

**NICHE MARKET AND BRANDING PLAN &
BUILD-OUT/TAX BASE ANALYSIS
TOWN OF BROOKHAVEN**

***ENVIRONMENTAL
PLANNING
CONSULTING***

***FEASIBILITY & DUE DILIGENCE
ASSISTANCE
REGIONAL & SITE PLANNING
ECONOMIC PLANNING
GRANT PREPARATION &
ADMINISTRATION
ENVIRONMENTAL SITE
ASSESSMENT
ENVIRONMENTAL SCIENCE &
ANALYSIS
WETLAND PERMITTING
STORM WATER MANAGEMENT
PLANS
WATERFRONT & COASTAL
ZONE PROJECTS
MAPPING
WATERSHED MANAGEMENT &
WATER SUPPLY
PERMITTING & PROCESSING
SUSTAINABILITY & LEED
PROJECT PLANNING &
SUPPORT***

**NELSON POPE
& VOORHIS**

572 Walt Whitman Road
Melville, New York
11747

PHONE: 631-427-5665
FAX: 631-427-5620
NPV@NELSONPOPE.COM



Nelson, Pope & Voorhis (NP&V) is working with the Town of Brookhaven on a niche market and branding plan for Greater Bellport community. The focus of this plan is to form a set of recommendations that outline the necessary steps that members in the Greater Bellport community can take in order to successfully create a sense of place, community pride and positive perceptions through a more niche-oriented position in the local market. NP&V recommended various initiatives to make the Greater Bellport community unique and marketable, creating a place that people want to be, where people are comfortable, and a place that people remember and come back to time and again. The niche market and branding plan strives to promote the community's niche market to new residents, visitors and economic development opportunities alike, offering the Greater Bellport community the opportunity to develop a theme that they want to be known for.

NP&V is also working with the Town of Brookhaven on a build-out/tax base analysis, to analyze how the local school district could be impacted by growth. NP&V is working on the creation of a GIS model to compare tax assessments for various land use scenarios to ensure an adequate tax base to support increased growth in school population without disproportionate increases in residential tax rates. This model will be used to test assumptions for future development and analyze various alternatives in an automated fashion, allowing for easily comparison of scenarios and results. Ultimately, the model will provide a reality check for future planning with respect to provision of quality community services, and may provide support for creating additional commercial tax base within the district. The project is underway, and is nearing completion.