



Mixed-Use Development Proposal Review: USL Stadium, Convention Center & Arena District

Suffolk County, New York

Hunden led the sports, stadium, entertainment and convention portion of the real estate market demand analysis and feasibility study as part of the Ronkonkoma Vision Project for a new mixed-use development near the Ronkonkoma Station on the Long Island Railroad. The study included market validation for the appropriate amount and mix of uses to be sure that the development, as currently proposed by the developer, was feasible in the marketplace, realistic, and still contained the compelling mix of uses, nodes and anchors that would sustain the area for the next generation.

The study contained estimates of supply and demand for the following uses: USL stadium, arena, convention and meeting/tourism facilities, youth sports complex, convention hotel, office, medical, restaurant, multifamily, and retail. Hunden's work provided historic and projected demand in all of these categories, and an analysis of the estimated demand and financials of the recommended mix of uses.

As noted above, the study included an assessment of the potential for a new USL stadium as part of the mixed-use development. The current estimate for size range of this asset is 5,000 – 7,000 seats. Hunden's research revealed that the lack of professional sports tenants in the Long Island area presents an opportunity to attract multiple minor league sports tenants to the development. A mid-sized stadium should be designed with the ability to accommodate a tenant to generate consistent event days.

At the conclusion of the study, Suffolk County had a comprehensive understanding of the highest and best uses for the site, the future market potential and the feasibility for all of the viable potential uses proposed by the developer. In 2022, Hunden completed additional financial modeling scenarios for various development pieces to reflect updated programming and scenarios.

Client: Suffolk County

Time Period:

2019 – 2020; 2022