

Downtown Peekskill Retail Recruitment Strategy

Community InsightsSM Market Analysis and Retail Assessment Report

Peekskill, New York

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EXECUTIVE SUMMARY

Overview of Process

Larisa Ortiz Associates and JGSC Group (the Consultants) were retained by the City of Peekskill (the Client) in May 2011 to prepare a Retail Leasing Strategy for the downtown commercial district. The Consultants were retained to complete the following tasks:

- An inventory and assessment of the current downtown business mix
- An assessment of the downtown regulatory and zoning requirements
- The results of a comprehensive consumer survey
- Detailed analysis of demographic and trade area market data
- Identification of targeted retail categories for recruitment that reflect market potential, consumer demand, appropriate compliment with the downtown business mix and existing retail and institutional anchors, and appropriate fit with the current inventory of available downtown retail spaces
- Recommendations for comprehensive actions that will improve the success of retail recruitment efforts in the short and long term

Subsequent to the delivery of this report, the Consultants will provide support for retail prospecting, including the delivery of the following:

- Prospect lists, using the targeted retail categories, to help jump start early retail recruitment efforts. The Consultants will prepare prospect lists in six retail categories as follows: restaurants, arts-related retail, furniture, specialty retail, specialty foods, specialty apparel and boutiques.
- A three-hour training session in retail prospecting to appropriate City Staff followed by intermittent technical assistance.

The Consultants presented their findings to the Client at two key junctures. First upon completion of the Consumer Survey, this included members of the Downtown Retail Advisory Committee. The second presentation was to the Committee of the Whole (COW) upon completion of the demographic and trade area market data and recommendations for targeted retail recruitment and strategies. The Consultants were subsequently asked to

return for follow up discussions with the Common Council. This report is the result of the Consultant analysis and Client feedback.

The data collected reflects the best data available at the time of the study.

Overview of Findings from Analysis and Market Data

The market data, stakeholder interviews, merchant interviews and survey findings reflect a general consensus that can be summarized as follows. More detailed discussions of the analysis below can be found in Sections II and III of this report.

A well-defined trade area. The majority of visitors to Peekskill hail from Peekskill and Cortlandt Manor.

A need and desire for new retail offerings. There is strong consensus among survey respondents that Peekskill needs to attract new retail businesses, specifically dining establishments and entertainment/nightlife offerings.

A strong, recognizable and growing brand... Peekskill has an unmistakable brand—that of a regional destination for live music and entertainment. The Paramount and the downtown restaurants dominate survey responses for reasons why visitors come to Peekskill. There is strong consensus that Peekskill should enhance promotion of downtown as a hub for arts/entertainment, including more outdoor events and downtown lodging options (i.e., B&B and micro hotels).

...yet a failure to fulfill the brand promise. While Peekskill is a growing destination for regional arts and entertainment offerings, our findings suggest that the City often fails to fulfill its brand promise. Numerous complaints were heard from merchants, stakeholders and customers about the failure to coordinate activities and hours so that a visitor's itinerary is both positive and seamless from beginning to end. Beginning with visitors' experience parking their cars, followed by the quality and timeliness of their dining experience (including their ability to get to their show on-time), coupled with the lack of interesting retail offering both before and after the show, etc. all reflect specific opportunities to improve the downtown visitor experience.

A clear sense of "changes wanted". Five suggestions dominated survey responses when asked "other changes wanted". These included aesthetics/appearance (16%); improvement to retail mix (15%), parking (14%), references to specific buildings or stores (13%), and safety and security (12%).

Parking availability is not a significant concern; parking safety is. Most visitors indicate that they can usually or always find parking. Rather, we found that parking safety, particularly as it relates to the downtown parking structures, is driving visitors to other competitive districts. In fact, only 46% of all respondents felt "very" or "somewhat" secure when using downtown parking garages, compared to 96% for nearby downtowns.

Unmet retail demand. Analysis and surveys demonstrate growth opportunities in the following retail categories: restaurants, art-related retail (specialty music and book stores), specialty retail (florist, gifts, novelty, office supplies/stationery, luggage/leather goods); specialty food (health/gourmet/ specialty), furniture (small furniture/antiques, specialty appliance/electronics) and to a lesser degree, apparel/accessories.

Overview of Recommendations

Our core premise is that successful business attraction efforts are the combined product of successful prospecting, together with strategic efforts to "set the stage" for new businesses. This includes addressing a host of issues specific to Peekskill that undermine retail sales and drive shoppers to competitive shopping districts.

Our recommendations include strategies that will help improve the overall shopping environment, effectively accomplishing two overlapping objectives. First, we need to ensure that Peekskill puts its best foot forward when appealing to retailers. Second, successful businesses are a downtown's most effective calling card, and creating an environment in which existing businesses thrive is going to further serve retail attraction efforts.

Our recommendations begin with a framework for retail prospecting as follows:

Foster and enhance tightly defined retail nodes based on merchandise themes defined by your downtown anchors. We strongly recommend that the Client pursue a strategic recruitment effort that begins with building walkable, complimentary nodes of retail in the vicinity of downtown's existing anchors. The first node is an "evening node" focused on recruiting uses that compliment the burgeoning arts/culture/entertainment activities in the immediate vicinity of the Paramount and Division Street, with its strong cluster of restaurants. The other node is a "daytime node" focused on developing complimentary retail offerings for employees and visitors to the downtown civic/educational/service institutions, including the library, City Hall, and Westchester Community College. It should be noted that market data is typically deemed 'stale' after three years. Therefore the specific retail category recommendations included below have a short shelf life. Following the framework for retail recruitment ensures that, even as specific retail categories evolve, the underlying objective of building strong nodes of retail is based on overriding merchandise themes.

Recommendations for targeted retail recruitment. In the short-term, we recommend that retail recruitment efforts focus on the following broad retail categories for which there is pent up demand within the primary trade area, including: *restaurants, arts-related retail, furniture, specialty retail and specialty foods*. Once your efforts gain traction and you have a stronger market pull within the region, we encourage you to pursue *specialty apparel and boutiques*. "Specialty" simply refers to retailers concentrating on selling one merchandise line of goods for a particular and usually selective clientele.

You will note from the table (next page) there is some overlap between retail categories that address "nighttime" versus "daytime" nodes. This offers the Client more flexibility when discussing potential locations with retail prospects. Uses that meet the criteria for both nodes are also in a stronger position to attract clientele during both daytime and evening hours.

Retail Category Recommendations

Nighttime Node Retail Categories

- Restaurants
 - Seafood
 - Ethnic/regional
 - Casual/upscale
- Art-related Retail
 - First floor galleries
 - Music store
 - Book store
- Specialty Apparel / Accessories
 - Specialty clothing
 - Shoes
- Specialty Retail
 - Gifts/novelty
 - Florists
 - Luggage/leather goods

Daytime Node Retail Categories

- Restaurants
 - Ethnic/regional
 - Casual/upscale
- Art-related Retail
- Specialty Foods
- Specialty Retail
 - Gifts/novelty
 - Office supplies/stationery

Comprehensive Recommendations

Our comprehensive recommendations are aimed at addressing the overall attractiveness of downtown Peekskill as a location for business, with an emphasis on addressing the most significant issues of concern raised by survey respondents, stakeholder and merchant interviews. More detailed discussions of the recommendations below can be found in Section IV of this report.

Our recommendations fall into four main categories: 1) aesthetics/safety; 2) marketing/promotion; 3) regulatory environment; and 4) administrative management. A summary of our recommendations is as follows:

1. Improvements to Aesthetics/Safety that will directly address concerns that keep visitors away from downtown.

In the short-term, we recommend activities that will make an immediate visual impact on both consumers and prospective retailers. These include improvements to the window displays of existing businesses, efforts to camouflage vacancies, and encouraging attractive blade signs that help pedestrians navigate downtown and find local businesses.

In the medium- and long-term, we recognize that the following recommendations will take more time to coordinate, including addressing safety concerns in parking garages, facilitating nighttime browsing by organizing efforts for evening hours, and encouraging outdoor dining that will further activate the street. We also encourage the City to continue with its very successful façade improvement efforts.

2. Best practice Marketing/Promotion concepts aimed squarely at growing sales while building and reinforcing your brand identity among your target customer base.

Downtown events are successfully drawing attendees and we encourage the continuation of these activities. However, there is also a need to offer events targeted to existing retailers and restaurants, in order to continue to build recognition of the downtown entertainment brand.

3. Improvements to the Regulatory Environment that will help build a local residential market. Expanding the availability of downtown housing to the growing independent worker (i.e., freelancers) community will help build a local residential market. Not only will a larger downtown residential community improve daytime pedestrian foot traffic, the presence of downtown residents and workers will also create built in consumer demand that will help the district weather future economic downturns.

4. Coordination and improved Administrative Management that will ensure the ability to execute the recommendations in this report. During the data-gathering phase of this report, both the BID and the Paramount Theatre were in leadership transition. Despite the recognition that coordination between these entities was necessary, there was a palpable void in downtown leadership. Since then, both organizations have new leaders and there seems to be improved coordination. The continuation of these efforts is necessary, and we further recommend the formation of a downtown retail recruitment

committee who will help provide stakeholder input and guidance on downtown retail recruitment efforts as they mature and naturally evolve in the face of changing downtown dynamics and market conditions.

Conclusion

Our analysis suggests that Peekskill is in a strong position to build on its strengths as a walkable, pedestrian-friendly downtown with a strong cultural brand attached. Yet there is significant work to be done to ensure that a visitor's experience shopping, dining and visiting cultural destinations within Peekskill is the best that it can possibly be. These recommendations will not only ensure that Peekskill improves its offerings and overall tenant mix, they will also ensure that visitors' entire experience downtown is fulfilling and positive, thereby encouraging longer and repeated visits —something that will ensure the success of new and old businesses alike.

SECTION 1: METHODOLOGY

In May of 2011, the JGSC Group and Larisa Ortiz Associates (the “Consultants”) were retained by the City of Peekskill to provide detailed market information, analysis and guidance in an effort to understand the strengths, weaknesses, opportunities and threats of the district. The purpose of this effort is to provide the City with a vision and a direction for retail attraction that is informed by both market data and input solicited from stakeholders, merchants and residents. Our team sought to answer the following critical questions:

What types of retail uses can be supported by the market and contribute to the downtown retail mix? We conducted in-depth consumer demand analysis, including a comprehensive consumer survey that allowed us to carefully refine our recommendations for retail mix and develop prospect lists for the Client.

What are the spending characteristics of both shoppers and non-shoppers in the downtown district? We went beyond simply collecting and analyzing syndicated market data. The comprehensive consumer data included here provides strategic guidance not only for retail attraction efforts, but also for targeted marketing efforts as well as opportunities to identify the broader challenges that deter visitors to downtown.

What kinds of uses are feasible given the size, location, and condition of existing retail spaces? We conducted an analysis of your existing retail spaces, and used this information to inform the selected retail categories that can and cannot be accommodated downtown.

Our objective was to help the City of Peekskill answer these questions and advance downtown leasing goals in an efficient and cost-effective manner.

Community InsightsSM Methodology

Community InsightsSM is a two-part proprietary process for stimulating economic growth in downtown retail corridors. In the first part of the Community InsightsSM process, we analyze and assess the retail marketplace to discover untapped opportunities and provide a fact-based foundation for the development of retail marketing and growth strategies to stimulate economic development. This could include strategies for retail recruitment, retail retention,

and destination marketing. The final phase of Community InsightsSM involves a boots-on-the-ground implementation effort that puts the strategic plan into action through lead generating and training in prospecting and retail attraction.

The observations, findings, conclusions, and strategies contained within this document are based upon the market analysis and retail assessment phase that we conducted over the past four months. We applied these tools of the Community InsightsSM process:

- **Review of Existing Municipal Documents.** We conducted a thorough review of zoning and regulatory documents as they relate to restrictions on the downtown retail environment.
- **Evaluation of physical conditions.** We conducted walking tours of the district to evaluate the shopping environment and determine how the infrastructure of the setting affects the way commerce works.
- **Assess buildings & vacant properties.** Our field team examined every commercial property—occupied or vacant—and every business in the district, and developed a database describing each commercial building, business, and vacancy in the district.
- **Interview community stakeholders.** Together with City Planning staff, our team identified a few key individuals with a stake in the well-being of commerce in the district, with the intent of gaining multiple perspectives on needs and challenges facing district businesses. We performed one-on-one interviews with five individuals to learn their view of the district's present and their vision for its future.
- **Interview merchant & business owners.** Together with City Planning staff, our team conducted interviews with 20 merchants and commercial property owners.
- **Survey shoppers and non-shoppers.** Our consumer survey began in May 2011 and closed in September 2011. The survey was available online in English at www.peekskillsurvey.com and in Spanish at www.encuestapeekskill.com, as well as a printed self-mailer form in English. In an effort to ensure widespread community input, printed surveys were mailed to 5,000 randomly-selected households in and around the City of Peekskill, made available at 15 downtown retailers, distributed to a variety of media outlets and email list-serves, 5 condo and senior apartment complexes, 5 schools, and the local pastor's association. An additional 2,000 surveys

were distributed at 7 local events, and announcements were posted at four banner locations and the library marquee.

- **Define Trade Area.** The survey results were used to inform the trade area from which demographic data was gathered. A trade area is defined as the geographic area from which the majority (about 70%) of your shoppers originate. Zip codes representing the City of Peekskill (10566) and Cortlandt Manor (10567) accounted for 71% of all survey respondents.
- **Analyze trade area demographics.** We classified and described individuals within the trade area.
- **Analyze trade area economics:** We analyzed how much is being spent on particular retail categories, including how much of that spending occurs in the trade area and how much of it 'leaks' out of the downtown study area.

SECTION 2: ANALYSIS AND SUMMARY OF FINDINGS

TRADE AREA ANALYSIS

The basic foundation of retail market analysis is the "trade area," which is defined as the geography from which at least 70% of a district's retail sales originate. Knowing a district's trade area allows us to determine the current and potential customers that currently patronize or could patronize the district. This, in turn, allows us to pinpoint consumer spending and identify "retail leakage" (see sidebar definition) in the marketplace. This information is then used to define a leasing strategy aimed at improving the tenant mix through targeted retail recruitment and/or better marketing within the targeted geographic area.

Many factors determine a district's trade area. The size of a trade area differs depending on the retail category. Vendors of everyday necessities only require a local audience (consider the convenience store that sells milk and lottery tickets) and, therefore, may have trade areas that consist only of an area accessible within a few minutes' walk or drive time. On the other hand, large department stores or vendors of specialty goods or services (consider bridal shops or antique dealers) need to cast a wider net in order to reach enough shoppers to support offerings. Therefore, their trade areas tend to be larger and more expansive. Moreover, trade area is influenced and shaped by natural and physical barriers that can either reduce or improve access to the district. These might include major roadways, proximity to mass transportation, and topographic features such as rivers or mountains.

What is Retail Leakage?

Retail Leakage is calculated as the difference between buying power (demand) and retail sales (supply) with a defined Trade Area. When Retail Leakage is a positive value there is unmet demand by residents in the Trade Area, representing opportunities for new or existing businesses to target. When Retail Leakage is a negative value there is either a healthy concentration of retail to build from, or there is a saturation of retail that indicates limited opportunity for business growth or expansion.

Retail such as restaurants, clothing or furniture stores attract shoppers looking for multiple stores. In most cases, negative leakage for these categories indicates a business opportunity to start or grow a business to complement what already exists in the market.

Retail such as hardware stores, general merchandise stores and grocery stores are less likely to grow or expand when there is negative leakage (when there is little or no unmet demand in the surrounding market).

Peekskill's Study Area and Trade Area

At the onset of the Community Insights process, the City defined a geographic area upon which this analysis was to focus. We designated that area as the "study area." The study area (see map, facing page) encompasses approximately 183 acres.

While there are a number of ways to define trade area, for this study we have determined trade area using zip code tabulation collected through consumer surveys. In the case of downtown Peekskill, 71% of survey respondents came from the Peekskill and Cortlandt Manor zip codes, allowing us to define the primary Trade Area as a radius of approximately 3-miles. We also compared economic data for the study area against Trade Area radii of 5- and 10-miles because these distances represent typical distances that shoppers travel for convenience goods, and destination and comparison-shopping, respectively.

Total retail sales within the study area, according to Nielsen/Claritas data, is \$53.2 million annually. However, annual retail spending among consumers living within a 3-, 5-, and 10-mile radius of the study area is \$692 million, \$1.25 billion, and \$4.13 billion, respectively. This means that retailers within the study area capture just 7.6% of consumer spending within a 3-mile radius and only 1.2% of consumer spending within a 10-mile radius.

Economic Analysis

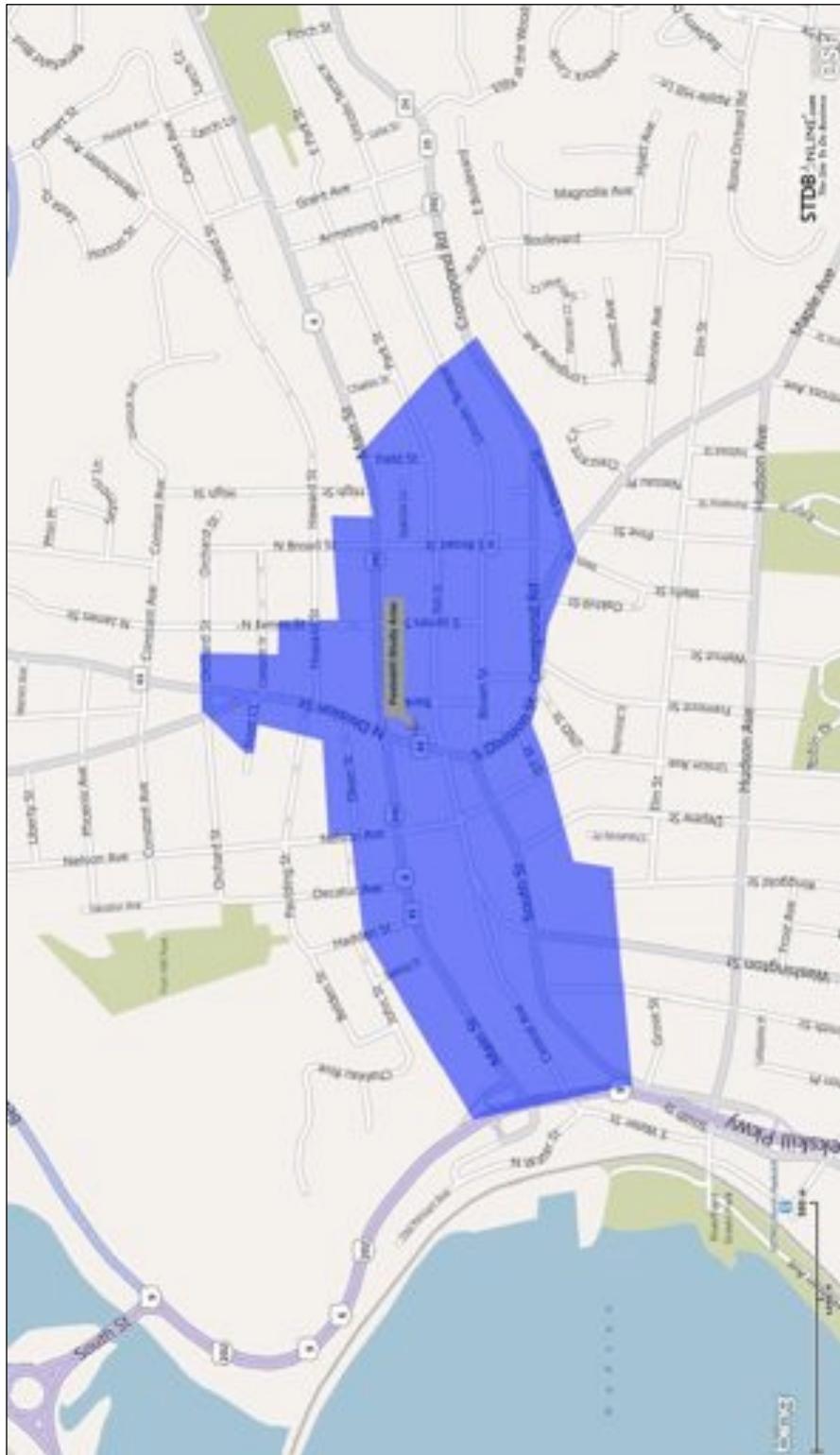
This section summarizes the key findings from the economic analysis, including demographic and market data for consumer spending and retail supply and demand.

Our findings suggest opportunity for growth in a few key retail categories. While the presence of economic growth potential does not guarantee the success of new businesses that open within those categories, it does indicate the significant potential for enhancing the overall mix of retail stores and businesses in downtown Peekskill.

Retail category recommendations

We examined 134 separate categories of retail goods and services to identify opportunities for economic growth in the downtown area. Within a 10-mile radius of the study area, there are a number of categories with both consumer preference and untapped consumer spending (supply not meeting demand), indicating that there is untapped economic potential and a willingness among consumers to support the following categories:

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Analysis & Summary of Findings



Peekskill Study Area

Restaurants (full- and limited service)	Specialty Retail
<i>Ethnic/regional cuisine</i>	<i>Florists</i>
<i>Casual/upscale</i>	<i>Gifts/novelty</i>
<i>Seafood</i>	<i>Office supplies/stationery</i>
	<i>Luggage/leather goods</i>
Arts-related Retail	Specialty Foods
<i>First floor galleries</i>	<i>Healthy/gourmet/specialty</i>
<i>Music store</i>	
<i>Book store</i>	
Furniture	Apparel/Accessories (specialty/boutique)
<i>Small furniture stores/antiques</i>	<i>Specialty/boutique clothing</i>
<i>Specialty appliances/electronics</i>	<i>Specialty/boutique footwear</i>

We also identified categories in a 10-mile radius where consumers tend to spend above-average amounts, and the categories that are under-served, or not served at all when an analysis of number of households per business is considered. This could indicate an opportunity to relocate existing businesses or to attract retailers into the area, knowing that they will face competition within the 10-mile radius, but not necessarily within the study area.

- **Apparel and Accessories:** *children's and infants' clothing; juniors, misses and women's clothing; men's clothing; and footwear*
- **Automotive and Related:** *automobile dealers; auto repair and body shops; and recreational vehicle, boat, and motorcycle dealers*
- **Computers and Electronics:** *cameras and related*
- **Food and Beverages:** *bakeries; butcher shops; and meat/poultry markets*
- **Health and Medical:** *chiropractors; dentists and dental services; family/general practice physicians; optical goods and eye care*
- **Home Furnishings and Housewares:** *major appliances*
- **Home Improvement and Lawn/Garden:** *hardware and tools; lawn and garden supplies/equipment; locksmiths and security systems*
- **Recreation and Sports:** *health clubs, gyms, and fitness centers*
- **Specialty Retail:** *luggage and leather goods; shoe repair; toys, games and hobbies*

Just four categories appear on both of the above lists, and three of those categories are apparel categories. The four categories are: children's and infants' clothing; juniors, misses and women's clothing; footwear; and hardware and tools.

We examined Nielsen/Claritas data for consumer expenditures (demand) and retail sales (supply) within the study area and compared it to the 3-, 5-, and 10-mile radii around the study area. Then we drilled down to further examine supply and demand within each of the major retail categories.

Apparel and Clothing Accessories. Within a 10-mile radius of downtown Peekskill, consumers spend \$221.8 million annually for apparel and clothing accessories. Within a 3-mile radius, consumer demand exceeds retail supply in every category except for men's and boys' clothing. Within a 5-mile radius, consumer demand exceeds retail supply in every category of apparel and accessories, and totals more than \$54.6 million. At a 10-mile radius, retail sales now exceeds consumer demand by more than \$21 million in total, and in every category of apparel except for women's clothing. Most likely this is caused by the presence of the Jefferson Valley Mall.

The chart below shows the amount of unmet demand or surplus supply (red) for clothing and apparel within a 3-, 5-, and 10-mile radius of downtown Peekskill.

Apparel & Clothing Accessories	Unmet Demand or (Surplus Supply)		
	3 Miles	5 Miles	10 Miles
Children's and infants' clothing	\$999,676	\$1,296,898	(\$7,774,454)
Family clothing	\$10,342,552	\$20,670,589	(\$16,188,690)
Men's and boys' clothing	(\$490,570)	\$873,105	(\$32,446)
Women's clothing	\$6,689,042	\$11,946,817	\$5,358,333
Clothing accessories	\$528,155	\$722,885	(\$476,967)
Shoes	\$4,255,316	\$7,800,089	(12,648,661)

Note: Unmet Demand in black; Surplus Supply in (red)

Arts, entertainment and amusement. Syndicated economic data is not available for most of the categories in this group. Among the categories that could be measured, only two categories (books/magazines and musical instruments) have both demonstrated consumer preference and untapped consumer spending.

In both cases, there are surplus sales within a 3-mile radius, but unmet consumer demand at the 10-mile radius. Surplus sales within the books category is probably due to the presence of a Barnes & Noble store in the Cortlandt Town Center and the three existing used-books dealers currently in the study area. The musical instrument category has enough untapped demand within 5 miles to possibly support a small retail operation, but the unmet demand grows exponentially within a 10-mile radius.

The book category represents an opportunity to either expand sales at the existing bookstores in the study area or a recruitment opportunity for yet another bookstore. The presence of a fourth bookstore in the study area could help create a retail destination for shoppers. However, bookstores within the study area would want to avoid direct competition with Barnes & Noble and focus on other segments of the bookstore business.

With respect to musical instruments, there appears to be enough untapped consumer demand to support at least one new store. A music store will fit in well with the arts theme of the study area and can serve to attract new customers by offering musical instruments (either by type or vintage) that are not easily found elsewhere in the trade area.

The chart below shows the amount of unmet demand or surplus supply (red) for arts related categories within a 3-, 5-, and 10-mile radius of downtown Peekskill.

Arts, Entertainment and Amusement	Unmet Demand or (Surplus Supply)		
	3 Miles	5 Miles	10 Miles
Book stores and news dealers	(\$3,346,989)	(\$2,629,725)	\$6,825,231
Musical instruments	(\$190,425)	\$615,613	\$3720,370

Note: Unmet Demand in black; Surplus Supply in red

Automotive and related. Although the consumer survey didn't measure consumer preferences for automotive related categories, the supply and demand analysis shows there is excess consumer demand for other (non-automobile) motor vehicle dealers, and automotive parts and accessories. In both instances, consumer demand exceeds retail supply in the 3-, 5-, and 10-mile radii.

To the extent that these uses would be considered for the study area, it might be helpful to limit the recruitment effort to automotive uses that compliment the art district theme. In that regard, it might be possible to recruit other motor vehicle dealers that sell motorcycles

or recreational vehicles, such as ATVs or quads. Similarly, stores or shops that sell or perform custom work on motorcycles, boats and/or ATVs could help reinforce the arts theme.

The following chart shows the amount of unmet demand or surplus supply (red) for automotive related categories within a 3-, 5-, and 10-mile radius of downtown Peekskill.

Automotive Related	Unmet Demand or (Surplus Supply)		
	3 Miles	5 Miles	10 Miles
Other motor vehicle dealers	\$1,621,319	\$4,333,926	\$3,646,530
Automotive parts & accessories	\$3,141,746	\$7,689,462	\$21,973,651

Note: Unmet Demand in black; Surplus Supply in (red)

Computers and electronics. Of the six categories in the computers and electronics grouping, consumers did not express a preference for any of them. However, the economic analysis determined that the cameras and related category has excess consumer demand, appears to be under-served, and has above-average consumer spending (compared to national averages).

Although there is a camera store in Peekskill and others nearby in Mount Kisco, there is still substantial unmet consumer demand. The chart below shows the amount of unmet demand or surplus supply (red) for camera and photo equipment stores within a 3-, 5-, and 10-mile radius of downtown Peekskill.

Computers and Electronics	Unmet Demand or (Surplus Supply)		
	3 Miles	5 Miles	10 Miles
Cameras and photo equipment	\$760,376	\$1,391,009	\$4,146,540

Note: Unmet Demand in black; Surplus Supply in (red)

Eating and drinking places. There is substantial unmet consumer demand for eating and drinking places in and around Peekskill. Within a 3-mile radius of downtown Peekskill, there is more than \$2 million in unmet demand for full-service restaurants. This number multiplies to a staggering \$26 million in unmet demand at the 10-mile radius. Similarly, unmet demand for limited-service restaurants grows from \$4 million at 3-miles to \$76 million at a 10-mile radius.

The consumer spending data indicates that consumers within the 3-, 5-, and 10-mile radii have above-average consumer spending (compared to national averages) for both full- and limited-services restaurants, but not for drinking places. The consumer preferences survey

found support for a variety of types of dining including casual/family, casual/upscale, ethnic, seafood, and fast-foods.

The following table shows the amount of unmet for eating and drinking places within a 3-, 5-, and 10-mile radius of downtown Peekskill.

Eating and Drinking Places	Unmet Demand or (Surplus Supply)		
	3 Miles	5 Miles	10 Miles
Full-service restaurants	\$2,658,481	\$12,949,383	\$52,283,824
Limited-service restaurants	\$4,378,413	\$16,891,383	\$76,006,387
Drinking places	\$5,524,586	\$3,066,551	\$1,786,870

Note: Unmet Demand in black; Surplus Supply in (red)

Food and beverages. Within the food and beverage categories, there is very limited unmet demand for grocery stores and specialty food stores (meat markets, seafood markets, fruit and vegetable stores, bakeries, etc.). However, consumers in the 3-, 5-, and 10-mile areas spend above-average amounts within these categories. Our analysis considered the number of households per specialty food business, and households appear to be un- or under-served within a 3-, and 5-mile radius, likely because clustering of these businesses is occurring outside of the 5-mile radius. Further, consumers expressed a preference for specialty foods in the survey.

The table below shows the amount of unmet demand or surplus supply (red) for grocery and specialty food stores within a 3-, 5-, and 10-mile radius of downtown Peekskill. As can be seen, the only area with excess consumer demand is for grocery stores within a 5-mile radius. As a result, should there be interest in attracting grocery or specialty food stores to the area, the focus should be on relocating established retailers from within the Trade Area, rather than attempting to recruit new retailers into the area.

Food and Beverages	Unmet Demand or (Surplus Supply)		
	3 Miles	5 Miles	10 Miles
Grocery stores / supermarkets	(\$32,101,427)	\$11,811,503	(\$33,077,951)
Specialty food stores	(\$462,423)	(\$865,893)	(\$1,729,155)

Note: Unmet Demand in black; Surplus Supply in (red)

Health and medical. Supply and demand cannot be measured for most of the health and medical categories. Where categories can be measured, two categories (optical goods and medical equipment/supplies) have excess consumer demand, above-average consumer spending, and appear to be un-served or underserved within the trade area.

Both of these categories will help to put “feet on the street”, although the medical equipment/supplies category might not fit well with the arts theme. Optical goods stores, however, can attract people to the area and may fit in well with the theme, especially if the store offers designer frames and similar items.

The chart below shows the amount of unmet demand or surplus supply (red) for optical goods and medical equipment/supplies stores within a 3-, 5-, and 10-mile radius of downtown Peekskill.

Health and Medical	Unmet Demand or (Surplus Supply)		
	3 Miles	5 Miles	10 Miles
Optical goods stores	\$823,883	\$1,834,269	\$1,194,242
Medical equipment/supplies	\$1,452,299	\$464,449	\$2,625,935

Note: Unmet Demand in black; Surplus Supply in (red)

Home furnishings and housewares. There is considerable excess consumer demand for furniture stores and appliance/electronic stores. There is excess demand for home furnishing stores, but only at the 10-mile radius.

The furniture and appliance categories are both good “destination shopping” categories because they will attract shoppers from a 10-mile radius and perhaps beyond. Furniture stores usually require between 15,000 and 40,000 SF with sales of about \$300 per SF, so a single large furniture retailer such as Raymour & Flannigan could absorb much of the excess consumer demand for the Trade Area if they were to open a new store in the area. To avoid this, Peekskill might want to consider recruiting smaller furniture dealers, dealers that specialize in specific types of furniture, or dealers of arts-related furniture and furnishings.

The same strategies should be applied to the appliance/electronics categories. The opening of a new large appliance/electronics retailer could absorb all of the unmet demand.

Although Best Buy is already in the market, several other major appliance retailers, such as PC Richards, are absent. So, the strategy of focusing on non-big box appliance retailers could be a wise move. In this case, high-end kitchen appliance retailers should be considered.

The housewares category does not have sufficient excess demand to serve as a destination to attract consumers to the area. However, window treatment stores, floor covering stores, and similar other retailers could serve to compliment nearby furniture stores and help to extend the shopping visit to the area. As with the furniture and appliance categories, Peekskill might want to consider recruiting retailers that offer art-related goods and services, rather than traditional housewares stores.

The chart below shows the amount of unmet demand or surplus supply (red) for home furnishings and housewares stores within a 3-, 5-, and 10-mile radius of downtown Peekskill.

Home Furnishings & Housewares	Unmet Demand or (Surplus Supply)		
	3 Miles	5 Miles	10 Miles
Furniture stores	\$3,154,794	\$8,531,492	\$36,800,185
Home furnishings stores	(\$4,017,018)	(\$333,795)	\$11,369,769
Appliance/electronics store	\$5,153,761	\$4,112,335	\$13,689,474

Note: Unmet Demand in black; Surplus Supply in (red)

Home improvement and lawn/garden. Within the home improvement grouping, there is excess demand and consumer preference for hardware stores and lawn/garden equipment/supplies. Both categories have sufficient unmet demand at the 3-, 5-, and 10-mile radii to support new large-space retail stores. However, the concept of large-space retail stores may not be consistent with the merchandising theme of the study area, and would be vulnerable to competition should a new retailer open at Beach Shopping Center or Cortlandt Town Center. The alternative would be to focus on recruiting hardware stores that focus on specialty product lines. For example, a hardware store that focuses on marine hardware might do well here, and would be less susceptible to competitive pressures from a traditional big-box hardware retailer.

As shown below, there is also substantial excess demand for the lawn and garden equipment/supplies category. Most traditional lawn and garden retailers may not fit in with the merchandising theme of the study area. However, this category also includes nursery and garden centers, so cut flowers, potted plants, and even corporate floral services should be considered.

The chart below shows the amount of unmet demand or surplus supply (red) for home improvement and lawn/garden categories within a 3-, 5-, and 10-mile radius of downtown Peekskill.

Home Improvement & Lawn/Garden	Unmet Demand or (Surplus Supply)		
	3 Miles	5 Miles	10 Miles
Hardware stores	\$4,809,263	\$9,636,102	\$17,260,846
Lawn/garden equipment/supplies	\$5,088,967	\$7,762,844	\$17,805,345

Note: Unmet Demand in black; Surplus Supply in (red)

Recreation and sports. Within the recreation and sports grouping, there is excess demand and consumer preference for sporting good stores. There is above-average consumer spending for health clubs/fitness centers. That category also appears to be un-served or under-served within the Trade Area, but is not specifically measured in supply and demand reports.

Both categories are the types of retail stores that are not typically part of a traditional arts-related retail mix. Still, if a health club or fitness center could be relocated to the study area, it would help enhance quality of life for local residents and put more feet on the street. The chart below shows the amount of unmet demand or surplus supply (red) for the sporting goods category within a 3-, 5-, and 10-mile radius of downtown Peekskill.

Recreation & Sports	Unmet Demand or (Surplus Supply)		
	3 Miles	5 Miles	10 Miles
Sporting goods stores	\$2,152,486	\$4,957,751	\$14,370,233

Note: Unmet Demand in black; Surplus Supply in (red)

Specialty retail. The specialty retail grouping covers a variety of retail categories. A few of these categories, such as florists, gifts, and office supplies have both demonstrated consumer preference as well as excess consumer demand. Two additional categories—luggage and leather goods; and hobby, toy and game stores—have above-average consumer spending and appear to be un-served or underserved within the trade area.

Within a 3-mile radius, there is barely sufficient unmet demand to support a florist, office supply store or luggage/leather goods store, but unmet demand increases sufficiently at the 5-mile radius. As suggested with some other categories, it might be a good strategy to attempt to relocate existing businesses from elsewhere in the Trade Area, rather than trying to recruit new retailers from outside the trade area.

The following chart shows the amount of unmet demand or surplus supply (red) for the sporting goods category within a 3-, 5-, and 10-mile radius of downtown Peekskill.

Specialty Retail	Unmet Demand or (Surplus Supply)		
	3 Miles	5 Miles	10 Miles
Florists	\$446,307	\$669,907	\$5,096,257
Gift and novelty stores	\$2,365,310	\$3,508,257	\$12,008,845
Office supplies and stationery	\$65,931	\$611,996	\$15,422,406
Luggage and leather goods	\$398,437	\$723,360	(\$5,484,837)
Hobby, toys and game stores	(\$1,598,814)	(\$7,597,699)	(\$13,650,711)

Note: Unmet Demand in black; Surplus Supply in red

BUSINESS MIX ANALYSIS

We placed a field team in Peekskill in June 2011 to walk the district and identify each of the businesses there. They identified businesses both at-grade and above-grade. A truncated version of the business listing is attached to this report (see Appendix B) and a summary is provided here. (Full business listing data is being provided to the client on CD.)

There were a total of 172 occupied retail properties in the district, as follows:

23 (13.3%) Restaurants/eateries. Only five of these restaurants were full-service—the level of dining that theatergoers would expect, and that could attract regional visits for dining. The majority were limited service dining, including six take-out eateries, three pizzerias, and two diners. Therefore, despite the significant number of restaurants, the choices are actually too limited, and there are too few full service restaurants to attract and accommodate the regional visits that your district needs to encourage.

20 (11.6%) Professional (non-medical) services. These included six law offices, four insurance agents, three real estate offices, and two accountants. All but six of these professional services were located in at-grade premier retail space, preventing that space from being occupied by browse shop-able retail. While it is true that some of these professional services would serve as destination businesses that attract outsiders into Peekskill (for example, the Marine Survey specialist is highly specialized, and likely serves clientele from a very broad region), it must be emphasized that none of these offices needs be located in

premier retail space. Zoning regulations should require that these non-retail uses be located in upper floors, so that at-grade display windows can be used more effectively to stimulate browse shopping and to engage visitor interest.

16 (9.3%) ***Beauty/nail salons.*** This is a service that generally applies to local clientele only, (unless the salon were to feature a well-known stylist that would attract clients from a wider region—not the case in Peekskill). This signifies that a high percentage of your limited at-grade retail space has been occupied by a single type of common service that is not destination-type retail, is not arts-related, and does not support the needs or interests of regional visitors. Query whether so many of these salons are essential for the downtown district, or whether the retail mix would be better served with greater retail variety, and with stores that sold (and displayed) retail goods that would encourage browse shopping.

8 (4.6%) ***Medical professional offices.*** Medical uses are good at attracting potential shoppers/diners into the district; however, like other professional offices, they do little to contribute to the identity of the arts district, nor do they stimulate browse-interest among visitors. All of these offices are at-grade; they would be better located on upper floors, (with elevators/lifts to accommodate patients of all needs).

6 (3.5%) ***Convenience stores.*** Convenience stores are important to the needs of local residents, but they do not serve to attract outside visitors. No deliberate plan would call for convenience stores to be the fifth most common use (in terms of retail spaces utilized) among retail categories in a retail district that needs to attract outside visitors in order to succeed.

5 (2.9%) ***Barber shops.*** Although not as numerous as the beauty salons, this high percentage of barber shops has a similar effect on the downtown: they do not attract outside visitors; they do not contribute to browse shopping; and they do not reinforce your arts district theme. Clearly, they are a permitted use in your downtown, but good retail mix planning would not have them be so prominent in the limited amount of retail space available.

5 (2.9%) ***Technical schools/studios.*** Downtown Peekskill boasts 2 martial arts, 1 yoga, 1 driving instruction, and 1 performing arts studio, which all attract visitors into the downtown. Moreover, they usually attract additional people—often parents or grandparents—who drive the student to the class, or to attend a show or

demonstration. All of them represent potential business for downtown merchants. As it happens, all of these studios are at grade (C.A.M.P. Inc. occupies multiple stories) and all could work equally well above grade. Long-term strategies might include finding appropriate above-grade space for these uses, to open more at-grade space for retailers.

4 (2.3%) ***Grocery stores.*** This is a broad category, and these stores range from a small supermarket (C-Town) to very small grocers. There is some unmet demand in this category that suggests opportunities for more grocery; however any additions should be of a special niche that is un-served currently (such as organic, gourmet, ethnic, or other specialty) so as not to simply pull market share away from these existing stores. Special consideration should be given to a strategy that includes asking existing specialty grocers in the region to relocate, or existing grocers in the market to expand their merchandise offerings into the specialty arena.

4 (2.3%) ***Antique dealers.*** This is the first retail category on this list that is browse-worthy retail, attracts outside visitors into your downtown, and is indirectly consistent with the arts-theme of the district. Shoppers that patronize antique stores are browse-shoppers that enjoy the experience of perusing the offerings as much as they do finding a worthy antique. To be most effective, an antiques store needs to be clustered with several others, as well as with other similar browse-worthy shops, such as art galleries, book stores, gift shops, and card shops.

4 (2.3%) ***Art galleries.*** Although Peekskill's most prominent arts feature in the downtown is the Paramount Theater, these galleries have established that the graphic arts are as much a part of the arts district as the performing arts. This is the type of retail that will help the district to attract outside visitors, contribute to the arts district theme, and support all downtown retail by bringing new customers into the district.

4 (2.3%) ***Bank branches.*** Banks that were once a common feature in downtown business districts are now fading from view, as internet banking and ATM machines obviate the need for the traditional brick-and-mortar bank. These are helpful to downtown commerce in that they provide safe and convenient deposit locations for retailers.

4 (2.3%) **Clothing stores.** It is difficult to maintain clothing stores in downtown settings. Successful clothing retailers typically require larger store sizes (5,000-10,000 SF); they perform better in the presence of other clothing/accessories/shoe retailers (clothing shoppers prefer to comparison shop, so nearby competition is conducive to more business); and since the 1970's, clothing stores have concentrated in malls and shopping centers.

4 (2.3%) **Ethnic multi-services stores.** This category name applies to stores that offer a variety of services (money-gram and telegram services, the sale of international phone cards, photocopy and fax services, notary service, and more) that cater to an ethnic audience of a specific region. In this case, all four stores are Hispanic, and target a central American/Caribbean audience.

Including all of these, there were 60 total categories of retail represented in downtown Peekskill. Half of these categories were represented by a single store, yielding a total of 172 occupied retail locations that ranged from "antique dealer" to "upholsterer." From this mix, we derived some interesting conclusions about retail in the district:

- The vast majority of the categories serve local needs, rather than regional (only 14 of the 60 categories could be deemed to have regional appeal: antiques, art gallery, bookstores, candy store, fabric sales, gift shops, glass sales, jewelers, musical instruments, paint & wall covering, restaurant, theater, tech schools, and theatheric production company). Structured in this way, this district cannot hope to attract or sustain a regional base of shoppers/visitors.
- Still fewer (only 8 of 60) of the retail categories, and only 12 of the 172 total retail locations had direct relevance to the downtown's classification as an "arts district" (art galleries, fabric sales, glass sales (including stained glass), jewelers, musical instruments, theater, tech schools (C.A.M.P., Inc.), and the theatheric production company). In essence, this theme is insufficiently substantiated by actual retail.
- The vast majority of retail categories and total stores are convenience oriented, addressing only the needs of the resident population. At a little more than 18,000 people, the local residents alone cannot support a diverse market in downtown Peekskill.
- About 10% of the stores—18 of 172—either have a Spanish name and description, or cater to a local Hispanic audience with their products or services. These distinctions

enhance the merchants' ability to appeal to their target audience, but can also act as a barrier to the attraction of business from non-Hispanic clientele, in effect limiting their appeal to the broader market.

While the downtown has been branded as an artist district—and is still recognized as such—much of the downtown retail mix, apart from restaurants, is convenience oriented, meeting the needs of office workers and local residents almost exclusively. There is very little that qualifies as “destination” retail with a regional draw.

Current Downtown Anchors

- Nighttime
 - Paramount
 - Restaurants
- Daytime
 - Employers
 - Healthcare Center
 - City
 - Field Library
 - WCC

Potential Missing Categories

- More arts-related (custom crafts, hand-made leather goods, framing, custom jewelry) retail that reinforces the downtown brand
- Clothing that serves smaller niche markets, or that piggy-back on the arts-related theme

Repetitive Categories. This neighborhood can support a variety of retail categories. When a handful of categories occur in overabundance, it limits the space available to other categories that you don't have. Repetitive categories in downtown Peekskill include:

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

COMPETITIVE ANALYSIS

We examined other nearby downtown areas and nearby shopping centers to determine the competitive environment in which downtown Peekskill operates. We identified three shopping centers and three downtown retail districts in the general area. With the exception of downtown Mount Kisco, all of the retail centers and downtown districts are sufficiently close to create competition among like goods and services offered in Peekskill. The chart below shows the retail centers and districts and their proximity to downtown Peekskill.

Name of Retail District/Center	Land Distance	Driving Distance	Drive Time
Beach Shopping Center	1.4 mi.	1.6 mi.	4 min.
Cortlandt Town Center	2.7 mi.	3.5 mi.	8 min.
Jefferson Valley Mall	6.2 mi.	7.4 mi.	13 min.
Croton-on-Hudson	5.9 mi.	7.2 mi.	10 min.
Mount Kisco	11.6 mi.	19.5 mi.	30 min.
Yorktown	5.8 mi.	6.3 mi.	12 min.

Overview of Primary Competitors

Beach Shopping Center, Route 6 & Dayton Lane, Peekskill, NY 10566. This is a 210,000 SF community center with on-site parking for 940 cars, anchored by a Super Stop & Shop supermarket, a CVS pharmacy, a Planet Fitness gymnasium, and a Dollar Tree discount variety store. These retail categories are best described as “neighborhood necessity;” the operator considers their trade area to be a 5-mile radius from the site. The center is owned by DLC Management Corp. and was last renovated in 2004.

Cortlandt Town Center, Main Street, Mohegan Lake, NY 10547. Located just 3.5 miles from downtown Peekskill on Route 6, this power center was formerly known as the “Westchester Mall” and contains 750,000 SF of gross leasable area in multiple buildings, and more than 3,700 parking spaces. This is a regional power center with multiple national and regional anchor stores including Walmart, Home Depot, Best Buy, A&P supermarket, Barnes & Noble Booksellers, Office Max, PetSmart, Michaels Crafts, Old Navy, Bed Bath & Beyond, Marshall’s, Modell’s Sporting Goods, Rite Aid, GameStop, Dress Barn, and Five Below. The property also hosts a post office station (Mohegan Lake, NY 10547) and several restaurants including McDonalds, Applebee’s, Panera Bread, Blimpie (inside the Walmart), Nathan’s Famous, Subway, Five Guys, and Piazza Roma (a locally-owned Italian restaurant). More than mere

convenience or necessities, the center includes categories that make it a more regional draw than the Beach Shopping Center. The owners consider their trade area to be a 15-mile radius, although we do not anticipate that this draw is effective west of the Hudson River. The center is owned by Acadia Realty Trust and was redeveloped on the site of the former mall in 1997.

Jefferson Valley Mall, 650 Lee Boulevard, Yorktown Heights, NY 10598. Located just a few miles farther east of the Cortlandt Town Center on Route 6 (or 7 miles east of downtown Peekskill), this is a traditional indoor mall with emphasis on clothing, accessories, and home furnishings that makes it a regional destination. At about 588,000 SF, the mall is two-thirds the size of the Cortlandt Town Center. The anchor stores of this complex are Macy's and Sears. It has other well-known national and regional retailers such as H&M, Gap/Gap Kids, The Children's Place, LOFT, Victoria's Secret, Dress 2 Impress, and Hollister Co. It supplements its offerings with shopper conveniences including a food court, free wi-fi internet service throughout the building, and a free-downloadable app that is an interactive guide/promotional source for this mall (and other Simon properties). The mall is owned by Simon Property Group, Inc.

Croton-on-Hudson downtown corridor. Little more than 7 miles south of downtown Peekskill along Route 9 is the town of Croton-on-Hudson. It has a downtown retail corridor on Riverside Avenue, Grand Avenue, and Maple Avenue; however, unlike downtown Peekskill, very little of this retail is pedestrian-oriented. But for the shops on a two-block stretch of Grand Avenue, it must be accessed by car and most retailers in Croton are set-back, in free-standing buildings or shopping centers offering on-site parking. Their principal retail category is restaurant, with over one dozen eateries that range from full-service (Ocean House, T. K. Casquarelli's, and Umami Café) to family casual (Justin Thyme, Tenampa, and Colonial Diner) to convenience food (Dunkin Donuts). Retail offerings are primarily grocery and other neighborhood necessity categories (Shop-Rite supermarket, CVS Pharmacy), although there are some specialty retailers on Grand Avenue (Groovy on Grand, Black Cow Coffee Co., Treasures & Tales). Further, the walkable retail area on Grand Avenue is interspersed with residential homes, detracting from the browse-shopping appeal of that part of the corridor. In all, the mix of stores offering retail goods is limited in Croton, and the restaurant variety is likely a stronger draw to visitors.

Mount Kisco downtown corridor. Mount Kisco is a 19-mile, 30-minute drive southeast of Peekskill, and its downtown offers a true, walkable pedestrian corridor on Main Street. Its retail mix includes women's clothing and accessories, specialty clothing (including bridal), home furnishings, sporting goods, bicycles, books, and local eateries. An intersecting street (Moger Avenue) hosts a series of national and regional retailers (GAP, Banana Republic) typically found in shopping centers, but laid out here as part of the walkable downtown. Moger and Main intersect in a "V" shape, and the space between them offers public parking, and several public services (including the public library), as well as more retail (Borders bookstore) and a Clearview cinema. There is a clear emphasis on walking convenience, with a paved walkway crossing the "V" to facilitate access to the public parking lot, and encourage visitors to move from the shops on Main to those on Moger, and vice versa. There is a vast selection of more than 60 eateries from which visitors may choose—from full-service upscale to ethnic, family casual, convenience, and fast food. Most of these restaurants are local, offering a distinction that would certainly be a dining draw for shoppers within the Peekskill Trade Area. In addition to the walkable downtown area, Mt. Kisco boasts a near 200,000 SF shopping center to the north of the downtown (Mt. Kisco Commons, 195 Bedford Road). The anchors of this center are Target, A&P Supermarket, and an Applebee's restaurant. The center is owned by Vornado and was built in 2005. Although this is the closest Target store to downtown Peekskill, we do not anticipate the Commons is a competitive draw for shoppers in the downtown Peekskill Trade Area; there are other closer alternative sites that provide these categories.

Yorktown downtown corridor. Yorktown lies 6 miles east of downtown Peekskill, on Crompton Road (Route 202). Where Crompton bends south and becomes Hanover Street at Yorktown Heights, there is a concentration of free-standing stores and restaurants. They are auto-oriented, set behind their own on-site parking. It would be inconvenient and unsafe to walk from store to store in this location; it is necessary to drive. Therefore, even though there are over 40 restaurants and more than 50 retailers, this center does not offer the browse shopping possible in Peekskill. The retailers are primarily national and regional stores (A&P supermarket; B.J.'S Wholesale; Sleepy's mattress store; Budget Blinds; GameStop; Radio Shack; Petland; TJ Maxx), with few that offer distinctive merchandise not commonly found in other shopping centers. Several of the eateries are franchises (Burger King, Starbucks, TCBY, Panera, Dunkin Donuts) and, but for Peter Pratt's Inn and Traditions 118, the offerings appear to be largely choices of pizzerias. Closer to Peekskill, at 3333 Crompton Road in Yorktown, there is a small shopping center (200,000 SF) featuring Staples,

Bed Bath & Beyond, Dunkin Donuts, A.C. Moore, and BJ's Wholesale Club. It is known as the "Staples Plaza Shopping Center." Although an older facility, this site was renovated in 2000 and provides 1,800 parking spaces. It is owned by Urstadt Biddle Properties.

PHYSICAL CONDITIONS INVENTORY

Field team observations revealed a number of characteristics of the downtown that are hampering the district's capacity to attract and retain visitors to shop and dine in the district. Visitor attraction is important to this district; there are insufficient residents and daily visitors (people who work or attend school here) to support the retail present in the district. Moreover, its very nature (an arts district anchored by a performing arts theater) makes it even more important for the district to attract regional visitors. By addressing the conditions identified by the field team, the downtown could attract more regional visitors, which should result in improved retail performance.

The team identified the following conditions as detrimental to retail performance:

- There is an absence of essential public signage
 - No directional signage to guide visitors to the downtown district
 - No permanent gateway signage at major entry points to note that the visitor had entered the district
 - No wayfinding signage within the district to guide motorists to parking, or pedestrians to key features within the district
- Ineffective retail mix with insufficient retail diversity to attract regional visitors or stimulate browse shopping.
 - Retail broadly falls into two categories—neighborhood convenience retail (for residents only) and arts-related retail (with potential to attract regional visitors).
 - Arts-themed retail is limited and scattered throughout the district.
 - The arts-themed retailers don't work together to create retail synergy or an overall shopping experience.
- Retail vacancies are noticeable, and detract from appeal of the district
- Many retailers show evidence of being inexperienced retail operators.
 - Store signage is ineffective.

- Few stores utilize “blade” signs that project from the façade, and draw shoppers down the street by confirming the presence of retail stores ahead. Since these are now being promoted in the Downtown Historic District, however, more merchants are choosing to erect this type of signage.
- Generally, signage did not work to communicate store type to shopper, or to operate cohesively with neighboring store signs to convey a positive impression of the district as a whole.
 - Visual merchandising is generally poor; window displays are, for the most part, non-existent, and those that are present are not effective at capturing shopper attention.
 - Hours of operation are not uniform.
 - The quality of goods and ability to merchandise both vary greatly among retailers.
 - Cooperative marketing is not in evidence.
- Many businesses have “category creep”, servicing many different categories.
 - Several ethnic “multiservice” businesses are present.
 - Many variety and discount stores appear to have once specialized in one category, and have expanded over time.
- Inconsistent use of commercial space at-grade for retail, creating gaps in the retail corridor that discourage shopping.
- Buildings and storefronts are fatigued; lack of maintenance is a major issue on Main, Park, Central, South, and Brown Street.

Buildings & Facades

Poorly maintained façades occur in sufficient frequency to give a visitor pause and discourage browse-shopping. However, it is also true that the City's Main Street Façade Improvement Program has been very successful in improving the overall downtown character. We observed several buildings that have benefited from this program and noted the preservation of charming architectural details that emphasize the character of downtown Peekskill, and distinguish it as an authentic, classical downtown shopping experience that is distinctive in a world of malls and shopping centers.

We encourage the City to remain tenacious in advancing façade improvement for the holdouts. While many buildings appear to be in a good state of maintenance, there are sufficient examples of boarded, blighted, or poorly maintained façades to give a visitor a sense of neglect in the district.

Signs & Window Displays

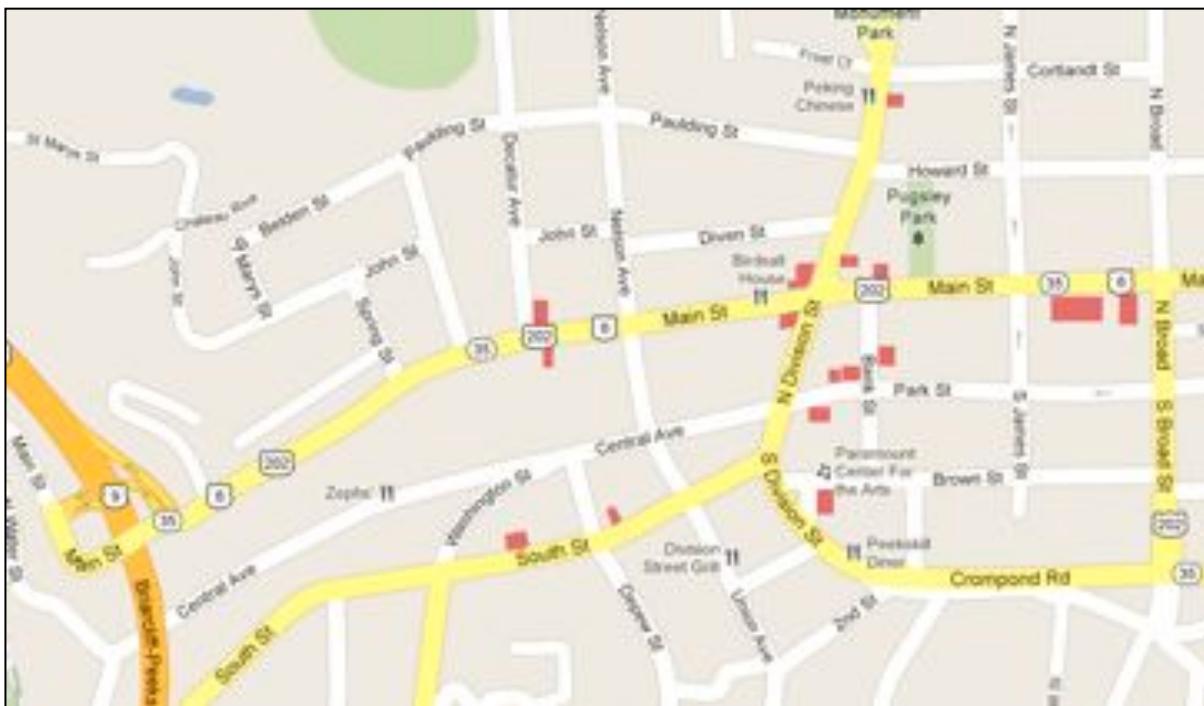
Throughout the district, we found that very few merchants provide window displays, let alone effective ones that attract interest and encourage people to enter their stores. In a walkable district such as this, good window displays are essential to the success of the district—they stimulate walking along the storefronts to view the offerings. Currently, shoppers visit a single store in which they intend to make a purchase and then return to their cars and leave the district. Good displays should get them to walk about in the district and encourage them to enter additional stores.

Good displays are also a matter of good security, too. A proper window display affords a good view into the store, allowing shoppers to see clearly what is beyond the display and eliminating concerns about entering an unfamiliar store. This effect, known as "transparency," also provides security for people inside the store. Criminal elements are less inclined to attack a store where their actions will be on view to everyone outside the display window. Our observations of storefronts revealed that many stores do poor jobs of maintaining transparency through the display windows and front doors.

There is an absence of "blade signs" throughout the district, although more have been added in recent years with the City's encouragement and HLPB approval. Without blade signs (perpendicular to the storefront and visible to pedestrians on the sidewalk), shoppers cannot tell what retail lies ahead. Blade signs draw shoppers down the street, encourage browse shopping and help to stimulate impulse purchases. There are several generally effective band signs (signage mounted flush to the façade, in the area above the door/windows); however, there is also an abundance of temporary signs and temporary sign clutter. Commercial signage does not effectively connect shoppers to retailers.

Vacancies

First floor retail vacancies in Peekskill are on the high side. We found a vacancy rate of 14.4% in June 2011. This is based upon 201 total retail properties within the district, of which 172 were occupied with active retail uses, and 29 were vacant. Contrast that with a reported rate of 9.5% for the Albany, NY area for the second quarter of 2011, and a national average of 11% retail vacancy for the same period.¹



Retail vacancies (highlighted red)

We also found commercial vacancies (five vacant units) that were not included among the retail space vacancies. Neither were the vacant lots included—there were three of those in the district, each of which could house at least one retail unit if developed.

There were also some non-retail uses present at grade within the district, including three residential homes, two churches, twenty-one commercial offices (only one of which was not

¹ "Retail vacancy rate climbs to 9.5% in Albany area" by Michael DeMasi, The Business Review, August 8, 2011. The article may be found here: http://www.bizjournals.com/albany/morning_call/2011/08/retail-vacancy-rate-climbs-to-95-in.html

at grade, or multi-story including at grade), a self-storage business, a State government office building, and the SUNY-Westchester Community College buildings. We note these not to say that these uses are detrimental to the district; clearly these uses attract visitors who represent potential shoppers. Rather, we seek to point out that, to the extent these uses occupy space at grade within the district, they preclude the presence of retail in that space, create gaps in the presentation of retail at grade, and further limit the overall area within the district that may be provided for retail space. The gaps they create are significant. On North Division Street, for example, half of the storefront space at grade has been given over to office space. For a district with a limited residential population that must rely on its ability to attract visitors in order to sustain retail, the amount of space available to house retail in a contiguous way—without gaps that impede the flow of pedestrian browsing—is a significant matter.

Access/Parking

The City of Peekskill Parking Commission performed a thorough parking study in 2008, which the consultant reviewed. That study included a count of existing spaces and found that the downtown contains a total of 1,444 spaces, of which 663 (46%) are metered and 781 (54%) are permit parking. Of these spaces, 360 (25%) are on-street parking spaces and 1,084 (75%) are located in off-street parking lots or garages (the study did not differentiate private from public parking).

Our own analysis regards shopper access to parking, not a determination of the adequacy in number of parking spaces available. We examine what parking is publicly available, and what direction is provided to shoppers to reach it. We are particularly interested in the expectations of the new visitor to the district, who reaches it by car and will shop in the district if parking is easily found, conveniently paid for, and safely accessed in a reasonable walking distance from the district. This is the visitor that the district needs to attract.

Over numerous field visits to the district through 2011, the consultants never experienced difficulty in obtaining public parking, despite the fact that surface parking is limited. However, we did not find wayfinding signage guiding us to public parking surface lots or parking garages. That absence of signage is a significant shortcoming and one that should be addressed with better wayfinding signage downtown. Curbside parking options are obvious, but visitors need to be guided to your other public parking options with clear signage that is placed at all major entry points and major intersections. The signage can guide visitors to

other major downtown destinations (i.e., the Paramount Theater, Westchester Community College, City Hall, the Public Library, etc), but parking should also be included. The signage should include the logo, style and color palette of the downtown district, to reinforce the message that visitors have entered the downtown business district.

This is not to say that additional parking spaces are not needed; rather, that at current rates of weekday daytime business activity, parking is adequate. (Our own survey of consumers confirms that the majority of your shoppers do not currently have trouble finding parking. See a more detailed description of the survey responses regarding parking in Section 3: Shopper

Survey Findings). However, consumer opinions on availability of parking only speak to current rates of demand; the goal of this analysis is to implement changes that will attract new visitors and generate increased levels of visitation. At a minimum, this will require convenient and obvious access to the parking spaces that do exist, especially for new visitors who are unfamiliar with parking options in the district. Moreover, the 2008 parking study identified a number of ways in which parking spaces could be added by more efficient use of existing space², and we agree that implementing these efficiencies to increase the total number of spaces, and then providing appropriate directional signage to guide shoppers to this parking, will facilitate the growth of retail business in a meaningful way.

A key parking issue that was identified in our consumer survey, and in the 2008 parking study, was the security concern that shoppers have with the two parking garages in the district. These structures offer limited visibility and are not well enough lit to make shoppers feel safe parking there. Design modifications should be explored to increase visibility, improve lighting, and soften the industrial appearance of these decks. Such modifications would stimulate greater use of these parking resources.



Examples of wayfinding signs

² The ideas were diverse, including adding diagonal parking where possible on James Street and converting reserved individual parking spaces to a fewer number of spaces in a designated reserved section (in recognition that a high percentage of reserved spaces are unused at any given time), thereby freeing up spaces for public use. A remote parking lot for local employees, serviced by shuttle, is another idea that we have observed in other communities that could be used to free many reserved spaces downtown.

We also agree with the recommendation made in the 2008 study that the district should consider the implementation of an electronic kiosk parking system to replace current coin-fed meters. This would allow visitors to use credit and debit cards (even smartphones) to pay for parking, which is much more convenient than using quarters.

Traffic Counts

Peekskill has the advantage of substantial vehicular traffic that passes near or through the downtown district, with sufficiently convenient (if not sufficiently signed) access to facilitate regional visits. There is an exit for Main Street on the Briarcliff-Peekskill Parkway, and the traffic at that intersection has an annual average daily traffic count of 31,870 vehicles. Main Street itself at its intersection with Division Street in the heart of the district carries an average of 8,200 cars per day. Bear Mountain State Parkway at its intersection with Division Street has an average daily count of more than 22,600 vehicles. (See map showing the average annual daily traffic counts for all of the roadways in and around the district, next page.)

When one considers that the average number of vehicles that visit and sustain the average shopping mall (about one million square feet) is 3,400 cars, it is apparent that there is more than adequate traffic flow to capture the needed visitors to support retail in this district.

However, high traffic counts alone will not sustain the district; it is critical to achieve the appropriate retail mix that will appeal to the people passing in those cars, to raise their awareness (through destination marketing) that Peekskill has a retail mix that will be attractive to them, and to properly sign all of the key access points in the adjacent region, along the high traffic routes, to provide direction into the downtown district.

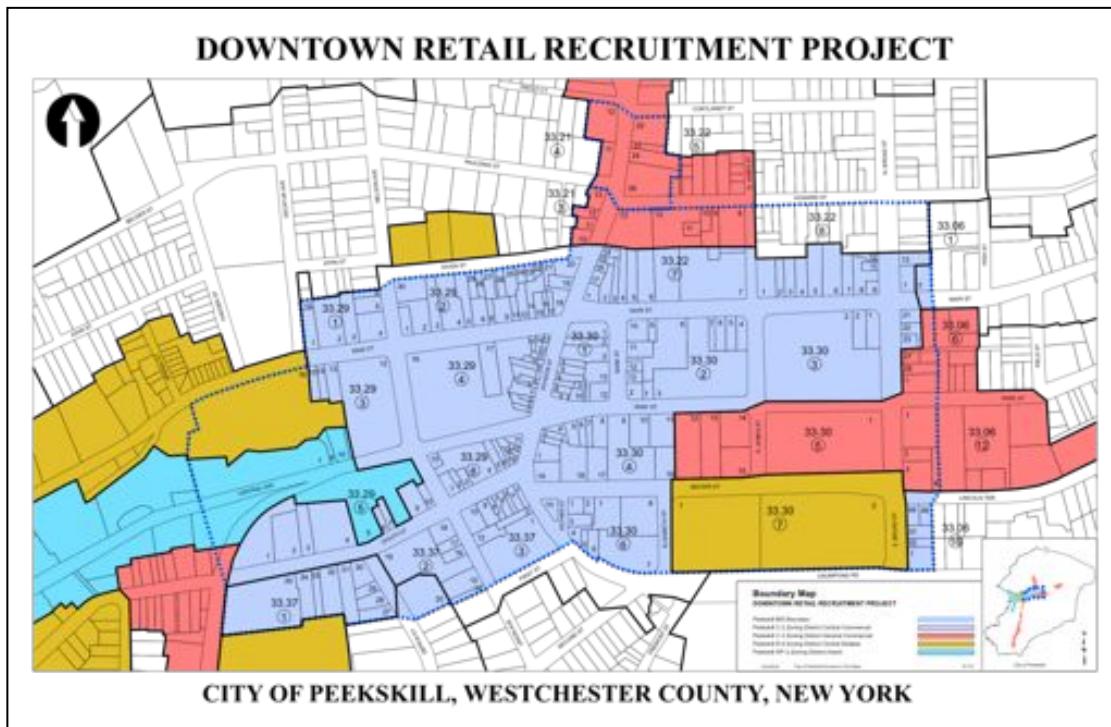


AADT in Peekskill area. (Source: STDB Online)

ZONING ANALYSIS

Zoning Ordinance

There are two commercial zones in downtown (see map, below): C-2 (light blue area) and C-3 (pink area). The yellow areas are zoned residential. (Observations and recommendations identified in this section ultimately involve policy decisions to be made by the City.)



C-2 Central Commercial District. This zone covers most of the downtown area, and defines what uses are permitted in the downtown. The very first permitted use is "retail store," and this designation is over-broad. It does not restrict the characteristics of a retail store; as a result, there is now a Walgreens Pharmacy in the district that is set-back with on-site parking, and a drive-through lane. This limits walkability in the zone. The definition of "retail store" for this section should promote pedestrian-oriented store design.

Other problem uses. C-2 allows drive-thru banks. It imposes no limit to the number of beauty salons or barber shops that have already over-proliferated. The standard allows for appliance repair, offices/schools and dance studios/martial arts studios to be located at

grade. These are uses that do not contribute to the browse-shopping experience, and they should be encouraged to locate on the upper floors in the district. Funeral parlors are permitted within this zone, and yet they do not contribute to the appropriate retail mix for a shopping district. The regulation permits “standard” restaurants only, which precludes deli/sandwich shops, coffee shops, or carry-out restaurants—dining options that would be welcome to the office workers of downtown Peekskill. The standard restricts outdoor dining to 5 tables (rather than as sidewalk space allows) unless a special permit is granted, and does not allow some services that would contribute positively to the retail mix (i.e., shoe repair).

Off-street parking requirements (1x300 SF of retail use; 1x200 SF of retail service business; 1x100 SF of a restaurant) should be reduced or eliminated in favor of on-street and public parking, to stimulate walking. On-site parking requirements are waived for businesses within a limited radius of public parking; that radius should be increased from the current range of 500 feet, to a new limit of 1,320 feet (1/4 mile, which is recognized by planners as an acceptable walking distance). The regulation should also encourage (rather than merely allow) the sharing of parking.

Height restrictions are not clear, but appear to be 3 stories maximum (2.5x building footprint). If these were revised to allow mid-rise (5 or 6 stories), Peekskill could allow development of higher density residential/office, which would better support downtown retail. We recommend an extension here in C-2 of the “bonus” system provided in §575-34 (C-3 zone) to allow greater building height. We also recommend that the city require a 3-story minimum building height for new construction within the district, in order to create a proportional sense of enclosure, known as “street-wall.”³

§575-34. C-3 General Commercial District. This zone (pink) covers two portions of the downtown area: North Division Street and Howard Street; plus east Park Street, one block each of South James Street, and Broad Street. The uses that are allowed in the C-3 zone are suited for an auto-oriented district⁴; however, the zone boundary does not appear to follow

³ The street-wall concept is described in a number of architectural publications; see, for example, Chapter 6 “Massing and Street Wall,” of the Downtown Design Guide (which may be found at www.urbandesignla.com/UD_pdf/CH6.pdf), published by the City of Los Angeles Department of City Planning in June 2009.

⁴ Auto-oriented businesses are those with on-site parking in front of the store, pushing the storefront back from the sidewalk, and allowing for car traffic to cut across the pedestrian walkway. They may also have drive-through service components, which also cut through the walkway.

the flow of heavy auto traffic. Some other rationale must form the basis for this distinction. We would encourage reconsideration of these permitted uses because, to be successful as a regional shopping destination, the downtown district needs to be effective for pedestrians. The insertion of auto-oriented businesses within the district is incompatible with that pedestrian emphasis.

Incentive system. We would like to emphasize that the City deserves kudos for the creative bonus system it created in this zoning ordinance in order to allow variance from height restrictions. It promotes smart growth, local employment, and positive environmental design—an excellent model to achieve desired goals through incentives that impose no cost on the City.

Problem uses. C-3 allows several inappropriate uses for downtown: drive-thru banks; fast-food and drive-in restaurants; funeral parlors; dance studios/martial arts, daycare/child care, and health clubs at grade (rather than above only); appliance repair; car washes; manufacturing; auto repair; construction offices.

Consumption restrictions. The current zoning restricts the outdoor consumption of liquor without food service being available. Some communities have found that this hurts sidewalk activation. We acknowledge the challenges associated with balancing the needs of downtown residents with the City's growing bar/restaurant visitors.

Sign Ordinance

We recognize that the Historic and Landmark Preservation Board (HLPB) reviews signs in the downtown historic district and can grant appeals to the sign ordinance based upon historic preservation design criteria for signs. The recommendations addressed below apply to broader zoning ordinance.

The abandoned sign provision is a positive innovation. Property owners must remove signs from closed businesses within 90 days of closure.

The limitation of sign content/copy provision is too broad. Current language allows signage to state "...name and nature of the business *and products available or activity* for which the building or premises is used." Effective signs emphasize brevity of content; current language would permit an unlimited list of products or services for each business. Text-heavy signs are ineffective, and would be inconsistent with the charming character the City desires for the downtown. The HLPB regulates this in the downtown through their review and approval process.

The window sign limitation is helpful, but not thorough. It should also include a requirement that display windows be transparent (provide interior/exterior visibility) at eye-level. This is not only good visual merchandising; it promotes better security for those inside the store. The HLPB regulates this in the downtown through their review and approval process.

The "wall sign" provision is confusing. "No wall sign on any single building face in a business... district, including interior signs, shall exceed an area equivalent to three times the linear length of the structure on such building face." Our preferred language would state more simply: "wall sign shall not exceed 2/3 of the width of the storefront."

"Hanging signs" (also known as blade signs) are allowed, and we encourage the City and other partners to support the use of blade signs by more businesses. We note that the Historic and Landmark Preservation Board (HLPB) endorses the use of blade signs within their sign guidelines. Without blade signs, shoppers cannot tell what retail lies ahead.

Sandwich board signs are addressed in the "Streets and Sidewalks" section of the zoning code, and are reviewed by the HLPB. They are particularly useful to restaurants and other businesses with offerings that are frequently changing.

Temporary sign limitations are practical; however, in order to be effective, diligent enforcement is necessary to prevent the appearance of clutter on storefronts. Sign enforcement capacity was not evident to us, and is necessary to prevent the appearance of cluttered storefronts.

Sign design guidelines that describe permitted sign types and features are available through the HLPB review process. They define lighting methods, types of sign materials, and more..

Historic Preservation Ordinance

This ordinance is good for retail in Peekskill. It will preserve the distinction and charm of the downtown by protecting against "... any material change in appearance of any exterior feature of a building, structure, site or object in a designated historic district...".

Unlike other preservation ordinances that we have reviewed, this one does not overburden by requiring specific materials or processes that might render the cost of preservation to be prohibitive and, therefore, less likely to occur.

Artist Loft Ordinance

This is a positive ordinance intended to attract artists into residence in your arts district. This is positive because it will contribute to the density of the artist population in the downtown, which will, in turn, support its identification as an arts district where artists work, reside, and display their works for sale.

In general, ordinances like this that stimulate population growth within a downtown district are good for retailers there, as they increase the overall population that will shop in the stores and dine in the restaurants. However, artists and seniors are the only populations permitted to be in residence within Peekskill's downtown district. Individually, neither group will grow the local economy significantly.

Professional and office uses in upper floors are permitted and will bring more people into the downtown during the day; however, these uses are parking-intensive and do not support broad retail segments of the local economy the way that residents would.

There is a need to stimulate more downtown residency to support commerce. The City should consider allowing live/work space for freelance workers in upper floor units, increasing the density of downtown residents with greater capacity for shopping and dining.

STAKEHOLDER & MERCHANT INTERVIEWS

In total, our team completed in-depth interviews with 5 stakeholders identified by the client and less formal interviews with 20 randomly selected merchants. Interviews were conducted on a confidential basis and every effort was made to ensure the anonymity of individual responses.

The Consultants asked City staff to provide a list of stakeholders and merchants with a vested interest in the success of downtown Peekskill. From May 2011 to June 2011, we interviewed community leaders, business owners, tenant representatives, representatives of non-profit groups and local public officials, and their comments represent their views of the conditions in Peekskill at that time.

The interviews provided the consultant team with in-depth insight into the challenges and opportunities facing the corridor. Each interviewee was asked the following five sets of questions:

1. What is the inter-relationship of three groups that are important to commerce: residents, business community, and local government? Would business people call government here "business-friendly"?
2. Vision: what is your vision for the future of downtown Peekskill? What would you like to change here?
3. What are the strengths and weaknesses about doing business in downtown Peekskill? What are the opportunities and threats to the achievement of your vision?
4. What things (i.e., festivals, events, sales, marketing, etc.) have been successful at attracting people into downtown Peekskill and increasing commerce? What was tried and failed?
5. What resources do you have here that we should use to achieve your vision? What other resources will be needed?

In order to encourage candid discussion, interviewees were assured that their comments would not be attributed back to them. Below is a summary of the feedback we received.

Data from Stakeholder & Merchant Interviews

Question 1: What is the inter-relationship of three (3) groups that are key to commerce: residents, business community, and local government? Would business people call government here "business friendly"?

- Stakeholders indicated that the Business Improvement District (BID) is going through transition and needs to build credibility among newer merchants. There is a palpable need for more collaboration.
- There was some frustration at BID infighting and a number of stakeholders indicated they had been turned off from participating, calling it a 'waste of time'.
- Chamber is not focused on Downtown exclusively—they serve the Hudson Valley.
- BID is dysfunctional. "They have funds so this is disheartening."
- BID spends money on festivals. "Festivals are a bit too single shot. When the festivals go away, it's a year round struggle to attract people."
- BID needs more discipline and oversight.
- No real marketing strategy. No collective marketing.
- Paramount is a draw when they are open, but they take up parking.
- Relationship seems to be improving; city manager initiated a regular meeting of stakeholders to improve communication, brought collaborative marketing to the table.
- There is territoriality among downtown players.
- Some fresh new ideas are bogged by bureaucracy, territoriality, "old guard."
- City has done a good job at getting grants; the renovations are a good addition.
- 'Smart money' tends to walk away from downtown.
- 'Cronyism' and unequal application of the law keeps things from functioning. There is no level playing field.

*Question 2: Vision: what is your vision for the future of commerce in downtown Peekskill?
What would you like to change here?*

- An untapped potential as a downtown is a weekend destination.
- A downtown with more employment—particularly as a way to improve downtown foot traffic during weekdays.
- A more balanced and interesting retail mix.

- A desire for more market-rate residential housing in the downtown.
- Peekskill as a “vacation destination.”
- More “shopping downtown.”
- A “family friendly” environment.
- “Not high skyscraper kind of place.”
- “More employment” (especially if downtown residents work during day).
- “Downtown residents with income to spend.”
- A weekday market in addition to a weekend destination.
- More specialty businesses; things you can’t find in malls or on-line.
- Businesses that complement food and nightlife.
- Ability to get some of the daytime things done (quick gift, lunch) downtown.
- Turning first time visitors into regulars.
- A more attractive physical environment.
- Cleaner.

Question 3: What are the strengths and weaknesses about doing business in downtown Peekskill? What are the opportunities and threats to the achievement of your vision?

Strengths

- Peekskill differentiates itself from nearby shopping centers through its “charm and beauty.” Many see the opportunity to build off of this unique built environment.
- Proximity to the Hudson.
- Proximity to New York City.
- A safe downtown, for those already familiar with downtown.
- There is a “buzz” that Peekskill is changing.
- Peekskill has an emerging brand –“affordable entertainment”.
- 80% of customers are from out of town
- Convenient
- Walkable
- Charm and beauty
- Healthy diversity
- Businesses help each other
- People feel safer

- Events are good
- It's a real downtown, not a corridor
- A mix of city and suburban life
- Chamber and government cooperation
- Growing middle class population
- Walgreens represents brand name and better selection
- C-Town is great
- Riverfront after work for drinks
- Finding parking is not an issue
- Jazz and Blues event... sort of working
- Clean and safe; security has improved

Weaknesses

- Downtown suffers from a lack of daytime pedestrian foot traffic.
- The current retail selection and quality is poor—there is no real anchor store; quality is lacking; visual merchandising poor. Downtown 'window dressing' and lack of nighttime window shopping makes for an unappealing experience for visitors to the Paramount and Restaurants.
- The Paramount is not living up to its potential as a downtown anchor. Concerns included lack of coordination between businesses, particularly restaurants and Paramount. Stakeholders indicated a need for the Paramount to embrace the role they play in supporting downtown businesses. The current programming was called "inconsistent".
- There is no place for patrons to go after show.
- You can't live downtown.
- Access and parking continue to hamper downtown's competitive advantage. As one stakeholder noted, "Parking is a pervasive problem."
- There are concerns about a perceived lack of district marketing. While downtown has an emerging brand, it still has an image problem that needs to be overcome.
- Business window dressing is poor
- No nighttime window shopping
- Not enough for visitors to do
- Can't turn down Division from Main
- Too much focus on Division Street only

- Parking garage is dark, uninviting
- 'Old guard' vs. 'new guard' dynamic
- Inconsistent programming at Paramount
- Businesses can't handle Paramount traffic on event nights
- On Paramount nights, patrons don't have a place to go afterwards for coffee
- Paramount programming is too narrow
- Growing middle class does not shop downtown
- No anchor stores
- Existing retail not targeting middle income buyers
- Quality in retail offerings is lacking
- Lack of long-term retail vision
- Perception of downtown remains negative
- Attracting young families is hard with school system perceived as poor
- Perception of safety
- Garages are not lit as they should be
- Peekskill is not selling itself very well
- Parking is a pervasive issue, but it's not on the agenda
- Paramount is a systemic problem

Opportunities

- A number of stakeholders mentioned opportunities to improve the public realm, notably Pugsley Park, downtown gateways.
- Improved access was a theme, and many indicated a need for directional signage, improved public parking facilities, and parking management.
- There is an opportunity for improved downtown marketing to offset what is perceived as Peekskill's 'image' problem. Recommendations for a targeted PR campaign were made, including a focus on branding downtown.
- Opportunity to make Bank Street a better gateway
- Pugsley Park can be improved, maybe with benches
- Better entrances to town – gateways/signage
- Put benches and lighting other places besides Division
- Campaign to 'shop everywhere, eat everywhere'
- Better parking management
- More upscale clothing businesses

- Get a consultant to help improve window displays
- Latino businesses – an opportunity to welcome a larger market
- PR campaign to share what is positive about Peekskill
- Single people are moving to Peekskill
- Lunch places should provide quicker lunches
- Loyalty cards – coffee house does this and it works (major downtown employer)
- Low-cost of entry – \$8 to \$12 SF for space makes it affordable for small businesses
- Better linkages to Paramount – right now when Paramount patrons come and go immediately after the event
- Opportunity to brand downtown – something that the town can live up to
- Irish pub could bring a whole new demographic to downtown
- Better Paramount events that draw opportunities
- Retailers that don't depend on pedestrians only
- Restaurants should come together on their own
- Events that build a regular clientele
- Building a reputation for nightlife
- Make parking garage more attractive
- Fill vacant apartments
- Look at regulations
- Marketing to get more shoppers
- Brining businesses that are missing

Threats

- Media coverage of downtown was overly negative and focused on crime
- Over saturation of restaurants/cafes
- Selective enforcement of rules/guidelines
- Methadone clinic
- Fire station – not a retail use
- Media painting a negative portrait
- Parking meters are not good for shoppers
- Ticketing, ticketing, ticketing!
- Parking lots feel unsafe and are inconvenient
- Parking lot in evening feels unsafe – urine smell and poor lighting
- Artists are not bringing disposable income downtown – need more residential housing
- Unsure if there should be further investment in the artist community

- Restrictive zoning was labeled 'racist' by one stakeholder
- Parking on Paramount nights
- BID is not advancing downtown
- Redoing the gazebo resulted in a loss of parking spaces – not a good thing
- Too much ticketing happening to immigrant businesses
- Police treat immigrants rudely
- Parking hassle is a challenge
- Regulations keep businesses away
- City could be more helpful with permitting
- Unfriendly business environment
- Security at parking garage
- Lighting at night

Question 4: What things (i.e., festivals, events, sales, marketing, etc.) have been successful at attracting people and increasing commerce? What was tried and failed? What resources do you have here that we should use to achieve your vision? What other resources will be needed?

- Many were pleased with the downtown street festivals, but want to see more 'everyday' activities.
- There was a desire to see improved, more streamlined permitting.
- An investment in improved security/lighting at parking garage
- A need for better coordination between Paramount and businesses
- BID funds need to be more strategically deployed
- A bread bakery is needed
- A publicist is needed
- Someone who can bring artists together and overcome territorialism
- Build a Peekskill brand, music, art, entertainment
- "BID should play a more focused role, not just throwing festivals."
- Funding support for new businesses
- More advertising
- Define and sell a downtown brand – cultural diversity, energy, arts, music (bigger than visual arts).
- "On the weekend, Peekskill is where it's at."
- Develop a smaller venue for artist performances
- The Paramount needs to coordinate with businesses

SECTION 3: SHOPPER SURVEY FINDINGS

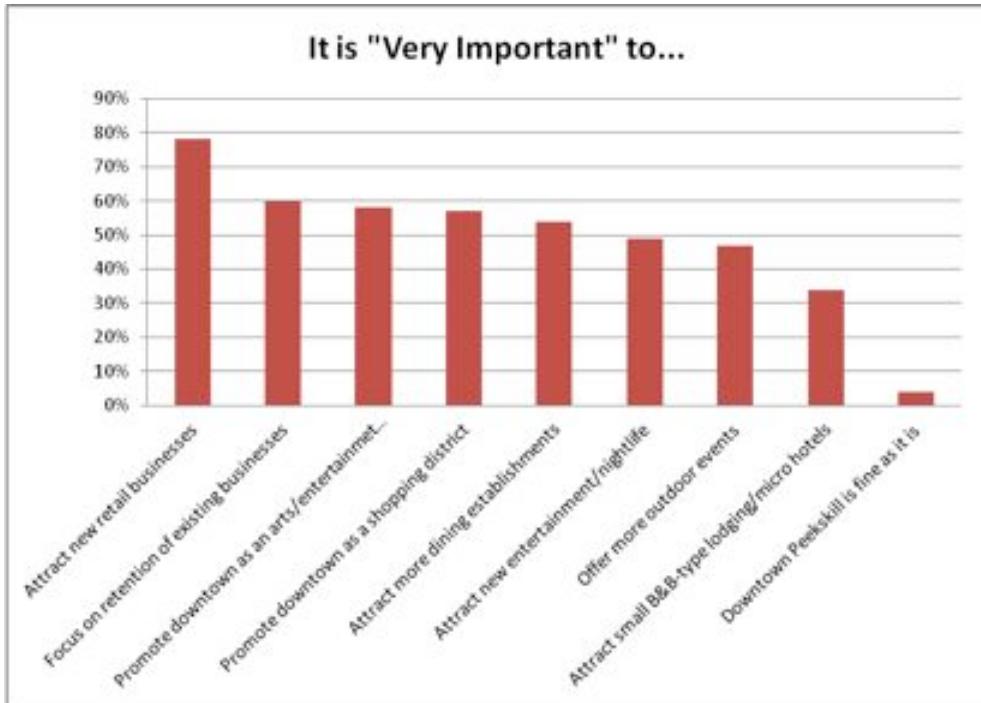
The Peekskill consumer survey was conducted between June 28 and September 16, 2011. A total of 1,711 survey responses were received, resulting in a ± 2.4% margin of error. The survey was conducted in English both online and in print; a Spanish language survey was available online as well as in print by contacting the City of Peekskill. (A copy of the printed survey form is included in Appendix A.) Among all surveys received, only 5 Spanish-language surveys were submitted. (Note: While we do not have the express preferences of Spanish speakers as an identifiable group, we will have economic data covering the purchasing demand of all people who live within the trade area, which will include those Spanish speakers.) This section provides a summary of the survey results. Full tabulations are included in Appendix A.

A total of 1,170 surveys were completed online and the remaining in print.

We were able to identify and distinguish responses from “shoppers” versus “non-shoppers.” “Shoppers” are defined as respondents that visit the downtown once a month or more, while “non-shoppers” are respondents that visit downtown less than once a month. Where appropriate, we have noted variations in the responses received from *shoppers* versus *non-shoppers*.

Zip codes of respondents. Respondents were asked to provide their home zip codes. Over 100 zip codes were mentioned, but more than 70% of all responses originated from just two zip codes: Peekskill zip code 10566 (56%) and Cortlandt Manor zip code 10567 (15%). Overall, 83% of all responses originated from zip codes within three miles of the downtown. No zip code to the east (Jefferson Valley, Yorktown Heights, etc.) accounted for more than 1% of the responses. The same is true of the zip codes to the west, on the opposite side of the Hudson River. Among *shoppers*, 63% originate from Peekskill zip code 10566.

Importance of accomplishing tasks. Respondents were offered a series of specific tasks, such as “attract new retail businesses to downtown Peekskill,” and asked to indicate if the task is “very,” “somewhat,” or “not” important.



Among all responses, 78% said it is “very important” to attract new retail businesses to downtown Peekskill.

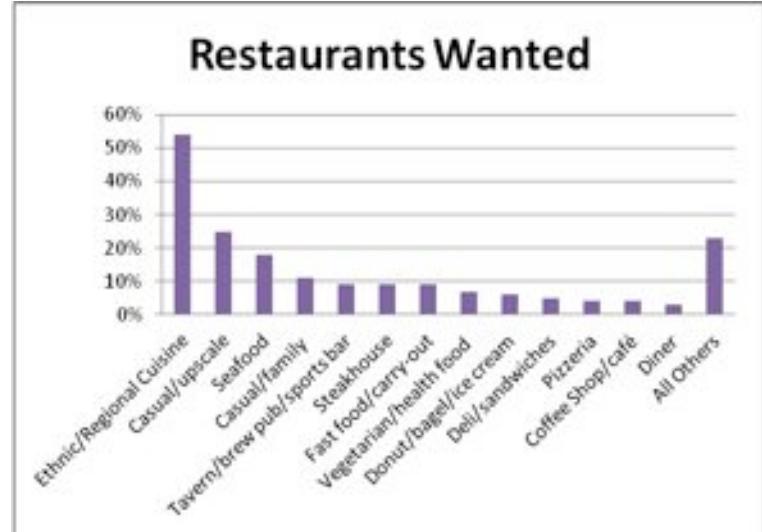
A total of 60% of respondents said it is “very important” to focus efforts on the retention of existing businesses. Slightly more than one-half of respondents said it is “very important” to promote downtown as an arts/entertainment district or promote downtown as a shopping district.

Among all respondents, 54% said it’s “very important” to attract more dining establishments to downtown. Among *non-shoppers*, 61% said it is “very important” to attract more dining, compared to just 49% of *shoppers*.

Only one-in-three respondents (34%) said it is “very important” to attract small bed & breakfast lodging or micro-hotels to downtown. Just 4% of respondents agreed that downtown Peekskill is fine as it is. That response dropped to 2% among *non-shoppers*.

Restaurants wanted (unprompted).

Respondents were asked to name the types of restaurants they'd like to see added to the downtown. A total of 25 different types of restaurants were named. Among all responses received, the most frequently named was ethnic/regional cuisine (54%), casual/upscale (25%), seafood (18%), and casual/family restaurants (11%). *Non-shoppers* expressed a slightly stronger desire for casual/upscale restaurants (29%).



Stores or businesses wanted (unprompted).

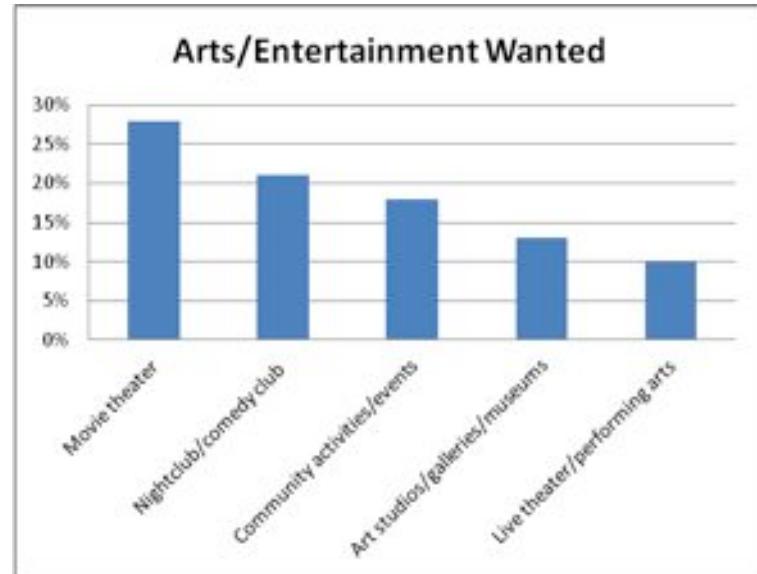
Respondents were asked to name the types of stores or businesses they'd like to see added to the downtown. A total of 106 different types of stores or businesses were named. Among all responses received, the most frequently named was discount department store (22%), grocery/supermarket (14%), clothing (13%), department store (9%), footwear (8%), women's clothing (7%), and health/gourmet food store (6%).



Arts & entertainment wanted

(unprompted). Respondents were asked to name the types of arts or entertainment they'd like to see added to the downtown.

Respondents named a total of 48 different types of entertainment. Among all responses received, the most frequently named was movie theater (28%), nightclub/comedy club (21%), community activities/events (18%), art studios/galleries/museums (13%), and live theater/performing arts (10%).



Other changes wanted (unprompted).

Respondents were asked to name the types of other changes they'd like to see in the downtown. A total of 113 different types of changes were suggested, but just 5 suggestions dominated the responses. Among those responses are aesthetics/appearance (16%), retail mix (15%), parking (14%), references to specific buildings/stores (13%), and safety and security (12%).



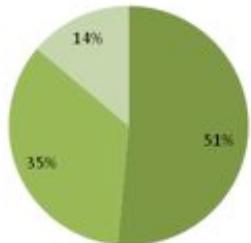
Many of the references to buildings/stores mentioned the abundance of dollar stores, beauty salons, and businesses catering to the Spanish-speaking consumers. The reference to a lack of safety and security was mentioned by 18% of *non-shoppers*, compared to just 9% of *shoppers*.

Availability of parking. The survey asked respondents if they are able to find parking when they visit downtown. Among all responses, 52% said they can “always” or “usually” find parking, while 35% said they can find parking “sometimes,” and 14% said they can “rarely” or “never” find parking. The responses were nearly identical among *shoppers* and *non-shoppers*.

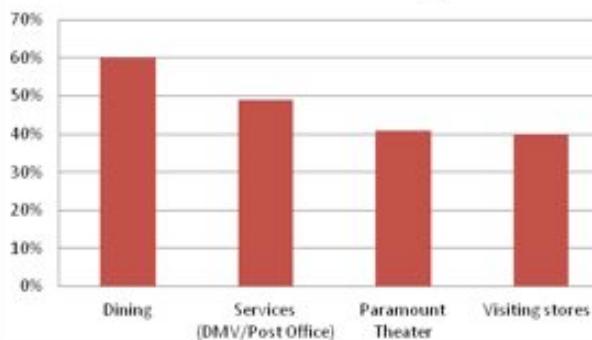
Primary reasons to visit. Respondents were asked to name their primary reasons for visiting downtown. The percentage total of all responses exceeds 100% because multiple responses were permitted. The main reason why respondents visit the downtown area is to go to the eating places (60%), followed by those that use services such as DMV or the post office (49%). The Paramount Theater appears to be a significant draw in that 41% of all respondents stated it is the primary reason the visit downtown. Visiting stores or downtown businesses was selected by 40% of all respondents, although that number drops to 21% among *non-shoppers*. Overall dining, area services, the Paramount Theater, and local businesses are the primary reasons why respondents visit the downtown area.

How Often Can You Find Parking?

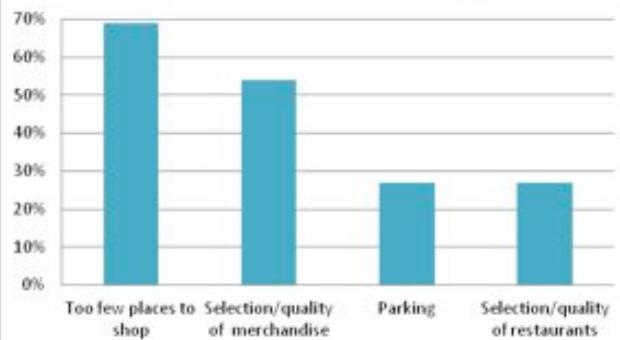
■ Always/Usually ■ Sometimes ■ Rarely/Never



Reasons for Visiting



Reasons for Not Visiting

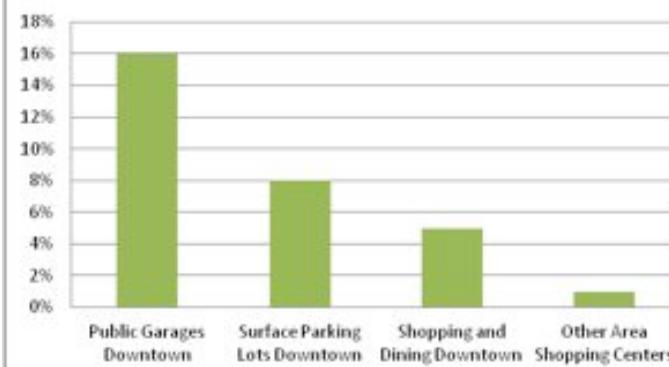


Main reasons for NOT visiting. Respondents were asked to indicate the main reasons why they don't visit the downtown more frequently. Again, the percentage total of all responses exceeds 100% because multiple responses were permitted. The primary reasons why respondents don't visit more frequently is because there are too few places to shop (69%) and because of the selection/quality of the merchandise (54%). To a lesser extent, parking (27%) and selection/quality of eating places (27%) discourage more frequent visits.

Sense of security. Respondents were asked to rate their sense of security in their home neighborhoods, in the downtown, at nearby shopping locations, and in downtown parking areas. Nearly all respondents (95%) said they feel "very" or "somewhat secure" in their home neighborhoods. Three in four respondents feel "very" or "somewhat secure" when shopping or dining downtown (74%), but not as

secure as when they visit other nearby downtowns (98%), or at area shopping centers. Also, there is a high sense of security when respondents attend outdoor events in downtown (81%). However, the sense of security decreases significantly in parking garages with 46% feeling "very" or "somewhat secure" and 16% feeling "very insecure". Similarly, just 63% of respondents feel "very" or "somewhat secure" when using public parking lots in the downtown.

Visitors Who Feel "Very Insecure" in Select Areas



Averages of Shopping Visits and Spending

Respondents were asked how often they visit downtown and other areas to dine, shop or for nightlife entertainment. They were also asked to identify their average spending for each of these types of visits.

Downtown Peekskill is losing over \$5.96 million in un-captured dining spending.

The average respondent dines out 6.8 times per month and spends \$60.04 per dining visit. Downtown Peekskill captures 35% of all dining visits and 30% of all dining spending. Another 16% of all respondents said they never dine in downtown. This means the typical respondent spends \$4,956 per year for dining, but restaurants in the Peekskill area capture just \$1,468 of that spending. Based only on the 1,711 survey responses, this accounts for more than \$5.96 million in un-captured dining spending.

Among the most loyal respondents, downtown captures just 23% of their shopping visits and 7% of spending.

The results for shopping visits and spending are even more dismal. In this case, the average respondent makes 11.9 shopping visits per month and spends \$136.70 per shopping visit. Among all shopping visits, downtown Peekskill captures just 14% of visits and only 3% of all shopping spending. Among *shoppers* (the most loyal respondents), downtown captures just 23% of their shopping visits and 7% of spending.

Among *non-shoppers* (irregular shoppers), 96% said they never shop downtown.

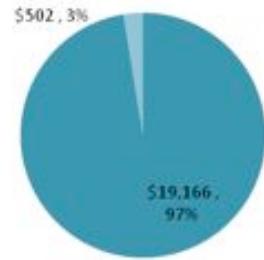
Based on these responses, the typical respondent spends \$19,668 per year during shopping visits, but Peekskill stores capture just \$502 of that spending. Again, this accounts for nearly \$32.8 million in un-captured spending just from the 1,711 respondents. If Peekskill merchants could capture just 10% more of the spending that leaks out of the district, it would raise per capita spending from \$502 to \$700 per year, increasing revenue to local retailers by 40%.

The typical respondent spends just \$2,480 per year on nightlife and downtown Peekskill captures \$522 of that spending.

The average respondent makes 3.4 nightlife visits per month and spends \$41.05 per visit. Downtown Peekskill captures 31% of all nightlife visits but only 21% of spending for

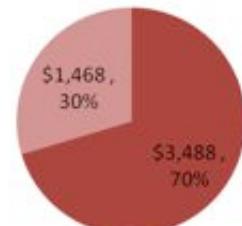
Average Annual Spending per Customer During Shopping Outings

■ Other Shopping Destinations ■ Downtown



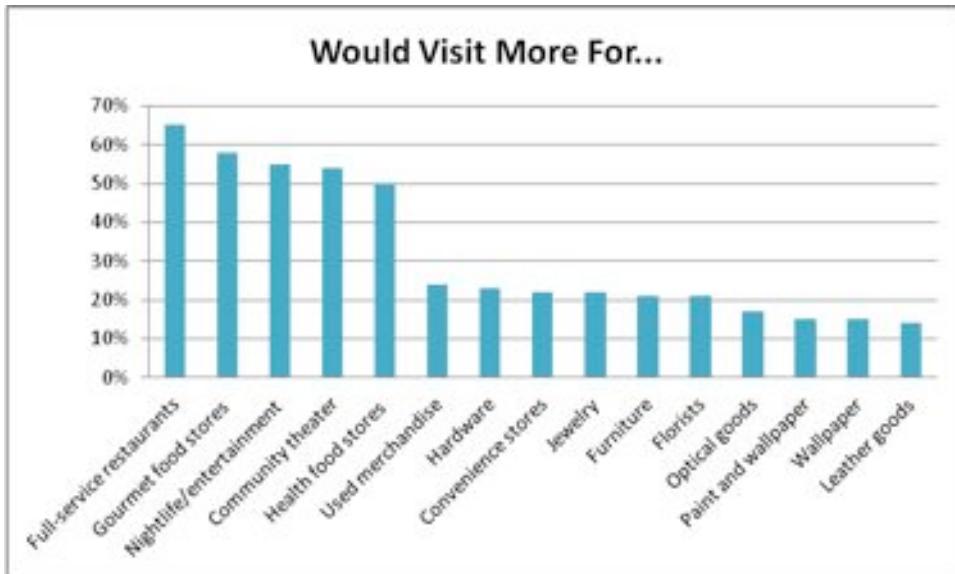
Average Annual Spending on Dining Per Person

■ Other Dining Destinations ■ Downtown



nightlife activities. Among all respondents, 41% said they never visit Peekskill for the nightlife. Based on these responses, the typical respondent spends just \$2,480 per year on nightlife and downtown Peekskill captures \$522 of that spending.

Desired retail categories. Respondents were presented with a list of 28 specific categories of retail goods and services and asked if they would visit downtown more frequently if it offered more of these types of establishments.



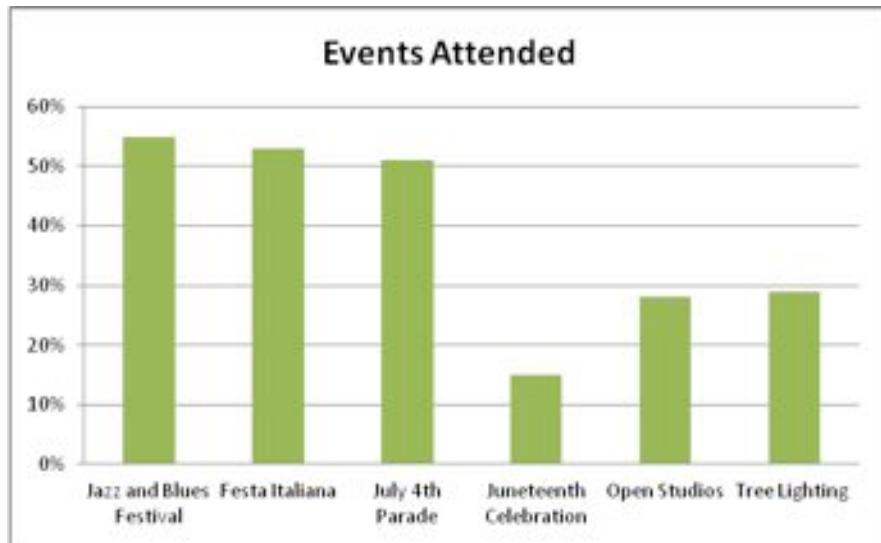
Among all categories offered, more than one-half of all respondents said they would visit more often if downtown offered more full-service restaurants (65%), gourmet food stores (58%), nightlife/entertainment (55%), community theater (54%), and health food stores (50%). Fewer than one-in-four respondents said they would visit more for used merchandise (24%), hardware (23%), convenience stores or jewelry (22% each), furniture or florists (21% each), optical goods (17%), paint and wallpaper (15%), and leather goods (14%).

When comparing the responses of *shoppers* and *non-shoppers*, we noted that *shoppers* had an above-average percentage response for community theater, health food store, music stores, artist supply store and used merchandise. *Non-shoppers* had an above-average percentage response for full-service dining.

Hard to find goods (unprompted). Respondents were asked to name retail goods or services that are hard to find in the area. This question is intended as a safeguard, to allow respondents to identify categories that might have been previously overlooked. In this case, the responses did not yield any new revelation as the responses of “clothing, health/gourmet foods, a better retail mix, and casual/upscale restaurants” had all been revealed in other questions.

Preferred store hours. Respondents were asked what days and times they wanted stores to be open. Respondents said they want the downtown stores to be open during the daytime on Monday through Saturday and in the evening on Thursday, Friday and Saturday.

Events attended. Respondents were presented a list of eight public events and asked to indicate which events they attend. The most popular events among all respondents are the Jazz and Blues festival (55%), Festa Italiana (53%), and the July 4th parade (51%). The least attended event is the Juneteenth Celebration (15%, possibly because this was its first annual event), the Open Studios (28%), and the Holiday Tree Lighting (29%).



Frequency of visits to specific sites. We asked how frequently respondents visit specific locations. Among the locations measured, respondents are most likely to visit the website events calendar once a week (35%) or once or twice a month (39%). Respondents said they attend the Paramount Center a few time a year (36%) or once a year (38%). Respondents

said they socialize at downtown locations several times a year (34%), while 43% of respondents visit the Farmer's Market several times year or less, and 23% don't visit at all. With respect to the Antiques Market, 22% visit once a year or less and 57% don't visit at all. Among all respondents, 36% visit the library only a few times a year and 43% don't visit at all. Considering downtown services (DMV, Social Security, Department of Labor, etc.) 80% visit a few times a year, while only 5% visit monthly and 15% don't ever visit.

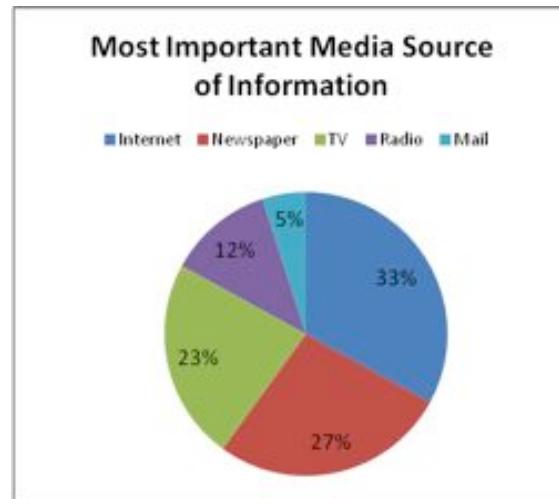
When visiting downtown, 22% of respondents said they usually shop or dine, and 47% said they shop or dine sometimes. The remaining 31% of respondents said they rarely or never shop or dine while visiting the downtown.

Media sources of information. Respondents were asked to identify their most important media source of information for local news and events. The choices offered included internet, newspaper, television, radio and direct mail. Among all choices, internet was selected by 33% of all respondents (39% of *non-shoppers*). The next most often selected sources of information were newspaper (27%), television (23%), radio (12%), and direct mail (5%).

Demographic information. A series of questions were asked to capture demographic information about the respondents. The questions, which gathered information about the respondent's age, gender, income and other topics, are summarized below.

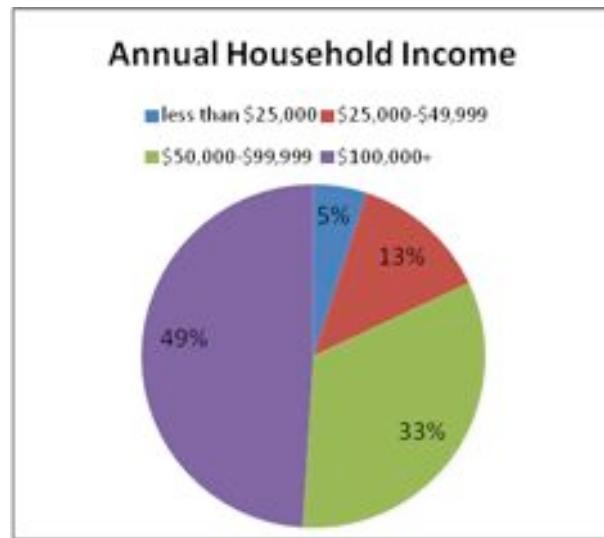
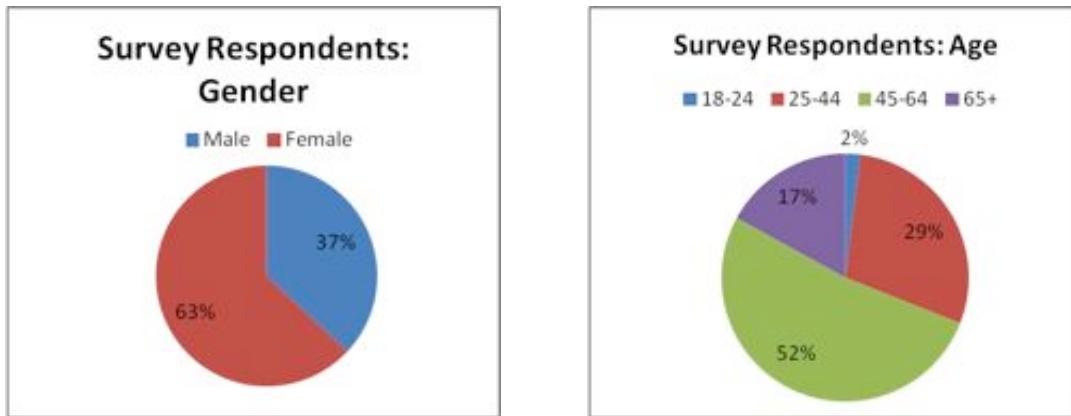
Among all responses received, 63% of respondents are female and 37% are male. Just 2% of respondents are between the ages of 18 and 24, and 29% are between 25 and 44, while 52% are between the ages of 45 and 64, and another 17% are 65 or older.

Nearly half (49%) of all respondents reported annual household income of \$100,000 or more. (For comparison, census data indicates that only about 36% of households within a 5-mile radius of downtown have annual household incomes above \$100,000.) Another 33% of



respondents said their annual household income is between \$50,000 and \$99,999 per year, while just 5% of respondents reported annual household income of less than \$25,000.

The average respondent has 2.1 adults (ages 18 or older) in their household and 0.95 children. The primary language spoken at home is English, which was the language of 97% of all respondents.



SECTION 4: RETAIL STRATEGY

This section outlines a retail strategy that will accomplish the following:

- Provide the City and its partners with a clear and compelling directive for immediate, targeted and strategic **retail attraction**
- Offer a **comprehensive blueprint for improving the business environment** that will make downtown Peekskill an attractive place to do business, shop and dine.

We begin by emphasizing *immediate, targeted strategic retail attraction* for a number of reasons. First, the success of your initial retail attraction efforts will build your credibility and allow you to have a more significant impact on future retail attraction. Second, market data

becomes stale after 2 to 3 years. The retail leasing recommendations included herein, and the prospects that we have included as an addendum to this report, have a limited shelf life and are meant to compel immediate action.

“It is easy to have high aspirations for a place, but they must be grounded in reality. Use research to validate that the positioning is credible, relevant and motivating... positioning needs to be credible in the short-term to be effective.”

“Branding your City”, CEO for Cities

This report also emphasizes a *comprehensive blueprint for action* because long-term success in retail attraction is heavily dependent on it. When a district is failing to meet visitor expectations for any reason, retail attraction efforts flounder and every business suffers. Our survey results offer a startling, clear and compelling case for specific improvements and actions that will not only strengthen Peekskill's

ability to attract retail to the downtown district, but ultimately strengthen the business environment for all downtown businesses.

Defining the Peekskill Brand Promise

Ultimately, a person's decision to shop, eat or visit Peekskill is part rational and part emotional. In a competitive environment, it is critical that Peekskill differentiate itself from other districts in order to compete effectively for its share of visitors, residents and investment. This means defining a strong and compelling strategic position vis-à-vis other districts in the region.

In this report, we frequently mention "strategic positioning". Strategic positioning is a term that speaks to how Peekskill is differentiating and defining itself in the competitive marketplace. Successful retail attraction inevitably pits downtown Peekskill against other areas where businesses might locate. Therefore, establishing a strong strategic position in the marketplace is critical to convincing entrepreneurs that your district is the right location for their businesses.

Strategic positioning is closely related to, and is sometimes more commonly referred to as a "brand". In order for a brand to resonate, it must be both **authentic and credible**—particularly when it comes to retail attraction efforts. Any attempt to distort reality will easily be uncovered by your prospects, and will only serve to damage your credibility and hurt your overall retail attraction efforts.

A brand is not something that a consultant team creates, rather it is rooted in all the current perceptions and offerings that make downtown Peekskill what it is. Our work, particularly the consumer survey and interviews with key stakeholders, revealed much about your brand image, and allowed us to identify with pinpoint accuracy where and how the downtown retail experience is failing to meet that brand promise.

Peekskill is...

cultural institutions one hour from Midtown Manhattan
restaurant scene scenic nightlife
affordable theater diverse
arts district vibrant growing
independent retailers

What is Peekskill's brand?

Downtown Peekskill's brand is defined in part by the activities, goods and services for which it is currently known.

The top three reasons that survey respondents visit downtown Peekskill include eating in local restaurants, visiting the DMV, library, post office, etc., and visiting the Paramount Center for the Arts. Entertainment offerings, particularly the Paramount and restaurants (some with live entertainment), are clearly the most significant draws to the district,

especially in the evening. The survey findings reinforce our observations that the downtown is a regional destination for dining, civic services, and performances, particularly at the Paramount. Stakeholder interviews further reinforced the growing perception that Peekskill is known for its performing arts—as one interviewee noted, downtown has “an emerging brand—affordable entertainment.”

Peekskill further differentiates itself from other competitive shopping districts through a strong sense of place—the historic buildings and pedestrian friendly environment are some of downtown Peekskill's strongest assets, noted again and again in both survey results and interviews.

Yet Peekskill fails to meet visitor expectations in a number of critical areas that continue to undermine its efforts to further build its brand. Respondents complained of too few stores, poor selection and quality of merchandise, parking challenges (to be discussed in more detail) and the selection and quality of eating places. While 59% of respondents visit downtown primarily to go to eating places, 27% of respondents indicated that the selection and quality of eating places were the main reasons for *not* visiting more frequently. This is a significant cause for concern. Restaurants may be Peekskill's strongest draw, but survey results suggest that poor management and quality are putting Peekskill's reputation at risk.

Respondents also identified a lack of selection and 'too few stores' as the main reasons for not visiting more frequently. This finding further strengthens the case for proactive retail attraction efforts.

RETAIL FRAMEWORK

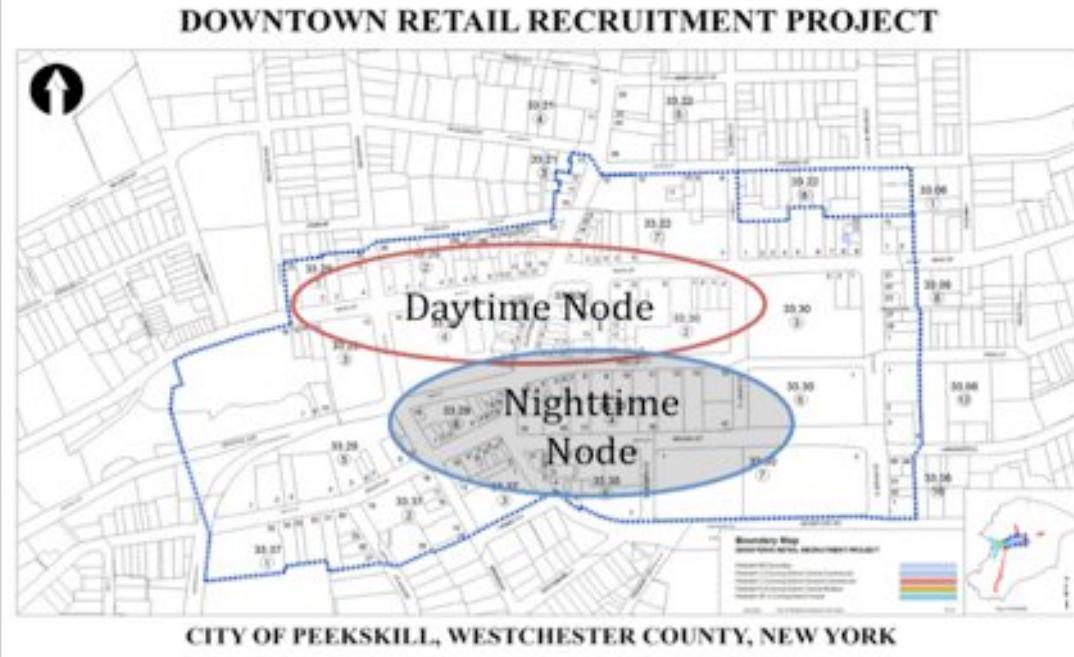
As noted, downtown Peekskill is unique in that it takes on two distinct identities, as a civic and commercial district by day, drawing visitors to its library, educational institutions and service providers, and as an arts and entertainment hub by night, with cultural institutions and restaurants drawing visitors from in and out of town. With this in mind, two complementary retail leasing strategies are employed to make the most of the area's assets.

Strategy: Target retail recruitment to create stronger nodes of complimentary retail and eating establishments

Successful pedestrian-oriented retail districts typically develop, either organically or by design, concentrations of complimentary retail goods and services that allow shoppers to build itineraries. A typical nighttime itinerary might include dinner, a performance, and window shopping, while a daytime itinerary may involve a visit to the library, a quick lunch and a cup of coffee. Or for local employees, a lunchtime routine might involve a quick lunch and a stop by the bank or drugstore. Making every effort to co-locate these uses will result in a sum of retail offerings that is stronger than its individual parts.

Our recruitment recommendations rest upon the basic principle of co-location. We encourage recruitment efforts that strengthen a "daytime node" along Main Street and a "nighttime node" in the vicinity of the Paramount, particularly along Brown Street. Division Street, with its restaurant offerings, is well situated to address the needs of both the daytime and nighttime nodes.

The node concentrated along Main Street, including some of Bank and Park Streets, contains the majority of the area's daytime anchors—the restaurants, shops, and grocers that primarily attract shoppers during the day, on lunch breaks or after work. Brown, South and Division Streets are where the nighttime node is located, drawing diners, shoppers and visitors to a cluster of restaurants and the Paramount Theater. Each node has a nearby parking structure: one along Nelson Avenue that services the western side of town, and one along Park Street that services the east half of downtown.



OPPORTUNITIES FOR NEW RETAIL

As discussed in Section 2: Analysis and Summary of Findings, primary and secondary research demonstrate demand for a number of new business types. Keeping in mind the specific characteristics and current anchors within each existing node, the following tenant mix will support downtown Peekskill's strategic position as a vibrant arts and cultural district with regional pull, while at the same time, meeting the needs of the existing resident and worker population during the day.

Civic District – Daytime Destination

Focus: Offer goods and services that target visitors and employees to the civic, institutional and educational anchors in the district.

The daytime node is driven by the district's civic anchors and proximity to local employment, including City Hall, Field Library and Westchester Community College's Peekskill Extension Center. This area is ideal for eating and drinking places, specifically casual dining, and quick service and

Daytime Node Retail Categories

- Restaurants
 - Ethnic/regional
 - Casual/upscale
- Art-related retail
- Specialty foods
- Specialty Retail
 - Gifts/novelty
 - Office supplies/stationery

carry out for shoppers in a hurry, or people on their lunch breaks or at a bar for after-work drinks. Other uses include specialty retail (including gifts and novelty items) for employees to take care of lunchtime errands, gifts and cards for birthdays, and office supplies/stationery for both students and employees. Arts-related retail is an additional retail category that overlaps with this customer segment and includes music and book stores that also cater to students taking classes at WCC's Center for the Digital Arts. When identifying potential prospects, one should be mindful of price points of retailers and eating establishments. The daytime customer in this node is looking for affordable, everyday value on goods and services.

Arts/entertainment as district brand - evening destination

Focus: Offer goods and services that build the Peekskill "Arts District" brand, enhance walkability and compliment the downtown restaurants and the Paramount Theatre, the district's most prominent anchors.

Peekskill's current anchors – The Paramount Theater and growing dining scene – set the tone for the district's primary nighttime identity. As Peekskill continues to position itself as a destination for evening entertainment and dining, it is important to ensure that the district's

Nighttime Node Retail Categories

- Restaurants
 - Seafood
 - Ethnic/regional
 - Casual/upscale
- Art-related retail
 - First floor galleries
 - Music store
 - Book store
- Specialty Apparel/Accessories
 - Specialty clothing
 - Specialty shoes
- Specialty Retail
 - Gifts/novelty
 - Florists
 - Luggage/leather goods

retail culture stays true to this brand promise.

Currently, many downtown retailers serve the local community with everyday goods and services and subsequently close in the early evening. In order to cultivate a healthy tenant mix that reinforces the evening brand as well, encouraging retailers in nighttime node to stay open later allows for an itinerary that includes some strolling and browsing.

The pull of the restaurants and entertainment is unmistakable. Just over half (51%) of all survey respondents answered that going out to eat is their primary reason for visiting downtown. In stakeholder interviews, the growing "buzz" around the area's

dining and nightlife was cited frequently. Peekskill has already begun to embrace this growing brand; events like the Jazz Fest are a step in the right direction. It is important, however, to ensure that the district is delivering on its brand promise, in other words, that

visitors are finding the vibrant nighttime destination that meets and exceeds their expectations. This includes attracting retail that offers the appropriate merchandise, but is also located in the immediate proximity of the restaurants and cultural anchors. The co-location of complementary retail will further encourage walking—further reinforcing the value of Peekskill's pedestrian-friendly environment.

These store types are less about everyday convenience goods, and more focused on unique items, including gifts, specialty apparel, music, and books, that offer an alternative to the mall. For instance, a musical instrument store complements Peekskill's strategic position as a destination for music lovers. Other options include small furniture, antiques, and gift and novelty stores, as well as florists that will further reinforce the district's image. Ideally, retailers would be unique to the trade area. Due to the eclectic nature of these types of stores, they should not have to compete for customers with nearby shopping malls or national chain retailers, rather they will fill a niche that differentiates Peekskill from regional competition. It is also critical that these offerings are open during the evening, and that their hours are coordinated with the anchor restaurant cluster and the Paramount.

While Peekskill is already known as a destination for restaurants, it is notable that there is substantial leakage in full-service eating and drinking establishments. In order to reinforce the area as a downtown dining destination, there is an opportunity to grow the existing nighttime node and, in particular, the restaurant cluster. Specifically, 54% of all people surveyed said they would like more ethnic/regional cuisine, 25% responded casual/upscale establishments, and 18% said a seafood restaurant.

With the district's identity centered on arts and dining, it is critical that anyone visiting to participate in those activities has an enjoyable and accommodating experience. The way to ensure this, however, is not solved by retail attraction efforts alone. It takes increased and ongoing communication between key cultural (Paramount) and retail (restaurants, bars, and arts-related shops) anchors to ensure that stores and restaurants are made aware of the Paramount events calendar and anticipated attendance so that they may accommodate guests with increased staff or extended hours of operation. Other strategies are discussed in the following section.

COMPREHENSIVE RETAIL STRATEGIES

In addition to the previously outlined retail leasing efforts, our retail strategies are aimed at helping Peekskill identify areas where additional targeted interventions will help improve the visitor experience. When their expectations are not met, visitors shop and eat elsewhere, resulting in a loss of revenue for both new and existing businesses. Furthermore, in order to ensure that new retailers attracted through the retail leasing effort succeed in the short term, we focus the following recommendations on tangible, short-term activities that will make an immediate difference. Helping existing businesses is a critical retail leasing strategy, because successful businesses are ultimately the best calling card for business recruitment.

Our recommendations fall into four main categories:

- Improvements to **Aesthetics/Safety** that will directly address concerns that keep visitors away from downtown;
- Best practice **Marketing/Promotion** concepts and ideas based on our national experience with other downtown communities;
- Improvements to the **Regulatory Environment** that will reinforce the pedestrian environment and help build a local residential market; and finally
- Recommendations for coordination and improved **Administrative Management** that will ensure the ability to execute the recommendations in this report.

Aesthetics/Safety

Structured Parking Lots—Focus:

Address safety concerns in parking garages is critical to downtown retail performance. Safety in downtown parking garage facilities is a significant concern for Peekskill-area residents. According to survey results, 16% of all respondents reported feeling “Very Insecure”



when using public garages downtown, compared to only 8% when using surface parking lots, 5% while shopping and dining downtown, and only 1% when visiting other area shopping centers. It is notable that when these results are further broken down by *shoppers* and *non-shoppers*,

shoppers, non-shoppers tend to feel insecure in downtown areas more frequently than *shoppers*. This sense of insecurity may be due to visible factors such as poor lighting, maintenance and inaccessibility, rather than high instances of crime. We know that this issue has come up in the past, but the survey findings reinforce how critical it is to address visitors' "sense of security" in the parking garages.

Identifying solutions to parking garage safety is outside of the scope of this report, but we offer suggestions based on our experience in other downtowns, including the following:

- Create a dedicated Downtown Parking Authority with experienced and dedicated staff to manage the parking facilities
- Hire a full-time (or evening) staff attendant
- Offer clear directional signage so that motorists and pedestrians can navigate and exit safely
- In addition to regular cleaning and maintenance, advance capital improvements, including improved lighting.

Façade-Improvement Efforts—*Focus: Continue existing, successful efforts to clean up and renovate facades in the downtown district.* The City of Peekskill's current façade improvement efforts have made significant strides in improving the area's image and these efforts should be continued and expanded. Yet, 23% of all survey respondents identified either aesthetics/appearance or building facades/storefronts as changes they would like to see in downtown.

What a district looks like at first glance plays a role in communicating to customers whether a place is safe, or whether they will find the quality of goods and services they seek. When potential shoppers enter a commercial district, they draw many conclusions about the quality and variety of goods they will find there, long before setting foot inside a store. These assumptions will be based on signage, façades, window displays, lighting, cleanliness, connectivity and vacancies. As author Malcolm Gladwell notes in his best-seller "Blink", people use limited information to come to immediate conclusions and snap judgments. They then use this data to take actions—actions that in the case of Peekskill mean shopping elsewhere.

In addition to the façade improvement program, we offer the City recommendations for three additional targeted interventions that have worked successfully in other communities. Typically, these efforts are led by Business Improvement Districts and we recommend that the City further engage the BID in program execution. More detailed information on program design is outside the scope of this study, but we offer examples and names of organizations where additional information on program design can be easily obtained.

Improve the window displays of existing retailers.

In Brooklyn, NY, the Fulton Mall Improvement Association (a Business Improvement District) has created its own application process and guidelines for local businesses in need of assistance. The BID then contracts with and pays for a consultant to work with business owners to improve the aesthetics and appeal of their merchandise. Hiring a visual merchandising consultant to assist individual businesses with their window displays has been an extremely successful strategy for many downtowns.



The Fulton Mall Improvement Association hired a visual merchandizing consultant to work with existing businesses

Camouflage vacancies or inactive retail space. Vacancies can lead to a number of conditions that are harmful to commercial districts. By camouflaging vacancies, these negative outcomes can be slowed or prevented until a space can be used for commercial purposes again. An ideal way for Peekskill to address vacancies, while at the same time featuring the artist community, is to display temporary art installations in vacant store windows. In this program, artists would benefit by getting free exposure, the property owner would gain a more visually appealing space, helping it to be more



The Metrotech BID in Downtown Brooklyn worked with local property owners to install original art work in vacant retail space.

noticeable and rent more quickly, and the district as a whole benefits by not having interruptions in the retail landscape that discourage shoppers from walking through the commercial corridors. This program can be successful with already created works of art (quicker, no- to low-cost) or site-specific designs to further promote the district identity (longer-term, more costly).

Facilitate nighttime browsing. Regular, periodic nighttime shopping events, in coordination with the Paramount and other entertainment venues, is an easy way to get shoppers to see the district, literally, in a different light. Of the survey respondents who visit downtown Peekskill fewer than once per month, 60% of said that their primary reason for visiting is to go out to eat, while only 21% said it was to shop. Among all respondents (both those who visit more and less frequently than once per month) the two main reasons cited for not visiting more frequently were either that there were too few stores, or because of the selection/quality of the merchandise. A nighttime shopping event would draw diners (who otherwise do not shop in the district, and who likely do not visit during stores' normal operating hours) into the nearby retail establishments, giving them a chance to connect with retailers and form a more informed opinion about what the merchant community has to offer.



The Downtown Providence BID has made significant strides in convincing local retailers to remain open in the evening.

Activate the sidewalk with blade signs and outdoor dining. Blade signs, along with sandwich signs that sit on the sidewalk, are some of the most effective mechanisms that businesses have to pull pedestrians down a street and into their stores. These signs are designed for the pedestrian—and allow visitors to see what businesses lie ahead. They also encourage strolling. In Brooklyn, the Atlantic Avenue Betterment Association contributed \$2,500 to \$5,000 per custom-designed blade sign. This funding came in the form an earmark secured by the local State Assembly person.

Allowing outdoor dining is another strategy for increasing restaurants' visibility and fostering vibrant street life.

Marketing/Promotion

Increasingly, shoppers are seeking more than just a place to spend their money. As online shopping becomes more of a reality, districts that remain competitive will be those that offer more than simply retail. They will offer a meaningful and authentic experience that is difficult to replicate. Peekskill is extremely well positioned to offer that experience—and in turn this gives visitors more reasons to come downtown, and ultimately spend money in local stores and restaurants.



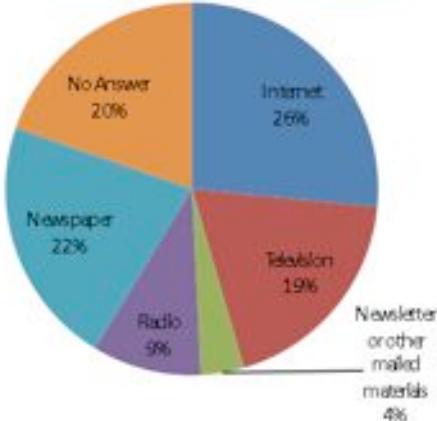
The Atlantic Avenue Betterment Association (now a BID, but at the time it was a non-profit volunteer organization) helped local businesses with grants for custom designed blade-signs.

While this report is not a marketing plan, marketing plays a critical role in ensuring the success of local businesses. For this reason, we offer some thoughts and suggestions based on our experience, for tangible marketing and promotional events. Each example offers a resource where additional information can be easily obtained if local stakeholders decide to pursue any of these strategies. The raw data from the survey is another excellent resource for marketing professionals

interested in taking the data and applying it to their marketing efforts.

In the end, the marketing and promotional strategies you pursue are limited only by your imagination; however, we recommend that you develop a marketing plan that includes two kinds of marketing, sales and event marketing. *Sales marketing*

Survey Results for Primary Source for Information on Local Events



includes promotions, marketing materials and events that are aimed directly at getting shoppers into stores and spending dollars. This may include shopping guides, printed coupons, or coordinated district-wide sales. *Event marketing* uses events and activities in or near a shopping district to attract shoppers and enhance the district's ambiance. In our experience, the management of these activities is typically led by a local Business Improvement District with participation from other key players, including the City, major anchors (like the Paramount) and various event planning committees.

Sales Marketing. Sales marketing is first and foremost about driving traffic to downtown and getting visitors inside

stores to purchase goods. Sidewalk sales in the summer months allow retailers to display their goods in front of their stores, creating a flea market environment, and allowing shoppers to browse without committing to going inside a store. A shopping itinerary typically includes lunch or dinner, so these events help bolster downtown restaurants as well. Sidewalk sales are most effective when the majority of businesses on contiguous blocks in a commercial strip participate. This type of event requires that a coordinating body (the City or BID) do outreach to all businesses, secure the necessary permits so that the pressure is not on merchants, and promote the event. To maximize impact and allow merchants to showcase goods for special occasions, sales should coincide with (warm-weather) holidays or "back-to-school".

The Paramount is in a unique position to support sales marketing by connecting patrons with local dining establishments and encouraging attendees to participate in the Peekskill restaurant culture. Currently, the Paramount offers coupons to Peekskill shops and restaurants to its members; however, an ongoing "members only" discount dining program makes a larger, more lasting impact than distributing one-time coupons to new members. The Brooklyn Academy of Music maintains an up-to-date list on their website of each local restaurant or bar offering a discount to anyone who presents a BAM membership card. Participating restaurants offer discounts ranging from a complementary glass of wine with dinner to 10% to 15% off the bill, in exchange for free promotion from the neighborhood's premier performance venue. These discounts have become one of the primary benefits of BAM membership. For the Paramount, making a stronger commitment to the existing cross-

Commonly Cited Sources for Information

Local Events and News

- Lohud.com
- Patch.com
- Peekskill Daily
- City of Peekskill website

promotional program with local restaurants will help to increase membership rates and demonstrate the Theater's ongoing commitment to the local business community.

Other effective sales marketing strategies include raffles, where shoppers submit receipts from local merchants to be entered to win gift certificates or prizes, and printed coupons in Paramount mailings or playbills, or in materials given out at waterfront events.

Event Marketing. We distinguish between two kinds of event marketing: ambient and impulse entertainment. Ambient entertainment includes activities that patrons do not have to pay for, including street musicians, performing artists, portrait artists (watching them is entertainment!), light shows on buildings, and so on. These free, somewhat low-key activities give visitors and families a reason to come downtown. Increased downtown foot traffic will in turn drive retail sales for retail and restaurant establishments. The Union Square BID in lower Manhattan manages a fairly comprehensive schedule of ambient entertainment that can serve as inspiration for a more basic set of activities in downtown Peekskill.

Impulse entertainment is another form of event marketing that focuses on low-cost activities. Activities like face painting or portraits are common examples of impulse entertainment. In some communities, such as Oak Bluffs on Martha's Vineyard, MA, a restored downtown carousel that started out as an impulse entertainment offering has quickly turned into the main reason why many visitors go downtown. In turn, they patronize local businesses.

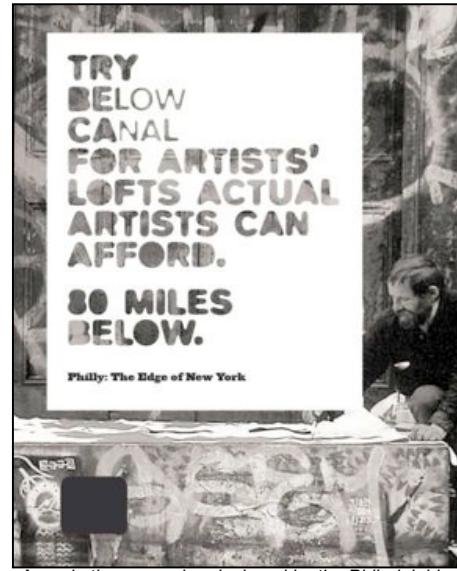
During any and all events, it is important to use the opportunity to distribute sales marketing materials such as shopping guides containing coupons, or other district-branded promotional materials. No event should occur in downtown without a strong and coordinated effort to engage local merchants.

Regulatory Environment

As part of our analysis we examined the zoning regulations with an eye towards their impact on the downtown retail environment. The following recommendation serves to grow downtown market demand for goods and services by growing the number of downtown residents.

Downtown Housing. Consideration should be given to expanding Peekskill's downtown housing offerings to a new class of potential residents. Interviews with merchants and small business owners suggested a growing demand for downtown housing by a class of worker who works out of a home office, needs and wants proximity to Manhattan without Manhattan prices, and appreciates and actively seeks out an urban, pedestrian environment much like what Peekskill offers. According to the United States Government Accountability Office, there are 42 million independent workers in the United States, accounting for nearly 30% of the U.S. workforce. The Freelancers Union, the nation's largest healthcare provider for independent contracts, has 50,000 members, most of whom reside in the New York market. Peekskill's current artist live/work housing program prohibits many members of this class of professional from residing in downtown.

We recommend finding ways to loosen the downtown housing restrictions to allow for independent workers. This is not only a way to increase demand for housing, it also reinforces the Peekskill brand—a place where creative people come to capture the best of urban/suburban living. The recession has only caused growth in the number freelancers in the region—and in the number of people looking for affordable spaces from which to start and grow small businesses. By expanding the housing program to include freelancers, Peekskill will have flexibility in designing an appropriate program that can include eligibility requirements. We recommend investigating the qualification criteria that the Freelancers Union uses to prequalify members, including developing specific industry categories (arts, design, media, advertising, nonprofit, financial services, technology, etc); affirming freelance status (freelancers typically report their income using 1099 vs. W2); and having an established freelance income requirement (at least \$10,000 over 6 months).



A marketing campaign designed by the Philadelphia Tourism and Marketing Corporation aimed at attracting residents from New York City to Philadelphia

Long-Distance Marketing / "Why Peekskill" Campaign. Building a market for downtown housing among freelance professionals might take the form of an advertisement campaign that highlights Peekskill's assets (walkability, distance to Manhattan, music and cultural offerings, etc.).

An example of this type of strategy is the Philadelphia "Move to Philly" campaign (www.movetophilly.com) sponsored by the Greater Philadelphia Marketing Corporation. These clever ads (see example, previous page) are aimed at artists and young professionals priced out of the New York market.

Administrative Management

Local leadership is crucial in moving forward with the comprehensive elements of this plan. With new directors at both the BID and the Paramount comes opportunity for exchanging new ideas and building connections and enthusiasm moving forward. We encourage these new leaders to maintain open lines of communication and focus on collaborating arts and cultural calendars, coordinating efforts with nighttime shopping and dining hours, offering theater menus and adequate staffing during events. One common complaint we heard was the inability to go to dinner and be on time for a show at the Paramount. This dinner and theatre itinerary is at the core of Peekskill's brand. Poor coordination significantly impacts the visitor experience, keeping them from returning and, thereby, shrinking the customer base in downtown.

Ongoing dialogue between downtown leaders to manage and address similar challenges will prove critical to advancing the recommendations in this study.

CONCLUSION

In conclusion, successful retail attraction requires a comprehensive approach – one that not only aims to fill spaces in the short-term, but works over time to build the health of both newly recruited businesses as well as long-standing businesses. Therefore, a comprehensive retail attraction strategy must ultimately address the reasons why visitors spend their dollars elsewhere, or the successful recruitment of businesses will fall flat. In Peekskill, this means using available resources to market and promote downtown businesses, addressing the safety concerns associated with the structured parking lots, and improving the pedestrian

experience both during the day and evening. In a competitive retail environment, Peekskill must maintain a focus on exceeding visitor expectations in every way, from the moment visitors drive into town and park their cars, to the experience of eating in restaurants and enjoying performances, to window shopping while feeling comfortable and safe. In the short-term, targeted strategic retail attraction will fill storefronts, but we encourage the City to take the time to address these more systemic challenges to the visitor experience as they advance their efforts to improve the downtown tenant mix.



**LARISA ORTIZ
ASSOCIATES**
Advisors in Commercial District Revitalization

**Downtown Peekskill Retail Recruitment Strategy
Community InsightsSM Analysis & Assessment
Final Report
Appendix A**

APPENDIX A

Survey Form Survey Data

Tell us what you want in downtown Peekskill.

COMPLETE THIS FORM OR TAKE THE SURVEY ONLINE AT

www.PeekskillSurvey.com

Díganos lo que quiere en el centro de Peekskill

PUEDE TOMAR LA ENCUESTA EN LÍNEA EN LA PAGINA WEB:
www.EncuestaPeekskill.com



1. In what zip code do you reside? _____

2. The City of Peekskill is working on revitalizing our downtown district. Please rate the importance of accomplishing the following in downtown Peekskill:

	VERY Important	SOMEWHAT Important	NOT Important
a. Attract new retail businesses to downtown Peekskill	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Attract more dining establishments to downtown Peekskill	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Attract new entertainment/nightlife establishments to downtown Peekskill	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Focus efforts on retention of existing businesses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Market/promote downtown Peekskill as a shopping district	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Market/promote downtown Peekskill as an "arts/entertainment" district	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. Offer more outdoor events in downtown Peekskill	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h. Attract small bed & breakfast-type lodging or micro hotels to downtown Peekskill	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i. Make no changes. Downtown Peekskill is fine the way it is.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Agree Disagree

We'd like to know which new businesses you would like to have in downtown Peekskill. Please name...

3. TWO restaurants or types of eating and drinking places that you'd like to have in downtown Peekskill:

a. _____ b. _____

4. TWO retail stores or types of businesses that you'd like to have in downtown Peekskill:

a. _____ b. _____

5. TWO types of arts or entertainment venues/activities that would be good to have in downtown Peekskill:

a. _____ b. _____

6. Besides stores, restaurants and entertainment, what OTHER CHANGES would make Peekskill more appealing?

a. _____ b. _____

7. When you come to downtown Peekskill for shopping, dining or entertainment, is adequate parking available?

[1] Always [2] Usually [3] Sometimes [4] Rarely [5] Never

8. Which of the following are the **PRIMARY** reasons you come to downtown Peekskill? [Please check the **MAIN** reasons only.]

[1] <input type="checkbox"/> I live there	[5] <input type="checkbox"/> Attend shows at the Paramount Theater	[9] <input type="checkbox"/> Attend classes/training
[2] <input type="checkbox"/> I work there	[6] <input type="checkbox"/> Nightlife	[10] <input type="checkbox"/> Other [specify below]: _____
[3] <input type="checkbox"/> Visit the stores/businesses	[7] <input type="checkbox"/> Medical / personal appointments	
[4] <input type="checkbox"/> Go to the eating places	[8] <input type="checkbox"/> Use services (DMV, Library, Post Office, etc.)	

9. Which of the following are the **MAIN REASONS** that you do NOT visit downtown Peekskill more frequently?

[1] <input type="checkbox"/> Too few stores/places to shop	[5] <input type="checkbox"/> Traffic congestion	[9] <input type="checkbox"/> Other [specify below]: _____
[2] <input type="checkbox"/> Selection/quality of eating places	[6] <input type="checkbox"/> Store hours are uncertain/inconvenient	
[3] <input type="checkbox"/> Selection/quality of merchandise	[7] <input type="checkbox"/> Too far/inconvenient from where I live	
[4] <input type="checkbox"/> Parking	[8] <input type="checkbox"/> My time/schedule	

10. Please rate your sense of security...	VERY SECURE	SOMEWHAT SECURE	SOMEWHAT INSECURE	VERY INSECURE
a. in your home neighborhood	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. when visiting downtown Peekskill for shopping or dining	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. when visiting the Beach Shopping Center	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. when visiting the Cortlandt Town Center	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. when visiting the Jefferson Valley Mall	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. when visiting other nearby downtowns (Yorktown, Croton, Mount Kisco, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. when attending outdoor events in downtown Peekskill	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h. when using public parking garages in downtown Peekskill	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i. when using public parking lots in downtown Peekskill	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. During a typical <u>MONTH</u>, about how many times do you engage in the following activities, and about how much money do you usually spend <u>PER VISIT</u>?	<u>VISITS PER MONTH</u>	<u>TYPICAL \$ SPENT PER VISIT</u>		
a. Dine at restaurants or eateries in downtown Peekskill	_____	\$ _____		
b. Dine at restaurants or eateries other than in downtown Peekskill	_____	\$ _____		
c. Shop at stores in downtown Peekskill	_____	\$ _____		
d. Shop at stores in other nearby downtowns (Yorktown, Croton, Mount Kisco, etc.)	_____	\$ _____		
e. Shop at the Beach Shopping Center and/or Cortlandt Town Center	_____	\$ _____		
f. Come to downtown Peekskill for entertainment or nightlife	_____	\$ _____		
g. Go elsewhere for nightlife	_____	\$ _____		
12. Would you come to <u>downtown</u> Peekskill more often if it offered more of the following stores/merchandise/entertainment?	<u>YES</u>	<u>MAYBE</u>	<u>NO</u>	
a. Full service (sit-down) eating places / restaurants	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
b. Limited-service (fast food or counter service) eating places	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
c. Ice cream shop	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
d. Health food store	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
e. Gourmet food store	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
f. Furniture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
g. Home décor and household furnishings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
h. Paint and wallpaper	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
i. Hardware	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
j. Optical goods / eye care	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
k. Women's clothing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
l. Men's clothing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
m. Children's/infants' clothing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
n. Family clothing stores	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
o. Footwear	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
p. Jewelry	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
q. Leather goods / luggage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
r. Sporting goods	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
s. Florists	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
t. Office supplies / stationery	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
u. Gifts and novelty items	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
v. Artist supply store	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
w. Music store	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
x. Used merchandise (consignment, thrift)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
y. Small department store	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
z. Convenience store	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
aa. Community theater	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
bb. Nightlife/entertainment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

13. What days/times would you like downtown stores to be open?		MON	TUE	WED	THU	FRI	SAT	SUN																																				
a. Daytime hours		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>																																				
b. Evening hours		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>																																				
14. Which of the following Peekskill events do you attend?																																												
[1] <input type="checkbox"/> Cinco de Mayo		[3] <input type="checkbox"/> Holiday Tree Lighting		[5] <input type="checkbox"/> July 4 th Parade		[7] <input type="checkbox"/> Open Studios																																						
[2] <input type="checkbox"/> Festa Italiana		[4] <input type="checkbox"/> Jazz and Blues Festival		[6] <input type="checkbox"/> Juneteenth Celebration		[8] <input type="checkbox"/> St. Patrick's Day Parade																																						
15. If the City of Peekskill had a website with a calendar of events and things to do in Peekskill, how often would you check it out?																																												
[1] <input type="checkbox"/> Every few days		[2] <input type="checkbox"/> About once a week		[3] <input type="checkbox"/> Once or twice per month		[4] <input type="checkbox"/> Rarely or Never																																						
16. About how often do you...																																												
<table border="1"> <tr> <td>a. attend the Paramount Center for the Arts</td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td>b. socialize or listen to live music at downtown Peekskill locations</td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td>c. shop at the Farmer's Market in Peekskill</td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td>d. shop at the Antiques Market in Peekskill</td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td>e. go to the Field Library in downtown Peekskill</td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td>f. go to any of these offices in downtown Peekskill: DMV, Social Security, Dept. of Labor</td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> </table>									a. attend the Paramount Center for the Arts	<input type="checkbox"/>	b. socialize or listen to live music at downtown Peekskill locations	<input type="checkbox"/>	c. shop at the Farmer's Market in Peekskill	<input type="checkbox"/>	d. shop at the Antiques Market in Peekskill	<input type="checkbox"/>	e. go to the Field Library in downtown Peekskill	<input type="checkbox"/>	f. go to any of these offices in downtown Peekskill: DMV, Social Security, Dept. of Labor	<input type="checkbox"/>																								
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c. shop at the Farmer's Market in Peekskill	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>																																							
d. shop at the Antiques Market in Peekskill	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>																																							
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16A. Do you shop or dine in downtown Peekskill when you visit the places listed in 16a thru 16f, above?																																												
[1] <input type="checkbox"/> Usually		[2] <input type="checkbox"/> Sometimes		[3] <input type="checkbox"/> Rarely		[4] <input type="checkbox"/> Never																																						
17. What types of goods or services are most difficult to find in the area? <hr/>																																												
18. What is the BEST feature of downtown Peekskill? <hr/>																																												
19. What is the WORST aspect of downtown Peekskill? <hr/>																																												
20. How long have you lived in the City of Peekskill?																																												
[1] <input type="checkbox"/> Less than 1 year		[3] <input type="checkbox"/> 5 to 10 years		[5] <input type="checkbox"/> Don't currently live in Peekskill, but may consider moving there																																								
[2] <input type="checkbox"/> 1 to 5 years		[4] <input type="checkbox"/> Longer than 10 years		[6] <input type="checkbox"/> I don't live in Peekskill																																								
21. Which of the following is your PRIMARY source for <u>local</u> news and event information? [Please check the <u>ONE</u> that is <i>most important</i>.]																																												
[1] <input type="checkbox"/> Internet [specify website]: _____				[4] <input type="checkbox"/> Radio [specify]: _____																																								
[2] <input type="checkbox"/> Newspaper [specify]: _____				[5] <input type="checkbox"/> Newsletters or other mailed materials [specify]: _____																																								
[3] <input type="checkbox"/> Television [specify]: _____																																												
22. In which of the following employment sectors do you work?																																												
[1] <input type="checkbox"/> Agriculture, forestry		[5] <input type="checkbox"/> Food service or hospitality		[9] <input type="checkbox"/> Retail trade																																								
[2] <input type="checkbox"/> Arts-related / creative design, including music		[6] <input type="checkbox"/> Government or public services		[10] <input type="checkbox"/> Transportation or warehousing																																								
[3] <input type="checkbox"/> Construction		[7] <input type="checkbox"/> Health care, social assistance		[11] <input type="checkbox"/> Other category [specify]: _____																																								
[4] <input type="checkbox"/> Education / educational services		[8] <input type="checkbox"/> Manufacturing or processing																																										
23. How many persons (including yourself) reside in your household?																																												
a. # of adults (18 and over): _____		b. # of children (under 18): _____																																										
24. What is the PRIMARY language spoken at home?																																												
[1] <input type="checkbox"/> English		[2] <input type="checkbox"/> Spanish		[3] <input type="checkbox"/> Other [specify]: _____																																								

25. What is your gender?

[1] Female

[2] Male

26. Which of the following represents your age group?

[1] Under 18
[2] 18 to 24

[3] 25 to 34
[4] 35 to 44

[5] 45 to 54
[6] 55 to 64

[7] 65 or older

27. Which of the following best describes your total annual household income?

[1] Less than \$15,000 per year
[2] \$15,000 to \$24,999 per year
[3] \$25,000 to \$34,999 per year

[4] \$35,000 to \$49,999 per year
[5] \$50,000 to \$74,999 per year
[6] \$75,999 to \$99,999 per year

[7] \$100,000 to \$149,999 per year
[8] \$150,000 to \$249,999 per year
[9] \$250,000 or more per year

Thank you for taking time to complete this survey! We value your participation.

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TELL US WHAT YOU WANT.

Complete this survey or take it online at
www.PeekskillSurvey.com

The City of Peekskill is working to revitalize our downtown district and develop strategies to recruit new businesses to the area. As part of this effort, we'd like to know what types of stores, restaurants, activities, and other changes will make downtown Peekskill more appealing to you.

Please help us by taking a few minutes to share your opinions. If you live, work or shop in or near Peekskill, we want to hear from you. Thank you.



POR FAVOR DIGANOS LO QUE QUIERE.

Queremos saber qué tipo de tiendas, restaurantes, actividades, y otros cambios harán del centro de Peekskill, la ciudad más atractiva para usted. Una versión en español de esta encuesta está disponible en línea en:

www.EncuestaPeekskill.com

Si usted no tiene acceso a internet, llame al 914-734-4218 para recibir una copia de la encuesta en español.

BEFORE MAILING

FOLD YOUR SURVEY SO THE PANEL TO
THE LEFT FACES OUT AND SEAL IT. USE
TAPE ONLY, DO NOT STAPLE.

JGSC GROUP, LLC
POST OFFICE BOX 387
COLLINGSWOOD, NJ 08108

**TELL US
WHAT YOU
WANT**
Mail your survey
response today

BUSINESS REPLY MAIL
FIRST-CLASS MAIL PERMIT NO. 4068 COLLINGSWOOD NJ

POSTAGE WILL BE PAID BY ADDRESSEE

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Peekskill Consumer Survey
Post Office Box 387
Collingswood, New Jersey 08108-9815

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES



Completed Surveys	Count	Margin of Error
All Responses	1,711	2.4%
Non-Shopper (<i>Less than one visit per month</i>)	522	4.4%
Shopper (<i>One visit or more per month</i>)	593	4.1%

Q1. Home zip code	All Responses (1,650)	Non-Shoppers (514)	Shoppers (573)
10566 - Peekskill	56%	52%	63%
10567 - Cortlandt Manor	15%	16%	15%
10520 - Croton Hdsn	3%	4%	2%
10548 - Montrose	3%	3%	3%
10547 - Lake Mohegan	2%	3%	2%
10524 - Garrison	2%	2%	2%
10511 - Buchanan	2%	1%	1%
12524 - Fishkill	2%	2%	1%
12590 - New Hamburg	1%	1%	1%
10598 - Yorktown	1%	2%	1%
10579 - Adams Corners	1%	1%	1%
10516 - Cold Spring	1%	1%	1%
10537 - Lake Peekskill	1%	1%	1%
10596 - Verplanck	1%	0%	1%
10562 - Crotonville	1%	1%	1%
12508 - Beacon	1%	1%	0%
12533 - East Fishkill	1%	1%	0%
12603 - Arlington	1%	1%	0%
All Others (76)	7%	8%	5%

Q2. Rate the importance of accomplishing... (% "Very Important")	All Responses (1,552)	Non-Shoppers (504)	Shoppers (577)
Attract new retail businesses	78%	78%	81%
Focus on retention of existing businesses	60%	55%	65%
Promote downtown as an arts/entertainment district	58%	56%	65%
Promote downtown as a shopping district	57%	57%	59%
Attract more dining establishments to downtown	54%	61%	49%
Attract new entertainment/nightlife establishments	49%	49%	52%
Offer more outdoor events in the downtown	47%	43%	53%
Attract small B&B type lodging/micro hotels	34%	31%	39%
Downtown Peekskill is fine as it is. (% "Agree")	4%	2%	4%

Q3. Restaurants wanted (unprompted / categorized)	All Responses (1,254)	Non-Shoppers (462)	Shoppers (536)
Ethnic/regional cuisine	54%	52%	58%
Casual/upscale restaurant	25%	29%	21%
Seafood	18%	17%	19%
Casual/family restaurant	11%	10%	10%
Tavern / brew pub / sports bar	9%	12%	8%
Steakhouse	9%	9%	9%
Fast food / carry-out	9%	6%	10%
Vegetarian / health food eatery	7%	6%	8%
Donut / bagel / ice cream / snack food shop	6%	7%	7%
Delicatessen / sandwich shop	5%	5%	5%
Pizzeria	4%	2%	4%
Coffee shop / café	4%	5%	3%
Diner	3%	3%	2%
All others (12)	23%	26%	22%

Q4. Stores wanted (unprompted/categorized)	All Responses (1,210)	Non-Shoppers (446)	Shoppers (521)
Discount department store	22%	24%	18%
Grocery store / supermarket	14%	13%	15%
Clothing (NEC)	13%	13%	12%
Department store	9%	9%	9%
Footwear	8%	8%	7%
Clothing (juniors, misses, women)	7%	9%	6%
Health / gourmet food store	6%	6%	7%
Sporting goods / camping equip. / fitness equip.	5%	7%	5%
Clothing (family)	5%	6%	6%
Art & craft supplies	5%	4%	7%
Housewares / home goods / home décor	5%	4%	4%
Gifts / greeting cards	4%	4%	6%
Specialty boutiques	4%	5%	4%
Variety store / general mdse.	4%	3%	4%
Other Store Categories	4%	5%	4%
Books, Magazines	3%	3%	3%
Antiques & Fine Collectibles	3%	4%	2%
All others (89)	60%	58%	64%

Q5. Arts / entertainment wanted (unprompted/categorized)	All		
	Responses (980)	Non-Shopper (367)	Shopper (444)
Movie theater	28%	29%	25%
Nightclub / comedy club	21%	24%	20%
Concert / live band venue	21%	21%	20%
Community activities / events	18%	18%	20%
Art studios / galleries / museums	13%	13%	14%
Live Theater, Performing Arts	10%	9%	11%
Arcades, Billiards, Bowling	8%	7%	8%
Specific Building/Location/Asset	6%	6%	7%
Other Recreation & Sports	5%	4%	5%
Sports Center, Batting Cages, Mini Golf, Funplex	4%	3%	5%
Skating (roller/ice/board) Facility	3%	2%	3%
Have Enough/Don't Want Any	3%	4%	2%
All others (36)	28%	28%	28%

Q6. Other changes wanted (unprompted/categorized)	All		
	Responses (1,074)	Non-Shoppers (392)	Shoppers (477)
Aesthetics / appearance	16%	17%	13%
Retail mix / merchandise	15%	17%	15%
Parking	14%	13%	13%
Specific building / location	13%	10%	14%
Safety / security	12%	18%	9%
Building facades / storefronts	7%	8%	6%
Activities / attractions / events	7%	7%	7%
Streets / roads / traffic	6%	5%	6%
Atmosphere / appeal / attitudes	6%	4%	8%
Blight / vacancies	6%	7%	6%
Loitering	6%	9%	4%
Streetscapes / hardscapes	4%	4%	5%
Housing stock	4%	6%	2%
Public Transportation	3%	3%	4%
Public amenities/facilities	3%	2%	5%
Landscaping / trees / greenery	3%	4%	3%
Walkability	3%	2%	4%
Recreation	3%	2%	3%
All others (85)	36%	32%	42%

	All Responses (1,421)	Non- Shoppers (504)	Shoppers (566)
Q7. Availability of parking			
Always	9%	7%	11%
Usually	43%	43%	44%
Sometimes	34%	34%	34%
Rarely	11%	13%	9%
Never	3%	3%	2%
Q8. Primary reasons for visiting downtown	All Responses (1,474)	Non- Shoppers (508)	Shoppers (591)
Go to eating places	59%	60%	64%
Use services (DMV, library, post office, etc.)	49%	46%	53%
Attend shows at Paramount theater	41%	39%	40%
Visit stores / businesses	40%	21%	58%
Live there	25%	18%	32%
Work there	18%	19%	21%
Medical / personal appointments	14%	11%	16%
Nightlife	14%	13%	19%
Attend classes / training	3%	2%	4%
Other (119)	8%	10%	8%
Q9. Main reasons for NOT visiting more frequently	All Responses (1,423)	Non- Shoppers (514)	Shoppers (558)
Too few stores / places to shop	69%	73%	67%
Selection / quality of merchandise	54%	60%	54%
Parking	27%	25%	27%
Selection / quality of eating places	27%	28%	27%
Store hours are uncertain / inconvenient	16%	15%	19%
My time / schedule	11%	11%	13%
Traffic congestion	9%	8%	9%
Too far / inconvenient from where I live	5%	7%	3%
Other (264)	19%	24%	16%
Q10. Rate sense of security... (% "Very" or "Somewhat" SECURE)	All Responses (1,466)	Non- Shoppers (520)	Shoppers (588)
In home neighborhood	95%	94%	96%
While shopping or dining downtown	74%	65%	82%
When visiting Beach Shopping Center	93%	92%	95%
When visiting Cortlandt Town Center	95%	95%	95%
When visiting Jefferson Valley Mall	96%	96%	96%
When visiting nearby downtowns (Yorktown, Croton, Mt. Kisco)	98%	97%	97%
Attending outdoor events in downtown	81%	75%	87%
When using parking garages in downtown	46%	35%	53%
When using public parking lots in downtown	63%	53%	70%

Q10. Rate sense of security... (% "Very" INSECURE)	All Responses (256)	Non- Shoppers (127)	Shoppers (71)
In home neighborhood	1%	1%	1%
While shopping or dining downtown	5%	7%	2%
When visiting Beach Shopping Center	1%	0%	1%
When visiting Cortlandt Town Center	1%	0%	1%
When visiting Jefferson Valley Mall	1%	0%	1%
When visiting nearby downtowns (Yorktown, Croton, Mt. Kisco)	0%	0%	1%
Attending outdoor events in downtown	3%	4%	1%
When using parking garages in downtown	16%	22%	11%
When using public parking lots in downtown	8%	11%	6%

Q11. Monthly visits and expenditures	All Responses (1,355)	Non- Shoppers (522)	Shoppers (593)
Dining visits in downtown Peekskill	2.44	1.72	3.16
Avg. spent per visit	\$50.16	\$48.27	\$50.25
Dining visits elsewhere	4.44	4.56	4.43
Avg. spent per visit	\$65.47	\$70.19	\$60.54
Shopping visits in downtown Peekskill	1.68	0.02	3.14
Avg. spent per visit	\$24.93	\$1.34	\$37.30
Shopping visits in nearby downtowns	4.30	4.24	4.21
Avg. spent per visit	72.41	78.69	63.61
Shopping visits to Beach / Cortlandt Centers	6.01	5.66	6.26
Avg. spent per visit	\$82.50	\$85.45	\$80.65
Nightlife visits in downtown Peekskill	1.06	0.68	1.35
Avg. spent per visit	\$41.05	\$34.90	\$43.77
Nightlife visits elsewhere	2.35	2.16	2.17
Avg. spent per visit	\$69.43	\$67.96	\$66.10
% Do not dine in downtown Peekskill	16%	28%	9%
% Do not shop in downtown Peekskill	45%	96%	0%
% Do not come for nightlife in downtown Peekskill	41%	57%	30%

Q12. Would come to downtown Peekskill more often for... (% "Yes")	All Responses (1,355)	Non- Shoppers (488)	Shoppers (572)
Full service (table service) eating places	65%	70%	64%
Gourmet food store	57%	58%	61%
Nightlife / entertainment	55%	58%	57%
Community theater	54%	48%	62%
Health food store	50%	46%	57%
Small department store	49%	46%	52%
Footwear	49%	47%	52%
Ice cream shop	49%	49%	52%
Women's clothing	47%	44%	49%
Home décor / household furnishings	39%	40%	40%
Gifts and novelty items	37%	39%	37%
Men's clothing	36%	35%	38%
Family clothing store	35%	31%	37%
Music store	31%	28%	37%
Limited service (counter service/fast food) eateries	30%	30%	31%
Sporting goods	30%	28%	34%
Office supplies / stationery	28%	25%	33%
Artist supply store	26%	18%	36%
Children's / infants' clothing	25%	25%	27%
Used merchandise (consignment, thrift)	24%	18%	30%
Hardware	23%	23%	25%
Convenience store	22%	21%	26%
Jewelry	22%	21%	24%
Furniture	21%	20%	22%
Florist	21%	22%	23%
Optical goods / eye care	17%	15%	19%
Paint and wallpaper	15%	15%	15%
Leather goods / luggage	14%	13%	14%

Q13. Days / times stores should be open	All Responses (1,288)	Non- Shoppers (472)	Shoppers (553)
Day - Monday	75%	74%	75%
Day - Tuesday	77%	77%	78%
Day - Wednesday	79%	78%	79%
Day - Thursday	78%	77%	78%
Day - Friday	80%	80%	80%
Day - Saturday	86%	88%	87%
Day - Sunday	69%	74%	70%

Q13. Days / times stores should be open (cont'd)	All Responses (1,288)	Non-Shoppers (472)	Shoppers (553)
Night - Monday	40%	43%	43%
Night - Tuesday	42%	45%	43%
Night - Wednesday	45%	48%	48%
Night - Thursday	67%	69%	70%
Night - Friday	80%	82%	81%
Night - Saturday	72%	74%	76%
Night - Sunday	37%	40%	38%

Q14. Events attended	All Responses (1,138)	Non-Shoppers (381)	Shoppers (508)
Jazz and Blues Festival	55%	52%	60%
Festa Italiana	53%	52%	56%
July 4th Parade	51%	49%	54%
St. Patrick's Day Parade	42%	38%	45%
Cinco de Mayo	33%	27%	42%
Holiday Tree Lighting	29%	24%	34%
Open Studios	28%	23%	37%
Juneteenth Celebration	15%	10%	21%

Q15. Would visit website events calendar	All Responses (1,367)	Non-Shoppers (500)	Shoppers (564)
Every few days	12%	11%	16%
About once a week	35%	32%	41%
Once or twice per month	39%	45%	33%
Rarely or Never	13%	12%	10%

Q16a. Attend Paramount Center for the Arts	All Responses (1,163)	Non-Shoppers	Shoppers
Several times per month	2%	1%	3%
About once a month	7%	5%	9%
Several times per year	36%	32%	41%
Once a year or less	38%	39%	37%
Not at all	17%	23%	10%

Q16b. Socialize / listen to music downtown	All Responses (1,058)	All Responses (1,058)	
		Non-Shoppers	Shoppers
Several times per month	7%	4%	10%
About once a month	9%	8%	12%
Several times per year	34%	29%	40%
Once a year or less	26%	31%	23%
Not at all	23%	28%	16%

Q16c. Shop at the Farmers' Market	All Responses (1,081)	All Responses (1,081)	
		Non-Shoppers	Shoppers
Several times per month	21%	12%	31%
About once a month	13%	12%	16%
Several times per year	25%	24%	26%
Once a year or less	18%	20%	16%
Not at all	23%	33%	12%

Q16d. Shop at the Antiques Mall	All Responses (590)	All Responses (590)	
		Non-Shoppers	Shoppers
Several times per month	4%	1%	7%
About once a month	6%	4%	8%
Several times per year	11%	8%	16%
Once a year or less	22%	20%	25%
Not at all	57%	67%	45%

Q16e. Visit the Field Library	All Responses (787)	All Responses (787)	
		Non-Shoppers	Shoppers
Several times per month	13%	7%	18%
About once a month	9%	5%	13%
Several times per year	18%	16%	21%
Once a year or less	18%	16%	19%
Not at all	43%	56%	29%

Q16f. Visit DMV, Social Security, Dept. of Labor	All Responses (1,179)	All Responses (1,179)	
		Non-Shoppers	Shoppers
Several times per month	2%	2%	3%
About once a month	3%	2%	4%
Several times per year	28%	24%	30%
Once a year or less	52%	53%	54%
Not at all	15%	20%	10%

Q16A. Shops or dines in downtown Peekskill when visiting Q16a thru Q16f	All Responses (1,353)	Non- Shoppers (489)	Shoppers (561)
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Usually	22%	18%	28%
Sometimes	47%	40%	55%
Rarely	20%	27%	13%
Never	11%	15%	4%

Q17. Hard to find goods / services	All Responses (962)	Non- Shoppers (355)	Shoppers (445)
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Clothing (NEC)	16%	18%	15%
Health / gourmet foods	11%	11%	13%
Retail mix	7%	8%	7%
Casual / upscale restaurants	3%	4%	3%
Footwear	3%	1%	4%
Other Eating & Drinking Places (NEC)	3%	4%	3%
Art & craft supplies	3%	2%	4%
Grocery stores / supermarkets	3%	3%	2%
All others (104)	52%	49%	51%

Q18. Best of downtown Peekskill	All Responses (1,172)	Non- Shoppers (428)	Shoppers (528)
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Specific building / location / asset	28%	29%	27%
Retail mix / merchandise / district	14%	15%	15%
Access / location / proximity	12%	12%	10%
Atmosphere / appeal / attitudes	12%	11%	12%
Architecture / history	8%	9%	8%
Walkability	7%	4%	10%
Nothing	3%	6%	1%
All others (25)	15%	14%	17%

Q19. Worst of downtown Peekskill	All Responses (1,176)	Non- Shoppers (436)	Shoppers (519)
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Retail mix / merchandise / district	16%	16%	18%
Safety / security	14%	17%	12%
Blight / vacancies / run down	11%	12%	11%
Parking	10%	10%	9%
Aesthetics / appearance	10%	9%	11%
Loitering	8%	9%	8%
Specific building / location / asset	8%	8%	8%
Atmosphere / appeal / attitudes	7%	5%	7%
Streets / roads / traffic	5%	3%	5%
All others (24)	11%	11%	11%

Q20. Length of residence in Peekskill	All Responses (1,358)	Non-Shoppers (481)	Shoppers (569)
Less than 1 year	3%	2%	3%
1 to 5 years	9%	8%	12%
5 to 10 years	15%	16%	16%
Longer than 10 years	39%	35%	40%
Don't live there, buy may consider	2%	2%	3%
I don't live in Peekskill	32%	37%	26%

Q21. Source of local news and events info	All Responses (1,364)	Non-Shoppers (487)	Shoppers (568)
Internet	33%	39%	34%
Newspaper	27%	22%	27%
Television	23%	21%	22%
Radio	12%	13%	12%
Newsletter or other mailed materials	5%	5%	5%

Q22. Employment sector	All Responses (1,349)	Non-Shoppers (498)	Shoppers (563)
Agriculture, forestry	0%	0%	1%
Arts-related / creative design, including music	7%	5%	11%
Construction	3%	3%	2%
Education / educational services	18%	17%	20%
Food service or hospitality	2%	2%	1%
Government or public services	7%	8%	8%
Health care, social assistance	14%	12%	15%
Manufacturing or processing	3%	4%	2%
Retail trade	4%	3%	4%
Transportation or warehousing	1%	2%	1%
Other category (143)	40%	43%	35%

Q23. Residents in household	All Responses (1,384)	Non-Shoppers (502)	Shoppers (570)
Adults (18+)	2.10	2.11	2.13
Children (under 18)	0.95	0.85	1.04

Q24. Language spoken at home	All Responses (1,418)	Non-Shoppers (503)	Shoppers (584)
English	97%	99%	96%
Spanish	2%	1%	3%
Other (11)	1%	1%	1%

Q25. Gender of respondent	All Responses (1,390)	Non-Shoppers (500)	Shoppers (575)
Female	63%	62%	65%
Male	37%	38%	35%

Q26. Age of respondent	All Responses (1,310)	Non-Shoppers (462)	Shoppers (544)
Under 18	1%	1%	1%
18 to 24	1%	1%	2%
25 to 34	9%	13%	8%
35 to 44	19%	21%	21%
45 to 54	26%	26%	28%
55 to 64	26%	26%	26%
65 or older	17%	12%	13%

Q27. Household income	All Responses (1,282)	Non-Shoppers (464)	Shoppers (543)
Less than \$15,000 per year	2%	0%	2%
\$15,000 to \$24,999 per year	3%	1%	4%
\$25,000 to \$34,999 per year	5%	4%	5%
\$35,000 to \$49,999 per year	8%	5%	9%
\$50,000 to \$74,999 per year	16%	13%	17%
\$75,000 to \$99,999 per year	17%	18%	16%
\$100,000 to \$149,999 per year	27%	29%	27%
\$150,000 to \$249,999 per year	17%	23%	16%
\$250,000 or more per year	5%	6%	5%



**LARISA ORTIZ
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Advisors in Commercial District Revitalization

**Downtown Peekskill Retail Recruitment Strategy
Community InsightsSM Analysis & Assessment
Final Report
Appendix B**

APPENDIX B

Commercial Properties/Vacancies

Note 1: This list has been truncated for printing purposes. A spreadsheet in Excel format that contains all data has been provided separately. (Includes: Addr2; Block; Lot; Prop. Description; Phone; Email; Website; Prop Owner 2; Property Owner Addr; Lot Frontage; Lot Depth; Property Class; Full Market Value (2011); Taxable %; Taxable Amt.)

Note 2: Rows highlighted completely in yellow indicate properties that were identified as vacant in June, 2011 and re-confirmed vacant in March 2012. Rows with the address number highlighted in orange are properties that were identified vacant in March 2012.

ADDR 1	STREET DIR	STREET NAME	STE / FLOOR	BIZ NAME OR DESCRIPTION	USE CATEGORY	MANAGER / OPERATOR NAME	PROPERTY OWNER 1	APPROX SF (VACANCIES)	NOTES
1		Bank St		The Patio Restaurant II	Diner	Dario April			
2		Bank St		Retail Vacancy	Vacant		PEEKSKILL PROPERTIES, INC	1,275	Not Vacated
3		Bank St		Royal Fish Market	Spec. Food				
4		Bank St		Liberty Tax Service	Tax Preparers		PEEKSKILL PROPERTIES, INC		Occupied as of March 2012; however, this is likely to become vacant again after April 15
6		Bank St		Variedades Ecumundo	Ethnic Multiservices				
8		Bank St		99 Cents Power	Discount Merchandise				
8		Bank St		So Busea Vendoria	Furniture Store				
9		Bank St		Bio Reference Lab	Lab services	ARNE V. PAGLIA			Occupied as of March 2012
11		Bank St		Bio Reference Lab	Vacant	ARNE V. PAGLIA		1,200	Former "Las Palmeras" Restaurant
13		Bank St		Peekskill Diner	Diner	Dimitrios Moundroukas			
16		Bank St		WMG, Inc.	Commercial Office	Kevin Tuite			
19		Bank St		Northern Westchester School of Hairdressing & Cosmetology	Beauty School				
19		Bank St		El Conquistador	Ethnic Restaurant				
1006		Brown St		Brown Street Studios	Art Gallery and Studio				
1007		Brown St		Retail Vacancy	Vacant		PEEKSKILL DEV ASSOC LLC	1,620	Former "Hugo's Restaurant" across from Paramount
1008		Brown St		Paramount Theater	Performing Arts				Historic Theater
1009		Brown St		Retail Vacancy	Vacant		PEEKSKILL DEV ASSOC LLC	800	Vacant narrow retail space
1011		Bank St		Side Effects	Antique Stores				
1013		Bank St		Anthony Vecchio	Commercial Office				
1013		Bank St		Frank Catalina	Commercial Office				
1013		Bank St		Vacant Commercial	Commercial Office				
1013		Bank St		Freedom Mortgage	Mortgage Services				
1023		Bank St		Verizon	Commercial Office				
1025		Bank St		Chase Bank	Bank				
921		Central Ave		Wells Fargo	Bank				Fronts onto South Street
923		Central Ave		Bruised Apple Book Store	Bookstore	Scott Sailor			
925		Central Ave		TM Cobos, Inc.	General Merchandise				
939		Central Ave		LA Monroe Hair Studio	Beauty Salon				
939		Central Ave		Peekskill Podiatry	General Practice				



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Community Insights™ Report

Appendix B

Commercial Properties/Vacancies

ADDR 1	STREET DIR	STREET NAME	STE / FLOOR	BIZ NAME OR DESCRIPTION	USE CATEGORY	MANAGER / OPERATOR NAME	PROPERTY OWNER 1	APPROX SF (VACANCIES)	NOTES
104		Depew St		Domenic's Cleaners & Tailors	Dry Cleaner				
115	N	Division St		Retail Vacancy	Vacant		NORTH DIVISION MANAGEMENT	660	
1	N	Division St		La Villetta II	Pizzeria				
4	N	Division St		Nat'l Assoc of Letter Carrier #693	Commercial Office				Shared Commercial Space
4	N	Division St		Unknown Commercial	Commercial Office	Robert Morton			No Signage
5	N	Division St		C&H Caribbean Restaurant	Ethnic Restaurant				
6	N	Division St		Brush Graphics & Consultants	Graphic Designers				
7	N	Division St		Quiet Man Pub	Tavern/Bar				Opening Soon
8	N	Division St		Family Ties of Westchester, Inc.	Not-for-Profit				
12	N	Division St		Kelly Development Corporation	Commercial Office				
12	N	Division St		Terevista Corporation	Commercial Office	Alan Steiner			
12	N	Division St		12 Grapes	Fine Dining	Richard Credido			
20	N	Division St		Unknown Commercial	Ethnic Multiservices				No Signage
20	N	Division Street		Retail Vacancy	Vacant		20 N DIVISION LAND TRUST	550	
22	N	Division St		Marilyn Productions	Commercial Office	Marty Goldenberg			
23	N	Division St		3&Co.	Commercial Office	Amy Harte			
23	N	Division St		Azimuth Multimedia	Computer Training	Ken Laudon			
25	N	Division St		Peluqueria Beauty Salon	Beauty Salon				
26	N	Division St		Division Street Grill	Fine Dining	Ame Pagilia			
27	N	Division St		Westchester Community College	Public Education	Sherry Mayo			
29	N	Division St		Westchester Community College	Public Education				Rear Entrance
32	N	Division St		Main Street Acupuncture	Acupuncture				
32	N	Division St		A-1 Decorator's Workshop	Commercial Office				
32	N	Division St		Gov Pataki Leadership & Learning (Not-for-Profit					
32	N	Division Street		Retail Vacancy	Vacant		SOFDAN, LLC	2,400	
36	N	Division St		Unknown Antiques	Antique Stores				No Signage
38	N	Division St		Creative Images & Awards	Commercial Office	Bruce Abrams			
41	N	Division St		NY State District Workers Comp. Bd	State Offices				
44	N	Division St		Driftwood Gallery	Art Gallery and Studio	Inge Dube			
44	N	Division St		S-Cort Realty, Inc.	Commercial Office	Marlene Ball			
100	N	Division St		Retail Vacancy	Vacant		DIANA M BLANCATO	500	Rehab Needed
103	N	Division St		Islamic Center of Peekskill	Church				
103	N	Division St		Retail Vacancy	Vacant			1,300	New 2-story construction; retail ready
105	N	Division St		Unknown Commercial	Commercial Office				
106	N	Division St		Retail Vacancy	Vacant		DIANA M BLANCATO	500	Rehab Needed
107	N	Division St		Ipiles Fashion	General Merchandise				
108	N	Division St		Retail Vacancy	Vacant		DIANA M BLANCATO	500	Rehab Needed
110	N	Division St		Retail Vacancy	Vacant		DIANA M BLANCATO	500	

ADDR 1	STREET DIR	STREET NAME	STE / FLOOR	BIZ NAME OR DESCRIPTION	USE CATEGORY	MANAGER / OPERATOR NAME	PROPERTY OWNER 1	APPROX SF (VACANCIES)	NOTES
111	N	Division St		Le'Division Beauty Salon	Beauty Salon				
111	N	Division St		Retail Vacancy	Vacant		JOHN & TIM SCHURR	660	Former "Le Division Beauty Salon"
113	N	Division St		Retail Vacancy	Vacant		NORTH DIVISION MANAGEMENT	660	
114	N	Division St		JV Wireless	Cellular Phones				
116	N	Division St		Retail Vacancy	Vacant		MAHER AMIN REALTY, LLC	1,100	
118	N	Division St		La Hurredera	Ethnic Restaurant				
119	N	Division St		Party Decorations	Party Supply				
150	N	Division St		Check Cashing	Check Cashing				
152	N	Division St		Professional Hair Center	Beauty Salon				
154	N	Division St		Vacant Commercial	Commercial Office				
198	N	Division St		Vacant Lot	Vacant Lot			N/A	
200	N	Division St		Robinson's Paint Store	Paint and Wall Coverings				
212	N	Division St		TSC Wine & Liquors	Liquor Sales				
219	N	Division St		Hudson Glass	Spec. Glass				
220	N	Division St		Peking Restaurant	Takeout Eatery				
222	N	Division St		New York Country Restaurant	Buffet				
223	N	Division St		Vacant Lot	Vacant Lot		LEWIS HERB	N/A	Vacant unimproved lot adjacent to (north of) Hudson Glass, and owned by the owner of Hudson Glass.
225	N	Division St		Maty's Beauty Salon	Beauty Salon				
225	N	Division St		Julie's Mini Market	Convenience Store				
225	N	Division St		Unknown Retail	Unknown				No Signage
227	N	Division St		Global Multi Services	Pawnshop				
228	N	Division St		Country Market	Grocery Store				
229	N	Division St		Unknown Barbershop	Barbershop				No Signage
231	N	Division St		Orofrio's Pizzeria & Restaurant	Pizzeria				
918	N	Division St		Vacant Lot	Vacant Lot			N/A	
1	S	Division St		Innovative Arts Gallery	Art Gallery and Studio				In Chamber of Commerce Building
1	S	Division St		Hudson Valley Gateway Chamber o	Commercial Office	Bill Powers			
2	S	Division St		Hersh & Hersh	Attorneys	Robert Hersh			No Storefronts
2	S	Division St		Kenneth Pregno Agency	Commercial Office				
8	S	Division St		All State Insurance	Insurance Agent				
12	S	Division St		Scott Camera	Camera Sales & Service	Howard Copeland			
13	S	Division St		The Fern Tree	Spec. Gifts				
15	S	Division St		Ford Piano	Musical Instruments	John Ford			
20	S	Division St		F Sharp NY	Fine Dining	John Ford			Restaurant in Development
21	S	Division St		Treat Station	Spec. Restaurant	Tim Trewella			
101	S	Division St		Peekskill Coffeehouse	Café/Coffeehouse	Sunny Cover			

ADDR 1	STREET DIR	STREET NAME	STE / FLOOR	BIZ NAME OR DESCRIPTION	USE CATEGORY	MANAGER / OPERATOR NAME	PROPERTY OWNER 1	APPROX SF (VACANCIES)	NOTES
103	S	Division St		The Coop	Antique Stores	Deb Guiffre			
104	S	Division St		Home Quest Realty	Realtors				Space Available in Building
105	S	Division St		Flat Iron Gallery	Art Gallery and Studio	Wendie Garber			
106	S	Division St		Past & Present	Antique Stores				
108	S	Division St		Law Offices	Attorneys	John E. Burns			
201	S	Division St		Bean Runner Café	Café/Coffeehouse	Ted Bitter			
201		Esther St		Rafaelina's Beauty Salon	Beauty Salon				
203		Esther St		Kwan's Kung Fu Studio	Martial Arts Studio	Sifu James Kwan			
824		Main St		Vacant Commercial	Commercial Office				
900		Main St		Retail Vacancy	Vacant		THE BULL DOG GROUP, INC	3,800	Retail and professional space
901		Main St	Ste 100	DJ King Mix Productions	Commercial Office				
901		Main St	Ste 300	Unknown Commercial	Commercial Office				
901		Main St	Ste 200	Main Street Dental	Dentist				
901		Main St	Ste 800	VCI International	Ethnic Multiservices	Enrique Bayolima			
901		Main St	Ste 600	Sevende Este Negocio	Family Clothing				
901		Main St		Residential	Residential				Midrise Apartments
901		Main St	Ste 500	Retail Vacancy	Vacant		COURTYARD HOUSING LLC	1,000	Peekskill Plaza Apts, 7 floors of senior housing above retail space at grade; each retail space approx. 1,000 sf (16' x 60')
901		Main St	Ste 700	Retail Vacancy	Vacant		COURTYARD HOUSING LLC	1,000	Peekskill Plaza Apts, 7 floors of senior housing above retail space at grade; each retail space approx. 1,000 sf (16' x 60')
904		Main St		El Mixto Asador Manabita Restaura	Ethnic Restaurant				
910		Main St		Retail Vacancy	Vacant		PEREZ SANDOZ	1,100	Former Clemente Snack store
916		Main St		B&D Deli & Grocery	Convenience Store				
922		Main St		Vacant Lot	Vacant Lot		PEEKSKILL NC, LLC	N/A	
944		Main St		Inglesia Hisana Tabarnaculo de Cris	Church				
946		Main St		Vacant Lot	Vacant Lot		AMIN MOHAMMED	N/A	Mixed use development opportunity
950		Main St		Baxter's Pharmacy	Pharmacy				
951		Main St		Residential	Residential				Midrise Apartments
970		Main St		Birdsall House	Full-Service Restaurant	John Sharp			
979		Main St		Kathleen's Tea Room	Limited-Service Eatery	Kathleen Chilcott			
982		Main St		Sav-Mor Discount Auto Parts	Auto Parts Sales				
983		Main St		Prudential River Towns Realty	Realtors	Joseph Lippolis			
987		Main St	2nd Fl	Hagel Archetecture	Commercial Office				
987		Main St	3rd Fl	Unknown Commercial	Commercial Office				



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Appendix B

Commercial Properties/Vacancies

ADDR 1	STREET DIR	STREET NAME	STE / FLOOR	BIZ NAME OR DESCRIPTION	USE CATEGORY	MANAGER / OPERATOR NAME	PROPERTY OWNER 1	APPROX SF (VACANCIES)	NOTES
987		Main St		Retail Vacancy	Vacant		987 MAIN STREET REAL ESTA	650	At grade new retail ready space
988		Main St		Lily Nail Salon	Nail Salon				
990		Main St		Precious Gardens	Takeout Eatery	Yi Fei Wu			
992		Main St		Retail Vacancy	General Merchandise				Being Rehabed
992		Main St		Retail Vacancy	General Merchandise				
992		Main St		Retail Vacancy	Vacant		GABMAR REALTY	1,500	
994		Main St		ITI Strategies	Computer Sales/Service	Larry DeNoia			
1000		Main St		M&M Market	Spec. Food				
1002		Main St		Bargains Galore Boutique	Women's Apparel, consignment goods		BEACHAK BROTHERS INC	800	Former retail store "Bargains Galore"
1004		Main St		Hair World	Barbershop				
1006		Main St		Nellie's Café	Café/Coffeehouse				Commercial Above
1008		Main St		C.A.M.P.	Commercial Office	Daisy Brand			
1008		Main St	Ste 300	Fourmen Construction	Commercial Office	James Seckler			
1008		Main St	Ste 201	Manitou Incorporated	Commercial Office				
1014		Main St		Jimmy's Barbershop	Barbershop		STEVE MOUNDROUKAS		Occupied as of March 2012
1020		Main St		Crown Fried Chicken	Fast Food				
1020		Main St		Sam's Furniture & Upholstrey	General Merchandise				
1022		Main St		Salvation Army Family Store	Thrift Store				
1037		Main St		Peekskill Paint & Hardware	Hardware Store	G. Dicola			
1049		Main St		Los Andes Bakery	Bakery	Francisco Mejias			
1053		Main St		Valley Brook Deli	Convenience Store				
1057		Main St		Blessed Images	Barbershop				
1059		Main St		Ugente Express	Ethnic Multiservices				
1061		Main St		Secure Self Storage System, Inc.	Self-Storage				
1061		Main St		Liberty Tax Service	Tax Preparers				
1101		Main St		J's Unisex Salon	Beauty Salon				
1101		Main St		Urban Beauty Supply	Beauty Supply				
1101		Main St		Rent-a-Center	Furniture Rental				
1101		Main St		Panios Wine & Liquors	Liquor Sales				
1101		Main St		Creative Nail Salon	Nail Salon				
1101		Main St		Antonios Pizza of Main	Pizzeria				
1101		Main St		Number 1 Chinese Restaurant	Takeout Eatery				
1101		Main St		Retail Vacancy	Vacant		PEEKSKILL HEIGHTS, INC.	1,500	Part of shopping center
1101		Main St		Retail Vacancy	Vacant		PEEKSKILL HEIGHTS, INC.	1,500	Part of shopping center
1101		Main St		Retail Vacancy	Vacant		PEEKSKILL HEIGHTS, INC.	2,600	Former restaurant; equipmt in place
1106		Main St		Northern Westchester Tax & Accour	Accountants				
1106		Main St		Environmental Engineering Solution	Commercial Office				
1124		Main St		Oceanis Marine Services	Commercial Office				



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1124		Main St		Robert Hales, DDS	Dentist				
1124		Main St		Donald Feldman	General Practice				
1132		Main St		Infinite Possibilities, Inc.	Commercial Office				
1132		Main St		Ghaem Tax Agency	Tax Preparers				
1134		Main St		Residential	Residential				
1137		Main St		Retail Vacancy	Vacant		NARVAEZ BUILDING INC	5,500	Retail Ready, (former meat/produce mkt)
1138		Main St		Choices Wireless	Cellular Phones				
1138		Main St		Falcones Insurance	Insurance Agent				
1138		Main St		Leon Insurance	Insurance Agent				
1200		Main St		Hudson River Health Care	General Practice	Anne Nolon			
1201		Main St		Walgreens Pharmacy	Pharmacy				
1003		Park St	2nd Fl	Alex's Beauty Shop	Beauty Salon				
1005		Park St		Herj's Express	Convenience Store	Ruth Chimbo			Closed During Posted Hours
1005		Park St		DJV Jewelry Corp	Jewelry Store	Harry Pierce			
1006		Park St		A Copy A Second	Copy Services				
1007		Park St		Hytas Beauty Salon	Beauty Salon				
1008		Park St		Peekskill Celebration	Commercial Office	Cathy Montaldo			
1009		Park St		Retail Vacancy	General Merchandise				
1010		Park St		Terry's Beauty Salon	Beauty Salon				Business for Sale, Currently Closed
1011		Park St	2nd Fl	Leon Kornfeld	Attorneys	Leon Kornfeld			
1011		Park St		Asesoria Hispana Corp	Legal Services	Vanesa Sediari			
1012		Park St		Arazoo	Commercial Office	Kevin Brown			Not Open
1013		Park St		Chiffon Hair Technique	Beauty Salon				
1014		Park St		Meteor Computer	Computer Sales/Service				
1015		Park St		Fabrics LA Ideal	Fabric Shop	Piezad Quitusaca			
1016		Park St		The Cousin Barber Shop	Barbershop				
1017		Park St		Perla de Oriente Panderia Bakery	Bakery	Emiliano Perez			
1018		Park St		Nature's Window	Florist	Ann Roush			
1019		Park St		Hudson City Savings Bank	Bank				
1019		Park St		Vacant Commercial	Commercial Office				
1027		Park St		DJ Unisex Beauty Salon	Beauty Salon				
1027		Park St		Patricio Records	General Merchandise	Patricio Chillodallo			
1027		Park St		Smart Buy	Gifts and Cards	Hiten Shah			
1027		Park St		H&R Block	Tax Preparers				Seasonal Business
1029		Park St		Birthright International	Not-for-Profit				
1038		Park St		Park Street Dry Cleaners	Dry Cleaner				
1045		Park St		99 Cents Woder	Discount Merchandise				
1045		Park St		Katz & Unterreiner	Insurance Agent				



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Commercial Properties/Vacancies

ADDR 1	STREET DIR	STREET NAME	STE / FLOOR	BIZ NAME OR DESCRIPTION	USE CATEGORY	MANAGER / OPERATOR NAME	PROPERTY OWNER 1	APPROX SF (VACANCIES)	NOTES
1045		Park St		Jeans Town	Men's Clothing				
1049		Park St		C-Town Peekskill Market	Grocery Store	Wilson Narvaez			
1053		Park St		Cablevision	Commercial Office				
730		South St		Stop & Go Deli	Convenience Store				
739		South St		Monica's Beauty Salon	Beauty Salon				
745-747		South St		Retail Vacancy	Vacant		TIMOTHY & NOREEN SCHURR	1,800	Former DeChristopher Pharmacy
749		South St		All County Lock & Safe Corp	Locksmith				
806		South St		Julius Rivera	Attorneys				
810		South St		Retail Vacancy	Vacant		DONALD FOSTER	1,000	
824		South St		Peekskill Professional Driving Scho	Driving School				All Signage is in Spanish
826		South St		Vacant Commercial	Commercial Office				Retail Ready/Office
828		South St		Peekskill Chiropractic	Chiropractors	Dr. Illya Simakovsky			
830		South St		Office Vacancy	Vacant		GUNTHER & DEBORAH JENSE	450	
832		South St		Barry Prichep, CPA	Accountants				
900		South St		South Street Mini Market	Convenience Store				
902		South St		Unknown Variety Store	General Merchandise				No Signage
904		South St		Ocaciones Peluqueria	Beauty Salon				No Signage
906		South St		Paul R. Edelman OD and Associate	Optometrist	Paul Edelman			
911		South St		Ciro's on South	Full-Service Restaurant				
911		South St		Retail Vacancy	Vacant		911 SOUTH STREET, LLC.	1,400	Being Renovated
913		South St		Raw-Life Food Co-Op	Spec. Food				Members Only
913		South St		Unknown Retail	Unknown				Incoming Business
920		South St		Wells Fargo	Bank				Drivethru on Central Avenue
923		South St		El Mediterraneo Restaurant	Ethnic Restaurant				
925		South St	2nd Floc	Energy Movement Center	Fitness	Margret			Closed During Posted Hours
925		South St		Two Skies Self Defense	Martial Arts Studio	Shian H. Parker			
929		South St		Retail Vacancy	Vacant	River Towns	SAGUARO ENTERPRISES LLC	2,000	
930		South St		Peekskill Restaurant Equipment	Equipment Wholesalers				
931		South St		Retail Vacancy	Vacant		DARLENE CURTIS & FRANK PI	1,000	Former restaurant
933		South St		Rather Unique Barbershop	Barbershop				
934		South St		Field Library Book Store	Bookstore				
935		South St		El Sabor	Ethnic Restaurant				
942		South St		Arthur Weeks & Son Jewelers	Jewelry Store	John Weeks			



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APPENDIX C-1

Syndicated Data: Study Area

Area Map

Prepared For: JGSC Group
Project Code: Peekskill 111021

Order #: 970524499
Site: 05

PEEKSKILL STUDY AREA,

Coord: 41.291737, -73.919796
Polygon - See Appendix for Points



- ★ Point
- Interstate Highways
- US Highways
- State Highways
- Major Highways
- Major Roads
- Roads
- Railroads
- Landmarks
- Parks
- Hydrography
- Airports
- Zip Code

0 miles 0.1 0.2



Area Map

Prepared For: JGSC Group
Project Code: Peekskill 111021

Order #: 970524499
Site: 05

Appendix: Area Listing

Area Name: PEEKSKILL STUDY AREA

MAIN ST AT N DIVISION ST, PEEKSKILL, NY 10566

Type: Polygon 1

Polygon Points:

41.294956	-73.917972	41.294956	-73.919382	41.294232	-73.920322	41.294165	-73.920345
41.294047	-73.919405	41.293206	-73.919606	41.292786	-73.919807	41.292635	-73.922359
41.292399	-73.922337	41.292315	-73.923546	41.292214	-73.924754	41.290583	-73.929298
41.289876	-73.928806	41.289254	-73.928604	41.288430	-73.928358	41.287421	-73.928201
41.287438	-73.922874	41.288211	-73.922896	41.289221	-73.919785	41.289002	-73.919315
41.288884	-73.918800	41.288867	-73.918487	41.288817	-73.918397	41.288766	-73.917860
41.288800	-73.917300	41.288817	-73.916965	41.288783	-73.916718	41.288682	-73.916360
41.288615	-73.916114	41.288464	-73.915689	41.288346	-73.915487	41.288363	-73.915040
41.288531	-73.914368	41.288716	-73.913697	41.288884	-73.913048	41.289019	-73.912868
41.289557	-73.911481	41.289927	-73.910854	41.292130	-73.913182	41.292147	-73.913338
41.291979	-73.913988	41.291996	-73.914704	41.292651	-73.914749	41.292635	-73.917121
41.293560	-73.917144	41.293560	-73.917994	41.294956	-73.917972	41.292635	-73.917121

Pop-Facts: Demographic Snapshot 2011 Report

Peekskill Study Area

Polygon 1: PEEKSKILL STUDY AREA, MAIN ST AT N DIVISION ST, PEEKSKILL, NY 10566, aggregate

Description	Polygon 1	%
Population		
2016 Projection	3,639	
2011 Estimate	3,524	
2000 Census	3,263	
1990 Census	2,878	
Growth 2011-2016	3.26%	
Growth 2000-2011	8.00%	
Growth 1990-2000	13.38%	
2011 Est. Pop by Single Race Class	3,524	
White Alone	1,355	38.45
Black or African American Alone	1,077	30.56
Amer. Indian and Alaska Native Alone	23	0.65
Asian Alone	118	3.35
Native Hawaiian and Other Pac. Isl. Alone	0	0.00
Some Other Race Alone	682	19.35
Two or More Races	270	7.66
2011 Est. Pop Hisp or Latino by Origin	3,524	
Not Hispanic or Latino	2,062	58.51
Hispanic or Latino:	1,462	41.49
Mexican	72	4.92
Puerto Rican	397	27.15
Cuban	11	0.75
All Other Hispanic or Latino	983	67.24
2011 Est. Hisp or Latino by Single Race Class	1,462	
White Alone	596	40.77
Black or African American Alone	50	3.42
American Indian and Alaska Native Alone	17	1.16
Asian Alone	3	0.21
Native Hawaiian and Other Pacific Islander Alone	0	0.00
Some Other Race Alone	673	46.03
Two or More Races	123	8.41

Pop-Facts: Demographic Snapshot 2011 Report

Peekskill Study Area

Polygon 1: PEEKSKILL STUDY AREA, MAIN ST AT N DIVISION ST, PEEKSKILL, NY 10566, aggregate

Description	Polygon 1	%
2011 Est. Pop. Asian Alone Race by Cat		118
Chinese, except Taiwanese	31	26.27
Filipino	15	12.71
Japanese	1	0.85
Asian Indian	40	33.90
Korean	7	5.93
Vietnamese	15	12.71
Cambodian	0	0.00
Hmong	0	0.00
Laotian	1	0.85
Thai	0	0.00
All Other Asian Races Including 2+ Category	7	5.93
2011 Est. Population by Ancestry		3,524
Pop, Arab	22	0.62
Pop, Czech	2	0.06
Pop, Danish	2	0.06
Pop, Dutch	13	0.37
Pop, English	61	1.73
Pop, French (except Basque)	18	0.51
Pop, French Canadian	5	0.14
Pop, German	92	2.61
Pop, Greek	6	0.17
Pop, Hungarian	16	0.45
Pop, Irish	294	8.34
Pop, Italian	284	8.06
Pop, Lithuanian	0	0.00
Pop, United States or American	126	3.58
Pop, Norwegian	7	0.20
Pop, Polish	44	1.25
Pop, Portuguese	10	0.28
Pop, Russian	9	0.26
Pop, Scottish	6	0.17
Pop, Scotch-Irish	5	0.14
Pop, Slovak	6	0.17
Pop, Subsaharan African	35	0.99
Pop, Swedish	6	0.17
Pop, Swiss	0	0.00
Pop, Ukrainian	5	0.14
Pop, Welsh	3	0.09
Pop, West Indian (exc Hisp groups)	149	4.23
Pop, Other ancestries	2,142	60.78

Pop-Facts: Demographic Snapshot 2011 Report

Peekskill Study Area

Polygon 1: PEEKSKILL STUDY AREA, MAIN ST AT N DIVISION ST, PEEKSKILL, NY 10566, aggregate

Description	Polygon 1	%
2011 Est. Population by Ancestry		
Pop, Ancestry Unclassified	154	4.37
2011 Est. Pop Age 5+ by Language Spoken At Home	3,276	
Speak Only English at Home	1,874	57.20
Speak Asian/Pac. Isl. Lang. at Home	7	0.21
Speak IndoEuropean Language at Home	126	3.85
Speak Spanish at Home	1,232	37.61
Speak Other Language at Home	37	1.13
2011 Est. Population by Sex	3,524	
Male	1,777	50.43
Female	1,747	49.57
2011 Est. Population by Age	3,524	
Age 0 - 4	248	7.04
Age 5 - 9	253	7.18
Age 10 - 14	248	7.04
Age 15 - 17	138	3.92
Age 18 - 20	123	3.49
Age 21 - 24	150	4.26
Age 25 - 34	478	13.56
Age 35 - 44	587	16.66
Age 45 - 54	509	14.44
Age 55 - 64	343	9.73
Age 65 - 74	212	6.02
Age 75 - 84	167	4.74
Age 85 and over	69	1.96
Age 16 and over	2,733	77.55
Age 18 and over	2,637	74.83
Age 21 and over	2,514	71.34
Age 65 and over	448	12.71
2011 Est. Median Age	37.13	
2011 Est. Average Age	37.40	

Pop-Facts: Demographic Snapshot 2011 Report

Peekskill Study Area

Polygon 1: PEEKSKILL STUDY AREA, MAIN ST AT N DIVISION ST, PEEKSKILL, NY 10566, aggregate

Description	Polygon 1	%
2011 Est. Male Population by Age	1,777	
Age 0 - 4	127	7.15
Age 5 - 9	128	7.20
Age 10 - 14	141	7.93
Age 15 - 17	65	3.66
Age 18 - 20	65	3.66
Age 21 - 24	75	4.22
Age 25 - 34	249	14.01
Age 35 - 44	302	16.99
Age 45 - 54	266	14.97
Age 55 - 64	183	10.30
Age 65 - 74	98	5.51
Age 75 - 84	61	3.43
Age 85 and over	16	0.90
2011 Est. Median Age, Male	36.27	
2011 Est. Average Age, Male	36.10	
2011 Est. Female Population by Age	1,747	
Age 0 - 4	121	6.93
Age 5 - 9	125	7.16
Age 10 - 14	106	6.07
Age 15 - 17	73	4.18
Age 18 - 20	58	3.32
Age 21 - 24	75	4.29
Age 25 - 34	228	13.05
Age 35 - 44	286	16.37
Age 45 - 54	242	13.85
Age 55 - 64	160	9.16
Age 65 - 74	114	6.53
Age 75 - 84	107	6.12
Age 85 and over	52	2.98
2011 Est. Median Age, Female	38.07	
2011 Est. Average Age, Female	38.80	

Pop-Facts: Demographic Snapshot 2011 Report

Peekskill Study Area

Polygon 1: PEEKSKILL STUDY AREA, MAIN ST AT N DIVISION ST, PEEKSKILL, NY 10566, aggregate

Description	Polygon 1	%
2011 Est. Pop Age 15+ by Marital Status	2,775	
Total, Never Married	1,030	37.12
Males, Never Married	580	20.90
Females, Never Married	449	16.18
Married, Spouse present	742	26.74
Married, Spouse absent	421	15.17
Widowed	271	9.77
Males Widowed	43	1.55
Females Widowed	228	8.22
Divorced	311	11.21
Males Divorced	123	4.43
Females Divorced	188	6.77
2011 Est. Pop. Age 25+ by Edu. Attainment	2,364	
Less than 9th grade	398	16.84
Some High School, no diploma	348	14.72
High School Graduate (or GED)	726	30.71
Some College, no degree	373	15.78
Associate Degree	123	5.20
Bachelor's Degree	224	9.48
Master's Degree	112	4.74
Professional School Degree	34	1.44
Doctorate Degree	27	1.14
2011 Est Pop Age 25+ by Edu. Attain, Hisp. or Lat	916	
Less than 9th grade	356	38.86
Some High School, no diploma	170	18.56
High School Graduate (or GED)	238	25.98
Some College, no degree	62	6.77
Associate Degree	25	2.73
Bachelor's Degree	57	6.22
Graduate or Professional Degree	8	0.87

Pop-Facts: Demographic Snapshot 2011 Report

Peekskill Study Area

Polygon 1: PEEKSKILL STUDY AREA, MAIN ST AT N DIVISION ST, PEEKSKILL, NY 10566, aggregate

Description	Polygon 1	%
Households		
2016 Projection	1,490	
2011 Estimate	1,456	
2000 Census	1,376	
1990 Census	1,228	
Growth 2011-2016	2.34%	
Growth 2000-2011	5.81%	
Growth 1990-2000	12.05%	
2011 Est. Households by Household Type	1,456	
Family Households	713	48.97
Nonfamily Households	743	51.03
2011 Est. Group Quarters Population	22	
2011 HHs by Ethnicity, Hispanic/Latino	454	31.18
2011 Est. HHs by HH Income	1,456	
Income Less than \$15,000	360	24.73
Income \$15,000 - \$24,999	265	18.20
Income \$25,000 - \$34,999	175	12.02
Income \$35,000 - \$49,999	207	14.22
Income \$50,000 - \$74,999	191	13.12
Income \$75,000 - \$99,999	110	7.55
Income \$100,000 - \$124,999	66	4.53
Income \$125,000 - \$149,999	40	2.75
Income \$150,000 - \$199,999	21	1.44
Income \$200,000 - \$499,999	21	1.44
Income \$500,000 and more	1	0.07
2011 Est. Average Household Income	\$45,889	
2011 Est. Median Household Income	\$30,908	
2011 Est. Per Capita Income	\$19,248	

Pop-Facts: Demographic Snapshot 2011 Report

Peekskill Study Area

Polygon 1: PEEKSKILL STUDY AREA, MAIN ST AT N DIVISION ST, PEEKSKILL, NY 10566, aggregate

Description	Polygon 1	%
2011 Median HH Inc by Single Race Class. or Ethn		
White Alone	29,673	
Black or African American Alone	31,810	
American Indian and Alaska Native Alone	14,999	
Asian Alone	28,571	
Native Hawaiian and Other Pacific Islander Alone	20,000	
Some Other Race Alone	37,998	
Two or More Races	27,498	
Hispanic or Latino	30,659	
Not Hispanic or Latino	30,991	
2011 Est. Family HH Type, Presence Own Children		713
Married-Couple Family, own children	157	22.02
Married-Couple Family, no own children	194	27.21
Male Householder, own children	31	4.35
Male Householder, no own children	51	7.15
Female Householder, own children	201	28.19
Female Householder, no own children	80	11.22
2011 Est. Households by Household Size		1,456
1-person household	629	43.20
2-person household	319	21.91
3-person household	180	12.36
4-person household	147	10.10
5-person household	88	6.04
6-person household	49	3.37
7 or more person household	44	3.02
2011 Est. Average Household Size		2.41

Pop-Facts: Demographic Snapshot 2011 Report

Peekskill Study Area

Polygon 1: PEEKSKILL STUDY AREA, MAIN ST AT N DIVISION ST, PEEKSKILL, NY 10566, aggregate

Description	Polygon 1	%
2011 Est. Households by Presence of People		1,456
Households with 1 or more People under Age 18:		430 29.53
Married-Couple Family	168	39.07
Other Family, Male Householder	40	9.30
Other Family, Female Householder	217	50.47
Nonfamily, Male Householder	4	0.93
Nonfamily, Female Householder	0	0.00
Households no People under Age 18:		1,026 70.47
Married-Couple Family	177	17.25
Other Family, Male Householder	40	3.90
Other Family, Female Householder	58	5.65
Nonfamily, Male Householder	327	31.87
Nonfamily, Female Householder	424	41.33
2011 Est. Households by Number of Vehicles		1,456
No Vehicles	537	36.88
1 Vehicle	558	38.32
2 Vehicles	275	18.89
3 Vehicles	47	3.23
4 Vehicles	19	1.30
5 or more Vehicles	20	1.37
2011 Est. Average Number of Vehicles		0.99
Family Households		
2016 Projection	730	
2011 Estimate	713	
2000 Census	671	
1990 Census	668	
Growth 2011-2016	2.38%	
Growth 2000-2011	6.26%	
Growth 1990-2000	0.45%	
2011 Est. Families by Poverty Status		713
2011 Families at or Above Poverty	575	80.65
2011 Families at or Above Poverty with Children	332	46.56
2011 Families Below Poverty	139	19.50
2011 Families Below Poverty with Children	114	15.99

Pop-Facts: Demographic Snapshot 2011 Report

Peekskill Study Area

Polygon 1: PEEKSKILL STUDY AREA, MAIN ST AT N DIVISION ST, PEEKSKILL, NY 10566, aggregate

Description	Polygon 1	%
2011 Est. Pop Age 16+ by Employment Status	2,733	
In Armed Forces	0	0.00
Civilian - Employed	1,539	56.31
Civilian - Unemployed	328	12.00
Not in Labor Force	865	31.65
2011 Est. Civ Employed Pop 16+ Class of Worker	1,561	
For-Profit Private Workers	1,180	75.59
Non-Profit Private Workers	115	7.37
Local Government Workers	145	9.29
State Government Workers	48	3.07
Federal Government Workers	27	1.73
Self-Emp Workers	69	4.42
Unpaid Family Workers	3	0.19
2011 Est. Civ Employed Pop 16+ by Occupation	1,561	
Architect/Engineer	9	0.58
Arts/Entertain/Sports	16	1.02
Building Grounds Maint	174	11.15
Business/Financial Ops	32	2.05
Community/Soc Svcs	34	2.18
Computer/Mathematical	18	1.15
Construction/Extraction	241	15.44
Edu/Training/Library	79	5.06
Farm/Fish/Forestry	7	0.45
Food Prep/Serving	91	5.83
Health Practitioner/Tec	61	3.91
Healthcare Support	73	4.68
Maintenance Repair	41	2.63
Legal	4	0.26
Life/Phys/Soc Science	16	1.02
Management	50	3.20
Office/Admin Support	194	12.43
Production	80	5.12
Protective Svcs	29	1.86
Sales/Related	111	7.11
Personal Care/Svc	55	3.52
Transportation/Moving	145	9.29

Pop-Facts: Demographic Snapshot 2011 Report

Peekskill Study Area

Polygon 1: PEEKSKILL STUDY AREA, MAIN ST AT N DIVISION ST, PEEKSKILL, NY 10566, aggregate

Description	Polygon 1	%
2011 Est. Pop 16+ by Occupation Classification		1,561
Blue Collar	507	32.48
White Collar	625	40.04
Service and Farm	429	27.48
2011 Est. Workers Age 16+, Transp. To Work		1,508
Drove Alone	763	50.60
Car Pooled	201	13.33
Public Transportation	227	15.05
Walked	244	16.18
Bicycle	17	1.13
Other Means	35	2.32
Worked at Home	22	1.46
2011 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	471	
15 - 29 Minutes	434	
30 - 44 Minutes	322	
45 - 59 Minutes	107	
60 or more Minutes	157	
2011 Est. Avg Travel Time to Work in Minutes		29.08
2011 Est. Tenure of Occupied Housing Units		1,456
Owner Occupied	279	19.16
Renter Occupied	1,177	80.84
2011 Owner Occ. HUs: Avg. Length of Residence		9
2011 Renter Occ. HUs: Avg. Length of Residence		8

Pop-Facts: Demographic Snapshot 2011 Report

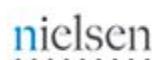
Peekskill Study Area

Polygon 1: PEEKSKILL STUDY AREA, MAIN ST AT N DIVISION ST, PEEKSKILL, NY 10566, aggregate

Description	Polygon 1	%
2011 Est. All Owner-Occupied Housing Values		279
Value Less than \$20,000	0	0.00
Value \$20,000 - \$39,999	0	0.00
Value \$40,000 - \$59,999	3	1.08
Value \$60,000 - \$79,999	6	2.15
Value \$80,000 - \$99,999	6	2.15
Value \$100,000 - \$149,999	24	8.60
Value \$150,000 - \$199,999	50	17.92
Value \$200,000 - \$299,999	68	24.37
Value \$300,000 - \$399,999	68	24.37
Value \$400,000 - \$499,999	24	8.60
Value \$500,000 - \$749,999	21	7.53
Value \$750,000 - \$999,999	8	2.87
Value \$1,000,000 or more	0	0.00
2011 Est. Median All Owner-Occupied Housing Value		\$273,541
2011 Est. Housing Units by Units in Structure		1,536
1 Unit Attached	31	2.02
1 Unit Detached	175	11.39
2 Units	208	13.54
3 or 4 Units	185	12.04
5 to 19 Units	162	10.55
20 to 49 Units	166	10.81
50 or More Units	610	39.71
Mobile Home or Trailer	0	0.00
Boat, RV, Van, etc.	0	0.00
2011 Est. Housing Units by Year Structure Built		1,536
Housing Unit Built 2000 or later	91	5.92
Housing Unit Built 1990 to 1999	94	6.12
Housing Unit Built 1980 to 1989	76	4.95
Housing Unit Built 1970 to 1979	312	20.31
Housing Unit Built 1960 to 1969	343	22.33
Housing Unit Built 1950 to 1959	140	9.11
Housing Unit Built 1940 to 1949	94	6.12
Housing Unit Built 1939 or Earlier	386	25.13
2011 Est. Median Year Structure Built **		1964

*This row intentionally left blank. No total category data is available.

**1939 will appear when at least half of the Housing Units in this reports area were built in 1939 or earlier.



Prepared On: Fri Oct 21, 2011 Page 11 Of 12

Prepared By:

Project Code: Peekskill 111021

Nielsen Solution Center 1 800 866 6511

Prepared For: JGSC Group

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Pop-Facts: Demographic Snapshot 2011 Report

Peekskill Study Area

Appendix: Area Listing

Area Name: PEEKSKILL STUDY AREA

Type: Polygon 1

Reporting Detail: Aggregate

Reporting Level: Block Group

MAIN ST AT N DIVISION ST, PEEKSKILL, NY 10566

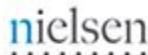
Polygon Points:

41.294956 -73.917972	41.294956 -73.919382	41.294232 -73.920322	41.294165 -73.920345
41.294047 -73.919405	41.293206 -73.919606	41.292786 -73.919807	41.292635 -73.922359
41.292399 -73.922337	41.292315 -73.923546	41.292214 -73.924754	41.290583 -73.929298
41.289876 -73.928806	41.289254 -73.928604	41.288430 -73.928358	41.287421 -73.928201
41.287438 -73.922874	41.288211 -73.922896	41.289221 -73.919785	41.289002 -73.919315
41.288884 -73.918800	41.288867 -73.918487	41.288817 -73.918397	41.288766 -73.917860
41.288800 -73.917300	41.288817 -73.916965	41.288783 -73.916718	41.288682 -73.916360
41.288615 -73.916114	41.288464 -73.915689	41.288346 -73.915487	41.288363 -73.915040
41.288531 -73.914368	41.288716 -73.913697	41.288884 -73.913048	41.289019 -73.912868
41.289557 -73.911481	41.289927 -73.910854	41.292130 -73.913182	41.292147 -73.913338
41.291979 -73.913988	41.291996 -73.914704	41.292651 -73.914749	41.292635 -73.917121
41.293560 -73.917144	41.293560 -73.917994	41.294956 -73.917972	41.292635 -73.917121

Project Information:

Site: 5

Order Number: 970524499



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Prepared By:

Project Code: Peekskill 111021

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Business-Facts: WorkPlace and Employment Summary 2011

Peekskill Study Area

Polygon 1: PEEKSKILL STUDY AREA, Total

Business Description	Total Establishment	Total Employees	Employees Per Establishment
Industries (All)	488	3,266	7
Industries (Private Sector)	414	2,632	6
Industries (Government and Non-Profit)*	74	634	9
Agriculture (All)	5	54	11
Mining (All)	0	0	0
Construction (All)	35	556	16
Manufacturing (All)	11	48	4
Transportation, Communications/Public Utilities	20	452	23
Wholesale Trade (All)	24	90	4
Retail (All Retail)	103	523	5
Building Mats and Garden Supply	4	14	4
General Merchandise Stores	5	14	3
Food Stores	11	53	5
Auto Dealers and Gas Stations	6	94	16
Apparel and Accessory Stores	4	10	3
Home Furniture, Furnishings and Equipment	7	20	3
Eating and Drinking Places	37	205	6
Miscellaneous Retail Stores	29	113	4
Finance (All)	35	205	6
Bank, Savings and Lending Institutions	5	41	8
Security and Commodity Brokers	4	37	9
Insurance Carriers and Agencies	7	17	2
Real Estate	19	110	6
Trusts, Holdings and Other Investments	0	0	0

Business-Facts: WorkPlace and Employment Summary 2011

Peekskill Study Area

Polygon 1: PEEKSKILL STUDY AREA, Total

Business Description	Total Establishment	Total Employees	Employees Per Establishment
Service (All)	219	1,005	5
Hotel and Other Lodging	1	15	15
Personal Services	61	150	3
Business Services	36	131	4
Motion Picture and Amusement	12	41	3
Health Services	23	234	10
Legal Services	20	55	3
Educational Services	9	85	9
Social Services	11	126	12
Misc, Membership Orgs and Nonclassified	46	168	4
Public Administration (All)	36	333	9
 CY Population	3,524		
CY Residential Pop per Business	7		
CY Households	1,456		
CY HHs per Businesses	3		

Prepared from Claritas Business-Facts which includes data from infoUSA.

* Industries (Government & Non-Profit), or the Public Sector, includes Public Administration , Museums, Educational, and Social Services. All the rest of the Industries are the Private Sector.

Business-Facts: WorkPlace and Employment Summary 2011

Peekskill Study Area

Appendix: Area Listing

Area Name: PEEKSKILL STUDY AREA

Type: Polygon 1 Reporting Detail: Aggregate Reporting Level: Block Group
MAIN ST AT N DIVISION ST, PEEKSKILL, NY 10566

Polygon Points:

41.294956 -73.917972	41.294956 -73.919382	41.294232 -73.920322	41.294165 -73.920345
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41.288884 -73.918800	41.288867 -73.918487	41.288817 -73.918397	41.288766 -73.917860
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41.288531 -73.914368	41.288716 -73.913697	41.288884 -73.913048	41.289019 -73.912868
41.289557 -73.911481	41.289927 -73.910854	41.292130 -73.913182	41.292147 -73.913338
41.291979 -73.913988	41.291996 -73.914704	41.292651 -73.914749	41.292635 -73.917121
41.293560 -73.917144	41.293560 -73.917994	41.294956 -73.917972	41.292635 -73.917121

Project Information:

Site: 5

Order Number: 970524499



Prepared On: Fri Oct 21, 2011

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Prepared By:

Project Code: Peekskill 111021

Nielsen Solution Center 1 800 866 6511

Prepared For: JGSC Group

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RMP Opportunity Gap - Retail Stores

Peekskill Study Area

Polygon 1: PEEKSKILL STUDY AREA, Total

Retail Stores	2011 Demand (Consumer Expenditures)	2011 Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	40,752,895	53,208,678	(12,455,783)
Motor Vehicle and Parts Dealers-441	5,547,050	19,435,249	(13,888,199)
Automotive Dealers-4411	5,041,352	18,470,953	(13,429,601)
Other Motor Vehicle Dealers-4412	66,111	584,828	(518,717)
Automotive Parts/Accrs, Tire Stores-4413	439,586	379,468	60,118
Furniture and Home Furnishings Stores-442	725,205	256,063	469,142
Furniture Stores-4421	397,503	0	397,503
Home Furnishing Stores-4422	327,702	256,063	71,639
Electronics and Appliance Stores-443	864,661	1,965,930	(1,101,269)
Appliances, TVs, Electronics Stores-44311	628,791	1,965,930	(1,337,139)
Household Appliances Stores-443111	133,389	761,878	(628,489)
Radio, Television, Electronics Stores-443112	495,402	1,204,052	(708,650)
Computer and Software Stores-44312	199,590	0	199,590
Camera and Photographic Equipment Stores-44313	36,281	0	36,281
Building Material, Garden Equip Stores -444	2,970,882	2,182,169	788,713
Building Material and Supply Dealers-4441	2,695,895	2,182,169	513,726
Home Centers-44411	1,142,938	0	1,142,938
Paint and Wallpaper Stores-44412	60,210	8,399	51,811
Hardware Stores-44413	299,623	100,192	199,431
Other Building Materials Dealers-44419	1,193,124	2,073,578	(880,454)
Building Materials, Lumberyards-444191	512,533	810,770	(298,237)
Lawn, Garden Equipment, Supplies Stores-4442	274,987	0	274,987
Outdoor Power Equipment Stores-44421	11,026	0	11,026
Nursery and Garden Centers-44422	263,961	0	263,961
Food and Beverage Stores-445	6,387,399	6,680,647	(293,248)
Grocery Stores-4451	5,843,526	5,993,999	(150,473)
Supermarkets, Grocery (Ex Conv) Stores-44511	5,561,417	5,620,439	(59,022)
Convenience Stores-44512	282,109	373,560	(91,451)
Specialty Food Stores-4452	189,187	371,008	(181,821)
Beer, Wine and Liquor Stores-4453	354,686	315,641	39,045
Health and Personal Care Stores-446	2,398,188	4,882,735	(2,484,547)
Pharmacies and Drug Stores-44611	2,062,223	4,882,735	(2,820,512)
Cosmetics, Beauty Supplies, Perfume Stores-44612	84,967	0	84,967
Optical Goods Stores-44613	94,690	0	94,690
Other Health and Personal Care Stores-44619	156,308	0	156,308

RMP Opportunity Gap - Retail Stores

Peekskill Study Area

Polygon 1: PEEKSKILL STUDY AREA, Total

Retail Stores	2011 Demand (Consumer Expenditures)	2011 Supply (Retail Sales)	Opportunity Gap/Surplus
Gasoline Stations-447	4,133,356	1,891,502	2,241,854
Gasoline Stations With Conv Stores-44711	3,124,234	0	3,124,234
Other Gasoline Stations-44719	1,009,122	1,891,502	(882,380)
Clothing and Clothing Accessories Stores-448	2,166,962	2,364,127	(197,165)
Clothing Stores-4481	1,562,301	1,788,620	(226,319)
Men's Clothing Stores-44811	107,058	1,538,416	(1,431,358)
Women's Clothing Stores-44812	372,902	0	372,902
Childrens, Infants Clothing Stores-44813	99,136	0	99,136
Family Clothing Stores-44814	847,356	120,242	727,114
Clothing Accessories Stores-44815	35,351	0	35,351
Other Clothing Stores-44819	100,498	129,962	(29,464)
Shoe Stores-4482	329,382	0	329,382
Jewelry, Luggage, Leather Goods Stores-4483	275,279	575,507	(300,228)
Jewelry Stores-44831	253,273	575,507	(322,234)
Luggage and Leather Goods Stores-44832	22,006	0	22,006
Sporting Goods, Hobby, Book, Music Stores-451	709,691	2,209,577	(1,499,886)
Sportng Goods, Hobby, Musical Inst Stores-4511	502,638	1,912,084	(1,409,446)
Sporting Goods Stores-45111	252,805	136,429	116,376
Hobby, Toys and Games Stores-45112	178,337	765,619	(587,282)
Sew/Needlework/Piece Goods Stores-45113	25,291	225,903	(200,612)
Musical Instrument and Supplies Stores-45114	46,204	784,133	(737,929)
Book, Periodical and Music Stores-4512	207,053	297,492	(90,439)
Book Stores and News Dealers-45121	136,452	6,921	129,531
Book Stores-451211	127,505	6,921	120,584
News Dealers and Newsstands-451212	8,947	0	8,947
Prerecorded Tapes, CDs, Record Stores-45122	70,602	290,572	(219,970)
General Merchandise Stores-452	5,977,254	2,359,157	3,618,097
Department Stores Excl Leased Depts-4521	2,865,116	1,102,266	1,762,850
Other General Merchandise Stores-4529	3,112,138	1,256,891	1,855,247
Miscellaneous Store Retailers-453	1,020,648	2,266,053	(1,245,405)
Florists-4531	65,165	128,771	(63,606)
Office Supplies, Stationery, Gift Stores-4532	401,765	1,343,031	(941,266)
Office Supplies and Stationery Stores-45321	222,453	1,271,720	(1,049,267)
Gift, Novelty and Souvenir Stores-45322	179,313	71,310	108,003
Used Merchandise Stores-4533	91,270	398,580	(307,310)
Other Miscellaneous Store Retailers-4539	462,447	395,671	66,776
Non-Store Retailers-454	3,124,135	0	3,124,135
Foodservice and Drinking Places-722	4,727,464	6,715,470	(1,988,006)
Full-Service Restaurants-7221	2,121,179	2,762,329	(641,150)

RMP Opportunity Gap - Retail Stores

Peekskill Study Area

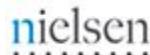
Polygon 1: PEEKSKILL STUDY AREA, Total

Retail Stores	2011 Demand (Consumer Expenditures)	2011 Supply (Retail Sales)	Opportunity Gap/Surplus
Limited-Service Eating Places-7222	2,008,917	3,830,656	(1,821,739)
Special Foodservices-7223	390,599	0	390,599
Drinking Places -Alcoholic Beverages-7224	206,770	122,485	84,285
GAFO *	10,845,539	10,497,884	347,655
General Merchandise Stores-452	5,977,254	2,359,157	3,618,097
Clothing and Clothing Accessories Stores-448	2,166,962	2,364,127	(197,165)
Furniture and Home Furnishings Stores-442	725,205	256,063	469,142
Electronics and Appliance Stores-443	864,661	1,965,930	(1,101,269)
Sporting Goods, Hobby, Book, Music Stores-451	709,691	2,209,577	(1,499,886)
Office Supplies, Stationery, Gift Stores-4532	401,765	1,343,031	(941,266)

* GAFO (General merchandise, Apparel, Furniture and Other) represents sales at stores that sell merchandise normally sold in department stores. This category is not included in Total Retail Sales Including Eating and Drinking Places.

Claritas' RMP data is derived from two major sources of information. The demand data is derived from the Consumer Expenditure Survey (CE Survey), which is fielded by the U.S. Bureau of Labor Statistics (BLS). The supply data is derived from the Census of Retail Trade (CRT), which is made available by the U.S. Census. Additional data sources are incorporated to create both supply and demand estimates.

The difference between demand and supply represents the opportunity gap or surplus available for each retail outlet in the specified reporting geography. When the demand is greater than (less than) the supply, there is an opportunity gap (surplus) for that retail outlet. For example, a positive value signifies an opportunity gap, while a negative value signifies a surplus.



Prepared On: Fri Oct 21, 2011

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Prepared By:

Project Code: Peekskill 111021

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RMP Opportunity Gap - Retail Stores

Peekskill Study Area

Appendix: Area Listing

Area Name: PEEKSKILL STUDY AREA

Type: Polygon 1 Reporting Detail: Aggregate Reporting Level: Block Group
MAIN ST AT N DIVISION ST, PEEKSKILL, NY 10566

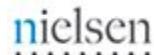
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41.292399 -73.922337	41.292315 -73.923546	41.292214 -73.924754	41.290583 -73.929298
41.289876 -73.928806	41.289254 -73.928604	41.288430 -73.928358	41.287421 -73.928201
41.287438 -73.922874	41.288211 -73.922896	41.289221 -73.919785	41.289002 -73.919315
41.288884 -73.918800	41.288867 -73.918487	41.288817 -73.918397	41.288766 -73.917860
41.288800 -73.917300	41.288817 -73.916965	41.288783 -73.916718	41.288682 -73.916360
41.288615 -73.916114	41.288464 -73.915689	41.288346 -73.915487	41.288363 -73.915040
41.288531 -73.914368	41.288716 -73.913697	41.288884 -73.913048	41.289019 -73.912868
41.289557 -73.911481	41.289927 -73.910854	41.292130 -73.913182	41.292147 -73.913338
41.291979 -73.913988	41.291996 -73.914704	41.292651 -73.914749	41.292635 -73.917121
41.293560 -73.917144	41.293560 -73.917994	41.294956 -73.917972	41.292635 -73.917121

Project Information:

Site: 5

Order Number: 970524499



Prepared On: Fri Oct 21, 2011

Page 4 Of 4

Prepared By:

Project Code: Peekskill 111021

Nielsen Solution Center 1 800 866 6511

Prepared For: JGSC Group

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Business-Facts: Retail SIC Summary 2011

Peekskill Study Area

Polygon 1: PEEKSKILL STUDY AREA, Total

SIC Code	Business Description	Total Establishment	Total Employees	Sales (in Millions)	Establishments 20+ Employees
RET	All Retailing	103	523	72.3	4
52	Building Materials, Garden Supply and Mobile Homes	4	14	2.1	0
521	Lumber and Other Building Materials	1	8	1.0	0
523	Paint, Glass and Wallpaper	2	3	.6	0
525	Hardware Stores	1	3	.5	0
526	Retail Nurseries and Garden	0	0	0	0
527	Mobile Home Dealers	0	0	0	0
53	General Merchandise Stores	5	14	1.2	0
531	Department Stores	2	8	.9	0
54	Food Stores	11	53	8.0	1
541	Grocery Stores	7	42	7.4	1
542	Meat and Fish Markets	0	0	0	0
543	Fruit and Vegetable Markets	1	1	.2	0
544	Candy, Nut and Confection Store	1	4	.2	0
545	Dairy Products Stores	0	0	0	0
546	Retail Bakeries	1	4	.1	0
549	Miscellaneous Food Stores	1	2	.1	0
55	Automobile Dealers and Gas Service Stations	6	94	34.6	2
551	New and Used Car Dealers	2	76	30.7	2
552	Used Car Dealers	0	0	0	0
553	Auto and Home Supply Stores	1	6	1.1	0
554	Gasoline Service Stations	2	6	1.1	0
555	Boat Dealers	0	0	0	0
556	Recreational Vehicle Dealer	1	6	1.7	0
557	Motorcycle Dealers	0	0	0	0
559	Automotive Dealers, NEC	0	0	0	0
56	Apparel and Accessory Stores	4	10	.6	0
561	Mens and Boys Clothing Stores	0	0	0	0
562	Womens Clothing Stores	0	0	0	0
563	Womens Accessory and Specialty Stores	0	0	0	0
564	Childrens and Infants Wear	0	0	0	0
565	Family Clothing Stores	3	7	.4	0
566	Shoe Stores	0	0	0	0
569	Miscellaneous Apparel and Accessory Stores	1	3	.2	0
57	Home Furniture,Furnishings and Equipment	7	20	3.2	0
571	Home Furniture and Furnishing	0	0	0	0
5712	Furniture and Kitchen Design Stores	0	0	0	0
5713	Floor Covering Stores	0	0	0	0

Business-Facts: Retail SIC Summary 2011

Peekskill Study Area

Polygon 1: PEEKSKILL STUDY AREA, Total

SIC Code	Business Description	Total Establishment	Total Employees	Sales (in Millions)	Establishments 20+ Employees
5719	Miscellaneous Home Furnishing Stores	0	0	0	0
572	Household Appliance Stores	1	4	.7	0
573	Radio, TV and Computer Store	6	16	2.5	0
5731	Radio, TV, Electronic Stores	4	11	1.7	0
5734	Computer Hardware and Software Stores	0	0	0	0
5735	Music, Video CD's and Tape Stores	1	3	.5	0
58	Eating and Drinking Places	37	205	9.8	0
5812	Eating Places	36	201	9.6	0
5813	Drinking Places	1	4	.2	0
59	Miscellaneous Retail	29	113	12.8	1
591	Drug Stores and Proprietary	4	25	3.2	0
592	Liquor Stores	2	3	.3	0
593	Used Merchandise Stores	5	14	.9	0
5932A	Antique Stores	1	1	.1	0
594	Miscellaneous Shopping Goods Stores	12	58	6.4	1
5941	Sporting Goods, Bicycle and Gun Stores	0	0	0	0
5942	Book Stores	2	12	.6	0
5943	Stationery Stores	3	24	4.4	1
5944	Jewelry Stores	3	8	.5	0
5945	Hobby, Toy and Game Shops	1	9	.6	0
5946	Camera and Photography Supply Stores	0	0	0	0
5947	Gift, Novelty and Souvenir Shops	1	2	.1	0
5948	Luggage and Leather Goods Stores	0	0	0	0
5949	Sewing, Needlework and Craft Stores	2	3	.2	0
596	NonStore Retailers	0	0	0	0
5961	Catalog and Mail Order Houses	0	0	0	0
598	Fuel and Ice Dealers	0	0	0	0
599	Retail Stores, NEC	6	13	2.0	0
5992	Florists	2	3	.2	0
5993	Tobacco Stores and Stands	0	0	0	0
5994	News Dealers and Newsstands	0	0	0	0
5995	Optical Goods Stores	0	0	0	0
5999	Miscellaneous Retail Stores NEC	4	10	1.8	0
5999M	Pet Shops	1	3	.5	0

Prepared from Claritas Business-Facts which includes data from infoUSA.



Prepared On: Fri Oct 21, 2011 Page 2 Of 3

Project Code: Peekskill 111021

Prepared For: JGSC Group

Prepared By:

Nielsen Solution Center 1 800 866 6511

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Business-Facts: Retail SIC Summary 2011

Peekskill Study Area

Appendix: Area Listing

Area Name: PEEKSKILL STUDY AREA

Type: Polygon 1

Reporting Detail: Aggregate

Reporting Level: Block Group

MAIN ST AT N DIVISION ST PEEKSKILL, NY 10566

Polygon Points:

41.294956	-73.917972	41.294956	-73.919382	41.294232	-73.920322	41.294165	-73.920345
41.294047	-73.919405	41.293206	-73.919606	41.292786	-73.919807	41.292635	-73.922359
41.292399	-73.922337	41.292315	-73.923546	41.292214	-73.924754	41.290583	-73.929298
41.289876	-73.928806	41.289254	-73.928604	41.288430	-73.928358	41.287421	-73.928201
41.287438	-73.922874	41.288211	-73.922896	41.289221	-73.919785	41.289002	-73.919315
41.288884	-73.918800	41.288867	-73.918487	41.288817	-73.918397	41.288766	-73.917860
41.288800	-73.917300	41.288817	-73.916965	41.288783	-73.916718	41.288682	-73.916360
41.288615	-73.916114	41.288464	-73.915689	41.288346	-73.915487	41.288363	-73.915040
41.288531	-73.914368	41.288716	-73.913697	41.288884	-73.913048	41.289019	-73.912868
41.289557	-73.911481	41.289927	-73.910854	41.292130	-73.913182	41.292147	-73.913338
41.291979	-73.913988	41.291996	-73.914704	41.292651	-73.914749	41.292635	-73.917121
41.293560	-73.917144	41.293560	-73.917994	41.294956	-73.917972	41.292635	-73.917121

Project Information:

Site: 5

Order Number: 970524499

Business-Facts: Service SIC Summary 2011

Peekskill Study Area

Polygon 1: PEEKSKILL STUDY AREA, Total

SIC Code	Business Description	Total Establishment	Total Employees	Sales (in Millions)	Establishments 20+ Employees
70	Hotels and Other Lodging Places	1	15	.6	0
701	Hotels and Motels	1	15	.6	0
72	Personal Services	42	100	5.3	0
721	Laundry, Cleaning, Garment Service	4	10	.4	0
7215	Coin-Operated Laundry and Cleaning	1	2	.1	0
722	Photographic and Portrait Studios	1	2	.1	0
723	Beauty Shops	21	53	2.3	0
724	Barber Shops	6	12	.6	0
725	Shoe Repair and Shoeshine	0	0	0	0
726	Funeral Service and Crematory	0	0	0	0
729	Miscellaneous Personal Services	10	23	1.9	0
7291	Tax Return Preparation and Filing	4	11	.7	0
73	Business Services	26	93	11.3	1
731	Advertising	3	11	1.3	0
732	Credit Reporting and Collect	0	0	0	0
733	Mail, Clerical, Graphic Design Services	4	6	.7	0
7334	Photocopy and Duplicating Services	1	2	.1	0
734	Services to Buildings	5	33	1.2	1
7342	Disinfect and Pest Control Services	3	27	1.0	1
7349	Building Maintenance Services NEC	2	6	.2	0
735	Miscellaneous Equipment Rental and Leasing	1	4	.7	0
736	Employment Agencies and Contractors	1	7	1.5	0
7361	Employment Agencies	1	7	1.5	0
7363	Temporary Employment Service	0	0	0	0
737	Computer and Data Processing Services	4	9	1.1	0
738	Miscellaneous Business Services	8	23	4.8	0
7382	Security Systems Services	1	4	.3	0
7384	Photofinishing Laboratories	0	0	0	0
7389	Business Services NEC	7	19	4.5	0
7389N	Telephone Answering Services	2	8	1.9	0
75	Automobile Repair Services and Parking	7	21	1.4	0
751	Automobile, RV and Moving Truck Rentals	1	2	.4	0
7514	Passenger Car Rental	0	0	0	0
752	Automobile Parking	0	0	0	0
753	Automotive Repair Shops	6	19	1.0	0
7533	Automobile Exhaust Sys Repair Shops	0	0	0	0
7536	Automobile Glass Replacement Shops	0	0	0	0
7537	Automobile Transmission Repair Shops	0	0	0	0
7538	General Automobile Repair Shops	4	12	.6	0
754	Automobile Service, Except Repair	0	0	0	0



Prepared On: Fri Oct 21, 2011 Page 1 Of 3

Project Code: Peekskill 111021

Prepared For: JGSC Group

Prepared By:

Nielsen Solution Center 1 800 866 6511

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Business-Facts: Service SIC Summary 2011

Peekskill Study Area

Polygon 1: PEEKSKILL STUDY AREA, Total

SIC Code	Business Description	Total Establishment	Total Employees	Sales (in Millions)	Establishments 20+ Employees
7542	Carwashes	0	0	0	0
76	Miscellaneous Repair Services	12	29	3.2	0
762	Electrical Repair Shops	2	5	.3	0
7622	Radio and TV Repair Shops	0	0	0	0
7629	Appliance Repair Shops NEC	1	2	.1	0
763	Watch, Clock, and Jewelry Repair	0	0	0	0
764	Reupholstery and Furniture Repair	2	4	.2	0
769	Miscellaneous Repair Shops	8	20	2.7	0
78	Motion Pictures	1	4	1.0	0
783	Motion Picture Theaters	0	0	0	0
784	Video Tape Rental	0	0	0	0
79	Amusement and Recreation Services (Ex. Movies)	11	37	5.1	0
794	Commercial Sports	0	0	0	0
799	Miscellaneous Amusement and Recreational Services	5	15	1.2	0
7991	Physical Fitness Facilities	0	0	0	0
7996	Amusement Parks	0	0	0	0

Prepared from Claritas Business-Facts which includes data from infoUSA.



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Project Code: Peekskill 111021

Prepared For: JGSC Group

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Business-Facts: Service SIC Summary 2011

Peekskill Study Area

Appendix: Area Listing

Area Name: PEEKSKILL STUDY AREA

Type: Polygon 1

Reporting Detail: Aggregate

Reporting Level: Block Group

MAIN ST AT N DIVISION ST PEEKSKILL, NY 10566

Polygon Points:

41.294956	-73.917972	41.294956	-73.919382	41.294232	-73.920322	41.294165	-73.920345
41.294047	-73.919405	41.293206	-73.919606	41.292786	-73.919807	41.292635	-73.922359
41.292399	-73.922337	41.292315	-73.923546	41.292214	-73.924754	41.290583	-73.929298
41.289876	-73.928806	41.289254	-73.928604	41.288430	-73.928358	41.287421	-73.928201
41.287438	-73.922874	41.288211	-73.922896	41.289221	-73.919785	41.289002	-73.919315
41.288884	-73.918800	41.288867	-73.918487	41.288817	-73.918397	41.288766	-73.917860
41.288800	-73.917300	41.288817	-73.916965	41.288783	-73.916718	41.288682	-73.916360
41.288615	-73.916114	41.288464	-73.915689	41.288346	-73.915487	41.288363	-73.915040
41.288531	-73.914368	41.288716	-73.913697	41.288884	-73.913048	41.289019	-73.912868
41.289557	-73.911481	41.289927	-73.910854	41.292130	-73.913182	41.292147	-73.913338
41.291979	-73.913988	41.291996	-73.914704	41.292651	-73.914749	41.292635	-73.917121
41.293560	-73.917144	41.293560	-73.917994	41.294956	-73.917972	41.292635	-73.917121

Project Information:

Site: 5

Order Number: 970524499

Business-Facts: HealthCare SIC Summary 2011

Peekskill Study Area

Polygon 1: PEEKSKILL STUDY AREA, Total

SIC Code	Business Description	Total Establishment	Total Employees	Sales (in Millions)	Establishments 20+ Employees
80	Health Services	23	234	20.0	4
801	Office of Doctors of Medicine	26	45	5.5	1
802	Office of Dentists	9	83	5.7	1
803	Office of Osteopathic Physicians	0	0	0	0
804	Office of Other Health Practitioners	5	23	1.4	0
8041	Chiropractors Offices and Clinics	2	6	.4	0
8042	Optometrists Offices and Clinics	1	9	.5	0
8043	Podiatrists Offices and Clinics	2	8	.5	0
8049	Other Health Practitioners Not Classified	0	0	0	0
805	Nursing and Personal Care Facilities	0	0	0	0
806	Hospitals	2	35	2.8	1
807	Medical and Dental Laboratories	0	0	0	0
808	Home Health Care Services	1	45	4.3	1
8093	Specialty Outpatient Facilities	0	0	0	0

Prepared from Claritas Business-Facts which includes data from infoUSA.

The "Total Establishments" for Health Services will not reflect the sum of each of the sub-categories. Some practitioners, offices, clinics or labs report for more than one category, causing higher counts by sub-category.



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Project Code: Peekskill 111021

Prepared For: JGSC Group

Prepared By:

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Business-Facts: HealthCare SIC Summary 2011

Peekskill Study Area

Appendix: Area Listing

Area Name: PEEKSKILL STUDY AREA

Type: Polygon 1

Reporting Detail: Aggregate

Reporting Level: Block Group

MAIN ST AT N DIVISION ST PEEKSKILL, NY 10566

Polygon Points:

41.294956	-73.917972	41.294956	-73.919382	41.294232	-73.920322	41.294165	-73.920345
41.294047	-73.919405	41.293206	-73.919606	41.292786	-73.919807	41.292635	-73.922359
41.292399	-73.922337	41.292315	-73.923546	41.292214	-73.924754	41.290583	-73.929298
41.289876	-73.928806	41.289254	-73.928604	41.288430	-73.928358	41.287421	-73.928201
41.287438	-73.922874	41.288211	-73.922896	41.289221	-73.919785	41.289002	-73.919315
41.288884	-73.918800	41.288867	-73.918487	41.288817	-73.918397	41.288766	-73.917860
41.288800	-73.917300	41.288817	-73.916965	41.288783	-73.916718	41.288682	-73.916360
41.288615	-73.916114	41.288464	-73.915689	41.288346	-73.915487	41.288363	-73.915040
41.288531	-73.914368	41.288716	-73.913697	41.288884	-73.913048	41.289019	-73.912868
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41.291979	-73.913988	41.291996	-73.914704	41.292651	-73.914749	41.292635	-73.917121
41.293560	-73.917144	41.293560	-73.917994	41.294956	-73.917972	41.292635	-73.917121

Project Information:

Site: 5

Order Number: 970524499



**LARISA ORTIZ
ASSOCIATES**
Advisors in Commercial District Revitalization

**Downtown Peekskill Retail Recruitment Strategy
Community InsightsSM Analysis & Assessment
Final Report
Appendix C-2**

APPENDIX C-2

Syndicated Data: 3-, 5-, 10-mile Radii

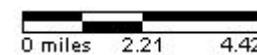
Area Map

Prepared For:

Order #: 970524382
Site: 01



MAIN ST AT N DIVISION ST
PEEKSKILL, NY 10566
Coord: 41.291737, -73.919796
Radius - See Appendix for Details



Area Map

Prepared For:

Order #: 970524382
Site: 01

Appendix: Area Listing

Area Name:

Type: Radius 1

Radius Definition:

MAIN ST AT N DIVISION ST
PEEKSKILL, NY 10566

Center Point: 41.291737
Circle/Band: 0.00 - 3.00

Area Name:

Type: Radius 2

Radius Definition:

MAIN ST AT N DIVISION ST
PEEKSKILL, NY 10566

Center Point: 41.291737
Circle/Band: 0.00 - 5.00

Area Name:

Type: Radius 3

Radius Definition:

MAIN ST AT N DIVISION ST
PEEKSKILL, NY 10566

Center Point: 41.291737
Circle/Band: 0.00 - 10.00

Pop-Facts: Demographic Snapshot 2011 Report

Peekskill 3,5,10

Radius 1: MAIN ST AT N DIVISION ST, PEEKSKILL, NY 10566, aggregate

Radius 2: MAIN ST AT N DIVISION ST, PEEKSKILL, NY 10566, aggregate

Radius 3: MAIN ST AT N DIVISION ST, PEEKSKILL, NY 10566, aggregate

Description	0.00 - 3.00 miles		0.00 - 5.00 miles		0.00 - 10.00 miles	
	Radius 1	%	Radius 2	%	Radius 3	%
Population						
2016 Projection	45,688		77,975		251,935	
2011 Estimate	44,045		75,854		246,980	
2000 Census	40,351		71,285		236,703	
1990 Census	36,403		65,889		219,531	
Growth 2011-2016	3.73%		2.80%		2.01%	
Growth 2000-2011	9.15%		6.41%		4.34%	
Growth 1990-2000	10.85%		8.19%		7.82%	
2011 Est. Pop by Single Race Class						
	44,045		75,854		246,980	
White Alone	28,631	65.00	56,223	74.12	189,934	76.90
Black or African American Alone	7,756	17.61	9,233	12.17	20,179	8.17
Amer. Indian and Alaska Native Alone	163	0.37	256	0.34	825	0.33
Asian Alone	1,457	3.31	2,600	3.43	9,987	4.04
Native Hawaiian and Other Pac. Isl. Alone	19	0.04	24	0.03	114	0.05
Some Other Race Alone	4,049	9.19	4,851	6.40	17,867	7.23
Two or More Races	1,970	4.47	2,667	3.52	8,074	3.27
2011 Est. Pop Hisp or Latino by Origin						
	44,045		75,854		246,980	
Not Hispanic or Latino	33,962	77.11	62,440	82.32	200,847	81.32
Hispanic or Latino:	10,083	22.89	13,414	17.68	46,133	18.68
Mexican	476	4.72	684	5.10	3,283	7.12
Puerto Rican	3,365	33.37	4,829	36.00	13,910	30.15
Cuban	153	1.52	271	2.02	1,068	2.32
All Other Hispanic or Latino	6,089	60.39	7,630	56.88	27,872	60.42
2011 Est. Hisp or Latino by Single Race Class						
	10,083		13,414		46,133	
White Alone	4,625	45.87	6,754	50.35	22,662	49.12
Black or African American Alone	528	5.24	731	5.45	1,806	3.91
American Indian and Alaska Native Alone	69	0.68	110	0.82	388	0.84
Asian Alone	19	0.19	33	0.25	144	0.31
Native Hawaiian and Other Pacific Islander Alone	12	0.12	12	0.09	54	0.12
Some Other Race Alone	3,963	39.30	4,681	34.90	17,482	37.89
Two or More Races	868	8.61	1,093	8.15	3,596	7.79

Pop-Facts: Demographic Snapshot 2011 Report

Peekskill 3,5,10

Radius 1: MAIN ST AT N DIVISION ST, PEEKSKILL, NY 10566, aggregate

Radius 2: MAIN ST AT N DIVISION ST, PEEKSKILL, NY 10566, aggregate

Radius 3: MAIN ST AT N DIVISION ST, PEEKSKILL, NY 10566, aggregate

Description	0.00 - 3.00 miles		0.00 - 5.00 miles		0.00 - 10.00 miles	
	Radius 1	%	Radius 2	%	Radius 3	%
2011 Est. Pop. Asian Alone Race by Cat	1,457		2,600		9,987	
Chinese, except Taiwanese	355	24.37	694	26.69	2,553	25.56
Filipino	214	14.69	375	14.42	1,482	14.84
Japanese	29	1.99	71	2.73	260	2.60
Asian Indian	545	37.41	890	34.23	3,393	33.97
Korean	119	8.17	219	8.42	1,010	10.11
Vietnamese	80	5.49	123	4.73	398	3.99
Cambodian	7	0.48	9	0.35	31	0.31
Hmong	0	0.00	0	0.00	7	0.07
Laotian	1	0.07	1	0.04	2	0.02
Thai	5	0.34	16	0.62	82	0.82
All Other Asian Races Including 2+ Category	102	7.00	201	7.73	771	7.72
2011 Est. Population by Ancestry	44,045		75,854		246,980	
Pop, Arab	133	0.30	205	0.27	831	0.34
Pop, Czech	60	0.14	140	0.18	584	0.24
Pop, Danish	45	0.10	87	0.11	263	0.11
Pop, Dutch	282	0.64	605	0.80	1,797	0.73
Pop, English	893	2.03	2,013	2.65	6,913	2.80
Pop, French (except Basque)	389	0.88	794	1.05	2,376	0.96
Pop, French Canadian	84	0.19	160	0.21	724	0.29
Pop, German	2,333	5.30	4,824	6.36	16,673	6.75
Pop, Greek	261	0.59	540	0.71	1,684	0.68
Pop, Hungarian	233	0.53	538	0.71	1,859	0.75
Pop, Irish	5,765	13.09	11,538	15.21	36,103	14.62
Pop, Italian	7,553	17.15	15,195	20.03	47,775	19.34
Pop, Lithuanian	33	0.07	84	0.11	365	0.15
Pop, United States or American	2,274	5.16	3,764	4.96	11,375	4.61
Pop, Norwegian	124	0.28	290	0.38	1,182	0.48
Pop, Polish	1,006	2.28	2,026	2.67	7,027	2.85
Pop, Portuguese	264	0.60	360	0.47	1,319	0.53
Pop, Russian	522	1.19	1,299	1.71	6,251	2.53
Pop, Scottish	178	0.40	470	0.62	1,981	0.80
Pop, Scotch-Irish	181	0.41	457	0.60	1,369	0.55
Pop, Slovak	84	0.19	147	0.19	563	0.23
Pop, Subsaharan African	239	0.54	340	0.45	1,254	0.51
Pop, Swedish	174	0.40	323	0.43	1,007	0.41
Pop, Swiss	33	0.07	82	0.11	320	0.13
Pop, Ukrainian	151	0.34	406	0.54	1,396	0.57
Pop, Welsh	51	0.12	143	0.19	422	0.17
Pop, West Indian (exc Hisp groups)	1,603	3.64	2,030	2.68	5,112	2.07
Pop, Other ancestries	17,299	39.28	23,977	31.61	77,551	31.40

Pop-Facts: Demographic Snapshot 2011 Report

Peekskill 3,5,10

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Description	0.00 - 3.00 miles		0.00 - 5.00 miles		0.00 - 10.00 miles	
	Radius 1	%	Radius 2	%	Radius 3	%
2011 Est. Population by Ancestry						
Pop, Ancestry Unclassified	1,797	4.08	3,014	3.97	10,904	4.41
2011 Est. Pop Age 5+ by Language Spoken At Home						
Speak Only English at Home	30,979	75.36	56,115	79.03	176,611	76.29
Speak Asian/Pac. Isl. Lang. at Home	588	1.43	1,023	1.44	4,432	1.91
Speak IndoEuropean Language at Home	2,407	5.86	4,507	6.35	16,544	7.15
Speak Spanish at Home	6,832	16.62	8,904	12.54	32,337	13.97
Speak Other Language at Home	302	0.73	458	0.65	1,570	0.68
2011 Est. Population by Sex						
Male	21,869	49.65	37,533	49.48	124,153	50.27
Female	22,176	50.35	38,321	50.52	122,827	49.73
2011 Est. Population by Age						
Age 0 - 4	2,936	6.67	4,847	6.39	15,486	6.27
Age 5 - 9	3,058	6.94	5,123	6.75	16,410	6.64
Age 10 - 14	3,087	7.01	5,211	6.87	16,648	6.74
Age 15 - 17	2,127	4.83	3,799	5.01	11,974	4.85
Age 18 - 20	1,646	3.74	2,816	3.71	10,422	4.22
Age 21 - 24	2,034	4.62	3,585	4.73	14,398	5.83
Age 25 - 34	4,780	10.85	7,499	9.89	24,928	10.09
Age 35 - 44	6,706	15.23	10,651	14.04	32,022	12.97
Age 45 - 54	7,435	16.88	13,106	17.28	42,003	17.01
Age 55 - 64	5,140	11.67	9,328	12.30	30,642	12.41
Age 65 - 74	2,793	6.34	5,198	6.85	17,503	7.09
Age 75 - 84	1,566	3.56	3,060	4.03	9,961	4.03
Age 85 and over	736	1.67	1,632	2.15	4,584	1.86
Age 16 and over	34,235	77.73	59,414	78.33	194,429	78.72
Age 18 and over	32,836	74.55	56,874	74.98	186,462	75.50
Age 21 and over	31,190	70.81	54,058	71.27	176,041	71.28
Age 65 and over	5,095	11.57	9,890	13.04	32,048	12.98
2011 Est. Median Age						
	38.51		39.74		39.13	
2011 Est. Average Age						
	37.70		38.60		38.40	

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Peekskill 3,5,10

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	Radius 1	%	Radius 2	%	Radius 3	%
2011 Est. Male Population by Age	21,869		37,533		124,153	
Age 0 - 4	1,489	6.81	2,459	6.55	7,901	6.36
Age 5 - 9	1,557	7.12	2,603	6.94	8,340	6.72
Age 10 - 14	1,587	7.26	2,644	7.04	8,420	6.78
Age 15 - 17	1,086	4.97	1,978	5.27	6,120	4.93
Age 18 - 20	894	4.09	1,562	4.16	6,132	4.94
Age 21 - 24	984	4.50	1,753	4.67	7,955	6.41
Age 25 - 34	2,520	11.52	3,892	10.37	13,208	10.64
Age 35 - 44	3,342	15.28	5,268	14.04	16,298	13.13
Age 45 - 54	3,715	16.99	6,576	17.52	20,965	16.89
Age 55 - 64	2,578	11.79	4,664	12.43	15,170	12.22
Age 65 - 74	1,303	5.96	2,443	6.51	8,131	6.55
Age 75 - 84	614	2.81	1,245	3.32	4,200	3.38
Age 85 and over	200	0.91	444	1.18	1,313	1.06
2011 Est. Median Age, Male	37.45		38.56		37.45	
2011 Est. Average Age, Male	36.60		37.50		37.10	
2011 Est. Female Population by Age	22,176		38,321		122,827	
Age 0 - 4	1,447	6.53	2,388	6.23	7,585	6.18
Age 5 - 9	1,501	6.77	2,520	6.58	8,070	6.57
Age 10 - 14	1,500	6.76	2,567	6.70	8,228	6.70
Age 15 - 17	1,041	4.69	1,820	4.75	5,854	4.77
Age 18 - 20	752	3.39	1,254	3.27	4,289	3.49
Age 21 - 24	1,050	4.73	1,831	4.78	6,442	5.24
Age 25 - 34	2,260	10.19	3,607	9.41	11,720	9.54
Age 35 - 44	3,364	15.17	5,383	14.05	15,724	12.80
Age 45 - 54	3,719	16.77	6,531	17.04	21,038	17.13
Age 55 - 64	2,562	11.55	4,664	12.17	15,472	12.60
Age 65 - 74	1,489	6.71	2,755	7.19	9,372	7.63
Age 75 - 84	952	4.29	1,815	4.74	5,761	4.69
Age 85 and over	536	2.42	1,187	3.10	3,271	2.66
2011 Est. Median Age, Female	39.56		40.90		40.87	
2011 Est. Average Age, Female	38.70		39.80		39.70	

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Description	0.00 - 3.00 miles		0.00 - 5.00 miles		0.00 - 10.00 miles	
	Radius 1	%	Radius 2	%	Radius 3	%
2011 Est. Pop Age 15+ by Marital Status	34,964		60,673		198,436	
Total, Never Married	11,172	31.95	17,659	29.11	60,584	30.53
Males, Never Married	6,140	17.56	9,686	15.96	34,657	17.47
Females, Never Married	5,032	14.39	7,973	13.14	25,927	13.07
Married, Spouse present	15,749	45.04	29,398	48.45	100,576	50.68
Married, Spouse absent	2,439	6.98	3,940	6.49	10,735	5.41
Widowed	2,126	6.08	3,862	6.37	11,505	5.80
Males Widowed	430	1.23	793	1.31	2,406	1.21
Females Widowed	1,696	4.85	3,069	5.06	9,100	4.59
Divorced	3,477	9.94	5,815	9.58	15,036	7.58
Males Divorced	1,480	4.23	2,463	4.06	5,674	2.86
Females Divorced	1,997	5.71	3,351	5.52	9,362	4.72
2011 Est. Pop. Age 25+ by Edu. Attainment	29,156		50,474		161,643	
Less than 9th grade	1,825	6.26	2,391	4.74	8,700	5.38
Some High School, no diploma	1,991	6.83	2,958	5.86	9,171	5.67
High School Graduate (or GED)	8,566	29.38	14,074	27.88	41,293	25.55
Some College, no degree	5,012	17.19	8,844	17.52	25,464	15.75
Associate Degree	2,290	7.85	3,819	7.57	12,479	7.72
Bachelor's Degree	5,175	17.75	10,009	19.83	34,302	21.22
Master's Degree	3,258	11.17	6,354	12.59	22,026	13.63
Professional School Degree	638	2.19	1,246	2.47	5,123	3.17
Doctorate Degree	400	1.37	779	1.54	3,084	1.91
2011 Est Pop Age 25+ by Edu. Attain, Hisp. or Lat	5,910		7,705		26,591	
Less than 9th grade	1,586	26.84	1,692	21.96	5,174	19.46
Some High School, no diploma	661	11.18	784	10.18	4,074	15.32
High School Graduate (or GED)	1,459	24.69	1,852	24.04	5,719	21.51
Some College, no degree	907	15.35	1,330	17.26	4,733	17.80
Associate Degree	301	5.09	459	5.96	1,596	6.00
Bachelor's Degree	718	12.15	1,113	14.45	3,482	13.09
Graduate or Professional Degree	277	4.69	475	6.16	1,813	6.82

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Description	0.00 - 3.00 miles		0.00 - 5.00 miles		0.00 - 10.00 miles	
	Radius 1	%	Radius 2	%	Radius 3	%
Households						
2016 Projection	16,000		27,332		85,065	
2011 Estimate	15,584		26,791		83,564	
2000 Census	14,553		25,557		80,426	
1990 Census	13,216		23,489		73,585	
Growth 2011-2016	2.67%		2.02%		1.80%	
Growth 2000-2011	7.08%		4.83%		3.90%	
Growth 1990-2000	10.12%		8.80%		9.30%	
2011 Est. Households by Household Type	15,584		26,791		83,564	
Family Households	10,840	69.56	18,983	70.86	62,420	74.70
Nonfamily Households	4,743	30.44	7,807	29.14	21,144	25.30
2011 Est. Group Quarters Population	741		2,271		10,668	
2011 HHs by Ethnicity, Hispanic/Latino	2,642	16.95	3,519	13.14	11,793	14.11
2011 Est. HHs by HH Income	15,584		26,791		83,564	
Income Less than \$15,000	1,375	8.82	2,037	7.60	5,689	6.81
Income \$15,000 - \$24,999	1,040	6.67	1,563	5.83	4,696	5.62
Income \$25,000 - \$34,999	1,238	7.94	1,912	7.14	5,197	6.22
Income \$35,000 - \$49,999	1,798	11.54	2,839	10.60	8,369	10.02
Income \$50,000 - \$74,999	2,837	18.20	4,681	17.47	13,815	16.53
Income \$75,000 - \$99,999	2,266	14.54	3,965	14.80	11,545	13.82
Income \$100,000 - \$124,999	1,735	11.13	3,204	11.96	9,996	11.96
Income \$125,000 - \$149,999	1,197	7.68	2,373	8.86	7,800	9.33
Income \$150,000 - \$199,999	1,000	6.42	1,997	7.45	7,448	8.91
Income \$200,000 - \$499,999	950	6.10	1,886	7.04	7,637	9.14
Income \$500,000 and more	148	0.95	335	1.25	1,372	1.64
2011 Est. Average Household Income	\$91,094		\$98,664		\$108,184	
2011 Est. Median Household Income	\$70,638		\$77,293		\$83,697	
2011 Est. Per Capita Income	\$32,483		\$35,357		\$37,186	

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	Radius 1	%	Radius 2	%	Radius 3	%
2011 Median HH Inc by Single Race Class. or Ethn						
White Alone	77,006		82,518		88,943	
Black or African American Alone	57,618		60,096		57,334	
American Indian and Alaska Native Alone	36,423		40,970		51,088	
Asian Alone	93,784		99,355		106,137	
Native Hawaiian and Other Pacific Islander Alone	62,500		60,417		57,506	
Some Other Race Alone	49,082		52,414		52,683	
Two or More Races	52,533		49,345		58,304	
Hispanic or Latino	56,311		62,234		61,595	
Not Hispanic or Latino	74,353		80,453		88,375	
2011 Est. Family HH Type, Presence Own Children						
	10,840		18,983		62,420	
Married-Couple Family, own children	3,940	36.35	7,359	38.77	25,127	40.25
Married-Couple Family, no own children	3,950	36.44	7,321	38.57	24,887	39.87
Male Householder, own children	314	2.90	465	2.45	1,394	2.23
Male Householder, no own children	463	4.27	671	3.53	2,050	3.28
Female Householder, own children	1,364	12.58	1,931	10.17	4,993	8.00
Female Householder, no own children	810	7.47	1,236	6.51	3,970	6.36
2011 Est. Households by Household Size						
	15,584		26,791		83,564	
1-person household	3,762	24.14	6,352	23.71	17,548	21.00
2-person household	4,379	28.10	7,715	28.80	24,087	28.82
3-person household	2,736	17.56	4,737	17.68	15,443	18.48
4-person household	2,559	16.42	4,573	17.07	15,197	18.19
5-person household	1,276	8.19	2,143	8.00	7,210	8.63
6-person household	516	3.31	793	2.96	2,600	3.11
7 or more person household	355	2.28	476	1.78	1,477	1.77
2011 Est. Average Household Size						
	2.78		2.75		2.83	

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	Radius 1	%	Radius 2	%	Radius 3	%
2011 Est. Households by Presence of People	15,584		26,791		83,564	
Households with 1 or more People under Age 18:	5,942	38.13	10,156	37.91	32,894	39.36
Married-Couple Family	4,019	67.64	7,463	73.48	25,586	77.78
Other Family, Male Householder	388	6.53	552	5.44	1,682	5.11
Other Family, Female Householder	1,492	25.11	2,085	20.53	5,518	16.78
Nonfamily, Male Householder	39	0.66	49	0.48	87	0.26
Nonfamily, Female Householder	4	0.07	7	0.07	22	0.07
Households no People under Age 18:	9,642	61.87	16,634	62.09	50,670	60.64
Married-Couple Family	3,731	38.70	6,940	41.72	23,605	46.59
Other Family, Male Householder	378	3.92	570	3.43	1,733	3.42
Other Family, Female Householder	642	6.66	1,012	6.08	3,296	6.50
Nonfamily, Male Householder	2,230	23.13	3,713	22.32	9,494	18.74
Nonfamily, Female Householder	2,661	27.60	4,399	26.45	12,542	24.75
2011 Est. Households by Number of Vehicles	15,584		26,791		83,564	
No Vehicles	1,740	11.17	2,287	8.54	5,972	7.15
1 Vehicle	5,436	34.88	8,440	31.50	24,184	28.94
2 Vehicles	5,878	37.72	10,647	39.74	35,107	42.01
3 Vehicles	1,789	11.48	3,893	14.53	12,760	15.27
4 Vehicles	502	3.22	1,071	4.00	4,256	5.09
5 or more Vehicles	239	1.53	453	1.69	1,284	1.54
2011 Est. Average Number of Vehicles	1.67		1.81		1.88	
Family Households						
2016 Projection	11,129		19,369		63,501	
2011 Estimate	10,840		18,983		62,420	
2000 Census	10,130		18,095		60,153	
1990 Census	9,660		17,186		56,520	
Growth 2011-2016	2.67%		2.03%		1.73%	
Growth 2000-2011	7.01%		4.91%		3.77%	
Growth 1990-2000	4.87%		5.29%		6.43%	
2011 Est. Families by Poverty Status	10,840		18,983		62,420	
2011 Families at or Above Poverty	10,188	93.99	18,112	95.41	59,915	95.99
2011 Families at or Above Poverty with Children	5,442	50.20	9,587	50.50	31,630	50.67
2011 Families Below Poverty	652	6.01	871	4.59	2,505	4.01
2011 Families Below Poverty with Children	554	5.11	696	3.67	1,931	3.09

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	Radius 1	%	Radius 2	%	Radius 3	%
2011 Est. Pop Age 16+ by Employment Status	34,235		59,414		194,429	
In Armed Forces	35	0.10	97	0.16	4,905	2.52
Civilian - Employed	22,266	65.04	38,361	64.57	121,479	62.48
Civilian - Unemployed	1,870	5.46	2,752	4.63	7,193	3.70
Not in Labor Force	10,064	29.40	18,203	30.64	60,852	31.30
2011 Est. Civ Employed Pop 16+ Class of Worker	22,147		38,246		122,239	
For-Profit Private Workers	15,158	68.44	25,721	67.25	80,179	65.59
Non-Profit Private Workers	1,874	8.46	3,397	8.88	11,493	9.40
Local Government Workers	2,641	11.92	4,804	12.56	16,067	13.14
State Government Workers	885	4.00	1,392	3.64	4,469	3.66
Federal Government Workers	585	2.64	1,028	2.69	2,722	2.23
Self-Emp Workers	1,790	8.08	3,592	9.39	13,701	11.21
Unpaid Family Workers	31	0.14	54	0.14	141	0.12
2011 Est. Civ Employed Pop 16+ by Occupation	22,147		38,246		122,239	
Architect/Engineer	265	1.20	444	1.16	1,620	1.33
Arts/Entertain/Sports	539	2.43	935	2.44	3,107	2.54
Building Grounds Maint	1,062	4.80	1,575	4.12	4,879	3.99
Business/Financial Ops	1,066	4.81	1,961	5.13	6,361	5.20
Community/Soc Svcs	299	1.35	533	1.39	2,040	1.67
Computer/Mathematical	486	2.19	970	2.54	3,096	2.53
Construction/Extraction	1,907	8.61	2,975	7.78	8,691	7.11
Edu/Training/Library	1,510	6.82	3,208	8.39	10,664	8.72
Farm/Fish/Forestry	22	0.10	52	0.14	135	0.11
Food Prep/Serving	1,159	5.23	1,727	4.52	4,845	3.96
Health Practitioner/Tec	1,190	5.37	2,096	5.48	7,403	6.06
Healthcare Support	629	2.84	930	2.43	2,589	2.12
Maintenance Repair	678	3.06	1,193	3.12	3,533	2.89
Legal	224	1.01	531	1.39	2,155	1.76
Life/Phys/Soc Science	263	1.19	476	1.24	1,687	1.38
Management	2,025	9.14	3,971	10.38	13,781	11.27
Office/Admin Support	2,977	13.44	4,953	12.95	15,724	12.86
Production	573	2.59	900	2.35	2,963	2.42
Protective Svcs	647	2.92	1,196	3.13	3,924	3.21
Sales/Related	2,399	10.83	4,193	10.96	13,435	10.99
Personal Care/Svc	944	4.26	1,475	3.86	4,400	3.60
Transportation/Moving	1,283	5.79	1,952	5.10	5,208	4.26

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	Radius 1	%	Radius 2	%	Radius 3	%
2011 Est. Pop 16+ by Occupation Classification	22,147		38,246		122,239	
Blue Collar	4,440	20.05	7,020	18.35	20,395	16.68
White Collar	13,245	59.80	24,271	63.46	81,073	66.32
Service and Farm	4,462	20.15	6,955	18.18	20,771	16.99
2011 Est. Workers Age 16+, Transp. To Work	21,722		37,607		123,090	
Drove Alone	14,742	67.87	26,617	70.78	86,712	70.45
Car Pooled	2,235	10.29	3,375	8.97	10,157	8.25
Public Transportation	2,496	11.49	4,120	10.96	12,418	10.09
Walked	995	4.58	1,289	3.43	5,785	4.70
Bicycle	47	0.22	56	0.15	172	0.14
Other Means	393	1.81	539	1.43	1,605	1.30
Worked at Home	815	3.75	1,612	4.29	6,241	5.07
2011 Est. Workers Age 16+ by Travel Time to Work *						
Less than 15 Minutes	4,988		8,354		28,841	
15 - 29 Minutes	4,532		7,947		29,888	
30 - 44 Minutes	5,032		8,565		25,578	
45 - 59 Minutes	2,482		4,253		12,204	
60 or more Minutes	4,094		7,316		22,027	
2011 Est. Avg Travel Time to Work in Minutes	37.35		37.96		36.20	
2011 Est. Tenure of Occupied Housing Units	15,584		26,791		83,564	
Owner Occupied	10,202	65.46	18,951	70.74	62,184	74.41
Renter Occupied	5,382	34.54	7,840	29.26	21,380	25.59
2011 Owner Occ. HUs: Avg. Length of Residence	16		17		18	
2011 Renter Occ. HUs: Avg. Length of Residence	8		8		9	

Pop-Facts: Demographic Snapshot 2011 Report

Peekskill 3,5,10

Radius 1: MAIN ST AT N DIVISION ST, PEEKSKILL, NY 10566, aggregate

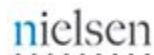
Radius 2: MAIN ST AT N DIVISION ST, PEEKSKILL, NY 10566, aggregate

Radius 3: MAIN ST AT N DIVISION ST, PEEKSKILL, NY 10566, aggregate

Description	0.00 - 3.00 miles		0.00 - 5.00 miles		0.00 - 10.00 miles	
	Radius 1	%	Radius 2	%	Radius 3	%
2011 Est. All Owner-Occupied Housing Values	10,202		18,951		62,184	
Value Less than \$20,000	1	0.01	10	0.05	129	0.21
Value \$20,000 - \$39,999	4	0.04	69	0.36	239	0.38
Value \$40,000 - \$59,999	39	0.38	103	0.54	253	0.41
Value \$60,000 - \$79,999	52	0.51	120	0.63	290	0.47
Value \$80,000 - \$99,999	80	0.78	135	0.71	208	0.33
Value \$100,000 - \$149,999	283	2.77	486	2.56	971	1.56
Value \$150,000 - \$199,999	596	5.84	875	4.62	2,116	3.40
Value \$200,000 - \$299,999	2,367	23.20	3,749	19.78	9,321	14.99
Value \$300,000 - \$399,999	3,363	32.96	5,578	29.43	15,431	24.82
Value \$400,000 - \$499,999	1,617	15.85	3,246	17.13	12,435	20.00
Value \$500,000 - \$749,999	1,318	12.92	3,109	16.41	13,542	21.78
Value \$750,000 - \$999,999	372	3.65	1,010	5.33	4,724	7.60
Value \$1,000,000 or more	110	1.08	460	2.43	2,526	4.06
2011 Est. Median All Owner-Occupied Housing Value	\$349,942		\$370,411		\$417,168	
2011 Est. Housing Units by Units in Structure	16,349		28,222		87,008	
1 Unit Attached	1,206	7.38	1,853	6.57	7,352	8.45
1 Unit Detached	8,761	53.59	17,161	60.81	54,638	62.80
2 Units	1,627	9.95	2,147	7.61	5,676	6.52
3 or 4 Units	1,363	8.34	1,833	6.49	5,997	6.89
5 to 19 Units	1,337	8.18	2,377	8.42	7,030	8.08
20 to 49 Units	502	3.07	992	3.51	1,896	2.18
50 or More Units	1,544	9.44	1,710	6.06	2,953	3.39
Mobile Home or Trailer	8	0.05	147	0.52	1,450	1.67
Boat, RV, Van, etc.	2	0.01	2	0.01	14	0.02
2011 Est. Housing Units by Year Structure Built	16,349		28,222		87,008	
Housing Unit Built 2000 or later	1,372	8.39	2,065	7.32	5,563	6.39
Housing Unit Built 1990 to 1999	1,317	8.06	2,371	8.40	7,597	8.73
Housing Unit Built 1980 to 1989	1,501	9.18	2,723	9.65	9,979	11.47
Housing Unit Built 1970 to 1979	1,726	10.56	3,250	11.52	12,922	14.85
Housing Unit Built 1960 to 1969	2,550	15.60	4,510	15.98	14,648	16.84
Housing Unit Built 1950 to 1959	2,617	16.01	4,843	17.16	13,415	15.42
Housing Unit Built 1940 to 1949	1,738	10.63	2,919	10.34	6,640	7.63
Housing Unit Built 1939 or Earlier	3,528	21.58	5,542	19.64	16,244	18.67
2011 Est. Median Year Structure Built **	1961		1962		1965	

*This row intentionally left blank. No total category data is available.

**1939 will appear when at least half of the Housing Units in this reports area were built in 1939 or earlier.



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Pop-Facts: Demographic Snapshot 2011 Report

Peekskill 3,5,10

Appendix: Area Listing

Area Name:

Type: Radius 1 Reporting Detail: Aggregate Reporting Level: Block Group

Radius Definition:

MAIN ST AT N DIVISION ST Latitude/Longitude 41.291737 -73.919796
PEEKSKILL, NY 10566 Radius 0.00 - 3.00

Area Name:

Type: Radius 2 Reporting Detail: Aggregate Reporting Level: Block Group

Radius Definition:

MAIN ST AT N DIVISION ST Latitude/Longitude 41.291737 -73.919796
PEEKSKILL, NY 10566 Radius 0.00 - 5.00

Area Name:

Type: Radius 3 Reporting Detail: Aggregate Reporting Level: Block Group

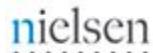
Radius Definition:

MAIN ST AT N DIVISION ST Latitude/Longitude 41.291737 -73.919796
PEEKSKILL, NY 10566 Radius 0.00 - 10.00

Project Information:

Site: 1

Order Number: 970524382



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Business-Facts: WorkPlace and Employment Summary 2011

Peekskill 3,5,10

Radius 1: MAIN ST AT N DIVISION ST, PEEKSKILL, NY 10566, 0.00 - 3.00 Miles, Total

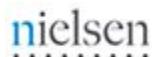
Business Description	Total Establishment	Total Employees	Employees Per Establishment
Industries (All)	1,653	15,142	9
Industries (Private Sector)	1,426	11,718	8
Industries (Government and Non-Profit)*	227	3,424	15
Agriculture (All)	32	170	5
Mining (All)	2	40	20
Construction (All)	155	1,207	8
Manufacturing (All)	51	546	11
Transportation, Communications/Public Utilities	78	1,918	25
Wholesale Trade (All)	84	612	7
Retail (All Retail)	338	2,870	9
Building Mats and Garden Supply	13	69	5
General Merchandise Stores	12	181	15
Food Stores	31	592	19
Auto Dealers and Gas Stations	43	470	11
Apparel and Accessory Stores	7	17	2
Home Furniture, Furnishings and Equipment	37	210	6
Eating and Drinking Places	121	1,008	8
Miscellaneous Retail Stores	74	323	4
Finance (All)	99	458	5
Bank, Savings and Lending Institutions	22	128	6
Security and Commodity Brokers	10	54	5
Insurance Carriers and Agencies	16	39	2
Real Estate	49	223	5
Trusts, Holdings and Other Investments	2	14	7

Business-Facts: WorkPlace and Employment Summary 2011

Peekskill 3,5,10

Radius 1: MAIN ST AT N DIVISION ST, PEEKSKILL, NY 10566, 0.00 - 3.00 Miles, Total

Business Description	Total Establishment	Total Employees	Employees Per Establishment
Service (All)	721	5,742	8
Hotel and Other Lodging	2	16	8
Personal Services	193	737	4
Business Services	126	680	5
Motion Picture and Amusement	50	306	6
Health Services	128	1,912	15
Legal Services	34	89	3
Educational Services	35	949	27
Social Services	43	667	16
Misc, Membership Orgs and Nonclassified	110	386	4
Public Administration (All)	93	1,579	17
CY Population	44,045		
CY Residential Pop per Business	27		
CY Households	15,584		
CY HHs per Businesses	9		



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Business-Facts: WorkPlace and Employment Summary 2011

Peekskill 3,5,10

Radius 2: MAIN ST AT N DIVISION ST, PEEKSKILL, NY 10566, 0.00 - 5.00 Miles, Total

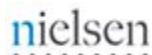
Business Description	Total Establishment	Total Employees	Employees Per Establishment
Industries (All)	2,717	26,617	10
Industries (Private Sector)	2,353	20,665	9
Industries (Government and Non-Profit)*	364	5,952	16
Agriculture (All)	63	256	4
Mining (All)	4	55	14
Construction (All)	274	1,762	6
Manufacturing (All)	85	1,060	13
Transportation, Communications/Public Utilities	136	2,295	17
Wholesale Trade (All)	130	830	6
Retail (All Retail)	549	5,234	10
Building Mats and Garden Supply	26	427	16
General Merchandise Stores	20	731	37
Food Stores	53	852	16
Auto Dealers and Gas Stations	65	632	10
Apparel and Accessory Stores	12	68	6
Home Furniture, Furnishings and Equipment	53	268	5
Eating and Drinking Places	192	1,601	8
Miscellaneous Retail Stores	128	655	5
Finance (All)	175	838	5
Bank, Savings and Lending Institutions	39	265	7
Security and Commodity Brokers	18	75	4
Insurance Carriers and Agencies	27	81	3
Real Estate	89	403	5
Trusts, Holdings and Other Investments	2	14	7

Business-Facts: WorkPlace and Employment Summary 2011

Peekskill 3,5,10

Radius 2: MAIN ST AT N DIVISION ST, PEEKSKILL, NY 10566, 0.00 - 5.00 Miles, Total

Business Description	Total Establishment	Total Employees	Employees Per Establishment
Service (All)	1,193	12,390	10
Hotel and Other Lodging	14	266	19
Personal Services	288	1,107	4
Business Services	220	1,060	5
Motion Picture and Amusement	88	489	6
Health Services	193	4,793	25
Legal Services	54	152	3
Educational Services	70	2,093	30
Social Services	91	1,386	15
Misc, Membership Orgs and Nonclassified	175	1,044	6
Public Administration (All)	108	1,897	18
CY Population	75,854		
CY Residential Pop per Business	28		
CY Households	26,791		
CY HHs per Businesses	10		



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Business-Facts: WorkPlace and Employment Summary 2011

Peekskill 3,5,10

Radius 3: MAIN ST AT N DIVISION ST, PEEKSKILL, NY 10566, 0.00 - 10.00 Miles, Total

Business Description	Total Establishment	Total Employees	Employees Per Establishment
Industries (All)	8,955	78,135	9
Industries (Private Sector)	7,829	57,360	7
Industries (Government and Non-Profit)*	1,126	20,775	19
Agriculture (All)	213	1,153	5
Mining (All)	7	94	13
Construction (All)	900	5,131	6
Manufacturing (All)	264	4,195	16
Transportation, Communications/Public Utilities	390	4,145	11
Wholesale Trade (All)	365	2,269	6
Retail (All Retail)	1,681	13,922	8
Building Mats and Garden Supply	110	884	8
General Merchandise Stores	34	1,313	39
Food Stores	160	2,472	16
Auto Dealers and Gas Stations	161	1,319	8
Apparel and Accessory Stores	86	513	6
Home Furniture, Furnishings and Equipment	143	728	5
Eating and Drinking Places	565	4,637	8
Miscellaneous Retail Stores	422	2,056	5
Finance (All)	660	3,621	6
Bank, Savings and Lending Institutions	139	947	7
Security and Commodity Brokers	78	301	4
Insurance Carriers and Agencies	110	424	4
Real Estate	326	1,920	6
Trusts, Holdings and Other Investments	7	29	4

Business-Facts: WorkPlace and Employment Summary 2011

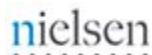
Peekskill 3,5,10

Radius 3: MAIN ST AT N DIVISION ST, PEEKSKILL, NY 10566, 0.00 - 10.00 Miles, Total

Business Description	Total Establishment	Total Employees	Employees Per Establishment
Service (All)	4,173	38,119	9
Hotel and Other Lodging	51	920	18
Personal Services	866	3,119	4
Business Services	877	4,650	5
Motion Picture and Amusement	290	2,614	9
Health Services	787	9,853	13
Legal Services	214	656	3
Educational Services	218	7,885	36
Social Services	285	4,958	17
Misc, Membership Orgs and Nonclassified	585	3,464	6
Public Administration (All)	302	5,486	18
 CY Population	246,980		
CY Residential Pop per Business	28		
CY Households	83,564		
CY HHs per Businesses	9		

Prepared from Claritas Business-Facts which includes data from infoUSA.

* Industries (Government & Non-Profit), or the Public Sector, includes Public Administration , Museums, Educational, and Social Services. All the rest of the Industries are the Private Sector.



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Business-Facts: WorkPlace and Employment Summary 2011

Peekskill 3,5,10

Appendix: Area Listing

Area Name:

Type: Radius 1 Reporting Detail: Aggregate Reporting Level: Block Group

Radius Definition:

MAIN ST AT N DIVISION ST Latitude/Longitude 41.291737 -73.919796
PEEKSKILL, NY 10566 Radius 0.00 - 3.00

Area Name:

Type: Radius 2 Reporting Detail: Aggregate Reporting Level: Block Group

Radius Definition:

MAIN ST AT N DIVISION ST Latitude/Longitude 41.291737 -73.919796
PEEKSKILL, NY 10566 Radius 0.00 - 5.00

Area Name:

Type: Radius 3 Reporting Detail: Aggregate Reporting Level: Block Group

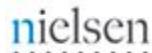
Radius Definition:

MAIN ST AT N DIVISION ST Latitude/Longitude 41.291737 -73.919796
PEEKSKILL, NY 10566 Radius 0.00 - 10.00

Project Information:

Site: 1

Order Number: 970524382



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RMP Opportunity Gap - Retail Stores

Peekskill 3,5,10

Radius 1: MAIN ST AT N DIVISION ST, PEEKSKILL, NY 10566, 0.00 - 3.00 Miles, Total

Retail Stores	2011 Demand (Consumer Expenditures)	2011 Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	692,641,780	763,729,981	(71,088,201)
Motor Vehicle and Parts Dealers-441	118,537,148	146,935,524	(28,398,376)
Automotive Dealers-4411	106,404,053	139,565,493	(33,161,440)
Other Motor Vehicle Dealers-4412	3,518,896	1,897,577	1,621,319
Automotive Parts/Accsrs, Tire Stores-4413	8,614,200	5,472,454	3,141,746
Furniture and Home Furnishings Stores-442	15,322,668	16,184,893	(862,225)
Furniture Stores-4421	8,606,030	5,451,236	3,154,794
Home Furnishing Stores-4422	6,716,638	10,733,656	(4,017,018)
Electronics and Appliance Stores-443	15,810,675	7,723,024	8,087,651
Appliances, TVs, Electronics Stores-44311	11,571,404	6,417,643	5,153,761
Household Appliances Stores-443111	2,665,365	2,169,315	496,050
Radio, Television, Electronics Stores-443112	8,906,039	4,248,328	4,657,711
Computer and Software Stores-44312	3,478,895	1,305,381	2,173,514
Camera and Photographic Equipment Stores-44313	760,376	0	760,376
Building Material, Garden Equip Stores -444	64,315,312	110,017,644	(45,702,332)
Building Material and Supply Dealers-4441	58,743,586	109,534,885	(50,791,299)
Home Centers-44411	23,855,876	88,787,684	(64,931,808)
Paint and Wallpaper Stores-44412	1,439,763	663,536	776,227
Hardware Stores-44413	5,832,258	1,022,995	4,809,263
Other Building Materials Dealers-44419	27,615,689	19,060,671	8,555,018
Building Materials, Lumberyards-444191	10,605,315	7,452,727	3,152,588
Lawn, Garden Equipment, Supplies Stores-4442	5,571,726	482,759	5,088,967
Outdoor Power Equipment Stores-44421	474,666	482,759	(8,093)
Nursery and Garden Centers-44422	5,097,061	0	5,097,061
Food and Beverage Stores-445	90,160,638	125,453,837	(35,293,199)
Grocery Stores-4451	82,030,286	111,981,884	(29,951,598)
Supermarkets, Grocery (Ex Conv) Stores-44511	78,100,761	110,202,188	(32,101,427)
Convenience Stores-44512	3,929,525	1,779,696	2,149,829
Specialty Food Stores-4452	2,623,342	3,085,765	(462,423)
Beer, Wine and Liquor Stores-4453	5,507,010	10,386,188	(4,879,178)
Health and Personal Care Stores-446	35,809,124	36,317,087	(507,963)
Pharmacies and Drug Stores-44611	30,602,315	34,629,136	(4,026,821)
Cosmetics, Beauty Supplies, Perfume Stores-44612	1,257,446	23,770	1,233,676
Optical Goods Stores-44613	1,657,227	824,344	832,883
Other Health and Personal Care Stores-44619	2,292,136	839,837	1,452,299



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RMP Opportunity Gap - Retail Stores

Peekskill 3,5,10

Radius 1: MAIN ST AT N DIVISION ST, PEEKSKILL, NY 10566, 0.00 - 3.00 Miles, Total

Retail Stores	2011 Demand (Consumer Expenditures)	2011 Supply (Retail Sales)	Opportunity Gap/Surplus
Gasoline Stations-447	62,001,284	72,949,342	(10,948,058)
Gasoline Stations With Conv Stores-44711	46,320,926	55,013,214	(8,692,288)
Other Gasoline Stations-44719	15,680,358	17,936,128	(2,255,770)
Clothing and Clothing Accessories Stores-448	37,314,691	9,789,546	27,525,145
Clothing Stores-4481	26,502,418	7,049,236	19,453,182
Men's Clothing Stores-44811	1,745,984	2,236,554	(490,570)
Women's Clothing Stores-44812	6,689,042	0	6,689,042
Childrens, Infants Clothing Stores-44813	1,470,425	470,749	999,676
Family Clothing Stores-44814	14,199,406	3,856,854	10,342,552
Clothing Accessories Stores-44815	649,571	121,416	528,155
Other Clothing Stores-44819	1,747,990	363,663	1,384,327
Shoe Stores-4482	4,927,076	671,760	4,255,316
Jewelry, Luggage, Leather Goods Stores-4483	5,885,197	2,068,550	3,816,647
Jewelry Stores-44831	5,486,760	2,068,550	3,418,210
Luggage and Leather Goods Stores-44832	398,437	0	398,437
Sporting Goods, Hobby, Book, Music Stores-451	14,064,341	17,791,286	(3,726,945)
Sportng Goods, Hobby, Musical Inst Stores-4511	9,868,812	9,239,201	629,611
Sporting Goods Stores-45111	5,197,997	3,045,511	2,152,486
Hobby, Toys and Games Stores-45112	3,074,978	4,668,792	(1,593,814)
Sew/Needlework/Piece Goods Stores-45113	643,013	381,650	261,363
Musical Instrument and Supplies Stores-45114	952,823	1,143,248	(190,425)
Book, Periodical and Music Stores-4512	4,195,528	8,552,085	(4,356,557)
Book Stores and News Dealers-45121	2,811,192	6,158,181	(3,346,989)
Book Stores-451211	2,667,624	6,158,181	(3,490,557)
News Dealers and Newsstands-451212	143,568	0	143,568
Prerecorded Tapes, CDs, Record Stores-45122	1,384,336	2,393,904	(1,009,568)
General Merchandise Stores-452	94,277,157	93,857,942	419,215
Department Stores Excl Leased Depts-4521	47,366,021	70,807,039	(23,441,018)
Other General Merchandise Stores-4529	46,911,136	23,050,903	23,860,233
Miscellaneous Store Retailers-453	17,849,280	9,714,603	8,134,677
Florists-4531	1,395,065	948,758	446,307
Office Supplies, Stationery, Gift Stores-4532	7,476,348	5,045,107	2,431,241
Office Supplies and Stationery Stores-45321	4,259,630	4,193,699	65,931
Gift, Novelty and Souvenir Stores-45322	3,216,718	851,408	2,365,310
Used Merchandise Stores-4533	1,683,869	603,380	1,080,489
Other Miscellaneous Store Retailers-4539	7,293,998	3,117,358	4,176,640
Non-Store Retailers-454	52,411,224	52,469,406	(58,182)
Foodservice and Drinking Places-722	74,768,239	64,525,847	10,242,392
Full-Service Restaurants-7221	33,818,177	31,159,696	2,658,481



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RMP Opportunity Gap - Retail Stores

Peekskill 3,5,10

Radius 1: MAIN ST AT N DIVISION ST, PEEKSKILL, NY 10566, 0.00 - 3.00 Miles, Total

Retail Stores	2011 Demand	2011 Supply	Opportunity
	(Consumer Expenditures)	(Retail Sales)	Gap/Surplus
Limited-Service Eating Places-7222	31,519,875	27,141,462	4,378,413
Special Foodservices-7223	6,180,508	4,761,879	1,418,629
Drinking Places -Alcoholic Beverages-7224	3,249,680	1,462,810	1,786,870
GAFO *	184,265,879	150,391,798	33,874,081
General Merchandise Stores-452	94,277,157	93,857,942	419,215
Clothing and Clothing Accessories Stores-448	37,314,691	9,789,546	27,525,145
Furniture and Home Furnishings Stores-442	15,322,668	16,184,893	(862,225)
Electronics and Appliance Stores-443	15,810,675	7,723,024	8,087,651
Sporting Goods, Hobby, Book, Music Stores-451	14,064,341	17,791,286	(3,726,945)
Office Supplies, Stationery, Gift Stores-4532	7,476,348	5,045,107	2,431,241



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RMP Opportunity Gap - Retail Stores

Peekskill 3,5,10

Radius 2: MAIN ST AT N DIVISION ST, PEEKSKILL, NY 10566, 0.00 - 5.00 Miles, Total

Retail Stores	2011 Demand (Consumer Expenditures)	2011 Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	1,257,437,596	1,136,001,298	121,436,298
Motor Vehicle and Parts Dealers-441	223,289,421	243,348,357	(20,058,936)
Automotive Dealers-4411	199,375,809	231,458,098	(32,082,289)
Other Motor Vehicle Dealers-4412	7,950,329	3,616,403	4,333,926
Automotive Parts/Accrs, Tire Stores-4413	15,963,283	8,273,857	7,689,426
Furniture and Home Furnishings Stores-442	28,342,012	20,144,315	8,197,697
Furniture Stores-4421	15,984,347	7,452,855	8,531,492
Home Furnishing Stores-4422	12,357,665	12,691,460	(333,795)
Electronics and Appliance Stores-443	28,700,151	19,744,061	8,956,090
Appliances, TVs, Electronics Stores-44311	21,030,907	16,918,572	4,112,335
Household Appliances Stores-443111	4,878,954	5,008,386	(129,432)
Radio, Television, Electronics Stores-443112	16,151,952	11,910,186	4,241,766
Computer and Software Stores-44312	6,278,235	2,825,488	3,452,747
Camera and Photographic Equipment Stores-44313	1,391,009	0	1,391,009
Building Material, Garden Equip Stores -444	118,966,402	143,815,605	(24,849,203)
Building Material and Supply Dealers-4441	108,592,499	141,204,546	(32,612,047)
Home Centers-44411	43,976,670	108,570,402	(64,593,732)
Paint and Wallpaper Stores-44412	2,682,270	1,358,168	1,324,102
Hardware Stores-44413	10,670,328	1,034,226	9,636,102
Other Building Materials Dealers-44419	51,263,231	30,241,750	21,021,481
Building Materials, Lumberyards-444191	19,671,807	11,824,522	7,847,285
Lawn, Garden Equipment, Supplies Stores-4442	10,373,903	2,611,059	7,762,844
Outdoor Power Equipment Stores-44421	1,034,112	1,991,976	(957,864)
Nursery and Garden Centers-44422	9,339,790	619,083	8,720,707
Food and Beverage Stores-445	159,730,183	153,363,553	6,366,630
Grocery Stores-4451	145,188,270	129,721,269	15,467,001
Supermarkets, Grocery (Ex Conv) Stores-44511	138,220,561	126,409,058	11,811,503
Convenience Stores-44512	6,967,709	3,312,211	3,655,498
Specialty Food Stores-4452	4,627,907	5,493,800	(865,893)
Beer, Wine and Liquor Stores-4453	9,914,006	18,148,484	(8,234,478)
Health and Personal Care Stores-446	64,515,831	49,985,751	14,530,080
Pharmacies and Drug Stores-44611	55,146,085	45,059,747	10,086,338
Cosmetics, Beauty Supplies, Perfume Stores-44612	2,268,202	123,177	2,145,025
Optical Goods Stores-44613	2,979,880	1,145,611	1,834,269
Other Health and Personal Care Stores-44619	4,121,665	3,657,216	464,449



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RMP Opportunity Gap - Retail Stores

Peekskill 3,5,10

Radius 2: MAIN ST AT N DIVISION ST, PEEKSKILL, NY 10566, 0.00 - 5.00 Miles, Total

Retail Stores	2011 Demand (Consumer Expenditures)	2011 Supply (Retail Sales)	Opportunity Gap/Surplus
Gasoline Stations-447	111,230,567	108,578,879	2,651,688
Gasoline Stations With Conv Stores-44711	82,975,181	79,432,588	3,542,593
Other Gasoline Stations-44719	28,255,386	29,146,291	(890,905)
Clothing and Clothing Accessories Stores-448	66,756,358	12,139,566	54,616,792
Clothing Stores-4481	47,178,873	9,033,438	38,145,435
Men's Clothing Stores-44811	3,109,659	2,236,554	873,105
Women's Clothing Stores-44812	11,946,817	0	11,946,817
Childrens, Infants Clothing Stores-44813	2,576,026	1,279,128	1,296,898
Family Clothing Stores-44814	25,258,271	4,587,682	20,670,589
Clothing Accessories Stores-44815	1,168,077	445,192	722,885
Other Clothing Stores-44819	3,120,024	484,882	2,635,142
Shoe Stores-4482	8,614,573	814,484	7,800,089
Jewelry, Luggage, Leather Goods Stores-4483	10,962,912	2,291,644	8,671,268
Jewelry Stores-44831	10,239,553	2,291,644	7,947,909
Luggage and Leather Goods Stores-44832	723,360	0	723,360
Sporting Goods, Hobby, Book, Music Stores-451	25,691,919	29,896,143	(4,204,224)
Sportng Goods, Hobby, Musical Inst Stores-4511	17,922,156	19,204,562	(1,282,406)
Sporting Goods Stores-45111	9,457,247	4,499,496	4,957,751
Hobby, Toys and Games Stores-45112	5,516,088	13,113,787	(7,597,699)
Sew/Needlework/Piece Goods Stores-45113	1,189,960	448,032	741,928
Musical Instrument and Supplies Stores-45114	1,758,861	1,143,248	615,613
Book, Periodical and Music Stores-4512	7,769,763	10,691,581	(2,921,818)
Book Stores and News Dealers-45121	5,228,789	7,858,514	(2,629,725)
Book Stores-451211	4,969,137	7,858,514	(2,889,377)
News Dealers and Newsstands-451212	259,652	0	259,652
Prerecorded Tapes, CDs, Record Stores-45122	2,540,973	2,833,067	(292,094)
General Merchandise Stores-452	168,391,486	181,252,592	(12,861,106)
Department Stores Excl Leased Depts-4521	84,747,095	80,985,178	3,761,917
Other General Merchandise Stores-4529	83,644,391	100,267,414	(16,623,023)
Miscellaneous Store Retailers-453	32,529,839	17,101,432	15,428,407
Florists-4531	2,579,027	1,909,120	669,907
Office Supplies, Stationery, Gift Stores-4532	13,690,265	9,570,012	4,120,253
Office Supplies and Stationery Stores-45321	7,833,779	7,221,783	611,996
Gift, Novelty and Souvenir Stores-45322	5,856,486	2,348,229	3,508,257
Used Merchandise Stores-4533	3,054,799	882,562	2,172,237
Other Miscellaneous Store Retailers-4539	13,205,749	4,739,738	8,466,011
Non-Store Retailers-454	94,827,161	59,909,919	34,917,242
Foodservice and Drinking Places-722	134,466,267	96,721,123	37,745,144
Full-Service Restaurants-7221	60,885,163	47,935,780	12,949,383



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RMP Opportunity Gap - Retail Stores

Peekskill 3,5,10

Radius 2: MAIN ST AT N DIVISION ST, PEEKSKILL, NY 10566, 0.00 - 5.00 Miles, Total

Retail Stores	2011 Demand (Consumer Expenditures)	2011 Supply (Retail Sales)	Opportunity Gap/Surplus
Limited-Service Eating Places-7222	56,604,896	39,713,570	16,891,326
Special Foodservices-7223	11,114,056	6,276,173	4,837,883
Drinking Places -Alcoholic Beverages-7224	5,862,151	2,795,600	3,066,551
GAFO *	331,572,190	272,746,689	58,825,501
General Merchandise Stores-452	168,391,486	181,252,592	(12,861,106)
Clothing and Clothing Accessories Stores-448	66,756,358	12,139,566	54,616,792
Furniture and Home Furnishings Stores-442	28,342,012	20,144,315	8,197,697
Electronics and Appliance Stores-443	28,700,151	19,744,061	8,956,090
Sporting Goods, Hobby, Book, Music Stores-451	25,691,919	29,896,143	(4,204,224)
Office Supplies, Stationery, Gift Stores-4532	13,690,265	9,570,012	4,120,253



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RMP Opportunity Gap - Retail Stores

Peekskill 3,5,10

Radius 3: MAIN ST AT N DIVISION ST, PEEKSKILL, NY 10566, 0.00 - 10.00 Miles, Total

Retail Stores	2011 Demand (Consumer Expenditures)	2011 Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	4,135,049,765	3,008,350,161	1,126,699,604
Motor Vehicle and Parts Dealers-441	748,453,215	414,645,614	333,807,601
Automotive Dealers-4411	665,137,667	356,950,248	308,187,419
Other Motor Vehicle Dealers-4412	30,620,910	26,974,380	3,646,530
Automotive Parts/Accrs, Tire Stores-4413	52,694,637	30,720,986	21,973,651
Furniture and Home Furnishings Stores-442	95,641,085	47,444,131	48,196,954
Furniture Stores-4421	54,399,731	17,599,546	36,800,185
Home Furnishing Stores-4422	41,241,354	29,844,585	11,396,769
Electronics and Appliance Stores-443	94,778,127	65,309,509	29,468,618
Appliances, TVs, Electronics Stores-44311	69,596,910	55,907,436	13,689,474
Household Appliances Stores-443111	16,132,954	29,595,057	(13,462,103)
Radio, Television, Electronics Stores-443112	53,463,956	26,312,380	27,151,576
Computer and Software Stores-44312	20,602,063	8,969,458	11,632,605
Camera and Photographic Equipment Stores-44313	4,579,154	432,614	4,146,540
Building Material, Garden Equip Stores -444	396,442,003	296,015,910	100,426,093
Building Material and Supply Dealers-4441	361,716,112	279,095,364	82,620,748
Home Centers-44411	146,435,982	130,272,043	16,163,939
Paint and Wallpaper Stores-44412	8,962,918	3,919,689	5,043,229
Hardware Stores-44413	35,391,567	18,130,721	17,260,846
Other Building Materials Dealers-44419	170,925,647	126,772,912	44,152,735
Building Materials, Lumberyards-444191	65,114,222	49,568,202	15,546,020
Lawn, Garden Equipment, Supplies Stores-4442	34,725,891	16,920,546	17,805,345
Outdoor Power Equipment Stores-44421	3,893,423	12,922,694	(9,029,271)
Nursery and Garden Centers-44422	30,832,467	3,997,851	26,834,616
Food and Beverage Stores-445	516,352,759	578,088,746	(61,735,987)
Grocery Stores-4451	469,101,963	503,466,595	(34,364,632)
Supermarkets, Grocery (Ex Conv) Stores-44511	446,840,879	479,918,830	(33,077,951)
Convenience Stores-44512	22,261,085	23,547,765	(1,286,680)
Specialty Food Stores-4452	14,948,374	16,677,529	(1,729,155)
Beer, Wine and Liquor Stores-4453	32,302,421	57,944,622	(25,642,201)
Health and Personal Care Stores-446	211,589,627	262,715,958	(51,126,331)
Pharmacies and Drug Stores-44611	180,805,734	241,435,307	(60,629,573)
Cosmetics, Beauty Supplies, Perfume Stores-44612	7,451,614	1,768,548	5,683,066
Optical Goods Stores-44613	9,825,203	8,630,961	1,194,242
Other Health and Personal Care Stores-44619	13,507,077	10,881,142	2,625,935



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RMP Opportunity Gap - Retail Stores

Peekskill 3,5,10

Radius 3: MAIN ST AT N DIVISION ST, PEEKSKILL, NY 10566, 0.00 - 10.00 Miles, Total

Retail Stores	2011 Demand (Consumer Expenditures)	2011 Supply (Retail Sales)	Opportunity Gap/Surplus
Gasoline Stations-447	355,924,136	227,922,739	128,001,397
Gasoline Stations With Conv Stores-44711	265,149,059	161,405,838	103,743,221
Other Gasoline Stations-44719	90,775,077	66,516,901	24,258,176
Clothing and Clothing Accessories Stores-448	221,810,542	243,211,866	(21,401,324)
Clothing Stores-4481	155,989,212	177,482,901	(21,493,689)
Men's Clothing Stores-44811	10,304,639	10,337,105	(32,466)
Women's Clothing Stores-44812	39,594,165	34,235,832	5,358,333
Childrens, Infants Clothing Stores-44813	8,403,477	16,177,931	(7,774,454)
Family Clothing Stores-44814	83,467,024	99,655,714	(16,188,690)
Clothing Accessories Stores-44815	3,894,771	4,371,738	(476,967)
Other Clothing Stores-44819	10,325,137	12,704,579	(2,379,442)
Shoe Stores-4482	28,189,977	40,838,638	(12,648,661)
Jewelry, Luggage, Leather Goods Stores-4483	37,631,353	24,890,328	12,741,025
Jewelry Stores-44831	35,232,596	17,006,734	18,225,862
Luggage and Leather Goods Stores-44832	2,398,757	7,883,594	(5,484,837)
Sporting Goods, Hobby, Book, Music Stores-451	85,875,326	71,756,216	14,119,110
Sportng Goods, Hobby, Musical Inst Stores-4511	59,763,246	52,469,369	7,293,877
Sporting Goods Stores-45111	31,635,819	17,265,586	14,370,233
Hobby, Toys and Games Stores-45112	18,154,386	31,805,097	(13,650,711)
Sew/Needlework/Piece Goods Stores-45113	3,971,769	1,117,783	2,853,986
Musical Instrument and Supplies Stores-45114	6,001,272	2,280,902	3,720,370
Book, Periodical and Music Stores-4512	26,112,079	19,286,848	6,825,231
Book Stores and News Dealers-45121	17,534,448	10,900,443	6,634,005
Book Stores-451211	16,691,882	10,090,690	6,601,192
News Dealers and Newsstands-451212	842,566	809,753	32,813
Prerecorded Tapes, CDs, Record Stores-45122	8,577,632	8,386,405	191,227
General Merchandise Stores-452	552,052,407	331,908,266	220,144,141
Department Stores Excl Leased Depts-4521	279,624,285	210,234,444	69,389,841
Other General Merchandise Stores-4529	272,428,123	121,673,822	150,754,301
Miscellaneous Store Retailers-453	106,239,975	43,207,460	63,032,515
Florists-4531	8,591,148	3,494,891	5,096,257
Office Supplies, Stationery, Gift Stores-4532	45,271,561	17,840,310	27,431,251
Office Supplies and Stationery Stores-45321	25,901,450	10,479,044	15,422,406
Gift, Novelty and Souvenir Stores-45322	19,370,110	7,361,265	12,008,845
Used Merchandise Stores-4533	10,184,302	4,065,930	6,118,372
Other Miscellaneous Store Retailers-4539	42,192,965	17,806,330	24,386,635
Non-Store Retailers-454	312,855,515	143,634,772	169,220,743
Foodservice and Drinking Places-722	437,035,048	282,488,973	154,546,075
Full-Service Restaurants-7221	198,043,792	145,759,968	52,283,824



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RMP Opportunity Gap - Retail Stores

Peekskill 3,5,10

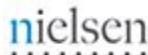
Radius 3: MAIN ST AT N DIVISION ST, PEEKSKILL, NY 10566, 0.00 - 10.00 Miles, Total

Retail Stores	2011 Demand (Consumer Expenditures)	2011 Supply (Retail Sales)	Opportunity Gap/Surplus
Limited-Service Eating Places-7222	183,836,854	107,830,467	76,006,387
Special Foodservices-7223	36,134,424	15,403,146	20,731,278
Drinking Places -Alcoholic Beverages-7224	19,019,977	13,495,391	5,524,586
GAFO *	1,095,429,047	777,470,298	317,958,749
General Merchandise Stores-452	552,052,407	331,908,266	220,144,141
Clothing and Clothing Accessories Stores-448	221,810,542	243,211,866	(21,401,324)
Furniture and Home Furnishings Stores-442	95,641,085	47,444,131	48,196,954
Electronics and Appliance Stores-443	94,778,127	65,309,509	29,468,618
Sporting Goods, Hobby, Book, Music Stores-451	85,875,326	71,756,216	14,119,110
Office Supplies, Stationery, Gift Stores-4532	45,271,561	17,840,310	27,431,251

* GAFO (General merchandise, Apparel, Furniture and Other) represents sales at stores that sell merchandise normally sold in department stores. This category is not included in Total Retail Sales Including Eating and Drinking Places.

Claritas' RMP data is derived from two major sources of information. The demand data is derived from the Consumer Expenditure Survey (CE Survey), which is fielded by the U.S. Bureau of Labor Statistics (BLS). The supply data is derived from the Census of Retail Trade (CRT), which is made available by the U.S. Census. Additional data sources are incorporated to create both supply and demand estimates.

The difference between demand and supply represents the opportunity gap or surplus available for each retail outlet in the specified reporting geography. When the demand is greater than (less than) the supply, there is an opportunity gap (surplus) for that retail outlet. For example, a positive value signifies an opportunity gap, while a negative value signifies a surplus.



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Business-Facts: Retail SIC Summary 2011

Peekskill 3,5,10

Radius 1: MAIN ST AT N DIVISION ST, PEEKSKILL, NY 10566, 0.00 - 3.00 Miles, Total

SIC Code	Business Description	Total Establishment	Total Employees	Sales (in Millions)	Establishments 20+ Employees
RET	All Retailing	338	2,870	404.9	33
52	Building Materials, Garden Supply and Mobile Homes	13	69	10.3	0
521	Lumber and Other Building Materials	5	34	4.3	0
523	Paint, Glass and Wallpaper	6	22	3.9	0
525	Hardware Stores	2	13	2.1	0
526	Retail Nurseries and Garden	0	0	0	0
527	Mobile Home Dealers	0	0	0	0
53	General Merchandise Stores	12	181	17.9	1
531	Department Stores	3	138	15.3	1
54	Food Stores	31	592	99.1	6
541	Grocery Stores	20	538	90.9	5
542	Meat and Fish Markets	0	0	0	0
543	Fruit and Vegetable Markets	3	5	1.0	0
544	Candy, Nut and Confection Store	1	4	.2	0
545	Dairy Products Stores	0	0	0	0
546	Retail Bakeries	2	5	.2	0
549	Miscellaneous Food Stores	5	40	6.8	1
55	Automobile Dealers and Gas Service Stations	43	470	159.9	8
551	New and Used Car Dealers	9	324	131.1	8
552	Used Car Dealers	7	29	6.9	0
553	Auto and Home Supply Stores	9	53	9.5	0
554	Gasoline Service Stations	14	53	9.6	0
555	Boat Dealers	0	0	0	0
556	Recreational Vehicle Dealer	1	6	1.7	0
557	Motorcycle Dealers	2	3	.6	0
559	Automotive Dealers, NEC	1	2	.5	0
56	Apparel and Accessory Stores	7	17	1.0	0
561	Mens and Boys Clothing Stores	0	0	0	0
562	Womens Clothing Stores	0	0	0	0
563	Womens Accessory and Specialty Stores	1	2	.1	0
564	Childrens and Infants Wear	1	4	.2	0
565	Family Clothing Stores	3	7	.4	0
566	Shoe Stores	0	0	0	0
569	Miscellaneous Apparel and Accessory Stores	2	4	.3	0
57	Home Furniture,Furnishings and Equipment	37	210	35.7	2
571	Home Furniture and Furnishing	17	99	12.7	0
5712	Furniture and Kitchen Design Stores	6	35	5.5	0
5713	Floor Covering Stores	2	17	3.4	0



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Business-Facts: Retail SIC Summary 2011

Peekskill 3,5,10

Radius 1: MAIN ST AT N DIVISION ST, PEEKSKILL, NY 10566, 0.00 - 3.00 Miles, Total

SIC Code	Business Description	Total Establishment	Total Employees	Sales (in Millions)	Establishments 20+ Employees
5719	Miscellaneous Home Furnishing Stores	8	45	3.7	0
572	Household Appliance Stores	2	9	1.6	0
573	Radio, TV and Computer Store	18	102	21.4	2
5731	Radio, TV, Electronic Stores	5	15	2.3	0
5734	Computer Hardware and Software Stores	7	48	13.1	1
5735	Music, Video CD's and Tape Stores	4	36	5.5	1
58	Eating and Drinking Places	121	1,008	47.0	12
5812	Eating Places	116	990	46.2	12
5813	Drinking Places	5	18	.8	0
59	Miscellaneous Retail	74	323	34.0	4
591	Drug Stores and Proprietary	7	62	8.0	1
592	Liquor Stores	9	23	1.9	0
593	Used Merchandise Stores	6	15	1.0	0
5932A	Antique Stores	2	2	.2	0
594	Miscellaneous Shopping Goods Stores	27	144	11.2	2
5941	Sporting Goods, Bicycle and Gun Stores	7	24	1.4	0
5942	Book Stores	4	53	2.7	1
5943	Stationery Stores	3	24	4.4	1
5944	Jewelry Stores	6	18	1.1	0
5945	Hobby, Toy and Game Shops	4	20	1.3	0
5946	Camera and Photography Supply Stores	0	0	0	0
5947	Gift, Novelty and Souvenir Shops	1	2	.1	0
5948	Luggage and Leather Goods Stores	0	0	0	0
5949	Sewing, Needlework and Craft Stores	2	3	.2	0
596	NonStore Retailers	3	33	4.4	1
5961	Catalog and Mail Order Houses	0	0	0	0
598	Fuel and Ice Dealers	0	0	0	0
599	Retail Stores, NEC	22	46	7.5	0
5992	Florists	6	8	.6	0
5993	Tobacco Stores and Stands	0	0	0	0
5994	News Dealers and Newsstands	0	0	0	0
5995	Optical Goods Stores	1	1	.1	0
5999	Miscellaneous Retail Stores NEC	15	37	6.8	0
5999M	Pet Shops	2	4	.7	0

Business-Facts: Retail SIC Summary 2011

Peekskill 3,5,10

Radius 2: MAIN ST AT N DIVISION ST, PEEKSKILL, NY 10566, 0.00 - 5.00 Miles, Total

SIC Code	Business Description	Total Establishment	Total Employees	Sales (in Millions)	Establishments 20+ Employees
RET	All Retailing	549	5,234	679.8	54
52	Building Materials, Garden Supply and Mobile Homes	26	427	56.9	1
521	Lumber and Other Building Materials	9	50	6.3	0
523	Paint, Glass and Wallpaper	9	28	5.0	0
525	Hardware Stores	3	333	42.7	1
526	Retail Nurseries and Garden	5	16	2.9	0
527	Mobile Home Dealers	0	0	0	0
53	General Merchandise Stores	20	731	79.4	5
531	Department Stores	6	653	72.5	4
54	Food Stores	53	852	138.6	8
541	Grocery Stores	30	716	122.1	7
542	Meat and Fish Markets	2	16	2.6	0
543	Fruit and Vegetable Markets	4	7	1.4	0
544	Candy, Nut and Confection Store	2	8	.4	0
545	Dairy Products Stores	0	0	0	0
546	Retail Bakeries	8	43	1.4	0
549	Miscellaneous Food Stores	7	62	10.7	1
55	Automobile Dealers and Gas Service Stations	65	632	211.0	10
551	New and Used Car Dealers	13	421	170.0	10
552	Used Car Dealers	9	34	8.1	0
553	Auto and Home Supply Stores	14	67	12.1	0
554	Gasoline Service Stations	24	93	16.8	0
555	Boat Dealers	0	0	0	0
556	Recreational Vehicle Dealer	1	6	1.7	0
557	Motorcycle Dealers	3	9	1.8	0
559	Automotive Dealers, NEC	1	2	.5	0
56	Apparel and Accessory Stores	12	68	4.1	1
561	Mens and Boys Clothing Stores	0	0	0	0
562	Womens Clothing Stores	0	0	0	0
563	Womens Accessory and Specialty Stores	2	4	.2	0
564	Childrens and Infants Wear	2	8	.4	0
565	Family Clothing Stores	4	37	1.9	1
566	Shoe Stores	1	7	.9	0
569	Miscellaneous Apparel and Accessory Stores	3	12	.7	0
57	Home Furniture,Furnishings and Equipment	53	268	44.1	2
571	Home Furniture and Furnishing	24	130	16.4	0
5712	Furniture and Kitchen Design Stores	10	45	7.1	0
5713	Floor Covering Stores	3	21	4.2	0



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Business-Facts: Retail SIC Summary 2011

Peekskill 3,5,10

Radius 2: MAIN ST AT N DIVISION ST, PEEKSKILL, NY 10566, 0.00 - 5.00 Miles, Total

SIC Code	Business Description	Total Establishment	Total Employees	Sales (in Millions)	Establishments 20+ Employees
5719	Miscellaneous Home Furnishing Stores	10	62	5.0	0
572	Household Appliance Stores	7	25	4.4	0
573	Radio, TV and Computer Store	22	113	23.3	2
5731	Radio, TV, Electronic Stores	8	25	3.9	0
5734	Computer Hardware and Software Stores	8	49	13.4	1
5735	Music, Video CD's and Tape Stores	4	36	5.5	1
58	Eating and Drinking Places	192	1,601	75.1	19
5812	Eating Places	183	1,558	73.2	19
5813	Drinking Places	9	43	1.9	0
59	Miscellaneous Retail	128	655	70.6	8
591	Drug Stores and Proprietary	11	92	11.8	1
592	Liquor Stores	15	43	3.4	0
593	Used Merchandise Stores	9	28	1.9	0
5932A	Antique Stores	4	5	.4	0
594	Miscellaneous Shopping Goods Stores	47	322	29.5	5
5941	Sporting Goods, Bicycle and Gun Stores	11	35	2.1	0
5942	Book Stores	5	56	2.9	1
5943	Stationery Stores	6	81	14.7	3
5944	Jewelry Stores	6	18	1.1	0
5945	Hobby, Toy and Game Shops	8	98	6.5	1
5946	Camera and Photography Supply Stores	0	0	0	0
5947	Gift, Novelty and Souvenir Shops	8	29	1.9	0
5948	Luggage and Leather Goods Stores	0	0	0	0
5949	Sewing, Needlework and Craft Stores	3	5	.3	0
596	NonStore Retailers	5	38	5.3	1
5961	Catalog and Mail Order Houses	1	2	.4	0
598	Fuel and Ice Dealers	0	0	0	0
599	Retail Stores, NEC	41	132	18.7	1
5992	Florists	14	33	2.0	0
5993	Tobacco Stores and Stands	1	2	.1	0
5994	News Dealers and Newsstands	0	0	0	0
5995	Optical Goods Stores	3	9	.9	0
5999	Miscellaneous Retail Stores NEC	23	88	15.7	1
5999M	Pet Shops	8	51	8.9	1

Business-Facts: Retail SIC Summary 2011

Peekskill 3,5,10

Radius 3: MAIN ST AT N DIVISION ST, PEEKSKILL, NY 10566, 0.00 - 10.00 Miles, Total

SIC Code	Business Description	Total Establishment	Total Employees	Sales (in Millions)	Establishments 20+ Employees
RET	All Retailing	1,681	13,922	1,655.2	132
52	Building Materials, Garden Supply and Mobile Homes	110	884	125.4	4
521	Lumber and Other Building Materials	45	270	34.3	1
523	Paint, Glass and Wallpaper	21	64	11.6	0
525	Hardware Stores	22	431	58.2	1
526	Retail Nurseries and Garden	22	119	21.3	2
527	Mobile Home Dealers	0	0	0	0
53	General Merchandise Stores	34	1,313	142.5	11
531	Department Stores	13	1,201	133.3	9
54	Food Stores	160	2,472	396.5	24
541	Grocery Stores	89	2,119	356.6	21
542	Meat and Fish Markets	7	35	5.6	0
543	Fruit and Vegetable Markets	8	46	9.2	1
544	Candy, Nut and Confection Store	7	30	1.7	0
545	Dairy Products Stores	4	35	1.4	1
546	Retail Bakeries	25	101	3.3	0
549	Miscellaneous Food Stores	20	106	18.7	1
55	Automobile Dealers and Gas Service Stations	161	1,319	380.9	17
551	New and Used Car Dealers	21	564	227.8	13
552	Used Car Dealers	20	73	17.3	0
553	Auto and Home Supply Stores	45	332	59.8	3
554	Gasoline Service Stations	55	217	39.4	0
555	Boat Dealers	11	91	27.3	1
556	Recreational Vehicle Dealer	2	9	2.5	0
557	Motorcycle Dealers	5	29	5.8	0
559	Automotive Dealers, NEC	2	4	1.0	0
56	Apparel and Accessory Stores	86	513	33.2	5
561	Mens and Boys Clothing Stores	2	8	1.2	0
562	Womens Clothing Stores	18	84	4.6	1
563	Womens Accessory and Specialty Stores	5	28	1.5	1
564	Childrens and Infants Wear	10	88	4.5	1
565	Family Clothing Stores	19	132	6.9	2
566	Shoe Stores	10	70	8.8	0
569	Miscellaneous Apparel and Accessory Stores	22	103	5.7	0
57	Home Furniture,Furnishings and Equipment	143	728	130.8	6
571	Home Furniture and Furnishing	73	303	42.3	1
5712	Furniture and Kitchen Design Stores	31	144	22.9	1
5713	Floor Covering Stores	11	49	9.8	0



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Business-Facts: Retail SIC Summary 2011

Peekskill 3,5,10

Radius 3: MAIN ST AT N DIVISION ST, PEEKSKILL, NY 10566, 0.00 - 10.00 Miles, Total

SIC Code	Business Description	Total Establishment	Total Employees	Sales (in Millions)	Establishments 20+ Employees
5719	Miscellaneous Home Furnishing Stores	27	103	8.8	0
572	Household Appliance Stores	15	125	22.1	1
573	Radio, TV and Computer Store	55	300	66.4	4
5731	Radio, TV, Electronic Stores	12	39	6.1	0
5734	Computer Hardware and Software Stores	27	189	49.2	3
5735	Music, Video CD's and Tape Stores	9	59	9.0	1
58	Eating and Drinking Places	565	4,637	220.3	42
5812	Eating Places	541	4,528	215.5	42
5813	Drinking Places	24	109	4.8	0
59	Miscellaneous Retail	422	2,056	225.6	23
591	Drug Stores and Proprietary	48	548	70.7	11
592	Liquor Stores	44	152	11.8	0
593	Used Merchandise Stores	38	129	8.2	1
5932A	Antique Stores	23	38	2.4	0
594	Miscellaneous Shopping Goods Stores	146	693	57.4	6
5941	Sporting Goods, Bicycle and Gun Stores	23	89	5.1	0
5942	Book Stores	12	70	3.9	1
5943	Stationery Stores	14	104	19.5	3
5944	Jewelry Stores	26	73	4.6	0
5945	Hobby, Toy and Game Shops	22	195	13.0	2
5946	Camera and Photography Supply Stores	1	4	.8	0
5947	Gift, Novelty and Souvenir Shops	39	142	9.5	0
5948	Luggage and Leather Goods Stores	3	6	.3	0
5949	Sewing, Needlework and Craft Stores	6	10	.7	0
596	NonStore Retailers	15	92	13.3	2
5961	Catalog and Mail Order Houses	2	3	.6	0
598	Fuel and Ice Dealers	3	5	1.2	0
599	Retail Stores, NEC	128	437	63.0	3
5992	Florists	28	66	4.1	0
5993	Tobacco Stores and Stands	3	5	.3	0
5994	News Dealers and Newsstands	0	0	0	0
5995	Optical Goods Stores	16	78	6.7	1
5999	Miscellaneous Retail Stores NEC	81	288	51.9	2
5999M	Pet Shops	16	98	17.2	2

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Business-Facts: Retail SIC Summary 2011

Peekskill 3,5,10

Appendix: Area Listing

Area Name:

Type: Radius 1 Reporting Detail: Aggregate Reporting Level: Block Group

Radius Definition:

MAIN ST AT N DIVISION ST Latitude/Longitude 41.291737 -73.919796
PEEKSKILL, NY 10566 Radius 0.00 - 3.00

Area Name:

Type: Radius 2 Reporting Detail: Aggregate Reporting Level: Block Group

Radius Definition:

MAIN ST AT N DIVISION ST Latitude/Longitude 41.291737 -73.919796
PEEKSKILL, NY 10566 Radius 0.00 - 5.00

Area Name:

Type: Radius 3 Reporting Detail: Aggregate Reporting Level: Block Group

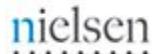
Radius Definition:

MAIN ST AT N DIVISION ST Latitude/Longitude 41.291737 -73.919796
PEEKSKILL, NY 10566 Radius 0.00 - 10.00

Project Information:

Site: 1

Order Number: 970524382



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Business-Facts: Service SIC Summary 2011

Peekskill 3,5,10

Radius 1: MAIN ST AT N DIVISION ST, PEEKSKILL, NY 10566, 0.00 - 3.00 Miles, Total

SIC Code	Business Description	Total Establishment	Total Employees	Sales (in Millions)	Establishments 20+ Employees
70	Hotels and Other Lodging Places	2	16	.7	0
701	Hotels and Motels	2	16	.7	0
72	Personal Services	99	438	21.0	1
721	Laundry, Cleaning, Garment Service	21	226	9.4	1
7215	Coin-Operated Laundry and Cleaning	2	4	.2	0
722	Photographic and Portrait Studios	2	5	.2	0
723	Beauty Shops	42	101	4.4	0
724	Barber Shops	11	26	1.2	0
725	Shoe Repair and Shoeshine	0	0	0	0
726	Funeral Service and Crematory	6	35	2.7	0
729	Miscellaneous Personal Services	17	45	3.1	0
7291	Tax Return Preparation and Filing	6	20	1.2	0
73	Business Services	76	457	42.0	4
731	Advertising	4	17	2.0	0
732	Credit Reporting and Collect	0	0	0	0
733	Mail, Clerical, Graphic Design Services	12	36	5.9	1
7334	Photocopy and Duplicating Services	1	2	.1	0
734	Services to Buildings	16	263	10.7	3
7342	Disinfect and Pest Control Services	10	252	10.1	3
7349	Building Maintenance Services NEC	6	11	.6	0
735	Miscellaneous Equipment Rental and Leasing	3	17	3.0	0
736	Employment Agencies and Contractors	5	19	3.9	0
7361	Employment Agencies	4	17	3.7	0
7363	Temporary Employment Service	1	2	.2	0
737	Computer and Data Processing Services	13	49	5.5	0
738	Miscellaneous Business Services	23	56	11.0	0
7382	Security Systems Services	1	4	.3	0
7384	Photofinishing Laboratories	0	0	0	0
7389	Business Services NEC	20	44	10.2	0
7389N	Telephone Answering Services	2	8	1.9	0
75	Automobile Repair Services and Parking	56	215	16.5	0
751	Automobile, RV and Moving Truck Rentals	8	28	5.5	0
7514	Passenger Car Rental	3	12	2.4	0
752	Automobile Parking	1	6	1.2	0
753	Automotive Repair Shops	41	148	8.4	0
7533	Automobile Exhaust Sys Repair Shops	0	0	0	0
7536	Automobile Glass Replacement Shops	0	0	0	0
7537	Automobile Transmission Repair Shops	0	0	0	0
7538	General Automobile Repair Shops	25	84	4.9	0
754	Automobile Service, Except Repair	6	33	1.4	0



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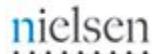
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Business-Facts: Service SIC Summary 2011

Peekskill 3,5,10

Radius 1: MAIN ST AT N DIVISION ST, PEEKSKILL, NY 10566, 0.00 - 3.00 Miles, Total

SIC Code	Business Description	Total Establishment	Total Employees	Sales (in Millions)	Establishments 20+ Employees
7542	Carwashes	3	17	.7	0
76	Miscellaneous Repair Services	38	84	9.5	0
762	Electrical Repair Shops	6	13	.8	0
7622	Radio and TV Repair Shops	1	1	.1	0
7629	Appliance Repair Shops NEC	4	9	.5	0
763	Watch, Clock, and Jewelry Repair	0	0	0	0
764	Reupholstery and Furniture Repair	5	16	.7	0
769	Miscellaneous Repair Shops	27	55	8.0	0
78	Motion Pictures	8	25	3.6	0
783	Motion Picture Theaters	1	5	.1	0
784	Video Tape Rental	2	8	.6	0
79	Amusement and Recreation Services (Ex. Movies)	42	281	21.2	2
794	Commercial Sports	1	10	1.2	0
799	Miscellaneous Amusement and Recreational Services	26	229	13.8	2
7991	Physical Fitness Facilities	4	22	1.5	0
7996	Amusement Parks	0	0	0	0



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Business-Facts: Service SIC Summary 2011

Peekskill 3,5,10

Radius 2: MAIN ST AT N DIVISION ST, PEEKSKILL, NY 10566, 0.00 - 5.00 Miles, Total

SIC Code	Business Description	Total Establishment	Total Employees	Sales (in Millions)	Establishments 20+ Employees
70	Hotels and Other Lodging Places	14	266	9.4	3
701	Hotels and Motels	9	177	7.3	2
72	Personal Services	158	618	29.0	1
721	Laundry, Cleaning, Garment Service	30	239	10.3	1
7215	Coin-Operated Laundry and Cleaning	3	6	.3	0
722	Photographic and Portrait Studios	6	13	.6	0
723	Beauty Shops	73	224	8.7	0
724	Barber Shops	12	27	1.3	0
725	Shoe Repair and Shoeshine	0	0	0	0
726	Funeral Service and Crematory	9	44	3.4	0
729	Miscellaneous Personal Services	28	71	4.7	0
7291	Tax Return Preparation and Filing	9	26	1.6	0
73	Business Services	130	650	67.6	6
731	Advertising	7	23	2.7	0
732	Credit Reporting and Collect	0	0	0	0
733	Mail, Clerical, Graphic Design Services	20	55	8.2	1
7334	Photocopy and Duplicating Services	2	6	.4	0
734	Services to Buildings	28	296	11.9	3
7342	Disinfect and Pest Control Services	13	261	10.4	3
7349	Building Maintenance Services NEC	15	35	1.5	0
735	Miscellaneous Equipment Rental and Leasing	5	28	4.7	0
736	Employment Agencies and Contractors	8	39	6.6	0
7361	Employment Agencies	5	21	4.6	0
7363	Temporary Employment Service	3	18	2.0	0
737	Computer and Data Processing Services	22	96	9.7	1
738	Miscellaneous Business Services	40	113	23.8	1
7382	Security Systems Services	1	4	.3	0
7384	Photofinishing Laboratories	1	3	.5	0
7389	Business Services NEC	36	98	22.5	1
7389N	Telephone Answering Services	2	8	1.9	0
75	Automobile Repair Services and Parking	80	376	39.5	1
751	Automobile, RV and Moving Truck Rentals	12	128	25.3	1
7514	Passenger Car Rental	4	102	20.4	1
752	Automobile Parking	1	6	1.2	0
753	Automotive Repair Shops	57	193	11.0	0
7533	Automobile Exhaust Sys Repair Shops	0	0	0	0
7536	Automobile Glass Replacement Shops	0	0	0	0
7537	Automobile Transmission Repair Shops	0	0	0	0
7538	General Automobile Repair Shops	36	111	6.5	0
754	Automobile Service, Except Repair	10	49	2.0	0



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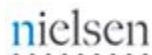
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Business-Facts: Service SIC Summary 2011

Peekskill 3,5,10

Radius 2: MAIN ST AT N DIVISION ST, PEEKSKILL, NY 10566, 0.00 - 5.00 Miles, Total

SIC Code	Business Description	Total Establishment	Total Employees	Sales (in Millions)	Establishments 20+ Employees
7542	Carwashes	4	25	1.0	0
76	Miscellaneous Repair Services	50	113	13.7	0
762	Electrical Repair Shops	6	13	.8	0
7622	Radio and TV Repair Shops	1	1	.1	0
7629	Appliance Repair Shops NEC	4	9	.5	0
763	Watch, Clock, and Jewelry Repair	0	0	0	0
764	Reupholstery and Furniture Repair	5	16	.7	0
769	Miscellaneous Repair Shops	39	84	12.2	0
78	Motion Pictures	15	50	6.2	0
783	Motion Picture Theaters	2	10	.2	0
784	Video Tape Rental	4	22	1.7	0
79	Amusement and Recreation Services (Ex. Movies)	73	439	32.5	3
794	Commercial Sports	1	10	1.2	0
799	Miscellaneous Amusement and Recreational Services	47	366	22.6	3
7991	Physical Fitness Facilities	14	63	4.3	0
7996	Amusement Parks	0	0	0	0



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Peekskill 3,5,10

Radius 3: MAIN ST AT N DIVISION ST, PEEKSKILL, NY 10566, 0.00 - 10.00 Miles, Total

SIC Code	Business Description	Total Establishment	Total Employees	Sales (in Millions)	Establishments 20+ Employees
70	Hotels and Other Lodging Places	51	920	31.2	7
701	Hotels and Motels	24	228	9.7	2
72	Personal Services	482	1,814	78.7	9
721	Laundry, Cleaning, Garment Service	106	561	21.2	4
7215	Coin-Operated Laundry and Cleaning	9	22	.9	0
722	Photographic and Portrait Studios	16	33	1.7	0
723	Beauty Shops	217	722	27.1	4
724	Barber Shops	43	175	7.2	1
725	Shoe Repair and Shoeshine	3	3	.3	0
726	Funeral Service and Crematory	23	96	7.4	0
729	Miscellaneous Personal Services	74	224	13.8	0
7291	Tax Return Preparation and Filing	28	95	5.7	0
73	Business Services	469	2,864	446.0	20
731	Advertising	20	91	10.9	0
732	Credit Reporting and Collect	5	26	3.7	0
733	Mail, Clerical, Graphic Design Services	68	313	53.2	2
7334	Photocopy and Duplicating Services	6	20	1.4	0
734	Services to Buildings	64	497	17.9	5
7342	Disinfect and Pest Control Services	24	332	13.0	4
7349	Building Maintenance Services NEC	40	165	4.9	1
735	Miscellaneous Equipment Rental and Leasing	12	66	10.7	0
736	Employment Agencies and Contractors	42	246	46.5	3
7361	Employment Agencies	26	176	38.8	2
7363	Temporary Employment Service	16	70	7.7	1
737	Computer and Data Processing Services	91	561	72.1	5
738	Miscellaneous Business Services	167	1,064	231.0	5
7382	Security Systems Services	4	16	1.2	0
7384	Photofinishing Laboratories	8	20	3.5	0
7389	Business Services NEC	140	985	223.7	5
7389N	Telephone Answering Services	3	14	3.3	0
75	Automobile Repair Services and Parking	258	1,024	90.5	4
751	Automobile, RV and Moving Truck Rentals	34	227	44.5	2
7514	Passenger Car Rental	15	137	27.4	1
752	Automobile Parking	4	18	3.6	0
753	Automotive Repair Shops	183	632	36.1	1
7533	Automobile Exhaust Sys Repair Shops	0	0	0	0
7536	Automobile Glass Replacement Shops	1	4	.3	0
7537	Automobile Transmission Repair Shops	7	19	1.4	0
7538	General Automobile Repair Shops	109	348	19.7	1
754	Automobile Service, Except Repair	37	147	6.3	1



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Business-Facts: Service SIC Summary 2011

Peekskill 3,5,10

Radius 3: MAIN ST AT N DIVISION ST, PEEKSKILL, NY 10566, 0.00 - 10.00 Miles, Total

SIC Code	Business Description	Total Establishment	Total Employees	Sales (in Millions)	Establishments 20+ Employees
7542	Carwashes	14	69	2.9	1
76	Miscellaneous Repair Services	126	281	35.3	0
762	Electrical Repair Shops	18	39	2.6	0
7622	Radio and TV Repair Shops	2	2	.2	0
7629	Appliance Repair Shops NEC	14	28	1.8	0
763	Watch, Clock, and Jewelry Repair	3	4	.3	0
764	Reupholstery and Furniture Repair	14	29	1.6	0
769	Miscellaneous Repair Shops	91	209	30.8	0
78	Motion Pictures	56	182	31.6	0
783	Motion Picture Theaters	3	15	.3	0
784	Video Tape Rental	11	54	4.1	0
79	Amusement and Recreation Services (Ex. Movies)	234	2,432	194.5	25
794	Commercial Sports	7	37	4.3	0
799	Miscellaneous Amusement and Recreational Services	153	1,976	123.5	21
7991	Physical Fitness Facilities	36	719	50.2	5
7996	Amusement Parks	0	0	0	0

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Peekskill 3,5,10

Appendix: Area Listing

Area Name:

Type: Radius 1 Reporting Detail: Aggregate Reporting Level: Block Group

Radius Definition:

MAIN ST AT N DIVISION ST Latitude/Longitude 41.291737 -73.919796
PEEKSKILL, NY 10566 Radius 0.00 - 3.00

Area Name:

Type: Radius 2 Reporting Detail: Aggregate Reporting Level: Block Group

Radius Definition:

MAIN ST AT N DIVISION ST Latitude/Longitude 41.291737 -73.919796
PEEKSKILL, NY 10566 Radius 0.00 - 5.00

Area Name:

Type: Radius 3 Reporting Detail: Aggregate Reporting Level: Block Group

Radius Definition:

MAIN ST AT N DIVISION ST Latitude/Longitude 41.291737 -73.919796
PEEKSKILL, NY 10566 Radius 0.00 - 10.00

Project Information:

Site: 1

Order Number: 970524382



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Prepared By:

Nielsen Solution Center 1 800 866 6511

Prepared For:

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Business-Facts: HealthCare SIC Summary 2011

Peekskill 3,5,10

Radius 1: MAIN ST AT N DIVISION ST, PEEKSKILL, NY 10566, 0.00 - 3.00 Miles, Total

SIC Code	Business Description	Total Establishment	Total Employees	Sales (in Millions)	Establishments 20+ Employees
80	Health Services	128	1,912	129.2	9
801	Office of Doctors of Medicine	155	485	58.0	3
802	Office of Dentists	26	169	11.8	1
803	Office of Osteopathic Physicians	0	0	0	0
804	Office of Other Health Practitioners	22	76	4.6	0
8041	Chiropractors Offices and Clinics	10	29	1.9	0
8042	Optometrists Offices and Clinics	6	31	1.7	0
8043	Podiatrists Offices and Clinics	4	16	1.0	0
8049	Other Health Practitioners Not Classified	2	0	0	0
805	Nursing and Personal Care Facilities	1	120	4.6	1
806	Hospitals	6	995	43.7	3
807	Medical and Dental Laboratories	1	5	.4	0
808	Home Health Care Services	2	46	4.4	1
8093	Specialty Outpatient Facilities	1	2	.2	0



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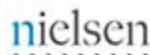
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Business-Facts: HealthCare SIC Summary 2011

Peekskill 3,5,10

Radius 2: MAIN ST AT N DIVISION ST, PEEKSKILL, NY 10566, 0.00 - 5.00 Miles, Total

SIC Code	Business Description	Total Establishment	Total Employees	Sales (in Millions)	Establishments 20+ Employees
80	Health Services	193	4,793	358.4	17
801	Office of Doctors of Medicine	216	737	87.8	5
802	Office of Dentists	38	209	14.6	1
803	Office of Osteopathic Physicians	1	3	.2	0
804	Office of Other Health Practitioners	29	97	5.9	0
8041	Chiropractors Offices and Clinics	15	43	2.8	0
8042	Optometrists Offices and Clinics	7	35	1.9	0
8043	Podiatrists Offices and Clinics	5	19	1.2	0
8049	Other Health Practitioners Not Classified	2	0	0	0
805	Nursing and Personal Care Facilities	7	1,211	46.0	6
806	Hospitals	9	2,415	192.3	4
807	Medical and Dental Laboratories	5	18	1.5	0
808	Home Health Care Services	5	76	7.2	1
8093	Specialty Outpatient Facilities	2	11	1.2	0



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Business-Facts: HealthCare SIC Summary 2011

Peekskill 3,5,10

Radius 3: MAIN ST AT N DIVISION ST, PEEKSKILL, NY 10566, 0.00 - 10.00 Miles, Total

SIC Code	Business Description	Total Establishment	Total Employees	Sales (in Millions)	Establishments 20+ Employees
80	Health Services	787	9,853	798.7	50
801	Office of Doctors of Medicine	826	2,661	317.1	17
802	Office of Dentists	173	914	62.8	3
803	Office of Osteopathic Physicians	3	9	.6	0
804	Office of Other Health Practitioners	123	401	24.2	0
8041	Chiropractors Offices and Clinics	57	180	11.5	0
8042	Optometrists Offices and Clinics	24	146	7.8	0
8043	Podiatrists Offices and Clinics	19	75	4.9	0
8049	Other Health Practitioners Not Classified	23	0	0	0
805	Nursing and Personal Care Facilities	22	2,244	85.2	17
806	Hospitals	15	2,976	249.0	7
807	Medical and Dental Laboratories	24	222	16.5	1
808	Home Health Care Services	16	260	24.6	4
8093	Specialty Outpatient Facilities	8	73	7.7	1

Prepared from Claritas Business-Facts which includes data from infoUSA.

The "Total Establishments" for Health Services will not reflect the sum of each of the sub-categories. Some practitioners, offices, clinics or labs report for more than one category, causing higher counts by sub-category.



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Business-Facts: HealthCare SIC Summary 2011

Peekskill 3,5,10

Appendix: Area Listing

Area Name:

Type: Radius 1 Reporting Detail: Aggregate Reporting Level: Block Group

Radius Definition:

MAIN ST AT N DIVISION ST Latitude/Longitude 41.291737 -73.919796
PEEKSKILL, NY 10566 Radius 0.00 - 3.00

Area Name:

Type: Radius 2 Reporting Detail: Aggregate Reporting Level: Block Group

Radius Definition:

MAIN ST AT N DIVISION ST Latitude/Longitude 41.291737 -73.919796
PEEKSKILL, NY 10566 Radius 0.00 - 5.00

Area Name:

Type: Radius 3 Reporting Detail: Aggregate Reporting Level: Block Group

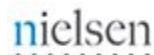
Radius Definition:

MAIN ST AT N DIVISION ST Latitude/Longitude 41.291737 -73.919796
PEEKSKILL, NY 10566 Radius 0.00 - 10.00

Project Information:

Site: 1

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