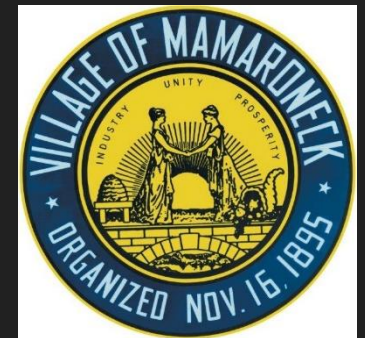




A Proactive Approach to Downtown Marketing & Economic Development

Village of Mamaroneck Planning Department
October 13th, 2015



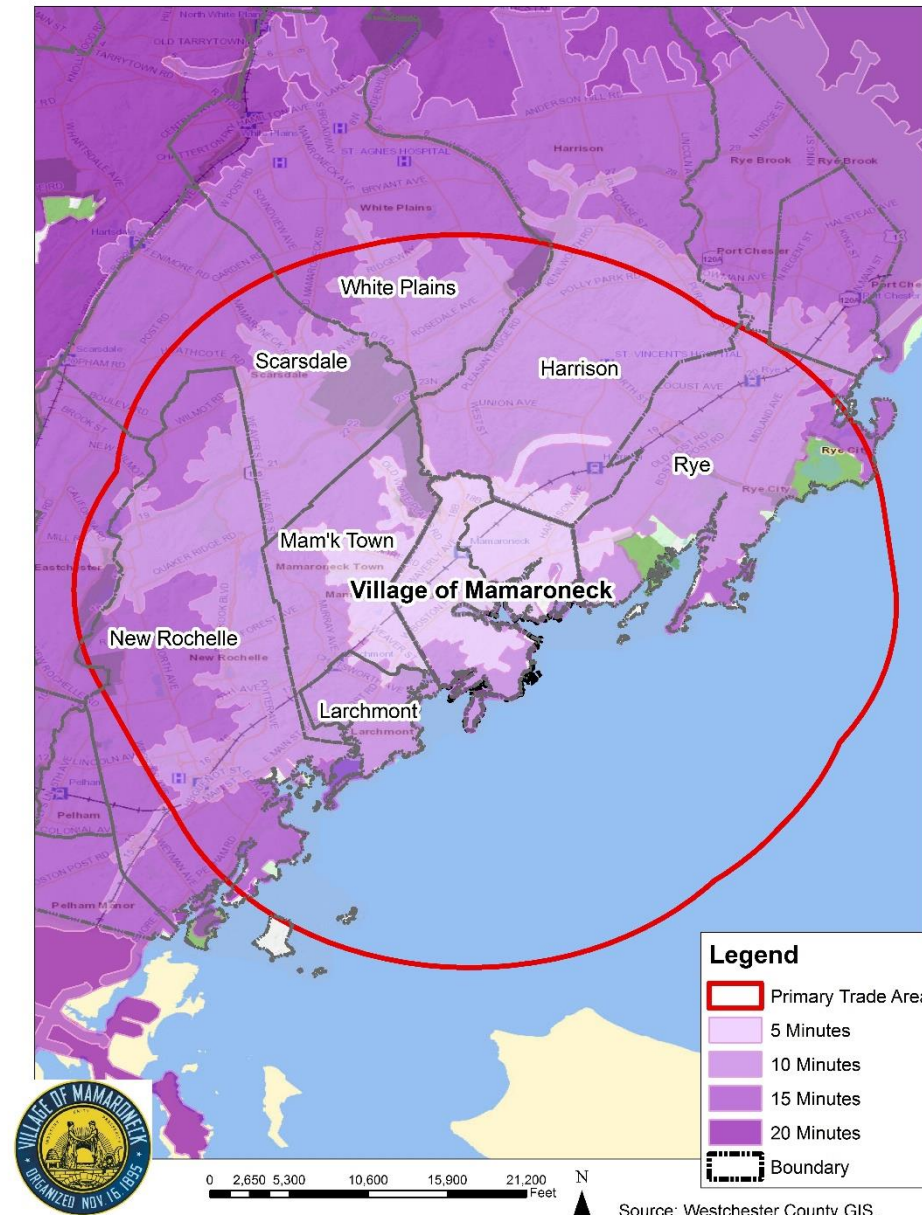
Downtown Marketing Goals

- Attract and retain businesses
- Understand shopper and merchant needs
- Identify, target, and recruit to create appropriate retail mix
- Promote Downtown Mamaroneck and increase pedestrian traffic and activity

Proactive Marketing

- Determine Primary Trade Area:
 - Primary Trade area is determined by accounting for 75-80% of the most frequent shoppers in closest proximity to the downtown.
 - Based on retail mix the Primary Trade Area for the Village of Mamaroneck is estimated to be a 3 mile radius from the municipal boundary.
 - Destination attractions may pull from a 5 mile or more radius around the Village of Mamaroneck. e.g Emelin Theatre, restaurants & street fairs.

Trade Area & Drive Time Analysis



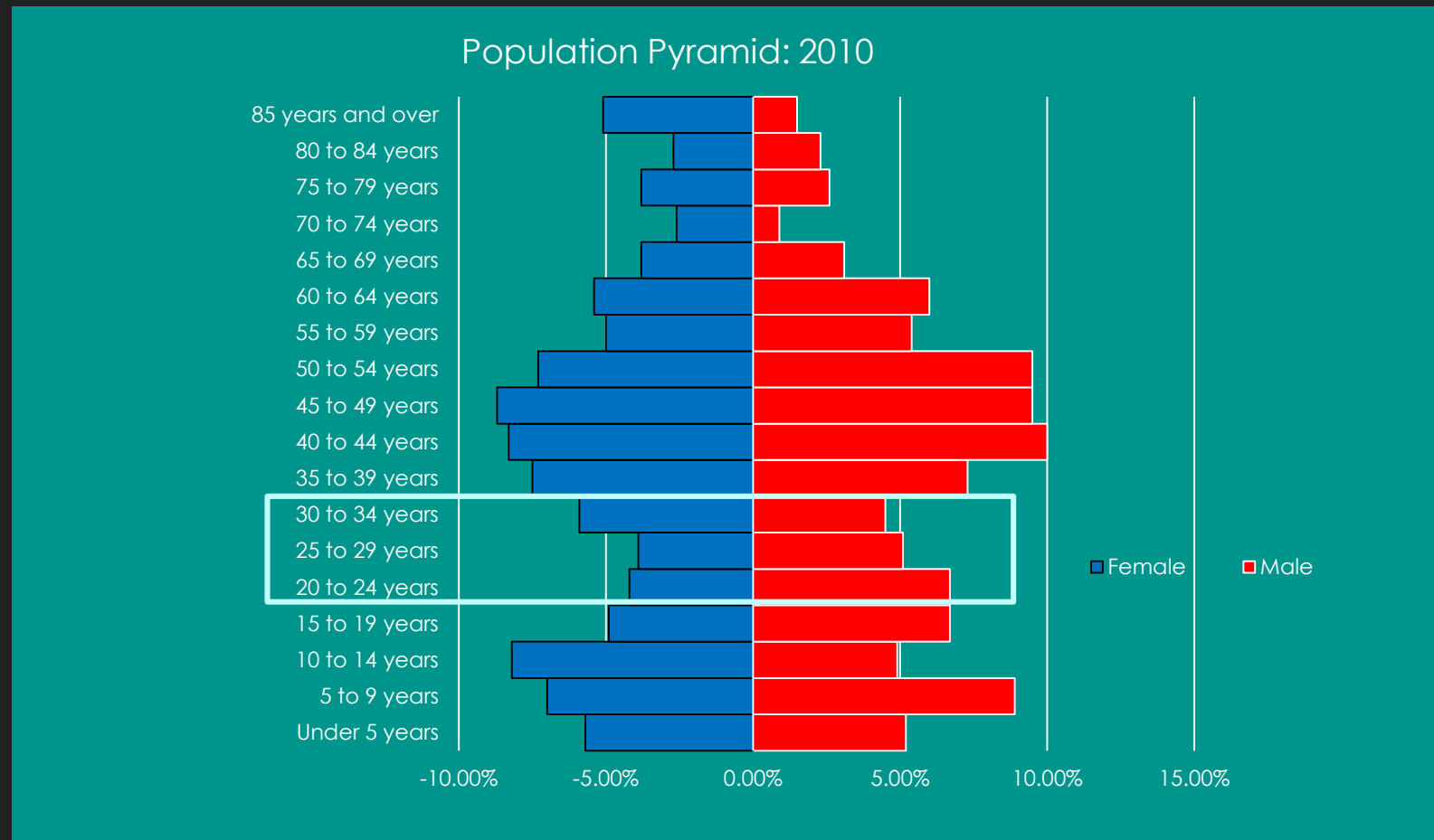
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Source: Westchester County GIS,
Village of Mamaroneck Planning Department

Demographic Profile

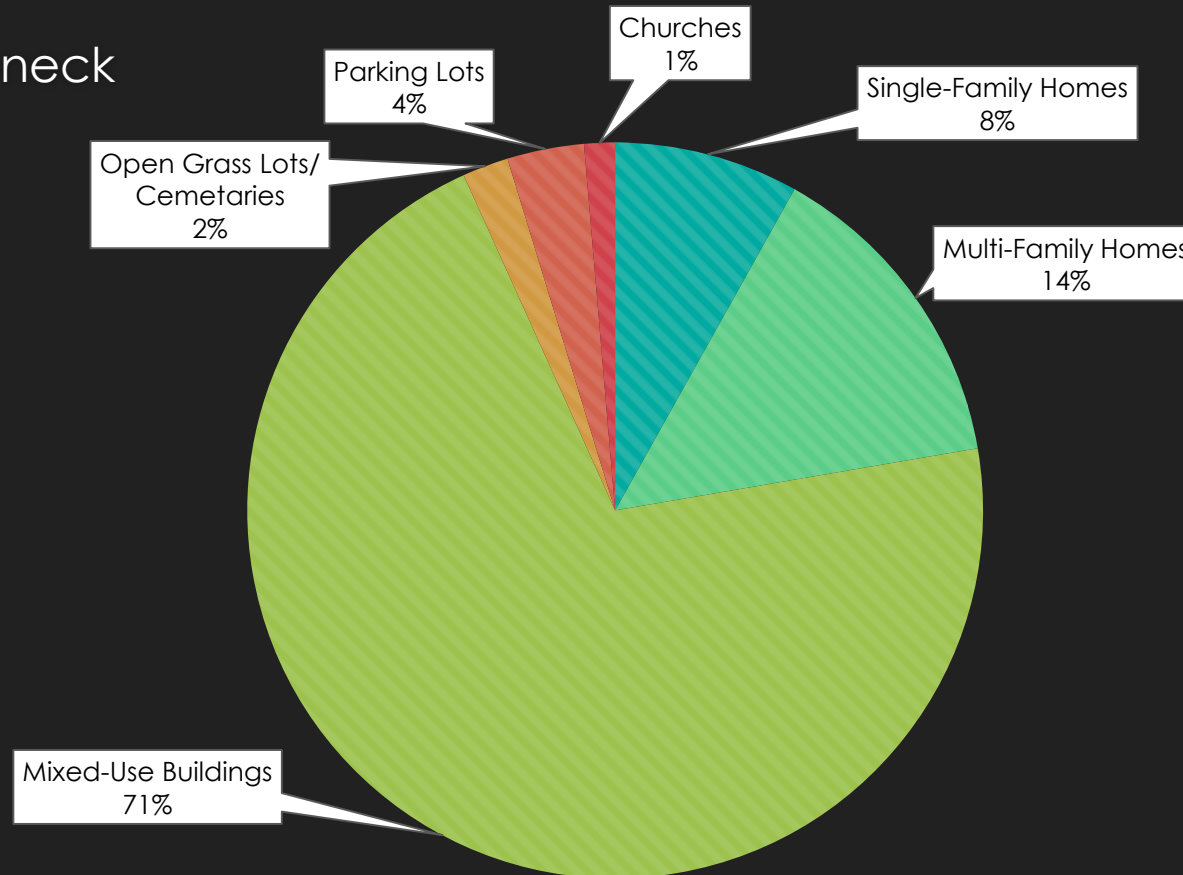
- Median household income for PTA was \$106,380 this compares very favorably to the median household income of \$81,946 for Westchester County.
- Approximately 142,000 residents in Primary Trade Area including 19,035 residents in Village of Mamaroneck.
- Diverse demographics-76.8% White, 10.9% other race, 4.9% Asian, 4.1% African American, 24.3% Hispanic Population.
- ~66% of residents in PTA have a Bachelors Degree or higher compared to 45.4% for Westchester County.
- Median age is 40.9 this is up from 38.1 in 2000.
- Loss in Millennial population aged 20-34 from 20% in 2000 to 15.5% in 2013.

Demographic Profile of Primary Trade Area

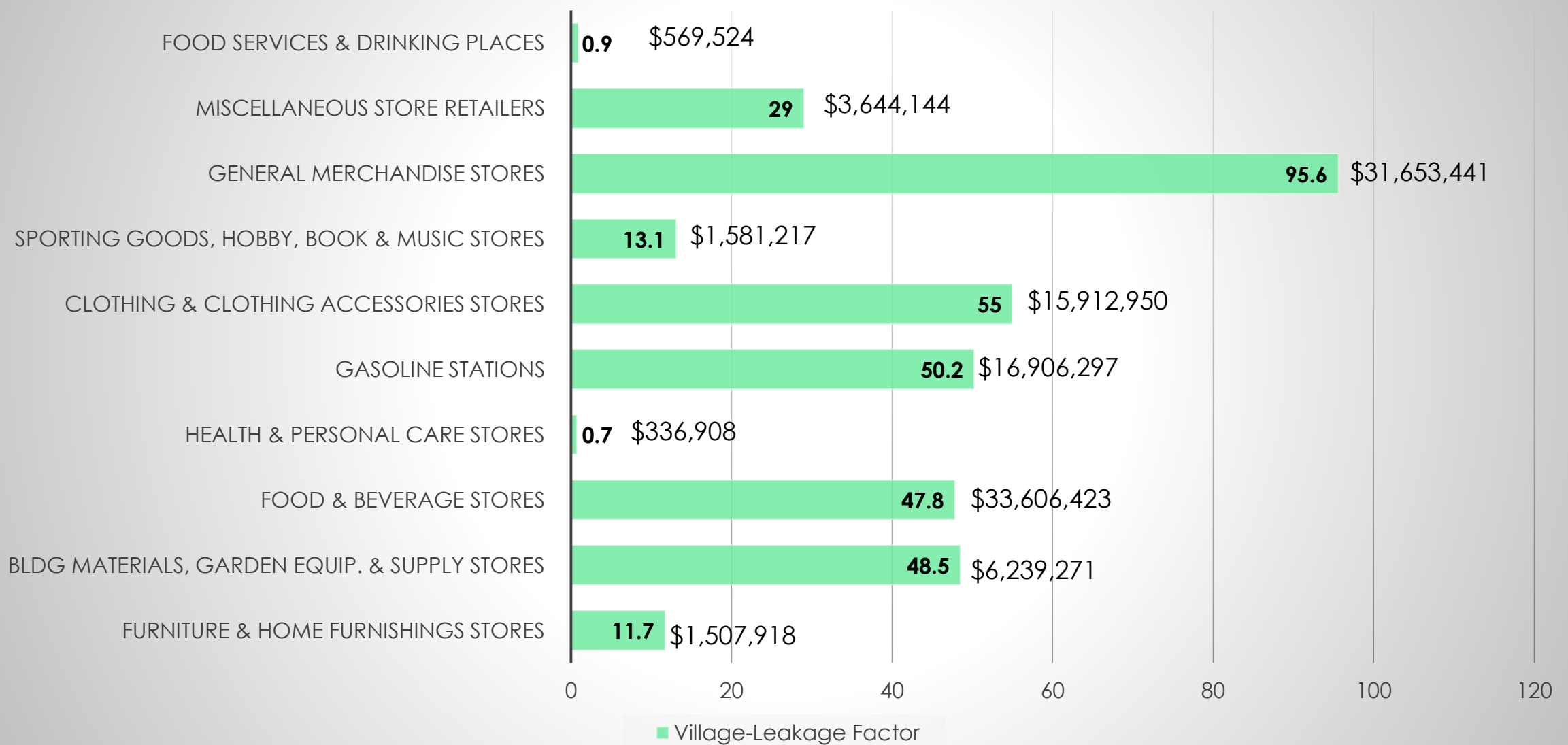


Existing Conditions in CBD

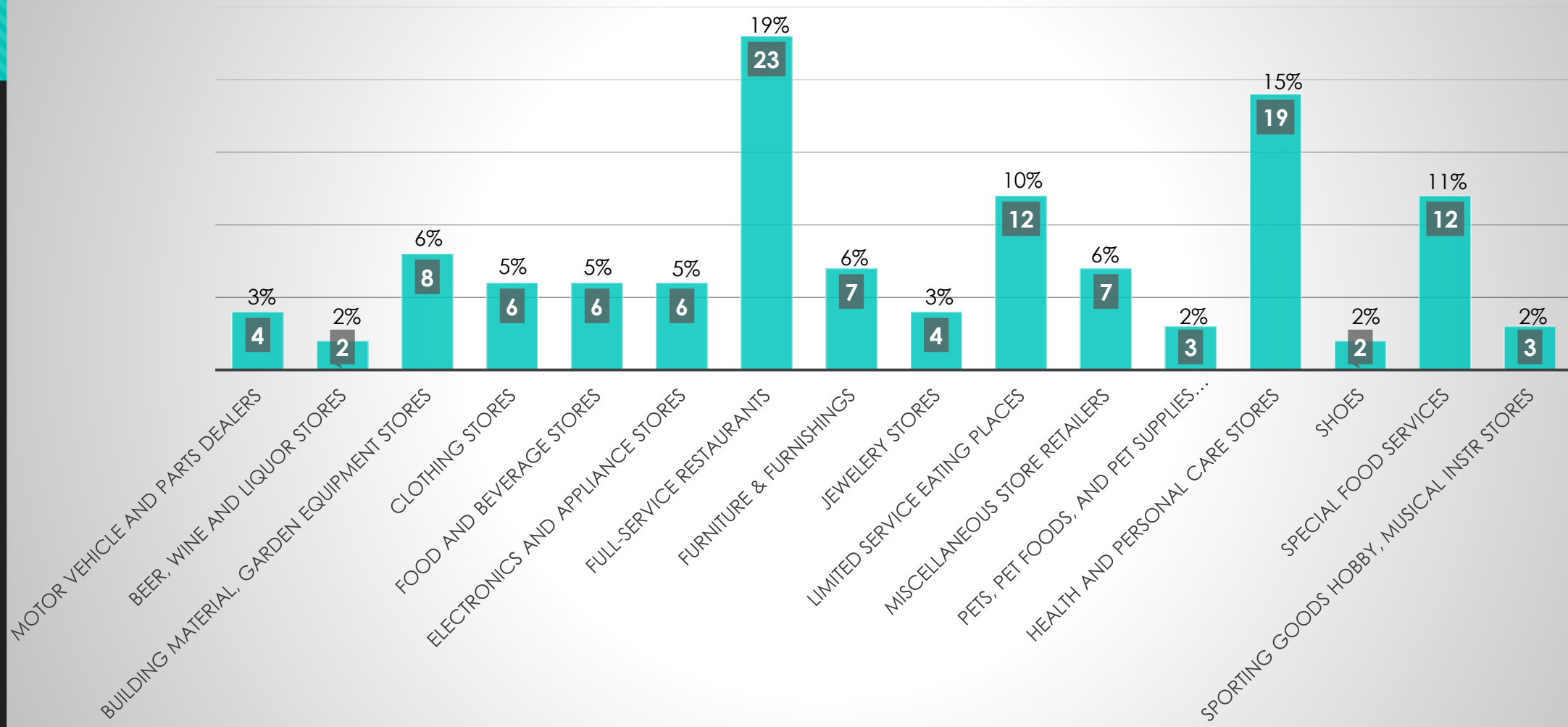
Village of Mamaroneck
Downtown Uses



Village-Leakage Factor



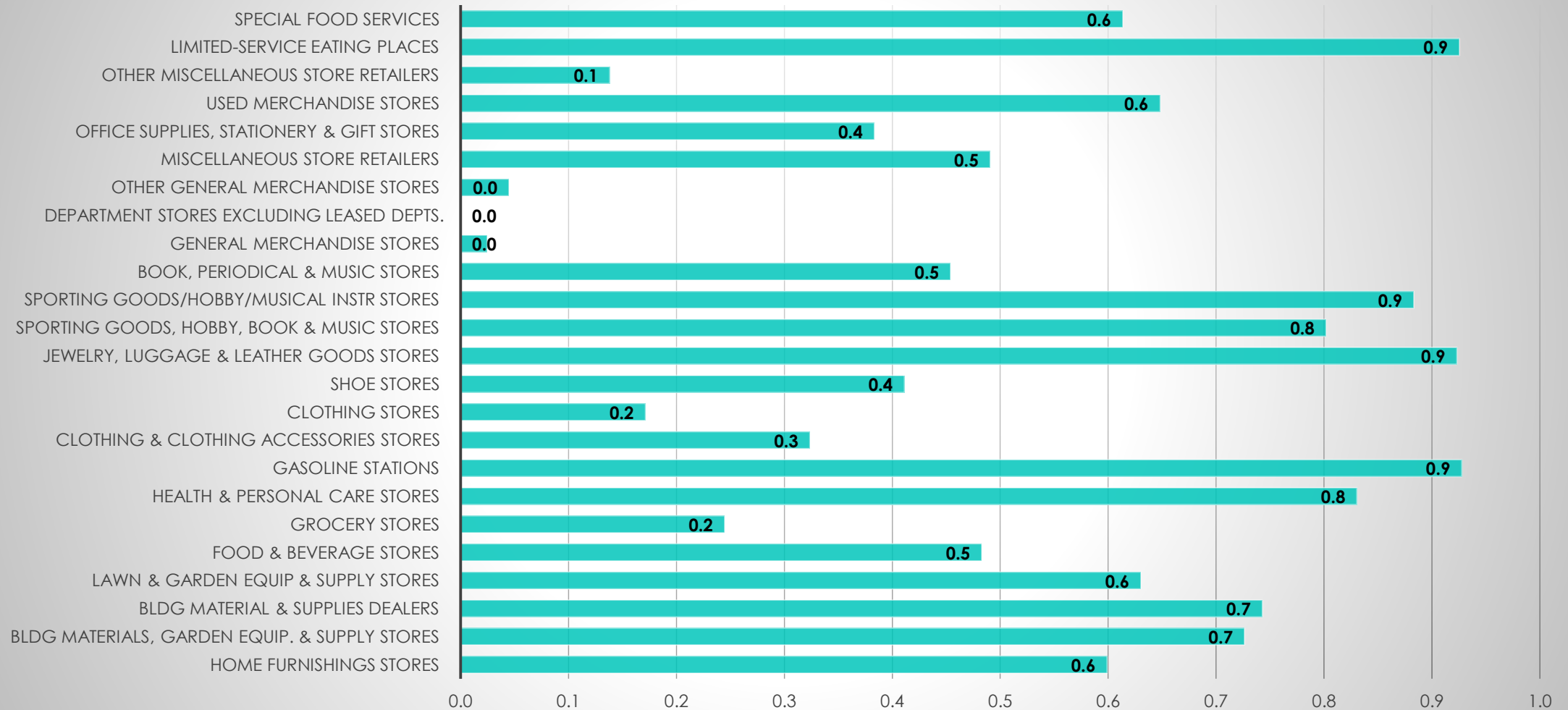
Downtown Mix



Pull Factor Analysis

Negative pull values shown below

A pull factor of 1.0 is capturing the exact retail expenditures of the local population, but not attracting outside shoppers. Values above 1 indicate capturing of local population and outside shoppers, values below 1 indicate local population is Going outside of the Village to shop.



Strengths

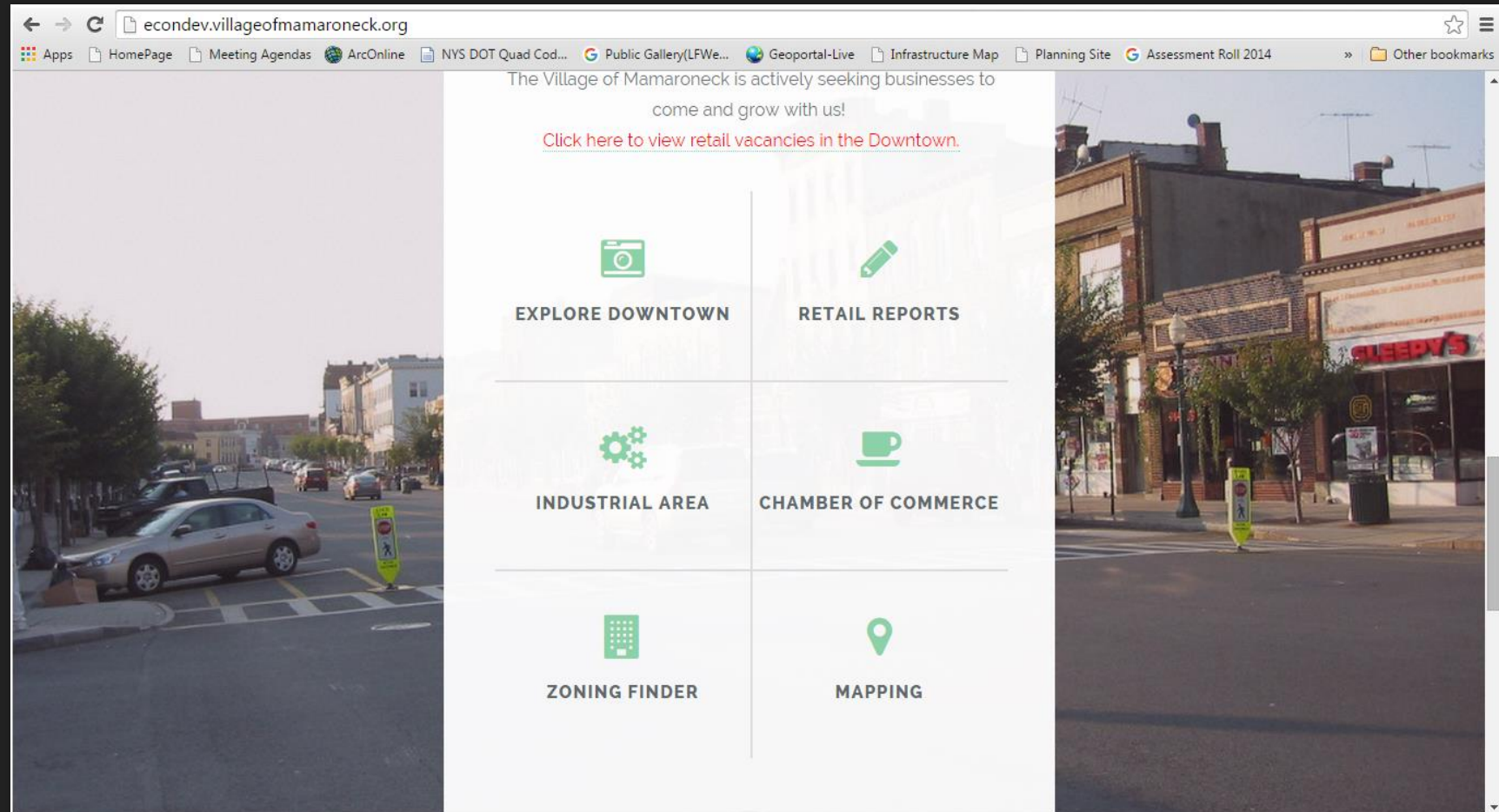
- Excellent buying power in PTA.
- Multiple modes of transportation.
- Highly trafficked area. (27,000 trips on Mam'k Ave north of train, 13,000 on Mam'k Ave in downtown, ~19,000 on Boston Post Rd)
- Strong cultural and recreation institutions- Mamaroneck Library, Emelin Theatre, Harbor Island.
- Attractive streetscape with abundance of street trees.
- Low 5% Vacancy Rate.
- Large number of events including parades, street fairs, and festivals at Harbor Island Park.

Tools- Economic Development Planning Report & Data Summary Reports


- Full Downtown Retail Analysis with Executive Summary available on Village of Mamaroneck Planning Department Website.
- Retail reports by retail type available on VOM Planning Department Website.
- Up to date information on retail activities, new businesses and new developments available on economic development portal.
- New zoning finder application that allows property owners and potential developers to easily find zoning regulations for specific properties within seconds from anywhere.
- New tools that are ideal for brokers, corporate, and site selection consultants.

Tools- Economic Development Portal

EconDev.VillageofMamaroneck.org



Tools- Zoning Finder



Village of MAMARONECK NEW YORK

Central Commercial District

C-2

[Printer-Friendly Version](#)

Last Update: 4/29/2015
[Planning Department](#)



Dimensional Requirements:

FAR:	2.0 (See Note 1 Below)
Stories:	4 (See Note 2 Below)
Height:	45 Feet (See Note 1 Below)
Minimum Required Yard: Front	None (See Note 3 Below)
Minimum Required Yard: Side	None (See Note 4 & 5 Below)
Minimum Required Yard: Rear	None (See Note 4 & 5 Below)
Off-Street Parking:	None for existing floor space, but as required by Article VIII for any new floor space constructed
Off-Street Loading	None
Other Requirements	§ 342-16 & Note 6 Below

Notes:

1. Within the C-1 and C-2 Districts, the maximum floor area ratio may be increased in accordance with provisions of [Article XV](#) for below-market-rate housing.

2. Within the C-2 District, no ground level floor space with frontage on Mamaroneck Avenue shall be used for



Recent Activity

- 151 Mamaroneck Avenue received Planning Board approval for ten 1-bedroom units and 3,500 square feet of retail on Mamaroneck Ave.
- New fast service restaurant Green Life at 266 Mamaroneck Ave.
- New bar/restaurant Northeast Oyster Co at 152 Mamaroneck Ave.
- New restaurant, Smokehouse Tailgate Grill, to replace Roasted Peppers location at 320 Mamaroneck Ave.
- New Indian restaurant, Spice Kitchen, at 122 Mamaroneck Ave.
- 118 W Boston Post Road is now occupied by MADE art & design, an experience art studio
- 108 Mamaroneck Avenue – now advertising 1,800 sq. ft. new retail store for rent (part of 6 unit new luxury development extending to Library lane)

Other Activities

- Proposal for walkway incentives within Downtown zone to encourage walkways that connect Mamaroneck Avenue with rear parking lots.
- Wayfinding initiative to create clear comprehensive signage system that identifies cultural destinations & parking areas.
- Wayfinding to include retail directory at kiosk locations in the Downtown.
- Opportunity to market TOD Zone north of railroad along with the Downtown. Explore strengthening connections between the two areas.
- Communication between Planning Department, VOM Arts Council & local brokers to implement “pop-up” art galleries in vacant retail spaces.

Retail Opportunities

- Food and Beverage Stores: Including a Small Grocery Store with Fresh Food
- Health and Personal Care Stores
- Sporting Goods ,Hobby, Book, and Music Stores
- General Merchandise Stores
- Food Services and Drinking places, including coffee shops
- Art Galleries
- Office Supplies/Stationery/Gift Stores

Implementation – Proactive Marketing

- Planning Department to use tools such as Retail Tenant Directory to proactively market Downtown.
- Promotion of economic development website and associated tools.
- Planning Department to work with businesses interested in locating in Mamaroneck.
- Draft retail survey to gather additional data that will reveal consumer preferences and better define the Primary Trade Area- publish new data on Economic Development Portal.
- Provide site selection tools for brokers, businesses, and property owners leading to improved tenant mix and maintenance of high occupancy rate.

Commercial District Advisor

The online resource for information-sharing, ideas and strategies for successful commercial district revitalization



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Pinterest



Wednesday, October 7, 2015

Growing a Business District one Rock-Climbing Gym at a Time



This nondescript building is home to the Cliffs at LIC, a 20,000 sf facility that attracts hundreds of climbers a day. Nearby businesses are starting to cater to these customers.

The rock-climbing gym in Long Island City, Queens seems to be single-handedly changing the retail environment along a historically industrial stretch of this community, according to a [recent article](#) in Crain's. I was particularly interested in

Retail Categories [\[DETAILS/HELP\]](#)**Apparel/Accessories**[Select All](#) | [Clear](#)

- | | | |
|---|---|---|
| <input type="checkbox"/> Accessories | <input type="checkbox"/> Apparel - children's | <input type="checkbox"/> Apparel - men's |
| <input type="checkbox"/> Apparel - specialty | <input type="checkbox"/> Apparel - women's | <input type="checkbox"/> Bridal/formal wear |
| <input type="checkbox"/> Fine jewelry/watches | <input type="checkbox"/> Leather/luggage | <input type="checkbox"/> Optical/eyewear |
| <input type="checkbox"/> Shoes | | |

Consumer services[Select All](#) | [Clear](#)

- | | | |
|--|--|--|
| <input type="checkbox"/> Beauty salons/tanning | <input type="checkbox"/> Check cashing/pawn/thrift | <input type="checkbox"/> Dry cleaning/laundry |
| <input type="checkbox"/> Florists/nurseries | <input type="checkbox"/> Photocopies/printing | <input type="checkbox"/> Photofinishing/portrait studios |
| <input type="checkbox"/> Signs/postal service | | |

Food related[Select All](#) | [Clear](#)

- | | | |
|---|---|--|
| <input type="checkbox"/> Bakeries/bagels/pretzels | <input type="checkbox"/> Beer/wine/liquor | <input type="checkbox"/> Candy/ice cream/yogurt |
| <input type="checkbox"/> Coffee bars/juice bars | <input type="checkbox"/> Convenience stores | <input type="checkbox"/> Fast casual restaurants |
| <input type="checkbox"/> Fast food | <input type="checkbox"/> Meal Preparation | <input type="checkbox"/> Restaurants/bars |
| <input type="checkbox"/> Specialty foods | <input type="checkbox"/> Supermarkets | |

Health related[Select All](#) | [Clear](#)

- | | | |
|--------------------------------------|--|---|
| <input type="checkbox"/> Drug stores | <input type="checkbox"/> Medical/dental services | <input type="checkbox"/> Nutrition shops/diet centers |
|--------------------------------------|--|---|

Home[Select All](#) | [Clear](#)

- | | | |
|--|--|--|
| <input type="checkbox"/> Art/collectibles/frames | <input type="checkbox"/> Bed and bath linens | <input type="checkbox"/> Cards/stationery |
| <input type="checkbox"/> China/glassware | <input type="checkbox"/> Computers/software | <input type="checkbox"/> Cutlery/kitchenware |
| <input type="checkbox"/> Electronics | <input type="checkbox"/> Fabrics | <input type="checkbox"/> Floor coverings |
| <input type="checkbox"/> Furniture/beds | <input type="checkbox"/> Gifts/novelties/souvenirs | <input type="checkbox"/> Hardware/home improvement |
| <input type="checkbox"/> Home decor/lamps/drapes | <input type="checkbox"/> Housewares/small appliances | <input type="checkbox"/> Major appliances |
| <input type="checkbox"/> Office supplies/furniture | <input type="checkbox"/> Rental centers | <input type="checkbox"/> Wall coverings/paint |

Lifestyle[Select All](#) | [Clear](#)

- | | | |
|--|--|--|
| <input type="checkbox"/> Amusement/play centers | <input type="checkbox"/> Art supplies/crafts/hobbies | <input type="checkbox"/> Boats/marine supplies |
| <input type="checkbox"/> Book stores | <input type="checkbox"/> Cameras/video cameras | <input type="checkbox"/> CDs/music |
| <input type="checkbox"/> Child care/education | <input type="checkbox"/> Cosmetics/body care/fragrance | <input type="checkbox"/> DVD rental/sales |
| <input type="checkbox"/> Educational/environmental | <input type="checkbox"/> Fitness equipment | <input type="checkbox"/> Health clubs/gyms |

The Nielsen Company / 2009 Retail Tenant Directory Selection List

Company Name	Location	Phone	Stores	Preferred GLA
Candy Express Franchising Inc.	Burtonsville, MD		40	500-1,500 sq. ft.
Canyon Beachwear	Santa Monica, CA		9	750-1,250 sq. ft.
Cape Cod Crafters	Mystic, CT		10	3,000-5,000 sq. ft.
Capezio Ballet Makers, Inc.	Totowa, NJ		11	2,000-3,000 sq. ft.
Cartridge World	Emeryville, CA		1,650	800-1,400 sq. ft.
Charles David of California	Culver City, CA		25	1,000-1,400 sq. ft.
Charming Shoppes, Inc.	Bensalem, PA		2,406	3,000-7,000 sq. ft.
The Cheesecake Factory Incorporated	Agoura Hills, CA		155	850-21,000 sq. ft.
Chico's FAS, Inc.	Fort Myers, FL		1,083	1,500-4,000 sq. ft.
The Children's Place Retail Stores, Inc.	Secaucus, NJ		921	4,000-6,500 sq. ft.
Christian Dior Inc.	New York, NY		24	800-4,300 sq. ft.
Christofle Silver Inc.	New York, NY		103	2,000 sq. ft.
Christopher & Banks Corp.	Minneapolis, MN		819	3,000-3,600 sq. ft.
Claire's Stores	Hollywood, FL		3,433	1,000-1,200 sq. ft.
The Clarks Companies, N.A.	Newton Upper Falls, MA		212	1,200-3,000 sq. ft.
Coach Inc.	New York, NY		399	2,500-4,200 sq. ft.
Cole Haan Holdings Inc.	Yarmouth, ME		104	3,000-4,000 sq. ft.
Color Me Mine Enterprises, Inc.	Glendale, CA		125	800-2,000 sq. ft.
Country Visions	Vacaville, CA		35	1,400-2,500 sq. ft.
Crabtree & Evelyn, Ltd.	Woodstock, CT		145	700-900 sq. ft.
Crown Trophy	Hawthorne, NY		147	1,000 sq. ft.
Dale & Thomas Popcorn	New York, NY		15	1,000 sq. ft.
Dante-Zeller Tuxedo	Linden, NJ		26	1,000-3,000 sq. ft.
Daylight Donut Flour Company LLC	Tulsa, OK		840	1,200-1,400 sq. ft.
De Janeiro Stores Inc.	New York, NY		6	3,500 sq. ft.
Del Sol	Sandy, UT		63	700-2,000 sq. ft.
Design Within Reach, Inc.	San Francisco, CA		70	1,500-5,200 sq. ft.
DFS Group Limited	San Francisco, CA		11	2,000 sq. ft.
Diesel USA Inc.	New York, NY		39	3,000-4,000 sq. ft.
Dippin' Dots Franchising	Paducah, KY		310	800-1,200 sq. ft.
The Disney Store, Inc.	Burbank, CA		220	3,500-6,000 sq. ft.
Dots, Inc.	Solon, OH		401	4,000-5,000 sq. ft.
Douglas Cosmetics	Westport, CT		13	2,500-3,500 sq. ft.
The Dress Barn, Inc.	Suffern, NY		820	4,000-8,000 sq. ft.
Dunkin' Brands, Inc.	Canton, MA		8,600	1,500-2,200 sq. ft.
Duxiana	New York, NY		31	1,500 sq. ft.
Easy Pickins	New York, NY		24	3,500 sq. ft.
Ed Hardy	Culver City, CA		17	2,000-8,000 sq. ft.
Eileen Fisher, Inc.	Irvington, NY		40	4,000 sq. ft.
Einstein Noah Restaurant Group, Inc.	Lakewood, CO		632	1,400-2,500 sq. ft.
Emack & Bolio's	Brookline Village, MA		24	500-1,000 sq. ft.
EmbroidMe	West Palm Beach, FL		450	1,250-1,400 sq. ft.
Emerging Vision, Inc.	Garden City, NY		150	1,200-1,800 sq. ft.
Empire Vision Centers	Syracuse, NY		91	3,000 sq. ft.
Ermenegildo Zegna Corp.	Englewood, NJ		8	3,000 sq. ft.
Esprit Holdings Ltd.	New York, NY		68	4,000-10,000 sq. ft.
Ethel M. Chocolates, Inc.	Henderson, NV		22	600-900 sq. ft.
Fleet Feet, Inc.	Carrboro, NC		87	2,000 sq. ft.