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Market Studies

Mr. Lynch prepared the market studies and provided testimony to the Town of Cortlandt Planning Board for a major expansion to an under-performing shopping center in northern Westchester now known as Cortlandt Town Center (formerly the Westchester Mall). With the large amount of retail vacancies at the mall, the failure and closure of many long-time retailers and overall economic conditions there was skepticism about the ability of the surrounding community to support the number and variety of stores that were being planned for. Cortlandt Town Center was to more than triple the amount of space at the center, and all in an unproven mixed format of small, medium and large retailers with no defined anchors.

The Cortlandt Town Center has been a success since it opened in the mid-1990's.

Concurrently Mr. Lynch prepared a qualitative market analysis for a landowner proposing to construct a self storage facility nearby. Such facilities were new at the time and Town officials wanted assurance that there was a market for this type of new use, and that the proposed facility would be successful given surrounding competition also being planned. Ultimately the market study was relied upon by officials as part of the approval of a special permit.

The storage facility has been operating successfully for more than 15 years.

In addition to the above, Mr. Lynch has studied the market for home improvement retailing in connection with a proposed IKEA store in New Rochelle, the potential for adverse socioeconomic effects in connection with redevelopment of the downtown waterfront in Port Chester, the effects of new retail space on existing commercial areas, and the effects of removal of retail space from existing commercial districts. As part of environmental review Mr. Lynch has reviewed effects of new housing construction on the prevailing housing market.