation under project 004202 will begin in the Spring of 2007 and must enhance safety without impeding traffic flow.
- Improvements will include right turn lanes around the Centereach Mall, disabled accessible sidewalks throughout, decorative paving between the road and sidewalk, traffic light coordination, and more.
- The improvements will be considered the base for all vision plan activities.



PRINCIPLES OF ACCESS MANAGEMENT

Limit conflict points
Separate conflict points
Reduce the impedance of through traffic by turns
Provide sufficient spacing between intersections
Maintain progression speeds along arterials
Provide adequate storage areas for queued vehicles
Encourage access to streets with the lowest functional classification

TRANSPORTATION AND INFRASTRUCTURE

BETTER ROADS WITH ACCESS MANAGEMENT

- Land use and transportation should be coordinated and complimentary to achieve balance through access management and consider impacts on a community beyond a specific site.
- Transportation options should acknowledge future growth and cumulative impacts.
- Site plan approvals and road improvement projects are opportunities to improve access issues.
- Benefits of an access management plan include: system preservation, improved economic performance, healthier environment, fewer vehicle accidents, safer pedestrian access, increased traffic options, and more appealing street corridor.
- Improving Driveways/Roadways: Consolidate driveways/create shared access, coordinate driveway locations on opposite sides of roadways, maximize corner clearance, provide left-turn and auxiliary lanes, install median barriers and channelizing islands, Allow only left turns, and provide deceleration lanes.

LACK OF SEWERS LIMITS DEVELOPMENT

- Middle Country, like 75% of Suffolk County, does not have sewers.
- Benefits of Current Septic System include; 50% reduction in Nitrogen discharge, low installation cost (~ \$2,500), no mechanical equipment, low maintenance, small overall footprint, useful life of approximately 25 years.
- To protect public health and drinking water current town zoning laws limits density except where the developer provides additional disposal capacity.
- Increasing density requires installation of sewers or other disposal alternatives, installing sewers in developed areas is disruptive, noisy, and time consuming.

SOLVING THE SEWER ISSUE

- Large regional facilities are preferred, however a series of smaller plants may be easier.
- Vacuum sewers and small diameter pressure sewers are alternatives to traditional gravity sewers.
- Density can be increased through a transfer of development rights where a developer protects another plot of land as open space in exchange for a high density development.
- Suffolk County supports installation of sewers and other alternatives.

**Design Weekend Event
Survey**

**Please fill out and
return at the end of
Saturday**

**Design Weekend Event
Survey**

**Please fill out and
return at the end of
Saturday**



Design Weekend Event Survey

Comments, Suggestions or Questions:

How did you find out about this meeting?

Mailer Newspaper Phone Call Community Group Other: _____

I live in:

Centereach Selden Other: _____

I would rate this meeting:

_____ Excellent
_____ Good
_____ Average
_____ Less than average
_____ Unsatisfactory

Name: (optional)

Please keep me informed:

Call me at: _____
E-mail me at: _____
Send me information at: _____

Thank You!

The Middle Country Community Planning Process
Funded in part by: Senator John J. Flanagan; Assemblyman Steve Englebright; Assemblywoman Ginny Fields; Legislator Joseph T. Caraccapa; Legislator Vivian Vilorio-Fisher; Supervisor Brian X. Foley; Councilwoman Kathleen Walsh



APPENDIX G: Extended Middle County Demographics

Appendix



	Middle County		Brookhaven		Suffolk County	
	Number	%	Number	%	Number	%
POPULATION	54,516	100.0%	448,248	100.0%	1,419,369	100.0%
White	50,063	91.8%	396,381	88.4%	1,200,755	84.6%
African American	1,105	2.0%	19,411	4.3%	98,553	6.9%
Asian	1,572	2.9%	13,019	2.9%	34,711	2.4%
Some other race	887	1.6%	11,051	2.5%	56,166	4.0%
Two or more races	889	1.6%	8,386	1.9%	29,184	2.1%
Foreign Born	4,573	8.4%	39,730	8.9%	158,525	11.2%
Hispanic	4,072	7.5%	36,041	8.0%	149,411	10.5%

AGE	54,516	100.0%	448,248	100.0%	1,419,369	100.0%
Under 20 years	16,440	30.2%	131,950	29.4%	402,482	28.4%
18 to 24 years	3,159	5.8%	27,769	6.2%	75,665	5.3%
25 to 44 years	18,119	33.2%	141,168	31.5%	443,295	31.2%
45 to 64 years	12,010	22.0%	101,961	22.7%	330,369	23.3%
65 and over	4,788	8.8%	45,400	10.1%	167,558	11.8%

EDUCATION (25+ Yrs)	34,881	100.0%	288,870	100.0%	942,401	100.0%
Less than High School	4,936	14.2%	37,712	13.1%	130,174	13.8%
High school graduate/GED	12,507	35.9%	95,332	33.0%	294,953	31.3%
Some college	7,716	22.1%	60,302	20.9%	183,330	19.5%
College Degree	7,288	20.9%	63,262	21.9%	222,403	23.6%
Graduate/professional degree	2,434	7.0%	32,262	11.2%	111,541	11.8%
3+ Enrolled in School (any level)	15,739	#REF!	130,073	23.2%	387,491	23.2%

HOUSING (total units)	17,275	100.0%	155,406	100.0%	522,323	100.0%
Owner-occupied	14,067	81.4%	115,882	74.6%	374,360	71.7%
Renter occupied	2,780	16.1%	30,946	19.9%	94,939	18.2%
Vacant and Vacancy Rate	428	2.5%	8,578	5.5%	53,024	10.2%
Built before 1980	14,476	0.8	116730	n/a	417113	n/a
Households with at least one vehicle	15,993		138,767	62.3%	443,806	62.3%



Continued from page 117

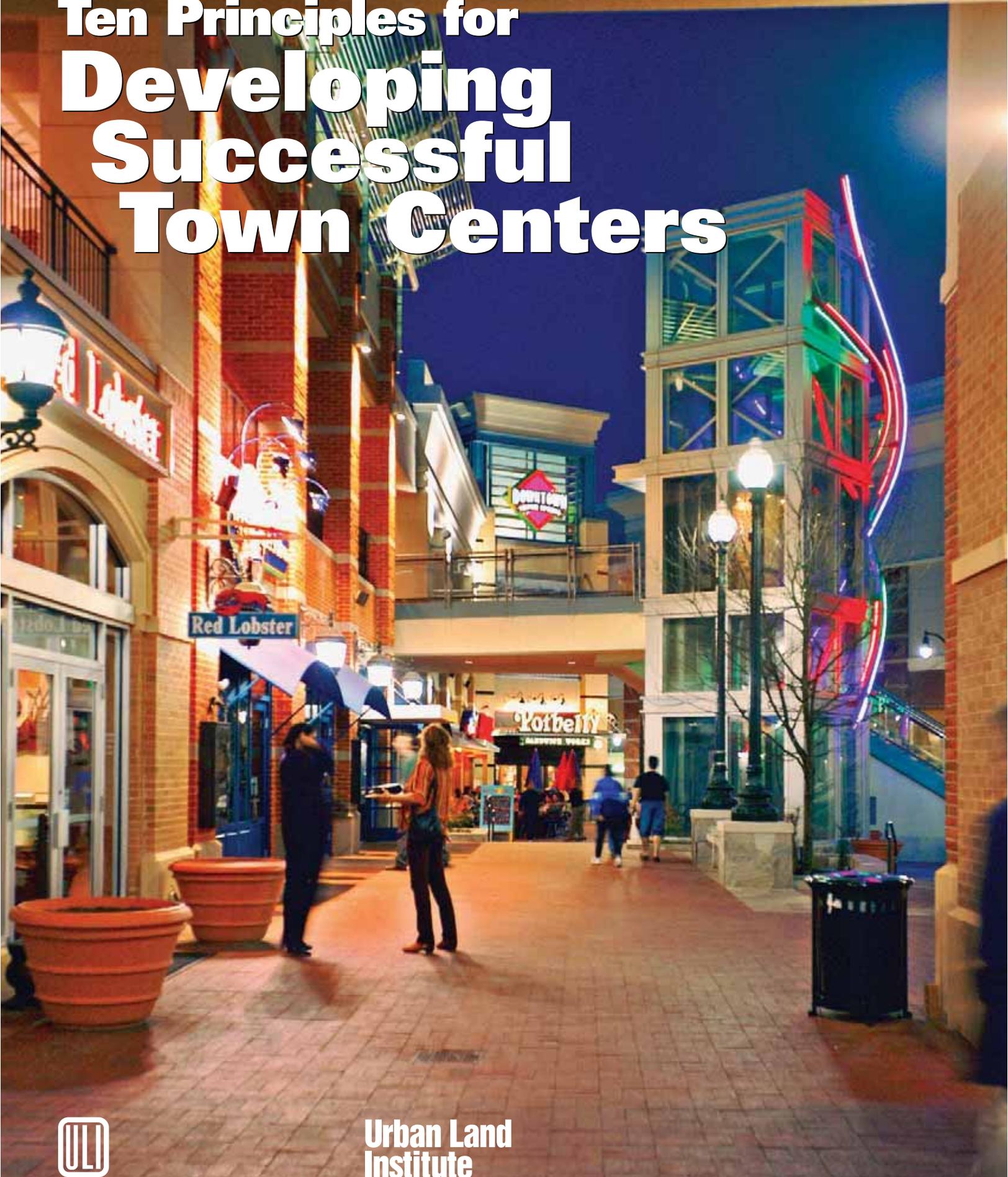
	Middle Country		Brookhaven		Suffolk County	
	Number	%	Number	%	Number	%
HOUSEHOLD INCOME	16,739	100.0%	146,904	100.0%	469,535	100.0%
Less than \$24,999	2,116	12.6%	22,305	15.2%	71,747	15.3%
\$25,000 to \$34,999	1,337	8.0%	11,883	8.1%	37,991	8.1%
\$35,000 to \$49,999	2,669	15.9%	20,204	13.8%	60,667	12.9%
\$50,000 to \$75,999	4,015	24.0%	35,082	23.9%	101,668	21.7%
\$75,000 to \$99,999	2,995	17.9%	24,764	16.9%	77,601	16.5%
\$100,000+	3,607	21.5%	32,666	22.2%	119,861	25.5%
Median HH Income		n/a	\$62,475	n/a	\$65,288	n/a
Persons Below Poverty Level	2,804	2.6%	25,952	5.9%	83,171	5.9%
LABOR (16+ years in labor force)	27,969	100.0%	228,886	100.0%	711,026	100.0%
Employed	26,886	96.1%	219,004	95.7%	683,062	96.1%
Unemployed	1,083	3.9%	9,882	4.3%	27,964	3.9%
EMPLOYMENT (by industry)	26,886	100%	219,004	99%	683,062	100%
Ag; forestry; fish and hunting; mining	56	0.21%	620	0.28%	2,369	0.35%
Construction	2,204	8.2%	17,277	6.5%	51,079	7.8%
Manufacturing	2,396	8.9%	19,219	8.8%	65,316	9.6%
Wholesale trade	1,106	4.1%	9,144	4.2%	29,859	4.4%
Retail trade	3,907	14.5%	28,489	13.0%	82,376	12.1%
Transportation & warehousing; utilities	1,634	6.1%	12,919	5.9%	40,393	5.9%
Information	1,249	4.6%	8,781	4.0%	27,290	4.0%
FIRE and rental and leasing	1,825	6.8%	14,233	6.5%	53,510	7.8%
Professional; scientific; management; administrative; & waste mngmt svcs	1,942	7.2%	20,417	9.3%	70,611	10.3%
Educational; health and social services	5,989	22.3%	52,762	24.1%	154,495	22.6%
Art; entertain; rec; accomm & food svcs	1,681	6.3%	12,121	5.5%	38,438	5.6%
Other services	1,148	4.3%	9,139	4.2%	29,202	4.3%
Public administration	1,749	6.5%	13,883	6.3%	38,124	5.6%



APPENDIX H: Urban land Institute Guide to Town Center Development

Appendix

Ten Principles for Developing Successful Town Centers



Urban Land
Institute

Ten Principles for Developing Successful Town Centers

Michael D. Beyard

Anita Kramer

Bruce Leonard

Michael Pawlukiewicz

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Nora Yoo

About ULI—the Urban Land Institute

The mission of the Urban Land Institute is to provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide. ULI is committed to:

- Bringing together leaders from across the fields of real estate and land use policy to exchange best practices and serve community needs;
- Fostering collaboration within and beyond ULI's membership through mentoring, dialogue, and problem solving;
- Exploring issues of urbanization, conservation, regeneration, land use, capital formation, and sustainable development;
- Advancing land use policies and design practices that respect the uniqueness of both built and natural environments;
- Sharing knowledge through education, applied research, publishing, and electronic media; and
- Sustaining a diverse global network of local practice and advisory efforts that address current and future challenges.

Established in 1936, the Institute today has more than 35,000 members from 90 countries, representing the entire spectrum of the land use and development disciplines. Professionals represented include developers, builders, property owners, investors, architects, public officials, planners, real estate brokers, appraisers, attorneys, engineers, financiers, academics, students, and librarians. ULI relies heavily on the experience of its members. It is through member involvement and information resources that ULI has been able to set standards of excellence in development practice.

The Institute has long been recognized as one of the world's most respected and widely quoted sources of objective information on urban planning, growth, and development.

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Introduction

For more than half a century, suburbanization has been the dominant force in America's metropolitan growth and development. During this period the nation's population has shifted dramatically, so that today more Americans live in suburbs than anywhere else. In fact, two suburbs—Mesa, Arizona, and Arlington, Texas—are now among the 50 largest cities in America, and the next census will likely include more.

As suburban populations have soared, along with jobs and shopping opportunities, many suburbanites have happily chosen to live independent of the older cities that form the core of their metropolitan areas. Many never visit the city except for an occasional concert, sporting event, or night on the town. At the same time, suburbanites are increasingly aware of the growing shortcomings of their own communities. They do not like monumental traffic jams, deteriorating suburban strips, obso-

Victoria Gardens in Rancho Cucamonga, California, became an instant downtown for an exurban community that needed one.





lete shopping malls, an aging monoculture of single-family homes, and environmental degradation. These problems are all evidence of the lack of a strong civic presence.

One consequence of the development patterns of the past 50 years is that there are few public places in suburbia where all segments of society can get together to interact, to celebrate, to stroll, to protest, to sit and watch the world go by, or just to enjoy day-to-day living. The reason: these types of places are typically found in and around downtowns, and downtowns were never part of the suburban dream. From the beginning, suburbs revolved around such private pleasures as backyard barbecues, football practice, country clubs, and stay-at-home moms. Downtowns were considered anachronisms at best. At worst, they were considered to be filled with crime, deterioration, poverty, and people to avoid. As a result, suburban downtowns never got built.

Shopping was also designed to be different in the suburbs. Gone were the street-front stores that were intimately connected with the life of the community in cities.

Construction began on the Reston Town Center in Reston, Virginia, in 1990. Today, it continues to grow.



WAYNE NICHOLS

Designed in 1922 and built out over years, the iconic Country Club Plaza in Kansas City, Missouri, is the forerunner of today's generation of town center developments.

That eclectic mix of new and old, mom-and-pop stores, and personalized service was replaced by more standardized, no-hassle environments with predictable chain stores, mass market appeal, and plentiful parking in an impressive array of sophisticated shopping center types, formats, and environments. Gone too were opportunities to walk to the corner store, the movies, the library, the town square, or the local café, because land uses were designed to be separate. That made sense when industrial uses dominated cities, but it does not make sense today.

Seven factors are driving a sea change in suburban attitudes toward cities and downtowns:

1. The typical suburbanite has changed. No longer is suburbia dominated by white, middle-class couples with children. Today, the suburbs are as diverse as the cities they surround, in terms of race, culture, income, age, sexuality, and lifestyle. This shift suggests that different development solutions are needed to meet contemporary needs—such as a range of housing types to accommodate all lifestyles at different life-cycle stages.
2. The problems associated in past years with downtowns, especially crime, deterioration, and visual blight, have dissipated. Today, downtowns are cool again.
3. Relentless, low-density suburban development patterns that require a car to go anywhere are unsustainable, given the projected scale of suburban growth.

4. There is a powerful desire in suburbia to recreate the sense of community and connectedness that was lost as metropolitan areas grew so quickly in the past few decades.
5. Suburbanites, like all people, harbor a simple desire for more convenience in their busy lives.
6. Smart growth movements are gaining popularity as voters begin to realize the hidden costs of current suburban development practices.
7. Although suburbanites now actively seek a downtown environment, most do not want to live downtown. But that does not mean that they do not want the amenities of a sophisticated urban lifestyle.

As suburbs age and take on many of the characteristics of cities, they need to evolve as cities have evolved for millennia: creating walkable environments, broadening housing choices, offering mobility options, mixing land uses, selectively increasing densities, enhancing their civic and cultural presence, increasing diversity, and redeveloping obsolete and underused properties to provide more cosmopolitan environments and amenities. This is already beginning to happen. Downtowns, those places that many suburbanites have avoided for decades, are among the last missing pieces of the suburban development puzzle. Now being fit in place from coast to coast, they are called town centers.

What Is a Town Center?

A town center is an enduring, walkable, and integrated open-air, multiuse development that is organized around a clearly identifiable and energized public realm where citizens can gather and strengthen their community bonds. It is anchored by retail, dining, and leisure uses, as well as by vertical or horizontal residential uses. At least one other type of development is included in a town center, such as office, hospitality, civic, and cultural uses. Over time, a town center should evolve into the densest, most compact, and most diverse part of a community, with strong connections to its surroundings.

Numerous obstacles can retard the natural evolution of suburbs into more livable and sustainable communities that include town centers with urban amenities: NIMBYism is at the forefront of actions to short-circuit suburban evolution. Assembling and developing land parcels that are suitable for town centers sometimes requires complex and sophisticated partnerships between the community and private landowners. Zoning and subdivision regulations must often be modernized. Mixing commercial, residential, civic, and cultural uses raises unusual development challenges and adds costs to the development process. And integrating contemporary,



large-format retail space and adequate parking into an urban context is difficult. But communities throughout the country are succeeding.

As part of its mission to examine cutting-edge issues and propose creative solutions for improving the quality of land use and development, the Urban Land Institute convened a smart growth workshop June 26–28, 2006, in Washington, D.C., to distill ten principles for developing successful suburban town centers. During three days of intensive study, a team of planning and development experts drawn from around the United States toured and studied three very different town centers in



Botany Town Centre in Auckland is New Zealand's largest retail development.

ALTOON & PORTER

northern Virginia: Market Common, Clarendon in Arlington; Fairfax Corner in Fairfax; and Reston Town Center in Reston.

The ULI teams were made up of leading town center developers, public planners, architects, economic consultants, and property advisers. They visited each site, reviewed information about them, and met as separate teams to set out their findings, conclusions, and recommendations. The teams then met jointly to debate, consolidate, and refine their conclusions. The lessons learned from these town centers can be applied wherever the public and private sectors are wrestling with the chal-

Mizner Park in Boca Raton, Florida, replaced a failed mall with a mix of uses surrounding a lush public park.



allenges of creating sustainable town centers for their communities. Such town centers include those that are created from scratch on greenfield sites and those that are integrated with existing development through additions or redevelopment, regardless of whether they are under single or multiple ownership. This report presents the results of ULI's workshop, including a definition of town centers and ten principles for creating them.

Ten Principles for Developing Successful Town Centers

- 1 Create an Enduring and Memorable Public Realm**
- 2 Respect Market Realities**
- 3 Share the Risk, Share the Reward**
- 4 Plan for Development and Financial Complexity**
- 5 Integrate Multiple Uses**
- 6 Balance Flexibility with a Long-Term Vision**
- 7 Capture the Benefits That Density Offers**
- 8 Connect to the Community**
- 9 Invest for Sustainability**
- 10 Commit to Intensive On-Site Management and Programming**

1

Create an Enduring and Memorable Public Realm

Developers, urban designers, and public officials increasingly view the public realm as the single most important element in establishing the character and drawing power of a successful town center. Streets, plazas, walkways, civic buildings, and parking all play a part. A well-designed public realm functions as anchor, amenity, and defining element for a town center.

Create a Central Place for the Community

A successful public realm is one in which commerce, social interaction, and leisure time activities mix easily in an attractive, pedestrian-friendly, outdoor setting. People are drawn by the simple enjoyment of being there. If that enjoyment is to be felt, the public realm and public spaces must be well designed and programmed.

A well-conceived public realm has the following attributes:



COOPER CARRY

Mizner Park in Boca Raton, Florida, provides a dramatic public realm at night that helps extend the hours of shopping and dining.

- It is a compelling central space that people are attracted to for its placement, design, and surrounding uses. The space can be a street, a boulevard, a square, or a combination of all three with other urban design elements.
- Movement between uses is easy, and sight lines facilitate wayfinding and encourage exploration.
- Effective programs and events are used to animate the space, and the capacity of the management is adequate to ensure programming for the space.
- Open spaces are sized and shaped to allow events to be held in them. They provide stage areas and technical support where appropriate.

- The public realm is open to programs that are significant to the community, such as charity events, holiday events, and civic events. It becomes a true public place, taking on a life of its own. As a part of the community that goes beyond simple commerce or public relations, it ultimately becomes a place with a history. The public realm should allow for the integration of the people, the place, and the larger community.
- The public realm is inclusive and brings together all the different segments of the community that may wish to visit or use the public spaces.
- An experience is created and delivered that the market values and that generates premiums for the residences and offices in the town center.
- The public realm is integrated with adjacent uses that significantly enliven the public space, such as bookstores, libraries, public buildings, cultural facilities,

restaurants, and general retail. Each of these uses has its own vocabulary for meeting the street and interacting with the public space that must be carefully considered in the urban design plan.

- Busy and fragmented contemporary life is balanced with comfort and convenience—the public realm is a place that restores the soul.
- Highly visible and easily accessed, the public realm is well connected to roads, transit, and parking infrastructure.
- Whether publicly or privately owned, the public realm has a strong civic identity and feels like a public space. Freedom of speech and political expression, hallmarks and traditions of historic town centers, are respected. The town center project therefore has a competitive edge over other conventional projects.
- Public and private responsibilities are clearly defined. For example, the streets might be public to the curb and include eight feet of the sidewalk; the remaining ten feet of the sidewalk might be private (where restaurants and stores can have a presence). Thus, the public sector has a role in day-to-day operations but private expression and flexibility are encouraged as well.
- The big idea is to create a place that is the place to be—to make the place as authentic as possible, a place that will have lasting identity.

Define the Public Realm with Streets, Open Space, and People Places

The key design elements for a town center are walkability, good circulation, connectivity, and parking. A good town center plan has a street framework and design that creates harmony among buildings and open space, the automobile and the pedestrian, work and leisure, and commercial and residential uses. It is critical to create a framework that elevates the pedestrian experience through great public spaces, good urban design, well-designed parking schemes, wayfinding strategies, and effective management plans.

A well-designed public realm includes several features:

- A well-conceived street and block pattern and network: A sound pattern and an effective street and open-space plan allow flexibility and adaptability that permit the public realm to evolve, change, and grow over time.
- Well-defined and arranged streets, sidewalks, plazas, squares, parks, promenades, courtyards, walkways connecting to parking facilities and surrounding areas, enclosed public spaces, public and civic buildings, cultural facilities, and parking facilities: These elements reinforce one another and work together to create gather-



Cultural activities such as this chamber ensemble concert held at Mizner Park, in Boca Raton, Florida, help create memories that bring people back.

ing spaces and sidewalk areas where retail and leisure meet. The creation of compelling “outdoor rooms” and gathering places should be a highlight of the plan.

- A hierarchy and guidelines for street spaces and uses, including the width of streets and sidewalks, the heights of buildings, and the quality and level of landscape elements: Streets should be neither too wide nor too narrow, and this scaling will vary from street to street within the town center and with the scale and nature of the project.
- Sidewalks that are sized according to their intended use and place in the overall scheme: Wide sidewalks are planned where restaurants and al fresco dining will be concentrated. Narrower sidewalks are planned on less intensively used streets. Pedestrian walkways from parking structures and surrounding areas are clearly linked to the signature space.



Suwanee Town Center in Suwanee, Georgia, draws a crowd that enjoys its interactive fountain.

- A scale that is comfortable for pedestrians: The buildings engage the street through fenestration, materials, awnings, and store signage and lighting. Storefront designs avoid banality and allow for differentiation, so each store can brand itself strongly. Pedestrian-scaled signage is big enough for drive-by traffic to see but not obtrusively large.

- On-street parking animates the streets with slow-moving vehicles, provides a protective wall of cars for pedestrians, and delivers convenient parking. Two-lane streets with two-way traffic and street parking on both sides work fine. Alternatively, central parks or narrow boulevards can be used to divide traffic into one-way loop routes on either side of the

park or boulevard, with parking on one or both sides of each street, as was done at Mizner Park in Boca Raton, Florida; Market Common, Clarendon in Arlington, Virginia; Birkdale Village in Huntersville, North Carolina; Southlake Town Square in Southlake, Texas; and Santana Row in San Jose, California.

- Lighting for people, not cars: Storefront lighting is particularly effective in creating an attractive nighttime public realm, including both ground-level and upper-level windows and signage. Intense light is detrimental to an attractive atmosphere, and too little light makes the space seem unsafe.
- Landscaping and art are essential ingredients in place making. Tree canopies are important defining elements in the public realm and provide shade in outdoor shopping environments. Water features, seating, landscaping features, street furniture, and signage all play important roles in defining the public realm. Public art creates unique places.

Urban design is coordinated so that the public realm emerges as each phase is built. For example, both sides of a street should be developed at the same time when possible, and signature public spaces should be surrounded by buildings as soon as possible. Public spaces without surrounding buildings and uses often look like vacant lots.

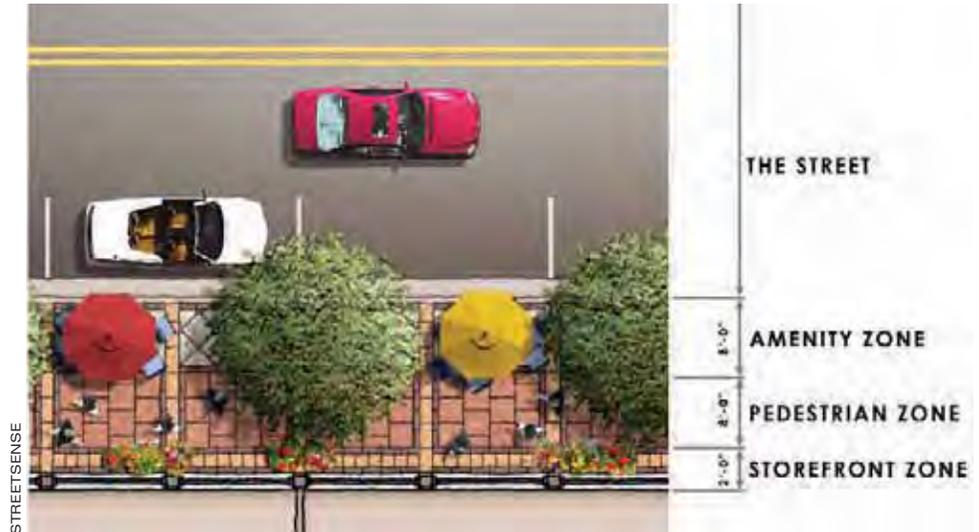
Shape and Surround the Public Realm with Fine Buildings

Although the public realm is largely the space between buildings, that realm and space is very much affected and defined by the buildings that surround and shape the space. Thus, development of the designs for these buildings should involve careful consideration of the impact on the public realm. These buildings should be fine buildings but not necessarily iconic architecture. Buildings and open space must be carefully integrated and mutually supportive.

One-story buildings, generally, do not effectively shape an attractive realm. Two-, three-, and four-story buildings are ideal because they are tall enough to define the space but not overwhelm it. Taller buildings can work as well, although higher buildings will block sunlight and this can detract from the public realm. The larger the public realm spaces, the larger the buildings that can effectively surround them.

The quality of materials and architecture visible from a public space shape and provide character to that space. Materials with lasting qualities and local appeal can establish authenticity; without such materials, the place may not be viewed as authentic or timeless. Buildings that face onto the signature public spaces must have a sense of permanence that makes a statement about the authenticity of the town center.

Historic buildings should be included where possible because they add value. The restored church at the heart of CityPlace in West Palm Beach, Florida, is a prime example. Iconic buildings can be elements in place making but are not essential. Buildings should reflect authenticity, genuineness, and honest design, and respect the local context. They can be eclectic, offer a variety of styles, provide for intimacy and serendipity, and provide an element of surprise and possibly even grandeur. Architectural variety allows the town center to look as if it has been developed over time, which greatly contributes to the feeling of a place that is authentic.



An enduring, memorable public realm is characterized by a pleasant and walkable environment where pedestrians can window-shop while others dine al fresco.

2

Respect Market Realities

A thriving town center is well tuned to the level and nature of the market that supports it. Understanding the market entails understanding not only population counts and income levels but also growth, competition, access, and aspirations. Each planned component in a town center should be evaluated separately to determine its basic strengths and the scope of its potential. But then all components must be evaluated together to determine their compatibility and the mix that works best for each component while offering an integrated, lasting environment. The goal is to provide a town center that is greater than the sum of its parts.

A merchandising plan considers the retail mix for target markets and the necessary balance of demographic and lifestyle groups.

In a mixed-use setting, retail uses drive residential and office uses. The retail component sets the tone of the general environment in two ways, through the tenant mix and through the nature of retail. First, through the tenant mix it makes a statement about the nature of the experience in the town center. Is entertainment offered through restaurants, bookstores, and cinemas? Performing arts or fine arts facilities also provide entertainment but generally do not keep people in the area if these retail components are not also present. Does the tenant mix include specialty stores? Are the tenants





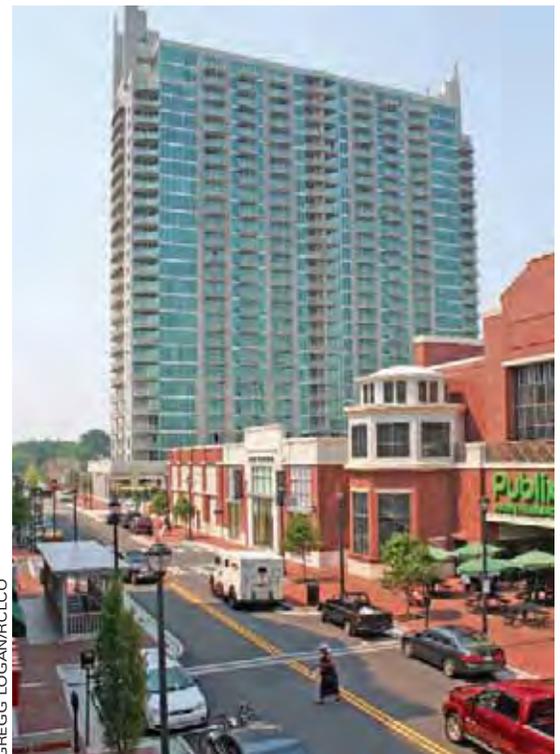
Washingtonian Center, in Gaithersburg, Maryland, was one of the first town centers to mix big-box discount stores with full-price and neighborhood convenience stores in a pedestrian environment.

upscale, middle-of-the road, or discount stores? Each provides different levels of browsing appeal, convenience, and customer traffic. Is there a supermarket? Supermarkets provide a convenience for nearby existing and future neighborhoods, and the type of supermarket—upscale or mainstream—is often one of the determinants of ambiance.

Second, through the very nature of retail—trips to a variety of retail spaces by hundreds or thousands of customers per day, almost all on street level—a high level of pedestrian activity is sustained. Although office workers and residents generate additional pedestrian activity, they do not provide the ongoing volume of activity generated by the retail component. Further, proximity to stores and restaurants is a selling point for residential units and office space in town centers, whereas on-site residential and office activity is a small factor in most stores’ locational decisions.

A retail market analysis answers two “big picture” questions:

- What type of retail project can be supported by the market? Types include traditional neighborhood or community centers, more upscale centers commonly referred to as “lifestyle centers,” power centers, regional and super regional centers, or hybrids consisting of elements of any or all of these. Hybrids are becoming increasingly common.



GREGG LOGAN/RCLCO

High-density residential provides a good market base for retail at Atlantic Station, in Atlanta, Georgia.



- What size could the retail component be? Size refers to built space and can range from less than 100,000 square feet to more than 1 million square feet.

A retail market analysis follows six basic steps:

- Determine the spending patterns of the surrounding population—where people shop, how much they spend.
- Document the type, size, and location of existing and planned competitive retail facilities and districts, both nearby and in the region.
- Identify the likely new trade area on the basis of the analyses of those spending patterns and competing facilities.
- Calculate total buying power in the trade area and the amount expected to be captured by the new project.

Zona Rosa, in Kansas City, Missouri, creates a focus for a low-density suburban market.

- Translate captured buying power into supportable square footage.
- Conduct a site and traffic analysis to ensure that the projected development can be accommodated.

Office activity in a town center can range from second-story office space above retail to a freestanding class A high rise. An office market analysis evaluates existing

The market in Boca Raton, Florida, expects amenities such as valet parking at Mizner Park.



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office space in the region, including tenant types, building age, building size, and concentrations and occupancy rates, as well as planned developments, transportation improvements, and industry trends.

Residential units in a town center can include apartments over retail, loft units, apartment or condominium buildings, townhomes, and live/work units. Residential market analysis always looks at population growth projections and at market segments of the population that may be at a point in their life cycles when density and convenience are most attractive. Such segments include young professionals and empty nesters.

Victoria Gardens in Rancho Cucamonga, California, provides many retail environments to serve different shopping needs.

3 Share the Risk, Share the Reward



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Civic uses can grow out of public/private partnerships and add to the liveliness and diversity of the town center, as at Victoria Gardens in Rancho Cucamonga, California.

views heard. Public and private partners can bring unique skills and resources to the process and together nourish a supportive consensus within the community.

Today, public/private partnerships are seen as creative alliances formed between a government entity and private developers to achieve a common purpose. Other stakeholders, such as nonprofit associations, have joined these partnerships. Citizens and neighborhood groups also have a stake in the process.

Although each such partnership is unique in its local implementation, most share development phases that are bounded by similar legal and political limits. In the first phase—conceptualization and initiation—stakeholders are surveyed for their opinions of the vision for the town center and the surrounding community and partners are identified. In the second phase, entities document the partnership and begin to define project elements, roles and responsibilities, risks and rewards, and decision-making and implementation processes. The partners negotiate the deal and

Developing well-designed, successful town centers sometimes requires merging public and private interests and resources so that by sharing the risks, the rewards can also be shared. The conventional process of development is confrontational—an arm-wrestling contest between the local government and the developer to see which will get the best of the other from the process. Developing a collaborative partnership arrangement can avoid this zero-sum game and produce outcomes that benefit all partners.

Public/private partnerships can be beneficial for a number of reasons:

- Local governments can no longer bear the full burden of the costs for required public infrastructure and facilities. Private sector partners can share the costs.
- Neither private nor public interests are served by lengthy delays in the entitlement process. Public sector officials can facilitate the review and approval process.
- Planning and zoning controls are often either inadequate or too inflexible to ensure the desired public or private outcomes. The public and private sectors can work together to see that the process is less important than the desired outcome.
- The citizens of the community must be engaged and their

reach agreement on all relevant terms. In the third phase, the partnership attempts to obtain support from all stakeholders, including civic groups, local government, and project team members. Project financing begins and tenant commitments are secured. In the fourth phase, the partnership begins construction, leasing and occupancy, and property and asset management. The process is repetitive and can continue beyond the final phase, when partners manage properties or initiate new projects.

A partnership is a process, not a product. Successful navigation through the process results in net benefits for all parties. The public sector can leverage and maximize public assets and increase control over the development process to create a vibrant built environment. Private sector entities can receive more support throughout the development process and have more certainty about approvals, timing, and acceptable and profitable outcomes.

SouthSide Works, in Pittsburgh, Pennsylvania, is the product of a public/private partnership to redevelop the site of an old steel plant on the Monongahela River and reconnect the community to the waterfront.



Public events help integrate the town center into the fabric of the community, as at Suwanee Town Center, in Suwanee, Georgia.



Risks

Public/private partnerships can encounter various types of risk:

- Market risk: Will the projected demand for space be realized?
- Construction risk: Will the project meet the budget and the schedule?
- Ownership risk: Will all the hazards of owning and operating a development, such as tenant leasing, be overcome?
- Interest-rate risk: Will the interest rate increase?
- Performance risk: Will the project achieve the public purpose for which government justified its participation?

Rewards

The most obvious rewards for the public are the net economic and fiscal benefits—jobs, infrastructure, taxes, fees, increases in the community’s wealth and tax base—that can be produced by joint action to overcome obstacles. Less tangible is the message that the community is on the move, that it is progressive in advancing the welfare of its residents. Public officials also enjoy gratification and recognition for

their work. Meanwhile, the public benefits from enhanced community amenities, a greater sense of identity, and increased economic development.

The benefits to the private developer are perhaps the most obvious and readily measured, because a deal must be profitable after paying all costs associated with the investment of time and resources. In addition to the nonfinancial returns to ego and self-esteem that are produced by a successful project, developers have reputations to build and protect if they are to participate in other deals and continue to prosper.

Although the risks and rewards of a particular public/private partnership may be more easily measured in the private sector, the public concerns are no less important. A disciplined accounting of expected rewards and risks, or benefits and costs, goes a long way toward demonstrating to key stakeholders and the general public alike that a deal is worth doing. The public must know that all relevant factors of the deal are being considered—that risks are being carefully defined and evaluated and steps are being taken to offset or mitigate them. Clearly, the objective of this accounting should be to show that the ultimate outcome of the partnership will be positive for both the public and the private partners as a result of their respective investments and risk taking. If an accounting of risks and rewards fails to show such a positive outcome, good reason exists to reconsider the undertaking.

**Also available from ULI:
Ten Principles for
Successful Public/
Private Partnerships**

By partnering and sharing the risks and rewards, public officials and developers are completing urban renewal projects such as mixed-use space, affordable housing, and convention centers that might have been impossible using more traditional

methods. This publication presents principles to help all parties navigate the development process and get the job done, whether for a single project or a long-term plan. Examples and case studies highlight best practices.

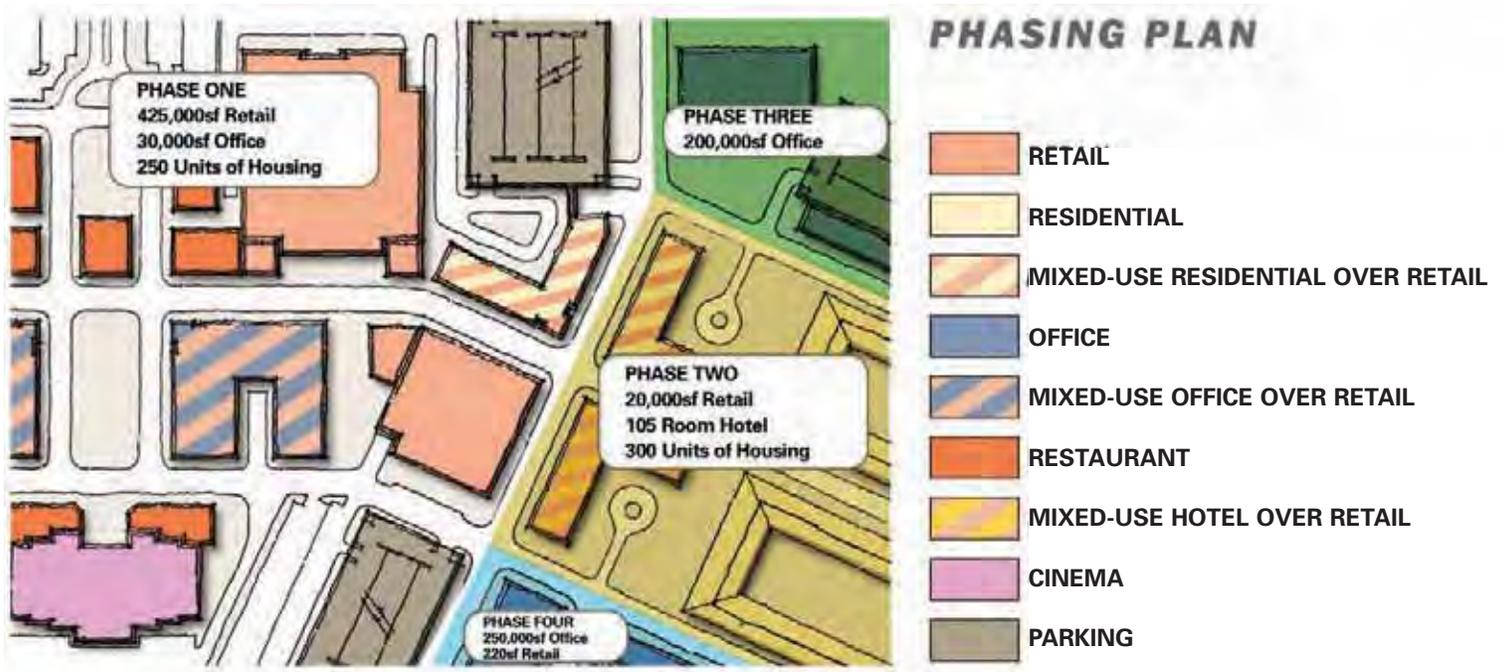


4 Plan for Development and Financial Complexity

Financing and ownership issues in town centers involve numerous levels of complexity beyond those that occur in most single-use projects. This complexity typically includes one or more of the following aspects:

- Large overall project size with large capital requirements;
- A number of uses that may be financed separately and have distinct financing requirements and market cycles;
- Phasing strategies that may require separate financing for each phase;
- Several owners or equity sources of capital, including unusual ownership structures or multiple ownership structures;
- Management issues that affect ownership, including covenants, maintenance and management agreements, condominium uses, and the like;
- Lenders who evince a lack of understanding or interest;
- Longer predevelopment periods, requiring high levels of upfront, at-risk equity;
- Longer construction and overall development time frame, exposing the project to greater market and financial risk;
- Higher overall risk, requiring higher returns to compensate;

The ambitious scale of planned town centers often requires phasing development projects in line with market demand. Phasing may require different financing strategies because early phases are riskier and later phases will be enhanced by the ongoing success and synergies of completed projects.



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- Higher development costs per square foot, including higher legal costs, design fees, and construction costs, and larger contingencies; and
- Public financing opportunities and challenges.

Use a Well-Organized, Well-Capitalized Approach with Resilience and Vision

To address these issues, developers of town centers must be experienced, well organized, and very well capitalized. Town center developments are typically taken on by private developers that have a strong vision and the staying power to see developments through to completion. Developers must have a long-term outlook and be ready to embark on a long process, staying with the project well into the operating period. They will need to develop a financial plan and structure that includes substantial upfront, at-risk equity to get the project through a long approval and predevelopment process—a process that may well end in a no-go decision, resulting in the loss of a lot of money.

Developers and their financial partners need to stay with the development well into the operating period because it may take some time to achieve the initial vision and to attain stabilized operations and income, especially when phasing is involved. Profits on town centers are often made in the latter years of the holding period, when the project is fully built out and performance is fully optimized. Success also requires implementing and fine-tuning an effective management plan. The management plan is essential to establishing solid operating performance over a period of years and to achieving the final vision. A long-term view and patient capital are essential ingredients.

Financial analysis must recognize the many ways in which mixed uses will affect construction costs, projected revenues, and operations. Although mixed uses will likely lead to higher revenues and greater profits, they also entail higher costs and greater risks. All these factors must be reflected in the financial planning process.

Attract Financing and Work with Multiple Sources

Financing for town centers frequently involves equity from numerous equity capital sources, which may participate in the whole deal or just portions of it. Financing may involve multiple owners and equity sources for each element of the project. Legally defining where each ownership interest begins and ends is a unique and critical step in town center projects. Maintenance and management responsibilities for common area elements must be carefully spelled out in ownership and management agreements. Considerable time and effort must be spent on ownership and legal issues up front.



The development of Market Common, Clarendon in Arlington, Virginia, involved a complex arrangement and integration of different types of housing and retail uses around an energized public square.

Significant time and effort will also be required to arrange and obtain debt financing. Multiple-use projects require lenders who recognize and understand the various uses in the project, how they are operated, and how they fit and work together. The lender must be willing to finance something different, something that does not fall into standard single-use categories. This is a difficult stretch for many lenders; thus the developer needs to spend time finding the right lender. Even then, a certain amount of time must be spent on educating the lender about the unique aspects of mixed-use development; public sector partners can often be helpful in this process.

Another approach is to arrange separate financing for each use, but this entails arranging numerous deals, which is in itself challenging. Finding a lender who understands the vision is important, and using multiple lenders may be necessary. Using multiple lenders can work for projects in which components are separately owned. For example, there could be different lenders for residential, retail, office, hotel, and other uses. Whatever lender approach is used, the plan must not be compromised to satisfy the lender.

Capitalize on Public Financing Opportunities

Town center deals often involve public financing, which can provide much-needed funding but comes with strings attached that may slow the process and increase its complexity. Municipal bonds and tax increment financing are often used to finance infrastructure improvements, parking garages, city halls or other public facilities, and other elements of a town center. Tax credits and many other public financing sources may be available. Putting together a solid public/private partnership can greatly enhance the viability and success of a town center project. It is important to look for ways to involve the public.

5

Integrate Multiple Uses

A mixture of uses is one of the most important qualities defining a town center. Historically, centers of towns or villages have contained a variety of uses that serve the broader community. The “work, live, shop” concept was integral to these centers: uses such as markets, civic buildings, offices, hotels, and urban parks created a vibrant environment that was active during the day and the evening.

Developing a mixture of uses in a new town center or trying to introduce new uses to an existing center is not without challenges. Each use, while bringing potential

Phillips Place in Charlotte, North Carolina, has both mixed-use and multiuse components in a town center environment.



LINCOLN HARRIS

benefits and synergies to the center, has different constraints and issues affecting its development. For instance, retail, residential, and office uses have different rates of absorption. Retail uses require a critical mass and prefer to open all at once. Residential and office uses, by contrast, have smaller and more defined rates of absorption and require longer time frames to develop. These inherent differences can hinder vertical integration, result in delay, and add cost to the development. A potential solution is to consider multiple uses instead of mixed uses.

Multiuse developments contain multiple uses; however, they are not completely integrated like mixed-use developments. In a multiuse scheme, for example, retail and residential uses are located within walking distance of one another but not within the same building. This development paradigm eliminates the complications that are often associated with the phasing and construction of traditional mixed-use projects. Multiuse development allows the entire critical mass of retail to be brought online at one time, without having to be concerned with residential or office phasing.

Parking can either add value to or adversely affect a town center. Retail, residential, and office uses have similar demands for parking, whether they are in a single-use development or a mixed-use town center. While a small amount of parking can be offset in a shared environment, the savings is not substantial and large numbers of cars still must be accommodated in order for the commercial uses to be successful.

Integrating parking in a town center requires consideration of the following key issues:

- Typically, commercial and retail parking is more intensive than residential parking.
- Retail and office patrons prefer large fields of parking that are public and open, with great visibility.

Key Supporting Land Uses

Residential and office uses are two of the most critical uses for a town center because they

- **Create synergy with retail use, including restaurants (a special subcategory of retail use);**
- **Add to sidewalk and street traffic—retail loves crowds;**
- **Contribute to a more complete experience of a neighborhood environment, in the eye of the user; and**
- **Complement and feed other uses and users: for example, civic buildings and hospitality facilities.**

Retail and office patrons prefer open, public parking with great visibility. Residents prefer secure, private parking located close to their units.



Santana Row, a mixed-use town center in San Jose, California, integrates housing above the stores.



- Residential patrons prefer secure, private parking arrangements located close to their units.
- Much as in single-use developments, parking needs to be well distributed and balanced to meet parking needs throughout the town center.
- Factoring in the reality and scale of parking demand can make designing for an urban experience difficult.

First and foremost, town centers are place-based developments. A sense of place functions as an anchor and helps distinguish a town center from a typical single-use development. The integration of multiple uses with a multilayered system of streets, sidewalks, paths, alleys, and parks helps create a memorable environment for both the pedestrian and the patron arriving by car. Close attention must be paid to all these elements in order for a center to be successful.

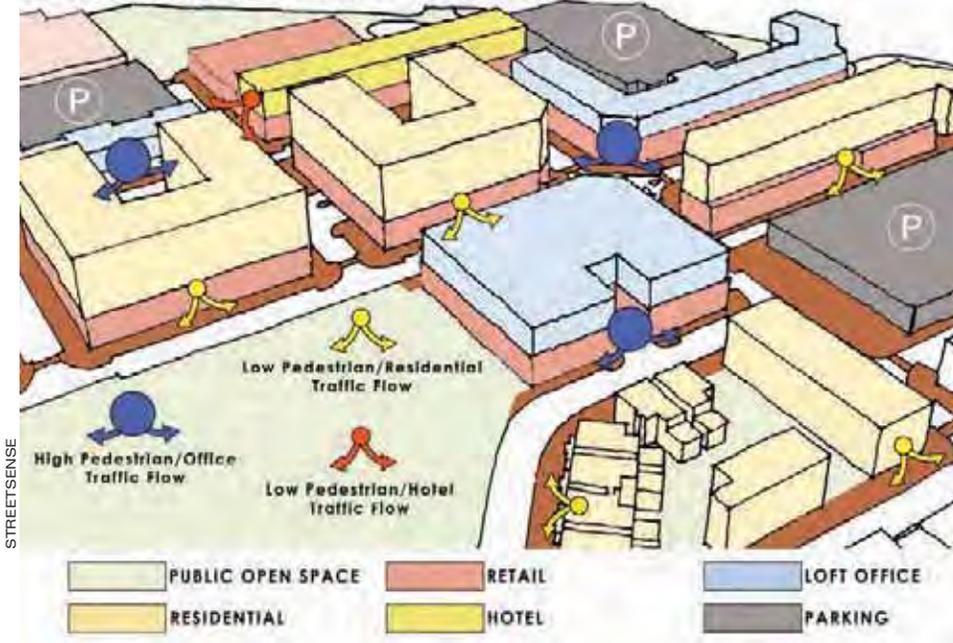
Integrating uses helps moderate the balance between vehicular traffic and pedestrian flow by creating different traffic peaks throughout the day and week. For example, residential uses help keep the retail uses and the sidewalks busy in the evenings, while office uses help generate activity in the center during the day. Having multiple uses or mixed uses is not as important as having a diverse range of uses.

Town centers must be more than a brand name. They must connect with people at an emotional level and be perceived by the community as belonging to it. The integration of multiple uses creates the diverse urban character that people identify with and enjoy. A mixed-use town center supports an environment that allows for a

Mixed uses are integrated vertically and horizontally. Multiuses are located within walking distance of each other and can be integrated horizontally, but the uses do not share buildings.



DAYTIME PEDESTRIAN TRAFFIC FLOW

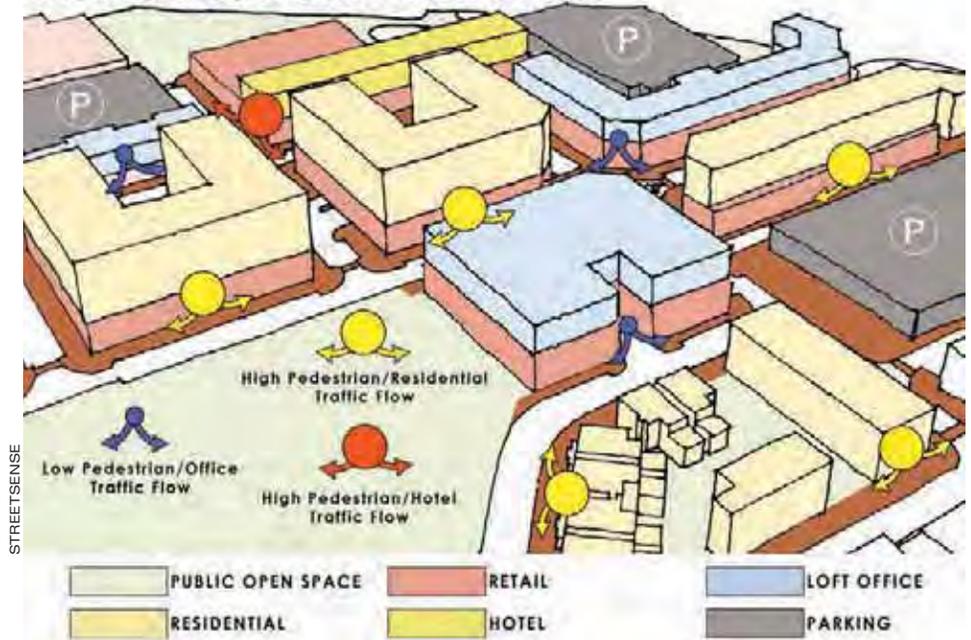


Residential uses help keep the retail uses and sidewalks busy in the evenings, while offices help generate activity in the center during the day.

variety of activities, including working, living, shopping, entertainment, and leisure. The combination of residential, office, retail, and civic uses forms a neighborhood or district environment that will appeal to the public and be sustained by it.

Although integrating a mix of uses comes with complications in terms of cost, financing, phasing, and parking, the result can be a development with a perceived value that exceeds the sum of its parts. When executed properly, a town center is a lasting development that holds its value and becomes an enduring asset to a community.

EVENING PEDESTRIAN TRAFFIC FLOW



6 Balance Flexibility with Long-Term Vision



National Harbor, in Prince George’s County, Maryland, is planned as a dramatically scaled mixed-use town center that will be a major destination for residents of the Washington, D.C., area as well as for tourists and conventioners. Future phases, developed in line with growing demand, will track the long-term vision for the site.

Long-term vision is the framework, and flexibility is a tool for implementing it—together, they provide the basis for planning at the outset, decisions during development, and adjustments at maturity.

Historically, town centers have grown and changed organically. Creating a new town center requires analogous flexibility over the course of development as markets shift, consumer preferences change, and relationships among uses mature. Given the uncertainty of the future, a basic flexibility can be incorporated by designating mixed-use zoning that allows for density and use to shift within a project. Further flexibility can be ensured through phased development. Each completed phase is assessed for its success as a town center component, as well as its economic success. Even the efficacy of the street grid should be reviewed. Subsequent phases should be planned to respond to changes, refine and build on successes, and correct any weaknesses.



At Fairfax Corner, in Fairfax, Virginia, parking is used as a land bank for future higher-density development.

Phasing, while providing flexibility, should not be interpreted as a series of incomplete increments. The first phase should be a viable project in itself, able to thrive commercially and establish the area as a growing town center. Each subsequent phase should merge with the existing environment to sustain viability and growth.

Considerations of building design, block size, and infrastructure location also support future flexibility. Large floor plates and attention to fenestration may allow for adaptive use of buildings, providing the basic requirements for retail, office, and residential uses. Large block sizes not only allow for these adaptable floor plates but also allow for complete redevelopment into an entirely new use, should that become appropriate in the future. Placing infrastructure around the outer edges of a surface parking lot so that later construction of a garage does not require reconfiguration also enables flexibility.

These components of flexibility are essential but must be approached in the context of a long-term vision. Adjustments in size, density, mix, and location of uses must maintain the integrity of the town center concept and support the development of the community's core. Basic concepts such as the public realm, human scale, street grids, and overall quality cannot be compromised. The notion that a town center is built for the future, to endure beyond any of its current tenants and uses, is the vision that guides the development process.

Where parcels are developed over time by different developers or eventually sold, this long-term vision is of paramount importance. It requires a master planner—a keeper of the flame—to maintain the integrity and quality of the plan over time. Where ownership is more diverse, the master planner may be the jurisdiction in which the town center is located, supported by a vocal community and property owners invested in the town center. The role of the community is particularly noteworthy because a successful town center is the true heart of the community. Its success depends on the community's continued relationship with the town center. Looking forward with both a long-term vision and flexibility is key to developing and sustaining a vibrant town center.



Crocker Park in Westlake, Ohio, will be a 12-block town center upon completion. Its vision is to include large residential neighborhoods and office development linked to the retail uses that are already operating.

Crocker Park in Westlake, Ohio. While long-term development plans should be flexible, planning and design must adhere to the long-term vision of superior quality.



Capture the Benefits That Density Offers



Mockingbird Station in Dallas, Texas. Density and transit are mutually supportive in town center environments.

Easton Town Center in Columbus, Ohio. High density means more amenities, more liveliness, more synergies between development components and more choices for the public.



The development of an appealing, vibrant town center requires a well-designed mix of uses at a density high enough to achieve a critical mass of people on the street. A truly successful town center will be the most densely developed and lively part of the community.

Designing a dense town center requires the introduction of pedestrian-friendly spaces. In contrast to the automobile's domination of conventional low-density development, higher density makes the human scale possible. Imagine a densely developed, mixed-use center where people can easily walk along broad sidewalks lining attractive storefronts and safely cross narrow streets as they move within the development. Now picture a conventional strip center set behind a large

parking field and next to a wide highway. The former invites people to get out of their cars and stay, perhaps walking from shopping to dining and on to other activities. The latter dissipates the energy of the center by encouraging car-based “laser” shopping—park the car, buy the item, get back in the car, and leave.

All the same, adequate convenient parking is essential to the success of retail developments and necessary for office and residential uses as well. Cars are the most important part of our transportation system and people rely on their cars to get to stores, to get to work, and to get home. Accordingly, an efficient, well-designed parking system must be planned at the beginning. It is especially important that parking be shared among uses. Thus, parking that is used by office workers during the day can be used by residents or theatergoers at night. Well-managed, convenient, and visible parking facilities contribute greatly to a town center's appeal and incentive for use. It is important to remember, however, that one of the primary benefits of a dense town center is to keep automobiles in their place—supporting, not dominating. If cars and parking dominate the town center, it will not achieve the overall livability and pedestrian friendliness that make the town center concept work.



The development of the Market Common, Clarendon in Arlington, Virginia, included enveloping this mixed-use development with townhouses that increased density and shielded the surrounding neighborhood from back views of the shopping center.

The size of a town center and the amount of parking needed are based on the size of the target market. Is the town center appealing to a regional market, a community market, or perhaps just a neighborhood market? The bigger the market is, the higher the density threshold for the project. In any case, the goal is to build to the threshold of density that is necessary to attain a critical mass for that town center. For town centers that are already built, achieving this goal means reworking the master plan to allow for more dense development.

Density increases opportunities for public transit and also for cross-shopping, keeping the whole center thriving by creating synergy among its various uses. In a development with shorter distances between the stores, restaurants, residential spaces, and offices, residents or office workers can easily become consumers. This kind of dense, mixed-use setting is very well suited to incorporating public transit access points, thus further increasing the appeal of the center and promoting walking.

Perhaps the most important fact is that denser development facilitates the creation of a sense of place. A place that is filled with people who have many places to go and things to do is full of energy. What is a town center without the liveliness that people bring to it? There is a direct correlation between that liveliness and high density. This makes high density a key element in achieving a town center development that feels authentic.

How Higher Density Creates Great Places to Live

- Higher density helps create walkable neighborhoods.
- Higher density supports housing choice and affordability.
- Higher density helps expand transportation choices.
- Higher density supports community fiscal health.
- Higher density helps improve security.
- Higher density helps protect the environment.

8

Connect to the Community

One of the defining characteristics of town center developments is that they are very public and have strong connections with the surrounding community. The fact that patrons look on town centers as public centers, not as managed shopping centers or private commercial developments, is an important distinction. Strong connections to surrounding neighborhoods, commercial areas, and park systems help reinforce the view that the town center is accessible to all users. A sense of ownership and belonging separates and characterizes town centers from traditional and lifestyle-based centers.

Connectivity requires an understanding of the complex interrelationships among planned uses, roads, pedestrian ways, transit, open space, and the surrounding neighborhoods.

Connectivity to a town center occurs at a variety of levels. The most obvious connection is through a well-designed series of roads at the arterial, collector, and local scales. Town centers, like other regional or semiregional destinations, can generate a high volume of vehicular traffic. Designing roads that are adequate to handle and distribute the traffic that feeds these centers is very similar to designing roads in

conventional projects, until the roads diminish to a local capacity and the interface with pedestrian traffic intensifies. Town centers require an effective balance between pedestrian and vehicular traffic. Sidewalks, walkways, and bike trails are also key components that feed into and connect a town center to surrounding neighborhoods and other communities.

Town center developments typically have a retail and commercial component that is place based. High volumes of pedestrian traffic and a great sidewalk experience are critical to the success of these uses. The sidewalk environment should not be overlooked as an element that can fascinate and amuse pedestrians. Given enough width, sidewalks offer opportunities to accommodate small parks, fountains, cafés, and resting areas. Along with clear sight lines into the adjacent retail spaces,



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Connectivity must include accessibility; Victoria Gardens in Rancho Cucamonga, California.

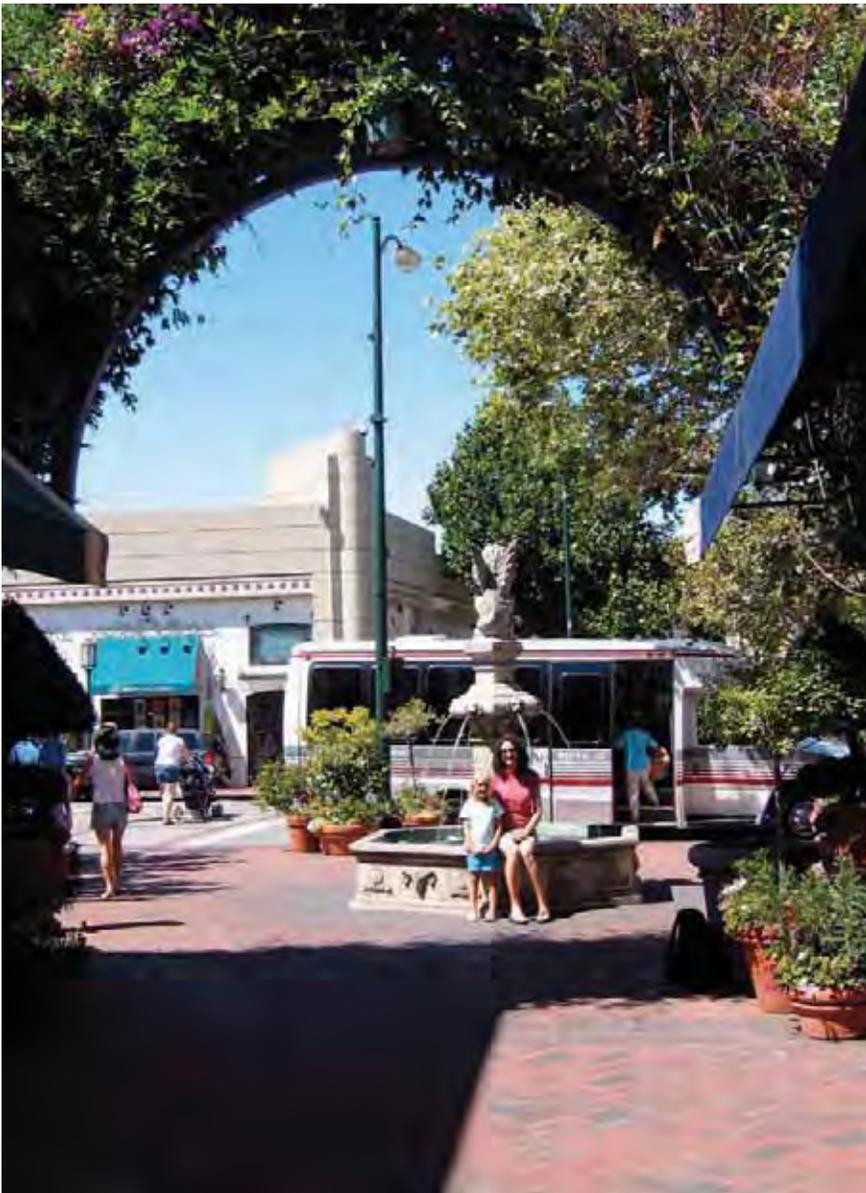
these components can make a sidewalk extremely effective in supporting a sense of place and expanding the experience of someone walking through the development.

Designing a great sidewalk requires consideration of five points:

- Sidewalks need to be activated by being next to occupied retail space, residential stoops, and well-maintained lobbies for office and other compatible uses.
- Sidewalks need to be occupied, with people always there throughout the day and evening.
- Sidewalks need to be well maintained and free of litter. Having an involved community presence is important in this respect.
- Sidewalks need to impart a sense of permanence. They should be lined by mature trees, high-quality landscaping, and high-quality materials.
- Sidewalks need to be retail-friendly, safe, secure, and comfortable. These characteristics are achieved by making streets easy to cross (with on-street parking) and by providing inventive signage and few sidewalk distractions.

A multilayered approach to infrastructure and walkway systems needs to be considered. Although the car is still the primary mode of transportation to and from town center developments, public transit, bike paths, and trails can reach out to adjacent areas and provide natural means of access. The success of these alternative modes depends on how well they can be integrated into the primary road system.

Connectivity enhances transportation choices—driving, walking, and transit—and enhances the desirability and marketability of the town center; Broadway Plaza in Walnut Creek, California.



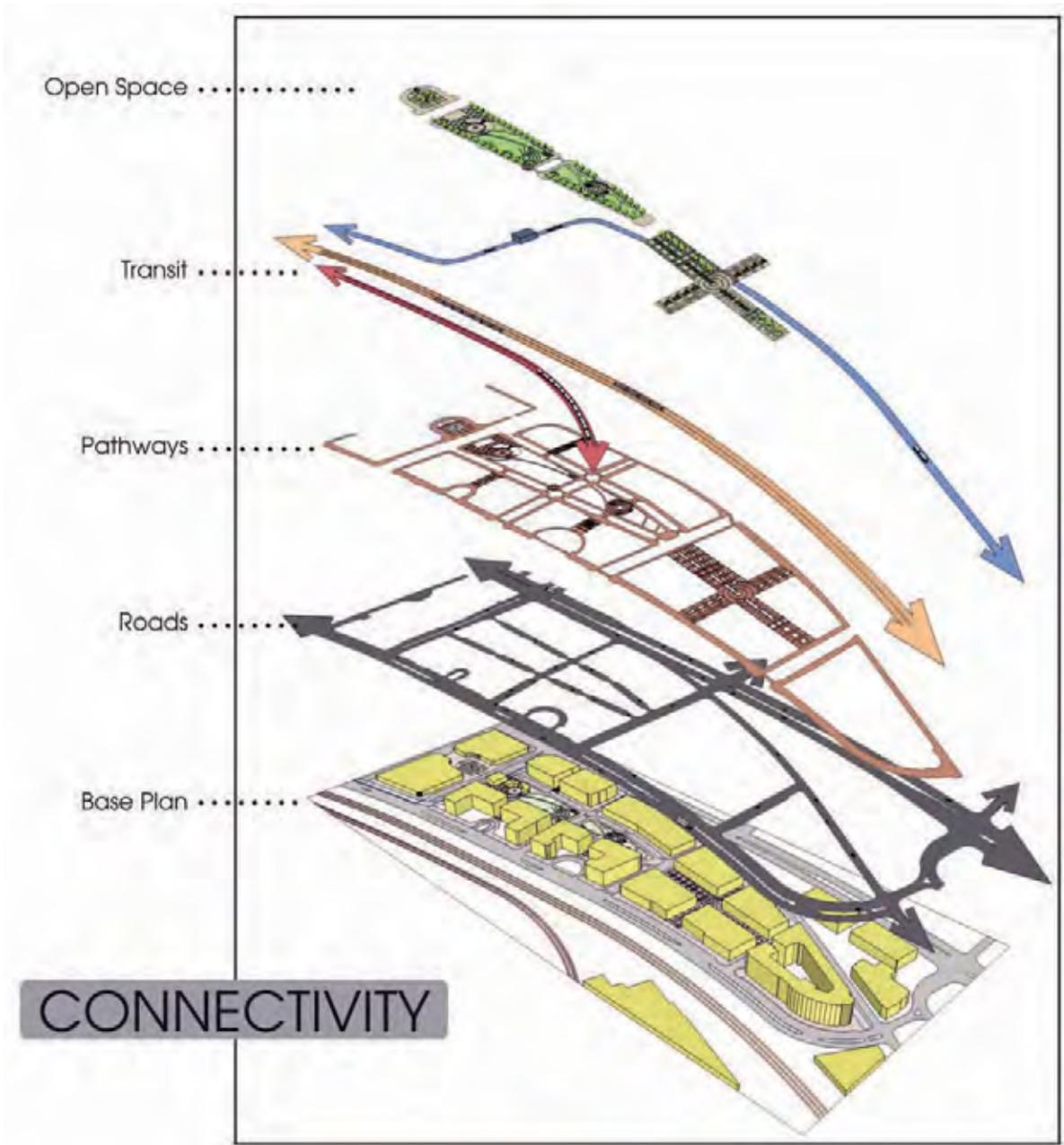
Open space can also be an important component linking a town center to a broader park system. This is particularly the case with suburban town centers, where land areas and more generous open-space requirements create opportunities for connection to larger parks.

Apart from the physical aspects of connectivity, another very important type of connection occurs at the emotional level. Successful town centers have strong bonds of ownership with surrounding neighborhoods and communities. They are perceived as real places that have qualities that are unique to them and their region. Mizner

Park, as an example, has an architecture that reflects the Spanish Mediterranean characteristics of the region, while Country Club Place has a different, specific expression that relates to the Kansas City suburban context of the 1930s. It is the uniqueness and specifically the character of these centers that makes them special and connects them to the community.

Another area that is often overlooked with respect to connectivity is the retail merchandising strategy. Regional content can apply to more than architecture or physical design. Some of the most successful town centers have a great number of local and national merchants. Good local tenants have roots in the community and are typically keyed into local trends and preferences. This is particularly true of restaurants and food-related tenants, which have a strong sense of local tastes and put a lot of effort into creating places that are unique to their personalities.

Developing successful town centers is a very complicated process with many issues to consider. A system of roads and walkways that provide easy access to the center from the surrounding community is one of the most important elements to get right. Commercial uses, such as retail spaces, offices, and hotels, require high levels of traffic and visibility to thrive. Similarly, the place-based nature of a



town center creates strong emotional connections with the surrounding community. A sense of uniqueness and specificity are characteristics that separate a town center from other developments or centers. Reinforcing connections at the physical and emotional levels strengthens the position of the center in the market and helps ensure its continued long-term viability.

9 Invest for Sustainability

Sustainability is not just a buzzword that stands for the use of green products and protection of the environment. Sustainable design uses a holistic approach that includes economic and social as well as environmental considerations. The goal of sustainable development is to be environmentally responsible and physically enduring while performing well over the long term. This kind of success requires adaptability and good economic and commercial performance. It also means having a strong and adaptable social fabric that makes people want to be in that place and return to it often.

One way to view the sustainability of any development is to observe how enduring and memorable it is; whether it is based on a long-term vision that is market based and flexible; whether it is planned and financed for adaptability to its complex setting; and whether it is well connected and well integrated with the surrounding community. Each of these characteristics is recognizable as reflecting some of the principles that are the subject of this book (2 Respect Market Realities; 4 Plan for Development and Financial Complexity; 6 Balance Flexibility with a Long-Term Vision; 8 Connect to the Community). They may each be examined in more detail in that context, but integrating all the principles wisely will achieve the framework for sustainability.

Good sustainable development of town centers often takes place on infill sites, but when it does occur in a rural or greenfield setting it is especially important that it be designed well. Infill sites reduce infrastructure costs, offer transportation alternatives, and restore or enhance local economic and social vitality. Regardless of the location, the project must be well connected to the surrounding environment (streets, parks, and trails) and to places where people can access public transit. Planning for sustainability means thinking beyond the car to incorporate other transportation choices such as walking, cycling, car sharing, trains, and buses. Public transportation that can facilitate independence at all stages of life and all income levels and provide easy access to quality-of-life amenities is important to every community.

The enduring nature of sustainable development means that environmental considerations play an important role. The conventional practice in development is to engineer solutions to environmental problems—if it is too hot, more energy will





For success over the long haul, investing in the public realm is as important as investing in store spaces; Broadway Plaza in Walnut Creek, California.

cool it off; if it is too wet, a bigger pipe will carry the water away; if the landscaping is stressed, give it more water.

Before engineered solutions became the vogue, however, solutions to these issues existed—solutions that we seem to have forgotten in the interim. Among them:

- Factor the local climate into the design.
- Plan for water conservation and recycling.
- Optimize the efficiency of systems.

Factor Local Climate into the Design

Climate should be used as a design determinant. Climate is an important part of what makes a place unique. Vernacular building designs often reflect local climatic conditions. They should take advantage of building orientation, prevailing winds, and tree cover for cooling. The effect of the sun's rays should be managed to enhance or limit heating.



DESIGN WORKSHOP

The high level of amenities, landscaping, and attention to every detail creates a memorable destination that people will enjoy visiting and revisiting at Kierland Commons in Scottsdale, Arizona.

Plan for Water Conservation and Recycling

A variety of practices can be designed into a project to help conserve water. Water-conserving plumbing fixtures and faucets are some of the more obvious ones. Such practices as using graywater and rooftop rainwater-harvesting systems to recycle water and using natural drainage systems and pervious paving to recharge aquifers are becoming more common. Landscaping with native plants and drought-tolerant plants adapted to local climate and moisture conditions reduces the need for intensive irrigation.

Optimize the Efficiency of Systems

Energy efficiency should be built into a project to minimize or eliminate the use of nonrenewable energy sources. The incorporation of passive solar and natural cooling principles enhances energy efficiency. High-efficiency heating, ventilating, and air conditioning systems as well as lighting, appliance, and plumbing systems reduce energy consumption, diminish waste, and avoid pollution from the use of fossil fuels. The efficient use of lumber creates a tighter building envelope. The thoughtful integration of design, materials, and systems makes a project more comfortable, healthier, and potentially less expensive.

Other techniques can be used to prevent environmental impacts: designing to reduce dependence on the automobile, using resource-efficient materials, reducing the quantity of materials used, designing for durability and adaptability, protecting local ecosystems, conserving water, ensuring the health of indoor environments, and avoiding construction waste.

Sustainability requires having a flexible approach and thinking in the long term. Sustainability is the glue that binds financing, planning, zoning, designing, marketing, and building and creates quality of life and a sense of community. Planning for sustainability does not stop at buildout. A strong, long-term strategy addresses:

- Continuing programming and amenities;
- Ensuring continued environmental responsibility;
- Securing a mix of uses;
- Maintaining high-quality design, particularly in architecture;
- Upholding maintenance plans (building, site, community, and infrastructure); and
- Financing for long-term management and care.

The “people experience” is the key. People want the true benefits of community and the quality of life it produces. It is also important to be adaptable, allowing land uses to change over time.

Another, perhaps simpler, way to view sustainable development is as high-quality development. A high-quality town center is sustainable when it promotes economic vitality, fosters environmental integrity, and encourages a lasting sense of community. Sustainable development promotes health, conserves energy and natural resources, is well connected to the community, and is economically successful.

10

Commit to Intensive On-Site Management and Programming

A town center is more than a real estate development. It is designed to be the heart and soul of a community and, as such, it functions as a public as well as a private place. Residents and visitors to a town center are invited 24 hours a day, which means that management must be more intensive and ongoing than at a shopping center or other type of commercial development. Because a town center will be the densest, most diverse, and most active place in a community, management will likely be more complex and expensive, and it will definitely need to be more sophisticated.

Managing a town center is, in some ways, like operating a small city, and many of the functions that a local government performs in a real downtown must be performed by the private managers of a town center. The scale of these functions will be proportional to the intensity and mix of uses in the center and will need to be attuned to the needs of the different users. Operation and maintenance standards of the buildings and the public realm will need to be higher than in a city, as will security costs, since a town center competes directly with other nearby private developments, especially shopping centers. Potential conflicts must be understood in advance and avoided. For example, trash pickups must be arranged so as not to dis-

Management and programming for town centers are more complex and intensive than for conventional shopping centers; Easton Town Center, Columbus, Ohio.



turb residents or shoppers, and garbage rooms must be air conditioned so noxious smells do not waft through the tree-lined streets or up to residents' windows. Management also includes such mundane but critical tasks as maintaining bathrooms that are spotless, fountains that work flawlessly, sidewalks and streets that are in top repair and litter free, flowers that are blooming, and a tree canopy that is mature, trimmed, and healthy.

Management efforts, while intensive, should be unobtrusive, sensitive, and discreet. Too many security guards, too much overt control, and too many rules will make the center feel unnatural and uncomfortable. Management will need to be more politically astute than in a typical real estate development, since different segments of the public undoubtedly will take ownership of the center as strong community bonds are established and nurtured. This situation will require a constant interface with the public since it becomes, in essence, a partner in the ongoing operation of the town center.

Continuous programming of activities and events in the public spaces is a significant aspect of town center management. Such programming will ensure that visitors' experiences are memorable and pleasant. Management must remember that people



As the public realm is open 24 hours a day, the level of quality and attention to detail must be first-rate; Mizner Park, Boca Raton, Florida.



who are at the town center are not just customers or consumers, but also residents or other citizens who may not be there to buy anything at all but simply to experience community life. Planned events should include ongoing activities such as concerts and farmers markets, as well as such community-defining events as 4th of July fireworks displays. Unplanned events such as political rallies or community protests are also important because they deepen the center's connections to the community, but they need to be carefully coordinated with the day-to-day operations of the center to avoid needless conflict.

Marketing also plays a role in ensuring a town center's long-term competitiveness, and significant opportunities exist for cross-marketing the center's various uses. Management should help coordinate these efforts to take advantage of the synergies they offer. A preferred customer card for residents is one example. A parking management program that includes valet parking, shared parking among the users of the town center, frequent monitoring of parking availability and conditions, and maintenance of high standards at parking entrances and in garages also helps market the center as a desirable and enjoyable place to come to.

The managers of a town center are its long-term champions, the keepers of the flame, and the ones who ensure continuity and uphold standards as the center



matures. Economic, social, and political conditions change, and the managers' role includes ensuring that the town center remains competitive in the broadest sense. This is true whether the town center evolves under single or multiple ownership.

Managers carry out this role in numerous ways, first, by leasing to the right mix of tenants and ensuring that the mix evolves as customer preferences and retail trends change. Second, they should ensure that all development adheres to the town center's master plan and vision as it matures. Third, they should draw up and enforce a set of covenants, conditions, and restrictions (CC&Rs) that clearly articulate the development standards and rules within the town center. The ideal master plan and accompanying CC&Rs should be drafted in ways that encourage flexibility, innovation, and change within a framework of high standards and compatibility with the founding vision of the town center.



APPENDIX I: Access Management Plans

Appendix



Space driveways from signalized intersection to separate conflict points

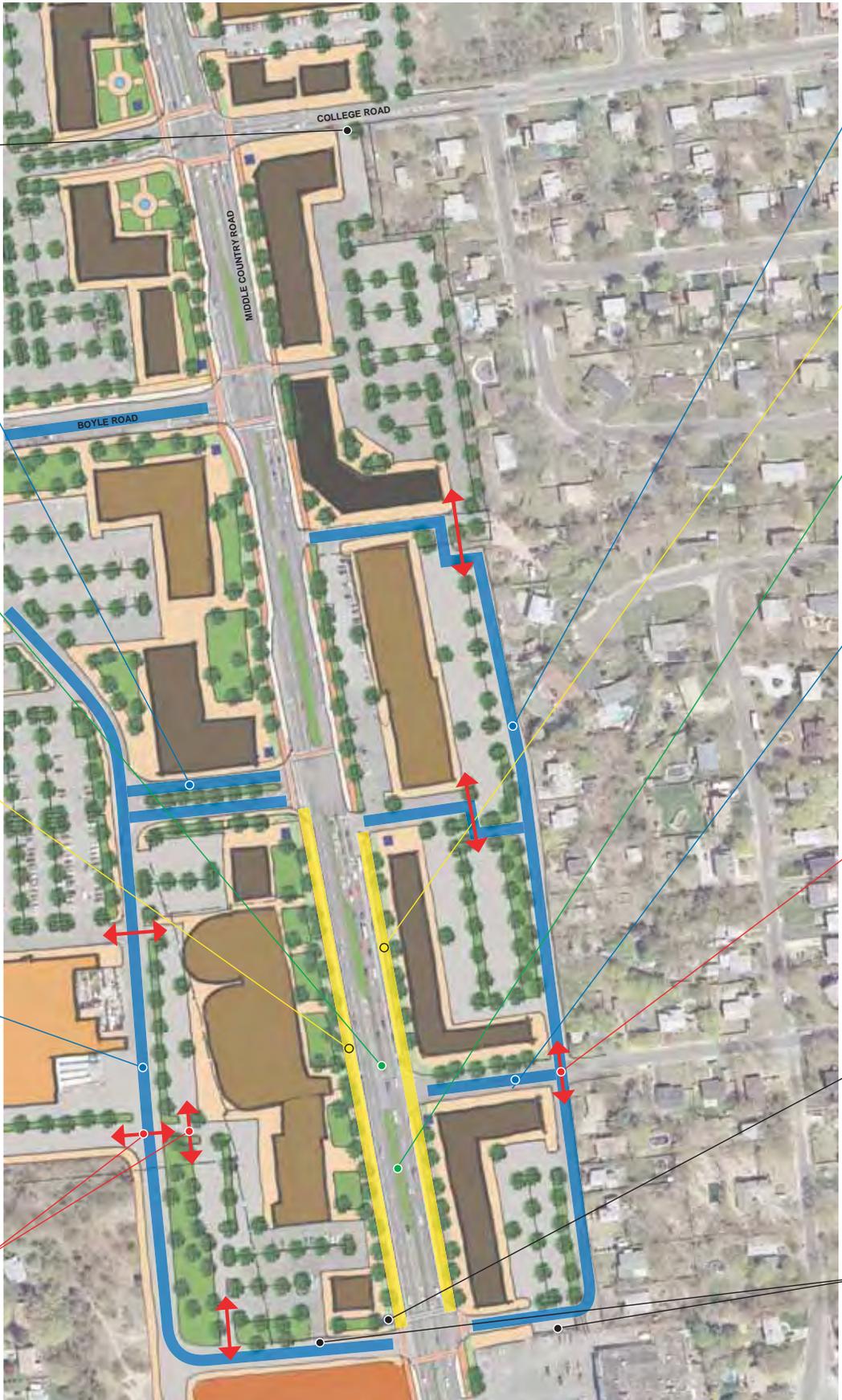
Provide adequate storage for queued vehicles on side street

Allow left turn access at selected locations

Close and/or consolidate 7 separate access driveways

Provide rear property access via reverse frontage road system

Provide cross-access between adjacent parcels and align adjacent driveways



Space driveways from signalized intersection to separate conflict points

Install new signal to provide controlled access to properties

Provide cross-access between adjacent parcels without using Middle Country Road

Provide adequate storage for queued vehicles on side street

Install raised median to prohibit unsafe turns

Close and/or consolidate 11 separate access driveways

Provide rear property access via reverse frontage road system

SUSTAINABLE LONG ISLAND MIDDLE COUNTRY ROAD - Selden Town Center Potential Access Management Treatments



Realign off-set intersections to create standard 4-leg intersection

Provide direct property access via reverse frontage road

Install raised median to prohibit unsafe turning movements

Eliminate existing traffic signal

Eliminate 7 private access driveways along MCR

Provide cross-over access between parcels

SUSTAINABLE LONG ISLAND MIDDLE COUNTRY ROAD - Centereach Town Center Potential Access Management Treatments

Envisioning a Brighter Future for

Middle Country



ACTIVE RECREATION
CORRIDOR

