

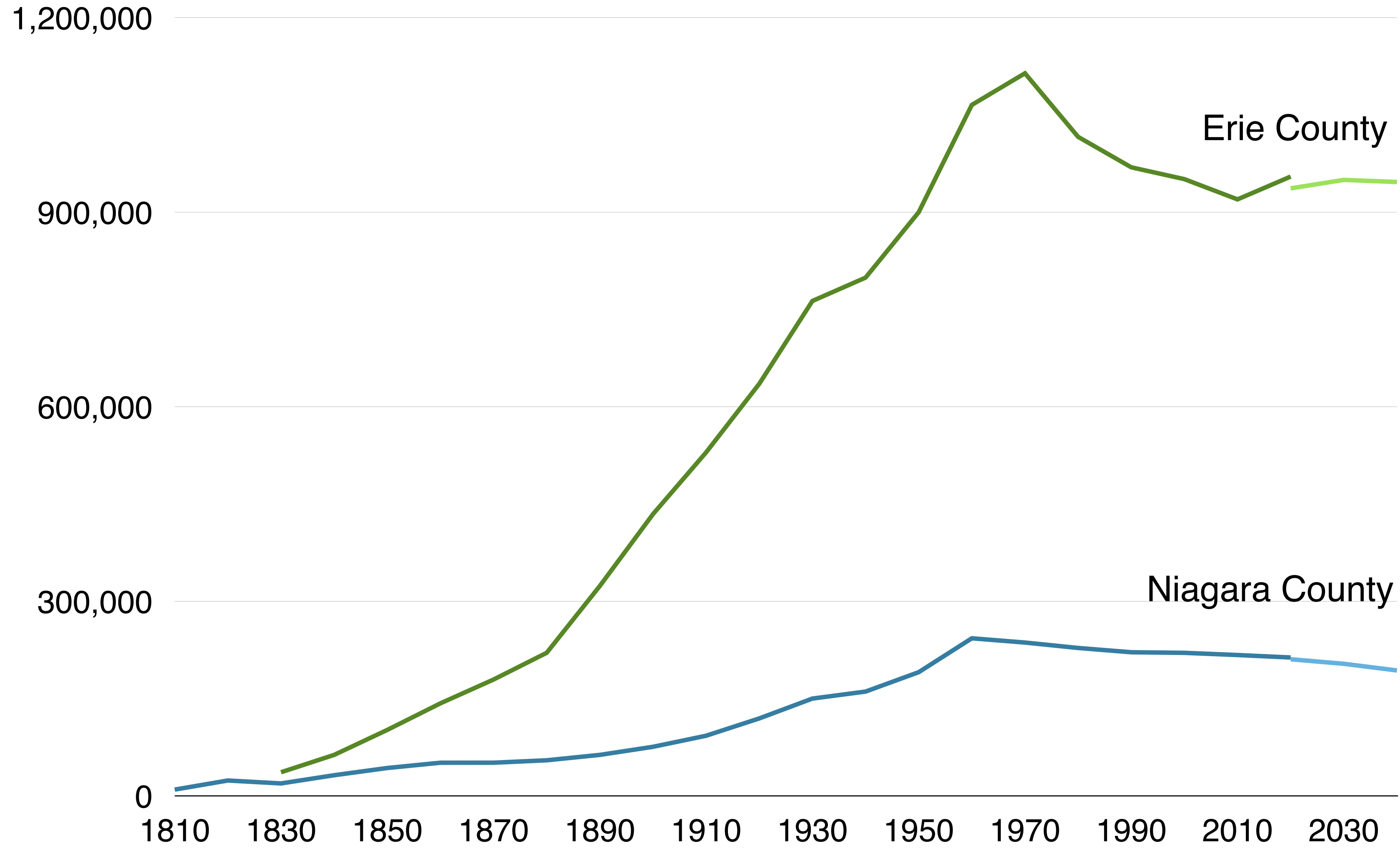
# Town of \_\_\_\_\_

economic analysis  
March, 2022

**G. KELLOGG & CO.**

Population

# Population

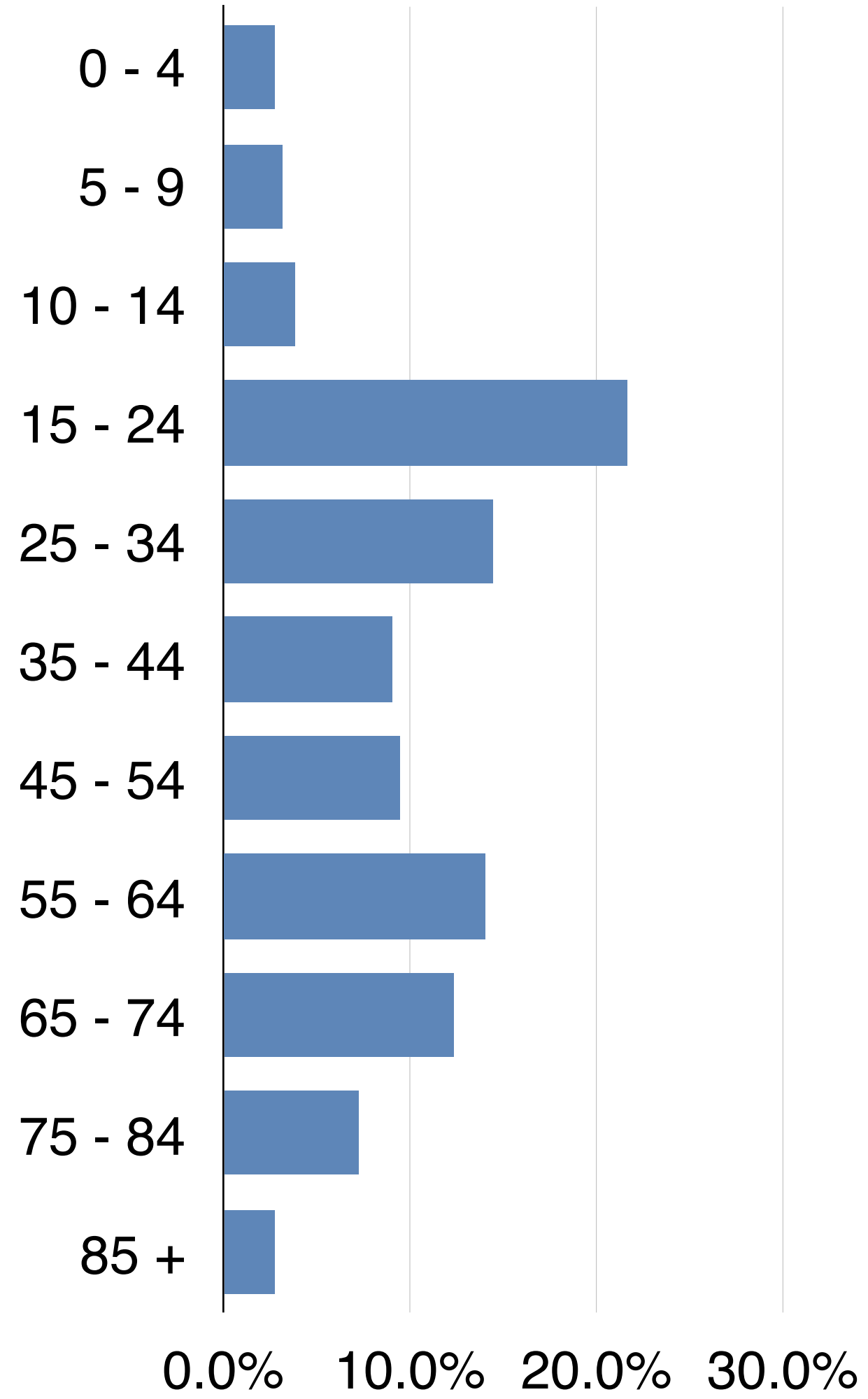


Source: US Census Decennial Census, Cornell Program for Applied Demographics, and G Kellogg & Co

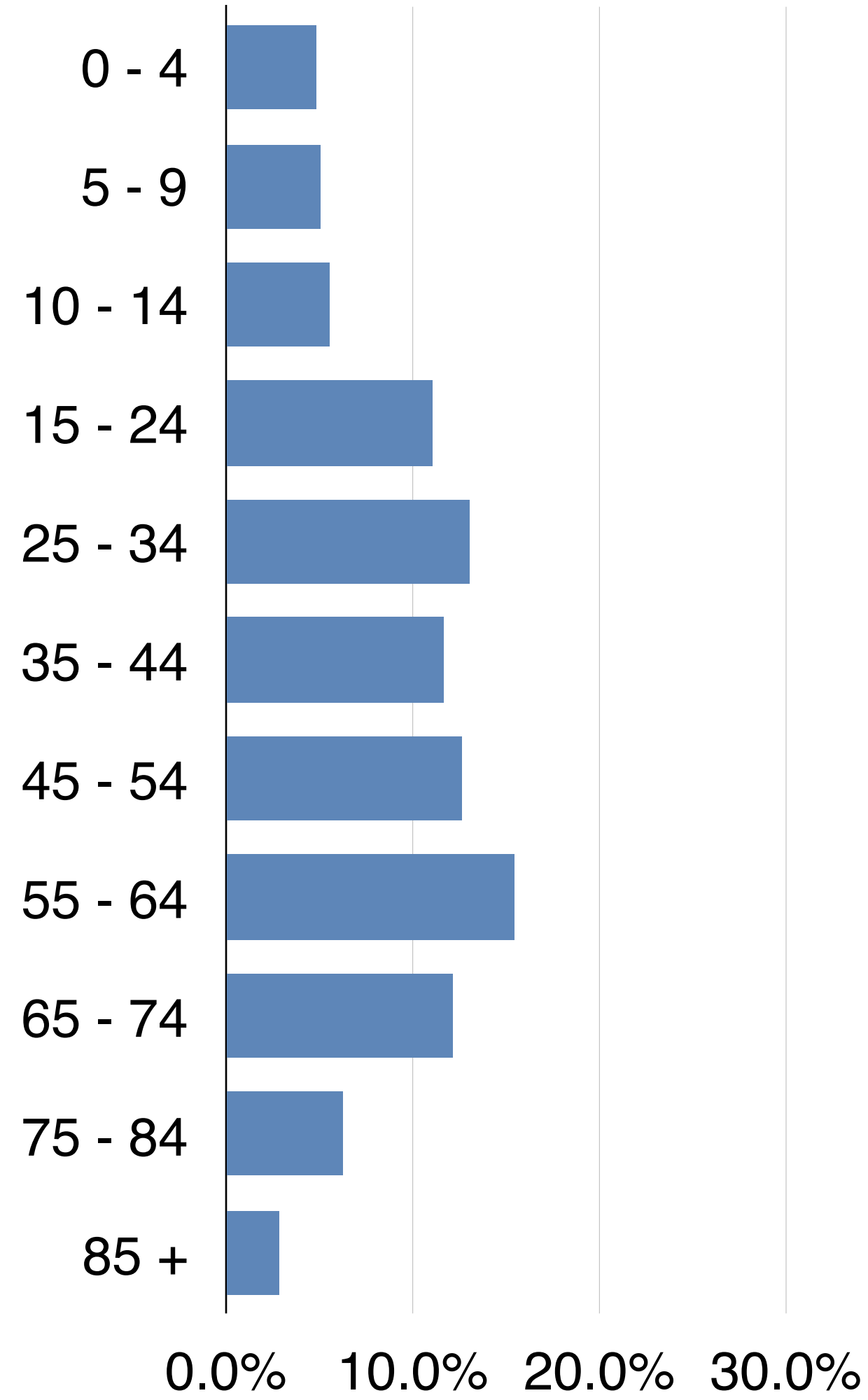
- Erie County's population has been declining since the 70's to the 2000's.
- The last decade from 2010 to 2020 recorded population growth of 3.8%.
- Projections anticipate relative stability going forward.

# 2021 Population by Age

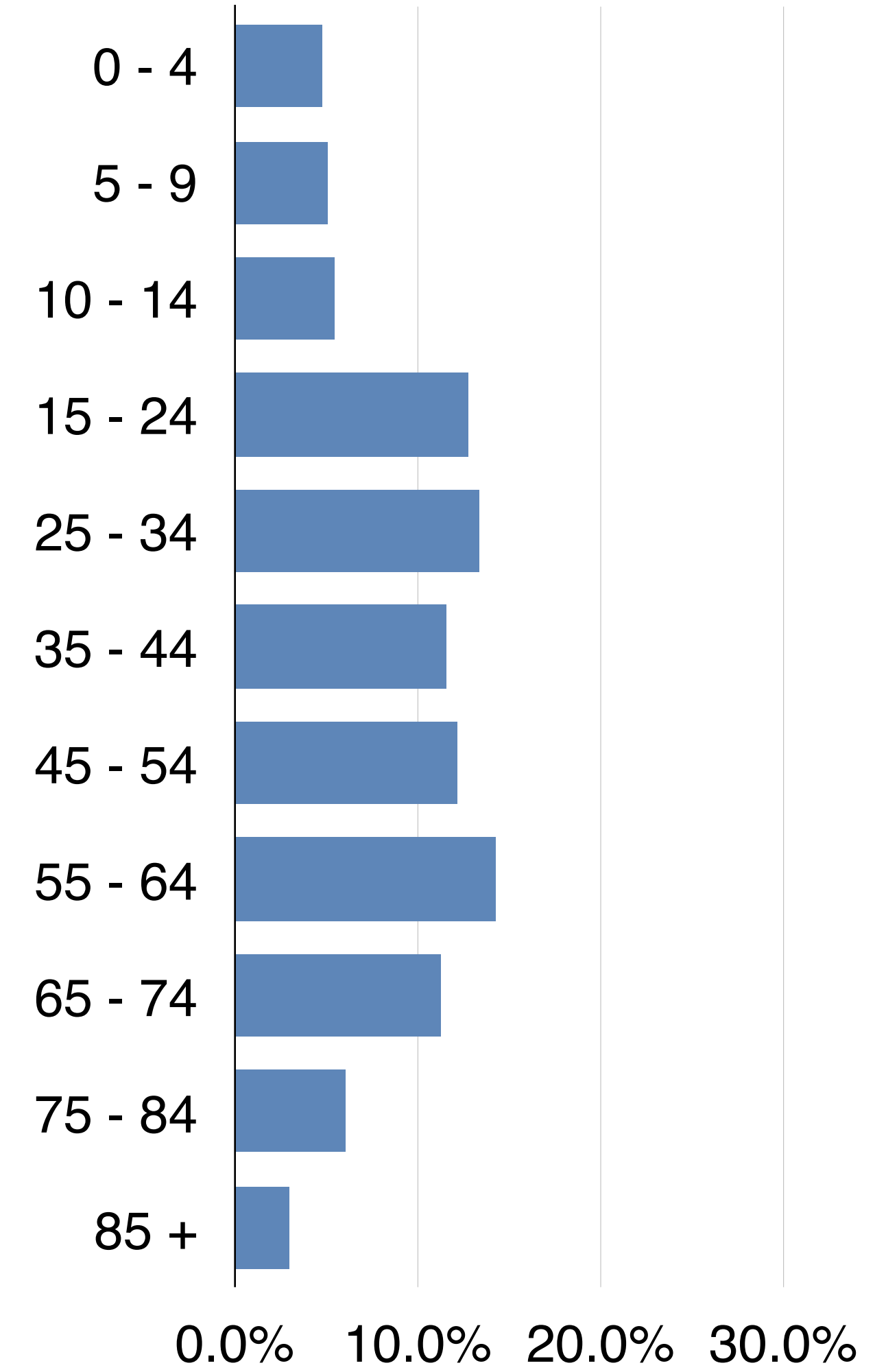
## Study Area



## Niagara County

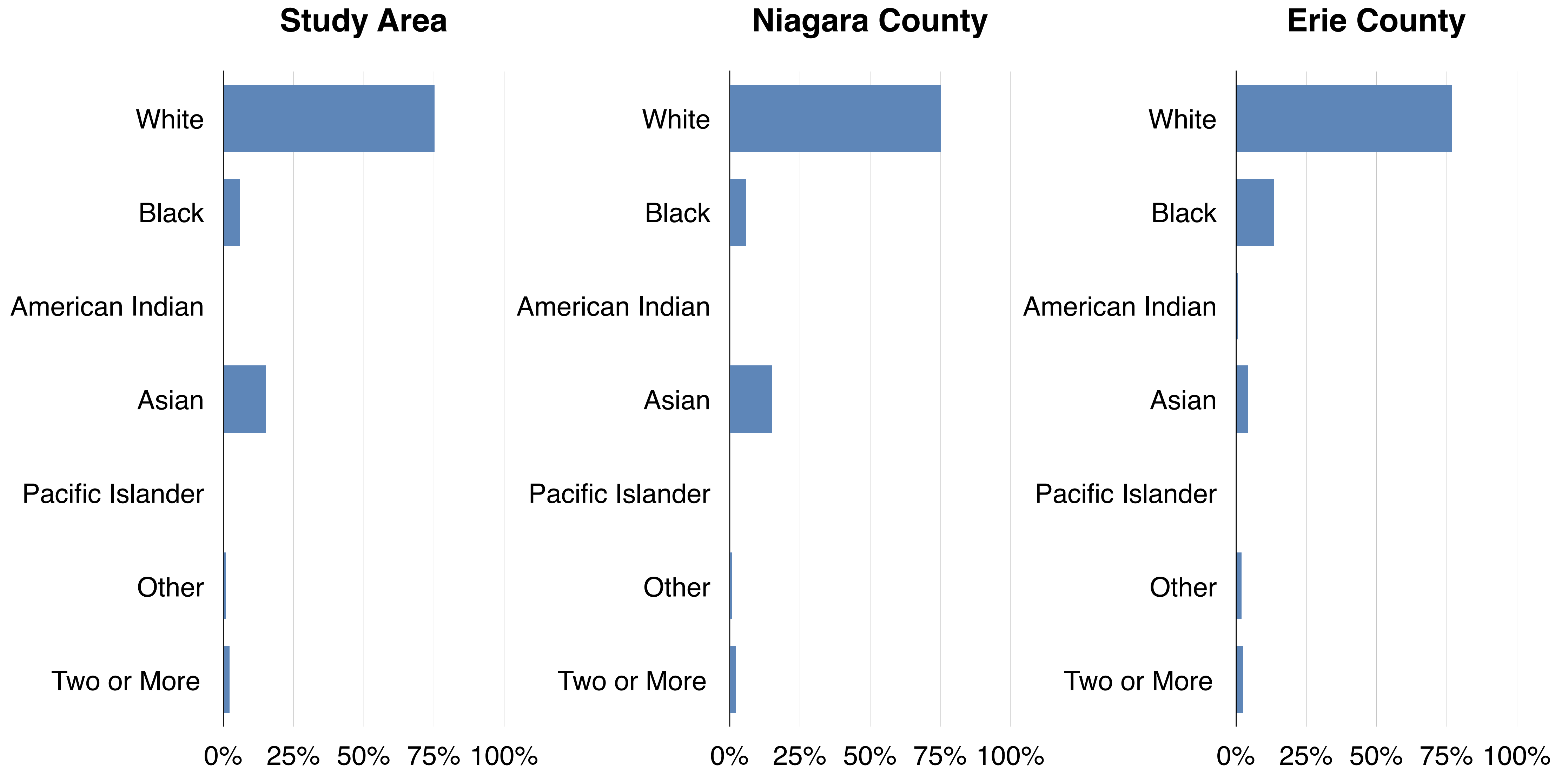


## Erie County



- The Study Area has a noticeably higher percentage of 15-34 year olds, probably representing students at the University.

# 2021 Population by Race / Ethnicity



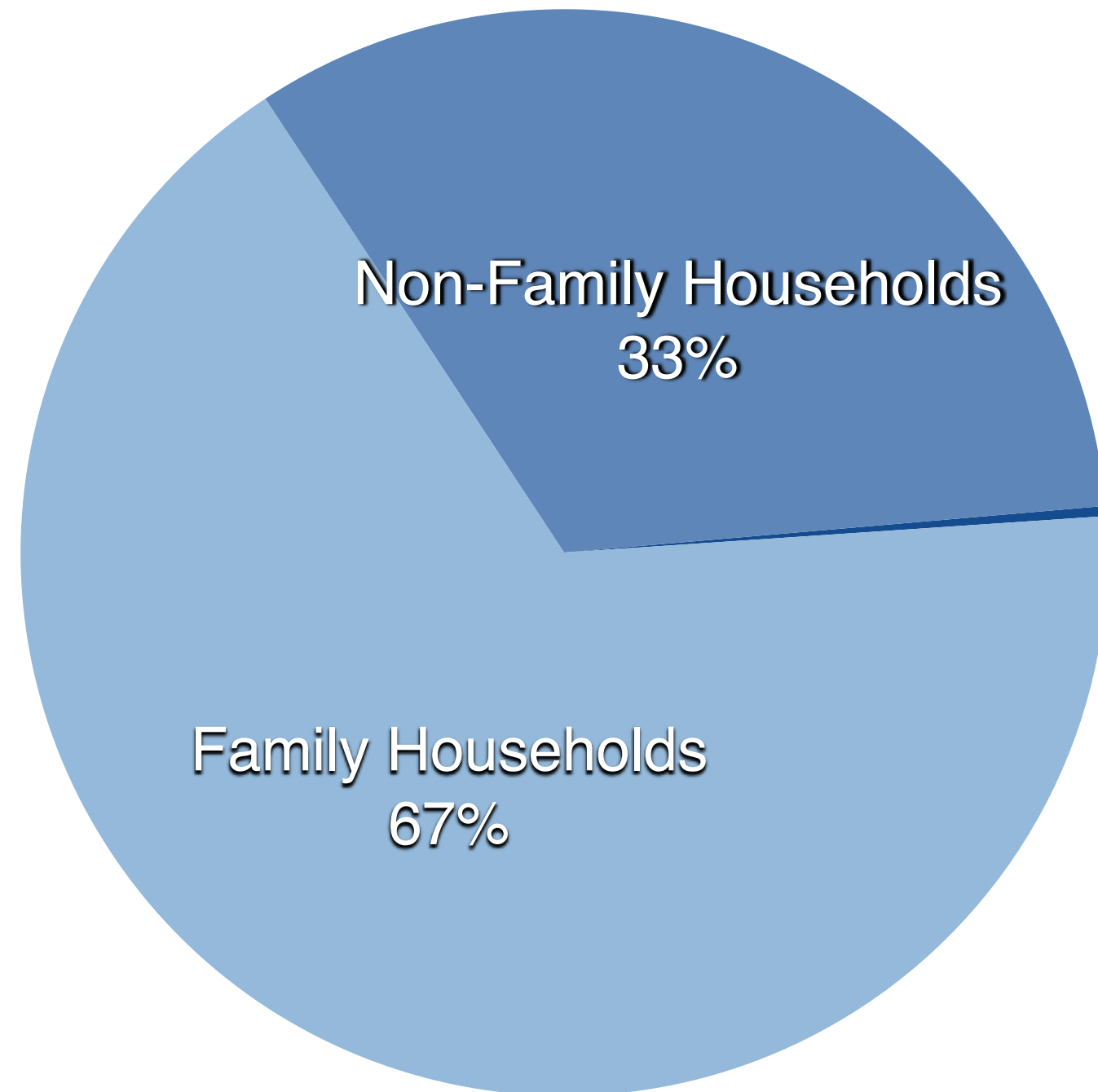
Source: ESRI, US Census Bureau, and G Kellogg & Co

- Both the Study Area and Niagara County have noticeably higher percentages of Asian Americans at 15%: 3 times the national average of 5%.
- We understand there is an active and thriving Asian cultural and business community here.

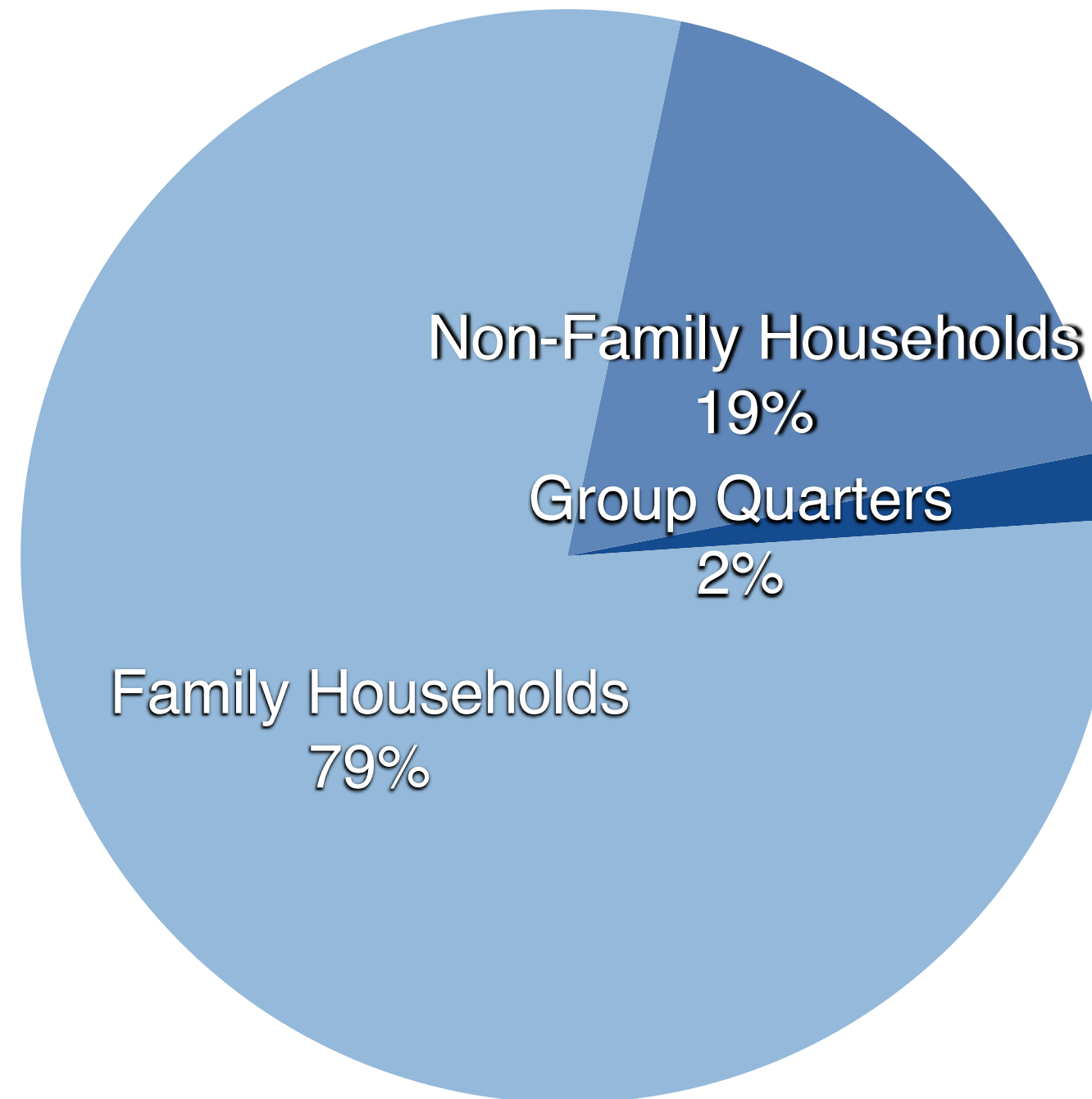


# 2010 Households by Relationship Type

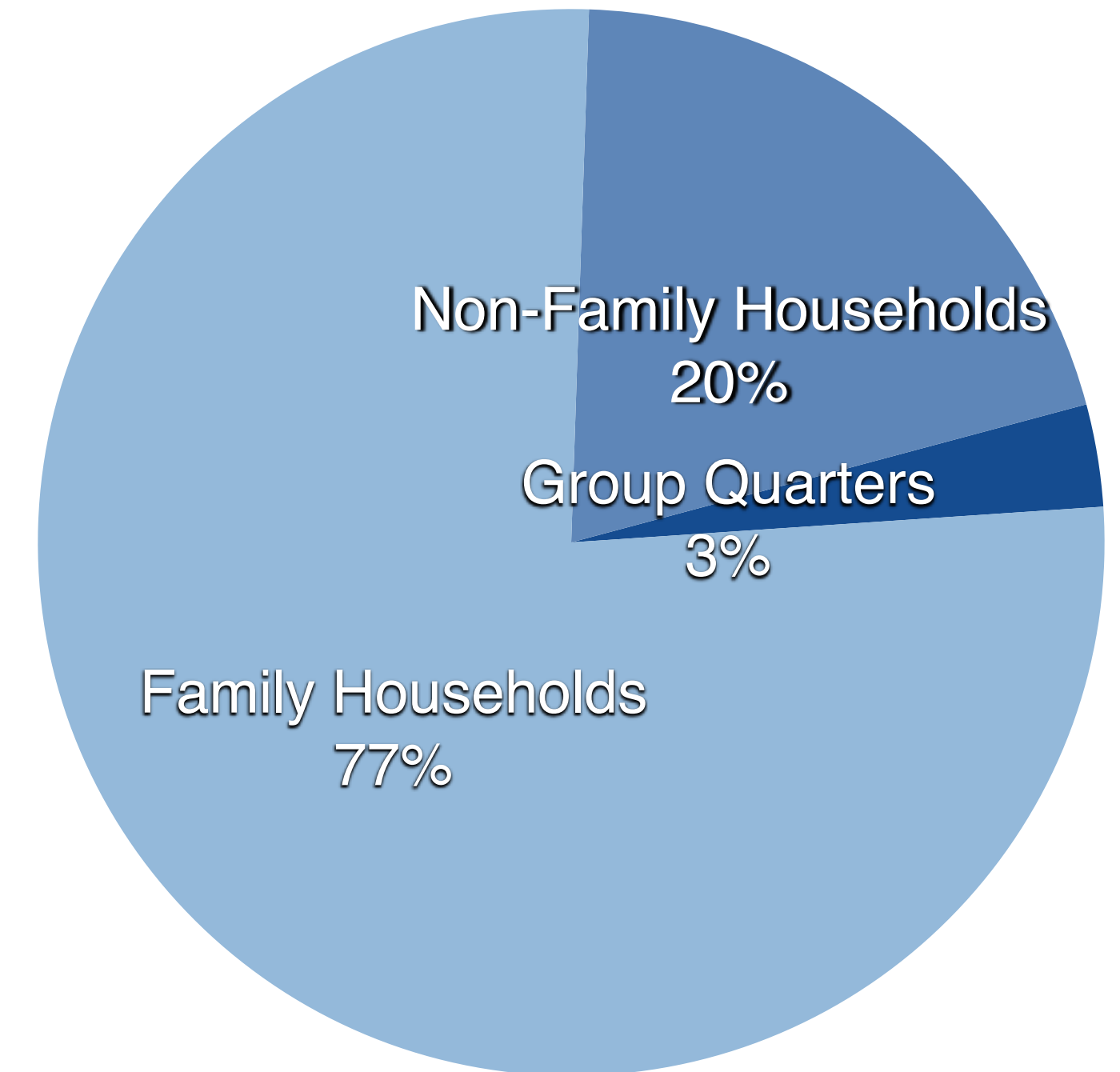
## Study Area



## Niagara County



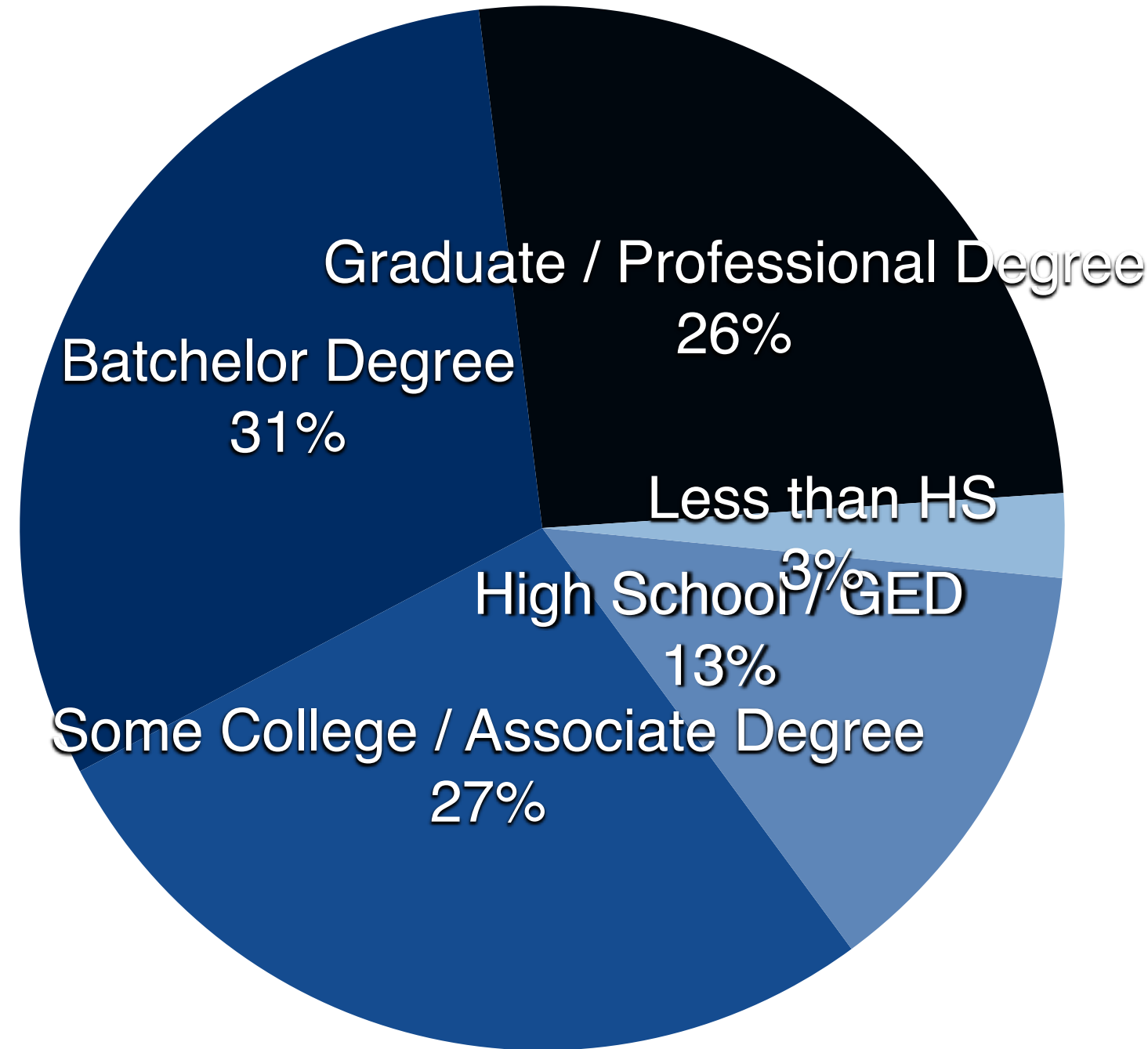
## Erie County



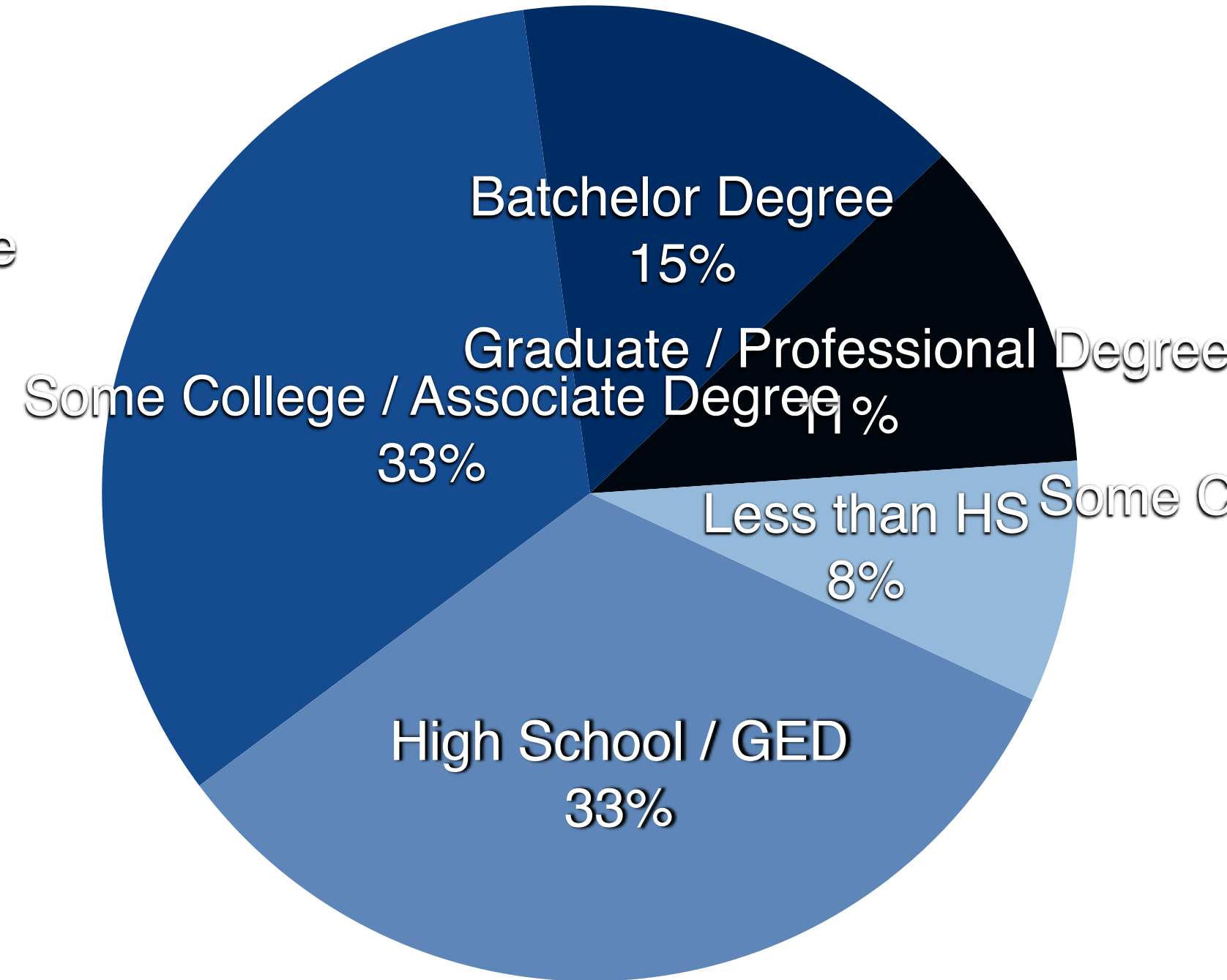
- The Study Area has 13% more non-family households than Erie County as a whole.
- Again, this may reflect a large student population.

# 2021 Educational Attainment (Age 25+)

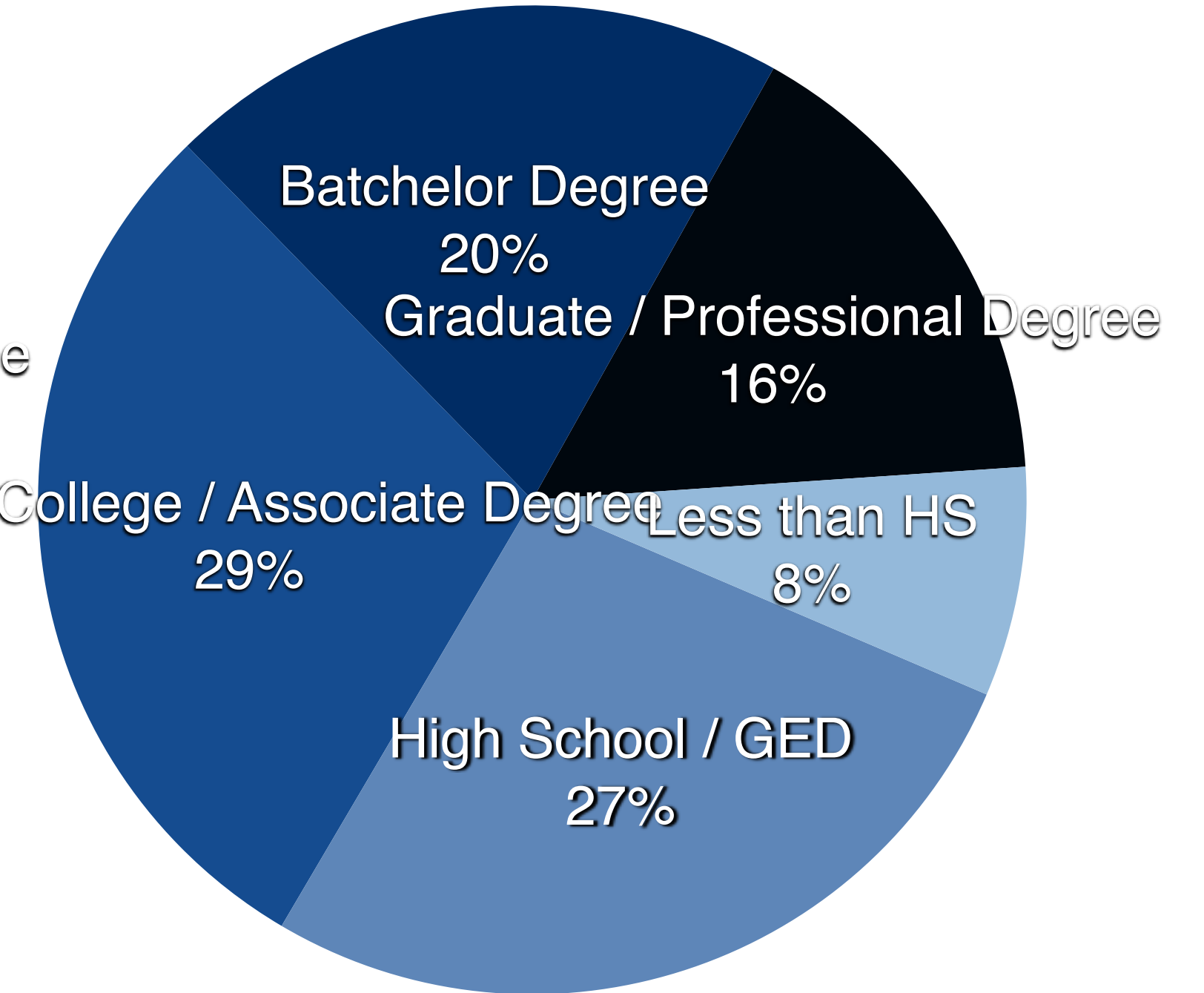
## Study Area



## Niagara County



## Erie County

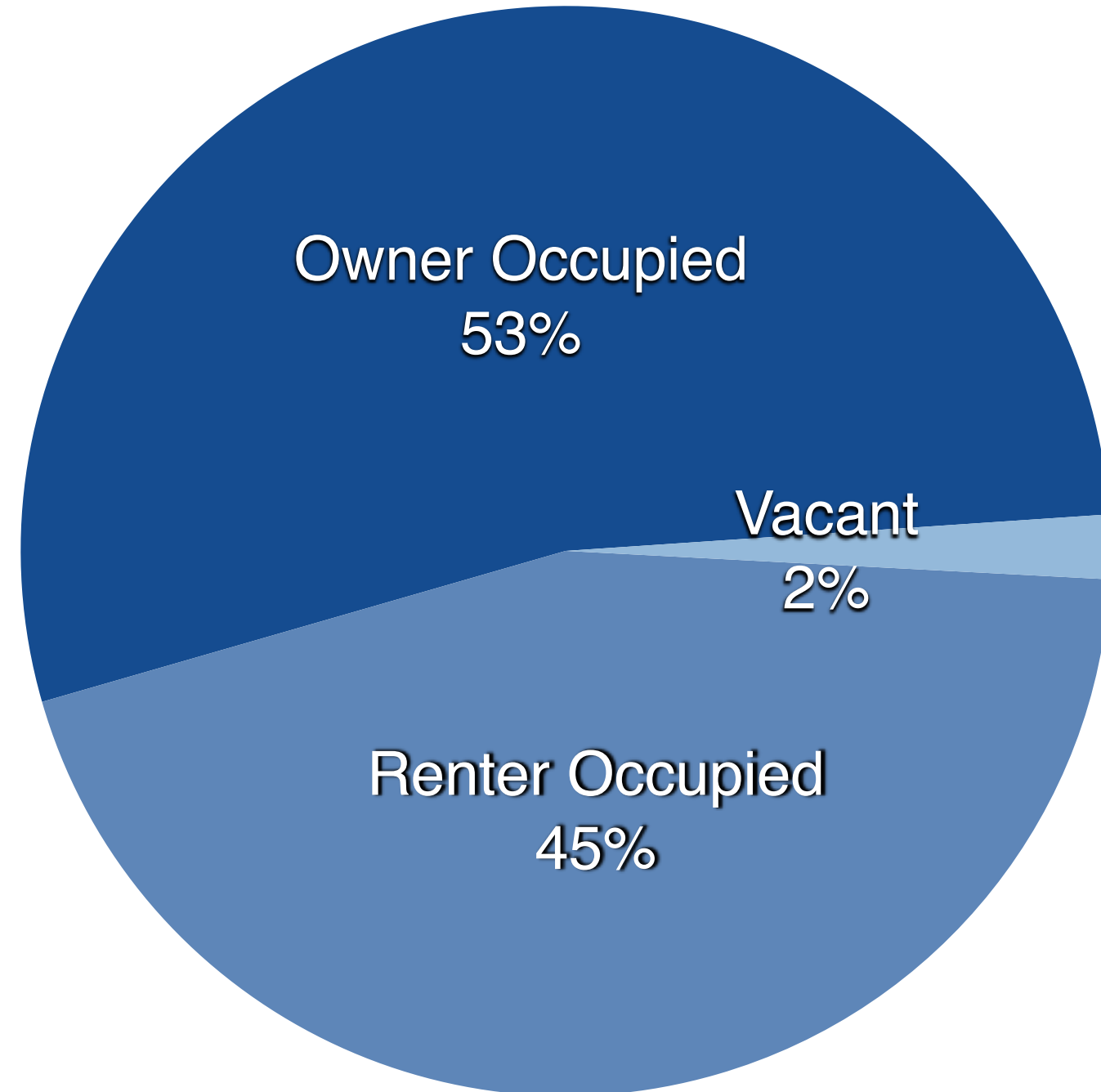


- The Study Area also has much higher educational attainment than Erie or Niagara Counties.
- In part, this may reflect the influence of the University at Buffalo.
- Also, it indicates a generally higher level of education among the households in the area.

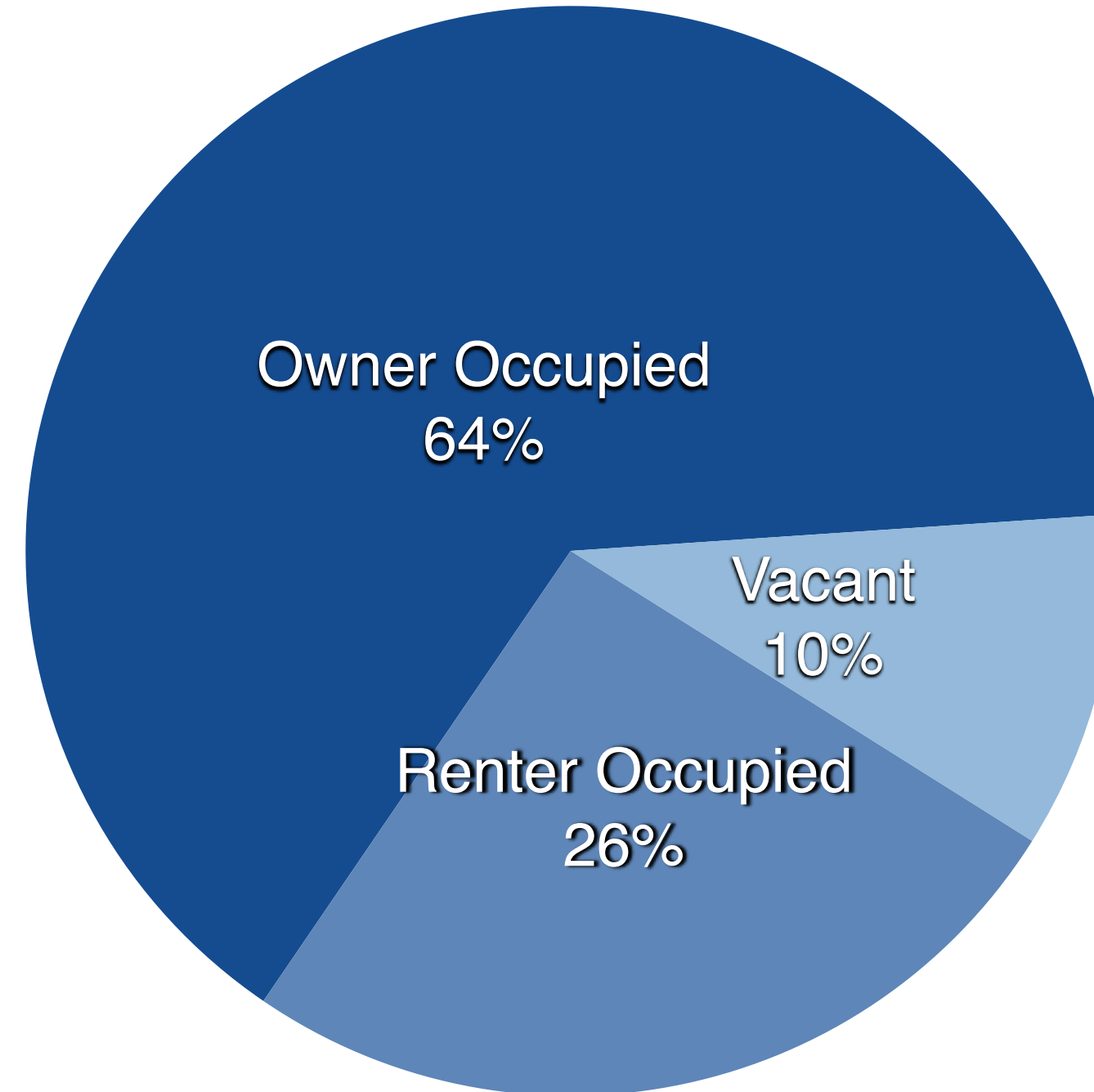
# Household Trends

# 2021 Housing Units

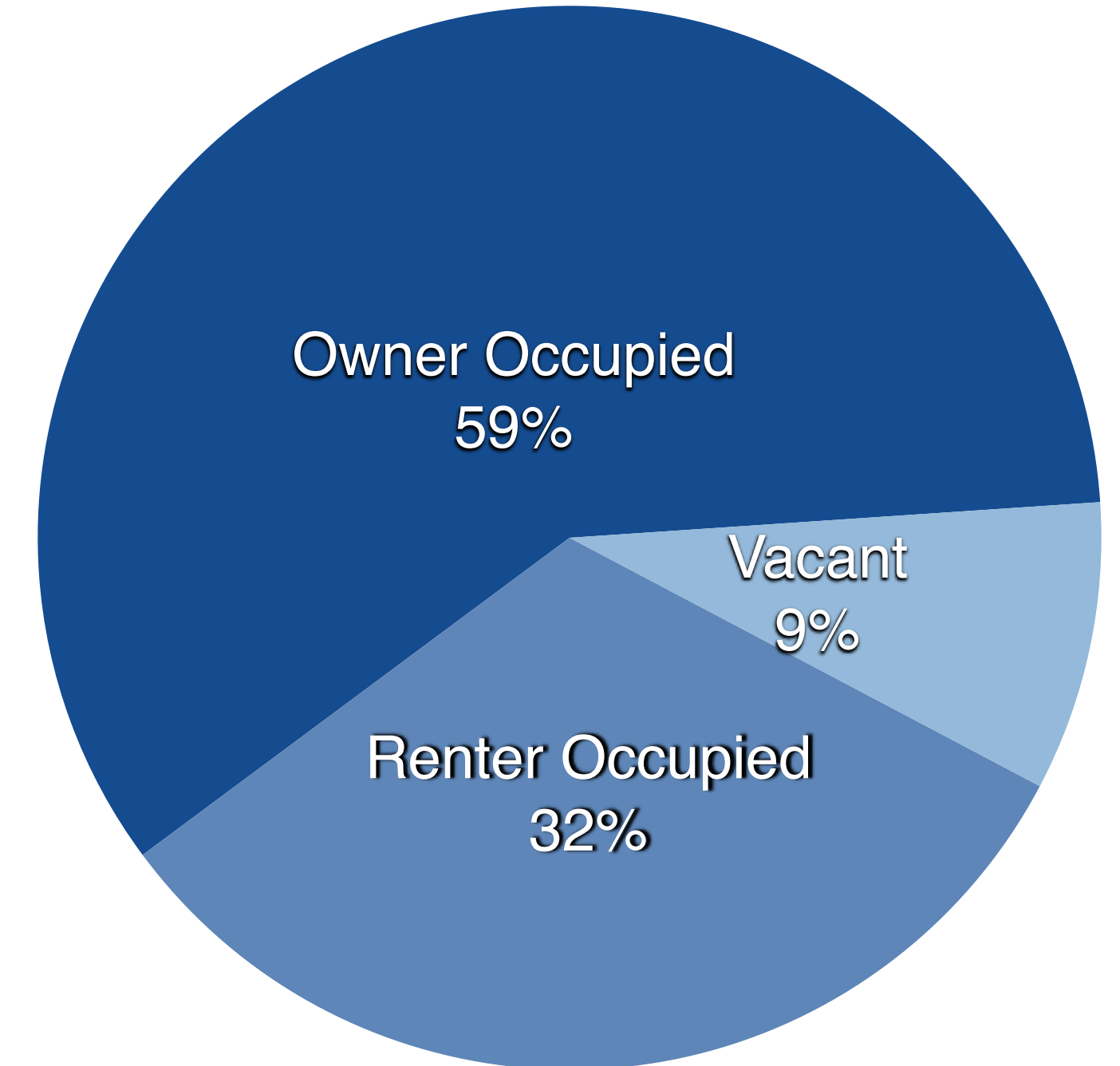
## Study Area



## Niagara County

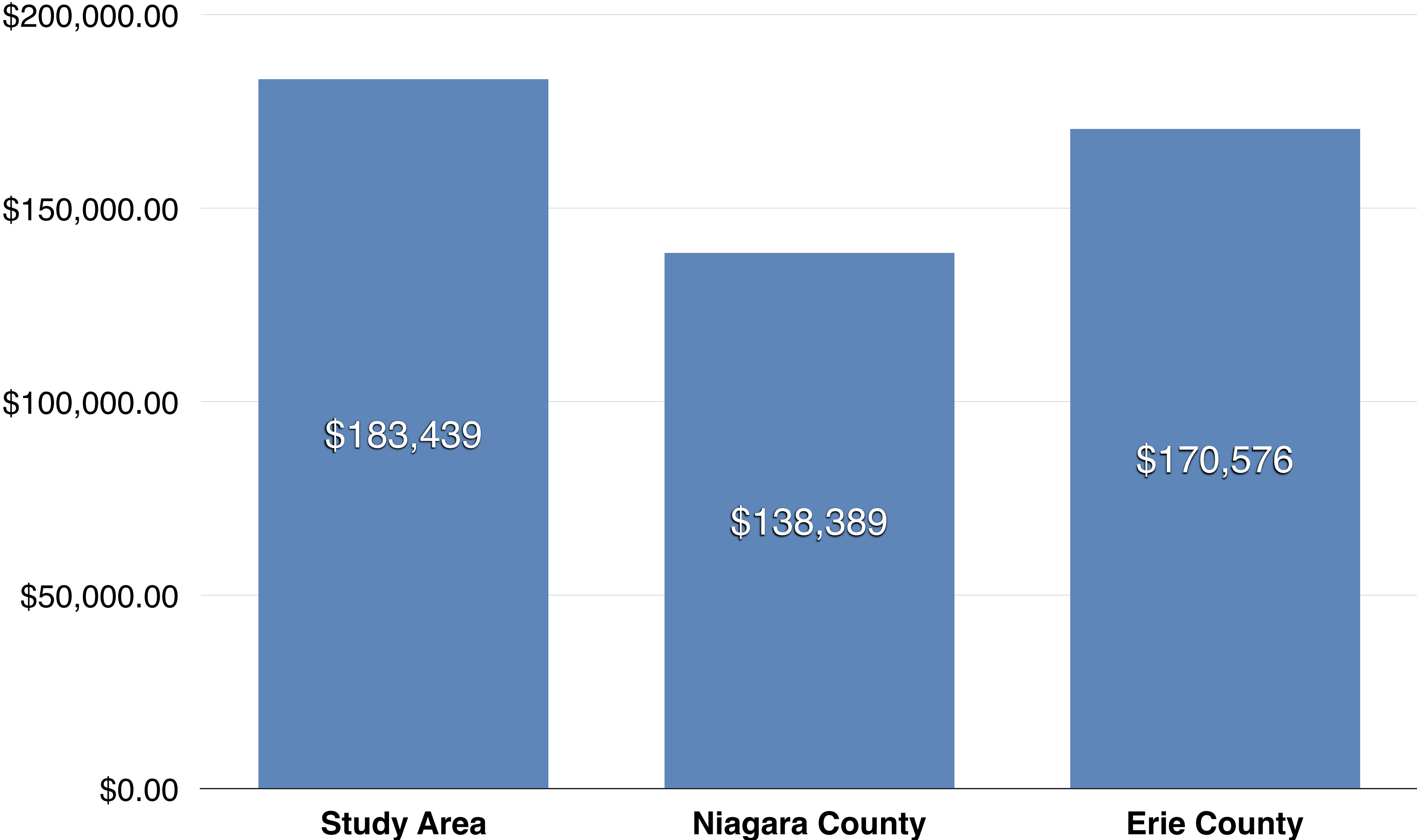


## Erie County



- Although Erie County and Niagara County follow typical patterns with around 60% to 64% of houses owned, the Study Area has a higher rate of rentals at 45% with only 53% owned.
- This both follows national trends, and reflects the presence of student housing.

# 2021 Median Home Value



Source: ESRI, US Census Bureau, and G Kellogg & Co



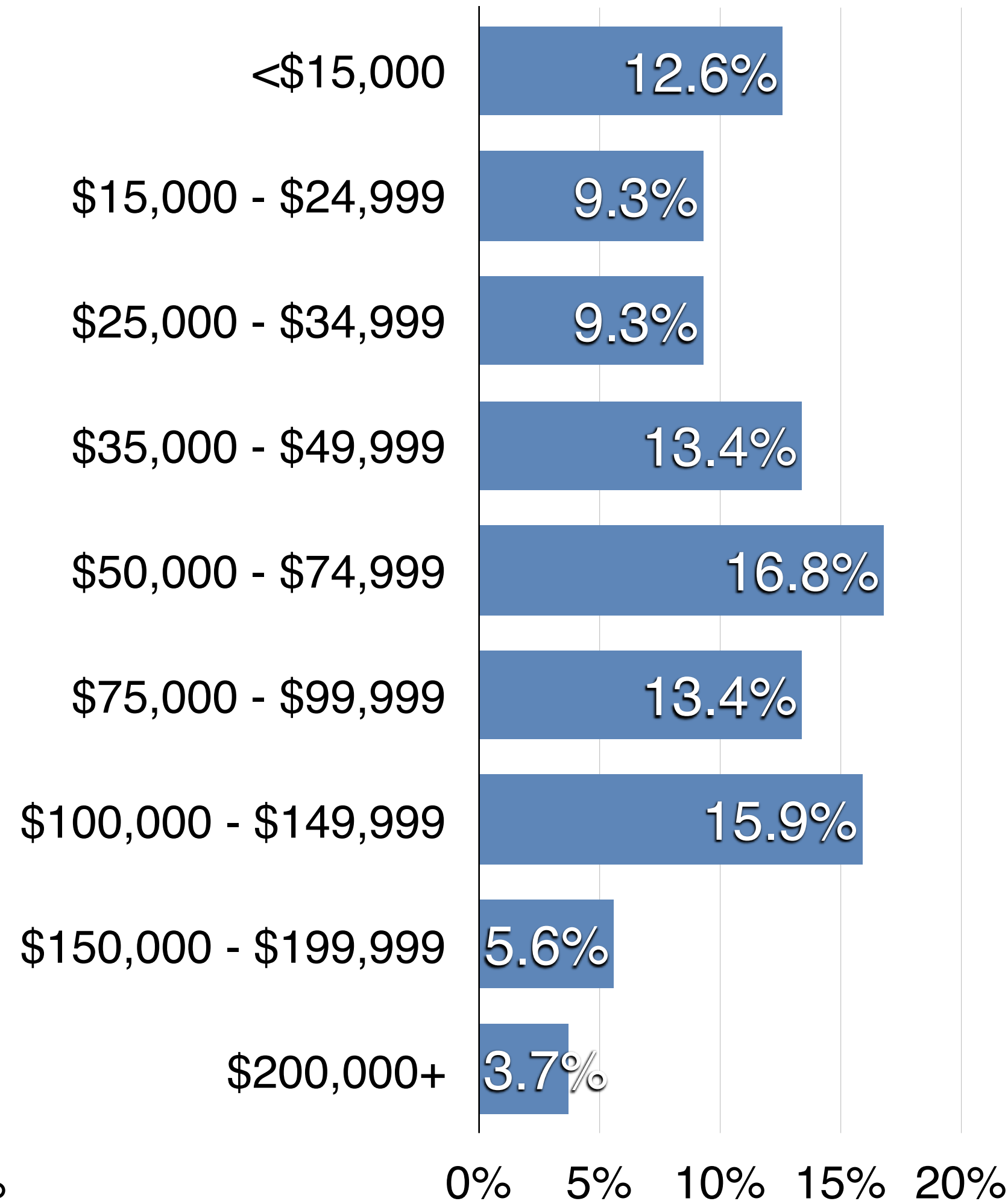
- Parallel to the higher trend in education, housing in the area is more expensive than the county average.
- However, the average household income is slightly lower at \$72,000 than the County average of \$80,000: likely an impact of student households.

# Percentage of Households by Income 2021

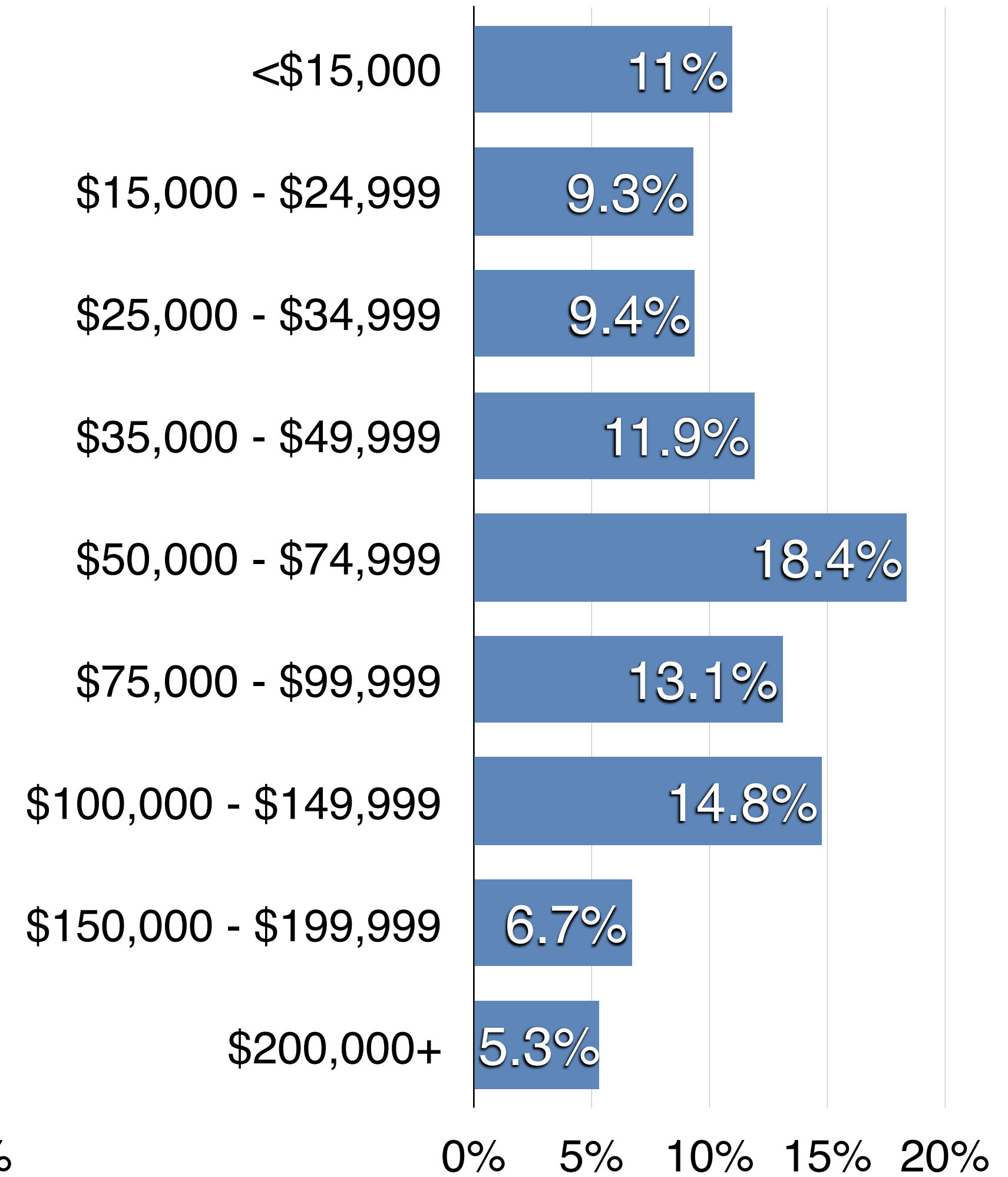
## Study Area 2021



## Niagara County 2021



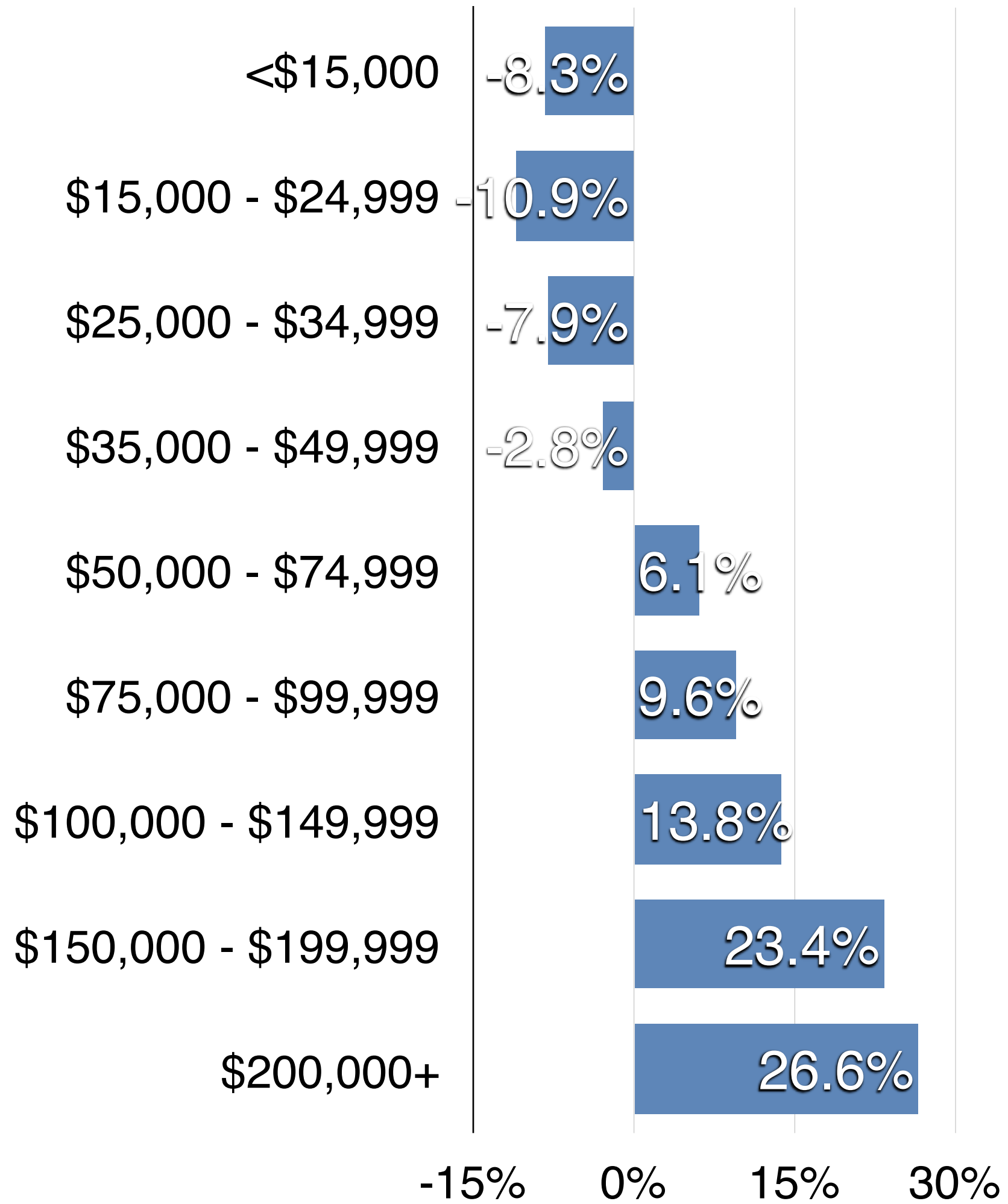
## Erie County 2021



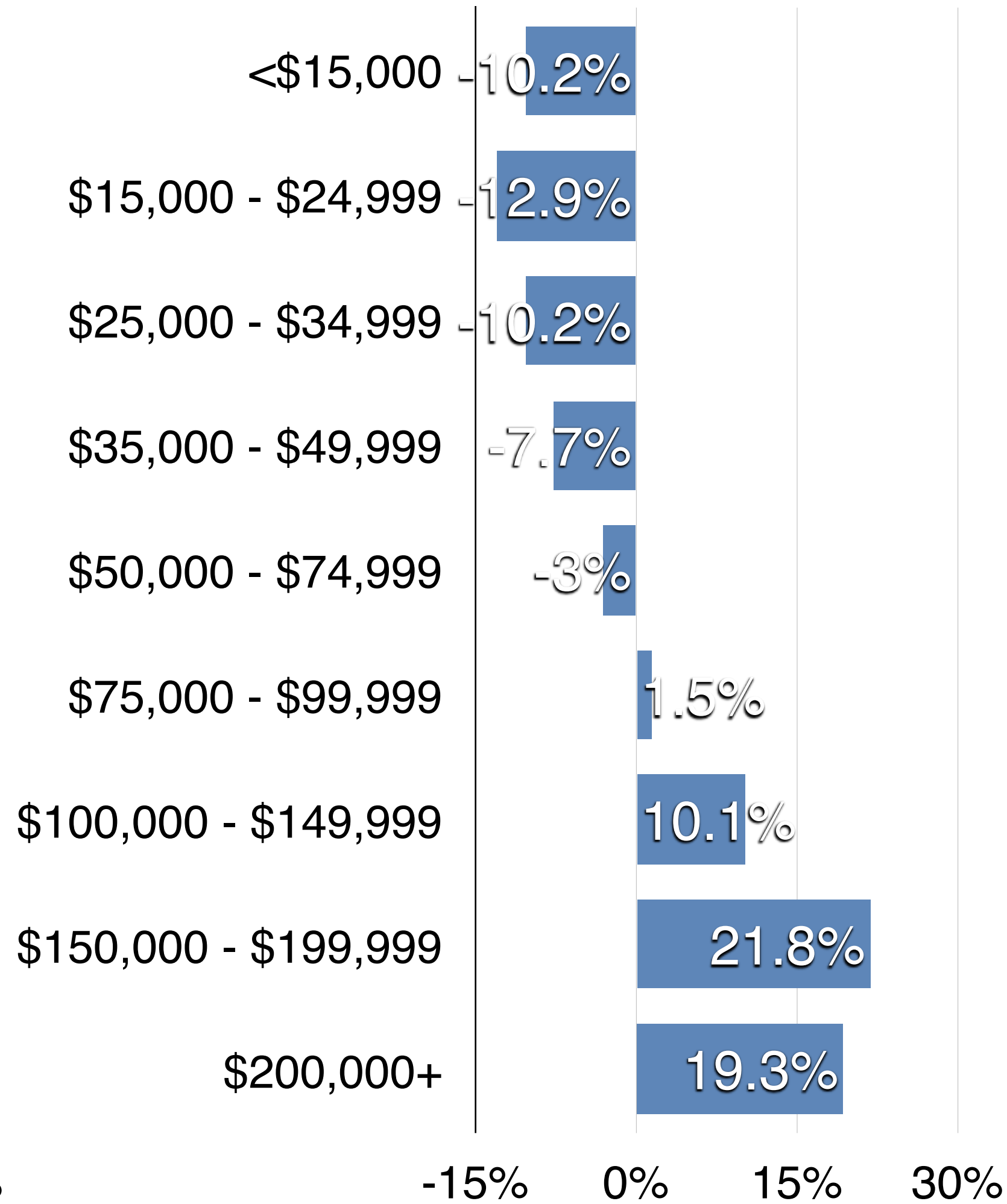
Source: ESRI, US Census Bureau, and G Kellogg & Co

# Projected Change in Percentage of Households by Income 2021-2026

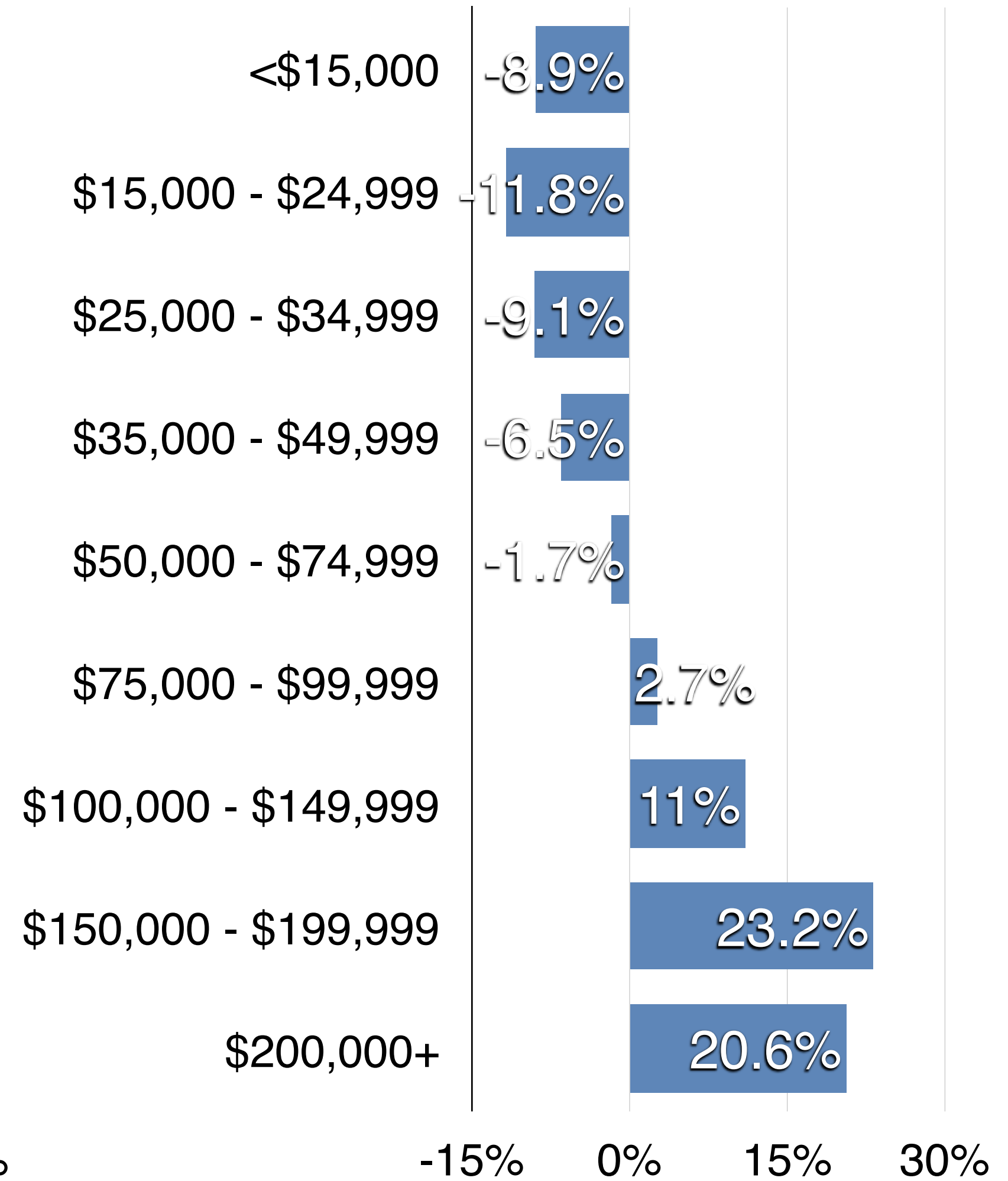
## Study Area 2021-2026



## Niagara County 2021-2026



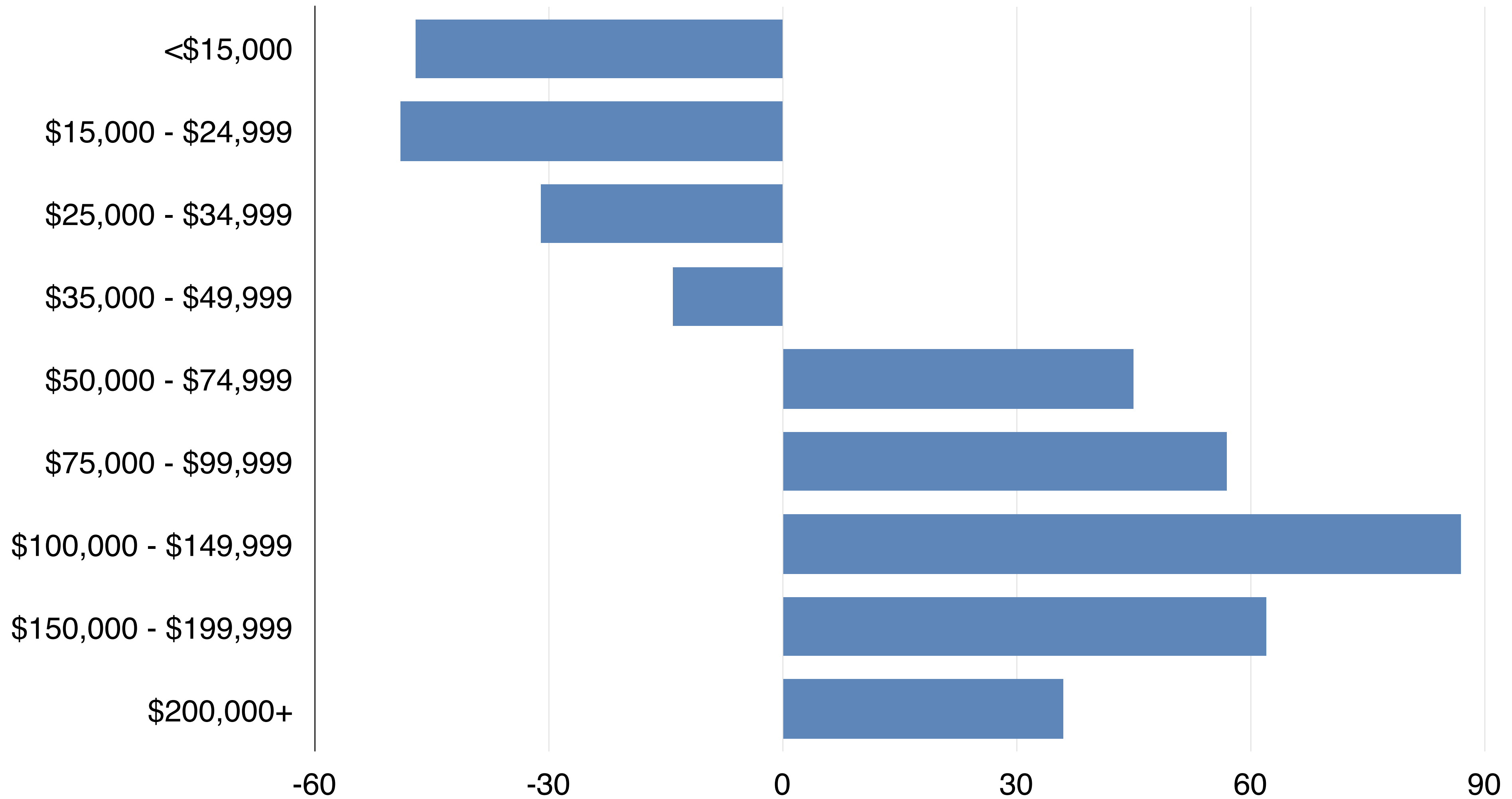
## Erie County 2021-2026



Source: ESRI, US Census Bureau, and G Kellogg & Co

- Projected change in the county as well as the Study Area anticipates a loss of lower income households and increase in middle and higher income households.

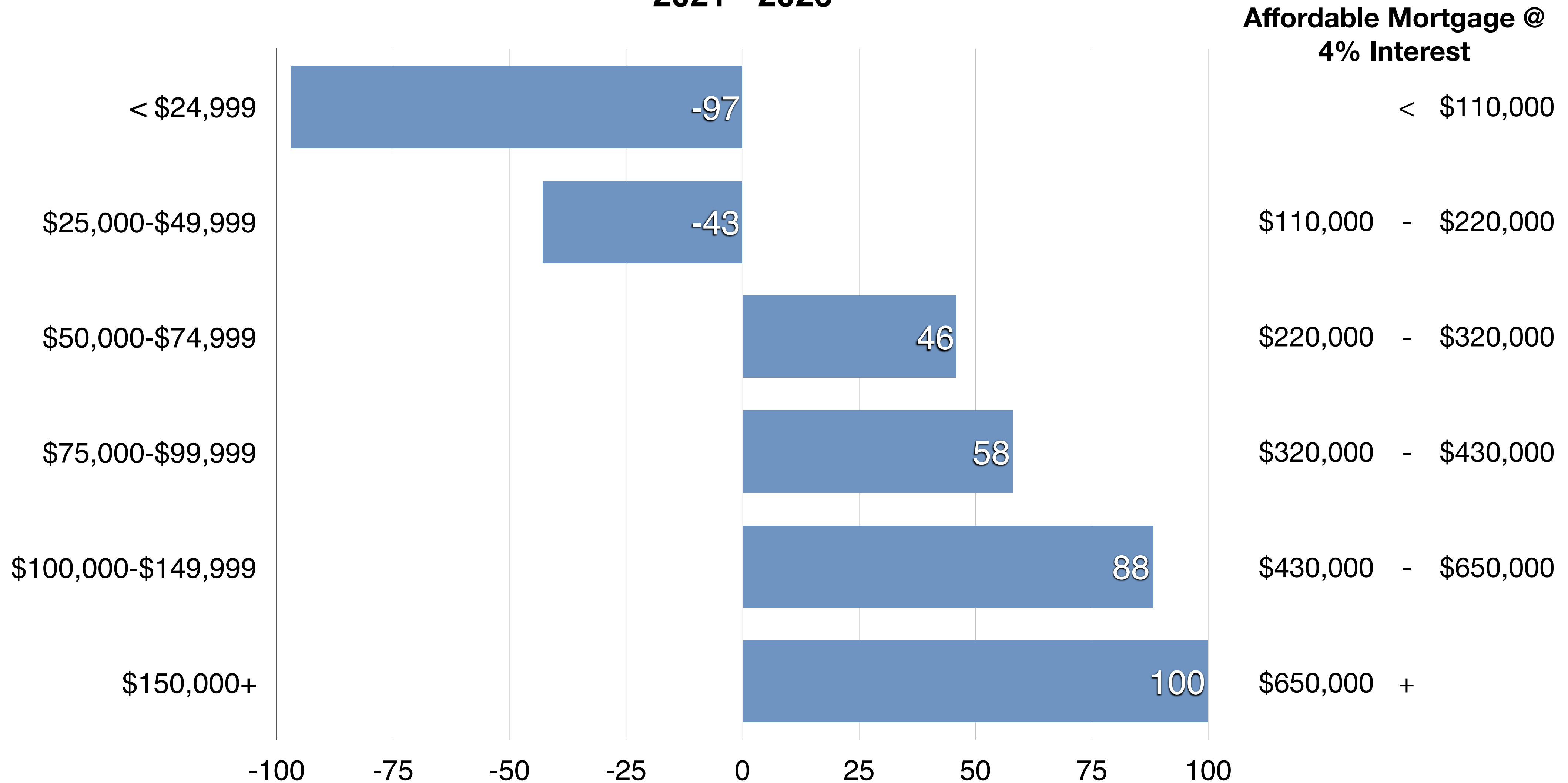
## Projected Study Area Change in Households by Income 2021-2026



Source: ESRI, US Census Bureau, and G Kellogg & Co

- The projected change in households and income can be translated in to change in housing demand by affordability.
- Projections suggest a demand for 150 new homes in 5 years; a healthy .7% annual growth rate.

## Projected Study Area Change in Households by Income 2021 - 2026



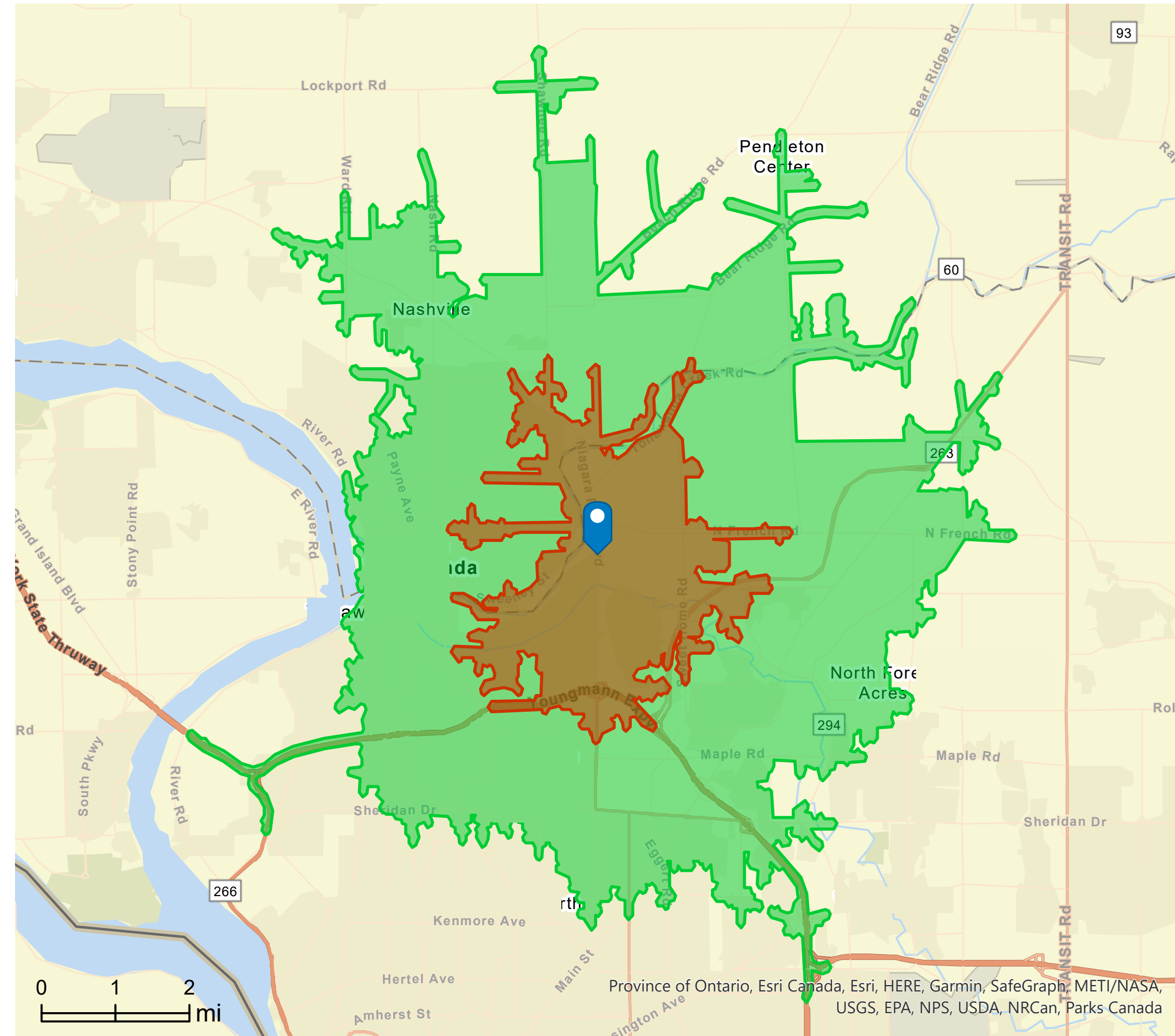
Source: ESRI, US Census Bureau, and G Kellogg & Co

Retail



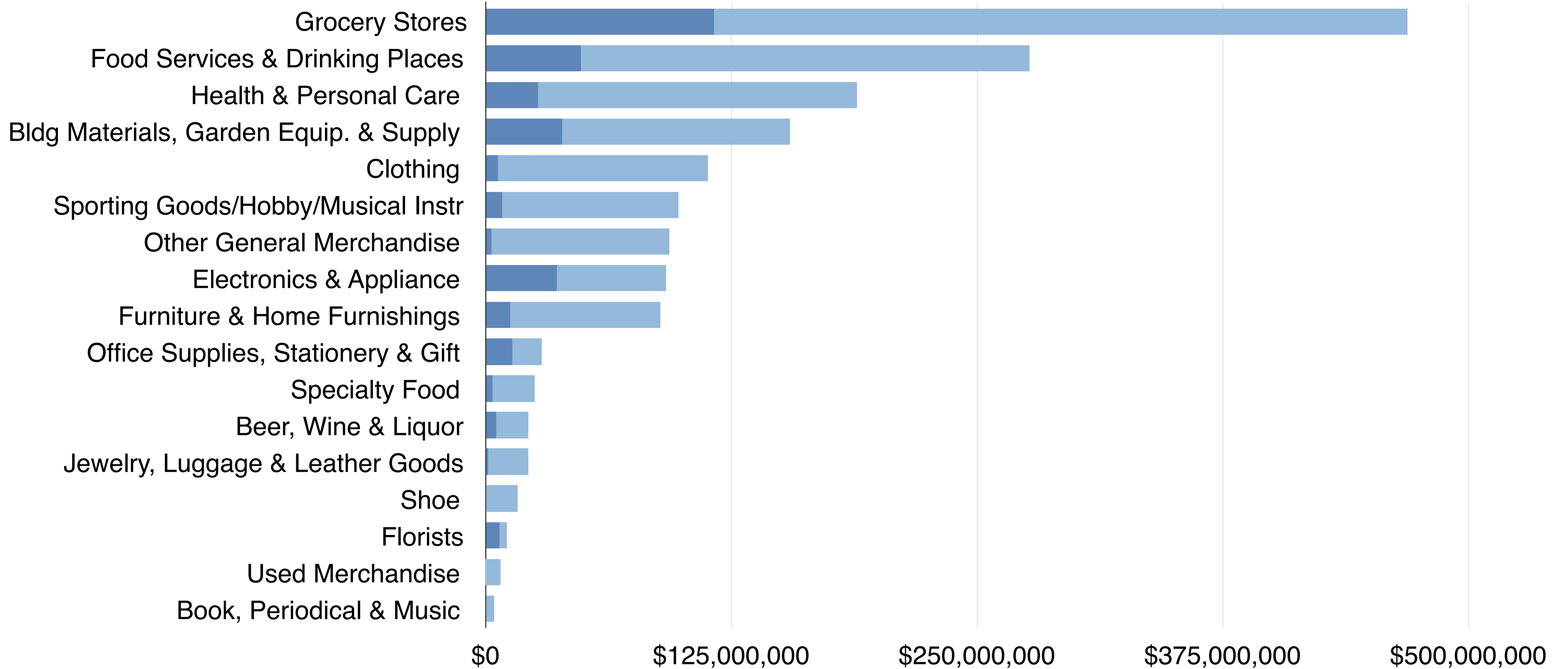
# Study Area

## 5 and 10 minute driving radius



# Retail Supply (2017)

■ 5 Minute ■ 10 Minute

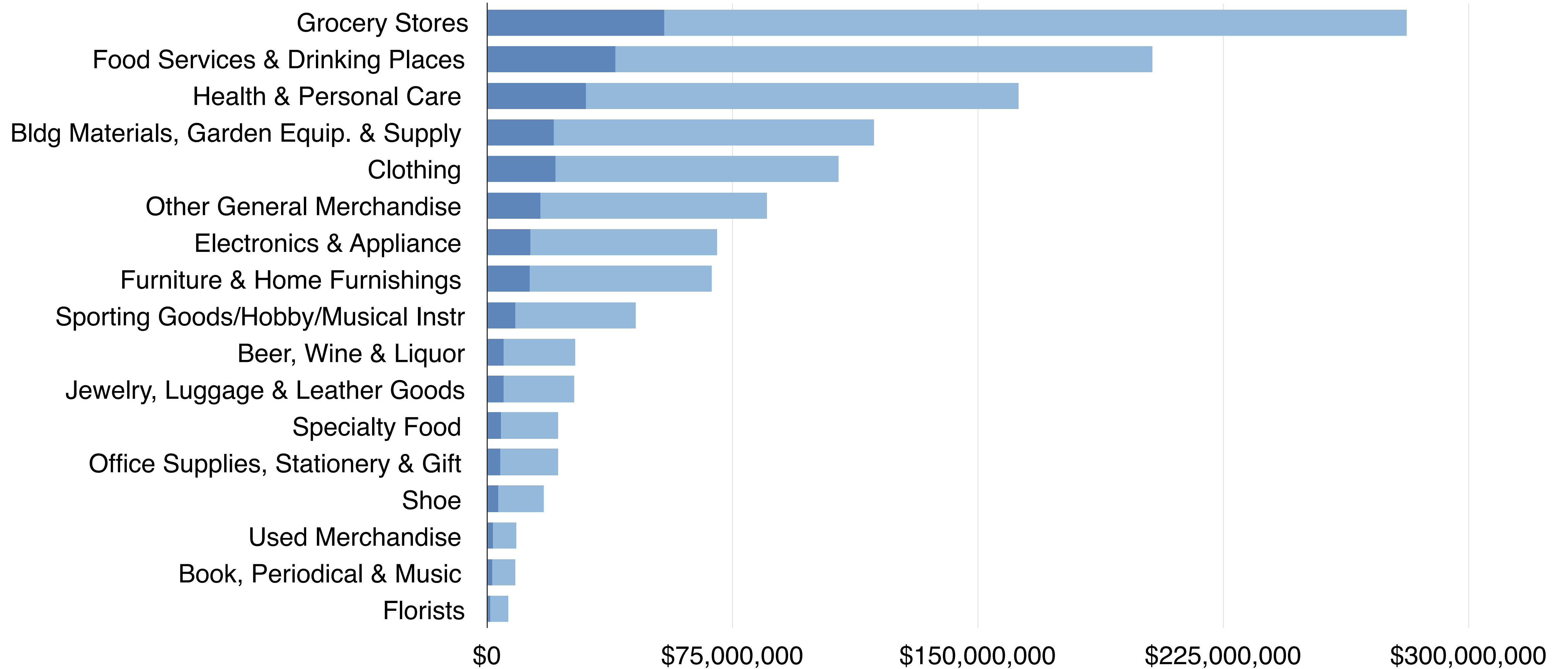


Source: ESRI & Infogroup, and G. Kellogg & Co.

- Several prominent grocery stores are located in the corridor.

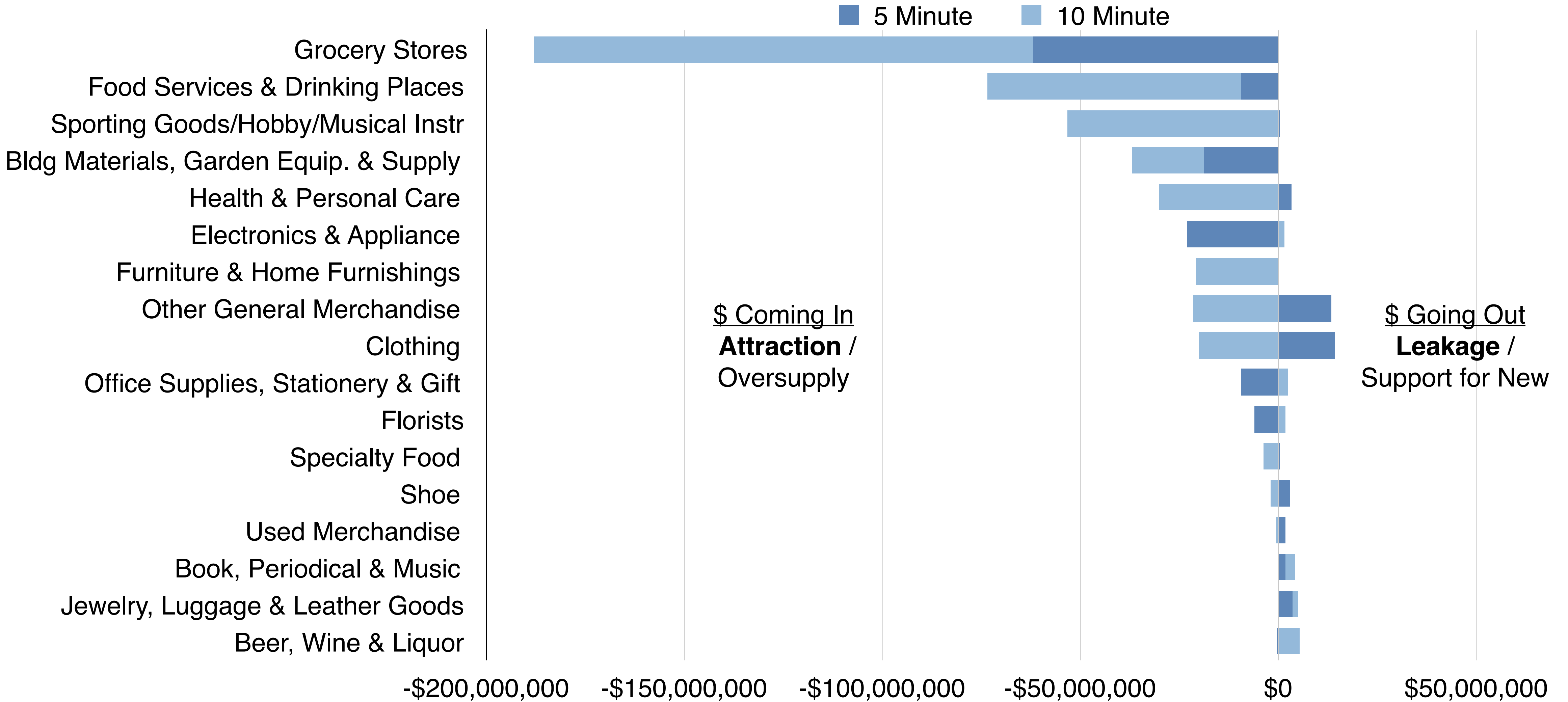
## Retail Demand (2017)

■ 5 Minute ■ 10 Minute



Source: ESRI & Infogroup, and G. Kellogg & Co.

# Retail Gap

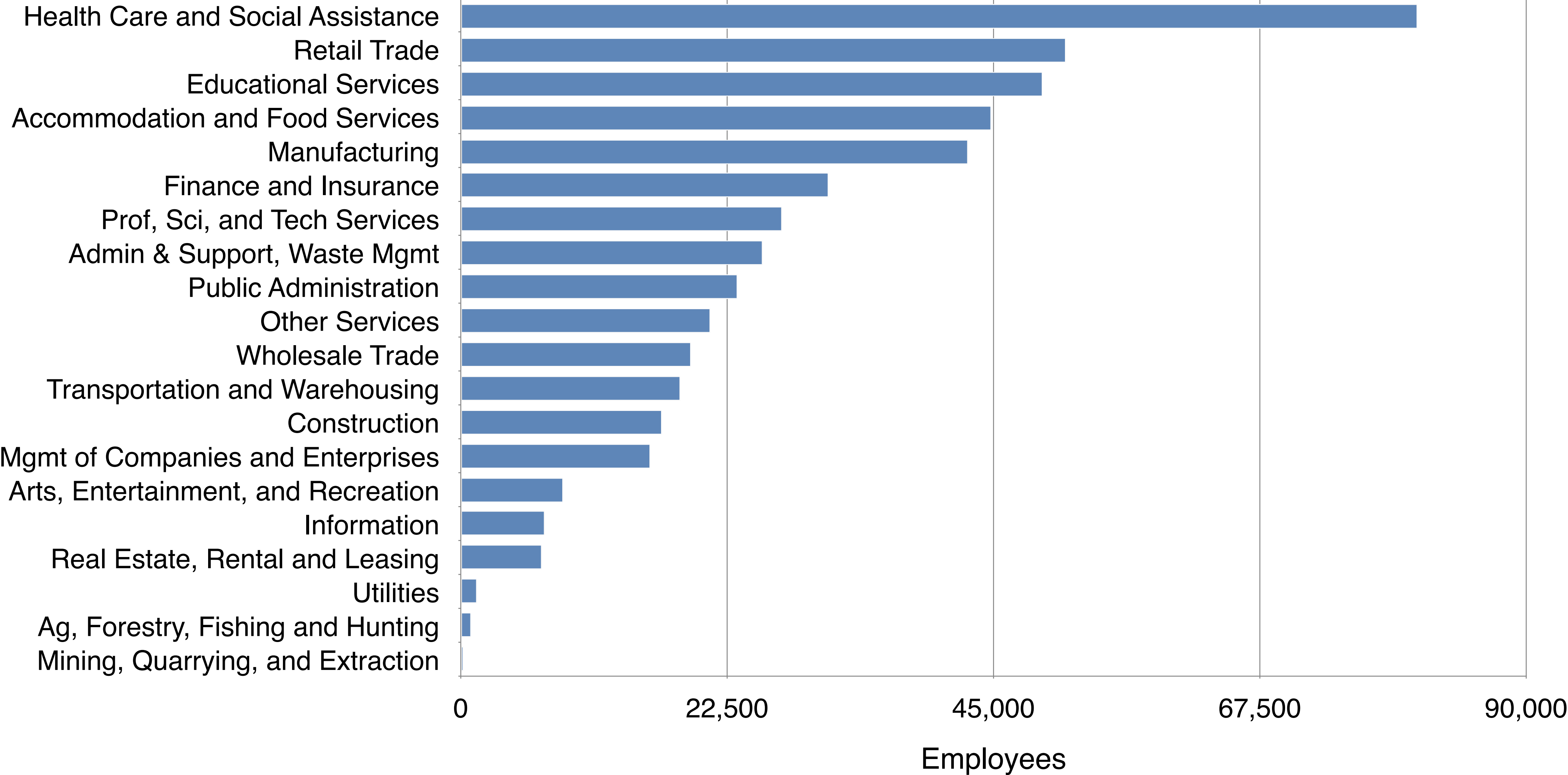


Source: ESRI & Infogroup, and G. Kellogg & Co.

- The gap analysis for the drive radius describes this area as saturated with retail, attracting more sales than local residents support.
- Planning for any future retail on the corridor should be based on either replacement of existing facilities or support from new residents or other uses.

Employment

# Erie County 2019 Employment

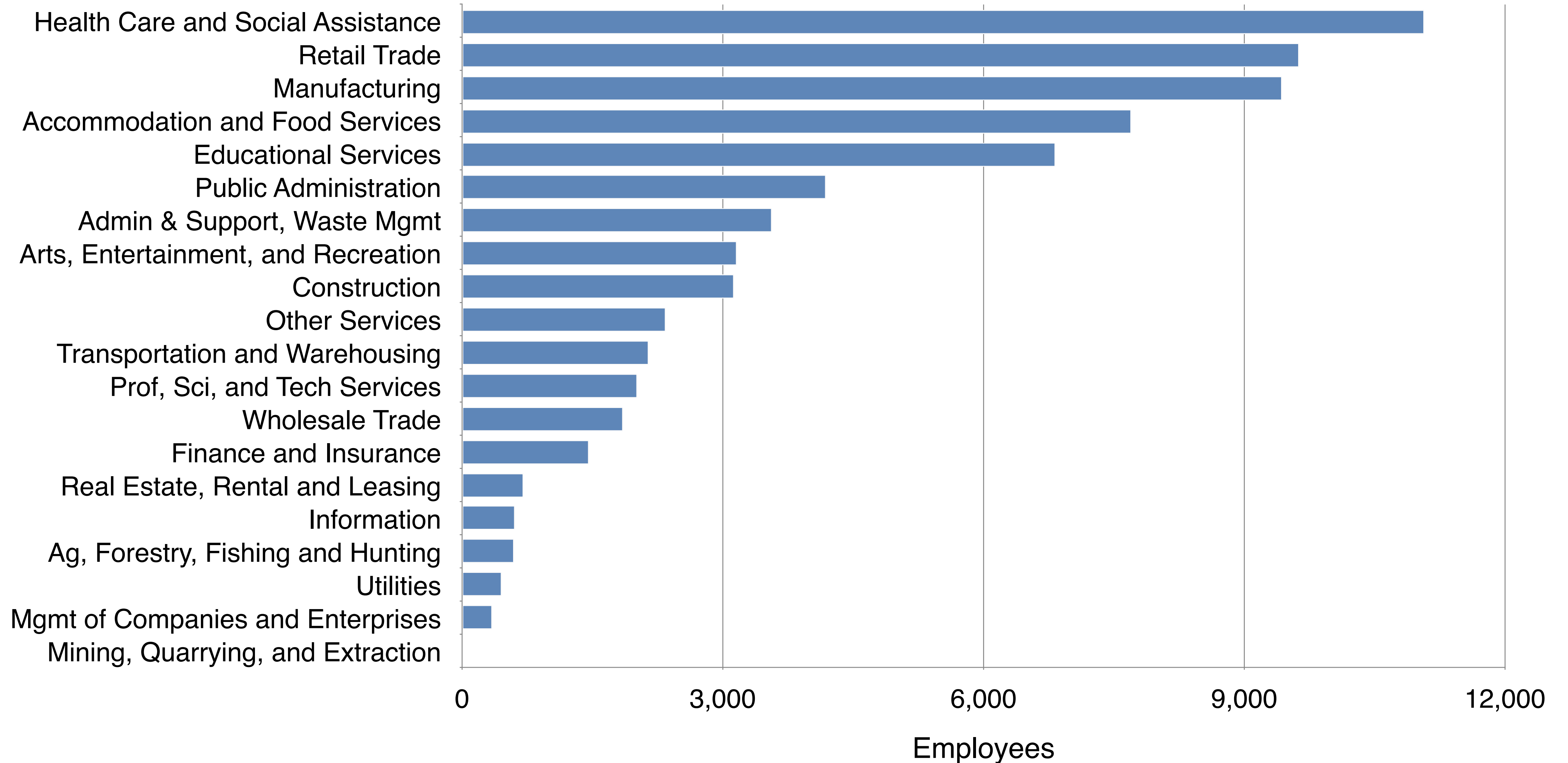


Source: US Census OnTheMap, G Kellogg & Co



- The largest sectors of Erie County Employment have been Health Care, Retail Trade, Education, Accommodation and Food Services, and Manufacturing.

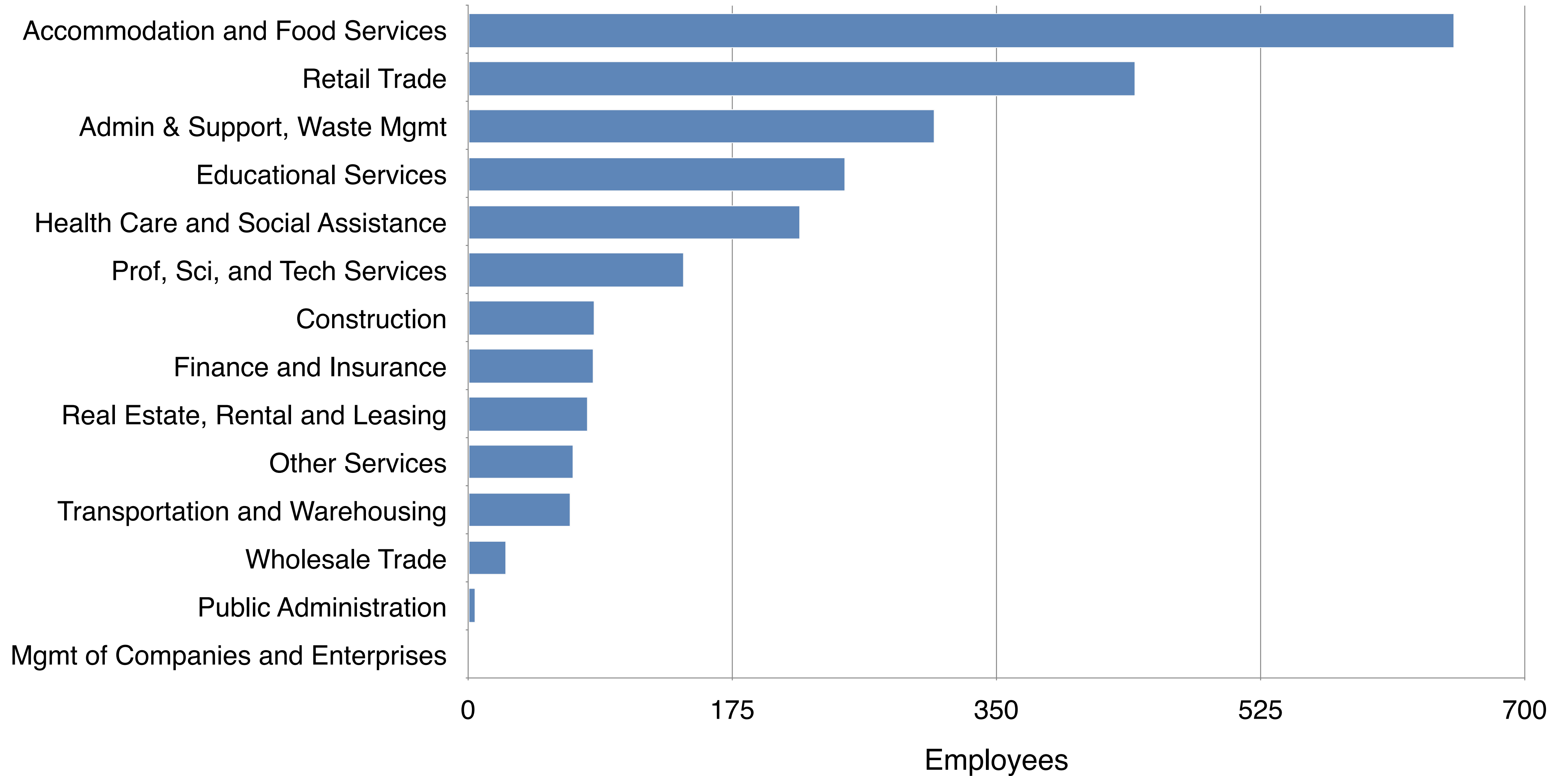
# Niagara County 2019 Employment



Source: US Census OnTheMap, G Kellogg & Co

- A similar list represents Employment in Niagara.

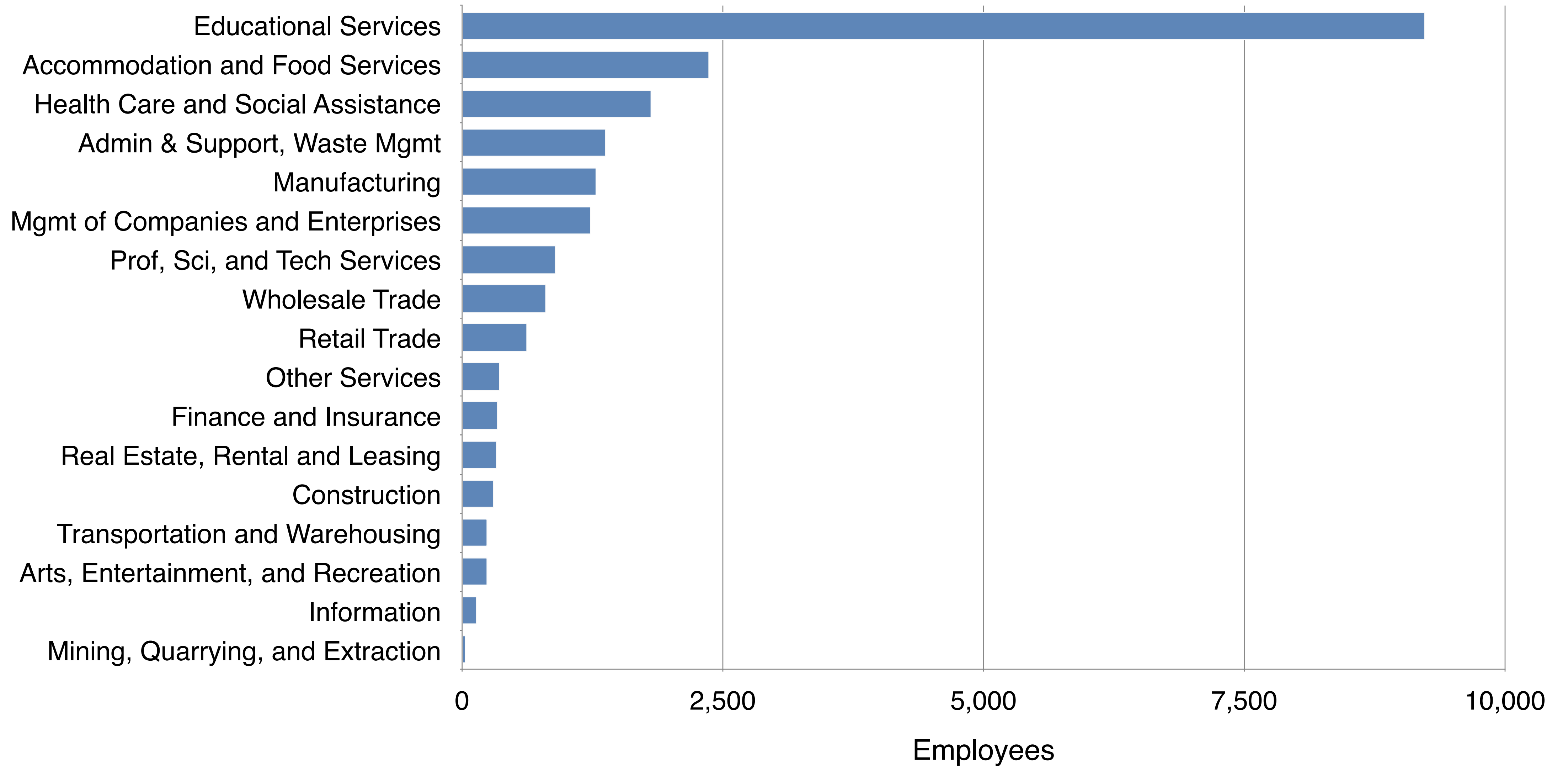
## Study Area 2019 Employment



Source: US Census OnTheMap, G Kellogg & Co

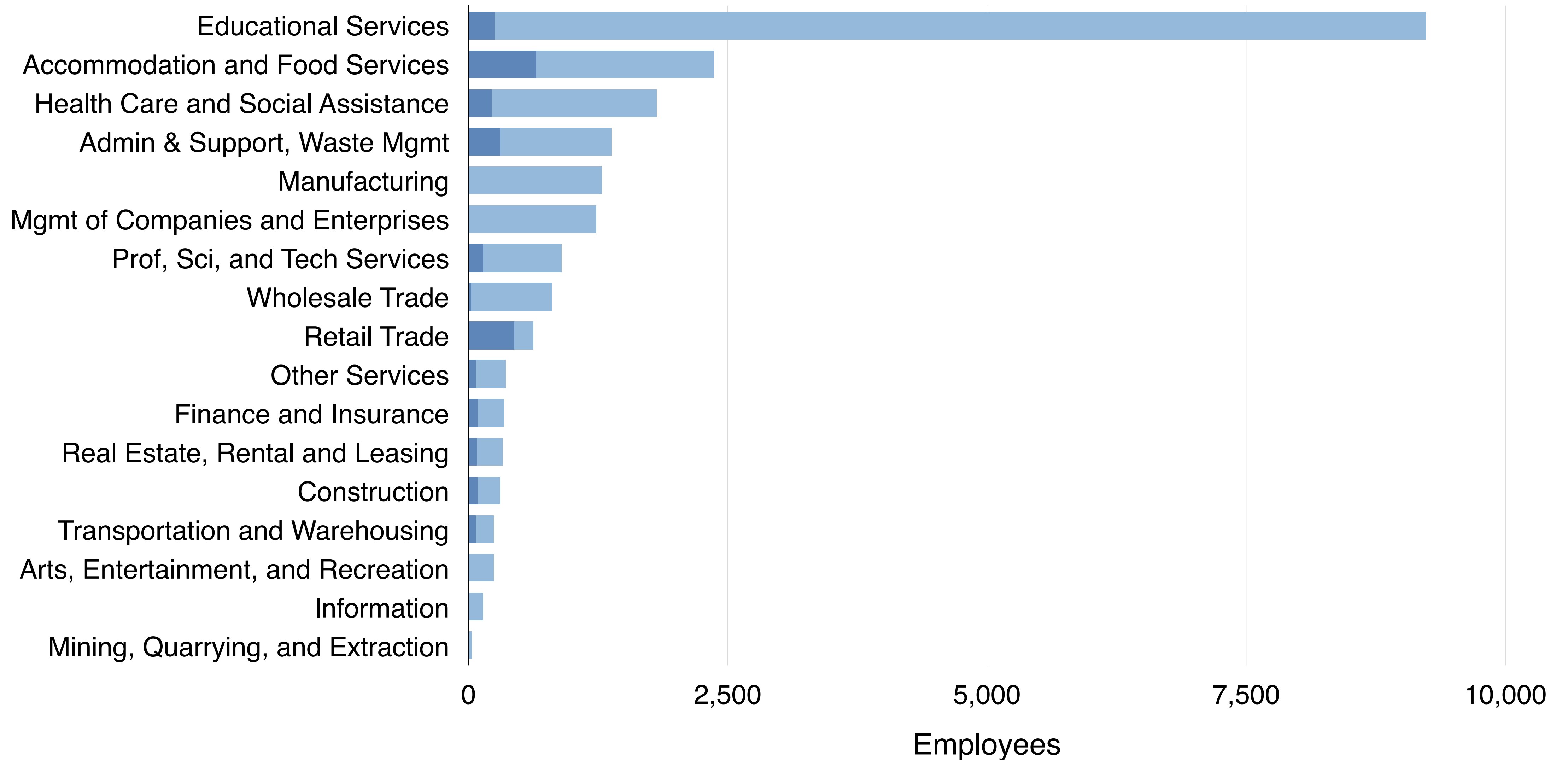
- Within the Study Area, the largest Employment sectors are Accommodation and Food Services and Retail Trade.

## Study Area+ 2019 Employment



Source: US Census OnTheMap, G Kellogg & Co

## Study Area+ 2019 Employment

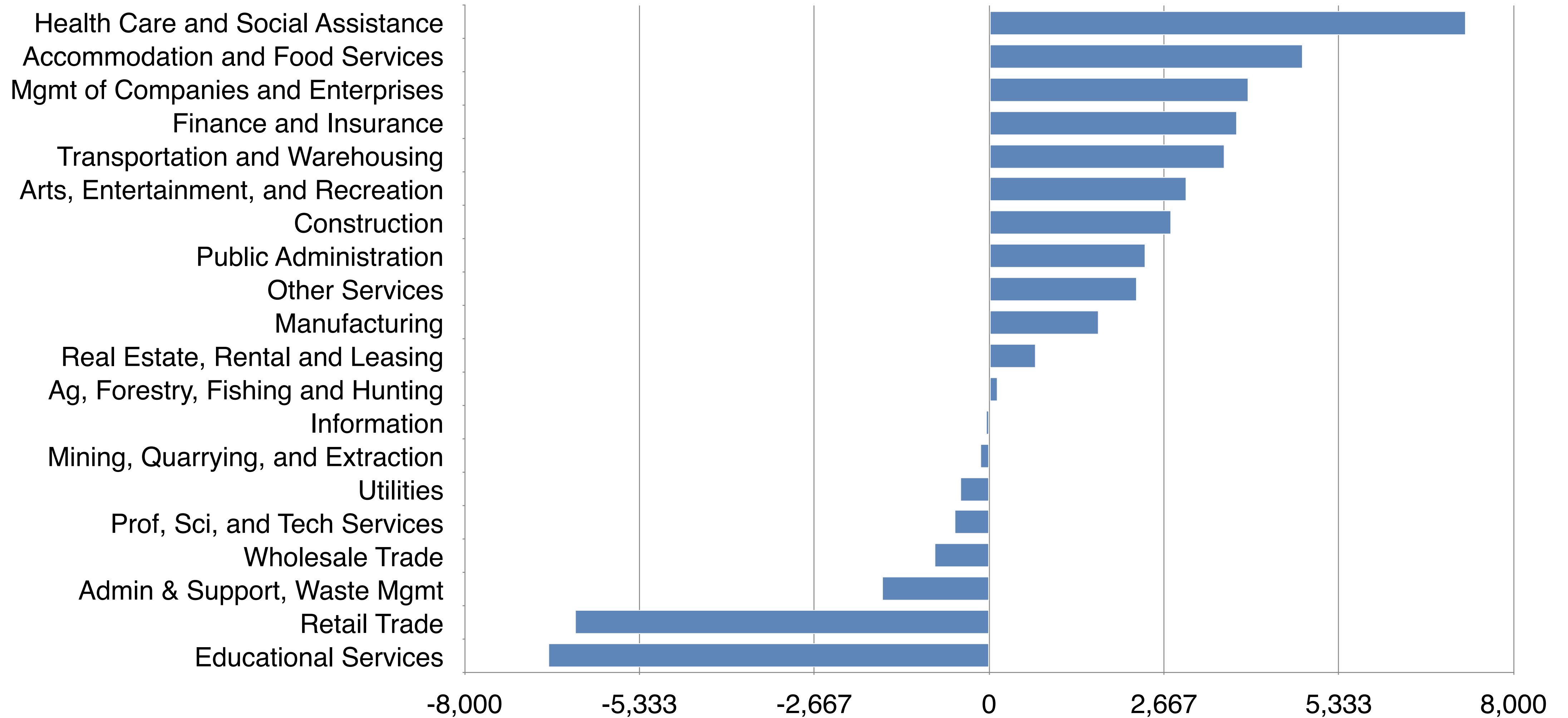


Source: US Census OnTheMap, G Kellogg & Co

- Including the Creekside Industrial Area and University of Buffalo, Education becomes the leading employment category with large numbers of employees in Accommodation and Food Services, Health Care, Administration and Waste Management, Manufacturing, and Management of Companies.



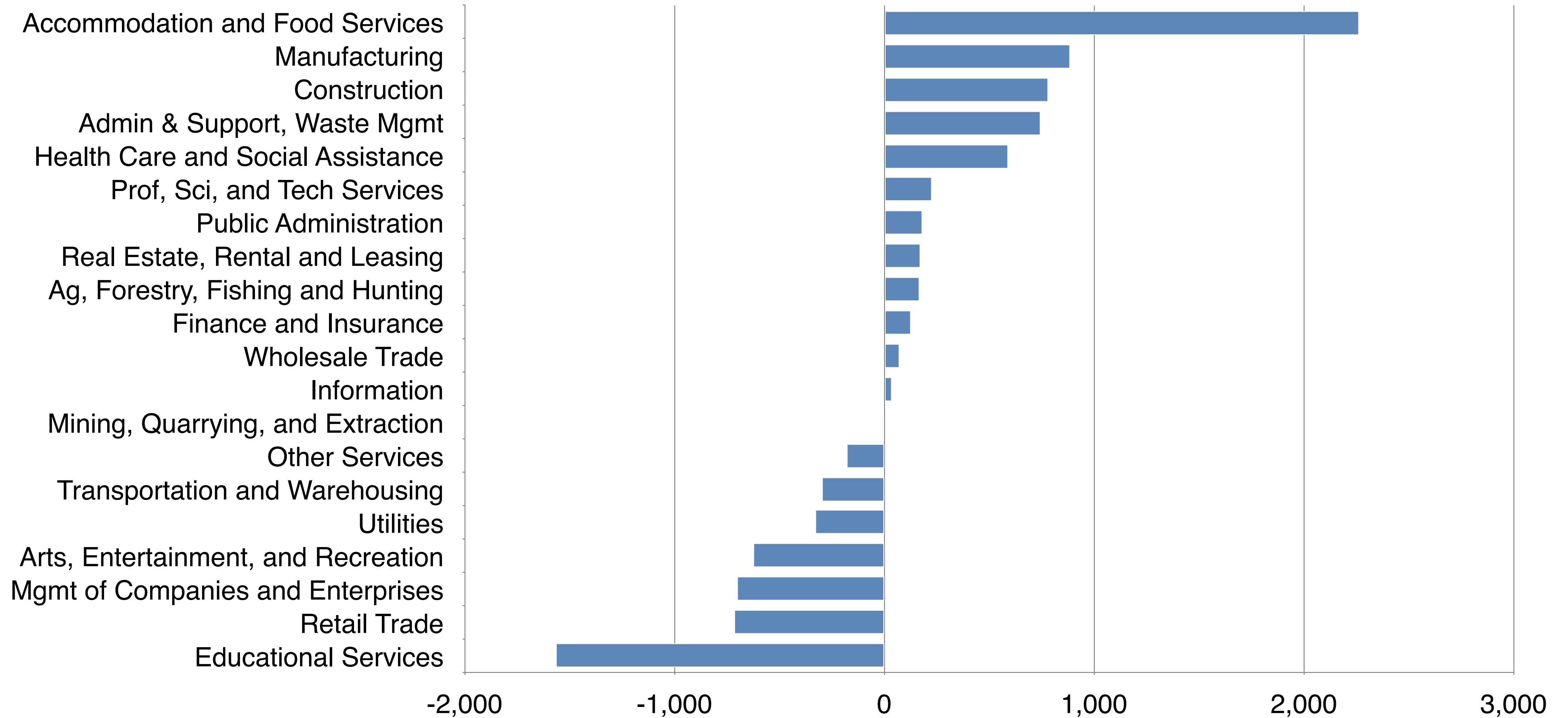
## Change in Erie County Employment 2010-2019



Source: US Census OnTheMap, G Kellogg & Co

- The last decade in Erie County has seen growth led by Health Care.
- Losses are recorded in Retail Trade and Education.
- Retail Trade has been losing ground to on-line shopping.
- We understand that Erie County lost a number of Catholic Schools and that (parallel to the national trend) as household size is shrinking, public schools are consolidating.

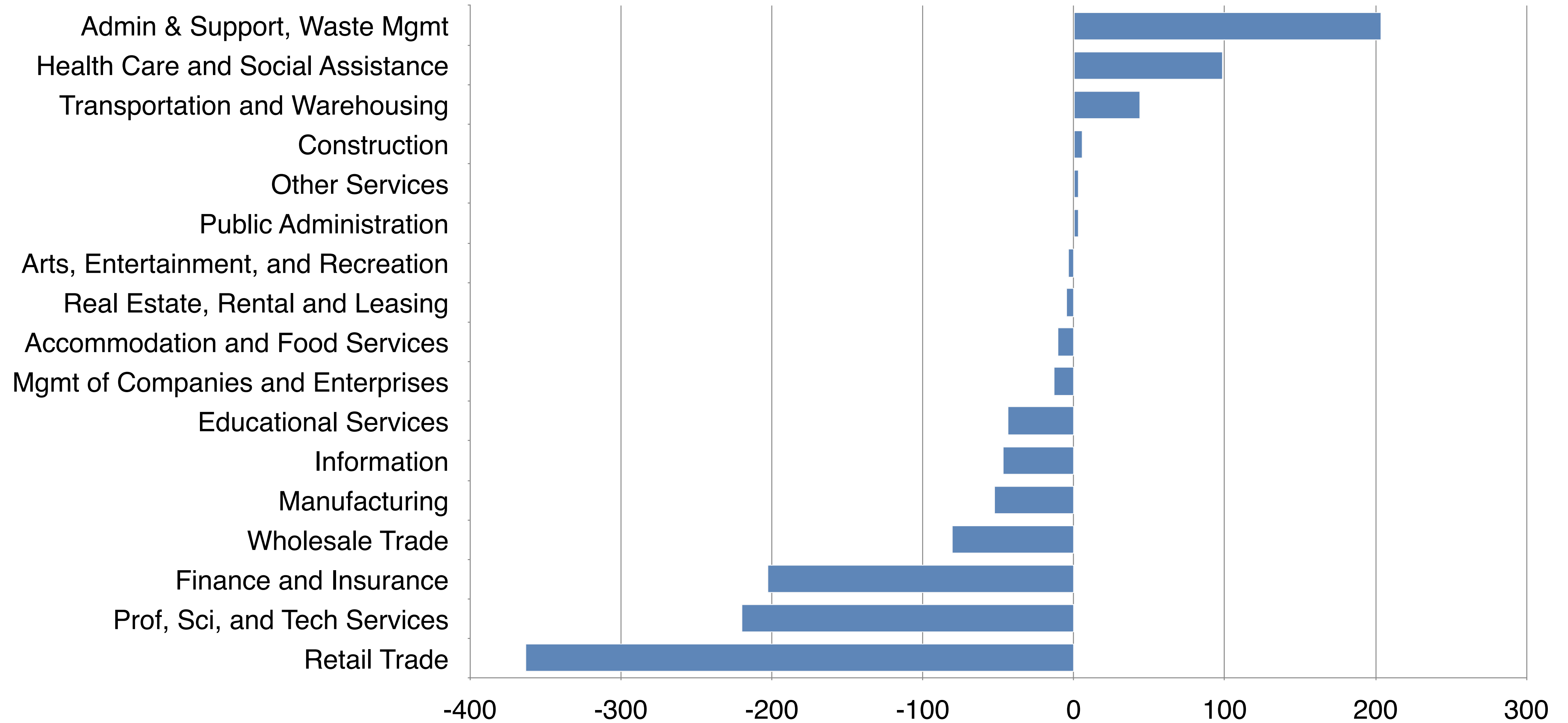
## Change in Niagara County Employment 2010-2019



Source: US Census OnTheMap, G Kellogg & Co

- Employment Niagara was led by growth in Accommodation and Food Services and witnessed a similar contraction in Education employment to Erie.

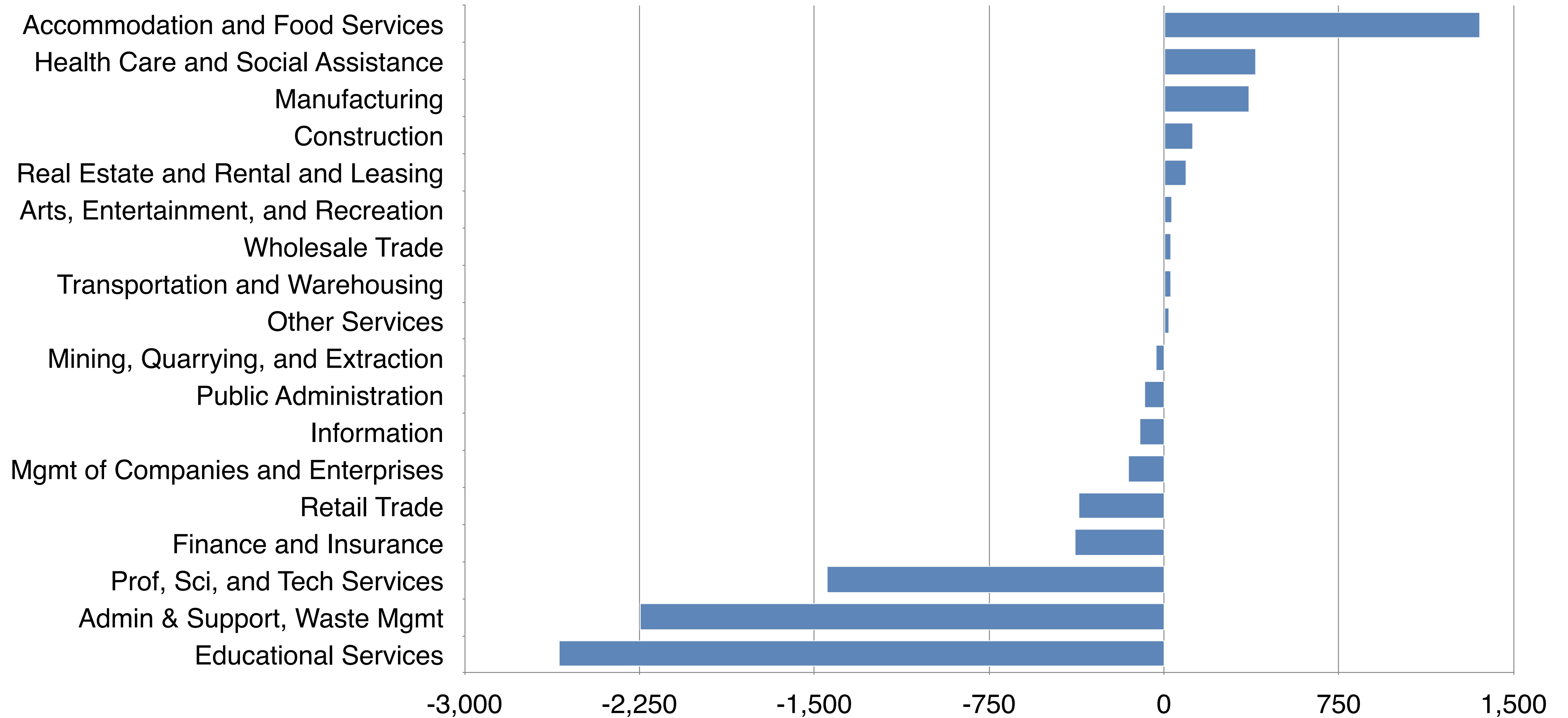
## Change in Study Area Employment 2010-2019



Source: US Census OnTheMap, G Kellogg & Co

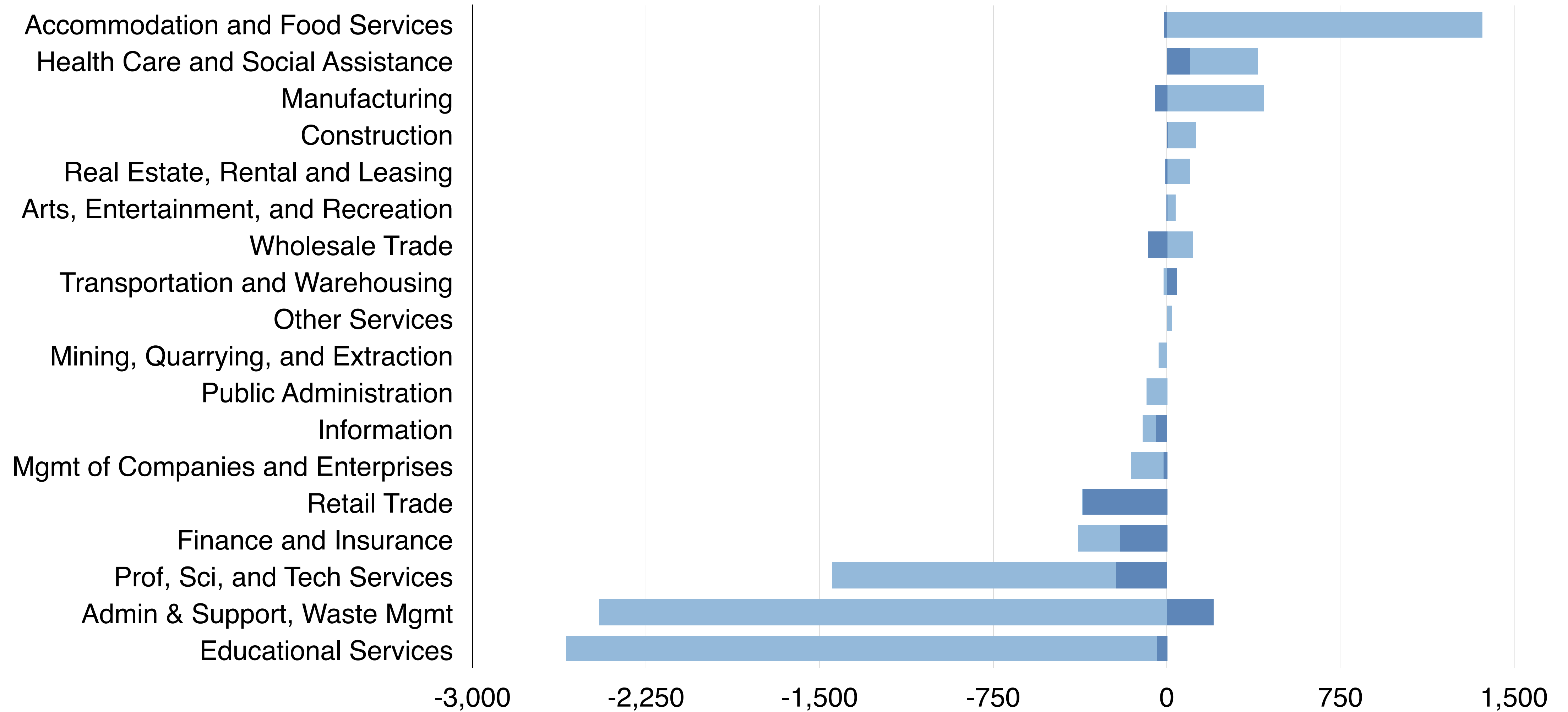
- Employment growth in the Study Area was led by Administrative Support & Waste Management. (This is a confusing category and does not lead us to helpful conclusions.)
- Like the rest of the county, losses were led by Retail Trade, and only a smaller percentage of Education jobs were lost.

## Change in Study Area+ Employment 2010-2019



Source: US Census OnTheMap, G Kellogg & Co

## Change in Study Area+ Employment 2010-2019

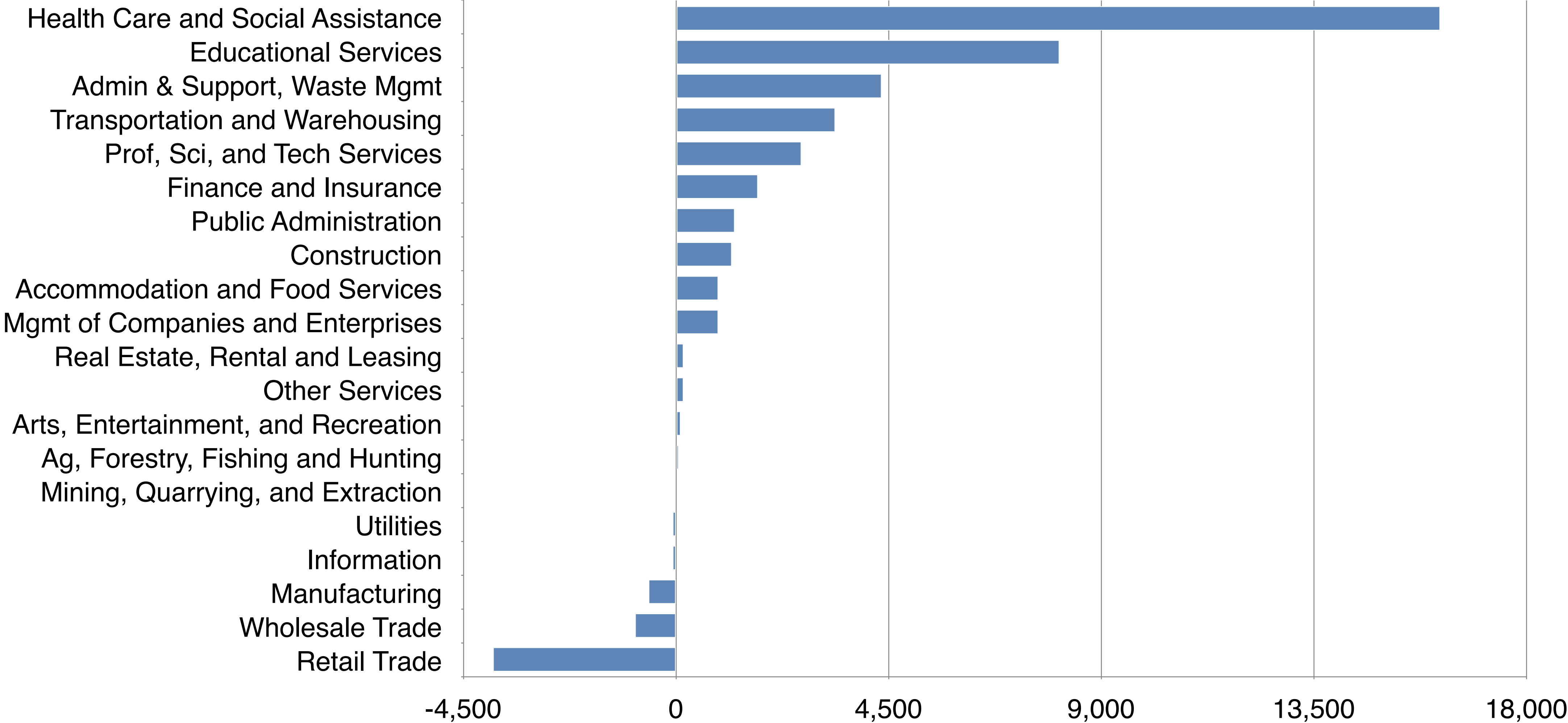


Source: US Census OnTheMap, G Kellogg & Co



- In the larger area, Accommodation and Food Services led growth with additional gains in Health Care and Manufacturing.
- Losses in Education and Professional, Scientific and Technical Services were substantial.
- Although the study area grew from Admin & Waste Management, the larger area saw a major decrease in employment in this category.

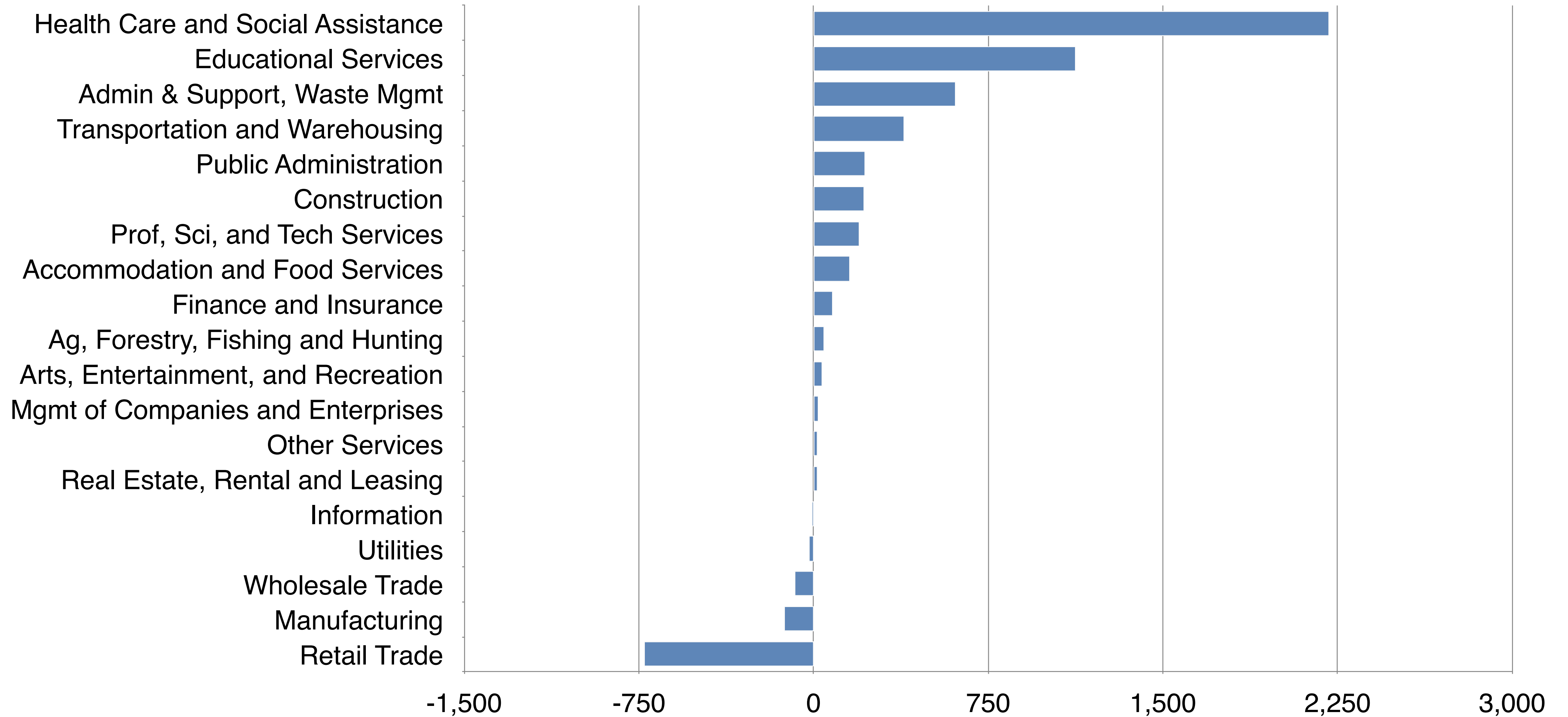
# Projected Change in Erie County Employment 2019-2028



Source: NY State Department of Labor, US Census OnTheMap, G Kellogg & Co

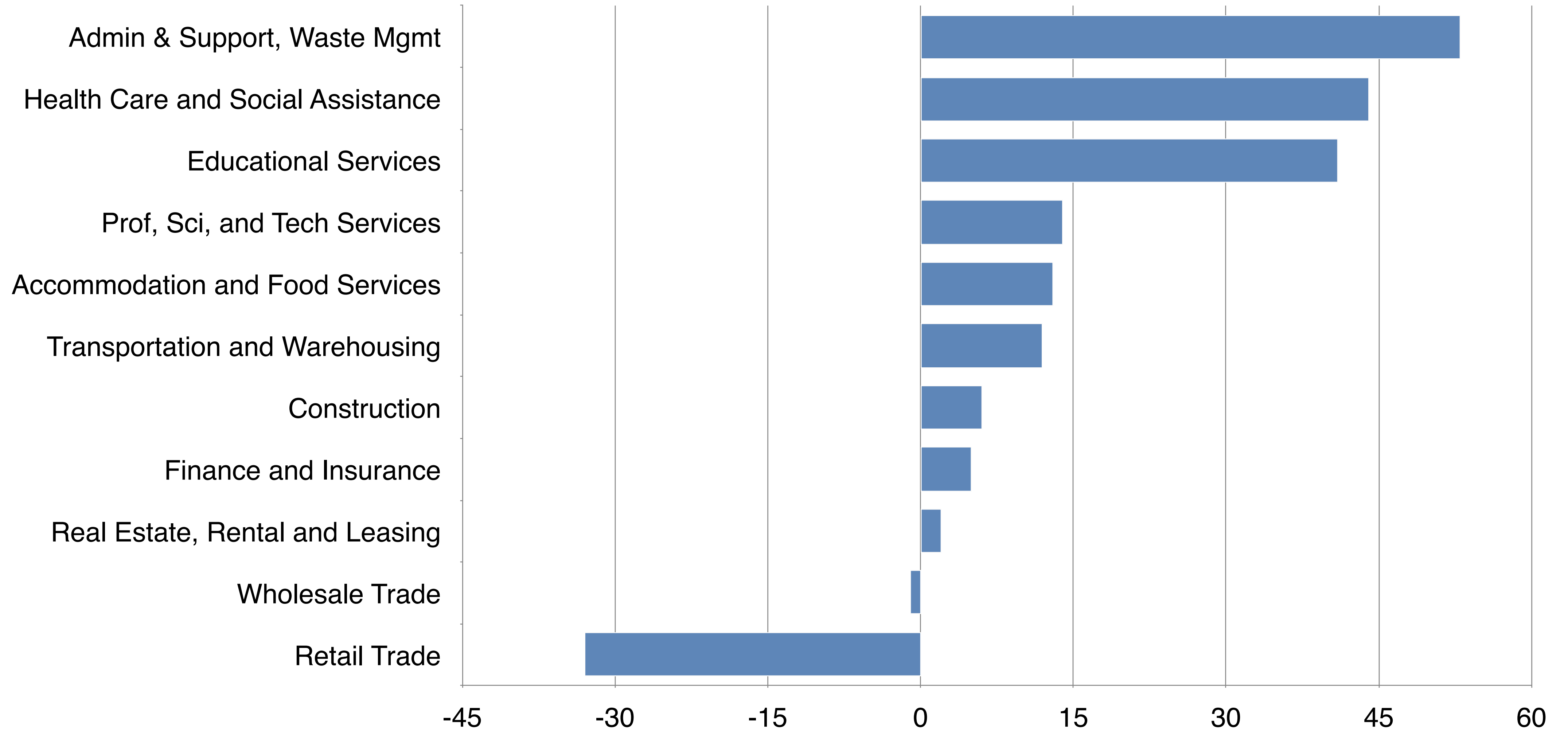
- New York State labor projections anticipate future growth in the sectors of Health and Education (presumably led by colleges and universities like SUNY at Buffalo)
- Continued losses in Retail Trade are projected.

## Projected Change in Niagara County Employment 2019-2028



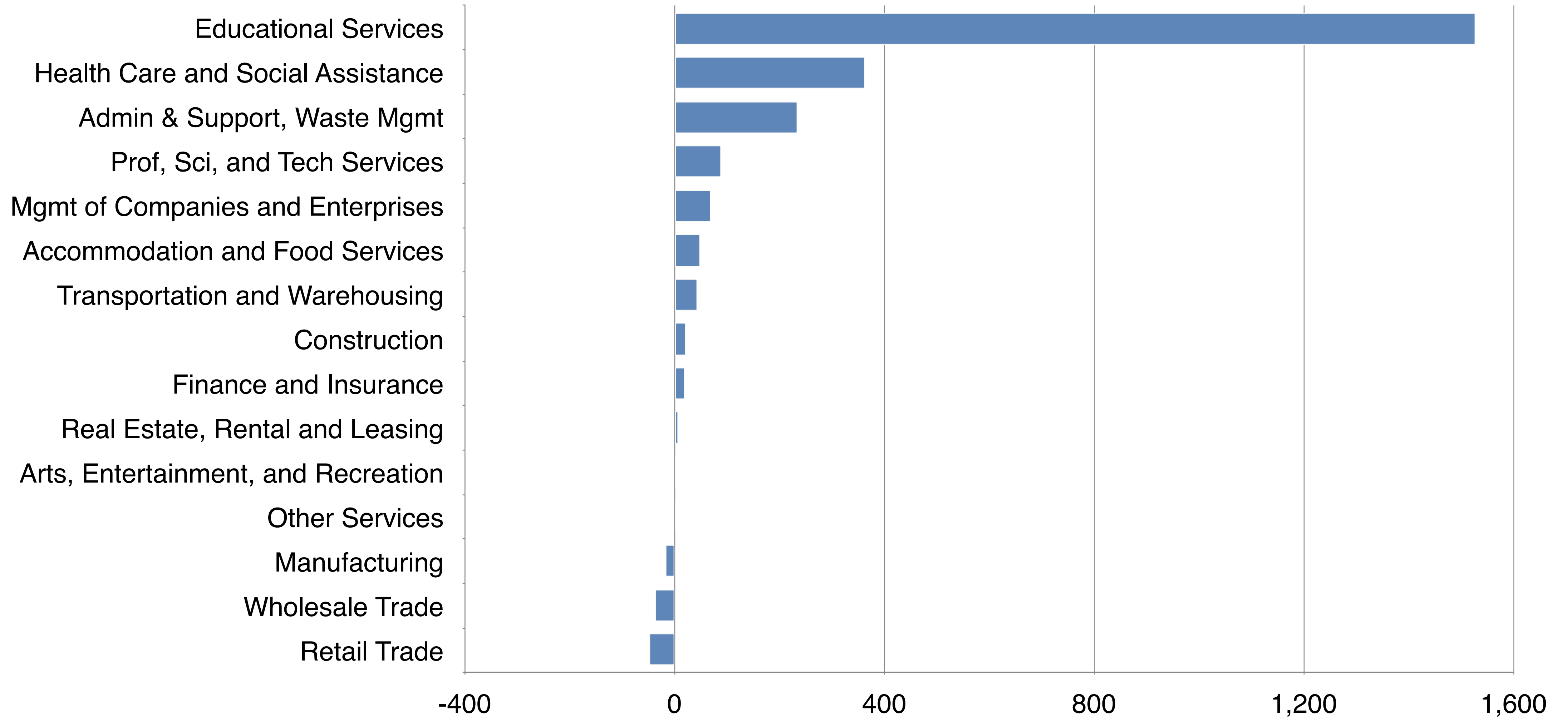
Source: NY State Department of Labor, US Census OnTheMap, G Kellogg & Co

## Projected Change in Study Area Employment 2019-2028



Source: NY State Department of Labor, US Census OnTheMap, G Kellogg & Co

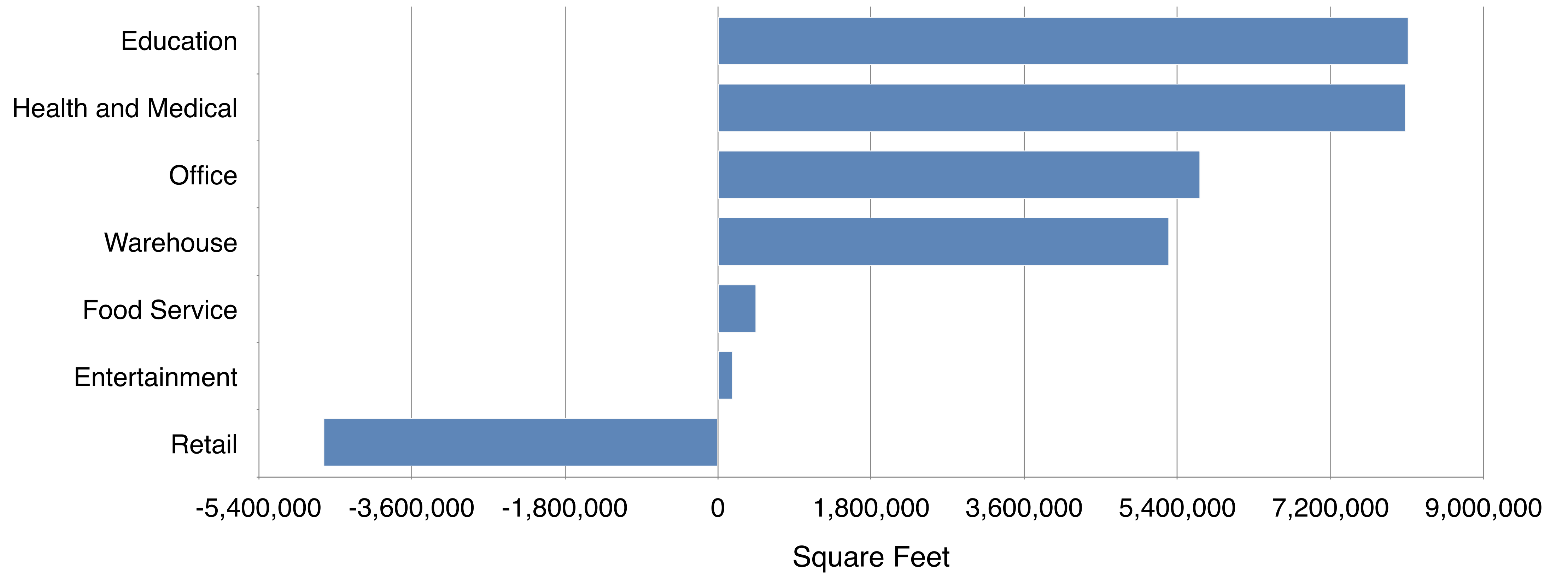
## Projected Change in Study Area+ Employment 2019-2028



Source: NY State Department of Labor, US Census OnTheMap, G Kellogg & Co

- The projected change in Employment by category can be translated into anticipated demand for employment space:

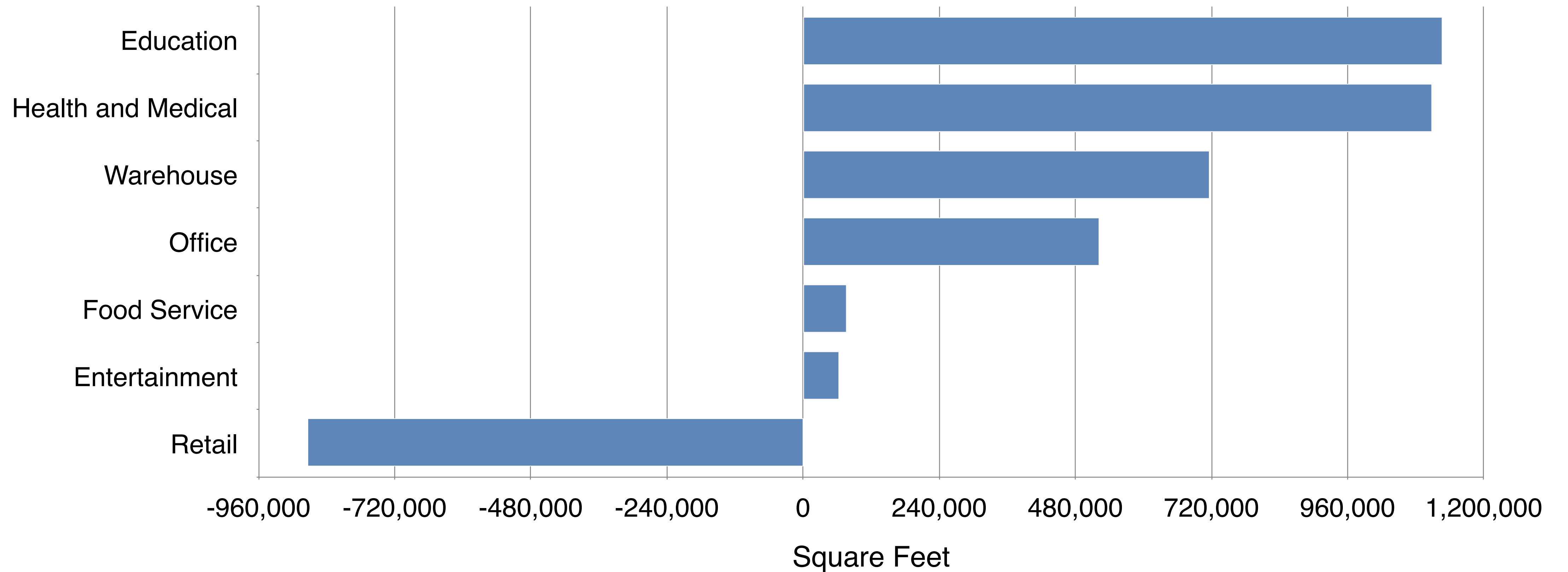
## Erie Projected Demand for Employment Space 2019-2028



Source: US Census County Business Patterns, US Energy Information Administration and G Kellogg & Co

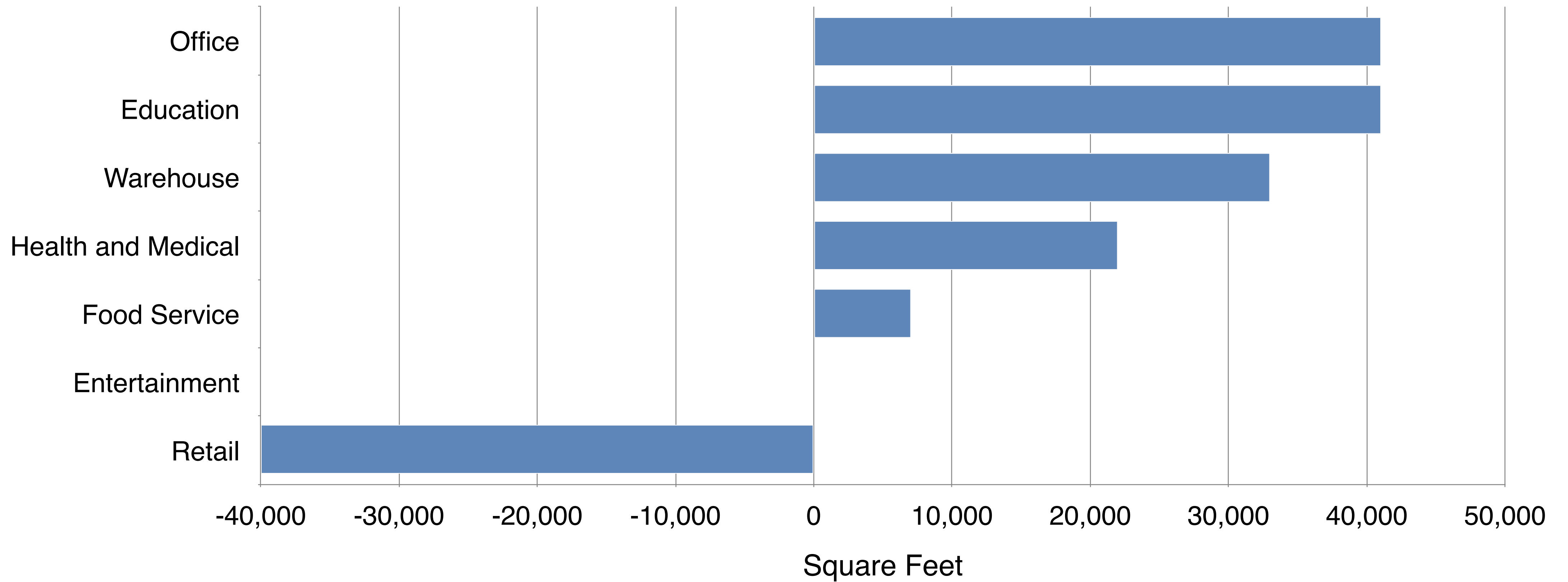


## Niagara Projected Demand for Employment Space 2019-2028



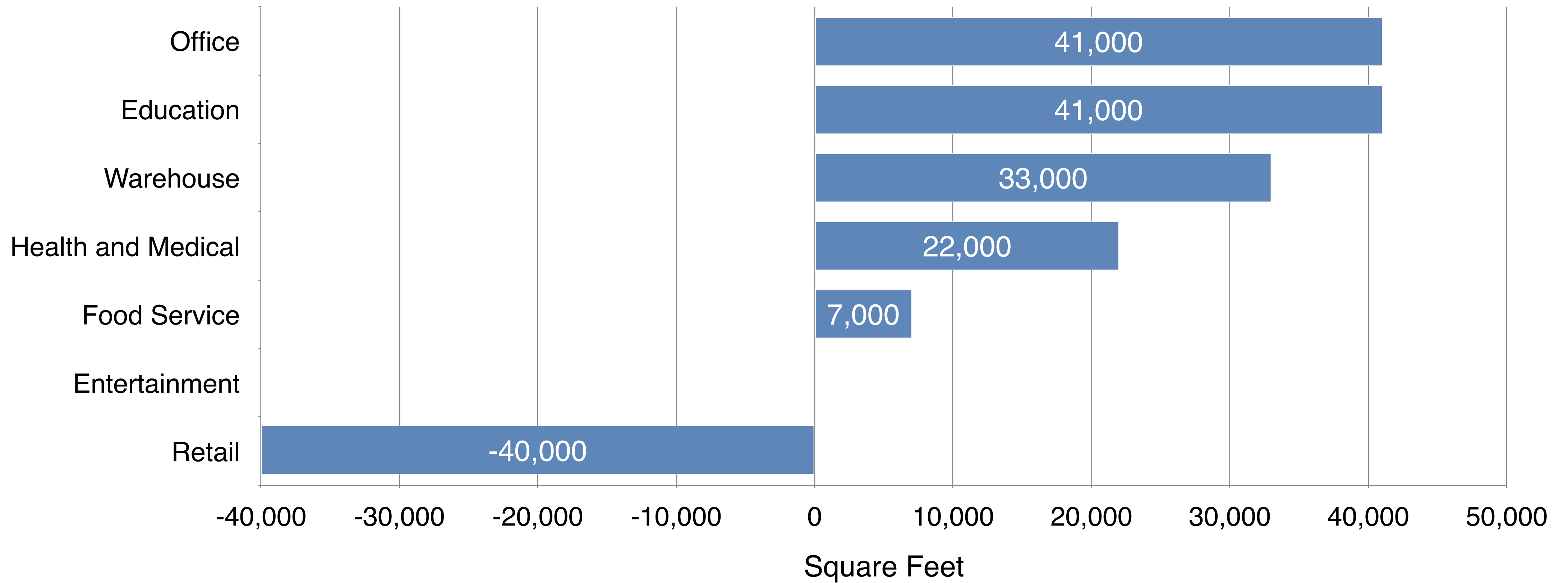
Source: US Census County Business Patterns, US Energy Information Administration and G Kellogg & Co

## Study Area Projected Demand for Employment Space 2019-2028



Source: US Census County Business Patterns, US Energy Information Administration and G Kellogg & Co

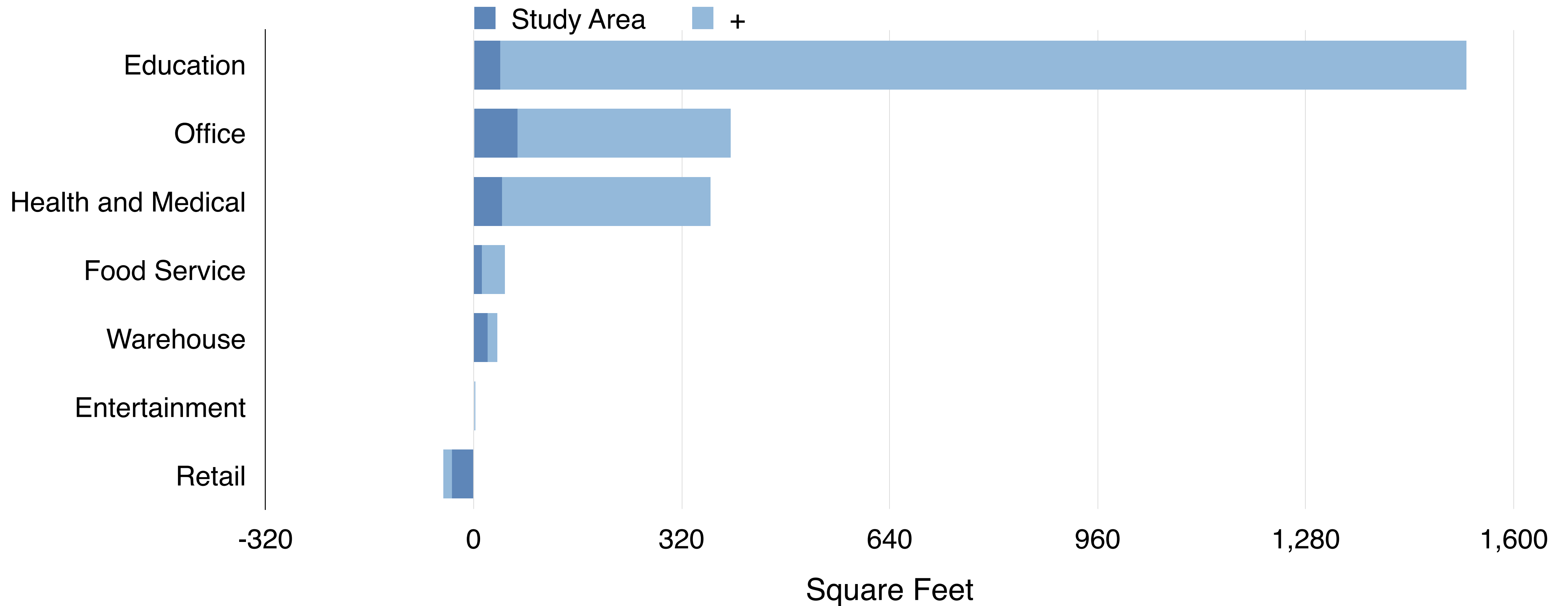
## Study Area Projected Demand for Employment Space 2019-2028



Source: US Census County Business Patterns, US Energy Information Administration and G Kellogg & Co

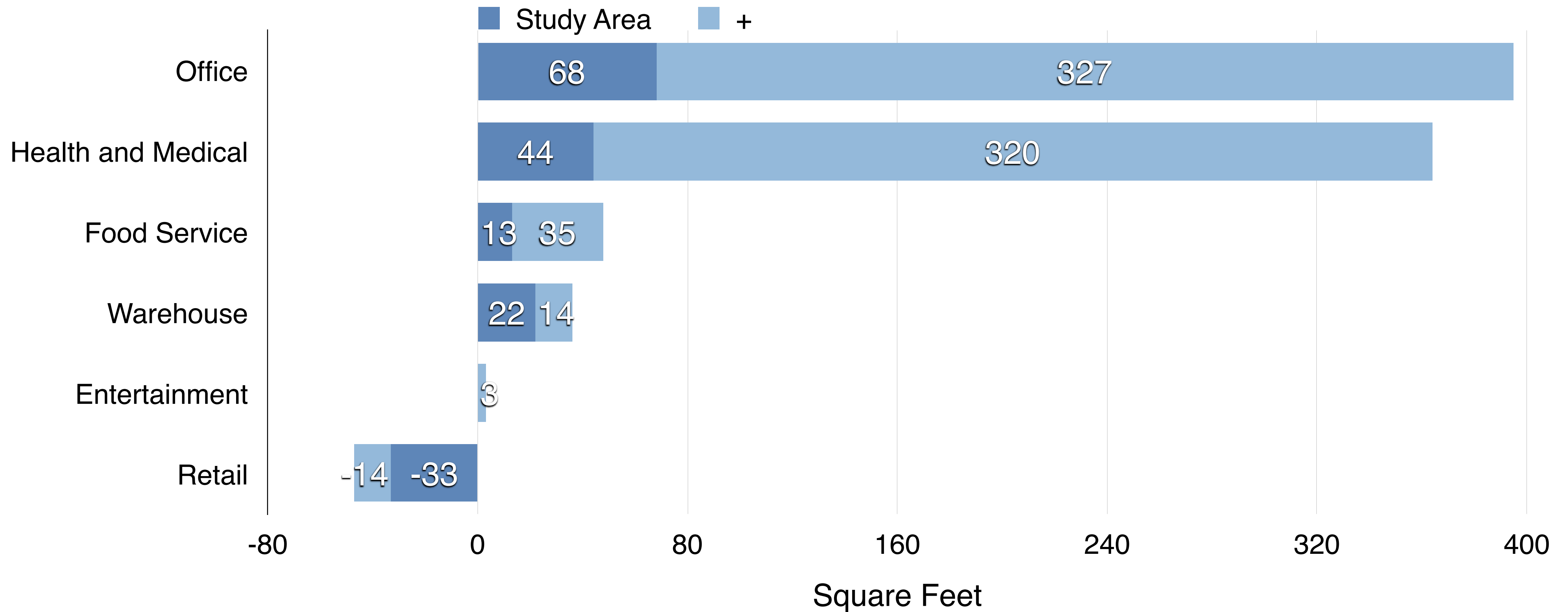
- Based on Employment (as opposed to the retail sales analysis)  
Retail Space in the Counties and Study Area may become obsolete.
- Meanwhile, regional and area employment may demand new office, education, warehouse and medical space in the next ten years.
- Note- there is currently great uncertainty about the workplaces of the future and requirements of employment space as we enter a Post-COVID era.

### Study Area+ Projected Change in Employment 2019-2028

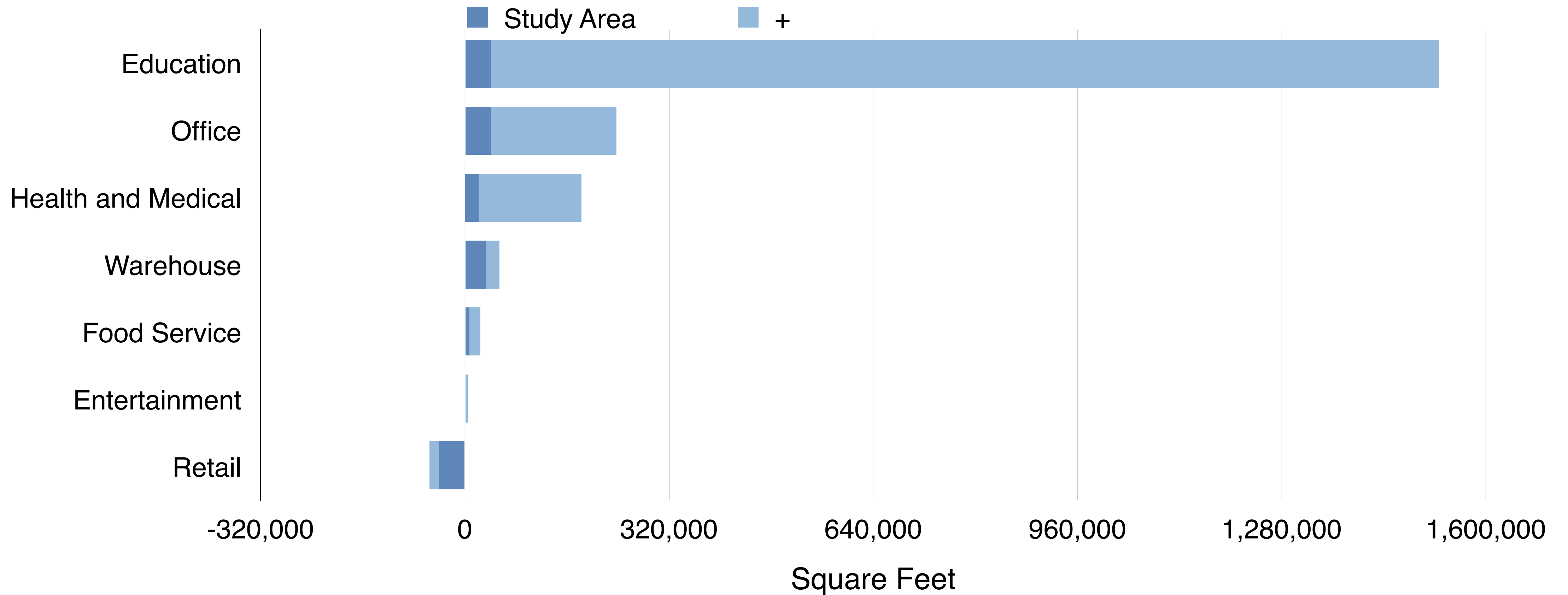


Source: US Census County Business Patterns, US Energy Information Administration and G Kellogg & Co

## Study Area+ Projected Change in Employment 2019-2028 (without Education)

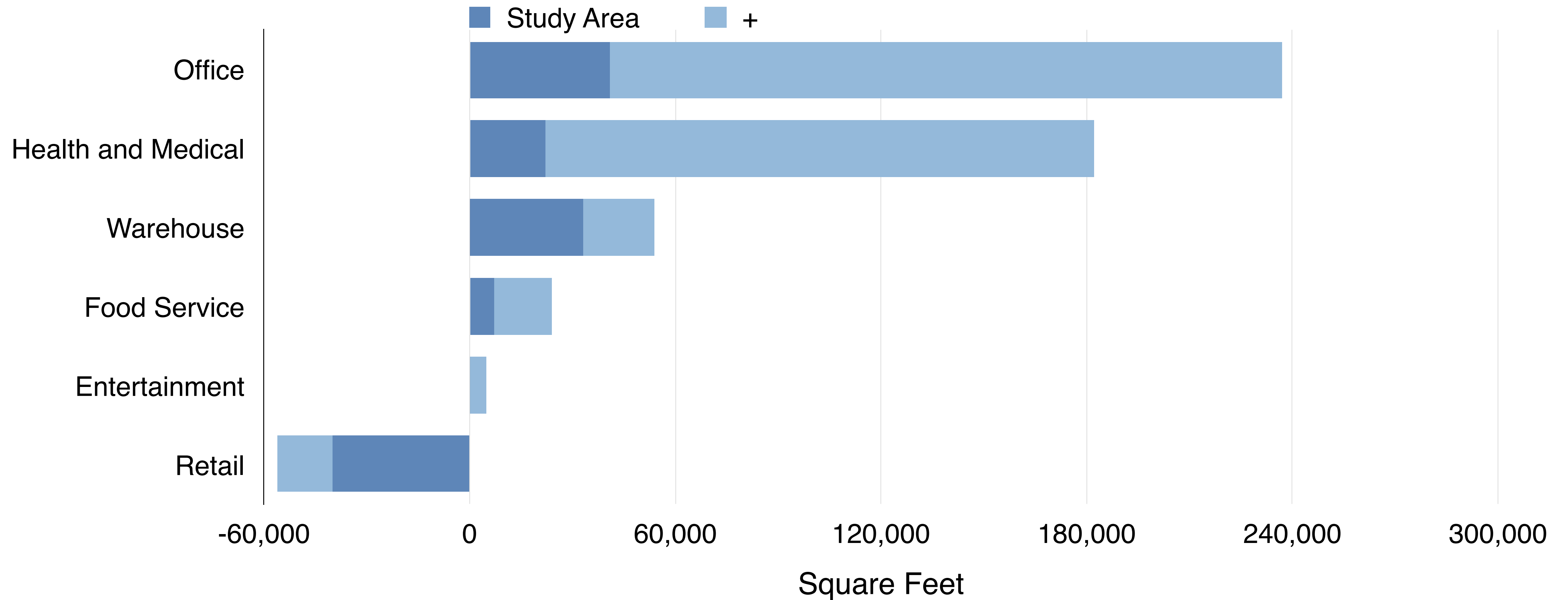


## Study Area+ Projected Demand for Employment Space 2019-2028



Source: US Census County Business Patterns, US Energy Information Administration and G Kellogg & Co

## Study Area+ Projected Demand for Employment Space 2019-2028 (without Education)



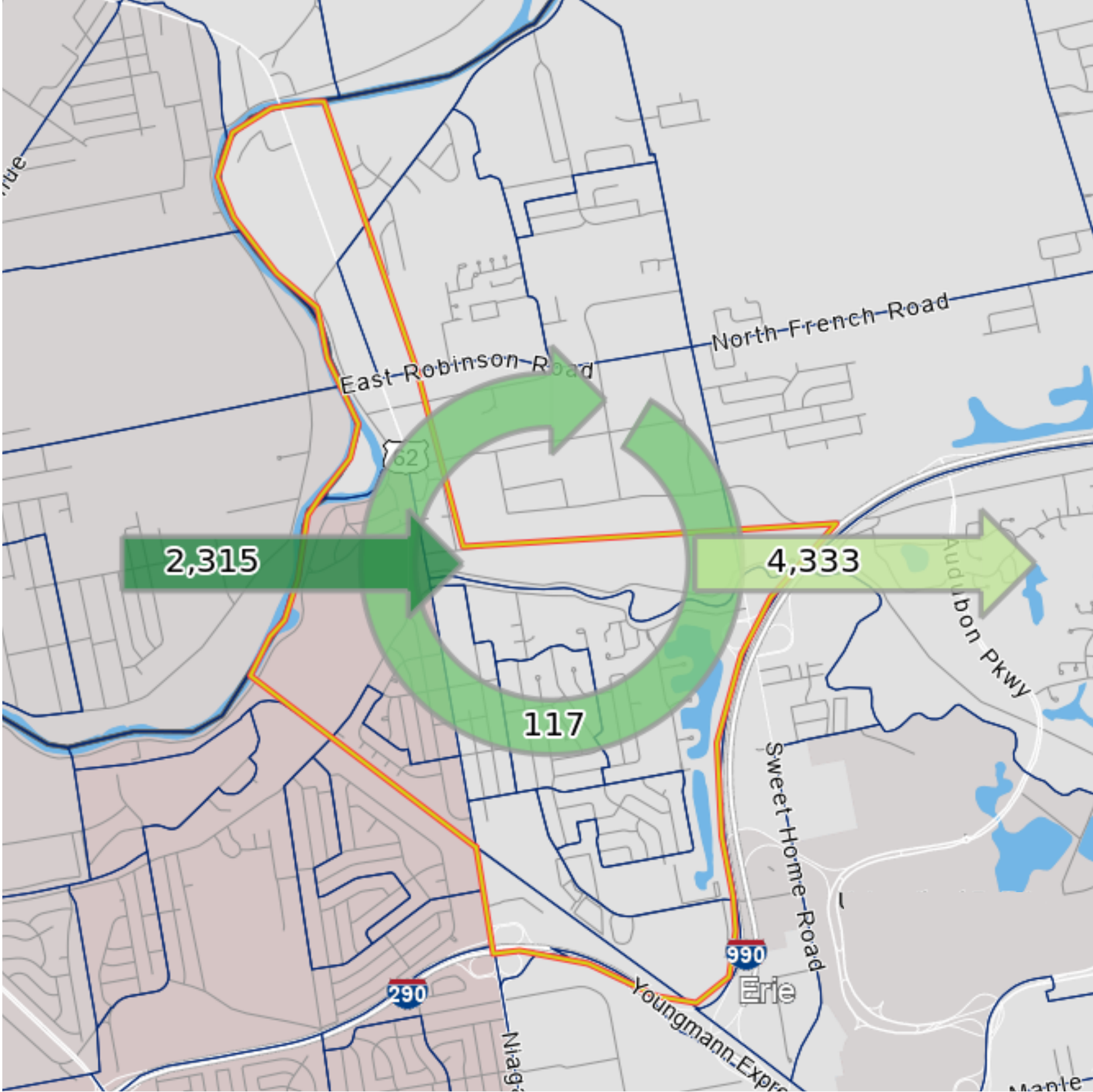
Source: US Census County Business Patterns, US Energy Information Administration and G Kellogg & Co



- Based on employment projections there may be a growing demand for Education space, presumably related to the University at Buffalo.
- A large amount of new “office” space may also be possible. This is projected based on the existing Creekview Industrial/Business Area. A smaller amount of new warehouse space is similarly projected.
- There is also likely opportunity for new Health Care / Medical space in the area.
- Although there is not a clear market based on the retail analysis, food service may require some new space.
- Besides the retail analysis, retail space is projected to contract based on employment projections.

# Local Employment Dynamics

# Study Area Commuting Patterns 2019 In-flow-Outflow



Note: Overlay arrows do not indicate directionality of worker flow between home and employment locations.

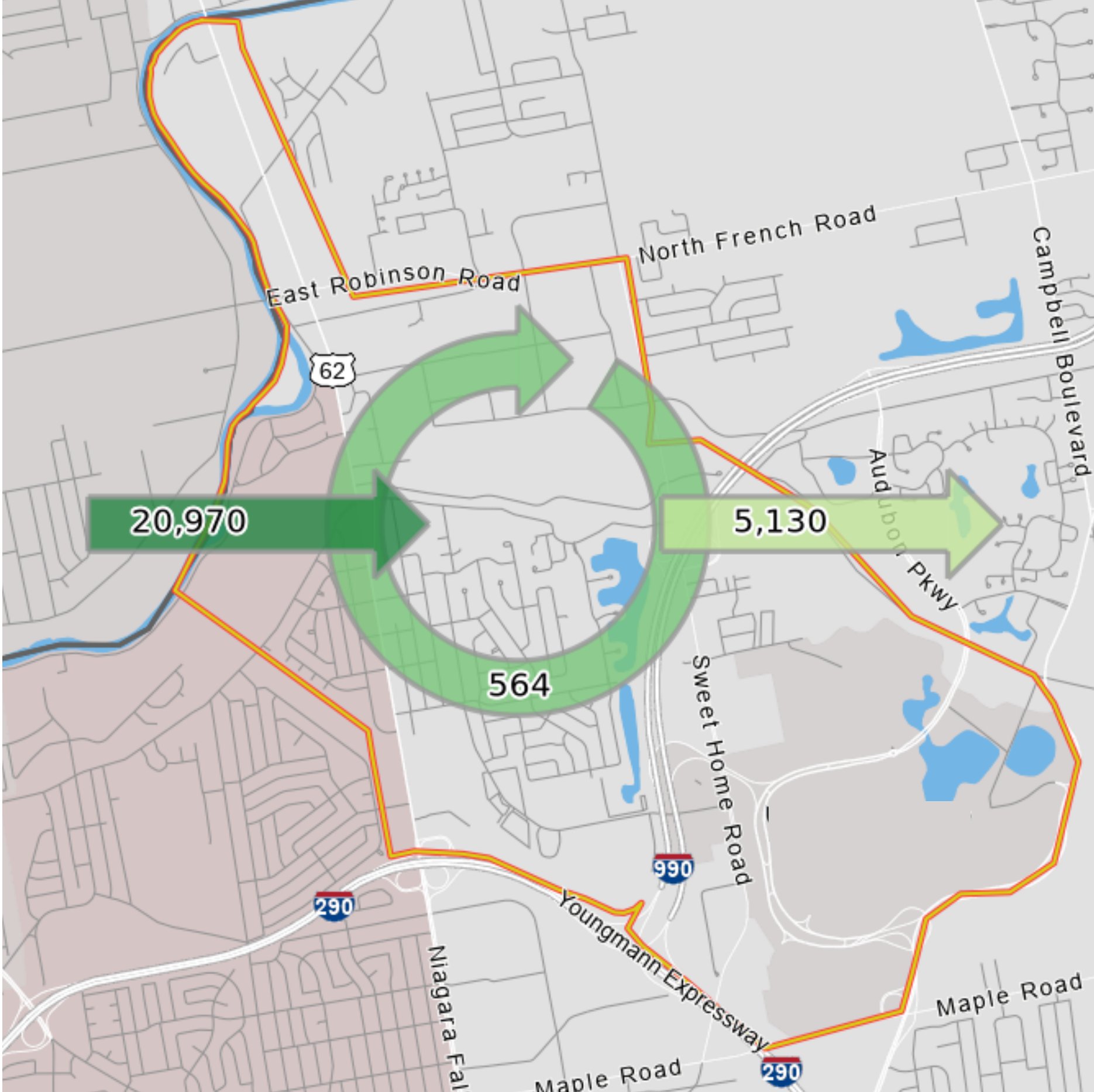
- Employed and Live in Selection Area
- Employed in Selection Area, Live Outside
- Live in Selection Area, Employed Outside

Source: U.S. Census Bureau, OnTheMap and LEHD Origin-Destination Employment Statistics, and G Kellogg & Co

- The Study Area currently has almost twice as many people leaving for work than arriving.
- More noticeably, less than 3% of working residents work in this Study Area. Almost everyone leaves for work; and the employees in the area almost all come from somewhere else.



# Study Area (Including UB & Flex District) Commuting Patterns 2019 In-flow-Outflow



Note: Overlay arrows do not indicate directionality of worker flow between home and employment locations.

- Employed and Live in Selection Area
- Employed in Selection Area, Live Outside
- Live in Selection Area, Employed Outside

Source: U.S. Census Bureau, OnTheMap and LEHD Origin-Destination Employment Statistics, and G Kellogg & Co

- When the Creekside Business Area and University at Buffalo are included, the inflow of workers changes dramatically, while only a small number of new workers leave the added areas.
- Presumably, only about 450 of Study Area residents work at either Creekside or UB; with just over 100 working in the Study Area itself.
- This underscores the potential for housing for workers at both locations.

Thank You