

## 5. IMPLEMENTATION TOOLS AND TECHNIQUES

### 5.1 The Water Mill Partnership

The relationship of common interests—public, civic and private sector stakeholders-- which have been identified in this planning and development strategy should be formalized so that ongoing planning and development can occur within a framework of communication and cooperation. In the past sides have been taken and lines drawn, creating a stalemate situation that has benefited no one.

Many of these common interests are currently embodied in the existing Water Mill Community Advisory Committee (CAC), which includes representation from the Community Club, the Historic Society, and other civic groups, and defines a relationship to the Town administration.

However, private sector interests—merchants, individual landowners, developers—are not (except as individuals) represented in this committee.

It is therefore recommended that a new ad hoc organization—the ‘Water Mill Partnership’-- be created as a mechanism for discussion and common action. Assuming that agreement on future development can be reached on the basis of mutual benefit, implementation of the strategic

recommendations of this plan will require partnership actions.

As have other hamlet center plans, the Water Mill Strategy reinforces and emphasizes the Comprehensive Plan Update’s recommendation to examine the potential for creating a Town Business Development Center as a technical assistance resource to the various hamlets. Moreover, the Comprehensive Plan Update also recommends the possible future creation of ‘one or several’ Business Improvement Districts’ (B.I.D.s) in the Town.

These districts have been successfully used elsewhere in New York State and the nation as a means for local property owners to self-assess themselves to provide alternative financing, to be used for joint public improvement projects beyond the capability of the local public sector. This funding, which may be as modest or as extensive as members see fit given other potential contributions, will allow proactive local projects to be conceived, designed, and accomplished.

However, strength is in numbers—as a way of putting in place effective capacity to implement ‘Main Street’ improvements, the Water Mill Hamlet Center Strategy reinforces the idea of creating a larger non-contiguous BID encompassing a number of hamlets with similar common issues. Such proposals have been made in Hampton Bays and can be pursued in other hamlet centers.

The Water Mill Partnership would be the local ‘board’ constituency for hamlet center stakeholder participation in such a town-wide organization. Implementation and day-to-day operations would be provided by staff, working in conjunction with (or as) the Business Development Center. To assist with such parallel efforts at streetscape improvements or economic development support to the business community, a town staff member could divide his time between various centers (acting as a ‘circuit rider’). Such a staff would provide technical services—planning, design review, project or amenity implementation, marketing assistance—for the constituent members.

In summary, as in other hamlets, a basic strategy for continuing partnership efforts in the hamlet center core will focus on the following tactics:

- Add value to private property through public investment
- Leverage value added for public objectives and civic benefit
- Use civic participation to help facilitate maintenance/ approvals

## 5.2 Implementation Framework

The attached chart describes the key actions that need to be taken by public, private or civic participants in order to implement the critical recommendations of this strategy.

Tasks are summarized as four broad and sequential stages of work:

- Strategic Planning and Administration
- Land Assembly/ Partnership/ Financing
- Infrastructure Improvements
- Project Implementation

Participants for each task are defined as to category—public, private or civic—and a broad schedule is defined, emphasizing strategic phasing of interrelated actions. As discussed above, the Water Mill Partnership would provide local coordination, while the Business Development Center would provide operational and implementation services. The Town of Southampton would serve as a key partner.