

# **A Revitalization Plan for the Montauk Highway Corridor, East Patchogue**

June 2010

Town of Brookhaven  
Long Island

Division of Planning  
One Independence Hill  
Farmingville, NY 11738



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**Table of Contents**

Executive Summary .....Page 7

Introduction.....Page 9

Definition of Target Area.....Page 11

Existing Conditions.....Page 12

Demographic Analysis.....Page 12

Market Analysis .....Page 17

Existing Zoning .....Page 18

Community Outreach.....Page 18

Suffolk County Department of Public Works

Road Improvement Plan .....Page 21

Existing Conditions-Blight Analysis .....Page 21

Redevelopment Concepts .....Page 25

Plaza Theatre/Block Redevelopment.....Page 25

Swan River Restoration .....Page 29

Brownfield Analysis .....Page 31

Downtown Architecture and Design.....Page 32

Housing.....Page 34

Public Spaces-Civic & Recreational.....Page 35

Public Plazas .....Page 35

Identity Planning/Niche Marketing.....Page 36

Implementation Recommendations .....Page 38

Appendix A: East Patchogue Commercial Incentive Area Parcels .....Page 57

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## **Executive Summary**

The same factors that give a downtown its sense of place also contribute to the central business district as an effective place to conduct business. The high visibility of the downtown location is attractive to businesses that are pillars of the community - banks, courts, government agencies, power companies, and law, accounting and insurance firms. An increasingly service-oriented work force is attracted to the convenience and community that a successful downtown represents.

Integrated retail space with mixed-use residential, service and office developments attract shoppers, customers, employees and families. The basic concept of mixed-use development is to create a synergistic relationship between various market segments. Office workers, clients and residents provide a captive market for a well-conceived retail mix and provide a sense of security to shoppers and visitors. Mixed-use projects offer the opportunity for retail stores to benefit from the proximity of potential shoppers. The overall downtown benefits from the retail space, which provides an important amenity for office tenants, residents and visitors.

There has been a great deal of interest in revitalizing the main street of East Patchogue. The Village of Patchogue actively advocates for an improved and vibrant gateway to its commercial district, residents advocate for removing blighted buildings and increasing safety and landscaping along the main street corridor, and local elected officials need land use mechanisms to support redevelopment. The Revitalization Plan summarizes the demographic, marketing and land use studies that were completed over the last five years and recommends strategies to solicit investment in and redevelopment of the downtown.

This Plan defines the area targeted for revitalization, and it provides a demographic analysis of the East Patchogue area, a summary of the community outreach efforts, a summary of the existing conditions in the downtown, and finally, a set of recommendations designed to solicit investment and improvements to the downtown. A treatise on downtown revitalization tools is not provided herein; however, specific functional mechanisms to stimulate the recovery of the East Patchogue downtown business district are outlined and discussed.

As the municipality with the most control over land use, the Town of Brookhaven must clearly and decisively let investors and residents know we have prioritized the redevelopment of this corridor and will commit to its success. Our message is clear and predictable: the Town will commit to incentives; including job and redevelopment incentives--expedited approvals, preferential variances, and clear guidance--that would preclude reactive opposition to well-conceived redevelopment plans. Town regulators need to systematically develop common parking with cross access that serves all the businesses and also reduces curb cuts, making it easier for pedestrians and shoppers to frequent businesses. Town policy makers need to work with the County to annually evaluate tax default parcels for municipal parking purposes and utilize Community Development Block Grants and dedicated parking development funds to provide the necessary, convenient and safe parking infrastructure that becomes integral to redevelopment efforts. Town officials need to work with the Village of Patchogue to

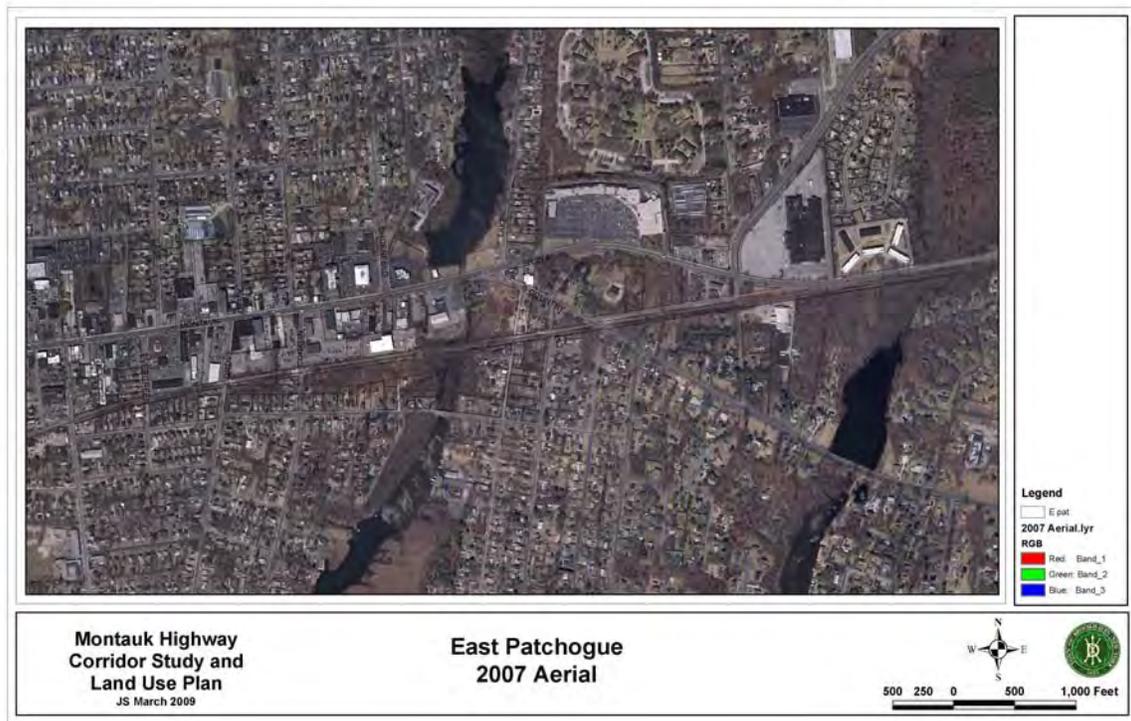
## Revitalization Plan for East Patchogue

facilitate the extension of the sewer lines either in the road or under the Town-maintained sidewalks. These types of hands-on, time and attention intensive initiatives are necessary to provide the clear and predictable environment necessary to attract and secure community investment.

Councilman Timothy P. Mazzei

## Introduction

The Montauk Highway corridor, east of the Village of Patchogue, is typical of an obsolescent pre-World War II downtown suffering decline and lack of investment due to the proximity of large-scale retailers on nearby major transportation routes. Though downtown retailers tried giving face-lifts to storefront shops, results were unsuccessful, as the core problem--exiting anchors and customers--were not addressed. In addition to the significant retailer losses, manufacturers moved out of the downtown as highways enabled them to transport goods by truck instead of rail. Manufacturers and manufacturing jobs increasingly moved to cheap available land targeted with industrial incentives, remote from downtowns.



In November 2003, the consulting firm of Saccardi and Schiff was retained by the Town's Office of Community Development and Housing to determine if there was sufficient evidence to declare the East Patchogue downtown as blighted. Section 502 of Article 15 of New York State General Municipal Law defines a blighted area as "substandard or unsanitary...a slum, blighted, deteriorated or deteriorating area, or an area which has a blighting influence on the surrounding area, whether residential, non-residential, commercial, industrial, vacant or land..."

The analysis contained in the *East Patchogue Blight Study* prepared by Saccardi & Schiff, Inc. examined the condition of buildings and businesses and incompatible land uses, as well as the presence of additional blighting factors, such as vacant lots, unsightly automotive uses, poor sidewalk and drainage conditions and a lack of landscaping and

## Revitalization Plan for East Patchogue

streetscape treatments. The 2003 study revealed the area to meet the standards for a “blighted” area.

In 2005, the town solicited community input to clarify residents’ desires with regard to revitalization of the downtown. Two community studies were completed. Surveys were mailed to 3,000 households within the study area, with a 14% return (430 households). The survey was designed to determine shopping habits, mode of travel to shopping, and shopping preferences. Survey responses were analyzed and compiled into the *East Patchogue Shoppers Survey*.<sup>1</sup> Respondents indicated that they most wanted clothing stores (82%), restaurants (78%), bookstores (76%), movie theatre (74%) and supermarkets (66%) in the downtown district. A second study, *East Patchogue: A Community Poised for Revitalization*,<sup>2</sup> provided a demographic analysis of the shoppers and residents expected to shop and visit the downtown and revealed that although the population growth was slightly below that of Suffolk County, there was a significant increase in self-employed entrepreneurs, an increase in private sector employment and an increase in real family income that was greater than Suffolk County overall.

In June of 2007, the town again retained the firm of Saccardi and Schiff, Inc. to update the 2003 Blight Study and determine, once more, if sufficient evidence existed to define the East Patchogue downtown as blighted or “substandard or insanitary” as defined within State law. Conclusions reached in the 2007 Blight Study showed that the study area was blighted, supported by a combination of factors that included:

- Presence of vacant and underutilized lots and buildings, extending over long periods of time, some of which show signs of deterioration
- Incompatible land uses
- Unsightly visual conditions, including lack of screening for automotive uses
- Deteriorated condition of some public infrastructure such as sidewalks and lighting

In October of 2007, the lobbying for revitalization of downtown East Patchogue reached the Long Island Mayors’ and Supervisors’ Institute on Community Design who, in collaboration with local elected officials and a resource team of design and planning professionals, examined how better land use design can help implement green friendly planning techniques. The Institute examined potential improvements to the public realm, opportunities for redevelopment and connections to open space, all to enhance residents’ quality of life. Their evaluation noted that the unincorporated areas directly adjacent to incorporated villages are typically the most neglected in a town, citing no better example than the East Patchogue downtown. In the Village, few properties were vacant, while east of the Village the aged commercial corridor, chaotic uses, abundance of surface parking and noticeable vacant properties contributed to blight. Several notable examples that draw negative attention to the poor condition of the downtown, such as the Plaza

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<sup>1</sup> East Patchogue Shopper’s Survey 2005. Martin R. Cantor, Sustainable Long Island- Long Island Fund for Sustainable Development

<sup>2</sup> East Patchogue: A Community Poised for Revitalization. Martin R. Cantor Sustainable Long Island- Long Island Fund for Sustainable Development

## Revitalization Plan for East Patchogue

Theatre and the then vacant Caldor Plaza site (currently a new Lowes) were discussed. Their specific recommendations focused on sewer extension from the Village of Patchogue's STP, annexing the Town portion of the E. Patchogue downtown to the Village, and applying downtown design standards, specifically quality building materials, excellence in site design, green building, generous landscaping, and good architecture. The Institute recommended a traffic roundabout be installed at the South Country and CR 80 intersection, a concerted phased redevelopment of the derelict commercial corridor into a vibrant gateway to the Village of Patchogue, and that the Swan River be a central focus of a new downtown park.



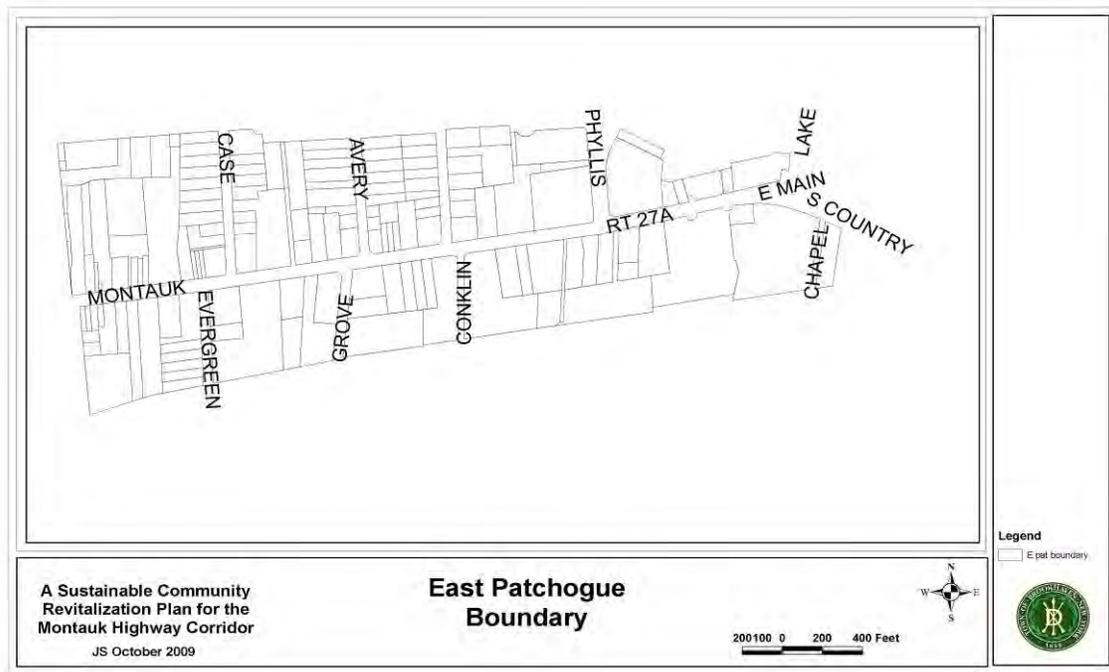
## Definition of Target Area

Building upon the prior completed work, a study area for redevelopment was delineated. The area targeted for revitalization is the East Patchogue business district. This includes:

- All parcels fronting on Montauk Highway, E/O village line of Patchogue at Bay Avenue, W/O Parcel with SCTM 0200-97760-0200-015000
- All parcels fronting on South Country Road, E/O Montauk highway, W/O Parcel with SCTM 0200-97760-0400-015000
- All parcels on the east side of Bay Avenue, N/O LIRR tracks, S/O Montauk Highway
- All parcels on Evergreen Avenue, N/O LIRR tracks, S/O Montauk Highway
- All parcels on Phyllis Drive, N/O Montauk Highway, S/O Beatrice Court
- Parcels with SCTM:
  - 0200-97760-0100-037000
  - 0200-97760-0100-020000
  - 0200-97750-0400-043000
  - 0200-97750-0400-020000
  - 0200-97750-0400-028000

## Revitalization Plan for East Patchogue

- 0200-97750-0400-041000
- 0200-97750-0400-040000
- 0200-97750-0200-017000
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## Existing Conditions

### Demographic Analysis

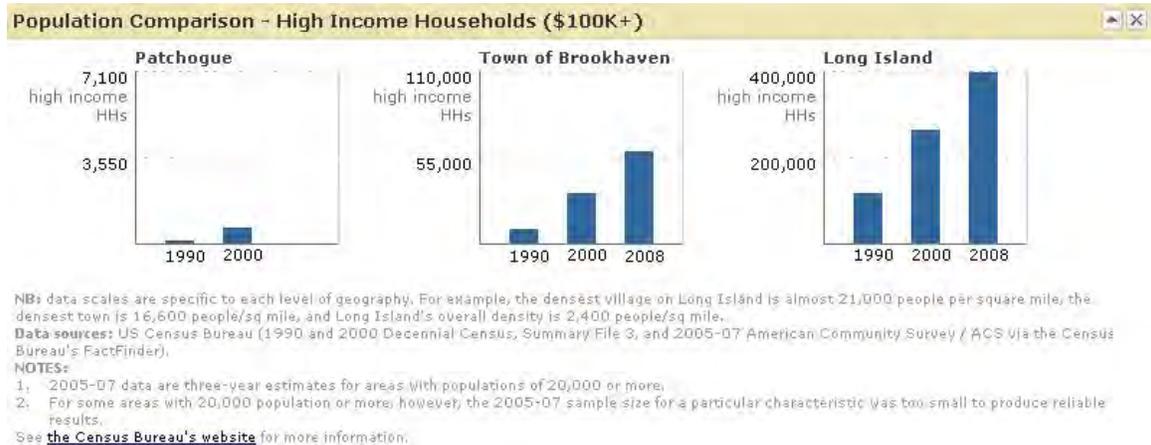
In order to develop a successful revitalization plan for the East Patchogue downtown, it is necessary to review the pertinent demographics of the area and understand East Patchogue as it relates to Suffolk County as a whole. An analysis of diversity, income, household size, household type, educational attainment, and employment was undertaken in 2005 in a study known as *East Patchogue: A Community Poised for Revitalization* (August 2005). Emphasis was placed upon analyzing for the period from 1990 through 2000. The study came to the following conclusions:

1. East Patchogue became a more diverse community during the study period; the population growth rate of the African American, Hispanic and other minority communities was greater than the population growth rate of the white community.
2. There was an increase in the number of single parent households in East Patchogue, with a particularly large growth in households run solely by men.
3. The number of singles grew at a larger rate than the number of married people.
4. The number of people attending high school and attending college increased at a rate greater than in Suffolk County; however, preliminary school enrollment decreased.

## Revitalization Plan for East Patchogue

5. The increase in the number of people graduating high school was less than the increase for the entire county.
6. The number of self-employed people increased significantly. The number of people employed in the private sector also increased; however, the number of people employed by the government decreased by a small amount.
7. East Patchogue and Suffolk County as a whole had a similar percentage of high paying jobs. There was also great similarity between the respective increases in lower paying jobs in both East Patchogue and the county as a whole.
8. Unemployment within East Patchogue decreased during the study period.
9. The nominal median family income and nominal mean per capita income increased more than Suffolk County as a whole.
10. There was a significant increase in the number of owner-occupied households and a small increase to the number of renter-occupied households.
11. There was a decrease in the number of people per both owner- and renter-occupied household, thus indicating a decrease in household size.

These statistics indicate a changing community, and the downtown needs to be revitalized to accommodate its evolving needs. Notably, improvements in the wealth of the area illustrate that the East Patchogue community should be able to support the revitalized downtown. The following chart, prepared by the Rausch Foundation, illustrates a five-fold increase in East Patchogue households earning greater than \$100,000 annually.



### Retail & Non-retail Market

In order to develop and implement a comprehensive strategy for the revitalization of the commercial segment of the East Patchogue economy, it is necessary to understand the condition of the retail and non-retail market in Suffolk County and the changes that have occurred. *Shopping Centers and Downtowns: Suffolk County, New York* (2006) provides an analysis of the demographic trends in commercial development and the retail industry in Suffolk County. The *East Patchogue: A Community Poised for Redevelopment* study previously discussed focused on the demographics of East Patchogue residents, so comparable statistics for Suffolk County as a whole were not enumerated. The following conclusions were drawn from these studies:

## Revitalization Plan for East Patchogue

1. The tourist population of Suffolk County is particularly high when it reaches its peak during the summer months. The revitalized East Patchogue downtown could capitalize on this summer population to fuel its redevelopment and ultimate success.
2. Of particular concern to the vibrancy and success of downtowns in Suffolk County is that when per capita income is adjusted for inflation, a downward trend is indicated. Residents with less total buying power can be particularly detrimental to the re-development of East Patchogue because it makes it more difficult for newer stores to find a market in which to sell their goods and or services.
3. When the figures are adjusted for inflation, from 1997 to 2002, retail sales in Suffolk County increased by 21.7%.
4. The retail segment with the greatest growth rate is the Internet and phone sale business.
5. Of particular concern to the ultimate success of the East Patchogue downtown was an anticipated decrease in consumer spending in 2006.
6. Sales tax revenue increases in Suffolk County failed to match inflation; therefore, sales tax revenues represent a net decrease in 2005.

At the time of this study, there were 72 total downtowns in Suffolk County, with 15 of them within Brookhaven Town. In total shopping square footage per capita, Brookhaven is below the Suffolk County average of 31 square feet per person. Of course, it must be noted that approximately one third of all shopping center square footage in Suffolk County is located in the Town of Brookhaven. The vacancy rate in the downtowns in Brookhaven was 10.2% while the county average was 7.3%; therefore, the town's vacancy rate is about 40% higher than the county's average. The vacancy rate in East Patchogue at the time of this study was 13%, which is 78% greater than the vacancy rate in the county as a whole. East Patchogue was the 16<sup>th</sup> downtown with the most commercial vacancies out of the 72 in Suffolk County.

Through the examination of all downtowns in Suffolk County, it was concluded that the highest vacancy rates were in "smaller, less cohesive business districts or near low to moderate income neighborhoods." East Patchogue meets all three of these qualifications. More specifically, it has only 31 total stores in the downtown area as compared to the Village of Patchogue's 179 stores. As will be discussed further, the area lacks any sense of cohesion with multiple architectural styles and significant gaps between the retail establishments. And finally, the median family income and mean per capita income in both nominal and real terms were less for East Patchogue than for Suffolk County as a whole; therefore, among hamlets in Suffolk County, East Patchogue is in the lower 50%.

As compared to shopping centers, downtowns are more likely to contain service-based uses, such as hair salons, medical offices, etc., in place of retail. In 2005, 56% of the storefronts in Suffolk County contained non-retail uses and the number of service based uses has continued to increase in the past few years. This growth in non-retail uses illustrates that downtowns are becoming increasingly tailored toward convenience shoppers rather than competitive shoppers. It must be noted that larger downtowns are

## Revitalization Plan for East Patchogue

more likely to be retail oriented and smaller downtowns are more likely to be non-retail oriented. Considering that the East Patchogue downtown is geographically small, it is logical that it will primarily serve the needs of the local community and not the needs of the competitive shoppers.

The study also analyzes the retail market and changes that have taken place within it. An interesting finding is that a variety of new types of small stores have emerged in Suffolk County, and these new establishments are helping to decrease the vacancy rate. The prevalence of big box retailers in Suffolk County is causing dramatic changes in the retail market; specifically, small retail spaces are transforming to non-retail uses that provide services to convenience shoppers because they cannot compete with the big boxes. Overall, downtowns have re-oriented themselves to non-retail uses and retail uses that attract tourists. Of particular concern to retailers in Suffolk County is the popularity of Internet and catalog retailers, which are taking market share away from them and making it more difficult for “brick and mortar” retailers to survive. Since downtowns are becoming more service oriented, it appears the Internet shopping revolution has a less profound impact on them.

The final component of the demographic study is an analysis of the transportation patterns and store usage patterns of East Patchogue residents. Comprehending how people get to and use the downtown area will help in drafting the revitalization plan to meet the needs and desires of the community. In the end, the people who live in the area will be the ones to use the downtown area. This transportation and store usage information is contained in the *East Patchogue Shopper's Survey* (July 2005). This was a survey of 430 households in East Patchogue and the surrounding area. Approximately 90% of the respondents were from zip code 11772, the zip code for East Patchogue and Patchogue, indicating a high number of responses from people who live in very close proximity to the downtown and would be the most likely people to use the downtown as convenience shoppers, those who shop in the local area because of easy access and not based upon locating lower prices. Additionally, the length of residency of the respondents illustrates that a large percentage of them had lived in the area for an average of 29 years, but also that there is a significant new population in East Patchogue, with the mode of the sample being a 5-year residency.

The survey posed three general questions to the respondents: What mode of transportation do they use and how frequently to travel to the East Patchogue downtown? Which stores do they shop at in East Patchogue and how frequently do they go there? Which stores would they like to see in East Patchogue in the future? The first two will be discussed here.

After excluding respondents who indicated the frequency of their trips to the East Patchogue business district using imprecise verbal frequencies, such as “often,” the numbers indicated a high preference for the automobile. Of the total 1,411 trips taken to the business district by the 370 respondents, 1,130 of those trips were completed using an automobile; therefore, 80% of total trips to the East Patchogue business district were by car. The second most frequent form of transportation was walking, which represented

Revitalization Plan for East Patchogue

211 of the total trips or 15%. The bike represented 60 trips or 4.3%. Public transportation taxis and other forms of transportation represented less than 1% of the total number of trips.

The second section of the East Patchogue survey examines the shopping patterns of the respondents. Specifically, the section analyzes what percentage of the total number of shopping trips to the business district were to a specific type of store and the frequency of shopping trips

Destination	Percent
Dining Out (Deli, fast food, diner, etc.)	33.7%
Supermarket	13.0%
Gas Station	12.1%
Drug Store	10.0%
Post Office	7.0%
Dry Cleaners / Laundromat	5.8%
Clothing	4.4%
Auto Repair/Parts	3.8%
Other	3.5%
Movies	2.7%
Bookstore	2.4%
Bars	1.6%
<b>Total</b>	<b>100.0%</b>

Source: 2005 Shoppers Survey, Town of Brookhaven

to a particular type of business as expressed as a percentage of the total respondents. According to the shopping trip analysis, the most frequently visited stores were supermarkets (13%), gas stations (12.1%), and drug stores (10%). The *Shoppers Survey* report states that since these stores are oriented toward convenience shopping, the area is not used for competitive price shopping. However, the logic of this conclusion is faulty because even though the most frequently visited stores are necessity-oriented, the study only surveyed those people that live in the area surrounding East Patchogue, and these people, due to the location of their homes in proximity to the business district, will likely use the area for convenience shopping. Therefore, it does not account for those people who live outside of East Patchogue and shop there for competitive prices. The survey is skewed toward a preference for convenience shopping due to its sample.

***U.S. Census American Community Survey 2007***

A more recent review of population trends between 2000 and 2007 reveal there was a 6% increase in the “white alone” ethnic group in the study area, increasing from a population of 17, 560 to 18,651. Within the same time period, there has been a 57% increase in the Latino population, as the population increased from 1,895 from the 2000 Census to 2,983 as reported by the 2007 American Community Survey. The “Black/African American alone” population decrease by 6% from 625 to 588.

The population changes reported within the Town of Brookhaven and Suffolk County were similar with a negligible change in the “white only” population since 2000 and an

## Revitalization Plan for East Patchogue

increase of approximately 26%-27% in the Latino population. The population of “Black/African American alone” increased in the Town by 20% and in the County increased by 8%. (We were unable to use the more recent 2008 American Community Survey results as the questions on race and Hispanic origins were revised to be compliant

Race/Ethnicity	East Patchogue							Town of Brookhaven							Suffolk County						
	1990 Census*		2000 Census		2005-07 ACS		% change from 2000	1990 Census		2000 Census		2005-07 ACS		% change from 2000	1990 Census		2000 Census		2005-07 ACS		% change from 2000
		%		%		%			%		%		%			%		%		%	
White alone	18,405	91	17,560	84	18,651	82	+6	362,586	89	373,872	83	377,072	80	+<1	1,130,694	86	1,118,405	79	1,098,203	75	-2
Black/African American alone	401	2	625	3	588	3	-6	13,722	3	18,196	4	21,839	5	+20	77,303	6	93,262	7	101,056	7	+8
Hispanic/Latino alone	1,088	5	1,895	9	2,983	13	+57	22,410	5	36,041	8	45,675	10	+27	87,852	7	149,411	11	188,756	13	+26
American Indian/Alaskan Native alone	14	<1	25	<1	12	<1	-52	750	<1	818	<1	415	<1	-50	2,592	<1	2,981	<1	2,773	<1	-7
Asian alone*	267	2	404	2	287	<1	-29	8,057	2	12,912	3	17,400	4	+35	22,415	2	34,355	2	48,400	3	+41
Native Hawaiian/Other Pacific Islander alone	-	-	3	<1	0	0	-100	-	-	77	<1	14	<1	-82	-	-	260	<1	433	<1	+67
Other race alone	20	<1	41	<1	85	<1	+107	254	<1	647	<1	891	<1	+38	1,008	<1	2,217	<1	2,825	<1	+27
2 or more races	n/a	-	271	1	134	<1	-51	n/a	-	5,685	1	6,351	1	+12	n/a	-	18,478	1	14,669	1	-21
<b>TOTAL POPULATION</b>	<b>20,195</b>		<b>20,824</b>		<b>22,740</b>		<b>+9</b>	<b>407,779</b>		<b>448,248</b>		<b>469,657</b>		<b>+5</b>	<b>1,321,864</b>		<b>1,419,369</b>		<b>1,457,115</b>		<b>+3</b>

\*The 1990 Census includes Asian/Pacific Islander combined

Source: 1990 U.S. Census Table P010, 2000 U.S. Census Table P4, U.S. Census 2005-2007 American Community Survey Estimates Fact Finder

NOTE: The most recent American Community Survey (ACS) three-year estimates available are for the years 2006-2008. The three-year 2005-2007 ACS estimates are presented here because the 2006-2008 ACS questions on race and Hispanic origin were revised in 2008 to make them consistent with the Census 2010 race question; therefore, reliable comparisons between the 2006-2008 three-year ACS estimates and Census 2000 data cannot be made. Comparisons between the 2005-2007 ACS three-year and Census 2000 on race and Hispanic origin should be made instead.

See [http://www.census.gov/acs/www/UseData/Comparison\\_Guidance2006\\_2008.htm#Race](http://www.census.gov/acs/www/UseData/Comparison_Guidance2006_2008.htm#Race) and [http://www.census.gov/acs/www/UseData/Comparison\\_Guidance2007.htm#race](http://www.census.gov/acs/www/UseData/Comparison_Guidance2007.htm#race) for more information.

with the Census 2010 race questions and did not compare well with the 2000 Census results.)

## Market Analysis

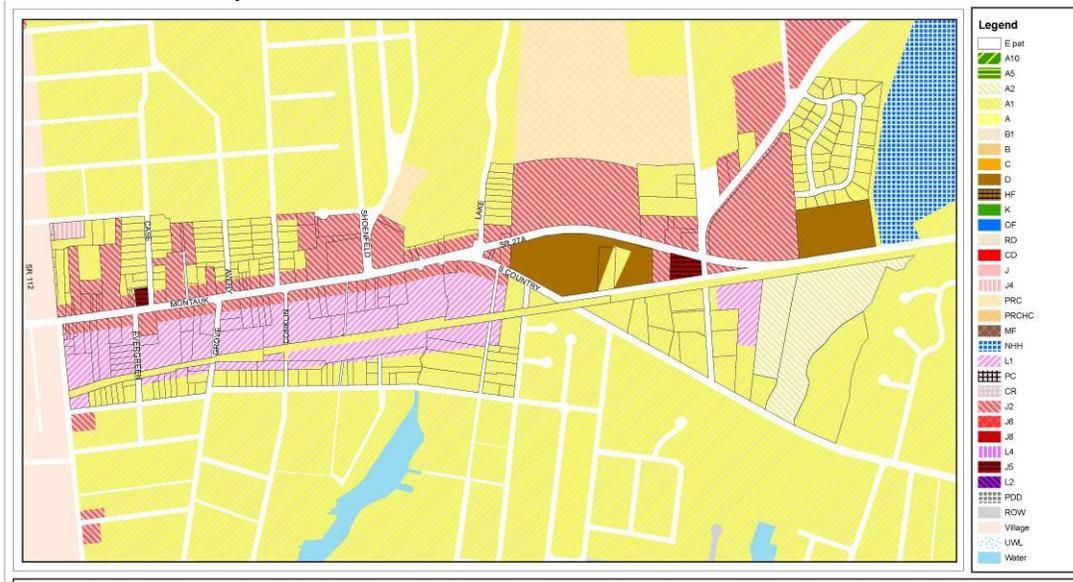
*A Market Analysis for The Plaza Theater Study Area* was prepared by H2M, PC under the direction of the Suffolk County Department of Planning and submitted as draft on October 15, 2008. That report evaluated existing market conditions, trends and consumer preferences, as well as population, households, and potential retail trends. It concluded:

“A thriving, well-designed development in the center of East Patchogue’s downtown would stand out as a beacon of success in a central business district that has experienced minimal outside investment and little attention to design. The recent arrival of the adjacent North Fork Bank and Dunkin Donuts points to a robust market of consumers. Given the number of downtown vacancies, particularly in close proximity to the study area, the redevelopment of the Plaza Theater site should take place in the

context of a comprehensive plan and revitalization strategy for entire downtown.”

## Existing Zoning

The Town of Brookhaven has discussed in many land use plans and documents, including the *1996 Town of Brookhaven Comprehensive Land Use Plan*, the problems associated with existing zoning patterns throughout the Town. Strip commercial uses are found on virtually every primary arterial and secondary collector road throughout the Town. As noted in the 1996 Comprehensive Plan, one of the major causes of Brookhaven’s land use and zoning pattern today is past trends and the Town’s prior responses to those trends. In the 1930s, when the zoning ordinance was originally conceived, automobile ownership was more of a dream than a reality. Few would have imagined that every home would have an auto, much less two or three. At that time there were only three zoning districts: residential, commercial and industrial. The commercial zoning was placed on the major streets of the Town, usually to a depth of 100’. The industrial zoning was placed along the railroad tracks or adjacent to the harbors. The balance of the Town was zoned residentially. This zoning rational is what is represented on the Montauk Highway corridor in the study area.



## Community Outreach

A key component of any revitalization plan should be input from the community; therefore, in order to make sure that any revitalization effort in East Patchogue serves the needs and desires of the area’s residents, the Town of Brookhaven conducted a survey in 2005 to determine what changes residents want to see for the future of East Patchogue. The results of that survey were as follows:

1. Area residents wanted to see the development of new businesses along Montauk Highway. (The types of businesses desired by residents will be discussed later in this section, as they were enumerated in the *East Patchogue Shopper’s Survey*.)

## Revitalization Plan for East Patchogue

2. The community wanted an increase in the tax base of the area. This would provide for further improvements to the area and would support local school districts.
3. Residents desired the creation of new jobs and employment opportunities in the area. This is particularly pertinent now, due to the recent downturn in the US economy.
4. The community expressed a desire for more stringent enforcement of the Brookhaven Town Code in the area to prevent further blighting.
5. Residents wanted improvement of the overall ambience and look of the street area through the screening of parking lots, the placement of utilities underground, and enhanced landscaping. Doing so would make the area more appealing to shoppers who would contribute to the revitalization of the area by spending their money there, which in turn would make businesses more successful, thus enticing further investment in the area.
6. The community was particularly concerned with the architecture in the East Patchogue downtown business district. The area is a hodgepodge of different architectural styles and does not have a cohesive architectural theme, leading to a great disconnect between the various establishments along the road. Besides the lack of cohesion, the buildings in the area lack aesthetic appeal and were built in a simple style designed to be inexpensive and easy to construct.
7. As will be further discussed later, the East Patchogue area is highly blighted with multiple vacant buildings, vacant lots, and deteriorated structures. Residents wanted these problems alleviated because they make the area unappealing to shoppers and to investors, who are unlikely to invest in the area because the blight compromises their ability to receive a solid return on their investment.
8. Increased public benefit spaces, such as parks and plazas, were also important to respondents. The former Plaza Theater site, which extends behind Montauk Highway and into the surrounding residential community, is a prime location for a park. New parks could also be sited in the land left over from the alignment of Avery Avenue.
9. Adequate parking in the downtown area was also of concern to East Patchogue residents. As will be discussed later in the analysis of the *East Patchogue Shopper's Survey*, the residents of the area use automobiles quite frequently to drive to the downtown; therefore, adequate parking is paramount to this area's thriving. A possible location for municipal parking is the existing parking lots behind the former Plaza Theater site. With revitalization, these parcels could be



## Revitalization Plan for East Patchogue

rehabilitated into a usable, off-street parking lot that is shielded from the street and provides cross access opportunities for contiguous properties.

The community also enumerated two changes it would *not* like to see as part of a revitalization plan for the East Patchogue business district:

1. Residents expressed opposition to the development of affordable or workforce housing in the area, but were in favor of market rate, full amenity housing.
2. The community also opposed traffic calming techniques to help make the area more pedestrian friendly. This somewhat conflicts with residents' desire for a downtown, as slower traffic is necessary to allow pedestrians to safely traverse the downtown to go to different shopping venues that may lie across the street from one another.

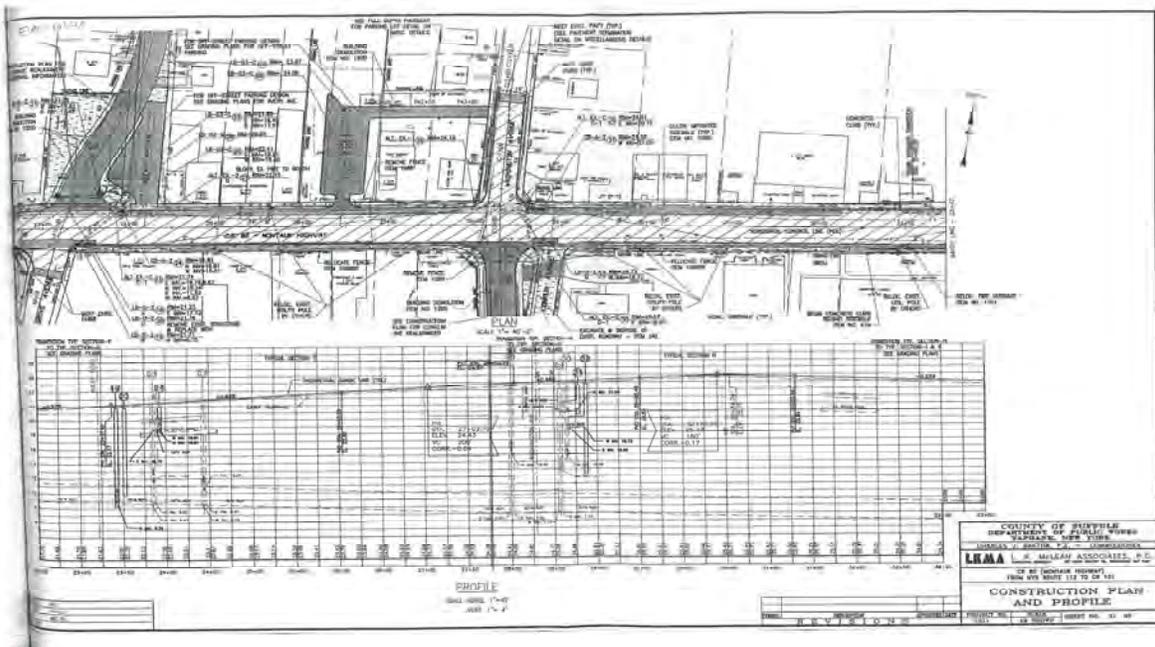
Further community outreach was conducted to determine what type of businesses the residents of East Patchogue would like to see when developers begin to invest in the area. The third section of the *East Patchogue Shopper's Survey* took a simple approach and asked respondents what type of businesses they would like to see in East Patchogue. Not all respondents answered in the affirmative or the negative for every business type, but in all categories at least 269 people (62.6%) responded. The most desired businesses were clothing stores (82%), restaurants (78.2%), book stores (75.6%), and movie theaters (73.6%). Businesses that respondents indicated that they did not want to see were Laundromats (18%), bars (23%), auto repair shops (29%), and auto parts establishments (30%). This shows a desire for more specialty convenience shopping stores and a strong desire for nighttime entertainment. The lack of desire for more auto uses illustrates dissatisfaction with that type of use among East Patchogue residents; therefore, it is advisable to work toward relocating the auto uses currently located on Main Street in the East Patchogue downtown.

Answered the Question	Didn't answer this Question	Type of Store would like to have in the downtown	Those that responded, voted "Yes"
328	31%	Clothing	82%
317	36%	Restaurant	78%
311	39%	Bookstore	76%
329	31%	Movie Theater	74%
360	20%	Supermarket	66%
289	49%	Post Office	61%
288	50%	Drug Store	58%
269	60%	Diner	57%
316	36%	Antique stores	53%
284	52%	Pizza	52%
322	34%	Deli	50%
281	53%	Dry Cleaners	48%
284	52%	Fast food	43%
318	36%	Gas Station	41%
273	58%	Auto Parts	30%
268	61%	Auto Repair	29%
270	60%	Bars	23%
263	64%	Laundromat	18%

Source: 2005 Shoppers Survey, Town of Brookhaven

## Suffolk County Department of Public Works Road Improvement Plan

After many years of coordination, the Department of Public Works is constructing a fully vetted road improvement project that is intended to employ "best practices" in multi-modal transportation and streetscape design, pedestrian-oriented redevelopment and environmental sustainability. It has been designed to enhance the "sense of place" of Main Street in a positive manner, including the realignment of certain cross streets to alleviate traffic snarls, and it will increase opportunities to link neighborhoods to businesses along the corridor by foot, bike, and transit. The new curbing, sidewalks, street treatments and road improvements are expected to be completed by fall 2010.



### Existing Conditions- Blight Analysis

In an effort to develop the most comprehensive plan for the rebuilding and redevelopment of East Patchogue, the current condition of the area and, more specifically, whether or not the area has reached such a level of deterioration that it can be considered blighted under New York State law, was necessary. To determine this, the Town of Brookhaven commissioned a blight study for the entire area in 2003 and again in 2007 and a third study specifically for the Plaza Theater site in 2008.

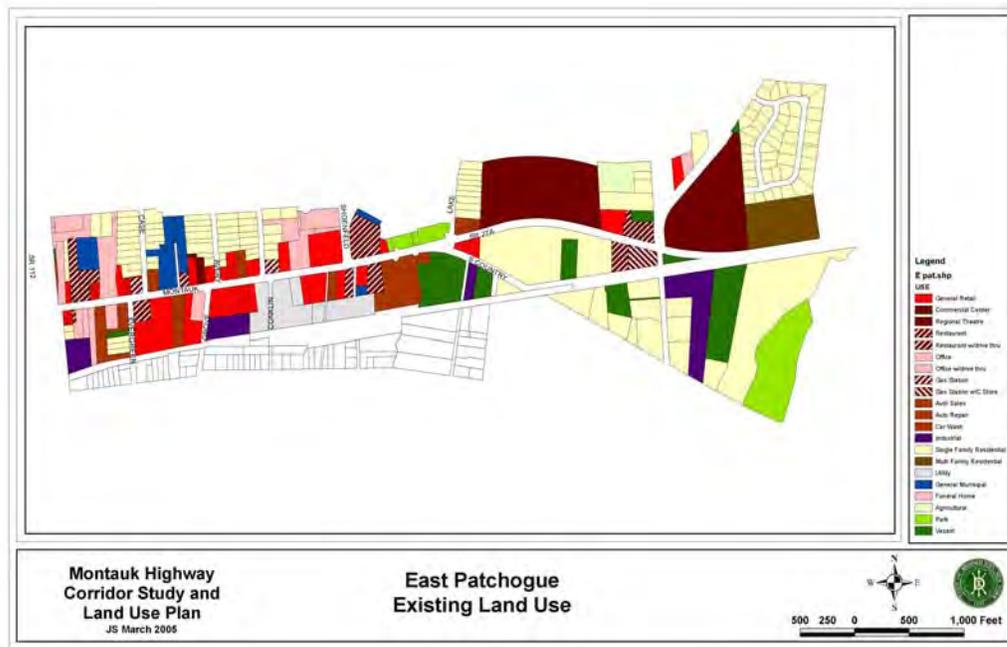
In November 2003, the consulting firm of Saccardi and Schiff was retained by the Town's Office of Community Development and Housing to determine if there was sufficient evidence to declare the Town's East Patchogue downtown as blighted. The analysis examined the condition of buildings and businesses, evaluated incompatible land uses as well as the presence of additional blighting factors, such as vacant lots, unsightly automotive uses, poor sidewalk and drainage conditions and a lack of landscaping and

## Revitalization Plan for East Patchogue

streetscape treatments. That study revealed the area to meet the standards for a “blighted” area.

The 2007 blight study assessed included the study area that “begins at the eastern boundary of the Village of Patchogue...includ[ing] all properties along Main Street from Bay Avenue to just east of Hewlett Avenue...[and] all properties between Main Street and the Long Island Rail Road (LIRR) tracks in this corridor, including a portion of South Country Road from Main Street to the LIRR tracks and Robinson Boulevard between South Country Road and Hewlett Avenue.” Even though the study area does not correspond exactly with the area targeted for revitalization, the latter is a component of the former; therefore, the conclusions of the study are wholly valid, representing the most current look into the condition of the entire East Patchogue downtown area.

The 2007 Blight Study revealed a mixture of commercial, industrial, and residential uses, as well as vacant lots. Many of the commercial uses along Main Street are set back from the street with parking in the front yard, which deters pedestrian activity from crossing the numerous curb cuts and parking lots. Front yard parking that lacks adequate landscaping projects an unattractive view from the street, compromising the overall look and feel of the area. The mixture of uses creates problems when industrial and commercial uses are adjacent to residential properties. This problem is exasperated in East Patchogue due to the neglected and dilapidated state of the commercial structures that sit adjacent to single family homes.



At the time of this study, the area contained 19 lots or buildings that were vacant or underutilized. Of particular concern among these vacant lots were the former Plaza Theater site, the former True Value hardware site, and the former Caldor site. In addition, there are also three undeveloped lots in the study area. The former Plaza

## Revitalization Plan for East Patchogue

Theater site and the former True Value hardware site are across the street from one another. This concentration of vacant buildings adds to the visual blight of the area because entire stretches of street frontage are unattractive, leaving no place to serve as a reprieve from the substantial visual blight. In a sense, the visual blight of the area is highly compounded. This concentration also leads to fear of persisting blight, which discourages investment in the area. Developers are hesitant to invest in East Patchogue because they feel that the visual blight of the area will persist and render their investment wasted. The concentration of vacant lots just east of the Village of Patchogue also hurts investment in the area because it does not present an attractive gateway to the East Patchogue area.



Of particular concern is the overabundance of auto uses and vehicle storage lots in the study area. More specifically, there are eleven lots that are used for automotive purposes. The vehicle storage areas for these lots are not shielded from street view; combined with the front parking of the commercial structures in the area, the area is not inviting to pedestrians. Additionally, the chain link fences used by many of these dealerships add to the visual blight. The largest concern with these auto uses is that they are a non-conforming use in the J-2 business district along Montauk Highway. The J-5 heavy commercial business zoning district is designed for these types of auto uses; however, rezoning to J-5 would not bring the properties into compliance as that zoning district requires specific dimensional requirements and setbacks with natural landscaping that the properties could not meet as presented.

Outside of the visual blighting factors discussed, other conditions further degrade the visual appeal of the East Patchogue area. The study notes that although the buildings in the area seem to be sound from an engineering point of view, the exteriors have worsened in appearance due to a lack of proper maintenance. The above-ground power lines, not adequately hidden by mature street trees, add visual clutter and make the area appear chaotic and visually unattractive. Overall, the area lacks significant landscaping and street trees, making it appear as a sea of buildings and asphalt. The visual blight is also compounded by the poor condition of the sidewalks, and this particularly has an adverse

## Revitalization Plan for East Patchogue

effect on the walkability of the community, as people do not want to walk on unsafe, unattractive sidewalks.

The study concluded that “based on the information, sufficient evidence exists to define the East Patchogue study area as ‘substandard or unsanitary’ under State law. As per Article 15 of the General Municipal Laws of New York State the term “substandard or insanitary areas shall mean and be interchangeable with slum, blighted, deteriorated or deteriorating area, or an area which has a blighting influence on the surrounding area, whether residential, non-residential commercial, industrial, vacant, or land...”

In order to truly discern the problems with the central source of blight in the East Patchogue downtown, Suffolk County commissioned a third blight study that focused solely on the Plaza Theater site. The *Plaza Theater Study Area Blight Study* (2008) prepared by H2M, PC determined that as per New York State law, the Plaza Theater site meets the definition of being a blighted area for the following reasons:

1. The parcels that comprise the parking lot area are owned by different entities, thus making it more difficult to coordinate redevelopment.
2. Links Court, the right-of-way that provides access to the rear parking lots, is not wide enough to provide safe passage for two way traffic. Additionally, the right of way is not easily distinguishable from the contiguous parking lot. The lack of available space to expand the right of way without encroaching on the property of other owners makes redevelopment difficult.
3. The existing zoning only allows parking as an accessory to other types of uses. The zoning does not allow for the movie theater that currently occupies the parcel along Montauk Highway; therefore, redevelopment of the site will be limited by the current zoning.
4. The parking lots behind the Plaza Theater are in a state of disrepair. The poor state of these lots combined with a lack of lighting makes the parking area appear unsafe to use. There is also no vegetation and no pavement markings.
5. The shielded nature of the parking lots and derelict state of the Plaza Theater make them prime locations for crime. The percentage of total crimes committed in this area as a component of the total number of crimes committed in East Patchogue is greater than the percentage of the total land in E. Patchogue that the site occupies. Residents indicate that the crime rate in the area is likely higher than the police reports indicate. Residents expressed feeling unsafe in the study area and feel that the police are incapable of containing crime in the area.
6. The high rate of accidents along Montauk Highway in the study area indicates that the traffic routing patterns in the area may be deficient.
7. The streetscape in front of the Plaza Theater site is unattractive and unsafe; therefore, people are likely to avoid the area, thus making it difficult to develop a thriving downtown.
8. The attractiveness of the downtown area to developers is tarnished by the fact that the Plaza Theater site has not seen any renovation or reinvestment for 20 years. Developers may be adverse to investing in the area because they fear that they will not get adequate return on their investment because the sites neighboring them will not be redeveloped.

9. Although the zoning codes permit two-story buildings, the majority of the buildings surrounding the Plaza Theater are single-story. The redevelopment of these structures to two stories in height would be constrained by the availability of sewer capacity.
10. The Plaza Theater has a long list of violations registered against it, and when this is combined with the numerous times that the building has been entered illegally, the true blighted, dilapidated nature of the structure is revealed.

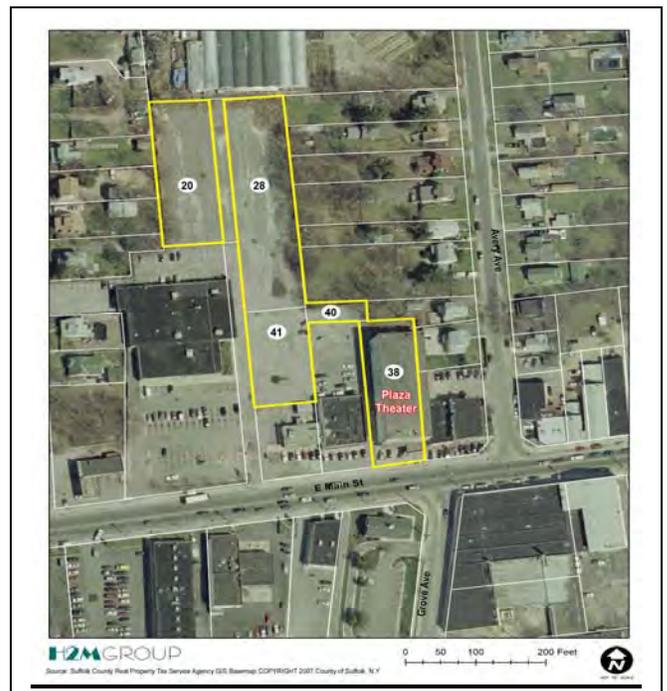
## Redevelopment Concepts

The vacancy rate in East Patchogue at the time of this study was 13%, which is 78% greater than the vacancy rate in the county as a whole. East Patchogue was the 16<sup>th</sup> downtown with the most commercial vacancies out of the 72 in Suffolk County.

### Plaza Theatre/Block Redevelopment

As discussed in the three blight studies, Plaza Theatre has been assessed as a central source of blight in the East Patchogue downtown. As the parcels that comprise the holdings of the Plaza Theatre are limited by many lot constraints, the County, the Town and an assortment of developers have explored the redevelopment of the entire block with different types of uses. Mixed use buildings have been a common theme and a selection of different concept plans has been presented here in order to progress redevelopment discussions within the community and the Town.

The properties of the Plaza Theatre total approximately 2-acres and are comprised of 5 parcels and a disputed right of way, also known as Links Court. Presently the lots are constrained by on-site sewage disposables, poor access and a difficult to develop lot configuration with limited frontage.

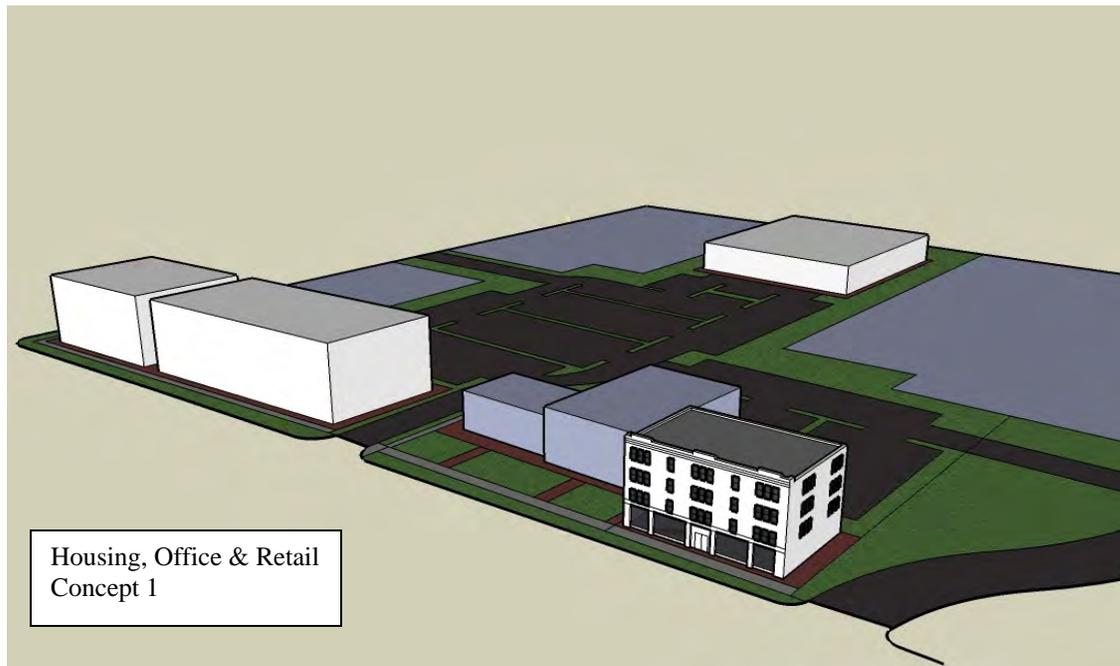


***Concept Plans for The Plaza Theater Study Area***

The Suffolk County Planning Department solicited the preparation of two concepts plans shown here which were developed by H2M, PC. *Concept Plans for the Plaza Theater Study Area* was prepared by H2M in October 2008 to explore the redevelopment potential of the Plaza Theatre properties. Coordinated parking, access, and the opportunities presented by the realignment of Avery Avenue were discussed. The first of two concept plans developed for the document locates an active park on the rear of the properties, creates shared parking between multiple owners, and redevelops the excess property from the realignment of Avery Avenue as a public plaza. A mixed-use retail and office building is presented at the location of the current theatre building. This scenario assumes on-site sewage disposal and would require a significant commitment of public funds, as the return from the one retail and office building may not be sufficient to develop and support the extensive public amenities.



**Plaza Theater Study Area Concept 1**  
Retail, Office and Park/ Recreation Area  
575 Broadhollow Road  
Melville, New York 11747  
631.756.8000 (F) 631.694.4122  
East Patchogue in Suffolk County in New York  
h2m@h2m.com

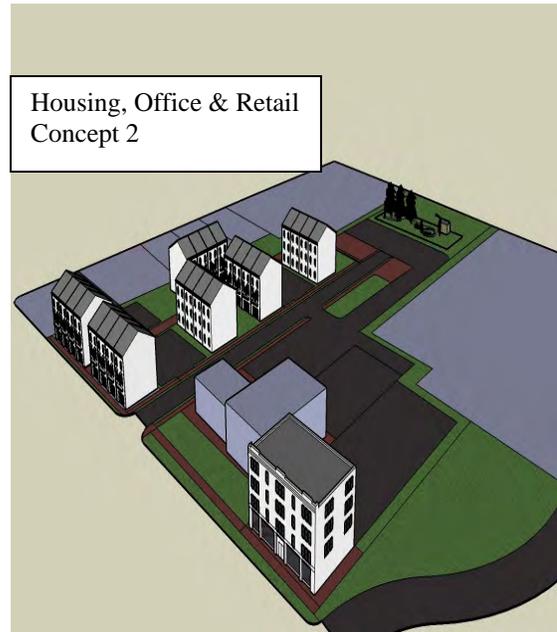


## Revitalization Plan for East Patchogue

The second concept plan discussed in the County study assumed extension of the sewer mains from the Village of Patchogue's sewer treatment plant. Permitting the redevelopment of the theatre site into a three-story mixed use building, permitting an investment in significant architecture and amenities and the siting of a two-story residential complex on the rear of the property. Additional market rate residential units in the downtown would work synergistically with downtown retail and service offerings to generate activity, investment and security. A full discussion of the proposed density of each of the two concept plans is provided in the draft document. These two concept plans reveal the redevelopment constraints of the Plaza Theatre properties.

The Town furthered the redevelopment analysis and explored redevelopment options for the entire block between Avery and Case avenues to determine if a better design could be realized. Special consideration was directed toward utilizing existing businesses, creating affordable housing and developing niches accordingly.

A group of local citizens submitted a concept plan that supported the establishment of a Media Arts Center, to be associated with a refurbished Patchogue Theatre building. The group is working earnestly to garner support and interest in the rehabilitation of the Theatre. That proposal can be found in its entirety on the Focus East Patchogue website.



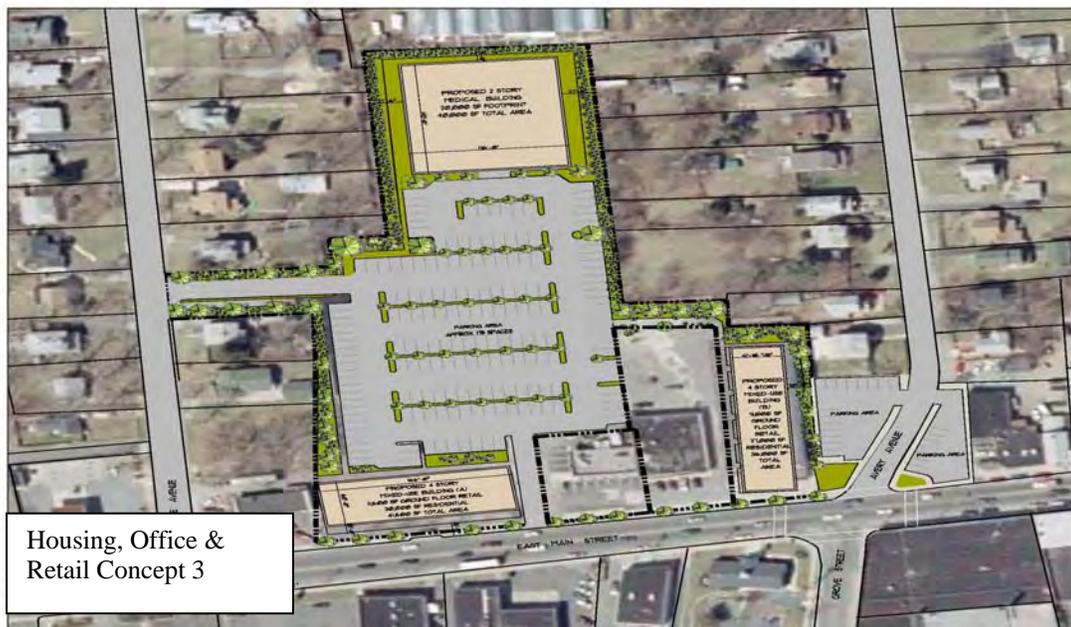
## Revitalization Plan for East Patchogue

Concept plans for the block between Avery and Case avenues were developed that explored creating a medical office niche, which could support the downtown by bringing employees and visitors to the medically-related facilities. Presently, the East Patchogue County Health Center employs 102 full-time employees and its 2009 budget exceeded \$8,581,545.00, not including the rent for the building, which is leased directly by the county.

Total annual visits to the County Health Center exceeded 43,092 in 2007, 45,187 in 2008, and 47,440 (projected) in 2009. Although there is a local concern that the Health Center location attracts vagrants, it is important to note that a rumored Social Services office does not share the location with the Health Center, as it is entirely a medical center. This use provides an opportunity to “seed” a well conceived medical office niche, supported by a dialysis center, phlebotomy and physical therapy services, all seeking relocation or expansion opportunities.

A series of different redevelopment concepts have been prepared to explore redevelopment options of the prominent block between Avery and Case avenues. Some concept plans leave existing buildings in place but include additional density. These types of projects create an active and visually appealing centerpiece at the heart of the downtown revitalization with strong street edges that conceal the interior parking courts. Evaluation of site specific environmental impacts was not completed and all the concepts will require additional State Environmental Quality Review at time of application, but are offered herein to stimulate discussions.

Concept 4 illustrates the relocation of the County Health Center to a newly constructed building and redevelopment of an additional building with a street wall. It also retains the existing laundromat and coffee shop. The realignment of Avery Avenue provided the opportunity for a public green and a municipal parking lot.



## Revitalization Plan for East Patchogue

Concepts were also developed for the block between Evergreen and Avery avenues to illustrate potential parking lot configurations and street walls formed from building redevelopment.



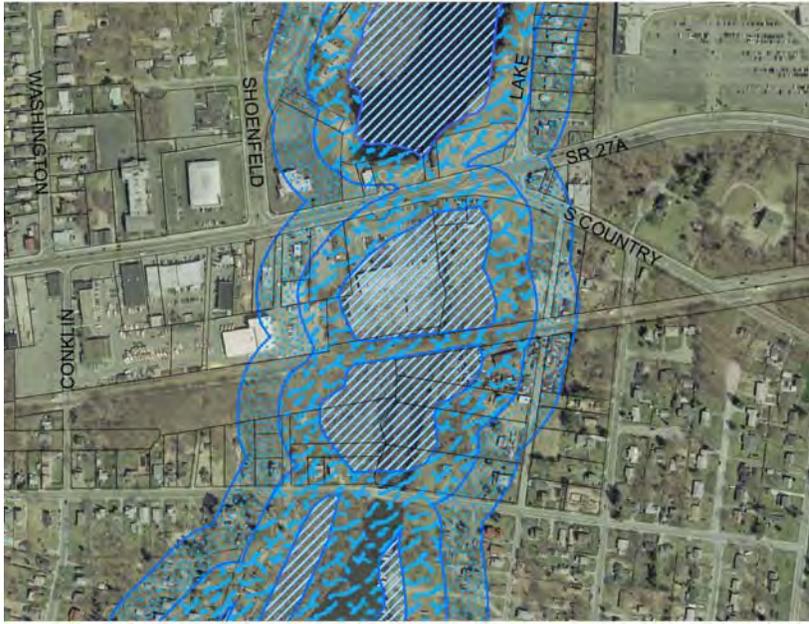
Block between Evergreen and Avery avenues

## Swan River Restoration

As evidenced by the following aerial photograph and wetlands overlay district map, the Swan River wetlands and waterways have been impacted by poorly conceived development.

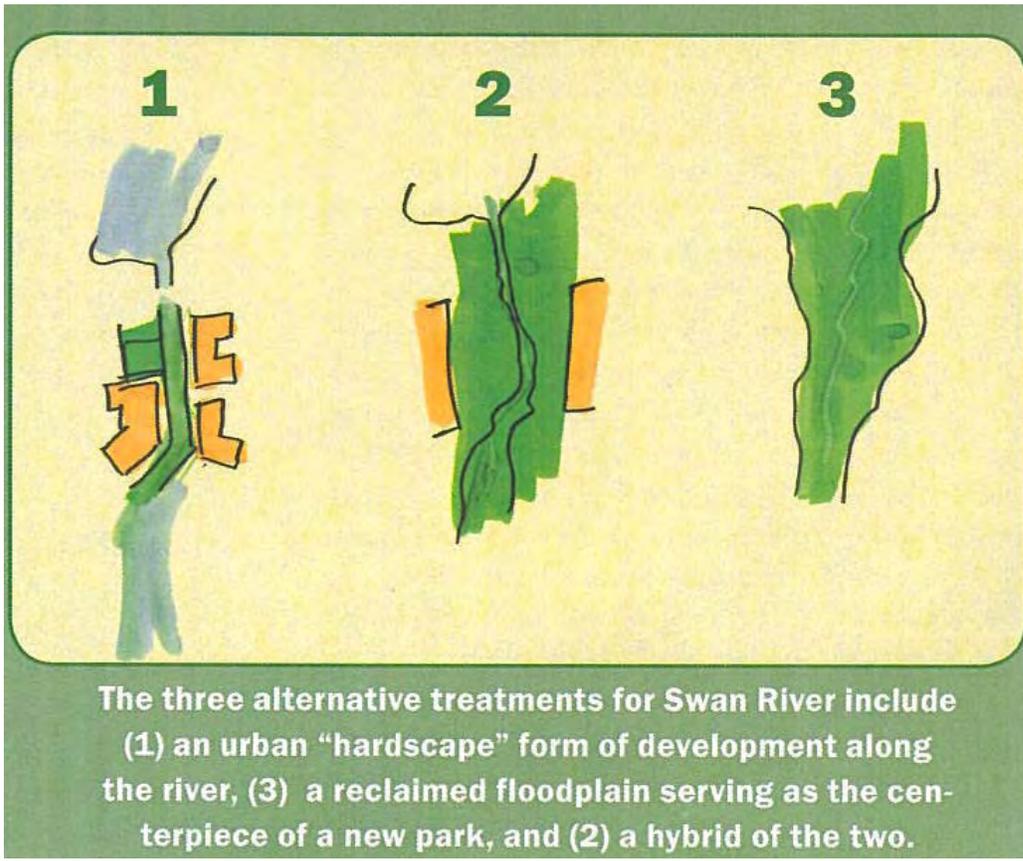


The successful revitalization of the East Patchogue downtown will include the integration of the rehabilitated Swan River as a recreational amenity. Historically, the Swan River course was altered for development, but there has been a successful effort by the Town



and the County to reclaim the riverfront for passive recreation, and this trend should continue. The Long Island Mayors' and Supervisors' Institute on Community Design recommended the river serve as a focal point of growth and recommended three concepts for redevelopment. The first incorporates the river as the center piece of a new park serving as a gateway to the

commercial district. The second encourages urban "hardscape" development. The third concept is a hybrid alternative with both a park and mixed-use development on the river. The corridor is envisioned as an eastern gateway to the central village of Patchogue.



The three alternative treatments for Swan River include (1) an urban "hardscape" form of development along the river, (3) a reclaimed floodplain serving as the centerpiece of a new park, and (2) a hybrid of the two.

The Long Island Mayor's & Supervisor's Institute

This plan recommends the river corridor's restoration and provides incentives for redevelopment that include the Commercial Incentive Corridor Plan.

## **Brownfield Analysis and Redevelopment**

Brownfield sites are abandoned or underused industrial or commercial facilities available for re-use. Expansion or redevelopment of such a facility may be complicated by real or perceived environmental contaminations.<sup>3</sup>

The town and the community have the opportunity to work with New York State to establish properties in the study area as possible recipients of Brownfield Opportunity Area grant funding. By identifying these properties for redevelopment, the Town can assist the owner in attracting purchasers who would develop the properties to their highest and best use.

The Brownfield Opportunity Areas (BOA) Program, administered by the New York State Department of State (DOS) provides financial and technical assistance to municipalities and community-based organizations. Funding can be used to complete revitalization plans and implementation strategies for areas affected by the presence of brownfield sites, as well as site assessments for strategic sites. DEC provides relevant technical assistance and advice to the Department of State and BOA grantees, particularly regarding site assessments on strategic brownfield sites in BOA study areas.



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<sup>3</sup> ^ "[Glossary of Terms for Brownfields](#)" (URL). Environmental Law Institute.

The Brownfield Opportunity Area (BOA) Grant Program was enacted to help expedite site remediation and reuse when several polluted sites are located close together in a centralized area. Urban areas often have old industrial centers with several brownfields sites that are adjacent to or near one another. A broader plan to remediate and revitalize the whole area is usually more efficient than remediating and redeveloping each site separately. Designating a multi-brownfield redevelopment area as a Brownfield Opportunity Area should lead to more cost-effective and quicker cleanup and redevelopment of the entire area. Also, the environmental and economic needs of the community can be better served. BOA grant money and technical assistance are available to eligible local governments and community-based organizations for developing site assessments and plans for area-wide approaches to brownfields remediation.

### **Downtown Architecture and Design**

A common desire revealed during the community process involved rekindling the 1960's downtown ambiance of East Patchogue. To accomplish successful downtown redevelopment, a community needs features or assets that make it special: tree-lined streets, a recurring style of architecture, plazas and public spaces. Public concern regarding community appearance and building design is not just found in historic districts and resort communities, but as a prelude to every successful downtown redevelopment effort. Every community can create an identity or re-create a reputation with cohesive and predictable design standards. Clarity and specificity are essential for effective participation from investors, developers and stakeholders.

Within the revitalized downtowns, buildings should be connected to each other, forming continuous blocks that enclose streets and squares. Human scale is expressed by the architecture in windows and doors, balconies and terraces, and emphasized by window molding, arches, or columns that accentuate form. Large blocks interrupted by narrow alleys and pedestrian walkways create pedestrian networks through the town. These alleys must be frequented to be safe, so buildings on either side must be of human scale with retail or service shops that open onto plazas or alleys.





New infill buildings within the downtown redevelopment district must be context-sensitive, respect their surroundings and echo some of the best characteristics of adjacent buildings in choices of materials and colors, window heights and roof lines. The building façades must be permeable with many openings at street level and with balconies and windows at street level.

Downtown walkable design can be required from gas station and convenience stores that meet the street in a way that serves pedestrians. Instead of occupying the center or rear of the lot, the convenience store can be placed at a front corner of the property, aiding in defining the sidewalk. At the street corner, the building should shelter people waiting for buses under an added canopy or awning. Canopies also provide weather protection for sidewalk browsing.



In the hamlet center concept, buildings and uses are arranged as pedestrian oriented development with a mix of prospective tenants such as a bakery/café, a restaurant, small retail shops, offices and residences. The compact nature of the design fosters a sense of community that encourages support of local businesses and increases the sense of community and quality of life in the neighborhood. Retail uses placed on the ground floors and upper floors are designed to be flexible, allowing for office, residential or live/work uses. Townhouses and apartments are included. Well-defined

common areas will provide places for outdoor seating and gathering. Sense of community and place is created through both the site design and the process by which the buildings are built. The design allows for many opportunities for neighborly interaction and public life.

## Housing

A major element of successful planned downtown redevelopment is support of a more compact neighborhood with a mix of uses and housing types. Revitalized downtowns include residences of various types and prices, shops and restaurants within walking distance of parks and civic spaces and an environment that encourages pedestrian safety and activity.

A vibrant downtown is where affordable transportation options permit truly affordable housing near services. A review of U.S. Census data reveals statistics specific to East Patchogue that, when compared to the rest of Brookhaven Town, illustrate the value of providing a mix of affordable housing units with market rate units in the downtown:

### **Percentage of Residents with No Cars/Household:**

- **Brookhaven Town: 5.5%**
- **East Patchogue: 9.6%**

### **Housing Expenses:**

- **Approximately 67% of East Patchogue residents spend 46% of their household income for housing expenses.**
- **HUD recommends that a maximum of 30% of household income is spent on housing expenses.**

### **Occupants/Room in Housing Units:**

- **Brookhaven Town: 0.8%**
- **East Patchogue: 1.6%**

(2000 Census Data)

The conveniences, security and vitality of the redeveloped downtown are insured with higher density housing, such as townhouses or apartments. Mixing detached houses, row houses, townhouses and apartments in combinations appropriate to the local site and market, allows larger and more expensive units to “subsidize” the necessary downtown infrastructure. Larger, high ceilinged floors facing the public paces, or tree-lined street, offer prestigious and high priced accommodations, lower ceilinged floors with less advantageous views offer affordable housing. A growing market remains to provide moderately priced condominiums or rentals for single, young married or senior citizens within walking distance of services. Such diversity in housing types permits different generations of the same family to live as neighbors and provides a stable body of customers that puts “life” on the streets.

The redeveloped block design supports a row of new storefronts, some occupied by relocated businesses with affordable apartments and for-sale townhouses, positioned as a transition from the busy commercial district to the adjacent single-family neighborhood. A stable, healthy residential stock surrounding a downtown business district is important

to maintain the vitality of the downtown area. When housing is added in or near the downtown area, the economy of the downtown is strengthened by the additional business generated by the additional residents. By adding housing to a business district, a more cohesive and better-defined central business district will result.

Many existing single tenant buildings in the downtown areas are suitable for a second story that could be developed as one or two bedroom apartments, offices, or as loft space for artist studios. Occupied offices or apartment units above ground floor retail space helps strengthen the businesses of the downtown merchants and service providers, and infuses vitality to the streets in the evenings.

## **Public Spaces-Civic and Recreational**

An integral component of successful and vibrant downtowns has been the establishment of civic spaces. The civic spaces can be as innocuous as pocket parks adorned with public lawn furniture or playground equipment. Larger and more significant spaces, such as government buildings or public libraries, are often located within downtowns as a destination that generates spin-off users of the downtown commercial and service industries. Civic spaces are by design acquired, constructed and subsidized by public funds.



A concerted effort is required between community leaders, local government and landowners to site civic uses within or adjacent to the main street district.

Good civic design requires analysis of all recreational opportunities. The potential exists to develop recreational trails or routes on secondary streets. The composition of the recreational trails should be community-driven. Many bike route construction options are available, and personal safety

should be addressed with appropriate lighting, pavement markings and signage.

## **Public Plazas**

Public plazas, or open sitting areas, function as a market place in the morning, a place for outdoor cafes and restaurants through the afternoon and evening, and as the setting for festivals or performances that bring all the diverse members of a community together. The plaza can be developed within existing parking fields, on public land or required as a component of redevelopment plans. Compatible uses are varied and will reflect the unique and dynamic characteristics of the business district and the retailers.

Farmers Markets are a use that complements the public plaza and brings fresh produce into the community. These types of markets are a powerful generator of social and economic life, supporting both local businesses and residences. The farmers are often well skilled in interaction and act as hosts in the public space, making people feel recognized and safe. The regularly scheduled markets often have a festival atmosphere that attracts visitors and locals of all age groups.

Community festivals instill a sense of joy and pride in the community. Community festivals are both the expression of a sense of community and a mechanism for the development of a community. They bring together a diverse population of different ages, social and economic groups and ethnic backgrounds and enable them to participate to achieve a common goal – the celebration of the community as a whole. To achieve its goal of bringing the community together, the festival needs to take place in a main square that, at least during the festival, is traffic free.

Businesses provide daytime jurisdiction of the plaza and provide security. The apartments above businesses provide nighttime jurisdiction over the streets and plaza with eyes on the street and a population to frequent the community space. People have a natural inclination to gather and shared open spaces foster community. Open space, such as plazas, provide a good way for neighbors to see each other on a regular basis, which in turn makes it easier to work together on larger issues of mutual concern.

### **Identity Planning/Niche Marketing**

Downtown identity marketing, or branding, is emerging at both the suburban and neighborhood scale. Downtown branding provides the opportunity to address a lack of cohesive identity and provides the framework to promote economic development while maintaining strong social and cultural attachments within the neighborhood. Deliberate identity building can reverse historic connotations of a blighted area and provide a new



easily identifiable presence that automatically suggests opportunities to retailers considering new locations, real estate investors looking for the next development opportunity and even diners discussing lunch options.

To reflect the uniqueness of the community and develop a brand, the community must establish a strong and continuous design theme, usually through particular uses, landscape, and

architecture and streetscape elements. The downtown must have clearly identifiable components, including set boundaries and clearly defined destinations within the

## Revitalization Plan for East Patchogue

corridor. Traffic engineering efficiency and human scale must be balanced to prioritize pedestrian safety. If the community can organize and bring forth a branding concept in East Patchogue, the retailers and the residents will have a competitive edge and a more satisfying physical environment than can be achieved with tax and zoning incentives alone.

Most successful downtowns have been built upon the strengths of at least two or three economic niches. The more niches a downtown has, the more reasons it provides for consumers to visit it, and the greater likelihood that these trips downtown will be multipurpose. Being able to provide a compact and easily walkable venue for multipurpose trips gives a downtown a competitive edge over shopping center and malls.

The most successful downtown branding efforts are based on the pulse of the community, not just on an intellectual connection. The opportunity exists to brand East Patchogue with the restoration of the Swan River shoreline; the Division of Economic Development should begin the process to develop the brand and the identifiable logo. The community must be vigilant about building their brand and setting the tone for all marketing efforts to follow. The Swan River, Millers Mint and the Mediterranean Manor are all East Patchogue landmarks.

By enabling merchants to organize for a common strategy, niche marketing can be used to make downtown retailers far more competitive than if they acted alone. By combining resources in a joint advertising and promotional campaign, they are able to project a more solid and robust image that motivates consumers to visit.

Niches are also effective business recruiting tools. Unique existing niches lure similar retailers seeking a customer base for like products. Each niche is generally responsible for bringing together seemingly uncommon retailers. For example, a catering hall, a waterfront gazebo, a travel agency, a formal dress shop, and a fine bakery in one promotional campaign could represent a wedding or celebratory theme.

A medical services niche can be developed around current uses; the County's Health facility, Lab Corp phlebotomy services,



and existing physical therapy services, supplemented with a dialysis center and an assisted living facility built contiguous to the Mediterranean Manor, would create the synergy to attract visitors who would require other services or retail offerings.

## Implementation Recommendations

Clear and predictable guidance is a prerequisite to successful redevelopment. Once adopted, the Plan is expected to direct, encourage and support investment by developers, stakeholders and residents. Toward that end, we have compiled a myriad of conceptual development scenarios that address entire block redevelopment. On some blocks, improvements to cross access, landscaping and parking are necessary to achieve quality site development. On other blocks, complete demolition and redevelopment will be necessary to achieve quality retail space with coordinated access, parking and design.

### 1. Rezone the East Patchogue downtown to J-6 Main Street Business District.

The Town Board acknowledged the value of preserving the rich heritage and sense of place that main street centers and traditional neighborhoods provide to the surrounding communities when the J-6 Main Street Business District was amended to the Town code. The J-6 zoning district allows for the development and redevelopment of fully integrated mixed-use storefront downtowns. It encourages the innovative, mixed-use developments that were prevalent in the United States before World War II and the dominance of the automobile in suburban life. The zoning district permits the diversification of land uses within close proximity and offers a greater variety in type, design and layout of commercial and residential uses. The downtown area is the ideal location for small apartments close to shopping, services and transportation, where the second stories are built as apartments with two or fewer bedrooms or as loft space for studios. In the current housing market, there remains a growing need to provide moderately priced condominiums or rentals for single, young married or senior citizens within walking distance of services.

The purpose of the J-6 Business District is to connect people to places by combining alternative housing types with office, retail and civic uses in a compact and safe cluster. Permitted uses include retail sales, personal service stores, restaurants, offices, banks, bars, taverns, theatres, artist studios, indoor recreation , health clubs, churches, and second story uses are restricted to residential or office. Additional uses, such as hotel, third story residential use, funeral homes, day care,



and  
veterinarian  
offices may be  
authorized by  
Special Permit.

## Revitalization Plan for East Patchogue

The J-6 Business District has specific design criteria codified in the Main Street Business District Design Manual, which was created and implemented to provide the design standards that reflect the character of a traditional American Main Street. The design manual assures that any redevelopment in the East Patchogue downtown fits within a certain architectural style. This will help to create consistency in the downtown, something that is severely lacking right now. The J-6 business district rezoning will also help to assure that any parking for the East Patchogue downtown will be constructed in the rear, thus further assuring that the redevelopment will be in the form of a pedestrian friendly downtown.

The J-6 Main Street Business District design standards insure there will be adequate glass frontage on the buildings, a necessary component of an attractive downtown. Continuous glass makes a downtown more inviting and helps businesses to look appealing, which is a key ingredient in their ultimate success. Additionally, the J-6 Design Manual will insure that signage in the East Patchogue downtown will be attractive and complementary.

Rezoning to J-6 Main Street Business District is expected to bring many parcels in the East Patchogue downtown into compliance. One hundred and twenty-five (125) individual parcels are recommended for rezoning. Of the 79 individual parcels proposed for J-6 Business rezoning, 61 properties will be brought into conformance with the J-6 zoning. By bringing these parcels into compliance, it will permit the owners or developers to redevelop these parcels without the need for code changes, variances or special permit hearings.



Of the remaining fifteen (15) parcels recommended for J-6 rezoning, four parcels are vacant, six parcels, zoned L-1 Industrial are presently improved with single family residences and auto-related uses and will remain existing non-conforming properties until redeveloped. The remaining parcels are either existing non-conforming uses presently and will remain existing non-conforming, or will be rendered non-conforming by front yard setbacks. We expect the properties with non-conforming setbacks to be able to increase their degree of conformity through landscaping and in-filling.

**2. Promote the Value of the Industrial/ Commercial Incentive Plan**

The I/CIP is a property tax incentive program authorized by NYS and Suffolk County that is designed to target small businesses. The program has two eligibility criteria, location and business type (by Industrial Classification code). The program provides real property tax relief for capital improvements greater than \$50,000. to encourage reinvestment and development. The original legislation was adopted by New York State and Suffolk County in the early 1990s. Suffolk County permitted the towns and villages to decide eligibility while vesting approval of the eligibility requirements in the Suffolk County Legislature. The program is overseen by the Suffolk County Industrial/Commercial Incentives Board. The Town of Brookhaven’s current plan was put into effect in 1999 with revisions in 2001.



The East Patchogue downtown is presently a target area under the I/CIP 2001 revisions and is a component of the 2009 proposed revisions to the I/CIP. This tax relief program could help greatly in revitalizing the East Patchogue downtown. Redevelopment efforts would be eligible for tax relief, which may encourage developers to undertake the projects that they fear will not make an adequate return on their investment. Real property tax relief will help developers overcome their fears of persisting blight in the downtown and to undertake key

redevelopment that is necessary to the overall success of the East Patchogue downtown.

By providing incentives in the form of tax relief, the ICI/P helps to encourage in-fill development. In order for a downtown to be successful, it has to provide a continuous shopping experience that is conducive to walking. Gaps encourage people to turn around while continuous storefronts encourage people to walk. Towns with less continuity usually have higher vacancy rates; therefore, it is paramount to promote in-fill development to encourage re-development in buildings that were once separated from the downtown. In-fill development not only provides new locations for business growth, but also provides impetus for the redevelopment of adjacent older, neglected structures. A map and a list of the parcels are included in Appendix A.

**3. Revise the permitted uses under the Industrial/ Commercial Incentive Plan**

Before the I/CIP can successfully foster the revitalization of the East Patchogue downtown, the uses currently allowed by the plan that have been revised need to be adopted. This revision will accomplish several goals.

First, industrial and commercial uses need to be separated in order to facilitate the development of retail and non-retail uses that fit within the compatible uses for a main street business district. In the proposed 2009 revision to the I/CIP, target areas for the I/CIP are separated



into commercial and industrial target areas and there is a separate set of eligible uses for both types of target areas. The East Patchogue downtown has been designated a commercial target area and carries a set of eligible commercial uses. This will ensure that uses that do not fit within the character of a walkable downtown, such as auto uses, will not be a component of the redevelopment.

Second, the uses need to be tailored to encourage the development of destination uses that will attract competitive shoppers to the downtown. Making the downtown a destination and attracting competitive shoppers rather than convenience shoppers can be accomplished through several methods, such as locating chain retailers.

Third, the uses in the I/CIP should be tailored to encourage the development of nighttime entertainment uses. Restaurants, particularly those with outdoor seating, and entertainment venues, such as movie theaters or community theaters, could help to maintain the public use of the downtown at night. Due to the high demand for a movie theater, it may be considered valuable to re-develop the Plaza Theater, a former movie theater, as a movie theater once again. This would help to provide the residents with an option for nighttime entertainment. And, as the study shows, even though a movie theater may not be an entirely feasible project, the study results show that there is a market for nighttime entertainment.

Fourth, the residents of the area show a desire for commercial establishments that reach beyond merely convenience shopping; therefore, the I/CIP should reflect these requests. Their desires for book stores and restaurants show a feeling for the development of more specialty stores, instead of simply convenience uses.

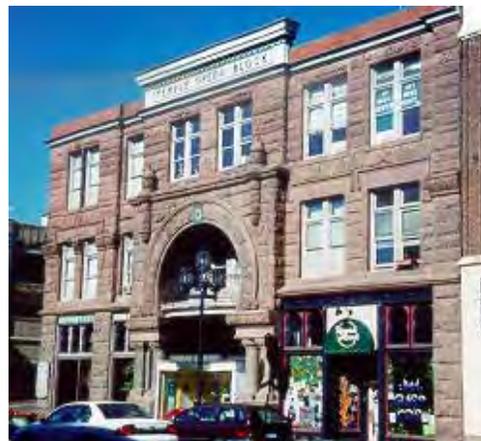
- 4. Facilitate municipal parking and common parking fields free from barriers.** Regulatory review will work to remove physical barriers, such as fences and curbing, as well as bureaucratic barriers, such as a lack of cross access permitting shared parking and reducing curb cuts. Using conceptual plans incorporated into this Plan, there can be a concerted effort by policy makers, stake holders, regulators and investors will realize well-designed shared parking fields that are safe and attractive.



Policy makers will work with the County to develop a portion of the excess property from road alignment condemnation into shared municipal parking fields in keeping with community goals.

- 5. Apply Downtown Redevelopment Design Standards**

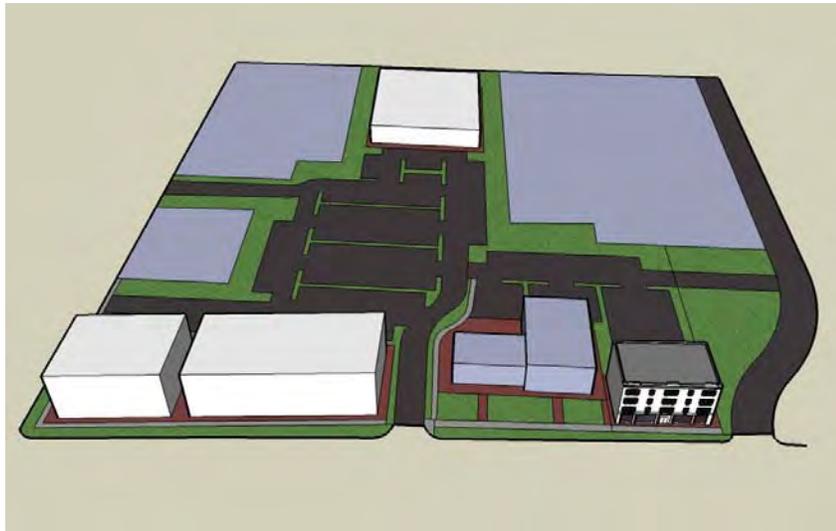
Within the revitalized downtowns, buildings should be connected to each other, forming continuous blocks that



enclose streets and squares. Human scale is expressed by the architecture in windows and doors, balconies and terraces, and emphasized by window molding, arches, or columns that accentuate form. Large blocks interrupted by narrow alleys and pedestrian walkways create pedestrian networks throughout the downtown community. These alleys must be frequented to be safe, so buildings on either side must be of human scale with retail offerings to the alleys or plazas. The J-6 Main Street Business District Manual will provide the design standards necessary to support desired redevelopment.

**6. Support the redevelopment of the Plaza Theatre block between Case Avenue and Avery Avenue**

There is no single more salient symbol of East Patchogue’s downtown blight and lack of investment than the Plaza Theatre properties as discussed in the 2003, 2007 and 2008 Blight Studies. The Theatre has been vacant for close to two decades, the parking lots are in disrepair and lack lighting, landscaping, and striping.



A number of redevelopment concepts have been brought to the Town, but none can be realized until the owner is a willing redevelopment partner. Selections of redevelopment concepts are presented within this document to begin the redevelopment discussion and solicit feedback on viable redevelopment plans.

**7. Legislate Expedited Permit Review**

Downtown development proposals will benefit from expedited review and approval. Streamlined administrative approval that is sensitive to delays with coordinated agency review will become a tangible symbol of the Town’s intent to prioritize the redevelopment of the E. Patchogue main street. Special attention will facilitate permit issuance from initial application to the issuance of the certificate of occupancy. Development options would include the phasing of improvements while sanitary solutions are developed.

**8. Implement a Job Creation Tax Credit Program**

One of the most significant problems plaguing the East Patchogue downtown is a lack of investment from developers. This primarily stems from concerns that the area will be perpetually blighted and, as a result, there will not be a return on the

developer’s investment. In order to encourage investment and remove some of the risk, the Town of Brookhaven could implement a Job Creation Tax Credit program.

Such a program would provide tax incentives to businesses in the East Patchogue downtown that create new jobs. The amount of tax relief would be determined by the number of new jobs created. Certain types of jobs would yield a predetermined amount of relief. This program would encourage investment in the East Patchogue downtown by removing some of the risk associated with development in a long blighted area. Developers would be more willing to invest because under this program, some of the costs would be absorbed by the government. In these difficult economic times, a job creation tax credit program would provide incentives for the expansion of the job market. This in turn would further the revitalization in East Patchogue because the people who are now employed would shop in the downtown and support the local businesses. The success of the businesses would encourage others to invest in the downtown.

**9. Extend the sewer system of the Village of Patchogue into the East Patchogue downtown in order to provide the area with adequate sewer flow.**

Development in the East Patchogue downtown is constrained by the sanitary capacity of the area. Development types that require higher sewer flow, such as restaurants, doctor’s offices, and multifamily residential are not possible with the current on-site sewer systems.



In order to allow uses with higher sanitary flow requirements, the sewage capacity of the Village of Patchogue’s sewer treatment plant needs to be increased and extended into the East Patchogue downtown. The Village is willing to undertake this expansion beyond its border as revitalization of the neighboring downtown will provide a more appealing gateway to the village from the east.

Currently, the Village of Patchogue’s sewer system has a maximum capacity of 0.5 mgd. The plant, however, does not operate at full capacity, treating 0.350

mgd. The plant is being expanded to handle 0.8 mgd; therefore, there is sufficient sewer capacity to handle the sanitary flow of a revitalized East Patchogue downtown. Brookhaven Town has committed to facilitate the extensions of sewers to support redevelopment opportunities in the East Patchogue downtown. The creation of Brookhaven's Sewer District #3 is expected to begin the legislative process necessary to extend sewers into the town's East Patchogue downtown.

**10. Create an East Patchogue Downtown Business Improvement District (BID)**

Downtowns within the United States have been using Business Improvement Districts (BID) as a mechanism for revitalization since the 1970's. This powerful tool allows for an assessment on property within a defined area. Revenues from this assessment are then directed back to the area to finance a wide range of services, including security, maintenance, marketing, economic development, parking, and special events. BIDs provide specific benefits, including:

- a. Finding innovative solutions to problems, such as helping to coordinate and facilitate the movement of homeless citizens into long-term rehabilitation environments; protecting and enhancing public spaces through the deployment of "security teams" or "ambassadors";
- b. Initiating services not provided by public agencies, such as sidewalk cleaning and snow removal, marketing, promotions, business retention and recruitment;
- c. Advocating on behalf of downtown businesses, allowing them to communicate a unified vision/message that presses local government on issues that would aid the district's revitalization;
- d. Creating cooperation among competitive businesses which allows them to engage in activities that they would not be able to do on their own;
- e. Generating financing for capital improvements for more attractive streetscapes
- f. Researching and planning services such as collecting and analyzing economic and demographic data, monitoring progress, setting and revising strategic goals and developing multiyear redevelopment programs.

The Village of Patchogue Business Improvement District collects approximately \$565,000/year from its members. Those dollars are multiplied five-fold by grant funds, matching Village services and increased retail demand. The Village's BID initially focused on security and crime and now more on brand development and marketing. A BID formed by the Town of Brookhaven could be the entity to oversee the economic recovery of the East Patchogue downtown.

**11. Apply for Grant Program Funding to Help Improve the Downtown.**

In order to fund the improvements that are necessary to the success and vitality of a downtown, the town in conjunction with civic, chamber and community organizations could collaborate on soliciting grant funding. Awards could be used for façade rehabilitation, bus shelters, pedestrian amenities and infrastructure that would reduce the significant blight that has plagued the East Patchogue

downtown for decades. The town should consider facilitating applications for the following grant programs:

***New York Main Street***

The New York Main Street is a grant program administered by the NYS Housing Trust Fund Corporation. The program provides monetary grants to non-profit organizations for use in revitalizing blighted and derelict downtowns that are in economically distressed areas. Eligibility for the program is determined through an analysis of the income of the local residents, namely 51% of the residents must earn less than the median income of 80% of the residents of the surrounding area, unless the area has already been designated a downtown by state or federal government, is served or eligible to be served by a Neighborhood Preservation Company or similar organization, or if the area carries another designation, such as being a component of an Empire Zone. Projects that seek NY Main Street Funding must also provide affordable, low cost housing within the downtown or in the neighboring community in order to be considered for funding. The target area must also generally be no larger than 3 contiguous blocks.

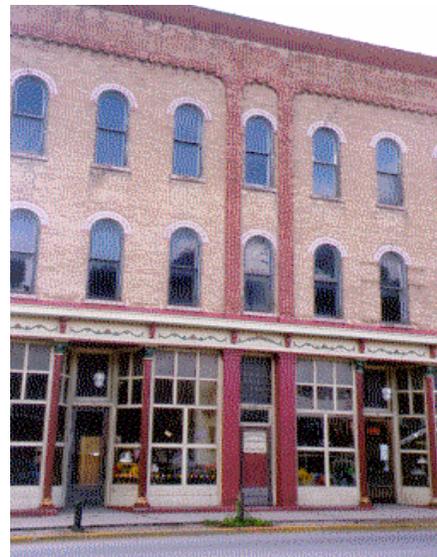


The program serves the cause of downtown revitalization by providing the funding necessary to rehabilitate downtowns so they can thrive whilst also providing low cost housing which brings in people to both work and shop in the downtown.

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***Restore New York***

Restore New York is a grant program administered by the Empire State Development Corporation that targets the rehabilitation of downtowns. Municipalities (towns, cities, and villages), are eligible to apply for funding. Permitted uses for the funds are the rehabilitation and demolition of unused buildings as well as infrastructure improvements that support the building revitalization efforts. Municipal buildings are not eligible for rehabilitation funding under this program.



Areas that are in serious economic hardship will be favored by this program. Additionally, areas targeted by other redevelopment programs will be given preference by Restore New York. Applicants will also be judged on how easy the project is to implement and how long it will take for the work to begin (preparedness at the time of application). This program serves the cause of downtown revitalization because it provides funding for the rehabilitation of structures that have become at least somewhat derelict. This in turn encourages commercial investment which will help the downtowns recover economically and thrive.

***Suffolk County Downtown Revitalization***

Although not consistently annually funded, this grant program is offered by Suffolk County and permits a public benefit organization to apply for grant funding with the backing and support of the municipal government. In order to be eligible, the project must be located on public property or property that will become the property of the municipal government; the property must also be located in a designated downtown area. The program provides grants for a variety of uses, including new construction, rehabilitation of older structures, and improvements to infrastructure, such as bike lanes and continuous sidewalks. This program promotes downtown revitalization with funding to replace or rehabilitate neglected infrastructure such as sidewalks, street furniture, landscaping, and streetlights. The program helps to create vibrant downtowns because it provides funding to improve the infrastructure that is so absolutely necessary to the success of a downtown.

**12. Implement a Payment in Lieu of Parking program**

An important component of a successful downtown is adequate parking to allow those people who chose to drive to the downtown to have a place to park so that they may walk to the different shops without the need for further driving. In an effort to supply parking and ensure that there are enough spaces, the town should implement a Payment in Lieu of Parking program.

Such a plan would allow developers and property owners to pay a fee instead of providing the required parking under Town Code. Currently, that fee is calculated to be \$900 per parking stall. The Town of Brookhaven would then use this money to develop municipal parking lots that would provide parking for the East Patchogue downtown. This program would be particularly pertinent in East Patchogue, given the number of small lots that comprise the downtown business district where it would be impossible to provide adequate parking. By implementing a Payment in Lieu of Parking program, the town makes redevelopment easier, allowing revitalization to occur



more quickly and completely. Developers who would have had a problem meeting town code parking regulations will no longer have such a problem if a program such as described above is implemented.

### **13. Develop a Parking Plan for the downtown**

In order to create the best pedestrian environment, realize connectivity opportunities, and support sustainable land use patterns, a parking study must be commissioned to develop a plan for improvement.

The parking study should evaluate the inventory of existing parking supply, projections of existing and future demand, evaluation of potential solutions based on impacts, costs, land availability and feasibility. Safety considerations should include pedestrian scale lighting, as well as taller shielded parking lot lights. Multiple pedestrian routes to rear parking areas include access to the rear of businesses, alleyways and street to street block improvements where practical and feasible.

### **14. Initiate a cooperative Town Economic Development Division and Civic effort to develop a downtown marketing strategy**

Clarity and specificity are essential for effective municipal participation with developers and stakeholders. Town facilitation of the strategic niching and marketing of the downtown could be accomplished within the confines of the Community Development Block Grant application and approval process. Strategically expending the Block Grant funds, the Suffolk County Downtown Revitalization Grant Program money, and prioritizing improvements required as public benefit packages is necessary to productively realize a niche marketing strategy.



Installation of pole-mounted banners, flagpoles, hanging plants, planter boxes, seasonal and holiday decorations, coordinated awnings and other aesthetic improvements add to the festive nature and allure of the downtown environment. These details must be prioritized and conditioned, including maintenance responsibility, upon the receipt of grant funds.

The municipal requirement of a public plaza as a component of a public benefit package, prerequisite to extra density within the site plan approval confines, would progress the community's goal to humanize the business district. A public plaza that functions as a market place in the morning, a place for outdoor cafes and restaurants through the afternoon and evening, and as the setting for festivals and performances brings all the diverse members of a community together.

Community festivals are both the expression of a sense of community and a mechanism for the development of a community. They bring together a diverse population of different ages, social and economic groups and ethnic backgrounds

and enable them to participate to achieve a common goal – the celebration of the community as a whole. To achieve its goal of bringing the community together, the festival needs to take place in a main square that, at least during the festival, is traffic free.

### **15. Increase Enforcement Presence and Code Compliance**

Brookhaven Town Community Development Department can provide a Code Inspector for a specific targeted district to enforce town ordinances. This community-based cooperative effort will serve to improve communication and strengthen compliance while instilling pride in the downtown district.



The residents of East Patchogue were particularly concerned with the lack of enforcement of Brookhaven town code in the downtown area. Increasing enforcement will serve to prevent further blighting of the East Patchogue area at the hands of property owners, who are unwilling or are incapable of maintaining their property, as well as controlling graffiti and dumping. Greater code enforcement will also help to prevent East Patchogue from sliding back into blight after it is revitalized.

### **16. Support a Transfer of Development Value Program**

Transfer of Development Value, TDV, is a planning tool that was mentioned in the 1993 Pine Barrens Legislation. TDV provides the ability for municipalities to preserve designated properties zoned for single-family development by using tax incentives or abatements.



The state-enabled Town program, best suited for new commercial development, will allow the transfer of school district tax savings, realized by preservation, to commercial development. The TDV program, designed and formulated on a school district basis, would allow developers of new commercial projects, located within designated MSD or areas designated for redevelopment, to purchase the parcel for its transferred tax abatement value.

The Town, once enabled by State legislation, would provide a formula, acceptable to the school district, where the tax burden of a single family residence is applied toward relief of the assessed taxes of the new commercial development.

**17. Instate a Community Development Block Grant Façade Matching Program within the downtown**

Façade rehabilitation can quickly improve the appeal and vibrancy of a downtown area. This is particularly important in East Patchogue given the blighted nature of the facades in the downtown. Properly planned and executed facades enable a downtown to develop and bind together, creating a theme around which business, in partnership with the greater community, may thrive. Funds dedicated from CDBG could help greatly in rehabilitating the neglected facades in East Patchogue, helping to reverse the blight that has persisted in the area for decades.



The objectives of a façade program are fully realized when a set of acceptable designs are coordinated and implemented to support the niche concept. The *Main Street Business District Design Manual* (MSBD), which is a component of the J-6 Main Street Business District code, is a valuable resource for the community to adopt and shape to suit their vision. The MSBD manual has been used to initiate a coordinated revitalization effort in downtowns across Brookhaven.



**18. Create public parks and plazas in the downtown**

Civic space is an integral component of economically successful downtowns. Civic space can take many forms, and the greatest public and private benefit can be realized by designing civic uses that encourage use and attendance that complement retail hours. The opportunity exists to site recreational facilities within the Main Street Districts. Active recreation facilities typically bring families into the district, provide parking, and encourage pedestrian traffic throughout the district. Recreational uses enhance and support the commercial and service businesses and address the needs and desires of the community. The relocation of constrained and contraindicated industrial uses within the main street districts may provide the recreational area necessary to develop civic facilities. The Town's Park and Recreation Department and the Division of Economic Development have successfully coordinated a number of public and private partnerships to develop recreational facilities throughout the Town of Brookhaven.

There are three possible locations for new parks within the East Patchogue downtown.

First, the rear of the former Plaza Theater site, currently a parking lot, could be



redeveloped as a park. Although this location does not front on E. Main Street, the area is adjacent to residential property and would provide a buffer from commercial activity. The second and third locations would be the land leftover from the re-alignment of Avery Avenue and Conklin Avenue that the county is currently undertaking. The parcels are owned by the county. In order to secure parks or plazas in these locations, the town would negotiate with the county and persuade them to use the leftover land for parks or the town could persuade the county to dedicate the land to the town, which could then transform them into viable civic space.

### **19. Branding/Niching**

If the community can organize and bring forth a branding concept in East Patchogue, the retailers and the residents will have a competitive edge and a more satisfying physical environment than can be achieved with tax and zoning incentives alone.

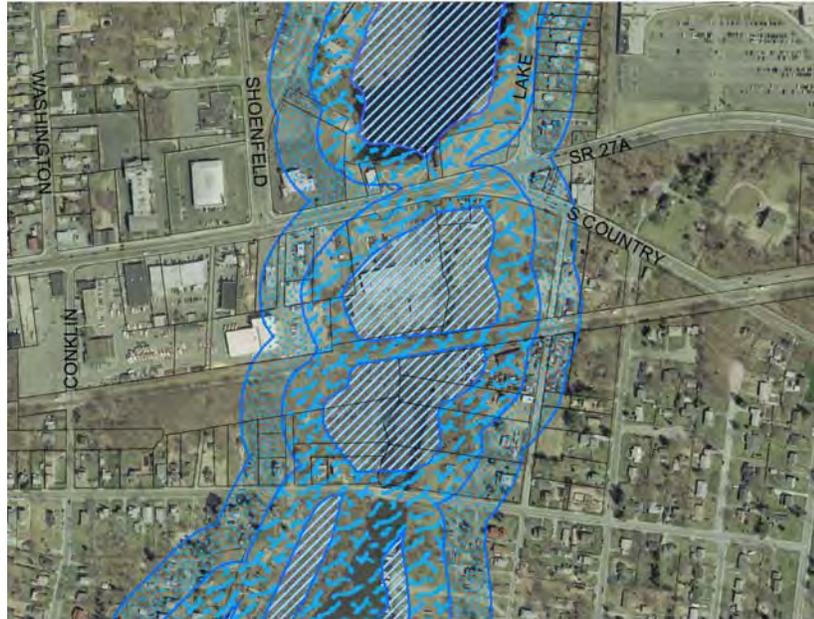
Niches are effective business recruiting tools. Unique existing niches lure similar retailers seeking a customer base for like products. Each niche is generally responsible for bringing together seemingly uncommon retailers. For example, a catering hall, a waterfront gazebo, a travel agency, a “dressy” dress shop, and a fine bakery in one promotional campaign could represent a wedding or celebratory theme.

A medical services niche can be developed around current uses; the County’s Health facility, Lab Corp phlebotomy services, and existing physical therapy services, supplemented with a Dialysis Center and an assisted living facility contiguous to the Mediterranean Manor would create the synergy to attract visitors who would require other services or retail offerings. The County’s Health Center alone services 47,000 residents annually, all of whom have incidental needs that could be satisfied in the East Patchogue downtown if the offerings were available.

**20. Rezone wetland parcels to a less intensive zoning district.**

The *Town of Brookhaven Swan River Watershed Management Plan* states that, “development surrounding the Swan River corridor has adversely influenced the river and the riparian corridor” (1-1).

<sup>4</sup> The *Swan River Watershed*



*Management Plan* further recommends “point and nonpoint source pollution management and control,” including “changing use regulations and modifying allowable uses that impact land uses and subsequently mitigate effects on the river” (pages 3-1, 3-26). The plan also recommends developing ways to decrease impervious surface in the watershed in order to reduce the amount of paved surface and allow additional precipitation to infiltrate groundwater and reduce concentrated flow volumes into the river (3-24).

Rezoning of the wetland parcels is expected to provide benefits to the community and the downtown through redevelopment incentives and a clear delineation of the downtown.

**21. Rezone remnant L-1 Industrial parcels in conformance with existing residential uses.**

In order to implement the recommendations contained in both the 1987 and 1996 Town Comprehensive Plans, and deter the potential for incompatible industrial land uses, the properties located south of the Long Island Railroad tracks should be zoned to a residential district, A-1 Residence, in conformance with existing land use.

**22. Apply for a Brownfield Opportunity Area Grant.**

Solicit State technical assistance to identify properties for redevelopment funding.

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<sup>4</sup> Cashin Associates, P.C. March 2007. *Town of Brookhaven Swan River Watershed Management Plan*.

The Brownfield Opportunity Areas (BOA) Program, administered by the New York State Department of State (DOS) provides financial and technical assistance to municipalities and community-based organizations. Funding can be used to complete revitalization plans and implementation strategies for areas affected by the presence of brownfield sites, as well as site assessments for strategic sites. DEC provides relevant technical assistance and advice to the Department of State and BOA grantees, particularly regarding site assessments on strategic brownfield sites in BOA study areas.

**23. Develop a Matching Grant Program to Support Individual Connections to Sewers.**

As funding becomes available for downtown revitalization, develop a matching grant program to assist business and property owners to connect to available sewers.

**24. Support Community efforts to Create a Media Arts Center.**

A committed group of volunteers has been working to bring a Media Arts Center to East Patchogue, in conjunction with the redevelopment of the Patchogue Theater. Such a facility could become an entertainment and educational destination, while providing needed community identity and pride. The complete proposal can be found at the Focus East Patchogue website.



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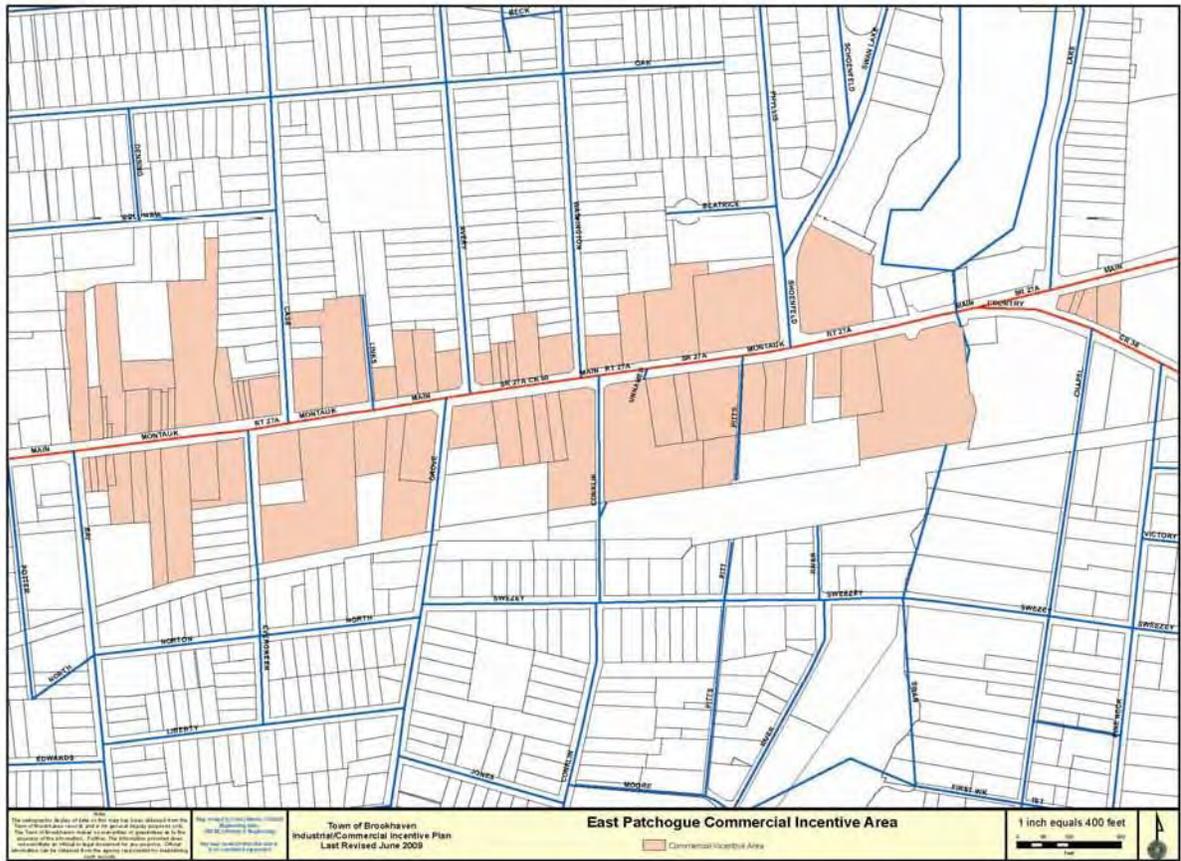
**Appendix A**

**East Patchogue Commercial Incentive Area**

Suffolk County Tax Map Numbers of Eligible Parcels

<b>1</b>	0200 97760 0200 010000	<b>36</b>	0200 97750 0400 037000
<b>2</b>	0200 97760 0400 013000	<b>37</b>	0200 97750 0400 039000
<b>3</b>	0200 97760 0400 011002	<b>38</b>	0200 97750 0200 031001
<b>4</b>	0200 97760 0400 012000	<b>39</b>	0200 97750 0200 033000
<b>5</b>	0200 97760 0400 019001	<b>40</b>	0200 97750 0200 031002
<b>6</b>	0200 97760 0400 008002	<b>41</b>	0200 97750 0200 028000
<b>7</b>	0200 97760 0400 020000	<b>42</b>	0200 97750 0200 026000
<b>8</b>	0200 97760 0400 005000	<b>43</b>	0200 97750 0200 035000
<b>9</b>	0200 97760 0400 006000	<b>44</b>	0200 97750 0200 027000
<b>10</b>	0200 97760 0400 004000	<b>45</b>	0200 97750 0200 032000
<b>11</b>	0200 97760 0100 016000	<b>46</b>	0200 97750 0200 030000
<b>12</b>	0200 97760 0100 040000	<b>47</b>	0200 97750 0200 024000
<b>16</b>	0200 97760 0100 041000	<b>48</b>	0200 97750 0200 025000
<b>14</b>	0200 97750 0500 015004	<b>49</b>	0200 97750 0200 020000
<b>15</b>	0200 97750 0500 019000	<b>50</b>	0200 97750 0200 019000
<b>16</b>	0200 97760 0100 013000	<b>51</b>	0200 97750 0200 021000
<b>17</b>	0200 97750 0500 016000	<b>52</b>	0200 97750 0200 023000
<b>18</b>	0200 97750 0500 018000	<b>53</b>	0200 97750 0200 022000
<b>19</b>	0200 97750 0500 020000	<b>54</b>	0200 97750 0300 007000
<b>20</b>	0200 97760 0100 014000	<b>55</b>	0200 97750 0300 006000
<b>21</b>	0200 97760 0400 001000	<b>56</b>	0200 97750 0300 013000
<b>22</b>	0200 97750 0600 008000	<b>57</b>	0200 97750 0300 012000
<b>23</b>	0200 97760 0400 003000	<b>58</b>	0200 97750 0300 010000
<b>24</b>	0200 97760 0400 002000	<b>59</b>	0200 97750 0300 001000
<b>25</b>	0200 97750 0600 007000	<b>60</b>	0200 97750 0300 009000
<b>26</b>	0200 97750 0600 006002	<b>61</b>	0200 97750 0300 002000
<b>27</b>	0200 97750 0600 026002	<b>62</b>	0200 97750 0300 003000
<b>28</b>	0200 97750 0600 001000	<b>63</b>	0200 97750 0300 011000
<b>29</b>	0200 97750 0600 004001	<b>64</b>	0200 97760 0400 007000
<b>30</b>	0200 97750 0600 005002	<b>65</b>	0200 97760 0400 018000
<b>31</b>	0200 97750 0600 005001	<b>66</b>	0200 97760 0300 011000
<b>32</b>	0200 97750 0400 042000	<b>67</b>	0200 97760 0300 014000
<b>33</b>	0200 97750 0400 038000	<b>68</b>	0200 97760 0300 013000
<b>34</b>	0200 97750 0400 026000	<b>69</b>	0200 97760 0300 012000
<b>35</b>	0200 97750 0400 027000		

# Revitalization Plan for East Patchogue



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