

Market Analysis



VILLAGE OF HAMBURG New York

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2013



Acknowledgements

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Village of Hamburg • Market Analysis

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1. Introduction

Laid out by Joseph Ellicott of the Holland Land Company, the Village of Hamburg is an historic community developed around an original grist mill on 18-Mile Creek constructed nearly 200 years ago. Throughout the nineteenth century, the Village grew to include a mix of businesses from a tannery, saw mill and tin shop to a collection of taverns and inns, eventually incorporating in 1874.

Today, the Village of Hamburg is the largest mixed-use urban center in the Southtowns. It is home to more than 7,000 residents and 600 businesses, with an employment base of more than 3,500 jobs. The village has a diversified collection of employers, a growing retail and entertainment sector and varied housing choices for residents. Expectations are that Hamburg will continue to progress as a community, a process that will be a reflection of an evolving economic landscape in which it has successfully taking advantage of its attractive village setting, a strong local population and advantageous regional location.

In the past decade, the Hamburg Village has had the benefit of a number of public and private initiatives that have contributed to an aesthetic and economic revitalization of the urban core. Most significant of these is the reconstruction of New York State Route 62 by the New York State Department of Transportation. The project provided an infrastructure upgrade to the village's central commercial arteries and improved roadway conditions, traffic flow – incorporating traffic circles at four key intersections – and installed improved sidewalks, streetscaping and period lighting.

The Route 62 project ushered in a new image and brand for Hamburg centered around its historic and walkable downtown. A series of New York State Main Street grants provided façade improvement funds to the existing building stock, helping business and building owners to invest in their properties to improve the visual appeal of downtown. In 2012, the Hamburg Downtown Historic District was listed on the National Register of Historic Places, incorporating 62 contributing buildings along a two-block stretch of Main Street in the Village. This listing makes contributing properties potentially eligible for historic tax credits for building renovation projects.

Following its success with its downtown focused projects, the village commissioned a comprehensive plan update in 2012 to provide it with direction and inspiration for the future. It needed a new plan because it had largely implemented the previous plan, adopted in 2003. The Village is now working on implementing specific elements of its new plan. To this end, the village engaged peter j. smith & company, inc., to provide professional services to develop this market analysis as a first step in addressing three focus areas in the village recommended for study by the comprehensive plan. The three areas are Lake Street, the West End and an area long Eighteen Mile Creek. During discussions with the village, it was agreed that a fourth neighborhood, the Camp Road/Sunset Drive Gateway would be added and that Lake Street and the Gateway would be the priority projects following on the market study.



2. Summary

The purpose of the market analysis is to provide data regarding potential niches Hamburg Village could fill in further developing its economy. The market analysis provides a snapshot of the economic conditions facing business and real estate in the village, providing guidance for future municipal planning, investments and capital improvements that are most necessary to stimulate new economic growth and further strengthen the economic conditions of the village. The analysis looks at conditions in the housing, commercial and industrial real estate sectors as well as the retail market place. The study provides an in-depth socio-demographic analysis of the community's residents, their income and educational attainment and their spending power. The study also addresses the areas that are Hamburg Village's key competitors for shoppers.

The market analysis is to be used as tool, combined with land use and zoning analyses and urban design principles to create plans for the four areas and other areas of Hamburg Village that the Village Board and Economic Development Committee want to address.

Findings from the Market Analysis indicate a promising future for the Village of Hamburg that can be catalyzed through a number of focused reinvestment efforts aimed at expanding the prosperity currently being experienced in some areas of the village and creating new opportunities for economic growth. Findings identified here are followed by a few recommendations for steps to stimulate revitalization.

Population & Residential

Residents of the Village of Hamburg are relatively wealthy in comparison to their neighboring counterparts in the town and Erie County. They are well educated with substantial disposable incomes, supporting retail development. Only 18% of village residents are between 18 and 35, compared to 18.9% in the town and 22% across Erie County. Nearly three quarters of residents are homeowners and a similar number live in single family homes. A weakness of the village is a lack of diversity in quality housing types, especially those that can complement the urban, walkable village that has emerged during the past decade.

Commercial

The village's conditions as a commercial office center are relatively undefined and insignificant on a regional level. There are few large-floor plate, non-retail commercial buildings offering traditional office space within the village. Many offices are located in aging structures and converted residential properties. The village does not have a central office district that could capitalize upon the urban qualities that downtown offers and are sought after by tenants. The growth of the commercial office and service economies is limited by the provision of appropriate commercial space.





Industrial

Industrial development sites are completely occupied within the town with little potential for new development given current spatial constraints. This shows both a healthy industrial economy in the Village, but also limited potential for new growth. According to local economic development officials, the only way additional industrial development will occur will be through the redevelopment of existing industrial properties with more organized, planned development that offers the potential to intensify the siting and scale of buildings.

Retail

The analysis shows that the Town has the potential to absorb additional retail development. Experiencing nearly full occupancy, except in locations where property owners are requesting above market lease rates, there is opportunity for an increase in retail offerings in the village. Spending patterns indicate a market for higher-end products and boutique retail establishments, as well as mid-sized retail spaces that provide a middle-ground complement to both the small scale urban retail found downtown and big boxes in nearby suburban power centers. New retail development will complement the walkable district that already exists downtown.

2.1 Recommendations

A common theme across all potentials for revitalization is the spatial constraints to new development. The village is nearly entirely built out; growth requiring new construction will need to focus on redevelopment of underutilized lands to provide increased opportunities. The Village of Hamburg, with infrastructure and economic development partners, should consider the following focus areas to spur new growth:

Invest in Lake Street

Lake Street offers the Village's best opportunity to build upon the success of downtown and extend its revitalization along an underutilized corridor. While Lake Street experiences good occupancy rates, its land use patterns and general conditions of the built environment suggest that it is underutilized. It does not provide an attractive image for the Village and limits the types of businesses that will locate there. Conversely, its location proximate to the village core offers an opportunity to extend the successful walkable, mixed-use development into a new area. The Village should investigate potential strategies for infrastructure improvements and redevelopment of the Lake Street corridor to spur new opportunities for mixed-uses, including retail, commercial-office, services and residential.

Redevelop Evans Street Industrial Area

The village should pursue a long term plan for redevelopment of the Evans Street Industrial area along the railroad tracks. This area should be planned as an intensified residential and light industrial area that provides for additional industrial square footage, while mixing in appropriate single- and multi-family residential development such as townhomes and loft apartments. There is also the potential to incorporate larger scale entertainment and recreation opportunities in this area.

Redevelop 18-Mile Creek Site

The Village should work with economic development and housing partners to establish a redevelopment plan for the South Buffalo Street property along 18-Mile Creek, presently home to Hamburg Counseling Services. This property holds potential to be catalytic, perhaps incorporating accommodations, entertainment, food, residential as well as recreational opportunities along the creek.

Camp Gateway Redevelopment

The Village should recognize the importance of Camp Road as a primary gateway from Interstate 90. This property holds potential for both major redevelopment as well as to brand the village to visitors and travelers exiting the thruway.



3. Qualitative Assessment

A visual survey of the Village of Hamburg was conducted to assess the present physical conditions of the various neighborhoods containing residents and businesses. This exercise was done on foot, exposing the consultant team to each area of the village. From this assessment, the distinct character of each neighborhood, including its aesthetic qualities as well as the conditions of its building stock and public infrastructure. Results are used to provide a spatial and location context to the rest of the study and provides direction for any recommendations that may require a particular type of land or have significant impacts upon surrounding areas.

The following is the inventory overview of neighborhoods in the Village of Hamburg.

3.1 Village Inventory

East Side Neighborhood (East of Buffalo Street)

The East Side neighborhood is filled with a mix of one and two story homes, mostly single-family. Homes are generally newer than in the central Neighborhood. Houses are well maintained and landscaped. Few houses were less than well maintained and none of them were ready for demolition. The neighborhood is filled with a variety of house styles. A school and park space is found within the neighborhood.



Central Neighborhood (Between Buffalo & Lake Streets)

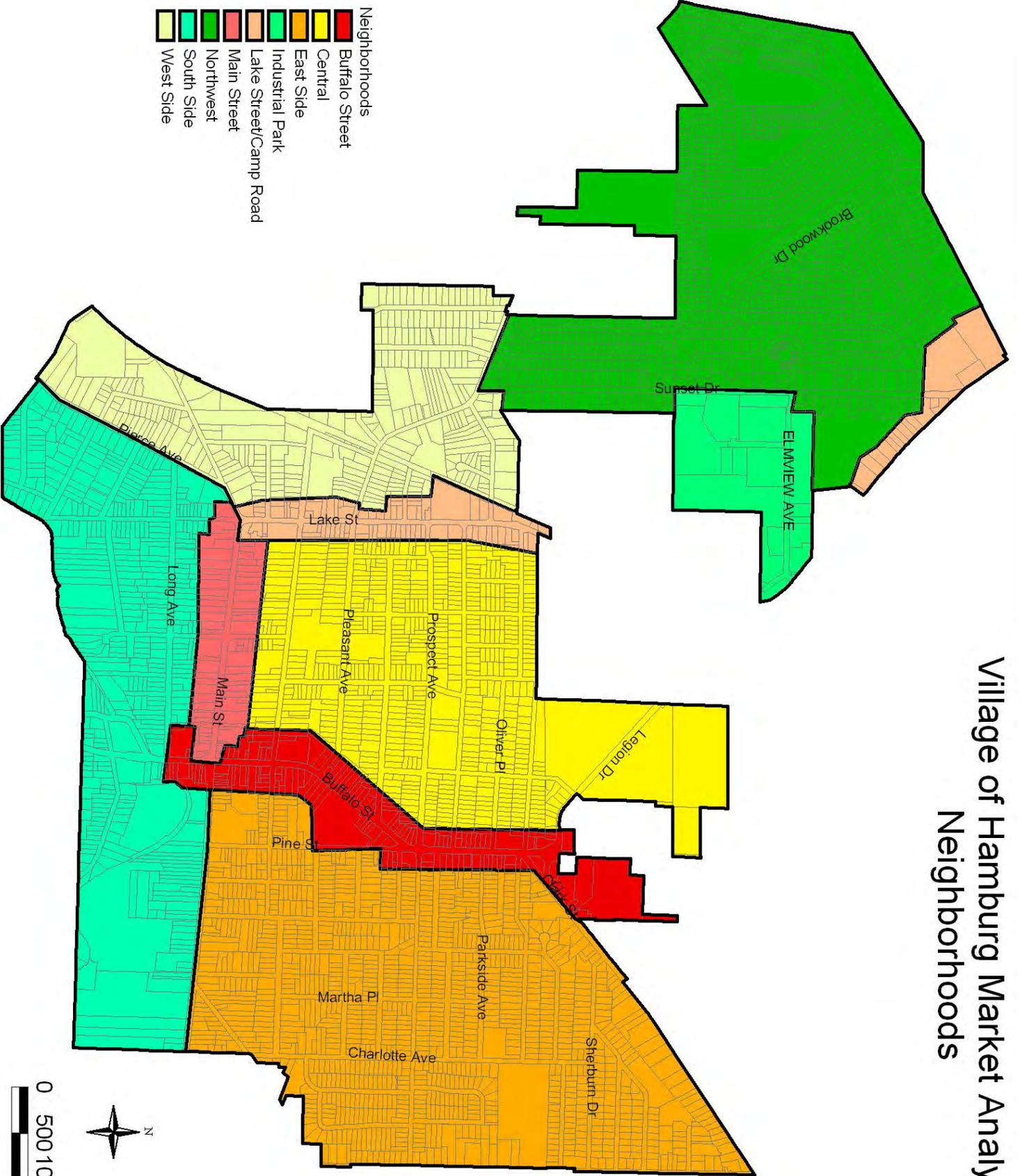
The Central Neighborhood has a higher concentration of older houses, nearly all well maintained. Most homes are two stories and there is a higher frequency of two-family houses. All properties are well landscaped and there seems to be a higher density of vegetation within this neighborhood (Including street trees). Houses present a wide variety of styles. Several parks serve the community.



West Side Neighborhood (West of Lake Street)

The West Side neighborhood is a mix of residential structures along with commercial, warehouse, and industrial uses. Most of the houses are in good condition, but there are areas and individual houses that are showing signs of disrepair. There are some infill houses that have replaced aging structures. There is a vacant parcel behind houses on Pleasant Avenue that could support a small residential development. The area is home to many former rail and freight buildings that are currently being used as warehouses. There are large storage yards which include the Villages Department of Public Works and State and County Highway Maintenance Departments. Retail uses include the West End Inn, an animal feed store, and a train hobby store which are all in good condition. A few buildings on Pleasant Avenue are vacant with low value for reuse.

Village of Hamburg Market Analysis Neighborhoods



0 500 1000 Feet



Buffalo Street

The Northern section of Buffalo Street contains large retail centers with a Tops, Value, and Walgreens. There is also J.P. Fitzgerald, which is a large, popular bar and restaurant. Further south, there are smaller retail places including restaurants, nail and hair salons, yoga & dance studios, banks. There are also dentist and law offices mixed with some houses. There are no vacant buildings and facades are well maintained. Between Buffalo Street and Pine Street there is Hamburg Village Square Plaza. The Plaza has a large central parking area. The Plaza Contains a Right-Aid, Federal Meats, Biehler Liquors, Sherwin Williams, Total Tan, Bangs, and a Chinese Restaurant. The other side contains Tuesday Morning, Pennysaver, and H&R Block. Roughly a third of the plaza is vacant space for lease. South of Village Square are more niche retail stores, pizzerias, a couple small bars, a theater and a bowling alley. There are no vacant spaces and the second floors look active. The streetscape is nicely done with trees and furniture.



Village Square Plaza, Buffalo Street

Main Street

Main Street is another pleasant commercial block with a nice streetscape. Buildings are not vacant and are well maintained. One structure is in need of more significant repair. Along this section there are more banks and law offices, but there are still specialty retail spaces and small restaurants. There are florists, bars, diners, collectables, bread stores, and books. Further east on Main the street transforms into a mix of community services, offices and historic homes used either for small business or apartments.

Lake Street/Camp Road

There are no unifying elements on Lake Street. There are sidewalks, but no streetscape treatments. There is a mix of houses. Some are well maintained historic structures, while others are vacant or underutilized. Businesses generally have larger parking areas. There are several gas stations and auto repair stations. There is an industrial building and a few isolated restaurants. Eventually Lake Street turns into Camp Road and becomes more auto-oriented commercial area with large parking lots. There is a Quality Inn located on Camp Road near the Thruway interchange. There are a couple of plazas that have minor retail sales and service establishments and professional offices. This area is a gateway location off of Interstate 90, however it does not sufficiently brand the village or provide a positive impression with its development patterns.



Lake Street, view from Union



Traffic Circle at Main and Buffalo Streets

Market Analysis



Industrial Park Entrance

South Side Neighborhood (South of Main Street)

South of Main Street is a mix of residential structures from the 1920's to the 1950's. The houses are well maintained and in good condition.

North West Neighborhood (West of Sunset Drive)

The neighborhood west of Sunset Drive is generally filled with relatively new residential developments. Some streets were built in the 1960's and 1970's. Other streets have been recently developed. There are a few areas that have been set aside for future residential development.



Residential Development, North West Neighborhood

Findings

Most of the village is a well maintained pleasant place to live and walk around. There are areas that need some attention. The Hamburg Village Square has significant vacancies. The plaza does not match the style of Buffalo and Main Street where there are few or no vacancies. Lake Street is another area that does not offer the same walkability and character as Buffalo and Main Streets. As a result, contains vacant businesses and underutilized properties.





4. Demographics & Housing

This section examines the demographic conditions, including population traits, economics and housing, found among the Village of Hamburg residents. This overview provides the study with a fundamental understanding of the underlying factors that may impact the economic landscape of the Village. The following is an overview of the demographic and economic conditions facing business and development in the Village of Hamburg.

4.1 Population & Personal Economics

Age

The population of the Village of Hamburg has a slightly higher percentage of people under the age of 18 and people over the age of 65 than the town and county. A higher percentage of people in the age group of 35-49 years along with the percentage of children indicates a presence of families. The lower percentage of people between 18-49 in the Village and the Town could be attributed to a greater percentage of people going away to school.

Table 1: Population Age

Age	Erie County	Hamburg town	Hamburg village
Under 18 years	21.9%	21.6%	22.4%
18 to 35 years	22.0%	18.9%	18.0%
35 to 49 years	20.2%	22.1%	23.1%
50 to 64 years	20.2%	21.8%	19.4%
65 years & over	15.7%	15.6%	17.1%

Source: US Census, 2011 ACS 5-year estimates

Education

The Village of Hamburg’s population appears to be very well educated. The residents, as a whole, have a significantly higher percentage of people with a Bachelor’s or Post Graduate Degree. Nearly 44% over the age of 55 have at least a bachelors Degree.

Table 2: Population Education

Highest Education Level	Erie County	Hamburg town	Hamburg village
No HS Diploma	11.1%	6.6%	4.3%
High school graduate, GED, or alternative	48.0%	48.7%	40.1%
Associate’s degree	11.0%	14.3%	12.0%
Bachelor’s degree	16.6%	17.7%	25.1%
Post Graduate Degree	13.2%	12.7%	18.5%

Source: US Census, 2011 ACS 5-year estimates

Household Income

Household Income is closely correlated to educational attainment. This is reflected by the higher median income in the Village. More than 60% of households are making more than \$50,000. Over 40% are making over \$75,000.

Table 3: Population Income

Income	Erie County	Hamburg town	Hamburg village
Less than \$25,000	26.4%	18.9%	20.2%
\$25,000 to \$49,999	24.5%	22.8%	18.0%
\$50,000 to \$74,999	18.1%	20.5%	19.8%
\$75,000 to \$99,999	12.3%	15.7%	19.7%
\$100,000 to \$124,999	7.6%	9.7%	10.1%
\$125,000 or more	11.0%	12.4%	12.1%
Median HH Income	\$48,805	\$59,891	\$63,446

Source: US Census, 2011 ACS 5-year estimates



Poverty Status & Labor Force

The poverty rate in the village is slightly lower than The Town of Hamburg and significantly lower than Erie County. Once again, these numbers can relate to the generally high education levels as well as incomes of residents. Similarly, the village has a higher percentage of people in the workforce with a lower unemployment rate.

Table 4: Poverty & Unemployment Status

	Erie County	Hamburg Town	Hamburg Village
% of people below poverty level	14.2%	6.5%	4.5%
% In Labor Force	63.3%	68.5%	70.7%
Unemployed (In Labor Force)	8.0%	5.7%	5.5%

Source: US Census, 2011 ACS 5-year estimates



Occupation

The Village of Hamburg has a high percentage of people with Education, legal, community service, arts, and media occupations. There is also a large percentage of people in the office and administrative support occupations.

Table 5: Occupation

Occupation	Erie County	Hamburg town	Hamburg village
Management, business, and financial occupations:	13.4%	13.4%	12.4%
Computer, engineering, and science occupations:	4.6%	4.2%	6.5%
Education, legal, community service, arts, and media occupations:	12.6%	11.7%	16.1%
Healthcare practitioners and technical occupations:	6.6%	6.9%	5.7%
Healthcare support occupations	2.8%	1.9%	1.3%
Protective service occupations:	2.6%	4.0%	4.3%
Food preparation and serving related occupations	6.2%	6.1%	4.8%
Building and grounds cleaning and maintenance occupations	3.4%	1.9%	0.9%
Personal care and service occupations	3.0%	2.2%	1.5%
Sales and related occupations	11.3%	12.8%	11.6%
Office and administrative support occupations	15.7%	17.2%	19.3%
Farming, fishing, and forestry occupations	0.1%	0.1%	0.0%
Construction and extraction occupations	3.5%	3.5%	2.4%
Installation, maintenance, and repair occupations	2.8%	2.9%	2.6%
Production occupations	6.0%	5.2%	4.8%
Transportation occupations	3.4%	3.9%	4.8%
Material moving occupations	2.0%	2.1%	1.1%

Source: US Census, 2011 ACS 5-year estimates



Industry

Prevalent Industries for the people who live in the Village of Hamburg include Finance & Insurance; Professional, Scientific, and Management; and Educational Services.

Table 6: Industry

Industry	Erie County	Hamburg town	Hamburg village
Agriculture, forestry, fishing and hunting, and mining:	0.4%	0.3%	0.0%
Construction	4.4%	4.4%	4.2%
Manufacturing	11.0%	10.6%	7.5%
Wholesale trade	3.0%	3.9%	4.4%
Retail trade	11.5%	12.9%	8.6%
Transportation and warehousing, and utilities:	4.9%	5.3%	5.1%
Information	1.9%	1.5%	1.8%
Finance and insurance, and real estate and rental and leasing:	7.5%	8.8%	9.2%
Professional, scientific, management, administrative and waste management:	9.9%	8.0%	10.8%
Educational services, and health care and social assistance:	27.7%	26.1%	29.3%
Arts, entertainment, and recreation, and accommodation and food services:	8.8%	8.0%	7.7%
Other services, except public administration	4.5%	3.7%	4.1%
Public administration	4.6%	6.4%	7.1%

Source: US Census, 2011 ACS 5-year estimates

Findings

The demographic information provided is indicative of a population that possesses a relative wealth in the Buffalo-Niagara region. Residents have higher median incomes, lower poverty and unemployment rates, as well as very high education levels when compared to the town and Erie County as a whole. These statistics are reflective of the village’s employment numbers which show significant white collar workers as well as workers in the education and health care fields. In planning for new growth, the focus of initiatives should recognize the types of jobs that the local population is likely to be employed in, to support as well as the types of retail that they are likely to patronize.



Memorial Park, Lake Street



4.2 Housing Overview

A review of the existing housing stock and characteristics of dwelling units provides insight into the local market’s needs for new residential developments. The following offers a snapshot of the existing housing stock in the Village.

Home Ownership

The Village of Hamburg has roughly three quarters owner occupied units and one quarter renter occupied units. The proportion is similar to that of the Town of Hamburg.

Table 7: Homeownership Rates

Occupancy	Erie County	Hamburg town	Hamburg village
Occupied units	379,478	23,482	3,968
Owner-occupied	65.9%	75.2%	73.7%
Renter-occupied	34.1%	24.8%	26.3%

Source: US Census, 2011 ACS 5-year estimates

Vacancy

The Village of Hamburg has a significantly higher percentage of vacant rental units, which is also reflected by the significantly high rental vacancy rate.

Table 8: Vacancy

Vacancy Status	Erie County	Hamburg town	Hamburg village
For rent	19.3%	13.9%	64.1%
Rented, not occupied	4.7%	0.0%	0.0%
For sale only	7.8%	23.4%	12.1%
Sold, not occupied	4.3%	5.8%	0.0%
Seasonal, recreational, or occasional use	4.6%	8.2%	6.3%
For migrant workers	0.0%	0.0%	0.0%
Other vacant	59.1%	48.7%	17.5%
Homeowner vacancy rate	1.2	1.5	0.8
Rental vacancy rate	5.7	2.7	11.2

Source: US Census, 2011 ACS 5-year estimates



Age of Householder by Household Size

There are no significant findings within the age of householder except for the large percentage of single householders over the age of 75. The large percentage is likely due to the presence of two large senior housing developments within the Village.

Table 9: Householder Age

	Erie County	Hamburg town	Hamburg village
Owner occupied:	65.9%	75.2%	73.7%
1-person household:	16.6%	16.4%	16.5%
Householder 15 to 54 years	5.1%	5.6%	5.0%
Householder 55 to 64 years	3.7%	3.7%	3.9%
Householder 65 to 74 years	2.9%	3.0%	2.9%
Householder 75 years and over	5.0%	4.1%	4.8%
2-or-more person household:	49.3%	58.8%	57.2%
Householder 15 to 54 years	27.8%	34.1%	33.7%
Householder 55 to 64 years	10.5%	13.5%	12.2%
Householder 65 to 74 years	6.2%	6.9%	7.0%
Householder 75 years and over	4.8%	4.3%	4.3%
Renter occupied:	34.1%	24.8%	26.3%
1-person household:	16.0%	14.4%	16.3%
Householder 15 to 54 years	8.9%	7.9%	7.0%
Householder 55 to 64 years	2.5%	1.6%	0.8%
Householder 65 to 74 years	1.8%	2.0%	2.6%
Householder 75 years and over	2.8%	2.8%	5.8%
2-or-more person household:	18.1%	10.3%	10.0%
Householder 15 to 54 years	15.2%	8.5%	7.2%
Householder 55 to 64 years	1.7%	1.0%	1.9%
Householder 65 to 74 years	0.7%	0.5%	0.3%
Householder 75 years and over	0.5%	0.3%	0.7%

Source: US Census, 2011 ACS 5-year estimates





Value

The Village of Hamburg has a significantly high percentage of homes valued between \$100,000 and \$175,000. There is a much lower percentage of homes under \$100,000 as well as above \$250,000.

Table 10: Housing Value

Value	Erie County	Hamburg town	Hamburg village
Less than \$50,000	9.6%	4.9%	1.5%
\$50,000 to \$99,999	27.8%	17.6%	9.2%
\$100,000 to \$124,999	15.3%	19.8%	25.2%
\$125,000 to \$149,999	11.2%	15.3%	21.5%
\$150,000 to \$174,999	10.0%	15.7%	25.8%
\$175,000 to \$199,999	6.3%	8.0%	5.7%
\$200,000 to \$249,999	7.6%	8.0%	8.1%
\$250,000 or more	12.2%	10.7%	2.9%

Source: US Census, 2011 ACS 5-year estimates

Monthly Owner’s Cost

Homes in the Village of Hamburg seem to be affordable to the residents. Nearly nineteen percent of Homeowners pay more than 30% of their incomes on housing costs.

Table 11: Housing Affordability

Percent of Income	Erie County	Hamburg town	Hamburg village
Less than 20.0%	43.60%	45.90%	47.50%
20.0 to 24.9%	17.30%	16.60%	15.70%
25.0 to 29.9%	11.40%	14.80%	17.80%
30.0 to 34.9%	7.50%	7.30%	6.50%
35.0% or more	20.20%	15.40%	12.40%

Source: US Census, 2011 ACS 5-year estimates

Rent

Rents within the Village of Hamburg are roughly equivalent to those of the Town of Hamburg and Erie County.

Table 12: Rental Rates

Rent	Erie County	Hamburg town	Hamburg village
Less than \$500	18.6%	20.2%	17.4%
\$500 to \$599	13.1%	11.6%	13.9%
\$600 to \$699	15.8%	18.9%	19.3%
\$700 to \$799	15.7%	17.9%	23.5%
\$800 to \$899	11.3%	12.9%	7.4%
\$900 to \$999	7.9%	7.3%	10.6%
\$1,000 or more	14.0%	9.3%	6.9%
No cash rent	3.6%	1.8%	1.0%
Median gross rent	\$704	\$690	\$696

Source: US Census, 2011 ACS 5-year estimates

Rent as Percent of Income

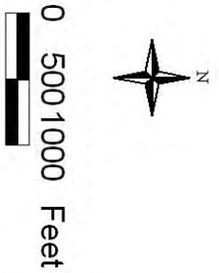
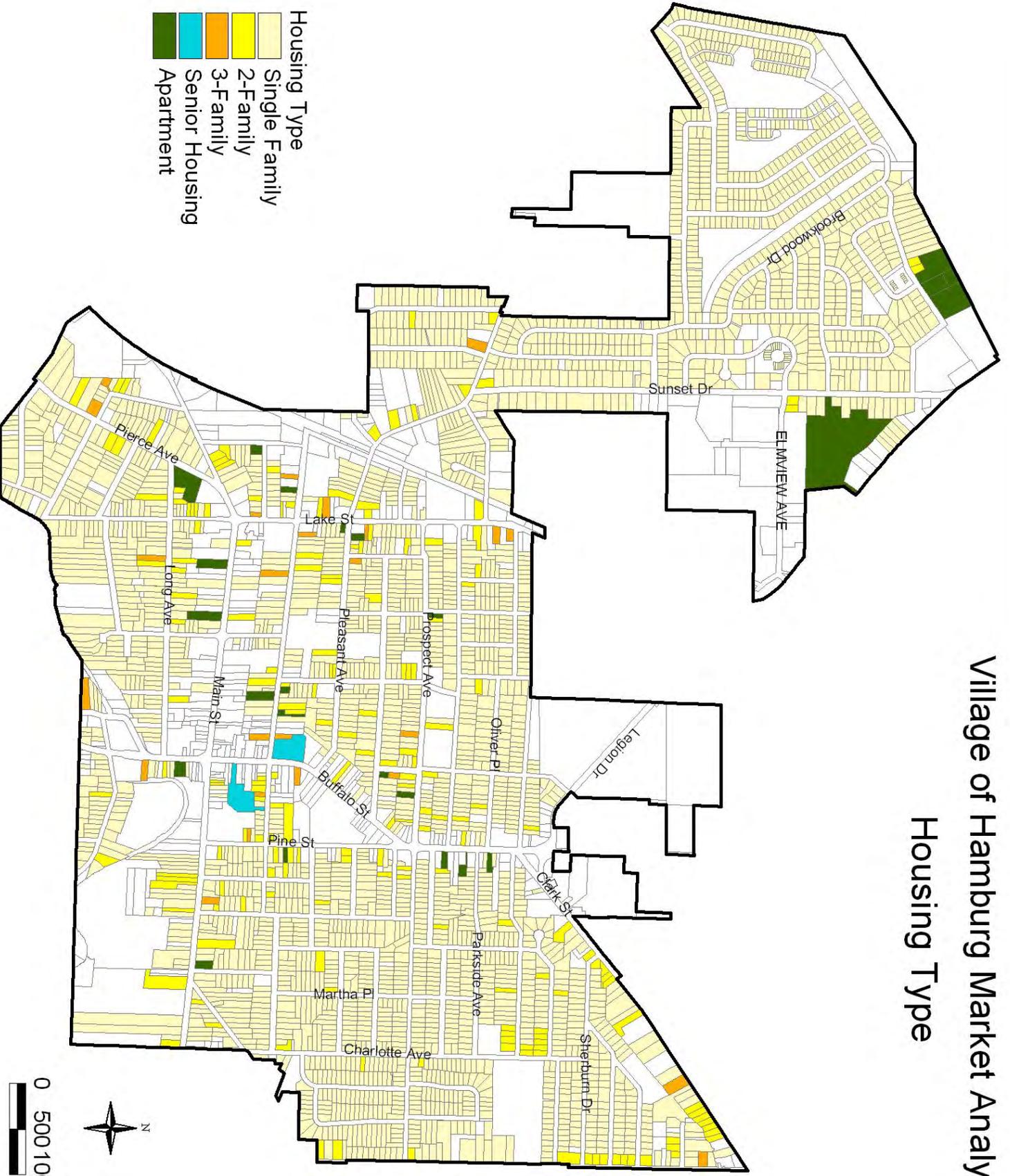
While rental rate are equivalent to other areas, the people that live in them find themselves in a stressful economic situation. Nearly 58% of renters pay more than 30% of their income on housing, which is considered stressed. Over one third pay more than 50% of their income, which is considered severely stressed. This demonstrates a need for more affordable rental properties.

Table 13: Rental Affordability

Percent of Income	Erie County	Hamburg town	Hamburg village
Less than 20.0 %	25.0%	31.1%	26.2%
20.0 to 29.9 %	20.2%	24.1%	16.0%
30.0 to 39.9 %	14.1%	12.5%	13.4%
40.0 to 49.9 %	7.5%	11.2%	7.8%
50.0 % or more	27.5%	17.9%	33.8%
Not computed	5.6%	3.2%	2.8%

Source: US Census, 2011 ACS 5-year estimates

Village of Hamburg Market Analysis Housing Type





Units in Structure

The Village of Hamburg has a slightly higher percentage of people living in single family houses. There is a smaller percentage of people living in single-family attached housing (townhouses). The high percentage of people living in structures with more than 50 units can be attributed to the senior housing facilities.

Table 14: Housing Type

	Erie County	Hamburg town	Hamburg village
1, detached	60.5%	69.1%	73.2%
1, attached	3.3%	3.5%	1.3%
2 unit	17.5%	7.6%	8.2%
3 or 4	5.8%	4.8%	5.5%
5 to 9	4.5%	4.7%	5.9%
10 to 19	2.1%	3.5%	0.5%
20 to 49	1.5%	0.8%	1.0%
50 or more	3.5%	2.9%	4.5%
Mobile home	1.4%	3.1%	0.0%

Source: US Census, 2011 ACS 5-year estimates



Year Structure Built

The Village has a higher percentage of structures that were built before 1939 than the Town, but equivalent to that of the County. There is a significantly low percentage of structures built since 1980.

Table 15: Housing Age

Year Built	Erie County	Hamburg town	Hamburg village
Built 2005 or later	1.5%	3.5%	1.5%
Built 2000 to 2004	3.1%	4.7%	0.4%
Built 1990 to 1999	6.5%	11.8%	3.3%
Built 1980 to 1989	6.4%	10.7%	3.3%
Built 1970 to 1979	9.8%	15.3%	15.3%
Built 1960 to 1969	11.1%	9.9%	11.2%
Built 1950 to 1959	18.7%	20.0%	18.3%
Built 1940 to 1949	9.6%	7.9%	14.9%
Built 1939 or earlier	33.3%	16.3%	31.8%

Source: US Census, 2011 ACS 5-year estimates

Year Moved In

A third of households have moved into their current home since 2005. While this is equivalent to that of the town and county, it demonstrates a high degree of mobility and an active housing market.

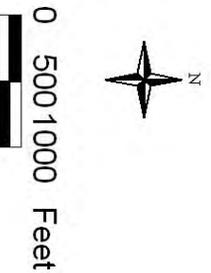
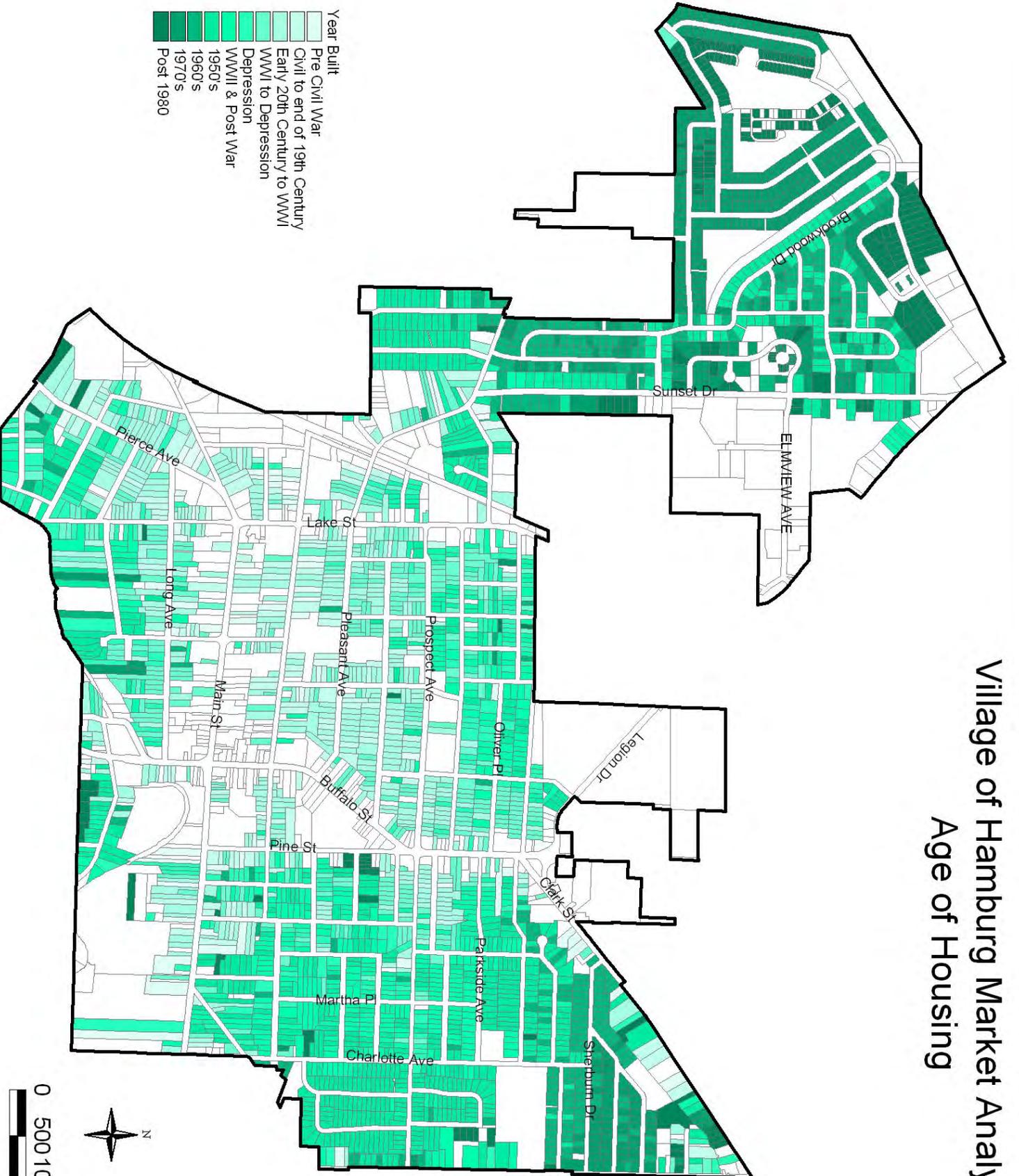
Table 16: Housing Tenure

Year Moved In	Erie County	Hamburg town	Hamburg village
2005 or later	34.4%	32.0%	33.3%
2000 to 2004	17.7%	17.9%	16.8%
1990 to 1999	19.5%	20.6%	19.3%
1980 to 1989	11.1%	12.3%	12.5%
1970 to 1979	7.9%	9.4%	10.7%
1969 or earlier	9.4%	7.9%	7.4%

Source: US Census, 2011 ACS 5-year estimates

Village of Hamburg Market Analysis

Age of Housing





5. Markets

5.1 Residential Market

The Village contains the following housing types

Table 17: Housing Type

Housing Type	Structures/ Complex	Total Units
Single Family Houses	2906	2906
Two - Family Houses	185	370
Three - Family Houses	25	75
Apartments	21	374
Senior Apartments	2	228

Source: US Census, 2011 ACS 5-year estimates

The Apartments can be broken down into individual apartments and apartment complexes. There are 16 apartment buildings with 4 units each. Two larger apartment buildings are found at:

- 208 Main Street – 8 units
- 154 Main Street – 9 units

There are three apartment complexes found within the Village of Hamburg. Details on each are as follows:

- Sunset Court Old Tyme Village – 185 units
 - 1 BR - \$625-\$725/month
 - 2BR - \$720-\$860/month
- Holiday Meadows – 64 units
 - 2BR - \$675/month
- Pierce Square – 44 units

There are two senior apartment facilities in the Village both located near the intersection of Buffalo Street and Union Street. They are as follows

- Creek Bend Heights – 144 units
 - \$615/month
- Elderwood (Assisted Living) at Rosewood – 84 units

Detailed Age of Housing Units

The Village of Hamburg contains housing structures that age back as far as 1809. Based on Real Property Services (RPS) data, the following is breakdown of the number of existing structures built by era:

Table 18: Additional Housing Age Data

Era	Number	Percentage
Pre-Civil War	53	1.8%
Civil War - 1889	93	3.2%
1900 to end of WWI	303	10.4%
WWI to Depression	328	11.3%
Depression	191	6.6%
WWII & Post War	387	13.3%
50's	643	22.1%
60's	288	9.9%
70's	409	14.1%
Beyond 1980	211	7.3%

Source: US Census, 2011 ACS 5-year estimates

Housing Sales Trends

The following is the latest summary of housing trends from Trulia.com

The median sales price for homes in Hamburg NY for Jul 2012 to Sep 2012 was \$164,500. This represents an increase of 12.7%, or \$18,600, compared to the prior quarter and a decrease of 0.9% compared to the prior year. Sales prices have appreciated 20.1% over the last 5 years in Hamburg. The average listing price for Hamburg homes for sale on Trulia was \$218,748 for the week ending May 22, which represents an increase of 4.8%, or \$10,023, compared to the prior week and an increase of 5.1%, or \$10,628, compared to the week ending May 01. Average price per square foot for Hamburg NY was \$105, a decrease of 11.8% compared to the same period last year.



Table 19: Median Sales Price - Hamburg, NY



Future Opportunities

The market for new single family houses is good. However, there is little area left within the Village for new single family development. There is some vacant space behind houses on Pleasant Avenue. There is also area reserved for new residential development in the northwest area of

the Village. Assuming development at five units per acre, these vacant areas could develop roughly 125 units. One of the areas is a six-acre parcel owned by the Village that could be developed as additional park space, reducing the area for single family development. Infill development of individual properties and redevelopment of some areas are the only other opportunity for single-family housing. There are very few individual properties throughout the village that show opportunity for infill development. The area west of Lake Street does show a need for redevelopment in the future, but currently contain active uses.

There is a relatively high vacancy rate for rental housing units within the Village of Hamburg. The high number of renters paying over 30% of their income on housing could indicate that rents are too high for a large segment of the rental market. According to local Realtors, rental vacancy rates are due to a lack of desired rental products at appropriate prices. New apartment developments were cited as having very high end units that have been slow to rent at price points above \$1,500 per month. Conversely, the village also has unimproved units that do provide affordability, but are not desirable. There was an expressed desire for new market rate units with moderate, updated finishes in the downtown area with rents ranging from \$800 to \$1,000 per month. These units should reflect the revitalized urban downtown of the village, with the potential to draw younger tenants and families to live in a walkable, mixed-use environment.

Housing Opportunities & Constraints

Opportunities

- The Village has an educated workforce
- Village has a high medium income
- Value of single family houses are high
- More than half of renters pay more than 30% of their income on rent (Need for affordable apartments)
- Village has a historic downtown
- Houses are well maintained
- Low unemployment rate in village
- Hamburg School District (ranked 12th in WNY)
- Proximity to Fairgrounds (Hamburg Casino)
- Buffalo Street/Main Street pedestrian friendly
- Easy access to Interstate

Constraints

- There is not much land left for development of single family homes
- Existing apartments have a high vacancy rate
- Lake Street is not pedestrian friendly
- Availability of land in the town
- Additional Village taxes



5.2 Industrial Market

Industrial real estate viability in the Village of Hamburg is subject to the broader trends of the Buffalo-Niagara region. Industrial employers select their sites based on location, access, physical space, price and the availability of a quality workforce. The Village of Hamburg has noted strengths as well as challenges for relocating and expanding industrial businesses.

Industrial Business Base

Industry continues to play a significant role in the economic landscape of the Village of Hamburg. Despite continued improvements to the walkable central village areas and a growing retail district, both light and heavy industry remain important economic drivers for Hamburg.

The Village is presently home to a robust industrial base that includes a diversity of employers ranging from significant construction and manufacturing bases to a number of transportation, wholesale and warehousing companies. The most significant type of industrial employer in the Village are construction companies, of which there are 47 businesses and 165 workers. Industry accounts for 18.9% of all businesses in the Village and 13.3% of all workers

Table 20: Industrial Employment Base

Industry Sector	Businesses		Employees	
	#	%	#	%
Agriculture & Mining	11	1.7%	34	1.0%
Construction	47	7.3%	165	4.7%
Manufacturing	23	3.6%	141	4.0%
Transportation	6	0.9%	12	0.3%
Wholesale & Warehousing	33	5.1%	114	3.2%
Utility	2	0.3%	5	0.1%

Source: ESRI Business Analyst Online

There are currently 11 properties dedicated to manufacturing within the Village of Hamburg. These properties are found primarily within the industrial park on Elmview Road and on Pleasant Avenue. Together, these properties contain 470,000 square feet of building space in addition to ample outdoor storage spaces at some of the facilities. The largest industries include:

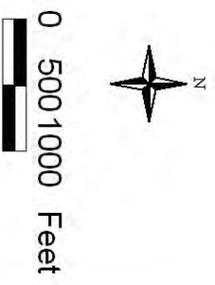
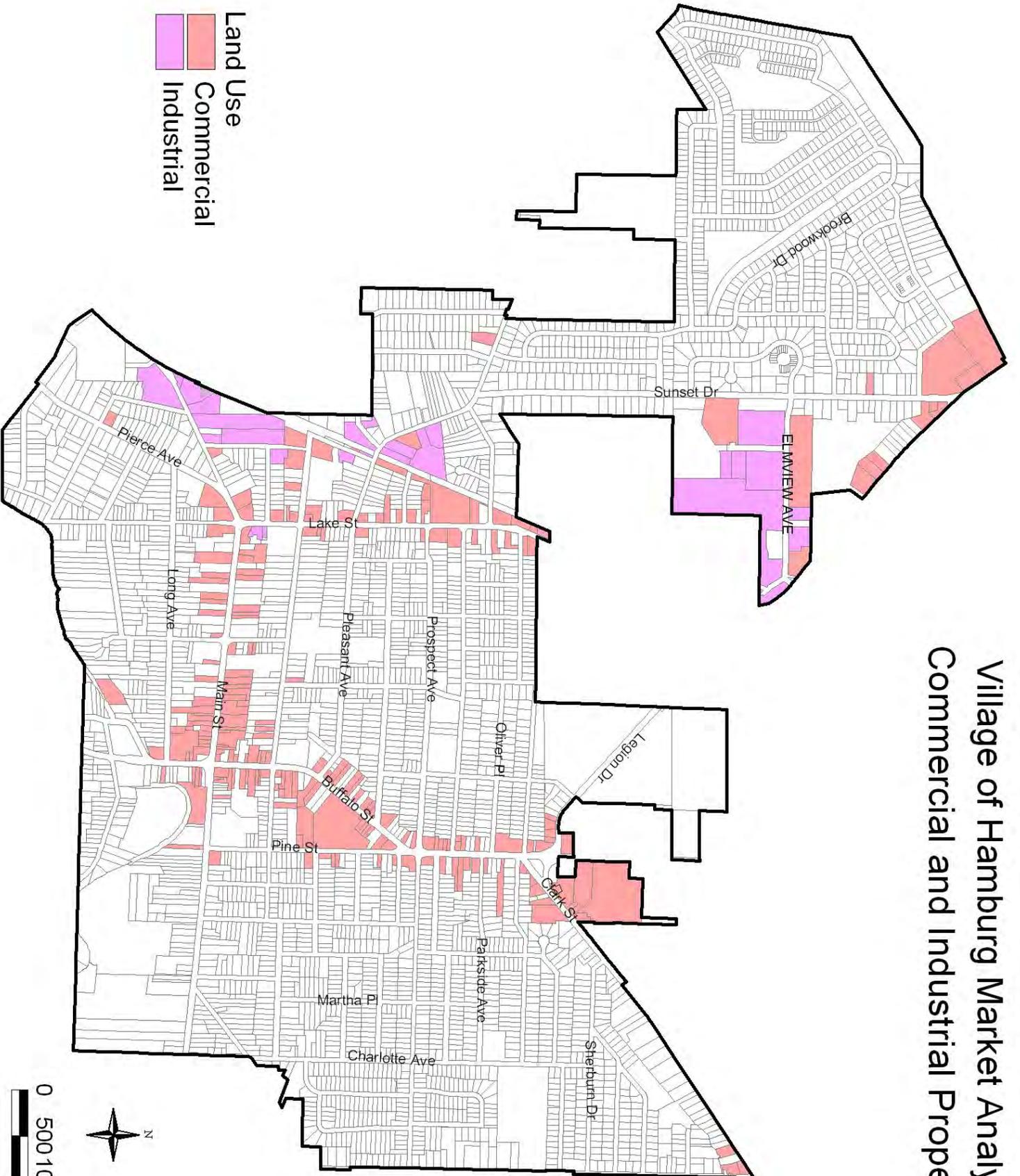
- Great Lakes Cement
- K.H. Industries
- Quo Vadis
- Sandrock Evans Associates

In addition, there are eight properties with warehouses, two lumber yards and two highway garage parcels that could be categorized as “industrial” uses. There is only one property that is planned for an industrial tenant that is currently vacant. The parcel is roughly 8.5 acres located at the end of Grimsby Drive in the industrial park. Some of the warehouses are located in the older grain elevators structures off of Pleasant Avenue. These structures are older and potentially present an opportunity for redevelopment.

Regional Trends

Throughout the region, Buffalo-Niagara has experienced an increased demand for industrial space as 1,300 new manufacturing jobs were added in the previous 12 months and absorption rates have remained steady. In total, the region experiences nearly \$7 billion in economic activity related to manufacturing and sees increasing interests from international companies due to the border location. Vacancy hovers around 11% for the region with lease rates stable at \$4.18 per square foot. Through the first three quarters of 2012, 330,000 square feet of space was absorbed in the market. The most in-demand space industrial space includes buildings between 10,000 and 30,000 square feet. In the southtowns, there is a slightly higher vacancy rate of 11.6%, however there are also higher rental rates of \$4.57 to \$5.42 per square foot.

Village of Hamburg Market Analysis Commercial and Industrial Properties





Future Opportunity

The most significant challenge to future industrial development remains the availability of development space. Presently, according to local economic development officials, there are no industrial facilities available for lease in the village and zero vacant or undeveloped sites available for new construction. The only feasible means by which new industrial development opportunities can be created are through the redevelopment of existing industrial properties. As properties are turned over and redeveloped a more intense site plan organization and/or taller building heights could bring additional industrial space online for the village.

5.3 Commercial Market

Non-retail commercial properties in the Village of Hamburg have an even more diversified portfolio of property types that ranges from the traditional office setting to residential units that have been converted into offices. The residential conversions offer two contrasting, yet desirable qualities for the commercial market in the Village. First, they offer the opportunity for smaller, more affordable spaces for small businesses and start-ups to locate within the Village areas, providing prominent exposure along major commercial thoroughfares. Secondly, they offer the opportunity for more established businesses, like law firms or real estate companies to establish themselves within a unique, branded piece of real estate that can incorporate such values as historic character as a part of the company’s image. The town has a limited supply of more traditional non-retail commercial office spaces.

Commercial Business Base

Commercial businesses and the service industry account for more than 65% of all businesses in the Village of Hamburg and 47% of all jobs. The most significant commercial sector is finance, insurance and real estate, composed of 8.1% of all businesses and 7.3% of employees. Health services include 38 businesses (5.9%) and 242 jobs (6.9%).

Table 21: Commercial Employment Base

Industry Sector	Businesses		Employees	
	#	%	#	%
Retail Trade Summary	127	19.8%	918	26.1%
Finance, Insurance, Real Estate Summary	52	8.1%	257	7.3%
Banks, Savings & Lending Institutions	11	1.7%	62	1.8%
Securities Brokers	4	0.6%	20	0.6%
Insurance Carriers & Agents	13	2.0%	32	0.9%
Real Estate, Holding, Other Investment Offices	24	3.7%	143	4.1%
Hotels & Lodging	5	0.8%	9	0.3%
Automotive Services	14	2.2%	36	1.0%
Motion Pictures & Amusements	15	2.3%	37	1.1%
Health Services	38	5.9%	242	6.9%
Legal Services	24	3.7%	77	2.2%
Other Services	221	34.4%	733	20.8%

Source: ESRI Business Analyst Online





The Village of Hamburg contains a variety of commercial spaces including retail sales and services and professional offices. Commercial corridors are generally found along Buffalo Street, Main Street, and Lake Avenue/Camp Road. Businesses found within the Village include the following:

- 24 Restaurants/Bars (90,000 square feet)
- 18 Beauty Salons & Spas (20,000 square feet)
- 1 Supermarket (Tops) (86,000 square feet)
- Value Home Center (22,000 square feet)
- 3 Large Drug Stores (Walgreens, CVS, Right-Aid) (45,000 square feet)
- 2 Smaller Pharmacies
- 10 Auto Repair shops (Mostly on Lake Street)
- 10 Banks
- 4 Gas Stations
- Theater
- Dance Studios
- Martial Arts
- Furniture Store
- Specialty Clothing Stores
- Bridal Shop
- Bowling Alley
- Laundromat
- Shoe Repair
- Pool Store
- Gift/Collectable Shops
- Book Stores
- Animal Feed Center
- Construction Contractor
- Real Estate Offices
- Florists

- Specialty Bake Shop
- Print Shop
- Professional Offices
 - Chiropractors
 - Dentists/Orthodontis
 - Medical Offices
 - Eye Care
 - Veterinarians
 - Law Offices

There is a Quality Inn Located on Camp Road at the north end of the village. While there are several small professional offices there are no large office developments within the Village that provide large employment opportunities.

The commercial vacancy rate throughout the Village is extremely low. However, the Village Square Plaza has a roughly 30% vacancy rate accounting for nearly 27,000 square feet of available commercial space. There are some vacancies in a few buildings along Lake Street. There are also a few vacant parcels along Lake Street that could be infilled for additional commercial space. Along Main Street and Buffalo Street, there are virtually no space that is not currently occupied or renovating.

Regional Trends

The Buffalo-Niagara market maintains a commercial office space inventory of more than 19 million square feet, operating at a vacancy rate of 10% to 10.5% and an average lease rate of approximately \$16 per square foot. Class A spaces rent for approximately \$22 per square foot. Average lease rates in the village range from \$12 to \$14 per square foot, with class a leasing at \$18 to \$22 per square foot. The regions two premier commercial office centers are downtown Buffalo's central business district as well as Amherst/Williamsville in the northtowns. Office developments in the southtowns are primarily in the form of low-density office parks and in strip retail centers.



Future Opportunity

The Village of Hamburg’s commercial real estate market is both strengthened and limited by its diversity. The presence of various types and qualities of space allow for many types of commercial businesses to operate locally, however the opportunities for larger, class A spaces in the Village is limited. With a regional commercial office market that has performed well through the recession and a lack of more urban-style commercial developments in the southtowns, the Village has an opportunity to establish itself as a more significant center for business and commerce, south of the City.

5.4 Retail Market

A retail analysis was performed to investigate the retail growth possibilities that may exist for the Village of Hamburg. Using supply and demand data for the village and surrounding market areas, retail potential can be evaluated to show which sectors are currently underserved within the Village, as well as sectors that are not likely to experience new growth, based upon present demand.

The analysis, conducted with the use of data obtained from ESRI and Dun & Bradstreet, is based upon retail sales and expenditures statistics collected by the United States Department of Commerce. Relevant data for this study includes general demographics and population figures, economic data for the population, household expenditures and retail figures. These figures are reported for the primary trade area of 1 mile from the village center, secondary trade area (1-3 mile ring) and a tertiary trade area (3-5 mile ring).

The potential for new retail opportunity is identified through the use of the Dollars and Cents of Shopping Centers, an Urban Land Institute publication that defines benchmark trends throughout the retail industry, including lease rates, retail square footage, expenditures per square foot and is broken down by retail types. The analysis is applied to household expenditures and retail sales figures for the project area to translate unmet demand for retail establishments into actual potential for growth in terms of square footage and retail outlets.



Table 23: Retail Leakage Analysis

Retail Sector	Primary Trade Area		
	Demand	Supply	Leakage
Motor Vehicle & Parts	\$14,705,139	\$3,275,055	\$11,430,083
Furniture & Home Furnishings	\$1,975,930	\$1,811,492	\$164,439
Electronics & Appliance	\$2,736,356	\$3,684,625	-\$948,269
Bldg Materials, Garden Equip. & Supply	\$2,462,665	\$1,291,553	\$1,171,112
Food & Beverage	\$14,588,534	\$8,169,332	\$6,419,202
Health & Personal Care	\$6,739,859	\$10,418,565	-\$3,678,706
Gasoline Stations	\$7,592,323	\$2,170,143	\$5,422,180
Clothing & Clothing Accessories	\$5,996,660	\$999,301	\$4,997,358
Sporting Goods, Hobby, Book & Music	\$1,865,772	\$1,261,390	\$604,381
General Merchandise	\$9,151,660	\$1,702,019	\$7,449,641
Miscellaneous Store Retailers	\$2,354,227	\$5,813,431	-\$3,459,204
Nonstore Retailers	\$8,202,769	\$313,378	\$7,889,391
Food Services & Drinking Places	\$8,287,518	\$15,602,791	-\$7,315,273

Source: ESRI Business Analyst Online



The extent to which there is a potential for retail growth can be defined through the capture rate for goods and services within each retail sector. For every dollar that residents of a community spend on retail goods, a certain percentage of that money is “leaked” out of the local market to a neighboring market. The amount spent within the primary market area is referred to as the “capture.” Determining the potential capture rate for retail expenditures identifies the unmet demand that the Village of Hamburg may be able to satisfy through new growth. To determine the amount of leaked spending that is reasonable to capture within the primary market, national standards for capture rates are applied for each trade area: primary (20%), secondary (10%) and tertiary (2%).

Table 22: Trade Area Demographics

2012 Demographics	Primary Trade Area	Secondary Trade Area	Tertiary Trade Area
Population	7,326	19,170	35,253
Households	3,052	7,685	14,174
Median Disposable Income	\$45,599	\$46,453	\$45,794
Per Capita Income	\$29,557	\$29,876	\$29,552



Source: ESRI Business Analyst Online

A brief demographic overview shows that the primary trade area, though smaller in population and households, carries similar economic characteristics to the secondary and tertiary trade areas. The per-capita income of the primary trade area is equivalent to the other areas, while the median disposable income falls slightly below, an indicator of additional annual expenses related to living in the Village.

Secondary Trade Area			Tertiary Trade Area			Potential Capture	Growth (SQFT)	Retail Stores
Demand	Supply	Leakage	Demand	Supply	Leakage			
\$38,599,556	\$31,891,209	\$6,708,347	\$70,794,945	\$22,111,101	\$48,683,844	\$3,930,528	8,166	1.3
\$5,159,709	\$775,397	\$4,384,312	\$9,421,006	\$11,489,015	-\$2,068,009	\$429,959	2,630	0.6
\$7,170,306	\$990,040	\$6,180,265	\$13,104,151	\$34,093,075	-\$20,988,924	\$8,594	56	0.0
\$6,657,180	\$6,722,593	-\$65,413	\$12,098,150	\$24,501,644	-\$12,403,495	-\$20,389	-65	-0.0
\$38,162,611	\$24,303,312	\$13,859,299	\$69,877,435	\$76,689,319	-\$6,811,885	\$2,533,533	7,384	0.2
\$17,750,021	\$5,435,337	\$12,314,684	\$32,420,709	\$93,221,108	-\$60,800,399	-\$720,281	-5,517	-4.0
\$19,947,396	\$27,200,734	-\$7,253,338	\$36,629,049	\$11,678,994	\$24,950,055	\$858,103	6,789	6.8
\$15,598,995	\$1,540,868	\$14,058,128	\$28,480,544	\$48,373,854	-\$19,893,309	\$2,007,418	11,921	4.9
\$4,897,107	\$1,519,558	\$3,377,549	\$8,971,826	\$18,868,398	-\$9,896,572	\$260,700	1,777	0.8
\$23,948,479	\$3,987,226	\$19,961,253	\$43,834,933	\$92,239,049	-\$48,404,116	\$2,517,971	19,670	2.5
\$6,215,539	\$4,129,785	\$2,085,754	\$11,364,224	\$10,438,794	\$925,430	-\$464,757	-2,450	-1.5
\$21,578,586	\$1,622,708	\$19,955,878	\$39,492,696	\$2,514,087	\$36,978,609	\$4,313,038	-	-
\$21,549,942	\$22,838,777	-\$1,288,835	\$39,334,686	\$42,140,043	-\$2,805,357	-\$1,648,045	-7,064	-3.9



A general analysis of the major categorical retail sectors indicates that there is significant potential for existing market capture. Of the 12 sectors that require brick and mortar stores, eight indicate that there is unmet retail demand within the primary trade area. Most significant among these include clothing and clothing accessories, where there is more than \$20 million in leakage from the primary and secondary trade areas, while the tertiary trade area has an oversupply of retail, relative to the local population. In terms of sustainable growth, there is the potential to capture more than \$2 million in additional spending within the village, nearly 12,000 square feet of additional clothing and clothing accessories.

Clothing

Table 24: Clothing Sector Potential

Sector	Potential Capture	Sustainable Growth (sqft)	Retail Outlets
Clothing & Clothing Accessories Stores	\$2,007,418	11,921	4.9
Clothing Stores	\$1,531,912	9,097	2.5
Shoe Stores	\$235,172	1,397	1.2
Jewelry, Luggage & Leather Goods Stores	\$240,334	1,427	1.2

Source: ESRI Business Analyst Online

Breaking down the clothing and accessories sector further, a significant potential for new growth in the village exists for apparel retailers where more than 9,000 square feet could be supported by current spending. To a lesser extent, there is opportunity for 1,400 square feet in shoe retail and another 1,400 square feet of accessories.

Food & Beverage

Within the food and beverage sector, there is potential for some growth, albeit limited. Based on existing spending patterns, there is potential for nearly 7,500 square feet in new grocery space. While this is not enough to support a full-fledged supermarket of 30,000+ square feet, it perhaps shows potential for a small, downtown grocer to serve the walkable village area.

Table 25: Food & Beverage Store Potential

Sector	Potential Capture	Sustainable Growth (sqft)	Retail Outlets
Food & Beverage Stores	\$2,533,533	7,384	0.2
Grocery Stores	\$2,564,555	7,475	0.2
Specialty Food Stores	\$188,779	550	0
Beer, Wine & Liquor Stores	-\$219,801	-641	0

Source: ESRI Business Analyst Online

General Merchandise

The general merchandise sector also offers some potential for growth, up to 20,000 square feet of new space within the primary trade area. Depending upon the sector, this type of retailer could range from a discount dry goods outlet to a convenience retailer.

Food Services & Drinking Places

One sector that shows a market saturation is food services and drinking places where the data indicates that there are actually more sales than expenditures by residents. This suggests that while the residents of Hamburg, alone could not support additional food and drinking places, the village has actually become a destination for food and drink. A unique characteristic that restaurants have over traditional retail is the strengthened ability to serve as individual regional destinations at almost any scale. It is reasonable to suggest that there could be additional potential for growth as a destination for food and drink, given the enhanced appeal of the village's commercial streets as well as a concentration of dining and entertainment options within the Village.

5.5 Local Consumption Patterns

Complementing the Retail Gap analysis, this section provides an additionally detailed look into spending patterns impacting the Village of Hamburg. Local trends in consumption help to indicate what products or services that residents are likely to purchase in the near future.

As noted previously, residents of the Village of Hamburg, on average, have a disposable household income of \$45,000 relative to a median aggregate household income of just under \$59,000. This is a healthy number that suggests the population has the ability to be both reasonably free spending as well as selective in their purchases. Not surprisingly, the data reflects this as the area's population indicates affluent spending.





The following chart provides highlights of local spending patterns, indicating areas in which the local population is likely to spend. The chart includes the aggregate number of households that have made a particular purchase, as well as the percentage of households in the trade area that made that same purchase. Finally, the chart also incorporates a market potential index (MPI) which relates local trends to national averages. A score of 100 in a particular expenditure category, indicates that the local population exhibited the same consumption pattern as the national average.

Table 26: Local Consumption Highlights

Product/Consumer Behavior	Primary Trade Area			Secondary Trade Area		
	# of Adults	% of Adults	MPI	# of Adults	% of Adults	MPI
Apparel						
Bought any men’s apparel in last 12 months	3,006	53.4%	107	8,031	53.6%	108
Bought any women’s apparel in last 12 months	2,688	47.8%	105	7,192	48.0%	106
Bought any shoes in last 12 months	3,068	54.5%	105	8,177	54.6%	105
Electronics						
Bought digital camera in last 12 months	451	8.0%	117	1,162	7.8%	113
HH owns a personal computer	2,497	81.8%	110	6,216	80.9%	109
Spent <\$500 on most recent home PC purchase	269	8.8%	102	708	9.2%	106
Spent \$500-\$999 on most recent home PC purchase	619	20.3%	114	1,537	20.0%	112
Spent \$1000-\$1499 on most recent home PC purchase	491	16.1%	123	1,209	15.7%	120
Spent \$2000+ on most recent home PC purchase	209	6.8%	109	533	6.9%	110
HH owns 4+ TVs	795	26.0%	125	2,068	26.9%	129
Entertainment & Leisure						
Attended movies in last 6 months	3,515	62.5%	106	9,251	61.7%	105
Went to live theater in last 12 months	995	17.7%	134	2,394	16.0%	121
Went to a bar/night club in last 12 months	1,303	23.2%	121	3,243	21.6%	113
Dined out in last 12 months	3,305	58.7%	119	8,669	57.9%	118
Spent on toys/games in last 12 months: \$500+	386	6.9%	120	1,035	6.9%	121
Went to family restaurant/steak house last mo: 2-4 times	1,694	30.1%	112	4,542	30.3%	113
Went to family restaurant/steak house last mo: 5+ times	1,246	22.1%	114	3,352	22.4%	115
Domestic travel in last 12 months	3,649	64.9%	124	9,574	63.9%	122
Foreign travel in last 3 years	1,781	31.7%	121	4,490	30.0%	115
Home & Health						
Exercise at club 2+ times per week	876	15.6%	125	2,181	14.6%	117
Any home improvement in last 12 months	1,231	40.3%	128	3,037	39.5%	125
Used household cleaning service in the last 12 months	584	19.1%	122	1,433	18.6%	119
Purchased any HH furnishing in last 12 months	1,059	34.7%	115	2,587	33.7%	112
Bought any kitchen appliance in last 12 months	596	19.5%	112	1,500	19.5%	112

Source: ESRI Business Analyst Online



The more a score exceeds 100, indicates that the local population exhibits a particular consumption pattern to a higher degree than the national average and is thus more likely to participate in that activity. For this analysis, we included only the more local primary and secondary market areas as they will provide the most accurate portrayal of local consumption patterns.

The data indicates consumption patterns consistent with a more affluent population. In comparison to national averages, the primary market area's population spends more in nearly every category. Of note, the primary market area tends to spend a significantly higher amount on expensive electronic purchases as 23% spent more than \$1,000 on their most recent personal computer purchase and more than a quarter of households own four or more televisions, 25% higher than the national average. The local population has higher gym membership rates and is 15 – 30% more likely to make a significant home purchase than the national average.

In regards to entertainment and leisure, Village residents frequently eat out (119 MPI), visit a bar/night club (121 MPI) and travel domestically (124 MPI) or to a foreign country (121 MPI). Clearly, this population is seeking out leisure activities which may indicate that there is room for additional entertainment growth, locally. Of note, 17.7% of adults in the primary market area attended live theater in the past year, a rate nearly one third greater than the national average. Finally, shopping for both men and women's clothing exceeds national averages, though slightly greater in the secondary market area than the primary market area.

Local consumption patterns indicate that the population within and surrounding the Village of Hamburg have healthy disposable incomes and are interested in higher end retail as well as an array of entertainment and leisure options. With consideration for local business clusters, it may be wise to investigate the potential to accommodate more of these activities, locally.

5.6 Competitive Retail Clusters

For the Village of Hamburg to strengthen its future standing as a commercial business center, the area must be able to draw consumers from neighboring areas and, to a lesser extent, elsewhere in the region, in addition to the local population. To do so, it must offer products, services and/or an experience that is distinct unique from competing commercial centers. A cluster analysis was completed to evaluate the strengths and weaknesses of the areas most likely to compete with a revitalized project area.

Primary Competitive Retail Areas:

The following retail areas are viewed as the most locally competitive to the Village of Hamburg:

McKinley Mall & Power Center

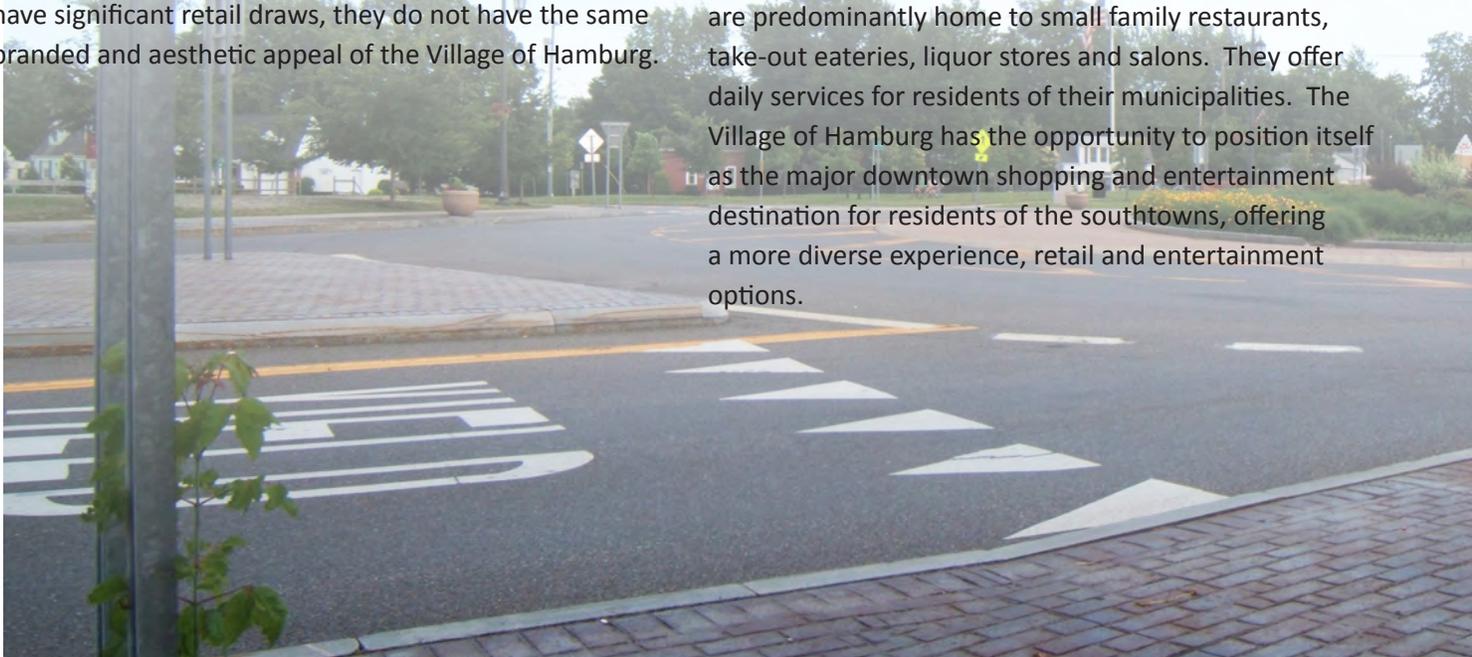
McKinley Mall on McKinley Parkway in Blasdell is the area's major retail center, featuring an enclosed mall with more than 800,000 square feet and 92 retailers. This shopping center is leased primarily by national retail chains, with some locally-based tenants taking kiosk and built spaces. Outparcel retailers as well as neighboring strip retailers, extending as far as the Quaker Crossings Plaza on add another approximately 1 million square feet of additional space, bringing the total square footage of this area to just under 2 million square feet. As a whole, this area is comprised of large-scale major retailers, including several category killers that include home improvement, sporting goods, deep discount retail, grocery, department stores, appliances and home furnishings.



The Village of Hamburg offers some strip retail opportunities, but cannot expect to compete with a similar type of retail that is found here. To gain a competitive advantage, the town would be well suited to focus upon smaller, convenience-oriented strip retail to complement the small-scale local retail flavor of the downtown.

Southwestern Boulevard Strip Retail

Southwestern Boulevard, north of the Village is home to a number of strip retail developments, predominantly of smaller scale than those found in the McKinley Mall area. Most notably, these developments are located at the corners of Camp Road, South Park Avenue and McKinley Parkway. These strips offer a mix of local and national retail chains, fast food and family dining. Physical orientation of each is largely auto-dependent with no substantial pedestrian connections to residential areas as business is mostly dependent upon traffic from the major thoroughfares. Similar to the McKinley Mall and Quaker Crossing developments, Hamburg can differentiate itself by providing smaller, convenient strip development and a more personal retail experience for shoppers. Though these areas have significant retail draws, they do not have the same branded and aesthetic appeal of the Village of Hamburg.



Village of Orchard Park

The Village of Orchard Park is Hamburg's primary competitor for urban village retail, offering a mix of retailers including a strong presence of locally-owned businesses. The village offers an appealing, walkable retail environment, mixed with restaurant, entertainment and nightlife options. The mix of shops include several high end boutiques, special services, gifts and cafes. Hamburg's competitive advantage to Orchard Park includes a significantly more extensive retail building stock with continuous mixed-use streetscapes. Hamburg's downtown transportation improvements have also provided it with a stronger village brand relative to Orchard Park. Hamburg also offers more strip retail outside the downtown, primarily due to the larger population of the Town (50,000 compared to 30,000 for Orchard Park).

Southern Villages: Eden & North Boston

Drawing visitors and shoppers from further south puts Hamburg in a lesser competition with more rural village and hamlet centers such as North Boston, Eden and Angola. These areas, while quaint and in many cases attractive, offer very little retail supply. They are predominantly home to small family restaurants, take-out eateries, liquor stores and salons. They offer daily services for residents of their municipalities. The Village of Hamburg has the opportunity to position itself as the major downtown shopping and entertainment destination for residents of the southtowns, offering a more diverse experience, retail and entertainment options.



Retail Analysis Findings

The most significant strength of the Village of Hamburg in comparison to competitive retail supply areas is its attractive brand as a village and downtown. That appeal is what neighboring centers cannot successfully compete with. Hamburg also offers easy and convenient strip retail developments that are easy to access and offer medium-scale retail such as grocery, hardware and services needed by the surrounding population. Hamburg should link these larger developments to the organization and appeal that is found in downtown Hamburg and provide opportunities for similar branding strength.

Moving forward, the analysis shows the village as having a strong potential for growth in a number of retail sectors. Among sectors especially poised for growth are clothing and accessories, smaller scale grocery and general merchandise. Additionally, examining the consumer trends of village residents indicates that Hamburg could support a selection of retailers focused upon higher-end and specialty products.

Given the potential for growth, especially of quality retail, the Village should move to position itself as the Southtowns' urban retail hub, a more specialized complement to the power centers found on Southwestern Boulevard and Mile Strip Parkway. The village should capitalize on its attractive, walkable urban environment and provide additional retail opportunities that expand the area's business base and can accommodate a variety of types and scale of retail establishment. New development should focus on providing mixed use with residential on upper floors to continue to reinforce the walkable nature that the village has developed.



