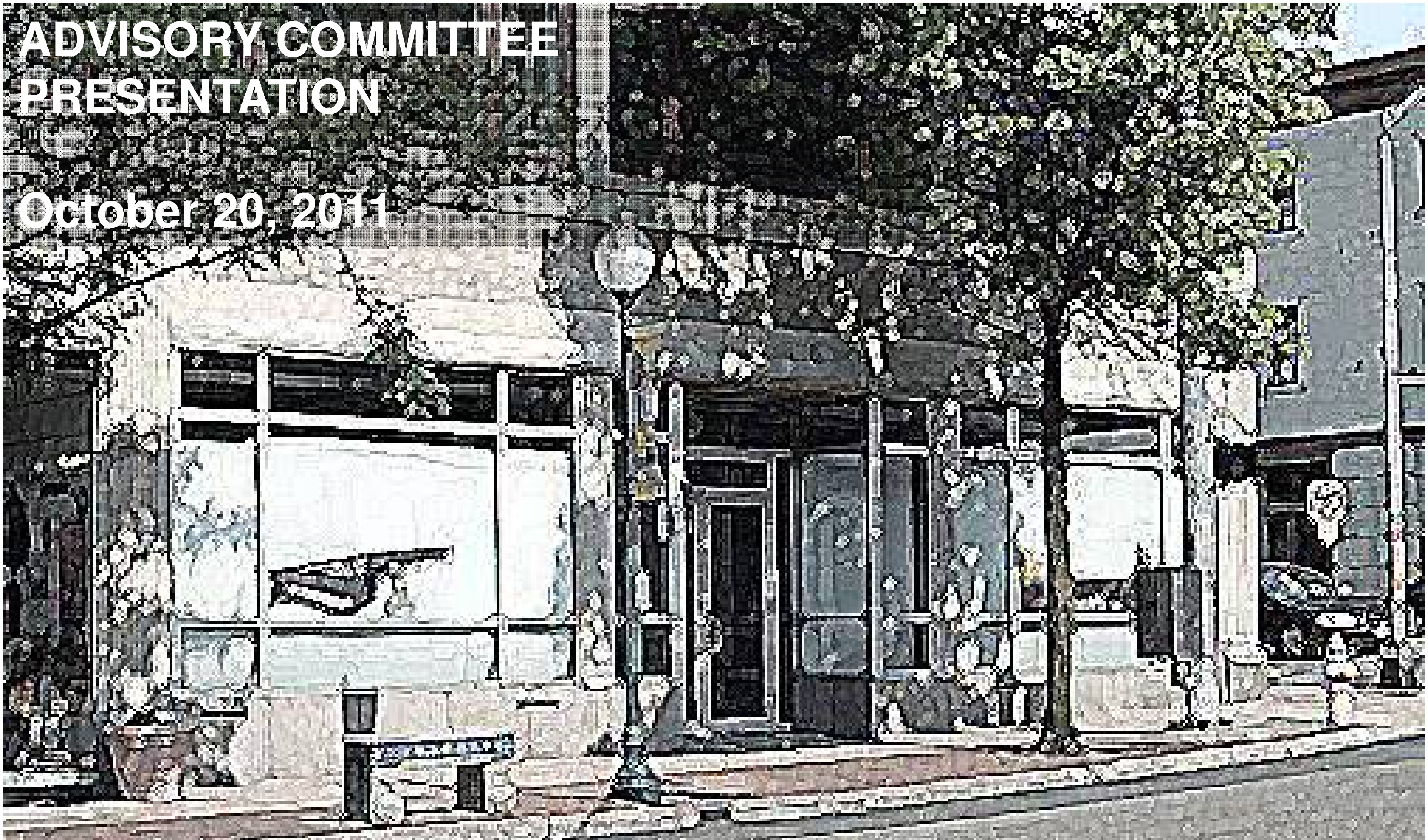


ADVISORY COMMITTEE PRESENTATION

October 20, 2011

Bringing business back to

Downtown Peekskill

LARISA ORTIZ
ASSOCIATES
Commercial District Advisors

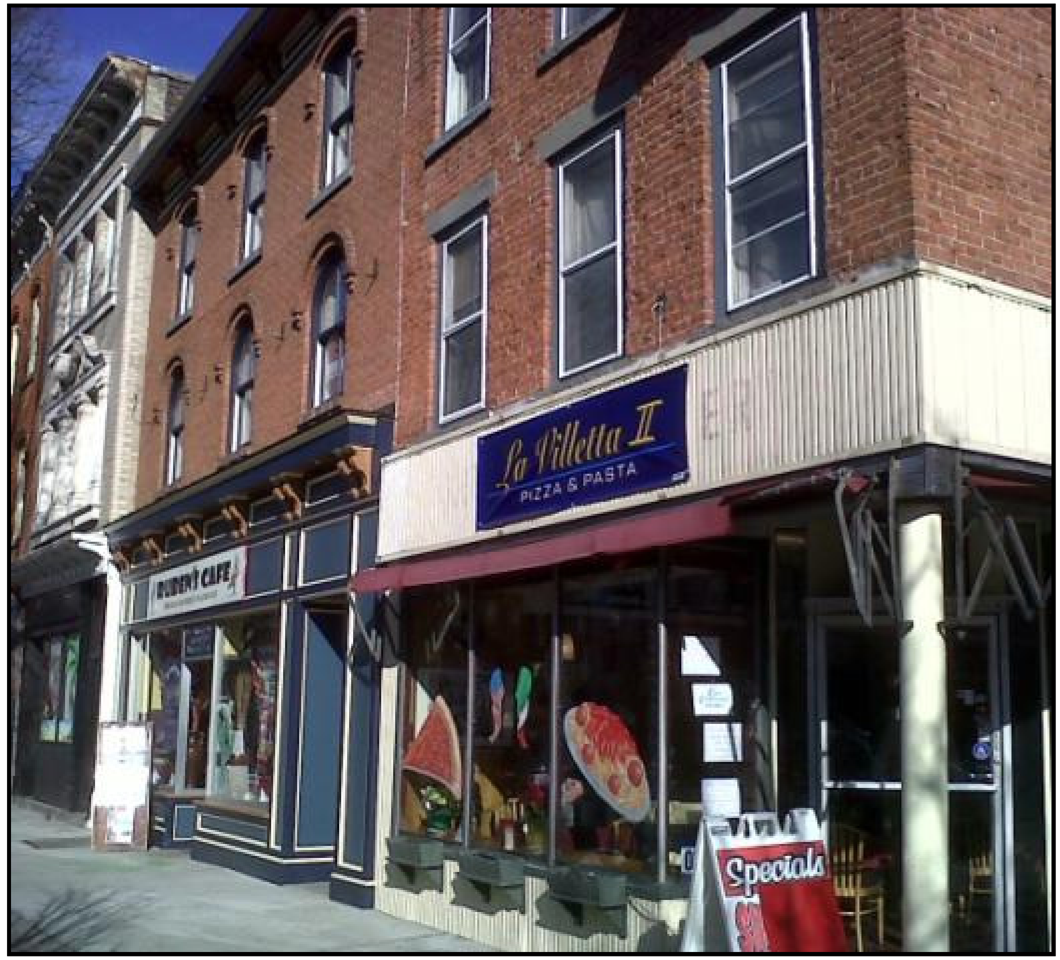
JGSC GROUP
Retail Market Makers™

Project Goals

1. Review policies
2. Catalogue businesses & vacancies
3. Determine retail mix
4. Interview key parties
5. Survey consumers
6. Define, research Trade Area
7. Capture rate analysis
8. Findings & conclusions
9. Retail strategy
10. Training/Prospect Leads

Today's Objectives

1. Share our findings
2. Provide opportunity for feedback and comments



Status

- *Completed:*
- Evaluation of physical/regulatory conditions
- Inventory buildings & vacant properties
- Interview community stakeholders
- Interview merchant & property owners
- Survey shoppers and non-shoppers
- Determine trade area

Next steps:

- Analyze trade area demographics
- Analyze trade area economics
- Findings; strategies; training

Inventory

Retail goods
- Eating & Drinking: 14% (29)
- Grocery Related: 6% (13)
- Arts-Related: 4% (8)
- Clothing: 3% (6)
- Florists & Gifts: 2% (4)

Retail services
- Personal Care: 11% (22)
- Gyms and Fitness Centers: 1% (3)

Non-Retail businesses
- General Offices Use: 14% (28)
- Professional Services: 11% (22)
- Medical Services: 5% (10)

* Residential and non-commercial properties not included

Vacancy

Vacant commercial properties

28 Total Vacancies

24 Retail Vacancies
(16% of all retail prop)

4 Non-retail Comm.

Business Mix

Summary of mix

- Restaurants
- Nail and Beauty Salons
- General and Discount Merchandise (Variety Stores)

Missing categories

- Specialty retail
- Clothing
- *NOTE: Economic analysis will reveal demand in missing categories*

Repetitive categories

- Immigrant Services/Multiservices
- Beauty Salons & Barber Shops
- Convenience stores

Physical conditions

Buildings & Facades

- Continued need for façade improvement
- Need for building maintenance

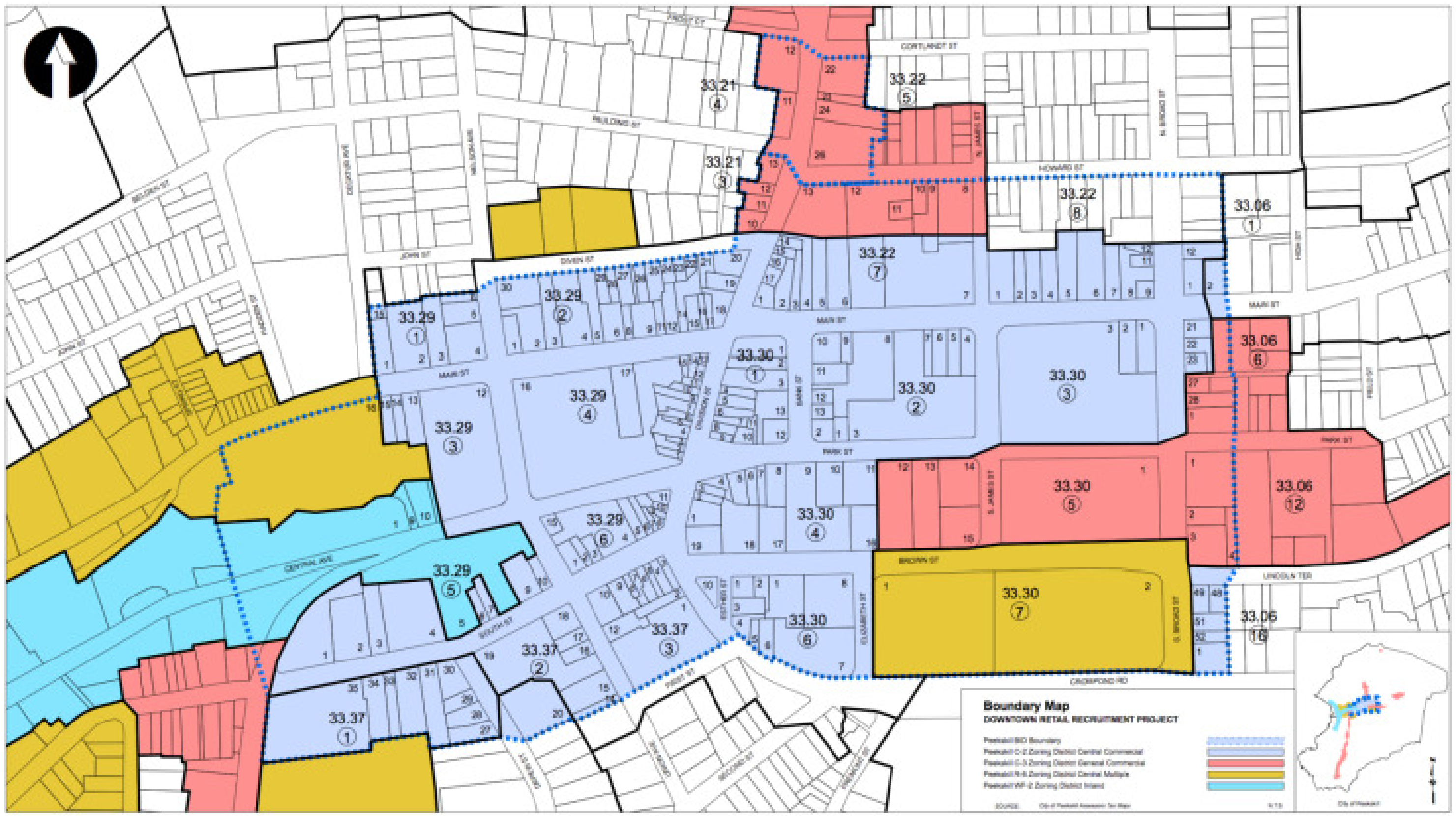
Signs & Window Displays

- Ineffective window displays
- Sign clutter is common
- Absence of blade signs
- Generally effective band signs

Regulatory conditions

Zoning ordinance

- C-2 Commercial Zone

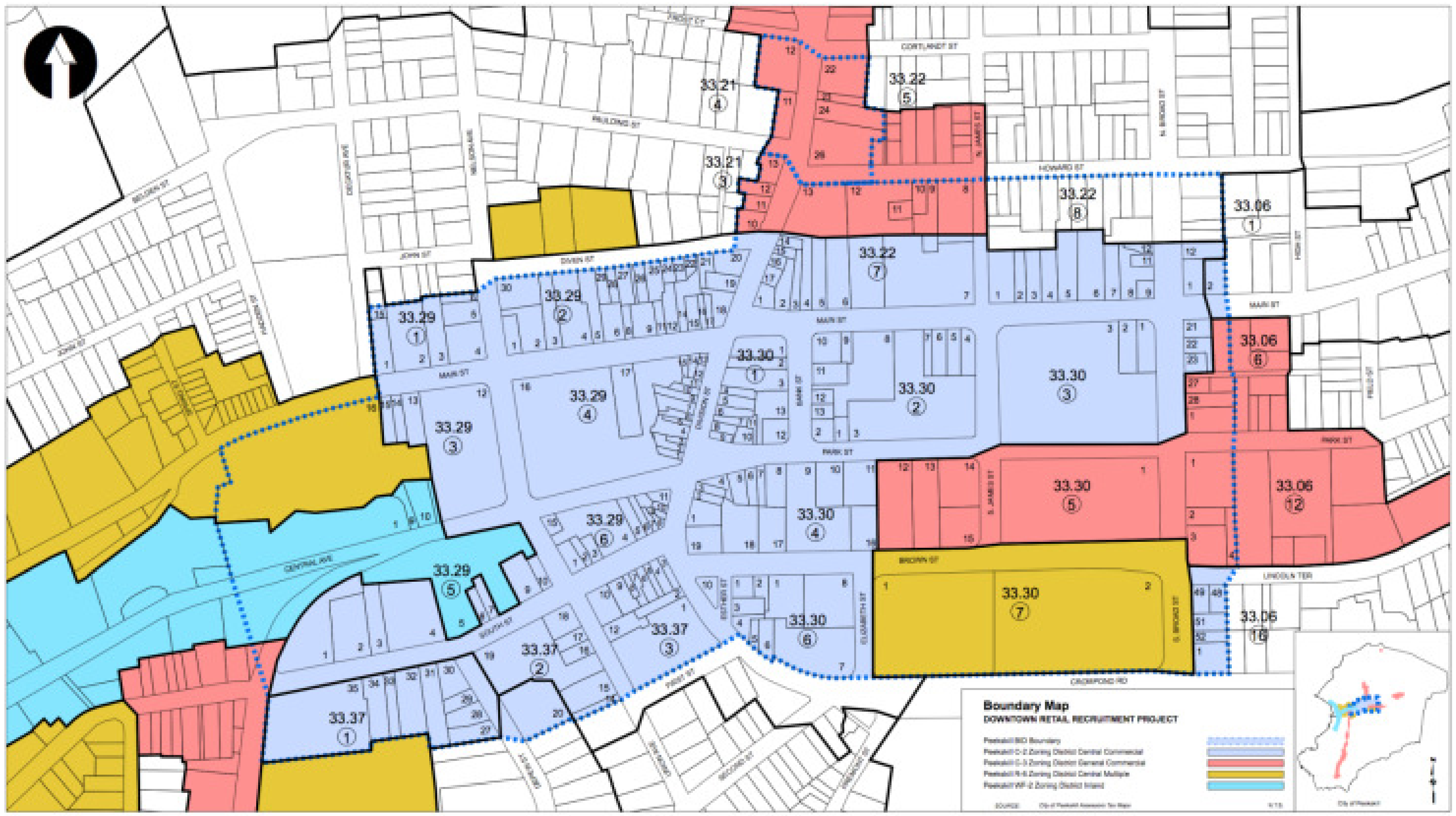


CITY OF PEEKSKILL, WESTCHESTER COUNTY, NEW YORK

Regulatory conditions

Zoning ordinance

- C-3 Commercial Zone



CITY OF PEEKSKILL, WESTCHESTER COUNTY, NEW YORK

Regulatory conditions

Sign ordinance

Regulatory conditions

Historic Preservation ordinance

Regulatory conditions

Artist loft ordinance

Redevelopment

Existing projects
In-fill potential

Community participation

Interviews

- 5 stakeholder interviews
- 20 merchant interviews

Consumers

- 1,711 surveys (2.4% ME)

Community outreach/Survey Distribution

- Media/PR
- 15 businesses
- 7 events
- 5 condos and senior apartments
- 5 schools
- Pastor's Association
- Announcements at four banner locations, library marquee
- Email list-serves

Stakeholder interviews

Relationships

- Existing administrative capacity
- Need for more collaboration
- Relationships improving, but improved coordination necessary

Vision

- Weekday/weekend destination
- Employment
- Balanced retail mix
- More residents

Resources and experience

- Street festivals work, but want to see more ‘everyday’ activities
- Improved permitting
- Improved security/lighting at parking garage
- Better coordination between Paramount and businesses

Stakeholder interviews

Strengths

- "Charm and beauty"
- "People feel safer"
- "Buzz that Peekskill is changing"
- "An emerging brand – affordable entertainment"

Weaknesses

- Retail selection and quality
- Coordination between downtown anchors
- Access and parking
- Marketing

Stakeholder interviews

Opportunities

- Public realm
- Marketing
- Access/Parking
- Retail

Threats

- Leadership and administrative capacity
- Parking experience (public lots)
- Media coverage

Merchant interviews

Retailer background

- Some retailers
- Some service and consulting businesses
- Most businesses have one location

Challenges and opportunities

- Foot traffic
- Recession
- Paramount
- Safety and security
- Inconsistent hours

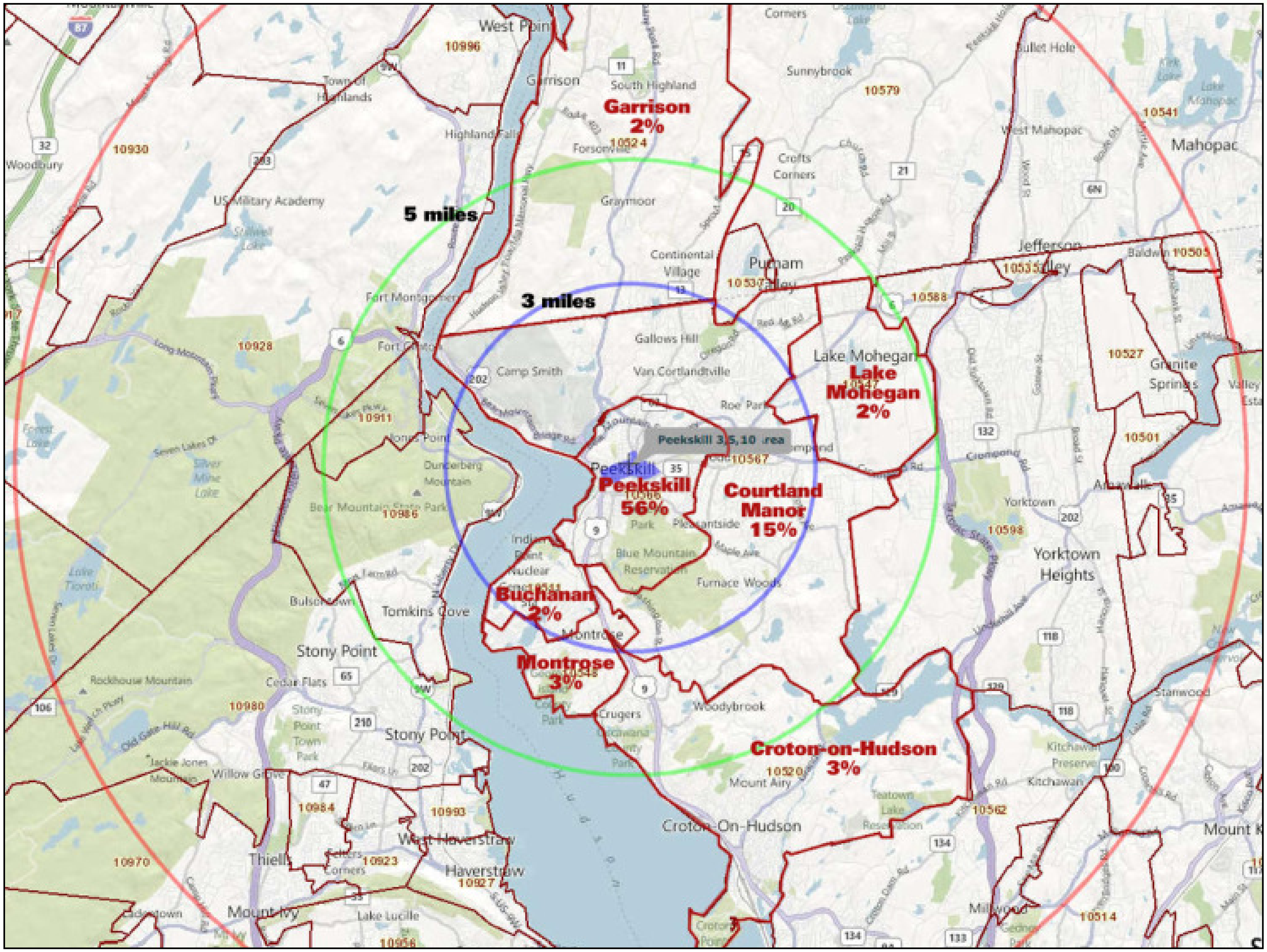
Customer profile & sales trends

- Who shops here
- Turning the corner?
- Opportunity to brand

Marketing & BID participation

- View of the BID
- What merchants want from BID

Trade area



Garrison
2%
5 miles
3 miles
Lake Mohegan
2%
Peekskill 3,5,10
Peekskill
56%
Courtland Manor
15%
Buchanan
2%
Montrose
3%
Croton-on-Hudson
3%

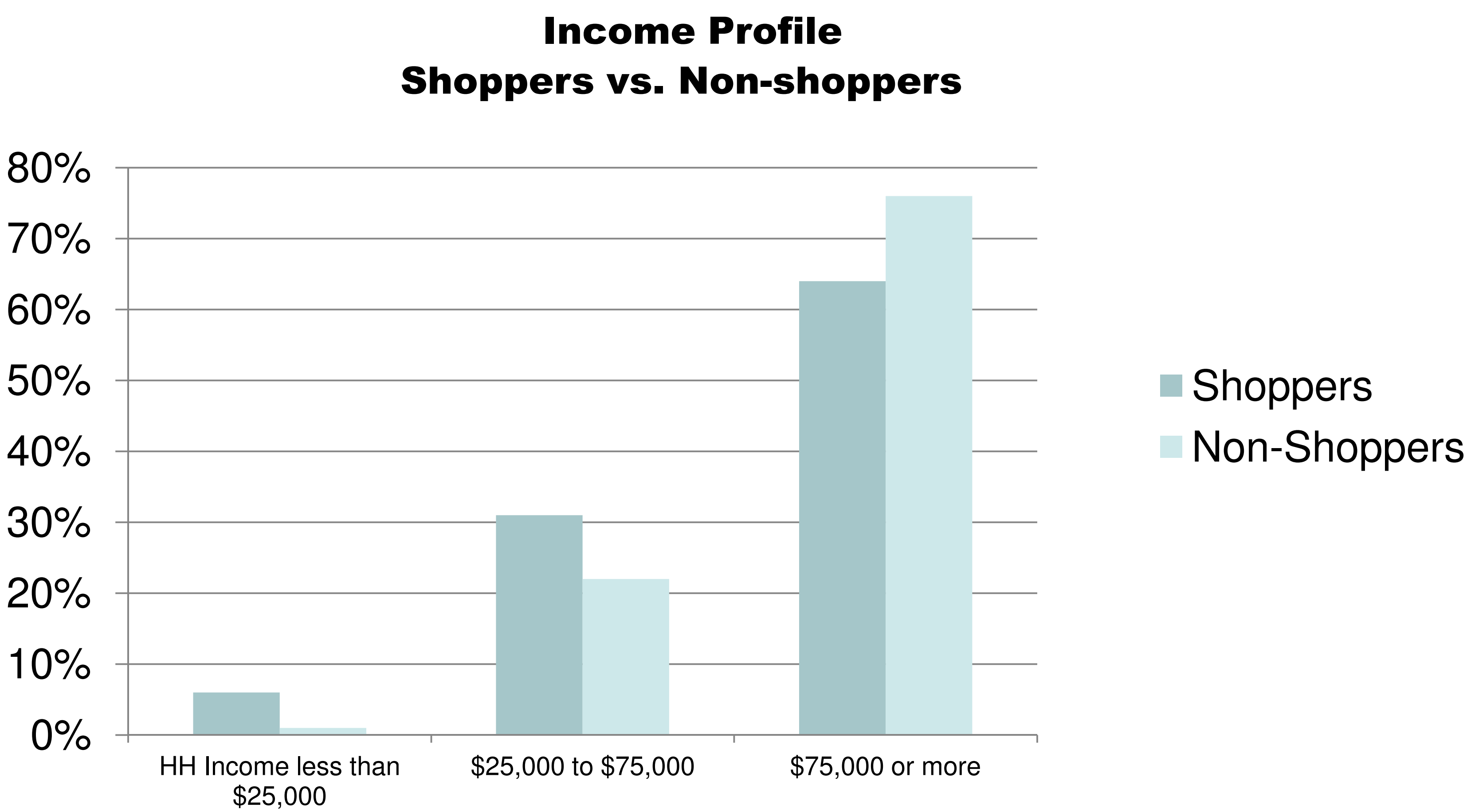
Shopper surveys

Shoppers and Non-shoppers

	Who shops here (593)	**Who doesn't** (522)
• Shopping visits per month	3 or more	1 or less*
• Average shopping visits per month	3.14	0.02
• Average spending per shopping visit	$37.30	$1.34
• Dining visits per month	3.16	1.72
• Percent that never dine here	9%	28%
• Dining visits / avg spent per monthly visit	$50.25	$48.27
• Average dining spending elsewhere	$60.54	$70.19
• Age 35 to 54	49%	47%
• Age 55 or older	39%	38%
• HH Income less than $25,000	6%	1%
• $25,000 to $75,000	31%	22%
• $75,000 or more	64%	76%

*** 96% never shop here**

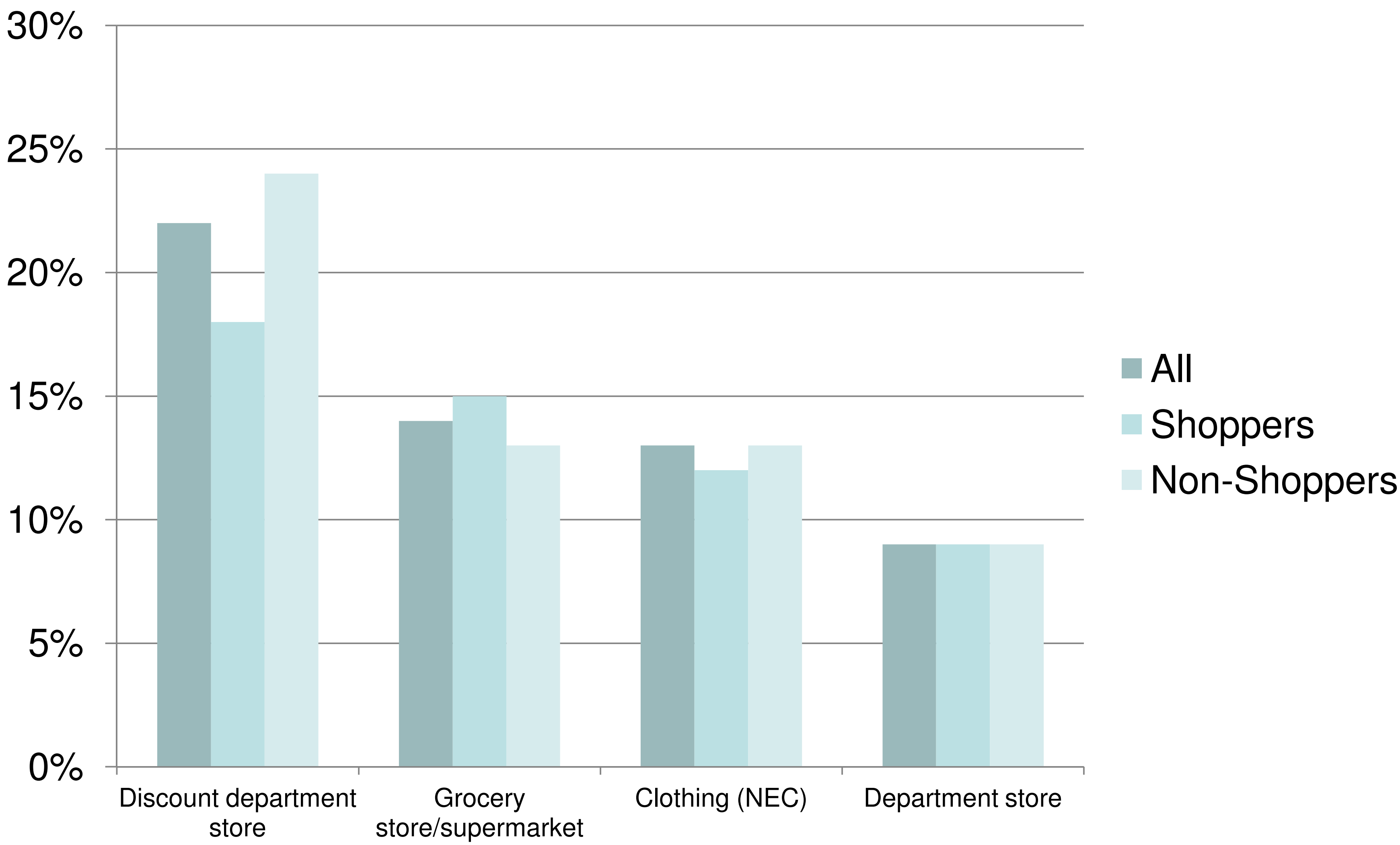
Shoppers and Non-Shoppers



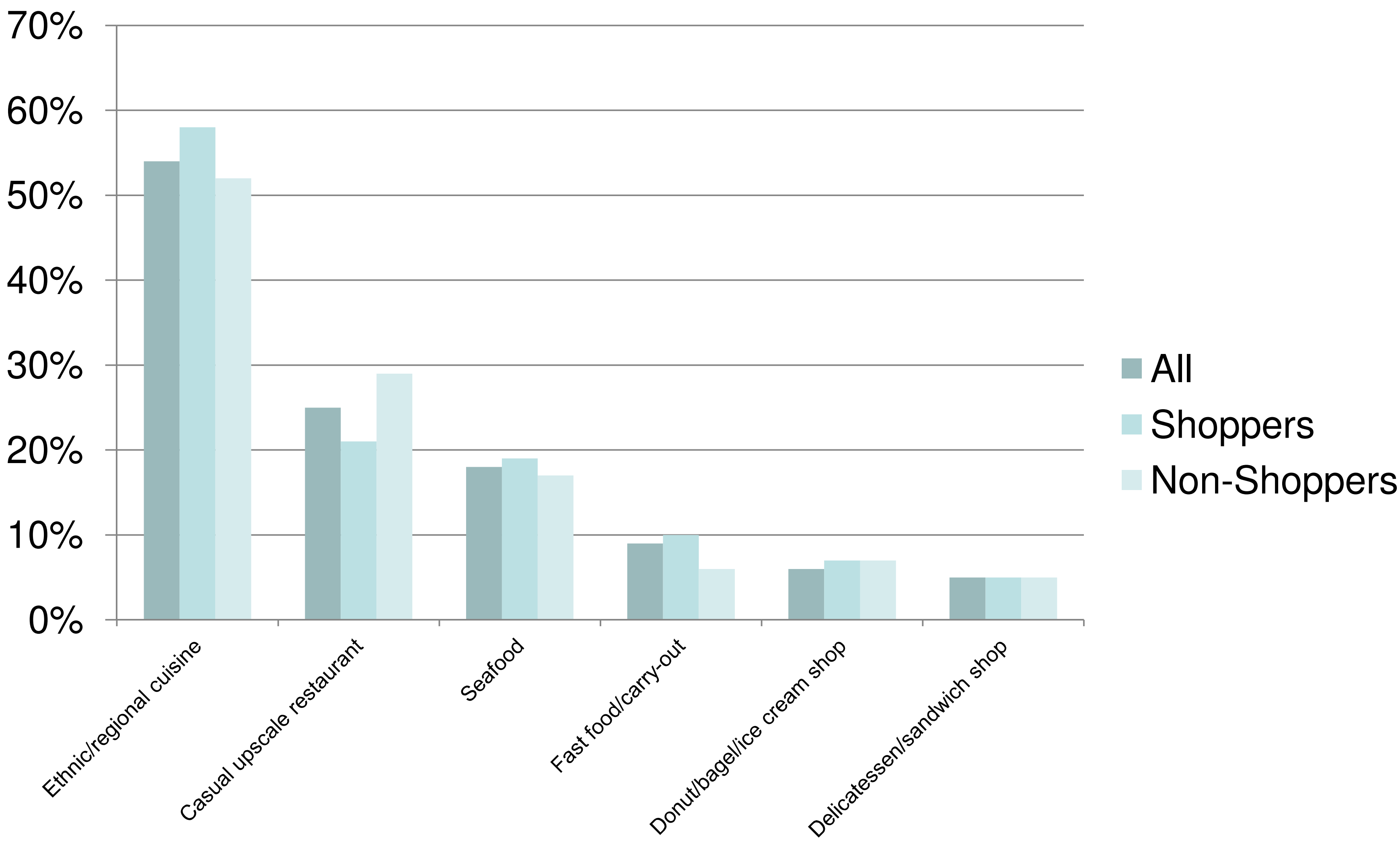
Retail/restaurants wanted

Percentage responses	All	Shoppers	Non-Shop
Retail stores			
Discount department store	22%	18%	24%
Grocery store/supermarket	14%	15%	13%
Clothing (NEC)	13%	12%	13%
Department store	9%	9%	9%
Restaurants			
Ethnic/regional cuisine	54%	58%	52%
Casual upscale restaurant	25%	21%	29%
Seafood	18%	19%	17%
Fast food/carry-out	9%	10%	6%
Donut/bagel/ice cream shop	6%	7%	7%
Delicatessen/sandwich shop	5%	5%	5%

Retail wanted



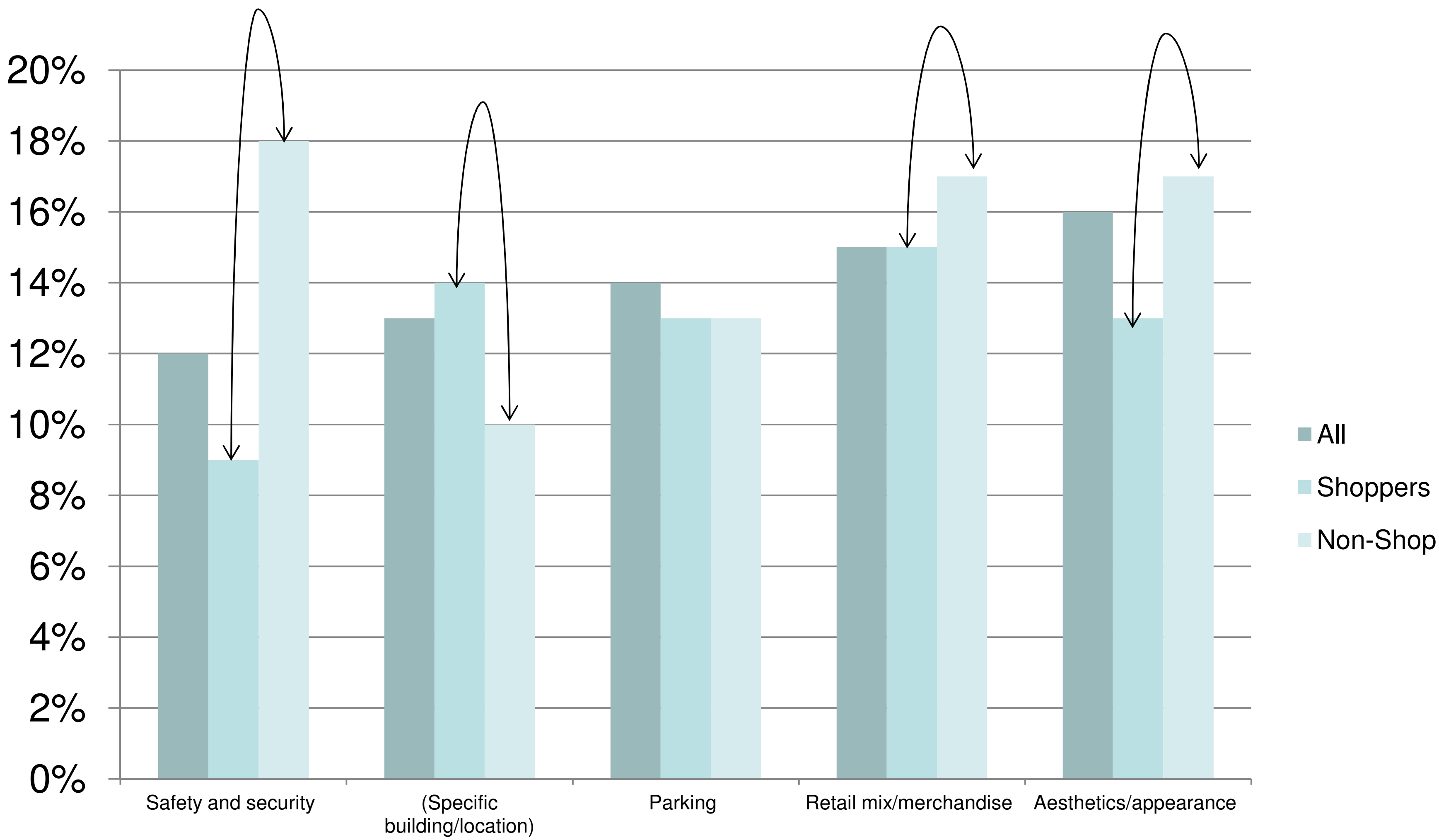
Restaurants wanted



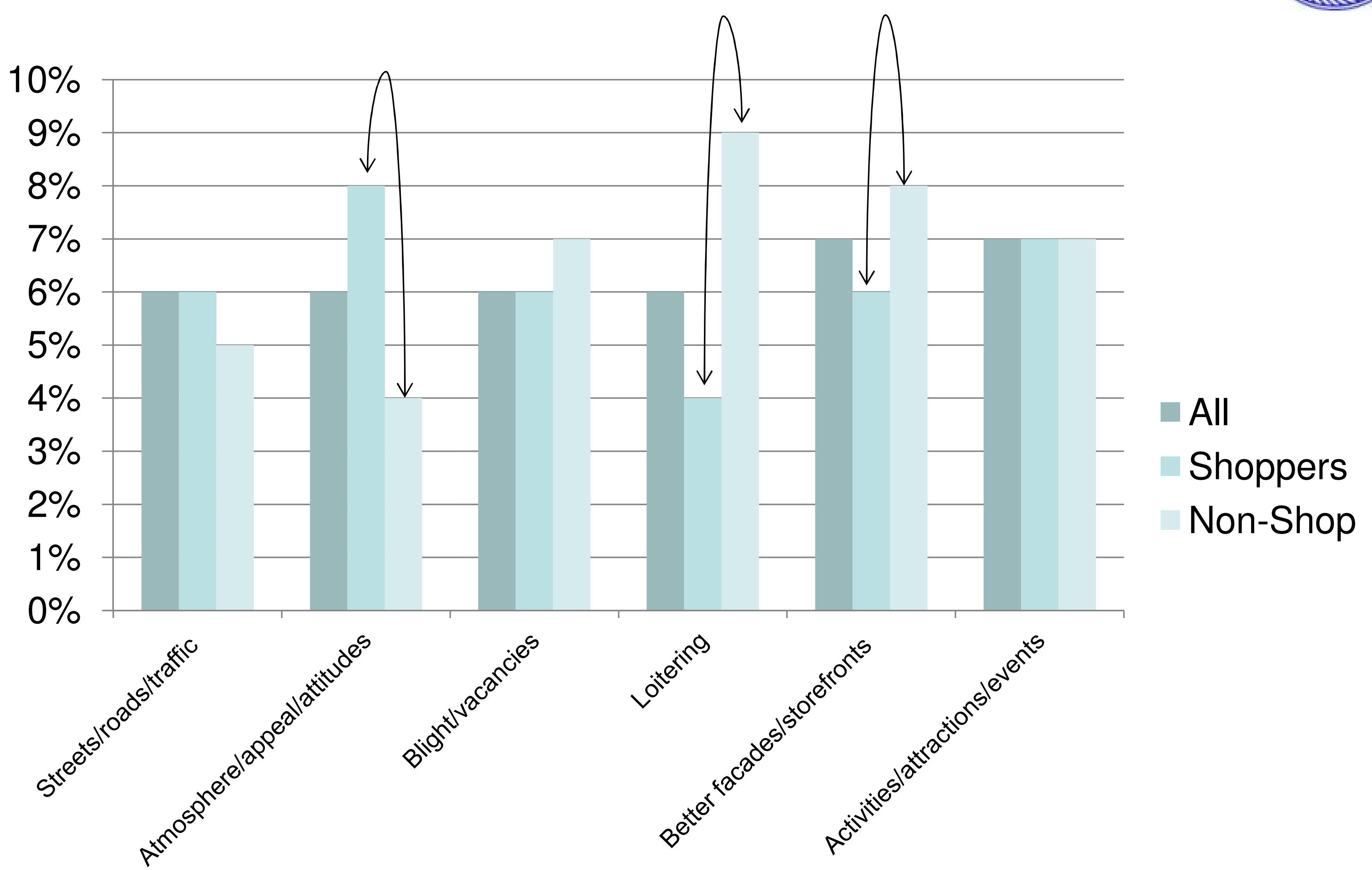
Other changes wanted

Percentage responses	All	Shoppers	Non-Shop
Aesthetics/appearance	16%	13%	17%
Retail mix/merchandise	15%	15%	17%
Parking	14%	13%	13%
(Specific building/location)	13%	14%	10%
Safety and security	12%	9%	**18%**
Better facades/storefronts	7%	6%	8%
Activities/attractions/events	7%	7%	7%
Streets/roads/traffic	6%	6%	5%
Atmosphere/appeal/attitudes	6%	8%	4%
Blight/vacancies	6%	6%	7%
Loitering	6%	4%	9%

Other changes wanted



Other changes wanted



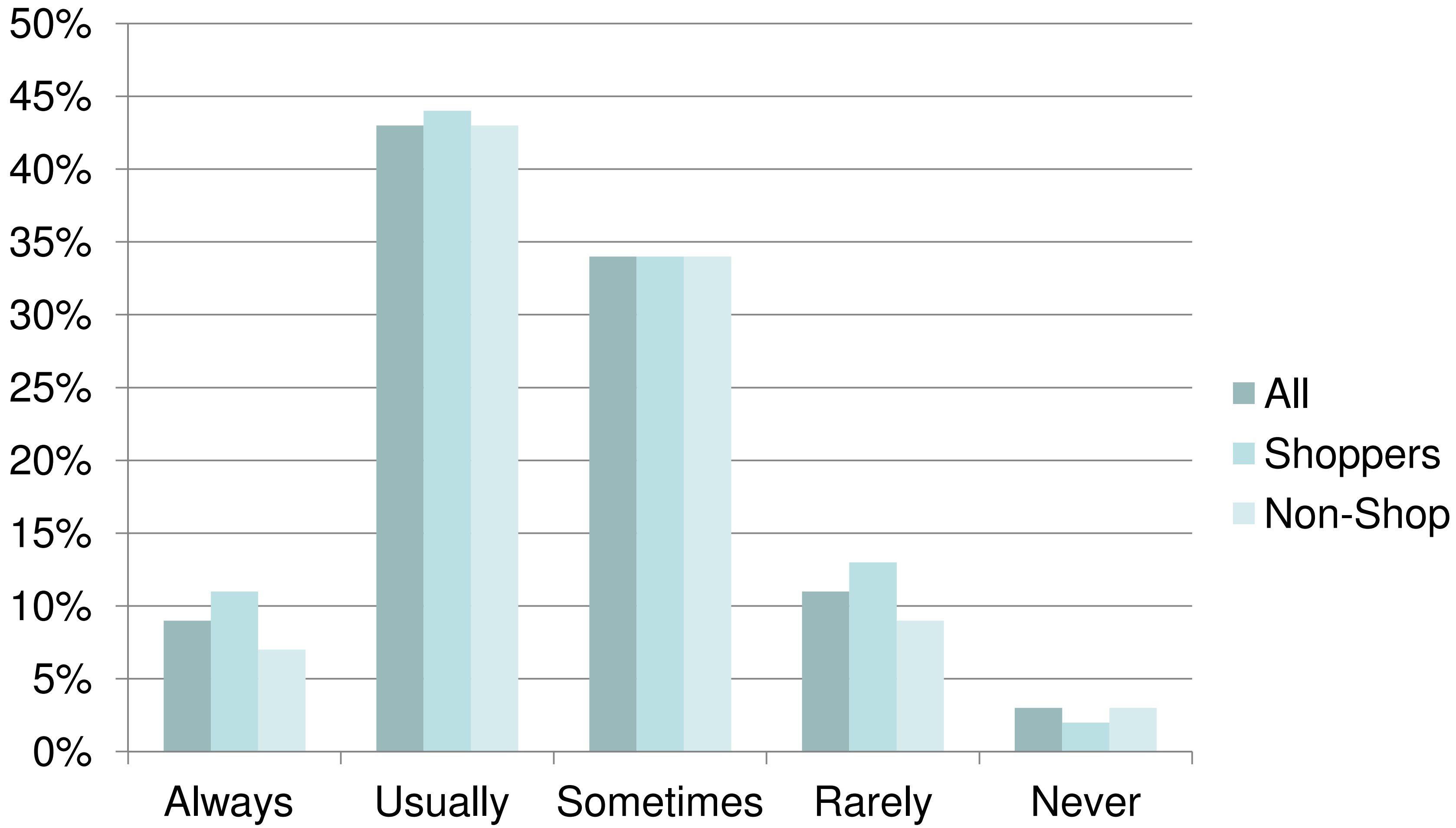
Parking Availability

Parking availability	All	Shoppers	Non-Shop
Always	9%	11%	7%
Usually	43%	44%	43%
Sometimes	34%	34%	34%
Rarely	11%	13%	9%
Never	3%	2%	3%

Observations

- More than half of all respondents can usually or always find parking, and more than 85% can at least sometimes find parking--a positive response. (Temper this with their understanding of “parking,” which may mean “adjacent to my store.”)
- Parking <u>availability</u> is not a problem that prevents non-shoppers from shopping here.

Parking Availability



Reasons why . . .

Primary reason for visit	All	Shoppers	Non-Shop
Go to eating / drinking places	59%	64%	60%
Use services (library, post office, etc.)	49%	53%	46%
Attend shows at Paramount	41%	40%	39%
Visit stores/shops/businesses	40%	58%	**21%**
I live there	25%	32%	**18%**
I work there	10%	9%	13%
Personal business/medical appt.	7%	7%	6%
Nightlife	6%	6%	4%

Reasons for not shopping	All	Shoppers	Non-Shop
Too few stores or places to shop	69%	67%	73%
Selection/quality of merchandise	54%	54%	60%
Parking	27%	27%	25%
Selection/quality of eating places	27%	27%	28%
Inconvenient/uncertain store hours	16%	19%	15%
My time/limited schedule	11%	13%	11%
Traffic congestion	9%	9%	8%

Safety & Security

Very or somewhat secure	All	Shoppers	Non-Shop
Home neighborhood	95%	96%	94%
Shopping/dining downtown	74%	82%	**65%**
At Beach Shopping Center	93%	95%	92%
At Cortlandt Town Center	95%	95%	95%
At Jefferson Valley Mall	96%	96%	96%
At nearby downtowns (Yorktown, Croton, Mt. Kisco)	98%	97%	97%

Very insecure	All	Shoppers	Non-Shop
Shopping/dining downtown	5%	2%	**7%**
At Beach Shopping Center	1%	1%	0%
At Cortlandt Town Center	1%	1%	0%
At Jefferson Valley Mall	1%	1%	0%
At nearby downtowns (Yorktown, Croton, Mt. Kisco)	0%	1%	0%
At downtown outdoor events	3%	1%	4%
At downtown public garage	16%	11%	**22%**
At downtown public parking lots	8%	6%	**11%**

Would visit more for . . .

Percentage responses	All	Shoppers	Non-Shop
Full table service eating places	65%	64%	70%
Gourmet food store	57%	61%	58%
Nightlife/entertainment	55%	57%	58%
Community theater	54%	62%	48%
Health food store	50%	57%	46%
Small department store	49%	52%	46%
Footwear	49%	52%	47%
Ice cream shop	49%	52%	49%
Women's clothing	47%	49%	44%
Home décor/household furnishings	39%	40%	40%
Gift and novelty items	37%	37%	39%
Men's clothing	36%	38%	35%
Family clothing store	35%	37%	31%
Music store	31%	37%	28%
Art supply store	26%	**36%**	18%

Downtown draws

Events	**All**	**Shoppers**	**Non-Shop**
Jazz and Blues Festival	55%	60%	52%
Festa Italiana	53%	56%	52%
July 4th Parade	51%	54%	49%
St. Patrick’s Day Parade	42%	45%	38%
Cinco de Mayo	33%	42%	27%
Juneteenth Celebration	15%	21%	10%

Visit several times/month	**All**	**Shoppers**	**Non-Shop**
Farmers’ Market	21%	31%	12%
Field Library	13%	18%	7%
Socialize downtown	7%	10%	4%
Antiques Mall	4%	7%	1%
DMV/Social Security/Dept of Labor	2%	3%	2%

Consensus for action

How important is it to . . .	All	Shoppers	Non-Shop
Attract new retail business	78%	81%	78%
Retain existing businesses	60%	65%	**55%**
Promote downtown arts/entertainment	58%	65%	56%
Attract more dining est. downtown	54%	49%	61%
Attract new entertainment/nightlife	49%	52%	49%
Offer more outdoor events	47%	53%	43%
Attract small B&B/micro hotels	34%	39%	31%
Do nothing. It's fine as it is. (% agree)	4%	**4%**	**2%**

Next Steps

- Syndicated market data and trade area analysis
- Analysis and recommendations
- Retail strategy
- Training through Prospect Lists