



# 05 Economic Development and Downtown Revitalization

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**Existing Demographic and Socioeconomic Conditions**

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**Existing Economic Development and Downtown Revitalization Strategies and Programs**

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**Community Views on Economic Development and Downtown Revitalization**

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**Vision, Goals, and Objectives**





Downtown Pearl River © AKRF

# Introduction

This chapter examines the existing demographic and socioeconomic conditions of the Town. The demographic and socioeconomic data presented in this chapter represents trends between 2000 and 2020 that provide insight on the resident population and local economics. The data and figures in this chapter illustrate information about Orangetown’s population – its housing type and value, employment, income, educational attainment, age, commuting patterns, and racial and ethnic makeup. This chapter also reviews two recent studies undertaken in Orangetown that offer insight into strategies that have been considered to promote economic development. Finally, it outlines goals, objectives, and strategies for the Town to consider, as it seeks to enhance the Town’s economic base while protecting and enhancing the qualities of downtown areas of the Town, especially within the Town’s Hamlets.

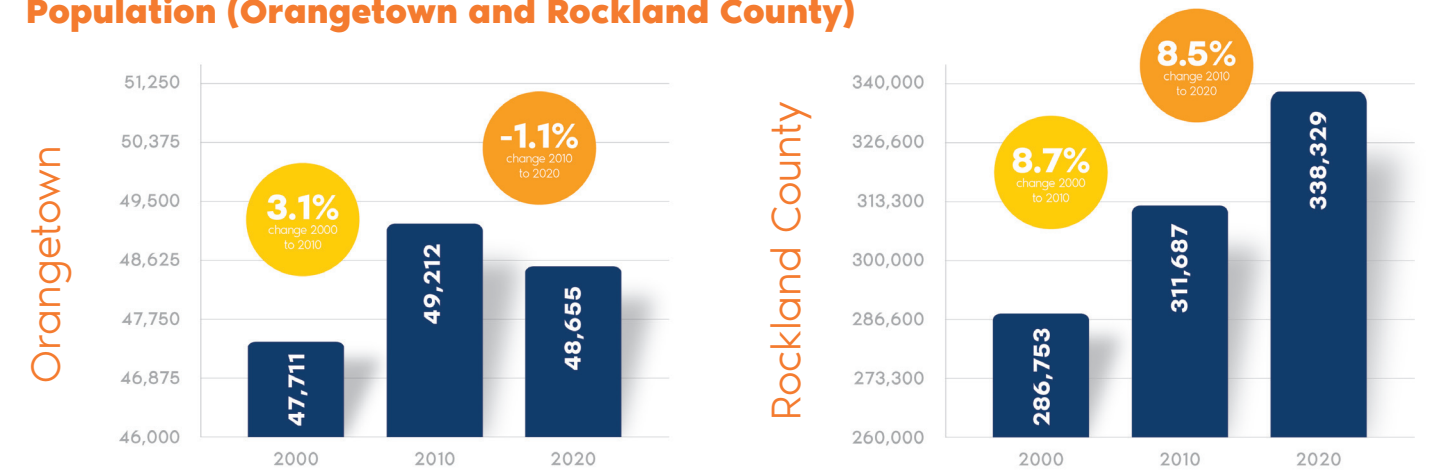
# Existing Demographic and Socioeconomic Conditions

This section describes the existing demographic and socioeconomic conditions in the Town of Orangetown.

## Population

According to the U.S. Census, the Town’s population grew approximately 3 percent between 2000 and 2010. Following that decade of growth, the population decreased by an average of 0.11 percent each year between 2010 and 2020, for a total decline of approximately 1.1 percent from 49,212 residents in 2010 to 48,655 residents in 2020 (see **Table 5-1**).<sup>1,2</sup> In comparison, the rate of growth in Rockland County’s population between 2000 and 2010 was 8.7 percent, increasing from 286,753 to 311,687 residents (see **Table 5-2**). While Orangetown’s population shrank from 2010 to 2020, as noted above, Rockland County’s population increased over the same period, experiencing 8.5 percent growth, from 311,687 to 338,329 residents.

**Table 5-1**  
**Population (Orangetown and Rockland County)**



**Notes:** Table SE:T1 (2000, 2010), SE:T002 (2020).  
**Sources:** U.S. Census Bureau, Decennial Census 2000, 2010, 2020.

1 The data in this section is sourced, to the maximum extent possible, from the 2000, 2010, and 2020 U.S. Census Bureau Decennial Census data. Where Decennial Census data was not available, 2006-2010 American Community Survey (ACS) 5-Year Estimate data and 2016-2020 ACS 5-Year Estimate data is used. ACS is a demographics survey program conducted by the U.S. Census Bureau. ACS data are collected each month, via a survey sent to a sample (approximately 3.5 million) of addresses in 50 states, Washington D.C., and Puerto Rico.

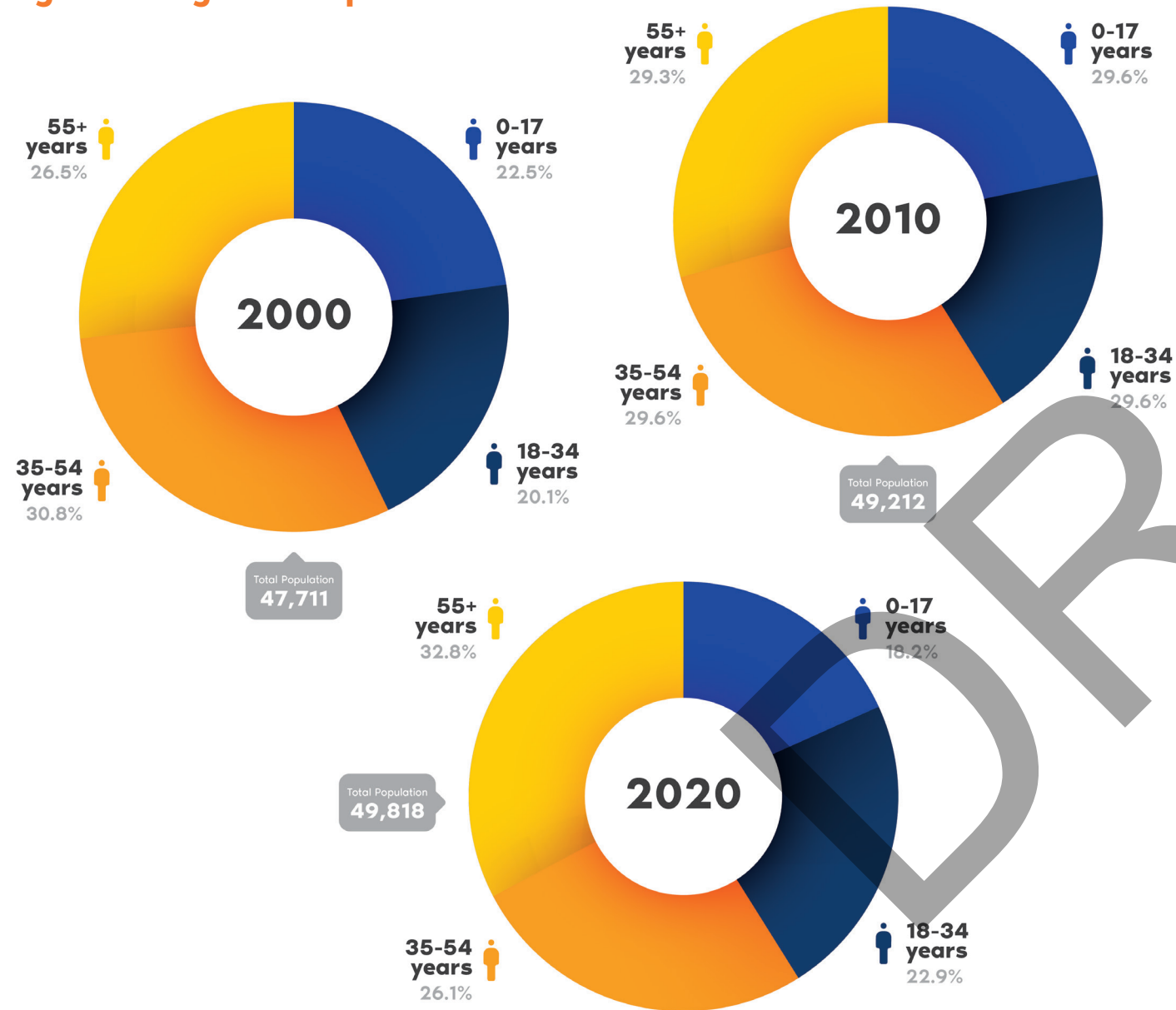
2 More detailed socioeconomic information once collected via the long-form questionnaire, part of the Decennial Census, has been collected by the American Community Survey since 2005. [https://www.census.gov/history/www/programs/demographic/american\\_community\\_survey.html](https://www.census.gov/history/www/programs/demographic/american_community_survey.html).



### Population

Between 2000 and 2020<sup>3</sup>, changes in Orangetown’s resident population did not occur proportionately across all age groups. As show in **Table 5-2**, the population of younger residents (those aged 34 and under), decreased slightly from 2000 to 2010 (42.6 to 41.0 percent), and then remained consistent from 2010 to 2020 (41.1 percent). The population of middled-aged residents (those aged 35 to 54) remained relatively the same from 2000 to 2010 (30.8 and 29.6 percent), but declined from 2010 to 2020 (29.6 dropping to 26.1 percent).

**Table 5-2**  
**Age of Orangetown Population**



**Notes:** Table SE:T8 (2000, 2010), SE:A01001 (2020).  
**Sources:** U.S. Census Bureau, Decennial Census 2000, 2010, 2016-2020 ACS 5-Year Estimates.

3 2020 refers to the U.S. Census 2016-2020 ACS 5-Year Estimates.

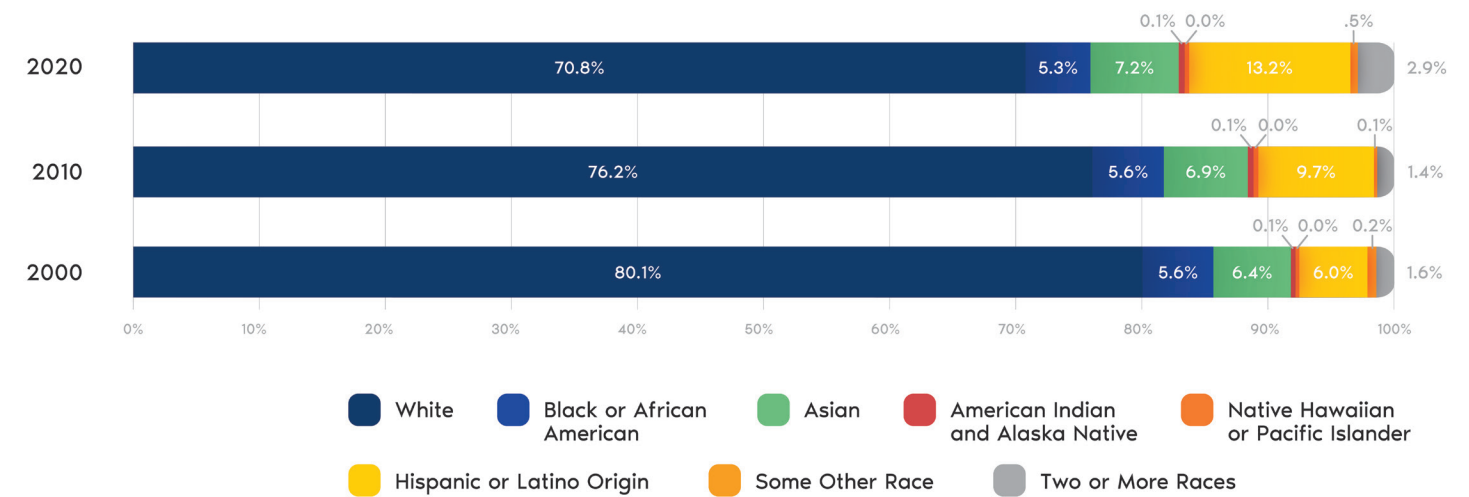
### Population

In comparison, the Town’s older population (those aged 55 and over) increased from 2000 to 2020. In 2000, residents aged 55 and over comprised 26.5 percent of the Town’s total population. In 2010, this cohort had increased to comprise 29.3 percent of the population, and by 2020, this cohort was estimated to comprise 32.8 percent of the population. This trend indicates that Orangetown residents are aging in place.

### Racial Demographics

According to the U.S. Census, the population of Orangetown is predominantly White, however that percentage has been declining. In 2000, 80.1 percent of Orangetown’s residents identified as White, declining to 76.2 percent in 2010, and 70.8 percent in 2020 (see **Table 5-3**). Over that same period, the Town’s population has diversified. Orangetown’s population of Hispanic and Latino individuals increased from 2000 to 2010 (from 2,873 to 4,782) and again from 2010 to 2020 (from 4,782 to 6,428). In 2000, Hispanic and Latino individuals made up just 6.0 percent of the Town’s population, but by 2020 made up 13.2 percent, an increase of over 100 percent in a period of 20 years. During the 2000 to 2020 period, the proportion of the Town’s population composed of other racial and ethnic groups, such as Black or African American (ranging from 5.3 to 5.6 percent of total population), Asian (ranging from 6.4 to 7.2 percent of total population), and Two or More races (ranging from 1.4 to 2.9 percent of total population), remained relatively stable.

**Table 5-3**  
**Population Trends by Race, Orangetown**

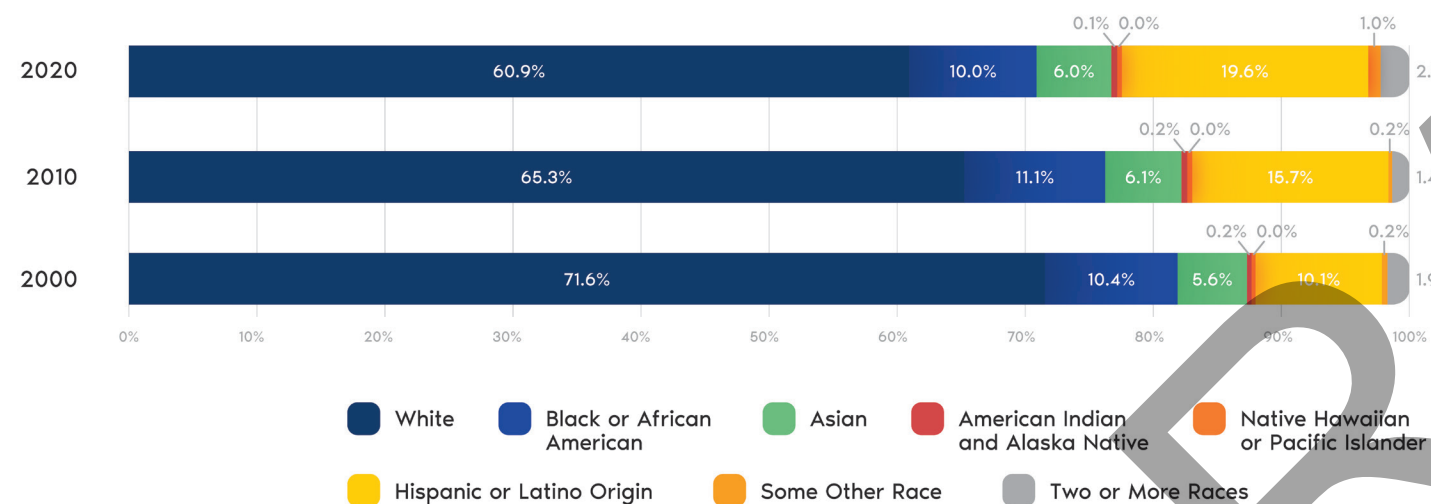


**Notes:** Table SE:T17 (2000), SE:T52 (2010), SE:T003 (2020).  
**Sources:** U.S. Census Bureau, Decennial Census 2000, 2010, 2020.

### Racial Demographics

Demographic trends observed in Orangetown between 2000 and 2020 were generally similar to those of Rockland County as a whole (see **Table 5-4**). As with Orangetown, Rockland County saw a decline in White residents (as a percentage of total population) from 71.6 percent in 2000 to 60.9 percent in 2020. During that same period, Hispanic or Latino residents increased from 10.1 percent of the population in 2000, to 19.6 percent of the population in 2020 (a near doubling in proportion, similar to Orangetown’s increase over the same period). While the demographic makeup of Orangetown is similar to that of Rockland County, the County is overall more diverse (e.g., 60.9 percent of County residents identified as White in 2020, compared to 70.8 percent of Orangetown residents; 10.0 percent of County residents identified as Black or African American in 2020, compared to 5.3 percent of Orangetown residents).

**Table 5-4**  
**Population Trends by Race, Rockland County**



**Notes:** Table SE:T17 (2000), SE:T52 (2010), SE:T003 (2020).  
**Sources:** U.S. Census Bureau, Decennial Census 2000, 2010, 2020.

### Household Income

In 2000, the median household income in Orangetown was \$112,693, just 3.7 percent higher than the \$108,686 median household income of Rockland County (see **Table 5-5**).<sup>4</sup> In the years since, the median household income of the Town and the County has diverged further: In 2010,<sup>5</sup> the median household income in the Town was \$107,199, 10.6 percent higher than the \$96,944 median household income of the County, and in 2020, the median household income of the Town was \$121,593, 28.2 percent higher than the \$94,840 median household income of the County.

<sup>4</sup> All income has been inflated to 2020 dollars.

<sup>5</sup> 2010 refers to the U.S. Census Bureau 2006-2010 ACS 5-Year Estimates.

**Table 5-5**  
**Median Household Income, Orangetown and Rockland County**

	2000	2010	2020
Orangetown	\$112,693	\$107,199	\$121,593
Rockland County	\$108,686	\$96,944	\$94,840

**Notes:** Table SE:T93 (2000), SE:A14006 (2010, 2020). All income has been inflated to 2020 dollars.  
**Sources:** U.S. Census Bureau, Decennial Census 2000, 2006-2010 ACS 5-Year Estimates, 2016-2020 ACS 5-Year Estimates.

Similar to trends observed regarding median household income, average household income of Orangetown was 4.8 percent higher than that of Rockland County in 2000. That difference continued to grow: In 2010 Orangetown’s average household income was 10.6 percent higher than that of the County, and in 2020 it was 26.9 percent higher (see **Table 5-6**).

**Table 5-6**  
**Average Household Income, Orangetown and Rockland County**

	2000	2010	2020
Orangetown	\$142,854	\$136,991	\$159,891
Rockland County	\$136,292	\$123,862	\$126,046

**Notes:** Table SE:T96 (2000), SE:A14008 (2010, 2020). All income has been inflated to 2020 dollars.  
**Sources:** U.S. Census Bureau, Decennial Census 2000, 2006-2010 ACS 5-Year Estimates, 2016-2020 ACS 5-Year Estimates.

Alongside the increase in median household income since 2000, the Town has also experienced growth in the proportion of higher-earning households (see **Table 5-7**). In 2000, 32.6 percent of households earned \$100,000 or more, while in 2020 it was estimated that 57.6 percent of households earned \$100,000 or more. While in 2000 just 6.6 percent of households in Orangetown earned \$200,000 or more, by 2020 the percentage of households earning \$200,000 or more grew to 28.4 percent.



**Table 5-7  
Households by Income, Orangetown**

	2000		2010		2020	
<\$25,000	2,569	14.8%	1,984	12.1%	1,603	9.1%
\$25,000 to \$49,999	3,596	20.7%	2,322	14.1%	1,929	10.8%
\$50,000 to \$74,999	2,953	17.0%	2,496	15.1%	2,116	11.8%
\$75,000 to \$99,999	2,588	14.9%	2,163	13.1%	1,909	10.7%
\$100,000 to \$149,999	3,323	19.1%	3,319	20.2%	2,860	16.1%
\$150,000 to \$199,999	1,197	6.9%	1,948	11.8%	2,341	13.1%
\$200,000+	1,146	6.6%	2,223	13.5%	5,069	28.4%
<b>Total Households</b>	<b>17,372</b>	<b>-</b>	<b>16,455</b>	<b>-</b>	<b>17,827</b>	<b>-</b>

**Notes:** Table SE:T92 (2000), SE:A14001 (2010, 2020). Percentages may not total 100% due to rounding. Income levels are in nominal dollars.  
**Sources:** U.S. Census Bureau, Decennial Census 2000, 2006-2010 ACS 5-Year Estimates, 2016-2020 ACS 5-Year Estimates.

### Employment

As shown in **Table 5-8**, according to 2016-2020 ACS 5-Year Estimates, approximately 2.9 percent of the labor force in Orangetown was unemployed in 2020, a rate similar to Rockland County’s 3.4 percent unemployment rate the same year.<sup>6</sup> According to the 2000 U.S. Census, and 2006-2010 ACS 5-Year Estimates, unemployment in Orangetown increased from 2.0 percent to 3.3 percent between 2000 and 2010. That shift might be explained by the economic recession in the late 2000s. According to 2016-2020 ACS 5-Year Estimates, unemployment rates in Orangetown did not decline to pre-recession levels by 2020. Over 33 percent of Orangetown residents aged 16 and over were not in the workforce in 2020, according to 2016-2020 ACS 5-Year Estimates. This category is comprised of individuals not actively looking for work. The estimate for Orangetown is generally consistent with Rockland County, which had an estimated 36.4 percent not in the workforce during the same period.<sup>7</sup>

<sup>6</sup> U.S. Census Bureau, 2016-2020 ACS 5-Year Estimates.

<sup>7</sup> U.S. Census Bureau, 2016-2020 ACS 5-Year Estimates.

**Table 5-8  
Employment Status, Population 16 Years and Older, Town of Orangetown**

	2000		2010		2020	
Population 16+	38,127	-	38,671	-	42,052	-
In Labor Force	25,000	65.6%	24,204	62.6%	27,987	66.6%
Civilian Labor Force	24,993	65.6%	24,164	62.5%	27,926	66.4%
Employed	24,215	63.5%	22,895	59.2%	26,688	63.5%
Unemployed	778	2.0%	1,269	3.3%	1,238	2.9%
Armed Forces	7	0.0%	40	0.1%	61	0.1%
Not in Labor Force	13,127	34.4%	14,467	37.4%	14,065	33.4%
<b>Total Households</b>	<b>17,372</b>	<b>-</b>	<b>16,455</b>	<b>-</b>	<b>17,827</b>	<b>-</b>

**Notes:** Table SE:T69 (2000), Table SE:A17002 (2010, 2020). Percentages may not total 100% due to rounding.  
**Sources:** U.S. Census Bureau, Decennial Census 2000, 2006-2010 ACS 5-Year Estimates, 2016-2020 ACS 5-Year Estimates.

Orangetown residents are employed in a variety of industries and occupations. As seen in **Table 5-9**, the largest employment industry is Educational Services, and Health Care and Social Assistance, which comprised 30.7 percent of total jobs in 2020. This was an increase from 2010, when the same industry comprised 28.6 percent of jobs for Orangetown residents. In 2020, other major employment industries of Orangetown residents included: Professional, Scientific, and Management and Administrative and Waste Management Services (13.1 percent); Retail Trade (8.8 percent); Finance and Insurance, and Real Estate and Rental and Leasing (8.4 percent); Arts, Entertainment, and Recreation, and Accommodation and Food Services (7.7 percent); and Construction (6.6 percent). In 2020, these largest six industries employed 75.3 percent of the workforce in Orangetown.

**Commercial storefronts on Route 303, Tappan © AKRF**





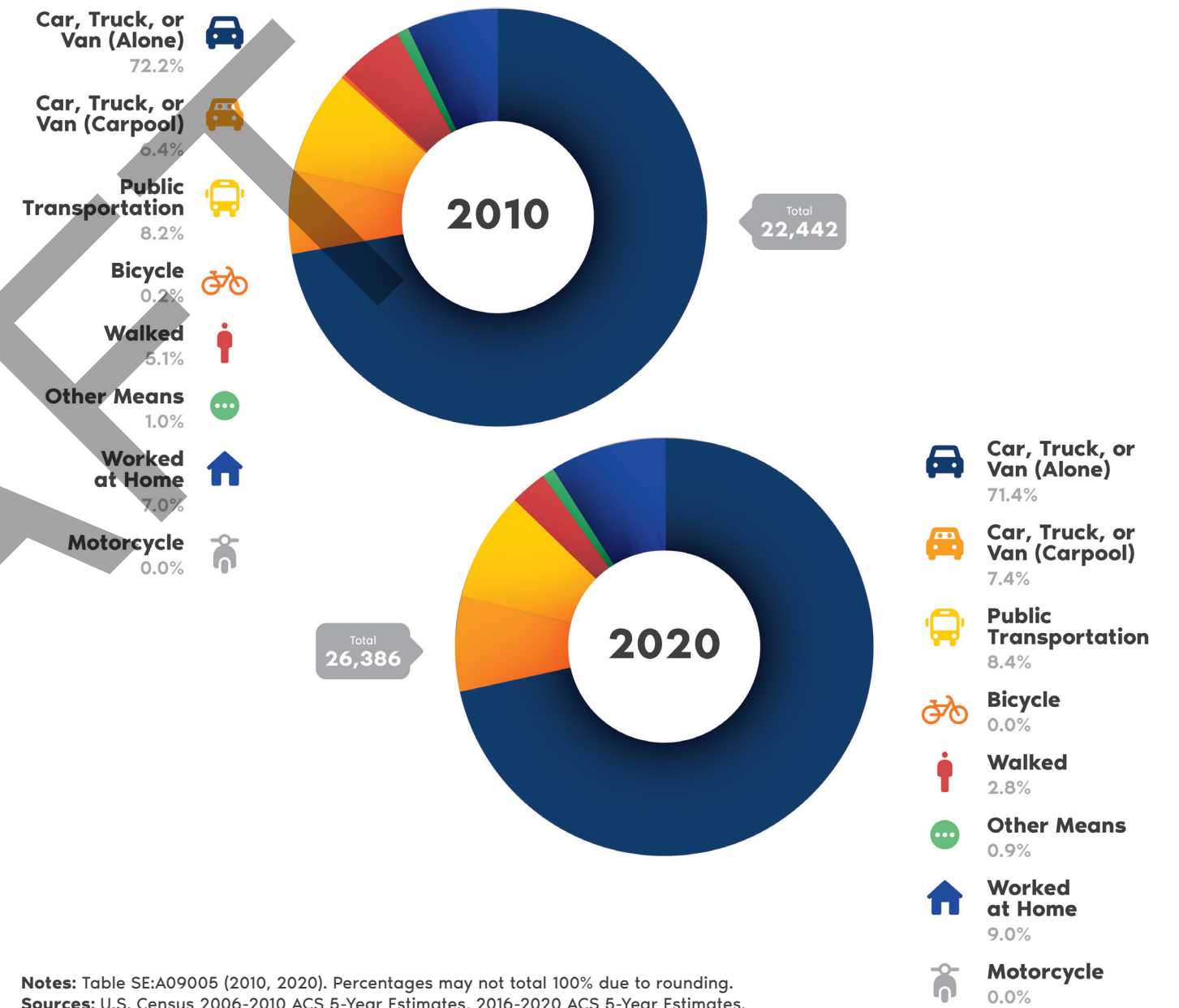
**Table 5-9**  
**Industry by Occupation for Employed Civilian Population 16 Years and Over**

Industry	2010		2020	
Agriculture, Forestry, Fishing and Hunting, and Mining	21	0.1%	25	0.1%
Construction	1,562	6.8%	1,764	6.6%
Manufacturing	1,313	5.7%	1,546	5.8%
Wholesale Trade	863	3.8%	638	2.4%
Retail Trade	2,468	10.8%	2,349	8.8%
Transportation and Warehousing, and Utilities	707	3.1%	787	2.9%
Information	936	4.1%	883	3.3%
Finance and Insurance, and Real Estate and Rental and Leasing	1,770	7.7%	2,248	8.4%
Professional, Scientific, and Management and Administrative and Waste Management Services	2,540	11.1%	3,484	13.1%
Educational Services, and Health Care and Social Assistance	6,548	28.6%	8,194	30.7%
Arts, Entertainment, and Recreation, and Accommodation and Food Services	2,026	8.8%	2,065	7.7%
Other Services, Except Public Administration	1,005	4.4%	1,186	4.4%
Public Administration	1,136	5.0%	1,519	5.7%
<b>Total</b>	<b>22,895</b>	<b>-</b>	<b>26,688</b>	<b>-</b>

**Notes:** Table SE:A17004 (2010, 2020). Percentages may not total 100% due to rounding.  
**Sources:** U.S. Census Bureau, 2006-2010 ACS 5-Year Estimates, 2016-2020 ACS 5-Year Estimates.

As of 2020, 78.8 percent of Orangetown residents commuted to work by Car, Truck, or Van. The majority of residents commuted alone (71.4 percent) while a small amount (7.4 percent) carpooled (see **Table 5-10**). This was a slight increase in carpooling from 2010, when just 6.4 percent of residents carpooled and 72.2 percent traveled alone by Car, Truck, or Van. In 2020, public transportation was used by 8.4 percent of the workforce, while 2.8 percent walked to work.

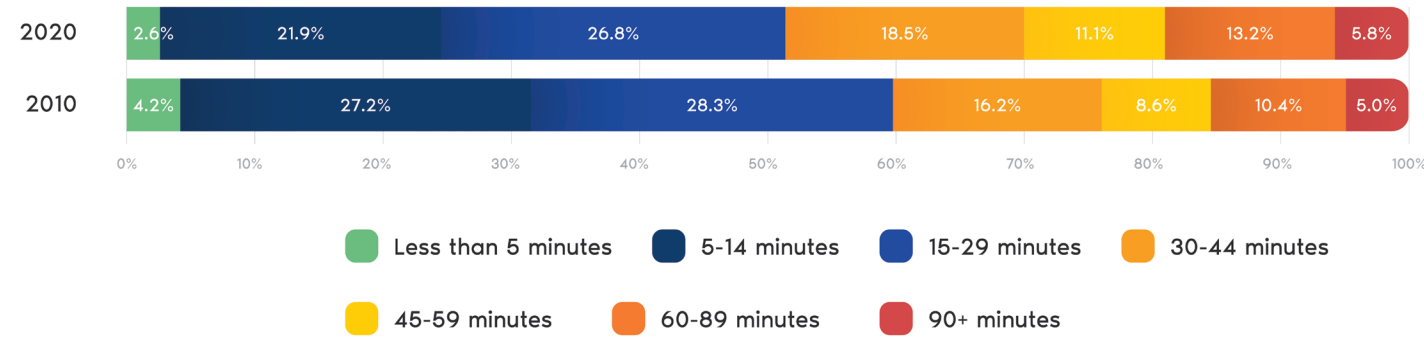
**Table 5-10**  
**Means of Transportation to Work for Employed Population 16 Years and Over**



As shown in **Table 5-11**, according to 2006-2010 and 2016-2020 ACS 5-Year Estimates, in 2010 and 2020 the majority of residents in Orangetown commuted 29 minutes or less to work (59.7 percent in 2010, and 51.3 percent in 2020). Longer commutes to work have risen slightly among residents since 2010, when 15.4 percent of residents commuted 60 minutes or more to work. As of 2020, 19 percent of residents commuted 60 minutes or greater to their place of employment.



**Table 5-11**  
**Travel Time to Work for Employed Population 16 Years and Over**



**Notes:** Table SE:A09002 (2010, 2020). Percentages may not total 100% due to rounding.  
**Sources:** U.S. Census Bureau 2006-2010 ACS 5-Year Estimates, 2016-2020 ACS 5-Year Estimates.

In 2019, 16.9 percent of residents worked in the Town, compared to a slightly higher proportion of residents (19.3 percent) in 2010 (see **Table 5-12**). A similar proportion of residents work in Manhattan (17 percent in 2019, and 17.3 percent in 2010). Another significant employment locale for residents is Clarkstown, a nearby town in Rockland County (10.7 percent in 2019, and 11.1 percent in 2010). In 2019, 10.2 percent of residents worked in New York City boroughs other than Manhattan (compared to 9.5 percent in 2010).

**Table 5-12**  
**Location of Employment of Orangetown Residents**

Location of Employment	2010	2019
Manhattan borough (Manhattan, NY)	17.3%	17.0%
Orangetown town (Rockland, NY)	19.3%	16.9%
Clarkstown town (Rockland, NY)	11.1%	10.7%
Ramapo town (Rockland, NY)	4.6%	4.9%
Bronx borough (Bronx, NY)	2.8%	3.8%
Brooklyn borough (Brooklyn, NY)	4.7%	3.4%
Queens borough (Queens, NY)	2.0%	3.0%
Greenburgh town (Westchester, NY)	1.8%	2.3%
White Plains city (Westchester, NY)	1.4%	1.5%
Yonkers city (Westchester, NY)	1.4%	1.5%
All Other Locations	33.5%	35.0%

**Notes:** Percentages may not total 100% due to rounding. The most recent year of employment data available was for 2019.  
**Sources:** Longitudinal Employer Household Survey, On the Map, Primary Jobs, 2010, 2019.

**Educational Attainment**

As shown in **Table 5-13**, educational attainment levels in Orangetown have increased since 2000. The percentage of the population with less than a high school education has dropped from 9.9 percent in 2000 to an estimated 8.1 percent in 2020. Similarly, the percentage of residents with only a high school education has dropped from 21.8 percent in 2000 to an estimated 15.9 percent in 2020.



Pearl River © AKRF



Tappan Zee High School © AKRF



**Table 5-13**  
**Travel Time to Work for Employed Population 16 Years and Over**

	2000		2010		2020	
Less than HS	3,262	9.9%	2,383	7.6%	2,845	8.1%
HS Graduate	7,215	21.8%	6,756	21.7%	5,604	15.9%
Some College	8,355	25.2%	7,426	23.8%	7,048	20.1%
Bachelor's Degree	8,157	24.6%	7,926	25.4%	10,093	28.7%
Master's/Professional Degree or Above	6,116	18.5%	6,674	21.4%	9,550	27.2%
<b>Total Population 25+</b>	<b>33,105</b>	<b>-</b>	<b>31,165</b>	<b>-</b>	<b>35,140</b>	<b>-</b>

**Notes:** Table SE:T40 (2000), SE:A12001 (2010, 2020). Percentages may not total 100% due to rounding.  
**Sources:** U.S. Census Bureau, Decennial Census 2000, 2006-2010 ACS 5-Year Estimates, 2016-2020 ACS 5-Year Estimates.

The percentage of the population achieving higher educational levels has similarly increased over the same timeframe: in 2000, 43.1 percent of the population had achieved a bachelor's degree or higher, compared to an estimated 55.9 percent of the population in 2020.

**Housing**

The majority of housing in Orangetown is owner-occupied (see **Table 5-14**), which is typical of suburban areas dominated by single-family housing. Owner-occupancy rates ranged from a low of 71.2 percent in 2000 to a high of 72.8 percent in 2010 (in 2020, the owner-occupancy rate was in between the 2000 and 2010 rates), demonstrating a relatively consistent owner-occupancy rate in the Town over the past two decades.

**Table 5-14**  
**Housing Tenure**

	2000		2010		2020	
Owner Occupied Housing Units	12,337	71.2%	11,987	72.8%	12,886	72.3%
Renter Occupied Housing Units	4,993	28.8%	4,468	27.2%	4,941	27.7%
<b>Total Occupied Housing Units</b>	<b>17,330</b>	<b>100%</b>	<b>16,455</b>	<b>100%</b>	<b>17,827</b>	<b>100%</b>

**Notes:** Table SE:T126 (2000), SE:A10060 (2010, 2020).  
**Sources:** U.S. Census Bureau, Decennial Census 2000, 2006-2010 ACS 5-Year Estimates, 2016-2020 ACS 5-Year Estimates.

**Housing**

Homeowner vacancy rates in Orangetown have historically been, and currently remain, relatively low (see **Table 5-15**). The vast majority of the Town's housing stock was occupied in 2000 (97.2 percent), 2010 (94.0 percent), and 2020 (94.1 percent). These low vacancy rates suggest the ability of the Town to absorb additional housing. This is further supported by the observation that residents are aging in place (see **Table 5-2**).

**Table 5-15**  
**Housing Occupancy**

	2000		2010		2020	
Percent Occupied	97.2%	94.0%	94.1%	72.8%	12,886	72.3%
Percent Vacant	2.8%	6.0%	5.9%	27.2%	4,941	27.7%

**Notes:** Table SE:T155 (2000), SE:A10044 (2010, 2020).  
**Sources:** U.S. Census Bureau, Decennial Census 2000, 2006-2010 ACS 5-Year Estimates, 2016-2020 ACS 5-Year Estimates.

The majority of housing in Orangetown is single-family residential (see **Table 5-16**), ranging from 67.2 percent in 2000, to 67.9 percent in 2010, and 67.4 percent in 2020. Housing structures containing 10 or more housing units are less common in the Town, and made up just 13.5 percent of all housing units in 2020.

**Table 5-16**  
**Housing Units in Structure**

Number of Units	2000		2010		2020	
1	11,995	67.2%	11,883	67.9%	12,768	67.4%
2	1,297	7.3%	1,147	6.6%	1,300	6.9%
3 to 4	1,220	6.8%	983	5.6%	1,271	6.7%
5 to 9	1,062	6.0%	1,161	6.6%	1,095	5.4%
10 to 19	461	2.6%	384	2.2%	875	4.6%
20 to 49	667	3.7%	754	4.3%	765	4.0%
50 or more	1,098	6.2%	1,007	5.8%	923	4.9%
Mobile Home	42	0.2%	184	1.1%	20	0.1%
<b>Total Housing Units</b>	<b>17,827</b>	<b>100%</b>	<b>17,503</b>	<b>100%</b>	<b>18,947</b>	<b>100%</b>

**Notes:** Table SE:T159 (2000), SE:A10032 (2010, 2020).  
**Sources:** U.S. Census Bureau, Decennial Census 2000, 2006-2010 ACS 5-Year Estimates, 2016-2020 ACS 5-Year Estimates.



## Housing

Household size in Orangetown remained relatively consistent between 2010 and 2020. In 2010, the average household size in Orangetown was 2.6, and in 2020 it was 2.7 persons.<sup>8</sup> As seen in **Table 5-17**, households of 1 to 4 persons made up 89 percent of all households in the Town in 2010, and 89.5 percent of all households in the Town in 2020.

**Table 5-17**  
**Household Units by Household Size**

	2010		2020	
1-Person Household	4,519	27.5%	4,659	26.1%
2-Person Household	4,869	29.6%	5,448	30.6%
3-Person Household	2,478	15.1%	2,737	15.4%
4-Person Household	2,767	16.8%	3,099	17.4%
5-Person Household	1,247	7.6%	1,265	7.1%
6-Person Household	302	1.8%	404	2.3%
7-or-more Person Household	273	1.7%	215	1.2%
<b>Total Occupied Households</b>	<b>16,455</b>	<b>-</b>	<b>17,827</b>	<b>-</b>

**Notes:** Table SE:A10024 (2010, 2020). Percentages may not total 100% due to rounding.  
**Sources:** U.S. Census Bureau 2006-2010 ACS 5-Year Estimates, 2016-2020 ACS 5-Year Estimates.

## ESRI Tapestry Segmentation<sup>9</sup>

Esri Tapestry Segmentation is a tool that classifies neighborhoods into 67 unique segments, based on demographics and socioeconomic characteristics. The tool offers a macro-level description of the type of households living within a study area. Esri classifies the top five household types in Orangetown as “Pleasantville” (25.7%), “Savvy Suburbanite” (17.4%), “Top Tier” (13.5%), “Urban Chic” (11.2%), and “Golden Years” (9.8%). In total, these households make up nearly 80 percent of all Orangetown households. A brief description of each is provided below, and a detailed profile of each housing types is provided in **Appendix xx**

<sup>8</sup> U.S. Census Bureau 2006-2010 ACS 5-Year Estimates, 2016-2020 ACS 5-Year Estimates.

<sup>9</sup> Descriptions and socioeconomic traits provided by Esri (<https://www.esri.com/en-us/arcgis/products/data/data-portfolio/tapestry-segmentation>)



Tappan Historic District © AKRF

## Pleasantville 27.5%

Prosperous domesticity best describes the settled denizens of Pleasantville. Situated principally in older housing in suburban areas in the Northeast (especially in New York and New Jersey) and secondarily in the West (especially in California), these slightly older couples move less than any other market. Many couples have already transitioned to empty nesters; many are still home to adult children. Families own older, single-family homes and maintain their standard of living with dual incomes. These consumers have higher incomes and home values and much higher net worth. Older homes require upkeep; home improvement and remodeling projects are a priority—preferably done by contractors. Residents spend their spare time participating in a variety of sports or watching movies. They shop online and in a variety of stores, from upscale to discount, and use the Internet largely for financial purposes.

### Socioeconomic Traits

- Education: 66 percent college educated, 37 percent with a bachelor’s degree or higher.
- Higher labor force participation rate at 67 percent; higher proportion of households with two or more workers.
- Many professionals in finance, information/ technology, education, or management.
- Median household income denotes affluence, with income primarily from salaries, but also from investments or Social Security and retirement income.
- Not cost-conscious, these consumers willing to spend more for quality and brands they like.
- Prefer fashion that is classic and timeless as opposed to trendy.
- Use all types of media equally (newspapers, magazines, radio, Internet, TV).





Residential Housing, Blauvelt © AKRF

**Savvy Suburbanite**  
**17.4%**

Savvy Suburbanites residents are well educated, well read, and well capitalized. Families include empty nesters and empty nester wannabes, who still have adult children at home. Located in older neighborhoods outside the urban core, their suburban lifestyle includes home remodeling and gardening plus the active pursuit of sports and exercise. They enjoy good food and wine, plus the amenities of the city’s cultural events.

**Socioeconomic Traits**

- Education: 50.6 percent college graduates; 77.6 percent with some college education.
- Higher labor force participation rate at 67.9 percent with proportionately more two-worker households at 62.2 percent.
- Well-connected consumers that appreciate technology and make liberal use of it for everything from shopping and banking to staying current and communicating.
- Informed shoppers that do their research prior to purchasing and focus on quality.

**Top Tier**  
**13.5%**

The residents of the wealthiest Tapestry market, Top Tier, earn more than three times the U.S. household income. They have the purchasing power to indulge any choice, but what do their hearts’ desire? Aside from the obvious expense for the upkeep of their lavish homes, consumers select upscale salons, spas, and fitness centers for their personal well-being and shop at high-end retailers for their personal effects. Whether short or long, domestic or foreign, their frequent vacations spare no expense. Residents fill their weekends and evenings with opera, classical music concerts, charity dinners, and shopping. These highly educated professionals have reached their corporate career goals. With an accumulated average net worth of over 3 million dollars and income from a strong investment portfolio, many of these older residents have moved into consulting roles or operate their own businesses.

**Socioeconomic Traits**

- Top Tier is a highly educated, successful consumer market: more than one in three residents has a postgraduate degree.
- Annually, they earn more than three times the U.S. median household income, primarily from wages and salary, but also self-employment income and investments.
- These are the nation’s wealthiest consumers. They hire financial advisers to manage their diverse investment portfolios but stay abreast of current financial trends and products.
- Socially responsible consumers who aim for a balanced lifestyle, they are goal oriented and hardworking but make time for their kids or grandkids and maintain a close-knit group of friends. These busy consumers seek variety in life. They take an interest in the fine arts; read to expand their knowledge; and consider the Internet, radio, and newspapers as key media sources.
- They regularly cook their meals at home, attentive to good nutrition and fresh organic foods.

**Urban Chic**  
**11.2%**

Urban Chic residents are professionals that live a sophisticated, exclusive lifestyle. Half of all households are occupied by married-couple families and about 30 percent are singles. These are busy, well-connected, and well-educated consumers—avid readers and movie-goers, environmentally active, and financially stable. This market is a bit older, with a median age of 43 years, and growing slowly, but steadily.

**Socioeconomic Traits**

- Well educated, more than 65 percent of residents hold a bachelor’s degree or higher.
- Labor force participation is higher at 68 percent.
- Residents are employed in white collar occupations—in managerial, technical, and legal positions.
- Nearly 40 percent of households receive income from investments.
- Environmentally aware, residents actively recycle and maintain a “green” lifestyle.
- These busy, tech-savvy residents use PCs extensively for an array of activities such as shopping, banking, and staying current— a top market for Apple computers.

NJ Transit Stop, Pearl River © AKRF







Brightview Senior Living, Lake Tappan © AKRF

**Golden Years  
9.8%**

Independent, active seniors nearing the end of their careers or already in retirement best describes Golden Years residents. This market is primarily singles living alone or empty nesters. Those still active in the labor force are employed in professional occupations; however, these consumers are actively pursuing a variety of leisure interests—travel, sports, dining out, museums, and concerts. They are involved, focused on physical fitness, and enjoying their lives. This market is smaller, but growing, and financially secure.

**Socioeconomic Traits**

- Golden Years residents—22 percent have graduate or professional degrees, 28 percent have bachelor’s degrees, and 25 percent have some college credits.
- Labor force participation is somewhat low at 56 percent, due to residents reaching retirement.
- Median household income is higher in this market, more than \$71,000. Although wages still provide income to nearly two out of three households, earned income is available from investments, Social Security benefits, and retirement income.
- These consumers are well connected: Internet access is used for everything from shopping or paying bills to monitoring investments and entertainment.
- They are generous supporters of the arts and charitable organizations.
- They keep their landlines and view cell phones more as a convenience.

**ESRI Business Summary**

Esri Business Summary is a tool that summarizes businesses for specified North American Industry Classification System (NAICS) summary categories by geography and includes the total number of businesses and total number of employees for a study area. **Table 5-18** compiles data from the Esri Business Summary for Orangetown, including the number of businesses, and number of employees of those businesses, as of November 2021. The greatest proportions of employees working in Orangetown are in the health care and social assistance industry (17.7 percent), manufacturing industry (16.5 percent), educational services (8.1 percent), and retail trade (7.2 percent).

**Table 5-18  
Businesses in Orangetown by NAICS Code**

Industry	Businesses		Employees	
Agriculture, Forestry, Fishing & Hunting	4	0.2%	16	0.1%
Mining	0	0.0%	0	0.0%
Utilities	2	0.1%	26	0.1%
Construction	157	6.7%	1,054	3.3%
Manufacturing	79	3.4%	5,245	16.5%
Wholesale Trade	68	2.9%	1,558	4.9%
Retail Trade	264	11.3%	2,291	7.2%
Transportation & Warehousing	44	1.9%	645	2.0%
Information	72	3.1%	1,409	4.4%
Finance and Insurance	105	4.5%	1,352	4.3%
Real Estate, Rental & Leasing	87	3.7%	605	1.9%
Professional, Scientific & Tech Services	238	10.2%	2,101	6.6%
Management of Companies & Enterprises	5	0.2%	30	0.1%
Administrative & Support & Waste Management & Remediation	84	3.6%	460	1.4%
Educational Services	59	2.5%	2,558	8.1%
Health Care & Social Assistance	220	9.4%	5,634	17.7%
Arts, Entertainment & Recreation	77	3.3%	592	1.9%
Accommodation & Food Services	218	9.3%	1,914	6.0%
Other Services (Except Public Administration)	297	12.7%	2,623	8.3%



Industry	Businesses		Employees	
Public Administration	58	2.5%	1,555	4.9%
Unclassified Establishments	198	8.5%	87	0.3%
<b>Total</b>	<b>2,336</b>	<b>100%</b>	<b>31,755</b>	<b>100.0%</b>

**Notes:** The North American Industry Classification System (NAICS) is the standard used by Federal statistics agencies in classifying business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. business economy.

<https://www.census.gov/naics/>

**Sources:** ESRI Business Summary, November 19, 2021.



Downtown Pearl River © AKRF

# Existing Economic Development and Downtown Revitalization Strategies and Programs

## 2018 Pearl River TOD Opportunities Analysis

In 2018, the “Pearl River TOD Opportunities Analysis” (Pearl River Study) was submitted to the Town of Orangetown. The purpose of the Pearl River Study was to establish a downtown revitalization strategy for the hamlet of Pearl River. According to the Pearl River Study, key assets in Pearl River, which make it “uniquely positioned for physical and economic rejuvenation” include a relatively large downtown (for the area), a compact urban form

## 2018 Pearl River TOD Opportunities Analysis

comprised of a mix of uses, and rail connectivity to Secaucus Junction and New York City by way of the NJ Transit Pascack Valley line.

At the time of the Pearl River Study, it was observed that home sales and rental prices had been rising in the hamlet, especially for one-bedroom apartments. While restaurants and similar establishments continued to attract patrons to the downtown, “neighborhood-scale retail offerings along Central Avenue had become smaller and less diverse” as they competed with nearby malls and societal shifts to e-commerce. In the decade preceding the Pearl River Study, “only minimal infrastructure improvements [were] implemented in the downtown core.”

The Pearl River Study included quantitative analysis of Pearl River’s demographics, economic and fiscal conditions, housing, and land use. It also, through a community workshop and other outreach efforts, explored desires of the local community, and community feedback was informative. Some strategies advanced by the community included:

- Encourage a greater diversity of entertainment, retail, and service establishments.
- Increase working opportunities downtown through office and co-working space which could assist in generating foot traffic.
- Attract more consumers to the hamlet by improving dated storefront facades, filling vacancies, beautifying lots and sidewalks, and adopting design standards.
- Support locating higher density housing closer to the train station, while maintaining zoning and building code enforcement to preserve community character.
- Improve train service in the hamlet, including more frequent express service to New York City.
- Enhance the pedestrian experience by repairing existing sidewalks, creating new sidewalks, and installing traffic calming measures to improvement pedestrian and motorist safety.
- Enhance streetscapes with trees, landscaping, planters and outdoor seating.

The Study concluded that Pearl River was “well positioned physically and economically for downtown infill development, especially in an around its train station.” The Study’s land use assessment found that the “existing urban form around the train station could accommodate a greater mix of uses, higher intensity of land use, and taller buildings.”

## 2018 Orangetown Bike Study

The “Orangetown Bike Study: A Comprehensive Plan for a Safer and More Welcoming Cycling Environment on Orangetown’s Roads and Trails” (Bike Study), was presented to the Town Board in June 2018. The primary goal of the Bike Study was to create a community vision for the local cycling network, with a focus on connecting residents with local business districts and community facilities including schools, libraries, and parks.

The Bike Study included some limited recommendations regarding economic development and downtown revitalization. It discussed the “Bike Friendly New York”<sup>10</sup> program as a method of connecting the local business community to cyclists, and improving the



Pearl River © AKRF

<sup>10</sup> <https://www.ptny.org/cycle-the-erie-canal/bikefriendly>



## 2018 Orangetown Bike Study

experience for Orangetown residents and visitors who wish to dine, shop, travel, or make other trips by bike. Launched in 2017 by Parks & Trails New York, a statewide advocacy organization for parks and trails, the Bike Friendly New York program awards certification to businesses in New York State that fulfill certain eligibility requirements and offer specified bicycle-friendly amenities that demonstrate support for cyclists. As explained by Parks & Trails New York, “[t]he purpose of the Bike Friendly New York program is to recognize businesses that currently cater to cyclists by offering services and amenities that make two-wheeled exploration easier and more enjoyable and to encourage other businesses to do so.”<sup>11</sup> The Bike Study suggested that designations of businesses as “Bike Friendly” could lead to increases in local retail sales when cycling increases.

As to downtown revitalization, the Bike Study suggested that since Pearl River has a walkable business district and convenient access to transit, improvements along Main Street and North Middletown Road, including adding shared lanes, bike lanes, and improved shoulders, could lead to safer connections for bikers and pedestrians alike. The Town could consider this downtown revitalization strategy for Pearl River and other hamlet downtowns.

<sup>11</sup> Program Guide. [https://www.ptny.org/application/files/8415/8093/3990/Bike\\_Friendly\\_NY\\_Program\\_Guide\\_FINAL.pdf](https://www.ptny.org/application/files/8415/8093/3990/Bike_Friendly_NY_Program_Guide_FINAL.pdf)



Pearl River © AKRF

# Community Views on Economic Development and Downtown Revitalization

Downtown Sparkill © AKRF



## Community Survey

The Community Survey asked questions about existing and future conditions in the Town including what uses should be encouraged and discouraged, and whether and to what extent commercial development should be encouraged in the hamlets. The results of the Community Survey offer insight into how the Town might foster positive economic development and downtown revitalization while balancing resident interests and concerns.

Residents were in favor of encouraging a variety of land uses including Farmers markets (84 percent encouraged), theatre and performing arts (73 percent encouraged), restaurant and food service (68 percent encouraged), entertainment (62 percent encouraged), grocery and retail stores (59 percent encouraged). Residents were discouraging of various commercial uses, including outside storage facilities (68 percent discouraged), automobile dealerships (59 percent discouraged), light industrial and manufacturing facilities (40 percent discouraged), and gas station and convenience stores (36 percent discouraged) (see **Appendix \_\_\_**, Community Survey, Q14). Residents offered the following suggestions, concerns, and observations:

- Strip malls should be discouraged, while the town should support small businesses, entrepreneurs, and the arts.
- Wherever possible, businesses should be encouraged to take over and rehabilitate older properties, and the Town should encourage this process.
- Encourage history-based tourism.
- Do not develop open space with commercial uses, but rather build-out existing industrial and office parks, and renovate existing vacant properties.

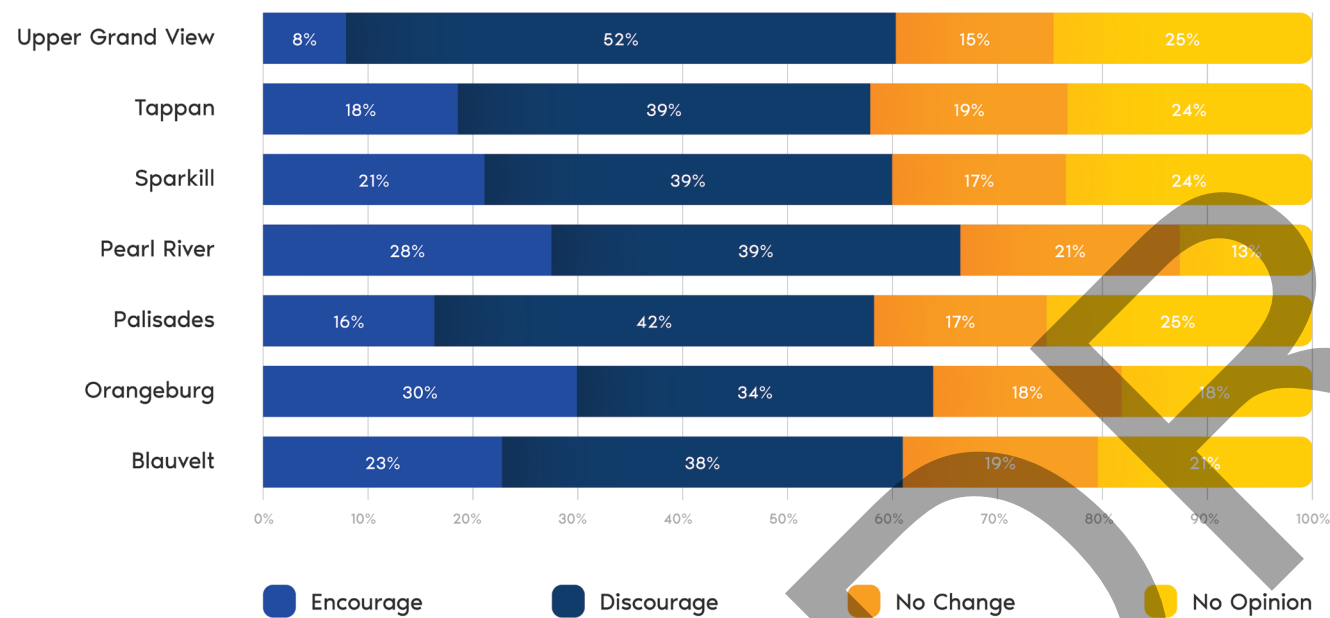


## Community Survey

- Develop a Town department/office/committee that works to attract new creative businesses (such as startups, technology firms, and art and cultural centers).
- Limit the development of large commercial businesses, which often comes at the expense of smaller, locally-owned businesses.
- Develop a senior center or other community center.
- Host more outdoor events including concerts, fairs, and markets.
- Discourage expansion of chain restaurants, but encourage unique ones, and explore funding opportunities to encourage those businesses.

The Community Survey also asked residents their views on commercial development in the hamlets (see **Appendix \_\_**, Community Survey Q17). The overall sentiment was that commercial development should be discouraged in the hamlets, as seen in **Table 5-19**, although some hamlets were less discouraging of such development than others.

**Table 5-19**  
**Public Feedback on Commercial Development in Hamlets**



**Notes:** Percentages for each hamlet may not add to 100% due to rounding.  
**Sources:** Community Survey.

Based on these responses, it can be understood that certain hamlets may be more suited for economic investment in the form of commercial development than others. For example, while 33.8 percent discourage commercial development in Orangeburg, 30.0 percent encourage it, demonstrating a relative balance between supporters and opponents. Similarly, in Pearl River, while 38.7 percent of respondents discourage commercial development there, 27.6 percent encourage it. In contrast, opinions diverge more significantly for the other hamlets. In Upper Grand View, just 8.0 percent encourage commercial development, while 52.3 percent discourage it. The Town should consider this public feedback in determining where downtown revitalization, in the form of commercial development, would be best received by area residents.



Downtown Pearl River © AKRF

# Vision, Goals, and Objectives

The goals and objectives included in the Comprehensive Plan seek to provide a healthy economic environment for community-based businesses that maintains the Town’s tax base and provides jobs and services to the Town’s residents.

## Proposed Implementation Strategies and Actions

Based on the existing demographic and economic conditions, and public feedback during the public engagement process, implementation strategies were developed to address resident concerns and goals. This section identifies several strategies that could be undertaken to improve economic conditions in the Town, and to revitalize the hamlet downtowns.

- Explore grants and other funding opportunities for the Town and for small businesses, and educate business owners on how to apply for those opportunities.

One program the Town could explore is the New York State Downtown Revitalization Initiative, a key component of the State’s economic development program. The stated goal of the program is to “transform downtown neighborhoods into vibrant centers that offer a high quality of life and are magnets for redevelopment, business, job creation, and economic



and housing diversity.”<sup>12</sup> The program seeks to encourage compact, walkable downtowns. Participant communities are nominated by the State’s 10 Regional Economic Development Councils based on a downtown’s potential for transformation, and communities can be awarded up to \$20 million to develop a strategic investment plan for the downtown and to implement projects that advance the community’s vision for revitalization.

As noted in **Table 5-18**, over 20 percent of businesses in the Town are in the Retail Trade or Accommodation and Food Services sectors. The Town should consider collaborating with a group of businesses in these sectors when developing its downtown strategic investment plan and identifying key projects.

Another program the Town can explore, and promote among local businesses, is the Empire State Economic Development Fund Program.<sup>13</sup> The stated goal of the program is to “offer financial assistance for projects that promote New York State’s economic health by facilitating job creation and/or retention, or increased business activity in the state.” Funds awarded through the program can be used for real estate and land acquisition, demolition, construction and renovations, site and infrastructure improvements, machinery and equipment, inventory, construction-related planning and design, training, and feasibility planning studies. Eligible organizations and projects include research and development, high technology, service and non-retail commercial enterprises, not-for-profits, local development corporations, and municipalities.

<sup>12</sup> <https://www.ny.gov/programs/downtown-revitalization-initiative>

<sup>13</sup> <https://esd.ny.gov/empire-state-economic-development-fund-program>

**20%**

of Town business is retail Accommodation and Food Services sectors

- Utilize placemaking strategies such as annual community events, pop-up holiday markets, farmers markets, public art, and live entertainment to draw residents and visitors to the community, patrons to local businesses, and to activate the public realm.

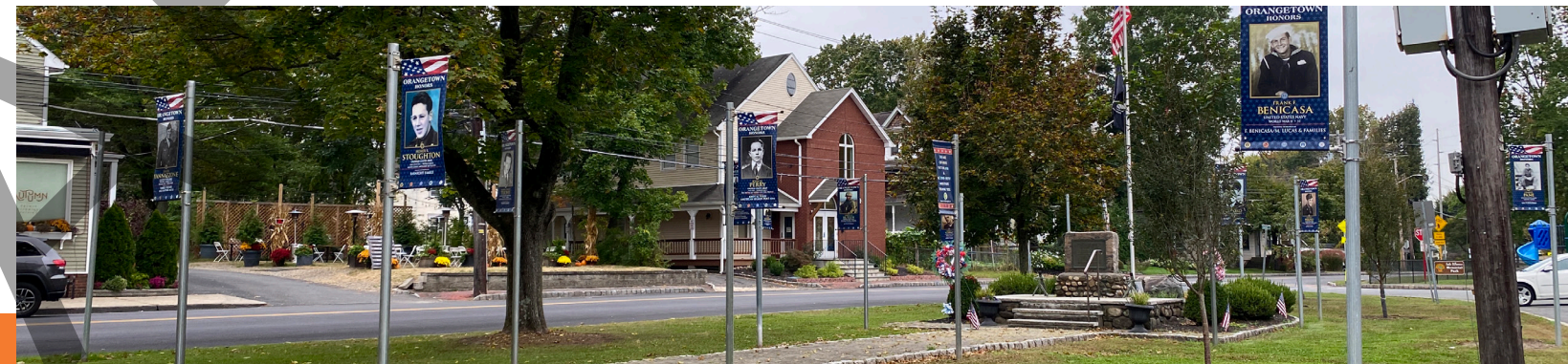
Community feedback during the public engagement process indicated significant support for encouraging land use for farmers markets, theatre and performing arts activities, dining and entertainment. The Town can consider facilitating more of these events throughout the year, particularly in the hamlet downtowns. Seasonal outdoor markets and festivals, which may include weekend street closures during warmer months, can encourage pedestrian circulation and engagement with local businesses.

Businesses from elsewhere in Town, outside the hamlet downtowns, could also be encouraged to set up stands during these events, allowing them to market their products and services to a broader community base, raising awareness. Where commercial properties in hamlet downtowns have been vacant for extended periods of time, the Town can create an inventory of these properties, and can facilitate discussions between commercial property owners and potential renters to set up pop-up and seasonal/temporary businesses.

- Encourage small businesses that add to the vitality of hamlet centers by providing cultural, recreational, and entertainment amenities desired by the community.

In order to attract businesses to Orangetown’s hamlet centers, the Town could undertake a marketing campaign to showcase the Town as a unique place to live, work, visit, and explore. The marketing campaign would make a concerted effort to reinforce the benefits of relocating to Orangetown to potential businesses, and could include information about potential grants and other funding opportunities for those new businesses.

Direct marketing techniques could take many forms, including hosting seminars and events for prospective businesses, participating in industry trade shows, developing a website, and advertising in trade publications. The marketing campaign could present a regional vision for the Town, while promoting the local identity of the hamlets.



Sparkill © AKRF

- Establish a local development corporation.

A local development corporation (LDC) is a not-for-profit corporation with the mission of reducing unemployment, increasing job opportunities, and attracting and retaining industry for a community. LDCs have more capabilities than a local government to aid in local economic development. For example, an LDC can acquire property, fund construction, or issue bonds.

An LDC can be created by the Town of Orangetown (See New York Not-For-Profit Corporation Law -NPC § 1411. Local development corporations).

In lieu of incorporating an LDC, Orangetown could connect with the Rockland Economic Development Corporation (REDC)<sup>1</sup> or the Rockland County Industrial Development Agency (IDA)<sup>2</sup> to facilitate redevelopment projects.

<sup>1</sup> <https://www.redc.org/>

<sup>2</sup> <https://rocklandida.com/>



– Create an Orangetown Economic Development Plan.

Local economic development is a process through which the public and private sectors coordinate to facilitate better conditions for economic growth and employment generation in a locality. The goals of such local economic development are to create wealth, generate jobs, increase incomes, and improve the quality of life for residents. The Town can consider creating an economic development plan around three core components: supporting businesses, supporting workers, and supporting quality of life.<sup>14</sup> Associated goals for these components could include:

– Supporting Businesses

- Retain existing businesses, which could include adding or improving local infrastructure, and interviewing local business owners to understand challenges and long-term goals.
- Attracting new businesses, by focusing efforts on industries best suited to the Town’s assets and opportunities.
- Encourage business growth in infill locations around the Town, including within the hamlets.

– Supporting Workers

- Improve access to local employment opportunities.
- Increase access to advanced education, workforce development, and job training opportunities.

– Supporting Quality of Life

- Promote a vibrant downtown commercial district, which if successful will allow downtown properties to better contribute to the Town’s tax base (through increased retail sales).
- Attract stores and services that address daily needs of residents (rather than stores that sell nonessentials and luxury goods).<sup>15</sup>
- Attract new businesses of varying types and sizes to broaden business offerings and protect the Town’s tax base.

<sup>14</sup> Additional guidance may be reviewed at: [https://www.epa.gov/sites/default/files/2016-01/documents/small\\_town\\_econ\\_dev\\_tool\\_010516.pdf](https://www.epa.gov/sites/default/files/2016-01/documents/small_town_econ_dev_tool_010516.pdf)

<sup>15</sup> [https://www.epa.gov/sites/default/files/2016-01/documents/small\\_town\\_econ\\_dev\\_tool\\_010516.pdf](https://www.epa.gov/sites/default/files/2016-01/documents/small_town_econ_dev_tool_010516.pdf)

Pearl River © AKRF



– Attract new businesses of varying types and sizes to broaden business offerings and protect the Town’s tax base.

The Town can create a more attractive environment for businesses in a variety of ways. Improvements to downtown connectivity, linking amenities, housing, retail options, and natural resources and open space would enhance the sense of place in the hamlet downtowns. Promotion of walking as an important mode of local circulation within the downtowns, and strengthening intermodal connections, would make it easier for pedestrians to travel within downtown areas, frequenting more businesses with ease, and between downtowns and other areas of the Town. Economic development initiatives to attract new businesses and broaden business offerings should be focused on placemaking strategies (discussed above) and improving quality of life for residents.

– Encourage infill development wherever possible, to maintain the ‘feel’ and ‘character’ of the hamlet downtowns.

To facilitate infill development, the Town can develop an inventory of existing vacant properties, organizing the properties by type (e.g., professional offices, commercial businesses, strip mall, factory/manufacturing, warehousing, dining). This inventory can also identify underutilized parcels. Using this information, the Town can develop specific strategic plans for hamlets that are more receptive to commercial development. Orangeburg and Pearl River were the hamlets more receptive to commercial development than others, based on Public Survey responses (see **Table 5-19**). Infill residential development could also be considered as part of a downtown revitalization strategy, as the housing data presented in Section B regarding vacancy (see **Table 5-15**) indicates there is low residential vacancy in the Town. Increased housing in downtown areas could also grow those local populations, further benefitting downtown businesses.

As **Table 5-3** indicates, Orangetown’s older residents are aging in place. In response to that phenomenon, infill development could consider the development of facilities catering to the needs of that cohort of the population, which could include condominiums (for those individuals wishing to downsize), a senior center, a community center, and medical facilities.



- Activate the public realm in hamlet downtowns as a means to stimulate the local economies of the hamlets.

Encouraging and implementing Complete Street policies could increase foot traffic through expanded pedestrian infrastructure (see **Chapter 4, Transportation, Mobility and Parking, Section C**). Encouraging the development of a more inviting, mixed-use, pedestrian-oriented public realm could be considered in conjunction with transportation-related suggestions made by residents for additional bike lanes and sidewalks. The Town should also consider placemaking strategies, as discussed above, including improvements to public spaces, to further activate the public realm.

- The Town could consider undertaking an evaluation of short- and long-term economic impacts of the Covid-19 Pandemic on businesses in Orangetown, to better inform strategies that could respond to new trends such as work-from-home, and hybrid-work schedules.

The Covid-19 Pandemic had a unique impact on downtown economies. In the short-term, daytime and evening populations were diminished in downtown areas, reducing consumer activity. In the wake of that reduced economic activity, without certainty as to when and whether that consumer activity will return to pre-Pandemic levels, the Town should take steps to understand the existing business climate.

Tappan © AKRF

