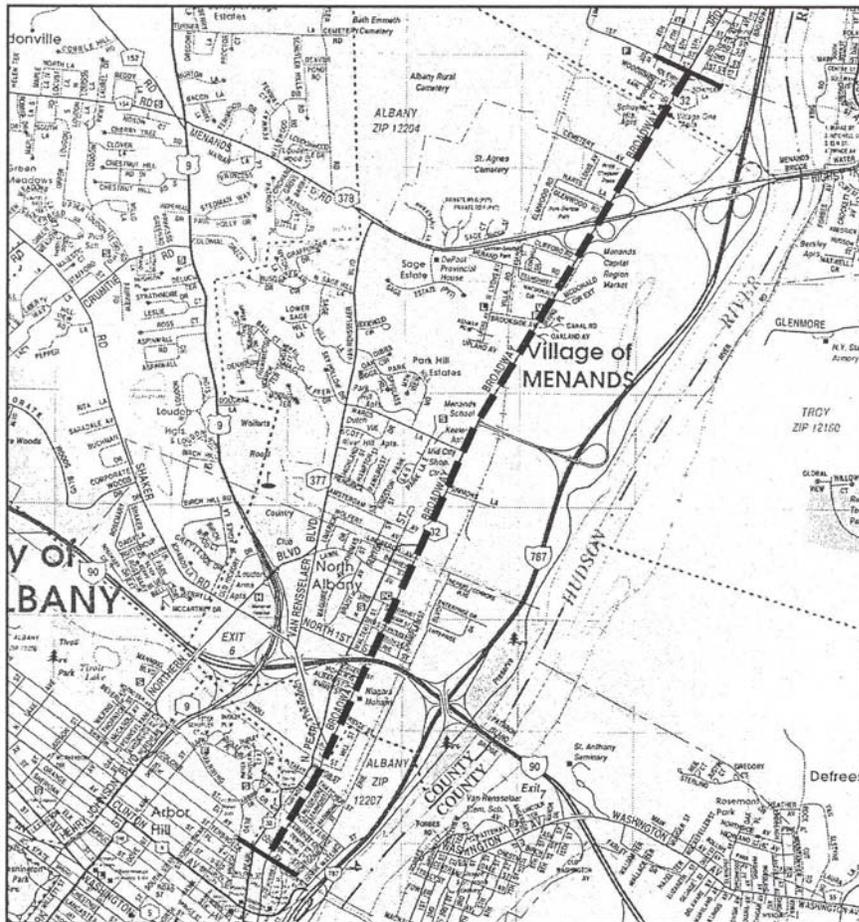


Development Strategy for the BROADWAY COMMERCIAL CORRIDOR

North Albany/Village of Menands, NY



Prepared for:

The North Albany Commercial Corridor Planning Group

City of Albany

Village of Menands

Town of Colonie Planning and Economic Development

Department Capital District Transportation Committee

North Albany Shaker Park Neighborhood Association

North Albany Business Association

Albany Housing Authority

Prepared by:

Urban Partners

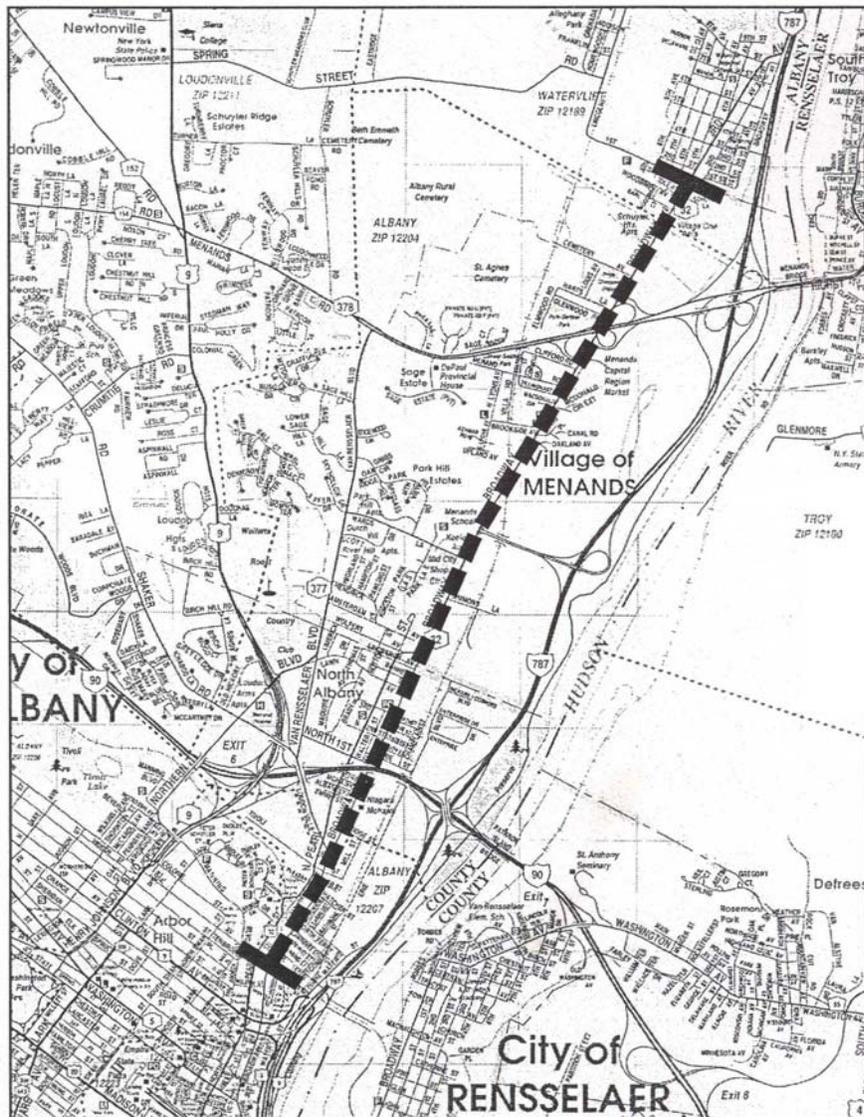
February 2001

Introduction

The Broadway Commercial District extends for over four miles from Livingston Street in Albany through the Village of Menands to the City of Watervliet city line at 1st Street. The District serves as the commercial spine of North Albany and the Village of Menands, but it encompasses a distance much too great to function as a single retail or commercial district. Within North Albany, the District is densely developed and includes very active industrial, office, and outlet retailing businesses - the North Albany Business Association includes 106 members. In Menands, development patterns are more spread out, as former industrial and retail complexes are slowly converting to office and flex space use. At various locations along this four-mile stretch, nearby residential areas immediately abut business activity, creating strong patterns of mixed use development. This mixed use pattern is especially strong in North Albany's one-mile segment between the I-90 overpass and the Albany / Menands border.

The North Albany Commercial Corridor Planning Group, a cooperative effort of the City of Albany, the Village of Menands, the Town of Colonie Planning and Economic Development Department, the Capital District Transportation Committee, the North Albany Shaker Park Neighborhood Association, the North Albany Business Association, and the Albany Housing Authority, is committed to supporting economic revitalization within the Broadway Corridor. This effort is spurred in part by the on-going efforts of the North Albany HOPE VI Revitalization Program and the redevelopment of the Edwin Corning Homes on Lawn Avenue. A major concern is the lack of retail services available to the area and, specifically, to HOPE VI residents.

This Development Strategy provides a framework for revitalization activities. These efforts are aimed at achieving four specific objectives:



The **Broadway Commercial District** extends from Livingston Street in Albany to 1st Street at the city limit of Watervliet.

- To encourage the expansion of community-serving retail uses to meet the needs of North Albany and Lower Menands residents and workers for more convenient and diverse retail goods and services.
- To promote and expand outlet retailing operations in the Broadway Corridor.
- To support the historic Capital District Regional Market in Menands as a potential economic development anchor.
- To upgrade the appearance of the Broadway Corridor so that it will be a more attractive setting for residents, offices, retail customers, and other visitors.

Broadway Commercial District Development Strategy

The development strategy for the Broadway Commercial District meets the four identified development objectives through fifteen activities designed to revitalize the Corridor and to stimulate expanded retail and commercial activity there. These fifteen projects respond to specific economic opportunities and involve a combination of public, private, and civic actors.

These fifteen projects are organized in four major categories: (1) developing an attractive village-like neighborhood retail district Wolfert Corners-at the Albany/Menands border to meet the routine retail needs of North Albany and Lower Menands residents and workers; (2) creating and promoting the North Albany Home/Office Outlet Center to expand outlet retailing in the area; (3) jointly planning with the Capital District Regional Market to expand its economic presence in the area; and (4) undertaking infrastructure improvements and beautification activities to upgrade the appearance of the Corridor.

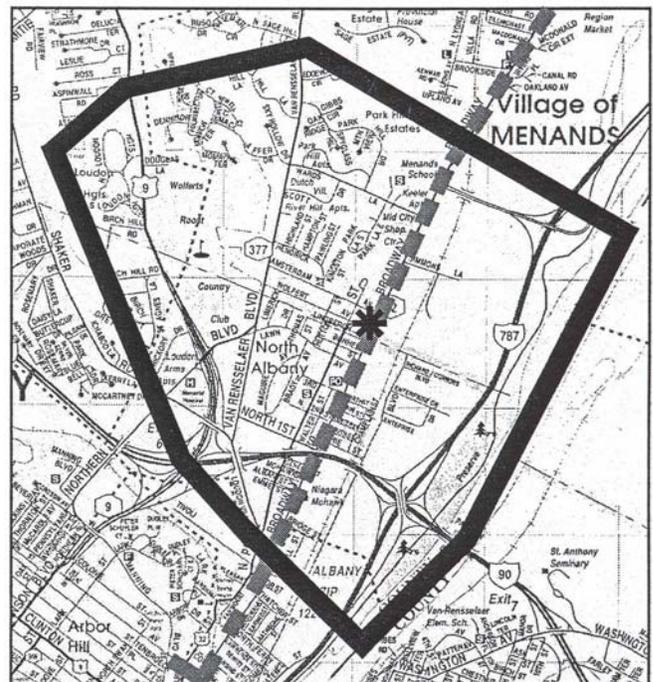
Wolfert Corners Retail District

Wolfert Corners is a targeted commercial revitalization effort aimed at expanding retail services for North Albany and Lower Menands residents and employees in the area along the North Albany/Menands border where North Pearl Street (Route 32) connects through Wolfert Avenue one block to Broadway. Wolfert Corners is anchored by the studios of local television station WNYT and currently includes five strong retail businesses-a restaurant, a convenience store, a tavern, a barber shop, and a medical equipment retailer; with a new Dunkin' Donuts under construction. The traffic light at Wolfert and Broadway provides identity to this location: Wolfert Corners is highly visible to Broadway traffic and benefits from the attractive, well-maintained grounds and buildings of Albany International on the east side of Broadway.

Retail Market Opportunities

Wolfert Corners is readily accessible to a local trade area extending approximately three-quarters of a mile from this district. This retail trade area will have an estimated population of 5,450, after the reconstruction of North Albany's Edwin Corning Homes is completed. These 5,450 persons spend \$65.9 million annually on retail goods and services. Residential retail purchases are greatly supplemented by the expenditures of 11,100 area workers employed by such major concerns as the State of New York, Niagara-Mohawk, Albany International Corporation, Matthew Bender and Co., Albany Memorial Hospital, and professional and commercial offices at Riverview Center, 800 N. Pearl Street, and other complexes. These 11,100 area workers spend more than \$ 28 million annually on retail goods and services near their workplace. **Total demand for retail goods and services by both residents and area employees is \$94 million.**

The Wolfert Corners retail trade area is currently home to only 35 retailers, capturing a mere 32% of trade area customers' purchases. Because of this minimal array of local retailing, Wolfert Corners customers must travel great distances for even limited convenience goods shopping alternatives. Price Chopper Plaza is two miles north on Broadway and includes only five stores. More extensive convenience goods



Wolfert Corners Trade Area: Retail demand for goods and services at this highly visible intersection on Broadway is \$94 million.

offerings are provided at the intersection of Osborne Road and Albany-Shaker Road, but this retail area is nearly four miles northwest of Wolfert Corners.

Strong opportunities exist for additional retail stores at Wolfert Corners focusing on retail categories that are underserved in the trade area and that function as freestanding businesses attracting their own customer base without dependence on strong interaction with adjacent stores. Targeted retail development can capture up to \$50 million in additional sales from nearby residents and workers. Key opportunities for new retail development at Wolfert Corners total 100,000 SF of stores that can be accommodated in a village setting, including:

- full- and limited-service restaurants;
- a small full-service grocery store;
- a large chain drug store;
- family clothing and shoe stores;
- a small electronics store; and
- many other smaller businesses including a dollar store, an optical store, a hair salon, a florist, a gift shop, a CD/tape store, and a pet supply store.

Key Wolfert Corners Retail Development Opportunities

	Unmet Sales Potential Trade Area Stores	Retail Opportunities (In SF)
TOTAL UNMET DEMAND	\$49,721	117,000
CONVENIENCE GOODS	\$30,541	51,000
Supermarkets, Grocery Stores	\$7,210	8,000
Drug Stores/Pharmacies	\$6,000	15,000
Full-Service Restaurants	\$8,887	18,000
Limited-Service Restaurants	\$8,444	10,000
SHOPPING GOODS	\$15,682	48,000
Dollar Stores & Other General Merchandise Stores	\$1,073	4,000
Family Clothing	\$4,936	15,000
Other Clothing	\$796	2,000
Shoe Stores	\$2,263	7,000
Jewelry Stores	\$1,385	3,000
Other Home Furnishings	\$621	3,000
Radio/TV/Electronics	\$1,498	3,000
Optical Stores	\$481	2,000
Specialty Sporting Goods	\$803	3,000
Sewing, Needlework	\$238	1,000
Record/CD/Tape Stores	\$501	2,000
Gift, Novelty, Souvenir Stores	\$1,085	3,000
OTHER RETAIL STORES	\$3,216	16,000
Nursery & Garden Centers	\$354	2,000
Auto Parts & Accessories Stores	\$2,074	10,000
Florists	\$428	2,000
Pet Supply Stores	\$359	2,000
SERVICES	\$283	2,000
Hair Salons	\$283	2,000

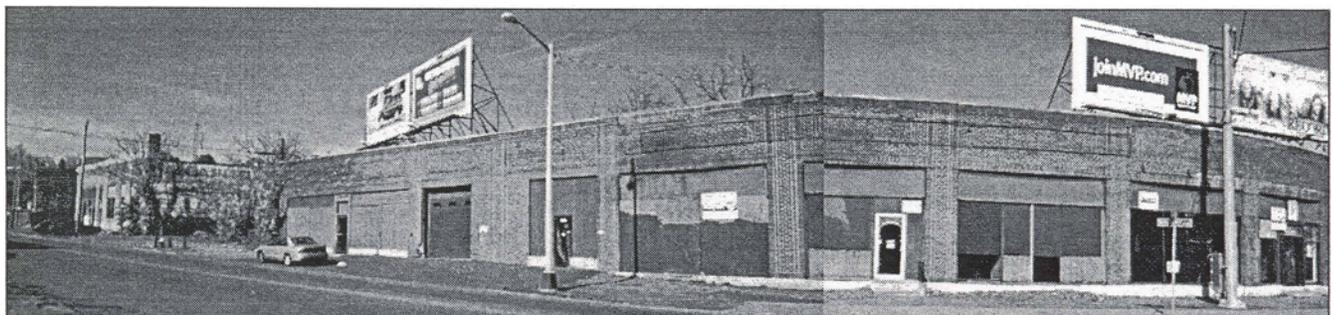
Development Strategy

Development activities at Wolfert Corners should include real estate development, tenant recruitment, public parking, and streetscape enhancements in the area approximately 500 feet north and south of Wolfert along Broadway (extending to Lawn on the south) as well as the block of Wolfert running from Broadway to North Pearl. Key strategy elements include:

1. Wolfert Corners Development Corporation

A community-sponsored development corporation should be created to take the lead in the development of Wolfert Corners as a vibrant community-serving retail district. Participants in this corporation will likely include area residents and business representatives and participants from all involved local governments—the City of Albany, Village of Menands,

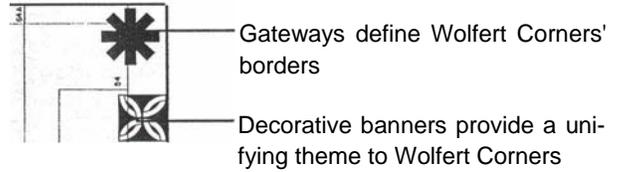
Town of Colonie, and Albany County. This development corporation will coordinate activities, recruit developers and retailers, and assure the availability of shopper parking. One key role for the corporation will be to acquire or control key development sites including vacant, deteriorated buildings and properties currently housing inappropriate uses. Another is to engage a talented commercial leasing agent to recruit desired retailers.



14 Broadway and 3 Wolfert Street are key parcels for redevelopment.

2. Redevelop 14 Broadway / 3 Wolfert

A key parcel for redevelopment is the highly-visible and attractive corner property at 14 Broadway / 3 Wolfert which is currently vacant and for sale. This parcel's two buildings include 25,000 SF of space with additional land area for at least 100 customer parking spaces. The buildings are appropriately shaped for multiple storefronts.



3. Recruit National Chain Drug Store

A large national chain drug store would be a key anchor for Wolfert Corners. This store can be best accommodated through new construction with Broadway frontage as near Wolfert as possible. The best opportunity for this development is on the sparsely developed property along 22 - 30 Broadway.



Recruit national chain drug store

Redevelop 14 Broadway / 3 Wolfert Avenue - 25,000 SF

Special theme lighting and street trees at the core of the district.

Redevelop 10 -12 Broadway - Relocate auto repair facility

Business facade improvements will enhance the appearance of Wolfert Corners

4. Redevelop 10-12 Broadway

The automotive repair facility at 10-12 Broadway is a viable business, but one that is inappropriate for a highly-visible corner in a pedestrian-oriented retail village. Relocation of this business to a more appropriate location and redevelopment of this site for more intensive retail use is an important step in creating the Wolfert Corners retail village.

5. Streetscape Enhancements

Distinctive streetscape enhancements should be installed to define and highlight the Wolfert Corners district. Key elements could include:

- "Wolfert Corners" gateway signage at Broadway and Lawn, at Pearl just south of Wolfert, and on Broadway approximately 300-400 feet north of Wolfert;
- distinctive banners throughout the district;
- narrowing of Broadway to one moving lane each direction plus a left turn lane in the Menands portion of Wolfert Corners;
- special theme lighting and street trees on Wolfert Avenue between Broadway and Pearl.



The relocation of this auto repair facility at the intersection of Broadway and Wolfert Avenue is an important step in creating a pedestrian-oriented Wolfert Corners retail village.

6. Business Facade Improvements

Wolfert Corners includes several businesses which are not typical of a community retail district, but which do attract customers or visitors. These include the television studio, the medical supply company, a marine supply company, a glass and window outlet, a kitchen cabinet distributor, a masonry supply company, and several offices in the 4-8 Wolfert building. These businesses should be encouraged to upgrade their facades (and/or "front yards") to enhance the appearance of Wolfert Corners.



Facade improvements to thriving businesses such as Albany Marine would enhance the overall appearance of the district.

7. District-Serving Parking

Parking facilities should be created that provide customer and employee parking to serve the entire district, not just individual properties. Adequate space for parking appears available on all the key development sites identified for this strategy, but it is important that parking areas created for individual developments are organized and operated in a manner that they serve the entire district.

North Albany Home/Office Outlet Center

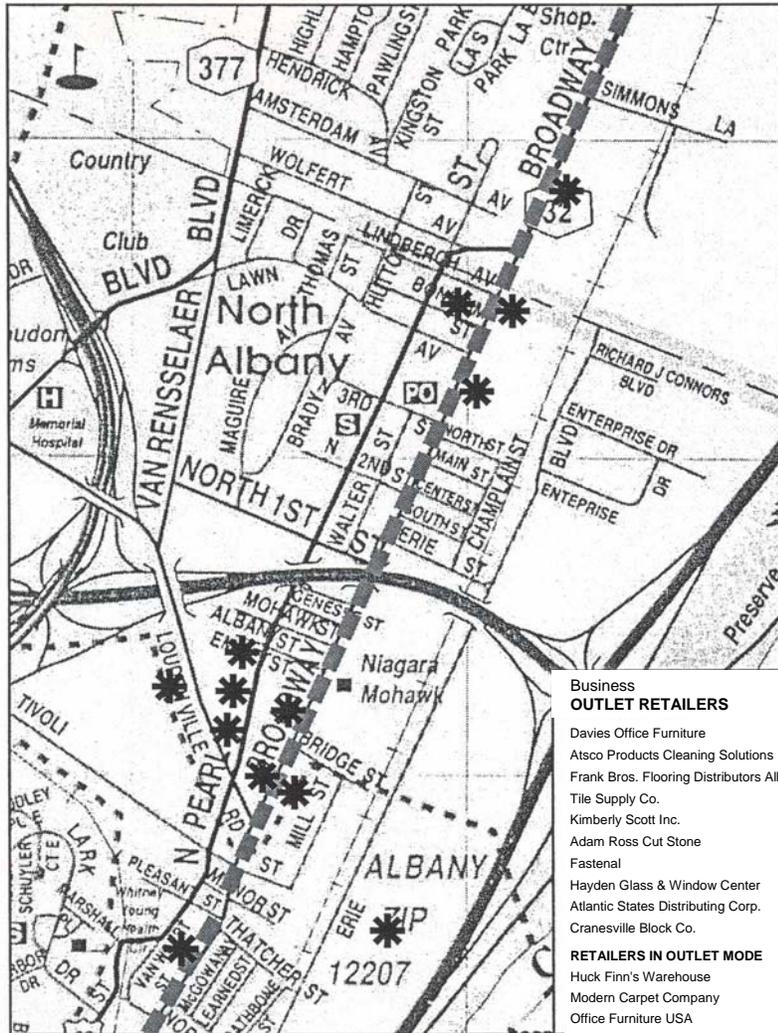
Thirteen North Albany warehouse-based businesses currently sell products directly to the public including office and residential furniture, cleaning supplies, carpets and linoleum, ceramic tiles and related goods, stone and masonry tools, construction fasteners and equipment, glass and screen products, kitchen cabinets, and stone flagging, mantels, and countertops. The area includes two concentrations of outlets, along Broadway and North Pearl Street between Loudonville Road and I-90 and along Broadway near the Albany city line. A program of improvements (both physical and operational) could expand and make more visible this key economic activity.

8. North Albany Home/Office Outlet Association

The thirteen currently active outlet retailers should organize an outlet association for group promotion and support. Additional area businesses should be encouraged to consider outlet activities and to participate in the association. The association should organize and carry out at least one annual group promotion event to attract regional attention to the concentration of home/ office outlets in the area.

9. Unified Signage

A common logo should be designed to identify association members. Attractive signage should be designed and installed throughout the area to direct customers to the various outlets.



10. Outlet Center Brochure and Website

The association should prepare a brochure highlighting the range of products available at all the outlets and identifying the location of the outlets. This brochure should be distributed at all outlets and elsewhere within the community. Similarly, the association should develop and maintain a website promoting all the area outlets.

11. Parking and Showroom Upgrades

Individual members should be encouraged, where appropriate, to upgrade the appearance of their customer parking lots and showroom entrances.

Business	Address	Products
OUTLET RETAILERS		
Davies Office Furniture	40 Loudonville Road	Office furniture
Atsco Products Cleaning Solutions	443 N. Pearl	Cleaning supplies
Frank Bros. Flooring Distributors Albany	445 N. Pearl	Carpets and linoleum
Tile Supply Co.	452 N. Pearl	Ceramic tiles and related goods
Kimberly Scott Inc.	904 Broadway	Office furniture
Adam Ross Cut Stone	1003 Broadway	Stone and masonry
Fastenal	1074 Broadway	Construction fasteners and equipment
Hayden Glass & Window Center	1306 Broadway	Glass and screen products
Atlantic States Distributing Corp.	1325 Broadway	Kitchen cabinets
Cranesville Block Co.	45 Broadway, Menands	Masonry and supplies
RETAILERS IN OUTLET MODE		
Huck Finn's Warehouse	25 Erie Boulevard	Furniture, carpets, housewares
Modern Carpet Company	1048 Broadway	Carpets and linoleum
Office Furniture USA	1275 Broadway	Office furniture

Capital District Regional Market

There is the opportunity for a more dramatic regional presence for the Capital District Regional Market, either through direct retail activities or through efforts to highlight the history of the organization. These efforts could include: (1) a permanent, expanded, and heavily promoted retail produce and flower market (occurring on Saturday as previously operated or perhaps as many as three days per week); (2) a full-service year-round farmer's market associated with the wholesale market utilizing a permanent facility and including meat, fish, poultry, bakery, and deli vendors, as well as produce; and/ or (3) a museum or other permanent display honoring the history of the Market (including its Depression-era roots) and focusing on the evolving economic and social circumstances of the independent farmer.

12. Plan for a More Visible Regional Market

The North Broadway Commercial Corridor Planning Group should coordinate with the Capital District Cooperative Long Range Planning Committee to explore the potential for a more substantial presence for the Market in the overall Broadway Corridor revitalization effort.

Infrastructure and Adjacent Neighborhood Improvements

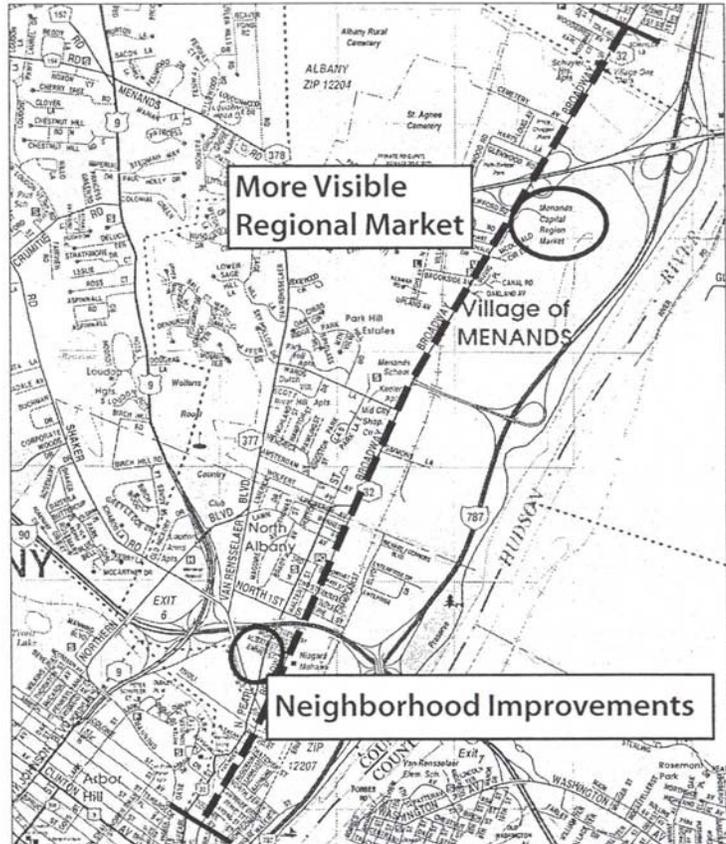
The Broadway Corridor could benefit greatly from improved housekeeping, the upgrading of public spaces, and, in the area immediately south of I-90, improvements to the adjacent neighborhood.

13. Housekeeping Enhancements

A coordinated program of improved housekeeping of both public and private properties would be an effective early implementation activity to upgrade the Corridor's image.

Key housekeeping activities include:

- resetting or replacing severely deteriorated curbs;
- screening automotive and industrial uses;
- removing old chain link fencing (especially near NYDOT highways);
- replacing, repairing, or removing deteriorated private business signage;
- removing excess curb cuts to individual properties;
- painting the railroad bridge just north of Livingston;
- improving visible landscaping along railroad properties, highway entrances, and private businesses;
- upgrading aged chain link fencing on visible private properties to aluminum ornamental fencing;
- improving highly visible private gravel or dirt parking lots by paving them with asphalt;
- eliminating parking on sidewalks; and
- removing old tires, rubble, etc. from visible locations.



14. Traffic Improvements/Calming in Menands

Currently the speed limit on Broadway is a uniform 30 mph throughout Menands and the width of the roadway is at least four lanes. As a result, there is little differentiation between more community-oriented areas such as the Village of Menands and more industrial sections of the Corridor. Detailed traffic studies should be undertaken to determine the potential for roadway narrowing, variations in speed limit, and other traffic calming opportunities.

15. Emmet/Albany/Mohawk Neighborhood Improvements

One of the three residential neighborhoods that abuts the Broadway Corridor is the small community west of Broadway immediately south of I-90. Formerly, neighborhood-serving businesses occupied Broadway frontage in this area, but reduced population and changes in the nature of retailing make it unlikely that business activity will return to these properties in the near future. These sites should be converted to residential use as part of an overall neighborhood improvement program that includes: code enforcement, housing rehabilitation, new in-fill housing development, financial and technical assistance to support homeownership, lot transfers for parking and sideyards, and curb and sidewalk improvements.

Technical Memorandum:
Market Assessment/Recommendations Report
for the Broadway Commercial District
Albany, NY

Prepared by:
Urban Partners

December, 2000

Introduction

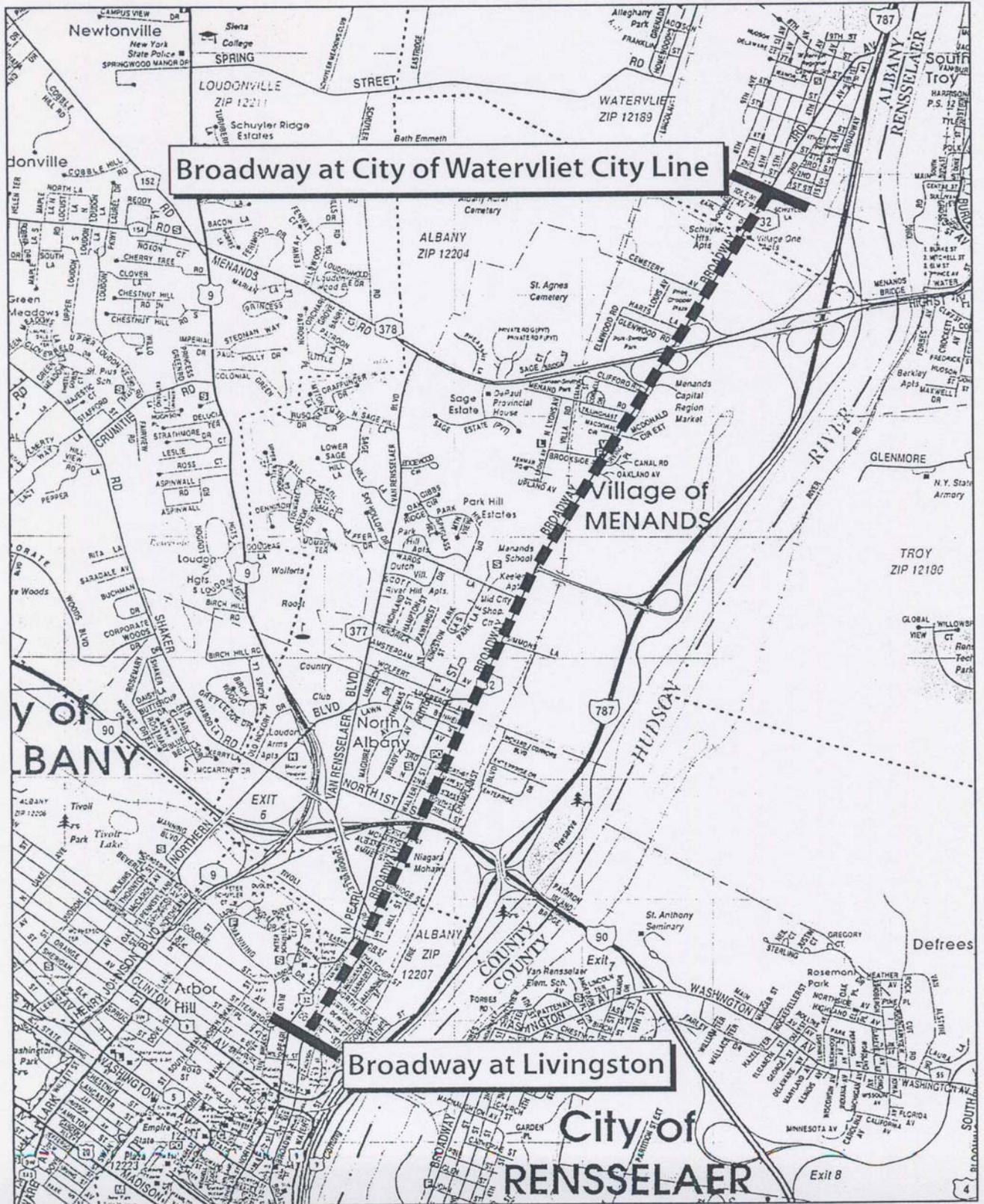
Urban Partners were hired by the Capital District Transportation Committee on behalf of the Albany Housing Authority, to provide a market investigation of retail and service business potential along the Broadway corridor in North Albany and the Village of Menands in Albany County, New York. The project is supervised by the North Albany Commercial Corridor Planning Group, a cooperative effort of the City of Albany, the Village of Menands, the Town of Colonie Planning and Economic Development Department, the Capital District Transportation Committee, the North Albany Shaker Park Association, the North Albany Business Association, and the Albany Housing Authority. This investigation was spurred in part by the on-going efforts of the North Albany HOPE VI Revitalization Program and the redevelopment of the Edwin Corning Homes on Lawn Avenue. A major concern is the lack of retail services available to the area, and, specifically, to HOPE VI residents.

This Technical Memorandum presents the findings of four areas of examination conducted by Urban Partners and suggests some preliminary opportunities for physical and economic development in the Broadway Commercial District:

- First, Urban Partners examined local retail supply and demand factors in a trade area that is defined to be inclusive of the completed HOPE VI housing area. From this a series of retail development opportunities were identified.
- Second, the extent of retail and wholesale outlet operations along Broadway was investigated with the goal of determining whether the Broadway Commercial District could support an increased or more effective outlet presence.
- Third, the historic Capital District Regional Market in Menands was explored as a potential base for the stimulation of economic development.
- Finally, the commercial real estate market in Menands was explored as a potential base for the stimulation of economic development.

Map 1 shows the entire project area, the **Broadway Commercial District**, which extends from Livingston Street in Albany through the Village of Menands to the City of Watervliet city line at 1st Street. The District extends 4.05 miles, a distance much too great to function as a single retail or commercial district.

Map 1: Broadway Commercial District



Summary of Opportunities and Recommendations

Develop a Neighborhood Convenience Retail District at Broadway & Wolfert

One primary objective of the Broadway Commercial Revitalization effort is to expand retail services benefiting the North Albany Neighborhood and supporting the success of the HOPE VI redevelopment of Edwin Corning Homes along Lawn Avenue. A review of development opportunities in this area made it clear the best location for a concentration of expanded retail services in the area would be along the North Albany/Menands border at the intersection of Wolfert and Broadway. This Broadway/Wolfert Retail District would include the area approximately 500 feet north and south of Wolfert along Broadway (extending to Lawn of the south) as well as the block of Wolfert running from Broadway to North Pearl.

The best opportunities for additional retail development in the Broadway/Wolfert district are a total of 46,000 SF of new stores, including:

- a small (perhaps 8,000 SF) grocery store;
- a modern 15,000 SF chain discount drug store;
- 10,000 SF of additional full and limited-service restaurants;
- a small dollar store or other general merchandise store;
- a small electronics store;
- an optical store;
- a florist; and
- up to 2,000 SF of additional hair salons.

Concerns involved in attracting this mix of stores include:

- potential difficulties in finding a quality owner/operator for the small grocery store since the food store industry is so highly concentrated in the Albany area;
- the likelihood that Rite Aid Drugs and Radio Shack will find their Price Chopper Plaza stores too close to this location to open second facilities, making it necessary to identify interested competitors or quality independents to provide these store types; and
- the fact that two-thirds of the market demand for the proposed additional restaurants is area employees. Therefore, most of the new restaurants will need to be price-sensitive and oriented to the noontime market.

Add 71,000 SF of Additional Retailing in Adjacent Areas

Another 18,000 SF of restaurants should be added elsewhere along Broadway at more auto-oriented locations and an additional 40,000 SF of freestanding stores could be attracted, including:

- a family clothing store of up to 15,000 SF;
- a 7,000 SF popularly priced shoe or sneaker store;
- a small specialty sporting goods store such as bike or fishing/hunting shop;
- a small nursery or garden shop
- a large auto parts store (up to 10,000 SF); and
- a pet supply store.

Many of these stores would seem to be appropriate tenants for the vacant space in the Mid-City Shopping Center; others would find a freestanding highway-oriented location more appropriate. All these stores could be supplemented by 13,000 SF of additional shopping goods which could capture available marketing opportunities, including: a small casual clothing store, popularly-priced jewelry and gift shops, linens and cooking equipment, and CDs and tapes.

Upgrade and Market North Albany/Lower Menands Outlet Retailing

Thirteen area warehouse-based businesses currently sell products directly to the public including office and residential furniture, cleaning supplies, carpets and linoleum, ceramic tiles and related goods, stone and masonry tools, construction fasteners and equipment, glass and screen products, kitchen cabinets, and stone flagging, mantels, and counter-tops. All these products fall under a general category of building maintenance and improvement. The area includes two concentrations of outlets, along Broadway and North Pearl Street between Loudonville Road and I-90 and along Broadway near the Albany city line.

A program of improvements (both physical and operational) could expand and make more visible this key economic activity.

Expand Visibility and Attraction of the Capital District Regional Market

Opportunities exist for a more dramatic regional presence for the Capital District Regional Market, either through direct retail activities or through efforts to highlight the history of the organization. The North Broadway Commercial Corridor Planning Group should coordinate with the Capital District Cooperative Long-Range Planning Committee to further elaborate these potentials.

Upgrade the Broadway Corridor As An Office/Flex Facility Site

Space absorption in the Broadway Corridor in the past few years has averaged 110,000 SF of office and 50,000 SF of warehouse/industrial space per year. Almost all this activity has occurred in Menands. Since much of this real estate activity has involved attraction of office users, the area could benefit greatly from upgrading of the public spaces in the Broadway Corridor (at least north of I-90) to a more pedestrian-oriented and heavily landscaped office campus appearance.

Broadway/Wolfert Retail Market Analysis

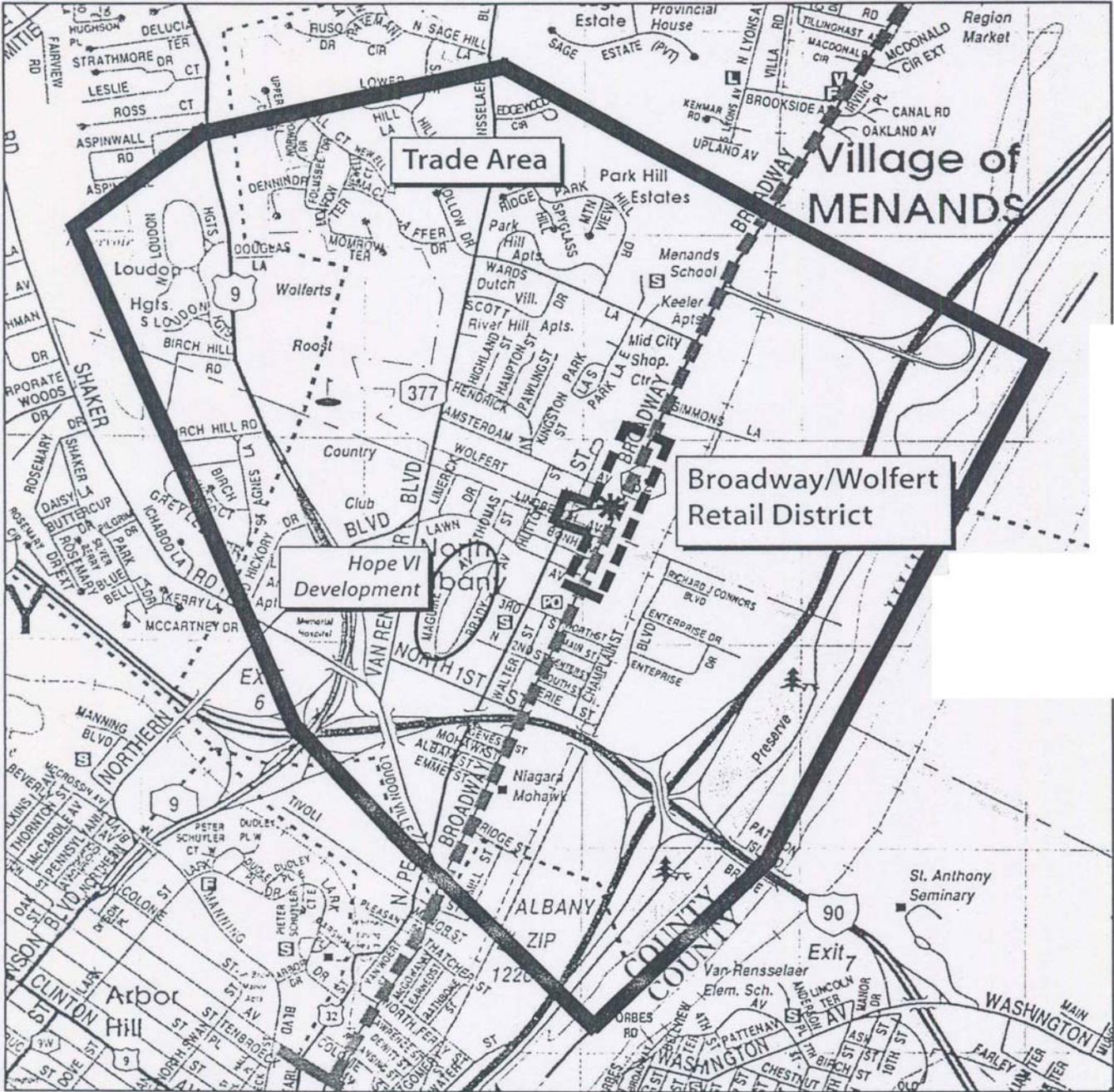
One primary objective of the Broadway Commercial Revitalization effort is to expand retail services benefiting the North Albany neighborhood and supporting the success of the HOPE VI redevelopment of Edwin Corning Homes along Lawn Avenue. A review of development opportunities in this area made it clear the best location for a concentration of expanded retail services in the area would be along the North Albany/Menands border where North Pearl Street (Route 32) is directed through Wolfert Avenue one block to Broadway (see Map 2). We have called this area the Broadway/Wolfert Retail District.

The Broadway/Wolfert retail district would benefit from several factors:

1. It would be convenient to North Albany residents.
2. It would benefit from available physical development opportunities conducive to creating a quality retail district. There are several vacant or underutilized properties along and near this block of Wolfert that could house retail uses in a pedestrian-oriented retail district.
3. Three strong retail businesses are already located in this block: a restaurant, a convenience store, and a medical equipment retailer. The block is also anchored by the studios of a local television station.
4. The traffic light at Wolfert and Broadway already provides a sense of identity to this location. The area would be highly visible to Broadway traffic.
5. The area benefits visually from the attractive, well-maintained grounds and buildings of Albany International which is located on the east side of Broadway at this location.
6. This location is easily accessible along several-routes - Broadway from the north and south; North Pearl Street from the south; Wolfert Avenue from the west; and (if the district is extended 400 feet south) Lawn Avenue from the west as it intersects Broadway.

Development patterns in this portion of the Albany area suggest a comparatively constrained trade area for smaller-scale retail businesses located in this Broadway/Wolfert District. The Hudson River provides a significant barrier for customer travel from the east - especially for convenience and neighborhood-oriented shopping. Most land uses east of Broadway in North Albany and Menands are industrial or

Map 2: Broadway/Wolfert Retail District



office. These locations provide limited daytime employee shoppers, but virtually no residential customers. Therefore, almost all residential customers will come from the area west of Broadway in North Albany and Menands. However, prior development of powerful retail concentrations farther west on Wolf Road and at Latham Circle provide a strong attraction these customers **away from Broadway**. Therefore, we anticipate that new retail development in the Broadway/ Wolfert district must find adequate market from residents and employees located within at most - a one mile radius of the businesses. For customers with this tightly drawn trade area, Broadway/Wolfert businesses will be significantly more convenient than businesses in other locations.

Based on these considerations, we have defined a Broadway/Wolfert neighborhood retail trading area that includes the area bounded by the Hudson River on the east, Tivoli Street on the south, Loudon Heights on the west, and North Sage Hill Lane and the railroad line north of the Menands exit ramp on interstate 787 on the north. **Map 2** shows the **Broadway/Wolfert Retail District** and its retail trade area. We anticipate that the core of the Broadway/Wolfert district will extend approximately 500 feet north and 500 feet south along Broadway from the Wolfert intersection. Adjacent commercial uses both north and south, including the Mid-City Shopping Center, should benefit from activity at the Broadway/Wolfert core and should be programmed with complementary uses. Therefore, recommendations from this study will also suggest potential uses for the Mid-City Shopping Center and other available retail spaces within the trade area.

There are currently two primary clusters of retail businesses within the Broadway/Wolfert retail trade area: the Mid-City Shopping Center on Broadway in Menands and the Loudon Plaza on Northern Boulevard in Albany, each with more than a quarter of the trade area's total retail stores. The remaining businesses are scattered along Broadway, Erie Boulevard and North Pearl Street.

Businesses within this retail trade area serve not only customers from the surrounding residential neighborhoods, but employees from area commercial and government offices, industrial firms, and Albany Memorial Hospital. A few businesses, especially those that include warehouse outlet retail services, attract customers from outside the immediate neighborhood-from throughout Albany, from neighboring Capital District cities, and, occasionally, from western Massachusetts and Vermont.

In estimating the potential for expansion of retail businesses in the Broadway/Wolfert District, we are especially concerned with understanding the purchasing characteristics of this retail trading area. Since most businesses in the trading area are successfully attracting nearby customers, one key development strategy focuses on encouraging these customers to make additional purchases in the district. The retail market analysis undertaken in this report identifies the purchases being made outside the area and targets these purchases for capture by district businesses.

Trade Area Retail Supply

To identify and characterize shopping opportunities available to trade area residents, Urban Partners completed an inventory of all retail business establishments located within the Broadway/Wolfert Retail Trade Area. The results of this inventory, in terms of characterization of retail type, location and size of the business are included as **Appendix 1** to this document.

This study focuses chiefly on retail stores engaged in selling merchandise for personal and/or household consumption and on establishments that render services incidental to the sale of these goods. Selected service establishments are also included, especially those businesses primarily providing personal services to individuals and households, such as hair and nail salons and laundry and fry cleaning establishments.

All retail establishments in the area were classified by type of business according to the principal lines of merchandise sold, the usual trade designation, estimated square footage and level of sales. All establishments are classified according to the numeric system recently established for both government and industrial practice -- the NAICS. Banks and other financial establishment are excluded from this assessment because banking activities -- deposits, loans, etc. -- cannot be added to sales volume data for other types of retail establishments.

The term "retail store sales" is defined in the analysis to include the sales by establishments which are normally found in pedestrian-oriented retail shopping areas. This definition excludes the sales of automobile dealerships and repair facilities, service stations, fuel oil dealers and non-store retailing.

The above definition of retail store sales differs from that of conventional secondary data sources, such as the Bureau of the Census, which include in their data the sales of automobile dealerships and non-store retailing operations and do not include the sales of service establishments such as barber shops, beauty salons and dry cleaners.

Table 1 describes the current rage of stores available in the Broadway/Wolfert Retail Trade area and estimates the current performance of these stores. As of November, 2000, this trade area included 35 operating retail businesses occupying over 238,000 square feet of store space and generating more than \$30 million in sales.

This collection of retail goods and services is extremely limited. By far the most important of these businesses is the Huck Finn Warehouse (classified here as a furniture store, though it also has limited lines of other merchandise) which includes more than 50% of all retail space in the trade area. The remaining 34 stores occupy less than 100,000 SF of space.

Table 1
North Albany/Lower Menands Retail Trade Area Businesses - 2000

RETAIL CATEGORY	No. of Stores	S.F. GLA	Retail Sales (\$1000)	Sales SF	Pct. of Stores	Pct. of GLA	Pct. of Sales
TOTAL	35	238,100	\$ 30,238	\$ 127	100.00	100.00	100.00
CONVENIENCE GOODS	21	41,700	\$ 10,188	\$ 244	60.00	17.51	33.69
Supermarkets, Grocery Stores							
Convenience Stores	6	12,200	\$ 4,395	\$ 360	17.14	5.12	14.53
Meat Stores							
Fish Stores							
Fruit & Vegetables							
Bakeries							
Candy & Nuts							
Other Specialty Foods							
Liquor & Beer Distributors							
Drug Stores/Pharmacies	1	2,200	*	*	2.86	0.92	*
Cosmetics, Beauty Supplies, & Perfume							
Health Food Supplements							
Other Health & Personal Care	1	2,000	*	*	2.86	0.84	*
Full Service Restaurants	4	12,600	\$ 2,164	\$ 172	11.43	5.29	7.16
Limited-Service Restaurants	5	7,900	\$ 2,149	\$ 272	14.29	3.32	7.11
Bars and Lounges	4	4,800	\$ 680	\$ 142	11.43	2.02	2.25
SHOPPING GOODS	6	179,000	\$ 17,930	\$ 100	17.14	75.18	59.30
Full-Service Department Stores							
Discount Department Stores	1	9,500	*	*	2.86	3.99	*
Warehouse Clubs							
Other General Merchandise Stores							
Men's Clothing							
Woman's Clothing							
Children's Clothing							
Family Clothing							
Clothing Accessories							
Other Clothing							
Shoe Stores							
Jewelry Stores							
Luggage & Leatherwork							
Furniture	3	163,000	\$ 15,470	595	8.57	68.46	51.16
Floor Coverings	1	5,000	*	*	2.86	2.10	*
Window Treatments							
Other Home Furnishing							
Household Appliances	1	1,500	*	*	2.86	.63	*
Radio/TV/Electronics							
Computer & Software Stores							
Camera, Photo Supply							
Optical Stores							
General-Line Sporting Goods							
Specialty Sporting Goods							
Toys & Hobbies							
Sewing, Needlework							
Music Stores							
Book Stores							
Newsstands							
Record/CD/Tape Stores							
Video Stores							
Office Supply/Stationers							
Gift, Novelty, Souvenir Stores							
OTHER RETAIL STORES	1	6,000	*	*	2.86	2.52	*
Home Centers							
Paint & Wallpaper Stores							
Hardware Stores							
Retail Lumber Yards	1	6,000	*	*	2.86	2.52	*
Nursery & Garden Centers							
Auto Parts & Accessories Stores							
Florists							
Antique Stores							
Other Used Merchandise							
Pet Supply Store							
Art Dealers							
Tobacco Stores							
Collector's Items & Supplies							
Other Miscellaneous Retail Stores							
SERVICES	7	11,400	\$ 1,340	\$ 118	20.00	4.79	4.43
Hair Salons	4	4,700	\$ 469	\$ 100	11.43	1.97	1.55
Laundries; Dry Cleaning	3	6,700	\$ 871	\$ 130	8.57	2.81	2.88

* Data Suppressed

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Other than the Huck Finn Warehouse, most trade area businesses provide convenience goods and services. In total, 21 businesses sell convenience goods, while an additional 7 provide personal services. These include six convenience stores, nine restaurants, four bars, four hair salons, three laundries and dry cleaners, one independent pharmacy, and one medical equipment retailer. Together these 28 stores occupy nearly one fourth of all store space and generate one third of all sales. There are six shopping goods stores (including Huck Finn) including three furniture businesses, one floor coverings outlet and a household appliance (vacuum store). Finally, there is a retail lumber yard which also sells hardware.

Trade Area Retail Demand

Based on 1990 census data, the Broadway/Wolfert Retail Trade Area had a population of approximately 5,774, with a per capita income of \$ 21,283 (see Table 2). The HOPE VI reconstruction of the Edwin Corning Homes is anticipated to reduce total population by somewhat over 300 persons to an estimated 5,453 people. The 2,000 per capita income for the area is estimated at \$ 31,198, using 1990 census income data adjusted for inflation and adapted to the HOPE VI redevelopment program.

Using these income estimates, the total income for all trade area residents is estimated at approximately \$ 170 million in the current year (see **Table 3**). Using information about the retail spending behavior of Capital District area residents, as compiled by Sales and Marketing Management, we estimate that the primary trade area's population spends approximately \$64.9 million on retail goods annually, of which \$23.3 million is spent on personal services such as laundry, dry cleaning and hair care (see **Table 3**).

Consumer shopping patterns vary depending on the types of goods being purchased. For convenience goods purchased frequently, such as groceries, drugs and prepared foods, shoppers typically make purchases at stores close to their home or place of work. For larger ticket, rarely-purchased items -- such as automobiles, electronics and larger appliances -- shoppers may travel anywhere within the metropolitan area or beyond to obtain the right item at the right price. For apparel, household furnishings and other shopping goods, consumers generally establish shopping patterns between these two extremes, trading at a number of shopping areas within a 30 minute commute of their homes.

In analyzing the retail market demand within a portion of a larger metropolitan area, these behavioral

Table 2**North Albany/Lower Menands Retail Trade Area Population Base**

Census Tract/ Block Group	Population 1990	Per Capita Income 1990	Total Income 1990	Population 2000 HOPE VI Adjusted	Per Capita Income 2000
CT 1	2,378	\$ 10,322	\$ 24,545,726	2,057	
CT3/BG2--Partial	806	\$ 12,843	\$ 10,351,458	806	
CT136.02/BG3	1,260	\$ 20,235	\$ 25,496,100	1,260	
CT136.02/BG 4--Partial	1,200	\$ 48,650	\$ 58,380,000	1,200	
CT137.04/BG 3--Partial	130	\$ 31,660	\$ 4,115,800	130	
Total	5,774	\$ 21,283	\$ 122,889,074	5,453	\$ 31,198

Table 3
Estimated Retail Store Purchases - 2000
By North Albany/Lower Menands Trade Area Residents & Employees

	Residential Market	Employee Market	Total Market
TOTAL POPULATION/EMPLOYEES	5,435	11,100	
TOTAL INCOME (\$5000)	\$ 170,123		
TOTAL RETAIL PURCHASES (\$5000)	\$ 65,880	\$ 28,119	\$ 93,999
CONVENIENCE GOODS	\$ 23,192	\$ 16,379	\$ 39,570
Supermarkets, Grocery Stores	6,584	626	7,210
Convenience Stores	1,198	114	1,312
Meat Stores	81	8	89
Fish Stores	19	2	21
Fruits & Vegetables	39	4	43
Bakeries	17	2	18
Candy & Nuts	23	2	25
Other Specialty Foods	23	2	25
Liquor & Beer Distributors	425	27	452
Drug Stores/Pharmacies	6,057	611	6,667
Cosmetics, Beauty Supplies, & Perfume	271	27	299
Health Food Supplements	214	22	236
Other Health & Personal Care	290	29	320
Full-Service Restaurants	3,844	7,207	11,051
Limited-Service Restaurants	3,685	6,908	10,593
Bars and Lounges	420	788	1,208
SHOPPING GOODS	\$ 30,311	\$ 10,629	\$ 40,940
Full-Service Department Stores	2,971	617	3,588
Discount Department Stores	4,011	833	4,844
Warehouse Clubs	2,561	532	3,093
Other General Merchandise Stores	889	184	1,073
Men's Clothing	606	481	1,087
Woman's Clothing	1,674	1,329	3,003
Children's Clothing	285	226	511
Family Clothing	2,751	2,185	4,936
Clothing Accessories	131	104	235
Other Clothing	444	353	796
Shoe Stores	1,262	1,002	2,263
Jewelry Stores	1,137	249	1,385
Luggage & Leatherwork	88	19	107
Furniture	1,566	342	1,908
Floor Coverings	630	138	767
Window Treatments	35	8	43
Other Home Furnishings	510	111	621
Household Appliances	385	84	470
Radio/TV/Electronics	1,229	269	1,498
Computer & Software Stores	920	201	1,121
Camera, Photo Supply	86	19	105
Optical Stores	395	86	481
General-Line Sporting Goods	572	125	697
Specialty Sporting Goods	659	144	803
Toys & Hobbies	884	193	1,077
Sewing, Needlework	195	43	238
Music Stores	233	51	284
Book Stores	760	166	926
Newsstands	52	11	64
Record/CD/Tape Stores	411	90	501
Video Stores	42	9	51
Office Supply/Stationers	1,049	229	1,278
Gift, Novelty, Souvenir Stores	890	195	1,085
OTHER RETAIL STORES	11,383	732	12,115
Home Centers	3,170	204	3,374
Paint & Wallpaper Stores	488	31	519
Hardware Stores	835	54	889
Retail Lumber Yards	2,570	165	2,735
Nursery & Garden Centers	333	21	354
Auto Parts & Accessories Stores	1,949	125	2,074
Florists	403	26	428
Antique Stores	113	7	124
Other Used Merchandise	255	16	271
Pet Supply Stores	337	22	359
Art Dealers	184	12	196
Tobacco Stores	188	12	201
Collectors' Items & Supplies	75	5	80
Other Miscellaneous Retail Stores	479	31	510
SERVICES	994	380	1,374
Hair Salons	544	208	752
Laundries; Dry Cleaning (Urban Partners - 12/2000)	450	172	622

observations translate into a series of analytical rules-of-thumb:

- Convenience good shopping is generally confined to the primary trade area. Personal services and routine amusement activities will also generally be confined to the primary trade area.
- Expenditures made at restaurants and other prepared food outlets will occur chiefly within the primary trade area, but some restaurant expenditures made by the primary trade area population will be lost to established restaurants located outside the primary trade area. Similarly, some restaurant sales in the primary trade area will be attracted from residents who live elsewhere in the region.
- Expenditures made by primary trade area residents for shopping good items will more likely occur within the area, but a substantial proportion of these sales will occur outside the area. Similarly, significant sales will be attracted from residents outside the primary trade area to any large, well-known stores located within the primary trade area.
- Specific high-quality stores within the primary trade area may attract significant clientele from well beyond the primary trade area for highly-targeted single destination trips for specialized purchases.

The expenditures of area employees are another important source of demand for retail goods and services. Updating prior studies from the International Conference of Shopping Centers and our firm's own work with State of New Jersey employees, we estimate that the typical office worker now spends approximately \$3100 on goods and services near his or her workplace, with 53% of those expenditures being aimed at lunch and other prepared food items.

Major employers in the Broadway Commercial District include the State of New York, Niagara-Mohawk, Albany International Corporation, Matthew Bender and Co., and professional and commercial offices at complexes including the Riverview Center and 800 N. Pearl Street. In total, the Broadway Commercial District supports approximately 14,000 employees (9,000 in North Albany, 5,000 in the Village of Menands).

Of these 14,000 workers located throughout the Broadway Commercial Corridor, we estimate that 11,100 employees work within the defined Broadway/Wolfert Retail Trade Area, including 700 hospital workers and approximately 5,000 industrial/distribution firm workers. Hospital workers typically spend considerably less at work area stores because most of them dine within their facilities and because many

work odd shift hours. Similarly, many industrial workers also spend somewhat less near work because many eat worktime meals at or near their work stations.

Adjusting for these factors, we estimate that the 11,100 area workers spend more than \$28 million annually on retail goods and services near their workplace. These expenditures include \$14.9 million in restaurants, fast food establishments, and bars; \$1.5 million on other convenience goods; \$11.3 million on shopping and other retail goods; and \$400,000 on services (see **Table 3**).

Totaling the expenditures of both residents and area employees, we estimate total demand of retail goods and services within the Broadway/Wolfert Retail Trade Area to be \$94 million.

Survey of Retail Businesses

In-store interviews were conducted with six retail businesses scattered throughout the Broadway/Wolfert Retail District. Stores selected for interviews represented a wide variety of business types including a limited-service restaurant, a full-service restaurant, a medical and health supply store, a hardware store, a carpet store and a convenience mart. Four of these businesses have been in the area for less than five years; one has been in the area since 1954.

There were two types of results from this business survey. First, we identified the characteristics of the customers being served by these businesses. Secondly, we identified issues of concern to these businesses regarding their activities in the Broadway/Wolfert Retail District. The survey instrument used for these interviews is included as Appendix 2.

Characteristics of Customers

Four of the six businesses report that their customer base comes primarily from areas throughout the Capital District, not from the immediately surrounding neighborhood. Ta-Ke Japanese Steak House on Northern Boulevard offers a unique "beni-hana" style service that draws primarily family groups from throughout the Capital District area. The hardware and carpet stores provide products not only for residential customers but for contractors who may travel from as far as 30 miles to come to the Broadway area. The health supply store caters to a primarily elderly customer base; a significant level (90%) of its business is via delivery service. The only two stores that cater primarily to the local consumer are the Kentucky Fried Chicken limited-service restaurant and On The Run at the Menands Mobil station. These consumers, however, consist largely of daytime Broadway Commercial District employees, not residents from the immediate neighborhood.

Almost all businesses report that the majority of their customers arrive by car. The limited-service restaurant states that walk-in customers are an important customer segment (60%). For the restaurants, business activity is greatest at meal times. Otherwise the most active times are in the morning and evening at the beginning and end of the work day.

Beneficial Changes in the Area

Only one business has observed any recent changes in the Broadway Commercial District that have been beneficial to their business. These include new sidewalks, trees, and street paving on the 1000 block of Broadway in North Albany that have improved the general appearance of the District.

Issues of Concern

One North Albany business stated that criminal activity and drug dealing in the evenings provided a negative impact such that they extended their business hours only one evening per week. This business was located on Broadway south of I-90. Another business owner stated that street signage on Broadway where the road turns from two to four lanes was unclear and confusing and created hazardous driving conditions especially for elderly customers.

Plans and Suggestions for Improvement

Five of the business stated that their sales trends have grown over the past year, and three of these expressed interest in expanding their business within the next two years. For five of the businesses, no changes in location are planned. One business, a medical supply store, may expand to a new location.

In general, merchants were content with the general physical and economic conditions of the District. There were limited suggestions for improvements, the most significant of which included enhanced streetscape and lighting along Broadway to improve the overall appearance of the District and provide a safer perception for customers. Several businesses also expressed interest in the addition of complimentary businesses in the area.

Retail Development Opportunities

On **Table 4**, we have compared the sales potential calculated above with the current level of retail sales in the Broadway/Wolfert Retail Trade area to compute available potential for new or expanded retail stores within the trading area. This analysis highlights the current performance of area stores compared to their market potential.

In terms of aggregate sales, the 35 stores in the Broadway/Wolfert Retail Trade Area are capturing \$30.2 million in sales, an amount equivalent to 32% of the \$94 million in retail purchases made by area residents and employees. As noted above, however, retail businesses are available within the trade area in only 13 of the 65 categories being analyzed. Therefore, area residents and employees are traveling outside the trade area to purchase all goods in the remaining 52 categories.

In some cases, this is to be expected because efficient store sizes are much larger than can be supported by the available demand from area residents and employees. Some stores (department stores, warehouse clubs, toys stores, and home centers, for instance) are only competitive at very large scales and they must attract customers from many neighborhoods to be successful. Since North Albany and Menands are located at the eastern edge of much larger residential communities, it is logical that these larger stores would locate further west in the midst of this larger customer base.

For some other specialized store categories, available demand in the Broadway/Wolfert trade area is simply too small to support a store.

However, as shown on **Table 4**, there is sufficient excess demand in the Broadway/Wolfert trade area to support efficient new store development in 39 different categories. If fully captured, this retail potential could support 275,000 SF of new store space. Many of these opportunities, however, tend to cluster in larger centers, especially specialty apparel and certain other shopping goods. There does not appear to be any reasonable opportunity in the Broadway/Wolfert area to develop a large enough concentration of retail space to provide the appropriate environment for these store types.

Given these considerations, the best opportunities for additional retail development in the Broadway/Wolfert district focus on categories that are underserved in the trade area and that function as freestanding businesses attracting their own customer base without dependence on strong interaction with adjacent stores. As shown on **Table 4**, we have identified a total of 117,000 SF of such appropriate stores in 21 different retail categories. These strong opportunities fall into three major groupings:

**Table 4
Retail Development Opportunities North Albany/Lower Menands Retail District**

	Current Sales Level All Primary Trade Area Stores	Sales Potential Primary Trade Area Stores	Available Potential For Primary Trade Area Stores	Retail Opportunities (In SF)	Retail Opportunities Appropriate for No Albany/ Lower Menands (in SF)
TOTAL SALES	\$ 30,238	\$ 93,999	\$ 62,276	275,000	117,000
CONVENIENCE GOODS	\$ 10,188	\$ 39,570	\$ 28,927	104,000	51,000
Supermarket, Grocery Stores		\$ 7,210	\$ 7,210	16,000	8,000
Convenience Stores	\$ 4,395	1,312	(3,083)		
Meat Stores		89	89		
Fish Stores		21	21		
Fruit & Vegetables		43	43		
Bakeries		18	18		
Candy & Nuts		25	25		
Other Specialty Stores		25	25		
Liquor & Beer Distributors		452	452		
Drug Store/Pharmacies	*	6,667	*	25,000	15,000
Cosmetics, Beauty Supplies & Perfume		299	299	1,000	
Health Food Supplements		236	236	1,000	
Other Health & Personal Care	*	320	*		
Full-Service Restaurants	2,164	11,051	8,887	36,000	18,000
Limited-Service Restaurants	2,149	10,593	8,444	21,000	10,000
Bars and Lounges	680	1,208	528	4,000	
SHOPPING GOODS	\$ 17,930	\$ 40,940	\$ 22,169	122,000	48,000
Full Service Department Stores		\$ 3,588	\$ 3,588		
Discount Department Stores		4,844	*		
Warehouse Clubs		3,093	3,093		
Other General Merchandise Stores		1,073	1,073	7,000	4,000
Men's Clothing		1,087	1,087	5,000	
Women's Clothing		3,003	3,003	17,000	
Children's Clothing		511	511	3,000	
Family Clothing		4,936	4,936	27,000	15,000
Clothing Accessories		235	235	1,000	
Other Clothing		796	796	4,000	2,000
Shoe Stores		2,263	2,263	12,000	7,000
Jewelry Stores		1,385	1,385	6,000	3,000
Luggage & Leatherwork		107	107		
Furniture	\$ 15,470	1,908	(13,562)		
Floor Coverings	*	767	*		
Window Treatments		43	43		
Other Home Furnishings		621	621	3,000	3,000
Household Appliances	*	470	*		
Radio/TV/Electronics		1,498	1,498	7,000	3,000
Computer & Software Stores		1,121	1,121	5,000	
Camera, Photo Supply		105	105		
Optical Stores		481	481	2,000	2,000
General-Line Sporting Goods		697	697		
Specialty Sporting Goods		803	803	4,000	3,000
Toys & Hobbies		1,077	1,077	6,000	
Sewing, Needlework		238	238	2,000	1,000
Music Stores		284	284	2,000	
Book Stores		926	926		
Newsstands		64	64		
Record/CD/Tape Stores		501	501	3,000	2,000
Video Stores		51	51		
Office Supply/Stationers		1,278	1,278		
Gift, Novelty, Souvenir Stores		1,085	1,085	6,000	3,000
OTHER RETAIL STORES	*	\$ 12,115	*	47,000	16,000
Home Centers		\$ 3,374	\$ 3,374		
Paint & Wallpaper Stores		519	519	3,000	
Hardware Stores		889	889	5,000	
Retail Lumber Yards	*	2,735	*	14,000	
Nursery & Garden Centers		354	354	2,000	2,000
Auto Parts & Accessories Stores		2,074	2,074	11,000	10,000
Florists		428	428	2,000	2,000
Antique Stores		124	124	1,000	
Other Used Merchandise		271	271	2,000	
Pet Supply Stores		359	359	2,000	2,000
Art Dealers		196	196	1,000	
Tobacco Stores		201	201	1,000	
Collectors' Items & Supplies		80	80		
Other Miscellaneous Retail Stores		510	510	3,000	
SERVICES	\$ 1,340	\$ 1,374	\$ 34	2,000	2,000
Hair Salons	469	752	283	2,000	2,000
Laundries; Dry Cleaning	871	622	(249)		

*Data Suppressed

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- Creating a full service neighborhood convenience retail district;
- Adding freestanding stores that service their own discrete clientele; and
- Adding selected smaller complementary stores that will complete the neighborhood convenience district or cluster around certain of the freestanding stores in the second grouping.

Neighborhood Convenience Shopping District

The chief opportunities for adding score space to create a full-service neighborhood convenience retail district include:

- a small(perhaps 8,000 SF) grocery store;
- a modern 15,000 SF chain discount drug store;
- up to 28,000 SF of additional full- and limited-service restaurants;
- a small dollar store or other general merchandise store;
- a small electronics store;
- an optical store;
- a florist; and
- up to 2,000 SF of additional hair salons.

Together, these additional neighborhood convenience scores could require up to 64,000 SF of score space. All the suggested score types have reasonable parallels in the Albany area, although it may prove difficult to find a quality owner/operator for the small grocery score since the food store industry is so highly concentrated in the Albany area. This concentration of neighborhood serving businesses could be well-developed as the core of the proposed shopping district centered at Broadway and Wolfert.

We should also note that this mix of scores is quite similar to the mix at Price Chopper Plaza two miles to the north. Although the analysis in this report does not depend on the market in the immediate vicinity of that facility, we can readily assume that stores in that Plaza are attracting much of the customer base from the Broadway/Wolfert trade area. Therefore, it is unlikely that the companies tenanted that Plaza, especially Rite Aid Drugs and Radio Shack, will open second facilities at Broadway/Wolfert. As a result, one implementation task at Broadway/Wolfert will be to identify interested competitors or quality independents to provide these store types.

Two-thirds of the market demand for the proposed additional restaurants is area employees. Therefore, most of the new restaurants will need to be price-sensitive and oriented to the noontime market. Some will need to provide drive-through service; others will be predominantly take-out and delivery services. It is likely that many of these facilities will prefer to be scattered along Broadway at more auto-oriented locations.

Therefore, we would expect at most 10,000 SF of new restaurants to cluster directly at Broadway & Wolfert, leaving a total development program for this location of about 46,000 SF. Recent real estate activity suggests that some efforts to implement this strategy are already underway. Dunkin Donuts has recently purchased the closed fast food restaurant at 54 Broadway, Menands, at the northern edge of the proposed Broadway/Wolfert District. A diner also showed strong interest in this location.

Freestanding Stores

Additional freestanding stores of up to 40,000 SF can be attracted to service specific clientele, including:

- a family clothing store of up to 15,000 SF;
- a 7,000 SF popularly priced shoe or sneaker store;
- a small specialty sporting goods store such as a bike or fishing/hunting shop;
- a sewing/fabric store;
- a small nursery or garden shop;
- age auto parts store (up to 10,000 SF); and
- a pet supply store.

Many of these stores would seem to be appropriate tenants for the vacant space in the Mid-City Shopping Center; others would find a freestanding highway-oriented location more appropriate.

Smaller Complementary Stores

Stores providing up to 13,000 SF of additional shopping goods could capture available market opportunities and operate efficiently if they located in the Broadway/Wolfert District or near larger stores such as the proposed family clothing or shoe stores. Possible store types include: a small casual clothing store, popularly-priced jewelry and gift stores, linens and cooking equipment, and CDs and tapes.

Outlet Retailing

A survey was conducted A survey was conducted to determine the possibility of expanding outlet retailing along the Broadway Commercial District. The survey determined to what extent wholesale distributors, manufacturers, and service providers along Broadway provide outlet retail services directly to the public.

The survey instrument used for this analysis is presented in Appendix 3. Businesses were asked about products produced and/or distributed and whether they operate an outlet store or in any way sell directly to the public either at their Broadway location or at any other site.

Eighteen businesses were surveyed. Thirteen (13) sold products directly to the public at their location in the Broadway Commercial District; three of these are largely retail establishments operating in an outlet mode: Huck Finn Warehouse, Modern Carpet Company, and Office Furniture USA.

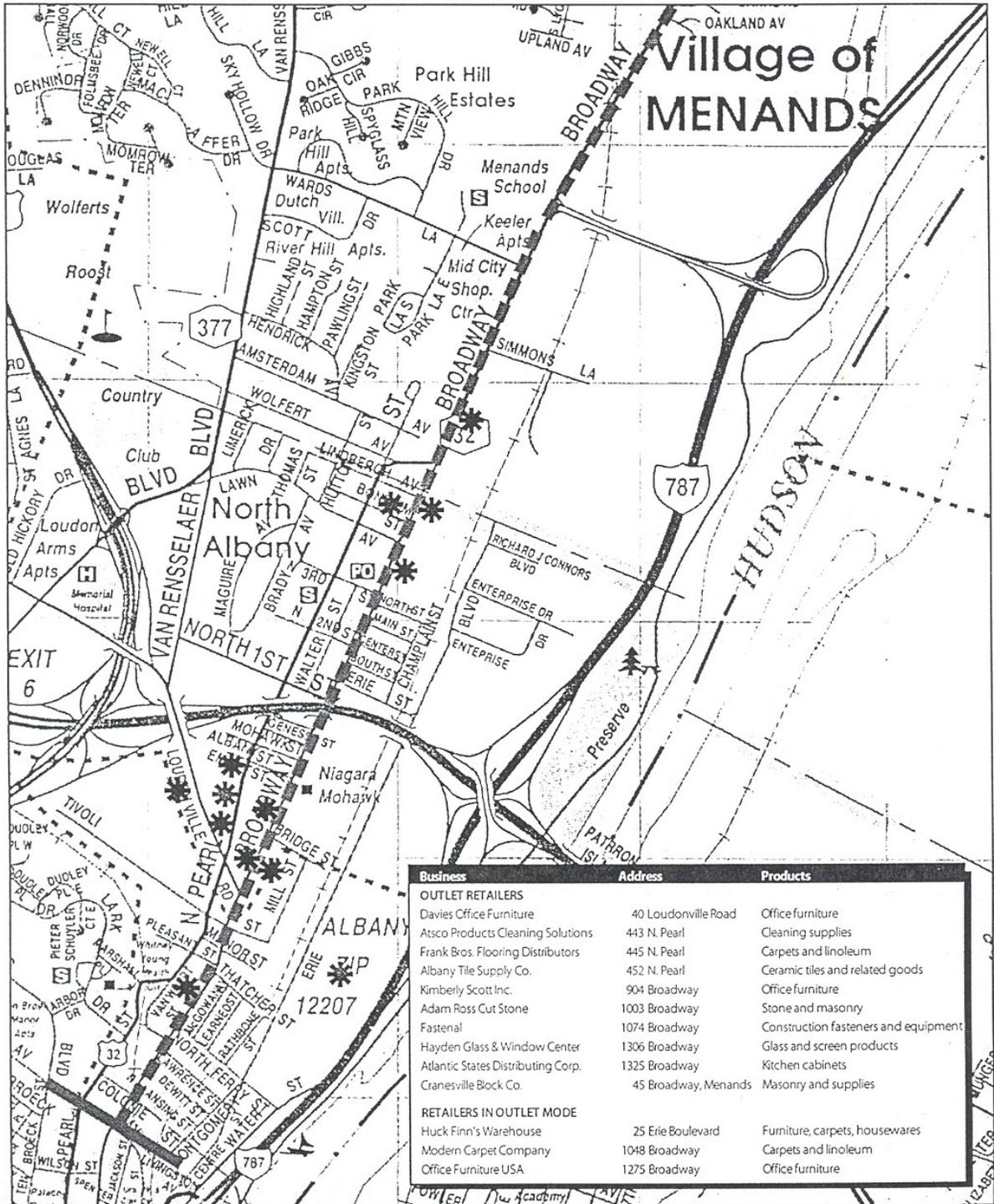
Products that businesses sell directly to the public include office and residential furniture, cleaning supplies, carpets and linoleum, ceramic tiles and related goods, stone and masonry tools, construction fasteners and equipment, glass and screen products, kitchen cabinets, and stone flagging, mantels, and counter-tops. It is significant to note that all of these products fall under a general category of building maintenance and improvement.

Of the thirteen businesses that operate an outlet component at their establishments, eleven have formal showroom areas. Hours of opening range from 42 to 54 hours per week. Seven businesses have at least one full-time staff person dedicated to the outlet operation; four have staff that provide both distribution and retail services. On average, the retail component of these businesses reflect moderate patronage with sales volume representing between 18 and 50 percent of their total business. Each of the thirteen establishments draws retail shoppers from primarily the Capital District Region, though several stated that customers also travel from as far as 30-50 miles. Six businesses advertise that they are open to the public in a variety of media including the newspaper, the phonebook, and television and radio commercials. Three businesses attract customers only through word of mouth. All but one provide a designated parking area for customers.

Map 3 shows the location of outlet home maintenance and improvement outlet retailers in the Broadway Commercial District. There are two concentrations of outlets, along Broadway and North Pearl Street between Loudonville Road and 1-90 and along Broadway near the Albany city line.

We should note that the five interviewees that do not currently operate retail outlets stated no interest in doing so. Therefore, we believe that the activities of current outlet operators can be promoted and expanded, but have no strong reason to assume that other outlets will be added in the near future to this mix.

Map 3: Broadway Commercial District Outlet Retailing



Capital District Regional Market

Background

The Capital District Regional Market at 381 Broadway, Menands, is a unique asset of the Broadway Commercial Corridor and an historically important regional resource. Formally organized as the Capital District Cooperative, this market was created as a farmers cooperative in 1933. Today, the facility includes three components: (1) an early morning tailgate produce and flower market at which the 180 member farmers and other daily participating growers sell product on a wholesale basis to grocers, restaurants, and other large volume customers that visit the facility; (2) on-site wholesale produce companies that lease warehouse and distribution facilities from the Cooperative and sell and distribute non-local produce to similar customers throughout the region; and (3) a few other on-site tenants that utilize a small portion of the facilities for other businesses, the most important of which is Wickes Lumber. This Regional Market facility is the chief location for wholesale produce sales and distribution in the entire Capital region.

The entry road to the market runs parallel to and slightly east of Broadway. Physically, the Capital District facility is set back from Broadway and is visually shielded to a great extent by retail and manufacturing facilities that line this access road. The most important of these facilities are the True Value Hardware Store and the former Borden's Dairy, which in recent years has been utilized as a food processing plant that salvages usable portions of sub-market grade produce. The Old Borden's Dairy complex is currently for sale; a prospect purchaser has received planning approval for opening a milk processing plant and a small retail dairy and convenience store at the site.

Of special interest to this study is the potential of the Capital District Market to attract retail customers and other visitors to the area. The Market began to explore this possibility in a limited way in 1999 with a Saturday Market oriented to the general public as retail customers. Opinions on the success of this experiment are mixed; though technically still an active project of the Cooperative, the Saturday Market did not operate in 2000.

The Cooperative is managed by a IS-member board of directors and the board has established a Long-Range Planning Committee to consider the future of the facility and different roles for the organization. This committee will be reviewing alternative opportunities in the next several months.

Development Opportunities

Given the on-going organizational planning being undertaken by the Cooperative, it is premature to suggest specific implementable activities regarding the Market. However, there are three possibilities that could be explored that would greatly enhance the visibility of the Market to the general public and through this expanded presence exploit the potential of the Market as an anchor for a greater public presence for the Broadway District as a whole.

These possibilities include:

1. A permanent, expanded, and heavily promoted retail produce and flower market. This could occur on Saturday as previously operated or could be expanded to perhaps three days per week (Thursday through Saturday).
2. A full-service year-round farmer's market associated with the wholesale market. This market would utilize a permanent facility and include meat, fish, poultry, bakery, and deli vendors, as well as produce. This operation would be essentially independent but co-located to reinforce the regional role of the wholesale market.
3. A museum or other permanent display honoring the history of the Market and focusing on the evolving economic and social circumstances of the independent farmer. This historic activity could include a significant exhibit on the Depression. Potential partners in such an historic focus could include the State and the Cornell University Agricultural Extension.

These possibilities are only suggestions at this point; there may be many other more viable activities that would expand the presence of the Market within the Broadway Corridor. Exploring any of these possibilities will require cooperative effort between the Market organization and the governments and organizations interested in the Broadway Corridor.

We recommend that the North Broadway Commercial Corridor Planning Group establish an on-going mechanism with the Market's Long-Range Planning Committee to explore these possibilities.

Commercial Market Conditions

A survey of commercial realtors and developers was conducted to gain an understanding of the economics of the Broadway Commercial District commercial real estate market and to identify commercial opportunities appropriate for the area. Telephone interviews were held with twelve commercial realtors and developers who currently have listings in the Broadway Commercial District. In total 17 listings were identified, extending from 883 Broadway in Albany to the 431 Broadway in Menands. These listings represent a broad array of both occupied, partially vacant, and vacant building space and land including a former gas station, a former fast food restaurant, two former shopping centers, two converted warehouses, two storefront retail buildings, and five mixed warehousing and office spaces.

This survey produced two types of results. First the current status of the commercial real estate market along Broadway in the study area was ascertained. Second, insights were gathered from the surveyed developers and realtors regarding the types of businesses that typically choose to locate along Broadway and the features of the Broadway district that businesses find attractive and unattractive. The survey instrument used is included in Appendix 4.

Commercial Real Estate Market

As of November 15, 2000 there were 17 commercial listings in the study area:

Albany

883 Broadway
927 Broadway
1100 Broadway
404 North Pearl Street

Menands

14 Broadway (with 3 Wolfert Avenue)
50 Broadway (former Hess Station)
100 Broadway (at Mid-City Shopping Center)
120 Broadway
125 Broadway (Williams Press Building)
150 Broadway (Riverview Center)
800 N. Pearl Street
240 Broadway
431 Broadway
566 Broadway
582-6 Broadway
10 Elmwood Drive
Old Borden's Plant at the Capital District Regional Market

Seven of these listings are for sale, nine are for lease only, and one is for sale or lease. In total 206,000 SF and 11.78 acres are for sale and 528,045 SF and 15 acres are for lease.

After Two years on the market the 2,500 SF former Mac Donald's site at 54 Broadway, Menands, was recently sold to Dunkin Donuts for \$ 182,000--a price of \$73/SF of building. The other properties listed for sale range in price from \$2.39 per SF to \$31.50 per SF of building space, while the listing price of vacant land appears to be approximately \$4 per SF. Rental office and commercial space in generally good condition is listed for \$10 to \$13.50 per SF plus Utilities, with some listed as low as \$6.50 per SF. Warehouse/industrial space is listed at \$1.25 to \$5.50 per SF.

Eighty-two percent of the listings are vacant, eleven percent are occupied, and five are partially occupied. Fifty two percent of the sites are components of larger occupied office and warehouse buildings or complexes including a high tech office space, electrical contracting services, alarm services, a commercial realtor, a professional staffing office, industrial offices, a doctor's and an attorney's office, a record management center, parts storage and distribution center, office furniture retail, State offices, a data storage facility, and a produce distribution center.

Seven of the properties have been on the market for less than six months, five from one to two years, and one (at the Mid City Shopping Center) has been on the market for four years. While expectations for the sale and/or lease of the properties were generally mild, eight sites are expected to turn around in less than one year. Five sites are expected to take at least one year. Expectations for the type of business that might buy or lease the listings include professional offices, back office space, high tech companies, a convenience store, contractors, product showroom, retail, State offices, distribution warehousing, service providers, telecommunications, storage, and industrial users.

Conversion to office space at the Riverview Center, the former Wards Department Store, at 150 Broadway was begun ten years ago. Since that time 740,000 SF have been converted and leased (primarily to New York State offices). The 160,000 SF currently for lease are on the recently converted 7th and 8th floors of the building. Behind the Riverview Center at 800 N. Pearl Street is a 1948 office building in which 35,000 SF are currently available for lease. Last year 30,000 SF were leased in this building. Across Broadway, the 150,000 occupied SF at the Williams Press Complex at 125 Broadway has all been leased within the past three years; 40,000 SF were leased in spring 2000, 110,000 in 1999. At the former grocery store at 431 Broadway approximately 40,000 SF of the total 140,000 SF have been on the market for lease since fall 2000 and is expected to lease within the next 6 months. The 100,000 SF that is currently leased has been occupied by the Fleet Corporation for at least the past five years.

Recent Patterns in Broadway Commercial District Property Market

A wide variety of business have been attracted to the Broadway Commercial District including industrial users, service providers, storage distribution and warehousing, back-office space, manufacturing, high tech, communications, and professional users. Very little or no primary retail has been attracted to the area.

According to the surveyed developers and realtors, the distinctive feature of the District that businesses find attractive is its easy access to Interstate 787. Proximity to downtown Albany was also stated as a positive characteristic of the area, as was the District's inclusion as an Empire Development Zone.

The primary feature that businesses find unattractive is the overall age of the industrial building stock. Most of the historical industrial and warehousing facilities are not suitable for today's purposes. Most buildings need significant renovation and sites may possess contamination issues. An additional unattractive feature for businesses considering location in the District is the area's lack of identity. It was stated that people tend to pass through the area on their way to the Interstate but do not stop. One realtor mentioned that Albany's high commercial taxes deter businesses from locating within city limits.

In general, it appears that space absorption in the Broadway Corridor in the past few years has averaged 110,000 SF of office and 50,000 SF of warehouse /industrial space per year. Almost all this activity has occurred in

Since much of this real estate activity has involved attraction of office users, the area could benefit greatly from upgrading of the public spaces in the Broadway Corridor (at least north of I-90) to a more pedestrian-oriented and heavily landscaped office campus appearance.

APPENDICES

Appendix 1

Retail Store Inventory

Broadway/Wolfert Retail District

Number	Street	Business Name	Est. Store Size(Sf)	Type of Store
Albany				
1048	Broadway	Modern Carpet Company	5,000	Floor Coverings
1050	Broadway	Modern Office Furniture	5,000	Furniture
1096	Broadway	Sani Mini-Mart	1,200	Convenience Store
1118	Broadway	Ciro's Place	1,000	Bar and Lounge
1144	Broadway	City Line Tavern	800	Bar and Lounge
1192	Broadway	Billmore Laundromat	2,000	Laundries; Dry Cleaning
1205	Broadway	Broadway Building Supply	6,000	Retail Lumber Yard
1215	Broadway	Convenient Plus	1,000	Convenience Store
1275	Broadway	Office Furniture USA	18,000	Furniture
1278	Broadway	Flood's Tavern	1,200	Bar and Lounge
1296	Broadway	Barber Shop	1,000	Hair Salon
1332	Broadway	Modern Health Concepts	2,000	Other Health & Personal Care
25	Erie Boulevard	Huck Finn's Warehouse	140,000	Furniture
435	North Pearl Street	BP	1,800	Convenience Store
698	North Pearl Street	Clancy's Well Restaurant	2,000	Full-Service Restaurant
204	Northern Boulevard	Stewart's	2,400	Convenience Store
320	Northern Boulevard	KEM Cleaners	2,000	Laundries; Dry Cleaning
322	Northern Boulevard	Alex Barber	750	Hair Salon
348	Northern Boulevard	David's Fine Foods	1,800	Limited-Service Restaurant
352	Northern Boulevard	Mr. Subb	1,800	Limited-Service Restaurant
356	Northern Boulevard	The Ship's Pub	1,800	Bar and Lounge
362	Northern Boulevard	Stewart's Shops	3,400	Convenience Store
368	Northern Boulevard	Electrolux Vacuums	1,500	Household Appliances
376	Northern Boulevard	The Other Company Restaurant	2,200	Full-Service Restaurant
500	Northern Boulevard	Ta-Ke Japanese Steak House	5,400	Full-Service Restaurant
Menands				
49	Broadway	Subway	1,000	Limited-Service Restaurant
100	Broadway	Barber Shop	900	Hair Salon
100	Broadway	Esquire Drugs	2,200	Drug Store/Pharmacy
100	Broadway	Family Dollar	9,500	Discount Department Store
100	Broadway	Frankoo's Beauty Salon	1,000	Hair Salon
100	Broadway	Mid City Laundromat	2,700	Laundry; Dry Cleaning
100	Broadway	New Yorker Pizzeria	1,200	Limited-Service Restaurant
100	Broadway	Sun Fai Chinese Restaurant	2,200	Full-Service Restaurant
114	Broadway	Kentucky Fried Chicken	2,100	Limited-Service Restaurant
116	Broadway	On the Run	2,400	Convenience Store

Appendix 2

Albany Retail Business Survey

Business Name and Address _____ Tel. _____

Mgr/Owner Name _____ Nature of Business _____

Do you have any other locations/branches? _____ If so, Where are they? _____

Number of F/T employees _____ P/T employees _____

How long have you operated a business in the Broadway Commercial District?

- How long at this location?
 - Is your business part of a chain?
2. Who are your customer; Are there characteristics that define our clientele (elderly, young, etc.)
- a. What percentage of customers come from:
- North Albany _____% Watervliet _____%
 - Village of Menands _____% Rensselaer _____%
 - Downtown Albany _____% Troy _____%
 - Other NY Towns (list) _____% Outside NY (list) _____%
- b. What form of transportation do your customers use?
- Public Transportation _____% Walk _____% Car _____%
3. What are your hours of business?
- Open Sundays? Yes/No
4. What are your busiest times of operation (time of day, day of week)? To what do you attribute this rush?
5. What have been your sales trends over the past year?
- _____ Keeping with inflation _____ Declining _____ Growing
- a. If **growing** or **declining**, to what do you attribute this change?
6. Within the next 24 months, do you plan to:
- _____ Expand _____ Stay about the same
 - _____ Contract or close business _____ Other
 - If any change, why?

7. How large is your current space? _____ Do you **own** or **lease** the space? _____
- a. Do you need to add space to improve your business? [Y] [N]
 - b. Is all of the space being used? [Y] [N]
 - c. If you lease, who is your landlord? _____
 - What is your monthly payment? _____
 - What are your utility costs? _____
8. Have there been any recent changes in the area that are beneficial to your business?
9. Are there any issues in the surrounding area have a negative impact on your business?
- a. If so, what are they?
10. What type of activities do you think would help improve your business? i.e. coordination of retail hours, façade improvements, etc.
- a. Physical improvements to the Commercial District

(signs, trashcans, improved sidewalks)	[L]	[M]	[H]
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 - b. Coordinated promotional activities by businesses [L] [M] [H]
 - c. More Parking [L] [M] [H]
 - d. Accessibility to financing for your business [L] [M] [H]
 - e. Addition of businesses that would complement the services or

products you supply.	[L]	[M]	[H]
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 - Which would you suggest?
 - f. Improved maintenance/cleanliness [L] [M] [H]
 - g. Other recommendations [L] [M] [H]

Appendix 3

North Broadway Commercial District, Albany, NY Wholesaler Interview Form

Date: _____

Business Name: _____

Interviewee: _____

Address and Telephone: _____

Urban Partners is an economic development firm in Philadelphia and we are conducting a survey on possible revitalization activities for the North Broadway Commercial Corridor. The study is sponsored by Albany's Capital District Transportation Committee and the North Albany Business Association is a major participant. One focus of this survey is the possibility of expanding outlet retailing in the area.

1. What type of business do you have?
2. What primary product or products do you produce and/or distribute?
3. Do you operate an outlet store, or sell in any way directly to the public at this location?
4. At any other location? Where?

If YES (at this location)

5. What products are you selling?
6. Do you have a formal outlet shopping area as part of your establishment? Or do you have an informal set up? Please describe.
7. How many hours per week is your outlet store open for business?
8. Do you have any full or part-time staff dedicated to the outlet operation? How many?

9. How heavily is your outlet store patronized?
10. In general, can you describe the volume of your outlet operation?
11. Do you advertise your outlet operation? If so, how? (Signage, ads...)
12. What is the geographic area from which your outlet attracts customers? (local/regional)
13. Do you have a dedicated parking area for your outlet customers?
14. How long have you been operating your outlet component? Do you plan on continuing it?

If NO

15. Would your business be interested in providing retail outlet services?
16. What type of retail?

Appendix 4

North Broadway Commercial District, Albany, NY Realtor Interview Form

Date: _____

Realtor: _____

Contact Name: _____

Address/Telephone: _____

1. What current listing do you have in the Broadway Commercial District?

2. For each property:
 - a. For Sale or For Lease?
 - b. Square footage/acreage?
 - c. What is the asking price?
 - d. Current ownership?
 - e. Current occupancy? How many SF occupied?
 - f. Any interest in the site so far?
 - g. What are your expectations for the sale/lease of this property? How long? Type of business?

3. What recent patterns have you witnessed in the North Broadway Commercial District property market?
 - a. What types of businesses have been attracted to the District?
 - b. What features of the District do businesses find attractive?
 - c. What features of the district do businesses find unattractive?