



NYS ROUTE 17 ECONOMIC DEVELOPMENT ANALYSIS TOWN OF TUXEDO, JULY 22, 2024



NELSON POPE VOORHIS
environmental • land use • planning



NEW YORK
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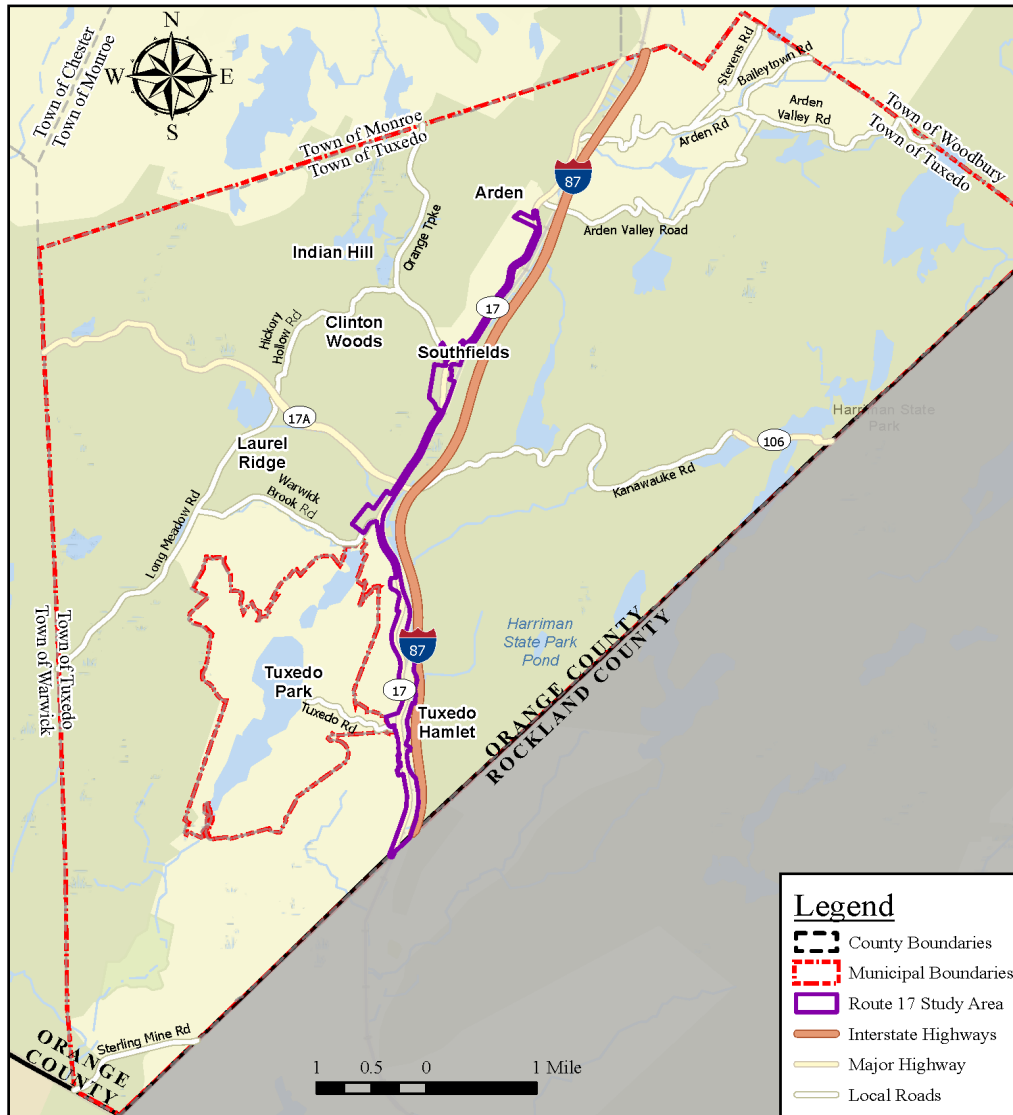
**Hudson River
Valley Greenway**

PURPOSE OF STUDY



PURPOSE OF THE STUDY – REVITALIZE THE NYS ROUTE 17 COMMERCIAL CORRIDOR

- Provides information on the demographic and economic environment of the corridor and its immediate market
- Identify potential business gaps and opportunities
- Identify local tourism and the untapped tourism potential
- Provides information on opportunity site for potential redevelopment to increase economic development activity of the corridor



Town of Tuxedo
Orange County, NY

Map 3: NYS Route 17 Study Area

Sources: 2024 Orange County GIS; NYS GIS
Scale: 1 inch = 77,945 Feet



DEMOGRAPHICS



Trade Population and Projections of Market Area

Year	Drive Time Trade Areas from NYS Route 17 Corridor Study Area					
	5-Minutes		10 Minutes		20 Minutes	
	Population	Percent Change	Population	Percent Change	Population	Percent Change
2023	1,401	2.6%	5,134	6.4%	158,017	2.2%
2028	1,416	1.1%	5,172	0.7%	158,609	0.4%

DEMOGRAPHICS

Income and Net Worth of Market Area

Income 2023	Town of Tuxedo	Trade Areas		
		5-Minutes	10 Minutes	20 Minutes
Value				
Median Household Income	\$148,636	\$145,983	\$114,887	\$109,455
Per Capita Income	\$79,027	\$78,815	\$64,711	\$50,704

DEMOGRAPHICS

Commuting Patterns



DEMOGRAPHICS

- While the 5- and 10-minute trade area population is relatively small, businesses that rely on local populations, such as hair salons or convenience stores, will be successful within the Study Area.
- Since the 5- and 10-minute trade area population is small, potential clustering of businesses such as retail shops or restaurants will be limited unless those businesses capture customers within the larger trade area.
- The population increases to over 158,000 people within a 20-minute trade area and would provide opportunities for new businesses, especially ones that are unique or have a specific customer base that would be willing to travel for the goods or services offered.
- The population within all three trade areas is also ethnically diverse and has a relatively higher income level when compared to the surrounding counties.
- Daily commuters, whether by train or car, are potential consumers.

DEMOGRAPHIC KEY FINDINGS

ECONOMIC TRENDS



ECONOMIC TRENDS – DISCRETIONARY SALES

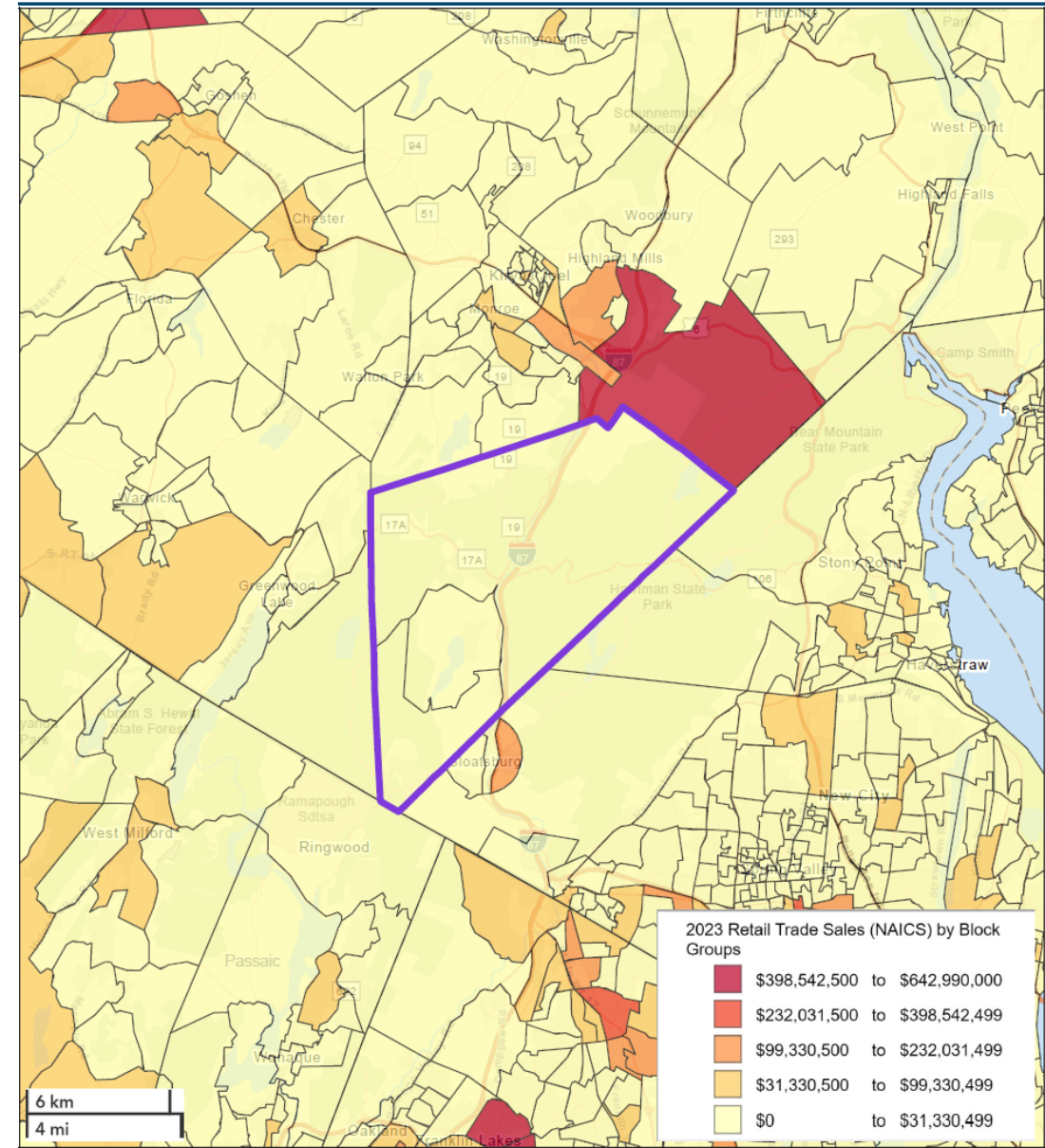
Sales Category	Trade Area		
	5-Minutes		
	Spending Potential Index	Average Amount Spent	Total Amount Spent
Apparel and Services	180	\$3,963.82	\$2,279,194
Entertainment and Recreation	183	\$6,914.55	\$3,975,866
Food - Away from Home	180	\$6,715.02	\$3,861,136
Food – Alcoholic Beverages	198	\$1,333.75	\$766,904
Household Furnishing and Equipment	185*	\$9,850.56	\$5,664,070
Travel	196*	\$4,387.93	\$2,523,061
Personal Care Products and Services	181	\$1,001.38	\$575,793

Sales Category	Trade Area		
	10-Minutes		
	Spending Potential Index	Average Amount Spent	Total Amount Spent
Apparel and Services	159	\$3,503.59	\$6,236,383
Entertainment and Recreation	183	\$6,022.00	\$10,719,161
Food - Away from Home	157	\$5,843	\$10,402,243
Food – Alcoholic Beverages	173	\$1,164.30	\$2,072,455
Household Furnishing and Equipment	160*	\$2,840.44	\$5,056,005
Travel	186*	\$3079.83	\$5,482,162
Personal Care Products and Services	158	\$873.74	\$1,555,264

Sales Category	Trade Area		
	20-Minutes		
	Spending Potential Index	Average Amount Spent	Total Amount Spent
Apparel and Services	145	\$3,189.12	\$160,552,930
Entertainment and Recreation	142	5,360.23	\$269,855,631
Food - Away from Home	142	\$5,270.77	\$265,351,425
Food – Alcoholic Beverages	155	\$1,045.25	\$52,622,038
Household Furnishing and Equipment	143*	\$2,526.61	\$127,300,217
Travel	149*	\$2,729.80	\$137,428,925
Personal Care Products and Services	143	\$787.98	\$39,699,987

ECONOMIC TRENDS

Competition

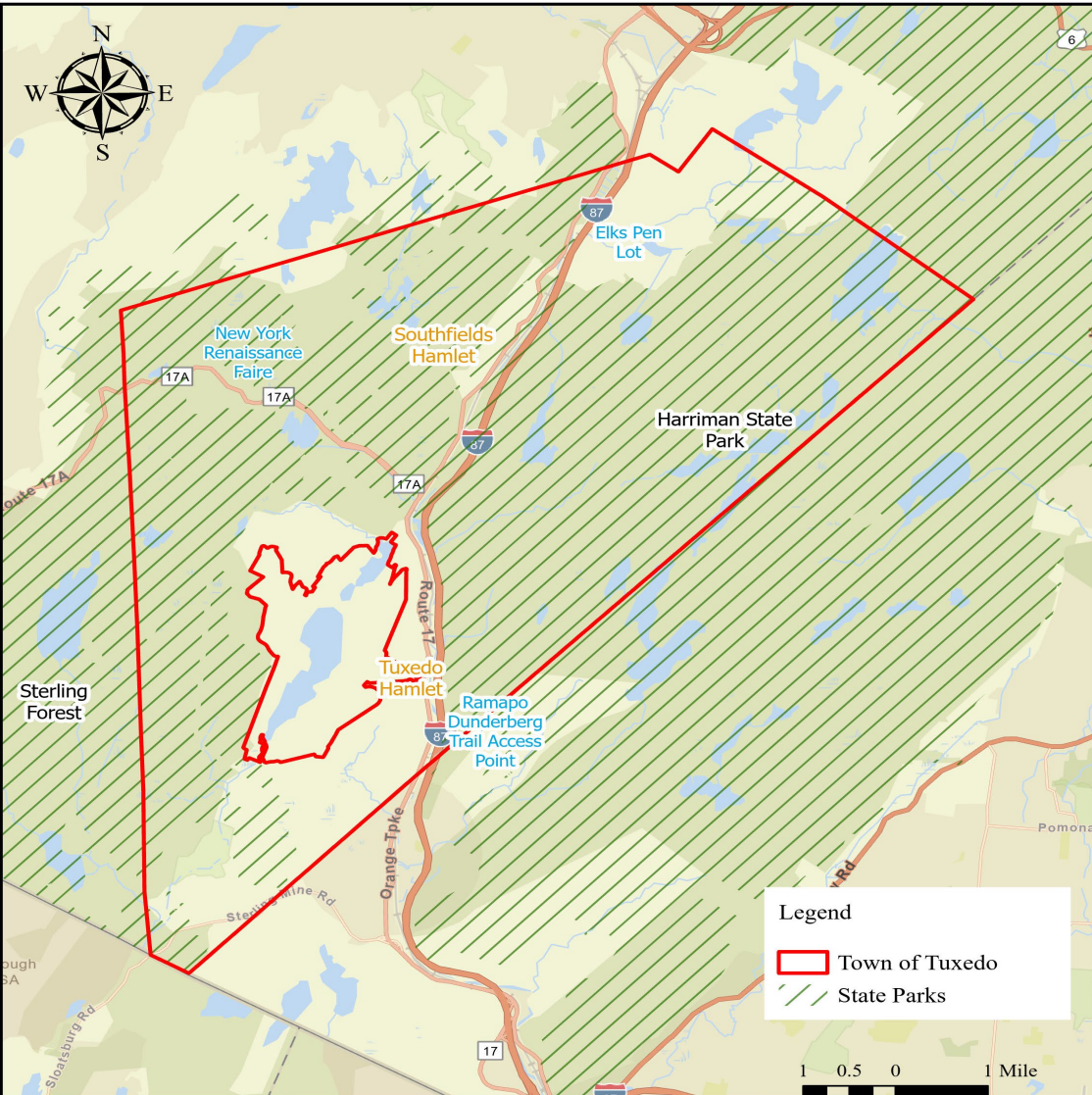


ECONOMIC TRENDS KEY FINDINGS

- The discretionary spending of the population that lives within the 20-minute trade area is much greater than the \$51 million dollars in sales each year taking place at the current businesses in the Study Area.
- There is robust competition nearby in regional shopping centers, as well as online, especially for retail, but unique or specialty shops and other service industries may set a particular business apart from other shopping venues.
- Based on the survey responses, the residents of the Town are shopping outside of the Town for most goods, and only a few shops are consistently visited within the Town.
- The Town's Chamber of Commerce and the Town's local development corporations provide additional avenues for business assistance, which is unique, especially for a smaller town like Tuxedo.
- The Town should also appoint someone to help be a liaison to the business community. The Town should also develop a marketing program specifically tailored to Route 17 to promote current businesses and future business opportunities.

TOURISM POTENTIAL






TOURISM POTENTIAL

- Harriman State Park - 15,000 people per year enter the park from Tuxedo
- Sterling Forest State Park - approximately 300,000 visitors per year
- Palisades MTB (Mountain Biking) – approximately 14,284 riders in 2024
- New York Renaissance Faire - 10,000 and 12,000 guests daily

**Town of Tuxedo
Orange County, NY**

**Map 5:
Recreational
Resources**

Sources: 2024 Orange County GIS; NYS GIS
Scale: 1 inch equals 2 mile



TOURISM POTENTIAL KEY FINDINGS

- The Town experienced growth in its outdoor recreational lands and attractions and visitors to them represent untapped potential for current and future businesses.
- The Town should foster the development of tourist-related businesses within the NYS Route 17 Study Area.
- Creating additional connections from the Train Station and the hamlet areas to the various trails and parks should be paramount.
- Creating better connections with Orange County Tourism should be undertaken.
- The Town should consider wayfinding as well as creating sidewalks in key locations for pedestrians using the train to connect to key activities. In addition, all businesses should have parking facilities for bicycles.
- Where sidewalks or trails cannot be constructed, road demarcations could be used to allow higher and cyclists to share the road to bring them to a hamlet, e.g., from Indian Hill to Southfields along Orange Turnpike.
- The Town should consider developing a marketing or branding campaign for the Study Area.



OPPORTUNITY SITE



THANK YOU

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