

# Business Opportunities Abound In Syosset!

*If you're looking to start or expand a business in a downtown shopping village that is brimming with potential, rest your mouse for a moment and read on!*



## **A Success Story Waiting To Happen...Again!**

Syosset's downtown, a half-mile strip that hugs a bustling LIRR station, serves some of Long Island's most affluent residential communities, including Syosset, Woodbury, Jericho, Muttontown, Oyster Bay Cove, and East Norwich. While the current recession has stemmed some of the energy that drove this thriving retail and dining district until not too long ago, certainly, the people here would like nothing more than to see their downtown once again filled with fun places to dine, shop, and socialize. Most significantly, even in this soft economy, the majority here still have the means to spend freely and support businesses that provide the goods and services they want.

### **Are You Syosset's Next "Buzz?"**

To be successful in Syosset, a new business owner must be willing to "step out of the box" and try something new and different. Recently, one of six Italian restaurants in downtown Syosset reinvented itself as the neighborhood's exclusive spot for mussels and Belgian fries and is suddenly packing in customers almost every night of the week. Likewise, a latecomer to Syosset's nail salon boom has set itself apart from all the others by making foot massages its top draw. And a privately-owned pharmacy – sandwiched between two mega-chain drug stores – has held its own for several years by offering a unique and exquisite line of gifts and greeting cards. Never mind the recession. If ever there was an opportunity to start a new "buzz" in Syosset, *now* is the time!



## **A Sound Investment**

**Steve Ross**, Senior Director of **United Realty**, a Jericho-based sales and leasing agency specializing in office, industrial, and commercial properties, offers the following compelling reasons to do business in Syosset:

- This warm, family-oriented community, with a population just above 24,000, is situated on Long Island's affluent "Gold Coast"
- 76.25% are employed in "White Collar" positions; 10.98% hold "Blue Collar" positions
- The largest portion (26.36%) of the population earns between \$100,000 and \$149,000. The next largest portion (20.64%) earns between \$150,000 and \$249,000. 7.58% of the working residents earn between \$250,000 and \$499,000, while 2.66% earn more than \$500,000. The median home cost in Syosset (11791) in 2009 was just above \$600,000.
- 52.68% of the working population works within 30 minutes of home, which means dining and shopping are likely done in the neighborhood
- Several large industrial areas, built during the post-WWII defense industry era, are available for business operations and manufacturing
- Numerous first-class office buildings are also available in the area
- The community is within thirty miles of Manhattan, with easy access via the Long Island Expressway (I-495), the Northern State Parkway, and the Long Island Rail Road

Syosset is a family-oriented community that is buffered on all sides by upper-income, low-crime residential neighborhoods. We are the gateway to Oyster Bay and Bayville, two of the north shore's most popular beach communities, and we are also a transportation hub for commuters from surrounding areas who work in Manhattan, Brooklyn, and Queens.

## **A Renaissance In The Making**

Syosset's own Town of Oyster Bay Councilman, Chris J. Coschignano, is at the core of an ongoing project aimed at revitalizing and beautifying Syosset's downtown area to make it more pedestrian and shopper-friendly than ever. Recently, Councilman Coschignano, who also serves on the Executive Board of the Syosset Chamber of Commerce, secured almost \$1.5 million in beautification funds for Syosset. As a sampling of what the councilman's plan has in store for the future, this funding will be used to provide a facelift for the shops and restaurants along Jackson Avenue and Cold Spring Road.



## **Opportunities! Opportunities!**

The young people of Syosset, a full 99% of whom will attend college, generally have the means to ring up substantial sales at clothing stores, restaurants, and gadget-type shops. Likewise, most parents, while selective in their spending, have little difficulty affording the things they enjoy. To the dismay of teens and adults who would much rather shop and dine close to home, many of the types of establishments that used to draw swarms of shoppers to downtown Syosset have defected to cookie-cutter shopping strips along Jericho Turnpike or elsewhere. As a result, residents within walking distance of our ample-sized downtown often have to drive two or three miles to buy a tomato or a pack of computer paper. Opportunity is *everywhere* here.

## **The (Affordable) Price Of Success**

According to Steve Ross, whose United Realty ([www.UnitedRealtyInc.com](http://www.UnitedRealtyInc.com)) is among several commercial realtors serving the Syosset-Woodbury area, retail properties in Syosset currently range from approximately \$25 to \$40 per square foot per year. Office space - available in downtown Syosset, along Jericho Turnpike, and in three large industrial parks - runs about \$17 to \$30 per square foot per year, depending on the quality of the building.

## **Your Syosset "Connection"**



Perhaps the best thing going for Syosset businesses is an active Chamber of Commerce, the driving force that provides many exciting reasons for community members to visit the downtown area. From street festivals to holiday concerts, the Chamber brings residents out in huge numbers several times each year to discover the many fine businesses Syosset has to offer.

As a member of the Syosset Chamber of Commerce, you will have access to all the "movers and shakers" of the community, as well as an inside scoop on what's new and where the next opportunity lurks. The Chamber's website, [www.SyossetChamber.com](http://www.SyossetChamber.com), provides local consumers with a portal to your business and affords several opportunities to promote what you do best.



## **Take The Plunge!**

Today's economy, paired with rising fuel prices, is ushering in a revival of the traditional downtown shopping area. At the same time, a longing for "community" is driving people away from mega-malls and super-centers and back to their neighborhood stores and restaurants. If you've got the right business, downtown Syosset offers the right location, the right price, and the right clientele.

For more information, contact:

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