

TOWN OF TONAWANDA TONAWANDA OPPORTUNITY AREA



- ① RIVERFRONT DEVELOPMENT
- ② RIVER PARKWAY
- ③ RIVER ROAD COMMERCIAL FRONTAGE
- ④ FLEX OFFICE / LIGHT INDUSTRIAL ZONE

Agenda



- Summary of Stakeholder Comments
- Economic & Market Analysis Highlights
- Strategic Sites & Master Plan Direction
- Transportation Feasibility Analyses Initiated

Stakeholder Comments

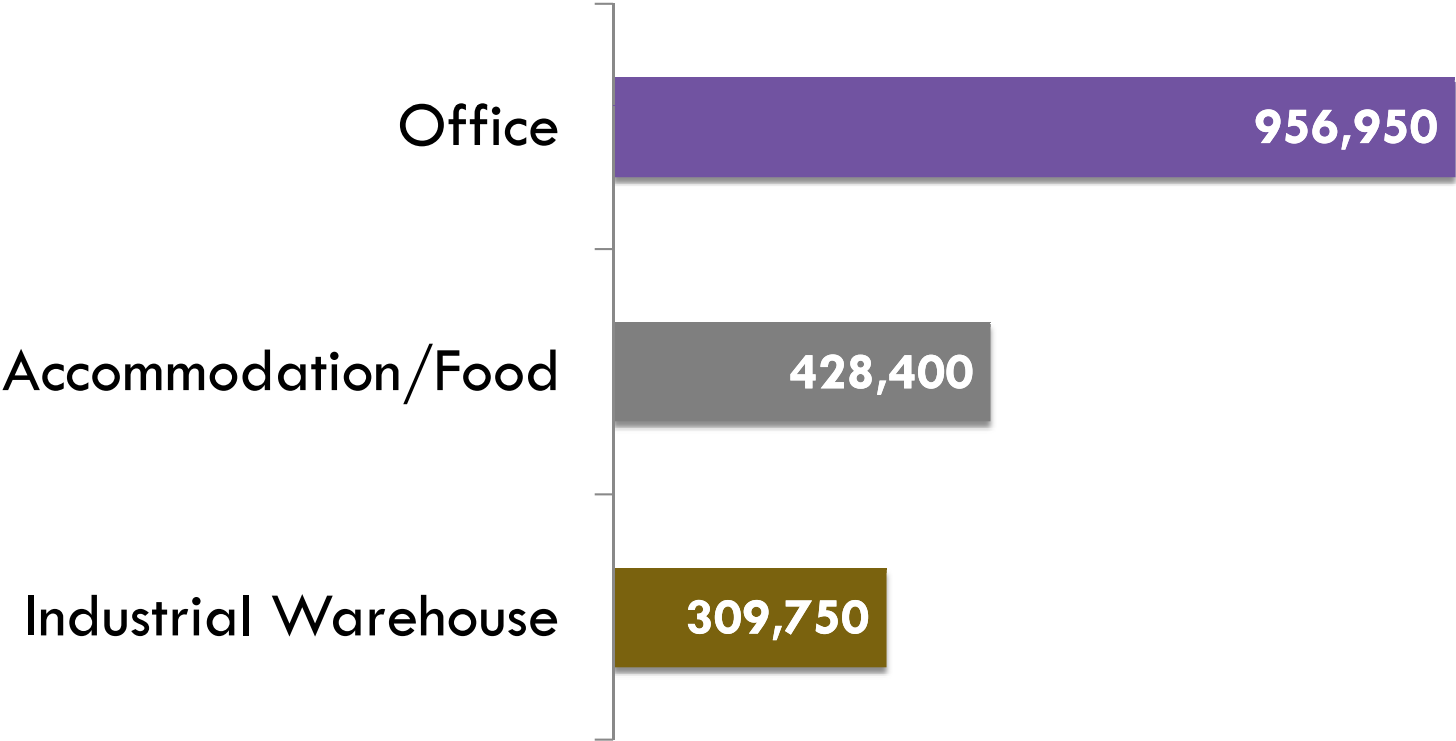
Stakeholder Comments

- Water / Waterfront
- Access
- Environmental Issues: Real & Perceived
- Existing Businesses
- Developers and Incentives
- Traffic Improvements
 - ▣ New Boulevard
 - ▣ River Road

Economic & Market Analysis

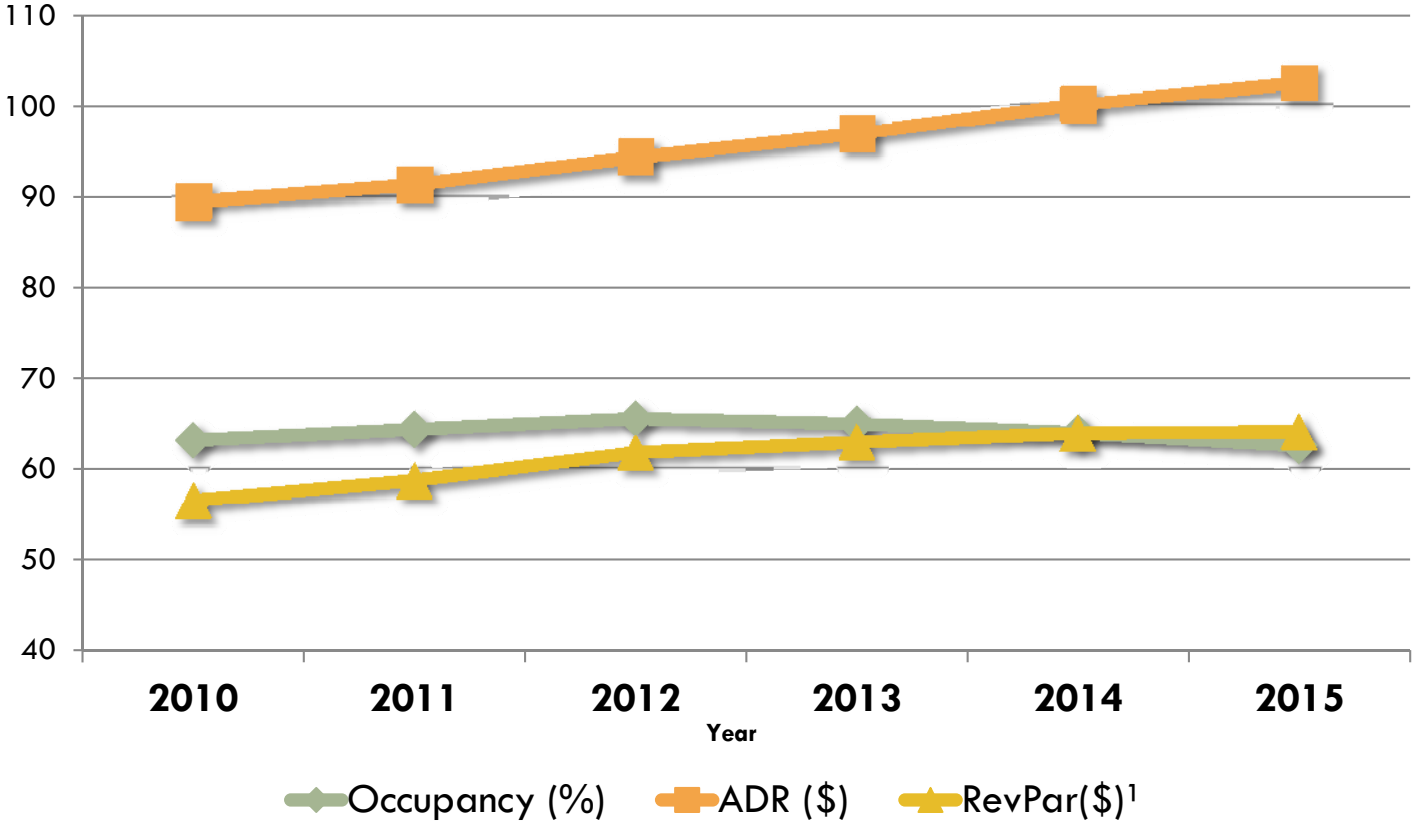
Economic & Market Analysis

**Demand By Use – Sq. Ft.
Western New York**



Economic & Market Analysis

Hotel Demand Analysis



TONAWANDA OPPORTUNITY AREA

Economic & Market Analysis

Housing Analysis

- **Smaller Residences** - Average HH Size Decreasing
- **Seniors** - 50% Homes, 33% Rental Units – 55+ Age
- **Housing Rehabilitation** – 80% Built Before 1960
- **Amenities** – Trails, Waterfront, Commutes

Economic & Market Analysis

Retail Analysis

- **Significant Leakage - All Merchandise Lines**
- **Recapture:**
 - ▣ **5%** - 120,000 sq. ft.
 - ▣ **15%** - 360,000 sq. ft.
 - ▣ **25%** - 600,000 sq. ft.

Strategic Sites and Master Plan

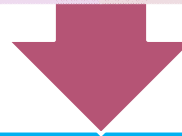


What's Next?

COMPLETE EXISTING CONDITIONS: MARCH 2016

Economic & Market Analysis

Stakeholder Meetings



ALTERNATIVES ANALYSIS: APRIL–AUGUST 2016

Transportation

Strategic Sites

Master Plan



PLAN COMPLETION/MARKETING: AUGUST–DECEMBER 2016

Draft/Final Plan

SEQR GEIS

Developers' Forum

www.tonawandaopportunity.com

Tonawanda Opportunity Area

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