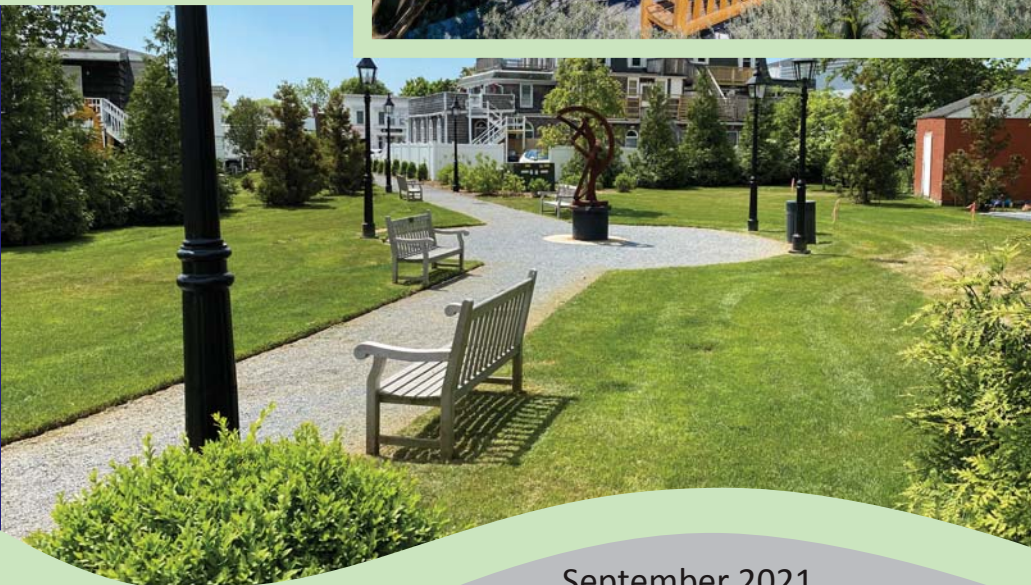


Village of Westhampton Beach Business Districts Planning Study *September 2021 Update*



September 2021

Prepared by:
Nelson, Pope & Voorhis, LLC
70 Maxess Road
Melville, NY 11747

Contact: Charles J. Voorhis, CEP, AICP
(631) 427-5665
www.nelsonpopevoorhis.com

Prepared for: The Incorporated
Village of Westhampton Beach
165 Mill Road
Westhampton Beach, NY 11978





Village of Westhampton Beach B-1, B-2 & B-3 Business Districts Planning Study September 2021 Update

Village of Westhampton, Town of Southampton
Suffolk County, New York

Prepared for: Village Board of Trustees
Village of Westhampton Beach
Village Hall, 165 Mill Road
Westhampton Beach, New York 11978

Prepared by: Nelson, Pope & Voorhis, LLC
Village Environmental Planning Consultant
70 Maxess Road
Melville, New York 11747
www.nelsonpopevoorhis.com
Contact: Charles Voorhis, Managing Partner
cvoorhis@nelsonpopevoorhis.com

Date: September 2021

Adopted on: October 7, 2021

Copyright © 2021 by Nelson, Pope & Voorhis, LLC

ACKNOWLEDGEMENT

The Village Board of Trustees would like to express its appreciation for the invaluable input provided by the public and members of the Westhampton Beach Business Districts Planning Task Force during the planning process.

Jim Badzik

Jacqueline Bennett

Jean Marie Braat

Michael Brunetti

Robert Busking

David Fox

Lynne Jones

Joseph Musnicki

Dee Kerrigan Perfido

Susan Rosenberg

Kyle Collins, AICP, Village Planner



Mayor Maria Z. Moore

Trustee Stephen A. Frano

Trustee Rob Rubio

Trustee Brian Tyman

Trustee Ralph Urban



TABLE OF CONTENTS

<u>Section</u>	<u>Page</u>
1.0 Description of the Proposed Project	1-1
1.1 Project History and Purpose	1-1
1.2 Study Area Location and Setting	1-2
1.2.1 B-1 Business District (Downtown Central Business District)	1-2
1.2.2 B-2 Business District (Highway-Oriented Business and Commercial Services District)	1-2
1.2.3 B-3 Business District (Highway-Oriented Business and Commercial Services District)	1-3
2.0 Recommendations	1-4
2.1 Land Use and Zoning	1-4
2.2 Traffic, Transportation and Parking	1-18
2.3 Sewers	1-23
2.4 Signage, Gateways and Wayfinding	1-26
2.5 Street Activity, Traffic Calming, Green Space, Pocket Parks, and Green Infrastructure	1-29
2.6 Promoting the Village as a Key Destination	1-33
3.0 Other Recent Changes	1-34
4.0 Summary	1-36

TABLES

Table 1: Business District Purpose, Function and Character B-1 District Versus B-2 and B-3 Districts	1-6
Table 2: Recommended Special Exception Land Uses for B-2 and B-3 Zoning Districts	1-7
Table 3: Additional Recommended B-2 and B-3 Zoning District Land Uses	1-9

APPENDICES

Appendix A: Full Draft Village of Westhampton Beach Business Districts Plan (February 2017)



1.0 DESCRIPTION OF THE PROPOSED PROJECT

1.1 Project History and Purpose

In August of 2015, Mayor Moore and the Village Board of Trustees commissioned a study of the Village's B-1, B-2, and B-3 business zoning districts, established a special planning task force, and in 2017, a draft study report was completed. The purpose of the 2017 "Village of Westhampton Beach Business Districts Planning Study" was to:

- inventory existing land use within the Village's B-1, B-2, and B-3 zoning districts;
- identify local economic and market characteristics;
- compile essential input from the Village's Business District Planning Task Force;
- perform a comprehensive evaluation of the suitability and effectiveness of the business districts' zoning regulations;
- identify land use issues, obstacles, opportunities and needs;
- develop a viable strategy that would address land use concerns and provide a blueprint for a successful and sustainable business community in the future; and
- provide an update to the Village's 2006 Comprehensive Plan.

The 2017 Study sought to identify suitable land uses for the Village's B-1, B-2, and B-3 business districts to: reduce commercial property and building vacancies, promote increased seasonal and year-round business activity, generate additional tax ratable development and/ or redevelopment, and support each business district in fulfilling a unique function that compliments, rather than detracts from the goals, purposes, and roles of other Village zoning districts. The recommendations and regulatory framework that was provided for each business district was designed to support the desired character, vision, and intended purpose of each district, providing essential goods and services to the community and its guests, creating viable business prospects, expanding employment opportunities for residents, and providing the policies and regulatory framework for the Village to thrive. To accomplish the goals of the study, a total of 39 recommendations were identified to address various essential topics. Since completion of the draft 2017 Business Districts Planning Study, many of these recommendations have been implemented, are currently being implemented, are in the planning stage, or are still being considered.

This document (The "Village of Westhampton Beach Business Districts Planning Study, 2021 Update") provides the status of the 2017 Study's implementation, including identifying those recommendations that have been implemented, those that are in the process of being



implemented, those that have not yet been initiated, and a few new recommendations to support recent opportunities or address community needs and new and innovative ideas. Moreover, some recommendations are ongoing such as ensuring that future buildings have acceptable architecture and uses are properly screened, lit and landscaped as part of site plan reviews; while other recommendations are contingent upon first implementing other essential actions, such as sewerage before new upstairs apartments can be established in the Downtown. The original unedited 2017 draft Study, including text, figures, and appendices, and original recommendations is provided in its entirety in **Appendix A**.

1.2 Study Area Location and Setting

The project Study Area includes those sections of the Incorporated Village of Westhampton Beach that are zoned B-1, B-2, or B-3 Business, including the Village's B-1 "Downtown Central Business District" and its B-2 and B-3 "Highway-Oriented Business and Commercial Services Districts." **Figure 1** shows the boundaries, locations, configurations and spatial patterns of the Village's B-1, B-2 and B-3 Business Zoning Districts (*All maps and figures from the 2017 Study are provided at the end of the 2017 report which is provided in **Appendix A** of this report*).

1.2.1 B-1 Business District (Downtown Central Business District)

The B-1 Business District is located near the center of the Village in an area that the Village Zoning Code refers to as the "Downtown Central Business District." This district includes land along stretches of Main Street, Sunset Avenue, and Mill Road (CR 71), as well as short sections of Oak Street, Beach Road, Brook Road, Library Avenue, Mitchell Road, Hansen Place, Maple Street, Moniebogue Lane, and Hulse Court, which intersect one of the three major B-1 streets listed above. **Figure 2** shows the boundaries, parcel lines, street network, salient physical features, and overall development pattern of the B-1 District.

1.2.2 B-2 Business District (Highway-Oriented Business and Commercial Services District)

The B-2 Business District includes land located along a section of Montauk Highway (CR 80) extending roughly from Lilac Road on the west, and Beach Road to the east, and along Westhampton-Riverhead Road/Oak Street (CR 31) from the intersection of CR 80/CR 31, north to Rogers Avenue Extension. The portion of the B-2 district along Montauk Highway, west of the intersection of CR 80/CR 31 includes land on the south side of Montauk Highway only, while the portion east of the intersection includes land on both sides of the highway. Similarly, the part of the district along CR 31 consists primarily of land on the east side of the road. **Figure 3** shows the



boundaries, parcel lines, street network, salient physical features, and development patterns of the B-2 District.

Unlike the B-1 District, the B-2 Business District is considered a “highway-oriented” business district or “corridor” as all lots within its boundaries have direct access, frontage, and visibility to and from the most heavily traveled arterial roads in the Village (CR 80 and/or CR 31). The B-2 District also includes property surrounding the CR 80/CR 31 intersection, which is perhaps the highest volume (busiest and most heavily used intersection) in the Village and connects Westhampton Beach to other nearby communities.

1.2.3 B-3 Business District (Highway-Oriented Business and Commercial Services District)

The B-3 District generally includes several parcels located at the northern end of the Village along CR 31, roughly from the intersection of CR 31 and Rogers Avenue Extension, north to the Village boundary. The B-3 District is located north of and contiguous to the B-2 District and south of the Gabreski Airport which is in the Town of Southampton; however, most land on the east side of CR 31 between the LIRR and Gabreski Airport is owned by the County and is zoned “P&C” (“Parks and Conservation”). Large tracts of preserved open space that comprise part of the Central Pine Barrens Core Preservation Area exist north of the LIRR and west of Gabreski Airport. **Figure 4** shows the boundaries, parcel lines, street network, salient physical features, and development patterns of the B-3 District.



2.0 RECOMMENDATIONS

The following is an updated list of recommendations from the original draft 2017 Study, the status of implementation, and a few new recommendations in support of study goals and the B-1, B-2, and B-3 Business Districts. The original recommendations were based on an analysis of conditions within the Village and identified the needs of the residential and business communities as provided by:

- the Westhampton Beach Business Districts Task Force;
- stakeholder interviews;
- data collected as part of past planning and visioning processes;
- prior Village studies and plans;
- examination of the Village Code;
- Study Area field observations; and
- other inputs and analyses from the previous planning investigation provided in **Appendix A** of this updated report.

In recent months, the Village Trustees have held a work session to discuss the study update and proposed new element of the 2006 Comprehensive Plan, held a public hearing to discuss appropriate land uses for the B-2 and B-3 Districts, and held a second public hearing to discuss the details of the update.

Recommendations from the 2017 study are discussed below. The statuses, updates, and new or revised recommendations are shown in ***bold italics***.

2.1 Land Use and Zoning

Finding: Business activity is generally strong in the summer when tourists and seasonal residents are present but falls off precipitously in the off-season, especially in the B-1 District. Year-round residents are the primary consumers of goods and services in the Village during late fall, winter, and early spring, and typically seek more affordably priced day-to-day staples and convenience products and services, rather than high end specialty items. Some B-1 District businesses close their doors or reduce their hours and/or days of operation in the winter due to the smaller customer base and/or decreased demand for the specific goods and services they provide.

Most year-round Westhampton Beach residents do much of their shopping in the Town of Riverhead where there are numerous and diverse businesses, including large nationwide chain stores and retail giants which offer a wide variety of products and services at affordable prices.



Riverhead also offers considerable opportunity for comparison shopping, whether one is shopping for shoes and apparel (e.g., Tanger Mall, Walmart, Target, Kmart, etc.); home and garden supplies (e.g., Home Depot, Lowes, etc.); more durable goods, such as kitchen appliances (Best Buy, Home Depot, Lowes or BJ's) or a new or used automobile at one of several auto dealerships located along Old Country Road (CR 58).

The large number of diverse businesses in the Town of Riverhead is difficult to compete with and would not compliment the "small-town seasonal character" of the Village; however, with proper zoning, and considering the shorter drive, customer service, and greater convenience that local businesses can offer, Westhampton Beach should be able to reclaim some of the local retail market.

Recommendation 1: The Village should consider allowing additional land uses in the B-2 and B-3 Zoning Districts to better serve year-round residents and local business needs. Businesses that offer affordable goods and services to meet the every-day needs of residents and businesses of Westhampton Beach and other nearby communities that may be underserved, and/or that can capture the business of commuters or other passersby along CR 80 and CR 31, are especially in demand. Mixed retail and business and office supplies are some of the uses that should be but are not currently permitted as-of-right or by Special Exception (SE) permit in the B-2 and B-3 Business Districts. Uses such as restaurants (currently permitted by SE) and personal service uses (many of which are permitted as-of-right or by SE permit) would also be beneficial in these districts. Allowing an accessory convenience store at the one permitted gasoline station in the Village, which is located at the northeast corner of CR 80 and CR 31, may also be appropriate and beneficial if this use is restricted to this one site as an accessory use (to prevent proliferation of this use) and the store is properly controlled by SE permit conditions of approval that ensure suitable parking, vehicle circulation, store size and other pertinent considerations. A wider variety of permissible land uses would allow more flexibility for free market forces to determine the uses that are in most demand and would help to expand the customer base for local businesses. At the same time, inherent differences between the primary purpose, function and character of the B-1 versus the B-2 and B-3 districts will help to maintain and promote disparity between land uses and district type and functions. **Table 1** below illustrates existing and anticipated district differences.



TABLE 1
BUSINESS DISTRICT PURPOSE, FUNCTION AND CHARACTER
B-1 DISTRICT VERSUS B-2 AND B-3 DISTRICTS

Business-1 District (B-1)	Business-2 (B-2) and Buisness-3 Districts (B-3)
Compact walkable mixed-use Downtown, cherished Downtown character	Auto-oriented arterial commercial corridor
Mostly seasonal/tourist patronage, public events and entertainment, closer connection to the waterfront, with hopes toward extending the season and providing greater mix of uses through the establishment of sewers	Mostly serves year-round residents, residents of underserved nearby communities, and passersby and commuters along major roadways, employees and patrons of the APDD, a closer connection to SR 27, expand uses
High-end products and services, boutique shops, professional offices, small retail, sit-down restaurants, delis and cafes, apartments over stores, entertainment, and events	More affordable day-to-day products and services for year-round residents, home and auto supplies, variety stores, general merchandise, convenience
Small lots, greater lot coverage & larger building footprints relative to lot size, shallower setbacks including existing zero-to-five-foot front setback, relationship to street, two-story buildings	Larger and wider lots compared to B-1, lower coverage but larger overall building footprints, mostly single-story buildings
Mix of on-street, municipal, and off-street parking	On-site private parking lots and shared parking with cross accesses
Proposed sewers are a priority to support more restaurants, apartments, hotels, other “wet” uses, and more year-round and weekend activities and increased nightlife	On-site septic systems, possible future connections to sewers

Based on a review of the Village’s “Table of Use Regulations” (197 Attachment 1:1 of the Village Code), input from the Business Districts Task Force and local realty professionals, and the retail market analysis prepared by NPV and contained within this plan, the following *additional* land uses (beyond what is already allowed as-of-right or by SE) should be permitted within the B-2 and B-3 Districts, subject to SE review and approval:



TABLE 2
RECOMMENDED SPECIAL EXCEPTION LAND USES
FOR B-2 AND B-3 ZONING DISTRICTS

Moderate Market Demand	High Market Demand	Other Demand
apparel and accessories stores	electronics stores	A single minor mini-market or convenience store ⁽¹⁾
Florists	shoe stores	stationary or office supplies stores ⁽²⁾
retail pharmacy, drug store or health and personal care store ⁽³⁾	luggage & leather goods stores	The new Best supermarket appears to fulfill previous demand for a supermarket noted by the project Task Force
	variety stores ⁽⁴⁾	
	general merchandise stores ⁽⁴⁾	

1. This use has the potential to capture pass-by and commuter traffic along CR 80 and CR 31, serve locals and draw some business from nearby communities. Tying this use to the only permitted gasoline station in the Village restricts this use to one site which will help to prevent the proliferation of convenience stores.

2. Currently there is sufficient supply of these types of businesses but with new office complexes being constructed at the Gabreski Airport APDD and continued small office use in the Downtown, these products may come into greater demand.

3. This recommendation predates the proposed CVS pharmacy in the B-1 zone which may fulfill some or all the unmet demand for this type of land use.

4. Variety stores and general merchandise stores are defined by the 2007 North American Industry Classification System (NAICS), which the Village uses to define its land uses in its Table of Use Regulations, include: automotive parts & accessory stores*; home supply stores/home centers*; hardware stores*; general stores, variety stores, dollar stores, used merchandise stores*, department stores; warehouse clubs, superstores or super centers, and mail order houses/no-store retail. Uses with an * next to them are already permitted in the B-2 and B-3 Districts either as-of-right or through the SE permit process.

Update: The Board of Trustees amended § 197-1 “Definitions” of the Village Zoning Code to allow convenience stores as accessory uses to “Automotive Service Stations.” The size of the convenience store is controlled by lot size, number of fuel pumps, and parking. The Valero fueling station located on the northeast corner of CR 80 (Montauk Highway) and CR 31 (Old Riverhead Road) is currently being considered by the Planning Board for site plan approval. There has also been interest expressed by the owner of the lot located on the northwestern corner of CR 31 to construct a gas station with a convenience store in that location. It is noted that establishment or expansion of this use is subject to a Special Exception approval from the Village Board.

In addition, as noted in Table 10 on page 45 of the 2017 Study, the recommended retail pharmacy, drug store, or health and personal care store, which was previously identified as



having moderate market demand in the Village, is no longer needed as this demand has been met by the new CVS and the Walgreens and Barth's pharmacies. The consensus for other listed business uses with unmet demand that could be added to the B2 and B3 Districts without risk of a negative impact on the Downtown are listed below. The first three uses were identified by the 2017 Study as having moderate or high demand:

- **Florist:** *This use is currently prohibited in the B-2 and B-3 Districts but is permitted in the B-1 District.*
- **Electronics:** *This use is currently permitted in the B-1, B-2 and B-3 Districts.*
- **Luggage/leather goods:** *This use is currently prohibited in the B-2 and B-3 Districts but is permitted in the B-1 District.*
- **Sporting goods store** *This use is currently prohibited in the B-2 and B-3 Districts but is permitted in the B-1 District.*
- **Marine supply store:** *This use is not listed in the Village's Table of Use Regulations and therefore is prohibited but there is a listing for boat and recreational vehicle dealer which is permitted in the B-2, is an SE use in the B-3 District and is prohibited in the B-1 district.*
- **Mail/internet order houses – delivery type uses:** *This use is permitted in the B-1 District but is prohibited in the B-2 and B-3 Districts.*
- **Indoor sports/recreation:** *This use is not listed in the Village Table of Use Regulations. Instead, the Village has entries for "bowling," "physical fitness facility," "other indoor recreation," and similar uses. In the B-2 District, these uses are permitted (P) or allowed as an SE use. The B-1 and B-3 Districts do allow these uses as-of-right or by SE permit, except for "other indoor recreation" which is prohibited in the B-1 and B-3 Districts.*

More recently, input received from the Village's Business District Planning Task Force, local business community, prospective business owners and the Village Trustees indicates the need and/or desire for additional appropriate land uses in the B-2 and B-3 Districts to decrease business vacancies and provide greater opportunities for a healthier and more successful business community. Uses considered for the B-2 and B-3 Districts at a recent Trustee work session and subsequent public hearing include the following recommended land uses.



TABLE 3
ADDITIONAL RECOMMENDED
B-2 AND B-3 ZONING DISTRICT LAND USES

- ***Florist (4531)***
- ***Sporting goods store, bicycle shop (45111)***
- ***Other indoor recreation (713940) (In the B-3 zone; currently permitted in the B-2 zone by SE)***
- ***Grocery store, excluding convenience stores (445110) (maximum gross floor area 5,000 SF)***
- ***Meat market and fish & seafood market (4452)***
- ***Catalog and mail/Internet order house (454113)***
- ***Tobacco/cigar store (45399)***
- ***Optical goods store (44613)***
- ***Luggage/leather goods (44832)***
- ***Day spas (812199)***
- ***Permanent makeup salons (812199)***
- ***Depilatory or electrolysis (i.e., hair removal) salons (812199)***
- ***Ear piercing services (812199)***

Recommendation 2: Regarding the “mini-market or convenience store” use listed above, the Village should consider allowing a small convenience store by SE permit as an accessory use to a gasoline filling station within the B-2 District. Small convenience stores selling snacks, soda, coffee, and other small convenience items are now commonplace at filling stations and not allowing this use can make competing with other nearby filling stations more challenging. A filling station/accessory convenience store use is particularly suited for a major intersection such as CR 80 and CR 31 and can capture the business of local motorists, commuters and other passersby along these major roadways and can bring revenue to the area from outside the Village.

Gasoline stations are currently identified as SE uses in the B-1 and B-2 Districts and addition of or expansion to a convenience store should be treated with a similar level of care and forethought. Issues relating to parking, site circulation and access and egress are common with convenience stores as they often have high customer activity, will involve vehicles queuing at the pumps, and receive periodic large shipments of fuel which can complicate or obstruct parking, queuing, and circulation. Also, these uses are often located along heavily travelled traffic corridors or at major signalized intersections which can restrict easy access and egress. Therefore, at a minimum, standards and requirements for suitable parking (e.g., 1 space per 100 SF of convenience store



space, excluding parked vehicles at the pump) and traffic and circulation evaluations during site plan review should be required by code for all such site plan reviews to ensure public safety and convenience. If a project does not meet the spirit and intent of SE permit standards it should be denied. Finally, allowing a convenience store as an accessory to the one filling station permitted in the Village will ensure that these uses do not proliferate in the Village.

Update: As noted above, in November of 2019 the Board of Trustees amended § 197-1 “Definitions” of the Village Code to permit convenience stores as an accessory use to “Automotive Service Stations.” The size of the convenience store is controlled by the lot size, number of fuel pumps and parking. The proposed Valero station located on the northeast corner of CR 80 and CR 31 is currently being reviewed by the Planning Board for site plan approval for an accessory convenience store use. There has also been interest expressed by the owner of the lot located in the northwestern corner of CR 31 and CR 80 to construct a gas station with a convenience store in that location.

Finding: The B-2 and B-3 Districts currently contain a variety of small businesses. An “anchor” or “magnet” business and associated compatible small- to medium-sized retail and personal service businesses that can serve repeat customers, would help in supporting and sustaining the Village during the off-season, and promote the notion that Westhampton Beach is a year-round “destination,” rather than a sleepy bedroom community during the winter months. Despite the need to promote the Village as a place to do business and obtain the essentials, vacant land that is properly zoned and within a viable location to implement the above objective is in short supply and waiting for land to be redeveloped or buildings to be leased for other uses could take many years before significant results are seen.

Recommendation 3: The best location for a new retail anchor or mixed-use development is along Montauk Highway (CR 80) or Old Riverhead Road (CR 31) within the Village’s B-2 District and would ideally be located on a large vacant or underutilized lot that is highly visible from one or more major streets and is adjacent to other commercially zoned land. Land at the northwestern corner of the intersection of CR 80 and CR 31 (SCTM Section 4, Block 1, Lots 19, 20, 22.1, 23, 26.3, 30, 31 and 32) appears to be such a location, as this site is very large, is at a prime location, and for the most part is vacant. Most of this site, however, is zoned HD, which would preclude certain options for a viable anchor business, if a hotel chain or local hotel entrepreneur does not wish to locate there, and although a hotel or bed-and-breakfast is clearly appropriate and would help to bolster business activity in the area, limited demand in the off-season may dissuade the establishment of such businesses. This belief may be partially supported by the fact that the land has remained vacant for quite a while, and serious interest in the development of a hotel has not been expressed or at least has not been acted upon. In fact, there was an approval for a multifamily residential development at the site several years ago, but no action has been taken



toward its implementation. Moreover, a second HD, located along the west side of Old Riverhead Road, was recently partially developed with a small multifamily residential community known as “Timber Ridge at Westhampton Beach,” which was likely the “highest and best use” of the site, at least at that time.¹ Finally, it is noted that the APDD also allows hotels and that some hotel chains or others who may wish to open a hospitality business might prefer this location as it would be closer to the APDD and possible corporate, professional and medical offices, technology park, industries, large wholesalers, the airport, train station and other similar uses.

Due to the HD’s central location at the corner of a major intersection and the high level of visibility from major thoroughways, quality site design, landscaping, streetscaping, signage, and safe and efficient access and egress is necessary to maintain and enhance community character and ensure maximum district performance. The assembly of land at this location and redevelopment in accordance with a master site plan would be ideal for this property to provide coordinated high- quality development at a suitable density.

Update: The Village has since received applications on several HD zoned lots located on the north and south sides of the Timber Ridge at Westhampton Beach condominium complex. These lots include: SCTM Section 2; Block 1; Lot 7.2 and Section 4; Block 1-7; Lots 9.2, 9.3 and 10. Proposed uses include a multifamily residential development consisting of 16 multifamily dwelling units for senior citizens, and two special trade contractors’ offices. In addition, although the Village has not received an application for the last remaining (and larger) lot within this HD zone (SCTM Section 2; Block 1; Lot 12.2), there has been some discussion about a possible non-medical office building/hub for an east end medical group at this location. Finally, an application has been submitted to the Village for a 22-lot single-family residential subdivision on two adjacent R-2 single-family residentially zoned lots on the west side of the HD zone.

Finding: Lodging (hotels and bed-and-breakfasts) would help to support Village visitation. The HD, along CR 31, is partially developed with a multifamily residential development and an approval for a 48-unit condominium complex was granted a few years ago at the HD at the northwest corner of the intersection of CR 80 and CR 31, though no development has occurred at this site. Moreover, the APDD permits hotel uses and may draw hotel entrepreneurs to this site.

¹The HD currently allows hotels, bed-and-breakfasts, multifamily residential developments including senior housing, assisted living facilities, as well as some retail uses, offices, services, and other uses, primarily by SE Permit.



Recommendation 4: Recommend, promote, and support the redevelopment of the closed bank site located in the B-1 adjacent to the east side of the Great Lawn. A small Downtown boutique hotel use would be ideal at this location, if sewers are installed Downtown.

Update: The property adjacent to the east side of the Great Lawn was purchased and the land has been cleared. The owner has submitted plans to the Village Planning Board for a 10-room boutique hotel. There is also discussion of constructing a second building to the rear of the property for future restaurant, pending progress on sewer district improvements.

Finding: The nearby APDD at Gabreski Airport is currently partially developed with office uses and is likely to draw up to several hundred thousand square feet of additional office space and industry, technology, wholesale businesses, hospitality businesses or other relatively intensive land uses to the area in the future. The B-2 and B-3 Districts should capitalize on these future land uses due to their close geographic proximity and consider offering the goods and/or services, equipment and/or furnishings to support these and other area businesses. Land uses that would serve the local workforce and clientele of the APDD (e.g., convenience-type restaurants, etc.) may also be possible, allowing for finer “sit-down” restaurants that offer a unique dining experience in the Downtown.

Recommendation 5: Expand opportunities for land uses that are supportive of, compatible with, and capable of capitalizing on the future demands of the airport property and APDD, while maintaining a separate role and character in the area as the B-2 and B-3 Districts. The currently allowable land uses, and development densities permitted within the B-2 and B-3 Districts are appropriate but should be complemented with the uses identified under Recommendation 1 which include retail stationary or office supplies stores that could provide businesses and industries in the APDD and surrounding area with the essential products, services, equipment, and furnishings they need. Some business support service uses, such as printing, publishing, and copying services, which are currently permitted as-of-right or pursuant to a Special Exception Permit, may also become more viable as the APDD and Village Business Districts grow.

Finding: The Village’s year-round population has fluctuated over the past 20 to 25 years. The population was 1,542 in 1990, which increased to 1,902 or by 23 percent by 2000, but fell by 9.5 percent to 1,721 by 2010. It is unclear what caused the recent decline in population but it may be due to changes in household size as families are having fewer children, a greater number of empty nesters or retired persons now living in the area, possible conversion of year-round residents to seasonal residents who would not be counted in the local Census, issues relating to the recent recession and loss of job opportunities or a trend toward young adults moving off Long Island and relocating to more affordable locations. In any event, much of the residentially zoned



land in the Village is already developed, and due to small lot sizes and the absence of public sewers to support them, prospects for B-1 apartments are limited. Additional demand for housing may, nevertheless, arise in the Village in the future as part of normal growth or if large corporations, professional and medical office complexes, or large industrial facilities become established at the APDD and skilled tradespersons and office professionals are drawn to the area seeking gainful employment and a shorter commute to work.

Some limited residential growth would help keep pace with need and increase local demand for goods and services and provide needed support to businesses in the area. Such growth could also incentivize businesses to keep their doors open later in the evening and in the off-season and support the arrival of new businesses, thereby making the business community more viable and sustainable. At the same time, it is important to balance growth with the preservation of the existing character of the community and quality of life for residents; therefore, this growth should be limited.

Update: According to the US Census, the 2020 population of Westhampton Beach rebounded from 1,721 in 2010 to 1,922 in 2020 for an increase of 201 (11.7%) over the ten-year period. See updated discussion under Recommendation 3 regarding current uses and pending applications. In addition, there is currently a 52-unit multifamily housing development application before the Planning Board that is in the latter stages of review. This project involves land that is zoned MF-20 and is located east of the Village's B-3 zone and north of Rogers Avenue.

Recommendation 6: Support the use of upstairs/second-floor spaces in the B-1 District for apartments (or offices) by sewerage the Downtown and promoting mixed-use development. Upstairs apartments would increase business activity as the population grows and demand for goods and services increases in the area, provide potential live/work options for building owners or their tenants, help to retain young adults in the Village who have much to offer but often leave Long Island in search of more affordable places to live, provide a greater human presence and vitality during the day, night and throughout the year, and supplement building owner/landlord incomes.

Update: New second-story apartments are anticipated in the B-1 district in the future once the pending Phase 1 sewer installations are completed. See also Recommendation 26 below for additional details/updates on the sewer project.

Another option for multifamily housing is to rezone property along the east side of Potunk Lane from the southern HC district boundary to Main Street (which includes land currently containing the Morgan House) to Multiple Residence-20 (MF-20) to allow additional "Downtown"



apartments or create a new district for this area such as a Hamlet Office/Residential District (“HO District”) or extension of the existing Hamlet Commercial/Residential (HC District).

The MF-20 District permits single-family detached and two-family detached dwellings as-of-right and allows multiple dwellings condominiums and cooperatives by SE permit. Currently, this area is relatively restricted in terms of the number of dwelling units that could be established on the site due to Suffolk County Department of Health Services caps on septic system discharge. However, the Village’s proposal for installing sewers in the area in the future or use of new County approved advanced on-site septic systems could address this concern and allow for additional unit density. The MF-20 District allows up to 10 one-bedroom, 8 two-bedroom, or 6 three-bedroom developments per 40,000 SF and has a minimum lot area requirement of 20,000 SF. Allowing for apartments would also help to provide more affordable housing opportunities for seniors and young adults.

If an “HO District” is preferred, the district would allow one- and two-family and multi-family residences or apartments, and small offices that are compatible with and easily integrated into this area. The district would have its own dimensional standards and design guidelines to ensure suitably scaled development that is consistent with the residential character of the area, has little or no impact and transitions well from the B-1 District to outer single-family residential zones.

Update: The Village considered its options and received input from area residents regarding a change from R-2 to a transitional mixed-use zoning district along the east side of Potunk Lane from the existing HC District located across from Village Hall, south, to the B-1 District. The district would allow low impact land uses such as single-family residences and home occupation offices as currently permitted in the R-2 zoning district, as well as an option for compatible first-floor offices and limited upstairs apartments. This could be accomplished sometime in the future through the creation of a new Hamlet Office/Residential District or similar zoning that would allow modest mixed-use growth while remaining sensitive to existing single-family residential uses through dimensional zoning restrictions, screening and buffering requirements, residential-style architecture, and other mitigative standards. The Trustees do not plan to move forward with this recommendation at this time but would like to keep this option open for future consideration when the area is fully sewered and additional demand for mixed use growth warrants.

Finding: The Timber Ridge multifamily residential development is located near the center of the HD district on the west side of CR 31. Several single-family homes, small to moderate sized vacant lots, and a recently closed garden center currently exist in the HD, on the north and south sides of the Timber Ridge community. These residential lots and adjacent vacant parcels appear too



small for hotel uses and there are limited choices for the owners of the smallest lots to redevelop due to parcel sizes, widths, and/or configurations, minimum HD setback requirements (front 50 feet, side 50 feet, rear 100 feet) which leave limited space for development, the need for a master developer to assemble properties, and the limited uses permitted in this zone. If these properties are not rezoned to a more appropriate district, individual property owners may have to seek variances for future development, if they choose to develop or redevelop their lots independently.

Recommendation 7: Ideally, these areas would be acquired by a developer and developed for a hotel, multifamily residential or other HD uses or a mixed use. However, due to the multiple ownerships, generally limited sizes of the lots, and the lack of interest or inability to develop these lots as zoned, retail uses could be considered. Therefore, the recommendation is to rezone these lots to B-2 and provide adequate buffers and screening along adjacent residential property or other potentially sensitive land uses or zoning districts.

Update: *The Village revised its code to allow contractors' offices as a special exception use in the HD zone. The garden center location (51 Old Riverhead Road (CR 31)) has been sold since the 2017 Study was underway and the new use at this site is a contractor's office. Similarly, the residential lot at 91 Old Riverhead Road was sold and is now being used as a contractor's office after variances were granted for existing and proposed setbacks.*

As noted previously, another assemblage of parcels located south of Timber Ridge Condominiums is pending final approval for a 16-unit multifamily senior housing development. The setbacks for multifamily housing are different from those normally applied in the HD zone and do not pose a problem for the proposed development. This leaves two lots including land at 85 Old Riverhead Road consisting of 2.3 acres with a single-family dwelling up front and a mostly wooded rear yard, and 89 Old Riverhead Road, consisting of a 0.2-acre single-family dwelling, both now bounded by HD development to the north and south. See also the update to Recommendation 3 for a discussion of current uses and pending applications.

Finding: There is a relatively large (one-acre) vacant parcel (SCTM Section 12, Block 4, Lot 25) located along Sunset Avenue, a short distance north of Sunset Avenue and Main Street, which presents an opportunity for establishing a new viable land use at a prime development site in the Downtown.

Recommendation 8: This property should be developed with one or more businesses, a cultural facility such as a museum that will broaden the Village's cultural niche, or a mixed-use development such as retail, office, and apartments to provide a greater diversity of land use, needed infill development, increased vitality and interaction, and a more compact and walkable



Downtown. The property is close to the performing arts center and could be connected to the Village owned property that contains a tourist information office and public restrooms, as well as Glovers Lane which leads by a formal pedestrian walkway to the municipal parking lot to the north. A formalized pedestrian alleyway with decorative lighting and shade trees could be provided between the Village owned property and this site, thereby increasing site interconnectivity. On-site parking should be required to supplement available on-street parking.

Finding: There are many small professional offices in the Downtown, some of which occupy first-floor storefronts rather than upstairs spaces. The reason for this appears to be an inadequate supply of retail, restaurant, cafés, or similar types of businesses that are willing to occupy these ground-floor spaces year-round, coupled with the Village being a desirable place for small professional offices to operate. This arrangement, however, detracts from pedestrian activities such as window shopping, which can help make Downtown business districts more vibrant, interesting, enjoyable, and successful. As a result, it is important that the Village seek to promote land uses that can fulfill local year-round demand as well as draw others to the area during the late fall, winter, and early spring, such as mixed-use buildings with first-floor retail and restaurants, while retaining its office uses and moving them to second-floor spaces and/or promoting the establishment of second-floor apartments.

Apartments are currently permitted by Special Exception (SE) Permit in the B-1 and B-2 Districts but due to the high volume of wastewater generated by these uses, occupancy of buildings by other uses, limited lot sizes, and absence of public sewers in the area, the SCDHS is forced to either restrict or prohibit apartment uses. Second-floor apartments, particularly in the B-1 District could help promote more year-round vitality, provide live/work arrangements, and could potentially offer rental apartment opportunities for young adults who may otherwise choose to locate off-Island in search of affordable housing.

There is also potential for second-story additions on some single-story buildings in the Downtown; especially if sewers are installed in the area. While small offices are essential to a mixed-use business district, they also provide quality jobs and essential services, and generate activity and beneficial secondary benefits, they do not provide the level of activity or presence, particularly in the evening, at night, or on weekends, that other uses do to ensure a dynamic business district. Second-story additions should ideally reflect the existing architectural styles, charm, and quaintness of the Downtown (e.g., gable or hipped roofs, dormers, wood shingle or clapboard siding, window shutters, etc.).

Recommendation 9: The B-1 District should maintain its successful small office niche which provides quality jobs and services and brings workers and their clients to the area but at the same



time support the establishment of additional year-round retail and restaurant uses within first-floor storefronts and locate offices and/or apartments in upstairs spaces. This should help to support greater land use diversity, generate more activity in the Downtown, enhance window shopping opportunities, promote greater interest, and create a more walkable Downtown mixed-use business district.

Sewering the Downtown (as recommended by this plan) would help to support more cafés and restaurants on ground floors which can serve seasonal and year-round patrons, local shopkeepers and their staffs, tenants of upstairs rental apartments, and possibly support greater evening and nightlife. See also Recommendation 6.

Update: Since 2017, the Village has made significant progress toward sewerage the Downtown and is poised to begin Phase 1 construction in early 2021. See update to Recommendation 26 regarding the status of the sewer project.

Finding: Besides the many seasonal shops in the Downtown that serve primarily summer clientele and the relatively strong professional office sector, other positive attributes of the B-1 District, considering its limited size, are the arts, culture, and entertainment sectors, including various outdoor community events, such as green concerts and arts and crafts shows; entertainment at the performing arts center; and big screen movies. These sectors could be expanded or more vigorously supported to encourage the creation of a larger, more unique, and formidable arts, culture and entertainment niche and attract more people to the area, not only during the summer, but in the off-season too. The area's recreation and ecotourism sectors, which include fishing, boating, swimming, sight-seeing, and hiking or other activities in the pine barrens is also a draw to the Village. Businesses such as fine restaurants and cafés that cater to those attending community events, visiting cultural institutions, galleries, or specialty shops, or that have been out enjoying the area's natural resources, are essential to the Village's economic wellbeing. Ideally, businesses would remain open before and after special events and local activities; however, many businesses close their doors due to the absence of a night life needed to sustain them.

Update: The movie theater at the roundabout at 2 Brook Road, will not reopen following the Covid-19 pandemic. The property is within the Village's B-1 zoning district and would be appropriate for various uses but is particularly well suited for a new cultural use.

Recommendation 10: Support the enhancement of cultural activities in the B-1 and promote the area as not only a Downtown with quality shops and dining experiences but also as having a niche in the arts and culture, entertainment, and recreation/ecotourism sectors. Regarding arts and



culture, one step would be for the Village to work with the East End Arts Council toward achieving this goal. Uses such as a quality museum or other similar cultural, entertainment, amusement, or recreational facilities, which are permitted as-of-right or by SE permit, are appropriate and would help to enhance the Village's reputation as a place to visit and a cultural center. The farmers market that is currently held in the community is one example of a successful activity that attracts people to the area.

Update: As indicated above, the movie theater at the roundabout at 2 Brook Road, will not reopen following the Covid-19 pandemic. The property is within the Village's B-1 zoning district and would be appropriate for various uses but is especially well suited for a cultural reuse.

Recommendation 11: Promote more social or outdoor business activities in the summer and more importantly, during the off-season, such as during the Christmas and New Year holidays or sponsor special events such as marathon races for charity. Business owners should be alerted to special events so that they can stay open and support and capitalize on these activities, even if it is not feasible to stay open every day or late at night. Coordination with the Chamber of Commerce or other business organizations may be helpful in this regard.

2.2 Traffic, Transportation and Parking

Finding: The intersection of Mill Road, Main Street and Library Avenue is difficult to negotiate and gets backed up in the summer.

Recommendation 12: The Village should consider the costs, benefits, and feasibility of constructing a small roundabout at this location to better control vehicle activity at this intersection. Another option is "curb extensions" or "bulbouts" as detailed in the KPC Planning Services Main Street Streetscape Study. These features can provide traffic calming, safer and more convenient pedestrian crossings, increases pedestrian/ motorist visibility, enhances streetscapes, and provides other benefits.

Update: The Main Street Renovation Project was completed in May of 2020 and included the installation of a small roundabout at the Mill Road/Main Street/Library intersection, as well as many curb extensions to improve vehicular and pedestrian safety.

Finding: Traffic gets backed up along the southbound approach of CR 31 at the intersection of CR 31 and CR 80. Currently, there are two travel lanes along CR 31 including one left hand turn lane on to CR 80 (east) and one combined through lane (to Oak Street) and right turn lane (to CR 80) (west) at its intersection with CR 80.



Recommendation 13: In light of the possibility for sewers which may generate greater activity, increased traffic from nearby APDD operations, and the possibility for an anchor retail use, multifamily residential use, or mixed-use development at the northwest corner of CR 31 and CR 80, the Village and future developer of the vacant land at CR 31/CR 80 should work with Suffolk County to construct a separate southbound to westbound right hand turn lane from CR 31 to CR 80.

Update: *The Village continues to work to implement its sewer projects, which combined with activities at the APDD, is expected to generate beneficial growth and economic opportunity in the Village. In anticipation of this activity including currently proposed and recently approved projects, the Village has pursued funding from Suffolk County for the construction of a separate southbound to westbound turn lane. The County has agreed to widen the intersection and install the turn lane, but a lack of funding at the County level has delayed the project. The Village should continue to monitor funding sources and apply for funds as they become available.*

Finding: Parking, including on-street parking and parking in private and public surface lots, is generally available in the Downtown (B-1) Business District, even in the summer, but increased growth and business activity in the future associated with sewerage could place additional strain on this parking supply. Insufficient, remote, inconvenient, or difficult to find parking spaces are factors that can discourage people from coming to the Downtown if parking availability dwindles and becomes increasingly difficult or inconvenient to secure.

Recommendation 14: Better wayfinding and signage should be provided to alert visitors of the locations and availability of municipal parking in the Downtown.

Recommendation 15: Consider restriping angled parking spaces in the Downtown to 45-degrees to create additional spaces.

Update: *The Main Street Renovation Project completed in May 2020 included 45-degree angled on-street parking.*

Recommendation 16: Constructing a parking garage at the Mill Road municipal parking lot was raised as a possibility if demand for parking becomes an issue in the future and business activity became strong enough to warrant the greater expense associated with construction and maintenance. This type of parking infrastructure, however, can be very expensive to construct and maintain and would likely require significantly more parking demand and the assessment of parking fees.



Finding: The primary means of mobility in the Village is the automobile with some limited pedestrian activity, particularly in the B-1 District, and bicycle and public transit (bus) travel. The Village needs to capitalize on alternative and multimodal transportation opportunities (car, cab, bus, charter bus, train, plane, bicycle, and/or walking) to increase transportation and access options and encourage more people to visit and conduct more business in the Village. Use of alternative or multiple modes of transportation can help to lessen the effects of increasing traffic congestion and make parking supplies more available.

Recommendation 17: Work with Suffolk County Transit to ensure that bus service is provided to and from the Westhampton Train Station or construct a bus shelter with benches on the west side of CR 31, south side of the Long Island Railroad, along the frontage of the northeast corner of SCTM Section 2; Block 1; Lot 19.5. A bus shelter could also be provided at the existing Suffolk County Transit bus stop located on the south side of Montauk Highway (CR 80) near the east end of the Study Area. This stop would be within a reasonable walking or biking distance of the train station and could help to serve the site it fronts on (Lot 19.5) once it is developed and other area establishments.

Recommendation 18: Acquire or request a dedication of land during site plan reviews and open the privately owned road located across from the car wash on CR 31 which extends from CR 31 to Depot Road. Provide signage indicating that this road leads to the Westhampton Beach Train Station. Opening this road would improve access to the train station, improve connectivity between the two roads and help to alleviate traffic congestion along CR 31. A traffic study should be performed to evaluate the interaction of entering and exiting traffic with traffic along CR 31 including the lengthy backups from the CR 80/CR 31 intersection during the summer. Overall, opening this road to the public may alleviate some of this backup by providing an alternative route for locals who wish to travel westbound along CR 80.

Recommendation 19: Promote and support alternative or multimodal transportation options to ensure that people who wish to or need to use other forms of transportation are aware of this option and can do so as safely and conveniently as possible. The nearby Westhampton Train Station (“Westhampton Station”) located at the terminus of Depot Road near the Town/Village municipal boundary, approximately 1,150 feet west of CR 31, could support public and multimodal transportation options for persons visiting Gabreski Airport, the APDD or the Downtown (B-1) Business District, public beaches, or other area destinations. The proximity of Westhampton Station to the Study area coupled with other transportation options (e.g., plane, train, bus, cab, Hampton Jitney, boat, bicycle, and pedestrian activity) should be supported as demand increases. Signage and tourist information could help in promoting the use of alternative transportation and associated facilities and amenities.



Recommendation 20: Sidewalks should eventually be provided along both sides of Old Riverhead Road and Montauk Highway in the Study Area to facilitate safe pedestrian activity. The Village should coordinate with the Suffolk County Department of Public Works as site plans are submitted to ensure that sidewalks are constructed as new development and redevelopment occurs to provide sidewalks where they are currently absent but are needed.

Update: *This recommendation has been the practice for all new developments along Old Riverhead Road. The Village should continue to seek sidewalk extensions along sections of CR 31, where none exist, as part of future site plan and subdivision reviews.*

Recommendation 21: Set up a Village public bicycle rental or free service sponsored fully or partially by local businesses through advertisements.

Update: *The Village contracted with “Pedal Share” in 2019 for the installation of bicycle rentals in five (5) locations in the Downtown area and at Village beaches. As the Business District Study recommendations are implemented and additional residential and business development occurs from pending projects and future Downtown businesses and apartments above stores, additional demand for bicycle services is likely.*

Recommendation 22: Provide a bike rack at the small park with gazebo at the intersection of Mill Road and Main Street; at the large field (“Great Lawn”) located off Main Street, just outside the western boundary of the Study Area (if special events, a park, or public parking are to be provided in the future); the new Glovers Lane Park, and other locations that are frequented by the public.

Update: *The Main Street Renovation Project included installation of bike racks at the Village Green (gazebo), the Great Lawn, the entrance to Glover’s Park, and along Main Street.*

Recommendation 23: The potential to provide shared access, cross accesses, enhance site interconnectivity, and shared parking should be considered for each site plan proposed in the B-2 and B-3 Districts. Cross access and site interconnectivity is a traffic circulation management technique that will help to reduce the number of access points on to Montauk Highway (CR 80) and Old Riverhead Road (CR 31), distribute traffic more evenly and provide greater separation between accesses to reduce traffic turning and merging conflicts and provide greater public safety and travel efficiency. This technique also helps to support the consolidation of two or more stops into one by allowing persons to park their vehicles at one location and walk to other nearby destinations, without having to get into their vehicle, exit the site and drive to the next access point.



Recommendation 24: Provide decorative lighting posts and fixtures consistent with the character of the B-1 District along Glovers Lane to provide a safe nighttime environment for pedestrians. Install limited decorative outdoor lighting at the Mill Road parking lot and other locations to promote greater nighttime activity and public safety.

Update: *The Mill Road parking lot and the two other municipal parking lots will be renovated in connection with the sewer project that is scheduled to begin in early 2021. The renovations will include increased dark sky appropriate lighting.*

Ensure that lighting is shielded and/or directed downward and is properly spaced to prevent sky-glow and illumination of adjacent residential properties. Also, be sure to avoid lighting that may cause glare and affect the nighttime vision of motorists and consider lighting efficiency to reduce energy demands. Secure a cross access over the former Waldbaums (now Best) supermarket site to provide access from Sunset Avenue to the Mill Road municipal parking lot.

Update: *Cross access was established between Sunset Avenue and Glovers Lane in connection with the Best Market renovations.*

Also, formalize pedestrian access between Glovers Lane and Sunset Avenue over Village owned land that contains the tourist information building and public restrooms by seeking permission for a pedestrian easement from the landowner during any future development of the site (SCTM Section 12, Block 4, Lot 17) and (SCTM Section 12, Block 4, Lot 25) and installing a paved walkway, wayfinding cues (signage) and lighting.

Finding: The Village's Exterior Lighting standards are quite limited and outdated. Outdoor lighting should be sufficient to ensure a safe and secure environment but can also result in a variety of issues if not properly controlled.

Recommendation 25: The Village should consider updating its lighting code to contemporary dark skies standards. Issues to consider include but are not necessarily limited to, preventing nuisance light conditions such as over-illumination, excessive brightness, glare, light trespass on to other properties or public streets, "sky glow" affecting views of the night sky, unnecessary and excessive energy use, lights that stay on all night after business hours rather than being turned down or shut off using automatic timers and sensors, bulbs that emit unusual and undesirable colors or have poor color rendering, thereby affecting the visual character of an area, over-abundance of lights or insufficient light spacing, excessive light post/fixture heights, light posts and fixtures that are inconsistent with the character of an area, insufficient shielding of bulbs or not properly directing the light into areas where light is needed most and away from areas where



it is undesirable, minimum standards and specifications for lighting plans and photometric data during site plan reviews, etc.

Update: In 2018, the Village's "Outdoor Lighting" code (§§ 197-25.1 thru 197-25.7) was updated to include contemporary dark skies standards. Between 2019-2021, the Village DPW converted all street lighting to LED.

2.3 Sewers

Finding: SCDHS restrictions on permissible sewage discharges through on-site septic systems present an obstacle to establishing essential water intensive land uses such as restaurants, cafés, hotels, and upstairs apartments which could stimulate greater activity and increase the customer base from year-round and evening shoppers and diners. Public sewage infrastructure is needed to allow additional expansion and new water intensive land uses but would also help to protect Moniebogue Bay and the South Shore Estuary, and the important economic and recreational activities they support as the community and business districts grow and generate more wastewater that could adversely impact groundwater and surface water quality.

Recommendation 26: Continue to investigate options to support the establishment of a sewer district in the Village with connection to and treatment at the existing Gabreski Airport STP or at a new facility to be constructed at another location within the Village so that water intensive or "wet" land uses such as restaurants, cafés, hotels, multifamily residences, and upstairs apartment uses can be established within the zones that permit them. Sewering the B-1 District is the top priority.

Option 1: The Village could utilize the Gabreski Airport facility which is willing to allocate to the Village 50,000 gpd of flow/capacity with improvements to the facility financed by the Village and could set aside additional funds for future expansion of the facility if future sewer district expansion is needed. Connection to the existing facility, which would require a one-time fee of \$30/gallon (\$1.5 Million) paid to the County is a good alternative in that it is already constructed, approved and operating, the County expressed its willingness to accept the additional wastewater at the facility to provide initial service for priority areas, requires no outlay of funds for land acquisition, and can be expanded over time if desired; however, approximately two miles of trunk sewer line would have to be installed from the airport all the way to the B-1 District and several pumping stations would be required. This infrastructure in conjunction with the need to install the sewer main beneath the Long Island Railroad could be expensive.²

² A general estimate of the cost of installing a main under the railroad and its 70-foot ROW is \$500 per foot if LIRR allows directional drilling or \$1,500 per foot if jacking is required.



Update: Option 1 above was determined by the Village Board of Trustees to be the most advantageous. The Village retained consulting engineers, H2M, to develop plans and specifications for a sewer collection and conveyance system that will service all commercial properties in the Downtown, and the condominium complexes to the south of Main Street. Suffolk County has agreed to allow the Village to connect to its sewage treatment facility at Gabreski Airport for the discharge, treatment, and disposal of its wastewater. The project was publicly bid, and the contract was awarded to Novelli Contracting. Construction is expected to commence in early 2021 with an expected completion date of July 2022. Phases 2 and 3 of the sewer projects including the balance of the B-1 commercial properties and those within the B-2 and B-3 Districts, will be addressed at a future date.

New Recommendation 26A: The Village should consider requiring the repurposing of commercial septic systems on Downtown properties in the Phase 1 sewer area to help manage stormwater/roof runoff. This would put the future abandoned on-site systems to good use, while helping to address stormwater that is often discharged into public streets, especially in these densely developed areas having a very high proportion of impervious surfaces and limited area to absorb or recharge runoff.

Option 2: Construct a new treatment facility. One possible location for a new Village STP would be on the HD zoned properties located at the northwest corner of the intersection of CR 80 and CR 31 (SCTM Section 4, Block 1, Lots 19, 20, 22.1, 23, 26.3 and 32). This site also has potential as it is large, especially if all the adjacent vacant lots are assembled for development, is almost entirely vacant, and could eventually support a large use or uses such as a hotel, multifamily residential development (an approval was granted several years ago for multifamily residential, but development has not been initiated) or a planned mixed-use development that may require an alternative on-site wastewater disposal system. This site is also located near an existing multifamily residential community which might provide an opportunity for interconnection and coordinated operation and management of a sewage disposal facility as sometimes requested by Suffolk County. The land at this site is closer to the B-1 District than Option 1 but is currently privately owned and is farther from the B-1 District than Option 3 which is described below.

Option 3: Construct a new treatment facility at the Westhampton Country Club property (SCTM No. 9-3-23.1) which is near the Downtown at the southwest corner of South Road and Potunk Lane. The property is approximately 45 acres, is privately owned, and a cleared/open lot currently used for recreational purposes but is near residentially zoned and developed land and what appears to be a small stream or drainage way on-site. Approval would have to be obtained from the Country Club's membership for this option to proceed. The Village reached out to the Country Club to discuss this possibility, but the Country Club indicated it is not interested in pursuing this request at this time.



Option 4: Construct a new treatment facility under the Mill Road municipal parking lot which is behind (east of) the Westhampton Beach Fire Station. Benefits of this option is that the facility would be Downtown and on municipally owned land which would decrease costs associated with the total length of sewer main needed, pumping stations, and land acquisition. Issues relating to this option include the removal and replacement of the parking lot and putting a portion of the parking lot temporarily out of service and the presence of stormwater leaching basins that currently exist beneath the parking lot.

Option 5: Construct a new treatment facility at the former Department of Public Works Yard located off South Country Road in Quogue. The benefits of this site are that this site is a large (13 acre) Village owned property. The downside is that the site is the farthest of all the sites for new construction from the Downtown and is located between a residential subdivision and property owned by the Suffolk County Water Authority. Due to this distance, a considerable length of sewer main would have to be installed along with several sewage pump stations. The large size of the property, however, would allow for the establishment of large facility setbacks and significant buffering from adjacent lots.

Option 6: Another option for highly water dependent uses in the B-1 District is for landowners to acquire and redeem development rights (or in this instance, “sewer credits”) as permitted by the SCDHS which can ultimately provide as much as double the SCDHS’s maximum permissible density load on a site, if approved. This approach can allow additional density and wet land uses but would likely only exacerbate local water quality concerns unless density is offset in more environmentally sensitive areas in the immediate area through local preservation. Moreover, based on estimates from the 2003 Village of Westhampton Beach Main Street Sewer Study (see **Section 4.0** above) land uses along Main Street were already at 165 percent of the permissible sanitary discharge, which is likely due to grandfathering rather than the purchase and redemption of development rights.

The project team also considered the Great Lawn located on the south side of Main Street just outside but adjacent to the B-1 District which would be a good choice for an STP site. Restrictions on the use of this property, however, including restrictions due to its status as a Community Preservation Project (CPF) site, as well as existing covenants and restrictions held by St. Mark’s Church preclude such use of the property in the future.

Update: As noted above, the Village has decided to pursue Option 1.



2.4 Signage, Gateways and Wayfinding

Finding: The portion of the B-3 District located south of the Long Island Railroad and outside of the Central Pine Barrens, with its relatively larger minimum lot size, can and currently does tend to support more intensive land uses as it is outside the pine barrens area, is adjacent to the Village's Industrial 1 (I-1) zone and is near other large and/or intensive land uses such as Gabreski Airport, the LIRR, and a Town of Southampton Department of Public Works facility. The B-3 District contains just 13 lots comprising approximately 13 acres and 4.66 of these acres are publicly owned and all but one of the privately owned parcels is developed.

Land that is north of the railroad and west of CR 31 in the Village is within the CPB Core Preservation Area (CPA) and two of the three tax lots are owned by the County or federal government, while land north of the railroad and east of CR 31, which the Village has zoned "Parks and Conservation" (P&C) is part of the airport property and is within the CPB Compatible Growth Area (CGA). The gateway into the community heading southbound along CR 31, therefore, goes from an airport and vacant pine barrens to the Long Island Railroad, and once across the railroad, a more intensively developed highway commercial corridor containing a Town Department of Public Works facility and auto workshop to the east, a vacant lot to the west and for the most part, a mix of attached and detached business uses, multifamily residences, and a few intermittent single-family homes south of that. In addition, signage and directional cueing for persons who have never visited or infrequently visit the Village to find their way to, from and around the B-1 District needs to be improved to provide greater convenience and ensure that prospective patrons know that Westhampton Beach has an easily located and accessible Main Street Business District south of Montauk Highway.

Recommendation 27: Since the north end of the B-3 District represents the northern gateway into the Village, this area should demarcate the point at which one enters and exits the Village. This can be accomplished by installing decorative signage that is welcoming, visually appealing, and is symbolic of or distinguishes the community from other locations (e.g., Village seal or logo). Quality plantings and/or art that is aesthetically pleasing can enhance the appearance of the gateway and conveys the impression that one is entering a new and desirable place that has a unique character and identity and provides the services and products of a successful community.

It is understood that some sites are or will be used for intensive activities that are necessary to the needs and wellbeing of the community. Nevertheless, enhanced streetscapes, properly planned site layouts, quality landscaping, screening of visually undesirable elements, and fully functional yet presentable buildings should be sought during site plan reviews to meet the above objectives. Properly designed streetscapes, landscapes and architecture are not only needed in



the B-3 District but would help to bolster the character of the community if applied at prominent gateways to the Village, major intersections, or other key locations in the Village's business districts. Care must also be exercised to ensure that business signs remain visible from the street, since well-intentioned landscaping and planting of street and shade trees can have the unintended consequences of obstructing or obscuring signs from view and adversely affecting business visitation, functionality, and success.

Recommendation 28: Reach out to the Town of Southampton to request visual screening of its Department of Public Works (DPW) building and equipment storage yard which have a negative effect on the visual quality of the northern gateway into the Village. The building is very close to the roadway leaving little space for plantings, however, a low row of evergreens, privet or hedge along the face of the building could help to soften the appearance of the structure, provide screening from the vantage point of motorists, and improve the Town's image as a responsible landowner in the Village. Also, the paint on the building has undergone extensive peeling, further contributing to the poor aesthetic quality of the structure and the northern gateway into the Village. Since the entire height of the two-story façade cannot be fully screened, it is recommended that prior to planting vegetative screening, the remaining peeling paint be removed and the building either be kept as natural brick or be repainted.

Update: The referenced building has been removed and a new chain-link fence with black privacy slats has been installed to partially screen the yard and reduce visual impacts from the DPW storage yard.

Recommendation 29: Improved signage and wayfinding is needed, especially within the B-1 district, which can be confusing to newcomers or those who infrequently visit the area to navigate. Signage or directional wayfinding is also important for guiding motorists who are passing through the Village along Montauk Highway (CR 80) or Old Riverhead Road (CR 31) who may not even be aware that the Downtown, which is somewhat removed from the main arterials in the area, exists and is a destination worth visiting. Signage and other wayfinding cues can also make individual businesses or other destinations easier to find and help motorists and pedestrians negotiate their way through the District and find municipal parking lots and main attractions.

Recommendation 30: Regarding the B-2 District, there is a general preference by the Task Force for parking lots to be in the rear and/or on the side(s) of buildings rather than in front of buildings. This type of parking layout is generally consistent with contemporary planning principles and practices and reflects the approach that the Village Planning Board and local developers have been taking in the Village in recent years. Locating parking lots behind and/or along the side(s)



of buildings helps to address some impacts commonly associated with older strip commercial developments and allows buildings to be located closer to the street and for parking lots to be hidden from view behind buildings and front yard landscaping. Locating buildings closer to the street can improve the aesthetic quality of the development and the overall character of the streetscape when visually appealing architecture and landscaping are provided. It can also help make wall signage more readable from the street and reduce the need for larger or more than one sign for a business, while providing a stronger physical presence to catch the eyes of passersby. Under this scenario, entrances to buildings are also provided to the rear or side of the building to facilitate access from the parking lot. Solid fencing, landscaping and/or native vegetation and rear transition/buffer yards along rear lot lines can also help to provide a suitable transition and essential screening and buffering between businesses and adjacent residential land uses and mitigate impacts from outdoor lighting, vehicle headlights, noise, and other site activities. The planting of street trees and parking lot shade trees and low vegetated parking islands based on the square footage of the parking lot or a set number of parking spaces, can also help to approve the appearance of parking areas.

The Planning Board should ultimately determine the appropriate location, amount and type of parking island landscaping based on the Code, Comprehensive Plan, and proposed site plan; however, at a minimum, accessory off-street parking areas with over 50 spaces should have at least 25 square feet of interior landscaping for each parking space. In addition, interior parking islands should allow ample room for the growth of plants without disturbance to and from vehicle and pedestrian traffic including any adverse effects on motorist/pedestrian visibility and sight lines.

Despite a general preference for side or rear parking in the B-2 District, it was noted by the Committee that general contractor uses, which are permitted in the District by Special Exception (SE) Permit, should be allowed to have parking in front of buildings so that contractor storage, loading, and other essential activities can be provided behind buildings. For this reason, it is recommended that the SE standards for general contractor uses specify that parking may be permitted in front of buildings or that other suitable language is provided in applicable sections of the Village Code to ensure that parking in front of buildings is not prohibited if necessary.

Recommendation 31: The Village has made considerable effort toward replacing signs that are inconsistent with the desired character of the Village's Business Districts. In 2010, the Village Trustees adopted regulations requiring the amortization or retrofitting of back-lit signs by January 1, 2016. Village Code Enforcement should reach out to any business that has yet to comply with this law to ensure that its spirit and intent is upheld.



Recommendation 32: The unique aesthetic charm and quaintness of the B-1/Downtown must be maintained and enhanced when possible and the Village should capitalize on its waterfront, particularly along the canal and at the marina (which is near but outside of the Study Area) and promote greater use through waterfront amenities and enhancements. There is room for aesthetic and community character improvements and creation of a unique and more desirable business district character in the B-2 and B-3 zones by ensuring that future developments and redevelopments are properly designed, illuminated, landscaped, and signed to create compatible and desirable district themes.

2.5 Street Activity, Traffic Calming, Green Space, Pocket Parks, and Green Infrastructure

Finding: There are many approaches to improving the function and appearance of the Downtown and highway corridor business districts and promoting greater activity. Street features such as bulbouts³ and medians⁴ where roads are wide and difficult for pedestrians to safely and conveniently cross in the Downtown can enhance circulation and land use access and make street systems safer and more convenient. Bus shelters, bicycle racks, broad sidewalks, and benches promote the use of alternative modes of transportation, increase comfort and convenience, and can help to reduce traffic congestion and parking demands. Shared access driveways, shared parking, and cross access agreements, especially along highway corridors, can help to improve land use efficiency, reduce traffic circulation problems, and alleviate other effects of an auto-reliant society. Shared parking is especially suitable for dense mixed-use developments containing uses with differing hours of operation and peak visitation times. Street-side benches provide places for pedestrians to rest, socialize, wait for a cab, or take in the sights, while street-side trash receptacles help to keep streets clean and litter-free and allow people to sit for a moment before moving on to their next destination. First-floor retail, restaurants, and storefront windows in Downtown areas also enhance street activity, while upstairs apartments help to augment this activity and extend it into the evening, weekends and into the off-season. Signage and wayfinding cues also promote access and convenience; identify and advertise key locations, features and activities; improve circulation patterns; and guide individuals to desired or previously unknown destinations. Streetscaping and green stormwater infrastructure help to beautify an area, enhance business district character, instill a sense of identity, infuse nature into a man-made setting, create a more relaxing environment, and provide natural and essential stormwater controls. Pocket parks, community greens, plazas, and outdoor/street side dining

³ A bulbout or curb extension is a traffic calming measure, primarily used to extend the sidewalk toward the centerline of the street, reducing the crossing distance and allowing pedestrians in the crosswalk and approaching motorists to see one another when vehicles are parked on the street.

⁴ A median is a linear planted feature located along the centerline of a street which separates oncoming traffic, facilitates safe crossing by pedestrians, and improves the visual quality of the streetscape.



areas, provide locations for business, culture, social interaction, entertainment, passive or active recreation, and relaxation. These essential locations when distributed throughout the fabric of a business district, provide venues for outdoor public events that can draw new business activity to an area, including persons who either infrequently or have never visited the Village before.

Recommendation 33: Along Main Street, 10 feet of pavement could be reduced and still allow on-street parking, space to back out of stalls, as well as two clear travel lanes. The 10-foot reduction in road width can be replaced with a bio-retention feature⁵ or tree trench section⁶ along the sides of the road. Tree trenches would provide either broader sidewalks along storefronts or a median at the center of the street. These features would promote traffic calming; however, the tree trenches would also provide stormwater recharge and pollutant attenuation benefits, and crosswalks could be shortened by 10 feet if the above recommendations are implemented. Slightly raising crosswalks using easy hump, textured brick, or colored pavers, like what is provided within the crosswalks at the “six corners” roundabout, would encourage crossing within designated crosswalks, provide a traffic calming effect, and advance public safety, while enhancing the aesthetic qualities of the streetscape.

Update: The Main Street Renovation Project, completed in May 2020, included a reduction in road width, wider sidewalks, permeable pavers, traffic circles at both ends of the street, and a raised crosswalk mid-street. The tree trench concept was not utilized, but the new street trees were planted using Structural/CU (Cornell University) soil media. This soil consists of a mix of gravels/crushed stone and mineral and organic soils that can be compacted to high-strength pavement conditions, while still allowing root growth.

Recommendation 34: Bumpouts (aka “curb extensions”) at the intersection of Mill Road and Main Street would provide bio-retention, slow traffic, facilitate street crossings, provide greater protection to pedestrians and bicyclists visiting the park or other nearby destinations, and draw greater interest to this intersection. The Main Street Streetscape Study prepared for the Village by KPC Planning Services also recommends the use of these features.

⁵A bio-retention basin or swale is a shallow vegetated depression in the soil that receives stormwater from impervious surfaces and recharges it into the ground. These features are effective at removing sediment, nutrients, heavy metals, and pathogens from stormwater and are more natural and aesthetically appealing than typical “hard” drainage infrastructure.

⁶A tree trench is a system of street trees that are connected by an underground infiltration structure. Stormwater runoff accumulates in these trenches, either by direct infiltration through pervious sidewalks or other ground cover near the tree or passes through inlets in street curbing. The stormwater is then drawn up by tree roots or is temporarily stored within soil pore spaces, therefore providing stormwater treatment before being recharged deeper into the ground. Tree trenches can also be equipped with an overflow system that discharges to leaching pools.



Update: Curb extensions were installed at each cross street along Main Street during the Renovation Project.

Recommendation 35: The Village should take advantage of its waterfront by enhancing it, promoting greater use of the marina and canal, and improving the connection between the Downtown and this area.

Consider reconfiguring the Parlato Drive parking lot located between Library Avenue and Moniebogue Lane by eliminating the portion of the parking lot access road paralleling the east side of the canal. Also, close the portion of Parlato Drive (east) between the canal and Parlato Drive (south) and in its place require the use of the two-way lane along the east and north ends of the parking lot between Parlato Drive (east) and Hulse Court. This reconfiguration would have the effect of providing more green space and “natural” drainage area along the east side of the canal as well as an opportunity to restripe the parking lot to gain some additional parking spaces. Provide green infrastructure improvements within the existing parking islands and along the east side of the canal to capture runoff and filter, absorb, and attenuate stormwater pollution.

Update: These recommended changes for reconfiguration and green infrastructure to the Parlato parking lot, including a small hydrodynamic separator have been planned and will be constructed as part of the Phase 1 sewer project.

Consider constructing a pavilion, small park and/or providing outdoor seating along the canal, as well as promoting outdoor entertainment and waterfront events at this location. Post wayfinding signs showing the way to the waterfront and the Parlato Drive parking lot and the pedestrian access way which leads from the north end of the parking lot to Main Street.

Update: The Village is currently considering the implementation of this recommendation.

New Recommendation 35A: Build an elevated walkway over the marsh connecting Library Avenue near the marina, to the south end of Beach Lane for pedestrian enjoyment and to reduce pedestrian traffic on Beach Lane.

Install a few limited “dark sky” compliant decorative streetlights for the parking lot to promote nighttime use, safety, comfort, and activity without providing excess illumination. Provide landscaping around the guardrail at the north end of the canal and ensure that there are trash receptacles available to prevent litter from entering the canal or diminishing the aesthetic quality of the waterfront.



Update: These recommended lighting and landscaping improvements at the Parlato parking lot are slated to be completed as part of the Phase 1 sewer project.

Recommendation 36: The southeast and southwest corners of the intersection of Mill Road and Sunset Avenue are currently vacant but could be used to create a gateway to the Downtown using ecological infrastructure such as raingardens. Gateway treatments at this location could address stormwater, provide visual interest as one travels east or west along Mill Road or north or south down Sunset Avenue, serve as a wayfinding feature that cues motorists as to the presence of a significant destination beyond the gateway, and frame future development at the two corner properties. Currently, there is green space (lawn) at the former filling station site at the southeast corner of Mill Road and Sunset Avenue and a new CVS pharmacy and six new shops are proposed at the old bowling alley site. The structure at the southeast corner was vacant at the time of the field investigation and there may be some potential for redevelopment of the site that could including a gateway use or gateway treatments. The Village could work with the owners of these properties should development be proposed, to ensure suitable site layout, fine landscaping and/or other appropriate features to enhance this gateway to the Downtown.

Update: The CVS pharmacy has since been constructed and is currently operating.

Recommendation 37: A portion of the vacant gasoline station site at the junction of CR 80 and CR 31 is also a good location for ecological infrastructure, bio-retention, and a Village marker as it is the busiest intersection in the Village. Redevelopment of the former gasoline station property and development of the remaining vacant land adjacent to it would be major steps in revitalizing the area and taking full advantage of this prime location.

Recommendation 38: The Village should evaluate the costs of underground utility installation, and if determined cost-effective, work with local utility providers to install overhead electrical utilities underground and remove utility poles. Installation and maintenance of underground utilities tends to be more costly, the utilities are more difficult to access and restore, and streetlighting can be more difficult to install; however, placing utilities underground can help reduce power outages during storms and from vehicle accidents, eliminates the potential for injury or fatality from accidents involving poles, reduces generally minor electromagnetic fields and fallen electrical wires, improves aesthetic qualities, and may even enhance property values. The best time to install utilities underground is when road improvements are undertaken or when sewer mains, water mains or drainage infrastructure is being installed since equipment and workers are on the scene, the ground is already disturbed, and the time that street activity is affected would be less than if separate projects were performed. In short, placing utilities underground during road, drainage and/or sewer projects reduces construction costs and the



time it takes to complete them. Since the Village's business districts are most active in the summer, it is best, if possible, to schedule utility work and other capital improvement projects during the fall or spring seasons. If outside capital improvements funding is sought, the Village should determine if the funding program covers the costs of installing overhead utilities underground and evaluate the feasibility and cost effectiveness of this option.

Update: *All utilities (electric, telephone and cable) along on Main Street were installed underground during the Main Street Renovation Project.*

New Recommendation 38A: *The Village should continue to promote the installation of underground utilities for all new projects throughout the Village when possible and practical.*

2.6 Promoting the Village as a Key Destination

Finding: There is a need for coordinated group advertisement and promotion of available shopping, dining, entertainment, and public events in the business districts to attract more people to the Village all year round, including residents of nearby communities that may be underserved by certain business sectors.

Recommendation 39: The business community and Village officials should work with the Westhampton Beach Chamber of Commerce to ensure that advertisements for the Village and its business districts are as effective as possible. The Village and Chamber of Commerce should reach out to the Hampton Jitney and work together to make increased visitation to the area a reality. Use of the Hampton Jitney should also be promoted as a possible means of transportation by persons and groups living outside the area that would like to visit the Village for a day or two and stay at a local hotel or bed and breakfast. This service can be used for corporate events, wedding parties, school/educational trips, family outings and reunions, reunions with friends, and other purposes. Special events or outdoor festivities such as farmers' markets, plays, arts and crafts shows, green concerts, standup comedy, dining, shopping, lodging, and sight-seeing are just some of the attractions offered by the Village. The Village could be the primary destination or may be a single stop along a multiday excursion of the Hamptons but in any event, group outings using the Hampton Jitney as the means of transportation, can help to augment business activity in both the summer and winter seasons. The existing Hampton Jitney stop should be moved closer to Main Street or a second stop should be provided at this location, possibly to the Mill Road municipal parking lot. Jitney parking and turning area could be provided at the Westhampton Beach train station.



Update: The Village tried this on a trial basis, but it was not successful. The Jitney stop is now located at the Westhampton Beach train station at the north end of Depot Road, and this arrangement seems to be working well.

3.0 OTHER RECENT CHANGES

Previous Draft Village of Westhampton Beach Special Exception Use Conditions Study discussed in Section 2.3.4 of the 2017 Study.

In addition to the above referenced recommendations, the 2017 Study discussed pending adoption of new standards associated with what was at that time the Draft Village of Westhampton Beach Special Exception Use Conditions Study. The recommendations of this study were adopted in January of 2021 and are now contained in the Village Code under Article VIII “Special Exceptions,” § 197-80.8. A discussion of this study and subsequent code changes is provided below.

The Village’s draft 2016 Special Exception Use Conditions Study involved the crafting of new SE standards for nonresidential uses having over 3,000 square feet of gross floor area (GFA) in the B-1 zoning district. Previous SE standards for these uses focused primarily on fiscal and economic considerations but did not address the potential land use impacts that can be associated with larger and/or more intensive uses in a Downtown Central Business District environment. The purpose of this study, therefore, was to identify potential land use conflicts and negative externalities that may be associated with larger nonresidential uses in the B-1 District, recommend new and enhanced SE standards to facilitate their harmonious integration into the Downtown and greater community, and prevent or mitigate potential impacts to adjacent residentially zoned properties. The Study specifically set out to create SE standards that are:

- suitable for addressing the potential land use impacts and zoning conflicts of uses regulated under § 197-80.8, “Special exception conditions on nonresidential SE uses containing over 3,000 square feet of GFA,” of the Village Code;
- easy to understand and implement and provide the guidance necessary to both applicants and Village officials for creating high-quality low-impact projects;
- free of significant “loopholes” and “grey areas,” but at the same time provide the flexibility for creative site design and impact avoidance and mitigation;
- contained within a regulatory framework that is consistent with the powers and authority granted to the Village by New York State zoning enabling legislation (“Village Law”) and the guiding principles and practices of the planning profession; and



- duly crafted and vetted to promote the health, safety, and general welfare of the public while fostering land use compatibility, desired community and business district character, superior project design, business development and economic growth, maintenance or enhancement of property values, preservation of private property rights, and the highest quality of life possible for Village residents.

The Study provides 20 SE permit standards that collectively address the following land development issues and topics:

- Transition yard setbacks and buffers adjacent to residentially zoned property;
- Accessory structure yard setbacks adjacent to residentially zoned land;
- Maximum impervious ground cover;
- Traffic congestion;
- Site access, cross access, circulation, and site connectivity;
- Off-street parking;
- Loading and delivery operations and facilities;
- Outdoor storage and activities;
- Screening, landscaping, and site and streetscape beautification;
- Outdoor lighting;
- Signage;
- Noise;
- Trash management; and
- Architectural design and district character.

Any new SE uses that are recommended by the current Business Districts Study for the B-1 District must be reviewed for consistency with any adopted SE standards; therefore, a level of compatibility between recommended uses and adopted SE standards must be ascertained to ensure there are no significant conflicts between uses and standards.

Reduced Minimum Lot Size for Non-Office Uses in the B-3 Business District.

In April of 2020, the Village Trustees approved an amendment to Chapter 197 Attachment 2 of the Village Zoning Code (“Business Districts, Hamlet Commercial/ Residential District and Hotel District Table of Dimensional Regulations”) thereby reducing the minimum lot area required for non-office land uses in the B-3 District from 20,000 SF to 10,000 SF. The reduction in minimum lot area for non-office uses allows for greater flexibility and is now the same as the B-2 District standard.



4.0 SUMMARY

The preceding is a summary of the recommendations contained with the 2017 Village of Westhampton Beach Business Districts Planning Study as directed and overseen by the Village Board of Trustees and guided by input received from the Village's Business District Planning Task Force (four Task Force meetings), local realtor and stakeholder interviews, Village plans, studies, and data collected as part of past planning and visioning processes, examination of the Village Code, Study Area field observations by Village consultants (NPV), and other inputs and analyses from the planning investigation. The recommendations are both comprehensive and diverse and include street, park, and capital infrastructure improvements, zoning code amendments, and a wide array of policies and standards associated with land use, signage, landscaping, outdoor lighting, parking, sewers and stormwater controls, transportation, and more.

The Village has spent considerable time and effort to implement the recommendations of the Study; particularly, those that are most critical or foundational to Study goals and the future of the Village's business districts, and many of these recommendations have to date been successfully implemented or are currently in the planning or implementation phases. Other recommendations have yet to be implemented and are also contained herein as they appeared in the 2017 Study report for future implementation. In most instances, these recommended actions are either ongoing (e.g., policies implemented during site plan reviews), secondary or contingent on implementation of other recommendations (e.g., actions to be completed after sewer infrastructure or street improvements are in place) or may be of lesser priority. Updates are provided to assess progress and identify those recommendations (with no updates) that are still outstanding. A few additional recommendations are also provided to support the goals of the Study and take the additional steps necessary to achieve the vision of the community. The 2017 Study report, including all original background research, supporting information, and original findings and recommendations is provided in **Appendix A**.

Section 7-722.2 "Village Comprehensive Plan" of New York State's "Village Law" requires that comprehensive plans be periodically updated within a specified timeframe as determined by the municipality. This Business Districts Plan Update shall be periodically reviewed and updated as needed no later than every ten years from the date of adoption.



APPENDICES



APPENDIX A

FULL DRAFT VILLAGE OF WESTHAMPTON BEACH BUSINESS DISTRICTS PLAN (FEBRUARY 2017)

Village of Westhampton Beach Business Districts Planning Study



February 2017

Prepared by:
Nelson, Pope & Voorhis, LLC
572 Walt Whitman Road
Melville, NY 11747

Contact: Charles J. Voorhis, CEP, AICP
(631) 427-5665
www.nelsonpopevoorhis.com

Prepared for: The Incorporated
Village of Westhampton Beach
165 Mill Road
Westhampton Beach, NY 11978





Village of Westhampton Beach B-1, B-2 & B-3 Business Districts Planning Study

Village of Westhampton, Town of Southampton
Suffolk County, New York

Prepared for: Village Board of Trustees
Village of Westhampton Beach
Village Hall, 165 Mill Road
Southampton, New York 11978

Prepared by: Nelson, Pope & Voorhis, LLC
Village Environmental Planning Consultant
572 Walt Whitman Road
Melville, New York 11747
www.nelsonpopevoorhis.com
Contact: Charles Voorhis, Managing Partner
cvoorhis@nelsonpopevoorhis.com

Date: February 2017

Adopted on: _____

Copyright © 2017 by Nelson, Pope & Voorhis, LLC





TABLE OF CONTENTS

<u>Section</u>	<u>Page</u>
1.0 Introduction.....	1
1.1 Purpose/Goals	1
1.2 Study Area Location and Setting	1
1.2.1 B-1 Business District (Downtown Central Business District).....	1
1.2.2 B-2 Business District (Highway-Oriented Business and Commercial Services District)	2
1.2.3 B-3 Business District (Highway-Oriented Business and Commercial Services District)	2
2.0 Existing Conditions.....	2
2.1 Land Use	2
2.1.1 B-1 Business District	3
2.1.2 B-2 Business District	5
2.1.3 B-3 Business District	7
2.1.4 Central Pine Barrens	9
2.1.5 Village of Westhampton Beach Business Districts (Comparative Analysis)	10
2.2 Existing Zoning.....	11
2.2.1 B-1 Business District	11
2.2.2 B-2 Business District	12
2.2.3 B-3 Business District	12
2.2.4 Business District Dimensional Standards	13
2.2.5 Business District Land Use Standards	15
2.2.6 Town of Southampton Airport Planned Development District (APDD).....	15
2.3 Past Land Use Planning Initiatives	17
2.3.1 1996 Westhampton Beach Downtown Audit	17
2.3.2 1998 Downtown Market Analysis and Economic Enhancement Strategy	19
2.3.3 2006 Business Districts Comprehensive Plan Update	19
2.3.4 2015 Draft Village of Westhampton Beach Special Exception Use Conditions Study.....	20
2.3.5 Main Street Streetscape Study	21
3.0 Economic and Market Trends Analysis.....	22
3.1 Identification and Definition of Target Market Area.....	22
3.2 Market Demand	24
3.2.1 Population and Households.....	24
3.2.2 Income.....	24
3.3 Market Supply	25
3.4 Leakage Analysis	27
4.0 Sewers.....	31
5.0 Traffic and Transportation.....	33
5.1 Roadway Network	33
5.2 Accident History	33
5.3 Public and Multimodal Transportation	35
5.3.1 Airport Service.....	35



5.3.2	Commuter Rail Service.....	35
5.3.3	Bus Service	35
5.3.4	Hampton Jitney Service	36
5.3.5	Taxi Service	36
5.3.6	Bicycle Use	36
5.3.7	Pedestrian Activity.....	36
6.0	Landscape and Streetscape Analysis.....	37
7.0	Westhampton Beach Business Districts Task Force.....	38
8.0	Findings and Recommendations.....	39
8.1	Land Use and Zoning.....	39
8.2	Traffic, Transportation and Parking.....	47
8.3	Sewers	50
8.4	Signage, Gateways and Wayfinding.....	52
8.5	Street Activity, Traffic Calming, Green Space, Pocket Parks, and Green Infrastructure	54
8.6	Promoting the Village as a Key Destination.....	57
	References	58

TABLES

Table 1:	Inventory of Existing B-1 Business District Uses	5
Table 2:	Inventory of Existing B-2 Business District Uses	7
Table 3:	Inventory of Existing B-3 Business District Uses	9
Table 4:	Inventory of Existing B-1, B-2 and B-3 Business District Uses.....	11
Table 5:	Village of Westhampton Beach Business Districts Table of Dimensional Regulations .	14
Table 6:	Business Summary, by NAICS Sector, 2015.....	25
Table 7:	Leakage Analysis: Target Market Area (2015)	28
Table 8:	Vehicle Accident History.....	34
Table 9:	Business District Purpose, Function and Character: B-1 District versus B-2 and B-3 Districts	40
Table 10:	Recommended Special Exception Land Uses for B-2 and B-3 Zoning Districts	41

APPENDICES

Appendix A: Figures

- Figure 1: Study Area and Business Districts Location Map
- Figure 2: B-1 District Aerial Photograph
- Figure 3: B-2 District Aerial Photograph
- Figure 4: B-3 District Aerial Photograph
- Figure 5: Existing Land Use Map (Based on October 2015 Field Inventories)
- Figure 6: Existing Zoning Map
- Figure 7: Suffolk County Department of Health Services Groundwater Management
Zones (GMZs)

Appendix B Photographs and Photo Key Map

Appendix C Existing Permitted and Special Exception Uses in the B-1, B-2 & B-3 Zones



Appendix D	Streetscape Conceptual Design Recommendations
Appendix D-1	Streetscape Location Map
Appendix D-2	Intersection of CR 80 and CR 31
Appendix D-3	Downtown East
Appendix D-4	Downtown West
Appendix D-5	Public Parking by Canal
Appendix D-6	Intersection of Sunset Avenue and Mill Street
Appendix D-7	Traffic Circle

ATTACHMENTS

Issues, Opportunities and Recommendations Map



1.0 Introduction

1.1 Purpose/Goals

The purpose and goals of the Village of Westhampton Beach Business Districts Study is to inventory existing land use conditions within the Village's B-1, B-2, and B-3 zoning districts, identify local economic and market characteristics, compile essential input from the Village's Business District Planning Task Force, perform a comprehensive evaluation of the suitability and effectiveness of the business districts' zoning regulations, identify land use issues, obstacles, opportunities and needs, and develop a viable strategy that addresses land use concerns and provides a blueprint for a successful and sustainable business community.

Identifying suitable land uses for the B-1, B-2, and B-3 business districts will provide a variety of benefits. It will help to reduce property and building vacancies, promote increased seasonal and year-round business activity, generate additional tax ratable development and/or redevelopment, and support each district in fulfilling a unique function that is complimentary to, rather than detracting from the purposes, roles and goals of other Village zoning districts. The regulatory framework for each business district must support the desired character, vision, and intended purpose of each district, provide essential goods and services to the community and its guests, create viable business prospects, expand employment opportunities for residents, and provide the framework for the Village to thrive.

This study, once adopted by the Village Board of Trustees, will serve as an element of the Village Comprehensive Plan and provide the foundation for future Zoning Code amendments, capital improvements, and other actions that will assist the Village in fulfilling community goals and improving the quality, character and successfulness of the B-1, B-2 and B-3 Districts.

1.2 Study Area Location and Setting

The project Study Area includes those sections of the Incorporated Village of Westhampton Beach that are zoned B-1, B-2 or B-3 Business, including the Village's B-1 "Downtown Central Business District" and its B-2 and B-3 "Highway-Oriented Business and Commercial Services Districts." **Figure 1** shows the boundaries, locations, configurations and spatial patterns of the Village's B-1, B-2 and B-3 Business Zoning Districts (*All figures are provided in **Appendix A***).

1.2.1 B-1 Business District (Downtown Central Business District)

The B-1 Business District is located near the center of the Village in an area that the Village Zoning Code refers to as the "Downtown Central Business District." This district includes land along stretches of Main Street, Sunset Avenue, and Mill Road (CR 71), as well as short sections of Oak Street, Beach Road, Brook Road, Library Avenue, Mitchell Road, Hansen Place, Maple Street, Moniebogue Lane, and Hulse Court, which intersect one of the three major B-1 streets listed above. **Figure 2** shows the boundaries, parcel lines, street network, salient physical features, and overall development pattern of the B-1 District.



1.2.2 B-2 Business District (Highway-Oriented Business and Commercial Services District)

The B-2 Business District includes land located along a section of Montauk Highway (CR 80) extending roughly from Lilac Road on the west and Beach Road to the east, and along Westhampton-Riverhead Road/Oak Street (CR 31) from the intersection of CR 80/CR 31, north to Rogers Avenue Extension. The portion of the B-2 district along Montauk Highway, west of the intersection of CR 80/CR 31 includes land on the south side of Montauk Highway only, while the portion east of the intersection includes land on both sides of the highway. Similarly, the part of the district along CR 31 consists primarily of land on the east side of the road. **Figure 3** shows the boundaries, parcel lines, street network, salient physical features, and development patterns of the B-2 District.

Unlike the B-1 District, the B-2 Business District is considered a “highway-oriented” business district or corridor as all lots within its boundaries have direct access, frontage, and visibility to and from the most heavily traveled arterial roadways in the Village (CR 80 and/or CR 31). The B-2 District also includes property surrounding the CR 80/CR 31 intersection which is perhaps the highest volume (busiest or most heavily used intersection) in the Village and connects Westhampton Beach to other communities.

1.2.3 B-3 Business District (Highway-Oriented Business and Commercial Services District)

The B-3 District generally includes several parcels located at the northern end of the Village along CR 31, roughly from the intersection of CR 31 and Rogers Avenue Extension, north to the Village boundary. The B-3 District is located north of and contiguous to the B-2 District and south of the Gabreski Airport in the Town of Southampton, however, most land on the east side of CR 31 between the LIRR and Gabreski Airport is owned by the County and is zoned “P&C” (“Parks and Conservation”). Large tracts of preserved open space that comprise part of the Central Pine Barrens Core Preservation Area exist north of the LIRR and west of Gabreski Airport. **Figure 4** shows the boundaries, parcel lines, street network, salient physical features, and development patterns of the B-3 District.

2.0 Existing Conditions

2.1 Land Use

A land use inventory was conducted by NP&V staff on October 9th and 13th, 2015 to determine current land use, development patterns and physical conditions in the B-1, B-2 and B-3 Business Districts. These field investigations included identifying and recording all existing land uses; parcel and building vacancies; street, transportation, and parking patterns; site accesses; parcel interconnectivity; streetscaping; landscaping; existing public spaces; capital infrastructure and public amenities; and potential land development issues, needs and opportunities. Photographs taken during the field investigations are presented in **Appendix B** along with Photo Key Maps by district (one for the B-1 District and one for the B-2 and B-3 Districts) to assist in identifying the location of the photo. Captions are provided for each photograph and a photograph key map shows the locations, perspectives and vantage points from which each photo was taken. **Tables 1, 2, and**



3 provided in the subsections below also summarize the type, percentage by type, and number of land uses that were in existence in the B-1, B-2 and B-3 Zoning Districts, respectively, at the time of the survey. **Table 4** summarizes land uses in the three districts collectively.¹ Color coded land use inventory maps are also provided at the end of this report and depict the overall land use pattern in the three business districts (**Figure 5**). Key data, statistics, and descriptions and analyses collected during the field investigations and data reviews are provided below in text and table formats.

2.1.1 B-1 Business District

The B-1 district contains a total of 91 tax parcels comprising the Village’s “Downtown Central Business District.” The district is 37.25 acres in area, excluding roads, public rights-of-way, and portions of split zoned parcels extending over B-1 District lines, which includes (SCTM parcels: 905-12-4-53.1 and 905-12-4-20.4) which are both zoned B-1 Business and Hamlet Commercial/Residential (HC). The B-1 zoned portion of Lot 53.1 contains a bakery/cafe and the HC portion contains a parking lot which appears to serve this land use, while the entire area of Lot 20.4 contains a Village owned public parking lot. Another property, SCTM # 905-11-2-19, serves as a Village owned municipal parking lot but also incorporates a portion of an existing public street and right-of-way (Parlato Drive). Average lot size in the B-1 District, based on the number of tax parcels and total parcel area, excluding rights-of-way and the portions of split zoned properties located outside of the B-1 District, is 0.41 acres.

The B-1 District is similar to many of the East End’s “Main Street” or “Downtown” business districts in that it is currently and historically the business center of the community. It consists of a compact mix of small lots containing primarily small retail shops, professional offices, full service restaurants and take-out businesses (delis, ice cream shops, cafés, etc.), banks, personal services, entertainment (movie theater, performing arts facility), and institutional/governmental uses (i.e., Westhampton Free Library, Westhampton Beach Fire Department, the US Postal Service’s Westhampton Beach Post Office, and public parking lots). The B-1 District also contains public open space, vacant land and vacant buildings, and single-family and multifamily dwellings. **Table 4** provides a full listing of the land uses identified within the B-1 District at the time of the October 9th and 13th, 2015 field inventories. Please note that land use conditions are not static and are constantly in a state of flux. Therefore, the purpose of the land use inventory is to get a “snapshot” of the general conditions and development patterns of the district so that prevailing conditions can be improved.

Like many East End “Main Street” business districts, the B-1 District receives most of its business activity in the summer and includes many uses that serve seasonal clientele, and to a lesser extent, year-round residents. The Downtown is compact and walkable, offers on-street, off-street and municipal parking, provides green space and public restrooms, and furnishes many full and part-time jobs in the retail, restaurant and other eating establishments (e.g., delis, cafés, take outs, ice cream shops), and professional office sectors.

¹ The acreages of split zoned lots include only the portion within the business district.



The purpose and intent of the B-1 Business District as described by the Village's 1999 Business Districts Comprehensive Plan and 2006 Business Districts Comprehensive Plan Update is as follows:

The B-1 District is the Downtown central business district of the Village. The district is intended for daily retail shopping, personal and professional services, on-premises food consumption and visitor, tourist and resort shopping, all with a strong pedestrian orientation. It is also intended to be the municipal focus of the Village, thus containing all municipal governmental buildings, as well as other civic and cultural buildings, public open space, houses of worship, post office and library. A variety of mixed retail and business uses is encouraged where feasible to provide the synergy necessary to maintain the vitality and attractiveness of this district for the Village resident and visitor alike. Also permitted by way of special exception are standard restaurants and similar eating places that rely on the local resident population and downtown workers as well as visitors, tourists, and resort vacationers for clientele.

Land uses identified in the B-1 District during the October 2015 field inventory were generally consistent and reflective of the B-1 vision statement above, including a diverse mix of land uses serving summer visitors, second home owners, and to a lesser extent, year round residents. The B-1 district, however, has few personal service uses (4 out of 144 or 2.8 percent of the total uses in the district) and does not contain "all municipal governmental buildings" as recommended by the above vision narrative, although these uses (e.g., Village Hall and the Westhampton Beach Police Station) are nearby. The question for this investigation, however, is how the B-1 District (as well as the B-2 and B-3 Districts) can work in concert to become more successful and fully satisfy the community's vision, goals and needs, and whether these districts are supported by the regulatory framework and capital infrastructure necessary to support a suitable mix of land uses to fulfill community demands.

Of the 144 land uses identified on the 91 tax parcels in the B-1 District, the most common use was retail (54 businesses or 38 percent of the total number of uses in the B-1), followed by professional offices (26 or 18 percent of the total uses), and restaurants, delis, café's, ice cream parlors or food preparation which totaled 19 individual uses or 13 percent of the total.² There was just one medical office in the B-1 District and four personal services uses during the inventory and despite the relatively large proportion of restaurants/delis/food preparation uses, most were take-out or quick stop facilities such as ice cream shops, delis, cafés, and sandwich shops rather than fine sit-down restaurants. Six lots or 4.2 percent of the total uses in the District were vacant and nine lots (6.3 percent of uses) contained vacant buildings including one new building that was under construction or recently completed but not occupied at the time of the field inventory. A summary of the land uses in the B-1 District during the land use inventory is provided in **Table 1**.

² It should be noted that the relative prevalence of certain land uses (e.g., retail) should not necessarily be construed as indicative of limited need, as some land uses may simply be in greater demand and existing uses may not be providing the quantity, quality, and/or type of products and services to fulfill local demand. Use saturation and demand are addressed further in **Section 3**. Also, note that land use is in a constant state of flux. The inventory of land uses represents a "snapshot" in time and is subject to change. Also note that some uses that may appear to be part of the B-1 due to proximity to the cluster of businesses comprising district, but are outside of the district and within the HC or other adjacent district and therefore are not included in this inventory.



Table 1
INVENTORY OF EXISTING B-1 BUSINESS DISTRICT USES

Uses	Number of Businesses	Percent of Use in B-1 District
Bank	5	3.5
Entertainment	4	2.8
Institutional	4	2.8
Motor Vehicle Service	0	0.0
Office	26	18.2
Office - Medical	1	0.7
Personal Services	4	2.8
Recreation and Open Spaces	5	3.5
Residential	3	2.1
Restaurant	19	13.3
Retail	54	37.8
Service	3	2.1
Transportation	1	0.7
Vacant Building	8	5.6
Vacant Building (new or under construction)	1	0.7
Vacant Land	5	3.5
Total	143	100.0

1-The land use inventory was based on a walking field investigation of the district and determination of land uses based on signage or other indicators. There were instances where determining whether an upstairs space was occupied by an apartment or was vacant was difficult due to limited evidence. Also note that SCDHS standards for on-site septic systems are quite restrictive on small lots and may, in some cases, preclude the use of upstairs spaces as apartments when downstairs sewage generation is high.

2-Note that over time business turnover will occur and spaces that were vacant at the time of the inventory may be filled while buildings that were once occupied may become vacant. For example, the former bowling alley building was vacant at the time of the inventory but here was a pending proposal for a pharmacy and six shops at that time.

2.1.2 B-2 Business District

The B-2 Business District contains a total of 50 tax parcels and has a total land area of 29.41 acres, excluding roads, public rights-of-way, and portions of split zoned parcels extending outside the B-2 District. Four of the B-2 District lots are split zoned including SCTM numbers:

- 905-6-2-32.1 which is zoned B-2/R-4
- 905-6-1-24.3 which is zoned B-2/R-4
- 905-5-1-53.1, which is zoned B-2/R-4
- 905-4-1-13.1³ which is zoned B-2/R-2

³ The portion of the lot within the B-2 is very small and not by itself developable.



The average lot size in the B-2 District, excluding road rights-of-way and portions of split zoned properties outside of the B-2 District is 0.59 acres, which is 0.18 of an acre or approximately 45 percent larger than the average B-1 District lot size of 0.41 of an acre.

The purpose and intent of the B-2 Business District is described in the Village's 1999 Business Districts Comprehensive Plan and 2006 Business Districts Comprehensive Plan Update as follows:

The B-2 District is intended to provide general, vehicular and highway oriented business and commercial services. Large space users, high traffic large vehicle generators, bulk goods and appliance dealers, wholesalers and off-premise consumption of food items are intended to locate in this district. The location of the B-2 District along the Village's two major thoroughfares Westhampton-Riverhead Road (CR 31) and Montauk Highway) making the quality of the development within these highly visible corridors very important to establishing the image of the Village. Therefore, the site development within the B-2 districts should be of high design standards that promotes and enhance the traditional character of the Village. The B-2 District is intended to complement, not compete with or weaken the downtown central business district.

The total number of land uses identified in the B-2 District during the October 2015 land use inventory was 67 across the 50 tax parcels that comprise the District. The most common land use was retail (16 or 24 percent of the uses in the B-2 District), followed by restaurants/delis/cafés/food establishments (ten uses or 15 percent of the total B-2 inventory), and professional offices and vacant buildings (nine each or 13 percent each of the total land uses in the district). In addition to the nine vacant buildings, there were three new or recently constructed but still vacant/unoccupied buildings and three vacant tax lots. Land uses in the B-2 District are allowed and intended to be larger, more spread out/less compact, and primarily vehicle oriented and accessible with on-site parking, thereby promoting typical highway corridor business uses to serve locals or motorists passing through on their way to other destinations, and workers who live outside the Village, and to facilitate easy truck access, delivery and service. Land uses that existed in the B-2 District at the time of the October 2015 field inventories are listed in the table below. A summary of the land uses in the B-2 District is provided in **Table 2**. Please note that land use conditions are in a constant state of flux due to business turnover, new development and redevelopment. The inventory conducted for this project represents a "snapshot" of conditions at the time of the land use inventory and are subject to change. The land use inventory included only those uses within the B-2 district and excludes uses that may outwardly appear to be part of the district due to adjacency but are actually outside of the district.



Table 2
INVENTORY OF EXISTING B-2 BUSINESS DISTRICT USES

Uses	Number of Businesses	Percent of Use in B-2 District	
Bank	1	1.5	
Entertainment	0	0.0	
Institutional	1	1.5	
Motor Vehicle Service	2	3.0	
Office	9	13.4	
Office - Medical	4	6.0	
Personal Services	3	4.5	
Recreation and Open Spaces	0	0.0	
Residential	3	4.5	
Restaurant	10	14.9	
Retail	16	23.9	
Service	3	4.5	
Transportation	0	0.0	
Vacant Building	9	13.4	
Vacant Building (new or under construction)	3	4.5	
Vacant Land	3	4.5	
Total	67	100.0	

Although the B-2 District is not a retail district, *per se*, retail uses are relatively common as they comprise approximately 24 percent of the total number of land uses in the District.

2.1.3 B-3 Business District

The B-3 District is 13.0 acres in area, excluding streets and public rights-of-way and contains 13 full or partial/split zoned lots with an average lot size of one acre. There are just seven full tax parcels and six partial (split zoned) lots in the B-3 District. Split zoned parcels include the following six Suffolk County tax lots:

- 905-1-1-1.1 which is a County owned parcel that is split by the Village of Westhampton Beach/Town of Southampton municipal boundary;
- 905-1-1-7.1 which is a federally owned parcel that is split zoned B-3/Industrial District 1 (I-1) and is also split by the Village of Westhampton Beach/Town of Southampton municipal boundary);
- 905-1-1-3 and 905-2-1-1.1 which comprise the portion of the Long Island Railroad right-of-way that crosses through the B-3 District from east to west;



- 905-2-1-19.6 which includes the 0.17-acre portion of the access strip of a 2.64-acre privately owned flag lot located south of the LIRR on the west side of CR 31. This parcel is split zoned B-3/I-1; and
- 905-2-2-20.3 which is a privately owned motor vehicle service use with the use/building located in the B-3 District and its rear parking lot located within the Village's Multifamily Residence (MF-20) zone.

A total of 4.66 of the 13 acres of parcelized land in the B-3 District are publically owned, including the following three Suffolk County tax lots:

- 905-2-2-1 which is a 1.02-acre Town of Southampton-owned and operated Department of Public Works facility containing a vehicle fueling station, equipment and vehicle storage area, and public works garage and storage buildings;
- 905-1-1-7.1 which is a 1.27-acre portion of a 26.5-acre federally-owned open space (woodland) which extends into the Town of Southampton and across from the Gabreski Airport; and
- 905-1-1-1.1 which is a 2.37-acre portion of the 212-acre County owned woodland also extending north and into the Town of Southampton.

Adding the combined 0.78-acre portion of the two adjacent Long Island Railroad properties to the 4.66 acres of publically owned land in the B-3 District, reveals that just 7.56 acres of platted land in the B-3 District is privately owned and have the potential to be developed or redeveloped.

The purpose and intent of the B-3 Business District is described in the Village's 1999 Business Districts Comprehensive Plan and 2006 Business Districts Comprehensive Plan Update as follows:

The B-3 District is identical to the B-2 District except that it is only located at major highway entrances to the Village and requires larger lot sizes and larger minimum lot area per use. Because it represents the entrances to the Village, sites developed in it should represent a favorable impression of the Village and be esthetically pleasing well-landscaped and well-lighted. The B-3 District, like the B-2 District, should complement, not compete with or weaken the downtown central business district.

The total number of land uses identified on the 13 parcels in the B-3 District during the October 2015 land use inventory was 16. The most common land uses were retail and transportation-related uses (each at 4 or 25 percent of the total), followed by vacant land (3 or 19 percent of the total), and two motor vehicle service uses, which represented 13 percent of the total number of uses in the B-3 zone. One lot contained a vacant building. A summary of the land uses in the B-3 District is provided in **Table 3**.



Table 3
INVENTORY OF EXISTING B-3 BUSINESS DISTRICT USES*

Uses	Number of Businesses	Percent of Use in B-3 District
Bank	0	0.0
Entertainment	0	0.0
Institutional	1	6.3
Motor Vehicle Service	2	12.5
Office	1	6.3
Office - Medical	0	0.0
Personal Services	0	0.0
Recreation and Open Spaces	0	0.0
Residential	0	0.0
Restaurant	0	0.0
Retail	4	25.0
Service	0	0.0
Transportation	4	25.0
Vacant Building	1	6.3
Vacant Building (new or under construction)	0	0.0
Vacant Land	3	18.8
Total	16	100.0

1-Land use is in a constant state of flux. For example, during the land use inventory existing vacant land was noted. By the time this study was released a site plan application for a mini-storage facility had been submitted for one of the vacant parcels on the west side of CR-31.

Developed lots within the B-3 District generally contain more intensive uses than the B-1 and B-2 Districts.

2.1.4 Central Pine Barrens

Land within the Village in the B-3 District that is located north of the Long Island Railroad is also located within the Long Island Central Pine Barrens (CPB). Specifically, land north of the railroad and west of CR 31 is within the CPB Core Preservation Area (CPA), while land north of the railroad and east of CR 31 is within the CPB Compatible Growth Area (CGA). Development or redevelopment of land within these areas is restricted or complicated by numerous environmental standards and requirements set forth by the Central Pine Barrens Comprehensive Land Use Plan (CLUP). Despite the fact that two of the lots west of CR 31 in the CPA (Parcels 905-1-1-1.1 and 905-1-17.1) are owned by the County and USA, respectively, one 2.21-acre privately owned parcel (905-1-12.2) is also affected by its presence within the CPB. Land within the CPA is typically precluded from development unless a Pine Barrens Hardship Exemption is applied for and subsequently granted by the Central Pine Barrens Joint Planning and Policy Commission; although, residual development rights may be transferred to approved development rights



receiving areas to allow greater development densities on these sites. Nevertheless, this property is currently developed with two buildings containing a mix of retail, office and service uses and associated on-site parking.

There is just one lot in the Village (located north of the railroad and east of CR 31) that is in the B-3 District and CGA. This property, (136 Old Country Road, SCTM# 905-1-1-4), is privately owned, 0.18-acres in area, and currently contains a small vacant building that was formerly operated as a bakery at the time of the land use inventory but now contains Antonjitos Chapines restaurant. Developments within CGAs are typically limited by a variety of development restrictions designed to protect the environment (especially groundwater, ecological and other essential resources), including but not limited to limitations on the clearing of natural vegetation and the amount of fertilizer-dependent landscaping that may be planted at a site, requirements for strict compliance to Suffolk County Sanitary Codes, safeguards that ensure the protection of public and private wells, conservation or preservation of natural, cultural and agricultural resources, control of sewage and stormwater, and others.

2.1.5 Village of Westhampton Beach Business Districts (Comparative Analysis)

Based on the preceding inventories and analyses, the B-1 District is by far the largest business zone in terms of land area in the Village. It is eight acres larger than the B-2 district and over 24 acres or three times larger than the B-3 zone. Moreover, the B-1 contains nearly twice as many tax lots as the B-2 district (91 lots versus 50 lots) and almost seven times the number of lots as the B-3 zone (91 lots versus 13 lots). The B-1 District also contains over twice as many individual land uses at the time of the land use inventory as the B-2 District (144 versus 67) and exactly nine times as many as the B-3 District (144 versus 16). The average lot size in the B-1 district is 0.41 acres which is nearly a third smaller than the 0.59-acre average for the B-2 District and less than half of the 1.0-acre average for the B-3 district. The B-1 clearly has the largest mix or diversity of land uses (15 land use classifications out of 16 considered) compared to 13 and 7 land use types identified in the B-2 and B-3 Districts, respectively. The B-1 is most dominant in terms of retail, professional office, and restaurants and is more likely to serve seasonal guests, “day trippers” or “weekenders” than the B-2 and B-3 Districts which are more likely to serve locals, residents of nearby communities, commuters or others passing through the area.

A comparative analysis of land uses by business district is summarized in **Table 4**.



Table 4
INVENTORY OF EXISTING B-1, B-2 AND B-3 BUSINESS DISTRICT USES

Uses	B-1	B-2	B-3	Total	Percent of Use in B-1, B-2 & B-3
Bank	5	1	0	6	2.7%
Entertainment	4	0	0	4	1.8%
Institutional	4	1	1	6	2.7%
Motor Vehicle Service	0	2	2	4	1.8%
Office	26	9	1	36	15.9%
Office - Medical	1	4	0	5	2.2%
Personal Services	4	3	0	7	3.1%
Recreation and Open Spaces	5	0	0	5	2.2%
Residential	3	3	0	6	2.7%
Restaurant	19	10	0	29	12.8%
Retail	54	16	4	74	32.7%
Service	3	3	0	6	2.7%
Transportation	1	0	4	5	2.2%
Vacant Building	8	9	1	18	8.0%
Vacant Building (new or under construction)	1	3	0	4	1.8%
Vacant Land	5	3	3	11	4.9%
Total	143	67	16	226	100.0%

1-The inventory of residential uses is based on visual observation from the street during the walking inspection. Some upstairs spaces in the B-1 may have contained apartments or may have been vacant but could not be field verified. In some instances, SCDHS sewage disposal standards, in the absence of sewers, would restrict or preclude the possibility for new apartments on small lots.

2-Lot or building space was vacant at the time of the land use inventory.

3-The areas of rights-of-way and portions of split zoned lots that are outside of the B-1, B-2 or B-3 zoning districts are excluded.

2.2 Existing Zoning

2.2.1 B-1 Business District

The B-1 District is located near the geographic center of the Village and permits numerous and diverse land uses ranging from apartments, three-unit and multi-unit dwellings, to hotels, a wide variety of retail uses, small offices, personal and business service establishments, amusement and recreational uses, and public and semi-public uses, either “as-of-right” or through the SE permit process, and prohibits wholesale uses. The B-1 District is adjacent to the Residence 1 (R-1), R-2, R-4, and Hamlet Commercial (HC) zones and the relationship of the B-1 to the surrounding single-family residential districts promotes quick and convenient access to the Downtown, while adjacent HC zones, which allow private residences, public and semi-public uses, and various small



businesses help to provide a smooth transition from the denser and more intensive small lot mixed-use development in the B-1 to the outer larger lot/lower density single-family residential zones.⁴

Two B-1 district parcels (SCTM#: 905-12-4-53.1 and 905-12-4-20.4) are split zoned B-1 Business and Hamlet Commercial/Residential (HC). The B-1 portion of the first parcel contains a bakery/cafe and the HC portion contains associated parking, while the second parcel is entirely developed with a Village parking lot. **Figure 6** shows the pattern of zoning in the Village. Permitted (as-of-right) and Special Exception (SE) uses are provided in **Appendix C**. Dimensional standards for the B-1 District are summarized below in **Table 5**.

2.2.2 B-2 Business District

The B-2 Business District is located south of the B-3 District and is adjacent to the Hotel District (HD), MF-20, HC, and the R-2 and Residential (R-4) Districts. Four of the lots in the B-2 District are split zoned as previously mentioned, including SCTM#: 905-6-2-32.1 which is zoned B-2/R-4; SCTM#: 905-6-1-24.3 which is zoned B-2/R-4; SCTM#: 905-5-1-53.1 which is zoned B2/R4; and SCTM#: 905-4-1-13.1 which is zoned B-2/R-2. The portion of Lot 13.1 which is in the B-2 is very small (0.05 acres) and is not by itself developable requiring that the portion of the 7.15 acre lot that is outside the District in the R-2 be used for development.

Most of the B-2 District abuts land zoned for single-family residences. The existence of adjacent residential zoning and existing residential development is important in that future uses must be compatible with these districts, especially in terms of the types, mix and intensity of uses permitted or allowed by Special Exception (SE), the design and layout of the development, and the controls that are in place to prevent or alleviate potential impacts or nuisance conditions such as excessive noise, fumes, and odors, overly bright or intrusive outdoor lighting, undesirable signage, loss of residential privacy, increased traffic, and the like. The B-2 zone also allows a mix of office and public and semi-public land uses, but prohibits all residential uses with the exception of existing dwellings and upper floor apartments. Unlike the B-1 district, the standards of the B-2 District prohibit the establishment of most retail uses but allow a variety of wholesale uses, which may be permitted through the Special Exception (SE) permit process.

Uses permitted as-of-right or allowed through the SE review process are very similar to that of the B-3 District with a few minor exceptions. A full list of permitted (as-of-right) and SE uses are provided in **Appendix C**. Dimensional standards for the B-2 District are summarized in **Table 5** below.

2.2.3 B-3 Business District

The B-3 district is located at the north end of the Study Area along CR 31. It is an extension of the B-2 highway corridor zone to its south and is adjacent to the Village's I-1, HD, MF-20, R-2, and P&C Districts. The B-3 District is near to and therefore has a close relationship with Gabreski Airport and the Town of Southampton's Gabreski Airport Planned Development District or

⁴ The HC District also provides a transition between the MF-20 multifamily residential district which is permitted at densities that may be greater than that of the HC District.



“APDD”. The B-3 District’s close proximity to Gabreski Airport, the APDD, Long Island Railroad, Town of Southampton DPW and the Village’s I-1 zone, along with its larger minimum lot size standard and location along CR 31 and near Sunrise Highway, make it most suitable for the Village’s more intensive land uses; however, a portion of this area, north of the railroad, is within the Central Pine Barrens CPA and CGA, which either precludes development or poses land development restrictions in order to protect this important natural resource. Unlike the B-1 district, the standards of the B-3 District prohibit the establishment of most retail uses but allow a variety of wholesale uses, which may be permitted through the Special Exception (SE) permit process. The B-3 zone also allows a mix of office and public and semipublic land uses, but prohibits all residential uses with the exception of pre-existing dwellings.

Uses permitted or allowed through the SE process are very similar to that of the B-2 District with a few minor exceptions. Existing dimensional standards for the B-3 District are summarized below in **Table 6**. Permitted (as-of-right) and SE uses are provided in **Appendix C**.

2.2.4 Business District Dimensional Standards

As indicated by the table below, the B-1 zone is designed to allow a variety of small, primarily business uses on lots as small as 2,000 SF with minimum lot widths of 60 feet. The B-1 District allows zero lot line development in the front yard so that buildings and land use activities are conducive to supporting pedestrian activity, providing opportunities for storefront displays to promote window shopping, and buildings that address the street and enhance the streetscape. The B-1 zone also has half the minimum rear yard setback requirement as the B-2 and B-3 zones (25 feet in the B-1 instead of 50 feet in the B-2 and B-3 Districts). These dimensional standards promote a more dense/compact and efficient land development pattern and physical form that is characteristic of a typical “Main Street” business district, especially when buildings are two stories in height and provide second-story apartments and/or office space above stores that can make this type of district more diverse, functional, sustainable, healthy and active. Further support for dense development is the B-1’s maximum lot coverage standard of 50 percent as compared to the maximum 20 percent limit in the B-2 and B-3 Districts, which is made possible by permitted on-street parking and off-site Village-owned municipal parking lots which offset the need for on-site parking space dedications, as well as greater site connectivity and pedestrian activity to limit the reliance on the automobile when a visit to the District requires multiple stops.

Unlike the B-1, the B-2 and B-3 zones are more suited for larger more intensive commercial or wholesale land uses, not only due to their alignments along major arterial roadways (CR 31 and CR 80) and close proximity to Sunrise Highway (SR 27), but also due to the minimum lot area and other dimensional zoning standards of the two districts. The B-2 and B-3 Districts require a minimum 20,000 SF and 40,000 SF of lot area, respectively, for new lots, as compared to 2,000 SF in the B-1, and have minimum lot width requirements of 100 and 150 feet, respectively, instead of 60 feet as is required in the B-1. Although the B-2 and B-3’s maximum lot coverage standard of 20 percent is significantly less than the B-1’s 50 percent standard, there is a greater expectancy of automobile oriented access in the B-2 and B-3 zones, more of a need for on-site customer and employee parking and truck loading areas, and a greater need to separate and buffer more intensive land uses from adjacent residential properties, which current lot area, setback and coverage standards are designed to do. Like the B-1 District, the B-2 and B-3 Districts allow a maximum



building height of 35 feet. Dimensional standards for the B-1, B-2, and B-3 Zoning Districts are provided in the table below.

Table 5
VILLAGE OF WESTHAMPTON BEACH
BUSINESS DISTRICTS TABLE OF DIMENSIONAL REGULATIONS

Dimensional Regulation	Zoning District ¹		
	B-1	B-2	B-3
Minimum lot area (square feet)	2,000	20,000	40,000
Minimum lot width (feet)	60	100	150
Maximum building coverage	50%	20%	20%
Front yard depth			
Minimum (feet)	0	50	50
Maximum (feet)	5	None	None
Side yards	---	---	---
Minimum for each (feet)	None	20	20
Minimum total for two (feet)	None	50	50
Rear yard depth – minimum (feet)	25	50	50
Maximum building height (feet)	35	35	35
Minimum lot area per use (square feet)	---	---	---
Preexisting dwelling	20,000	20,000	20,000
Finance, insurance, real estate office	None	4,000	4,000
All other principal uses	2,000	10,000	20,000
Accessory uses	None	None	None

¹ All building and structures accessory to a single-family dwelling shall be placed in the rear yard, no less than 15 feet from any property line with a height of no greater than 16 feet except for a garage which may be no higher than 20 feet.



2.2.5 Business District Land Use Standards

Permissible (“as-of-right”) and SE land uses allowed in the B-1 District tend to be similar to those commonly permitted in mixed-use Main Street Business Districts, such as a mix of small retail stores, gift shops, variety stores, restaurants, delis, cafés, ice cream parlors, and food shops, as well as arts and cultural uses, public and semipublic uses, and second-floor apartments. Professional offices are very common in the B-1 District due to its central location, proximity to Village Hall and actual or potential availability of support services, but are permitted as-of-right in all three of the Village’s Business Districts. The B-1 differs from the B-2 and B-3 Districts as it allows a greater number of retail uses, tends to serve more tourist, day tripper and seasonal homeowner clientele, prohibits wholesale businesses and agriculture activities, and tends to attract smaller uses that may be more closely spaced or dense but would be less intensive.

The main differences between uses permitted in the B-2 and B-3 Districts (assuming lots are consistent with the minimum lot size permitted) is the size of the use (minimum lot size standard of 20,000 SF in the B-2 District and 40,000 SF in the B-3 District); minimum lot width of 100 feet in the B-2 District and 150 feet in the B-3 District; and minimum lot area for certain principal uses (i.e., excluding pre-existing dwellings and finance, insurance and real estate offices) which is 10,000 SF in the B-2 and 20,000 SF in the B-3. Outright permitted and SE land uses are otherwise very similar between the two districts, with the B-3 zone actually being slightly more restrictive as follows:

- Certain uses including fruit and vegetable markets, pet supply stores, photographic studios, motion picture and video rental and distribution businesses, and some indoor recreational uses are prohibited in the B-3, whereas these same uses are permitted or allowed by SE permit in the B-2; and
- SE permits are required for certain uses in the B-3 District including veterinary services, boat and recreational vehicle dealers, hardware stores, general electric repair shops, re-upholstery/furniture repair businesses, and miscellaneous repair/welding shops; whereas, the B-2 District permits these uses as-of-right.

2.2.6 Town of Southampton Airport Planned Development District (APDD)

The Town of Southampton’s Airport Planned Development District (APDD) or Rechler/ Gabreski business park is 58.6 acres in area and is located at the Gabreski Airport, north of but adjacent to the Village boundary and a large County owned parcel that the Village has zoned as “Parks and Conservation.” The APDD is a more recent zone in the Town and is currently undergoing the process of development. Since the APDD is more recent and is one of the closest “outside” commercial/office/industrial districts, is larger in total area than the B-1 and B-3 Districts combined, is fully served by an STP, and is located at an airport and near Sunrise Highway, it is expected to bolster business activity and commercial investment in the area, enhance the area’s reputation as a commercial center, foster a notable commercial/industrial presence and draw and capture some of the local and regional demand for specific types of goods and services. The APDD will also provide opportunities for certain types of employment, particularly industrial and office workers and hospitality and transportation sector personnel, and will likely hire persons from the



local workforce and/or attract workers from outside the area depending on the types of positions available and the training and availability of suitably trained workers locally.

The Town's APDD zoning allows for a maximum combined gross floor area (GFA) of 510,500 SF of mixed commercial, office and/or industry. Sewage treatment facilities are available at Gabreski Airport to serve the needs of businesses and industries that locate in the APDD, thereby providing for a potentially large and dense development with more water-intensive land uses, while reducing potential impacts to important pine barrens and groundwater resources.

According to the Section 330-248 A. of the Town of Southampton Town Code the specific purpose of the APDD is to:

- Create a unique nonaviation employment and business center that will complement and not compete with existing village and hamlet centers in terms of retail sales, services and visitor attractions.
- Attract future nonaviation development that will create a mixed-use activity center consisting of complementary light industrial, warehouse, office, service, support, retail, transportation, lodging and related uses.
- Target future nonaviation development recommended by the 1990 Suffolk County Airport Study.
- Support retail and service development that will consist of multiple tenants and uses that will be phased to coincide with on-site demands.
- Encourage and enable access to the Long Island Rail Road and ground-based transportation for workers in the industrial park.

Permitted and special exception permit uses in the APDD are listed under Sections 330-248 A. (3)(a) and (c) of the Southampton Town Code and are as follows:

Permitted Uses

- [1] Accommodation industries (hotel/conference facility) that comply with the thirty-five-foot height maximum with no outdoor public-address or music system, and all indoor and outdoor activity in conformance with Chapter 235, Noise.
- [2] Arts and craft manufacturing and warehouse.
- [3] Corporate, small business, nonprofit offices.
- [4] Engineering, architectural, scientific and/or research offices and organizations.
- [5] General and special trade contractors.
- [6] Health club or personal fitness facility.
- [7] Information services and software/data processing services.
- [8] Manufacturing industries.
- [9] Medical arts facilities and dental laboratories.
- [10] Motion picture production facility, digital media and sound recording industries that comply with the thirty-five-foot height maximum with no outdoor public-address or music system, and all indoor and outdoor activity in conformance with Chapter 235, Noise.
- [11] Nonaviation light industrial uses, not to include self-storage facilities.
- [12] Photofinishing/digital printing laboratory.
- [13] Printing, publishing and related support activities.
- [14] Professional, scientific, and technical services.
- [15] Renewable energy, manufacturing, research and development.
- [16] Restaurant, standard.



- [17] Restaurant, take-out or counter service without “drive through” window.
- [18] Technology uses, to include research and development facilities/laboratories.
- [19] Nonaviation vocational schools, job training and educational services.
- [20] Wholesale and distribution industries, not to include wholesale “membership clubs.”

Special Exception Permit Uses

- [1] Indoor and outdoor recreational facilities other than health and fitness clubs, except that no gambling establishments or facilities of any kind shall be permitted, including, but not limited to, casinos, game parlors, or facilities operating coin-operated or non-coin-operated machines.
- [2] Motion-picture production facility, digital media and sound recording industries above 35 feet in height, up to 3 stories (55 feet maximum).
- [3] Nursery school or child day-care.
- [4] Wireless telecommunication antennas and infrastructure.
- [5] Accommodation industries (hotel/conference facility) above 35 feet in height, up to 3 stories (45 feet maximum).

Existing and Future APDD Development

According to a representative of Rechler Equity Partners it is unclear exactly how the APDD will be developed at this time as the actual permitted and special exception uses to be established in the APDD is largely based on market demand and the individual choices of business owners. As of October 2015, there is a 58,787 SF industrial building on the site which has been approved for warehouse, manufacturing, office, and/or showroom uses and most of this space is currently occupied or has been leased. The Town, at that time, had also been reviewing plans for two new office buildings in the APDD totaling 51,900 SF, leaving the potential for 399,813 SF of additional space before the APDD is at buildout. Future uses in the remainder of the APDD are unknown but are likely to include a mix of professional and/or medical offices, industrial/ manufacturing facilities, warehouses, showrooms and possibly a hotel. The growth to occur within the APDD may promote additional development in the nearby Village B-3 and B-2 districts by creating a unique business center and commercial climate that contains sufficient floor space and land uses to draw new activity and demand but will also have the effect of absorbing some of the local demand for similar land uses. Land uses that support, are supported by or can build off of development in the APDD may be appropriate for the B-2 and B-3 Districts due to their close geographic relationship, and Village businesses should seek to meet some of the demands of the APDD’s employees and customers alike.

2.3 Past Land Use Planning Initiatives

2.3.1 1996 Westhampton Beach Downtown Audit

The 1996 Westhampton Beach Downtown Audit prepared by HyettPalma provides the community’s vision for the Downtown (B-1 Business District) and set the stage for several subsequent planning initiatives culminating in the implementation of a variety of land use and zoning recommendations. The 1996 Audit envisioned the future of Westhampton Beach to be:

- A quaint welcoming seaside resort with a vibrant, prosperous Downtown full of first-rate shops, cafés, and culture that’s bustling with people;



- “The Lincoln Center of eastern Long Island” that’s a haven of friendly people and interesting things to see and do; and
- Westhampton Beach – “The First Hampton, The Family Hampton.”

The Audit also identified the following specific goals and aspirations:

- The preferred Downtown Westhampton Beach of the year 2002 would have a lively mix of shops, restaurants, and family-oriented activities that attract people to make a special trip to the Village. On Downtown’s side streets and in buildings adjacent to Main Street, the Village would have inns and bed and breakfast facilities that stress “our Village ambience.” These would allow the Village to accommodate the people it draws, so they can spend a few days, walk, shop and dine. And, Downtown would have the sewerage capacity necessary to accommodate this mixture of uses.
- By the year 2002, Downtown would have seen an “upscaling” of both its reality and its image. This would be done with quality shops, retaining “our Village character,” stressing quality over quantity. And, local/area media coverage would be fair and accurate in portraying the Village’s true character and appeal.
- Downtown would be a place local people want to come to year-round - and where they find businesses they are attracted to and can afford. Downtown’s businesses would be able to afford to remain open more months of the year, and possibly year-round. Downtown would offer its patrons adequate parking and access to public restrooms. Downtown would also have “things for young people to do” and indoor winter activities, possibly such as an indoor pool, community center, or health club.
- A “spa” or other anchors would be in place in order to draw people to Downtown Westhampton Beach as a destination. Downtown would have a variety of food establishments - restaurants, coffee shops, ice cream parlor, outdoor dining, outdoor cafes, etc. And, the Westhampton Beach theater would act as another Downtown draw in its new life as a performing arts center.
- Family and pleasure boaters would be attracted to Downtown and would feel welcome to walk, shop, and eat there. The expanded and improved marina would allow them easy access to the Village and Downtown.
- Downtown would have plenty of things to hear, see and do. These might include special events such as a coordinated culture festival that would include films, theater, music, etc. Overall, the cultural attractiveness of the Village on a year round basis - would be improved.
- Physically, Downtown would be beautifully “tree-lined forever.” Property owners would contribute to the Village’s quality-of-life by making sure their buildings are well-maintained and in keeping with the Village’s quaint ambience. Utility wires would be put underground and trash removal would be quick and invisible.
- In terms of priorities, the Downtown enhancement effort would first focus on:
 - Seeing that an adequate sewer system is in place so that the desired uses can be accommodated in Downtown;
 - Adaptive use of the Westhampton Beach theater into a first rate performing arts center;
 - Reuse of Six Corners School;
 - Expansion and upgrading of the marina;
 - Creating a tourist information center on Main Street;
 - Affording Downtown users access to public restrooms;
 - Improving the public’s perception of Downtown and the Village;
 - Maintaining the Village’s quality-of-life as “a good place to raise your children;” and
 - Maintaining Downtown’s and the Village’s character through architectural review.



2.3.2 1998 Downtown Market Analysis and Economic Enhancement Strategy

The 1998 Downtown Market Analysis and Economic Enhancement Strategy prepared by Abeles Phillips Preiss & Shapiro, Inc. involved the administration of shopper, resident and merchant surveys, collection and analysis of demographic and market data, identification of primary and secondary trade areas for examination, and development of recommendations. The Study does not specifically identify an area of review (i.e., whether it considers the entire Village business community or a specific business district) but again, appears to focus primarily on the B-1 District. The Study contains various recommendations which fall under ten overarching planning objectives:

- Promote the Christmas holiday season;
- Focus on unique stores that do not duplicate mall offerings [i.e., the Tanger Mall];
- Promote restaurants;
- Use the new Village Hall to provide needed services for visitors;
- Increase convenient parking during the [busy] season;
- Create a distinctive image for the new internal side streets (e.g., Glovers Lane);
- Enhance the Downtown feel of Sunset Avenue;
- Restrict real estate agencies and other offices from locating in first-floor storefronts on Main Street;
- Permit live-work arrangements on side streets (e.g., Glovers Lane); and
- Channel development to Downtown Westhampton Beach.

The plan is informative as to conditions and hopes and concerns for the business owners and community at that time; however, many viable recommendations have been implemented while others may be outdated, as the plan is now 18 years old. For these reasons, a reassessment of the study's content and a fresh look at community needs is in order to address more contemporary goals, issues and concerns. Section 3 of the present Business Districts Study takes into consideration the information provided in the 1998 plan but considers new information to determine current conditions and needs.

2.3.3 2006 Business Districts Comprehensive Plan Update

The Village's 2006 Business Districts Comprehensive Plan Update ("Plan Update") was reviewed to identify the most recent overall vision for its B-1, B-2 and B-3 business districts. The 2006 Update provided the Village with a fresh new look at the business districts as follow up to the implementation of the 1999 Business Districts Comprehensive Plan's recommendations. In light of ever-changing market and land use conditions and community goals and needs, the current B-1, B-2 and B-3 Business Districts Planning Study (i.e., this plan) once again looks at the updated plan, including a review of its land use goals and objectives, as well as its recommendations for the three Business Districts and the identification of those sections of the 2006 plan that are applicable to this current Study. The review provided valuable insight into the results of past community visioning and issue identification, and the preferred policies for land development that came from that visioning process. It also provides a basis for identifying past recommendations



that have been implemented, recommendations that are still pending, those that are no longer applicable, the ways in which conditions may have changed since 2006, and whether there is a need for fresh new ideas to address evolving issues and concerns, while ensuring consistency with a concerted long-range plan.

The primary focus of the 2006 Plan Update was, again, on the B-1 Business zoning district (i.e., the “Downtown Central Business District”); although, some discussions and analyses address the B-2 and B-3 Districts. Review of the content and recommendations of the 2006 plan against the Village’s existing Zoning Code revealed that the overall vision, goals, recommendations, and spirit and intent of the Plan Update have been addressed, and applicable zoning and design standards and policies have been adopted and incorporated into the Village Zoning Code to guide future project planning, Village review, and private development. Implementation of past recommendations, such as the construction of public restrooms, moving the Chamber of Commerce Downtown to 7 Glovers Lane, construction of the Mill Road public parking area, and extension of Glovers Lane to connect to the Mill Road parking lot, and reuse of the old Six Corners School site have been implemented.

The Village’s vision for the B-1, B-2, and B-3 Business Zoning Districts, as expressed in the 1999 Comprehensive Business Plan and 2006 Comprehensive Business Plan Update, subsequently incorporated into the Village’s Zoning Ordinance, and provided in **Sections 2.1.1, 2.1.2, and 2.1.3** of this report, are instructive as they identify the desired theme, goals, character, and functions of the district as determined by the community and Village officials during the late 1990s and the 2006/2007 time periods, and provide the fundamental guiding principles and policies for future growth—most of which are still valid today.

Since the current study focuses primarily on the identification of suitable land uses and zoning for the B-1, B-2 and B-3 Zones, the goals of the 2006 Plan Update and its vision statements for each of the districts provides the guidelines for consistency. Consistency with the 2006 Plan Update, however, must be considered in light of current community and business needs, economic and market trend and recent input offered by the Village’s Business Districts Task Force.

2.3.4 Draft Village of Westhampton Beach Special Exception Use Conditions Study

The Village’s draft 2016 Special Exception Use Conditions Study involved the crafting of new SE standards for nonresidential uses having over 3,000 square feet of gross floor area (GFA) in the B-1 zoning district. Previous SE standards for these uses focused primarily on fiscal and economic considerations but did not address the potential land use impacts that can be associated with larger and/or more intensive uses in a Downtown Central Business District environment. The purpose of this study, therefore, was to identify potential land use conflicts and negative externalities that may be associated with larger nonresidential uses in the B-1 District, recommend new and enhanced SE standards to facilitate their harmonious integration into the Downtown and greater community, and prevent or mitigate potential impacts to adjacent residentially zoned properties. The Study specifically set out to create SE standards that are:



- suitable for addressing the potential land use impacts and zoning conflicts of uses regulated under Section 197-80.8, “Special exception conditions on nonresidential SE uses containing over 3,000 square feet of GFA,” of the Village Code;
- easy to understand and implement and provide the guidance necessary to both applicants and Village officials for creating high-quality low-impact projects;
- free of significant “loopholes” and “grey areas,” but at the same time provide the flexibility for creative site design and impact avoidance and mitigation;
- contained within a regulatory framework that is consistent with the powers and authority granted to the Village by New York State zoning enabling legislation (“Village Law”) and the guiding principles and practices of the planning profession; and
- duly crafted and vetted to promote the health, safety and general welfare of the public while fostering land use compatibility, desired community and business district character, superior project design, business development and economic growth, maintenance or enhancement of property values, preservation of private property rights, and the highest quality of life possible for Village residents.

The Study provides 20 SE permit standards that collectively address the following land development issues and topics:

- Transition yard setbacks and buffers adjacent to residentially zoned property;
- Accessory structure yard setbacks adjacent to residentially zoned land;
- Maximum impervious ground cover;
- Traffic congestion;
- Site access, cross access, circulation and site connectivity;
- Off-street parking;
- Loading and delivery operations and facilities;
- Outdoor storage and activities;
- Screening, landscaping, and site and streetscape beautification;
- Outdoor lighting;
- Signage;
- Noise;
- Trash management; and
- Architectural design and district character.

Any new SE uses that are recommended by the current Business Districts Study for the B-1 District must be reviewed for consistency with any adopted SE standards; therefore a level of compatibility between recommended uses and adopted SE standards must be ascertained to ensure there are no significant conflicts between uses and standards.

2.3.5 Main Street Streetscape Study

This study prepared by KPC Planning Services includes a vision statement and goals and objectives for downtown streetscapes and major intersections in the Village center. The study focuses on the:



- characteristics of attractive, walkable and functional village business districts;
- key components of a Main Street right-of-way;
- ensuring quality streetscape designs;
- sidewalks;
- mid-block street crossings;
- crosswalk striping and aesthetically pleasing paving materials;
- curb extensions;
- public spaces; and
- parking.

3.0 Economic and Market Trends Analysis

3.1 Identification and Definition of Target Market Area

In planning for new commercial uses within the Village of Westhampton Beach, it is important to recognize various considerations and concepts affecting viability in the Village's B-1, B-2, and B-3 zoning districts. The first of these criteria is to identify the target market area. A target market area establishes the boundary from which the majority of consumer interest is – and will be – drawn for such uses within the community.

The International Council of Shopping Centers (ICSC) has identified various types of shopping areas, primarily differentiated by location, size, major tenants and the types of goods and services sold. Variations of shopping centers include convenience shopping centers, neighborhood shopping centers, super community/community shopping centers, regional shopping centers, and super regional shopping centers.⁵ These definitions are meant to be guidelines to illustrate the major differences between various types of shopping centers, and it is important to note that there is no clear-cut methodology for classifying the type of a given shopping center.

Existing commercial areas in the Village of Westhampton Beach tend to cater to neighborhood and local needs, with most of the existing uses classified as “convenience”, “neighborhood”, or “community” shopping areas, as defined by the ICSC and determined by the proposed size and type of tenants. Convenience and neighborhood-type needs tend to be satisfied by those residing within a five (5) to ten (10)-minute drive-time radius, while the community-type commercial needs tend to be satisfied by those residing within a 15-minute drive time radius from a given retailer. For the purpose of this analysis, an average of the two drive-time radii was assumed, and a 12-minute drive-time radius was used to represent the needs of the target market area. This aligns appropriately with the denser Riverhead market to the north, and other shopping areas in Brookhaven Town to the west – both of which tend to currently serve the majority of the day-to-day needs of Village residents.

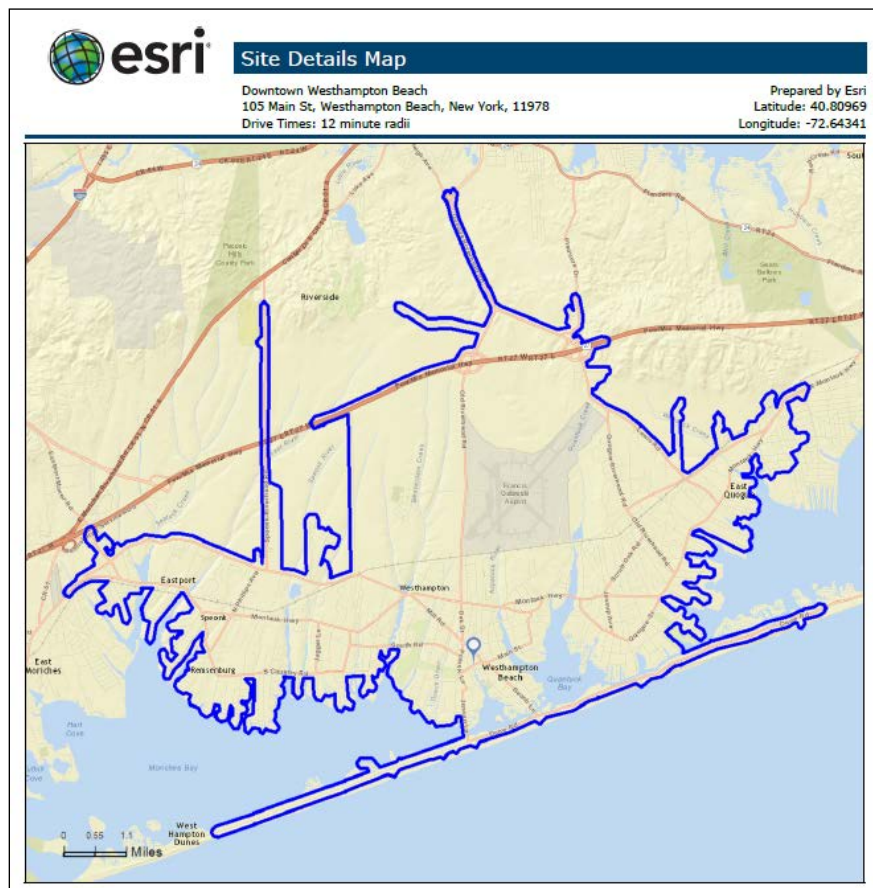
For the purpose of this analysis, the centroid of each calculated drive time is assumed to be the center of downtown, along Main Street. The boundaries of the **Target Market Area** are shown

⁵ International Council of Shopping Centers, “*ICSC Shopping Center Definitions: Basic Configurations and Types for the United States*,” 2004.



below. The target market area represents a significant portion of western Southampton Town, with the boundary of the target market area extending north to Route 27 and into portions of Riverside, and south to the shore. The boundary extends west into Eastport and the easternmost edge of East Moriches and to West Hampton Dunes to the south. The eastern boundary extends along Dune Road and Montauk Highway into East Quogue. This target market area represents the population residing within the immediate community, and surrounding parts of Southampton Town and other parts of nearby communities that would likely support commercial uses in Westhampton Beach.

TARGET MARKET AREA



It is important to note that residents of the target market areas do not represent the only consumers projected to support additional business in Westhampton Beach. Other consumers residing outside of the target market area support retailers in the Village, since the area has a major tourist draw, as well as a known destination for second homeowners. Likewise, it cannot be assumed that all persons residing within the target market area will patronize new businesses within the Village. However, the target market area represents a trade area from which the majority of support will be drawn from year-round residents.



3.2 Market Demand

In order to determine whether additional commercial space can be supported in the local market, it is necessary to conduct an analysis of market demand. This includes trends among the population and households within the target market area, as it applies to potential for new business in Westhampton Beach's business corridors, as well as the surrounding target market area. The demand is based on several determining demographic and socioeconomic characteristics of the residential population located within the target market area.

3.2.1 Population and Households

Trends in the residential population and in the number of households located within the target market area allow for a clear understanding of those consumers that support the local economy – including existing and new businesses in Westhampton Beach. An analysis of past data, coupled with current estimates and projections, illustrate the changing needs of the target market area, and how such needs can be accommodated within the local market through existing and future business establishments.

Despite the year-round population decline within the Village (from 1,902 to 1,721 residents, as seen in **Section 8.1**), the population within the target market area has increased steadily since 2000, growing by 4.0% between 2000 and 2010. It is estimated that the population increased by an additional 4.6% between 2010 and 2015. Current estimates suggest a population of 13,265 year-round residents within the target market area, and an additional 3.1% growth is projected to occur through 2020.⁶ The Village's population, however, significantly increases in the summer due to an influx of seasonal residents who are not counted by the Census Bureau as residents of the Village. According to the Town of Southampton's 2004 Comprehensive Plan Transportation Element, the Town's population swells by as much as 3.5 times during the summer, and although specific and reliable data were not available for the Village, input from project Task Force members suggests that the Village may undergo a similar if not more dramatic increase in population during the summer.

Reflective of the population trends, the number of households within the target market area has also increased significantly since 2000. The latest estimates from 2015 suggest 5,101 households currently exist within the target market area. In total, this is projected to increase by an additional 147 households over the next five (5) years, with 5,248 households projected to exist in the target market area by 2020. This is 8.1% or 393 greater than the number of households recorded in 2000, illustrating steady growth in the target market area. The growth among population and households in the target market area indicates that additional year-round commercial development can likely

⁶ It is important to note that this population projection does not account for specific developments that may currently be in the planning or approval process. Moreover, while such factors are examined at the local level, projections are not based solely upon specific build-out scenarios or land use analyses. Rather, the projections are based upon historical trends and current estimates at the county level, a time series of county-to-county migration data, an historical analysis of residential building permit data and residential postal delivery counts. Such data is supplemented with available information generated by nationwide databases, statistics providers and demographic and spatial analysis tools.



be supported within the Westhampton Beach community; as growth continues over the coming years, demand will further increase.

3.2.2 Income

Household income is indicative of the level of buying power generated from a given community, as expenditures typically increase with higher income levels. With median household incomes of \$91,739, it is important to note that year-round households residing within the target market area have substantial levels of income. This indicates that the spending power is high, which is likely to be reflected in overall spending patterns within the community. This is attractive for new businesses looking to locate within the area.

3.3 Market Supply

An analysis of the existing supply is crucial, as there are many established businesses in the community, and an understanding of the local business mix is an important factor in attracting the right type of new business to each of the three zoning districts in Westhampton Beach.

As seen in **Table 6**, Westhampton Beach is comprised of a mix of businesses that cater to both the year-round and seasonal population within the Village. The “retail trade” industry comprises 80 individual businesses and over 480 employees, making it the largest industry sector in terms of the number of businesses and the fourth largest industry sector in terms of the number of employees. It is important to note though, that despite the fact that the retail trade industry comprises the largest proportion of businesses in the Village, it does not necessarily equate to adequately fulfilling the demand from within the community. Subsequent sections of the study – specifically the Leakage Analysis – expand upon this gap in demand as it pertains to various types of retail and goods and services.

Table 6
BUSINESS SUMMARY, BY NAICS* SECTOR, 2015

Industry	Number of Businesses	Percentage of Total	Number of Employees	Percentage of Total
Agriculture, Forestry, Fishing & Hunting	1	0.2%	1	< 0.1%
Mining	0	0.0%	0	0.0%
Utilities	0	0.0%	0	0.0%
Construction	41	10.0%	434	10.2%
Manufacturing	4	1.0%	19	0.4%
Wholesale Trade	4	1.0%	16	0.4%
Retail Trade	80	19.5%	486	11.4%
Transportation & Warehousing	7	1.7%	54	1.3%
Information	7	1.7%	62	1.5%
Finance & Insurance	32	7.8%	109	2.6%
Real Estate, Rental & Leasing	40	9.7%	241	5.6%
Professional, Scientific & Technical Services	31	7.5%	176	4.1%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Administrative & Support & Waste	11	2.7%	47	1.1%



Industry	Number of Businesses	Percentage of Total	Number of Employees	Percentage of Total
Management & Remediation Services				
Educational Services	9	2.2%	490	11.5%
Health Care & Social Assistance	18	4.4%	171	4.0%
Arts, Entertainment & Recreation	8	1.9%	107	2.5%
Accommodation & Food Services	45	10.9%	999	23.4%
<i>Accommodation</i>	4	1.0%	31	0.7%
<i>Food Services & Drinking Places</i>	41	10.0%	968	22.6%
Other Services (except Public Administration)	44	10.7%	655	15.3%
Public Administration	12	2.9%	174	4.1%
Unclassified Establishments	17	4.1%	33	0.8%
Total: All Industry Sectors	411	100.0%	4,274	100.0%

Source: ESRI, *Business Summary Report*; Analysis by Nelson, Pope & Voorhis, LLC.

*North American Industry Classification System

The largest type of use – in terms of the number of employees – is the “food services and drinking places” industry, which employs nearly 1,000 persons in 41 businesses in the Village. These types of eating and drinking places provide critical support uses for those visiting Westhampton Beach, allowing for extended visitation and increased spending within the community. Such uses are essential to successful economic growth and sustainability in the Village.

Regardless of the relative strength of the “food services and drinking places” industry, there is much room for additional such establishments in the Village – especially in the downtown B-1 Central Business District. However, the infrastructure – specifically sewer – poses a major limitation on new good quality restaurants locating downtown.

The majority of the existing retail centers are in fair/good condition. Several of the shopping centers are undergoing renovations, and/or were being remodeled to accommodate future tenants. In addition, there are several newly constructed businesses in the Village. This includes a new building – including a Dunkin Donuts, True Value, Benjamin Moore, Lawn & Garden, Weber Grills and Milwaukee Heavy Duty Tools – located at 223 Montauk Highway in the B-2 District. A new Best Yet Supermarket is located at the former Waldbaums space, and a new shopping center anchored by CVS is located on Sunset Avenue at the former Westhampton Bowl site.

According to conversations with local realtors, there are many vacancies in the Village. As seen in **Section 2.1.1**, a field inventory in October 2015 indicated that nine (9) lots (6.3% of uses) contained vacant buildings including one (1) new building that was under construction or recently completed but not occupied at the time of the field inventory. The B-2 District witnessed nine (9) vacant buildings (13% of the total land uses in the district), and three (3) more recently constructed but still vacant/unoccupied buildings. One lot in the B-3 District contained a vacant building. These vacancies include second floor spaces and upstairs apartments, particularly in the off-season.



3.4 Leakage Analysis

In order to identify the opportunity for new commercial uses within the Village of Westhampton Beach, a leakage analysis was conducted. Such an analysis examines the demand for and supply of various industry sub-sectors to determine if the existing businesses located within the target market area are capturing the full retail sales potential.

For the purpose of this analysis, the demand represents the estimated consumer expenditures among households located within the target market area for various types of retail. The supply represents the actual sales revenues generated by the existing businesses located within the target market area. The difference between the demand and the supply indicate a leakage or a surplus in the local retail market. A leakage or surplus is differentiated and quantified through a leakage factor – ranging from negative 100 percent (-100%) to 100 percent (+100%). A factor of -100% indicates a complete market surplus, where demand is zero. A factor of 100% indicates a complete leakage, where supply is zero.

A leakage emerges when the demand exceeds the supply. This typically occurs when consumers purchase goods from outside of the target market area. This may be indicative of the nonexistence of retailers within the target market area, or of retailers with greater selection and/or better prices elsewhere, including non-store retailers and sales occurring through mail-order sources such as catalogs and online shopping sites. The existence of a leakage indicates that there remains untapped retail potential in the target market area, and it is likely that there exists demand for a given product and/or service. As such, additional opportunities within a specific industry are likely to exist within the target market area.

A surplus emerges when the supply exceeds the demand, or when retailers are able to attract persons residing outside of the target market area. Such a surplus is likely indicative of specialty retailers, or those retailers with greater selection and/or better prices than in neighboring communities. The existence of a surplus indicates that the local demand has been met. As such, additional retailers within such an industry are likely not demanded and may saturate the target market area. However, it is important to note that the existence of a surplus may also indicate the presence of a niche market. A niche market is one that has been identified as having a special attribute, unique from others, that stands out from the competition, and thus becomes a place that is able to be marketed to residents, new business prospectors and visitors alike. It is important to differentiate between the two (2) types of surpluses, and apply the appropriate rationale when forming recommendations for uses that would best serve the target market area.

In order to determine the specific industries with local retail potential (and therefore the industries that should be targeted for development in Westhampton Beach), a leakage analysis was conducted specific to the target market area.⁷ Data specific to both the current consumer expenditures and

⁷ A leakage analysis is considered to be the industry standard when examining the relationship between market demand and existing supply during the preparation of a commercial market analysis. However, there are other factors specific to the Village of Westhampton Beach that will influence the decision for new business and industry to locate, and ultimately determine whether retail establishments within specific industry sub-sectors will succeed within the local market. This is especially true in the Long Island market, which is vastly different than other suburban communities throughout New York State and the nation. Though a thorough examination of such factors was beyond the scope for



actual business sales data within the target market area was obtained, to calculate the difference between the demand and the supply.⁸

An examination of consumer spending patterns was conducted, and compared to retail sales data within the target market area – including stand-alone retail trade and food and drink establishments, as well as those located within shopping centers and downtown. The supply (retail sales) of all retail trade establishments and food services and drinking places within the target market area exceeds the demand for such retail by 3.8%, or by approximately \$25.2 million. This retail surplus represents the total sales that retail goods and services are attracting from outside of the target market area – largely attributed to the inflated seasonal population.

Table 7 summarizes the leakage/surplus in the target market area, sorted by the potential for consumer expenditures and the actual sales generated within specific industry sectors. Regardless of the overall “surplus”, there are several industry sectors that exhibit a “leakage”, which represents the total amount of household expenditures that is being spent outside of the target market area. As such, the potential for new businesses to locate within the target market area varies among specific industry sub-sectors.⁹

Table 7
LEAKAGE ANALYSIS: TARGET MARKET AREA (2015)

Industry	Opportunity Gap/Surplus	Leakage Gap/Surplus Factor (Percent)
NAICS 441: Motor Vehicle and Parts Dealers	-\$12,824,725	-9.2%
NAICS 4411: Automotive Dealers	-\$16,592,857	-13.8%
NAICS 4412: Other Motor Vehicle Dealers	\$282,414	1.9%
NAICS 4413: Automotive Parts/Accessories, Tire Stores	\$3,485,719	79.2%
NAICS 442: Furniture and Home Furnishings Stores	\$3,229,543	19.3%
NAICS 4421: Furniture Stores	\$738,349	7.4%
NAICS 4422: Home Furnishing Stores	\$2,491,194	36.9%
NAICS 443: Electronics and Appliance Stores	\$16,588,930	61.8%
NAICS 444: Building Material, Garden Equipment and Supply Stores	-\$9,633,192	-24.2%
NAICS 4441: Building Material and Supply Dealers	-\$2,636,611	-8.9%
NAICS 4442: Lawn, Garden Equipment, Supplies Stores	-\$6,996,582	-68.4%
NAICS 445: Food and Beverage Stores	-\$48,550,845	-30.3%
NAICS 4451: Grocery Stores	-\$27,668,608	-23.1%
NAICS 4452: Specialty Food Stores	-\$16,199,070	-57.1%
NAICS 4453: Beer, Wine and Liquor Stores	-\$4,683,168	-37.8%

this market trends analysis, various factors specific to Westhampton Beach, including travel time (especially during the peak summer season), access, environmental features and other physical and natural barriers should be considered by all tenants interested in locating within the community.

⁸ Data for both demand and supply are based upon household expenditures and actual sales receipts over the past year, generated through available data from the Census of Retail Trade from the United States Census Bureau.

⁹ ESRI, *Retail MarketPlace Profile Report*. All data are specific to 12-minute drive-time radius from downtown Westhampton Beach (target market area). All reports accessed via ESRI Business Analyst Online, February 10, 2016.



Industry	Opportunity Gap/Surplus	Leakage Gap/Surplus Factor (Percent)
NAICS 446: Health and Personal Care Stores	\$14,044,174	44.4%
NAICS 447: Gasoline Stations	\$1,837,148	5.6%
NAICS 448: Clothing and Clothing Accessories Stores	\$12,444,243	39.2%
NAICS 4481: Clothing Stores	\$6,704,229	28.7%
NAICS 4482: Shoe Stores	\$2,210,429	77.6%
NAICS 4483: Jewelry, Luggage, Leather Goods Stores	\$3,529,583	63.8%
NAICS 451: Sporting Goods, Hobby, Book, Music Stores	-\$3,924,552	-18.2%
NAICS 4511: Sporting Goods, Hobby, Musical Instrument Stores	-\$4,259,800	-21.5%
NAICS 4512: Book, Periodical and Music Stores	\$335,247	20.0%
NAICS 452: General Merchandise Stores	\$31,312,822	84.7%
NAICS 4521: Department Stores Excluding Leased Departments	\$21,450,648	85.4%
NAICS 4529: Other General Merchandise Stores	\$9,862,175	83.4%
NAICS 453: Miscellaneous Store Retailers	\$4,316,757	18.2%
NAICS 4531: Florists	\$71,018	3.4%
NAICS 4532: Office Supplies, Stationery, Gift Stores	-\$1,337,420	-21.5%
NAICS 4533: Used Merchandise Stores	\$510,980	29.4%
NAICS 4539: Other Miscellaneous Store Retailers	\$5,072,179	37.1%
NAICS 722: Food Services and Drinking Places	-\$34,035,828	-35.4%
NAICS 7221: Full-Service Restaurants	-\$19,920,610	-34.2%
NAICS 7222: Limited-Service Eating Places	-\$14,885,412	-42.1%
NAICS 7223: Special Foodservices	\$497,863	30.0%
NAICS 7224: Drinking Places -Alcoholic Beverages	\$272,332	27.6%
TOTAL: ALL RETAIL TRADE ESTABLISHMENTS AND FOOD SERVICES & DRINKING PLACES	(\$25,195,527)	-3.8%
Source: ESRI, <i>Retail MarketPlace Profile</i> ; Analysis by Nelson, Pope & Voorhis, LLC.		

Several sub-sectors exhibit a retail surplus. These include:

- Automotive Dealers;
- Building Material and Supply Dealers;
- Lawn, Garden Equipment, Supplies Stores;
- Grocery Stores;
- Beer, Wine and Liquor Stores;
- Sporting Goods, Hobby, Musical Instrument Stores; and,
- Office Supplies, Stationery, Gift Stores.

The above-mentioned sub-sectors with a retail surplus indicate that the demand for these types of stores may be currently satisfied within the target market area. Additional retailers of these types should consider unique characteristics of the target market area with respect to competition, geography and expected sales, as well as spending patterns by seasonal residents and visitors.

Three additional food-related sub-sectors exhibit a surplus. These include:

- Specialty Food Stores (including meat markets, fish and seafood markets, fruit and vegetable markets, bakeries and candy stores);



- Full-Service Restaurants (including restaurants where patrons generally order and are served while seated and pay after eating); and,
- Limited-Service Eating Places (including restaurants where patrons generally order or select items and pay before eating, cafeterias, grill buffets, and snack and nonalcoholic beverage bars such as ice cream stores and coffee shops).

However, and despite the “surplus” evidenced within the target market area, it is important to note that input from community meetings and interviews with local realtors indicate that such food-related establishments are indeed demanded within the Village of Westhampton, especially within the B-1 District. Restaurants and specialty food stores play a critical role in creating a sense of place and community, and the downtown would significantly benefit from additional food-related establishments – both for year-round residents and the seasonal population. A greater number and selection of restaurants would allow for increased spending within the community, which is essential to successful economic growth and sustainability in the Village. However, the existing infrastructure – primarily sewer – poses a major limitation on such development occurring downtown.

While a retail surplus exists among many of the business sectors in the area, there are several business segments where demand is quite strong, as reflected in significant leakage factors. These leakages indicate the success potential, with demand that is likely large enough to support additional establishment(s) within the target market area.¹⁰ Moderate to strong retail leakages exist in the target market area within the following industry sub-sectors:

- Other (non-automobile) Motor Vehicle Dealers;
- Furniture Stores;
- Home Furnishing Stores;
- Health and Personal Care Stores;
- Gasoline Stations;
- Clothing Stores;
- Book, Periodical and Music Stores;
- Florists;
- Used Merchandise Stores (including antique stores and thrift stores);
- Other Miscellaneous Store Retailers (including pet and pet supplies stores, art dealers, tobacco stores, and those that retail a general line of new and used merchandise on an auction basis);
- Special Foodservices (including food service contractors, caterers and mobile food); and,
- Drinking Places (specific to those serving alcoholic beverages, including bars and taverns).

The highest retail leakages in the target market area exist within the following industry sub-sectors:

- Auto Parts/Accessories, Tire Stores;
- Electronics and Appliance Stores;
- Shoe Stores;

¹⁰ It is important to note that the findings of this analysis do not seek to recommend specific tenants for any of the vacant or underutilized properties in the Village of Westhampton Beach. Rather, this analysis provides recommendations with respect to specific industry sectors that have the potential to succeed within the community, as evidenced by high consumer demand and relatively low supply in the target market.



- Jewelry, Luggage, and Leather Goods Stores;
- Department Stores; and,
- Other General Merchandise Stores (including warehouse clubs and supercenters).

The above-mentioned industry sub-sectors have the highest likely success rate, and therefore it is recommended that they be targeted for recruitment and retention efforts. These findings indicate that there is significant retail potential in the target market area, with relatively few establishments currently located within the surrounding community that are able to meet the consumer demand from both the local and seasonal population. The synergy that is achieved through a mix of tenants will be important in ensuring the success of each individual tenant located within the Westhampton Beach community.

The attraction and retention of such recommended uses will ensure that future businesses fulfill an existing consumer demand while targeting sales of those goods and services that are underrepresented in the local economy. The success of such stores in the target market area will be determined by a multitude of other factors, including geography, accessibility, travel time, signage, conditions, synergy and compatibility of store types, product selection and related factors. Future retailers should consider the unique characteristics of the target market area with respect to competition, geography and expected sales, as well as market niches found throughout the community.

4.0 Sewers

Figure 7 shows the boundaries of the Suffolk County Department of Health Services' (SCDHS) Groundwater Management Zones (GMZs) within the Village of Westhampton Beach and surrounding areas. Based on this map,

- land located north of the Long Island Railroad in the Village is within the GMZ III;
- land located south of the railroad and east of CR 31 and Oak Street is within GMZ IV; and
- land located south of the railroad and west of CR 31 and Oak Street is in GMZ VI.

SCDHS regulations prohibit new commercial land development from discharging more than 300 gpd/acre of wastewater density load¹¹ through a conventional on-site septic system in GMZs III and VI and no more than 600 gpd/acre in GMZ IV as delineated on the "Groundwater Management Zones" map provided in **Figure 7**. Proposed land uses that exceed these thresholds, therefore, are not permitted by the SCDHS unless connected to an STP or development rights are purchased and transferred to the project site and a variance is granted by SCDHS' Board of Review. The SCDHS Board of Review (BOR) allows up to double the maximum permissible sewage density load for conventional on-site systems (i.e., 600 gpd/ in GMZs III and VI and 1,200 gpd in GMZ IV) when development rights are redeemed, if all aspects of the plan meet BOR standards and requirements

¹¹ Density load is defined by the SCDHS as: "The quantity of sewage expected to be discharged from existing and/or proposed building(s) on a parcel, excluding kitchen/gray load, expressed in gallons per day per applicable unit and utilized to evaluate the need for sewage treatment when compared to the Population Density Equivalent for the project."



and the uses are connected to an approved and properly functioning and maintained system and all required approvals are in place.¹²

Certain land uses that may be appropriate for the Village's business districts (e.g., restaurants or two-story mixed-use buildings with upstairs apartments on small lots in the B-1 zoning district) can require a significant volume of water to function and generate wastewater that can exceed SCDHS' discharge thresholds for conventional septic systems, particularly when lots are small and/or development rights are not purchased and redeemed.

The Village has been investigating the possibility of creating a sewer district to serve the Downtown (B-1 Business District) for many years. Connection to a tertiary level STP would enable the SCDHS and Village to permit greater development density and allow additional water intensive uses, such as restaurants, taverns, cafés, apartments, hotels and other wet uses in the B-1 District, which can generate relatively significant volumes of wastewater, while at the same time protecting Moniebogue Bay's water quality. Connection to a highly efficient and effective, quality controlled STP would also help to address the existing high volumes of wastewater currently discharged from the compact B-1 District and mixed-use and two-story buildings, which received approvals many years ago, prior to current and more restrictive SCDHS regulations.

According to the 2003 Village of Westhampton Beach Main Street Sewer Study, businesses located along Main Street in the B-1 District, were generating approximately 28,000 gpd of sewage even though the permissible wastewater discharge based on SCDHS standards was just 17,000 gpd. This volume of wastewater generation and discharge, therefore, was 11,000 gpd greater or 165 percent of the maximum density load that would be permitted by the SCDHS on those "grandfathered" lots today.¹³

Preliminary investigations recently performed by the Village have considered the possibility of installing a sewer main from the B-1 District, north along CR 31 to Gabreski Airport to connect to the Gabreski Airport STP. Recent steps in this investigation have involved determining whether the STP has the capacity to accept an additional hypothetical capacity of 50,000 gpd of sewage flow, whether the County is willing to allow the connection, and if so, how much it would cost the Village to reserve this capacity and connect to the STP. The Suffolk County Sewer Agency has since approved the Village's preliminary request to reserve 50,000 gpd of sewage capacity and has advised that the Village would be assessed a one-time fee of \$1.5 million (50,000 gallons at \$30 per gallon) to connect to the facility. The Village is considering this option but is also evaluating the costs and benefits of constructing its own STP of its own to serve the B-1 District. If the Village finds the costs and benefits of connection to be a viable cost-effective solution to sewage discharge concerns, and reserves the necessary capacity (or expands it) at the Gabreski STP for the B-1 District or constructs its own treatment facility, the types of land uses that could be established in the B-1 or other districts could be broadened to include other desirable land uses and increase the maximum development densities that are achievable, if desired.

¹² Other restrictions include but are not limited to local zoning which falls under the purview of the municipality the property is located in.

¹³ ADL III Architecture, PC and KPC Planning Services, Inc., 2007, "Westhampton Beach 2006 Business Districts Comprehensive Plan Update." March 20.



5.0 Traffic and Transportation

5.1 Roadway Network

The major roadways within the Study Areas consist of Montauk Highway (CR 80), Old Riverhead Road/Oak Street (CR 31), Mill Road (CR 71), Main Street and Sunset Avenue. The following is a brief description of these roadways.

Montauk Highway (CR 80) in the Study Area is an arterial roadway under the jurisdiction of the Suffolk County Department of Public Works (SCDPW) with a general east/west orientation. In the vicinity of Study Area, Montauk Highway provides one lane per travel direction with a center two-way left turn lane and exclusive left turn lanes at major intersections. This section of roadway is relatively flat and straight with a posted speed limit of 40 mph and carries an average annual daily traffic (AADT) volume of approximately 9,566 vehicles per day (source: SCDPW Traffic Count Hourly report, July 2015). Parking is prohibited on both sides of Montauk Highway within the Study Area.

Old Riverhead Road (CR 31) in the Study Area is an arterial roadway under the jurisdiction of the Suffolk County Department of Public Works (SCDPW) with a general north/south orientation extending from Quogue Riverhead Road to Montauk Highway and becomes Oak Street south of Montauk Highway. In the vicinity of Study Area, Old Riverhead Road provides one lane per travel direction with a center two-way left turn lane and exclusive left turn lanes at major intersections. This section of roadway is relatively flat and straight with a posted speed limit of 40 mph and carries an average annual daily traffic (AADT) volume of approximately 13,906 vehicles per day (source: SCDPW Traffic Count Hourly report, July 2015). Parking is prohibited on both sides of Old Riverhead Road within the Study Area.

Mill Road (CR 71) in the Study Area is an arterial roadway under the jurisdiction of the Suffolk County Department of Public Works (SCDPW) with a general northwest/southeast orientation. In the vicinity of the Study Area, Mill Road provides one lane per travel direction with a center two-way left turn lane and exclusive left turn lanes at major intersections. This section of roadway carries an average annual daily traffic (AADT) volume of approximately 5,925 vehicles per day (source: SCDPW Traffic Count Hourly report, July 2015) with a posted speed limit of 30 mph. Parking is permitted in some sections of Mill Road within the Study Area. Within the Downtown area Mill Road intersects Oak Street, Potunk Lane and Brook Road to form a 6 leg traffic circle.

Main Street and *Sunset Avenue* are both local roadways within the Study Area that provides one lane per travel direction with parking permitted on both sides of the street.

5.2 Accident History

The most recent accident data for the sections of roadways within the Study Area was obtained from the NYSDOT (from September 2012 to August 2015). The available data were reviewed and summarized in the following table.



Table 8
VEHICLE ACCIDENT HISTORY

Location	Accident Severity			
	Fatality	Injury	Property Damage	TOTAL
Montauk Highway (CR80) between Hampton Street and Lilac Road	-	17	33	50
Old Riverhead Road (CR31) between Montauk Highway (CR80) and Cook Street	1	11	15	27
Main Street between Potunk Lane and Beach Road	-	3	9	12
Mill Road between Maple Street and Main Street	-	4	11	15
Brook Road between Oak Street and Sunset Avenue	-	-	-	0
Potunk Lane between Brook Road and Stevens Lane	-	2	3	5
Sunset Avenue between Brook Road and Main Street	-	-	3	3
Hansen Place between Potunk Lane and Sunset Avenue	-	-	-	0
Beach Road between Main Street and Church Lane	-	-	2	2
Oak Street between Montauk Highway (CR80) and Brook Road	-	-	1	1
Mitchell Road between Main Street and Stevens Lane	-	-	1	1
Maple Street between Mill Road and Oak Street	-	-	1	1
South Road between Liberty Street and Sunset Avenue	-	1	-	1
Parlato Drive between Main Street and Liberty Avenue	-	-	-	0
Liberty Avenue between Main Street and Parlato Drive	-	-	-	0
Total	1 1%	38 32%	79 67%	118 100%

A total of 118 accidents occurred in the Study Area during the three year analysis period. The majority of accidents, 67%, involved property damage and only 32% of the accidents involved an injury. Over the three year analysis period only one (1) accident involved a fatality. The Montauk Highway and Old Riverhead Road corridors experienced the most accidents. On average, the Study Area experienced 40 accidents per year, a number that is not unexpected in such a Study Area.

Public safety, site connectivity, traffic and pedestrian circulation patterns, wayfinding, availability of parking and alternative and multimodal transportation opportunities are all important factors in the function, convenience, and sustainability of a community's business districts. In general, traffic activity is not considered to be a significant problem at this time but does get more congested in the summer. The intersection of Main Street, Mill Road, and Library Avenue was noted as a problematic intersection by the project Task Force due to its poor alignment and difficulty seeing oncoming traffic with cars parked along the street. Also, the intersection of CR 31 and CR80 experiences backup along the southbound travel lane of CR 31, which may be exacerbated after sewers are installed, the APDD is built-out and development occurs at the northwest corner of CR 31 and CR 80. Providing an alternative roadway between CR 31 and Depot Road could help to reduce traffic levels on CR 31 and provide an alternative access to the train station that could promote a connection for bicyclists, pedestrians, buses, the Hampton Jitney and automobiles.



5.3 Public and Multimodal Transportation

The following is a brief summary of an inventory of available alternative transportation facilities in the Village.

5.3.1 Airport Service

Francis S. Gabreski Airport is a County owned general aviation facility located in the Town of Southampton, on the east side of CR 31, just north of the Village of Westhampton Beach/Town of Southampton municipal boundary. The Airport is currently used by corporate businesses, private aviation and air taxi services and is home to the 106th Rescue Wing of the Air National Guard which operates the only rescue aircraft in the northeastern United States. The airport is equipped with a 9,000 foot long runway, which is the second longest runway on Long Island.¹⁴ The recent addition of the Town's APDD to the airport property and continued growth in the region may result in additional airport use in the future, although significant growth around the airport is unlikely due to the presence of thousands of acres of Central Pine Barrens, including Core Preservation Area. The closest full service commuter airport is Long Island MacArthur Airport which is located in Ronkonkoma in the Town of Islip. Long Island MacArthur Airport is approximately 28 miles or a 30 minute drive from the Study Area.

5.3.2 Commuter Rail Service

The Long Island Railroad passes from east to west through the center of the B-3 zoning district. The closest commuter train station, "Westhampton Station," is located at the end of Depot Road approximately 400 feet west of the B-3 District, and is between approximately 850 feet and 1,150 feet from CR 31, depending on where a passenger disembarks from the train. The train station is therefore well within a reasonable walking distance (less than one-quarter mile) of CR 31. Unfortunately, Suffolk County Transit Service discontinued the S90 bus route but perhaps would reconsider in the future should there be greater demand. The train station has ample parking including Americans with Disabilities Act (ADA) accessible parking and platform ramp, two covered shelters, and is equipped with a bicycle rack. Direct bus service does not appear to be provided to/from the train station at this time. A privately owned, gated paved road located across from the car wash extends between CR 31 and Depot Road, but is not opened to the public.

5.3.3 Bus Service

Suffolk County Transit Service's S90 bus/ route used to provide service to and from the communities of Center Moriches, East Moriches, Eastport, Speonk, Westhampton, Westhampton Beach, Quogue, East Quogue, and Riverhead, with stops at Francis Gabreski Airport, the Riverhead/Riverside County Center, and other key locations. Unfortunately, the County discontinued this route recently but may consider reestablishing it in the future if additional

¹⁴ "Suffolk County Government" webpage, 2016

<http://www.suffolkcountyny.gov/Departments/EconomicDevelopmentandPlanning/FrancisSGabreskiAirport/AirportHistory.aspx>



demand arises Bus stops in the Village include the intersection of Mill Street and Main Road in the B-1 District; the intersection of Oneck Lane and Mill Road which is outside the Study Area along the Village's western municipal boundary; and on the south side of Montauk Highway, opposite Bridle Path which is within the Village but outside the Study Area.

5.3.4 Hampton Jitney Service

The Hampton Jitney provides service to the area by way of its South Fork Westhampton Line which stops at 59 Montauk Highway, Westhampton at Casa Basso, as well as in Hampton Bays, East Quogue, Quogue, Manorville, Islip, Flushing/Fresh Meadows Queens (LaGuardia and JFK Airports) and Manhattan. The Jitney also provides charter coach services for day trippers, overnighers and weekenders and offers what it calls jaunts, tours and charter packages that can last a single day or multiple days. Corporate events, wedding parties, school trips, and other group packages are available.

5.3.5 Taxi Service

There are a number of taxi services that operate in Suffolk County. Taxis are obviously useful in getting from one location to another but can also be part of multimodal trips such as those that also involve air, train or boat travel.

5.3.6 Bicycle Use

Currently, there are no on-street bike lanes or off-street bike paths in the Study Area, although two small publically available bike racks were noted during field investigations in the B-1 District, including one along a side alley and another near the intersection of Mill Road and Main Street. Nearby Westhampton Station is also equipped with a bike rack.

5.3.7 Pedestrian Activity

The B-1 District has on-street and off-street parking including both publicly and privately owned lots. Since the B-1 is a small suburban Downtown business district, and the supply of surface parking is generally sufficient, there are no parking garages at this time. Once parked, the best way to get around in the B-1 is on foot since buildings are tightly spaced and/or contain several uses, have zero front lot lines or very shallow front yards, and are served by relatively broad sidewalks, and therefore enjoy a close association with the street and street activity. Sidewalks, crosswalks, on-street parking, street trees/shade trees, decorative street lighting and brick pavers, storefront display windows and awnings, outdoor dining areas, street-side benches and trash receptacles, small publicly owned open spaces and public restrooms are also available in the Downtown and together promote a pedestrian-friendly ambiance and street-side activity. Some streets are a little wide in the Downtown and may be slightly more difficult to cross during busy summer hours than necessary.

Westhampton Beach Tree Walk: A unique feature for nature loving pedestrians in the B-1 District is the "Westhampton Beach Tree Walk" which can be explored independently with guidance from



a Tree Walk brochure which is available online and a sign at the starting point near the intersection of Main Street and Mill Road, which depicts the Tree Walk route. The brochure indicates that an inventory of trees found that there were more than 1,300 trees consisting of over 40 different species along Village streets and also contains interesting facts about 36 different species seen along the more than two-mile walk. The brochure describes how each species can be identified by its physical characteristics; provides a written description of the location of an individual from each species; and contains a map which graphically depicts the locations of example trees, as well as the overall Tree Walk route. According to the brochure, the Village "...has been named a 'Tree City USA' by the National Arbor Day Foundation every year since 1988" and "is also the recipient of a 'Tree City USA Growth Award' for demonstrating progress in its community forestry program in the areas of tree inventory and analysis and development of a computerized tree-management system." The Tree Walk not only brings pedestrians closer to nature but also provides an extra incentive for people to really see and experience the Village and all that it has to offer, as they stroll along downtown streets.

Sidewalks: Sidewalks are a key component of pedestrian infrastructure and activity and offer protection from vehicle traffic. Sidewalks are largely absent along CR 31 in the B-2 and B-3 Districts, except for a few short intermittently spaced sections—for example, along the frontage of the recent Timber Ridge at Westhampton condominium complex near the intersection of CR 31 and Gettysburg Drive. There is a sidewalk along the east side of Oak Street (the southern extension of CR 31, south of Montauk Highway) which leads to the roundabout and into the B-1 District where sidewalks are present on both sides of Downtown streets, with the exception of one small section on the northeast side of Mill Road, east of the intersection of Sunset and Mill Road to Woodland Avenue. A partial sidewalk could be constructed, however, the presence of mature street trees, a fire hydrant, telephone poles and a building that is very close to Mill Road greatly restricts, if not precludes, the possibility for a continuous sidewalk along this stretch of the roadway. Many features, amenities and conveniences are also available in the B-1 to support pedestrian activity. The recent study by the Village's planning consultant, PC Planning Services, entitled "Main Street Streetscape Study" addresses many pedestrian issues.

In regard to the section of Montauk Highway traversing the Study Area, a sidewalk exists along the north side of Montauk Highway, east of CR 31 but is absent on the south side of the road. West of the CR 80/CR 31 intersection there is just one small and narrow stretch of sidewalk that exists along the frontage of the closed filling station located at the northwest corner of CR 31 and CR 80; however, a broad grassed "shoulder" exists along the south side of the highway in front of Westhampton Beach High School.

6.0 Landscape and Streetscape Analysis

NP&V's Landscape Ecologist conducted field investigations to observe, identify and assess existing landscape and streetscape conditions within the B-1, B-2 and B-3 Zoning Districts, identify possible landscape enhancements, pedestrian amenities, green infrastructure, and signage recommendations to enhance aesthetic qualities, improve business district function, enrich Village character and it's unique sense of place, bolster quality of life in the Village, and make the business districts more desirable places to visit and conduct business. Potential sites for Community



Preservation Fund (CPF) financed pocket parks, as well as possible gateway improvements were also considered. Numerous photographs were taken and aerial photographs were reviewed, Task Force and key stakeholder input was compiled, and issues and opportunities were identified. Finally, recommendations were developed along with conceptual illustrations and were presented to the Task Force for its input and refinement. Issues and opportunities that were identified include the need for Village and business district gateway treatments and streetscape enhancements to create more functional and enjoyable street activity; improved wayfinding to facilitate access, circulation and visitor orientation; enhanced green stormwater improvements and ecological infrastructure;¹⁵ and traffic calming, pedestrian amenities, and public safety.

7.0 Westhampton Beach Business Districts Task Force

The Village created the Westhampton Beach Business Districts Task Force to assist the Village Trustees and their planning consultants in inventorying existing conditions; identifying opportunities, issues and concerns; determining study goals and objectives; and formulating the strategies and recommendations to affect positive change in the B-1, B-2 and B-3 Districts. The committee was composed of diverse representation including: the Village Mayor; members of the Village Board of Trustees, Planning Board (PB), Architectural Review Board (ARB) and Zoning Board of Appeals (ZBA); local business owners; residents; and the Village's planning consultants. A total of four Task Force meetings were held during the course of the planning process, during which an array of issues, concerns, opportunities, and ideas were conveyed and officially recorded, and based on this input, common and reoccurring themes were identified.

The Village's project consultants, NP&V, attended two of the four Task Force meetings. At the first meeting, the consultants asked a series of questions to elicit Task Force input and followed up with additional queries to facilitate group discussion. The input compiled, along with other available information, was then used as the foundation for preliminary plan development. The second meeting attended by the project consultants was used to present initial findings and recommendations and seek Task Force input, clarifications and to seek consensus so that the preliminary work could be refined, amended or expanded as needed.

¹⁵ Ecological Infrastructure (EI) is a low cost innovative approach that integrates natural and ecological systems into the built environment so as to fulfill the functions and services of typical community infrastructure, while maximizing social, economic and environmental health. An example of EI might include converting a vacant lot to parkland, restoring soils and plant life, creating new habitat, promoting pollination, and providing open space within an urban landscape. Benefits of this technique include stormwater management and flood control, pollutant attenuation, reduction in the urban heat island effect, energy conservation due to lower summer cooling loads, improved air quality, cleaner water and healthier soils, increased biodiversity, food production, and an enhanced quality of life for residents and an improved experience for tourists and shoppers. EI can be temporary or "permanent" depending on land ownership and future plans for the property. By top dressing a site with compost and planting native plants, the cost is minimal and conditions can be easily modified should the property be developed in the future. Park benches and walking paths constructed of natural pervious materials can enhance these sites but can be easily removed or modified without significantly complicating future development.



8.0 Findings and Recommendations

The following findings and recommendations were developed based on an analysis of existing conditions and identified needs of the community as provided by the Westhampton Beach Business Districts Task Force, stakeholder interviews, Village plans, studies, and data collected as part of past planning and visioning processes, examination of the Village Code, Study Area field observations, and other inputs and analyses from this planning investigation. **Appendix D** contains conceptual illustrations of some of the key streetscape recommendations. The sleeve attached to the back cover of this report contains a large fold out map identifying certain locations within the Village's Business Districts where issues, opportunities and recommendations have been identified.

8.1 Land Use and Zoning

Finding: Business activity is generally strong in the summer when tourists and seasonal residents are present but falls off precipitously in the off-season, especially in the B-1 District. Year round residents are the primary consumers of goods and services in the Village during late fall, winter and early spring, and typically seek more affordably priced day-to-day staples, convenience products and services, rather than high end specialty items. Some B-1 District businesses close their doors or reduce their hours and/or days of operation in the winter due to the smaller customer base and/or decreased demand for the particular goods and services they provide.

Most year round Westhampton Beach residents do their shopping in the Town of Riverhead where there are numerous and diverse businesses, including large nationwide chain stores and retail giants which offer a wide variety of products and services at affordable prices. Riverhead also offers considerable opportunity for comparison shopping, whether one is shopping for shoes and apparel (e.g., Tanger Mall, Walmart, Target, Kmart, etc.); home and garden supplies (e.g., Home Depot, Lowes, etc.); more durable goods, such as kitchen appliances (Best Buy, Home Depot, Lowes or BJ's) or a new or used automobile at one of several auto dealerships located along Old Country Road (CR 58).

The large number of diverse businesses in the Town of Riverhead is difficult to compete with; however, with proper zoning, and in light of the shorter drive and greater convenience that local businesses can offer, Westhampton Beach should be able to reclaim some of the local retail market.

Recommendation 1: The Village should consider allowing additional land uses in the B-2 and B-3 Zoning Districts to better serve year-round resident and local business needs. Businesses that offer affordable goods and services to meet the every-day needs of residents and businesses of Westhampton Beach and other nearby communities that may be underserved, and/or that can capture the business of commuters or other passersby along CR 80 and CR 31, are especially in demand. Mixed retail and business and office supplies are some of the uses that should be but are not currently permitted as-of-right or by Special Exception (SE) permit in the B-2 and B-3 Business Districts. Uses such as restaurants (currently permitted by SE) and personal service uses (many of which are permitted as-of-right or by SE permit) would also be helpful in these districts. Allowing an accessory convenience store at the one permitted gasoline station in the Village,



which is located at the northeast corner of CR 80 and CR 31, may also be appropriate and beneficial as long as this use is restricted to this one site as an accessory use (to prevent proliferation of this use) and the store is properly controlled through SE permit conditions that ensure suitable parking, vehicle circulation, store size and any other pertinent considerations. A wider variety of permissible land uses would allow more flexibility for free market forces to determine the uses that are in most demand and would help to expand the customer base for local businesses. At the same time, inherent differences between the primary purpose, function and character of the B-1 versus the B-2 and B-3 districts will help to maintain and promote disparity between land uses and district type and functions. **Table 9** below illustrates existing and anticipated district differences.

Table 9
BUSINESS DISTRICT PURPOSE, FUNCTION AND CHARACTER
B-1 DISTRICT VERSUS B-2 AND B-3 DISTRICTS

Business-1 District (B-1)	Business-2 (B-2) and Business-3 Districts (B-3)
Compact walkable mixed-use downtown, cherished downtown character	Auto-oriented arterial commercial corridor
Mostly seasonal/tourist patronage, public events and entertainment, closer connection to the waterfront, with hopes toward extending the season and providing greater mix of uses through the establishment of sewers	Mostly serves year round residents, residents of underserved nearby communities, and passersby and commuters along major roadways, employees and patrons of the APDD, closer connection to SR 27, expand uses
High-end products and services, boutique shops, professional offices, small retail, sit-down restaurants, delis and cafes, apartments over stores, entertainment and events	More affordable day-to-day products and services for year round residents, home and auto supplies, variety stores, general merchandise, convenience
Small lots, greater lot coverage & larger building footprints relative to lot size, shallower setbacks including existing zero-to-five foot front setback, relationship to street, two-story buildings	Larger and wider lots compared to B-1, lower coverage but larger overall building footprints, mostly single-story buildings
Mix of on-street, municipal and off-street parking	On-site private parking lots and shared parking with cross accesses
Proposed sewers are a priority to support more restaurants, apartments, hotels, other “wet” uses, and more year round and weekend activities and increased nightlife	On-site septic systems, possible future connections to sewers

Based on a review of the Village’s “Table of Use Regulations” (197 Attachment 1:1 of the Village Code), input from the Business Districts Task Force and local realty professionals, and the retail market analysis prepared by NP&V and contained within this plan, the following *additional* land uses (beyond what is already allowed as-of-right or by SE) should be permitted within the B-2 and B-3 Districts, subject to SE review and approval:



Table 10
RECOMMENDED SPECIAL EXCEPTION LAND USES
FOR B-2 AND B-3 ZONING DISTRICTS

Moderate Market Demand	High Market Demand	Other Demand
apparel and accessories stores	electronics stores	A single minor mini-market or convenience store ⁽¹⁾
florists	shoe stores	stationary or office supplies stores ⁽²⁾
retail pharmacy, drug store or health and personal care store ⁽³⁾	luggage & leather goods stores	The new Best supermarket appears to fulfill previous demand for a supermarket noted by the project Task Force
	variety stores ⁽⁴⁾	
	general merchandise stores ⁽⁴⁾	

1. This use has the potential to capture pass-by and commuter traffic along CR 80 and CR 31, serve locals and draw some business from nearby communities. Tying this use to the only permitted gasoline station in the Village restricts this use to one site which will help to prevent the proliferation of convenience stores.
2. Currently there is sufficient supply of these types of businesses but with new office complexes being constructed at the Gabreski Airport APDD and continued small office use in the Downtown, these products may come into greater demand.
3. This recommendation predates the proposed CVS pharmacy in the B-1 which may fulfill some or all of the unmet demand for this type of land use.
4. Variety stores and general merchandise stores are defined by the 2007 North American Industry Classification System (NAICS), which the Village uses to define its land uses in its Table of Use Regulations, include: automotive parts & accessory stores*; home supply stores/home centers*; hardware stores*; general stores, variety stores, dollar stores, used merchandise stores*, department stores; warehouse clubs, superstores or super centers, and mail order houses/no-store retail. Uses with an * next to them are already permitted in the B-2 and B-3 Districts either as-of-right or through the SE permit process.

Recommendation 2: In regard to the “mini-market or convenience store” use listed above, the Village should consider allowing a small convenience store by SE permit as an accessory to a gasoline filling station within the B-2 District. Small convenience stores selling snacks, soda, coffee, and other small convenience items are now commonplace at filling stations and not allowing this use can make competing with other nearby filling stations more challenging. A filling station/accessory convenience store use is particularly suited for a major intersection such as CR 80 and CR 31 and can capture the business of local motorists, commuters and other passersby along these major roadways and can bring revenue to the area from outside the Village.

Gasoline stations are currently identified as SE uses in the B-1 and B-2 Districts and addition of or expansion to a convenience store should be treated with a similar level of care and forethought. Issues relating to parking, site circulation and access and egress are common with convenience stores as they often have high customer activity, will involve vehicles queuing at the pumps, and receive periodic large shipments of fuel which can complicate or obstruct parking, queuing, and circulation. Also, these uses are often located along heavily travelled traffic corridors or at major signalized intersections which can restrict easy access and egress. Therefore, at a minimum, standards and requirements for suitable parking (e.g., 1 space per 100 SF of convenience store space, excluding parked vehicles at the pump) and traffic and circulation evaluations during site plan review should be required by code for all such site plan reviews to ensure public safety and convenience. If a project does not meet the spirit and intent of SE permit standards it should be



denied. Finally, allowing a convenience store as an accessory to the one filling station permitted in the Village will ensure that these uses do not proliferate in the Village.

Finding: The B-2 and B-3 Districts currently contain a variety of small businesses. An “anchor” or “magnet” business and associated compatible small- to medium-sized retail and personal service businesses that can serve repeat customers, would help in supporting and sustaining the Village during the off-season, and promote the notion that Westhampton Beach is a year round “destination,” rather than a sleepy bedroom community during the winter months. Despite the need to promote the Village as a place to do business and obtain the essentials, vacant land that is properly zoned and within a viable location to implement the above objective is in short supply, and waiting for land to be redeveloped or buildings to be leased for other uses could take many years before significant results are seen.

Recommendation 3: The best location for new retail anchor or mixed-use development is along Montauk Highway (CR 80) or Old Riverhead Road (CR 31) within the Village’s B-2 District, and would ideally be located on a large vacant or underutilized lot that is highly visible from one or more major streets, and is adjacent to other commercially zoned land. Land at the northwestern corner of the intersection of CR 80 and CR 31 (SCTM Section 4, Block 1, Lots 19, 20, 22.1, 23, 26.3, 30, 31 and 32) appears to be such a location, as this site is very large, is at a prime location, and for the most part is vacant. Most of this site, however, is zoned HD, which would preclude certain options for a viable anchor business, if a hotel chain or local hotel entrepreneur does not wish to locate there, and although a hotel or bed-and-breakfast is clearly appropriate and would help to bolster business activity in the area, limited demand in the off-season may dissuade the establishment of such businesses. This belief may be partially supported by the fact that the land has remained vacant for quite a while and serious interest in the development of a hotel hasn’t been expressed or at least hasn’t been acted upon. In fact there was an approval for a multifamily residential development at the site several years ago, but no action has been taken toward its implementation. Moreover, a second HD, located along the west side of Old Riverhead Road, was recently partially developed with a small multifamily residential community known as “Timber Ridge at Westhampton Beach,” which was likely the “highest and best use” of the site, at least at that time.¹⁶ Finally, it is noted that the APDD also allows hotels and that some hotel chains or others who may wish to open a hospitality business might prefer this location as it would be closer to the APDD and possible corporate, professional and medical offices, technology parks, industries, large wholesalers, the airport, train station and other similar uses.

Due to the HD’s central location at the corner of a major intersection and the high level of visibility from major thoroughways, quality site design, landscaping, streetscaping, signage, and safe and efficient access and egress is necessary to maintain and enhance community character and ensure maximum district performance. The assembly of land at this location and redevelopment in accordance with a master site plan would be ideal for this site to provide coordinated high quality development at a suitable density.

¹⁶The HD currently allows hotels, bed-and-breakfasts, multifamily residential developments including senior housing, assisted living facilities, as well as some retail uses, offices, services and other uses, primarily by SE Permit.



Finding: Lodging (hotels and bed-and-breakfasts) would help to support Village visitation. The HD, along CR 31, is partially developed with a multifamily residential development and an approval for a 48-unit condominium complex was granted a few years ago at the HD at the northwest corner of the intersection of CR 80 and CR 31, though no development has occurred at this site. Moreover, the APDD permits hotel uses and may draw hotel entrepreneurs to this site.

Recommendation 4: Recommend, promote and support the redevelopment of the closed bank site located in the B-1 adjacent to the east side of the Great Lawn. A small downtown boutique hotel use would be ideal at this location, if sewers are installed downtown.

Finding: The nearby APDD at Gabreski Airport is currently partially developed with office uses and is likely to draw up to several hundred thousand square feet of additional office space and industry, technology, wholesale businesses, hospitality businesses or other relatively intensive land uses to the area in the future. The B-2 and B-3 Districts should capitalize on these future land uses in light of their close geographic proximity to the APDD and consider offering the goods and/or services, equipment and/or furnishings to support these and other area businesses. Land uses that would serve the local workforce and clientele of the APDD (e.g., convenience-type restaurants, etc.) may also be possible, allowing for finer “sit-down” restaurants that offer a unique dining experience in the downtown.

Recommendation 5: Expand opportunities for land uses that are supportive of, compatible with, and capable of capitalizing on the demands and spin-off effects of the airport and APDD, while maintaining a separate role and character in the area as the B-2 and B-3 Districts. The currently allowable land uses and development densities permitted within the B-2 and B-3 Districts are appropriate but should be complemented with the uses identified under Recommendation 1 which include retail stationary or office supplies stores that could provide businesses and industries in the APDD and surrounding area with the essential products, services, equipment and furnishings they need. Some business support service uses, such as printing, publishing, and copying services, which are currently permitted as-of-right or pursuant to a Special Exception Permit, may also become more viable as the APDD and Village Business Districts grow.

Finding: The Village’s year round population has fluctuated over the past 20 to 25 years. The population was 1,542 in 1990, which increased to 1,902 or by 23 percent by 2000, but fell by 9.5 percent to 1,721 by 2010. It is unclear what caused the recent decline in population but it may be due to changes in household size as families are having fewer children, a greater number of empty nesters or retired persons now living in the area, possible conversion of year round residents to seasonal residents who would not be counted in the local Census, issues relating to the recent recession and loss of job opportunities or a trend toward young adults moving off Long Island and relocating to more affordable locations. In any event, much of the residentially zoned land in the Village is already developed, and due to small lot sizes and the absence of public sewers to support them, prospects for B-1 apartments are limited. Additional demand for housing may, nevertheless, arise in the Village in the future as part of normal growth or if large corporations, professional and medical office complexes or large industrial facilities become established in the APDD and skilled tradespersons and office professionals are drawn to the area seeking gainful employment and a shorter commute to work.



Some limited residential growth would help keep pace with need and increase local demand for goods and services, and provide needed support to businesses in the area. Such growth could also incentivize businesses to keep their doors open later in the evening and in the off-season and support the arrival of new businesses, thereby make the business community more viable and sustainable. At the same time, it is important to balance growth with the preservation of the existing character of the community and quality of life for residents; therefore, this growth should be limited.

Recommendation 6: Support the use of upstairs/second-floor spaces in the B-1 District for apartments (or offices) by sewerage the Downtown and promoting mixed-use development. Upstairs apartments would increase business activity as the population grows and demand for goods and services increases in the area, provide potential live/work options for building owners or their tenants, help to retain young adults in the Village who have much to offer but often leave Long Island in search of more affordable places to live, provide a greater human presence and vitality during the day, night and throughout the year, and supplement building owner/landlord incomes.

Another option for multifamily housing is to rezone property along the east side of Potunk Lane from the southern HC district boundary to Hansen Place (which includes land currently containing the Morgan House) to Multiple Residence-20 (MF-20) in order to allow additional “downtown” apartments or create a new district for this area such as a Hamlet Office/Residential District (“HO District”).

The MF-20 District permits single-family detached and two-family detached dwellings as-of-right and allows multiple dwellings condominiums and cooperatives by SE permit. Currently, this area is relatively restricted in terms of the number of dwelling units that could be established on the site due to Suffolk County Department of Health Services caps on septic system discharge. However, the Village’s proposal for installing sewers in the area in the future or use of new County approved advanced on-site septic systems could address this concern and allow for additional unit density. The MF-20 District allows up to 10 one-bedroom, 8 two-bedroom, or 6 three-bedroom developments per 40,000 SF and has a minimum lot area requirement of 20,000 SF. Allowing for apartments would also help to provide more affordable housing opportunities for seniors and young adults.

If an “HO District” is preferred, the district would allow one- and two-family and multi-family residences or apartments, and small offices that are compatible with and easily integrated into this area. The district would have its own dimensional standards and design guidelines to ensure suitably scaled development that is consistent with the residential character of the area, has little or no impact and transitions well from the B-1 District to outer single-family residential zones.

Finding: The Timber Ridge multifamily residential development is located near the center of the HD district on the west side of CR 31. Several single-family homes, small to moderate sized vacant lots, and a garden center currently exist in the HD, on the north and south sides of the Timber Ridge community. These residential lots and adjacent vacant parcels appear too small for hotel uses and there are limited choices for the owners of the smallest lots to redevelop due to parcel sizes, widths, and/or configurations, minimum HD setback requirements (front 50 feet, side



50 feet, rear 100 feet) which leave limited space for development, the need for a master developer to assemble properties, and the limited uses permitted in this zone. The garden center appears to be a pre-existing nonconforming use in the HD but is allowed in the B-2 zone. If these properties are not rezoned to a more appropriate district, individual property owners may have to seek variances for future development, if they choose to develop or redevelop their lots independently.

Recommendation 7: Ideally, these areas would be acquired by a developer and developed for a hotel, multifamily residential or other HD uses or a mixed use. However, due to the multiple ownerships, generally limited sizes of the lots, and the lack of interest or inability to develop these lots as zoned, retail uses could be considered. Therefore, the recommendation is to rezone these lots to B-2 and provide adequate buffers and screening along adjacent residential property or other potentially sensitive land uses or zoning districts.

Finding: There is a relatively large (one-acre) vacant parcel (SCTM Section 12, Block 4, Lot 25) located along Sunset Avenue, a short distance north of Sunset Avenue and Main Street, which presents an opportunity for establishing a new viable land use at a prime development site in the Downtown.

Recommendation 8: This property should be developed with one or more businesses, a cultural facility such as a museum that will broaden the Village's cultural niche, or a mixed-use development such as retail, office, and apartments to provide a greater diversity of land use, needed infill development, increased vitality and interaction, and a more compact and walkable Downtown. The property is in close proximity to the performing arts center and could be connected to the Village owned property that contains a tourist information office and public restrooms, as well as Glovers Lane which leads, by a formal pedestrian walkway to the municipal parking lot to the north. A formalized pedestrian alleyway with decorative lighting and shade trees could be provided between the Village owned property and this site, thereby increasing site interconnectivity. On-site parking should be required to supplement available on-street parking.

Finding: There are many small professional offices in the Downtown, some of which occupy first-floor storefronts rather than upstairs spaces. The reason for this appears to be an inadequate supply of retail, restaurant, cafés or similar types of businesses that are willing to occupy these ground-floor spaces year-round, coupled with the Village being a desirable place for small professional offices to operate. This arrangement, however, detracts from pedestrian activities such as window shopping, which can help make Downtown business districts more vibrant, interesting, and successful. As a result, it is important that the Village seek to promote land uses that can fulfill local year-round demand as well as draw others to the area during the late fall, winter, and early spring, such as mixed-use buildings with first-floor retail and restaurants, while retaining its office uses and moving them to second-floor spaces and/or promoting the establishment of second-floor apartments.

Apartments are currently permitted by Special Exception (SE) Permit in the B-1 and B-2 Districts but due to the high volume of wastewater generated by these uses, occupancy of buildings by other uses, limited lot sizes, and absence of public sewers in the area, the SCDHS is forced to either restrict or prohibit apartment uses. Second-floor apartments, particularly in the B-1 District could help promote more year round vitality, provide live/work arrangements and could potentially offer



rental apartment opportunities for young adults who may otherwise choose to locate off-Island in search of affordable housing.

There is also potential for second-story additions on some single story buildings in the Downtown; especially, if sewers are installed in the area. While small offices are essential to a mixed-use business district, they also provide quality jobs and essential services, and generate activity and beneficial secondary benefits, they do not provide the level of activity or presence, particularly in the evening, at night, or on weekends, that other uses do to ensure a dynamic business district. Second-story additions should ideally reflect the existing architectural styles, charm and quaintness of the Downtown (e.g., gable or hipped roofs, dormers, wood shingle or clapboard siding, window shutters, etc.).

Recommendation 9: The B-1 District should maintain its successful small office niche which provides quality jobs and services and brings workers and their clients to the area but at the same time support the establishment of additional year-round retail and restaurant uses within first-floor storefronts and locate offices and/or apartments in upstairs spaces. This should help to support greater land use diversity, generate more activity in the Downtown, enhance window shopping opportunities, promote greater interest and create a more walkable Downtown mixed-use business district.

Sewering the Downtown (as recommended by this plan) would help to support more cafés and restaurants on ground floors which can serve seasonal and year round patrons, local shopkeepers and their staffs, tenants of upstairs rental apartments, and possibly support greater evening and nightlife. See also Recommendation 6.

Finding: Besides the many seasonal shops in the Downtown that serve primarily summer clientele and the relatively strong professional office sector, other positive attributes of the B-1 District, considering its limited size, include: the arts, culture and entertainment sectors, including various outdoor community events, such as green concerts and arts and crafts shows; entertainment at the performing arts center; and big screen movies. These sectors could be expanded or more vigorously supported to encourage the creation of a larger, more unique and formidable arts, culture and entertainment niche and attract more people to the area, not only during the summer, but in the off-season too. The area's recreation and ecotourism sectors, which include fishing, boating, swimming, sight-seeing, and hiking or other activities in the pine barrens is also a draw to the Village. Businesses such as fine restaurants and cafés that cater to those attending community events, visiting cultural institutions, galleries or specialty shops, or that have been out enjoying the area's natural resources, are essential to the Village's economic wellbeing. Ideally, businesses would remain open before and after special events and local activities; however, many businesses close their doors due to the absence of a night life needed to sustain them.

Recommendation 10: Support the enhancement of cultural activities in the B-1 and promote the area as not only a Downtown with quality shops and dining experiences but also as having a niche in the arts and culture, entertainment and recreation/ecotourism sectors. In regard to arts and culture, one step would be for the Village to work with the East End Arts Council toward achieving this goal. Uses such as a quality museum or other similar cultural, entertainment, amusement or recreational facilities, which are permitted as-of-right or by SE permit, are appropriate and would



help to enhance the Village's reputation as a place to visit and a cultural center. The farmers market that is currently held in the community is one example of a successful activity that attracts people to the area.

Recommendation 11: Promote more social or outdoor business activities in the summer and more importantly, during the off-season, such as during the Christmas and New Year holidays or sponsor special events such as marathon races for charity. Business owners should be alerted to special events so that they can stay open and support and capitalize on these activities, even if it is not feasible to stay open every day or late at night. Coordination with the Chamber of Commerce or other business organizations may be helpful in this regard.

8.2 Traffic, Transportation and Parking

Finding: The intersection of Mill Road, Main Street and Library Avenue is difficult to negotiate and gets backed up in the summer.

Recommendation 12: The Village should consider the costs, benefits and feasibility of constructing a small roundabout at this location to better control vehicle activity at this intersection. Another option is "curb extensions" or "bulbouts" as detailed in the KPC Planning Services Main Street Streetscape Study. These features can provide traffic calming, safer and more convenient pedestrian crossings, increases pedestrian/ motorist visibility, enhances streetscapes, and provides other benefits.

Finding: Traffic gets backed up along the southbound approach of CR 31 at the intersection of CR 31 and CR 80. Currently, there are two travel lanes along CR 31 including one left hand turn lane on to CR 80 (east) and one combined through lane (to Oak Street) and right turn lane (to CR 80) (west) at its intersection with CR 80.

Recommendation 13: In light of the possibility for sewers which may generate greater activity, increased traffic from nearby APDD operations, and the possibility for an anchor retail use, multifamily residential use or mixed use development at the northwest corner of CR 31 and CR 80, the Village and future developer of the vacant land at CR 31/CR 80 should work with Suffolk County to construct a separate southbound to westbound right hand turn lane from CR 31 to CR 80.

Finding: Parking, including on-street parking and parking in private and public surface lots, is generally available in the Downtown (B-1) Business District, even in the summer, but increased growth and business activity in the future associated with sewerage could place additional strain on this parking supply. Insufficient, remote, inconvenient, or difficult to find parking spaces are factors that can discourage people from coming to the Downtown if parking availability dwindles and becomes increasingly difficult to secure.

Recommendation 14: Better wayfinding and signage should be provided to alert visitors of the locations and availability of municipal parking in the downtown.



Recommendation 15: Consider restriping angled parking spaces in the downtown to 45-degrees to create additional spaces.

Recommendation 16: Constructing a parking garage at the Mill Road municipal parking lot was raised as a possibility if demand for parking becomes an issue in the future and business activity became strong enough to warrant the greater expense associated with construction and maintenance. This type of parking infrastructure, however, can be very expensive to construct and maintain and would likely require significantly more parking demand and the assessment of parking fees.

Finding: The primary means of mobility in the Village is the automobile with some limited pedestrian activity, particularly in the B-1 District, and bicycle and public transit (bus) travel. The Village needs to capitalize on alternative and multimodal transportation opportunities (car, cab, bus, charter bus, train, plane, bicycle, and/or walking) to increase transportation and access options and encourage more people to visit and conduct more business in the Village. Use of alternative or multiple modes of transportation can help to lessen the effects of increasing traffic congestion and make parking supplies more available.

Recommendation 17: Work with Suffolk County Transit to ensure that bus service is provided to and from the Westhampton Train Station or construct a bus shelter with benches on the west side of CR 31, south side of the Long Island Railroad, along the frontage of the northeast corner of SCTM Section 2, Block 1, Lot 19.5. A bus shelter could also be provided at the existing Suffolk County Transit bus stop located on the south side of Montauk Highway (CR 80) near the east end of the Study Area. This stop would be within a reasonable walking or biking distance of the train station and could help to serve the site it fronts on (Lot 19.5) once it is developed and other area establishments.

Recommendation 18: Acquire or request a dedication of land during site plan reviews and open up the privately owned road located across from the car wash on CR 31 which extends from CR 31 to Depot Road. Provide signage indicating that this road leads to the Westhampton Beach Train Station. Opening this road would improve access to the train station, improve connectivity between the two roads and help to alleviate traffic congestion along CR 31. A traffic study should be performed to evaluate the interaction of entering and exiting traffic with traffic along CR 31 including the lengthy backups from the CR 80/CR 31 intersection during the summer. Overall, opening this road to the public may alleviate some of this backup by providing an alternative route for locals who wish to travel westbound along CR 80.

Recommendation 19: Promote and support alternative or multimodal transportation options to ensure that people who wish to or need to use other forms of transportation are aware of this option and can do so as safely and conveniently as possible. The nearby Westhampton Train Station (“Westhampton Station”), located at the terminus of Depot Road near the Town/Village municipal boundary, approximately 1,150 feet west of CR 31, could support public and multimodal transportation options for persons visiting Gabreski Airport, the APDD or the Downtown (B-1) Business District, public beaches or other area destinations. The proximity of Westhampton Station to the Study area coupled with other transportation options (e.g., plane, train, bus, cab, Hampton Jitney, boat, bicycle and pedestrian activity) should be supported as demand increases.



Signage and tourist information could help in promoting the use of alternative transportation and associated facilities and amenities.

Recommendation 20: Sidewalks should eventually be provided along both sides of Old Riverhead Road and Montauk Highway in the Study Area to facilitate safe pedestrian activity. The Village should coordinate with the Suffolk County Department of Public Works as site plans are submitted to ensure that sidewalks are constructed as new development and redevelopment occurs to provide sidewalks where they are currently absent but are needed.

Recommendation 21: Set up a Village public bicycle rental or free service sponsored fully or partially by local businesses through advertisements.

Recommendation 22: Provide a bike rack at the small park with gazebo at the intersection of Mill Road and Main Street; at the large grassed field (“Great Lawn”) located off of Main Street, just outside the western boundary of the Study Area (if special events, a park or public parking are to be provided in the future); the new Glovers Lane Park and other locations that are frequented by the general public.

Recommendation 23: The potential to provide shared access, cross accesses, enhance site interconnectivity, and shared parking should be considered for each site plan proposed in the B-2 and B-3 Districts. Cross access and site interconnectivity is a traffic circulation management technique that will help to reduce the number of access points on to Montauk Highway (CR 80) and Old Riverhead Road (CR 31), distribute traffic more evenly and provide greater separation between accesses to reduce traffic turning and merging conflicts and provide greater public safety and travel efficiency. This technique also helps to support the consolidation of two or more stops into one by allowing persons to park their vehicles at one location and walk to other nearby destinations, without having to get into their vehicle, exit the site and drive to the next access point.

Recommendation 24: Provide decorative lighting posts and fixtures consistent with character of the B-1 District along Glovers Lane to provide a safe nighttime environment for pedestrians. Install limited decorative outdoor lighting at the Mill Road parking lot and other locations to promote greater nighttime activity and public safety. Ensure that lighting is shielded and/or directed downward and is properly spaced to prevent sky-glow and illumination of adjacent residential properties. Also, be sure to avoid lighting that may cause glare and affect the nighttime vision of motorists and consider lighting efficiency to reduce energy demands. Secure a cross access over the former Waldbaums (now Best) supermarket site to provide access from Sunset Avenue to the Mill Road municipal parking lot. Also, formalize pedestrian access between Glovers Lane and Sunset Avenue over Village owned land that contains the tourist information building and public restrooms by seeking permission for a pedestrian easement from the land owner during any future development of the site (SCTM Section 12, Block 4, Lot 17) and (SCTM Section 12, Block 4, Lot 25) and installing a paved walkway, wayfinding cues (signage) and lighting.

Finding: The Village’s Exterior Lighting standards are quite limited and outdated. Outdoor lighting should be sufficient to ensure a safe and secure environment but can also result in a variety of issues if not properly controlled.



Recommendation 25: The Village should consider updating its lighting code to contemporary dark skies standards. Issues to consider include but are not necessarily limited to, preventing nuisance light conditions such as over-illumination, excessive brightness, glare, light trespass on to other properties or public streets, “sky glow” affecting views of the night sky, unnecessary and excessive energy use, lights that stay on all night after business hours rather than being turned down or shut off using automatic timers and sensors, bulbs that emit unusual and undesirable colors or have poor color rendering, thereby affecting the visual character of an area, over-abundance of lights or insufficient light spacing, excessive lightpost/fixture heights, light posts and fixtures that are inconsistent with the character of an area, insufficient shielding of bulbs or not properly directing the light into areas where light is needed most and away from areas where it is undesirable, minimum standards and specifications for lighting plans and photometric data during site plan reviews, etc.

8.3 Sewers

Finding: SCDHS restrictions on permissible sewage discharges through on-site septic systems present an obstacle to establishing essential water intensive land uses such as restaurants, cafés, hotels and upstairs apartments which could stimulate greater activity and increase the customer base from year-round and evening shoppers and diners. Public sewage infrastructure is needed to allow additional expansion and new water intensive land uses but would also help to protect Moniebogue Bay and the South Shore Estuary, and the important economic and recreational activities they support as the community and business districts grow and generate more wastewater that could affect groundwater and surface water quality.

Recommendation 26: Continue to investigate options to support the establishment of a sewer district in the Village with connection to and treatment at the existing Gabreski Airport STP or at a new facility to be constructed at another location within the Village so that water intensive or “wet” land uses such as restaurants, cafés, hotels, multifamily residences and upstairs apartment uses can be established within the zones that permit them. Sewering the B-1 District is the top priority.

Option 1: The Village could utilize the Gabreski Airport facility which is willing to allocate to the Village 50,000 gpd of flow/capacity with improvements to the facility financed by the Village and could set aside additional funds for future expansion of the facility, if future sewer district expansion is needed. Connection to the existing facility, which would require a one-time fee of \$30/gallon (\$1.5 Million) paid to the County is a good alternative in that it is already constructed, approved and operating, the County expressed its willingness to accept the additional wastewater at the facility to provide initial service for priority areas, requires no outlay of funds for land acquisition, and can be expanded over time if desired; however, approximately two miles of trunk sewer line would have to be installed from the airport all the way to the B-1 District and several pumping stations would be required. This infrastructure in conjunction with the need to install the sewer main beneath the Long Island Railroad could be expensive.¹⁷

¹⁷ A general estimate of the cost of installing a main under the railroad and its 70-foot ROW is \$500 per foot if LIRR allows directional drilling or \$1,500 per foot if jacking is required.



Option 2: Construct a new treatment facility. One possible location for a new Village STP would be on the HD zoned properties located at the northwest corner of the intersection of CR 80 and CR 31 (SCTM Section 4, Block 1, Lots 19, 20, 22.1, 23, 26.3 and 32). This site also has potential as it is large, especially if all the adjacent vacant lots are assembled for development, is almost entirely vacant, and could eventually support a large use or uses such as a hotel, multifamily residential development (an approval was granted several years ago for multifamily residential but development has not been initiated) or a planned mixed-use development that may require an alternative on-site wastewater disposal system. This site is also located near an existing multifamily residential community which might provide an opportunity for interconnection and coordinated operation and management of a sewage disposal facility as sometimes requested by Suffolk County. The land at this site is closer to the B-1 District than Option 1 but is currently privately owned, and is farther from the B-1 District than Option 3 which is described below.

Option 3: Construct a new treatment facility at the Westhampton Country Club property (SCTM No. 9-3-23.1) which is near the downtown at the southwest corner of South Road and Potunk Lane. The property is approximately 45 acres, is privately owned, and a cleared/open lot currently used for recreational purposes, but is near residentially zoned and developed land and what appears to be a small stream or drainage way on-site. Approval would have to be obtained from the Country Club's membership in order for this option to proceed. *The Village reached out to the Country Club to discuss this possibility but the Country Club indicated it is not interested in pursuing this request at this time.*

Option 4: Construct a new treatment facility under the Mill Road municipal parking lot which is behind (east of) the Westhampton Beach Fire Station. Benefits of this option is that the facility would be downtown and on municipally owned land which would decrease costs associated with the total length of sewer main needed, pumping stations, and land acquisition. Issues relating to this option include the removal and replacement of the parking lot, and putting a portion of the parking lot temporarily out of service and the presence of stormwater leaching basins that currently exist beneath the parking lot.

Option 5: Construct a new treatment facility at the former Department of Public Works Yard off of South Country Road in Quogue. The benefits of this site are that this site is a large (13 acre) Village owned property. The downside is that the site is the farthest of all the sites for new construction from the downtown and is located between a residential subdivision and property owned by the Suffolk County Water Authority. Due to this distance, a considerable length of sewer main would have to be installed along with several sewage pump stations. The large size of the property, however, would allow for the establishment of large facility setbacks and significant buffering from adjacent lots.

Option 6: Another option for highly water dependent uses in the B-1 District is for land owners to acquire and redeem development rights (or in this instance, "sewer credits") as permitted by the SCDHS which can ultimately provide as much as double the SCDHS's maximum permissible density load on a site, if approved. This approach can allow additional density and wet land uses but would likely only exacerbate local water quality concerns, unless density is offset in more environmentally sensitive areas in the immediate area through local preservation. Moreover, based on estimates from the 2003 Village of Westhampton Beach Main Street Sewer Study (see **Section**



4.0 above) land uses along Main Street were already at 165 percent of the permissible sanitary discharge, which is likely due to grandfathering rather than the purchase and redemption of development rights.

The project team also considered the Great Lawn located on the south side of Main Street just outside but adjacent to the B-1 District which would be a good choice for an STP site. Restrictions on the use of this property, however, including restrictions due to its status as a Community Preservation Project (CPF) site, as well as existing covenants and restrictions held by St. Mark's Church preclude such use of the property in the future.

8.4 Signage, Gateways and Wayfinding

Finding: The portion of the B-3 District located south of the Long Island Railroad and outside of the Central Pine Barrens, with its relatively larger minimum lot size, can and currently does tend to support more intensive land uses as it is outside the pine barrens area, is adjacent to the Village's Industrial 1 (I-1) zone and is near other large and/or intensive land uses such as Gabreski Airport, the LIRR, and a Town of Southampton Department of Public Works facility. The B-3 District contains just 13 lots comprising approximately 13 acres and 4.66 of these acres are publically owned and all but one of the privately owned parcels is developed.

Land that is north of the railroad and west of CR 31 in the Village is within the CPB Core Preservation Area (CPA) and two of the three tax lots are owned by the County or federal government, while land north of the railroad and east of CR 31, which the Village has zoned "Parks and Conservation" (P&C) is part of the airport property and is within the CPB Compatible Growth Area (CGA). The gateway into the community heading southbound along CR 31, therefore, goes from an airport and vacant pine barrens to the Long Island Railroad, and once across the railroad, a more intensively developed highway commercial corridor containing a Town Department of Public Works facility and auto workshop to the east, a vacant lot to the west and for the most part, a mix of business uses, multifamily residences, and a few intermittent single-family homes south of that. In addition, signage and cueing for persons who have never visited or infrequently visit the Village to find their way to, from and around the B-1 District needs to be improved to provide greater convenience and ensure that prospective patrons know that Westhampton Beach has an easily located and accessible Main Street Business District south of Montauk Highway.

Recommendation 27: Since the north end of the B-3 District represents the northern gateway into the Village, this area should therefore demarcate the point at which one enters and exits the Village. This can be accomplished by installing decorative signage that is welcoming, visually appealing, and is symbolic of or distinguishes the community from other locations (e.g., Village seal or logo). Quality plantings and/or art that is aesthetically pleasing can enhance the appearance of the gateway and conveys the impression that one is entering a new and desirable place that has a unique character and identity and provides the services and products of a successful community.

It is understood that some sites are or will be used for intensive activities that are necessary to the needs and wellbeing of the community. Nevertheless, enhanced streetscapes, properly planned site layouts, quality landscaping, screening of visually undesirable elements, and fully functional



yet presentable buildings should be sought during site plan reviews to meet the above objectives. Properly designed streetscapes, landscapes and architecture are not only needed in the B-3 District but would help to bolster the character of the community if applied at prominent gateways to the Village, major intersections, or other key locations in the Village's business districts. Care must also be exercised to ensure that business signs remain visible from the street, since well-intentioned landscaping and planting of street and shade trees can have the unintended consequences of obstructing or obscuring signs from view and adversely affecting business visitation, functionality and success.

Recommendation 28: Reach out to the Town of Southampton to seek screening of its Department of Public Works (DPW) building and equipment storage yard which have a negative influence on the visual quality of the northern gateway into the Village. The building is very close to the roadway leaving little space for plantings, however, a low row of evergreen plantings, privet or hedge along the building's edge could help to soften the appearance of the structure, provide screening from the vantage point of motorists, and improve the Town's image as a responsible land owner in the Village. Also, the paint on the building has undergone extensive peeling, further contributing to the poor aesthetic quality of the structure and the northern gateway into the Village. Since the entire height of the two story façade cannot be fully screened, it is recommended that prior to planting vegetative screening, the remaining peeling paint be removed and the building either kept as natural brick or repainted.

Recommendation 29: Improved signage and wayfinding is important, especially in the B-1 district, which can be confusing to newcomers or those who only infrequently visit the area. Signage or directional wayfinding is also important for directing motorists who are passing through the Village along Montauk Highway (CR 80) or Old Riverhead Road (CR 31) who may not even be aware that the Downtown, which is somewhat removed from the main arterials in the area, actually exists and is a destination to experience. Signage and other wayfinding cues can also make individual businesses or other destinations easier to find and help motorists and pedestrians alike, in negotiating their way through the District and find municipal parking lots and main attractions.

Recommendation 30: In regard to the B-2 District, there is a general preference by the Task Force for parking lots to the rear and/or on side(s) of buildings rather than in front of buildings. This type of layout is generally consistent with contemporary planning principles and practices and reflects the approach that the Village Planning Board and local developers have been taking in the Village in recent years. Locating parking lots behind and/or along the side(s) of buildings helps to address some impacts commonly associated with older strip commercial developments and allows buildings to be located closer to the street and for parking lots to be hidden from view behind buildings and front yard landscaping. Locating buildings closer to the street can improve the aesthetic quality of the development and the overall character of the streetscape when pleasing architecture and landscaping are provided. It can also help make wall signage more readable from the street and reduce the need for large or more than one sign for a business, while providing a stronger physical presence to catch the eyes of passersby. Under this scenario, entrances to buildings are also provided to the rear or side of the building to facilitate access from the parking lot. Solid fencing, landscaping or native vegetation and rear transition/buffer yards along rear lot lines can also help to ensure a suitable transition and necessary screening and buffering between



businesses and adjacent residential land uses and mitigate impacts from outdoor lighting, vehicle headlights, noise, and other site activities. The planting of street trees and parking lot shade trees and low vegetated parking islands based on the square footage of the parking area or a set number of parking spaces, can also help to approve the appearance of parking areas.

The Planning Board should ultimately determine the appropriate location, amount and type of parking island landscaping based on the Code, Comprehensive Plan and proposed site plan; however, at a minimum, accessory off-street parking areas with over 50 spaces should have at least 25 square feet of interior landscaping for each parking space. In addition, interior parking islands should allow ample room for the growth of plants without disturbance to and from vehicle and pedestrian traffic including any adverse effects on motorist/pedestrian visibility and sight lines.

Despite a general preference for side or rear parking in the B-2 District, it was noted by the Committee that general contractor uses, which are permitted in the District by Special Exception (SE) Permit, should be allowed to have parking in front of buildings so that contractor storage and other essential activities can take place behind buildings. For this reason, it is recommended that the SE standards for general contractor uses specify that parking may be permitted in front of buildings or that other suitable language is provided in applicable sections of the Village Code to ensure that parking in front of buildings is not prohibited if necessary.

Recommendation 31: The Village has made considerable effort toward replacing signs which are not consistent with the desired character of the Village's Business Districts. In 2010, the Village Trustees adopted regulations requiring the amortization or retrofitting of back lit signs by January 1, 2016. Village Code Enforcement should reach out to any business that has yet to comply with this law to ensure that its spirit and intent is upheld.

Recommendation 32: The unique aesthetic charm and quaintness of the B-1/Downtown must be maintained and enhanced when possible and the Village should capitalize on its waterfront, particularly along the canal and at the marina (which is near but outside of the Study Area), and promote greater use through waterfront enhancements. There is room for aesthetic and community character enhancements and creation of a unique and more desirable business district character in the B-2 and B-3 zones by ensuring that future developments and redevelopments are properly designed, illuminated, landscaped and signed, to create a compatible and desirable district theme.

8.5 Street Activity, Traffic Calming, Green Space, Pocket Parks, and Green Infrastructure

Finding: There are a number of approaches to improving the function and appearance of the Downtown and highway corridor business districts and promoting greater activity. Street features such as bulbouts¹⁸ and medians¹⁹ where roads are wide and difficult to safely and conveniently cross in the Downtown can enhance circulation and land use access and make street systems safer. Bus shelters, bicycle racks, broad sidewalks, and benches promote the use of alternative modes of

¹⁸ A bulbout or curb extension is a traffic calming measure, primarily used to extend the sidewalk toward the centerline of the street, reducing the crossing distance and allowing pedestrians in the crosswalk and approaching motorists to see one another when vehicles are parked on the street.

¹⁹ A median is a linear planted feature located along the centerline of a street which separates oncoming traffic, facilitates safe crossing by pedestrians, and improves the visual quality of the streetscape.



transportation, increase comfort and convenience, and can help to reduce traffic congestion and parking demands. Shared access driveways, shared parking, and cross access agreements, especially along highway corridors, can help to improve land use efficiency, reduce traffic circulation problems, and alleviate other effects of our auto-reliant society. Shared parking is especially suitable for dense mixed-use developments containing uses with differing hours of operation and peak visitation times. Street-side benches provide places for pedestrians to rest, socialize, wait for a cab, or take in the sights, while street-side trash receptacles help to keep streets clean and litter-free and allow people to sit for a moment before moving on to their next destination. First-floor retail, restaurants and storefront windows, in Downtown areas also enhance street activity, while upstairs apartments help to augment this activity and extend it into the evening, weekends and in the off-season. Signage and wayfinding cues also promote access and convenience; identify and advertise key locations, features and activities; improve circulation patterns; and guide individuals to desired or previously unknown destinations. Streetscaping and green stormwater infrastructure help to beautify an area, enhance business district character, instill identity, infuse nature into a man-made setting, create a more relaxing environment, and provide natural stormwater control. Pocket parks, community greens, plazas and outdoor/street side dining areas, provide locations for business, culture, social interaction, entertainment, passive or active recreation, and relaxation. These essential locations intermittently located within the fabric of a business district, provide venues for outdoor public events that can draw new business activity to an area, including persons who either infrequently or never have visited the Village before.

Recommendation 33: Along Main Street, 10 feet of pavement could be reduced and still allow on-street parking, space to back out of stalls, as well as two clear travel lanes. The 10-foot reduction in road width can be replaced with a bio-retention feature²⁰ or tree trench section²¹ along the sides of the road. Tree trenches would provide either broader sidewalks along storefronts or a median at the center of the street. These features would promote traffic calming, however, the tree trenches would also provide stormwater recharge and pollutant attenuation benefits, and crosswalks could be shortened by 10 feet if the above recommendations are implemented. Slightly raising crosswalks using easy hump, textured brick or colored pavers, similar to what is provided within the crosswalks at the “six corners” roundabout, would encourage crossing within designated crosswalks, provide a traffic calming effect, and advance public safety, while enhancing the aesthetic qualities of the streetscape.

Recommendation 34: Bumpouts (aka “curb extensions”) at the intersection of Mill Road and Main Street would provide bio-retention, slow traffic, facilitate street crossings, provide greater protection to pedestrians and bicyclists visiting the park or other nearby destinations, and draw greater interest to this intersection. The Main Street Streetscape Study prepared for the Village by KPC Planning Services also recommends the use of these features.

²⁰A bio-retention basin or swale is a shallow vegetated depression in the soil that receives stormwater from impervious surfaces and recharges it into the ground. These features are effective at removing sediment, nutrients, heavy metals, and pathogens from stormwater and are more natural and aesthetically pleasing than typical drainage infrastructure.

²¹A tree trench is a system of street trees that are connected by an underground infiltration structure. Stormwater runoff accumulates in these trenches, either by direct infiltration through pervious sidewalks or other ground cover near the tree or passes through inlets in street curbing. The stormwater is then drawn up by tree roots or is temporarily stored within soil pore spaces, therefore providing stormwater treatment before being recharged deeper into the ground. Tree trenches can also be equipped with an overflow system that discharges to leaching pools.



Recommendation 35: The Village should take advantage of its waterfront by enhancing it, promoting greater use of the marina and canal, and improving the connection between the downtown and this area. Consider reconfiguring the Parlato Drive parking lot located between Library Avenue and Moniebogue Lane by eliminating the portion of the parking lot access road paralleling the east side of the canal. Also, close the portion of Parlato Drive (east) between the canal and Parlato Drive (south) and in its place require use of the two-way lane along the east and north ends of the parking lot between Parlato Drive (east) and Hulse Court. This reconfiguration would have the effect of providing more green space and “natural” drainage area along the east side of the canal as well as an opportunity to restripe the parking lot to gain some additional parking spaces. Provide green infrastructure improvements within the existing parking islands and along the east side of the canal that capture runoff and attenuate stormwater pollution. Consider constructing a pavilion, small park and/or providing outdoor seating along the canal, as well as promoting outdoor entertainment and waterfront events at this location. Post wayfinding signs showing the way to the waterfront and the Parlato Drive parking lot and the pedestrian access way which leads from the north end of the parking lot to Main Street. Install a few limited “dark sky” compliant decorative streetlights for the parking lot to promote nighttime use, safety, comfort and activity without over illumination. Provide landscaping around the guardrail at the north end of the canal and ensure that there are trash receptacles available to prevent litter from entering the canal or diminishing the aesthetic quality of the waterfront.

Recommendation 36: The southeast and southwest corners of the intersection of Mill Road and Sunset Avenue are currently vacant but could be used to create a gateway to the Downtown using ecological infrastructure such as raingardens. Gateway treatments at this location could address stormwater, provide visual interest as one travels east or west along Mill Road or north or south down Sunset Avenue, serve as a wayfinding feature that cues motorists as to the presence of a significant destination beyond the gateway, and frame future development at the two corner properties. Currently, there is green space (lawn) at the former filling station site at the southeast corner of Mill Road and Sunset Avenue and a new CVS pharmacy and six new shops are proposed at the old bowling alley site. The structure at the southeast corner was vacant at the time of the field investigation and there may be some potential for redevelopment of the site that could including a gateway use or gateway treatments. The Village could work with the owners of these properties should development be proposed, to ensure suitable site layout, fine landscaping and/or other appropriate features to enhance this gateway to the downtown.

Recommendation 37: A portion of the vacant gasoline station site at the junction of CR 80 and CR 31 is also a good location for ecological infrastructure, bio-retention, and a Village marker as it is the busiest intersection in the Village. Redevelopment of the former gasoline station property and development of the remaining vacant land adjacent to it would be major steps in revitalizing the area and taking full advantage of this prime location.

Recommendation 38: The Village should evaluate the costs of underground utility installation, and if determined cost-effective, work with local utility providers to install overhead electrical utilities underground and remove utility poles. Installation and maintenance of underground utilities tends to be more costly, the utilities are more difficult to access and restore, and streetlighting can be more difficult to install; however, placing utilities underground can help



reduce power outages during storms and from vehicle accidents, eliminates the potential for injury or fatality from accidents involving poles, reduces electromagnetic fields and fallen electrical wires, improves aesthetic qualities, and may even enhance property values. The best time to install utilities underground is when road improvements are undertaken or when sewer mains, water mains or drainage infrastructure is being installed since equipment and workers are on the scene, the ground is already disturbed, and the time that street activity is affected would be less than if separate projects were performed. In short, placing utilities underground during road, drainage and/or sewer projects reduces construction costs and the time it takes to complete them. Since the Village's business districts are most active in the summer, it is best, if possible to schedule utility work and other capital improvement projects during the fall or spring seasons. If outside capital improvements funding is sought, the Village should determine if the funding program covers the costs of installing overhead utilities underground and evaluate the feasibility and cost effectiveness of this option.

8.6 Promoting the Village as a Key Destination

Finding: There is a need for coordinated group advertisement and promotion of available shopping, dining, entertainment and public events in the business districts to attract more people to the Village all year round, including residents of nearby communities that may be underserved by certain business sectors.

Recommendation 39: The business community and Village officials should work with the Westhampton Beach Chamber of Commerce to ensure that advertisements for the Village and its business districts as a whole are as effective as possible. The Village and Chamber of Commerce should reach out to the Hampton Jitney and work together to make increased visitation to the area a reality. Use of the Hampton Jitney should also be promoted as a possible means of transportation by persons and groups living outside the area that would like to visit the Village for a day or two and stay at a local hotel or bed and breakfast. This service can be used for corporate events, wedding parties, school/educational trips, family outings and reunions, reunions with friends, and other purposes. Special events or outdoor festivities such as farmers' markets, plays, arts and crafts shows, green concerts, standup comedy, dining, shopping, lodging, and sight-seeing are just some of the attractions offered by the Village. The Village could be the primary destination or may be a single stop along a multiday excursion of the Hamptons but in any event, group outings using the Hampton Jitney as the means of transportation, can help to augment business activity in both the summer and winter seasons. The existing Hampton Jitney stop should be moved closer to Main Street or a second stop should be provided at this location, possibly to the Mill Road municipal parking lot. Jitney parking and turning area could be provided at the Westhampton Beach train station.



REFERENCES

- Abeles Phillips Preiss & Shapiro, Inc. Planning and Real Estate Consultants, 1998. The Village of Westhampton Beach Downtown Market Analysis and Economic Enhancement Strategy. VWHB. October.
- ADL Architecture and KPC Planning Services, 2007. Westhampton Beach 2006 Business Districts Comprehensive Plan Update. VWHB: Westhampton, NY. March.
- Andreoli, Aldo, P.E., 2005. The Village of Westhampton Beach Projected Sewage Requirements (Draft). Village of Westhampton Beach, Village Board. July.
- Campbell, Kyle, 2015. Westhampton Beach Village Secures Permission to Connect with Gabreski Sewer System. 27east.com. July 15.
- Environmental Systems Research Institute, Inc., 2015. Business Summary. Prepared on February 18, 2016. Accessed via ESRI Business Analyst, Redlands, California, 2015.
- Environmental Systems Research Institute, Inc., 2015. Community Profile. Prepared on February 10, 2016. Accessed via ESRI Business Analyst, Redlands, California, 2015.
- Environmental Systems Research Institute, Inc., 2015. Retail MarketPlace Profile. Prepared on February 10, 2016. Accessed via ESRI Business Analyst, Redlands, California, 2015.
- HyettPalma, 1996. Westhampton Beach Downtown Audit. HP. October.
- International Council of Shopping Centers, 2004. ICSC Shopping Center Definitions: Basic Configurations and Types for the United States. New York, New York.
- KPC Planning Services, Inc., 2010. Village of Westhampton Beach Zoning Map. KPC: Remsenburg, NY. Last revised February 2010.
- Nelson, Pope & Voorhis, LLC, 2016: Draft Village of Westhampton Beach Special Exception Use Conditions Study. NP&V: February
- New York State Department of Transportation, September 2012 thru August 2015. Accident Data September 2012 thru August 2015. NYSDOT.
- Office of Management and Budget, in partnership with U.S. Economic Classification Policy Committee, Statistics Canada and Instituto Nacional de Estadística y Geografía, 2007. North American Industry Classification System Manual. Washington, District of Columbia.
- Suffolk County Department of Public Works, 2015. Traffic Count, Hourly Report. SCDPW. July.
- Suffolk County Government, 2016. Gabreski Airport History. Suffolk County webpage: <http://www.suffolkcountyny.gov/Departments/EconomicDevelopmentandPlanning/FrancisSGabreski>



[Airport/AirportHistory.aspx](#) Downloaded February 2016.

Town of Southampton, 2016. Code of the Town of Southampton, NY: 330-248 A, “Specific Planned Development Districts”: “Gabreski Airport Commercial/Industrial Planned Development District (APDD)”. General Code, ecode360 Library: <http://www.ecode360.com/8703207>

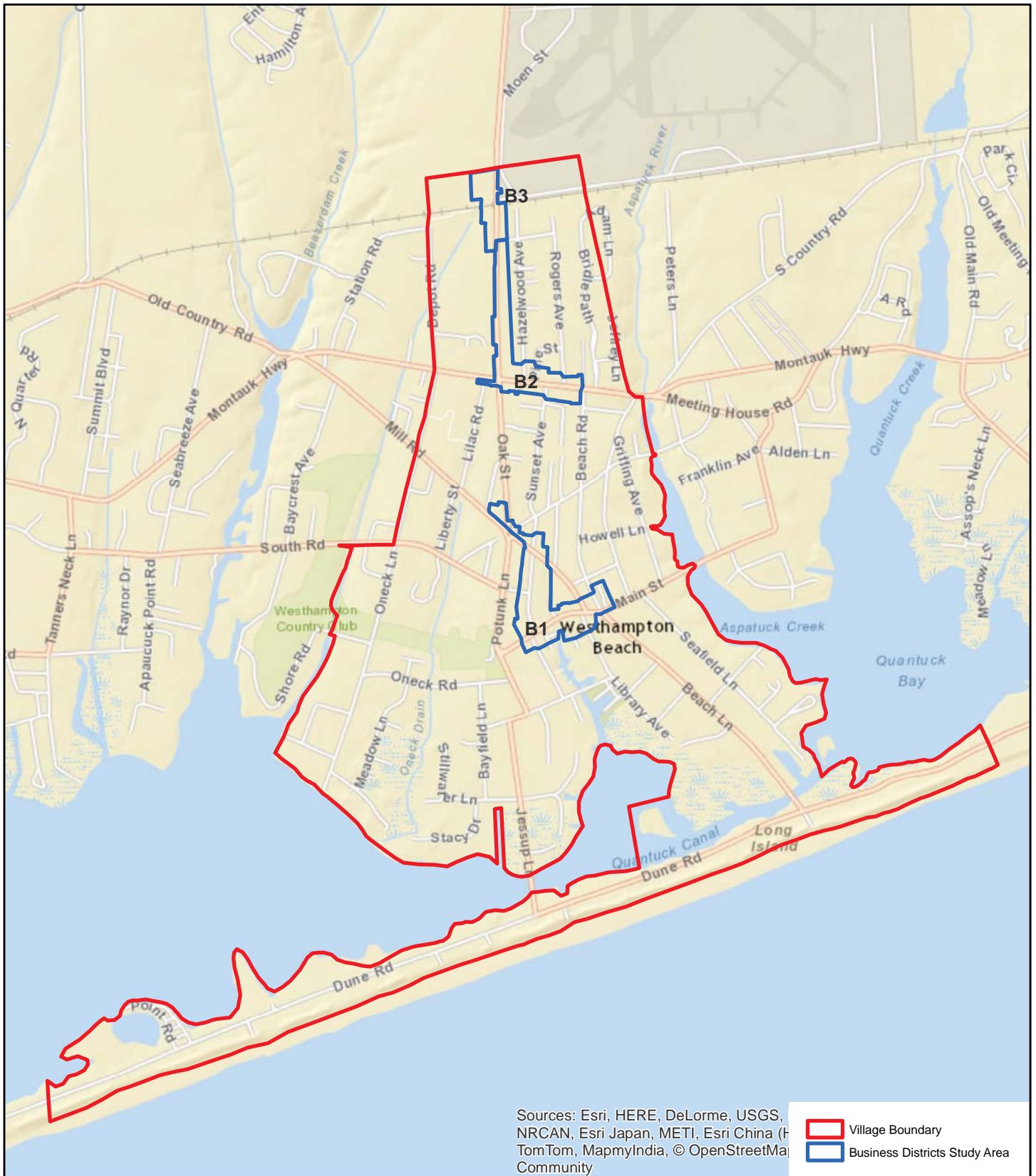
United States Census Bureau, Decennial Census, 2010. Census 2000 Summary File 1 100-Percent Data. Accessed via American FactFinder. Washington, District of Columbia.

Village of Westhampton Beach, 2016. Code of the Village of Westhampton Beach, NY. General Code, ecode360 Library: <http://www.ecode360.com/WE0779>

APPENDICES

APPENDIX A

Figures



**FIGURE 1
LOCATION**

Source: ESRI Web Mapping Service
Scale: 1 inch = 2,500 feet



**Westhampton Beach
Business Districts Study**

**Village of
Westhampton Beach**

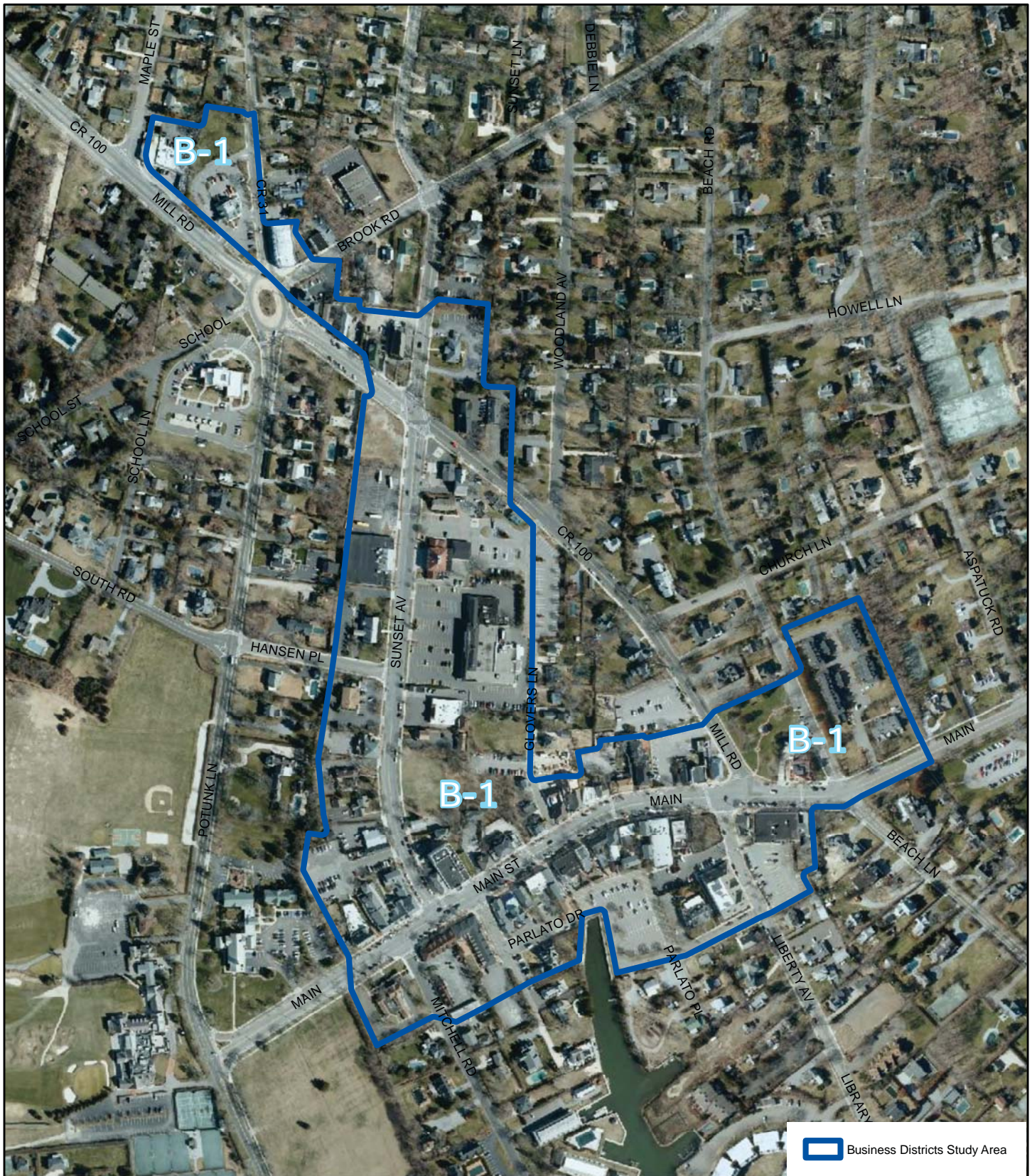


FIGURE 2
BUSINESS DISTRICT B-1

Source: NYS Orthophoto, 2013; zoning
 Scale: 1 inch = 400 feet



Westhampton Beach
 Business Districts Study

Village of
 Westhampton Beach



FIGURE 3 BUSINESS DISTRICT B-2

Source: NYS Orthophoto, 2013; zoning
 Scale: 1 inch = 500 feet



Westhampton Beach
 Business Districts Study

Village of
 Westhampton Beach



FIGURE 4
BUSINESS DISTRICT B-3

Source: NYS Orthophoto, 2013; zoning
Scale: 1 inch = 200 feet



Westhampton Beach
Business Districts Study

Village of
Westhampton Beach



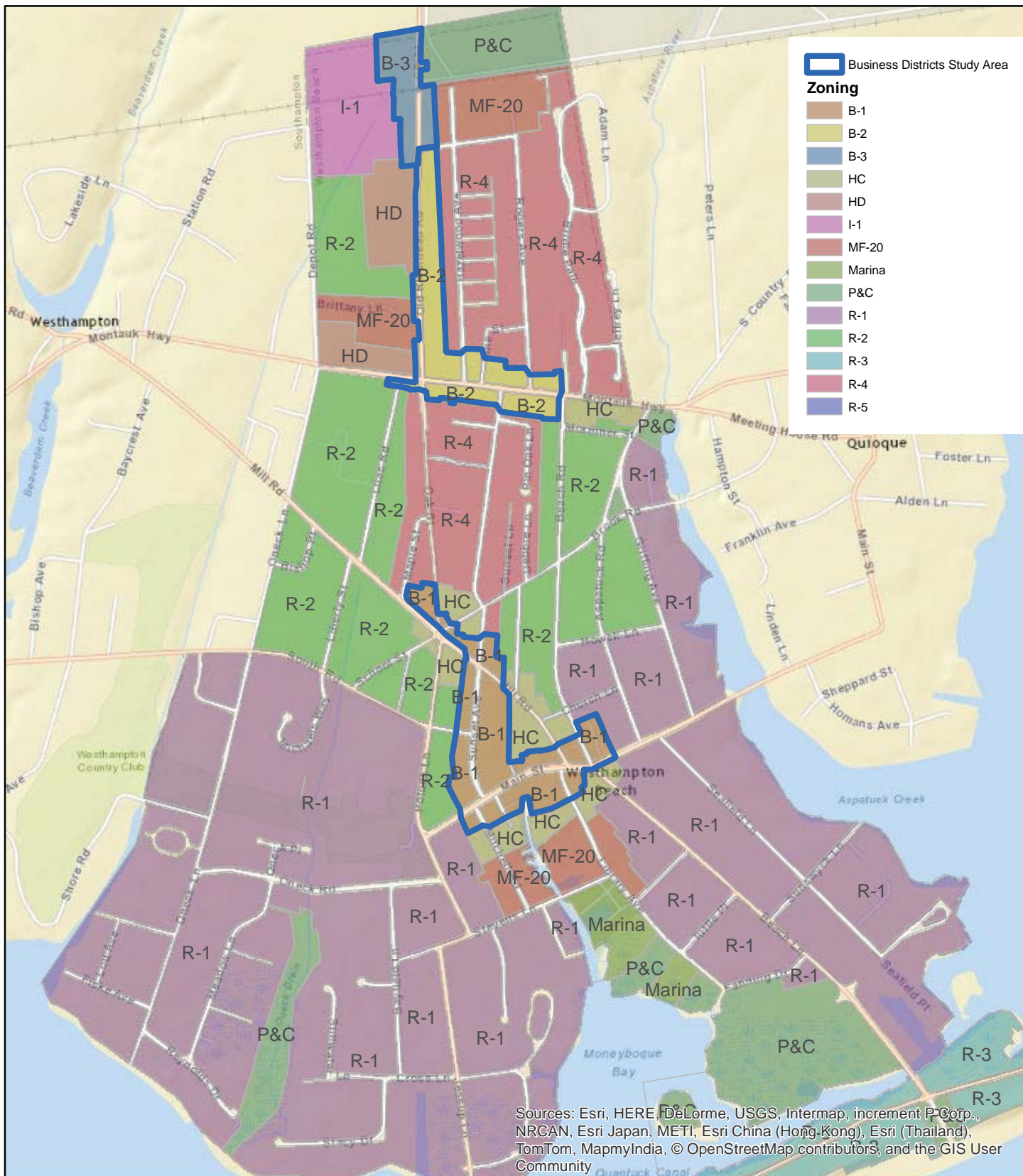
Figure 5: Existing Land Use Map
October 2015

Source: NYS Orthophotography, 2013
Scale: 1 inch = 600 feet



Westhampton Beach
Business District Study

Village of
Westhampton Beach



**FIGURE 6
ZONING**

Source: NYS Orthophoto, 2013; zoning
Scale: 1 inch = 1,500 feet



**Westhampton Beach
Business Districts Study**

**Village of
Westhampton Beach**

APPENDIX B

Photographs & Photo Key Maps

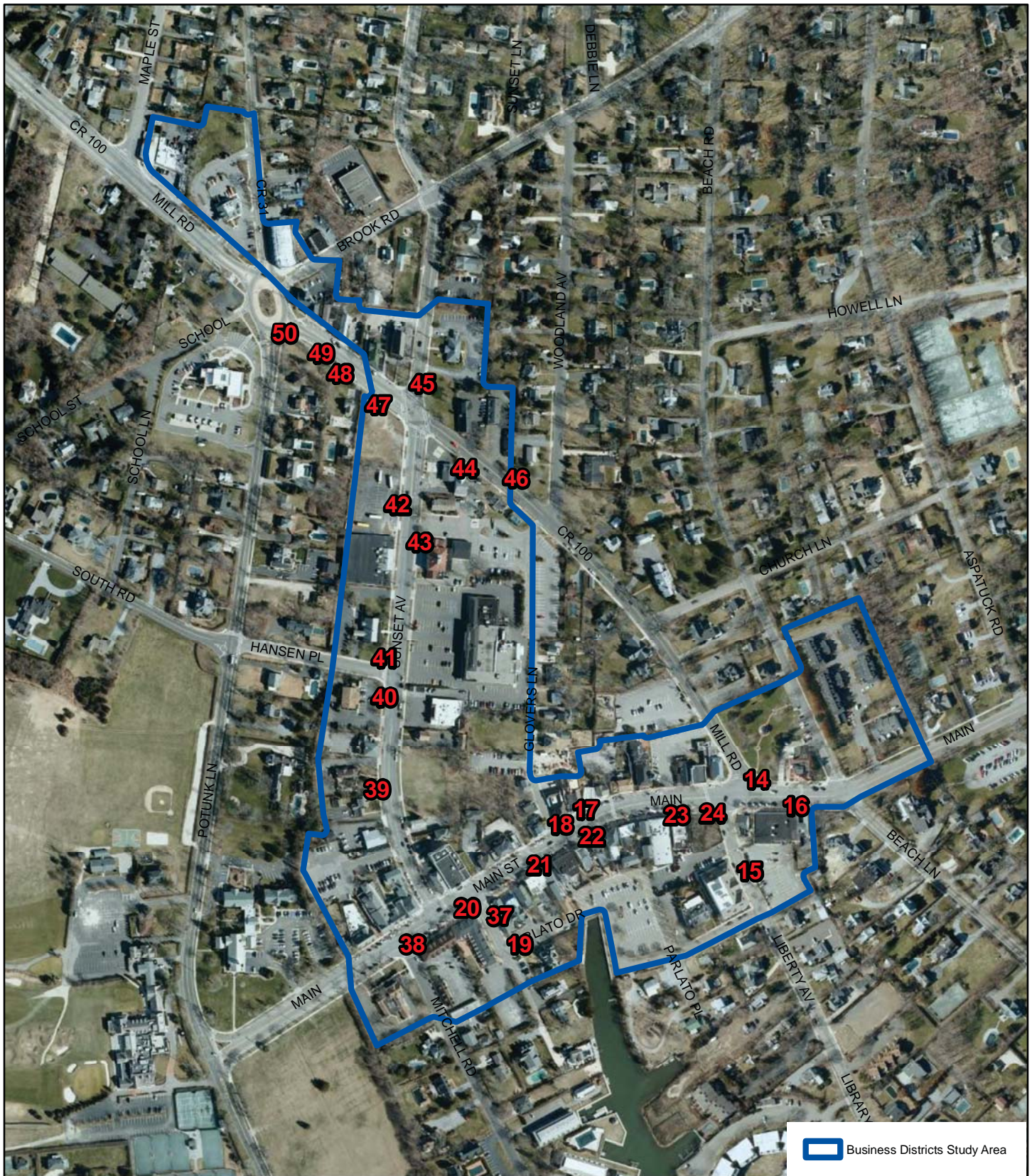


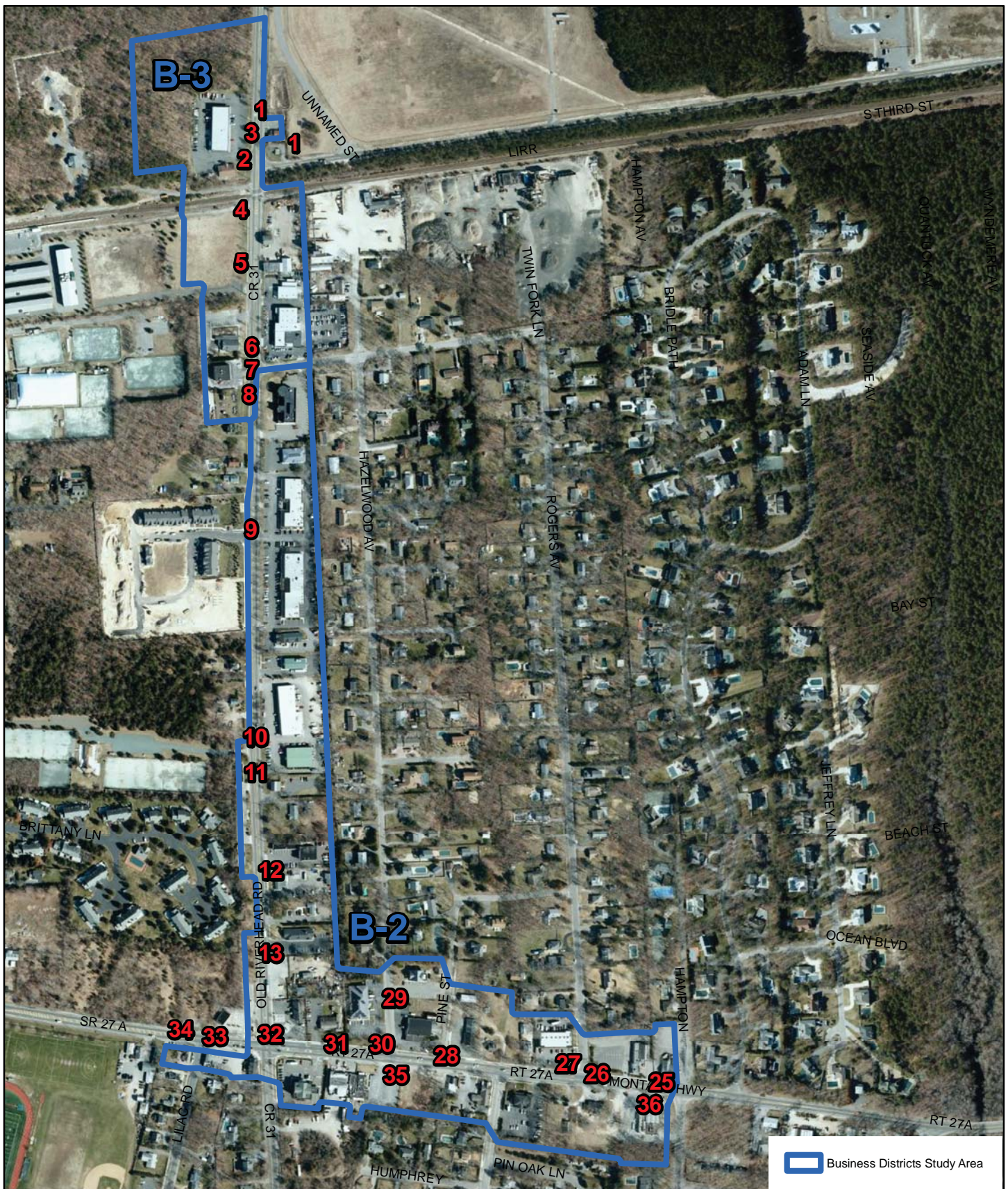
PHOTO KEY MAP BUSINESS DISTRICT B-1

Source: NYS Orthophoto, 2013; zoning
 Scale: 1 inch = 400 feet



Westhampton Beach
 Business Districts Study

Village of
 Westhampton Beach



 Business Districts Study Area



PHOTO KEY MAP BUSINESS DISTRICT B-2/B-3

Source: NYS Orthophoto, 2013; zoning
Scale: 1 inch = 500 feet



Westhampton Beach
Business Districts Study

Village of
Westhampton Beach



Location 1: View looking southwest towards retail and service properties north of LIRR and west side of CR 31 in B-3 District



Location 2: View looking southwest towards commercial property north of LIRR and west side of CR 31 in B-3 District



Location 3: View looking east towards abandoned commercial building north of LIRR and east side of CR 31 in B-3 District



Location 4: View looking west at vacant grassland west side of CR 31 and south of LIRR in B-3 District



Location 5: View looking east towards Town DPW yard south of LIRR and east side of CR 31 in B-3 District



Location 6: View looking west towards commercial property on west side of CR 31 in B-3 District



Location 7: View looking northeast towards motor vehicle services property south of LIRR, north of Rogers Ave. and east side of CR 31 in B-3 District



Location 8: View looking east towards vacant new building south of Rogers Avenue and east side of CR 31 in B-2 District



Location 9: View looking east towards multi use commercial property on east side of CR 31 in B-2 District



Location 10: Facing northeast towards multi use commercial property on east side of CR 31 in B-2 District



Location 11: View looking west towards medical office building on west side of CR 31 in B-2 District



Location 12: View looking east towards motor vehicle service and catering property on east side of CR 31 in B-2 District



Location 13: View looking east towards office and medical office on east side of CR 31 in B-2 District



Location 14: View looking north towards Village square/park along Main St. in B-1 District



Location 15: View looking west towards Westhampton Library along Library Ave. in B-1 District



Location 16: View looking north towards USPS office along Main St. in B-1 District



Location 17: View looking south towards retail business along Main St. in B-1 District



Location 18: View looking south towards retail business along Main St. in B-1 District



Location 19: View looking southeast towards personal service and multi use property along Moniebogue Lane and Hulse Ct.



Location 20: View looking north towards Westhampton Performing Arts Center along Main St. in B-1 District



Location 21: View looking north towards a multi use property along Main St. in B-1 District



Location 22: View looking north towards bakery and restaurant along Main St. in B-1 District



Location 23: View looking north toward mixed use retail and office along Main St. in B-1 District



Location 24: View looking north toward mixed use retail and restaurant along Main St. in B-1 District



Location 24: View looking north towards retail and bank along Main St. in B-1 District



Location 25: View looking south toward new vacant building south side of CR 80 and west of Beach Road in B-2 District



Location 26: View looking south towards new building of mixed use retail south side of CR 80 and west of Beach Road in B-2 District



Location 27: View looking north towards mixed use retail along north side of CR 80 and east of Rogers Ave. in B-2 District



Location 28: View looking north toward a farm stand on north side of CR 80 and east of Pine St. in B-2 District



Location 29: View looking north toward a restaurant north of CR 80 along west side of Pine St. in B-2 District



Location 30: View looking north toward institutional ambulance services north side of CR 80 and west of Hazelwood Ave. in B-2 District



Location 31: View looking south towards vacant building along south side of CR 80 and east of CR 31 in B-2 District



Location 32: View of northeast toward gas services at intersection of CR 31 and CR 80 in B-2 District



Location 32: View looking southeast towards bank at intersection of CR 31 and CR 80 in B-2 District



Location 32: View looking southwest towards vacant restaurant at intersection of CR 31 and CR 80 in B-2 District



Location 32: View looking west toward vacant gas services at intersection of CR 31 and CR 80 in B-2 District



Location 33: View looking south towards restaurant on south side of CR 80 and west of CR 31 in B-2 District



Location 34: View looking south towards restaurant on south side of CR 80 and west of CR 31 in B-2 District



Location 34: View looking south towards school services building on south side of CR 80 and west of CR 31 in B-2 District



Location 35: View looking south towards vacant restaurant on south side of CR 80 and east of CR 31 in B-2 District



Location 36: View looking north towards restaurant north side of CR 80 and west of Beach Road in B-2 District



Location 37: View looking southwest towards mixed use retail at intersection of Moniebogue Lane and Main St. in B-1 District



Location 38: View looking north toward mixed use retail and offices along Main St. in B-1 District



Location 39: View looking east toward vacant land along Sunset Ave. in B-1 District



Location 40: View looking west toward convenience store along Sunset Ave. in B-1 District



Location 41: View looking east toward vacant grocery retail along Sunset Ave. in B-1 District



Location 42: View looking southeast toward new institutional fire station along Sunset Ave. in B-1 District



Location 43: View looking west toward vacant building along Sunset Ave. in B-1 District



Location 44: View looking north towards office along Mill Rd. in B-1 District



Location 45: View looking north toward a bank along Mill Rd. in B-1 District



Location 46: View looking south toward institutional historic building along Mill Rd. in B-1 District



Location 47: View looking north toward restaurant along Mill Rd. in B-1 District



Location 48: View looking north toward restaurant along Mill Rd. in B-1 District



Location 49: View looking north towards mixed use office and banking along Mill Rd. in B-1 District



Location 50: View looking north toward entertainment movie theater along Cr. 31 at traffic circle in B-1 District

APPENDIX C

Land Uses Currently Permitted or Allowed by Special Exception in the B-1, B-2 & B-3 Zoning Districts

Appendix C
VILLAGE OF WESTHAMPTON BEACH
EXISTING BUSINESS DISTRICTS TABLE OF USE REGULATIONS

P = Permitted use

SE = Special exception use

X = Prohibited use

All unlisted uses and NAICS classifications are prohibited in all districts

NAICS ¹	Use Classification	Business Zoning Districts		
		B-1	B-2	B-3
	Residential Uses			
	One-family residence	X	X	X
	Two-family residence	X	X	X
	Three-or multifamily residence	SE	X	X
	Existing dwelling	P ²	P	P
	Conversions of nonresidential buildings to exclusively residential use	X	X	X
	Upper-floor apartments	SE	SE	X
72111	Hotel	SE	X	X
	Rooming house, boardinghouse	SE	X	X
72119	Bed-and-breakfast			
	Senior Citizen Housing	X	X	X
	Assisted (congregate-care) housing	X	X	X
	Public or Semipublic Uses			
81311	Church or similar place of worship or religious instruction; parish house, rectory, pastor's residence	P	P	P
62441	Day-care facility	SE	SE	SE
	Public park, playground	P	P	P
51912; 71211	Public library, museum	P	P	P
711310	Performing arts facility	SE	X	X
	Emergency service facility	P	P	P
	Municipal office or governmental building	P	P	P
61111	Public, denominational or private school, nonprofit, operated or licensed by the State of New York	P	P	P
	School operating under Article 31, Mental Hygiene Law, State of New York	SE	SE	SE
8133; 8134; 81399	Philanthropic, fraternal, social, educational or institutional nonprofit facility	P	P	P
	Public utility structure or right-of-way	SE	SE	SE
	Sewage treatment plant	SE	SE	SE
	Water supply facility	SE	SE	SE

	Business Uses Agricultural Category	B-1	B-2	B-3
81291	Animal shelter, aviary, kennel	X	SE	SE
54194	Veterinary services	X	P	SE
56173	Landscape or horticultural services; irrigation contractors	X	P	P
1114	Agricultural or commercial greenhouse	X	SE	SE
42493	Plant nursery	X	P	P
	Wholesale Business			
4231	Motor vehicles and motor vehicles parts and supplies	X	SE	SE
4232	Furniture and home furnishing	X	SE	SE
4233	Lumber and other construction materials	X	SE	SE
4234	Professional and commercial equipment and supplies	X	SE	SE
4236	Electrical goods distribution	X	SE	SE
4237	Hardware, plumbing, heating equipment and supplies	X	SE	SE
42391	Sporting and recreational goods and supplies	X	SE	SE
42394	Jewelry, watches, precious stones and metals	X	SE	SE
4241	Paper and paper products	X	SE	SE
4242	Drugs, drug proprietaries and druggists' supplies	X	SE	SE
4243	Apparel, piece goods and notions	X	SE	SE
4248	Beer, wine and alcoholic beverage distribution	X	SE	SE
4249	Miscellaneous nondurable goods distribution	X	SE	SE
	Retail Businesses			
448	Apparel and accessory store	P	X	X
45392	Art Gallery	P	X	X
45399	Auction House	SE	X	X
45299	Auto and home supply store	X	P	P
31181	Bakery	P	SE	SE
72241	Bar, tavern, drinking place	X	X	X
4412	Boat and recreational vehicle dealer	X	P	SE
4512	Bookstore	P	X	X
581302	Cabaret, disco, nightclub	X	X	X
44313	Camera and photography supply store	P	X	X
445292	Candy, nut or confectionery store	P	X	X
454113	Catalog and mail-order house	P	X	X
4452	Dairy products store	P	X	X
4521	Department store	P	X	X
4461	Drugstore	P	X	X
4531	Florist	P	X	X
4452	Fruit and vegetable market	P	SE	X
45431	Fuel, fuel oil, liquefied gas and ice dealers	X	SE	SE
447	Gasoline service station	X	SE	SE
452	General merchandise store	P	X	X
45322	Gift, novelty and souvenir shop	P	X	X
44413	Hardware store	X	P	SE
45112	Hobby, toy and game store	P	X	X

	Retail Businesses (continued)	B-1	B-2	B-3
442	Home furniture, furnishings and equipment	P	P	P
443	Household appliance store	P	P	P
44831	Jewelry store	P	X	X
44422	Lawn and garden supply, nursery, garden center	X	P	P
44531	Liquor, beer and wine sales	P	P	P
44832	Luggage and leather goods	P	X	X
44419	Lumber and other building materials dealers	X	SE	SE
7222	Luncheonette, coffee shop, coffee house or tea house, delicatessen	P	P	P
4452	Meat and seafood market	P	X	X
44512	Mini-market and convenience store	X	X	X
445299	Miscellaneous food store	SE	X	X
4411	Motor vehicle dealer (new and used)	X	SE	SE
4512	News dealer, newsstand	P	X	X
44613	Optical goods store	P	X	X
453	Other retail stores	P	X	X
44412	Paint, glass and wallpaper stores	P	P	P
45391	Pet supply store	X	P	X
443112	Radio, television, consumer electronics and music store	P	P	P
7221	Restaurant, standard	SE	SE	SE
445; 446; 448; 451; 453	Retail of consumer goods	P	X	X
45113	Sewing, needlework and piece goods store	P	X	X
45111	Sporting goods, bicycle shop	P	X	X
45321	Stationery store	P	X	X
45399	Tobacco store	P	X	X
4533	Used merchandise store	P	P	P
45299	Variety store	P	X	X
	Finance, Insurance and Real Estate			
522	Financial depository and nondepository institution	P	P	P
523	Security and commodity brokers, exchanges and services	P	P	P
524	Insurance carriers, agents, brokers and service	P	P	P
5312	Real estate office	P	P	P
523	Other investment office	P	P	P
	Services: Personal, Business, Health and Other			
81232	Laundry, cleaning and garment service	P	X	X
56174	Carpet, upholstery cleaning, industrial laundry	X	SE	SE
541921	Photographic studio	P	SE	X
81211	Beauty or barber shop	P	X	X
81143	Shoe repair	P	X	X
81221	Funeral service	P	P	P
8129	Other personal service	SE	P	P
71394	Health Spa	SE	SE	SE
5416	Business services	P	P	P

	Services: Personal, Business, Health and Other (continued)	B-1	B-2	B-3
8111	Automotive repair and services, auto laundry	X	SE	SE
8112	General electrical repair	X	P	SE
81149	Watch, clock or jewelry repair	P	X	X
81142	Reupholstery, furniture refinishing and repair	X	P	SE
6211	Offices of physicians, dentists and other health practitioners	P	P	P
62161	Nursing and personal care	SE	SE	SE
62151	Hospitals, medical or dental laboratory	X	SE	SE
62149	Outpatient care and other health facilities	X	SE	SE
54111	Legal services	P	P	P
54199	General professional office	P	P	P
81131	Miscellaneous repair; welding	X	P	SE
5413	Engineering, architectural and surveying services	P	P	P
5412	Accounting, auditing and bookkeeping services	P	P	P
54171	Noncommercial research organization	P	P	P
54182	Management or public relations services	P	P	P
5416	Business consulting services	P	P	P
236; 238	General and special trade contractors' offices	X	SE	SE
551114	General and special trade contractors' administrative offices	SE	SE	SE
	Amusement and Recreational Businesses			
5121	Motion-picture, videotape, television or sound production studio	SE	SE	SE
53223	Motion-picture and video tape rental and distribution	P	SE	X
512131	Motion-picture theater	SE	SE	SE
61161	Dance studio school or hall	P	SE	SE
71111	Theatrical production	P	X	X
71395	Bowling center	SE	SE	SE
71394	Physical fitness facility	P	P	P
713940	Other indoor recreation	X	SE	X
453998	Swimming pools, supplies and equipment	X	P	P
	Transportation Facilities and Services			
4852	Local public passenger facility	P	P	P
4853	Taxicab establishment	SE	SE	SE
	Industrial Uses			
323	Printing, publishing	SE	P	P
	Accessory Uses			
	Customary and secondary uses related to principal use	P	P	P
	Outdoor dining	SE	SE	SE
44211	Outdoor tables and chairs	SE	SE	SE
	Outdoor music	SE	SE	SE

Notes:

¹ "NAICS refers to the 2007 North American Industry Classification System, 2007, published by the United States Office of the management and Budget, and is incorporated by reference as part of this chapter.

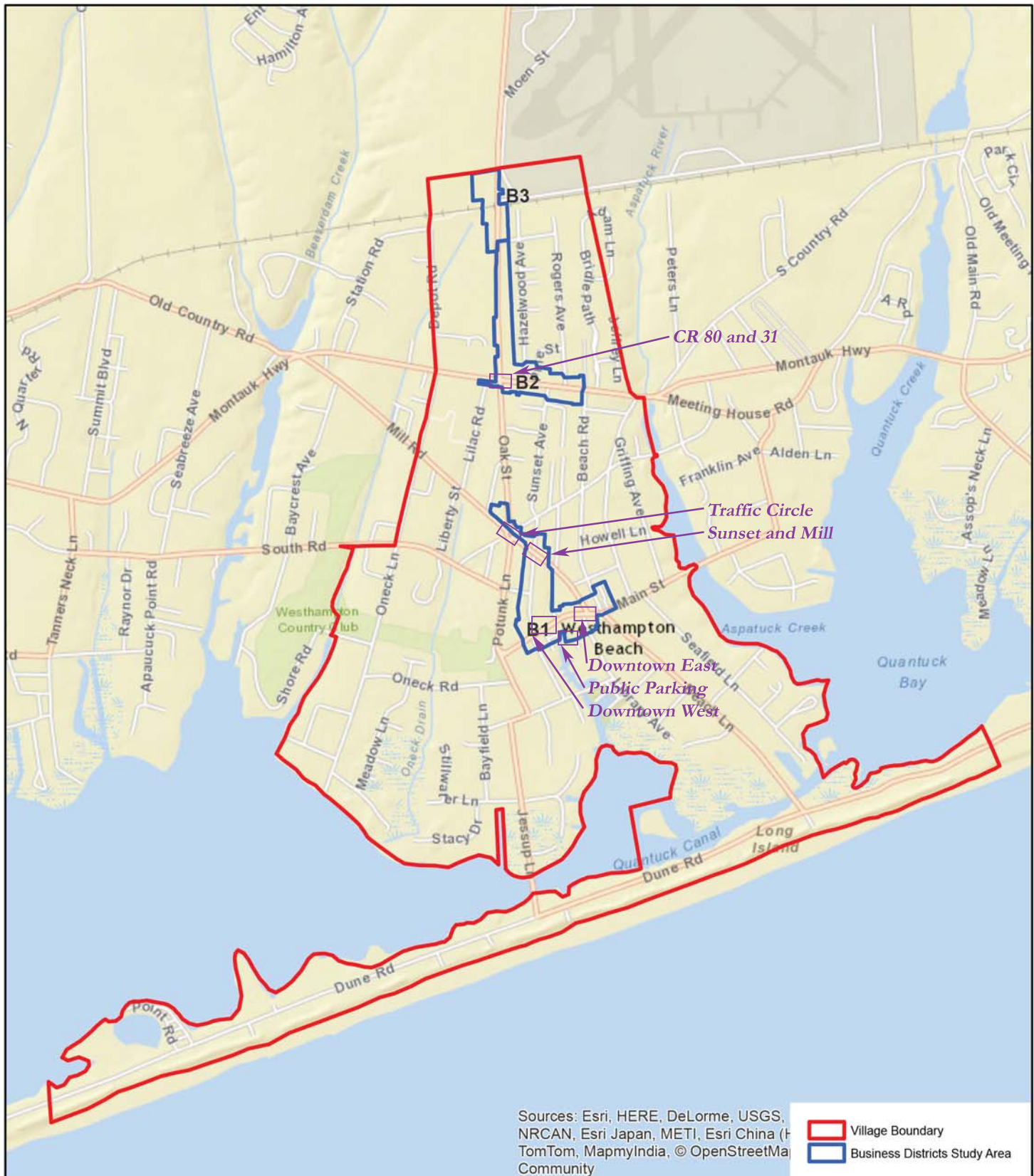
² See § 197-16.1.1.

APPENDIX D

Conceptual Streetscape Design Improvements

Appendix D-1

Streetscape Location Map



STREETSCAPE LOCATION MAP

Source: ESRI Web Mapping Service
Scale: 1 inch = 2,500 feet

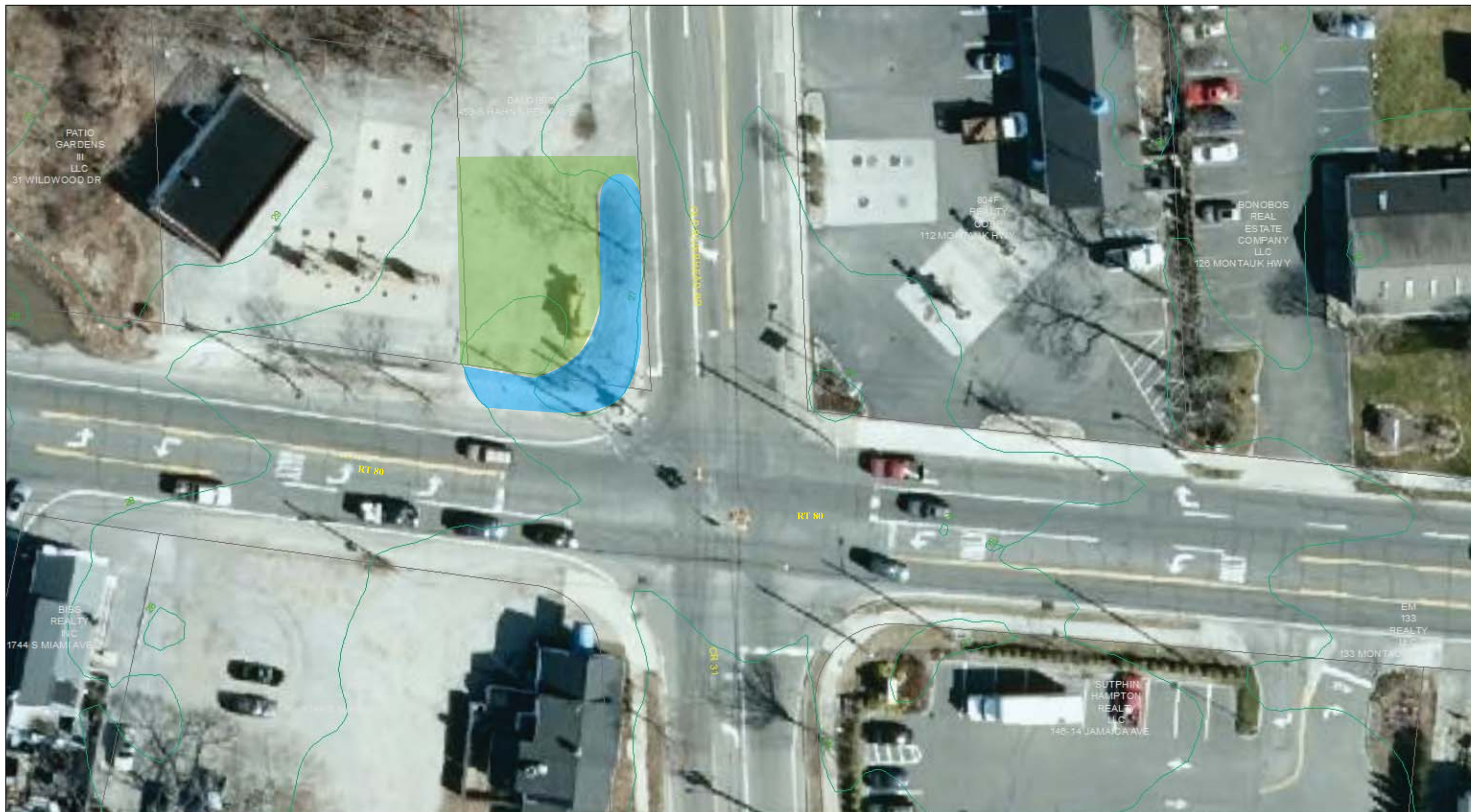


**Westhampton Beach
Business Districts Study**

**Village of
Westhampton Beach**

Appendix D-2

Intersection of CR80 and CR 31



RECOMMENDED STREETSCAPE GATEWAY AT INTERSECTION OF CR 80 & CR 31

Source: NYS Orthophotography, 2013
Scale: 1 inch = 30 feet



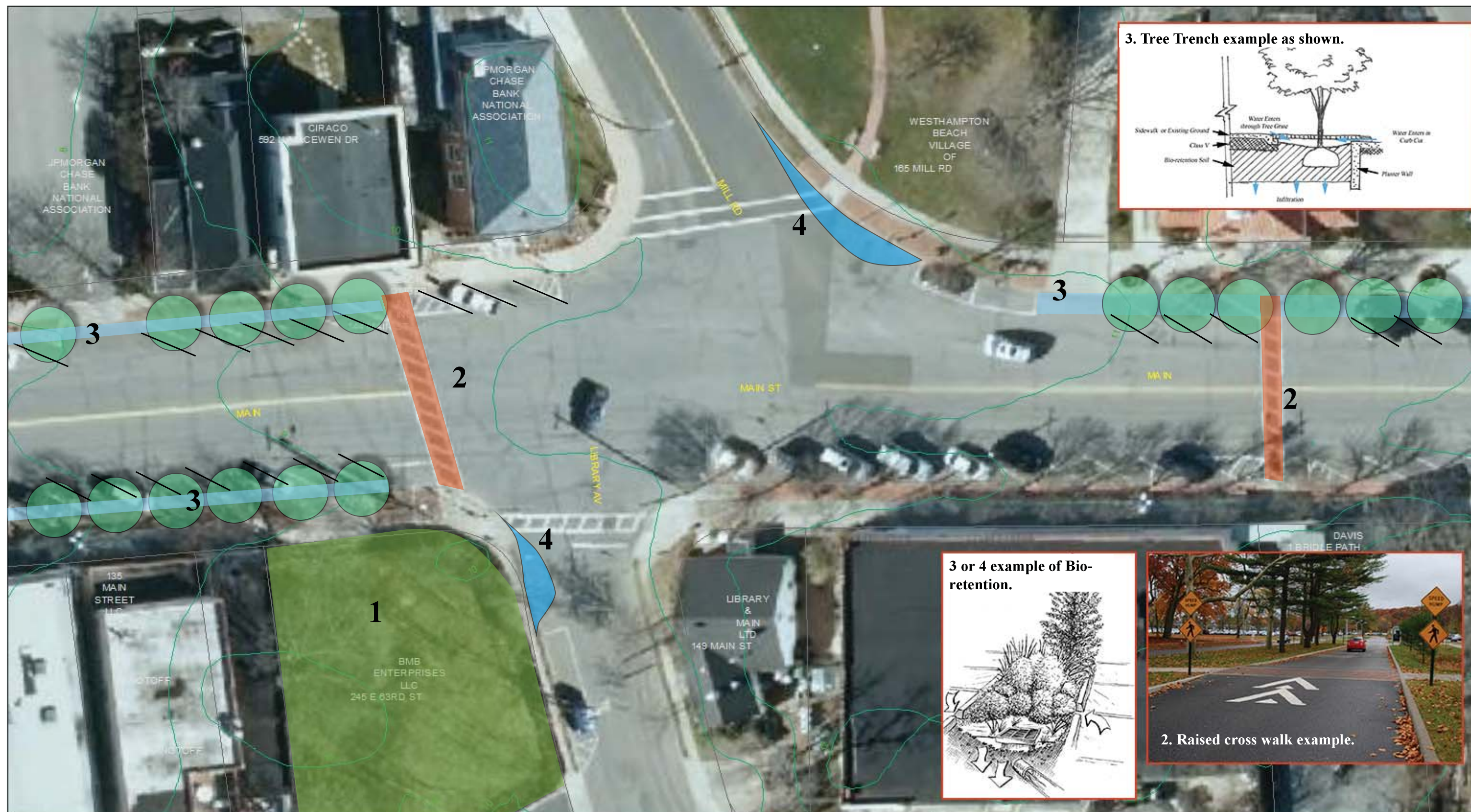
Westhampton Beach
Business District Study

Village of
Westhampton Beach

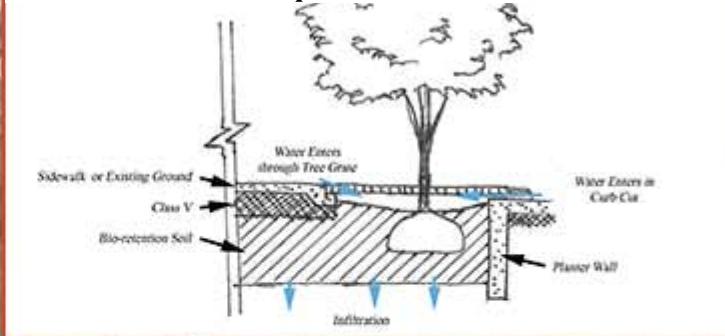
Vacant Land - The site was a gas station that is underutilized. The property could become an attractive set of gardens that will still allow the site to be developed. The gardens could use Ecological Infrastructure with a marker for Westhampton Beach. This intersection is a major route into the village. The edge of the lot near the roadway could be bio-retention basin to clean water.

Appendix D-3

Downtown East



3. Tree Trench example as shown.



3 or 4 example of Bio-retention.



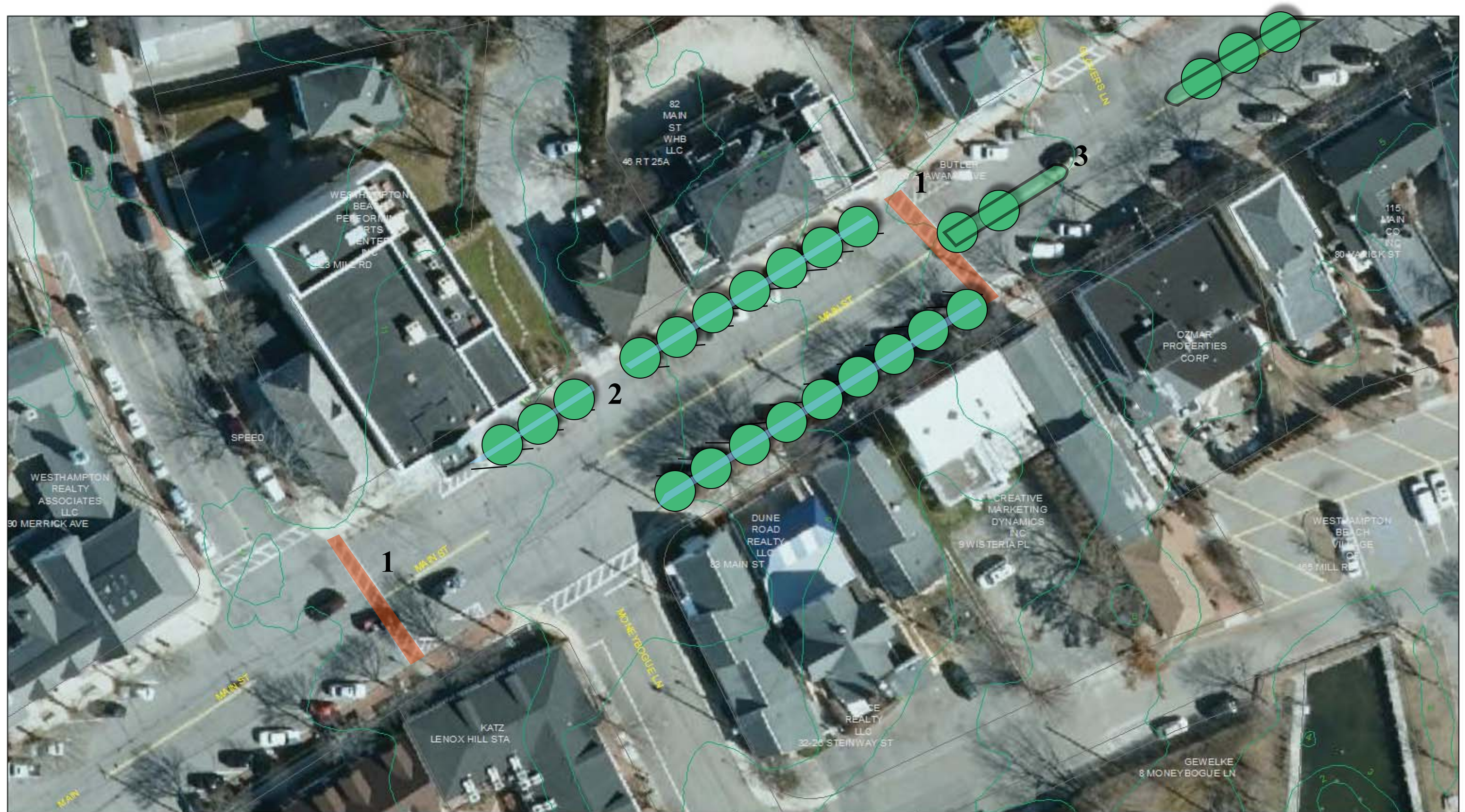
2. Raised cross walk example.



1. Vacant Lot - Recommend Ecological Infrastructure or park.
2. Cross Walks - Recommend traffic slowing measures with pavers, color and small rise.
3. Boulevard - Recommend pavement reduction of 5' west and 10' east of Mill Road and create a Bio-retention swale, basin or tree trench, which provides more sidewalk that infiltrates.
4. Boulevard - Bump-out Bio-retention Basins that reduce stormwater and provide traffic calming

Appendix D-4

Downtown West



RECOMMENDED STREETSCAPE TRAFFIC CALMING ALONG WEST MAIN ST.

Source: NYS Orthophotography, 2013
Scale: 1 inch = 40 feet



Westhampton Beach
Business District Study

Village of
Westhampton Beach

1. Cross Walks - Recommend traffic slowing measures with pavers, color and small rise.

Recommend using either #2 or #3 along entire Main Street.

2. Boulevard - Recommend pavement reduction of 5' on either side of Main Street and create a Bio-swale, basin or tree trench, which provides more sidewalk that infiltrates.

3. Median with arranged plantings to reduce pavement and provide traffic slowing.

Appendix D-5

Public Parking Lot by Canal



Current Conditions of Parking Lot



Potential look of bio-retention basins within the islands of the parking lot.



RECOMMENDED STREETSCAPE STORMWATER CONTROL IN PUBLIC PARKING

Source: NYS Orthophotography, 2013
Scale: 1 inch = 40 feet



Westhampton Beach
Business District Study

Village of
Westhampton Beach

The parking lot could use bio-retention basins within the islands and potentially in key locations along the parking lot edge. Depth to groundwater will be the limiting factor in determining if a bio-retention basin will function.

Appendix D-6

Intersection of Sunset Avenue and Mill Road



RECOMMENDED STREETSCAPE GATEWAY AT MILL RD. AND SUNSET AVE.

Source: NYS Orthophotography, 2013
Scale: 1 inch = 30 feet



Westhampton Beach
Business District Study

Village of
Westhampton Beach

1. Vacant Land - currently conditions are a neglected weedy area. Ecological Infrastructure would benefit this location with a potential for bio-retention along the street fronts.

2. Vacant Land - currently the site is sodded and looks good, however adding a bio-retention basin along the street front would benefit the environment and potentially match the neglected site #1.

Both locations improved would provide a "Gateway" for Sunset Avenue towards Downtown.

Appendix D-7

Six Corners Traffic Circle



RECOMMENDED STREETSCAPE - STORMWATER & GATEWAY ENHANCEMENT AT TRAFFIC CIR.

Source: NYS Orthophotography, 2013
Scale: 1 inch = 30 feet



Westhampton Beach
Business District Study

Village of
Westhampton Beach

The sidewalk crossings already have pavers and color as recommended in Downtown.

Bio-retention and gardens are recommended near the catchbasins to enhance water cleaning and the aesthetic enhancement of the round-about.

ATTACHMENTS



Village of Westhampton Beach, Business Districts Planning Study

ISSUES & OPPORTUNITIES MAP



1. New building that could provide diverse business.



5. Vacant parcel at key intersection to provide wayfinding and signage.



5. Vacant parcel at key intersection to provide wayfinding and signage.



5. Vacant parcel at key intersection to provide wayfinding and signage.



10. Performing Arts Center which could be the hub of the Cultural Center.



15. Open parcel at key intersection to provide wayfinding and signage.

Issues:

B-2/B-3

Zoning Code Amendments for Additional Uses - Lack of year round Commercial and Retail Uses in B-2/B-3

- * Need an anchor business to increase business activity
- * Need businesses (primarily retail) that provide daily products for village and nearby communities, commuters or passersby
- * Affordable goods and services for local consumers
- * Create alternative to Riverhead shopping

Building facades, landscaping and streetscaping could use enhancement (especially B-2 and B-3)

Need to evaluate the Viability of Hotel District

Lack of Gateway Identity from North and West

Lack of intermodal transportation from LIRR station, bus routes, bike racks and pedestrian environment

B-1

Need for year round business and nightlife to support cultural uses

Need a draw or attractions to Village and/or synergistic uses

Offices in the downtown district; ground level better used for retail

Visitor accommodations are limited in Village

Lack of sewage treatment in Village restricts opportunities for some retail, restaurants, apartments, lodging etc.

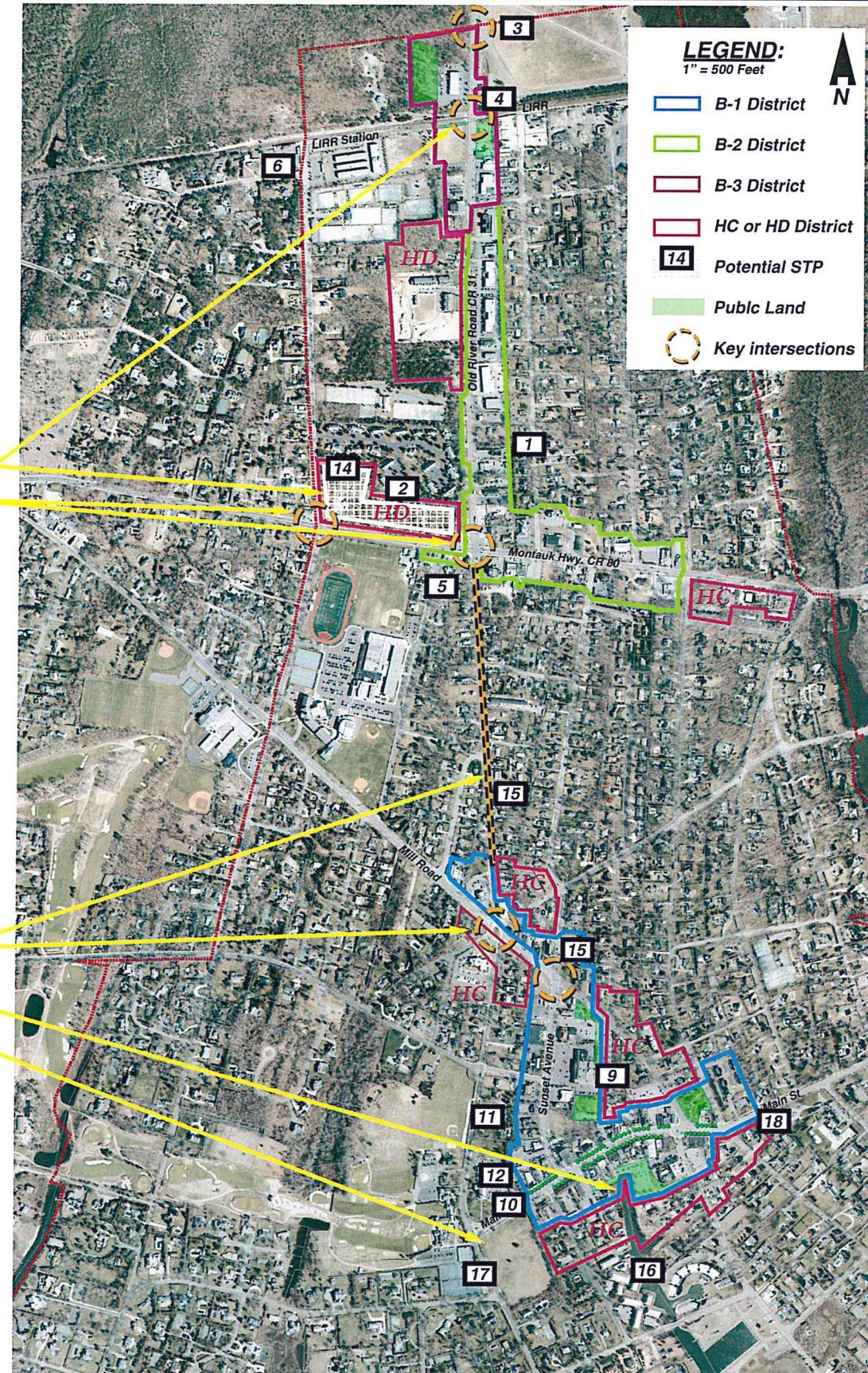
Signage and wayfinding is lacking, especially on downtown approach

Village has not taken advantage of waterfront/marina

Need for more farmer's market and open air events

Streetscape improvements for water quality and pedestrian safety movement

Need to evaluate adequacy of parking



Opportunities/Recommendations:

(See Section 8.0 for more detail)

B-2/B-3

1. Space to provide diversification of businesses, especially commercial and retail uses
2. Allow mixed use planned development in HD District
3. Capitalize on Gabreski Airport PDD redevelopment
4. Provide wayfinding and signage of "Entering Village of WHB"
5. Provide wayfinding and landscaping at key intersection of CR 31 and CR 80; vacant parcels provide an opportunity
6. Provide public transportation options, especially to and from the LIRR station.
7. Provide bus stop shelters, bike racks, and extend sidewalks as needed to support multimodal activity
8. Promote shared access, shared parking and cross access agreements

B-1

9. Waldbaums upgrade to larger local supermarket, new CVS and retail spaces will serve local needs
10. Promote B-1 as Cultural Center to support performing arts venue
11. Promote Village events including more events during off-summer seasons
12. Promote 2nd Story office use downtown allowing more retail along street level
13. Promote apartments above stores to promote more residents and activity in business district
14. Provide STP for Village to provide opportunity for restaurants, apartments, lodging, and other 'wet' uses for Cultural Center or connect to Gabreski Airport
15. Provide signage and wayfinding at key gateways to downtown
16. Enhance marina/canal and integrate into downtown Village
17. Open space west of downtown has opportunity for outdoor Farmer's Market, possible satellite parking lot, and/or park
18. Create streetscape improvements in downtown area to provide water quality and pedestrian movement
19. Ensure ample parking downtown
20. Support infill development



1. Open parcel that could provide diverse business.



1. New building that could provide diverse business.



14. Vacant grass lot near LIRR that could be a STP area.



15. Open parcel at key intersection to provide wayfinding and signage.



16. Enhance marina/canal integration into downtown Village.



16 & 18. Enhance marina and streetscaping in the public parking area south of downtown. Potential before and after pictures.



Village of Westhampton Beach, Business Districts Planning Study

ISSUES & OPPORTUNITIES MAP



1. New building that could provide diverse business.



5. Vacant parcel at key intersection to provide wayfinding and signage.



5. Vacant parcel at key intersection to provide wayfinding and signage.



10. Performing Arts Center which could be the hub of the Cultural Center.



15. Open parcel at key intersection to provide wayfinding and signage.

Issues:

B-2/B-3

Zoning Code Amendments for Additional Uses - Lack of year round Commercial and Retail Uses in B-2/B-3

- * Need an anchor business to increase business activity
- * Need businesses (primarily retail) that provide daily products for village and nearby communities, commuters or passersby
- * Affordable goods and services for local consumers
- * Create alternative to Riverhead shopping

Building facades, landscaping and streetscaping could use enhancement (especially B-2 and B-3)

Need to evaluate the Viability of Hotel District

Lack of Gateway Identity from North and West

Lack of intermodal transportation from LIRR station, bus routes, bike racks and pedestrian environment

B-1

Need for year round business and nightlife to support cultural uses

Need a draw or attractions to Village and/or synergistic uses

Offices in the downtown district; ground level better used for retail

Visitor accommodations are limited in Village

Lack of sewage treatment in Village restricts opportunities for some retail, restaurants, apartments, lodging etc.

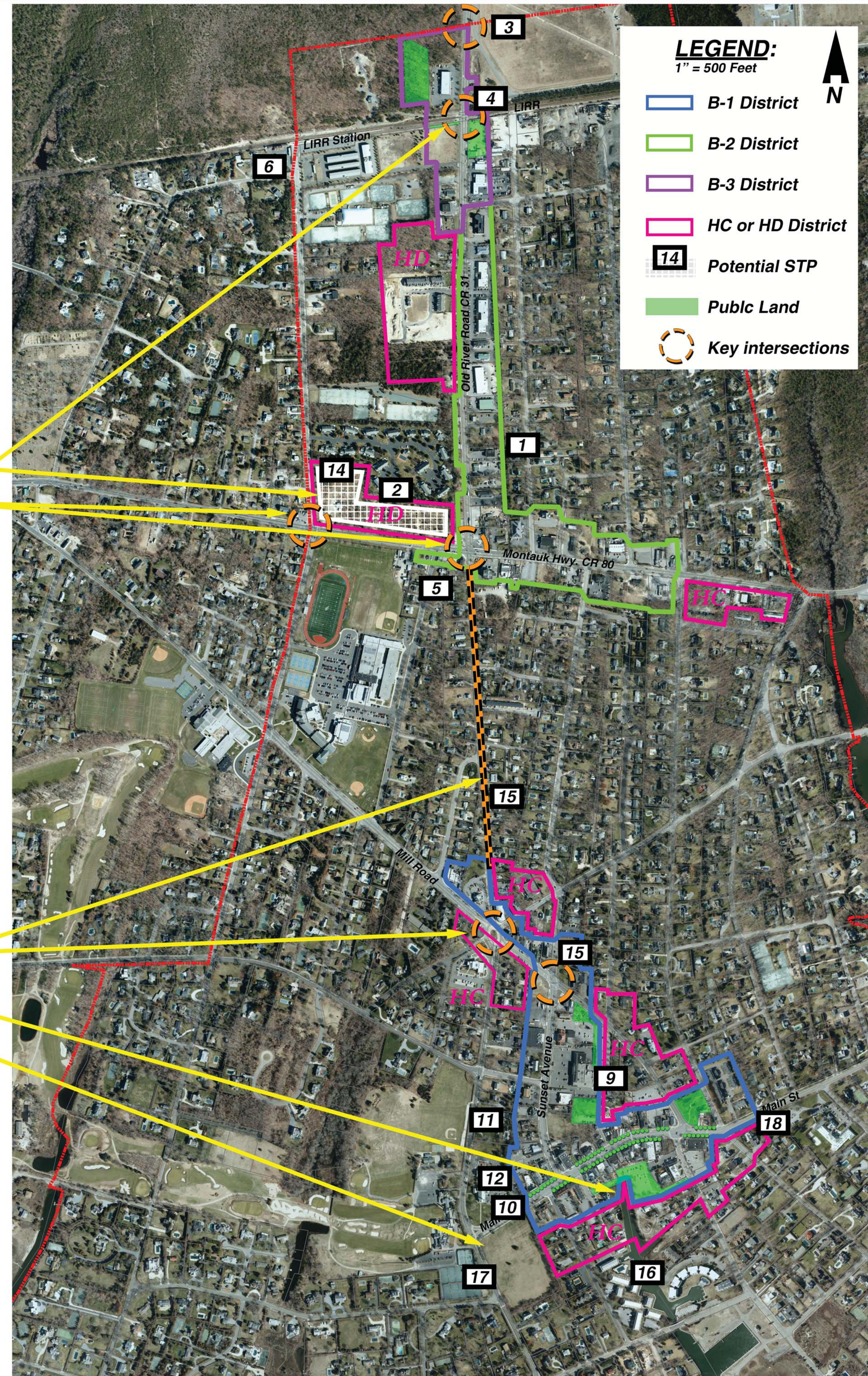
Signage and wayfinding is lacking, especially on downtown approach

Village has not taken advantage of waterfront/marina

Need for more farmer's market and open air events

Streetscape improvements for water quality and pedestrian safety movement

Need to evaluate adequacy of parking



Opportunities/Recommendations:

(See Section 8.0 for more detail)

B-2/B-3

1. Space to provide diversification of businesses, especially commercial and retail uses
2. Allow mixed use planned development in HD District
3. Capitalize on Gabreski Airport PDD redevelopment
4. Provide wayfinding and signage of "Entering Village of WHB"
5. Provide wayfinding and landscaping at key intersection of CR 31 and CR 80; vacant parcels provide an opportunity
6. Provide public transportation options, especially to and from the LIRR station.
7. Provide bus stop shelters, bike racks, and extend sidewalks as needed to support multimodal activity
8. Promote shared access, shared parking and cross access agreements

B-1

9. Waldbaums upgrade to larger local supermarket, new CVS and retail spaces will serve local needs
10. Promote B-1 as Cultural Center to support performing arts venue
11. Promote Village events including more events during off-summer seasons
12. Promote 2nd Story office use downtown allowing more retail along street level
13. Promote apartments above stores to promote more residents and activity in business district
14. Provide STP for Village to provide opportunity for restaurants, apartments, lodging, and other 'wet' uses for Cultural Center or connect to Gabreski Airport
15. Provide signage and wayfinding at key gateways to downtown
16. Enhance marina/canal and integrate into downtown Village
17. Open space west of downtown has opportunity for outdoor Farmer's Market, possible satellite parking lot, and/or park
18. Create streetscape improvements in downtown area to provide water quality and pedestrian movement
19. Ensure ample parking downtown
20. Support infill development



1. Open parcel that could provide diverse business.



1. New building that could provide diverse business.



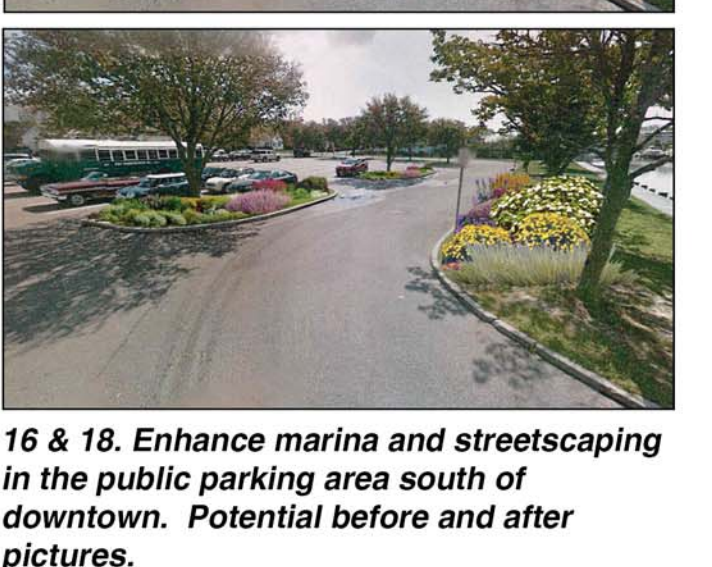
14. Vacant grass lot near LIRR that could be a STP area.



15. Open parcel at key intersection to provide wayfinding and signage.



16. Enhance marina/canal integration into downtown Village.



16 & 18. Enhance marina and streetscaping in the public parking area south of downtown. Potential before and after pictures.