

A grayscale photograph of a street scene in Kings Park. In the center, a brick clock tower stands on a sidewalk. To the left is a small white building with a dark roof. To the right is a multi-story white building. The street is lined with large trees, and a paved road with a crosswalk is in the foreground.

Kings Park Downtown Retail Market Analysis

Prepared for the Town of Smithtown by Larisa Ortiz Associates

Project Overview

Objective

- As a result of this preliminary research, we hope to better understand **market opportunities**, identify ways to **leverage the strengths** of many of Kings Park's existing businesses, while also **identifying areas that might be reasonably improved** upon in anticipation of future growth.

Process

- Phase I: Physical Diagnostic and Site Visit
- Phase II: Market Analysis
- Phase III: Action Plan

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Stakeholder Feedback

SWOT Analysis and Cross-Cutting Themes

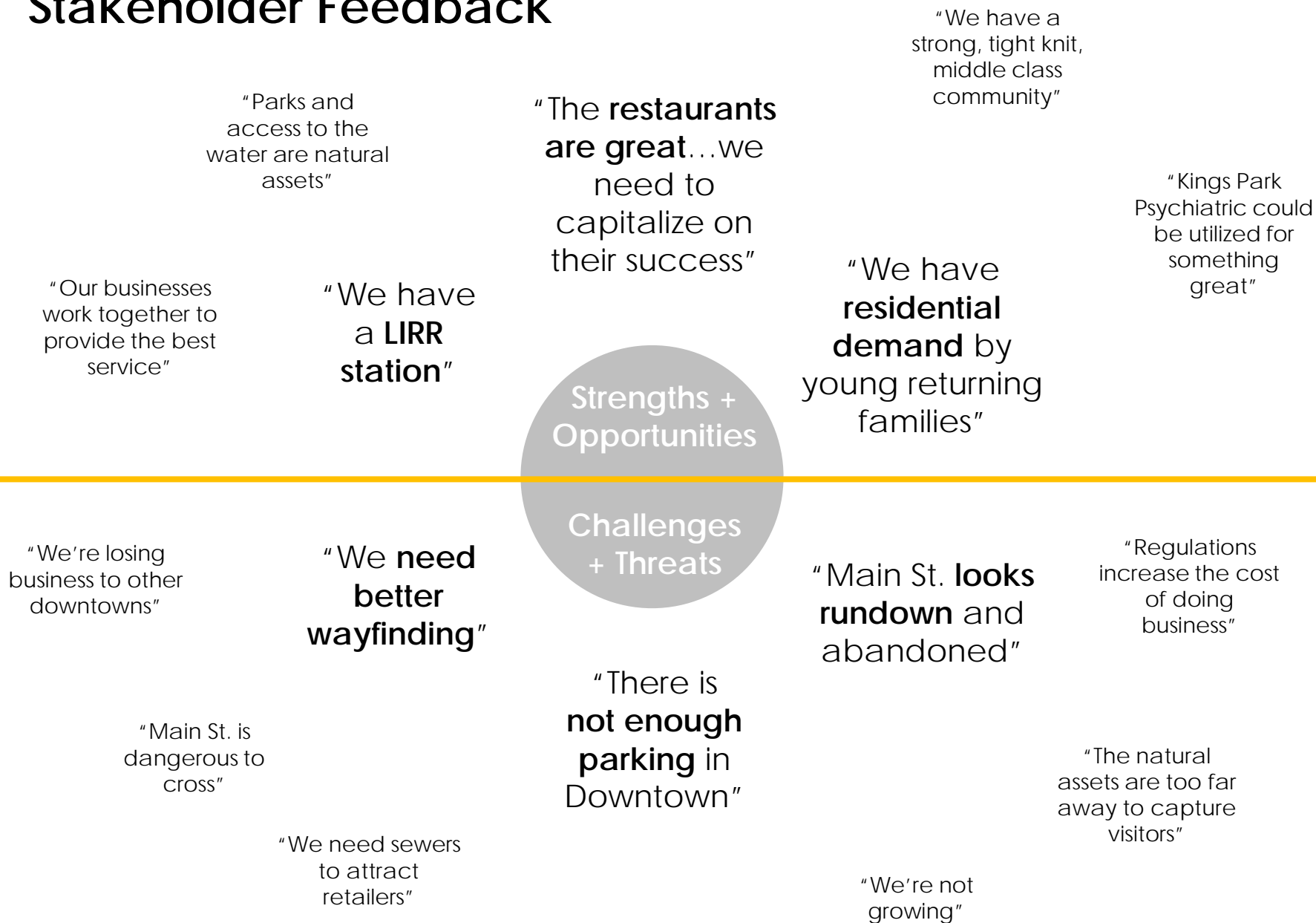
Stakeholder Feedback

Focus Group Participants

A number of businesses and Kings Park representatives provided important feedback to this study:

- Anthony Tanzi – Kings Park Chamber of Commerce, Kings Park Hardware
- Bob Kohlmeyer – Kingswood
- Kevin Denis – Professor's Diner; Main St. Bagel
- Joann Galletta Hahn – Kings Park Heritage Museum
- Linda Henniger – Kings Park Civic Association; Kings Park Farmers Market
- Andrea Garza – Astoria Bank
- Andy Lambda – Sprint; Prime Wine and Liquor
- Gabe Shtanko – Park Bake Shop
- John Nobles – Kings Park Shipping and Business Center
- George McKnight – McKnight Realtors
- John Flynn – Flynn Insurance
- Lawrence Flynn – Flynn Insurance

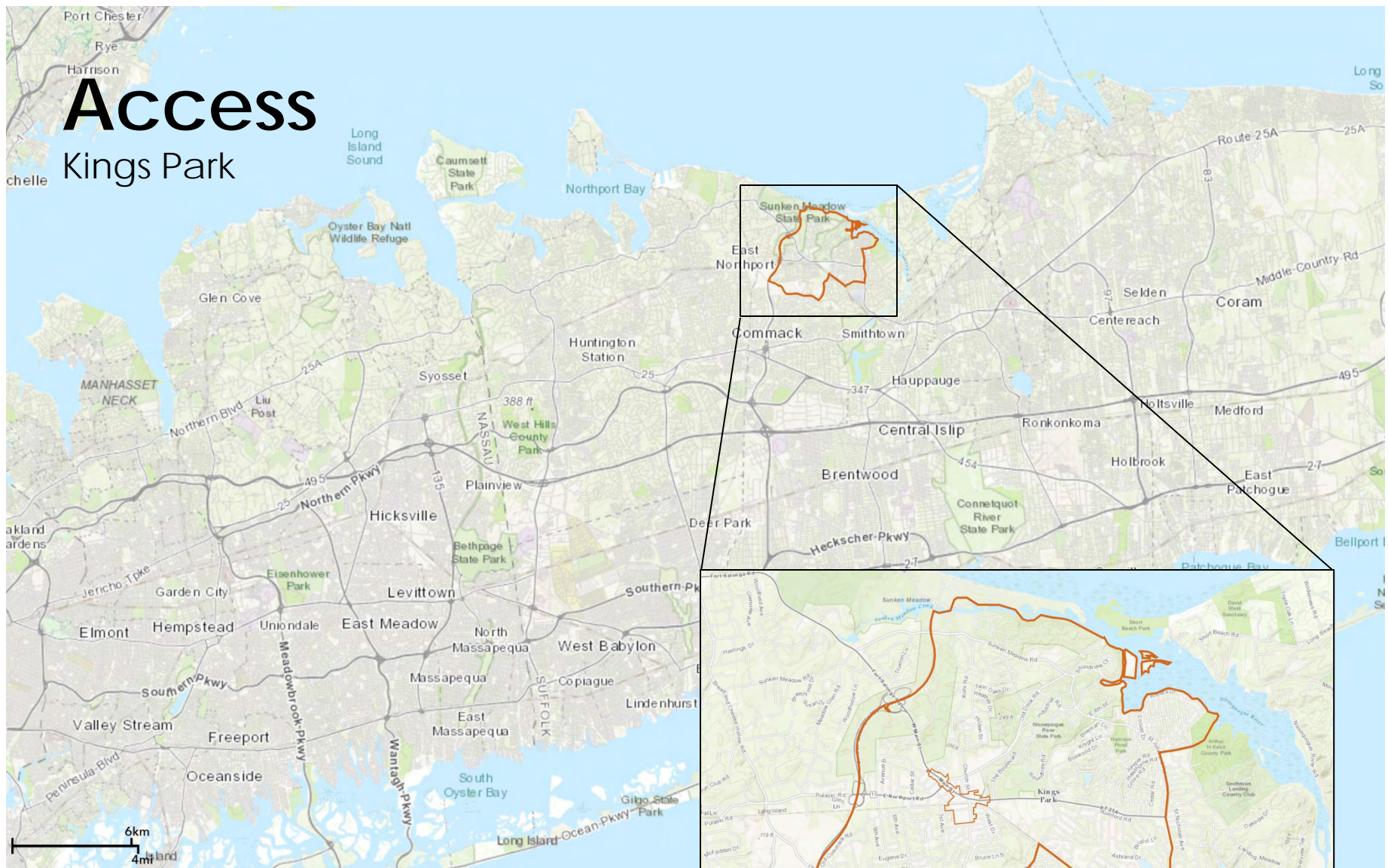
Stakeholder Feedback





Physical Environment

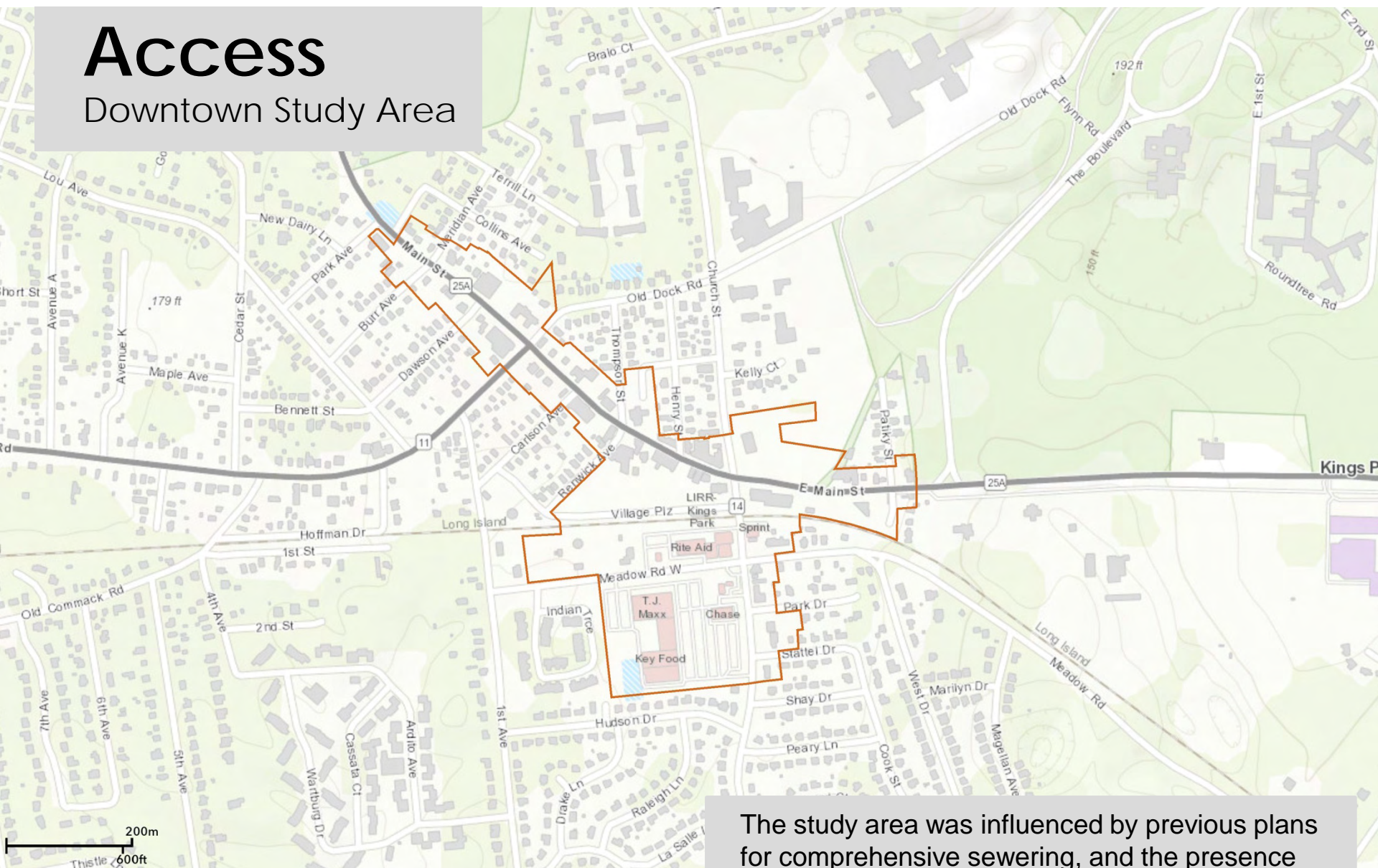
Accessibility, Parking, Public and Private Realms



The hamlet of Kings Park is a census-designated place located in the Town of Smithtown, Suffolk County, Long Island

Access

Downtown Study Area



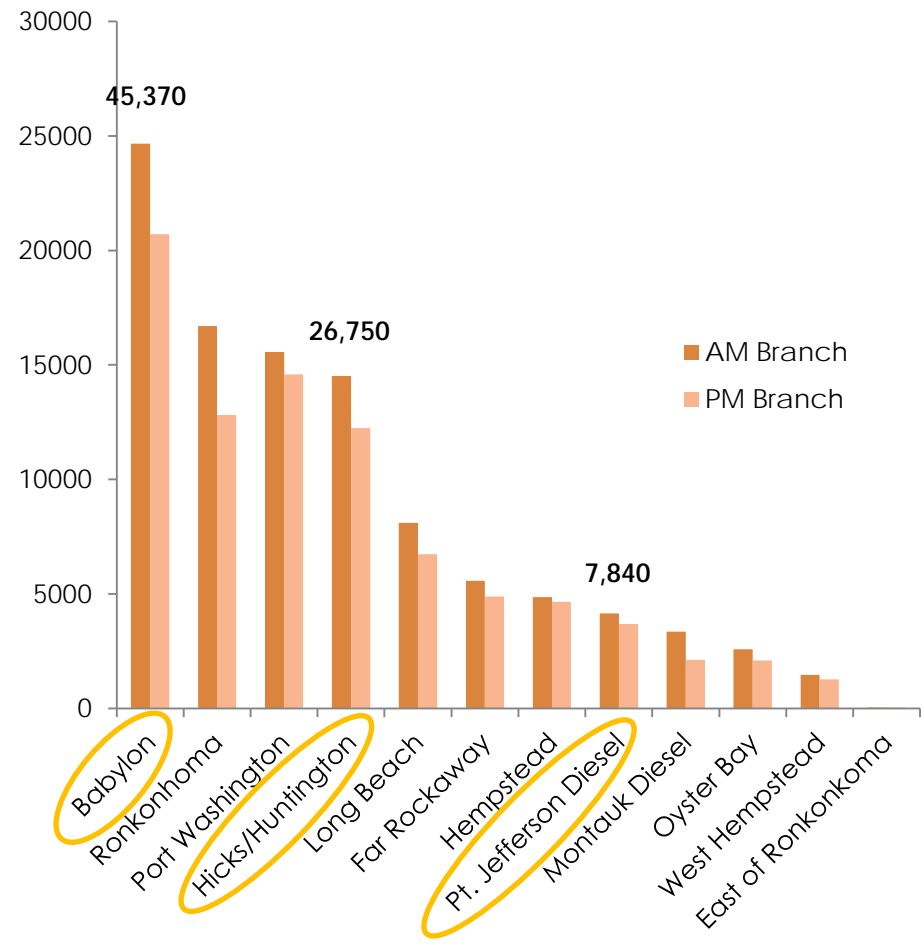
The study area was influenced by previous plans for comprehensive sewerage, and the presence of an established, walkable Main Street

Access

Long Island Railroad – Port Jefferson Branch

2016 LIRR Ridership

- The Kings Park LIRR station services the Port Jefferson branch, with an average daily ridership of approximately 7,840
- Traveling between Kings Park and Manhattan requires switching trains before reaching destination
- Upcoming East Side Access megaproject, providing LIRR service to East Manhattan, could induce more ridership across all branches (Exp. Dec 2022)



Source: LIRR 2016 Ridership Book

Access

Walk Score*

Kings Park has a
Walkable Downtown

Zipcode 11754
“Car Dependent”

25

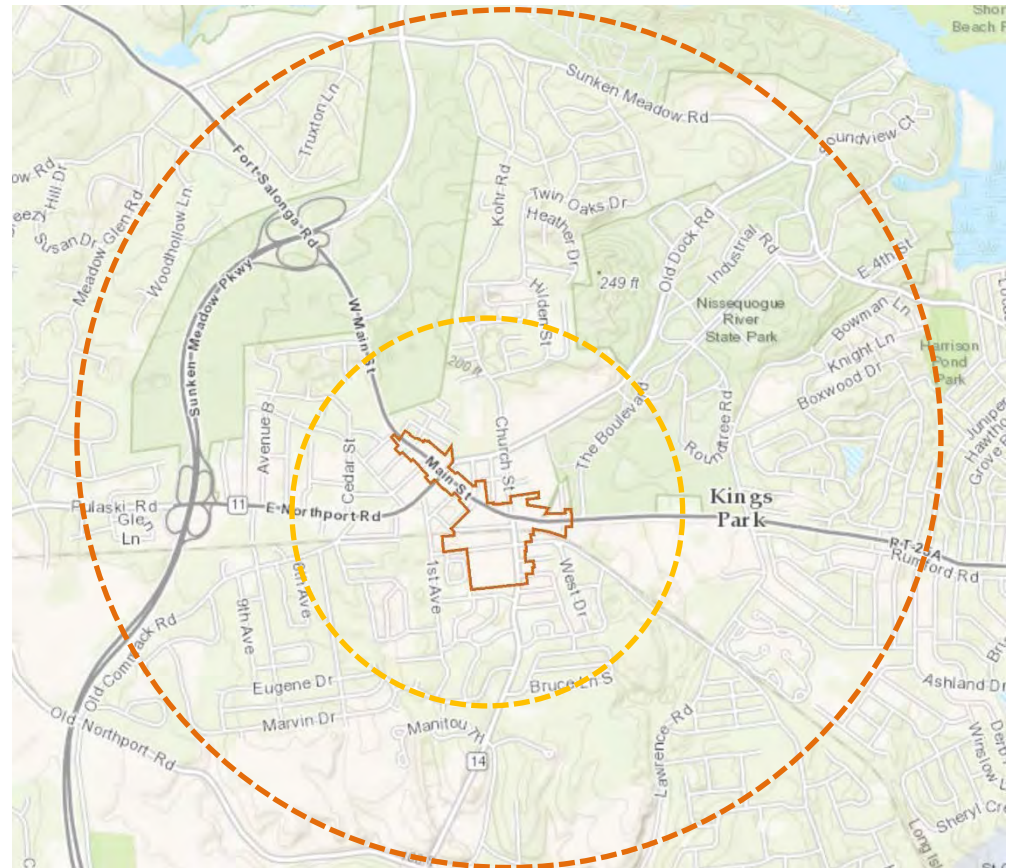
Kings Park Downtown
“Very walkable”

73

Northport Downtown
(not shown)
“Very walkable”

70

*Walk Score is based in part on the presence of destinations, such as grocery stores, schools, parks, restaurants and retail, and is often a popular selling point for Millennials and empty-nesters



Retail Microclimates and Anchors

1 Restaurant Row

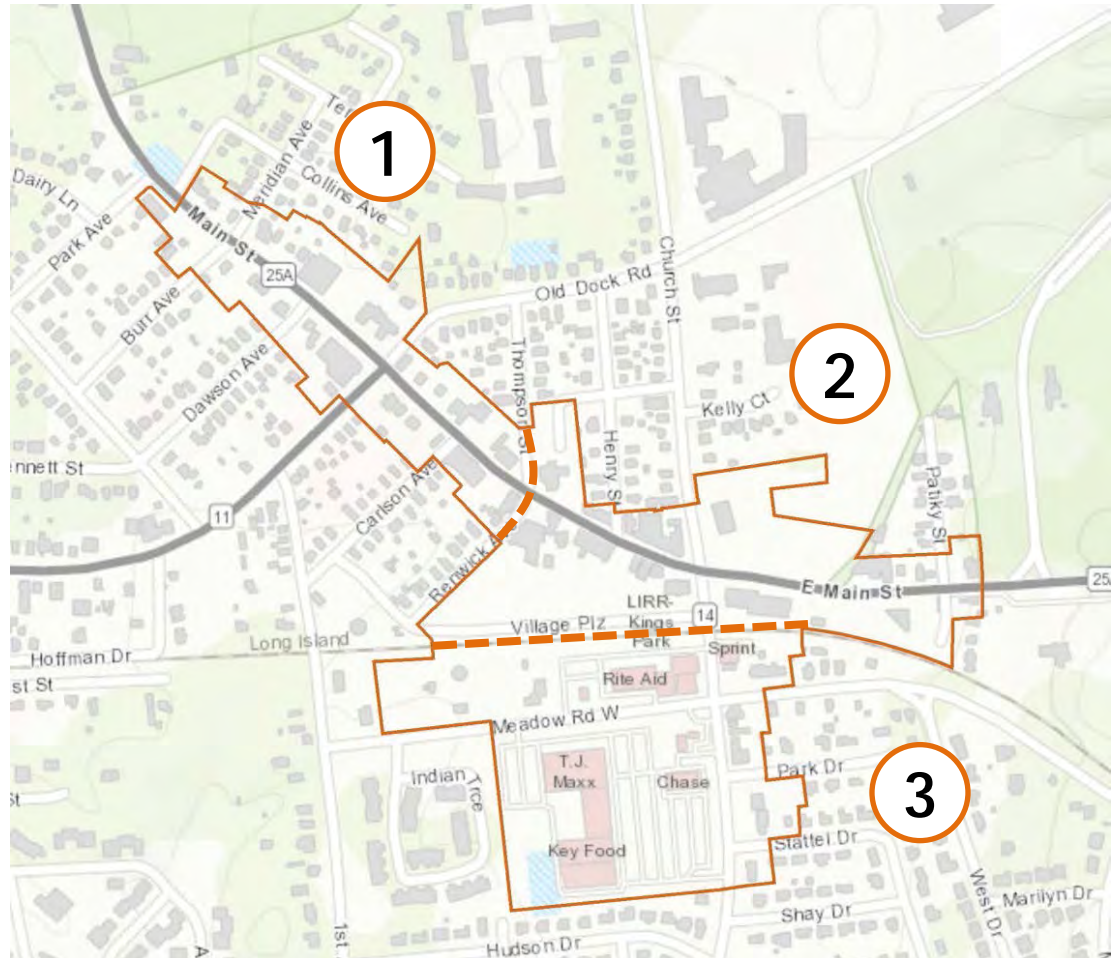
- Park Bake Shop
- Café Red
- Ciro's
- Relish
- Main St. Pizza

2 Civic Heart

- Russ Savatt Park
- LIRR Station
- Kings Park Library
- Retail and services

3 Car-centric Retail

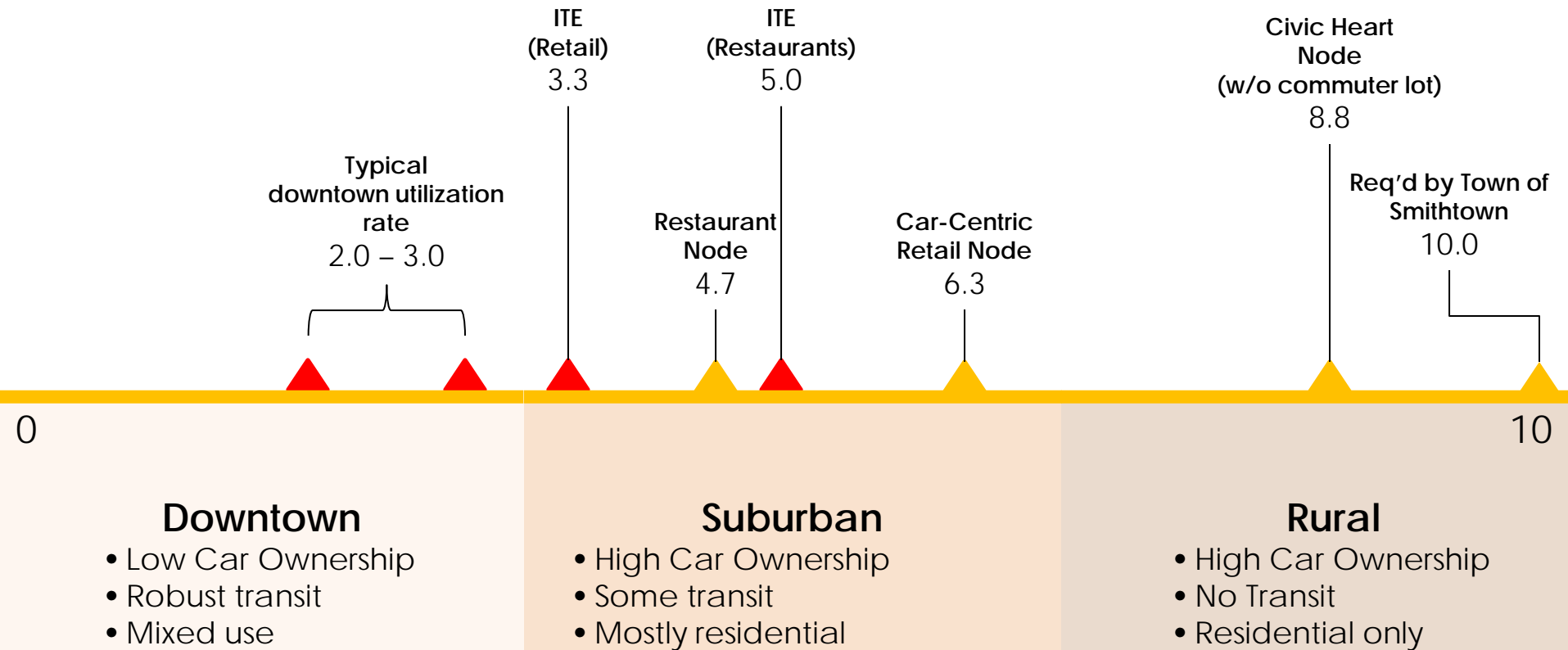
- Tanzi Plaza
- Kings Park shopping center
- Merchandise and services



*Based on both privately
and publically owned lots

Parking Ratios

Parking Spaces per 1,000 SF of Retail



Parking Supply

Parking lots are underutilized/inefficient

- Despite acceptable parking ratios and high parking requirements, **parking availability still feels insufficient**
- **Municipal lots are inconvenient** for restaurants and other merchants that are not within reasonable walking distance

Source: LOA



Parking Supply

2 Pulaski Road, Kings Park



- **Opportunity for greater efficiency.** Existing parking lots along Main Street are occupying up to 500sf for each space, whereas other lots are able to get closer to 300sf and below

Public Realm



- **Fragmented private parking** incentivizes use of curb cuts and driveway crossings
- **Frequent curb cuts** and crossings diminishes shoppers' choice to walk along a commercial street and to cross-shop between stores*

Public Realm

Assets

- **Well-maintained landscaping** and wide sidewalks near Main St. and Pulaski Rd
- **Successful façade improvements** between Renwick and Carlson



Public Realm

Assets



- **Seating and public space** available near Main St. and Russ Savatt Park
- **Historic building character** in Downtown

Public Realm

Assets

Downtown is proximate to parks and green space

Sunken Meadow State Park

- 5 min drive / 10 min bike
- 2.8M visitors in 2016

Kings Park Bluff

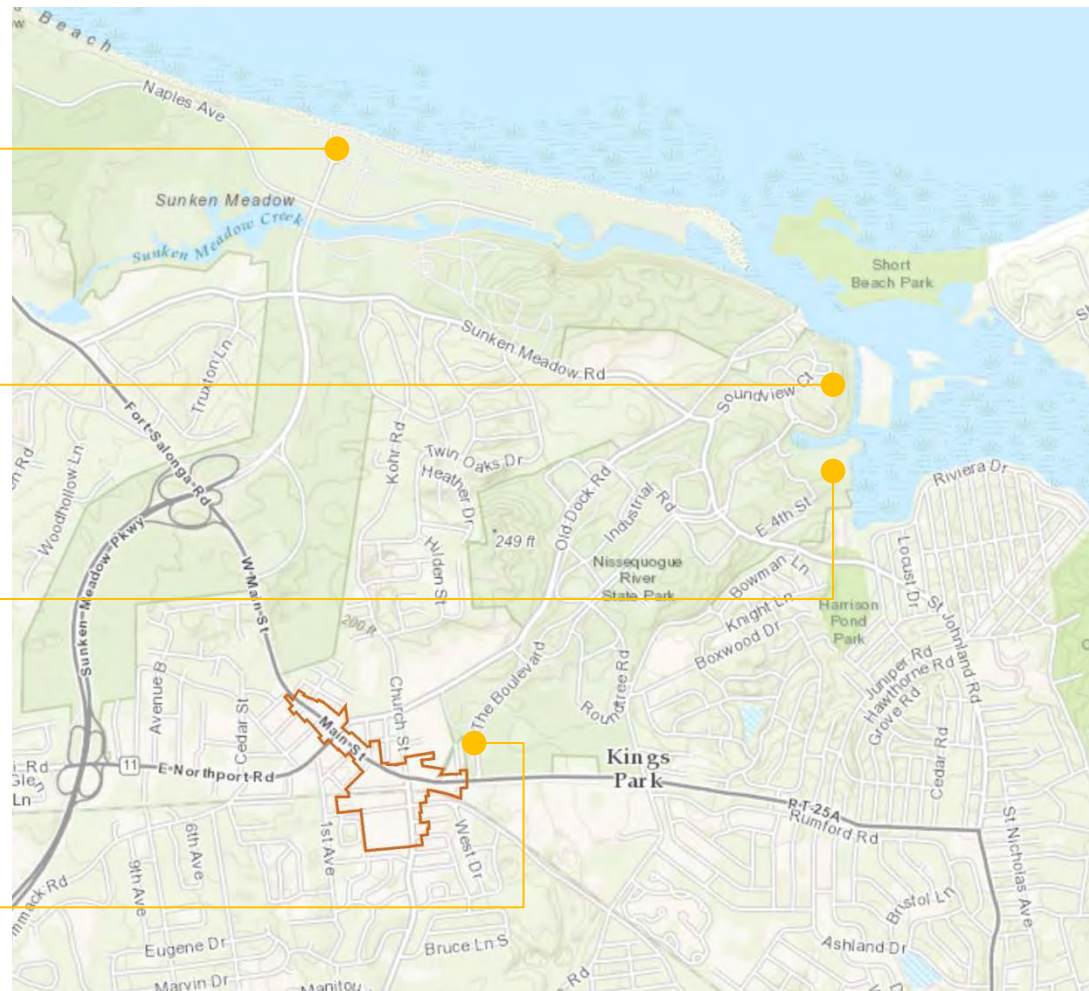
- 5 min drive / 11 min bike

Nissequogue River State Park

- 6 min drive / 9 min bike
- 162K visitors in 2016

Kings Park Hike and Bike Trail

- 7 min walk from LIRR station



Data.ny.gov

Public Realm

Pedestrian Environment



- Brick and cement **pavers dislodged** by tree roots
- Overall **maintenance of walkway** is lacking
- Stakeholders referenced issues with **trip-and-falls** along Main St.



Public Realm

Pedestrian Environment



- **Sidewalks are too narrow** to encourage walkability
- **Obstructions** are common, including dumpsters and signposts
- **Overgrown weeds** and tree detritus

Public Realm

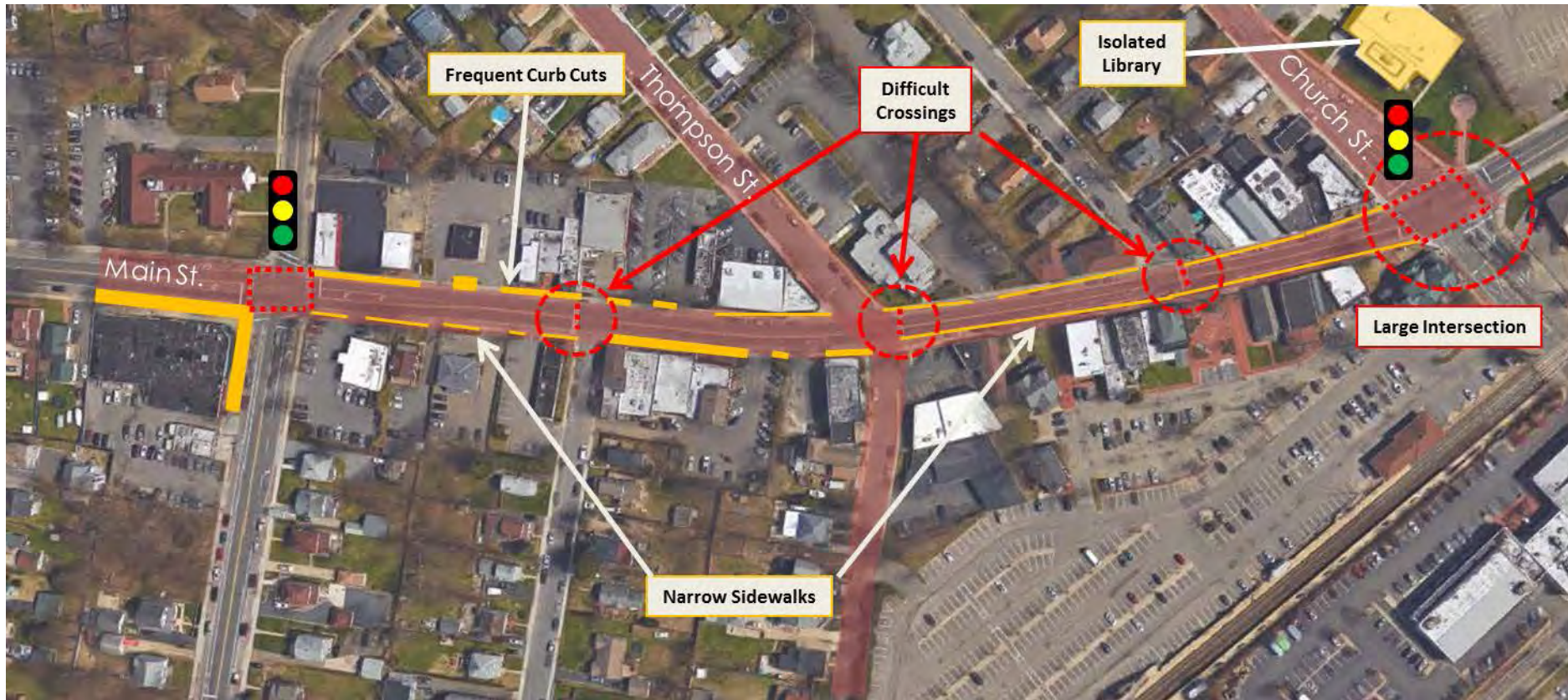
Pedestrian Environment



- **Large intersection** at Main St. and Indian Head isolates library from Main St.
- **Soft turn** from Church to E Main promotes fast traffic speeds
- **No regulated stops** between Pulaski and Indian Head bisects the retail corridor

Public Realm

Physical Conditions Create Partitions



- **Difficult crossings** discourage cross-shopping between north and south side of Main Street
- **Frequent curb cuts and narrow sidewalks** reduce continuity of retail frontage and weakens pedestrian activity
- **Large intersection** at Main St. and Church separates library from rest of corridor

Private Realm

Façade Conditions



- **Façades and signage lacking** in key central areas
- **Need for landscaping** and creating an attractive shopping environment
- **Code limitations** can complicate merchants' ability to achieve engaging signage



Private Realm

Vacancies on Main St.



- Presence of **vacant storefronts** creates gaps that undermine shoppers ability to cross shop
- Approximately ten vacancies noted along Main St. alone, signaling an estimated commercial **vacancy rate of 18%*** - above 10% is cause for concern
- Merchants are struggling to attract tenants with **high water needs** (i.e. restaurants/dining) without comprehensive sewage in place

*Based on 56 commercial storefronts in "Restaurant Row" and "Civic Heart"

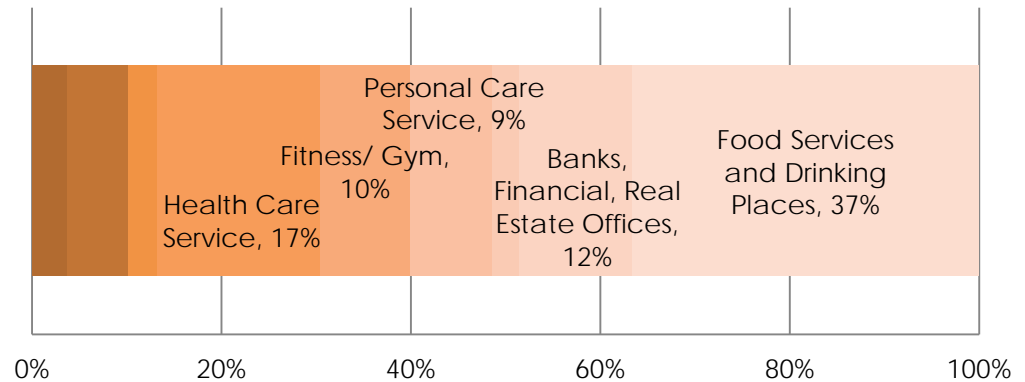


BUSINESS ENVIRONMENT

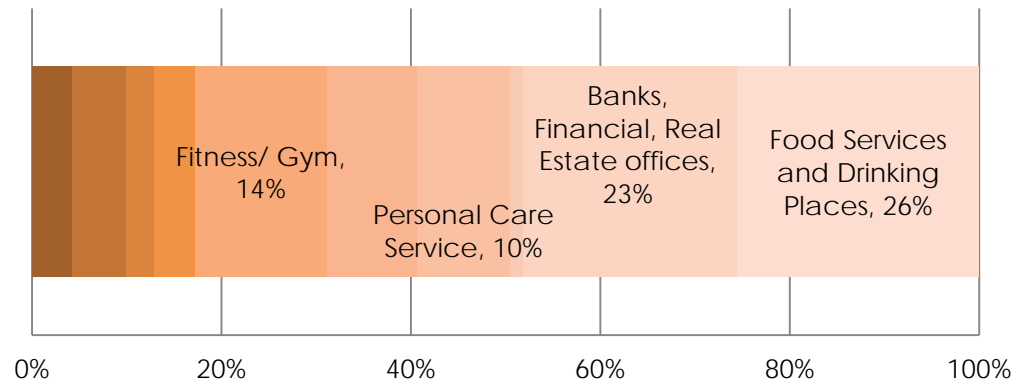
Existing Retail Mix and Density

Store Density

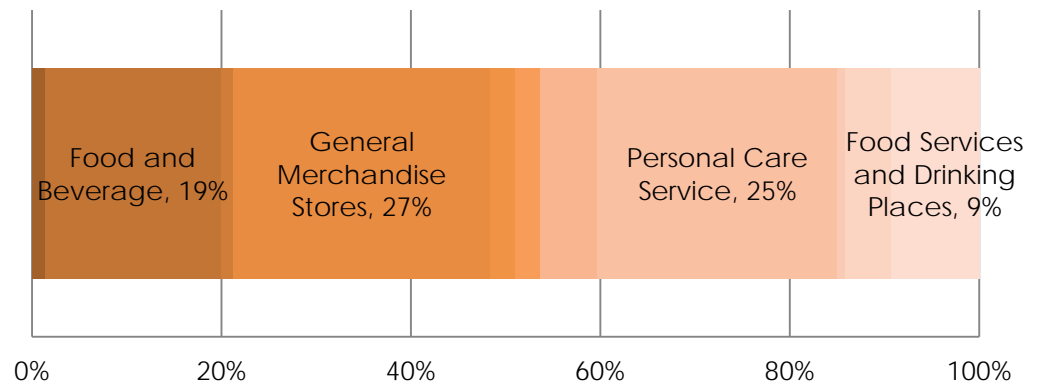
- 1** Restaurant Row
- 49K SF of commercial space with approx. 18K SF of food services and drinking places



- 2** Civic Heart
- 46K SF of commercial space with good mix of food and office services



- 3** Car-centric Retail
- 120K SF of commercial space, predominantly general merchandise and personal services



Competitive Shopping Districts

Niche and Comparative Districts Nearby

Northport (11min drive)

- Niche retail district with antiques, thrift, galleries, and furniture stores
- Dining destination
- Historic character
- Waterfront access
- Walkable downtown corridor

Commack (10min drive)

- Comparative retail district with multiple anchors (i.e. Macy's, Target, Toys "R" Us)
- High concentration of national chains
- Car-centric



Commercial District Classification

ICSC Classification	Description	# Anchors	Typical GLA	Anchor Types	# Tenants	Trade Area
Strip/ Convenience	Narrow mix of goods and personal services to a limited trade area	n/a	<30,000sf	n/a	n/a	<1mile
Neighborhood Center	Convenience oriented	1+	30,000-125,000sf	Supermarket	5-20 stores	3 miles
Community Center	General merchandise or convenience offerings. Range of apparel and other soft goods	2+	125,000-400,000	Discount store, supermarket, drug, large-specialty discount	15-40 stores	3-6 miles
Regional Mall	General merchandise or fashion-oriented offerings with ample parking	2+	400,000-800,000	Department stores, fashion/apparel	40-80 stores	5-15 miles
Theme/Festival	Leisure, tourists, retail and service-oriented offerings with entertainment	unspecified	80,000-250,000	Restaurants, entertainment	n/a	25-75 miles

Source: ICSC, U.S. Shopping-Center Classification and Characteristics

Commercial District Classification

Under present conditions, Kings Park Downtown functions as three autonomous shopping districts...

Kings Park Nodes	Classification	# Anchors	Amount of retail SF	Anchor Types	No. of Tenants	Trade Area
Restaurant Row	"Neighborhood Center"	1	49,104 SF	Destination retail, dining	28	1-3 miles
Civic Heart	"Neighborhood Center"	2	45,922 SF	Civic and neighborhood services	28	1-3 miles
Car-centric Retail	"Community Center"	2	119,637 SF	Comparative retail, general merchandise	28	3 miles

...making it harder to compete against rival shopping districts

Competitive Districts	Classification	# Anchors	Amount of retail SF	Anchor Types	No. of Tenants	Trade Area
Northport	"Theme/Festival"	n/a	100,000+ SF	Restaurants and leisure	40+	15 miles
Commack	"Regional Mall"	6+	800,000+ SF	Big-box comparative retail	225+	6 miles

Average Retail Asking Rents

Retail Rents on Main St.
increasing in value towards
the north

112-122 Main St.

- \$24.3 SF/YR
- 700-1000 SF

50-56 Main St.

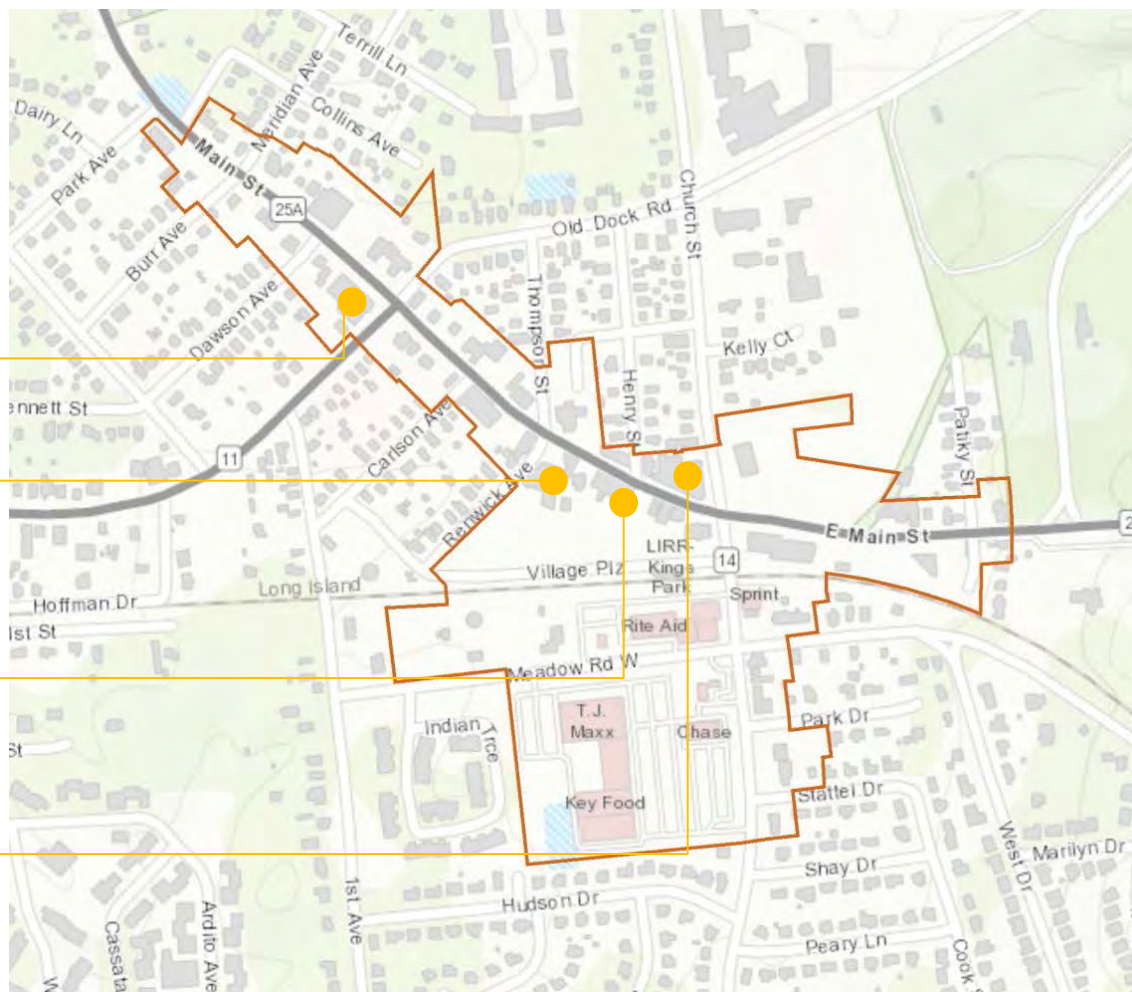
- \$18 SF/YR
- 4000 SF

30 Main St.

- \$15 SF/YR
- 800 SF

7 Main St.

- \$12.5 SF/YR
- 1200 SF



Source: Loopnet.com



ADMINISTRATIVE CAPACITY

Chamber of Commerce
Kings Park Civic Association

Existing organizations

The Kings Park Civic Association and Chamber of Commerce

- Collectively are responsible for community programming (i.e. Kings Park Day, Summer Nights in the Park, St. Patrick's Day Parade, Musical Moments, Kings Park Farmers Market)
- Co-sponsored the Kings Park Revitalization Action Plan in coordination with Vision Long Island
- Despite a demonstrated interest, **neither is responsible for maintenance or stewardship of Downtown Kings Park**



**Kings Park
Chamber of Commerce**

The North Shore's Best Kept Secret



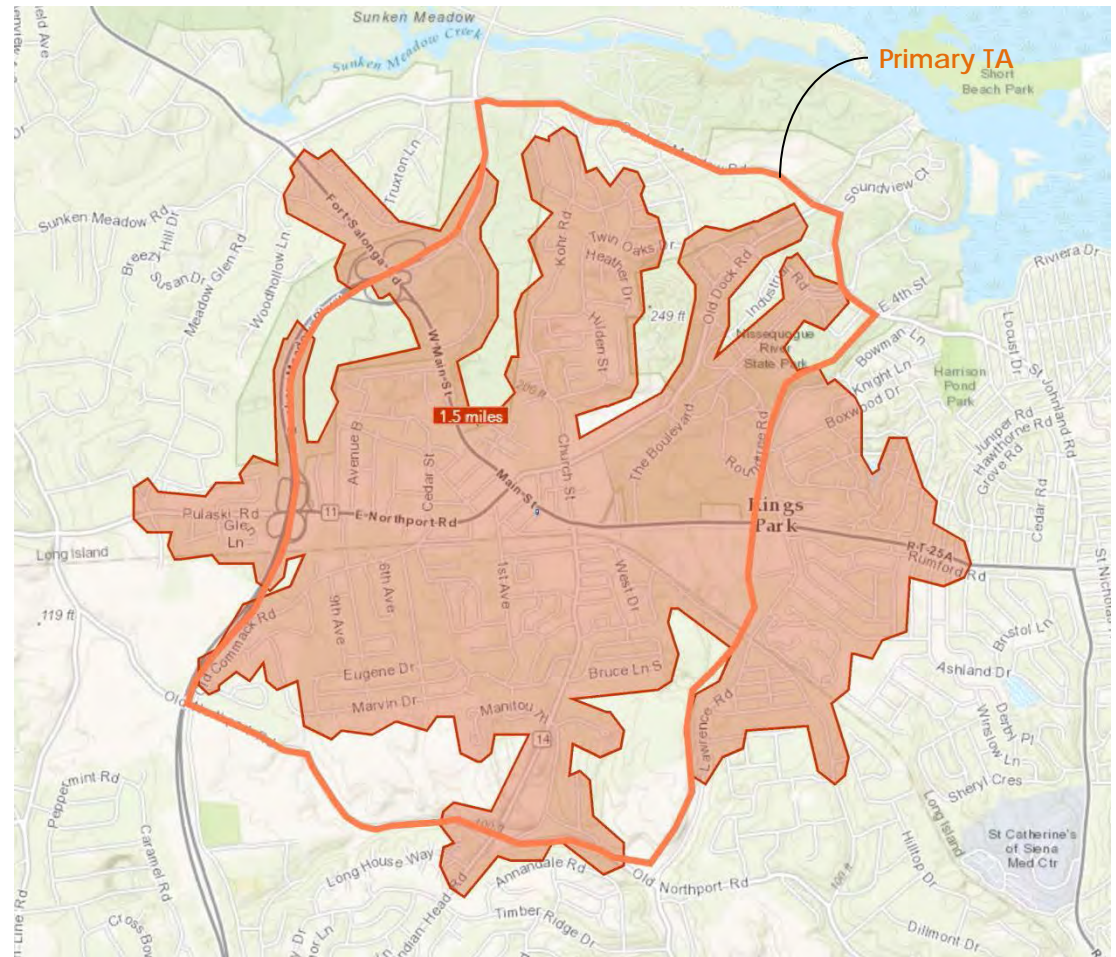


RESIDENTIAL POPULATION DEMOGRAPHIC AND PSYCHOGRAPHIC OVERVIEW

Trade Areas

Primary Trade Area

- Represents where 60-80% of customers are coming from
- Corresponds with 1.5 mile and 5 minute driving radius
- Delineated by natural barriers to north, Old Northport Rd. to south, Sunken Meadow Pkwy to west, KPPC and Lawrence Rd to east



Source: ESRI Business Analyst, 2017

Trade Areas

Secondary Trade Area

- Represents where remaining 20-40% of customers are coming from
- Corresponds with 3 mile radius and 10 minute driving distance, based on stakeholder feedback
- Natural barriers to north and east, and Jericho Turnpike to south
- Impacted by proximity of competitive districts in Commack, Northport, and Downtown Smithtown



Source: ESRI Business Analyst, 2017

Residential Demand

Kings Park population

Higher density

Slower growth

Fewer families

Slightly Older

	Primary TA	Secondary TA	Suffolk Co.
Total Population in 2017	8,941	42,741	1,419,369
Population Density (pop. per square mile)	2,397	2,648	1,556
Population Growth (2017-2022)	.04%	.18%	.29%
Households	3,328	14,727	505,078
Family Households	68%	77%	73%
Median Age	45.5	45.5	41.2

Source: ESRI Business Analyst, 2017

Residential Demand

Kings Park population

Strong rental market

Lower housing vacancy

Car-reliant

High MHI

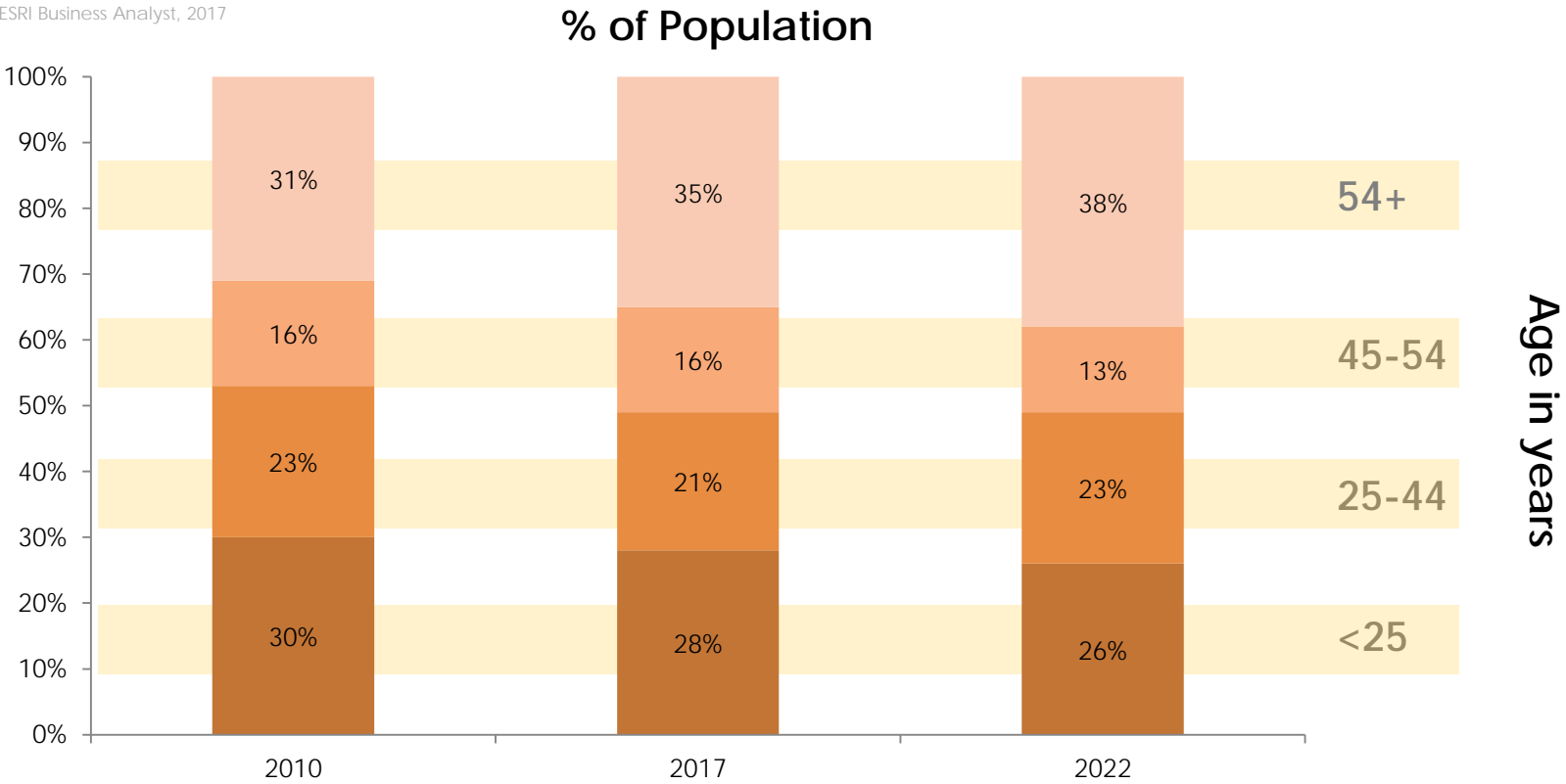
	Primary TA	Secondary TA	Suffolk Co.
Owner Occupied Housing	68.9%	81.8%	67.9%
Renter Occupied Housing	24.5%	14.4%	19.4%
Vacant Housing Units	6.5%	3.8%	12.7%
Households who own vehicles	91.1%	92.6%	90%
Median Household Income	\$95,088	\$115,053	\$95,679

Source: ESRI Business Analyst, 2017

Residential Demand

Age Distribution

Source: ESRI Business Analyst, 2017

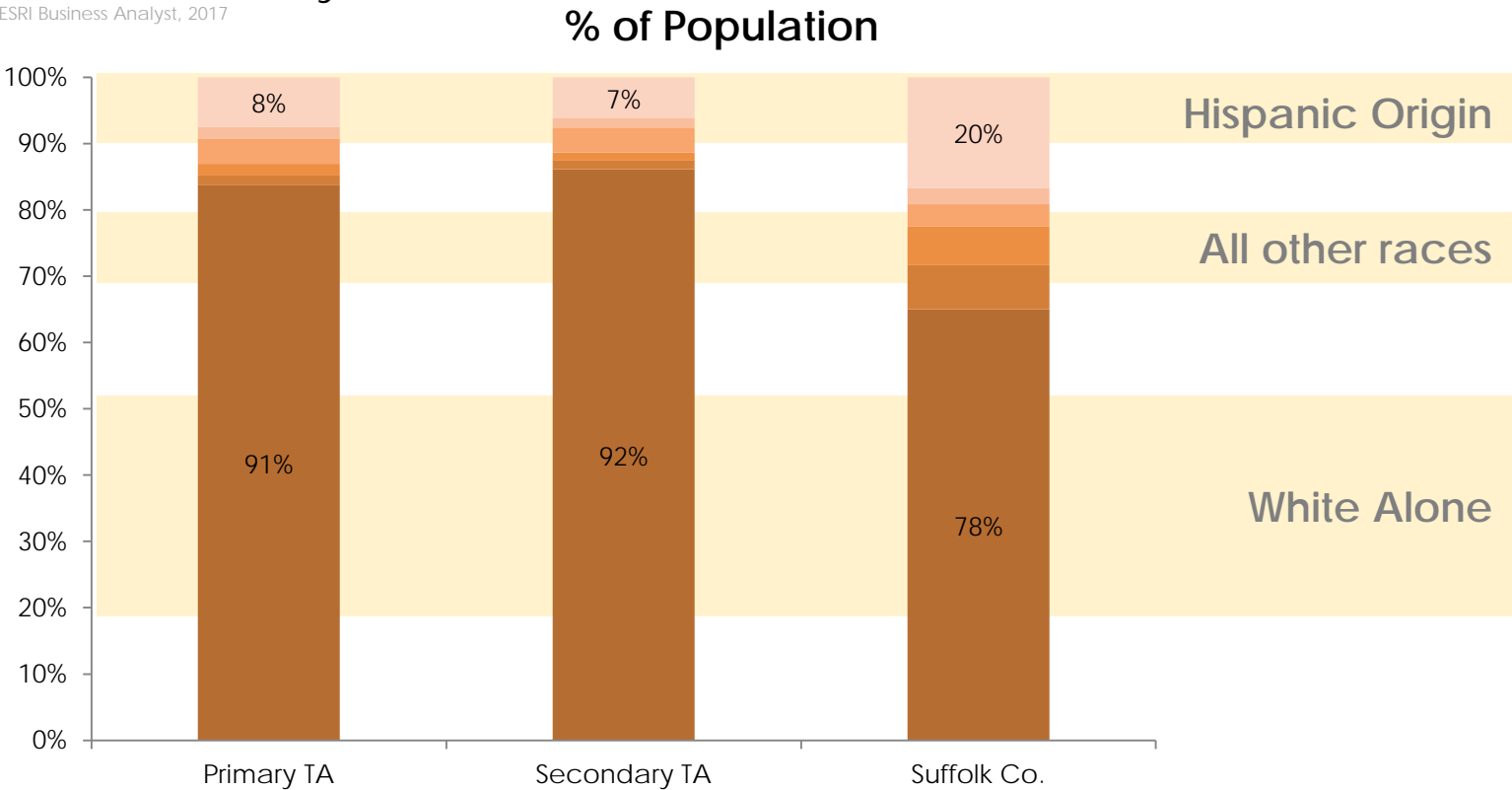


- In the Primary Trade Area, the overall percentage of **older adults and seniors is expected to grow** while the percentage of younger residents is expected to decline
- Median age is 45.5

Residential Demand

Race and Ethnicity

Source: ESRI Business Analyst, 2017

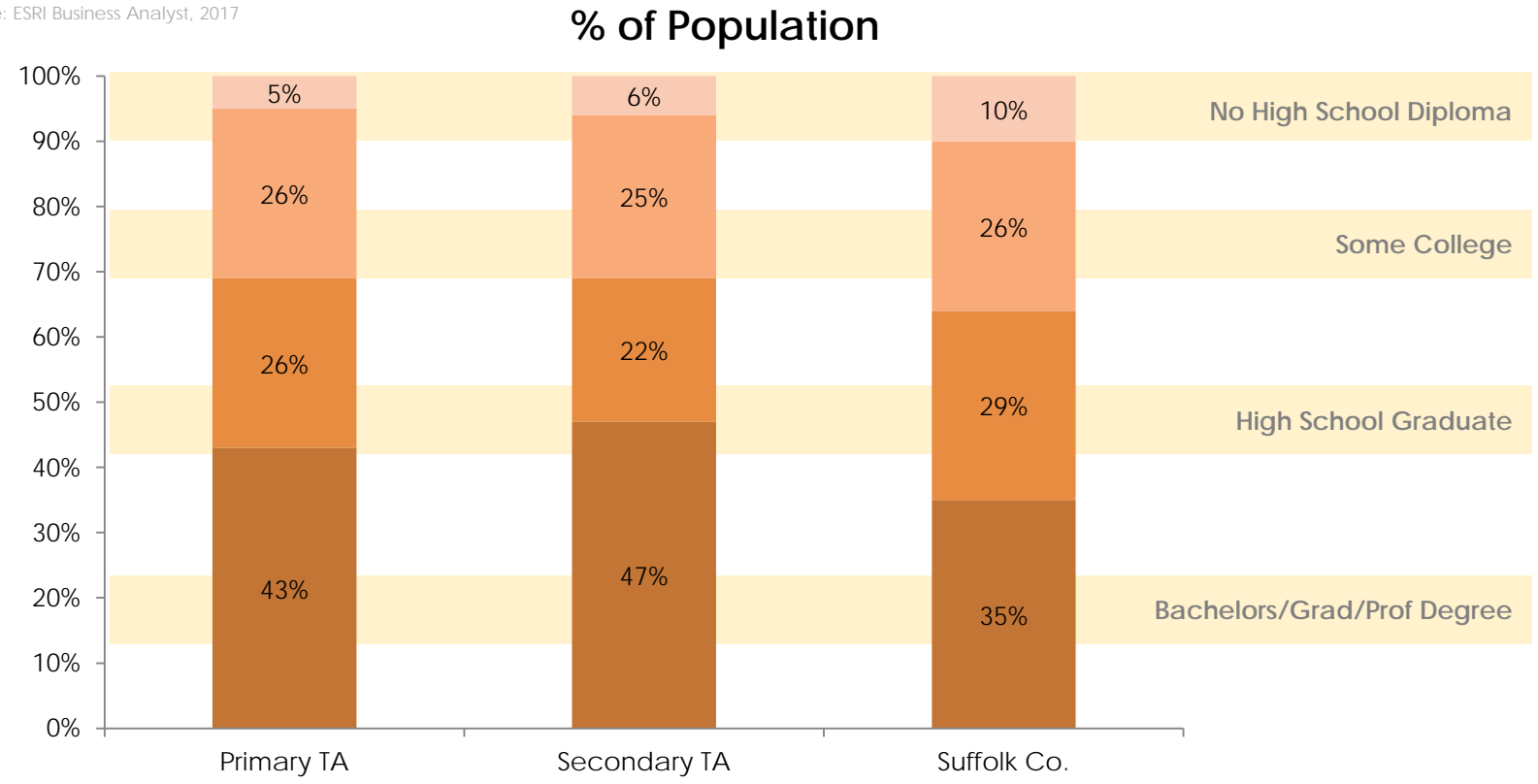


- Kings Park and its surrounding area has a **larger White population** than the overall county

Residential Demand

Educational Attainment

Source: ESRI Business Analyst, 2017

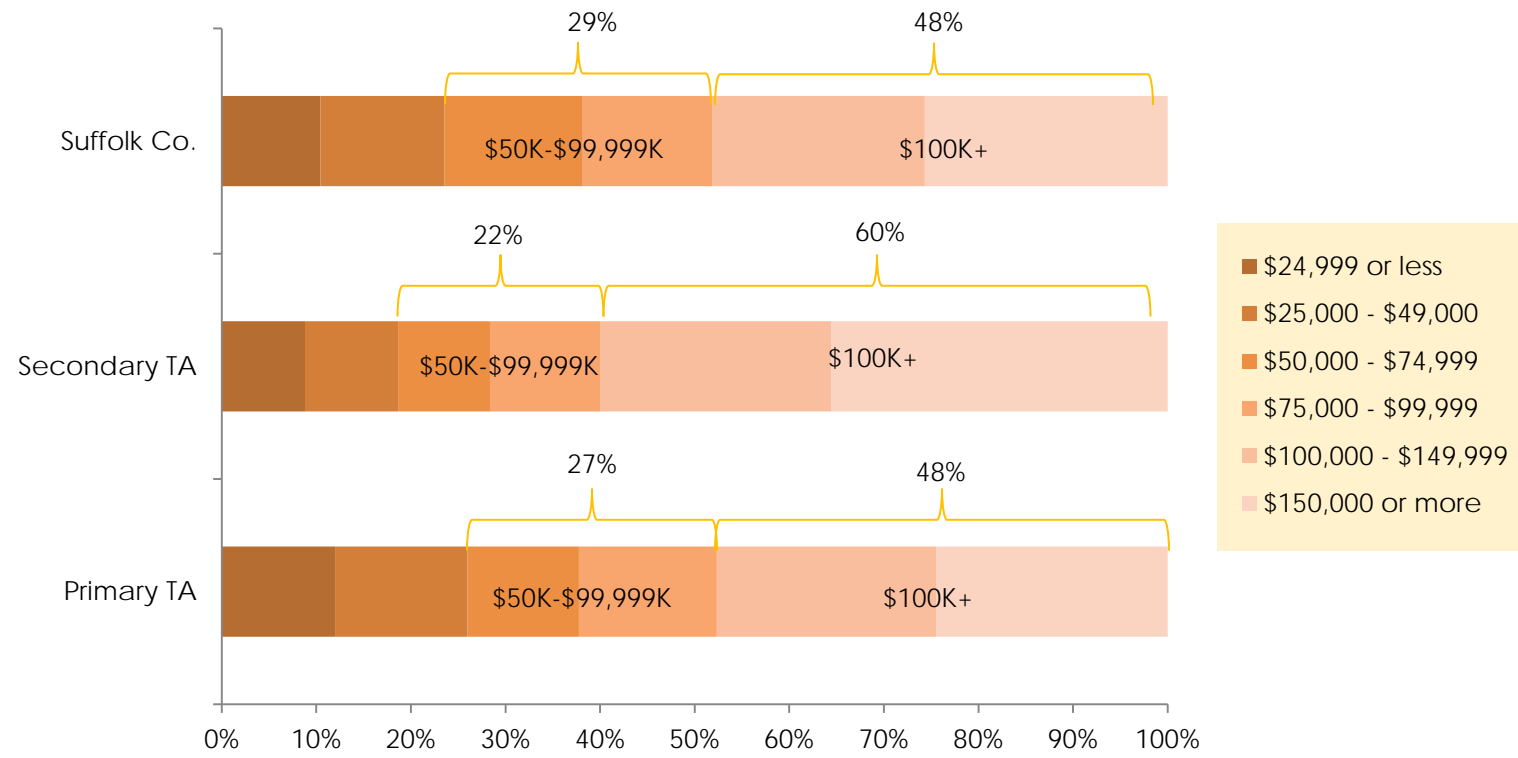


- Kings Park and its surrounding area has **higher levels of educational attainment** than the overall county

Residential Demand

Income Distribution

Source: ESRI Business Analyst, 2017



- Households within the Primary Trade Area have a **similar income distribution to the overall county**, but slightly lower than households located in the Secondary Trade Area.

Psychographic

A psychographic analysis provides a detailed summary of the consumer spending habits of consumer groups, including their demographic characteristics, lifestyle and spending characteristics. The information is based on ESRI's proprietary psychographic segmentation system.

Source: ESRI Business Analyst, Online

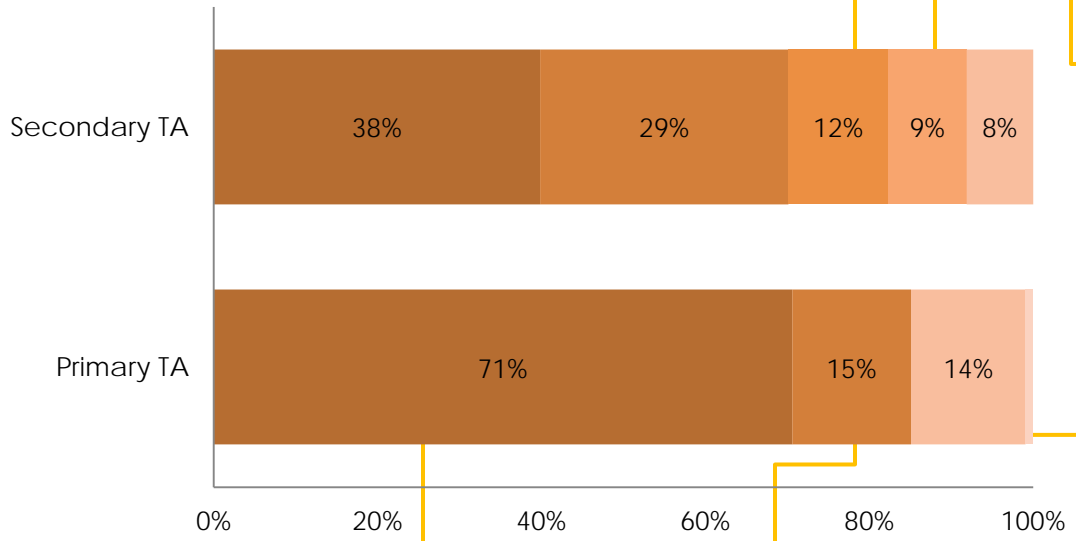
Residential Demand

Psychographic Analysis

Top Tier
Affluent and professionally successful married couples who shop at **high-end (Nordstrom) and mid-market (Target) retailers** alike. Median age is 46.2 and median HH income is \$157,000

Professional Pride
Well-educated career professionals who are financially savvy and take pride in their homes, shopping frequently at **Home Depot and Bed Bath & Beyond** \$127,000

Retirement Communities
Aging residents in either independent living or continuous care facilities, who enjoy the **theater, golfing**, and eating out at **restaurants**. Median age is 52 and median HH income is \$35,000.



Pleasantville
Established **middle-age couples** willing to **spend more for quality and brands**. They prefer **classic and timeless** styles. Median age is 41.9 and median HH income is \$85,000

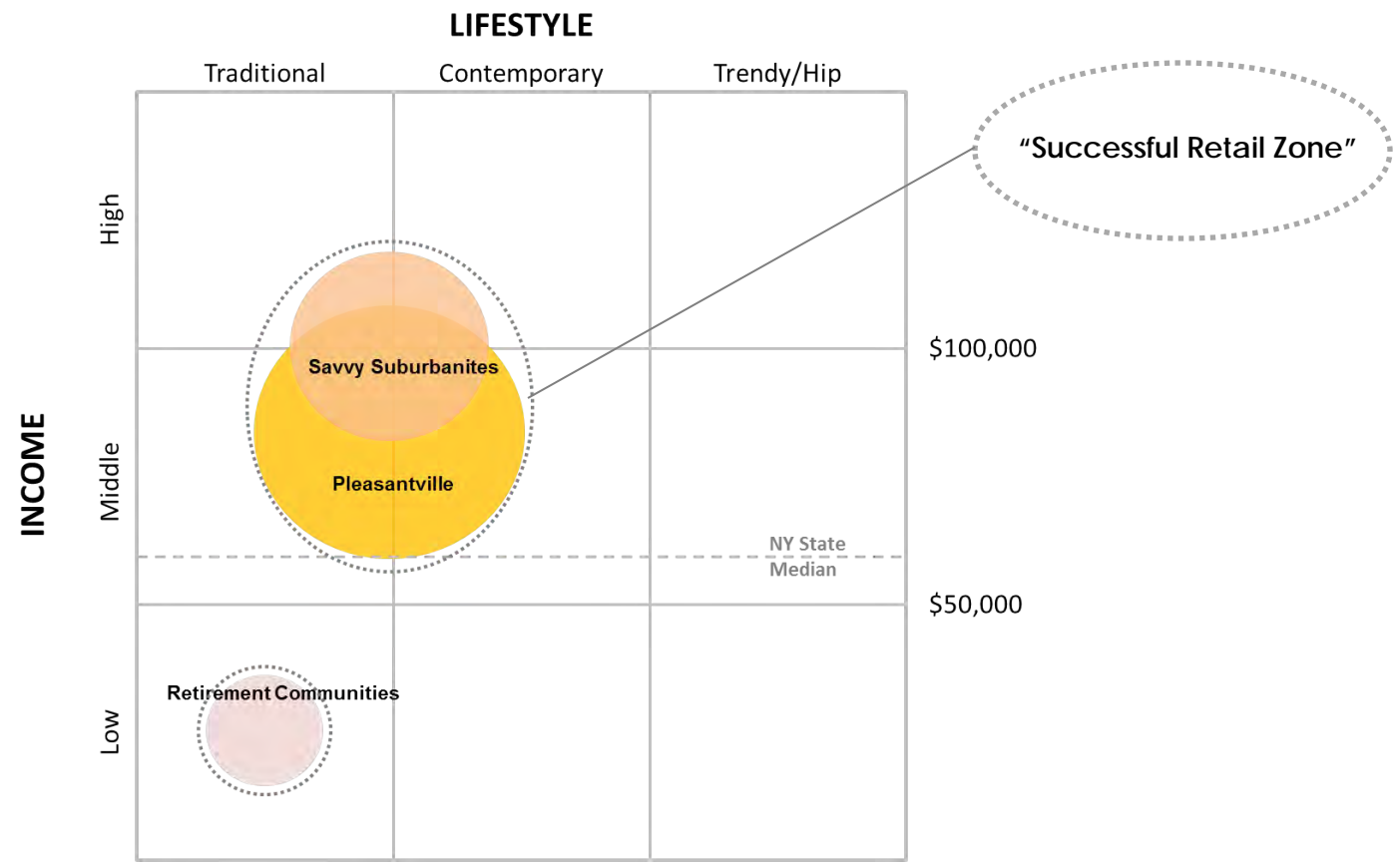
Savvy Suburbanites
Well-educated and well-capitalized **empty nesters**. Enjoy **gardening and home remodeling**, as well as good **food and wine** and **cultural amenities**. Median age is 44.1 and median HH income is \$104,000

Kings Park demand is typified by **established middle-aged** and older households who enjoy **outdoor and recreational pursuits**

Source: ESRI Business Analyst, 2017

Strategic Positioning Matrix

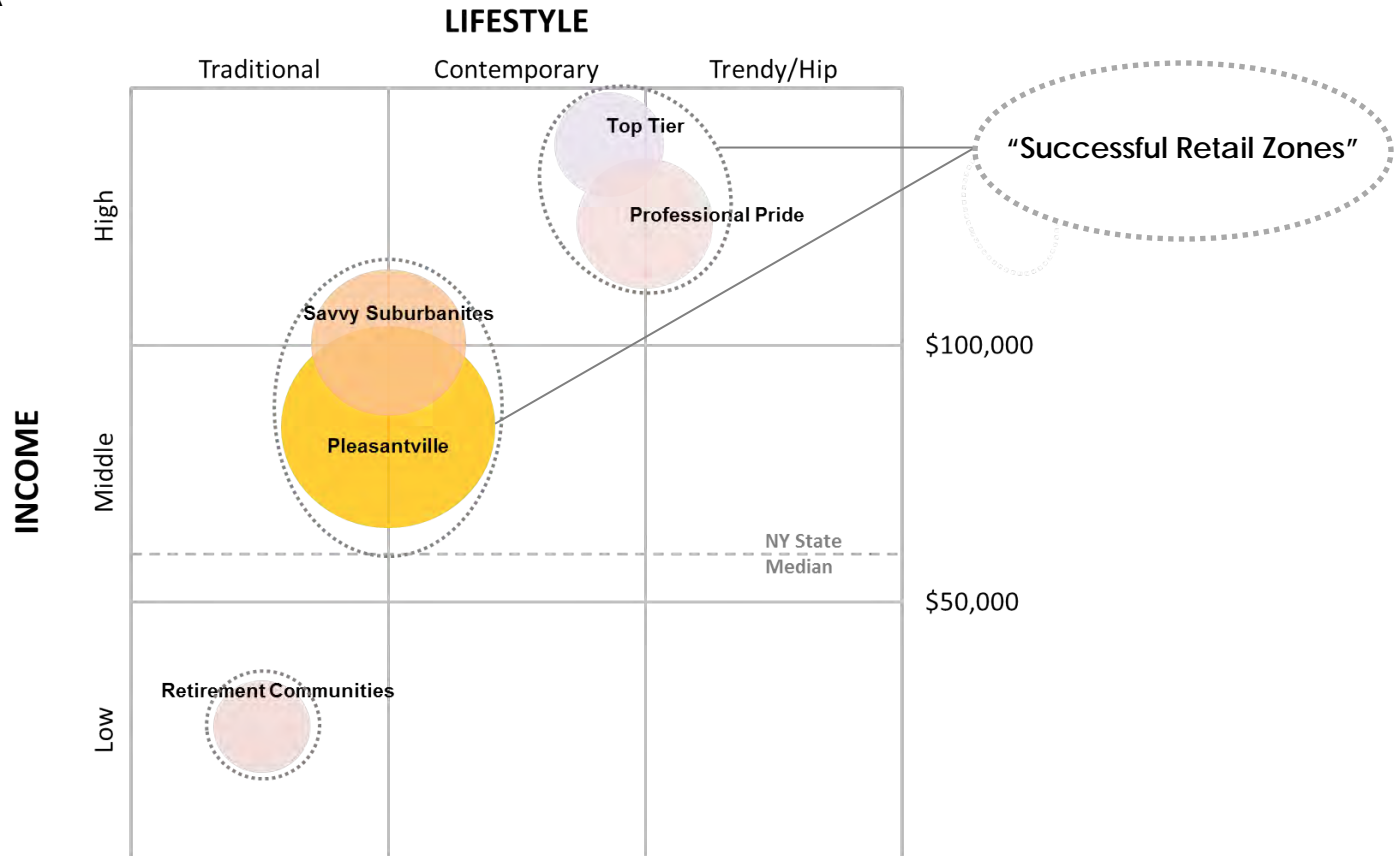
Primary TA



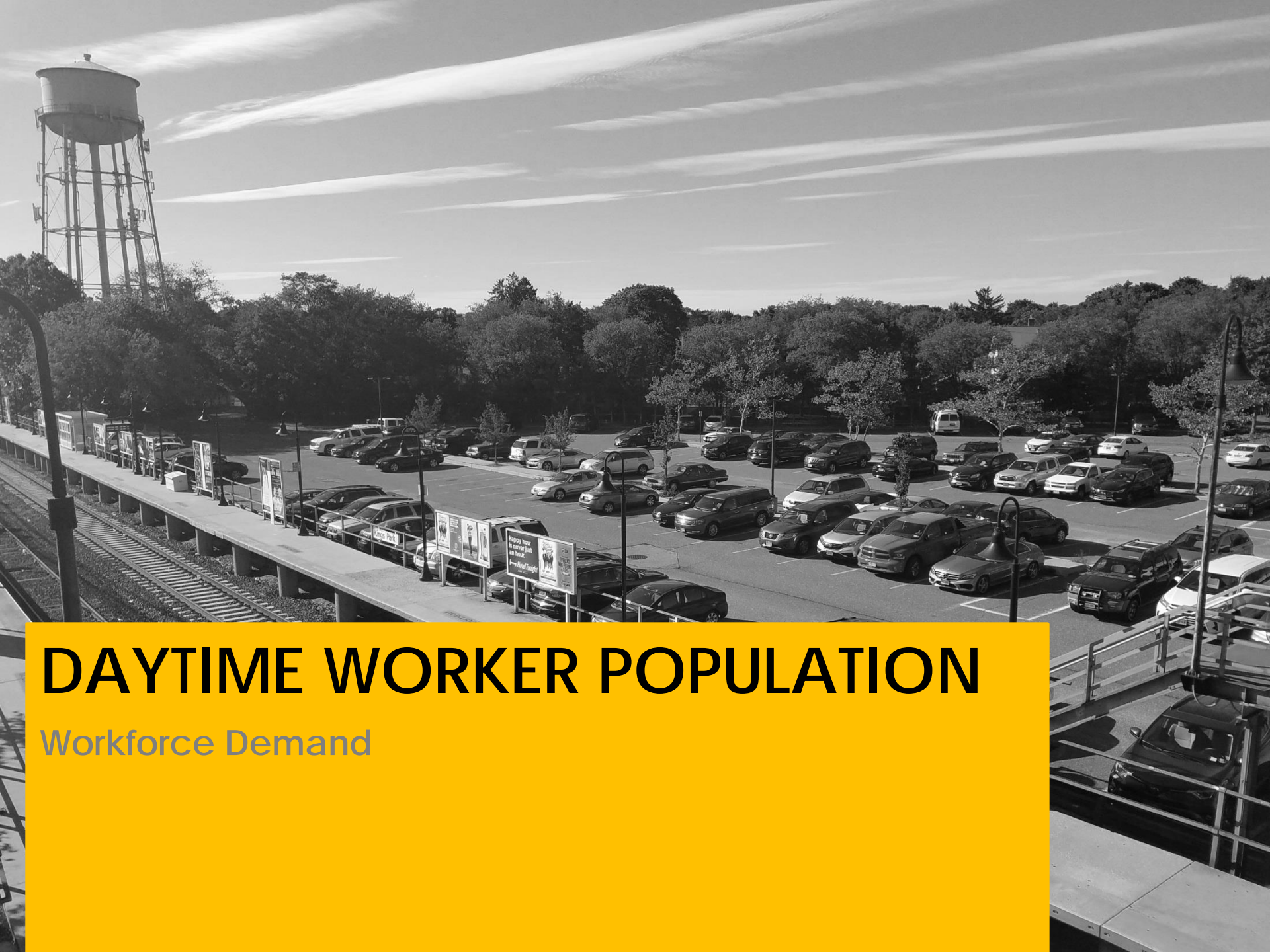
- **Successful Retail Zones** for the primary trade area consist of traditional and contemporary offerings at mid price points

Strategic Positioning Matrix

Secondary TA



- **Successful Retail Zones** for the secondary trade area also consist of traditional and contemporary offerings at mid price points, with some **added potential for higher-end retail offerings**



DAYTIME WORKER POPULATION

Workforce Demand

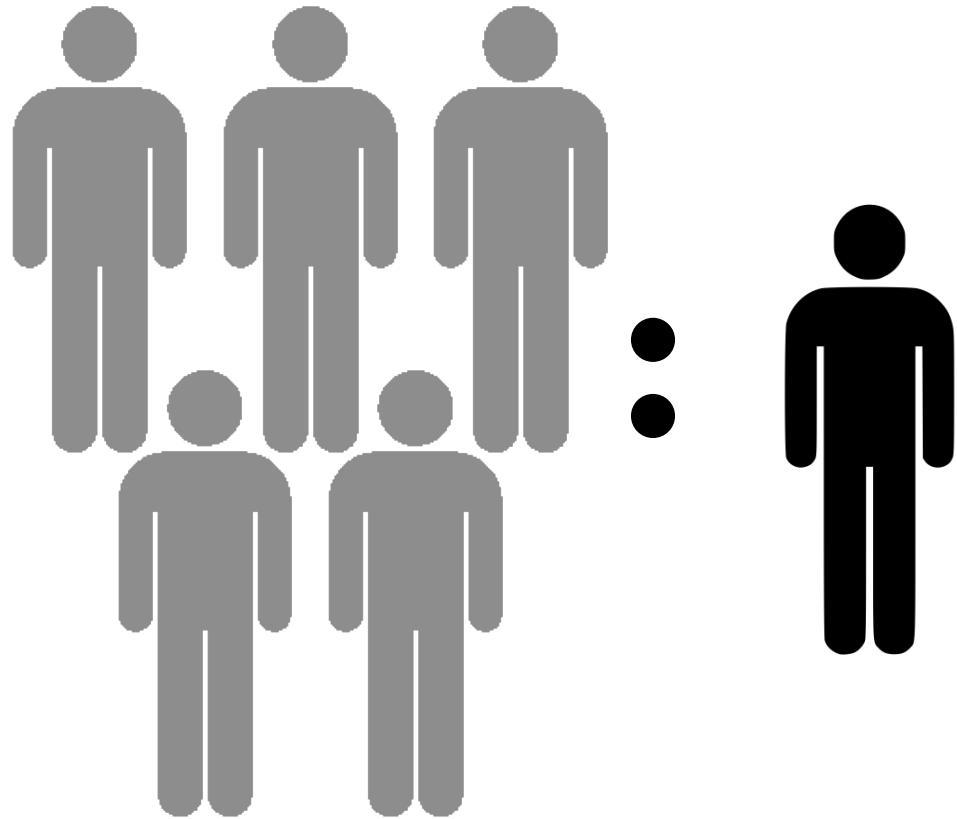
Workforce Population

Total Number of Workers
in the Primary Trade
Area:

1,830

- 95.3% of workers who live in the Primary Trade Area are leaving the neighborhood for their jobs
- Residents outnumber workers nearly 5:1, meaning they are the main drivers of retail spending

Resident to Worker Ratio



Source: LEHD OntheMap Census Data 2017



RETAIL LEAKAGE ANALYSIS

Unmet Demand and Supportable SF of Retail

What is retail leakage and surplus?

An analysis of retail spending compares the total discretionary income of residents within the trade area against the total sales estimated for local businesses, also within the same trade area.

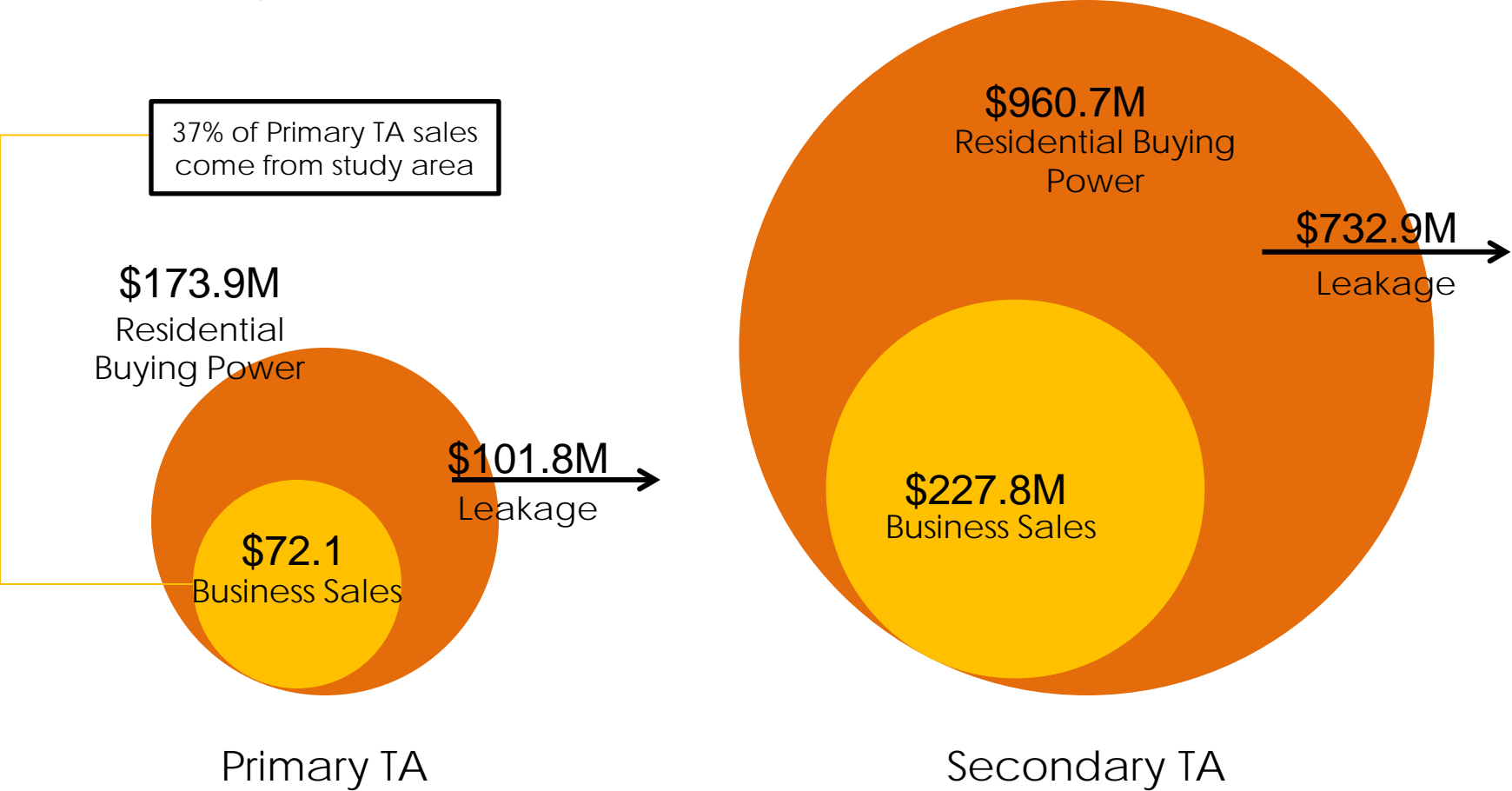
Surplus: Local businesses sell more than local residents are purchasing. This means that outsiders may be coming into the area to shop.

Leakage: Residents are spending more than local stores are selling, suggesting that residents are spending outside the trade area.

Depending on the size of leakage, this may suggest opportunities for both existing and new businesses to better meet the needs of the residential customer base.

Leakage Categories

Source: ESRI Business Analyst, 2017



The Primary TA is **leaking more than half** of its residential demand to outside districts

The Secondary TA is **leaking more than 75%** of its residential demand to outside districts

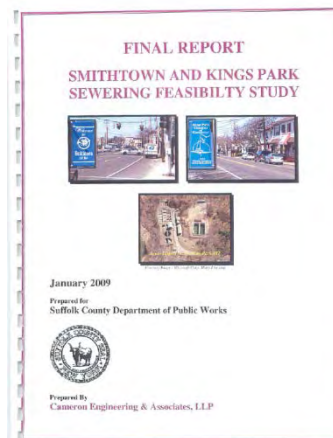
Calculating Additional Demand

Impact on Retail Demand from Downtown Sewering

- The 2009 Cameron Engineering Study estimated that an additional 378,600 SF of residential density could be created under existing zoning
- This could create 378 additional units* and nearly \$20M in additional spending power in the Primary Trade Area

*Assumes 1000sf/unit

Primary TA Total Retail Demand	\$173,900,000
Primary TA Total # of Households	3,328
Average Spending Per Household	\$52,253.61
Additional Residential SF with Sewering	378,600
SF Per Household	1000
Additional Households	378.6
Additional Spending Potential with Sewering	\$19,783,215.14



Leakage Categories in Primary TA

Source: ESRI Business Analyst Online 2017

Retail Category	Retail Gap (leakage)	100% Capture Rate (SF)	60% Capture Rate (SF)	40% Capture Rate (SF)
Clothing & Clothing Accessories Stores	\$13,129,623	29,439	17,663	11,775
Grocery Stores	\$9,697,444	16,895	10,137	6,758
Furniture & Home Furnishings Stores	\$5,586,886	12,119	7,271	4,848
General Merchandise Stores	\$6,130,697	9,872	5,923	3,949
Restaurants/Other Eating Places	\$7,024,652	8,937	5,362	3,575
Health & Personal Care Stores	\$2,757,126	6,238	3,743	2,495
Office Supplies, Stationery & Gift Stores	\$1,237,921	2,969	1,781	1,187
Sporting Goods, Hobby, Book & Music Stores	\$1,894,517	2,237	1,342	895
Used Merchandise Stores	\$388,311	1,876	1,126	750
Electronics & Appliance Stores	\$5,419,505	1,643	986	657
Specialty Food Stores	\$1,315,521	1,626	976	650
Florists	\$214,573	792	475	317
Total Supportable Retail SF (under existing)		94,641	56,785	37,857
+ \$19.8m in Additional Household Spending		+56,523	+33,914	+22,609
TOTAL SUPPORTABLE SF*		151,164	90,699	60,466

- The Primary TA experienced leakage in almost all retail categories
- Kings Park may command a higher capture rate for retail categories where they possess a comparative advantage over competitive districts (e.g. Restaurants/Other Eating Places)
- If sewerage enables higher residential density, supportable retail SF is predicted to grow even higher

*Includes existing vacancies

Leakage Categories in Secondary TA

Source: ESRI Business Analyst Online 2017

Retail Category	Retail Gap (leakage)	40% Capture Rate (SF)	20% Capture Rate (SF)
Grocery Stores	\$106,847,751	74,458	37,229
Clothing & Clothing Accessories Stores	\$72,292,314	64,836	32,418
General Merchandise Stores	\$89,869,162	57,887	28,943
Health & Personal Care Stores	\$44,595,970	40,358	20,179
Bldg Materials, Garden Equip. & Supply Stores	\$36,244,798	39,078	19,539
Restaurants/Other Eating Places	\$53,549,310	27,252	13,626
Furniture & Home Furnishings Stores	\$30,358,487	26,341	13,171
Sporting Goods, Hobby, Book & Music Stores	\$20,407,443	9,638	4,819
Office Supplies, Stationery & Gift Stores	\$9,089,722	8,719	4,360
Used Merchandise Stores	\$3,848,493	7,437	3,718
Specialty Food Stores	\$8,281,079	4,094	2,047
Florists	\$2,683,106	3,960	1,980
Total Supportable Retail SF*		366,804	183,402

- The Secondary TA also experienced leakage in almost all retail categories, with the most substantial in Grocery, Clothing & Clothing Accessories, and General Merchandise.
- It is most likely that customers within the Secondary TA are doing a large portion of their shopping in competitive shopping districts (e.g. Commack) where there is a high frequency of comparison goods retailers.

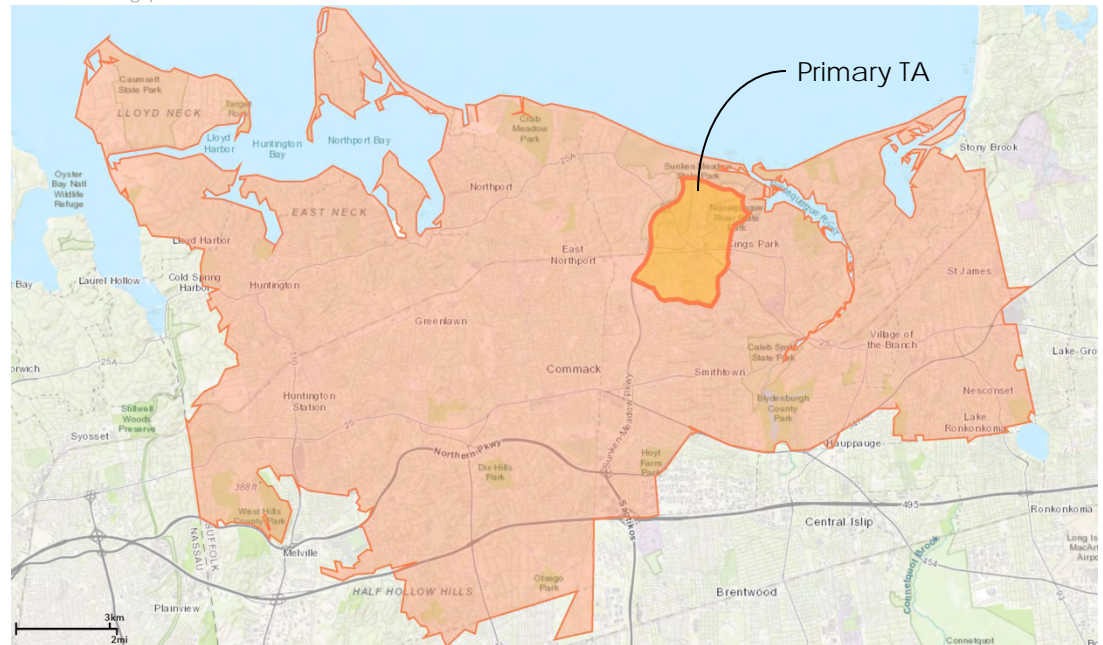
*Includes existing vacancies

Farmer's Market Trade Area

- The King's Park Farmers Market, taking place on Sunday's from June through the end of November, has historically attracted customers from 10 surrounding zip codes
- It is likely that the present-day effective trade area is smaller, but there may be an opportunity to **leverage more weekend customer visitation** from outside the district



Source: Kingsparkcivic.com



Pulling it together...

- A preliminary leakage analysis demonstrates there is **significant unmet demand** across a range of retail categories in Kings Park and the surrounding region
- A psychographic analysis suggests that the Downtown is best positioned to support retail that provides **traditional and contemporary offerings at mid-price points**, with some added potential for higher-end offerings
- Retail demand has the **potential to grow even more**—by nearly \$20M—by building out to capacity under the existing zoning regulations. Any future rezoning for higher density can be expected to grow that demand further still

...however...

- Despite excess demand, Kings Park Downtown is **struggling to attract retail tenants** due to the lack of comprehensive sewerage, resulting in a high percentage of vacancies
- That this **disproportionately impacts wet-intensive uses** prevents the Downtown from reinforcing one of its key anchors: its restaurants
- In addition to retail vacancies, **issues in the physical environment** contribute to a reduced capture rate for existing merchants

Recommendations

1. Provide better access / convenience for customers

- **Create more efficient parking** capacity where most needed through shared-parking schemes and small public lots
- **Address difficult street crossings** to encourage cross shopping and higher capture rates
- **Improve connections to the commuter lots** to bring commuters and visitors to Main St. retail



Recommendations

2. Address issues with the physical environment on Main Street

- Promote storefront **façade improvements** to help cultivate and strengthen downtown character
- Strengthen the street wall through **streetscaping and reducing curb cuts** to encourage walkability



Recommendations

3. Enhance the existing set of downtown business offerings

- Short term: Consider a **regional coffee shop** to occupy vacant property adjacent to Russ Savatt Park
- Long term: Implement **comprehensive sewerage** to attract new merchants
- **Thread together the different nodes** to grow Main Street's trade area
- Leverage existing resources (i.e. **Kings Park Library, Hike and Bike Trail, and Kings Park Farmer's Market**)



Source: Revitalizing Downtown Kings Park, VLI



26 Main St.



Source: Kitchen a la Mode

Recommendations

4. Address the deficit in administrative capacity

- Explore the feasibility of establishing a **special services district, merchants association, or other organizational body** that can help ensure physical conditions of Kings Park are maintained, address retail vacancies, etc



A grayscale photograph of a street scene. In the foreground, a paved road with a white crosswalk line leads towards a brick clock tower. The clock tower is a small, square structure with a clock face and a pointed roof. To the left of the clock tower is a small white building with a dark roof. To the right is a larger, light-colored building. The street is lined with large, leafy trees that cast shadows on the ground. In the background, there are more trees and parked cars. The word "Questions?" is overlaid in the center of the image.

Questions?