



Downtown
Gateway to the
Waterfront
Phase II

Downtown Gateway to the Waterfront Phase II

Presented to the General Public

April 25, 2013

This document was prepared for the New York State Department of State
with funds provided under Title 11 of the Environmental Protection
Fund.



**Downtown
Gateway to the
Waterfront
Phase II**

Overview of Process

MARKET ANALYSIS

- ✓ Analysis of demographic data
- ✓ Analysis of trade area market data
- ✓ Competitive analysis of nearby retail centers

PRIMARY DATA ANALYSIS

- ✓ Inventory of existing real estate uses
- ✓ Comprehensive consumer survey
- ✓ Merchant + stakeholder interviews

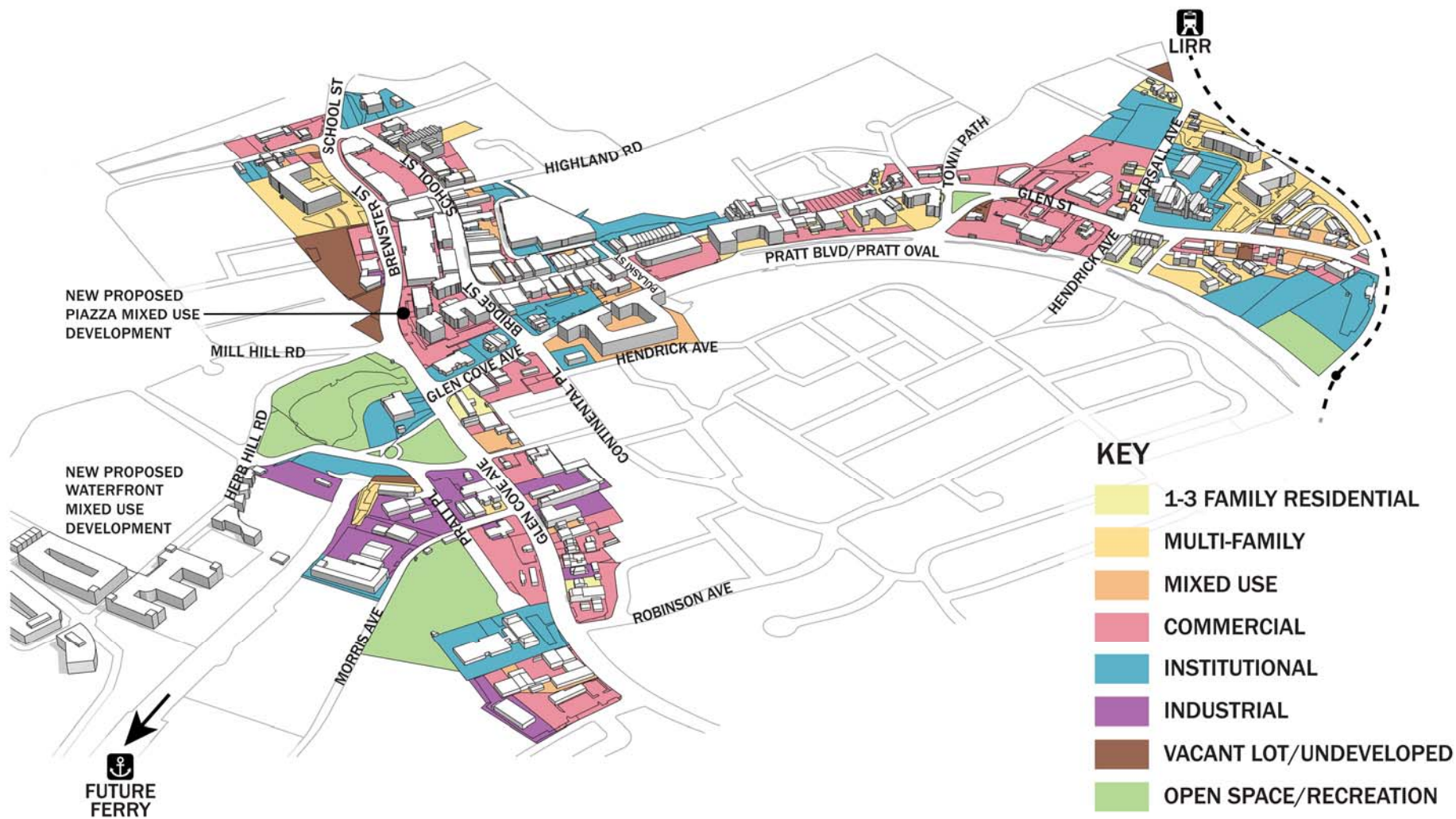
IMPLEMENTATION PLAN

- ✓ Identification of targeted retail categories for recruitment
- ✓ Marketing materials
- ✓ Prospect lists
- ✓ Comprehensive retail recommendations



Downtown
Gateway to the
Waterfront
Phase II

Analysis + Findings



Downtown Gateway to the Waterfront Phase II

Physical Conditions: Land Use

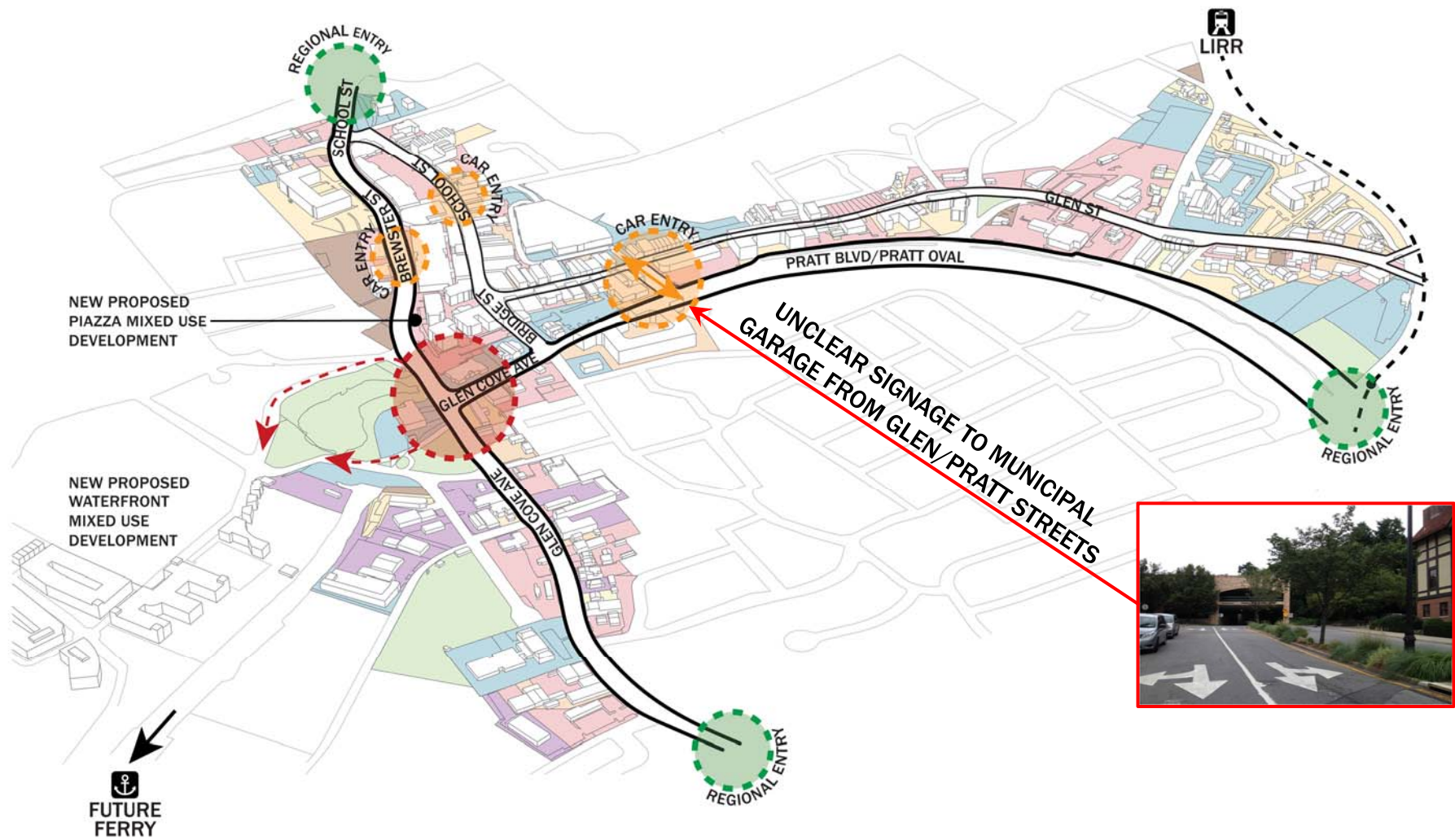




Downtown Gateway to the Waterfront Phase II

Physical Conditions: Regional and Local Connections





Downtown Gateway to the Waterfront Phase II

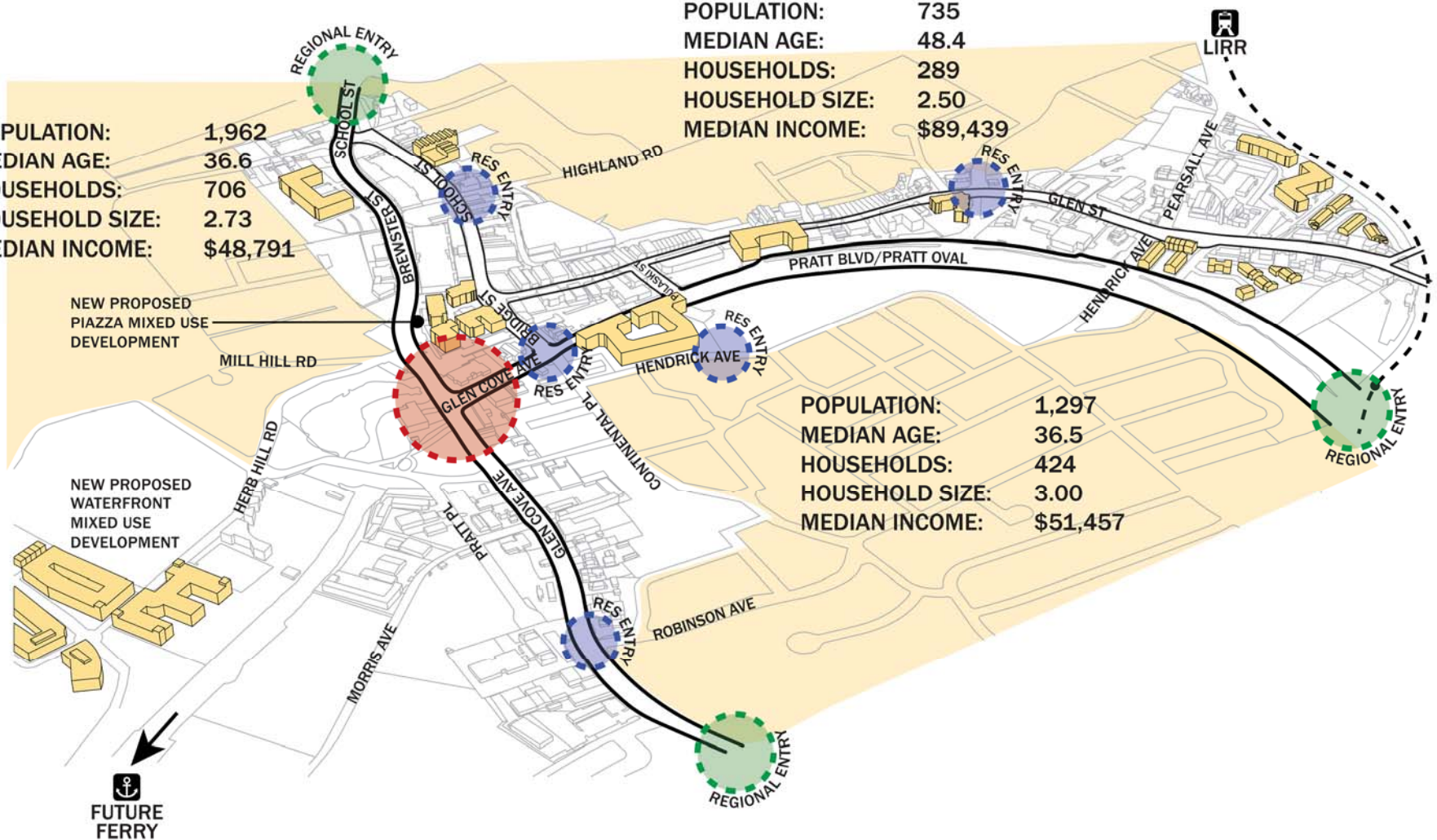
Physical Conditions: Vehicular Connections



POPULATION: 1,962
 MEDIAN AGE: 36.6
 HOUSEHOLDS: 706
 HOUSEHOLD SIZE: 2.73
 MEDIAN INCOME: \$48,791

POPULATION: 735
 MEDIAN AGE: 48.4
 HOUSEHOLDS: 289
 HOUSEHOLD SIZE: 2.50
 MEDIAN INCOME: \$89,439

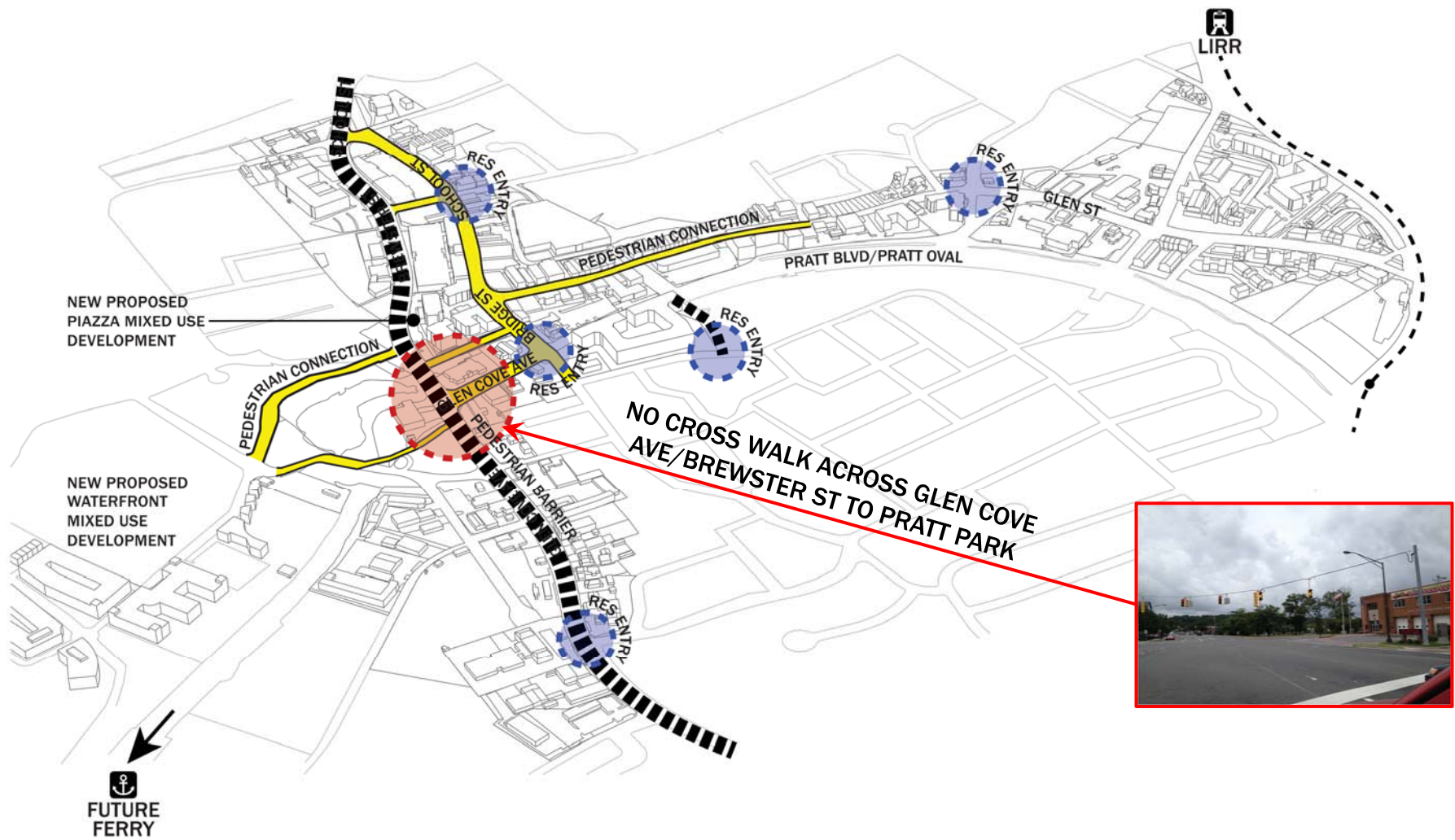
POPULATION: 1,297
 MEDIAN AGE: 36.5
 HOUSEHOLDS: 424
 HOUSEHOLD SIZE: 3.00
 MEDIAN INCOME: \$51,457



Downtown Gateway to the Waterfront Phase II

Physical Conditions: Residential Connections

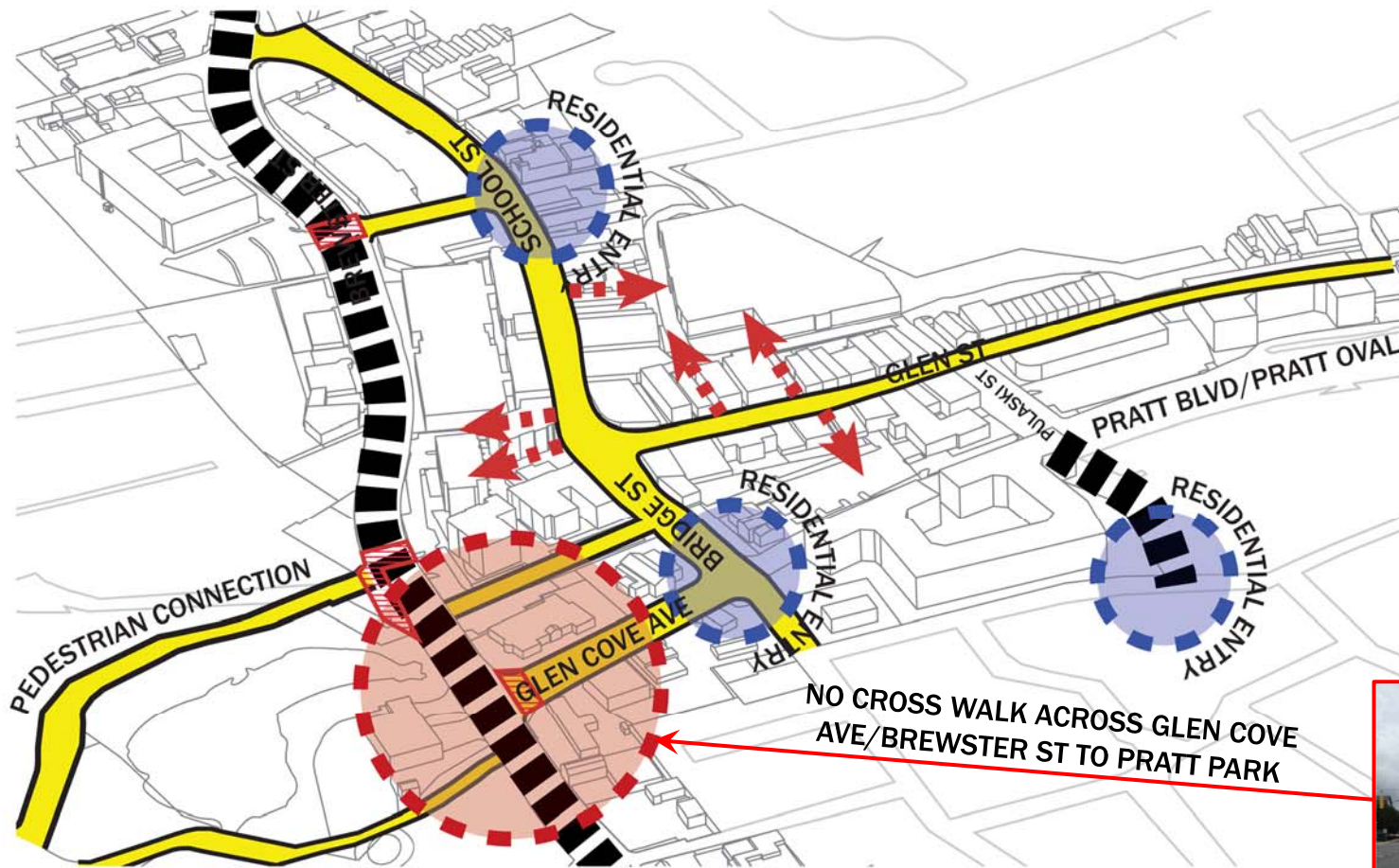




Downtown Gateway to the Waterfront Phase II

Physical Conditions: Pedestrian Connections + Barriers

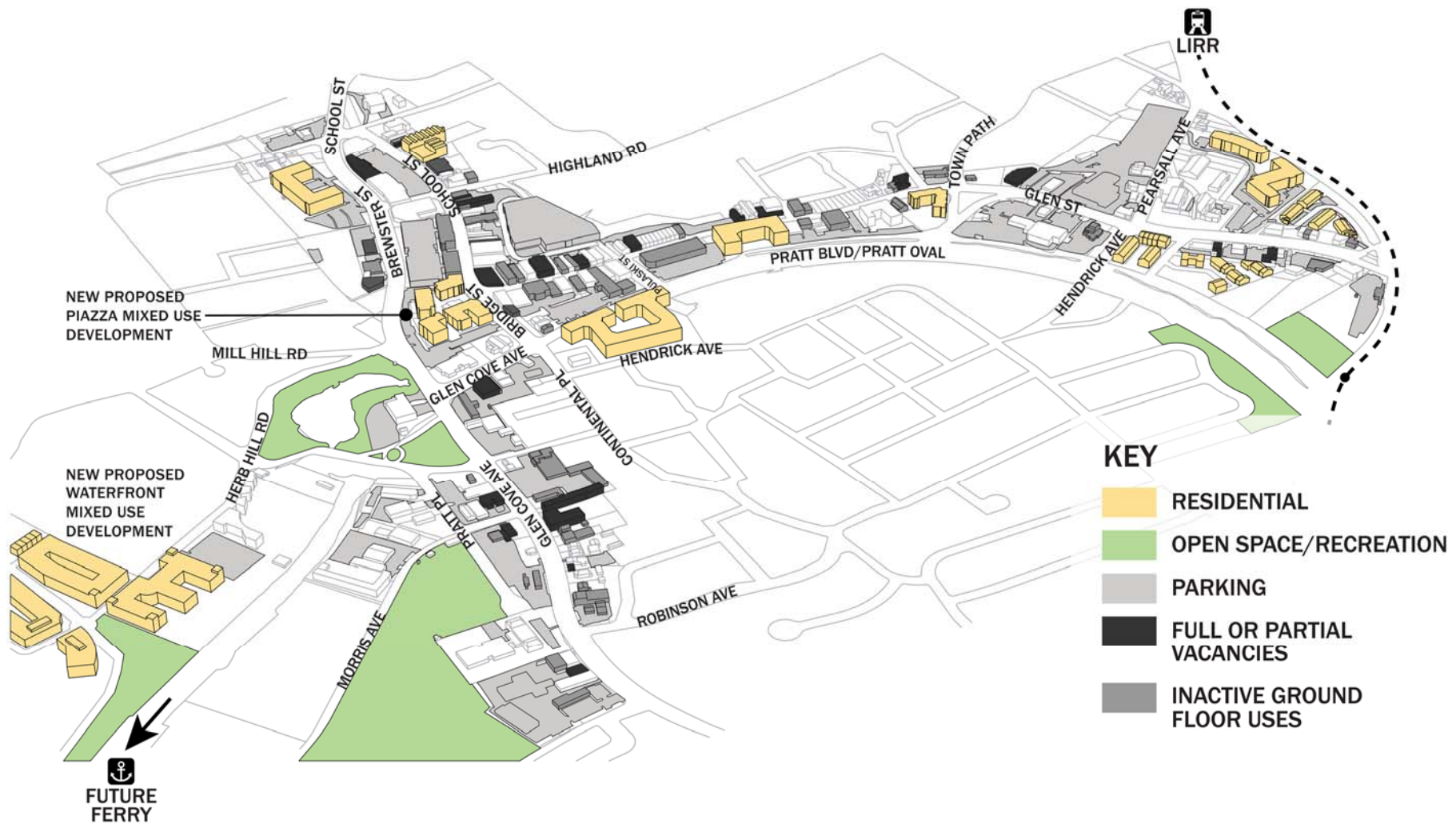




Downtown Gateway to the Waterfront Phase II

Focused Area: Pedestrian Connections + Barriers

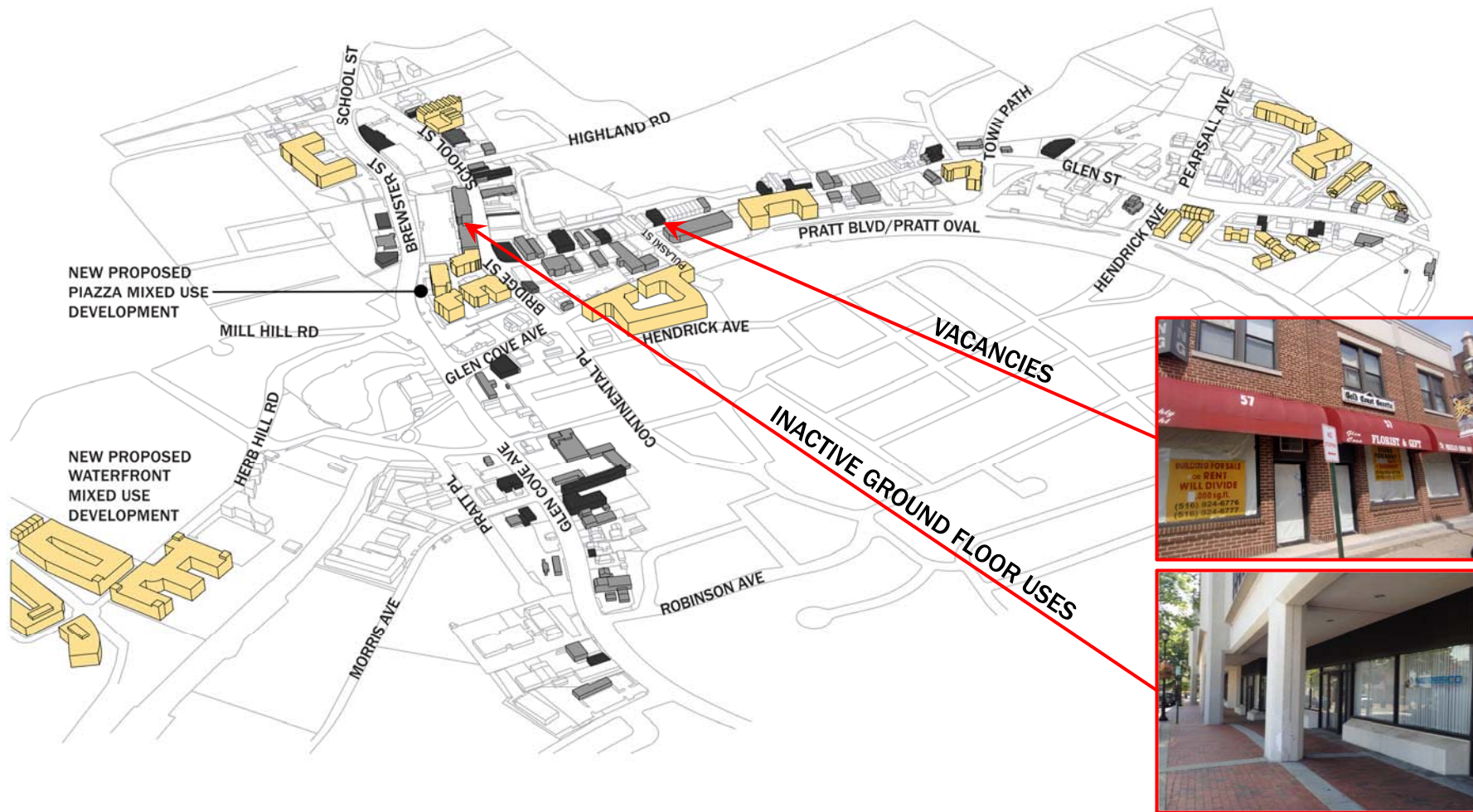




Downtown Gateway to the Waterfront Phase II

Physical Conditions: Parks, Parking, and Vacancies

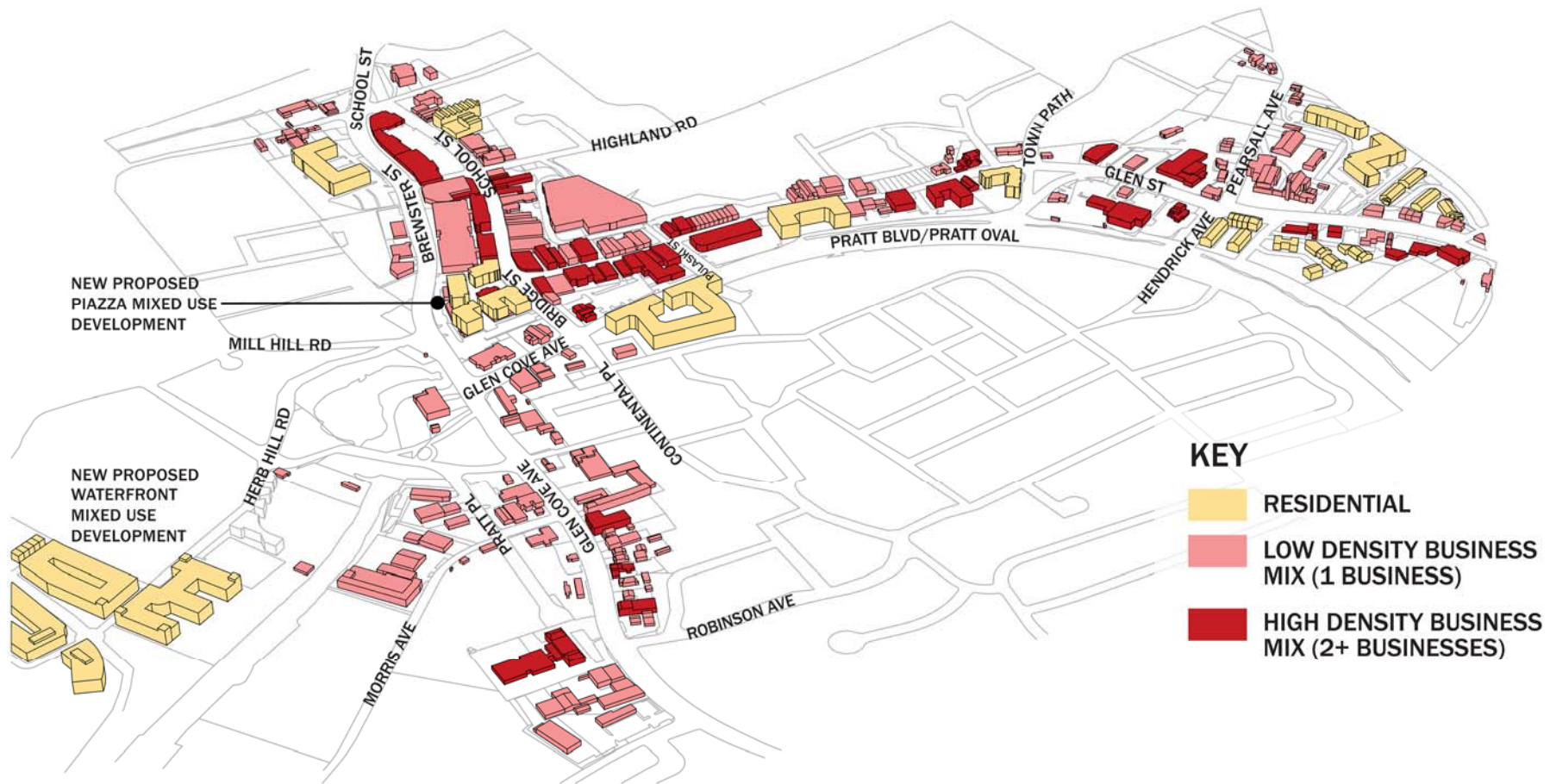




Downtown Gateway to the Waterfront Phase II

Physical Conditions: Vacancies and Inactive Ground Floor Uses

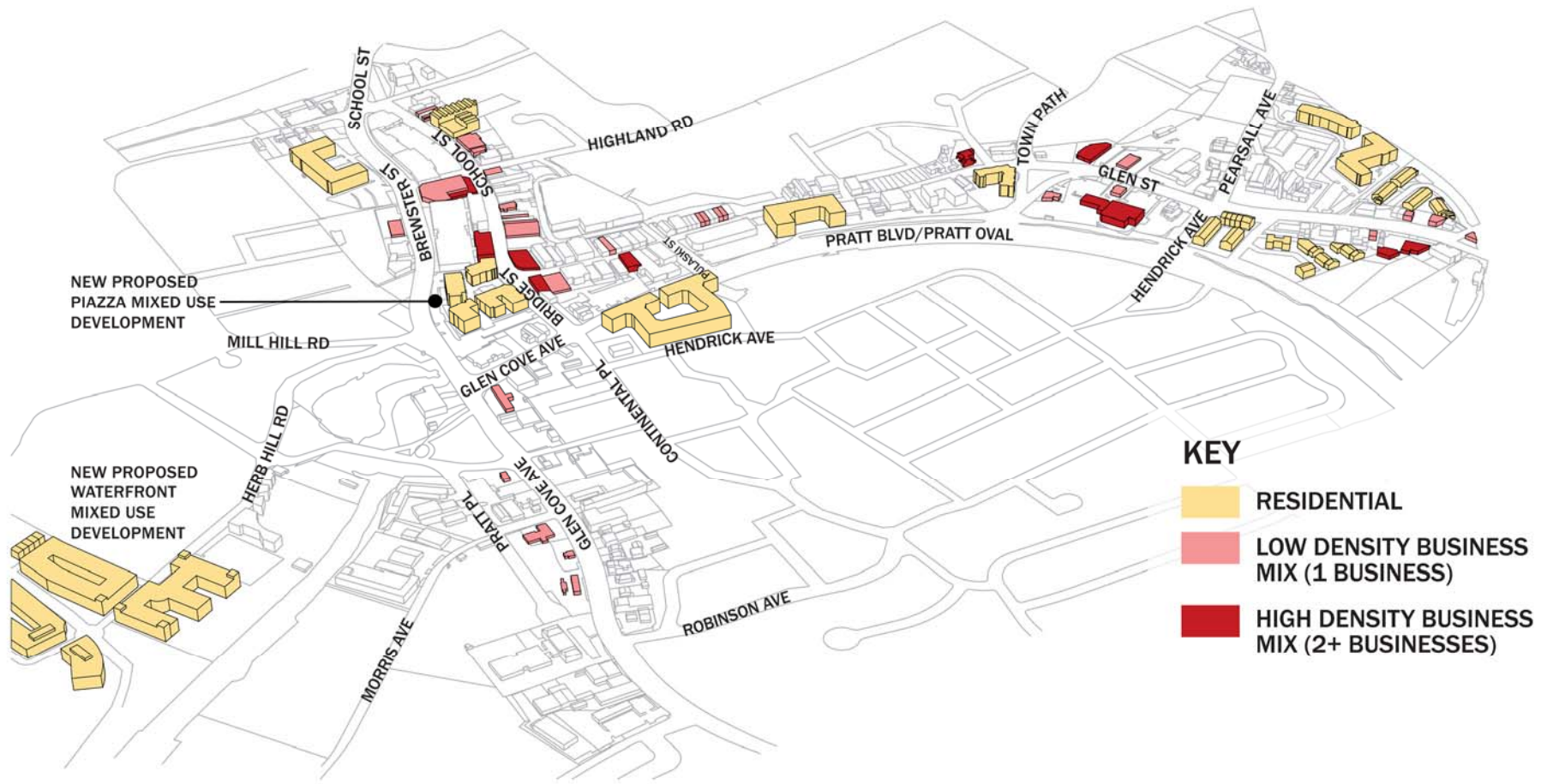




Downtown Gateway to the Waterfront Phase II

Density: Daytime

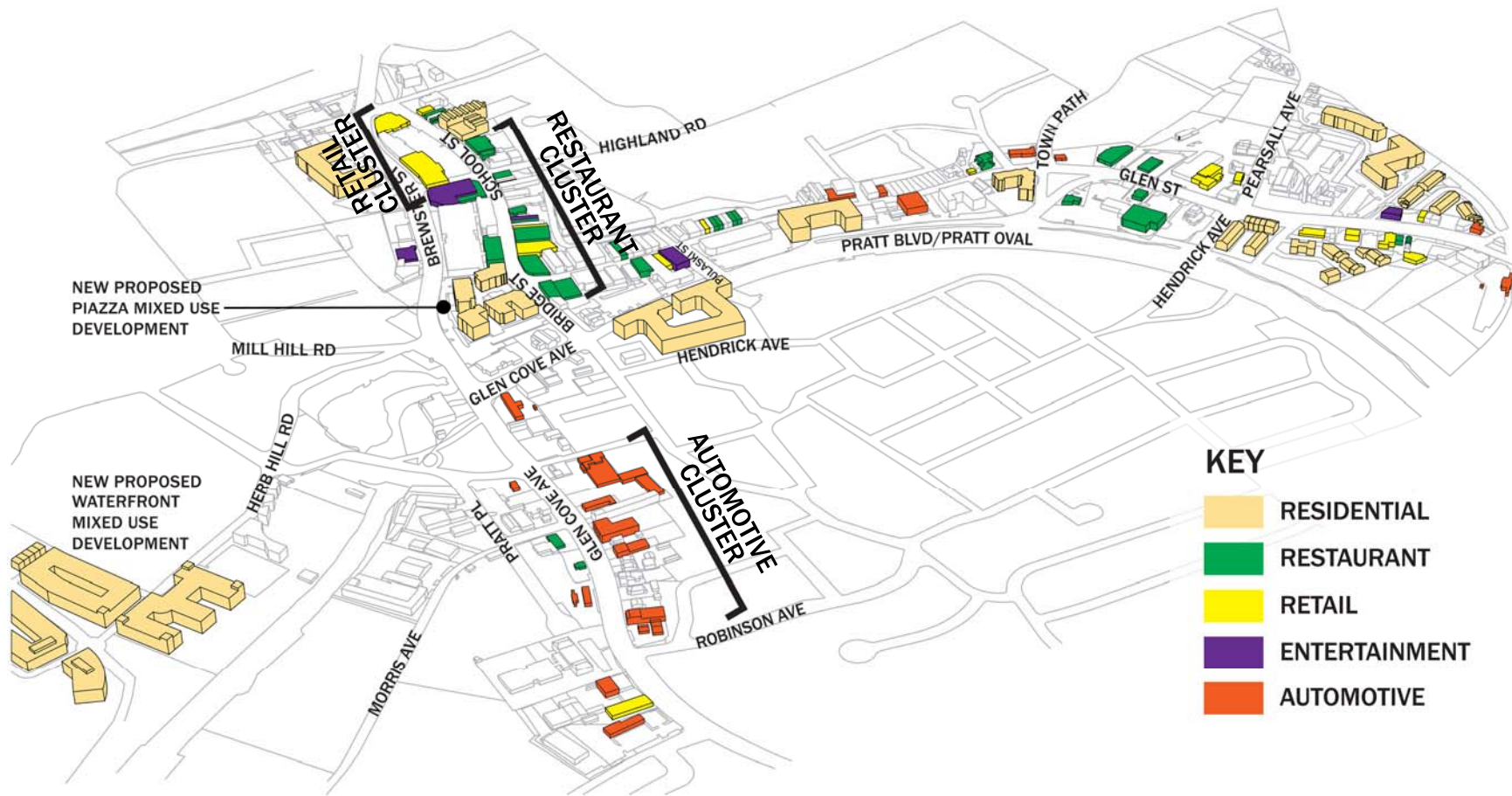




Downtown Gateway to the Waterfront Phase II

Density: Evening

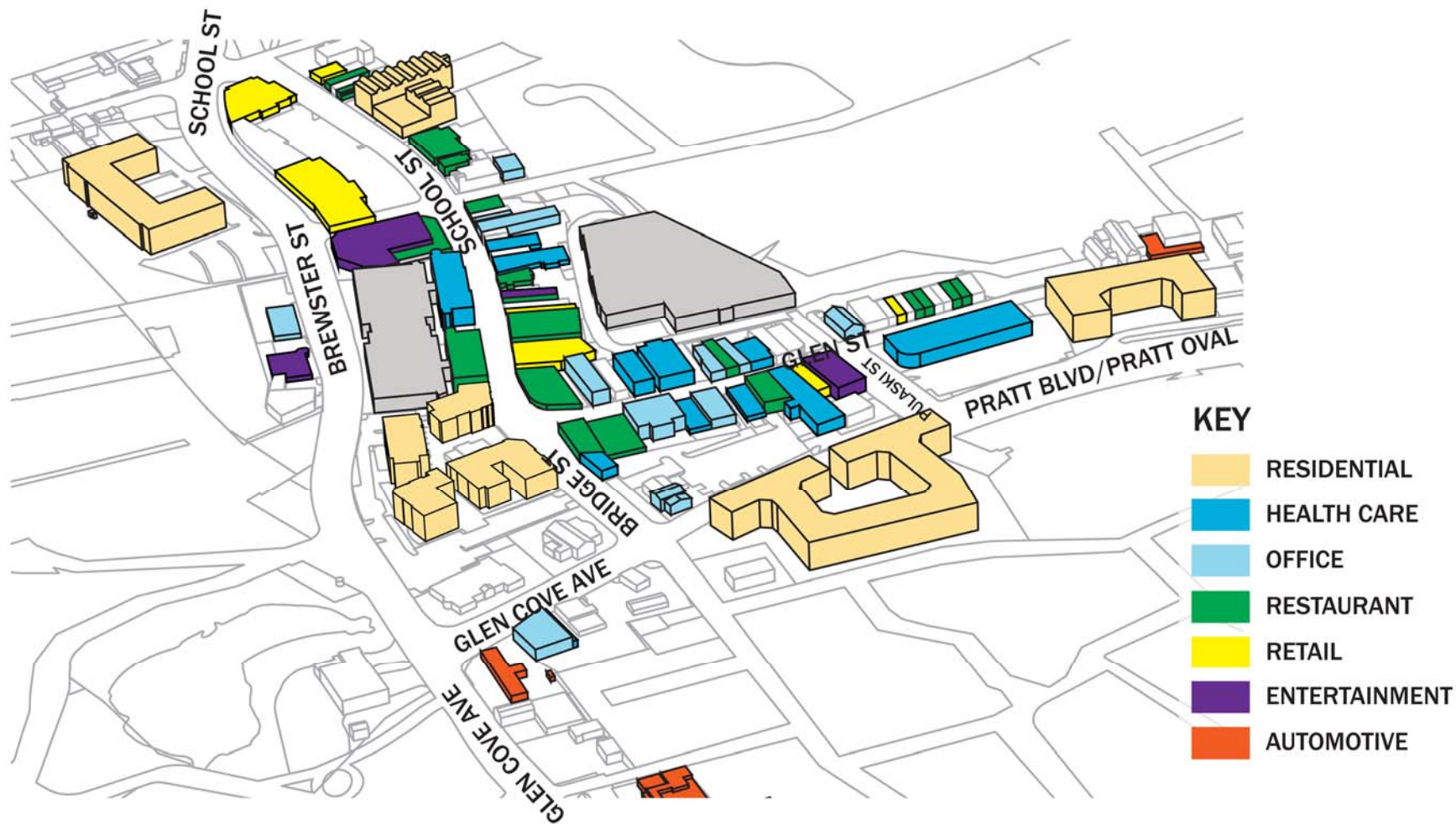




Downtown Gateway to the Waterfront Phase II

Density: Types of Uses





Downtown Gateway to the Waterfront Phase II

Focused Area: Types of Uses





Downtown
Gateway to the
Waterfront
Phase II

Custom Research





**Downtown
Gateway to the
Waterfront
Phase II**

Stakeholder Interviews

STRENGTHS + OPPORTUNITIES

Downtown

- Walkability
- Diversity
- Parking infrastructure
- Programming + Events
- Restaurants
- Piazza will bring a positive change
- Businesses do some marketing in the region

Waterfront, Open Space

- Pratt Park
- Development may attract younger creative types
- Plans to connect downtown to the waterfront are off to a strong start
- Planned ferry

WEAKNESSES + THREATS

Retail

- No anchor
- Inadequate retail mix
- Lack of foot traffic downtown
- Businesses close at 5pm
- Competition from malls and web
- Polarized views of the BID and Chamber of Commerce
- Commercial real estate taxes are driving high rents

Access + Connections

- Poor connections between waterfront and downtown
- Walking and biking are a challenge
- People do not know about the garage
- Train is slow

11 Merchants interviewed
8 Stakeholders interviewed



Downtown
Gateway to the
Waterfront
Phase II

Consumer Survey

- 1,272 people responded (goal was 300)
- Outcomes of survey:
 - Trade Area
 - Shoppers + Non-Shoppers
 - Consumer aspirations for shopping + dining
 - Other preferences
 - Data to support retail recruitment





Downtown
Gateway to the
Waterfront
Phase II

Who Shops Here; Who Doesn't

- Trade Area make up
39% shoppers
61% non-shoppers
(2 in 3 shop elsewhere)
- % Shop visits in Glen Cove:
36% shoppers
13% non-shoppers
(Glen Cove is not capturing majority for either group)
- % Shop spending in Glen Cove:
23% shoppers
4% non-shoppers
(Leakage is 77% to 96%)
- % Dining visits:
47% shoppers
34% non-shoppers
(Higher than we usually see)
- % Dining spending:
41% shoppers
30% non-shoppers
- Dining is our strength





Downtown
Gateway to the
Waterfront
Phase II

Primary Reasons to Visit (or Not)

- Visit for dining (59%), services, stores (44%)
- Don't because too few stores (70%)
- Don't because poor selection/poor quality (54%)





Downtown
Gateway to the
Waterfront
Phase II

Would Visit More If...

At least 50% would visit more often for:

- Cafes, outdoor dining, pubs + restaurants
- Gourmet/specialty food store
- Women's boutiques, men's clothing, footwear
- Festivals, street fairs, performing arts venue
- Farmers' market





Downtown
Gateway to the
Waterfront
Phase II

- Casual upscale, casual family, taverns + pubs
- Clothing stores, discount department stores
- Clubs, night-time entertainment, dancing, concerts
- Better appearance, safety, better retail mix

Restaurants, Stores, Other





Downtown
Gateway to the
Waterfront
Phase II

- **Best:** dining, ambiance, retail stores, convenience
- **Least:** limited retail, safety, appearance
- **Hard to find:** clothing (men's, women's, children's)
- **Favorite places:** 11 local restaurants, Huntington, Westbury, Manhasset





Downtown
Gateway to the
Waterfront
Phase II

- Attract new retail 80%
- Retain existing stores
+ improve facades
65%
- Market as shopping
district/make more
walkable 63%

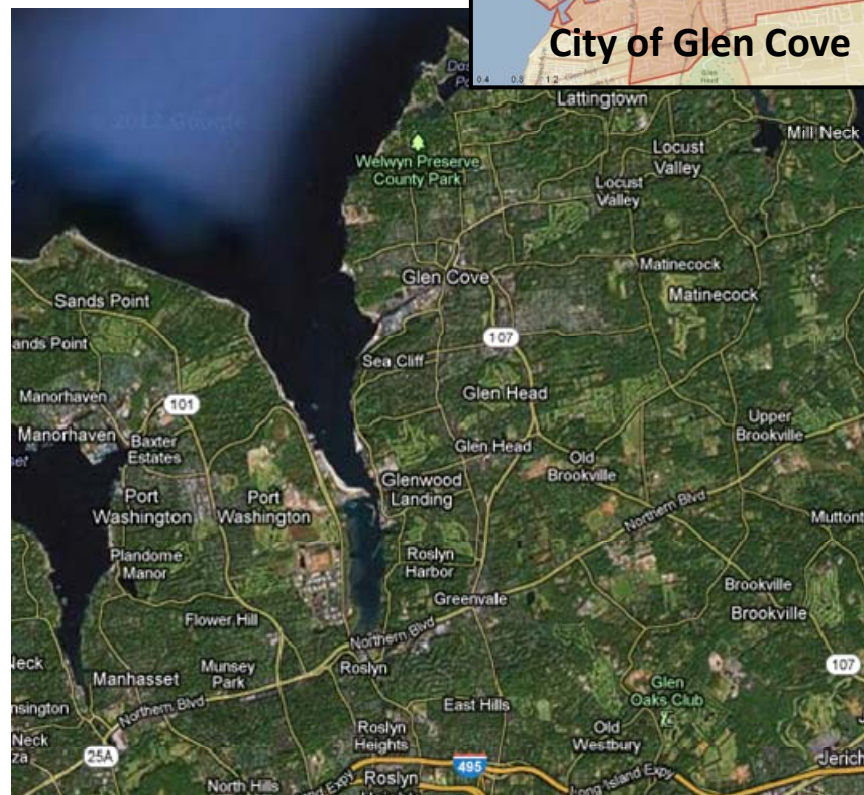




Downtown
Gateway to the
Waterfront
Phase II

Trade Area

- 84% live in Glen Cove
- No one is crossing Route 25A
- Existing trade area: 9,700 households
- Potential trade area: 19,000 households





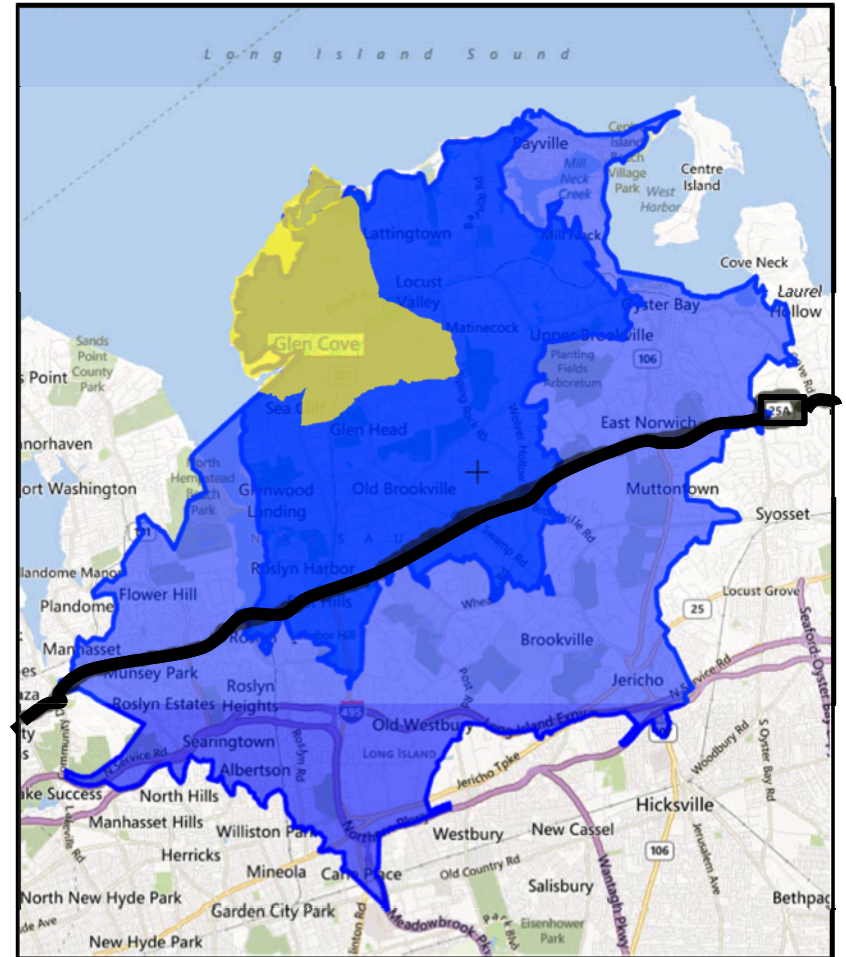
Downtown
Gateway to the
Waterfront
Phase II

Economic Potential

Glen Cove:
\$325 million demand
\$486 million supply
Apparent oversupply:
-\$161 million

10-min drive time:
\$980 million demand
\$913 million supply
Unmet demand:
\$66 million

15-min drive time:
\$2.59 billion demand
\$2.18 billion supply
Unmet demand:
\$415 million



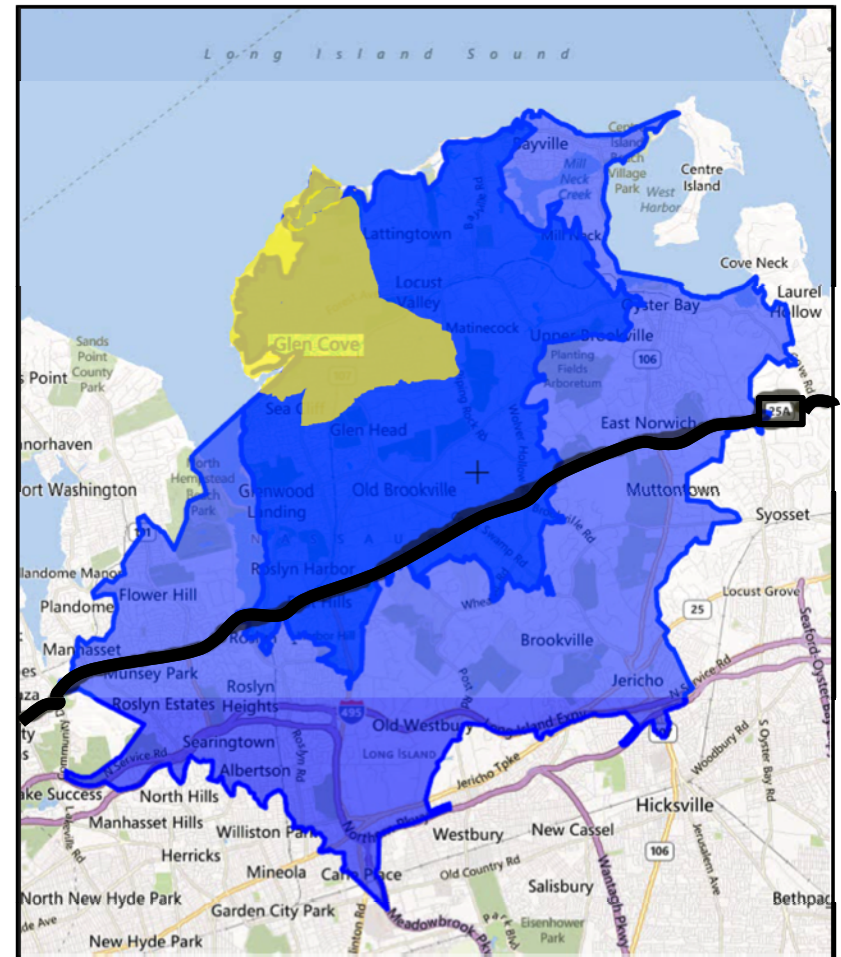
Syndicated market data provided by
ESRI Corporation of Redlands, CA



Downtown
Gateway to the
Waterfront
Phase II

Unmet Demand by Category

- Glen Cove:**
Furnishings, specialty
food, clothing,
restaurants
- 10-min drive time:**
Auto, furnishings,
food, clothing,
restaurants
- 15-min drive time:**
Auto, food,
restaurants



Syndicated market data provided by
ESRI Corporation of Redlands, CA



Downtown
Gateway to the
Waterfront
Phase II

Competitors

- Some retail stores outside of Glen Cove are not competitors.
- Some retailers within Glen Cove are competitors.
- Manhasset, Westbury + Huntington
- Some full-service restaurants:
 - Applebee's
 - T.G.I. Friday's
 - Ruby Tuesday
 - Panera Bread





Downtown
Gateway to the
Waterfront
Phase II

Retail Recommendations



Downtown
Gateway to the
Waterfront
Phase II

Retail Recommendations

#1 – Improve + Manage Retail Mix



#2 – Improve Connectivity + Access



#3 – Address Issues of Safety



#4 – Improve Downtown Foot Traffic





Downtown
Gateway to the
Waterfront
Phase II

#1 – Improve + Manage Retail Mix

- Make waterfront + downtown regional destinations.
- Make downtown more appealing + inviting (enforceable design standard).
- Engage in comprehensive retail recruitment effort focused on **dining + entertainment**.
- Preserve public gathering spaces.





Downtown
Gateway to the
Waterfront
Phase II

Create a Distinctive Downtown

- Basic apparel + general merchandise, should be located northeast of downtown along Forest Avenue.
- Avoid competition. Offer an environment that isn't readily duplicated within the 15-min drive.
- Customize your events to attract diverse groups; support your merchants; build sponsorships.
- As people start to come here, add specialty foods, furniture + stores that create browse shopping.





Downtown
Gateway to the
Waterfront
Phase II

Build a Restaurant Row

- Enroll property owners.
- Create incentives for restaurant ownership in downtown.
- Require sidewalk café-style dining
- Enough unmet demand (within 10-min) for another 6-10 restaurants.
- Enough demand for another dozen in a 15-min drive time.





Downtown
Gateway to the
Waterfront
Phase II

#2 – Improve Connectivity + Access



- Coordinate street names.
- Create multi-modal transportation connections to the waterfront.
- Make parking more user friendly.
- Provide bike paths, bike parking, + other amenities geared towards bikers.
- Install pedestrian + vehicular wayfinding signage.



Downtown
Gateway to the
Waterfront
Phase II

Eliminate Barriers for Pedestrians



- Reduce the speed limit along Brewster Street.
- Increase the time of signal crossings along Brewster Street.
- Create additional pedestrian crossings along Brewster Street to connect downtown, Pratt Park, + the waterfront.
- Address pedestrian access between neighborhoods adjacent to downtown.



Downtown
Gateway to the
Waterfront
Phase II

#3 – Address Issues of Safety + Perception of Safety

- Redesign, enhance + activate alleys with lighting, plantings + amenities.
- Enhance the social gathering capability of parking areas.
- Improve the parking garages to feel safer.
- Establish a Parking Authority.





Downtown
Gateway to the
Waterfront
Phase II

#4 – Improve Downtown Foot Traffic

- Increase ambient and impulse entertainment offerings.
- Use events to create trial visits.
- Use public art to fill gaps in the corridor and build on your successes.
- Incorporate sales marketing.
- Support your downtown anchors.





Downtown
Gateway to the
Waterfront
Phase II

Entertainment Partnerships

- Consider options for ambient entertainment.
 - Family: Sea Faire, parades, movies, street musicians, children's entertainment.
 - Music: Downtown Sounds, partnership with recording studios.
 - Art: art sales, art salons, art classes, partnership with LIAFA.
 - Niche: classic car shows, partnership with automotive dealerships, yoga in the park, partnership with gyms + yoga studios





Downtown
Gateway to the
Waterfront
Phase II

Questions + Comments

