

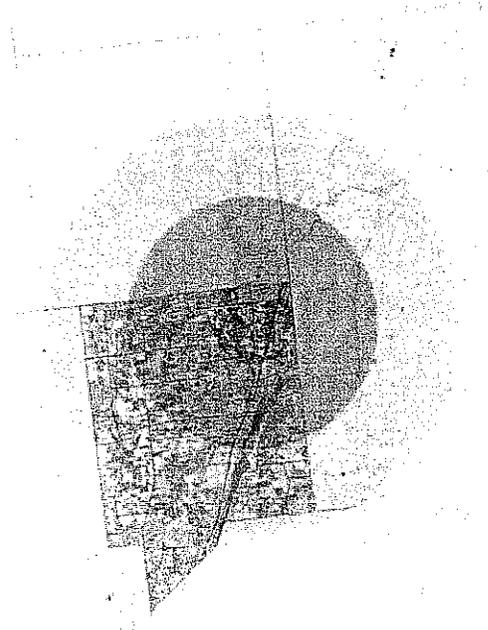
**Appendix D**  
**Draft Economic Development Study, February 2006**

SARATOGA  
ASSOCIATES

TOWN OF BALLSTON  
NEW YORK

“DRAFT”  
ECONOMIC DEVELOPMENT STUDY

February 2006



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## Town of Ballston Economic Development Study

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## **Section 1**

# **Resource Assessment**

## Section 1 – Resource Assessment

### 1.1 Population Trends

#### 1.1.1 Population Growth

The Town of Ballston has been experiencing significant population growth over the past 20 years. In 2000, Ballston had a population of 8,729. This represents a 13% increase in population since 1980 and an 8% increase since 1990. Between 1980 and 2000, Ballston's population grew slightly slower than that of Saratoga County and selected adjacent municipalities. Between 1990 and 2000, the Town's population as a whole grew slightly faster than that of the Village of Ballston Spa. Access to nearby employment centers such as Schenectady and Albany, rural character, and quality of life are likely factors contributing to the Town's population growth.

Municipality	1980	1990	2000	Change 1980-2000	Change 1990-2000
Town of Ballston	7,714	8,078	8,729	13.2%	8.1%
Village of Ballston Spa	4,711	5,194	5,556	17.9%	7.0%
Town of Malta	6,968	11,709	13,005	86.6%	11.1%
Town of Clifton Park	23,989	30,117	33,110	38.0%	9.9%
Saratoga County	153,759	181,276	200,635	30.5%	10.7%

Source: Capital District Regional Planning Commission

Growth in the Capital District has been slow but steady. The selected municipalities within the study area show much faster growth than the Capital District as a whole. This may be due to population loss in urban areas including Albany, Schenectady, and Troy leading to an increase in suburban development in the selected municipalities, as this trend is typical throughout the United States.

Municipality	1990	2000	2004*	2010	2020
Town of Ballston	8,078	8,729	9,142	9,263	9,779
Village of Ballston Spa	5,194	5,556	5,587	5,602	5,611
Town of Malta	11,709	13,005	13,665	14,183	15,345
Town of Clifton Park	30,117	33,110	36,156	36,382	38,874
Saratoga Springs	25,001	26,186	27,686	29,300	31,228
Saratoga County	181,276	200,635	212,706	219,391	233,633
Albany-Schenectady-Troy MSA	777,783	794,293	860,976	826,094	848,107

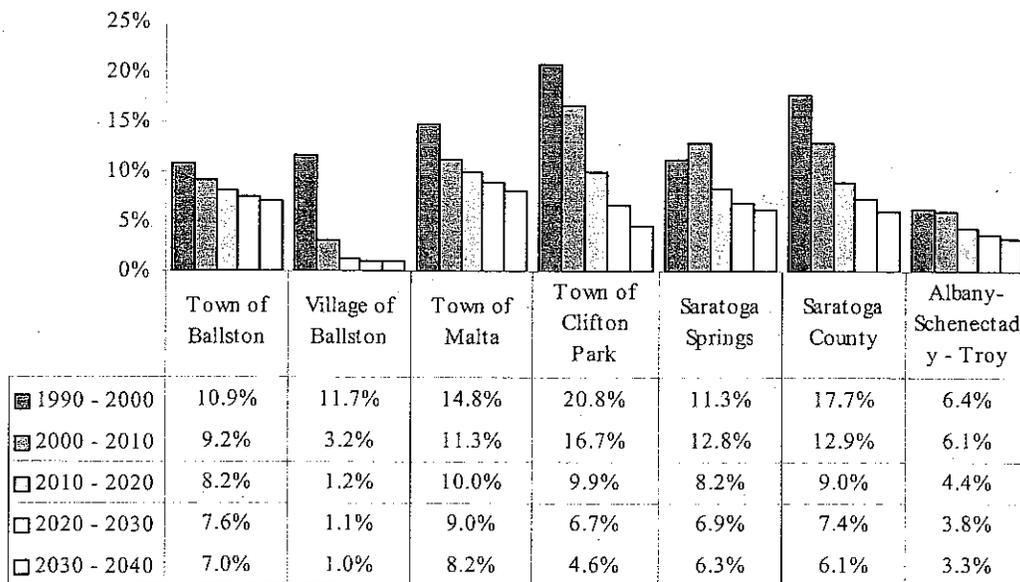
Source: Capital District Regional Planning Commission  
\*Data supplied by US Census Bureau

Between 1990 and 2000 the Town of Ballston had a 10.9% increase in total population, compared with an impressive growth of 20.8% in Clifton Park. Although growth is a positive indicator, growth that is too fast and unaccounted for can lead to economic strain, traffic congestion, and irregular patterns of

suburban sprawl. The 2040 population projections developed by the Capital District Regional Planning Commission (CDRPC) indicate an increase of approximately 2,110 persons by 2040 in the Town of Ballston, or approximately 53 persons per year over the next 40 years. This represents a 24% increase in population over a 40-year period. The Town of Ballston is projected to capture between 3% and 4% of Saratoga County's population growth through 2040.

**Population Change:  
1990 – 2040**

Source: Capital District Regional

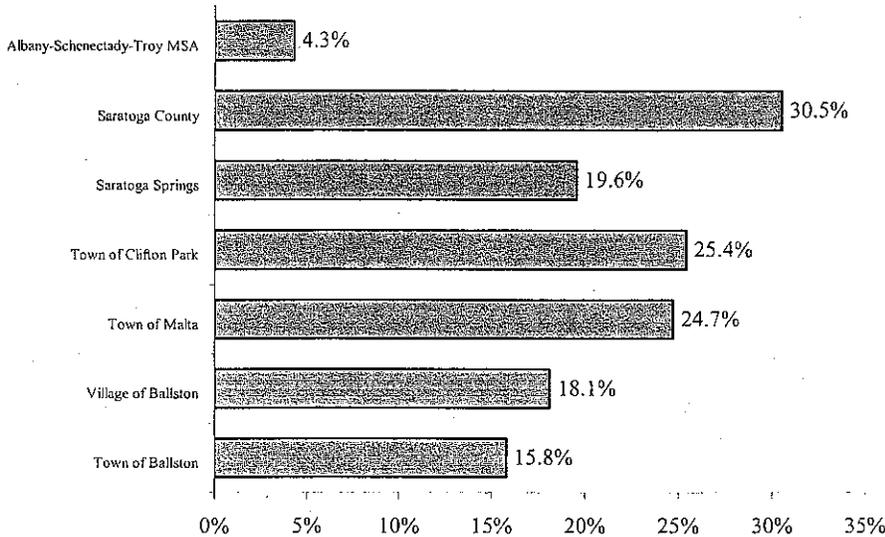


**1.1.2 Household Trends**

As important as population growth, the trends in household growth can determine the future physical characteristics of a town. As the population shifts to different localities throughout the region the number of households may grow at a faster pace in some areas compared with slow or no growth in others. Saratoga County's number of households is growing nearly eight times faster than the Capital District as a whole. Keeping up with the trend, the Town of Ballston's number of households increased by nearly 16% between 1990 and 2000, further solidifying the idea of suburbanization and population redistribution within the region.

### Increase in Number of Households: 1990 – 2000

Source: Capital District Regional Planning Commission



#### 1.1.3 Age

The types of services provided for a community is largely determined by the age of its population. For example, a significant number of people over the age of 65 may indicate a need for additional senior programs or senior housing. A high number of people in their twenties may indicate a need for increased recreational activities or employment opportunities that target this younger generation.

Population Age: 2000							
	Town of Ballston	Village of Ballston Spa	Town of Malta	Town of Clifton Park	Saratoga Springs	Albany-Schenectady-Troy MSA	Saratoga County
< 18	25.0%	26.0%	26.4%	25.6%	19.4%	23.9%	23.9%
18 - 24	7.8%	5.9%	5.4%	6.4%	15.5%	8.1%	9.5%
25 - 39	22.8%	19.0%	20.4%	27.5%	20.4%	25.2%	21.0%
40 - 54	23.8%	24.2%	27.1%	23.9%	21.6%	18.9%	22.5%
55 - 64	9.2%	9.5%	10.7%	8.1%	8.8%	7.3%	8.8%
>65	11.5%	15.4%	10.1%	8.6%	14.3%	16.6%	14.3%

Source: Capital District Regional Planning Commission

According to the Capital District Regional Planning Commission, with data provided by the US Census, the age bracket with the highest population in the Town of Ballston is under 18 years of age. This is consistent with age distribution of this group in Saratoga County, which captured 21% of the population. This particular age group represents school age children and may indicate a need to address facilities

requirements in local schools. That is followed very closely by those between the ages of 40 – 54, and 25 – 39, respectively. The population appears to consist mainly of young families and younger working professionals. The types of housing that will be constructed will be affected by this data, providing larger homes with large lots in a residential neighborhood setting. The combined population of empty-nesters (55 – 64 years) and seniors (65 years+) comprised 20.7% in 2000. This age group is projected to increase with the aging of the large baby-boomer cohort. An older population may require a larger supply of smaller residential units that could include condominiums, townhouses, smaller lots with less maintenance, and walkability to nearby amenities such as retail, services, doctor's offices, and public transportation.

## 1.2 Income Characteristics

### 1.2.1 Income Distribution

#### Per Capita Income

Within the Capital District and the study areas included in this report, the Town of Ballston has the third highest per capita income as of 1999, according to the US Census Bureau, and is higher than the Capital Region and Saratoga County. Per capita income for Ballston is at \$24,206, falling behind the Town of Clifton Park, at \$31,997 and the Town of Malta, at \$25,972.

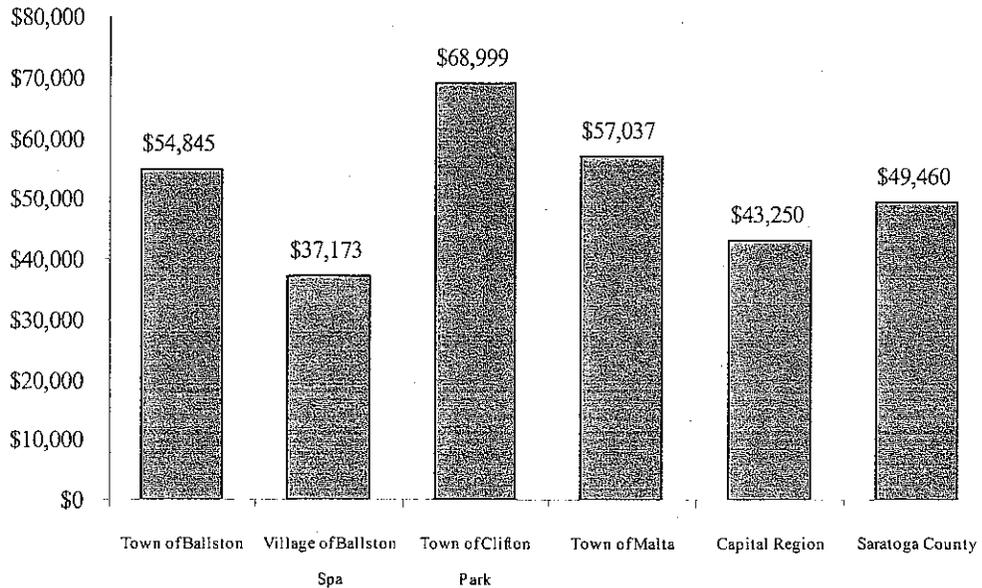
Per Capita Income - 1999	
Town of Ballston	\$24,206
Village of Ballston Spa	\$20,237
Town of Clifton Park	\$31,997
Town of Malta	\$25,972
Capital Region	\$22,303
Saratoga County	\$23,945
Source: US Census Bureau	

#### Median Household Income

According to the US Census Bureau, the median household income for the Town of Ballston was \$54,845 (as of 1999). This falls short behind Clifton Park and the Town of Malta, however Ballston is still fairing well when compared with the Capital District and the County. A higher median household income equates to more purchasing power, and is clearly seen that residents of Ballston have a healthy level of purchasing power and available capital.

### Median Household Income: 1999

Source: US Census Bureau



In Ballston, 4.5% of all families were below the poverty level in 1999. Since poverty levels inversely relate to median household income, Ballston's 1999 poverty level was lower than that of the County (6.0%) and Village of Ballston Spa (9.8%), and higher than that of Clifton Park (2.6%) and Malta (2.6%).

### 1.3 Workforce Characteristics

#### 1.3.1 Labor Force

Labor force participation and unemployment rates are a reflection of the current economic state of a community. Often times there is a mismatch between available workforce and available jobs creating tension and higher unemployment rates.

Labor Force Participation: 2000						
	Town of Ballston	Ballston Spa	Town of Clifton Park	Town of Malta	Saratoga County	Albany Schenectady Troy, NY MSA
Total:	6,787	4,414	25,359	10,001	156,118	690,574
In labor force:	4,521	2,816	18,529	7,832	108,283	453,392
In Armed Forces	31	33	52	168	1,164	1,721
Civilian:	4,490	2,783	18,477	7,664	107,119	451,671
Employed	4,359	2,652	17,891	7,441	102,898	426,071
Unemployed	131	131	586	223	4,221	25,600
Not in labor force	2,260	1,598	6,830	2,169	47,835	237,182

Source: US Census Bureau

The labor force participation rate for the Town of Ballston is consistent with the Capital District, however the rates for Clifton Park and Malta are slightly higher. The higher rates of participation may be the reason for higher median household incomes for the selected municipalities.

Labor Force Participation as Percent - 2000						
	Town of Ballston	Ballston Spa	Town of Clifton Park	Town of Malta	Saratoga County	Albany-Schenectady Trios, NY MSA
Not in labor force	33.3%	36.2%	26.9%	21.7%	30.6%	34.3%
In labor force:	66.7%	63.8%	73.1%	78.3%	69.4%	65.7%
Employed	97.1%	95.3%	96.8%	97.1%	96.1%	94.3%
Unemployed	2.9%	4.7%	1.2%	2.9%	3.9%	5.7%

Source: US Census Bureau

### 1.3.2 Educational Attainment

Educational attainment levels for the respective study areas were looked at with data from the 2000 Census Bureau, as reported by the Capital District Regional Planning Commission. As there are a number of collegiate opportunities within the immediate region, the levels of education overall are steady. Educational data is important to understand, as education levels strongly influence the economic success of a community.

Educational Attainment for Persons 25 Years and Above Year - 2000						
	Town of Ballston	Ballston Spa	Town of Clifton Park	Town of Malta	Saratoga County	Capital District
High School (no diploma)	11.4%	18.9%	3.8%	6.3%	11.8%	13.7%
High School Graduate	25.2%	31.1%	16.7%	27.2%	29.0%	29.3%
Some College, no degree	19.3%	15.3%	16.4%	18.8%	18.0%	17.4%
Associates Degree	11.6%	8.5%	10.3%	12.9%	10.3%	10.0%
Bachelor's Degree	18.9%	14.9%	30.2%	22.6%	18.5%	16.4%
Graduate or Professional Degree	13.6%	11.3%	22.6%	12.2%	12.4%	13.2%

Source: Capital District Regional Planning Commission

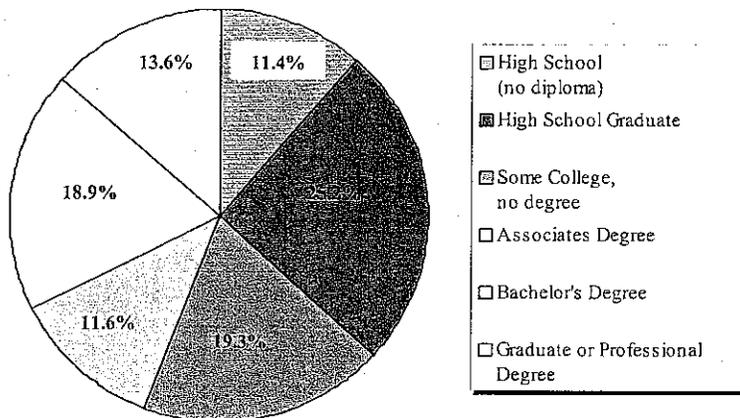
In 2000, roughly 25% of the Town's population over the age of 25 was comprised of high school graduates and almost 12% claimed "some high school" or "less than 9<sup>th</sup> grade" as their highest educational attainment. This represents a small increase since 1990. These trends may reflect the relocation of older and more educated workers to other parts of the region. Compared to surrounding municipalities in 2000, Ballston has intermediate levels of educational attainment. The Village of Ballston

Spa had lower levels of college and graduate degree attainment and more persons with only a high school education. Clifton Park and Malta, on the other hand, exceeded Ballston in the number of people with graduate and college degrees, and had fewer people with only a high school education.

Looking at the data provided, the Town of Ballston's residents aged 25 years and above are well educated. More than 44% of residents have a college degree including associates, bachelor's, and graduate and above. Over 63% of residents have some college education. Although this represents a higher percentage than Saratoga County, it is lower than state and some surrounding municipalities such as Clifton Park, where 15% of the population had graduate degrees. Also in 2000, 13% of Ballston's 25 and over population had a Bachelor's degree. This represents a higher percentage than Saratoga County, yet lower than state and some surrounding towns. This would allow for higher paying, higher skilled employment opportunities to be located within the Town and nearby vicinity.

**Educational Attainment,  
Town of Ballston: 2000**

Source: Capital District Regional Planning Commission



**1.3.3 Unemployment**

The unemployment rates for the study areas below are relatively low. This highest rate of unemployment is within the Capital District as a whole, at 5.7%, taking into account that this number reflects the large portion of inner city poor that are unemployed as well as those with seasonal employment. The unemployment rate for Ballston is a low 2.9%, with Clifton Park the only municipality within the study area that has a lower unemployment rate, at 1.2%.

Unemployment Rate		
	Oct. 2005	Oct. 2004
Capital District	3.4%	3.6%
Albany County	3.4%	3.7%
Saratoga County	3.1%	3.3%
NYS	4.9%	5.5%
US	5.0%	5.5%

Source: NYS Department of Labor

A low unemployment rate supports the hypothesis that the job supply is adequately matched to the population. Taking that a step further, however, this does not explain the location of where residents are employed. This information is important to determine what businesses, if any, are needed in a community and if they would have a sufficient workforce in that community. With the evidence of suburban sprawl it is easy to assume that many residents of Ballston are commuting out of the Town for employment, possibly to Clifton Park, Saratoga, or Albany. If most residents are commuting outside the Town for work, then there is a spatial mismatch between jobs and workers, and this will need to be addressed in the future.

#### **1.3.4 Workforce Training Programs**

There are several workforce training initiatives that local employers could avail. These are sponsored by statewide and countywide agencies and organizations.

##### Training Initiatives

###### **Addressing Skills – Local Skills Shortages Project**

The NYS Department of Labor provided a grant to provide training in both supervisory and computer-software skills. County employers can apply for training grants to assist full-time year-round employees. Employers can determine the length and complexity of the training, as well as choose a vendor to offer classes for computer-software skills. The employee technical training could lead to an industry-recognized certification. Supervisory training could be focused on any topic that will help develop the skills of newly promoted supervisors.

###### **Employee Enhancement Programs and Basic Skills Upgrading**

Located in Ballston Spa, the Department of Employment & Training is available for assistance to residents in their search for employment. Resources available include free use of the computers for job searches with access to the NYS Department of Labor and NYS Civil Service list, phone, fax, printer, as well as other computer and Internet related services. The Department provides counseling, holds training sessions for desired job skills, interview practice, and financial information including unemployment.

###### **Leadership Saratoga**

Entering its 20th year, Leadership Saratoga has made its mark on this county. Currently, graduates serve on the Boards of Directors of 135 non-profit organizations from Corinth to Clifton Park. 52 graduates have been elected to local Boards of Education, Town Boards, City Councils, the County Board of Supervisors, the County Planning Board, and Political Parties' committees. Ten have been hired in politically appointed local government positions.<sup>1</sup>

###### **Saratoga Chamber of Commerce**

The Chamber of Commerce provides a number of services to residents and business throughout the county. The monthly newsletter is sent out and provided on the website with information about events in the county, contacts, training, job, and internship opportunities, and a directory of

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<sup>1</sup> 2005 Leadership Saratoga, [www.saratoga.org/leadership/](http://www.saratoga.org/leadership/)

members. The Chamber sponsors several events throughout the year to promote networking such as luncheons, breakfasts, golf, continuing education courses, and mixers. Training and information is provided to small businesses as well as new businesses starting out throughout the county.

#### **Saratoga Economic Development Corporation**

Saratoga Economic Development Corporation (SEDC) is a non-profit organization in operation since 1978. Its main purpose is to help create and retain jobs within the county. There services include:

- Proposals
- Building and Site Location Inventory
- Financial Services
- Empire Zones
- Small Business Assistance
- Community Economic Development
- Customized Training Programs
- Labor Market Analysis
- Geographic Information Systems<sup>2</sup>

### **1.4 Industry Presence**

#### **1.4.1 Employment by Industry**

With a growing population, labor force in both the Town of Ballston and Saratoga County has grown during the last 5 years. In 2005, almost 30% of the Town's labor force was employed in Education, Health and Social Services. This is reflective of Saratoga County's labor force, with almost a quarter of its population employed in Education, Health Care and Social Services. A sizable percentage (almost 12%) of the Town of Ballston's labor force is also employed in Professional, Scientific, Management, and Administrative jobs. These industries are generally better paid than regular manufacturing or service jobs. Over 10% of the Town's labor force is employed in manufacturing indicating the presence of workforce for possible employment in light manufacturing or clean industries in the Town's industrial parks. With less than 10% of the labor force employed in retail trade and over 6% in accommodation and food services, the Town of Ballston has the workforce that could be employed in potential retail and service establishments that could be developed in Ballston's commercial district.

<b>Employment by Industry, 2000 and 2005 Projections</b>				
(Sources: 2000 Census & Easidemographics for 2005 Projections)				
Type of Industry	Town of Ballston		Saratoga County	
	2000	2005	2000	2005
Total Civilian Labor Force	4,523	4,667	109,912	109,589
Agriculture, Forestry, Fishing and Hunting & Mining	1.3%	1.0%	0.7%	0.6%
Construction	4.6%	4.9%	6.0%	6.6%

<sup>2</sup> 2005 Saratoga Economic Development Corporation, [www.saratogaedc.com](http://www.saratogaedc.com)

<b>Employment by Industry, 2000 and 2005 Projections</b>				
(Sources: 2000 Census & Esidemographics for 2005 Projections)				
Type of Industry	Town of Ballston		Saratoga County	
	2000	2005	2000	2005
Manufacturing	12.3%	10.4%	10.8%	9.3%
Wholesale Trade	3.1%	2.8%	3.6%	3.2%
Retail Trade	9.9%	8.4%	12.0%	10.1%
Transportation and Warehousing and Utilities	5.9%	6.3%	4.2%	4.3%
Information	3.4%	3.3%	2.8%	2.8%
Finance, Insurance, Real Estate and Rental & Leasing	5.2%	5.2%	7.7%	7.6%
Professional, Scientific, Management, Administrative, etc.	10.8%	11.7%	9.7%	10.6%
Educational, Health & Social Services	28.0%	29.9%	22.9%	24.6%
Arts, Entertainment, Accommodation & Food Services	5.8%	6.2%	7.0%	7.5%
Other Services	3.6%	3.9%	4.1%	4.4%
Public Administration	6.0%	5.8%	8.4%	8.2%

#### 1.4.2 Major Employers

Looking at the information provided by the Saratoga Economic Development Corporation (SEDC) we see that the major employers within the Town of Ballston are actually located in the Village of Ballston Spa. There were no large employers reported within the Town. Also interesting is that two out of the three employers listed are countywide employers - Saratoga County and Saratoga ARC.

<b>Major Employers Town of Ballston and Village of Ballston Spa</b>		
Business Name	Location	# Employees
Saratoga County	40 McMaster St. Ballston Spa, NY 12020	1,075
Saratoga ARC/Alpha Industries	2902 Route 9 Ballston Spa, NY 12020	350
Curtis Lumber	Rt. 67 Ballston Spa, NY 12020	331
Source: Saratoga Economic Development Corporation		

The largest employers for Saratoga County, listed below, display a pattern of dispersed employment opportunities. The largest employers are not all located in one area. However, two out of the five largest employers in the county are in the Village of Ballston Spa, the State Farm Insurance regional headquarters with 1,171 employees, and Saratoga County with 1,075 employees.

Major Employers Saratoga County		
Business Name	Location	# Employees
Stewart's Ice Cream Co.	PO Box 435 Saratoga Springs, NY 12866	1,550
GE - Silicone Division	Waterford, NY	1,409
Shenendehowa School District	5 Chelsea Pl. Clifton Park, NY 12065	1,350
State Farm Insurance	PO Box 8000 Ballston Spa, NY	1,171
Saratoga County	40 McMaster St. Ballston Spa, NY 12020	1,075
Target Distribution Center	129 North Rd. Wilton, NY 12831	1,000

Source: Saratoga Economic Development Corporation

## 1.5 Business Climate

### 1.5.1 Taxes

#### Property Taxes

Part of the attraction of living in a suburban area is the promise of low taxes, property and school. Ballston has a slightly higher total tax rate compared with the Towns of Clifton Park and Malta. The information shown is based on tax rate per \$1,000 assessed valuation for the fiscal year 2003 and was provided by the Capital District Regional Planning Commission. As indicated in the table, the school district taxes are by far the largest component of the overall property tax rate.

2004 Tax Rates Tax Levy / \$1,000 AV				
Municipality	County Tax Rate	Town Tax Rate	School District Tax (Range)	Overall
Town of Ballston	\$3.07	\$0.00	\$23.12-\$25.00	\$26.19-\$28.07
Village of Ballston Spa	\$3.07	\$76.08	\$25.00	\$104.15
Town of Malta	\$2.72	\$0.15	\$17.88-\$22.56	\$20.75-\$25.43
Town of Clifton Park	\$2.45	\$0.60	\$22.30-\$22.98	\$25.35-\$26.03

Source: Capital District Regional Planning Commission

While there is no Town Tax for Ballston, there are taxes levied for special districts. Special district assessments include the library, water, and emergency services. In addition, the Town of Ballston does not have a Highway Tax.

Sales Tax Revenue

Another important component of fiscal stability of a municipality is the sales tax revenue. The higher the revenue from sales tax, the lower property taxes will be, adding incentives for homeowners and prospective buyers to stay in or relocate to an area. The Town of Clifton Park and the City of Saratoga Springs have the highest revenues from sales tax within the study area. The Town of Ballston has higher revenue than only Ballston Spa. This means that there are fewer large retail stores that would be able to take away some of the burden from property owners to pay taxes on their homes.

2002 Sales Tax Revenues (in \$1,000s)	
Town of Ballston	\$1,628.20
Village of Ballston Spa	\$716.80
Clifton Park	\$7,995.40
Malta	\$2,552.80
Saratoga Springs	\$7,266.60
Source: Capital District Regional Planning Commission	

1.5.2 Business Incentives

Countywide incentives are available to businesses that wish to locate facilities within the area, and following specific guidelines. Businesses that locate within a designated Empire Zone are eligible for several programs that offer tax credits and exemptions or savings on overhead costs. The following table illustrates the programs that are available within Saratoga County.

Program	Description
Wage Tax Credit	Credit equivalent to \$1,500 - \$3,000 per employee placed in full-time newly created jobs. Available every year for up to five years.
Empire Zone Investment Tax & Employment Incentives Credit	Businesses creating new jobs and investments in production, property, and equipment may receive tax credits up to 19% of company's eligible investment.
New Business Refund	Businesses new to NY State can get a 50% cash refund of unused Empire Zone Wage Tax Credits and Investment Tax Credits.
Utility Rate Savings	Businesses within Empire Zones may be eligible for reduced electric and gas rates.
<i>Enhanced Empire Zone Benefits for Qualified Empire Zone Enterprises (QEZE)</i>	
QEZE Sales Tax Exemption	QEZEs are granted a 10-yr exemption from state sales tax on purchase of goods & services used predominantly in such zone.
QEZE Credit for Real Property Taxes	QEZEs are allowed a refundable credit against business income taxes equal to a percentage of real property taxes paid based upon increased employment in the zone.
QEZE Tax Reduction Credit	QEZEs are allowed a refundable credit against business income taxes equal to a percentage of taxes attributable to the zone enterprise.

Program	Description
Sales Tax Refund	Purchase of building materials to be used for improvements to or construction of commercial/industrial real property within zone are eligible for a refund of NYS sales tax.
Zone Capital Credit	A 25% tax credit against personal or corporate income taxes is available for contributing or purchasing shares in Zone Capital Corporation; or making a direct equity investment in a Zone Certified business; or for contributions to an approved community-development project within the Empire Zone.
Source: Saratoga Economic Development Corporation	

## 1.6 Physical Condition

### 1.6.1 Land Use & Zoning

#### EXISTING LAND USE

The **Land Use Map** illustrates the locations of various land uses in Ballston. Land uses are determined by the Town Assessor and are categorized according to property classification codes that are found in the New York State Office of Real Property Services Assessors' Manual. The Land Use Map includes the following categories: agricultural, commercial, community services, forested, industrial, public services, recreational and entertainment, residential, and vacant.

The current land use patterns will shape the future character of the Town. The type of development that occurs (i.e., residential, industrial or commercial), the form or design of that development, and the scale of that development can transform the appeal of a community. Land use can also impact the functionality of a community's infrastructure and roadway systems. Allowing new development in a previously undeveloped area, for example, could increase traffic along a corridor or require additional water and sewer infrastructure or roadways. Alternatively, allowing development in an area already equipped with sufficient infrastructure and roadways would likely reduce the impacts on a community.

Although land use within Ballston varies, with nine classifications represented, residential and agricultural uses dominate the landscape. Residential uses comprise over half of all land in Town, and are found throughout. Route 50, which traverses the Town from Ballston Spa to the southwest, is bordered largely by commercial and industrial uses. A high concentration of vacant and industrial land exists east of Route 50. Two clusters of community service functions exist in Town: one located south of Ballston Spa and another in the Burnt Hills-Ballston Lake neighborhood. Vacant parcels, which are located throughout Ballston, may represent opportunities for future development or opportunities to create additional community service areas or recreation areas, such as neighborhood parks.

Town of Ballston Land Uses		
Land Use	Acreage	Percent of Town
Agricultural	2,415.29	13.26%
Commercial	315.23	1.73%
Community Services	206.29	1.13%
Forested	0.11	0.00%
Industrial	369.13	2.03%
Public Services	108.17	0.59%
Recreation & Entertainment	66.73	0.37%
Residential	9,572.84	52.54%
Vacant	5,164.82	28.35%
<b>TOTAL</b>	<b>18,218.61</b>	<b>100%</b>
Source: GIS data created by Saratoga Associates with information provided by Town of Ballston		

#### EXISTING LAND USE REGULATIONS

The Town of Ballston adopted its first Zoning Ordinance in 1957 and continues to regulate land use through its ordinance and Subdivision Regulations. The Zoning Ordinance was updated in 1999, revised and readopted during codification in 2000, and updated again in 2003. The ordinance is continually amended as needed. It includes regulations on permitted uses in zoning districts, environmental regulations, construction standards, permit requirements and signage standards. The Subdivision Regulations were adopted in 1962 and are also amended as needed. The Village of Ballston Spa has its own zoning ordinance and is not regulated by that of the Town.

Ballston contains seven zoning districts, which include the Ballston Lake Commercial District, Commercial, Commercial/Industrial, Residential, and Rural, in addition to five Planned Unit Development Districts (PUDD). Table 2, below, shows the distribution of zoning districts throughout the Town in acreage and percentage of total Town land.

Town of Ballston Zoning		
Zoning District	Acreage	Percent of Town
Ballston Lake Commercial Dist.	29.13	0.16%
Commercial	734.79	3.92%
Commercial / Industrial	194.03	1.03%
Industrial	753.76	4.02%
PUDD	256.59	1.37%
Residential District	2,993.13	15.95%
Rural District	13,805.05	73.56%
<b>TOTAL</b>	<b>18,766.47</b>	<b>100%</b>
Source: GIS data created by The Saratoga Associates with information provided by Town of Ballston		

The Rural District designation covers nearly 14,000 acres, or three-quarters of the Town's land. This is by far the largest concentration of acres in any district, as the Residential District, which is the second

highest concentration, covers only 16% of the Town's land. Residential districts are found primarily to the south of the Village of Ballston Spa and in the southwest corner of Town in Burnt Hills. The Commercial district runs alongside Route 50 from the southern border of Ballston to the Commercial/Industrial district directly south of Ballston Spa. The Ballston Lake Neighborhood Commercial District is a small area located at the southern tip of Ballston Lake, and allows for single-family residential, retail, and office uses, as well as other uses such as two-family residential and restaurants with a special permit. The Industrial district is a 750-acre area located east of Route 50 and south of Ballston Spa, and is adjacent to two PUDDs, described below.

As stated in the ordinance, the purpose of the PUDD classification is to provide for the rezoning of land to zones that conform with standards and ensure compatibility along land uses, as well as foster innovations in site planning and encourage sound design. The Town's five PUDDs are: the Beacon Hill PUDD, a residential subdivision located near the intersection of Brookline Road and Route 50; SSP PUDD, located directly south of Beacon Hill; Schultz PUDD, a 35-acre parcel located east of the Industrial district on the Town's eastern border; Katz Corporate Park PUDD, an 11-acre parcel centrally located on Route 50, and Senior Citizen Housing, a small district in Burnt Hills. The purpose of the latter district is to provide a means for the creation of housing for Senior Citizens and Handicapped residents.

#### **1.6.2 Land Values & Cost**

To be completed

#### **1.6.3 Condition of Buildings**

##### Age

The largest majority of residential units built within the Capital District are pre-WWII housing, at just about 33%. These homes are typically on smaller lots, at a higher density, and are constructed of natural materials such as wood, brick, and brownstone. A great majority of these homes are or are either eligible to become historic landmarks. The Town of Ballston has over 20% of the housing stock constructed before World War II, and over 48% built during that same time period in the Village of Ballston Spa. The Towns of Clifton Park and Malta are newly emerging suburban towns, with very little development before 1960.

As the table below displays, there was a mid-century boom in construction for Ballston, Clifton Park, and Malta that is consistent with Saratoga County. Post-war construction, suburban sprawl, and urban-decay all contributed to this trend. It was not until the 1960's and 1970's that Clifton Park and Malta had a substantial housing stock, unlike Ballston that had a solid base of structures before these trends occurred. The median year for structures built in Ballston is 1965, compared with Ballston Spa at 1944, Clifton Park at 1978, 1982 for Malta, 1957 for the Capital District, and Saratoga County at 1974.

Housing Units - Year Structure Built						
Source: US Census Bureau						
	Town of Ballston	Village of Ballston Spa	Clifton Park	Malta	Capital District	Saratoga County
<i>Total:</i>	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
1990 - 2000	1.3%	2.3%	3.3%	1.4%	1.3%	2.6%
1995 - 1998	4.9%	5.4%	8.4%	4.6%	4.0%	7.4%
1990 - 1994	6.7%	10.3%	7.5%	16.5%	5.8%	9.8%
1980 - 1989	18.0%	12.4%	25.8%	35.2%	11.4%	19.5%
1970 - 1979	13.6%	4.1%	27.7%	22.9%	13.2%	18.2%
1960 - 1969	10.9%	3.1%	17.6%	3.8%	10.9%	11.0%
1950 - 1959	16.2%	9.6%	3.6%	4.8%	11.9%	7.7%
1940 - 1949	7.3%	4.7%	2.1%	1.3%	8.7%	4.4%
1939 or earlier	21.0%	48.1%	4.1%	9.5%	32.9%	19.4%

### Size

Most of the residential units in the Town of Ballston are single-family detached structures. As more homes are built each year, the trend is to increase the number of bedrooms, bathrooms, and overall square footage. These increases may lead to inflated prices and lack of availability of lower-priced, starter, and retirement homes. According to the 2000 US Census Data, the housing stock in Ballston was mostly made up of homes with three or more bedrooms, accounting for over 70% of all residential structures, however most of the homes have three-bedrooms (about 40%).

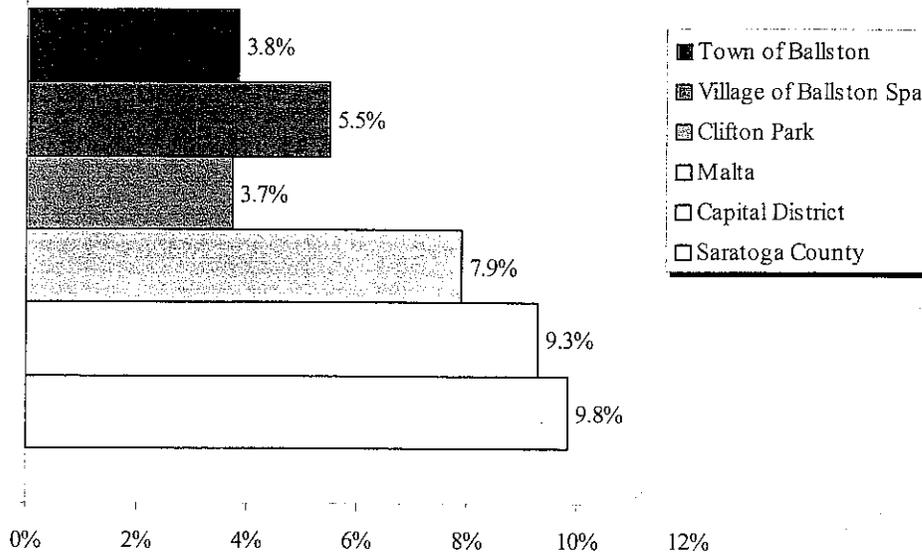
Housing Units by Number of Bedrooms	
Total	3,378
No bedroom	0
1 bedroom	398
2 bedrooms	563
3 bedrooms	1,297
4 bedrooms	947
5 or more bedrooms	173
Source: US Census Bureau	

### 1.6.4 Vacancy Rates & Absorption

In 2000, the Town of Ballston's housing vacancy rates were lower than most surrounding communities in the area, at 3.8%. Clifton Park had a similar vacancy rate of 3.7% while Malta's was 8%. The Village of Ballston Spa had a vacancy rate of 5.5%. As important as low vacancy rates, the rate of owner-occupied housing contributes to the long-term viability of a town. In 2000, Ballston had an owner-occupancy rate at 76%, compared to 78% in the Town of Clifton Park, 67% in the Town of Malta, 76% and 72% in Saratoga County. The Village of Ballston Spa has a relatively low rate of owner-occupied housing units at 53%.

### Residential Vacancy Rates – 2000

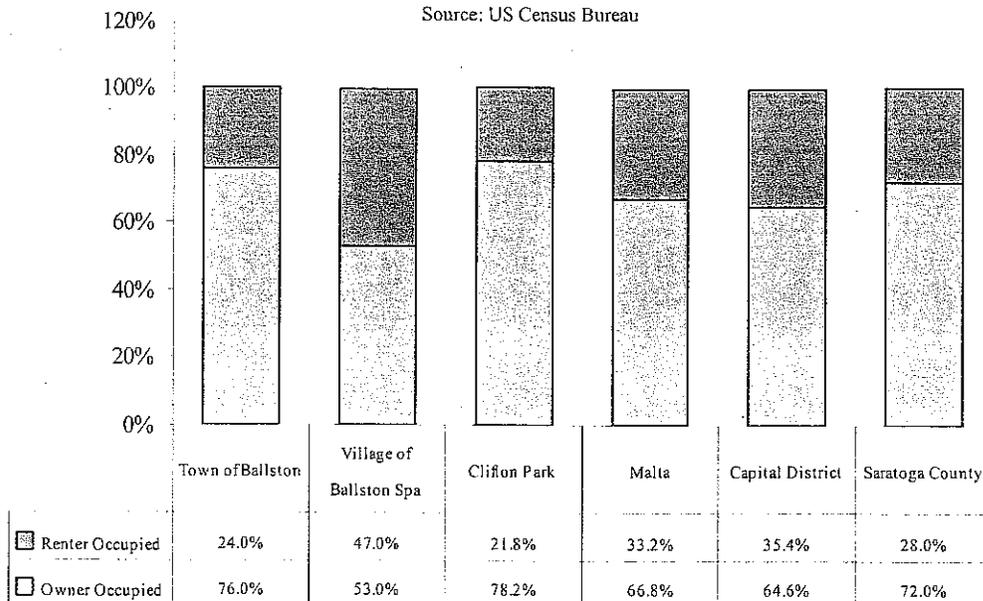
Source: US Census Bureau



A community's housing stock and owner to renter ratio is a strong indicator of its stability. Typically a homeowner is more attentive to property maintenance than a renter or absentee landlord. A homeowner also tends to remain in their home for a longer period of time than a renter, reducing the amount of turnover within a neighborhood. These and other factors contribute to the level of investment in a neighborhood and ultimately contribute to the value and character as well. In Ballston, residential growth mirrors the population growth trend, as can be expected. In comparison to Saratoga County and adjacent municipalities, Ballston has grown at a slower pace over the past 20 years, but at a similar pace since 1990. Overall, it has grown steadily in the past century.

### Housing Tenure – 2000

Source: US Census Bureau



### 1.6.5 Building Activity

Residential building permit data obtained from the Capital District Regional Planning Commission (CDRPC) indicates fluctuations in approved building permits during the time period from 1980 to 2004. The following tables highlight the residential building permits approved since 2000.

Building Permits Single-Family Residential					
Municipality	2000	2001	2002	2003	2004
Town of Ballston	31	30	43	45	58
Ballston Spa	2	0	4	0	0
Clifton Park	253	278	308	338	207
Malta	64	57	87	69	103

Source: Capital District Regional Planning Commission

Growth in the number and type of residential building permits each year further reflects population expansion and migratory patterns. The Town of Ballston between 2000 and 2004 has had steadily increasing growth with regards to the amount of single-family residential building permits granted; between 2001 and 2002 there was a 43.3% increase in building permits. Clifton Park is experiencing massive single-family residential growth. For the five years under study, the number of permits granted in one year did not drop below 207. Malta has also seen steadily increasing growth over the past five years, with 103 permits granted in 2004 alone.

Building Permits Single-Family Residential (Percent Change)				
Municipality	2000 - 2001	2001 - 2002	2002 - 2003	2003 - 2004
Town of Ballston	-3.2%	43.3%	4.7%	28.8%
Ballston Spa	-100.0%	400.0%	-100.0%	-100.0%
Clifton Park	9.9%	10.8%	9.7%	-38.8%
Malta	-10.9%	52.6%	-20.7%	49.3%

Source: Capital District Regional Planning Commission

The number of building permits issued in the Town each year provides a sense of the actual amount of development occurring. Examining the number of approved lots and lots in the pipeline can also help to identify the potential for future residential growth in the Town. However, it should be noted that in some cases approved lots are not always developed. A number of factors may influence the actual development of an approved lot including land suitability and market demands. Typically, most approved lots within the Town of Ballston are developed within a relatively short time frame. This signifies that there is indeed a demand for housing within the community.

### 1.6.6 Utilities

The capability of the Town's infrastructure, such as sewer and water systems, to accommodate current development and to accommodate future development is a critical consideration. Improvements to existing infrastructure are constant and typically require significant financial resources. The addition of new or expansion of existing infrastructure requires public investment and can have dramatic impact on the character, function and safety of the Town. Such expansion requires careful thought with regard to growth inducing impacts.

#### WATER

Ballston's water districts were created and expanded in the 21st century. The Town currently has three Water Districts (Districts 2, 5 and 6) that are served by water from the Town of Glenville. The Village of Ballston Spa serves water Districts 3 and 4 and the Milton Terrace Water District. According to the 2004 Annual Water Report, the Town's water system serves 1,683 service connections.<sup>3</sup> In 2004, the total water usage was slightly less than 110 million gallons, up from 107 million gallons in 2003. The entire distribution system has been designed to provide the fire flows required by the Insurance Services Organization for recognition as acceptable for "protected" fire insurance rates. All water services and customers are metered in the Town.

The Town's water is purchased from the Town of Glenville. The Glenville water supply is taken from the Great Flats Aquifer through four drilled wells that are each approximately fifty feet deep. The aquifer is an extensive bed of sands and gravel underlying the Mohawk River channel that produces clear, clean water. Water from the Village of Ballston Spa is drawn from deep wells located off Roland Street and Baker Road in the Town of Milton.

According to the Water and Sewer Department, the system has an adequate amount of water to meet present and future demands. In 2004, the Town of Glenville began the process of expanding the present treatment facility. This expansion would double production capacity.

The Town has approved a new water district along Lakehill Road, and property owners in the new district will pay approximately \$1,000 per year for its services.

#### SEWER

In March 2005, the Saratoga County Sewer District #1 released an Engineers' Report for the *Evaluation of Sanitary Sewer in the Ballston Lake Watershed (Sewer Report)*. Within this report, the feasibility of installing a public sanitary sewer system and a preliminary collection system layout were discussed. Most properties located within the watershed are currently served by on-site septic systems. Historically, there has been a concern with failing septic systems and the potential impact on lake water quality and public health. Soils unsuitable for conventional septic systems and a high groundwater table contribute to the potential failure of conventional disposal systems. The Sewer Report has identified this area as an area for high growth potential due to its proximity to Saratoga Springs, Schenectady and Albany, as well as the proposed Luther Forest Technology Park in Malta. The Sewer Report found that increased development without a public sanitary sewer system is likely to have adverse impacts on the quality of Ballston Lake.

<sup>3</sup> 2004 Ballston Annual Water Report, [http://www.townofballstonny.nycap.rr.com/annual\\_water\\_report\\_20041.htm](http://www.townofballstonny.nycap.rr.com/annual_water_report_20041.htm)

According to the Sewer Report, if existing development within the study area were connected to public sewer, the estimated peak flow would be 2.2 MGD. The estimated peak flow from this same study area in twenty years would be 3.3 MGD. Wastewater would be conveyed via a system of gravity sewer, small pump station and forcemains to a larger pump station and connect with the Trunk Sewer of County Sewer District #1. The existing Trunk Sewer is anticipated to have enough reserve capacity to accommodate the estimated peak flow increases.

#### SOLID WASTE

The Town of Ballston does not have a sanitation department or refuse district. Private haulers such as County Waste, a company based in Clifton Park, perform garbage collection for residential and commercial buildings.

The Town operates a small dump for the disposal of brush and leaves only. It is located on Outlet Road and is usually closed to the public. The Town schedules specific opportunities for metal as well as leaf and brush. In addition, the Town holds an annual Town of Ballston Clean-up Day.

#### DISCUSSION OF FUTURE INFRASTRUCTURE NEEDS

While specific needs exist for both sewer and water infrastructure, it should be recognized that maintenance and repair of existing infrastructure is continuous. The community must consider the costs of on-going maintenance of existing facilities as well as the need for additional facilities.

### 1.7 Quality of Life

#### 1.7.1 Housing Availability

Housing prices have been on the rise in recent years creating a shortage of affordable and decent housing. Some areas are experiencing more rapid increases in selling prices as more people want to locate there. In 1990 the median housing value in the Town of Ballston was \$109,800 compared with \$120,800 in 2000, a 10% increase. The average assessed value of a single-family home in Ballston for 2005, according to the Town's Assessor's Office, was estimated at \$250,000. That is a 106% increase in the past five years. With housing prices rising at such a fast rate, certain groups of people are being "priced out of the market" and forced to look elsewhere for residence.

The municipality with the highest increase in housing prices between 1990 and 2000, according to the US Census, was the Village of Ballston Spa at 15.9%. Although the increase is the highest, the actual value reported for homes for both years was the lowest in the study area.

Median Housing Value - 2000			
	1990	2000	% Change
Town of Ballston	\$109,800	\$120,800	10.0%
Village of Ballston Spa	\$84,800	\$98,300	15.9%
Clifton Park	\$143,400	\$143,300	-0.1%
Malta	\$114,200	\$122,400	7.2%
Capital District	\$99,300	\$107,400	8.2%
Saratoga County	\$107,500	\$120,400	12.0%
Source: US Census Bureau			

### 1.7.2 Public Services

Community Services within the Town of Ballston include school systems, fire and emergency services, libraries, post offices, and senior services. In addition, the Town supports a variety of programs as a service to the community, such as a summer recreation program through the Burnt Hills-Ballston Lake Schools and a swim program in the Village of Ballston Spa.

#### FIRE AND EMERGENCY SERVICES

The County Sheriff's Office and the New York State Police cover the Town of Ballston, as the Town does not have its own police force. Trained volunteers provide emergency Medical Services (EMS) and fire protection services. The Ballston Lake Ambulance Squad was founded in 1951 and continues to serve the greater Burnt Hills-Ballston Lake area today. Other squads serving the Town are the Burnt Hill Fire Department, Ballston Lake Fire Department, Round Lake Fire Department and the Ballston Spa Fire Department and the Community Emergency Corps. These squads receive support from nearby county EMS organizations.<sup>4</sup>

#### LIBRARIES<sup>5</sup>

The Town of Ballston Community Library is a special district funded by the Town of Ballston. The library was opened in the basement of Our Lady of Grace Church's Parish Hall on Edward Street in 1952, and moved to a building on Lakehill Road in 1958. In 2001, it moved to a new, adjacent building on Lakehill Road. Since its foundation, the library has increased its collection size from 2,789 items in 1955 to 68,032 in 2004 and the number of holders of library cards from 719 to 5,338 in the same period.

The Library provides Internet access computers for its patrons and has accumulated a circulating children's educational software collection. The library is currently in the process of installing an entirely new library automation system and on-line catalog, which will improve services to patrons. In 2004, the Library sponsored 438 programs for the community, which was a 16% increase over 2003. Over 8,000 children, teens and adults attended the programs, a 37% increase over 2003's attendance.

Library staff includes two full-time librarians, one full-time senior library clerk, and fifteen part-time employees all of whom work less than half time. An active Friends of the Library group does fund-raising and puts on special events at the Library. In 2004, with the help of a management consultant, the library sought input from trustees, staff and other community stakeholders to create its first comprehensive long range plan. The blueprint will guide the library in its growth and development during the next three to five years.

The 2005 operating budget is \$448,703, of which \$349,600 (78%) has been raised by Ballston taxes. The library expects to receive another \$51,000 (11%) of its funding from the Town of Charlton. Funds from New York State, Saratoga County, and library system aid amount to \$9,654 (approximately 2% of the total budget.) The remaining \$38,449 is expected to come from other miscellaneous sources.

<sup>4</sup> <http://www.crisny.org/not-for-profit/vffc/links.htm>

<sup>5</sup> Town of Ballston Librarian

The Ballston Spa Public Library also serves residents and is located at 21 Milton Road in the Village of Ballston Spa. Chartered in 1893 by the State of New York, the Ballston Spa Library serves village residents, as well as residents in the Town of Milton, Ballston, Malta, Galway and Charlton. The majority of library funding comes from the village. Milton and Charlton, the Ballston Spa School District, and Saratoga County also contribute. The library has a collection of over 47,000 items.

#### POST OFFICES

There is a United States Post Office on Route 50 in Burnt Hills. Another Post Office is located in the Village of Ballston Spa.

#### SENIOR SERVICES

The Saratoga County Office for the Aging, located in the Village of Ballston Spa, provides benefits and services for the Saratoga County senior age 60 and over. Among the many services provided include adult day care (the closest center is in Clifton Park), counseling, in-home services, and employment training and placement. In addition, the Office for the Aging administers several clubs and centers for senior citizens throughout the county. The Burnt Hills/Ballston/Charlton center is in the southern portion of Ballston. The surrounding communities of Ballston Spa, Malta, and Clifton Park each contain a senior citizen club/center.

A number of senior independent living apartment complexes exist in Ballston and the surrounding municipalities. Council Meadows is in the southern part of Ballston, and others are located in Ballston Spa, Clifton Park, and Malta. Assisted living senior housing is available in Malta and Clifton Park.<sup>6</sup>

The New York State budget for 2005-2006 includes funds that are specifically allocated to support "aging in place" initiatives. Among them is the "Access to Home" program that will invest \$10 million to make the homes and apartments of low and moderate income New Yorkers with disabilities more accessible.<sup>7</sup>

#### 1.7.3 Public School System

Residential growth in a community can impact the educational system as an influx of school age children places increased pressures on existing systems. This pressure is often passed onto residents through increased taxes. Therefore, when examining the growth within a community, the impact on schools must also be considered. This inventory assesses the three School Districts in the Town of Ballston: the Ballston Spa Central School District, the Burnt Hills-Ballston Lake Central School District, and the Shenendehowa Central School District. Created in 1925, the Burnt Hills-Ballston Lake CSD was the first consolidated and second centralized school district in the State of New York.

According to the *New York State District Report Card*, the Ballston Spa CSD had a 2002-2003 enrollment of 4,477 pupils. In the same year, the Burnt Hills-Ballston Lake District had an enrollment of 3,413 pupils and the Shenendehowa District had an enrollment of 9,233 pupils.

<sup>6</sup> Saratoga County Office for the Aging, [www.co.saratoga.ny.us/aindex.html](http://www.co.saratoga.ny.us/aindex.html)

<sup>7</sup> <http://aging.state.ny.us/index.htm>

The following chart illustrates financial data for each school district. As a smaller district, Burnt Hills-Ballston Lake has a significantly lower outstanding debt than the larger districts and also generates less in revenues. The Shenendehowa District has the largest enrollment and, subsequently, the district also had the largest amount of outstanding debt and generates the most revenues.

2003 School District Financial Data <sup>8</sup>			
District	Indebtedness (Total Outstanding Debt)	Revenues (Total)	Expenditures (Total)
Ballston Spa CSD	\$51,115,610	\$57,269,620	\$55,445,185
Burnt Hills-Ballston Lake CSD	\$25,371,976	\$38,978,132	\$41,408,084
Shenendehowa CSD	\$74,608,615	\$106,954,339	\$114,816,136

Source: NYSORPS, [www.orps.state.ny.us/MuniPro/](http://www.orps.state.ny.us/MuniPro/)

Interestingly, the distribution of graduates differs as well. Information gathered shows the percent distribution of 2002-2003 graduates from each district according to their post-graduation activities.<sup>9</sup> The Shenendehowa District had the largest percentage of graduates in 4-year colleges (63%), followed by Burnt Hills-Ballston Lake (60%) and Ballston Spa District (54%). Each district had 4% of their graduates entering directly into the workforce.

Ballston also has three private schools: Fellowship Christian Academy, a Baptist school for Grades 1 through 7 that is located east of Ballston Lake; and two schools in the Village of Ballston Spa: Spa Christian School (K-6), and St. Mary's School (Pre-K-6.)

Projected School Enrollment Grades K-12					
District	School Year				
	05-06	06-07	07-08	08-09	09-10
Ballston Spa	4,574	4,609	NA	NA	NA
Burnt Hills-Ballston Lake	3,476	3,461	3,462	3,461	3,462
Shenendehowa	9,657	9,744	9,890	9,985	10,115

Source: NYSORPS, [www.orps.state.ny.us/MuniPro/](http://www.orps.state.ny.us/MuniPro/)

While there are no collegiate level educational facilities in the Town of Ballston, within the region there is an abundance of educational institutions providing undergraduate, graduate, professional and other educational and job training programs including the following:

Adirondack Community College (Queensbury), College of Saint Rose (Albany), Excelsior College (Albany), Hudson Valley Community College (Troy), Rensselaer Polytechnic Institute (Troy), Schenectady County Community College (Schenectady), Siena College (Loudonville), Skidmore College

<sup>8</sup> From <http://www.osc.state.ny.us/localgov/muni/specprep/2003/2003schools.pdf>. Total debt is the principal balance of all indebtedness issued for school district purposes outstanding as of June 30, 2003.

<sup>9</sup> New York State District Report Card Comprehensive Information Report 2002-2003.

(Saratoga Springs), Empire State College (Saratoga Springs), Union College (Schenectady), and the University at Albany (Albany.)

The Region is also home to a number of high-technology teaching and research centers, such as Albany Medical Center, GE Corporate Research and Development, Wadsworth Center, and Knolls Atomic Power Lab.

#### 1.7.4 Crime Rates

Criminal activity within a locality can either add or detract from the quality of life of the residents. In addition to good schools, low taxes, and availability of decent housing, the absence of crime (or the perceived absence) can attract new homeowners as well as retain existing residents.

Data for crime levels was collected from the New York State Division of Criminal Justice Services. This database keeps track of crimes committed within counties as reported by state, county, and local police forces. The crime level for Saratoga County is relatively low for the two years reported, with 3,011 crimes in 1998 and 2,935 in 1999. There was an overall decrease in criminal activity for the county of -2.5%.

<b>Saratoga County Crime Rate</b>			
<small>Source: NYS Division of Criminal Justice Services</small>			
	1998	1999	% Change
Violent	209	218	4.3%
Property	2,802	2,717	-0.3%
Total	3,011	2,935	-2.5%

Reported crimes are divided into two categories: violent and property, as listed in the tables below. Violent crimes include murder, rape, aggravated assault, and robbery. There was a decrease in murders committed as well as robberies in the county, however both rape and aggravated assault rose between 1998 and 1999.

<b>Saratoga Violent Crime Statistics</b>			
<small>Source: NYS Division of Criminal Justice Services</small>			
	1998	1999	% Change
Murder	2	0	-100.0%
Rape	19	23	21.1%
Aggravated Assault	162	171	5.6%
Robbery	26	24	-7.7%

Consistent with the overall county data, the amount property offenses decreased overall, including burglary, larceny, and car theft. Each of the three categories saw a decline between 1998 and 1999.

<b>Saratoga Property Offense Statistics</b>			
<small>Source: NYS Division of Criminal Justice Services</small>			
	1998	1999	% Change
Burglary	680	616	-9.4%
Larceny	2,021	1,997	-1.2%
Car Theft	104	101	-2.9%

### 1.7.5 Cultural and Recreational Opportunities

#### PARKS

Multiple parks and recreational facilities exist within the Town of Ballston. The Jenkin's Park Association maintains Jenkin's Park, located along Jenkins Road. Fireman's Grove is owned by the Fire Department. Other facilities include the Ballston Lake Bike Path, the fishing pier on Outlet Road and Carpenter's Acres pocket park. These facilities further enhance the quality of life in the community and provide opportunities for both passive and active recreation. In the mid-20<sup>th</sup> Century, Ballston made major improvements to its only major park, Jenkins Park.

#### TRAILS

As mentioned previously, an extensive trail system has been developed for many years in Saratoga County. The 3.25-mile Ballston Veterans Trail extends from Outlet Road to Route 146a, east of and adjacent to the Delaware and Hudson Rail tracks. An unpaved parking area for three cars is located at the north end of the trail. At the south end, unpaved space exists for about a dozen cars; however, in order to utilize these spaces, vehicles must back onto SR 146a, which can be a dangerous maneuver.

The Zim Smith Trail is currently under construction. The trail extends along an abandoned rail line right-of-way south from the Village of Ballston Spa. It turns east and goes along the south side of SR 67 after crossing under the SR 67 bridge. Due to structural deterioration, NYS DOT has programmed for removal of the bridge and an underpass of new SR 67 for the trail is being studied. The trail will enter the Town of Malta and turn south, passing through the Village of Round Lake before turning east again.

#### PRESERVED OPEN SPACE

For the first time within the Town of Ballston, open space has been preserved through a donated conservation easement. Saratoga PLAN (Preserving Land and Nature), a local land trust, holds the easement and worked with the landowners to preserve property. Located on East Line Road and bordered by Ballston Creek, the property was once a farm and is now characterized by mixed forest of hardwood and conifers. Twenty-nine acres of the property will be a preserve used for walking trails and cross-country skiing. In total, 40 acres has been preserved.

#### PROGRAMS

The Town of Ballston supports programs throughout the community and beyond. The Village of Ballston Spa Swim Program, the Summer Recreation Program at the Burnt Hills-Ballston Spa School District, the After School Program at the YMCA (in the Burnt Hills-Ballston Spa School District only), and the Summer Recreation Program in the village through BARC.

#### HISTORIC RESOURCES

The Town of Ballston takes pride in its rich collection of historic resources. There are thirty-eight Historical markers throughout the Town, as shown in the table below. In addition, several books on Ballston's history have been written by former Town Historian Kathy Briaddy, including *Ye Olde Days*; *Shadows: The Life and Times of Eliphalet Ball, The Founder of the Town of Ballston*; *Around Ballston Lake*; and *Around Burnt Hills*. In 2005, Town Historian Richard Reynolds co-authored a book, *From*

*Wilderness to Community: The Burnt Hills-Ballston Lake Central School District*, a history of the school district that services most of Ballston and parts of neighboring towns. Moving forward, it will be important to protect the Ballston's heritage by continuing to recognize its many historic resources.

During the 19<sup>th</sup> Century, some of Ballston's wealthy residents built grand homes, some of which still survive today. Buell Mansion was and still is a grand mansion, and may have been used as a hideout before the Civil War for activities of the Underground Railroad. "The Castle" (although not in present-day Town of Ballston) was built on the eastern side of Ballston Lake. It was based on Warwick Castle in England and, from its highest balcony, it is said that one can see the Catskill Mountains. It was for a time used as a summer home for the man who lived in Hawkwood, another grand home which was located near where Route 50 and Middleline Road intersect today. Hawkwood was visited by Theodore Roosevelt who, as Vice President of the United States, came through the Town on his way to Buffalo to become the President upon the death of William McKinley. Hawkwood was the first house in the area to have pull chain toilets, running water and gaslights.

**Section 2**

**The Mixed-Use District**

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## Section 2 - The Mixed-Use District

### 2.1 Retail Uses

#### 2.1.1 National Retail Trends

Several trends have emerged in the changing retail market. Developers, retailers and service providers have been adjusting their real estate products to suit the market. These developments in the retail and shopping center industry include the following:<sup>1</sup>

- **Fewer General Merchandise Chains:** The overbuilding of retail space has resulted to consolidation with chains shrinking or going out of business. The most recent merger include that of Sears-Kmart making the third largest retail chain after Wal-Mart and Home Depot.<sup>2</sup> During the past five years, Ames has gone out of business and JC Penney has found itself struggling. Also seen in 2004 was the merger of Federated Department Stores and May Department Stores.<sup>3</sup>
- **Wal-Mart Impacts Market:** Wal-Mart is the biggest retailer in the world. Its distribution network, use of technology and local store merchandising has allowed it to undersell its competitors. Wal-Mart's buying power has allowed it to expand to other types of retail products and services that include food, used cars and banking. Wal-Mart has developed mostly in rural and suburban areas because of its large big-box format.<sup>4</sup> Wal-Mart's more upscale competitor, Target, has been reporting higher sales growth. Target has siphoned off wealthier Wal-Mart customers with its more attractive stores, hip marketing, and partnership with high-end designers. Retail analysts have commented that Target clients are not affected by higher gasoline prices and economic factors the way that Wal-Mart's core customers are. While Target may have the upper hand in terms of holiday sales, the outlook still looks good for Wal-Mart.
- **Malls Face Difficulty:** University of Wisconsin estimates that 7% to 12% of all U.S. shopping malls are economically obsolete. Many retailers have opted for open-air shopping centers. The cost of operating a mall is considered more expensive with shared costs for lighting, heating, and security.<sup>5</sup> Sears, one of the biggest mall anchors, is starting to build its strength away from malls with its recent merger with Kmart and conversion of some Kmart stores.<sup>6</sup>
- **Open Air Centers Growing:** Not very many malls are being erected today. Contrary to this trend, more open-air centers are being built that are drawing customers away from malls. Two formats of open-air centers that are fast gaining ground are leisure time/lifestyle centers and

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<sup>1</sup> "Trends in Retail and Shopping Centers: Current Issues Facing Developers," Let's Talk Business, Issue 77 January 2003. <http://www.uwex.edu/cces/lets/0103ltb.html>.

<sup>2</sup> Renee DeGross, "Sears, Kmart merger to create nation's third-largest retail chain," November 18, 2004. Cox News Service. [http://www.reflector.com/money/content/shared/money/stories/0411/KMART\\_MERGE\\_1118\\_COX.html](http://www.reflector.com/money/content/shared/money/stories/0411/KMART_MERGE_1118_COX.html).

<sup>3</sup> "Top 100 Retailers: The Nation's Retail Power Players," Retail Magazine 2005. <http://www.stores.org/pdf/05JULYTOP100.pdf>.

<sup>4</sup> "Trends in Retail and Shopping Centers: Current Issues Facing Developers," Let's Talk Business, Issue 77 January 2003. <http://www.uwex.edu/cces/lets/0103ltb.html>.

<sup>5</sup> "Trends in Retail and Shopping Centers: Current Issues Facing Developers," Let's Talk Business, Issue 77 January 2003. <http://www.uwex.edu/cces/lets/0103ltb.html>.

<sup>6</sup> Renee DeGross, "Sears, Kmart merger to create nation's third-largest retail chain," November 18, 2004. Cox News Service.

convenience/value centers. Lifestyle centers are generally occupied by upscale national specialty stores that focus on food, entertainment, music, books, home décor, etc. Customers are encouraged to socialize in a pedestrian-friendly environment.<sup>7</sup> Convenience/value centers provide targeted shopping destinations for shoppers.

- > **Free Standing Retail Growing:** Retail experts estimate that 80% of new retail developments are free standing. These stores are built close to a Wal-Mart or another large store. Despite their proximity to other stores, they do not generate foot traffic that would generally be expected.<sup>8</sup>
- > **Small Grocers Going Out of Business:** Many small grocers are impacted by the rise of superstores. Shopping center operators are hard pressed to find replacements for small supermarkets that have gone out of business.
- > **E-Commerce:** While many retail experts believe that e-commerce will not significantly affect shopping center sales due to high transaction costs; the 2004 holiday season saw Internet sales grow by 28%. Brick-and-mortar retail stores reported a modest 4% growth.
- > **Suburban Stores in the City:** Many big box and large retailers have started to operate in inner cities as the suburbs continue to be saturated. Many stores like Target choose formats with smaller footprints to fit downtown locations. In 2004 Home Depot opened two smaller stores in Manhattan.<sup>9</sup>
- > **Super Corner Store:** Retail experts forecast that new convenience store concepts will emerge that bring shopping closer to neighborhoods, combining grocery shopping, convenience retail, café dining and other services.
- > **Farmers Markets and Arts Markets:** Many communities are developing alternative shopping areas that sell local products, crafts, art, and fresh produce. Many farmers markets are open-air and operate only during certain seasons of the year. Crafts and arts markets are becoming mainstays for festivals and events in many communities.
- > **Direct Marketing and In-Home Shopping:** These include mail-order catalogues, TV shopping channels, and online shopping. Many busy professionals have turned to mail-order catalogues to purchase clothes and accessories, while books, videos, music and other goods are sold online through websites such as E-bay and Amazon. Studies have shown that the two biggest shopping channels, HSN and QVC, reach more than 107 million viewers<sup>10</sup>, bringing down the cost of goods through mass retailing.

This past year has been witness to several different trends in the retail market. Mergers of large companies including department stores such as Macy's, Filene's, Marshall's, and Target have proved that even the large-scale retail operators are not as stable as the customer presumes. On the other end of the spectrum we see the ever-expanding network of Wal-Mart stores and expansions of already existing stores into the newer Wal-Mart Supercenters, increasing competition with supermarket chains. According

<sup>7</sup> Gordon Wright, "Out of the box," **Building Design & Construction**, December 2003.

<sup>8</sup> "Trends in Retail and Shopping Centers: Current Issues Facing Developers," Let's Talk Business, Issue 77 January 2003. <http://www.uwex.edu/cces/lets/0103ltb.html>.

<sup>9</sup> "Top 100 Retailers: The Nation's Retail Power Players," Retail Magazine 2005. <http://www.stores.org/pdf/05JULYTOP100.pdf>.

<sup>10</sup> Terri R. Shaeffer and Debbie Easterling, "Who is Really Watching Television Shopping Channels," <http://www.sbaer.uca.edu/research/1995>.

to Retail Magazine's report on the Top 100 Retailers, the retail economy is strong, but there is always the threat of inflation. "Gasoline prices, the potential bursting of the housing bubble and continuing downsizing by industry are among the factors that could dampen consumers' appetites for spending."<sup>11</sup>

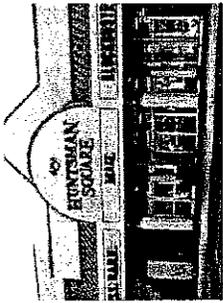
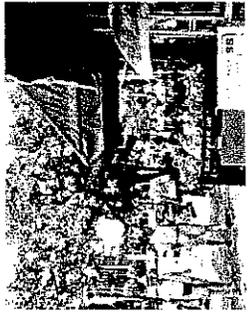
### **2.1.2 Retail Format Characteristics**

An understanding of the characteristics inherent in each type of retail format is essential for the Town of Ballston to make an informed decision regarding the type or types of retail that will be adopted in their community. The following matrix provides background information on the different retail formats available; their sizes in terms of gross lease area and acreage; the drawing radius of each type of retail format; the market size and general characteristics, as well as sample tenants/retailers and the average gross lease area for each type of tenant.

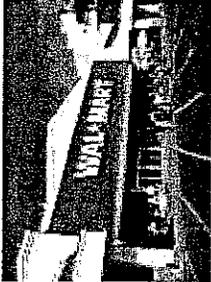
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<sup>11</sup> "Top 100 Retailers: The Nation's Retail Power Players," Retail Magazine 2005.  
<http://www.stores.org/pdf/05JULYTOP100.pdf>.

The Mixed-Used District

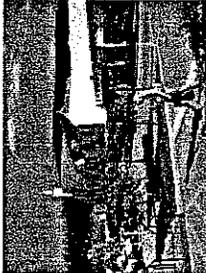
Type of Retail	Size	Drawing Radius	Market Size	General Characteristics	Sample Tenants/Retailers Average GLA
<p><b>Convenience</b></p> 	<ul style="list-style-type: none"> <li>&gt; GLA: up to 30,000 sq. ft.</li> <li>&gt; Acreage: 1-5 acres</li> </ul>	0.5 miles	5,000 people	<ul style="list-style-type: none"> <li>&gt; Minimum of three stores providing personal services and/or convenience goods</li> <li>&gt; Principal anchor: Mini-mart</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Stewarts: 2,300 sq. ft.</li> <li>&gt; 7-Eleven: 2,400 – 3,000 sq. ft.</li> <li>&gt; Gas/Service Station</li> </ul>
<p><b>Neighborhood Centers</b></p> 	<ul style="list-style-type: none"> <li>&gt; GLA: 30,000 – 150,000 sq. ft. (Average Size: 50,000 sq. ft.)</li> <li>&gt; Acreage: 3-15 acres</li> </ul>	1 – 3 miles	2,500 – 40,000 people	<ul style="list-style-type: none"> <li>&gt; Convenience shopping &amp; services</li> <li>&gt; Principal anchor: Supermarket or Drugstore</li> <li>&gt; Typical tenants: Drugstore; Supermarket; Drycleaner/Laundromat; Convenience store; Video store; Restaurant; Café, Take-Out</li> <li>&gt; Surface Parking or On-Street Parking</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Hannaford Supermarkets: 45,000 – 55,000 sq. ft.</li> <li>&gt; CVS Pharmacy: 10,880 sq. ft.</li> <li>&gt; Ace Hardware: 10,000 – 12,000 sq. ft.</li> <li>&gt; Videotape Rental: 3,705 sq. ft.</li> <li>&gt; Weight Loss Center: 1,700 sq. ft.</li> <li>&gt; Dry Cleaner: 1,500 sq. ft.</li> </ul>
<p><b>Main Street Retail</b></p> 	<ul style="list-style-type: none"> <li>&gt; GLA: 80,000 – 200,000 sq. ft.</li> <li>&gt; Acreage: 3-15 acres</li> </ul>	2 – 6 miles	10,000 – 40,000 people	<ul style="list-style-type: none"> <li>&gt; Also referred to as street front locations</li> <li>&gt; Ground floor locations w/ exterior entrances</li> <li>&gt; Typical tenants: hair salon/barber, specialty foods (depending on demographics), optometrist, restaurant, coffee shop, drycleaners/Laundromat, video store, supermarket (given large enough site &amp; an unorthodox design)</li> <li>&gt; On-street parking with small to medium lots in the rear</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Independent Bookstore: 2,850 sq. ft.</li> <li>&gt; Jewelry store: 1,300 sq. ft.</li> <li>&gt; Liquor/Wine: 1,800 sq. ft.</li> <li>&gt; Art Gallery: 2,150 sq. ft.</li> <li>&gt; Flower Shop: 1,200 sq. ft.</li> <li>&gt; Women's Hair Salon: 800 - 1,200 sq. ft.</li> <li>&gt; Travel Agent: 600 – 1,200 sq. ft.</li> </ul>

The Mixed-Used District

Type of Retail	Size	Drawing Radius	Market Size	General Characteristics	Sample Tenants/Retailers/ Average GLA
<p><b>Community Centers</b></p> 	<ul style="list-style-type: none"> <li>&gt; GLA: 100,000-350,000 sq. ft.</li> <li>&gt; Acreage: 10-40</li> </ul>	3-5 miles	40,000 – 150,000 people	<ul style="list-style-type: none"> <li>&gt; Primary anchor: supermarket or drugstore</li> <li>&gt; May include a variety or discount department store (but not full-line dept. store)</li> <li>&gt; Provides wide range of goods &amp; services, including apparel &amp; home furnishings, banking, professional services, recreational facilities, and convenience goods</li> <li>&gt; Typically unenclosed strip centers</li> <li>&gt; Can come in range of configurations: straight line, U-shaped, L-shaped</li> <li>&gt; Surface Parking</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Price Chopper Supermarket: 38,000 – 73,000 sq. ft.</li> <li>&gt; Kmart: 96,000 - 182,000 sq. ft.</li> <li>&gt; Health Food/Supplements (National chain): 1,290 sq. ft</li> <li>&gt; National Chain Restaurant: 4,775 - 7,500 sq. ft.</li> <li>&gt; Local Chain Restaurant: 2,400 – 5,300 sq. ft.</li> <li>&gt; Independent Restaurant: 2,700 – 3,740 sq. ft.</li> <li>&gt; Coffee: 1,030 – 1,400 sq. ft.</li> </ul>
<p><b>Power Centers/ Big-Box Retail</b></p> 	<ul style="list-style-type: none"> <li>&gt; GLA: 250,000-800,000 sq. ft.</li> <li>&gt; Acreage: 25 – 80 acres</li> </ul>	<ul style="list-style-type: none"> <li><sup>12</sup> 10 miles</li> <li><sup>13</sup> 20 miles</li> </ul>	60,000 – 150,000 people	<ul style="list-style-type: none"> <li>&gt; Unenclosed centers w/ 60% of space dedicated to 3 or more high-traffic, high-volume “big-box” or “category-dominant” tenants.</li> <li>&gt; Few, if any, small tenants</li> <li>&gt; Large surface parking lots</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Wal-Mart:                             <ul style="list-style-type: none"> <li>- Supercenters/Hypermart: 109,000 – 233,000 sq. ft.</li> <li>- Wal-Mart Stores: 40,000 – 125,000 sq. ft.</li> <li>- Neighborhood Center: 40,000 sq. ft.</li> </ul> </li> <li>&gt; Target: 90,000 – 182,000 sq. ft.</li> <li>&gt; Home Depot: 40,000 – 105,000 sq. ft.</li> <li>&gt; Lowe's: 100,000 – 150,000 sq. ft.</li> <li>&gt; Best Buy: 30,000 – 45,000 sq. ft.</li> </ul>

<sup>12</sup> “Licking Its Chops” Verma, Mukul. March 4, 2003. ULI.org. Wal-Mart draws from a 5-mile radius during weekdays & a 10-mile radius during weekends.  
<sup>13</sup> “Navigating the Value Retail Marketplace” ULI.org May 1993. Upscale big-box retailers like Bed, Bath & Beyond draws from a 15 – 20 mile radius.

The Mixed-Used District

Type of Retail	Size	Drawing Radius	Market Size	General Characteristics	Sample Tenants/Retailers/ Average GLA
<p><b>Lifestyle Centers</b></p> 	<ul style="list-style-type: none"> <li>&gt; GLA: 50,000 – 500,000 sq. ft.</li> <li>&gt; Acreage: 10 – 40 acres</li> </ul>	10 miles <sup>14</sup>	50,000 – 300,000 people (varies widely)	<ul style="list-style-type: none"> <li>&gt; Upscale national chains</li> <li>&gt; Open-air, amenity-rich</li> <li>&gt; Features landscaping, sidewalks &amp; plazas</li> <li>&gt; Appeals to upscale shoppers</li> <li>&gt; Usually found close to affluent neighborhoods</li> <li>&gt; Targets households with min. income of \$75,000.</li> <li>&gt; Combination of retail/ entertainment space (i.e., movie theatre)</li> <li>&gt; Evolving in composition, may include some upscale residential development</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Abercrombie &amp; Fitch: 4,000 – 10,000 sq. ft.</li> <li>&gt; Ann Taylor: 5,000 – 6,000 sq. ft.</li> <li>&gt; Eddie Bauer: 6,200 – 12,000 sq. ft.</li> <li>&gt; Pier 1 Imports: 9,000 – 10,000 sq. ft.</li> <li>&gt; Ralph Lauren: 3,000 sq. ft.</li> <li>&gt; Williams-Sonoma: 5,000 – 6,500 sq. ft.</li> <li>&gt; Pottery Barn: 10,000 – 13,800 sq. ft.</li> </ul>
<p><b>Outlet Centers</b></p> 	<ul style="list-style-type: none"> <li>&gt; GLA: 50,000 – 400,000 sq. ft.</li> <li>&gt; Acreage: 10 – 50 acres</li> </ul>	100 miles <sup>15</sup>		<ul style="list-style-type: none"> <li>&gt; Composed of manufacturers' retail outlets that sell goods directly to the public</li> <li>&gt; Traditionally located in areas within 25 miles from a major mall &amp; at least 50 miles from a major metropolitan center</li> <li>&gt; Often include some off-price retail stores</li> <li>&gt; High traffic volume and good access and visibility, preferably adjacent to interstate highway</li> <li>&gt; Major brand name manufacturers</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Mikasa: 4,000 – 7,500 sq. ft.</li> <li>&gt; Maidenform: 2,500 sq. ft.</li> <li>&gt; Nike: 2,000 sq. ft. min.</li> <li>&gt; Lenox: 3,500 – 5,000 sq. ft.</li> <li>&gt; Lillian Vernon: 3,000 sq. ft.</li> <li>&gt; Gap Outlet: 11,000 sq. ft. min.</li> </ul>

<sup>14</sup> "A Choice of Lifestyles", Oct 2005. Scholl, David C. and Robert B. Williams. ULI.org

<sup>15</sup> "Outlet Shopping: A Retail Development Opportunity for Some Communities" Ryan, Bill. Oct 1997. University of Wisconsin-Cooperative Extension, Center for Community Economic Development.

The Mixed-Used District

Type of Retail Theme	Size	Drawing Radius	Market Size	General Characteristics	Sample Tenants/Retailers Average GLA
	<ul style="list-style-type: none"> <li>&gt; GLA: 80,000 – 250,000 sq. ft.</li> <li>&gt; Acreage: 5 – 20 acres</li> </ul>	N/A		<ul style="list-style-type: none"> <li>&gt; Tourist-oriented retail and services</li> </ul>	<ul style="list-style-type: none"> <li>&gt; The Disney Store</li> <li>&gt; NBA Store</li> <li>&gt; Hard Rock Cafe</li> </ul>
	<ul style="list-style-type: none"> <li>&gt; GLA: 300,000 – 1.0 million sq. ft. (Average figure 400,000 sq. ft.)</li> <li>&gt; Acreage: 40 – 100 acres</li> </ul>	25 miles <sup>16</sup>	<ul style="list-style-type: none"> <li>100,000 – 400,000 people</li> <li>200,000 average</li> <li>150,000 w/in 8 miles</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Anchored by at least 1 or as many as 3 large department stores with not less than 50,000 sq. ft. each.</li> <li>&gt; Provides a variety of goods comparable to those found in central business district in a small city</li> <li>&gt; Usually enclosed but could have outparcels or pad sites</li> <li>&gt; Variety of retailers including small chain mass merchants, specialty fashion stores</li> <li>&gt; Usually contains food court and restaurants, as well as movie theater</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Filenes 40,000 – 100,000 sq. ft.</li> <li>&gt; Macy's 250,000 sq. ft.</li> <li>&gt; Kohl's 86,000 sq. ft.</li> <li>&gt; Bass Pro Shops Outdoor World 100,000 – 150,000 sq. ft.</li> <li>&gt; Loews Cineplex 70,000 – 100,000 sq. ft.</li> <li>&gt; Barnes and Noble, Inc. 25,000 – 67,000 sq. ft.</li> </ul>
	<ul style="list-style-type: none"> <li>&gt; GLA: 800,000 – 2.0 million sq. ft.</li> <li>&gt; Acreage: 60 – 125 acres</li> </ul>	40 miles <sup>17</sup>	<ul style="list-style-type: none"> <li>300,000 w/in 12 miles</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Anchored by 3 or more large department stores w/ at least 75,000 sq. ft. each</li> <li>&gt; Provides wide variety of shopping goods comparable to central business district of a major metropolitan area</li> <li>&gt; Wide selection of retailers including general merchandise, apparel, home furnishings, a variety of services, and recreational facilities</li> <li>&gt; Pulls from a wide radius due to depth &amp; variety of tenant mix</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Ikea 220,000 – 270,000 sq. ft.</li> <li>&gt; Macy's 250,000 sq. ft.</li> <li>&gt; Nordstrom, Inc 8,000 – 250,000 sq. ft.</li> <li>&gt; Saks Fifth Avenue 20,000 – 200,000 sq. ft.</li> <li>&gt; Lord &amp; Taylor 90,000 – 110,000 sq. ft.</li> </ul>

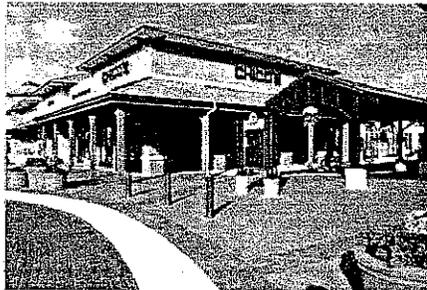
<sup>16</sup> "A Choice of Lifestyles", Oct 2005. Scholl, David C. and Robert B. Williams. <www.ULI.org>

<sup>17</sup> "The Changing Face of Value Retail.", May 1996. Siegel, Laurence C. <www.ULI.org>

**2.1.3 Lifestyle Center Vignettes**

The Lifestyle Center is a retail format that is currently non-existent in the New York Capital Region. The following matrix provides a more detailed description and images of the Lifestyle Center, allowing the community to visualize the character of such type of retail development.

	<p><b>Bowie Towne Center, Maryland</b></p> <p>Most Lifestyle Centers seek to recreate the feel of Mainstreet, USA. Notice how the store frontages, landscaping, setbacks, sidewalks, angle-in parking, and village-scale street help evoke that feeling.</p>
	<p><b>Bowie Towne Center, Maryland</b></p> <p>The development and design of Lifestyle Centers focus on creating an experience that goes beyond mere shopping. Hence, office space and residential units are increasingly incorporated into the retail development. Upscale restaurants, cafes, and entertainment also make these desirable destinations.</p>
	<p><b>Rio Vista, San Diego, California</b></p> <p>Lifestyle Centers can be a 24-hour community by blending multiple uses, each supporting different activities throughout the day. Office workers patronize morning cafes, while shoppers visit during the day and Center residents live and play there during the evening. In higher density environments, area transit is a natural fit. Notice the zero setbacks, urban design elements, and pedestrian seating.</p>



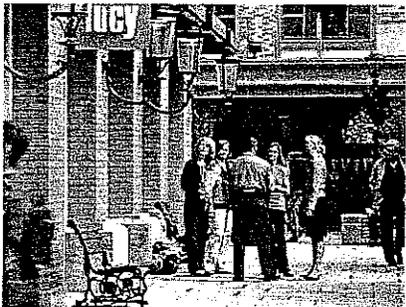
**Greenway Station, Middleton, Wisconsin**

Human scale visual interest elements in Lifestyle Centers enable shoppers to interact and feel connected with the place. Big box retail centers often lack these elements. Notice here the brickwork, bollards, flower planters, storefront overhangs, and other architectural features.



**University Village, Seattle, Washington**

Parking, traffic flow and walkways are seamlessly integrated in Lifestyle Centers. Good design helps to diminish the often-hostile feel of parking lots at conventional retail developments. Here the use of lighting, bollards, sidewalk detailing, and crosswalks allows shoppers to safely share space with automobile.



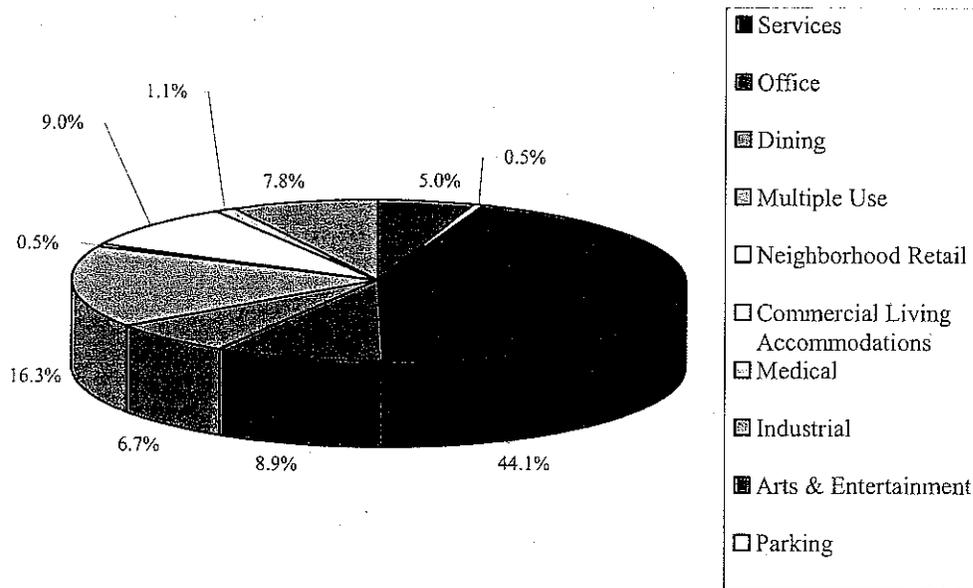
**Bridgeport Village, Tualtin, Oregon**

Architectural details and outdoor amenities for shoppers are characteristic features of Lifestyle Centers. Notice the outdoor benches, open plaza, landscaping boxes, façade details and lighting. Water fountains and public artwork are also often featured in common areas such as these.

**2.1.4 The Existing Business Mix: An Inventory of Existing Commercial Uses**

An inventory of assessed commercial properties using data from the Town of Ballston Building Inspector indicates that the existing business mix in the Town of Ballston is heavily weighted towards services. Over 44% of assessed properties within the commercial classification code could be considered service establishments. These services comprise business establishments that include banks, gas stations, convenience stores, veterinary clinics, and others that generally cater to the needs of the local population. A handful of eating and drinking establishments are also present. Over 16% of properties with commercial classification codes are multipurpose or have multiple uses.

Data indicate that within the immediate vicinity of the study areas, opportunity exists for additional dining establishments and businesses that cater to everyday needs such as health and personal care, food items, and other necessities. Neighborhood shopping centers, which include stores such as supermarkets, small department stores, and several smaller stores clustered within, only comprise 0.5% of the retail opportunity in the town. Opportunity exists, therefore, for retail establishments that market apparel, home furnishings, electronics, and other destination-type shopping that could complement and enhance the existing retail cluster at Front Street and Milton Avenue in the Village of Ballston Spa.

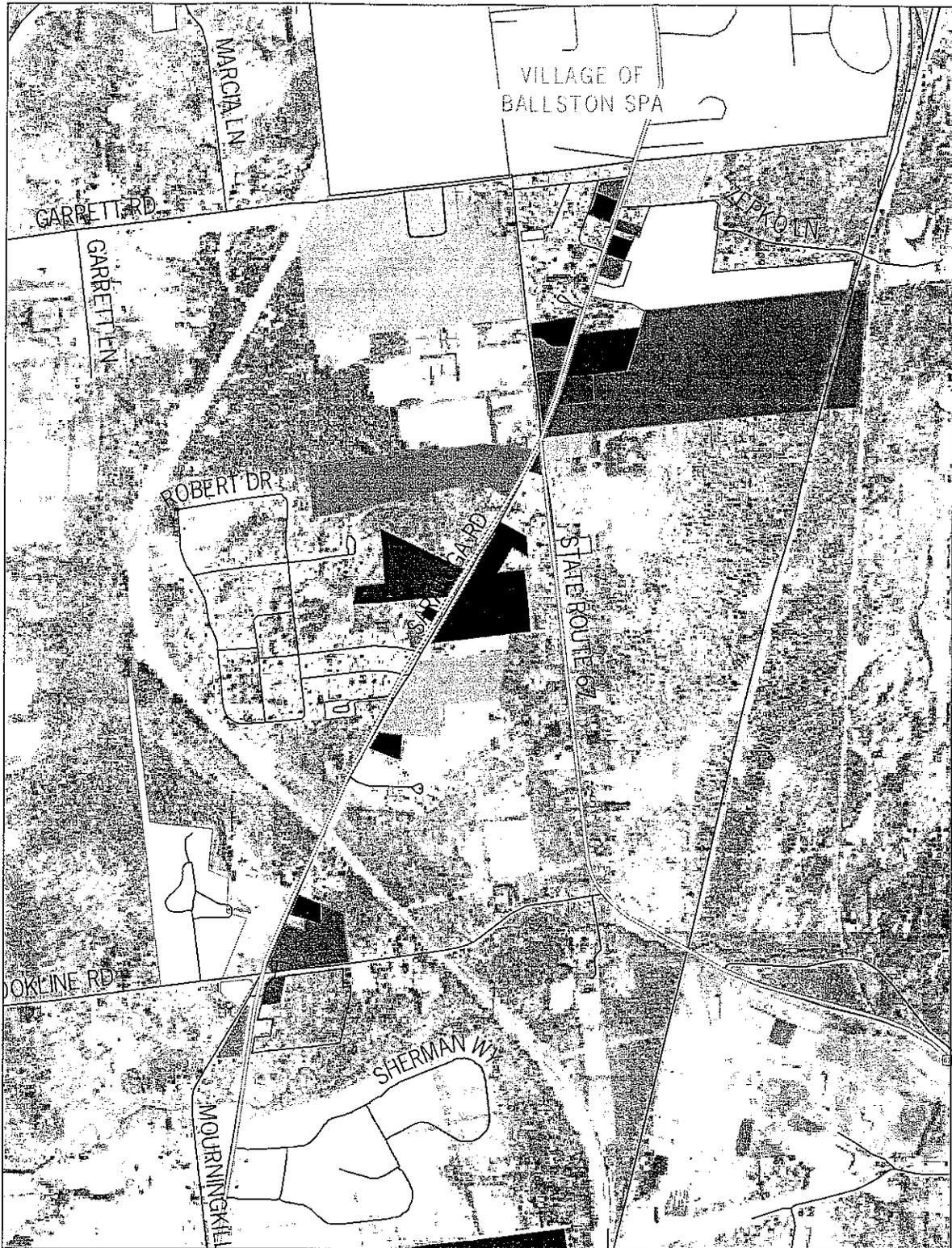


Category	Percent of Total
Services	44.1%
<i>Bank</i>	2.2%
<i>Community Service</i>	13.4%
<i>Storage</i>	5.6%
<i>Veterinary Clinic</i>	2.2%
<i>Minimart</i>	2.8%
<i>Gas Station</i>	2.8%
<i>Automobile Service/Sales</i>	15.1%
Office	8.9%
<i>Office/Professional</i>	8.9%
Dining	6.7%
<i>Restaurant</i>	5.6%
<i>Pubs/Bar</i>	1.1%
Multiple Use	16.3%
<i>Downtown Commercial</i>	4.0%
<i>Small Commercial</i>	12.3%
Neighborhood Retail	0.5%
Commercial Living Accommodations	9.0%
<i>Multi-Family House/Mobile Home Park</i>	6.8%
<i>Motel</i>	2.2%
Medical	1.1%
Industrial	7.8%
Arts & Entertainment	5.0%
Parking	0.5%
Total:	100.0%

**Town of Ballston Mixed-Use Development North  
Commercial Building Inventory**

(Source: Town of Ballston Building Inspector)

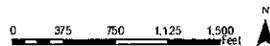
Commercial Property Classification Code	Address	Owner	Tax Map ID #	Current Use/Uses	Current Condition of Building	Vacant/ Occupied	Year Built	No. of Stories	Gross Square Footage	2005 Assessed Value
486	991 Route 67	Ozbay, Yalcin	216-1-33	Retail gas	Good	Occupied	1977	1	1664	\$270,600
431	1490 Route 50	Blue Loon Enterprises LLC,	216-1-40	Retail/motorcycle	Good	Occupied	2004	1	4896	\$320,000
484	1509 Route 50	Levine, Lawrence M.	216-1-56	Restaurant	Good	Occupied	1968	1	960	\$310,000
484	1509 Route 50	Levine, Lawrence M.	216-1-56	Restaurant	Good	Occupied	1830	2	2808	\$310,000
432	230 Church	Sandri Realty Inc,	216-2-20	retail/gas	Good	Occupied	1980	1	1860	\$280,000
460	220 Church	SOS1031 Properties 110 LLC,	216-2-21.1	service	Good	Occupied	1984	1	8000	\$430,900
461	224 Church	Adirondack Trust Company The,	216-2-21.2	bank	Good	Occupied	2004	1	2400	\$650,000
443	225 Church	Wallace, John E.	216-2-22.2	retail	Good	Occupied	1977	1	3840	\$519,200
461	235 Church	Rossi, Frank	216-2-22.11	bank	Good	Occupied	2002	1	1800	\$600,900
486	229 Church	Hess Realty Corporation,	216-2-22.12	retail/gas	Good	Occupied	1998	1	3336	\$567,000
426	201 Church	Mc Donald's,	216-2-25	retaurant	Good	Occupied	1976	1	2772	\$596,000
432	197 Church	Jim Legnante Inc,	216-2-26	auto/service	Good	Occupied	1950	1	2506	\$175,300
421	183 Church	183-185 Church Ave Realty Corp,	216-14-1-7	restaurant	Good	Occupied	1960	1	2245	\$130,000
486	170 Church	Dake Bros Inc,	216-56-1-10	retail/gas	Good	Occupied	1985	1	2304	\$414,700
433	174 Church	Mayer, Frederick L,	216-56-1-11	auto/service	Good	Occupied	1962	2	6104	\$250,000
433	180 Church	180 Church Avenue LLC,	216-56-1-12	auto/service	Good	Occupied	1965	1	2616	\$191,800
484	815 Route 67	Forbes, Robert B. Jr.	228-3-22.2	office	Good	Occupied	1960	1	1392	\$146,000
449	819 Route 67	Lavigne, Jean A.	228-3-22.11	office	Good	Occupied	1978	1	2400	\$99,000



# BUILDING INVENTORY BALLSTON NORTH

Economic Development Plan  
February 2006

- MULTIFAMILY HOUSE/MOBILE HOME PARK
- MOTEL
- RESTAURANT
- PUB/BAR
- ARTS/ENTERTAINMENT
- BANK
- OFFICE/PROFESSIONAL
- OFFICE (MIXED USE)
- COMMUNITY SERVICE
- STORAGE
- VETERINARY CLINIC
- NEIGHBORHOOD SHOPPING
- COMMERCIAL (DOWNTOWN ROW)
- COMMERCIAL (CONVERTED RESIDENCE)
- SMALL COMMERCIAL (SINGLE OCCUPANTS)
- SMALL COMMERCIAL (MULTIPLE OCCUPANTS)
- LARGE COMMERCIAL
- MINI-MART
- CASS STRIP
- AUTOMOBILE SERVICE/SALES
- MANUFACTURING/WAREHOUSE
- PARKING LOT
- MEDICAL



PROJECT # 2005-0502220  
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File Location: S:\GIS\0502205022\20.Bldg\_Inventory\_north.mxd

## SARATOGA ASSOCIATES

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TOWN OF BALLSTON, NEW YORK

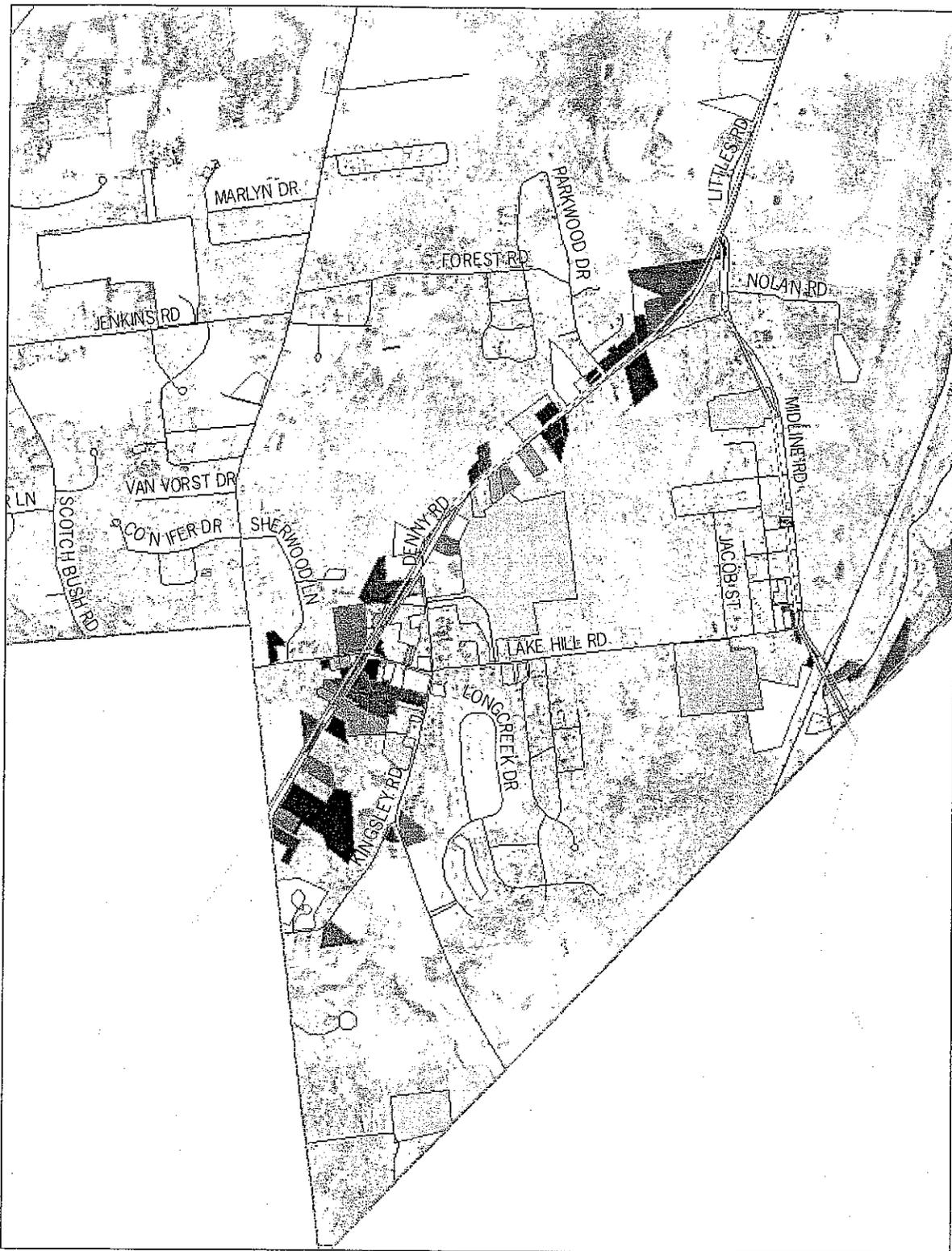
**Town of Ballston Mixed-Use Development South  
Commercial Building Inventory**

(Source: Town of Ballston Building Inspector)

Commercial Property Classification Code	Address	Owner	Tax Map ID #	Current Use/Uses	Current Condition of Building	Vacant/ Occupied	Year Built	No. of Stories	Gross Square Footage	2005 Assessed Value
431	768 Route 50	Vittengl, Robert J. Jr.	257.5-24.21	Auto sales	Good	Occupied	1979	1	5808	\$450,000
462	770 Route 50	Ballston Spa National Bank,	257.5-25	bank	Good	Occupied	1967	1	2354	\$353,400
480	166 Kingsley	Gala LLC.	257.5-38.2	retail, rest	Good	Occupied	1970	1	4960	\$225,000
411	829 Route 50	829 Burnt Hills LLC.	257.6-2-1	multi dwelling	Good	Occupied	1970	2	3652	\$397,600
415	830 Route 50	Zhang, Qi	257.6-3-1	motel	Good	Occupied	1959	1	1115	\$255,300
415	830 Route 50	Zhang, Qi	257.6-3-1	motel	Good	Occupied	1959	1	1221	\$255,300
415	830 Route 50	Zhang, Qi	257.6-3-1	motel	Good	Occupied	1959	1	676	\$255,300
415	830 Route 50	Zhang, Qi	257.6-3-1	motel	Good	Occupied	1959	1	1896	\$255,300
421	824 Route 50	So, Sam	257.6-3-3.1	restaurant	Good	Occupied	1960	1	3500	\$281,900
421	120 Lakehill	Powers, Sharon L.	257.10-1-46.1	restaurant	Good	Occupied	1972	2	4233	\$600,000
483	124 Lakehill	Conrad, Laura	257.10-1-46.2	retail	Good	Occupied	1955	2	2534	\$600,000
433	817 Route 50	Brewster, Michael A.	257.10-1-52	auto service	Good	Occupied	1979	2	11349	\$540,200
483	813 Route 50	Buckley Mountain LLC,	257.10-1-53.1	office	Good	Occupied	1950	1	2027	\$211,800
432	119 Lakehill	Sigmund Ltd.	257.10-1-55	gas station	Good	Occupied	1975	1	375	\$149,000
483	123 Lakehill	Conrad, Laura J.	257.10-1-57	office	Good	Occupied	1960	2	1932	\$140,900
483	129 Lakehill	Welbourne Realty Inc.	257.10-1-58	office	Good	Occupied	1965	2	2382	\$134,000
483	131 Lakehill	Burgess, Judy L.	257.10-1-59	service	Good	Occupied	1950	1	1248	\$105,600
484	809 Route 50	Ehrlich - Trustee, Charles S.	257.10-1-61	multi use	Good	Occupied	1960	1	4766	\$260,800
484	805 Route 50	Wilson, Albert	257.10-1-62	retail	Good	Occupied	1985	1	2440	\$154,300
484	801 Route 50	Funciello, Thomas G.	257.10-1-64	office	Good	Occupied	1935	1	2532	\$152,900
421	803 Route 50	Omiya, Susumu	257.10-1-89	restaurant	Good	Vacant	1960	1	2464	\$264,400
465	333 Kingsley	Walsh, Stephen M.	257.10-2-7	office, retail	Good	Occupied	1980	2	13600	\$775,000
411	226 Kingsley	Stan Buiton Inc.	257.10-2-31	multi dwelling	Good	Occupied	1900	2	2772	\$155,600
449	217 Kingsley	Bernard Bachand Inc.	257.10-2-35	retail	Good	Occupied	1940	2	16983	\$763,200
449	217 Kingsley	Bernard Bachand Inc.	257.10-2-35	retail	Fair	Occupied	1940	2	2352	\$763,200

The Mixed-Used District

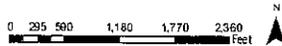
Commercial Property Classification Code	Address	Owner	Tax Map ID #	Current Use/Uses	Current Condition of Building	Vacant/ Occupied	Year Built	No. of Stories	Gross Square Footage	2005 Assessed Value
486	804 Route 50	Corporate, Property	257.10-2-36	retail	Good	Occupied	1976	1	3300	\$386,300
411	113 Lakehill	Knapik, Lorraine S.	257.10-2-44	multi dwelling	Fair	Occupied	1930	2	2983	\$136,100
480	221 Kingsley	Conrad, Laura	257.10-2-47	office	Good	Occupied	1930	2	1120	\$65,000
411	303 Kingsley	Guyer, John	257.10-2-50	multi dwelling	Good	Occupied	1960	2	3910	\$196,600
411	108 Lakehill	Knapik, Lorraine S.	257.10-2-52	multi dwelling	Fair	Occupied	1940	2	2784	\$129,600
432	814 Route 50	Patneau, Donald G.	257.10-2-55	auto servie	Fair	Occupied	1965	1	1203	\$120,000
483	110 Lakehill	Smith, Fay D.	257.10-2-63.2	office	Good	Occupied	1988	2	5296	\$238,700
484	806 Route 50	Landmark Realty II LLC,	257.10-2-68	retail	Good	Occupied	1960	1	2622	\$700,200
465	105 Lakehill	Walsh, Daniel E.	257.10-2-69	office; retail	Good	Occupied	1975	2	11304	\$1,106,600
465	105 Lakehill	Walsh, Daniel E.	257.10-2-69	office; retail	Good	Occupied	1979	1	5720	\$1,106,600
465	105 Lakehill	Walsh, Daniel E.	257.10-2-69	office; retail	Good	Occupied	1970	2	2484	\$1,106,600
452	810 Route 50	Kirby Burnt Hills Realty LLC,	257.10-2-70	mixed use	Poor	Occupied	1920	1	9778	\$443,100
485	793 Route 50	Bergstrom, William E.	257.14-1-2.2	retail	Good	Occupied	1997	1	2880	\$290,000
484	802 Route 50	Crawford, Duncan	257.14-1-6	office	Fair	Occupied	1980	1	3040	\$256,600
482	209 Kingsley	Cambria, Mark	257.14-1-11	multi dwelling	Fair	Occupied	1960	2	1360	\$97,200
411	213 Kingsley	Bachand, Bernard M.	257.14-1-13	multi dwelling	Fair	Occupied	1900	2	2116	\$137,100
425	788 Route 50	Hallenbeck, Gordon	257.14-1-39	restaurant	Fair	Occupied	1960	2	5168	\$334,100
485	800 Route 50	Paravolos, Nick	257.14-1-42	multi use	Good	Occupied	1987	1	7355	\$427,100
452	772 Route 50	Rt. 50 Realty Assoc. LP	257.-5-26	multi use	Good	Occupied	1960	1	36236	\$1,599,300
411	126 Council La.	BHBL Dev. Fund Housing	257.-5-24.12	multi dwelling	Good	Occupied	1985	1	3125	\$966,500
541	825 Route 50	Community Bowling, Inc.	257.6-2-2	bowling	Fair	Occupied	1965	1	20780	\$535,000



# BUILDING INVENTORY BALLSTON SOUTH

Economic Development Plan  
February 2006

- MULTIFAMILY HOUSE/MOBILE HOME PARK
- HOTEL
- RESTAURANT
- PUB/BAR
- ARTS/ENTERTAINMENT
- BANK
- OFFICE/PROFESSIONAL
- OFFICE (MIXED USE)
- COMMUNITY SERVICE
- STORAGE
- VETERINARY CLINIC
- NEIGHBORHOOD SHOPPING
- COMMERCIAL (DOWNTOWN ROW)
- COMMERCIAL (CONVERTED RESIDENCE)
- SMALL COMMERCIAL (SINGLE OCCUPANCY)
- SMALL COMMERCIAL (MULTIPLE OCCUPANCY)
- LARGE COMMERCIAL
- MINIMART
- GAS STATION
- AUTOMOBILE SERVICE/SALES
- MANUFACTURING/WAREHOUSE
- PARKING LOT
- MEDICAL



PROJECT # 2005-05022-20  
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File Location: S:\GIS\05022\05022-20\Building\_Inventory\_south.mxd

SARATOGA ASSOCIATES

Land Use and Planning  
Engineers and Planners, P.C.  
100 North Front Street  
Saratoga Springs, NY 12158

TOWN OF  
BALLSTON,  
NEW YORK

**Town of Ballston Route 50 Business Highway  
Commercial Building Inventory**

(Source: Town of Ballston Building Inspector)

Commercial Property Classification Code	Address	Owner	Tax Map ID #	Current Use/Uses	Current Condition of Building	Vacant/ Occupied	Year Built	No. of Stories	Gross Square Footage	2005 Assessed Value
449	1448 Route 50	Degroff, William R.	228.-1-11	service	Good	Occupied	1994	1	1440	\$116,600
433	1414 Route 50	CPR Auto Sales, LLC,	228.-1-39	auto sales	Good	Occupied	1970	1	1817	\$175,000
433	1414 Route 50	CPR Auto Sales, LLC,	228.-1-39	Auto Repair	Good	Occupied	1979	1	529	\$175,000
432	1402 Route 50	Roma International Properties,	228.-1-41	Retail Gas	Fair	Occupied	1985	1	576	\$424,000
431	1484 Route 50	Mangino, Ralph A.	228.-1-53	auto sale/svc	Good	Occupied	1966	2	7800	\$723,000
411	110 Brookline	Brookline, Housing	228.-1-54	Multi-family	Good	Occupied	1997	2	26034	\$4,608,000
483	820 Route 67	Schultz, Harold R.	228.-2-12	office	Fair	Occupied	2003	2	2226	\$181,500
484	824 Route 67	Brookside Farms Inc,	228.-2-13.2	retail	Good	Occupied	1978	1	2400	\$200,000
411	37 Mourningkill	Rose, John H.	228.-3-5.11	Multi-family	Good	Occupied	1880	2	2628	\$105,000
483	1321 Route 50	Ferri, Mario D.	228.-3-7	Restaurant	Good	Occupied	1950	2	2865	\$165,000
449	75 Brookline	JTS General Inc,	228.-3-9.1	storage	Good	Occupied	2002	1	3000	\$780,000
449	75 Brookline	JTS General Inc,	228.-3-9.1	storage	Good	Occupied	2002	1	2400	\$780,000
449	75 Brookline	JTS General Inc,	228.-3-9.1	storage	Good	Occupied	2003	1	3000	\$780,000
449	75 Brookline	JTS General Inc,	228.-3-9.1	storage	Good	Occupied	2004	1	4500	\$780,000
449	75 Brookline	JTS General Inc,	228.-3-9.1	storage	Good	Occupied	2004	1	8125	\$780,000
449	75 Brookline	JTS General Inc,	228.-3-9.1	storage	Good	Occupied	2004	1	3600	\$780,000
432	1324 Route 50	Leemilts Petroleum Inc,	228.-3-9.2	Retail gas	Fair	Occupied	1988	1	720	\$331,000
449	Route 50	Mothon Family Limited,	228.-3-28.1	warehouse	Good	Occupied	1984	1	7200	\$187,200
464	1252 Route 50	Zilka, Francis	228.-3-28.2	office	Good	Occupied	1960	2	1404	\$50,400
449	1260 Route 50	Mothon Family Limited,	228.-3-29	auto repair	Fair	Vacant	1975	1	12128	\$486,500
449	5 Mc Crea Hill	Saratoga City IDA Agency,	228.-3-58.2	warehouse	Good	Occupied	2005	1	23680	\$550,000
449	4 Mc Crea Hill	Mullen Bros Inc of No. Adams,	228.-3-60	warehouse	Good	Occupied	2004	1	19952	\$828,300
710	3 Mc Crea Hill	Speciality Silicone Products	228.-3-30.12	manufacturing	Good	Occupied	1999	1	33500	\$1,400,000
710	10 Mc Crea Hill	Parts Unlimited	228.-3-30.112	warehouse	Good	Occupied	2004	1	213,000	\$7,500,000
484	1487 Route 50	Bracht, John	228.6-1-2	retail	Good	Occupied	1980	1	1570	\$210,000

The Mixed-Used District

Commercial Property Classification Code	Address	Owner	Tax/Map ID #	Current Use/Uses	Current Condition of Building	Vacant/ Occupied	Year Built	No. of Stories	Gross Square Footage	2005 Assessed Value
421	1475 Route 50	Racemark International LP,	228.6-1-5	Restaurant	Good	Occupied	1940	2	5460	\$398,000
431	1479 Route 50	Merola, Stephen	228.6-1-16.3	auto sales	Good	Occupied	1960	2	2064	\$109,900
440	1021 Route 50	Bennett, David M.	238.-2-65.213	retail/manf.	Good	Occupied	1998	1	3648	\$173,500
433	1023 Route 50	Moloczniak, Michael E.	238.-2-65.214	auto service	Good	Occupied	1998	1	3960	\$154,500
430	1241 Route 50	Rafferty, Charles F. Sr.	239.-1-4	auto sales	Good	Occupied	1950	1	2150	\$280,000
449	1240 Route 50	Zilka, Frank S.	239.-1-5	office/wareh	Good	Occupied	1989	1	9250	\$524,900
449	1240 Route 50	Zilka, Frank S.	239.-1-5	office/wareh	Good	Occupied	2000	1	2600	\$524,900
449	1240 Route 50	Zilka, Frank S.	239.-1-5	office/wareh	Good	Occupied	2000	1	5200	\$524,900
484	1029 Route 50	Grot, Robert E.	239.-1-23.32	public assem	Good	Occupied	1990	1	3216	\$198,900
415	1031 Route 50	Mannino, Robert F.	239.-1-24	motel	Good	Occupied	1960	1	2240	\$132,400
449	1149 Route 50	By, George Food	239.-1-40.2	retail/food	Good	Occupied	1989	1	18464	\$443,300
484	42 Saunders Rd.	Sullivan, Daniel	239.-1-66	storage	Good	Occupied	2003	1	2400	\$89,800
449	Super 50 Way	Katz, Mark L.	239.-1-40.12	storage	Good	Occupied	2000	1	4800	\$584,600
449	Super 50 Way	Katz, Mark L.	239.-1-40.12	storage	Good	Occupied	2000	1	2800	\$584,600
449	Super 50 Way	Katz, Mark L.	239.-1-40.12	storage	Good	Occupied	2003	1	4200	\$584,600
449	1 Super 50 Way	Katz, Mark L.	239.-1-40.12	storage	Good	Occupied	2000	1	6000	\$584,600
423	1 Charlton	CPR Auto Sales, LLC,	239.-1-47	Restaurant	Good	Occupied	1992	1	1208	\$180,100
483	1152 Route 50	Outlet Enterprises LLC,	239.-1-75.2	Multi-family	Good	Occupied	2003	2	3596	\$424,500
483	1152 Route 50	Outlet Enterprises LLC,	239.-1-75.2	Multi-family	Good	Occupied	2004	2	2808	\$424,500
411	1003 Route 50	HB & I LLC,	248.-2-7	motel	Good	Occupied	1965	1	2852	\$142,600
415	1012 Route 50	Tomasko, John Joseph	248.-2-8.1	retail/auto	Good	Occupied	1965	2	4760	\$312,000
484	998 Route 50	Dunvage, William	248.-2-12	retail/auto	Good	Occupied	1972	1	2400	\$165,000
411	986 Route 50	Benes, Rostislav K.	248.-2-13	Multi-family	Good	Occupied	1969	1	3950	\$150,500
433	890 Route 50	Aussicker, Susan	248.-2-27	auto service	Fair	Occupied	1938	1	2153	\$129,000
431	876 Route 50	Terry Morris Inc.	248.-2-40	retail/auto	Good	Occupied	1978	1	24716	\$1,165,900
449	861 Route 50	861 Saratoga Road LLC,	248.-2-53	medical	Good	Occupied	1955	1	3348	\$140,000
485	851 Route 50	Young, Robert	248.-2-56	auto service	Good	Occupied	1940	2	5980	\$171,000
415	857 Route 50	Carneys Associates LLC,	248.-2-59	motel	Good	Occupied	1955	1	4056	\$221,400
449	879 Route 50	Fonda, Richard D.	248.-2-76	office/service	Good	Occupied	1979	1	4145	\$280,400

The Mixed-Used District

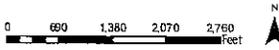
Commercial Property Classification Code	Address	Owner	Tax-Map ID #	Current Use/Uses	Current Condition of Building	Vacant/ Occupied	Year Built	No. of Stories	Gross Square Footage	2005 Assessed Value
449	879 Route 50	Fonda, Richard D.	248-2-76	office/service	Good	Occupied	1978	1	625	\$280,400
480	881 Route 50	Andersen, Alan J.	248-2-77	retail/boat	Good	Occupied	1960	1	10000	\$246,400
431	875 Route 50	Morris, Terence L.	248-2-78	retail/auto	Good	Occupied	1974	1	13730	\$647,700
484	837 Route 50	Crouse, David B.	257-2-5	retail	Good	Occupied	1960	1	2800	\$335,000
484	833 Route 50	Smith, Lawrence Michael	257-2-6	auto/svc/sales	Good	Occupied	1973	1	3975	\$163,200
483	850 Route 50	Di Cesare, Patrick M.	257-3-8.1	office	Good	Occupied	1960	1	1952	\$244,800
484	850 Route 50	Schrader, Peter H.	257-3-8.2	sales/service	Good	Occupied	1988	1	6974	\$233,200
484	852 Route 50	2150 Properties LLC.	257-3-9	sales/service	Good	Occupied	1986	1	4480	\$248,900
484	840 Route 50	Brown, Charles M.	257-3-22	service	Fair	Occupied	1987	1	984	\$173,900
483	842 Route 50	Wheeler, A Wayne III	257-3-25	sales/service	Good	Occupied	1970	2	2276	\$126,300



# BUILDING INVENTORY BUSINESS HIGHWAY

Economic Development Plan  
February 2006

- MULTIFAMILY HOUSE/MOBILE HOME PARK
- MOTEL
- RESTAURANT
- PUB/DRY
- ARTS/ENTERTAINMENT
- BANK
- OFFICE/PROFESSIONAL
- OFFICE (MIXED USE)
- COMMUNITY SERVICE
- STORAGE
- VETERINARY CLINIC
- NEIGHBORHOOD SHOPPING
- COMMERCIAL (DOWNTOWN ROW)
- COMMERCIAL (CONVERTED RESIDENCE)
- SMALL COMMERCIAL (SMALL OCCUPANTS)
- SMALL COMMERCIAL (MULTIPLE OCCUPANTS)
- LARGE COMMERCIAL
- MINIMART
- GAS STATION
- AUTOMOBILE SERVICE/SALES
- MANUFACTURING/WAREHOUSE
- PARKING LOT
- MEDICAL



PROJECT # 2005-05022-20  
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File Location: S:\05\05022\05022-20\Building\_Inventory\_center.mxd

## SARATOGA ASSOCIATES

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BOSTON, NEW YORK, SARATOGA OFFICES

## TOWN OF BALLSTON, NEW YORK

### 2.1.5 Retail Demographics

For purposes of this study, demographic and income information were analyzed to determine the viability of retail in the two mixed-use districts in the Town of Ballston: the Mixed-Use District North and the Mixed-Used District South. Demographic factors such as population growth, household growth, age profile, income and education were studied. Data from the following radii were analyzed to correspond to the Drawing Radius/Trade Areas of identified retail formats:

- 3-Mile Radius: corresponds to the Drawing Radius/Trade Area of a Neighborhood Center;
- 5-Mile Radius: corresponds to the Drawing Radius/Trade Area of a Community Center;
- 10-Mile Radius: corresponds to the Drawing Radius/Trade Area of both a Power Center/Big-Box Development and a Lifestyle Center.

**Population and Households:**<sup>18</sup> Population and households data allow quantification of current market size and examine future growth. Increasing population and household growth indicate a fertile market for retail goods and services. Typically, demand is generated by individual or household purchases with family members influencing household purchases.

**Age:** Age is an important factor to consider as an individual changes. Trade area age profiles provide indicators for the target market segments for retail, as well as the type of stores that could be brought in or attracted to locate to the community. A high percentage of Mid-lifers (35 – 54 years old) and Empty Nesters (55 – 64 years old) indicate a community with higher percentage of heads of households that are in the relatively more established life stage and have higher purchasing power and more disposable income. A drugstore would do well in area with a large population of seniors, while an area with a high number of households with children would be target for toy and baby care retailers. Age profile could also serve as an indicator of the type of residential development that could be located in the mixed-use development districts. For example, a high percentage of younger working adults and seniors point to the need for low-maintenance, high-density housing such as townhouses, condominiums, two-family homes, or single-family homes in smaller lots.

For purposes of this study, the trade area population was classified into the following general life stages:

- Pre-schoolers: Children aged below 5 years old.
- School-age children: Children aged 5 years old to 17 years old.
- College-age: Those within 18 years to 24 years of age.
- Younger working adults: Those within the 25 to 34 years age group. This age group is sometimes referred to as Generation-X by demographers and marketing researchers.
- Mid-Lifers: These include individuals within the 35 to 54 years age group.
- Empty-nesters: Those are between 55 to 64 years of age. While AARP refers to seniors as those aged 55 years and older, many younger and more active seniors would rather not call themselves as such and would prefer being called empty-nesters or young retirees.
- Seniors: Those aged 65 years and older.

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<sup>18</sup> University of Wisconsin Cooperative Extension, Center for Community Economic Development, "Downtown and Business Market Analysis," <http://www.uwex.edu/ces/cced>

**Income:** Household income is a good indicator of spending power. Household income directly correlates with retail expenditures. Retailers generally consider the median or average income of households within a trade area or they may also look at the number of households within a specific income range. For example, discount stores are reportedly avoiding areas with extremely high or low-income areas. Traditional department stores generally consider trade areas with incomes over \$35,000 while households with income of \$75,000 and above serve as target markets for upscale retail and Lifestyle Centers.

**Education:** Education is also considered another indicator of socioeconomic status in a Trade Area. Income generally advances with educational attainment. Communities with high percentages of individuals with college or graduate degrees, generally shows a community that is relatively more affluent.

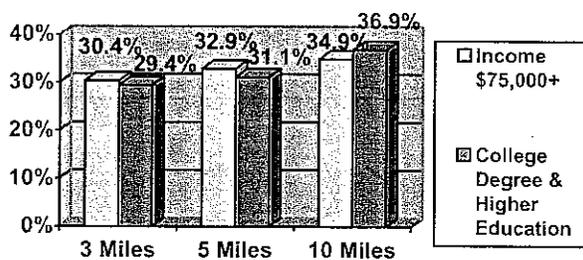
For this study, two indicators of affluence were analyzed:

- Households with income of \$75,000 and above – This was used as an indicator denoting markets for upscale retail and Lifestyle Centers; and
- Educational Attainment, looking at adults aged 25 years and older with college degree or higher education.

**Ballston North<sup>19</sup>**

	3-Mile Radius		5-Mile Radius		10-Mile Radius	
	Number	%	Number	%	Number	%
<b>Population</b>						
2000	13,488		36,796		120,285	
2005	14,359		39,295		127,931	
2010	15,351		41,386		135,722	
Growth 2000 - 2005		6.5%		6.8%		6.4%
Forecast 2005 - 2010		6.9%		5.3%		6.1%
<b>Households</b>						
2000	5,206		14,065		46,783	
2005	5,670		15,412		51,072	
2010	6,210		16,615		55,578	
Growth 2000 - 2005		8.9%		9.6%		9.2%
Forecast 2005 - 2010		9.5%		7.8%		8.8%
<b>Age (2005)</b>						
Pre-School (<5 years)	1,006	7.0%	2,972	7.6%	8,203	6.4%
School Age (5 - 17 years)	2,694	18.8%	7,695	19.6%	23,588	18.4%
College Age (18 - 24 years)	1,147	8.0%	2,875	7.3%	10,884	8.5%
Younger Working Adults (25 - 34 years)	1,813	12.6%	5,756	14.6%	15,705	12.3%
Mid-Lifers (35 - 54 years)	2,380	16.6%	12,657	32.2%	40,347	31.5%
Empty-Nesters (55 - 64 years)	3,471	24.2%	3,691	9.4%	13,629	10.7%
Seniors (65+ years)	1,848	12.9%	3,649	9.3%	15,575	12.2%

**Indicators of Affluence within Trade Area**



**Highlights:**

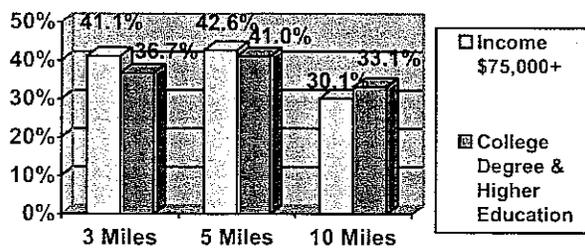
- High rates of population and household growth within the 3 to 10 mile Trade Areas.
- High percentage of population older population 55 years and older (22.8% in 10-mile radius).
- Approximately a third of population could be considered mid-lifers.
- Almost 18,000 households or 35% of all households Area have income above \$75,000.
- Highly educated population with almost 37% having a College or Graduate Degree.

<sup>19</sup> Sources: 2000 Census; Easidemographics for 2005 & 2010 Projections; Analysis by Saratoga Associates

**Ballston South<sup>20</sup>**

	3-Mile Radius		5-Mile Radius		10-Mile Radius	
	Number	%	Number	%	Number	%
<b>Population</b>						
2000	14,162		32,097		226,562	
2005	14,451		32,957		233,629	
2010	15,098		34,271		241,455	
Growth 2000 - 2005		2.0%		2.7		3.1%
Forecast 2005 - 2010		4.5%		4.0%		3.4%
<b>Households</b>						
2000	5,107		12,036		90,663	
2005	5,372		12,751		96,393	
2010	5,733		13,530		101,855	
Growth 2000 - 2005		5.2%		5.9%		6.3%
Forecast 2005 - 2010		6.7%		6.1%		5.7%
<b>Age (2005)</b>						
Pre-School (<5 years)	791	5.5%	1,866	5.7%	15,139	6.5%
School Age (5 - 18 years)	2,844	19.7%	6,482	19.7%	43,679	18.7%
College Age (18 - 24 years)	777	5.4%	1,793	5.4%	18,365	7.9%
Younger Working Adults (25 - 34 years)	1,283	8.9%	3,182	9.7%	28,627	12.3%
Mid-Lifers (35 - 54 years)	4,696	32.5%	10,611	32.5%	71,505	30.6%
Empty-Nesters (55 - 64 years)	1,753	12.1%	4,051	12.3%	24,146	10.3%
Seniors (65+ years)	2,307	16.0%	4,972	15.1%	32,168	13.8%

**Indicators of Affluence within Trade Area**



**Highlights:**

- Lower population growth forecasted but moderate household growth within 10-mile Trade Area.
- Over 24% of population is either an empty-nester or a senior.
- Over 40% of households within the 3 & 5-mile radii have income over \$75,000.
- Very highly-educated population with over 40% of adults in the 5-mile radius and a third of all adults (25 years+) in the 10-mile Trade Area having a college degree or higher education.

<sup>20</sup> Sources: 2000 Census; Easidemographics for 2005 & 2010 Projections; Analysis by Saratoga Associates

### 2.1.6 Evaluating Retail Opportunities

To identify retail opportunities in the Town of Ballston, sales leakage analyses were undertaken to help determine in which retail categories the Trade Area is strong and where it is losing potential sales. A **Leakage Analysis** looks at a variety of merchandise categories and determines if the district is capturing its full retail sales potential. This is done by comparing demand, in terms of consumer expenditures, and supply, in terms of retail sales, within the Trade Area. For goods that are not readily available within the identified Trade Area, or when greater selection and/or better prices are available elsewhere, residents will travel outside the area to make purchases. When purchases are made outside the area and merchants capture the expenditures that local residents, businesses, or employees could otherwise have made with local merchants, this is called a “leakage.” When non-residents, businesses or employees outside the local area make purchases from local businesses, this is called an injection of retail sales. When retail sales exceed what local residents, businesses and employees expended, this indicates a “surplus,” meaning that local merchants have captured sales from consumers outside the local area. A “leakage” indicates an opportunity for a specific merchandise line or retail type, while a “surplus” indicates that the local need is already being met and that there is possible saturation for a specific retail type or merchandise line.

Leakage Analyses were undertaken for the following Trade Areas:

- Drawing Radius of up to 3 miles: to determine opportunities/surplus for Neighborhood Centers;
- Drawing Radius of up to 5 miles: to determine opportunities/surplus for Community Centers;
- Drawing Radius of up to 10 miles: to determine opportunities/surplus for Lifestyle Centers and Big-Box/Power Centers.

The Leakage Analysis undertaken for the above Trade Areas compares consumer expenditures from the Consumer Expenditure Survey<sup>21</sup> versus Retail Sales from the Census of Retail Trade<sup>22</sup> to determine opportunities and surplus for retail store classifications.

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<sup>21</sup>The Consumer Expenditure Survey from the Bureau of Labor Statistics, provides information on the buying habits of American consumers, including data on their expenditures, income, and consumer unit (families and single consumers) characteristics.

<sup>22</sup> The Census of Retail Trade from the U.S. Economic Census, provides data useful in analyzing actual business activity at the community level. The Census of Retail Trade provides a useful starting point for analyzing business gaps and resulting opportunities in a community.

**Ballston North**

Leakage Analysis for the Ballston North Area indicates opportunities in the following retail store types:

- Motor Vehicle and Parts Dealers: There are enough Automotive and Other Motor Vehicle Dealerships within the 10-mile radius, but need for additional Automotive Parts/ Accessories and Tire Stores.
- Furniture & Home Furnishings of all types are needed.
- Electronics & Appliance Stores: These Household Appliance Stores, Computer and Software Stores, as well as Camera & Photo Equipment Stores.
- Building Material, Garden Equipment Stores
- Food & Beverage Stores: Supermarkets are needed within the 5 mile-radius but a surplus exists if looking at the 10-mile radius; a surplus exists in Beer, Wine & Liquor Stores; Specialty Food Stores are lacking
- There are enough Gasoline Stations in the area.
- Clothing & Clothing Accessories: Need for apparel stores for men, women, and children, as well as shoe stores, jewelry stores, and leather goods.
- Sporting Goods, Hobby, Book, & Music Stores: There are opportunities for Sporting Goods, Book Stores, CDs & Record Stores. While there is need within the 5-mile radius for Hobby, Toys and Game Stores, there are enough of these stores within the larger 10-mile Trade Area. There are enough Crafts stores and Musical Instrument Stores in the larger Trade Area.
- There is opportunity for Department Stores and other merchandise stores, such as Warehouse Clubs and Superstores.
- All Trade Areas could use more Florists, Office Supplies, as well as Used Merchandise stores.
- The immediate area within 3 to 5-mile radius have need for all types of Foodservice and Drinking Places such as Full-Service Restaurants, Limited-Service Eating Places, Special Foodservices, and Drinking establishments such as bars and taverns. There are enough full-service restaurants within the larger 10-mile Trade Are, as well as Special Foodservices.

	3-Mile Radius	5-Mile Radius	10-Mile Radius
Total Consumer Expenditures	\$159.44 Million	\$745.21 Million	\$2,316.62 Million
Total Retail Sales	\$116.21 Million	\$345.89 Million	\$1,956.5 Million
Total Retail Opportunity/ Leakage	\$43. 22 Million	\$239.88 Million	\$200.62 Million

Retail Store Type	3-Mile Radius		5-Mile Radius		10-Mile Radius	
	Opportunities	Surplus	Opportunities	Surplus	Opportunities	Surplus
Motor Vehicle & Parts Dealers	<ul style="list-style-type: none"> <li>▪ Automotive Dealers</li> <li>▪ Auto Parts/ Accessories</li> </ul>	<ul style="list-style-type: none"> <li>▪ Other Motor Vehicle Dealers</li> </ul>	<ul style="list-style-type: none"> <li>▪ Automotive Dealers</li> <li>▪ Auto Parts/ Accessories</li> </ul>	<ul style="list-style-type: none"> <li>▪ Other Motor Vehicle Dealers</li> </ul>	<ul style="list-style-type: none"> <li>▪ Auto Parts/ Accessories</li> </ul>	<ul style="list-style-type: none"> <li>▪ Automotive Dealers</li> <li>▪ Other Motor Vehicle Dealers</li> </ul>
Furniture & Home Furnishings	<ul style="list-style-type: none"> <li>▪ Furniture Stores</li> </ul>	None	<ul style="list-style-type: none"> <li>▪ Furniture Stores</li> </ul>	None	<ul style="list-style-type: none"> <li>▪ Furniture Stores</li> </ul>	None

The Mixed-Used District

Retail Store Type	3-Mile Radius		5-Mile Radius		10-Mile Radius	
	Opportunities	Surplus	Opportunities	Surplus	Opportunities	Surplus
	<ul style="list-style-type: none"> <li>▪ Home Furnishing Stores</li> </ul>		<ul style="list-style-type: none"> <li>▪ Home Furnishing Stores</li> </ul>		<ul style="list-style-type: none"> <li>▪ Home Furnishing Stores</li> </ul>	
<b>Electronics &amp; Appliance Stores</b>	<ul style="list-style-type: none"> <li>▪ Appliances, TVs, Electronic Stores</li> <li>▪ Computer &amp; Software Stores</li> <li>▪ Camera &amp; Photo Equipment Stores</li> </ul>	None	<ul style="list-style-type: none"> <li>▪ Appliances, TVs, Electronic Stores</li> <li>▪ Computer &amp; Software Stores</li> <li>▪ Camera &amp; Photo Equipment Stores</li> </ul>	None	<ul style="list-style-type: none"> <li>▪ Appliances, TVs, Electronic Stores</li> <li>▪ Computer &amp; Software Stores</li> <li>▪ Camera &amp; Photo Equipment Stores</li> </ul>	None
<b>Building Material, Garden Equipment Stores</b>	<ul style="list-style-type: none"> <li>▪ Home Centers</li> <li>▪ Paint &amp; Wallpaper Stores</li> <li>▪ Hardware Stores</li> <li>▪ Bldg. Mat. Lumberysds.</li> <li>▪ Lawn, Garden Equip</li> </ul>	None	<ul style="list-style-type: none"> <li>▪ Home Centers</li> <li>▪ Paint &amp; Wallpaper Stores</li> <li>▪ Hardware Stores</li> <li>▪ Bldg. Mat. Lumberysds.</li> <li>▪ Lawn, Garden Equip</li> </ul>	None	<ul style="list-style-type: none"> <li>▪ Home Centers</li> <li>▪ Paint &amp; Wallpaper Stores</li> <li>▪ Bldg. Mat. Lumberysds.</li> <li>▪ Lawn, Garden Equip</li> </ul>	<ul style="list-style-type: none"> <li>▪ Hardware Stores</li> </ul>
<b>Food &amp; Beverage Stores</b>	<ul style="list-style-type: none"> <li>▪ Supermarkets</li> <li>▪ Convenience Stores</li> <li>▪ Specialty Food Stores</li> </ul>	<ul style="list-style-type: none"> <li>▪ Beer, Wine &amp; Liquor Stores</li> </ul>	<ul style="list-style-type: none"> <li>▪ Supermarkets</li> <li>▪ Convenience Stores</li> <li>▪ Specialty Food Stores</li> </ul>	<ul style="list-style-type: none"> <li>▪ Beer, Wine &amp; Liquor Stores</li> </ul>	<ul style="list-style-type: none"> <li>▪ Convenience Stores</li> <li>▪ Specialty Food Stores</li> </ul>	<ul style="list-style-type: none"> <li>▪ Supermarkets</li> <li>▪ Beer, Wine &amp; Liquor Stores</li> </ul>
<b>Health &amp; Personal Care Stores</b>	<ul style="list-style-type: none"> <li>▪ Pharmacies &amp; Drug Stores</li> <li>▪ Cosmetics &amp; Beauty Supplies, Perfume</li> <li>▪ Other Health &amp; Personal Care</li> </ul>	<ul style="list-style-type: none"> <li>▪ Optical Goods</li> </ul>	<ul style="list-style-type: none"> <li>▪ Pharmacies &amp; Drug Stores</li> <li>▪ Cosmetics &amp; Beauty Supplies, Perfume</li> <li>▪ Optical Goods</li> <li>▪ Other Health &amp; Personal Care</li> </ul>	None	<ul style="list-style-type: none"> <li>▪ Cosmetics &amp; Beauty Supplies, Perfume</li> <li>▪ Optical Goods</li> <li>▪ Other Health &amp; Personal Care</li> </ul>	<ul style="list-style-type: none"> <li>▪ Pharmacies &amp; Drug Stores</li> </ul>
<b>Gasoline Stations</b>	<ul style="list-style-type: none"> <li>▪ Other Gasoline Stations</li> </ul>	<ul style="list-style-type: none"> <li>▪ Gas Stations w/ Conv. Stores</li> </ul>	<ul style="list-style-type: none"> <li>▪ Other Gasoline Stations</li> </ul>	<ul style="list-style-type: none"> <li>▪ Gas Stations w/ Conv. Stores</li> </ul>	None	<ul style="list-style-type: none"> <li>▪ Gas Stations w/ Conv. Stores</li> <li>▪ Other Gasoline Stations</li> </ul>
<b>Clothing &amp;</b>	<ul style="list-style-type: none"> <li>▪ Men's</li> </ul>	None	<ul style="list-style-type: none"> <li>▪ Men's</li> </ul>	None	<ul style="list-style-type: none"> <li>▪ Men's</li> </ul>	None

Retail Store Type	3-Mile Radius		5-Mile Radius		10-Mile Radius	
	Opportunities	Surplus	Opportunities	Surplus	Opportunities	Surplus
<b>Clothing Accessory Stores</b>	<ul style="list-style-type: none"> <li>▪ Apparel</li> <li>▪ Women's Apparel</li> <li>▪ Children's Apparel</li> <li>▪ Family Clothing</li> <li>▪ Clothing Accessories</li> <li>▪ Shoe Stores</li> <li>▪ Jewelry</li> <li>▪ Luggage &amp; Leather</li> </ul>		<ul style="list-style-type: none"> <li>▪ Apparel</li> <li>▪ Women's Apparel</li> <li>▪ Children's Apparel</li> <li>▪ Family Clothing</li> <li>▪ Clothing Accessories</li> <li>▪ Shoe Stores</li> <li>▪ Jewelry</li> <li>▪ Luggage &amp; Leather</li> </ul>		<ul style="list-style-type: none"> <li>▪ Apparel</li> <li>▪ Women's Apparel</li> <li>▪ Children's Apparel</li> <li>▪ Family Clothing</li> <li>▪ Clothing Accessories</li> <li>▪ Shoe Stores</li> <li>▪ Jewelry</li> <li>▪ Luggage &amp; Leather</li> </ul>	
<b>Sporting Goods, Hobby, Book, Music Store</b>	<ul style="list-style-type: none"> <li>▪ Sporting Goods</li> <li>▪ Hobby, Toys &amp; Games</li> <li>▪ Sew/Needlewk.</li> <li>▪ Musical Instrument</li> <li>▪ Book Stores</li> <li>▪ Prerecorded Tapes, CDs</li> </ul>	None	<ul style="list-style-type: none"> <li>▪ Sporting Goods</li> <li>▪ Hobby, Toys &amp; Games</li> <li>▪ Book Stores</li> <li>▪ Prerecorded Tapes, CDs</li> </ul>	<ul style="list-style-type: none"> <li>▪ Sew/Needlewk</li> <li>▪ Musical Instrument</li> </ul>	<ul style="list-style-type: none"> <li>▪ Sporting Goods</li> <li>▪ Musical Instrument</li> <li>▪ Book Stores</li> <li>▪ Prerecorded Tapes, CDs</li> </ul>	<ul style="list-style-type: none"> <li>▪ Hobby, Toys &amp; Games</li> <li>▪ Sew/Needlework</li> </ul>
<b>General Merchandise Store Retailers</b>	<ul style="list-style-type: none"> <li>▪ Department Stores</li> <li>▪ Warehouse Clubs &amp; Super Stores</li> <li>▪ All Others</li> </ul>	None	<ul style="list-style-type: none"> <li>▪ Department Stores</li> <li>▪ Warehouse Clubs &amp; Super Stores</li> <li>▪ All Others</li> </ul>	None	<ul style="list-style-type: none"> <li>▪ Department Stores</li> <li>▪ Warehouse Clubs &amp; Super Stores</li> <li>▪ All Others</li> </ul>	None
<b>Miscellaneous Store Retailers</b>	<ul style="list-style-type: none"> <li>▪ Florists</li> <li>▪ Office Supplies &amp; Stationery</li> <li>▪ Used Merchandise</li> <li>▪ Other Miscellan.</li> </ul>	None	<ul style="list-style-type: none"> <li>▪ Florists</li> <li>▪ Office Supplies &amp; Stationery</li> <li>▪ Used Merchandise</li> <li>▪ Other Miscellan.</li> </ul>	None	<ul style="list-style-type: none"> <li>▪ Florists</li> <li>▪ Office Supplies &amp; Stationery</li> <li>▪ Used Merchandise</li> <li>▪ Other Miscellan.</li> </ul>	None
<b>Foodservice &amp; Drinking Places</b>	<ul style="list-style-type: none"> <li>▪ Full-Service Restaurants</li> <li>▪ Limited-Service Eating Places</li> <li>▪ Special Foodservices</li> <li>▪ Drinking Places - Alcoholic</li> </ul>		<ul style="list-style-type: none"> <li>▪ Full-Service Restaurants</li> <li>▪ Limited-Service Eating Places</li> <li>▪ Special Foodservices</li> <li>▪ Drinking Places - Alcoholic</li> </ul>		<ul style="list-style-type: none"> <li>▪ Limited-Service Eating Places</li> <li>▪ Drinking Places - Alcoholic</li> </ul>	<ul style="list-style-type: none"> <li>▪ Full-Service Restaurants</li> <li>▪ Special Foodservices</li> </ul>

**Ballston South**

Leakage Analysis for the Ballston South Area indicates opportunities in the following retail store types:

- Motor Vehicle and Parts Dealers: There are enough Automotive and Other Motor Vehicle Dealerships within the 10-mile radius, but need for additional Automotive Parts/ Accessories and Tire Stores.
- Furniture & Home Furnishings of all types are needed.
- Electronics & Appliance Stores: These Household Appliance Stores, Computer and Software Stores, as well as Camera & Photo Equipment Stores.
- Building Material, Garden Equipment Stores except for Hardware Stores within the 3-mile radius.
- Food & Beverage Stores: Opportunity exists for Supermarkets, Convenience Stores, Specialty Food Stores are needed; a surplus exists in Beer, Wine & Liquor Stores within the 3-mile radius.
- The Ballston South area is already well-served by Gasoline Stations.
- Clothing & Clothing Accessories: Need for apparel stores for men, women, and children, as well as shoe stores within the immediate 3-mile radius. The larger 5 to 10-mile radius would need all types of Clothing and Accessory stores.
- Sporting Goods, Hobby, Book, & Music Stores: There are opportunities for Sporting Goods, Book Stores, Hobby, Toys & Game Stores, as well as CDs & Record Stores. There are enough Crafts stores and Musical Instrument Stores within the 3 to 5-mile Trade Area.
- There is opportunity for Department Stores and other merchandise stores, such as Warehouse Clubs and Superstores.
- All Trade Areas could use more Florists, Office Supplies, as well as Used Merchandise stores.
- The immediate area within 3 to 5-mile radius, have need for Full-Service Restaurants and Limited-Service Eating Places, but have enough Special Foodservices, and Drinking establishments such as bars and taverns. The larger 10-mile Trade Area has need for all types of Foodservice and Drinking Places.

	3-Mile Radius	5-Mile Radius	10-Mile Radius
Total Consumer Expenditures	\$255.34 Million	\$701.56 Million	\$3,674.19 Million
Total Retail Sales	\$284.73 Million	\$500.36 Million	\$3,112.72 Million
Total Retail Opportunity/ Leakage	(\$29.40 Million)	\$201.200 Million	\$561.47 Million

Retail Store Type	3-Mile Radius		5-Mile Radius		10-Mile Radius	
	Opportunities	Surplus	Opportunities	Surplus	Opportunities	Surplus
Motor Vehicle & Parts Dealers	▪ Auto Parts/ Accessories	▪ Automotive Dealers ▪ Other Motor Vehicle Dealers	▪ Auto Parts/ Accessories	▪ Automotive Dealers ▪ Other Motor Vehicle Dealers	▪ Auto Parts/ Accessories	▪ Automotive Dealers ▪ Other Motor Vehicle Dealers
Furniture & Home Furnishings	▪ Furniture Stores	None	▪ Furniture Stores	None	▪ Furniture Stores	None

Retail Store Type	3-Mile Radius		5-Mile Radius		10-Mile Radius	
	Opportunities	Surplus	Opportunities	Surplus	Opportunities	Surplus
	<ul style="list-style-type: none"> <li>▪ Home Furnishing Stores</li> </ul>		<ul style="list-style-type: none"> <li>▪ Home Furnishing Stores</li> </ul>		<ul style="list-style-type: none"> <li>▪ Home Furnishing Stores</li> </ul>	
<b>Electronics &amp; Appliance Stores</b>	<ul style="list-style-type: none"> <li>▪ Appliances, TVs, Electronic Stores</li> <li>▪ Computer &amp; Software Stores</li> <li>▪ Camera &amp; Photo Equipment Stores</li> </ul>	None	<ul style="list-style-type: none"> <li>▪ Appliances, TVs, Electronic Stores</li> <li>▪ Computer &amp; Software Stores</li> <li>▪ Camera &amp; Photo Equipment Stores</li> </ul>	None	<ul style="list-style-type: none"> <li>▪ Appliances, TVs, Electronic Stores</li> <li>▪ Computer &amp; Software Stores</li> </ul>	<ul style="list-style-type: none"> <li>▪ Camera &amp; Photo Equipment Stores</li> </ul>
<b>Building Material, Garden Equipment Stores</b>	<ul style="list-style-type: none"> <li>▪ Home Centers</li> <li>▪ Paint &amp; Wallpaper Stores</li> <li>▪ Bldg. Mat. Lumberysds.</li> <li>▪ Lawn, Garden Equip</li> </ul>	<ul style="list-style-type: none"> <li>▪ Hardware Stores</li> </ul>	<ul style="list-style-type: none"> <li>▪ Home Centers</li> <li>▪ Paint &amp; Wallpaper Stores</li> <li>▪ Hardware Stores</li> <li>▪ Bldg. Mat. Lumberysds.</li> <li>▪ Lawn, Garden Equip</li> </ul>	None	<ul style="list-style-type: none"> <li>▪ Home Centers</li> <li>▪ Paint &amp; Wallpaper Stores</li> <li>▪ Bldg. Mat. Lumberysds.</li> <li>▪ Lawn, Garden Equip</li> </ul>	None
<b>Food &amp; Beverage Stores</b>	<ul style="list-style-type: none"> <li>▪ Supermarkets</li> <li>▪ Convenience Stores</li> <li>▪ Specialty Food Stores</li> </ul>	<ul style="list-style-type: none"> <li>▪ Beer, Wine &amp; Liquor Stores</li> </ul>	<ul style="list-style-type: none"> <li>▪ Supermarkets</li> <li>▪ Convenience Stores</li> <li>▪ Specialty Food Stores</li> <li>▪ Beer, Wine &amp; Liquor Stores</li> </ul>	None	<ul style="list-style-type: none"> <li>▪ Supermarkets</li> <li>▪ Convenience Stores</li> <li>▪ Specialty Food Stores</li> <li>▪ Beer, Wine &amp; Liquor Stores</li> </ul>	None
<b>Health &amp; Personal Care Stores</b>	<ul style="list-style-type: none"> <li>▪ Cosmetics &amp; Beauty Supplies, Perfume</li> <li>▪ Optical Goods</li> <li>▪ Other Health &amp; Personal Care</li> </ul>	<ul style="list-style-type: none"> <li>▪ Pharmacies &amp; Drug Stores</li> </ul>	<ul style="list-style-type: none"> <li>▪ Pharmacies &amp; Drug Stores</li> <li>▪ Cosmetics &amp; Beauty Supplies, Perfume</li> <li>▪ Optical Goods</li> <li>▪ Other Health &amp; Personal Care</li> </ul>	None	<ul style="list-style-type: none"> <li>▪ Pharmacies &amp; Drug Stores</li> <li>▪ Cosmetics &amp; Beauty Supplies, Perfume</li> <li>▪ Other Health &amp; Personal Care</li> </ul>	<ul style="list-style-type: none"> <li>▪ Optical Goods</li> </ul>
<b>Gasoline Stations</b>	None	<ul style="list-style-type: none"> <li>▪ Gas Stations w/ Conv. Stores</li> </ul>	None	<ul style="list-style-type: none"> <li>▪ Gas Stations w/ Conv. Stores</li> </ul>	None	<ul style="list-style-type: none"> <li>▪ Gas Stations w/ Conv. Stores</li> <li>▪ Other</li> </ul>

Retail Store Type	3-Mile Radius		5-Mile Radius		10-Mile Radius	
	Opportunities	Surplus	Opportunities	Surplus	Opportunities	Surplus
		<ul style="list-style-type: none"> <li>Other Gasoline Stations</li> </ul>		<ul style="list-style-type: none"> <li>Other Gasoline Stations</li> </ul>		Gasoline Stations
<b>Clothing &amp; Clothing Accessory Stores</b>	<ul style="list-style-type: none"> <li>Men's Apparel</li> <li>Women's Apparel</li> <li>Children's Apparel</li> <li>Family Clothing</li> <li>Clothing Accessories</li> <li>Shoe Stores</li> <li>Luggage &amp; Leather</li> </ul>	<ul style="list-style-type: none"> <li>Jewelry</li> </ul>	<ul style="list-style-type: none"> <li>Men's Apparel</li> <li>Women's Apparel</li> <li>Children's Apparel</li> <li>Family Clothing</li> <li>Clothing Accessories</li> <li>Shoe Stores</li> <li>Jewelry</li> <li>Luggage &amp; Leather</li> </ul>	<ul style="list-style-type: none"> <li>None</li> </ul>	<ul style="list-style-type: none"> <li>Men's Apparel</li> <li>Women's Apparel</li> <li>Children's Apparel</li> <li>Family Clothing</li> <li>Clothing Accessories</li> <li>Shoe Stores</li> <li>Jewelry</li> <li>Luggage &amp; Leather</li> </ul>	None
<b>Sporting Goods, Hobby, Book, Music Store</b>	<ul style="list-style-type: none"> <li>Sporting Goods</li> <li>Hobby, Toys &amp; Games</li> <li>Musical Instrument</li> <li>Book Stores</li> <li>Prerecorded Tapes, CDs</li> </ul>	<ul style="list-style-type: none"> <li>Sew/Needlewk.</li> </ul>	<ul style="list-style-type: none"> <li>Sporting Goods</li> <li>Hobby, Toys &amp; Games</li> <li>Sew/Needlewk</li> <li>Book Stores</li> <li>Prerecorded Tapes, CDs</li> </ul>	<ul style="list-style-type: none"> <li>Musical Instrument</li> </ul>	<ul style="list-style-type: none"> <li>Sporting Goods</li> <li>Hobby, Toys &amp; Games</li> <li>Sew/Needlewk</li> <li>Musical Instrument</li> <li>Book Stores</li> </ul>	<ul style="list-style-type: none"> <li>Prerecorded Tapes, CDs</li> </ul>
<b>General Merchandise Store Retailers</b>	<ul style="list-style-type: none"> <li>Department Stores</li> <li>Warehouse Clubs &amp; Super Stores</li> <li>All Others</li> </ul>	None	<ul style="list-style-type: none"> <li>Department Stores</li> <li>Warehouse Clubs &amp; Super Stores</li> <li>All Others</li> </ul>	None	<ul style="list-style-type: none"> <li>Department Stores</li> <li>Warehouse Clubs &amp; Super Stores</li> <li>All Others</li> </ul>	None
<b>Miscellaneous Store Retailers</b>	<ul style="list-style-type: none"> <li>Florists</li> <li>Office Supplies &amp; Stationery</li> <li>Other Miscellan..</li> </ul>	<ul style="list-style-type: none"> <li>Used Merchandise</li> </ul>	<ul style="list-style-type: none"> <li>Florists</li> <li>Office Supplies &amp; Stationery</li> <li>Used Merchandise</li> <li>Other Miscellan..</li> </ul>	None	<ul style="list-style-type: none"> <li>Florists</li> <li>Office Supplies &amp; Stationery</li> <li>Used Merchandise</li> <li>Other Miscellan..</li> </ul>	None
<b>Foodservice &amp; Drinking Places</b>	<ul style="list-style-type: none"> <li>Full-Service Restaurants</li> <li>Limited-Service Eating Places</li> </ul>	<ul style="list-style-type: none"> <li>Special Foodservices</li> <li>Drinking Places - Alcoholic</li> </ul>	<ul style="list-style-type: none"> <li>Full-Service Restaurants</li> <li>Limited-Service Eating Places</li> <li>Special Foodservices Drinking Places - Alcoholic</li> </ul>	None	<ul style="list-style-type: none"> <li>Full-Service Restaurants</li> <li>Limited-Service Eating Places</li> <li>Special Foodservices</li> <li>Drinking Places - Alcoholic</li> </ul>	None

Town of Ballston Economic Development Study  
Ballston North Leakage Analysis: Retail Stores

Retail Store	0.00 - 3.00 Miles, Total			0.00 - 5.00 Miles, Total			0.00 - 10.00 Miles, Total		
	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity (Gap/ Surplus)	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity (Gap/ Surplus)	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity (Gap/ Surplus)
<b>Total Retail Sales Incl Eating and Drinking Places</b>	159,436,458	116,212,894	43,223,566	745,205,971	345,891,095	239,878,426	2,316,617,434	1,956,561,461	200,619,633
Motor Vehicle and Parts Dealers-441	35,554,242	27,840,927	7,713,315	133,804,560	81,654,684	52,149,876	479,378,471	639,403,277	(132,188,879)
Automotive Dealers-4411	30,014,491	19,863,172	10,151,319	113,129,346	65,088,410	48,040,936	402,951,857	558,221,651	(115,406,632)
Other Motor Vehicle Dealers-4412	2,123,340	5,175,564	(3,052,214)	7,867,130	11,542,918	(3,675,788)	29,130,283	54,116,163	(19,810,306)
Automotive Parts/Access, Tire Stores-4413	3,416,401	2,802,191	614,210	12,808,094	5,023,356	7,784,738	47,296,211	27,065,463	23,033,049
Furniture and Home Furnishings Stores-442	4,040,102	1,692,690	2,347,412	14,871,789	4,634,852	10,236,937	57,605,723	45,047,537	14,250,836
Furniture Stores-4421	2,294,118	477,456	1,816,662	8,452,680	2,458,673	5,994,007	32,868,402	29,278,038	4,067,830
Home Furnishing Stores-4422	1,745,985	1,215,234	530,751	6,419,110	2,176,179	4,242,931	24,737,322	15,769,550	10,183,006
Electronics and Appliance Stores-443	3,747,518	13,569	3,733,949	13,893,493	246,322	13,646,571	52,969,071	15,575,729	37,406,911
Appliances, TVs, Electronics Stores-44311	2,340,381	602	2,339,779	8,653,321	224,490	8,428,831	32,880,908	15,157,438	17,724,052
Household Appliances Stores-443111	410,430	602	409,828	1,500,671	26,982	1,473,689	5,600,507	227,129	5,373,980
Radio, Television, Electronics Stores-443112	1,929,951	1,929,951	0	7,152,830	193,507	6,959,323	27,280,400	14,930,328	12,350,072
Computer and Software Stores-44312	1,268,747	12,967	1,255,780	4,729,259	24,332	4,704,927	18,173,413	393,856	17,794,524
Camera and Photographic Equipment Stores-44313	138,390	0	138,390	510,614	0	510,614	1,911,751	24,415	1,888,336
Building Material, Garden Equip Stores-444	15,786,994	3,769,918	12,017,076	58,141,830	12,416,542	45,725,338	216,148,129	84,974,157	134,943,890
Building Material and Supply Dealers-4441	14,149,979	2,629,046	11,520,933	52,149,218	10,522,027	41,627,191	193,551,534	75,643,396	130,537,184
Home Centers-44411	5,685,298	0	5,685,298	20,907,727	0	20,907,727	78,088,231	7,941,625	70,146,626
Paint and Wallpaper Stores-44412	236,565	7,834	228,731	837,004	7,834	844,838	3,317,751	47,996	3,277,589
Hardware Stores-44413	1,007,454	513,728	493,726	3,695,970	513,728	3,182,242	13,749,523	15,587,226	(1,838,975)
Other Building Materials Dealers-44419	7,220,661	2,107,484	5,113,177	26,688,516	10,000,465	16,688,051	98,396,008	52,056,549	48,446,943
Building Materials, Lumberyards-444191	2,487,983	718,671	1,769,312	9,238,232	3,410,262	5,847,970	34,412,376	17,751,845	17,379,202
Lawn, Garden Equipment, Supplies Stores-4442	1,637,015	1,140,872	496,143	5,992,662	1,894,515	4,098,147	22,596,594	9,330,761	14,406,706
Outdoor Power Equipment Stores-44421	247,637	99,077	148,560	907,663	260,318	647,345	3,368,860	4,618,954	(1,151,017)
Nursery and Garden Centers-44422	1,389,378	1,041,795	347,583	5,084,998	1,634,197	3,450,801	19,237,733	4,711,807	15,557,731
Food and Beverage Stores-445	18,943,209	11,454,870	7,488,339	68,184,544	26,256,718	41,927,826	247,684,896	229,606,035	29,533,581
Grocery Stores-4451	15,899,029	9,569,431	6,329,598	57,207,875	22,561,651	34,646,224	207,605,517	209,402,129	7,772,819
Supermarkets, Grocery (Ex Conv) Stores-44511	1,517,409	9,561,778	5,612,313	54,597,775	22,438,910	32,038,865	198,209,961	209,331,041	(1,559,302)
Convenience Stores-44512	724,937	7,653	717,284	2,610,089	22,741	2,587,348	9,395,555	71,088	9,324,120
Specialty Food Stores-4452	2,230,747	167,241	2,063,506	8,034,925	474,236	7,560,689	29,081,279	2,206,303	27,042,217
Beer, Wine and Liquor Stores-4453	813,453	1,718,198	(904,765)	3,220,831	3,220,831	0	10,997,900	17,997,602	(5,281,504)
Health and Personal Care Stores-446	6,868,540	5,501,774	1,366,766	24,006,274	15,829,507	8,476,767	93,829,811	99,127,644	203,941
Pharmacies and Drug Stores-44611	5,642,483	4,735,754	906,729	19,653,750	14,253,484	5,398,266	76,813,319	87,948,506	(5,799,433)
Cosmetics, Beauty Supplies, Perfume Stores-44612	269,293	269,293	0	929,122	0	929,122	3,694,484	1,324,141	2,370,343
Optical Goods Stores-44613	487,374	496,924	(9,550)	1,693,891	632,550	1,063,341	6,538,962	6,452,163	573,723
Other Health and Personal Care Stores-44619	489,388	269,095	230,293	1,727,511	541,473	1,186,038	6,793,046	4,602,834	3,059,307
Gasoline Stations-447	14,020,191	47,907,966	(33,887,775)	51,698,198	151,137,096	(99,438,898)	182,103,935	358,470,534	(186,458,623)
Gasoline Stations With Conv Stores-44711	9,914,614	46,235,428	(37,320,814)	32,773,354	144,716,302	(111,942,948)	115,532,294	301,074,312	(139,306,590)
Other Gasoline Stations-44719	5,105,578	1,672,538	3,433,040	18,924,845	6,420,794	12,504,051	66,571,642	87,396,213	(19,152,033)

The Mixed-Used District

Retail Stores	0.00 - 3.00 Miles Total			0.00 - 5.00 Miles Total			0.00 - 10.00 Miles Total		
	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
Clothing and Clothing Accessories Stores-448	7,389,787	1,017,660	6,342,127	27,324,473	2,729,078	24,595,395	103,588,065	76,902,281	27,703,444
Clothing Stores-481	5,284,773	948,644	4,336,129	19,599,488	2,091,084	17,508,404	73,848,748	53,091,595	21,705,397
Men's Clothing Stores-44811	584,682		584,682	2,157,967		2,157,967	8,107,704	2,170,167	5,937,537
Women's Clothing Stores-44812	1,567,104		1,567,104	5,831,881	234,523	5,597,358	22,191,972	12,638,631	9,553,341
Children, Infants Clothing Stores-44813	240,375		240,375	890,520	40,564	849,956	3,140,845	2,047,910	1,198,788
Family Clothing Stores-44814	2,365,017		2,365,017	8,759,168	586,388	8,172,780	32,943,882	31,959,946	1,541,436
Clothing Accessories Stores-44815	127,246		127,246	472,167		472,167	1,844,157	1,316,506	527,651
Other Clothing Stores-44819	400,449		400,449	1,487,785	802,218	685,567	5,619,787	2,938,433	2,946,633
Shoe Stores-4482	1,005,141		1,005,141	3,762,399		3,762,399	13,807,700	9,114,930	4,692,480
Jewelry, Luggage, Leather Goods Stores-4483	1,069,873		1,069,873	3,962,485		3,962,485	15,992,286	14,695,733	1,305,568
Jewelry Stores-44831	987,901		987,901	3,653,994		3,653,994	14,703,538	13,790,241	913,297
Luggage and Leather Goods Stores-44832	81,972		81,972	308,491		308,491	1,228,749	905,492	392,272
Sporting Goods, Hobby, Book, Music Stores-451	3,172,741		3,172,741	11,747,685		11,747,685	45,058,934	41,704,082	3,904,074
Sporting Goods, Hobby, Musical Inst Stores-4511	2,166,648		2,166,648	8,054,607		8,054,607	30,340,269	31,829,748	(1,044,110)
Sporting Goods Stores-45111	1,083,824		1,083,824	4,022,822		4,022,822	15,181,897	12,480,184	2,969,755
Hobby, Toys and Games Stores-45112	728,434		728,434	2,718,456		2,718,456	10,046,263	15,286,069	(5,151,457)
Sew/needlework/Piece Goods Stores-45113	177,635		177,635	654,437		654,437	2,479,190	41,78,589	(1,623,177)
Musical Instrument and Supplies Stores-45114	176,756		176,756	658,873		658,873	2,532,918	1,874,907	760,769
Book, Periodical and Music Stores-4512	1,006,093		1,006,093	3,693,078		3,693,078	14,815,665	7,874,335	6,948,183
Book Stores and News Dealers-45121	666,282		666,282	2,428,142		2,428,142	10,101,713	4,795,901	5,309,665
Book Stores-451211	616,310		616,310	2,349,333		2,349,333	9,419,275	4,143,398	5,279,730
News Dealers and Newsstands-451212	49,972		49,972	178,809		178,809	682,438	632,503	29,935
Pre-recorded Tapes, CDs, Record Stores-45122	339,811		339,811	1,264,936		1,264,936	4,716,952	3,078,433	1,638,519
General Merchandise Stores-452	19,673,444		19,673,444	71,993,066		71,993,066	269,214,094	104,889,223	167,043,730
Department Stores Excl Leased Dept's-4521	13,284,511		13,284,511	48,729,808		48,729,808	183,471,912	66,737,724	116,734,188
Other General Merchandise Stores-4529	6,188,633		6,188,633	23,262,257		23,262,257	86,342,181	38,151,499	50,309,341
Warehouse Clubs and Super Stores-45291	4,079,515		4,079,515	14,813,673		14,813,673	54,573,959	24,216,943	30,317,016
All Other General Merchandise Stores-45299	2,109,118		2,109,118	8,448,584		8,448,584	31,808,222	13,934,355	19,992,326
Miscellaneous Store Retailers-453	4,322,885		4,322,885	15,856,153		15,856,153	59,807,089	44,797,467	18,445,814
Florists-4531	522,526		522,526	1,904,030		1,904,030	7,200,778	4,573,848	2,973,372
Office Supplies, Stationery, Gift Stores-4532	1,851,098		1,851,098	6,784,532		6,784,532	25,393,560	15,383,969	10,131,884
Office Supplies and Stationery Stores-45321	812,498		812,498	2,980,699		2,980,699	11,115,748	6,320,872	4,831,886
Gift, Novelty and Souvenir Stores-45322	1,038,600		1,038,600	3,803,833		3,803,833	14,236,801	9,065,097	5,295,997
Used Merchandise Stores-4533	434,234		434,234	1,598,976		1,598,976	6,071,045	2,937,010	3,391,843
Other Miscellaneous Store Retailers-4539	1,515,027		1,515,027	5,568,615		5,568,615	20,141,705	21,900,642	1,948,513
Non-Store Retailers-454	11,804,456		11,804,456	42,710,613		42,710,613	159,278,418	108,634,176	51,409,245
Electronic Shopping, Mail-Order Homes-4541	5,425,101		5,425,101	19,937,786		19,937,786	76,288,597	3,309,000	72,979,597
Vending Machine Operators-4542	760,220		760,220	2,744,385		2,744,385	9,926,015	3,421,842	6,504,173
Direct Selling Establishments-4543	5,619,135		5,619,135	20,028,443		20,028,443	73,663,807	101,903,534	(28,174,324)
Foodservice and Drinking Places-722	14,142,642		14,142,642	51,537,996		51,537,996	190,314,652	193,641,376	6,516,721
Full-Service Restaurants-7221	5,813,952		5,813,952	21,187,178		21,187,178	78,386,376	86,995,830	(4,399,823)
Limited-Service Eating Places-7222	6,123,160		6,123,160	22,311,605		22,311,605	81,916,938	67,802,498	18,193,497
Special Foodservices-7223	1,099,690		1,099,690	3,986,671		3,986,671	14,662,447	26,466,389	(11,215,497)
Drinking Places -Alcoholic Beverages-7224	1,111,840		1,111,840	4,052,557		4,052,557	15,448,891	12,376,970	3,086,543

# The Mixed-Used District

Retail Stores	0.00 - 3.00 Miles Total			0.00 - 5.00 Miles Total			0.00 - 10.00 Miles Total		
	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
<b>GAFO *</b>									
General Merchandise Stores-452	39,844,390	5,516,292	34,328,098	146,613,837	14,789,222	131,824,615	551,429,445	299,504,869	260,440,868
Clothing and Clothing Accessories Stores-448	19,673,144	2,118,839	17,554,285	71,992,066	3,130,991	68,861,075	269,814,094	104,889,223	167,043,730
Furniture and Home Furnishings Stores-442	7,339,787	1,017,660	6,322,127	27,324,373	2,729,078	24,595,295	100,588,063	76,902,281	27,703,444
Electronics and Appliance Stores-443	4,040,102	1,692,690	2,347,412	14,871,789	-4,634,852	10,236,937	57,605,723	45,047,587	14,250,826
Sporting Goods, Hobby, Book, Music Stores-451	3,747,518	13,569	3,733,949	13,893,393	246,822	13,646,571	52,969,071	15,475,729	37,406,911
Office Supplies, Stationery, CHR Stores-4532	31,717,411	549,222	2,632,519	11,747,685	2,889,430	8,858,255	45,058,594	41,704,082	3,904,074
	1,831,098	124,293	1,706,805	6,784,532	1,138,000	5,646,472	2,539,346	1,538,569	10,131,884

\* GAFO (General Merchandise, Apparel, Furniture and Other) represents sales at stores that sell merchandise normally sold in department stores. This category is not included in Total Retail Sales Including Eating and Drinking Places.

Claritas' EXP data is derived from two major sources of information. The demand data is derived from the Consumer Expenditure Survey (CES Survey), which is fielded by the U.S. Bureau of Labor Statistics (BLS). The supply data is derived from the Census of Retail Trade (CRT), which is made available by the U.S. Census.

The difference between demand and supply represents the opportunity gap or surplus available for each retail outlet in the specified reporting geography. When the demand is greater than (less than) the supply, there is an opportunity gap (surplus) for that retail outlet. For example, a positive value signifies an opportunity gap, while a negative value signifies a surplus.

Sources: Claritas 2005; Consumer Expenditures Survey; Census of Retail Trade

The Mixed-Used District

Town of Ballston Economic Development Study  
Ballston South Leakage Analysis: Retail Stores

Retail Stores	0.00 - 3.00 Miles Total			3.00 - 5.00 Miles Total			5.00 - 10.00 Miles Total		
	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Cap/Surplus	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Cap/Surplus	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Cap/Surplus
<b>Total Retail Sales Incl Eating and Drinking Places</b>	255,335,086	284,732,511	129,397,425	701,564,623	500,364,137	201,200,488	3,674,186,170	3,112,716,233	561,469,882
Motor Vehicle and Parts Dealers-441	55,831,924	107,203,735	(51,371,811)	154,886,781	178,536,950	(23,650,169)	790,899,100	785,613,336	4,985,764
Automotive Dealers-4411	46,819,660	100,780,959	(53,961,299)	129,909,614	155,602,174	(25,692,560)	662,060,789	676,392,235	(14,331,466)
Other Motor Vehicle Dealers-4412	3,398,802	4,957,856	1,559,054	9,489,491	16,633,144	7,143,653	48,971,857	50,893,840	(1,921,983)
Automotive Parts/Access, Tire Stores-4413	5,613,462	1,464,919	4,148,543	15,487,676	6,301,631	9,186,045	79,566,514	38,327,229	21,239,223
Furniture and Home Furnishings Stores-442	7,209,463	758,830	6,451,433	19,963,400	2,232,464	17,730,936	95,478,190	68,097,556	27,380,634
Furniture Stores-4421	4,040,776	45,130	3,995,646	11,249,857	241,053	11,108,804	54,266,263	39,606,588	14,759,675
Home Furnishing Stores-4422	3,168,687	712,900	2,455,787	8,613,543	1,991,411	6,622,132	41,111,927	28,490,968	12,620,939
Electronics and Appliance Stores-443	6,264,387	1,112,978	5,151,409	17,617,310	2,338,317	15,278,993	88,200,424	48,545,753	39,654,671
Appliances, TVs, Electronics Stores-44311	3,885,783	1,111,633	2,774,150	10,881,541	1,937,477	8,944,064	55,000,038	31,692,010	19,208,048
Household Appliances Stores-443111	692,389		692,389	1,880,485	5,316	1,875,169	9,401,310	7,437,874	2,063,636
Radio, Television, Electronics Stores-443112	3,193,394	1,111,633	2,081,761	9,001,056	1,932,160	7,068,896	45,498,548	28,244,135	17,244,413
Computer and Software Stores-44312	2,150,522	3,345	2,149,177	6,095,967	400,841	5,695,126	30,005,806	31,767,743	24,829,063
Camera and Photographic Equipment Stores-44313	228,082		228,082	639,802		639,802	3,194,560	7,677,000	(4,482,440)
Building Material, Garden Equip Stores-444	28,258,592	14,894,864	13,363,728	74,361,636	23,261,320	51,101,316	362,828,703	251,848,702	110,980,001
Building Material and Supply Dealers-4441	25,352,617	13,787,196	11,565,421	66,312,956	19,502,997	47,009,959	325,062,368	235,246,700	89,815,668
Home Centers-44411	10,197,770		10,197,770	26,914,738		26,914,738	131,120,320	71,367,484	59,752,836
Paint and Wallpaper Stores-44412	936,234		936,234	1,171,032		1,171,032	5,592,111	219,502	5,372,609
Hardware Stores-44413	1,733,304	4,192,955	(2,559,451)	4,649,030	4,311,357	337,673	29,226,440	20,677,020	2,409,420
Other Building Materials Dealers-44419	12,985,109	9,494,241	3,490,868	33,776,157	15,101,640	18,584,517	165,123,498	142,982,695	22,140,803
Building Materials, Lumberyards-444191	4,614,473	3,237,640	1,376,833	11,990,330	5,180,515	6,809,815	57,385,917	48,798,667	8,627,250
Lawn, Garden Equipment, Supplies Stores-4442	2,905,975	1,107,667	1,798,308	7,849,680	3,738,322	4,091,358	37,766,336	16,602,000	21,164,336
Outdoor Power Equipment Stores-44421	442,908	1,074,889	(631,981)	1,166,576	1,860,040	(693,464)	5,655,501	6,863,904	(1,210,403)
Nursery and Garden Centers-44422	2,463,067	32,778	2,430,289	6,683,103	1,898,283	4,784,820	32,110,833	9,736,098	22,374,735
Food and Beverage Stores-445	23,865,346	1,444,339	27,421,007	78,433,180	2,924,954	75,508,226	440,055,746	318,869,036	121,186,710
Grocery Stores-4451	24,228,403	7,216	24,221,187	65,761,456	22,023	65,739,433	369,031,777	289,589,829	79,441,948
Supermarkets, Grocery (Ex Conv) Stores-44511	23,156,666		23,156,666	62,850,901		62,850,901	332,374,849	289,466,356	62,908,293
Convenience Stores-44512	1,071,737	7,216	1,064,521	2,910,555	22,023	2,888,532	16,656,928	123,273	16,533,655
Specialty Food Stores-4452	3,990,153	80,926	3,909,227	9,199,383	770,151	8,429,234	51,923,014	10,655,237	41,267,777
Beer, Wine and Liquor Stores-4453	1,246,790	1,356,197	(109,407)	3,472,339	2,132,780	1,339,559	19,100,935	18,623,970	476,985
Health and Personal Care Stores-446	11,537,899	11,633,448	(95,549)	31,514,124	21,196,624	10,317,500	168,896,530	154,298,420	14,093,110
Pharmacies and Drug Stores-4461	9,421,798	11,478,637	(2,056,839)	25,713,089	20,474,049	5,239,040	138,403,849	131,291,490	7,112,419
Cosmetics, Beauty Supplies, Perfume Stores-44612	458,960		458,960	1,232,659		1,232,659	6,700,738	2,531,156	4,149,582
Optical Goods Stores-44613	820,443		820,443	2,269,132	192,173	2,076,959	10,910,905	12,822,548	(1,871,643)
Other Health and Personal Care Stores-44619	836,697	154,811	681,886	2,279,634	530,402	1,749,232	12,341,009	7,633,286	4,707,733

The Mixed-Used District

Retail Stores	0.00 - 3.00 Miles Total			0.00 - 5.00 Miles Total			0.00 - 10.00 Miles Total		
	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity (Cap Surplus)	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity (Cap Surplus)	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity (Cap Surplus)
<b>Gasoline Stations-447</b>	20,711,015	72,386,232	(51,675,217)	56,525,240	157,236,935	(100,711,695)	313,491,121	601,514,220	(288,023,099)
Gasoline Stations With Conv Stores-44711	13,115,788	58,261,837	(45,146,049)	35,760,577	132,903,294	(97,144,717)	199,693,566	481,664,914	(281,971,348)
Other Gasoline Stations-44719	7,595,227	14,124,395	(6,529,168)	20,764,663	24,331,640	(3,566,977)	113,797,555	119,849,305	(6,051,750)
<b>Clothing and Clothing Accessories Stores-448</b>	12,026,866	5,301,094	6,725,772	33,839,366	7,650,935	26,188,431	173,946,620	85,749,707	88,196,913
Clothing Stores-4481	8,557,365	1,254,902	7,302,463	23,948,587	2,474,715	21,473,872	124,190,838	55,064,409	69,126,429
Men's Clothing Stores-44811	928,548		928,548	2,599,535		2,599,535	13,614,608	5,114,217	8,500,391
Women's Clothing Stores-44812	2,579,020		2,579,020	7,213,198		7,213,198	37,061,615	20,005,624	17,055,991
Childrens, Infants Clothing Stores-44813	362,992		362,992	1,017,242		1,017,242	5,544,721	717,460	4,827,261
Family Clothing Stores-44814	3,820,532		3,820,532	10,685,050		10,685,050	55,492,530	23,224,690	32,224,690
Clothing Accessories Stores-44815	215,898		215,898	613,596		613,596	3,067,014	749,587	2,317,427
Other Clothing Stores-44819	650,375		650,375	1,817,966		1,817,966	9,409,349	5,208,681	4,200,668
Shoe Stores-4482	1,588,134		1,588,134	4,424,652		4,424,652	23,300,297	12,087,736	11,212,561
Jewelry, Luggage, Leather Goods Stores-4483	1,881,368		1,881,368	5,466,138		5,466,138	26,349,386	18,597,563	7,751,823
Jewelry Stores-44831	1,728,806		1,728,806	5,033,798		5,033,798	24,359,117	17,864,323	6,494,794
Luggage and Leather Goods Stores-44832	152,562		152,562	432,330		432,330	1,990,269	733,241	1,257,028
<b>Sporting Goods, Hobby, Book, Music Stores-451</b>	5,110,437	4,433,548	676,889	14,406,458	5,473,372	8,933,086	75,086,695	58,979,995	16,106,700
Sporting Goods, Hobby, Musical Inst Stores-4511	3,552,874	4,399,972	(847,098)	9,957,411	5,436,669	4,520,742	50,746,301	41,717,218	9,029,083
Sporting Goods Stores-45111	1,757,907		1,757,907	4,962,372		4,962,372	25,478,011	18,877,686	6,600,325
Hobby, Toys and Games Stores-45112	1,199,883		1,199,883	3,331,966		3,331,966	16,977,914	16,186,373	791,541
Sew/Needwork/Piece Goods Stores-45113	309,946		309,946	846,593		846,593	4,100,733	3,964,564	136,189
Musical Instrument and Supplies Stores-45114	285,136		285,136	812,478		812,478	4,189,621	2,688,594	1,501,027
Book, Periodical and Music Stores-4512	1,457,563		1,457,563	4,449,047		4,449,047	24,340,394	17,262,777	7,077,617
Book Stores and News Dealers-45121	1,050,715		1,050,715	3,013,189		3,013,189	16,441,509	6,167,127	10,274,382
Book Stores-451211	971,745		971,745	2,794,838		2,794,838	15,247,868	5,308,616	9,939,232
News Dealers and Newsstands-451212	78,969		78,969	218,151		218,151	1,193,641	88,510	335,131
Pre-recorded Tapes, CDs, Record Stores-45122	506,849		506,849	1,433,838		1,433,838	7,898,886	11,093,650	(3,196,764)
<b>General Merchandise Stores-452</b>	31,963,869	2,408,753	29,555,116	89,372,719	12,934,883	76,437,836	461,918,709	309,328,075	152,590,634
Department Stores Excl Leased Depts-4521	21,760,504	2,398,445	19,362,059	60,354,634	3,338,332	56,996,302	312,621,997	232,521,996	80,100,001
Other General Merchandise Stores-4529	10,203,365	10,308	10,193,057	28,018,083	9,576,551	18,441,534	149,296,713	76,806,079	72,490,634
Warehouse Clubs and Super Stores-45291	6,387,723		6,387,723	17,484,247		17,484,247	94,048,121	47,203,396	37,844,725
All Other General Merchandise Stores-45299	3,815,642		3,805,334	10,533,838		10,533,838	54,248,592	19,602,683	34,645,909
<b>Miscellaneous Store Retailers-453</b>	6,992,763	4,266,455	2,726,308	19,279,187	7,452,759	11,826,428	99,343,120	54,495,244	44,847,876
Florists-4531	910,664	509,106	401,558	2,480,045	1,070,780	1,409,265	12,124,674	6,917,391	5,207,283
Office Supplies, Stationery, Gift Stores-4532	3,012,529	1,983,538	1,028,991	8,362,382	3,282,265	5,080,117	42,863,164	21,896,517	21,028,647
Office Supplies and Stationery Stores-45321	1,425,584		1,425,584	3,683,703		3,683,703	18,782,532	7,718,460	11,064,072
Gift, Novelty and Souvenir Stores-45322	1,686,945		1,686,945	4,678,679		4,678,679	24,082,632	14,118,057	9,964,575
Used Merchandise Stores-4533	710,908		710,908	1,987,711		1,987,711	10,185,616	3,627,483	6,558,133
Other Miscellaneous Store Retailers-4539	2,258,663	1,013,281	1,245,382	6,449,049	2,116,259	4,332,790	34,167,666	22,113,832	12,053,834
<b>Non-Store Retailers-454</b>	18,792,305	42,987,404	(24,195,099)	51,614,799	46,215,176	5,399,623	277,251,088	132,457,938	144,813,150
Electronic Shopping, Mail-Order Houses-4541	9,005,957		9,005,957	25,207,580		25,207,580	128,524,445	46,518,868	82,005,577
Vending Machine Operators-4542	1,148,586		1,148,586	3,128,871		3,128,871	17,574,430	11,738,400	5,836,030
Direct Selling Establishments-4543	8,637,762	42,891,719	(34,253,957)	23,278,347	43,677,001	(20,398,654)	131,152,211	74,180,671	56,971,540

The Mixed-Used District

Retail Stores	0.00 - 3.00 Miles Total			3.00 - 5.00 Miles Total			5.00 - 10.00 Miles Total			10.00 Miles Total		
	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
<b>Foodservice and Drinking Places-722</b>												
Full-Service Restaurants-7221	21,770,219	15,901,632	5,868,587	60,749,424	32,909,427	27,839,997	327,696,972	242,938,256	84,757,816			
Limited-Service Eating Places-7222	8,932,237	5,805,584	3,146,653	24,991,008	12,102,898	12,888,110	134,757,064	114,644,132	20,112,932			
Special Foodservices-7223	9,381,392	4,739,274	4,651,118	26,124,067	10,516,049	15,608,018	141,390,446	94,714,221	46,676,225			
Drinking Places-Alcoholic Beverages-7224	1,681,598	3,043,672	(1,362,074)	4,682,349	4,517,837	164,492	23,280,497	18,810,311	6,470,186			
	1,754,993	2,222,103	(567,110)	4,932,002	5,732,625	(780,623)	26,268,066	14,769,593	11,498,473			
<b>GAFO *</b>												
General Merchandise Stores-452	65,587,552	15,997,940	49,589,612	182,561,636	33,912,256	148,649,380	937,389,304	592,537,603	344,852,201			
Clothing and Clothing Accessories Stores-448	31,963,869	2,408,753	29,555,116	88,372,719	12,934,883	75,437,836	461,918,709	309,338,075	152,590,634			
Furniture and Home Furnishings Stores-442	12,026,866	5,201,094	6,725,772	33,839,366	7,650,935	26,188,431	173,840,620	83,749,707	88,090,913			
Electronics and Appliance Stores-443	7,209,463	758,030	6,451,433	19,963,400	2,232,464	17,730,936	95,478,190	66,097,536	27,380,634			
Sporting Goods, Hobby, Book, Music Stores-451	6,264,287	1,112,978	5,151,409	17,617,310	2,338,317	15,278,993	88,200,424	48,545,753	39,654,671			
Office Supplies, Stationery, Gift Stores-4532	5,110,437	4,433,548	676,889	14,406,458	5,473,372	8,933,086	75,986,695	38,979,995	36,996,700			
	3,012,329	1,983,538	1,028,991	8,562,382	3,282,265	5,080,117	42,865,164	21,836,517	21,028,647			

\* GAFO (General merchandise, Apparel, Furniture and Other) represents sales at stores that sell merchandise normally sold in department stores. This category is not included in Total Retail Sales Including Eating and Drinking Places. Census' RMT data is derived from two major sources of information. The demand data is derived from the Consumer Expenditure Survey (CE Survey), which is fielded by the U.S. Bureau of Labor Statistics (BLS). The supply data is derived from the Census of Retail Trade (CRT), which is made available by the U.S. Census. The difference between demand and supply represents the opportunity gap or surplus available for each retail outlet in the specified reporting geography. When the demand is greater than (less than) the supply, there is an opportunity gap (surplus) for that retail outlet. For example, a positive value signifies an opportunity gap, while a negative value signifies a surplus.

Sources: Census 2005; Consumer Expenditures Survey, Census of Retail Trade

**2.1.7 Capture Rate Analysis**

To determine the percentage of sales that an area is able to capture, Actual Sales is compared with the Trade Area’s Spending Power. Actual Sales is derived from the Census of Retail Trade, while Spending Power data is taken from the Consumer Expenditure Survey. The Capture Rate Analysis highlights the retail and dining opportunities for the identified Trade Area. For purposes of this study, we conducted the Capture Rate Analysis for the 3-Mile Radius, the 5-Mile Radius, and the 10-Mile Radius, for both the Ballston North and Ballston South areas. These radii were chosen to correspond with the Trade Areas of different retail formats that are under consideration – the Neighborhood Center (3-mile), the Community Center (5-mile), Lifestyle Centers (10-mile) and Power Centers/Big-Box (10-mile).

**Ballston North**

The Capture Rate Analysis for the Ballston North area indicates that the 3-mile radius has a spending power of approximately \$159.4 Million. While the immediate area is able to capture 73% of the community’s spending power, there is still opportunity for both retail and dining establishments. The total spending within the 5-mile radius is approximately \$745.2 million, of which only 46.4% was captured by area retailers. Substantial opportunity exists for both retail and dining establishments. The 10-mile radius of the Ballston North area has a spending power of approximately \$2.32 billion. Area retailers within the 10-mile radius captured \$1.96 billion in actual sales. While there is still opportunity for retail, we see that there are enough dining establishments within the 10-mile radius, with the presence of dining in Downtown Saratoga Springs and the Wilton shopping area to the North, as well as a portion of Clifton Park to the South. This data should not preclude dining establishments from considering the Town of Ballston. There is sufficient demand coming from the area close to Ballston North.

<b>CAPTURE RATE ANALYSIS, BALLSTON NORTH</b> (Sources: Claritas 2005; Consumer Expenditure Survey; Census of Retail Trade; Analysis by Saratoga Associates)			
	<b>3-Mile Radius</b>	<b>5-Mile Radius</b>	<b>10-Mile Radius</b>
<b>Spending Power (\$ Millions)</b>			
Retail	\$145.29	\$693.67	\$2,126.31
Dining	\$14.14	\$51.54	\$190.31
Total	\$159.43	\$745.21	\$2,316.62
<b>Actual Sales (\$ Millions)</b>			
Retail	\$106.37	\$317.86	\$1,762.92
Dining	\$9.84	\$28.03	\$193.64
Total	\$116.21	\$345.89	\$1,956.56
<b>Capture Rate (\$ Millions)</b>			
Retail	73.2%	45.8%	82.9%
Dining	69.6%	54.4%	101.7%
Total	72.9%	46.4%	84.5%

**Ballston South**

The Capture Rate Analysis for the Ballston South area indicates that the 3-mile radius has a spending power of approximately \$255.3 Million. *This analysis shows that the immediate area around Ballston South is already saturated with retail opportunities, but has some room for dining establishments. Any retail that will be developed in this area will have to be of smaller scale, possibly convenience type or neighborhood scale.* The total spending within the 5-mile radius is approximately \$641 million, of which 71.3% was captured by area retailers. There is substantial opportunity for dining establishments within the 5-mile radius and need for moderate scale retail. The 10-mile radius of the Ballston South area has a spending power of approximately \$3.35 billion. Area retailers within the 10-mile radius captured \$3.11 billion in actual sales. Approximately 85% of retail needs within the 10-mile radius has been met with the presence of shopping establishments in the Clifton Park area, Schenectady, Rotterdam and Niskayuna.

<b>CAPTURE RATE ANALYSIS, BALLSTON SOUTH</b> (Sources: Claritas 2005; Consumer Expenditure Survey; Census of Retail Trade; Analysis by Saratoga Associates)			
	<b>3 Mile Radius</b>	<b>5 Mile Radius</b>	<b>10 Mile Radius</b>
<b>Spending Power (\$ Millions)</b>			
Retail	\$233.56	\$640.81	\$3,346.49
Dining	\$21.77	\$60.75	\$327.70
Total	\$255.33	\$701.56	\$364.19
<b>Actual Sales (\$ Millions)</b>			
Retail	\$266.83	\$467.45	\$2,862.78
Dining	\$15.90	\$32.91	\$249.94
Total	\$284.73	\$500.36	\$3,112.72
<b>Capture Rate (\$ Millions)</b>			
Retail	115.1%	72.9%	85.59%
Dining	73.0%	54.2%	76.3%
Total	111.5%	71.3%	84.7%

**2.1.8 Regional Retail Competition for the Town of Ballston<sup>23</sup>**

An important component of retail market demand is the analysis of the competitive alignment. Retailers and shopping center developers assess markets to determine if they were saturated with similar type of retail selling similar type of goods. Competition is also an important factor for retailers to consider their expansion program.<sup>24</sup> The following matrices show the regional competition for retail development in the Town of Ballston, looking at the 1-3-Mile radius, 3-5 Mile radius, and 5 to 10-Mile radius. As mentioned in the previous section, the 3-mile radius corresponds to the Trade Area of a Neighborhood Center, the 5-Mile radius to a Community Center, and the 10-mile radius to a Lifestyle Center and a Power Center Center/Big-Box Development. As indicated by these matrices, as well as the maps, substantial competition exists within 5 to 10 miles, while opportunity for retail development is evident especially within the Mixed-Use District of Ballston North. Ballston South, with its proximity to the Town of Scotia and Schenectady, apparently is saturated with retail opportunities. Any development in Ballston South will have to be of smaller scale, serving the convenience needs of area residents.

**Ballston North**

Shopping Center	Location	Distance From Commercial District/ Direction	Gross Leasable Area (Sq. Ft.)	Type of Shopping Center/Sample Tenants
<b>Within 1 – 3 Mile Radius</b>				
Carousel Village	2100 Saratoga Rd. Ballston Spa, NY 12020	1.9 miles North	Unknown	<i>Type:</i> Neighborhood Center <i>Tenants:</i> Fitness Center, Top Nails. Red Dragon Karate, Verizon Wireless, Joma's Pizza, My Other Kitchen, billiards, movie store, realty, auctioneer
Aldi	2008 Rte. 50 Ballston Spa, NY 12020	1.9 miles North	Unknown	<i>Type:</i> Neighborhood Center <i>Tenants:</i> Aldi Supermarket
Spa Wood Plaza	2031 Doubleday Ave., Ballston Spa, NY 12020	1.89 miles North	Unknown	<i>Type:</i> Neighborhood Center <i>Tenants:</i> State Farm Insurance, Subway, H&R Block, Aubuchon Hardware, First Niagara Bank
Village of Ballston Spa	Front Street & Milton	1 mile	Unknown	<i>Type:</i> Main Street

<sup>23</sup> Sources for list of shopping centers included Claritas, as well as actual site visits.

<sup>24</sup> White, John R. and Kevin D. Gray, eds. Shopping Centers and Other Retail Properties. New York: John Wiley & Sons, Inc. 1996.

The Mixed-Used District

Shopping Center	Location	Distance From Commercial District/ Direction	Gross Leasable Area (Sq. Ft.)	Type of Shopping Center/ Sample Tenants
	Avenue Ballston Spa, NY 12020	North		<i>Tenants:</i> antiques, galleries, restaurants, coffee shops, apparel stores, convenience stores, home décor & improvement, pharmacy, banks, services
<b>Within 3 – 5 Mile Radius</b>				
Hannaford Plaza	11 Trieble Ave. Ballston Spa, NY 12020	3.97 miles North	88,000 sq. ft.	<i>Type:</i> Neighborhood Center <i>Tenants:</i> Hannaford Supermarket; Allerdice Hardware, hair salon, coffee shop, Chinese take-out, flower shop, bank
Shops of Malta	1 Kendall Way Malta, NY 12020 (Along Rte. 9)	4 miles South East	130,000 sq. ft.	<i>Type:</i> Community Center <i>Tenants:</i> Price Chopper, CVS, Taco Bell, Pioneer Savings Bank, 16 other stores
<b>Within 5 – 10 Mile Radius</b>				
Village Plaza	19 Clifton Country Rd., Clifton Park, NY 12065	9.69 miles South	180,000 sq. ft.	<i>Type:</i> Community Center <i>Tenants:</i> Hannaford Supermarket, Trustco Bank, Borders, restaurants, coffee shops, services
Clifton Country Mall	22 Clifton Country Rd. Clifton Park, NY 12065	9.43 miles South	658,586 sq. ft.	<i>Type:</i> Regional Center <i>Tenants:</i> JC Penney, Marshalls Home Goods, Pier 1 Imports, apparel stores, food court
The Crossing	54 The Crossing Blvd. Clifton Park, NY 12065	9.58 miles South East	550,000 sq. ft.	<i>Type:</i> Regional Center/ Big-Box <i>Tenants:</i> Home Depot, Kohl's, TJ Maxx, Michael's, coffee shops

Shopping Center	Location	Distance From Commercial District/ Direction	Gross Leasable Area (Sq. Ft.)	Type of Shopping Center/Sample Tenants
Parkwood Plaza	1762 Route 9 Clifton Park, NY 12065	9.62 miles South East	40,000 sq. ft.	<i>Type:</i> Neighborhood Center <i>Tenants:</i> Wit's End Giftique
Shoppers World	15 Park Ave. Clifton Park, NY 12065	9.30 miles South East	245,000 sq. ft.	<i>Type:</i> Community Center <i>Tenants:</i> restaurants, coffee shops
Clifton Park Shopping Center	Clifton Park, NY 12065	8.32 miles South	121,000 sq. ft.	<i>Type:</i> Community Center
Joy Plaza	Clifton Park, NY 12065	8.32 miles South	108,000 sq. ft.	<i>Type:</i> Community Center
Convenience Center Plaza	772 State Route 50 Burnt Hills, NY 12027		40,636 sq. ft.	<i>Type:</i> Neighborhood Center <i>Tenants:</i> Antique store, music store, Chinese restaurant, liquor store, Subway, pizza parlor, salon, cleaners
Burnt Hills Plaza	810 State Route 50 Burnt Hills, NY 12027		Unknown	<i>Type:</i> Neighborhood Center <i>Tenants:</i> Curves, Allstate Insurance, yoga studio, bead store, arts and crafts, photography studio, barber, clothing outlet
Price Chopper Plaza	290 Saratoga Rd. Scotia, NY 12302	9 miles South West	Unknown	<i>Type:</i> Community Center <i>Tenants:</i> Price Chopper, 1\$ Deals, liquor store, bank
Big Kmart	210 Saratoga Rd. Scotia, NY 12302	9 miles South West	Unknown	<i>Type:</i> Regional Center/Big Box <i>Tenants:</i> Big Kmart

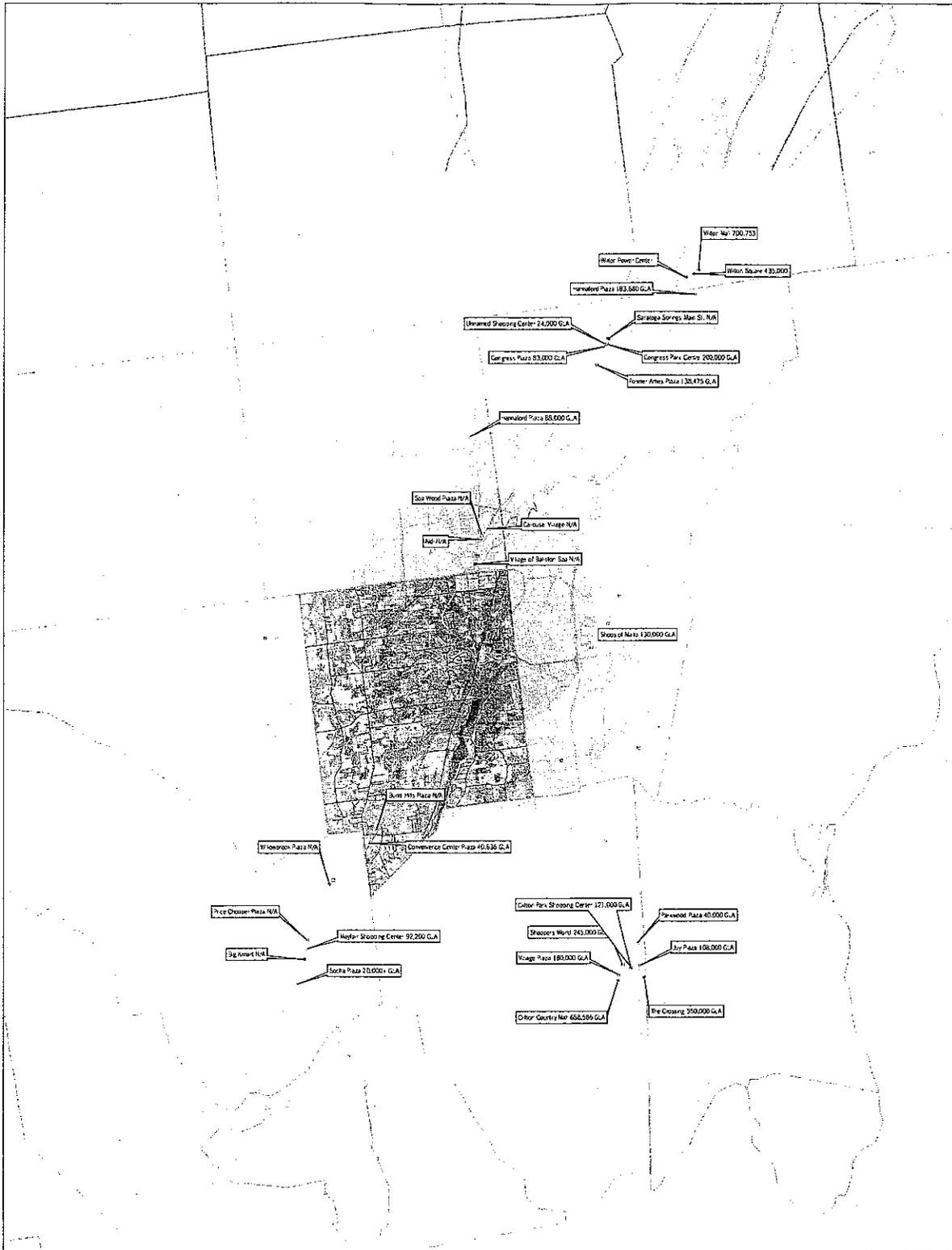
The Mixed-Used District

Shopping Center	Location	Distance From Commercial District/ Direction	Gross Leasable Area (Sq. Ft.)	Type of Shopping Center/Sample Tenants
Socha Plaza	123 Saratoga Rd. Scotia, NY 12302	9 miles South West	20,000+ sq. ft.	<i>Type:</i> Neighborhood Center <i>Tenants:</i> H&R Block, candy store, Chinese restaurant, liquor/wine store, chiropractor, yoga studio, church, pizza parlor, computer repair, UPS store, consignment store, Curves, salon, dry cleaning, travel agency, Cingular wireless
Mayfair Shopping Center	262 Saratoga Rd. Schenectady, NY 12302	9.05 miles South West	92,200 sq. ft.	<i>Type:</i> Neighborhood Center <i>Tenants:</i> Hannaford, Hallmark, Aubuchon Hardware, Peter Harris Clothing, Dunkin Donuts, pizza parlor, 1 <sup>st</sup> Niagara Bank, Radioshak, Subway, Midas, Fantastic Sam's, Queen Nails, Tasty Wok
Willowbrook Plaza	300 Saratoga Rd. Schenectady, NY 12302	8.81 miles South West	Unknown	<i>Type:</i> Unknown
Former Ames Plaza	125 - 177 Ballston Spa Rd., Saratoga Springs, NY 12866	6.46 miles North East	138,475 sq. ft.	<i>Type:</i> Community Center <i>Tenants:</i> Price Chopper, Dollar Tree, Radio Shack, Hollywood Video, restaurants
Congress Plaza	32 Congress St. Saratoga Springs, NY 12866	7.05 miles North East	83,000 sq. ft.	<i>Type:</i> Neighborhood Center <i>Tenants:</i> CVS, Friendly's, banks, entertainment, flower shop, liquor store, services
Congress Park Centre	333 Broadway Saratoga Springs, NY 12866	7.11 miles North East	200,000 sq. ft.	<i>Type:</i> Community Center <i>Tenants:</i> Gap, Banana Republic, high-end retail

Shopping Center	Location	Distance From Commercial District/ Direction	Gross Leasable Area (Sq. Ft.)	Type of Shopping Center/ Sample Tenants
				chains
Unnamed Shopping Center	340 Broadway Saratoga Springs, NY 12866	7.11 miles North East	24,000 sq. ft.	Type: Neighborhood Center Tenants:
Saratoga Springs Main Street	Broadway, Saratoga Springs, NY 1286	7 miles	Unknown	Type: Main Street Retail Tenants: national chains, independent businesses, apparel, books, shoes, etc.
Hannaford Plaza	79 Weibel Ave. Saratoga Springs, NY 12866	9.15 miles	183,680	Type: Community Center Tenants: Hannaford Supermarket, furniture store
Wilton Mall at Saratoga Springs	3065 Rte. 50 Saratoga Springs, NY 12866	9.02 miles	700,753 sq. ft.	Type: Regional Center Tenants: Bon-Ton, Sears, JC Penney, Old Navy, H&M, Victoria's Secret, movie theatres, jewelers, books, apparel, hair salons, banks, restaurants, food court Outparcels: Target, Home Depot, Pet Smart, AC Moore
Wilton Square	3039 Rte 50 Saratoga Springs, NY 12866	9.39 miles	435,000 sq. ft.	Type: Regional Center Tenants: Best Buy, TJ Maxx, Panera Bread, Bed Bath & Beyond, Pier 1 Imports
Wilton Power Center <sup>25</sup>	Old Gick Rd. Wilton, NY 12866	10.5 miles	Unknown	Type: Big-Box Tenants: Wal-Mart Supercenter, Lowe's Jiffy Lube
<b>Approximate Total GLA<sup>26</sup></b>			<b>4,099,640 sq. ft.</b>	

<sup>25</sup> Big Boxes at Wilton were included due to regional draw; just outside the 10 mile radius.

<sup>26</sup> Excluding Ballston Spa Main Street, Saratoga Springs Main Street, & Wilton Power Center



# REGIONAL RETAIL COMPETITION BALLSTON NORTH

Economic Development Plan  
February 2006

## KEY

### DISTANCE

- 1 MILE
- 3 MILES
- 5 MILES
- 10 MILES

### RETAIL TYPE

- MAIN ST.
- COMMUNITY CENTER
- NEIGHBORHOOD CENTER
- REGIONAL CENTER
- REGIONAL CENTER / BIG-BOX
- UNKNOWN

0 0.5 1 2 3 4 Miles



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File Location: S:\GIS\05022\05022.20\retail.mxd

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80515N NEW YORK SARATOGA SPRINGS

# TOWN OF BALLSTON, NEW YORK

**Ballston South<sup>27</sup>**

Shopping Center	Location	Distance From Commercial District/ Direction	Gross Leasable Area (Sq. Ft.)	Type of Shopping Center/ Sample Tenants
<b>Within 1 – 3 Mile Radius</b>				
Willowbrook Plaza	300 Saratoga Rd. Schenectady, NY 12302	2.98 miles South West	Unknown	<i>Type:</i> Unknown
Burnt Hills Plaza	810 State Route 50 Burnt Hills, NY 12027		Unknown	<i>Type:</i> Neighborhood Center <i>Tenants:</i> Curves, Allstate Insurance, yoga studio, bead store, arts and crafts, photography studio, barber, clothing outlet
Convenience Center Plaza	772 State Route 50 Burnt Hills, NY 12027		40,636 sq. ft.	<i>Type:</i> Neighborhood Center <i>Tenants:</i> Antique store, music store, Chinese restaurants, liquor store, Subway, pizza parlor, salon, cleaners
<b>Within 3 – 5 Mile Radius</b>				
Clifton Park Shopping Center	Clifton Park, NY 12065	4.81 miles South East	121,000 sq. ft.	<i>Type:</i> Community Center
Joy Plaza	Clifton Park, NY 12065	4.81 miles South East	108,000 sq. ft.	<i>Type:</i> Community Center
Mayfair Shopping Center	262 Saratoga Rd. Schenectady, NY 12302	3.21 miles South West	92,200 sq. ft.	<i>Type:</i> Neighborhood Center <i>Tenants:</i> Hannaford, Hallmark, Aubuchon Hardware, Peter Harris Clothing, Dunkin Donuts, pizza parlor, 1 <sup>st</sup> Niagara Bank, Radioshak, Subway, Midas, Fantastic Sam's, Queen Nails, Tasty Wok
Price Chopper Plaza	290 Saratoga Rd. Scotia, NY 12302	3.2 miles South West	Unknown	<i>Type:</i> Community Center <i>Tenants:</i> Price Chopper, 1\$ Deals, liquor store, bank

<sup>27</sup> Sources for list of shopping centers included Claritas, as well as actual site visits.

Shopping Center	Location	Distance From Commercial District/ Direction	Gross Leasable Area (Sq. Ft.)	Type of Shopping Center/Sample Tenants
Socha Plaza	123 Saratoga Rd. Scotia, NY 12302	3.5 miles South West	20,000+ sq. ft.	<i>Type:</i> Community Center <i>Tenants:</i> H&R Block, candy store, Chinese restaurant, liquor/wine store, chiropractor, yoga studio, church, pizza parlor, computer repair, UPS store, consignment store, Curves, salon, dry cleaning, travel agency, Cingular wireless
<b>Within 5 – 10 Mile Radius</b>				
Mohawk Commons	440 Balltown Rd. (Rte 146) Niskayuna, NY 12304	9.61 miles South	530,539 sq. ft.	<i>Type:</i> Big Box/ Power Center <i>Tenants:</i> Price Chopper, Target Marshalls, Lowe's, Blockbuster Video, Payless, Eastern Mountain Sports, Ruby Tuesday, Barnes & Noble, etc.
Marshall's Plaza	480 Balltown Rd. Albany, NY 12304	9.19 miles South	75,000 sq. ft.	<i>Type:</i> Neighborhood Center
Capitol Plaza	1925 Curry Rd. Schenectady, NY 12303	9.46 miles South	33,000 sq. ft.	<i>Type:</i> Neighborhood Center
Niskayuna Square	3333 Consaul Rd. Schenectady, NY 12306	8.83 miles South	78,156 sq. ft.	<i>Type:</i> Neighborhood Center <i>Tenants:</i> Hannaford, Key Bank
Curry Road Shopping Center	1410 Curry Rd. Rotterdam, NY 12306	0.33 miles South	77,479 sq. ft.	<i>Type:</i> Neighborhood Center
Crosstown Plaza	2330 Watt St. Schenectady, NY 12303	8.69 miles South	218,500 sq. ft.	<i>Type:</i> Community Center
Hannaford Plaza	1400 Altamont Ave. Schenectady, NY 12303	8.86 miles South	380,000 sq. ft.	<i>Type:</i> Big-Box/ Power Center/ Regional Center <i>Tenants:</i> Hannaford Super Food Store, Hollywood Video, AJ Wright, Staples, Wal-Mart, Dollar Tree, Mail Boxes,

The Mixed-Used District

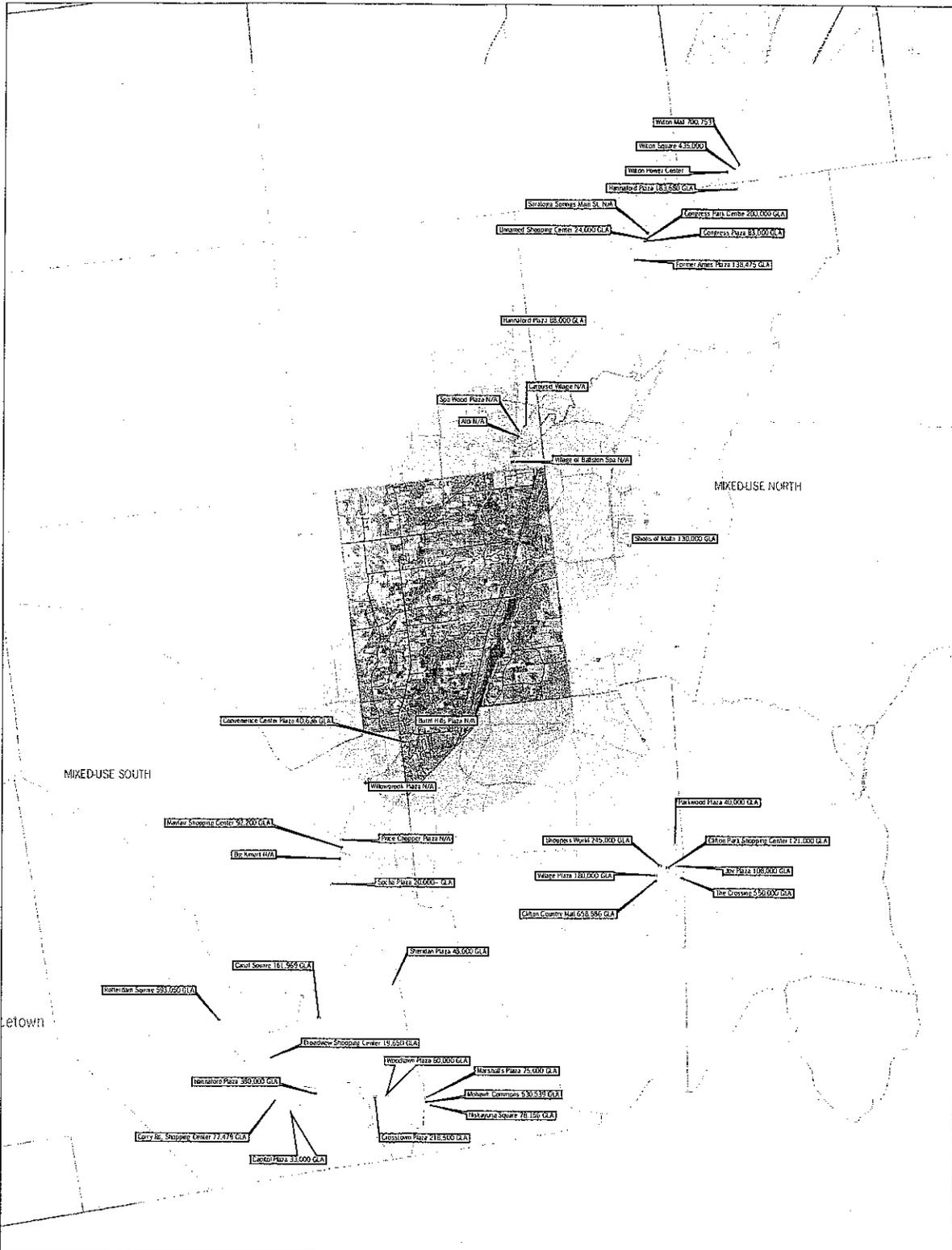
Shopping Center	Location	Distance From Commercial District/ Direction	Gross Leasable Area (Sq. Ft.)	Type of Shopping Center/ Sample Tenants
				Payless Shoes, restaurants, hair dresser, banks
Woodlawn Plaza	1594 State St. Schenectady, NY 12304	8.53 miles South	60,000 sq. ft.	<i>Type:</i> Neighborhood Center
Broadview Shopping Center	2009-2023 Broadway Schenectady, NY 12306	8.42 miles South West	19,650 sq. ft.	<i>Type:</i> Neighborhood Center <i>Tenants:</i> Stewarts
Rotterdam Square	93 W Campbell Rd. Schenectady, NY 12306	7.93 miles South West	593,050 sq. ft.	<i>Type:</i> Regional Center <i>Tenants:</i> TJ Maxx, Sears, Filene's, Kmart, Radio Shack, Victoria's Secret, Borders Express, Hallmark, Lenscrafters, apparel stores, jewelry stores
Canal Square	Schenectady, NY 12305	7.06 miles South	161,969 sq. ft.	<i>Type:</i> Community Center
Nott Place	Niskayuna, NY 12309	6.54 miles South	8,000 sq. ft.	<i>Type:</i> Neighborhood Center
Sheridan Plaza	1346 Gerling St. Schenectady, NY 12308	6.04 miles South	48,000 sq. ft.	<i>Type:</i> Neighborhood Center
Village Plaza	19 Clifton Country Rd., Clifton Park, NY 12065	6.93 miles South East	180,000 sq. ft.	<i>Type:</i> Community Center <i>Tenants:</i> Hannaford Supermarket, Trustco Bank, Borders, restaurants, coffee shops, services
Clifton Country Mall	22 Clifton Country Rd. Clifton Park, NY 12065	6.78 miles South East	658,586 sq. ft.	<i>Type:</i> Regional Center <i>Tenants:</i> JC Penney, Marshalls Home Goods, Pier 1 Imports, apparel stores, food court
The Crossing	54 The Crossing Blvd. Clifton Park, NY 12065	7.18 miles South East	550,000 sq. ft.	<i>Type:</i> Regional Center/ Big-Box <i>Tenants:</i> Home Depot, Kohl's, TJ Maxx, Michael's, coffee shops
Parkwood Plaza	1762 Route 9 Clifton Park, NY 12065	7.31 miles South East	40,000 sq. ft.	<i>Type:</i> Neighborhood Center <i>Tenants:</i> Wit's End

Shopping Center	Location	Distance From Commercial District/ Direction	Gross Leasable Area (Sq. Ft.)	Type of Shopping Center/Sample Tenants
Shoppers World	15 Park Ave. Clifton Park, NY 12065	6.81 miles South East	245,000 sq. ft.	Giftique <i>Type:</i> Community Center <i>Tenants:</i> restaurants, coffee shops
Spa Wood Plaza	2031 Rte. 50 Ballston Spa, NY 12020	7.71 miles North	Unknown	<i>Type:</i> Neighborhood Center <i>Tenants:</i> State Farm Insurance, Subway, H&R Block, Aubuchon Hardware, First Niagara Bank
Carousel Village	2100 Saratoga Rd. Ballston Spa, NY 12020	7.9 miles North	Unknown	<i>Type:</i> Neighborhood Center <i>Tenants:</i> Fitness Center, Top Nails. Red Dragon Karate, Verizon Wireless, Joma's Pizza, My Other Kitchen, billiards, movie store, realty, auctioneer
Aldi	2008 Rte. 50 Ballston Spa, NY 12020	7.8 miles North	Unknown	<i>Type:</i> Neighborhood Center <i>Tenants:</i> Aldi Supermarket
Village of Ballston Spa	Front Street & Milton Avenue Ballston Spa, NY 12020	7.2 miles North	Unknown	<i>Type:</i> Main Street <i>Tenants:</i> antiques, galleries, restaurants, coffee shops, apparel stores, convenience stores, home décor & improvement, pharmacy, banks, services
Hannaford Plaza	11 Trieble Ave. Ballston Spa, NY 12020	9.64 miles North	88,000 sq. ft.	<i>Type:</i> Neighborhood Center <i>Tenants:</i> Hannaford Supermarket; Allerdice Hardware, hair salon, coffee shop, Chinese take-out, flower shop, bank
Shops of Malta	1 Kendall Way Malta, NY 12020 (Along Rte. 9)	9 miles North East	130,000 sq. ft.	<i>Type:</i> Community Center <i>Tenants:</i> Price Chopper, CVS, Taco

Shopping Center	Location	Distance From Commercial District/ Direction	Gross Leasable Area (Sq. Ft.)	Type of Shopping Center/Sample Tenants
				Bell, Pioneer Savings Bank, 16 other stores
<b>Approximate Total GLA<sup>28</sup></b>			<b>4,536,015 sq. ft.</b>	

<sup>28</sup> Excludes Village of Ballston Spa Main Street & unknown GLA for some shopping centers.





**REGIONAL RETAIL  
COMPETITION  
TOWN OF BALLSTON**

Economic Development Plan  
February 2006

- 1 MILE
  - 3 MILE
  - 5 MILE
  - 10 MILE
- MAIN ST.
  - COMMUNITY CENTER
  - NEIGHBORHOOD CENTER
  - NEIGHBORHOOD COMMERCIAL
  - REGIONAL CENTER
  - REGIONAL CENTER / BIG BOX
  - UNKNOWN

0 0.45 0.9 1.8 2.7 3.6 Miles

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**TOWN OF  
BALLSTON,  
NEW YORK**

## 2.2 Residential Uses

### 2.2.1 Housing Trends

#### National Trends

The residential real estate market, specifically homeownership, grew by leaps and bounds over the past decade, fueled by lower interest rates and federal subsidies. These conditions have resulted to almost 70 percent homeownership nationwide and increasing numbers of homeowners with multiple dwellings. Homebuilders and multifamily developers responded to the rising demand by building subdivisions, high-rise condominiums, infill housing and fringe developments. Homeowners have also experienced substantial increases in net worth due to rising home values. With lower interest rates, existing homeowners have refinanced their mortgages and cashed in on their equity. Rising construction costs have also substantially contributed to higher home values. However, the housing boom seen over the past few years is turning tide due largely to rising interest rates.

In the Urban Land Institute and PricewaterhouseCooper's annual *Emerging Trends in Real Estate 2006*,<sup>29</sup> forecasts are cautiously optimistic that the economy and job growth will sustain real estate values and steadily improve revenues. Despite lowered expectations, experts still agree that real estate is more profitable than stocks and bonds in the near term.

With the market winding down, rising interest rates will probably continue to eliminate younger homebuyers from the market. Prices are expected to rise, although at a slower pace than recently seen. Increasing interest rates and higher default rates are anticipated with over-leveraged homeowners. Federal subsidies that have helped fuel new home construction are also expected to dry up, and the cost of building materials is expected to increase with the rising demands for homeland security, the costs of an overseas war, and more recently the devastating hurricanes that destroyed much of the Gulf Coast.

While ULI's forecasts are cautiously optimistic, bright spots in residential real estate are also foreseen. Moreover, the most recent reports on economic indicators show a more positive picture pointing to sustained, gradual but very broad-based growth<sup>30</sup>:

Interest rates will continue to determine the future for residential real estate. With an estimated 70% of Americans owning real estate, it is easy to see how the low interest rates of 2005 are influencing the real estate market, making it more affordable for people to own their own home. Americans are expected to continue buying starter homes, move to bigger quarters or purchase secondary or vacation homes as long as interest rates remain affordable. Rising interest rates could put a damper to the home-buying frenzy. Analysts foresee interest rates rising within the next year or so, fortunately however they are not predicted to rise sharply.

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<sup>29</sup> ULI – the Urban Land Institute and PricewaterhouseCoopers LLP. *Emerging Trends in Real Estate 2006*. Washington, D.C.: ULI - the Urban Land Institute. January 2006.

<sup>30</sup> Adam Geller, "Leading economic indicators rise again," Associated Press, January 20, 2005. <http://timesunion.com/AspStories/>.

Shifting lifestyles have changed developer focus to multifamily development on the urban village concept. The growing number of empty-nesters, baby boomers and echo-boom singles are looking for housing close to downtown and/or transportation corridors. Higher gas prices and longer commutes have made infill or multifamily development in downtown areas that offer convenience to work, retail, restaurants and cultural amenities, more attractive.

Investors will continue to shift their interest towards development opportunities catering to smaller community specialties such as senior or student housing, as well as luxury resort communities.

Affluent baby boomers are looking for retirement options. This huge demographic age cohort seeks homes in downtown areas or secondary homes in resort centers. Their buying frenzy has left many downtowns and resort centers out of reach for many locals, while increasing the demand for master-planned communities and mixed-use urban style developments.

Active senior housing and age-restricted townhouses/apartments/villas will provide the next development wave due to the large baby boomer age cohort. Many of these boomers are less than 60 and would not consider assisted living options at this point.

With the current trends in residential demands, there is an opportunity for developers to flood the market with new construction. "When you start building for an investor market, problems follow and that's been happening in condominiums and multifamily."<sup>31</sup> "Signs of potential residential overbuilding and slackening buyer demand extend into Chicago, Atlanta, New York, and other metropolitan areas."<sup>32</sup> As homeownership rates keep rising, and construction projects increase, the rental market may suffer leaving many cities with high vacancy rates. The ULI predicts that this may be an issue in 2006 if these certain markets are not watched carefully.

It is important to note that with this latest housing frenzy within the past five to ten years, the amount of housing related jobs have increased dramatically, such as construction and real estate and mortgage brokers. These numbers created the vision of a growing and healthier economy; while the reality is that many of these jobs will disappear when the housing market slows. The lack in development of new office-related jobs has had an affect on the demand for new office space. While the demand for such space was high during the 1990's, demand is forecasted to continue on the current path of decline. Developers will begin to shift their focus away from the office parks and office buildings and begin to invest in other types of projects.

Overall trends show that real estate, as a long-term investment, will remain stable. As housing prices peek they will most likely remain at that level for a number of years before increasing again. As the baby boom generation continues to age, their residential purchasing patterns are changing, with more interest in waterfront, luxury and resort communities, infill and downtown living, all with little maintenance and plenty of activities. Larger homes, although still under construction across the country and still in

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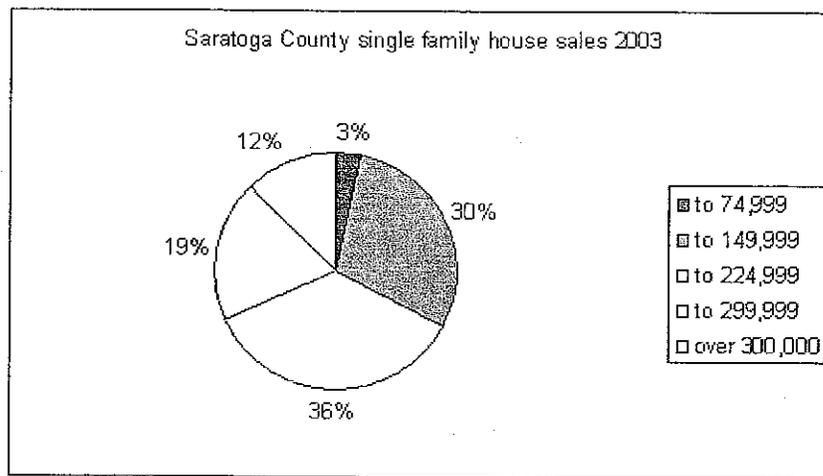
<sup>31</sup> ULI – the Urban Land Institute and PricewaterhouseCoopers LLP. *Emerging Trends in Real Estate 2006*. Washington, D.C.: ULI - the Urban Land Institute. January 2006.

<sup>32</sup> ULI – the Urban Land Institute and PricewaterhouseCoopers LLP. *Emerging Trends in Real Estate 2006*. Washington, D.C.: ULI - the Urban Land Institute. January 2006.

demand, will begin to become less attractive to homebuyers as the prices for utilities continue to increase and maintenance becomes unaffordable. In short, the residential market is predicted to remain stable, and the “bubble” nothing but a myth.

**Local & Regional Trends**

The housing market within Saratoga County is typically single-family residential. While some communities offer multi-family housing, an older housing stock and historical buildings, others are focusing on new construction for incoming residents to accommodate increased demand. As the population in the region keeps growing and shifting into certain market areas, developers will continue to boost the supply of residential units.



Source: Workforce Housing Partnership for Saratoga County; www.whpsaratoga.org.

Housing type and price are always hot topics in communities, remaining true for the Town of Ballston, and the surrounding communities. The chart above, provided by the Workforce Housing Partnership for Saratoga County, displays the lack of affordable housing throughout the county in 2003. Since 2003 the average price for residential units has increased dramatically, a trend witnessed across the country. Sales during 2005 began to slow down, with homes remaining on the market for longer periods of time. Inflated prices are predicted to remain at those levels for some time, and when coupled with increasing interest rates it may cause the housing “bubble” to slow down but not to burst, as predicted by experts such as the Urban Land Institute.<sup>33</sup>

Residential developments that are under construction within Saratoga County are typically of a suburban character, rather than higher density communities with urban-type amenities. As the baby boom generation continues to age it is clear that their purchasing trends are leaning towards the latter type of development, offering attractive homes in addition to activities and easy access to services.

<sup>33</sup> ULI – the Urban Land Institute and PricewaterhouseCoopers LLP. *Emerging Trends in Real Estate 2006*. Washington, D.C.: ULI - the Urban Land Institute. January 2006.

**2.2.2 Determining the Scale of Residential Development in the Mixed-Use District**

Several assumptions were used to determine the scale of residential development in the Town of Ballston Mixed-Use District. These include the following:

- Projected capture rate based on Pace of Housing Production (Building Permits)
- Projected household growth within the surrounding area
- Induced growth due to the Luther Forest Tech Park and the Saratoga Technology + Energy Park (STEP) in Malta

**2.2.3 Projected Capture Rate**

Over a 4 to 5 year-period, the Town of Ballston averages just under 50 units per year. This indicates that the Town of Ballston’s capture rate is approximately 4.3% to 5% of the annual housing production in Saratoga County. Likewise, we could make assumptions that the Town of Ballston could capture approximately 5% to 5.4% of the projected demand for housing units in Saratoga County.

**PROJECTED CAPTURE RATE OF HOUSING DEVELOPMENT IN THE TOWN OF BALLSTON & SARATOGA COUNTY, 2001 TO 2005**  
(Source: SOCDs Building Permits Database, US Census Bureau)

Year	Town of Ballston			Saratoga County		
	Single-Family	Multi-Family	Total Permits Issued	Single-Family	Multi-Family	Total Permits Issued
2001	30	4	34	959	101	1,060
2002	43	2	45	1,109	113	1,222
2003	45	12	57	1,061	65	1,126
2004	50	2	60	995	109	1,104
2005	NA	NA	NA	736	397	1,133
Average	42	5	49	972	157	1,129
<b>Projected Capture Rate</b>			<b>4.3% - 5.5%</b>			

**2.2.4 Projected Housing Demand**

Over the next 5 years (2006 to 2010), housing demand in the Town of Ballston is projected at 575 to 630 units, or a rate of production of 115 to 126 housing units per year using a 5% to 5.5% capture rate. These numbers were based on the projected housing growth in Saratoga County and the induced demand from the Luther Forest and STEP Park development in Malta. The following table shows the projected demand based on the above-mentioned assumptions.

Assumptions	Projected Demand (2006 - 2010)
Projected Household Growth Saratoga County 2005 - 2010	8,002
Projected # Jobs Luther Forest Phase 1	2,000
Projected # Jobs Saratoga Research + Energy Park (STEP)	1,500
<b>Total Projected Growth</b>	<b>11,502</b>
Projected Demand Based on 5% to 5.5% Capture Rate	575 - 630 units
Sources: Easidemographics 2005 for Household Projections; SEDC for projected jobs	

Over the 10-year period (2006 to 2015), housing demand is expected to double at the same rate, by another 600

units for a total demand of 1,200 units. This is a fairly conservative projection considering that the Saratoga Economic Development Council (SEDC) has expressed the view that the Town of Ballston is regarded as an affordable alternative to Saratoga Springs in terms of residential, commercial and retail development. The Town of Ballston has all the necessary ingredients for sustained development with the highway/interstate access, railroad access, the presence of a major gas pipeline, as well as water and sewer. The Town of Ballston's adoption of a Comprehensive Plan, as well as its development of an Economic Development Plan are being viewed by SEDC as positive steps for sustained growth and development.<sup>34</sup>

**2.3 Commercial/Office Uses**

**2.3.1 Trends in Commercial/Office Uses**

**National Trends**

Demand for office space is traditionally closely tied with job growth. The Labor Department's July employment report pointed to a healthy economy with employers adding over 207,000 jobs.<sup>35</sup> CB Richard Ellis reports that downtown and suburban office markets have posted positive absorption for the past five quarters.<sup>36</sup> Despite improvement in office absorption, office vacancy still hovers in the teens across the nation.

NATIONAL OFFICE VACANCY RATES (Source: CB Richard Ellis, 2 <sup>nd</sup> Qtr 2005)	
Downtown	13.4%
Suburban	15.7%
Metropolitan	14.8%

Real estate lenders have viewed new construction opportunities with skepticism, mindful of the overbuilding that occurred in the early 1990s and the current high vacancy numbers. Rising construction costs have also contributed to curbing growth in the office market. Huge construction projects in China and the rebuilding of Iraq have resulted to higher costs for steel and concrete products.<sup>37</sup> Rising gas prices and rising interest rates are also foreseen to hugely impact costs, not of goods but of labor as well. These dynamics are important considerations that contribute to a less than positive forecast for the office market.

**Local and Regional Trends**

Real estate brokers are reporting that vacancy is on the rise in the Capital Region, particularly along Western Albany County due to the aging stock of office space. Schenectady County and Rensselaer County, with their aging stock are also causing lease rates to drop.<sup>38</sup> Many tenants of Class B and C office space have moved up to Class A space resulting to higher vacancy rates in these sectors. Demand is particularly strong in the Saratoga sub-market with a new 200,000 SF commercial building recently added

COMMERCIAL SPACE IN THE CAPITAL REGION, NY (Source: CB Richard Ellis, Inc., Second Qtr. 2005)	
Total Inventory	28.811 million SF
Available Space	2.923 million SF
Vacancy Rate	11.3%

<sup>34</sup> Interview with Jon Kelley and Ken Green of SEDC by Saratoga Associates, dated February 15, 2006.

<sup>35</sup> USA Today, "Job growth unexpectedly strong in July," August 5, 2005.

<sup>36</sup> CB Richard Ellis, Inc. "U.S. Office Vacancy and Industrial Availability Reports," Second Quarter 2005.

<sup>37</sup> CB Richard Ellis, Inc. "Office Insight," Year End 2004.

<sup>38</sup> NAI Pyramid brokerage Company, "Albany, NY Market Overview," [http://www.pyramidbrokerage.com/ser\\_m\\_alb.html](http://www.pyramidbrokerage.com/ser_m_alb.html).

to the inventory. New construction and rehabilitation of older buildings have contributed largely to the upsurge of spatial demand in this market.<sup>39</sup>

Absorption is high for Class A space both in downtown, as well as suburban areas. However, vacancy is rising in older Class B and C office space as tenants opt to relocate to newer facilities. Class A and B lease rates are relatively stable while Class C rates have seen marked decrease due to high vacancy rates. CB Richard Ellis forecasts that lease rates will continue to increase due to high energy costs, construction costs, and real estate taxes. Migration of new firms to the Capital Region has also been reportedly slow. Higher interest rates may also lead to slower job growth, thereby a less rosy forecast in terms of demand for office space.<sup>40</sup>

Currently inventory for commercial/office space in the Capital Region was reported by C.B. Richard Ellis at 28.811 million sq. ft., of which approximately 2.923 million or 11.3% vacancy rate. The Capital Region currently has a total inventory 20.167 million sq. ft. of which 2.18 million or 10.8% is currently vacant. Unless migration of companies to the Capital Region steps up, high vacancies are forecasted to continue in the Capital Region.

**Office Space Inventory in the Capital Region, NY, 2<sup>nd</sup> Qtr. 2005**  
 (Source: CB Richard Ellis, Inc.)

Market	Total Inventory (SF)	Available (SF)	Vacancy Rate	Asking Lease Rates (Gross)
<b>Downtown Albany CBD</b>				
Class A	1,758,208	137,900	7.8%	\$21.20
Class B	3,359,339	411,913	12.3%	\$17.22
Class C	514,000	193,020	37.6%	\$14.76
<b>Total Downtown</b>	<b>5,631,547</b>	<b>742,833</b>	<b>13.2%</b>	<b>\$17.34</b>
<b>Suburban Office Market</b>				
Class A	6,637,682	472,237	7.1%	\$16.51
Class B	10,054,036	980,957	9.8%	\$15.58
Class C	3,454,447	727,339	21.0%	\$14.28
<b>Total Suburban</b>	<b>20,167,475</b>	<b>2,180,533</b>	<b>10.8%</b>	<b>\$15.13</b>
<b>Total Capital Region</b>	<b>25,811,550</b>	<b>2,923,366</b>	<b>11.3%</b>	<b>\$15.80</b>

<sup>39</sup> CB Richard Ellis, "Market View: Albany Office," Second Quarter 2005.

<sup>40</sup> CB Richard Ellis, "Market View: Albany Office," Second Quarter 2005.

### **2.3.2 Demand for Commercial/Office Development in the Town of Ballston**

With the Saratoga Springs area largely in demand, lease rates in Saratoga Springs are relatively higher than the rest of the Capital Region. The Saratoga Economic Development Council (SEDC) views the Town of Ballston as an affordable alternative to Saratoga Springs. The convenient highway/interstate access, rail access, water and sewer, and major gas lines, are all ingredients for economic growth in the Town of Ballston. SEDC also views the Luther Forest Research and Technology Park as an economic engine for the entire County. Substantial spin-offs are also projected, with outlying municipalities close to Luther Forest catching the wave of development. Demand for both office and industrial space will come mainly from second and third tier industries and service providers to the nanotechnology industry.<sup>41</sup> The development of mixed-use districts with retail, residential and commercial/office uses provide a lively setting that would be attractive to potential developers and lessees of commercial/office space. However, the current office space inventory warrants a more conservative projection for the scale of office space development. This does not preclude setting aside land for such uses should the market fully take-off.

### **2.3.3 Scale of Commercial/Office Development for the Ballston North Mixed-Use District**

With current high vacancy rates, initial commercial/office development in the Town of Ballston should be conservative with no more than 90,000 to 100,000 sq. ft. of space planned over the next 5 years. Over the long-term, build-out could grow to approximately 180,000 to 200,000 sq. ft. of commercial/office space. For economies of scale, commercial/office buildings should be in the range of 30,000 to 40,000 sq. ft. each due to the preferred ratio of one elevator per 30,000 to 40,000 sq. ft. Low-rise buildings of 2 to 3 stories would help maintain the community character in the Town of Ballston. Commercial/office space could also be sited over the retail space, providing an attraction for future commercial/office tenants and at the same time providing consumers for retail and services in the proposed mixed-use district.

### **2.3.4 Regional Competition for Commercial/Office Space**

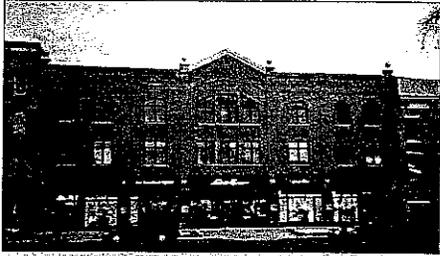
The following commercial/office development in Saratoga Springs, provide examples of the current competition for any commercial/office development in the Town of Ballston. Currently, Class A office space lease rates in Saratoga Springs range from \$19.75 to \$22.50 per square foot.

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<sup>41</sup> Interview with Jon Kelley and Ken Green of SEDC, dated February 15, 2006.

**The Pfeil Building**

Address: 340 Broadway, Saratoga Springs, NY 12866



[www.pfeilco.com](http://www.pfeilco.com)

Type of Space: Deluxe, Class A office space; mixed-use retail/office  
GLA: Unknown  
Tenants: Eddie Bauer, de Noorman & Co., Morgan Stanley, J.W. Pfeil & Company, Molloy Partners, Health Concepts, Happy Software, Saratoga Real Property, Sage Wealth Management and York Claims Service.  
Parking: Controlled access, executive parking in basement  
Amenities: Snow melt system under sidewalks and driveway; individually zoned HVAC and operable windows; state-of-the-art communications and computer lines

**One and Two Congress Park Centre**

Address: Broadway & Congress Street, Saratoga Springs, NY 12866



[www.pfeilco.com](http://www.pfeilco.com)

Type of Space: Mixed-use Class A office/retail  
GLA: 200,000 sq. ft.  
Tenants: Retail: Talbot's; Anne Taylor; Chico's; Classical Concepts/Aveda Salon; Bountiful Bread; Cold Stone Creamery;  
Office Space: Ayco Financial Services  
Parking: Off-street, surface parking at the rear

**Three Congress Park Centre**

Address: Broadway & Washington Street, Saratoga Springs, NY 12866



[www.pfeilco.com](http://www.pfeilco.com)

Type of Space: Mixed-use retail/ residential  
GLA: Unknown.  
Tenants: Retail: GAP, Gap Kids, Banana Republic  
Residential: 3 Floors of 1 to 3 bedroom luxury apartments on upper floors  
Parking: Off-street, surface parking at the rear

**Four Congress Park Center**

Address: Congress Street, Saratoga Springs, NY

Type of Space: Mixed-use retail, office space  
GLA: Unknown.  
Tenants: Retail: Kinko's, Onara  
Office: First Guarantee Mortgage  
Parking: Off-street, surface parking at the rear

**Five Congress Park Center**

Address: Congress Street, Saratoga Springs, NY

Type of Space: Class A office space  
GLA: 18,000 sq. ft.  
Tenants: To Be Determined  
Parking: Off-street, surface parking at the rear

**Excelsior Park Corporate Headquarters and Spa**

Address: Excelsior Avenue, Saratoga Springs, NY 12866



www.pfeilco.com

Type of Space: Mixed-use Office/Residential/Spa/Lodging  
GLA: 70,000 sq. ft. Class A Office  
10,000 sq. ft. Neighborhood Retail  
20,000 sq. ft. Spa  
104-suite Residence Inn by Marriot  
1 to 3-bedroom Townhomes  
Amenities: Underground, enclosed heated parking spaces for tenants; curbside parking for clients & customers; extensive landscaping and attractive streetscapes with sidewalks and street lights; walking/biking trail; high-speed internet access; individual temperature control in each office suite; energy-efficient systems; controlled access during non-business hours; flexible floor plans.

**Appendices**

## **SEDC Interview**

# SARATOGA ASSOCIATES

Landscape Architects, Architects,  
Engineers, and Planners, P.C.

## Meeting Notes

**Project Name:** Town of Ballston Economic Development Study

**Project #:** 2005.022.20

**Meeting Title:** SEDC Interview

**Date and Time:** February 15, 2006; 2:00 p.m.

**Attendees:** Interviewees: Jon Kelley, Senior Vice President, Saratoga Economic Development Council  
Ken Green, President, SEDC  
Interviewers: Dan Sittler, President, Saratoga Associates  
Vilma Heramia, Senior Analyst, Saratoga Associates

**Purpose/Intent of Meeting:**

Saratoga Associates interviewed SEDC to get insight on what they view as the role of the Town of Ballston in Saratoga County's economic development, as well as get input regarding industrial development in the County.

If the meeting notes are not complete, accurate, or in context, please notify the sender of this document of such discrepancy within ten days following receipt of this record.

**Bullet Items of Discussion:**

- The Town of Ballston was initially catching a lot of emigration from Schenectady. With Metroplex, this situation has slowed down a bit.
- SEDC's view: the Town cannot control growth but could regulate growth. Maintain Quality of Life by creating a balance between open space and the profitable economic development.
- SEDC does not involve itself in individual municipalities' retail development.
- SEDC's approach is not to give incentives haphazardly but to undertake a problem-solving approach, providing resources as needed.
- The Town of Ballston has 2 major corridors: Rte 67 and Rte 50 that could serve as areas for future growth. Development for the rest of the Town would require special use permits.
- There is need for additional business parks/ light manufacturing along Rte 67 & Rte 50. The scale should be like that along British American – campus feel.

# SARATOGA ASSOCIATES

Meeting Notes

February 15, 2006

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- What is needed would be more flex space for multiple uses.
- There will be a lot of spin-off from the Luther Forest and STEP Parks. Many service suppliers would want to be within 5 to 10 minutes from Luther Forest. These would include second & third tier industries already present in Saratoga County. Within Luther Forest, need for office space would cater to management offices for maintenance, security, cafeteria, lawn-care, and tool equipment maintenance services.
- An example of second & third tier industries is the pulp & paper industry which is already found in the county and which supplies the nanotech industry. R&D takes place at Albany Nano.
- Saratoga County is already turning back large warehouse & distribution facilities. There is already enough of a cluster for large-scale warehouse/distribution with the presence of Target and Ace.
- There is need for small warehouses with 25,000 to 30,000 sq. ft. of space and 3 trucks/day. The area is attractive especially down Exit 13. The UPS Albany office has the largest geographical area in the county for 1-day and 2-day services. Businesses also like the alternative of being able to use Albany Airport when New York and Boston are heavily hit by snowstorms. The area has the convenience of being strategically located with 3+ hours drive to New York, Boston and Montreal.
- Heavy industrial development is focused in Corinth, Moreau and Mechanicville.
- Luther Forest is the largest shovel-ready site available.
- SEDC is developing Predictability Criteria for Certified Sites which includes:
  - Boundary survey
  - Topographic survey
  - Geotechnical survey
  - Wetlands survey
  - Conceptual master plan
  - SEQR dovetailing to GEIS
  - Slopes <5 degrees
  - Availability of utilities
- There are some developers looking for existing buildings. Shovel-ready sites could lead to existing buildings within 14 days for prospect developers.
- SEDC views the Town of Ballston as an affordable alternative for development that could not be accommodated in Saratoga Springs. This includes residential, office, and retail.

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Meeting Notes

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- The Town of Ballston has all the basic ingredients:
  - Highway/Interstate access
  - Railroad access
  - Major gas pipeline
  - Water
  - Sewer
- The Halfmoon Industrial Park is considered a good model, with 110 acres. It took a 16-year build-out from 1990 to 2006. However, build-out would likely occur at a faster pace for other industrial parks due to the induced demand brought about by Luther Forest.
- Three or 4 more industrial parks need to occur along Rte 50, targeted to second and third tier industries.
- For industrial parks, take wetlands inventory overlay; subtract wetland acreage to get net buildable acreage.
- SEDC does not have a written document outlining the County's Economic Development Plan. The Empire Zone application is the closest written document for this purpose.

Submitted, February 15, 2006

SARATOGA ASSOCIATES

Landscape Architects, Architects, Engineers, and Planners, P.C.

Vilma Heramia

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