
**A
LONG RANGE
DEVELOPMENT
PLAN**

**VILLAGE OF
PLEASANTVILLE
NEW YORK**

**A LONG-RANGE DEVELOPMENT PLAN
FOR
THE VILLAGE OF PLEASANTVILLE, NEW YORK**

February, 1973

VILLAGE OF PLEASANTVILLE

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PREFACE

A Long-Range Development Plan is a statement of the goals which a community sets for itself and a framework within which to achieve those goals over a period of years. It is a statement made in the light of present circumstances and should always admit the possibility of changed circumstances in the future. Such a Plan should consider as many important aspects of life in the community as possible and show how they relate to each other. With a Plan, a community is in a position to anticipate and shape the forces of change, rather than only being able to react to them. The community is in a position to say: "This is what we are and this is what we want to be."

In the early 1960's, The Village Board of Trustees commissioned a professional consultant, Raymond & May, to study our community and to report on its needs and goals as they saw them. Out of that study came the current revised Zoning Ordinance, one example of a method to implement stated goals. With new Census information available in 1971 and changes taking place in Pleasantville, in the communities nearby, and in Northern Westchester, The Village Board felt there was a need to review the earlier study, bring it up to date, and seek a consensus among the residents of Pleasantville as to what they want for their community. We thereupon commissioned the same firm, now under the name of Raymond, Parish & Pine, Inc., to carry out this project. They proposed a large number of ideas concerning the Village. During 1972, the Village Board and The Planning Commission studied these ideas and involved as many individuals and groups in the community as possible in the discussion.

The Village Board and the Planning Commission accepted, modified, rejected and added ideas, many of them proposed by Village residents. The plan, tailored to the long range needs and desires of Pleasantville is ready. Adoption of this Long-Range Development Plan by the Village Board means that we have a set of goals and directions which help to describe what kinds of change we want, insofar as the State law and circumstances allow them to be controlled. The specific proposals in this Plan are a means of carrying out the Plan's goals. As short-range programs are developed, such as public improvements, changes in zoning or parking, etc., the full involvement of the community will be most important.

Donald A. Hermanson, Mayor
Frederick L. Scofield, Chairman of the Planning Commission

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THE PLANNING PROCESS

Review of the Past Ten Years

Since Pleasantville last took a comprehensive look at its future during the early 1960's, changes have occurred, not all of which are readily apparent:

- the population has grown 20 percent, to 7,110 by 1970.
- much of the vacant land has been developed.
- the parks have been expanded and improved.
- the housing supply has increased, mostly in single-family units.

Yet, despite these changes, there is a certain stability in Pleasantville: the physical appearance has changed little, the quality of the housing stock is generally sound, Village services continue at a high level of quality despite rising costs and a stable revenue base.

Other changes are imminent, the Singer (GPL) site, the most significant single piece of property in the Village, may change hands and use. Growth is occurring in upper Westchester County; and Pleasantville, with its location on the railroad, its attractive appearance and public services, along with the nearby location of Pace College, is feeling some of the pressure for growth.

Major Questions

The Village must ask itself major questions and make careful decisions regarding policy which will influence the future and will anticipate and shape changes: Should the Village encourage population expansion? How should the remaining vacant land be treated? How can recreation be further improved? How can the housing supply be structured to match the proportion of the young and the old in the Village population? How can the tax base be improved without changing the character of the Village or diminishing its appeal? These are some of the questions raised by Village residents in reviewing the past few years and the current situation of the Village.

Establishing Priorities

Many ideas were proposed to define the issues, determine goals and examine options. These ideas were incorporated in a series of 13 memoranda which were published between May, 1971 and July, 1972. Raymond, Parish & Pine's Memoranda 1 through 5 which provide background data re incorporated herein as Appendix 1. The Village Board took several steps to achieve awareness and involvement by the community: the memoranda were available in the Public Library and each was discussed at a succession of Village Board meetings from October, 1971, to June, 1972. The Planning Commission, Park and Recreation Advisory Board, the Pleasantville Homeowners Association and several hundred individuals submitted written comments and oral testimony, and the Community Service Council held a well attended open hearing. The Village Board took a formal step in the planning process on February 28, 1972 when it adopted six broadly worded statements expressing the Village Goals. Numerous ideas were included, modified or excluded by this process. We believe those included in this Plan have broad support.

With the Plan, the Village is in a position to anticipate and shape change rather than only being able to react to changes and proposals. Village government, as well as other public bodies such as the School Board, can relate their plans and programs to all aspects of community life. This relation is clearly pointed out in the example of Route 117, when in 1968, Pleasantville made clear

its development objectives which in turn were used to develop a justifiable position opposing major reconstruction of a road through the Village. Similarly, having thought through the options for developing or redeveloping portions of the Village (such as the Singer/GPL site), the basis for clear positions will exist when proposals are made.

Thus, the Plan should be looked upon as the Village's best judgment at a given point in time. There should not be a rigid unswerving commitment to specifics, but there should be a commitment to the Plan's goals. The Plan is a guide for Village officials, property owners and residents.

THE BASIS FOR THIS PLAN

Limitations

A Long-Range Development Plan should be based on limitations such as realities of location, geography, population, economics and quality of life style desired. Pleasantville is a solid well-served residential community. It is also a business and service hub between the major centers of White Plains and Mount Kisco.

As noted earlier, the Village grew dramatically between 1960 and 1970, consistent with the increasing rate of growth in the northern part of Westchester County during this period. Our growing population has required expanding services at a time when business and industrial development, a major portion of the tax base, has stabilized.

The result of this cycle of development is that while Pleasantville's location is advantageous its ability to significantly alter its present development pattern or to expand its financial resources is limited by:

- limited supply of vacant land;
- simultaneous availability of accessible and often less costly land in surrounding towns;
- current Village development policies which define acceptable development; and
- current basis of public finances, including the limitations of present Federal-State resources and heavy dependence on local financing of public services.

There are, however, several opportunities within the Village for new development or redevelopment. Furthermore, there are alternative possibilities for development within each of these opportunity areas and these must be evaluated on the basis of their ability to satisfy Village goals.

The broad basis of a Long-Range Development Plan is a statement of where the community would like to be in the next few years — a statement of Goals. The Village Goals were formally adopted by the Village Board on February 28, 1972, reflecting a wide cross section of Village interests. They were purposely made general in scope in order to reflect a broad range of Village residents' desires.

Village Goals

1. Maintain the predominately medium density residential fabric of Pleasantville while simultaneously permitting some changes in the zoning ordinance of the Village of Pleasantville which will achieve a more varied housing supply, particularly small units.
2. Encourage the stability and development of the Village's business and service center so that it may serve Village and area residents, provide employment, serve as a source of Village revenue, and provide a source of community identity and pride.

3. Encourage joint efforts on the part of the Village with school, town or county officials, Consolidated Edison and the State and City of New York as well as any appropriate private or institutional interests towards improving and developing public services such as schools, recreation, and utilities.
4. Protect important natural and man-made assets and resources such as streams and water bodies on both public and private lands as well as quality of the air and physical appearance of the Village.
5. Consistent with other objectives, maintain a safe and free-flowing traffic circulation system that serves residents, business and industry and protects residential areas.
6. Develop means of expanding the fiscal base in order to support a high level of services while maintaining the Village's attractiveness for both residential and business development.

LAND USE

Density

The overall plan of land use presented here basically maintains the balance of commercial/residential property. However, the density of population in the center of the Village could increase moderately. Intensification of commercial land use is encouraged and enhanced. A major element in this Plan is the intensification of the area in and around the Village center to include office and/or apartment development. There would have to be a density of up to 40 units per acre in order to make this concept marketable.

The areas proposed for this type of intensive residential/office development include the Washington Avenue corridor from the vicinity of its intersection with Manville Road to Edgewood Avenue and the area generally bounded by Vanderbilt Avenue, Depew and Grant Streets as well as the area bounded by Grant, Manville Road and the Saw Mill River Parkway. By permitting this higher density it is anticipated that more small housing units will be made possible to meet the needs of older and young childless families and individuals. Lowering housing costs is particularly desirable for older citizens living on fixed incomes. Current Village policy is unchanged for other areas immediately surrounding the Village center. Less intense office and residential development, approximately 17 dwelling units to the acre, is currently zoned for the area generally between Bedford Road and Manville Road between the business area and Great Oak Lane. The Plan includes an expansion of housing types to permit attached single family homes and garden apartments at the presently permitted density in the Hobby-Hopper Street area adjoining the business area. Current densities of residential development are maintained throughout the remainder of the Village.

While present residential density is maintained in the less developed portions of the Village such as the Church Street-Green Meadow-Summit Place area, the concept of clustering homes may be applied as appropriate while maintaining the character and density. The Plan for the Old Village remains unchanged from its present status.

Two areas are identified for industrial or office/research development. Their complete and intensified development, along with the central business district, will provide the major expansions to our tax base.

- extension of the industrial area along the east side of Marble Avenue to Sunnyside Avenue.
- Singer/GPL. This piece of property is so important to the Village's future that the entire following section is devoted to it.

Singer/GPL

The old Manville Estate is commonly called Singer/GPL for its corporate owner. The site, approximately 70 acres including a separate 18-acre parcel under lease, is bounded by Bedford Road and Washington Avenue on the east and west, by the Aqueduct on the south and the Pierce Drive area to the north. It is presently the single largest nonresidential area of the Village. The Plan maintains this area in its present campus-office designation since this is considered to be in the Village's best interest. Every effort will be made to maintain this use including consideration of modifying the present zoning requirements to reduce the minimum lot size for office/research use as well as reasonable modifications of coverage and density requirements. All of this would be

accomplished as an attempt to make the property more marketable, while simultaneously maintaining high standards of site development. The traffic and service impact of any development change would also be considered.

In preparing this Plan, it has been necessary to recognize some important realities. Since this site could change hands and since the competitive forces are such that this may not be the most desirable location for a major office or research development, alternative possibilities had to be considered. As a matter of policy, the Village will cooperate with Singer/GPL in their present efforts to convey this property to desirable new owners who can use this site in a manner that will be mutually beneficial to themselves and to the community.

As an option, if office-research development cannot be maintained for all or part of the site, this Plan permits planned residential development which will allow for a mixture of housing types in a clustered arrangement at a density that will be consistent with the residential characteristics of the surrounding area, will preserve important natural aspects of this area and will not generate traffic or service demands significantly different than would be generated by present zoning. No retail activity is contemplated.

One of the advantages of this approach is that as part of a planned residential development the Village or School District may be able to secure a site for a future public purpose such as park or school. Both of these possibilities are discussed in the recreation and public facilities aspects of the Plan.

CENTRAL BUSINESS DISTRICT

The CBD with the railroad station, Village offices, post office, along with the commercial establishment and private office activity, is a focus for the community; it provides a source of identity.

Pleasantville's business area represents a major Village asset, both in terms of its economic function and as a service to the people of the area. Of particular importance are its roles as a source of public revenue and employment. The Central Business District or CBD is, in many ways, the heart of the Village.

Evidence suggests that retail business within Pleasantville has not grown as much as the population and income, although car sales and service industries have done very well. This Plan reflects a more closely tied together and better functioning business area which limits the outward spread of businesses and maximizes the use of the space within the current business district.

An important goal of the Village Plan is to encourage the strengthening of the CBD. As a basic policy of the Plan, future expansion of activity in the CBD should be encouraged within its present confines since the continued extension of its geographic boundaries will tend to dilute its strength. Opportunities should be sought that would permit a reasonable concentration of activity within a fairly limited area.

With the limited trade area for the Village, it is also important to build in as much potential trade as is reasonably possible through increased office and residential density in and around the business area.

Basic Scheme

Based on the above considerations, the basic scheme for the development of the CBD and its immediate environs is as follows:

Concentrate retail, service and office activity along Wheeler Avenue and Cooley Street, along Bedford Road to its intersection with Pleasantville Road and along Marble Avenue for a short distance, both sides of Manville Road between Grove Street and Memorial Plaza, on Washington Avenue up to the present limit of such activity and both sides of Bedford Road east to Tompkins Avenue.

This area as outlined above would be surrounded on the east, north and southwest by an intensive office and medium high-density residential area and on the south by general commercial (automotive, warehousing, services) and industrial activity.

The proposed land use plan for the CBD (shown in Exhibit 1) for the most part limits retail type activity to its present bounds including the extension of Cooley Street and the filling in of presently underutilized blocks. As time goes on and the business area develops within these bounds, further evaluation can be made. However, these areas can accommodate at least 10-15,000 square feet of additional retail (or office) space which is enough to accommodate up to a million dollars of additional sales above the present level. The parking plan considers this potential expansion.

Traffic

The success of a modern business area depends on getting customers into it and providing a desirable environment once they are there. The opportunity for increased employment and residential development will help to build up grade. Some road improvements outlined later in this report will also improve access. Within the CBD, traffic flow can be aided by the extension of Cooley Street, the connection of Wheeler to Tompkins, and regrading and repaving of Tompkins Avenue between Bedford Road and Clinton Street and conversion of that section to one way north.

- (a) The extension of Cooley Street between Manville Road and Bedford Road will take some of the load off Wheeler Avenue and Memorial Plaza. It will also provide additional commercial frontage. Since a portion of the needed right-of-way is already Village-owned and the rest is largely vacant, this will not be difficult to accomplish.
- (b) The connection of Wheeler Avenue to Tompkins Avenue will provide a free flow of traffic into and out of the business center and industrial area. Here, part of the needed land is already Village-owned. This connection can be combined with further expansion of off-street parking in the vicinity.
- (c) The railroad underpass on Sunnyside Avenue should be widened to two lanes for safety reasons.

Parking

Parking, particularly off-street parking, presents an interesting dilemma. There are approximately 665 spaces in the CBD, 500 of which are off-street. Of the off-street spaces, about 300 are Village-owned and 200 are private (such as Grand Union, Guidance Associates, etc.). Only about 110 Village-owned off-street spaces are available for short-term parking, while about 185 are long-term spaces for commuters and employees (see Exhibit 2).

Theoretically, the Village needs about as many spaces as are already available for shoppers, employees and commuters. Yet a 1971 study of the Village-owned off-street lots as well as on-street spaces revealed a less-than-capacity situation. Spaces were available in virtually all lots most of the time. During the survey period (June 25 to July 13, 1971) only the Memorial Plaza and Manville Road lots reached as much as 92 percent of capacity. Both of these are heavily used by commuters. A similar survey by the Planning Consultant in the early Fall of 1972 indicated similar findings.

The popularly held view that there is a shortage of spaces for shoppers likely results in part from the fact that the lots closest to the main business activity area are heavily used for all-day parking. Thus, the CBD plan emphasizes two approaches: Increase the amount of off-street parking to accommodate business expansion and employment growth and permit some flexibility in assigning all-day spaces to lots farther from the stores and service establishments.

There are several proposals in the Plan for additional public off-street parking areas: (see Exhibit 3)

- (a) Additional small parking lots in the block bounded by Cooley Street, Bedford and Manville Roads and Memorial Plaza which, combined, can accommodate approximately 100 to 115

cars. These could be built in conjunction with the extension of Cooley Street and rebuilding portions of this block.

- (b) A small new lot at the junction of Wheeler and Tompkins Avenues to accommodate about 30 cars, primarily all-day parking.
- (c) Conversion of the Village-owned parcel between Bedford Road and Rebecca Lane to parking for commuters or other all-day parkers. This could accommodate from 40 to 50 spaces.

A shopper oriented parking lot for 25 to 30 cars on Marble Avenue near Bedford Road is also a long range possibility but is not specifically included at this time. The erection of a multi-deck parking facility is a possibility but consideration of timing and location is not included at this time.

These recommendations, combined with a likely loss of some public on-street spaces as a result of Plan recommendations, will result in approximately 125-150 new off-street spaces.

In addition, it is likely that additional private off-street parking will be built in conjunction with new development on the periphery of the business area (i.e., Washington Avenue or in the Vanderbilt-Depew area). Further, the Village will work with developers to secure necessary off-street parking spaces.

This Plan for the Pleasantville CBD represents a first step in maintaining a vital Village center. The various steps necessary to implement the Plan must be part of the ongoing activity of the Village Planning Commission and the Board of Trustees.

It is also important for the business community to work closely with the Village officials. Based on the results of a brief questionnaire survey among the business people, it is apparent that the CBD is basically sound but changes are necessary for it to retain its vitality and value in the Village.

RECREATION AND OPEN SPACE

A major Village goal is to assure a high level of service in all areas of community life. In some cases involving public services the extent of expansion is dependent on the amount of growth anticipated. However, even without extensive growth, expanded recreation and education facilities are needed. The proposals included in this discussion are based upon:

- satisfying present unmet needs;
- a rate of growth over the next 20 years that is somewhat less than recent trends and which can be accommodated in the proposed land use plan.

The Plan reflects a realistic appraisal of what is both desirable and possible in the foreseeable future.

Needs

The Village's local recreation needs lie primarily in three areas:

- (a) More playground facilities in general, particularly in the Saratoga Avenue area and the northern portion of the Village;
- (b) Expanding playfield facilities for older children and adults, particularly for secondary school facilities for team sports, and
- (c) Improving a recreation center in terms of size, efficiency and location.

While vacant land is at a premium, if all of the land resources in the Village, including the New York City Aqueduct, Consolidated Edison property, the Country Club property and underutilized Village property were coordinated in an imaginative way, a complete and adequate system of open space and recreation facilities can be made available.

Acreage standards are a valid starting point to measure the adequacy of facilities but the mere existence of land does not necessarily satisfy the need. Nor does the absence of land, particularly in a built-up community, necessarily preclude a good recreation program.

There are presently about 45 acres of developed publicly owned recreation land in the Village. In addition to this there are about 24 acres of Village-owned land above Nannahagen Park which are in a natural state and offer opportunities for hiking and nature activity. While this 70 acres meets the current standard of 10 acres per 1,000 population it does not fully satisfy the Village needs in terms of a well rounded, properly distributed program.

Proposals

There are, however, several opportunities for meeting needs for intensive recreation. (see Exhibit 4)

- Facilities in the northern portion of the Village would be enhanced by arranging to use a portion of the New York City Aqueduct site on the north side of Manville Road to complement Soldiers and Sailors Field. Part of the site might be used for picnic areas and a connection made to the aqueduct which may be used for hiking.

- There is no significant vacant land in the Saratoga Avenue area, yet this is a heavily populated portion of the Village which should have a local recreation facility. The Plan includes a neighborhood recreation site there.
- The Plan also includes the closing of Roselle Avenue at the site of the Roselle School for recreation purposes. It appears that the building will now remain in use for at least several years. If and when it is abandoned, the site, or a portion thereof, should be maintained for park and recreation purposes to serve the area west of the Saw Mill River Parkway. Some type of turn around for vehicles serving the residences here will have to be incorporated into this scheme.
- The Plan includes incorporation of a small piece of the Cottage School property near Broadway and Lake Street. This 3 to 4 acre area would extend the Village Park and include an attractive area for hiking along the stream.
- Whatever happens to the GPL property in the future, it should include additional playground and other recreation facilities. If a portion of the site is used for an elementary school it will undoubtedly include a recreation area.
- It is recommended that the Village explore acquisition of access rights to areas along streams not presently on public land to serve as a link between recreation areas as well as a walking area. Specifically a pedestrian link between Summit Place and Hays Hill Road is included.
- The Pleasantville Country Club represents a major asset in terms of open space and recreation. The Plan reflects the present private recreation use of the site and suggests that ways to assure its permanence as open space be explored.

Projects recommended by the Park and Recreation Advisory Board are included in the Plan. These include:

- (a) Construction of 4 outdoor all weather tennis courts and one paved parking lot/basketball court.
- (b) Development of the recreation area in Nannahagen Park. (The playground area is partially developed.)
- (c) Continued upgrading of pool and other facilities at Nannahagen Park.
- (d) Construction of shelter, fireplace and picnic facilities at Nannahagen Pond.
- (e) Construction of paddle tennis courts.

In combination, these proposals would provide opportunities for a more balanced recreation program, as well as provide areas accessible to virtually all portions of the Village.

OTHER PLAN ELEMENTS OUTSIDE THE CENTRAL BUSINESS DISTRICT

Traffic and Circulation

An adequate and well functioning traffic circulation system is essential in terms of saving time and money and for safety. Furthermore, the extent to which the system is inadequate affects the competitive position of the business area as well as industrial areas. Thus the primary objectives for proposed improvements to the street system in the Village are the improved access to areas of existing or potential economic development and safe and free flowing vehicular circulation. The system should serve all sectors of the community and simultaneously protect residential areas by separating through traffic from local traffic.

The following additional road and traffic improvements are included in the Plan:

- Lake Street. Modest improvements are planned for Lake Street. It connects to Bear Ridge Road which in turn provides an outlet to State Route 120 and the County airport east of the Village. Similarly, this route provides access to the Village for population to the east. Residential construction in this vicinity requires modification of an earlier realignment proposal, specific engineering studies are necessary and the Town of Mt. Pleasant must plan for improvements as well.
- Washington Avenue/Manville Road/Wheeler Avenue Intersection. For the most part traffic flows fairly well at this intersection despite its heavy load and complexity. A significant number of minor accidents (10 reported in 1970) suggested several options for improvement. Based on current observations and data that includes peak periods the present system with modest improvements, supplemented by police assistance appears to be sufficient. One such improvement would be the elimination of some diagonal parking on the south side of Manville Road in the vicinity of this intersection.
- Bedford Road-Pine Bridge Road Intersection. This may only require a blinker for cars turning left from Bedford to Pine Bridge Road since there is a "blind" condition that presently exists. This improvement would be accomplished in conjunction with the Town of New Castle.
- Bedford Road-Manville Road Intersection. It is recommended that a left turning lane be instituted on Bedford Road (northbound) at the intersection of Manville Road. This will permit through traffic on Broadway-Bedford Road to proceed freely.

Schools

If it is assumed that:

- Maximum development of the Village takes place in accordance with the Land Use Plan;
- School District boundaries do not change; and
- The areas of the district outside the Village develop in accordance with the Town of Mt. Pleasant Plan, then the probable maximum enrollment that can be anticipated by the district is slightly over 2,000. Present enrollment is about 1,800 (1971-72) which is the

capacity of existing facilities. With presently planned improvement of the schools, the practical capacity might be as much as 2,000 pupils.

While major renovations of existing facilities are currently underway, this Village plan provides for a portion of the GPL property to be used for a new Elementary School if it is ever decided to pursue this course of action. Enough land could be set aside for an 800-1,000 student capacity facility. This will likely satisfy the ultimate needs of the District both in terms of expansion, modernization, and flexibility.

Village Offices

A preliminary analysis of Village office space needs to meet expanding administrative functions, as well as to provide adequate space for meetings and storage, was undertaken. All of these needs are vital to an effective governmental operation. The major emphasis of this study was an analysis of the adaptability of the present Village Hall to meet future needs. With a major renovation effort, the present Wheeler Avenue Building could be used for the foreseeable future. Consideration of costs, parking problems and alternate sites will determine what course should be pursued.

If it is concluded that a new facility is needed every effort should be made to keep it in the business area. It should be centrally located for all citizens and maintain the focus of the Village on the CBD. One commonly discussed suggestion, a multi-purpose structure over the railroad cut, is not included in this Plan. Such a structure would require extensive engineering and economic feasibility studies, which could be done in the future if it is considered a viable option.

IMPLEMENTATION

The Long-Range Development Plan represents the probable future course of Pleasantville. It is the best judgment at this particular point in time and will serve as a benchmark against which future major decisions are weighed.

There are prescribed methods by which your Village Government can seek fulfillment of the Plan. Here are the key tools which will be used.

Zoning Ordinances

The Village Law of New York State provides that:

"For the purpose of promoting the health, safety, morals, or the general welfare of the community, the Board of Trustees of a Village is hereby empowered, by ordinance, to regulate and restrict the height, number of stories and size of buildings and other structures, the percentage of lot that may be occupied, the size of yards, courts, and other open spaces, the density of population and the location and use of buildings, structures, and land for trade, industry, residence or other purpose.

"Such regulations shall be made in accordance with a comprehensive plan and designed to lessen congestion in the streets; to secure safety from fire, flood, panic and other dangers, to promote health and the general welfare; to provide adequate light and air; to prevent the overcrowding of land; to avoid undue concentration of population; to facilitate the adequate provision of transportation, water, sewerage, schools, parks and other public requirements. Such regulations shall be made with reasonable consideration, among other things, as to the character of the district and its peculiar suitability for particular uses, and with a view to conserving the value of buildings and encouraging the most appropriate use of land throughout such municipality."

Our Zoning Ordinance, established in 1927 and periodically updated, provides a definition of Pleasantville. It is the principal set of regulations which has shaped Pleasantville as it is today.

Implementation of the Plan will involve changes in this basic code. The Planning Commission is charged with the responsibility of proposing such changes as will be consistent with the Long Range Development Plan.

Specific proposals will be made and public hearings will be held prior to the adoption of any change.

Capital Improvements

The Village Board of Trustees sets a schedule of priorities for capital expenditures. With a commitment to the Long Range Development Plan, it will be expected that your Village government will attach special significance to those capital projects which move toward a fulfillment of the Plan. The current fiscal status of the Village is outlined in the Appendix under Memorandum No. 2.

Community Involvement

We are delighted to see the development of an active Chamber of Commerce in Pleasantville. Your Village government needs and encourages its involvement, as well as that of other community groups such as The Pleasantville Homeowners Association, the League of Women Voters, the Newcomers Club, Rotary, the Lion's Club, the Contemporary Club, the Women's Club, and the Dad's Club, etc. Individual and group initiative and participation are the vital element in managing the quality of life in Pleasantville.

Your support and active involvement, together with the day-to-day decisions of your Village government, will make the Long Range Development Plan a living tool for the future.

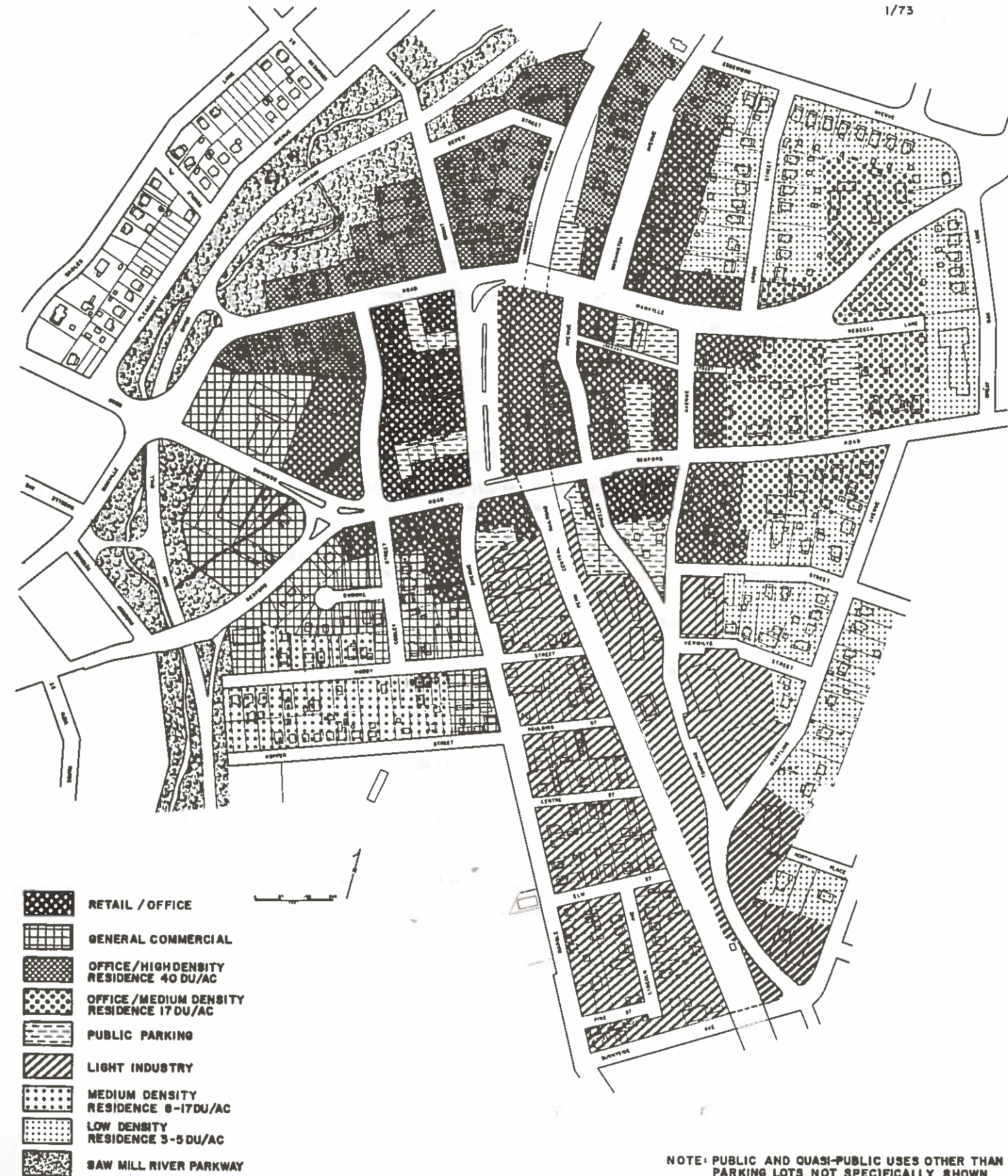
EXHIBITS

CENTRAL AREA DEVELOPMENT PLAN

PLEASANTVILLE BUSINESS AREA

VILLAGE OF PLEASANTVILLE
NEW YORK
RAYMOND, PARISH & PINE, INC., CONSULTANTS

1/73



NOTE: PUBLIC AND QUASI-PUBLIC USES OTHER THAN PARKING LOTS NOT SPECIFICALLY SHOWN

EXHIBIT 2

EXISTING PUBLIC PARKING IN PLEASANTVILLE BUSINESS AREA*

Existing Off-Street	Short-Term**	Long-Term**
Bedford Road lot	34	14
Cooley Street	20	66
Memorial Plaza	49	21
Tompkins Avenue lot	7	43
Wheeler Avenue lot		41
Manville Road lot		
On-Street Spaces	171	54***
Total	281	239

*At the present time there are about 200 privately owned off-street parking spaces in the Pleasantville business area. These include Grand Union and Guidance Associates, among others.

**Short-term: 1 and 2 hour parking; long-term: 10-hour or permit spaces.

***Includes 44 spaces in the Rebecca Lane area.

EXHIBIT 3

PROPOSED ON- AND OFF-STREET PUBLIC PARKING
Village of Pleasantville

Public Off-Street Parking	Parking Spaces*	
	Short-Term	Long-Term
Bedford Road lot (e)	34	33
Cooley Street/Memorial Plaza block	110 (est.)	14
Memorial Plaza (e)	82	53
Tompkins Avenue lot (e)	14**	25
Wheeler Avenue lot (e) expanded		50
Manville Road lot (e)	15**	10
Bedford/Rebecca Lane lot	20	
Tompkins-Wheeler lot	25	
Marble Avenue lot		
On-Street Parking	111 (lose about 80)	54
Totals	411	239

Note: (e) = existing lot.

*Does not include any private parking which would be required with most new developments.

**Increase short-term spaces from existing arrangement.

EXHIBIT 4

EXISTING AND PROPOSED RECREATION AREAS

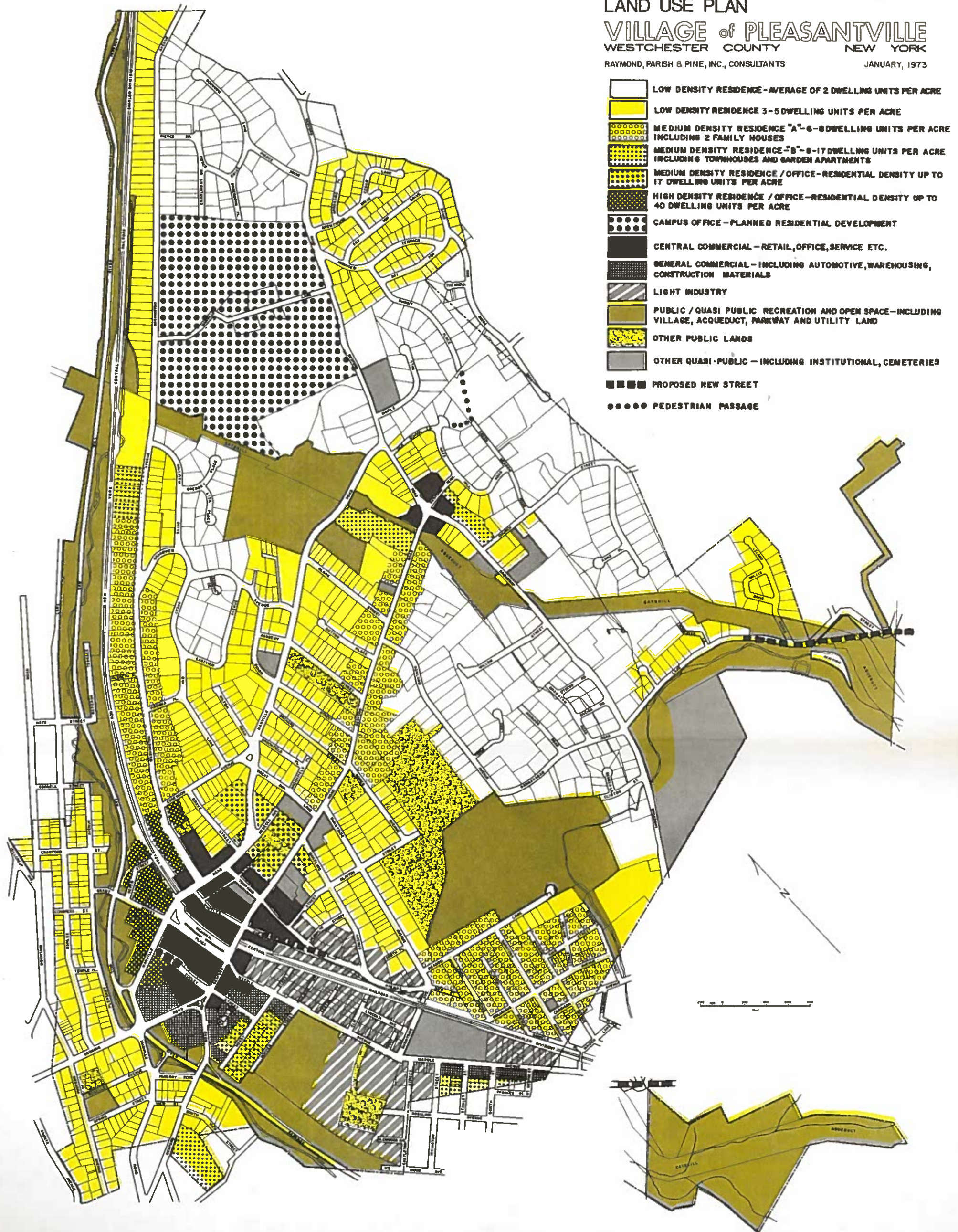
Location	Presently Recreation Lands (acres)	To be Acquired (acres)	Total (acres)
Nannahagen (Village Park)	47.0		47.0
Parkway Field	9.5		9.5
Soldiers and Sailors Field	2.5		2.5
Roselle Elementary School	1.3	0.2*	1.5
Bedford Elementary School	1.2		1.2
Cottage School Site		4.0+	4.0
Singer (GPL)		5.0+	5.0
Saratoga Avenue area		2.0+	2.0
High School	7.2		7.2
	68.7	11.2	79.9***
Country Club		35.0+**	35.0

*Essentially closing of street.

**The intent here is to preserve at least the major portion of the site for recreation.

***Acreages do not include any easements that might be acquired for access, hiking, cycling, etc.

LAND USE PLAN
VILLAGE of PLEASANTVILLE
WESTCHESTER COUNTY NEW YORK
RAYMOND, PARISH & PINE, INC., CONSULTANTS
JANUARY, 1973



APPENDIX

MEMORANDUM NO. 1

May 5, 1971

To: Village of Pleasantville

Re: Land Development and Village Plan Update

Guiding land development is one of the major planning tools that the Village has in seeking to accomplish its objectives. To a large extent this requires determining the most appropriate relationship between physical, social and economic elements of the community.

The arrangement and intensity of land use and trends in development provide much of the basis for land use decisions and thus zoning decisions. These decisions in turn relate to planning for streets, utilities, parks and schools. Land development also relates to the Village's fiscal structure which is a consideration in the Village's ability to accomplish its objectives.

This analysis of land development is divided into two sections:

recent development in Pleasantville with attention to the location and type of building activity and the regional development trends in the area around the Village and the northern Westchester area in general. Both of these discussions briefly assess the future potential and opportunities for the Village from a land use point of view. The internal and external development trends coupled with an understanding of the amount of vacant, underutilized or potentially redevelopable land, assist in deciding future land use. This aspect combined with an analysis of the Village economy, population change and housing will form the basis for planning policy.

Development in Pleasantville

The pattern of land development in the Village has remained relatively constant over the past ten years. The major elements of change have been a filling in of basically one family areas, particularly in the newer eastern portions; an intensification of residential development (conversions to two or three family dwellings) in older parts of the Village particularly in the Saratoga Lane-Columbus Avenue area and around the business area; and some expansion of office development, particularly in or near the business center.

An analysis of development activity since 1961 reflects the predominance of single-family houses in the northern and eastern parts of the Village. It is also apparent that the bulk of development activity took place in the early part of the 1960's (Table I). Two multi-family developments have been built in the last ten years, Washington Terrace and a twelve unit garden apartment on Bedford Road, east of Tompkins. In addition, the data reflects a number of conversions.

While most of the development has reinforced the suburban residential character of the Village, there has been some new commercial, office and light industrial activity. The commercial and office activity has been generally confined to the business center and in fact there has not been any outward expansion or any significant internal intensification of the business area.

The entire pattern of development is consistent with the 1961 Village Plan and under present Village zoning these trends will likely continue into the future.

The 1961 Village Plan noted that the amount of vacant land in Pleasantville was quite limited. Since 1961, about 160 permits have been issued for one and two family houses which have taken up many of the scattered vacant lots and some "estate" type holdings. There are still a number of small parcels and small estates, particularly east of Broadway in the Church Street area as well as the Sky Top area that still represent development potential. Some of these properties however, are difficult to develop because of topographic conditions.

Public or private development of marginal and/or underutilized properties, particularly in or near the Village center, is also to be considered. Such possibilities exist, for instance, in the Marble Avenue area. Limited site size, economics and competing lands outside of the Village may have an effect on these opportunities. Nevertheless, in establishing policy these ideas should be pursued.

Within the Village the following two large land holdings, both of which are being actively used, may offer opportunities for more intensive future use.

The Singer property between Washington Avenue and Broadway is presently being used for office and office related functions. There are approximately 72 acres in this site, only about 10% of which are actually used.

The Pleasantville Country Club in the southeastern part of the Village occupies about 35 acres.

If any part of either of these sites ever becomes available, there should be a clear picture of how the land should be developed in the Village's best interest.

TABLE I
DEVELOPMENT ACTIVITY: 1961-1970

Category	Building Permits	
	1961-1965	1966-1970
New 1 F houses	102	51
New 2 F houses	5	3
New Multi-Family	1	1
New Commercial and Industrial	18	21
Major Residential Alteration	25	17
Major Non Residential Alteration	5	3
Public; Quasi Public	5	5

Source: Building Permit Records; Village of Pleasantville.

County Development: Potential Impact on Village

While the character of the Village has not changed much in the past ten years, there has been substantial growth and change in the northern part of the County. There has been extensive residential development in Mount Pleasant, New Castle, Ossining and Yorktown. While most of the new residential development has been in single family homes, an increasing percentage has been multi-family development. For instance, according to the County Planning Department, 29 percent of all building permits in the northern part of the County from 1963-1968 were for multi-family development while only three percent were so in the 1950-57 period.*

The bulk of multi-family development is still occurring in the more urbanized southern portions of the County where demand for housing is high and land is at a premium.

Based on projections of population made by the County, Regional Planning Agencies and New York State, the County Planning Department predicts that housing, if it continues at its present rate of production will not be adequate for the anticipated population by 1975. There appears to be little question that given the proper circumstances (economics, access to jobs, etc.), the demand for residential development, including multi-family housing, will increase in northern Westchester. This will be discussed further in the housing study.

Major non-residential construction in northern Westchester in recent years has tended to occur in White Plains and along major automobile arteries in unincorporated portions of the Towns (i.e., Cross Westchester Expressway in Harrison; Columbus Avenue in Mount Pleasant).

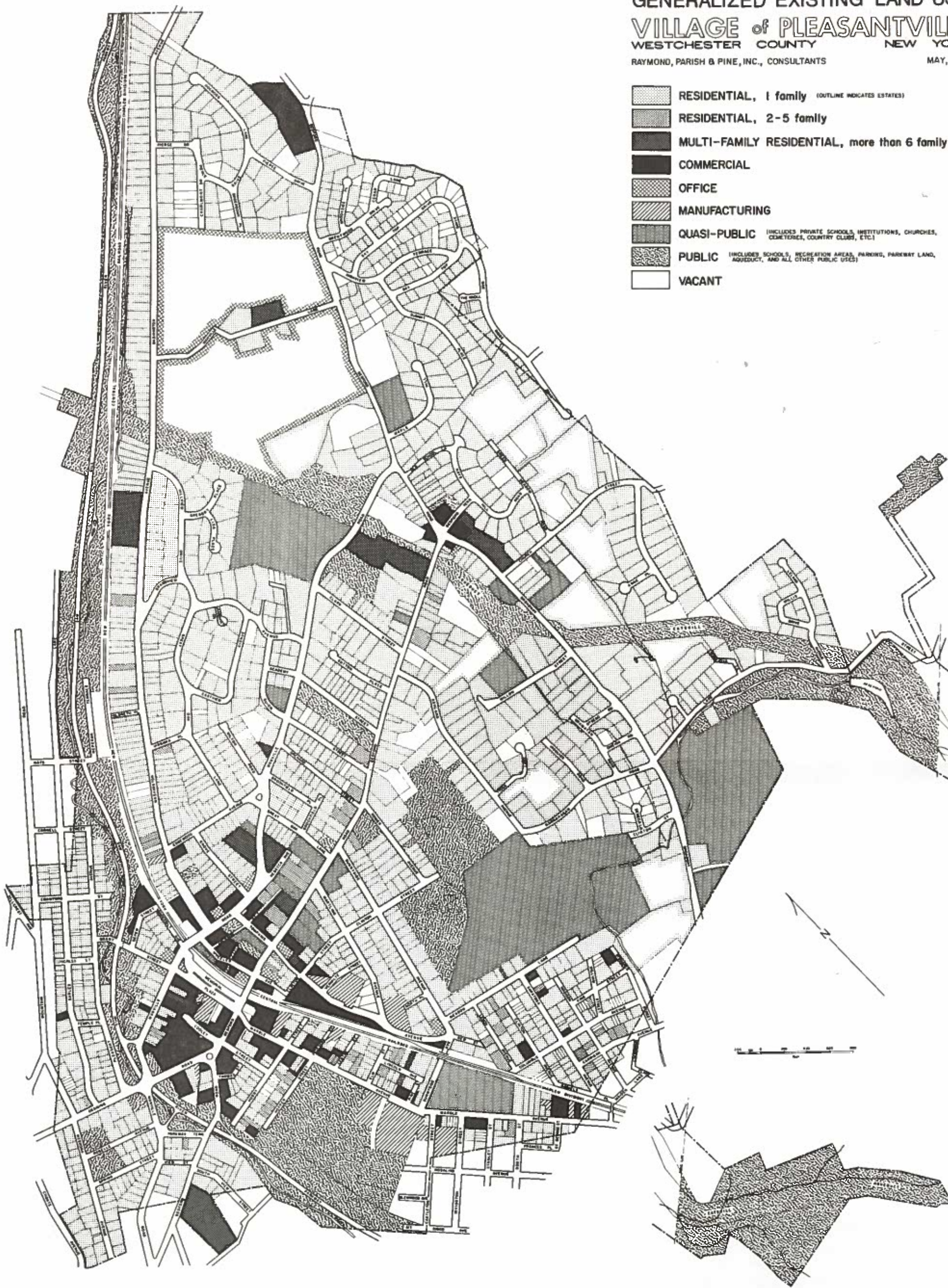
One of the major implications of current development trends in the County is the dilution of existing centers and the concurrent consumption of open areas with the accompanying threat to important natural features. Most regional planning efforts encourage the development of centers of activity in order to allow the provision of higher levels of service, particularly transportation, cultural and commercial services. The County Planning Department and Regional Plan Association of New York have suggested a regional planning approach that establishes and strengthens White Plains as a major center with Mount Kisco and Peekskill as secondary centers.** The plan further suggests that lesser concentrations of development occur along major transportation arteries and around existing centers such as Pleasantville. With the existing rail service, a basically sound physical plant, and anticipated growth in the area, Pleasantville can build upon this opportunity. The Village must determine its objectives and assess these opportunities and then decide on a course of action.

*"Residential Development Patterns, 1950-1968", Westchester County Department of Planning.

**The Future of Westchester County — a supplement to the Second Regional Plan — a draft for discussion, March 1971, Regional Plan Association.

GENERALIZED EXISTING LAND USE
VILLAGE of PLEASANTVILLE
WESTCHESTER COUNTY NEW YORK
RAYMOND, PARISH & PINE, INC., CONSULTANTS
MAY, 1971

- RESIDENTIAL, 1 family (OUTLINE INDICATES ESTATES)
- RESIDENTIAL, 2-5 family
- MULTI-FAMILY RESIDENTIAL, more than 6 family
- COMMERCIAL
- OFFICE
- MANUFACTURING
- QUASI-PUBLIC (INCLUDES PRIVATE SCHOOLS, INSTITUTIONS, CHURCHES, CEMETERIES, COUNTRY CLUBS, ETC.)
- PUBLIC (INCLUDES SCHOOLS, RECREATION AREAS, PARKING, PARKWAY LAND, AQUEDUCT, AND ALL OTHER PUBLIC USES)
- VACANT



MEMORANDUM NO. 2

May 12, 1971

To: Village of Pleasantville

Re: Fiscal Analysis for the Village of Pleasantville

Realization of many of the proposals of a Village plan will most probably require expenditure of public funds, and policies regarding land use will be affected in part by their fiscal impact. Therefore, it is essential that there be a working knowledge of the fiscal framework in which proposals are formulated.

A comparison of recent revenues and expenditures in the Village provides some initial insight into the financial situation of Pleasantville.* Table I indicates the general pattern of total revenues and expenditures in recent fiscal years.

TABLE I
EXPENDITURE AND REVENUE TRENDS
(\$000)

	Appropriations	Non-Property Tax Revenue	Property Tax Revenue	Property Tax as % of Total Revenue
1971-72 (proposed)	\$1,189.5	\$218.5	\$971.0	\$81.7
1970-71	1,063.2	198.5	864.7	80.6
1969-70	940.2	177.9	762.3	81.0
1968-69	856.6	140.3	716.3	83.7

Source: Village Annual Budgets.

The rise in revenues and expenditures over the past several years is clearly indicative of the increasing costs to the Village of providing the expected high level of services. However, Pleasantville is predominately a "built-up" residential community and consequently most of the funds shown in the expanding revenue/expenditure trends are derived from residential property tax. The plight of the local residential property owner is a particularly severe problem as indicated by the rise in the tax rate, shown on Table II.

*This memo was prepared much before "revenue sharing" was in effect.

TABLE II
ASSESSED VALUE AND LOCAL TAXES
(\$000)

	Assessed Value of Property Subject to Tax	Tax Rate
1971-72	\$18,928.8	\$51.30*
1970-71	\$18,764.7	\$45.84
1969-70	\$18,636.2	\$40.90
1968-69	\$18,441.9	\$38.30

*proposed.

Source: Village Annual Budgets.

Revenues

Recent revenue trends reflect the extent of local dependence on the property tax (estimated to be 81.7% of total revenue in 1971). During the past five years the total budget has been rising at an average annual rate of about 10 percent; non-property tax revenue has only risen at an average annual rate of 8.5 percent. Of even greater significance in this latter figure, is the fact that the Village receives no federal aid and a limited amount of state aid which has only increased slightly in the past several years.

TABLE III
TRENDS IN REVENUE*
(\$000)

	Property Tax	Non- Property Tax	Federal Aid	State Aid	Total
1971 (est.)	\$971.0	\$180.9	-	\$37.6	\$1,189.5
1970	\$864.7	\$163.8	-	\$34.7	\$1,063.2
1969	\$762.3	\$143.0	-	\$34.9	\$ 940.2
1968	\$716.3	\$104.6	-	\$35.7	\$ 856.6

*Does not include water funds.

Source: Village Annual Budget.

The Village's ability to raise funds through local taxation is not only affected by local circumstances, but also by the statutory tax limit which is equal to two percent of the average full valuation of taxable real property over the previous five years. Thus the Village's taxing limit is approximately 1.2 million dollars. The present levy is close to 72% of the limit and has risen from about 60% of the limit in 1967. This also reflects the very modest growth in total assessed value.

Expenditures

The desire to maintain a high level of service, combined with continually rising costs, has resulted in an expected rise in expenditures equal to nearly 12 percent in the proposed 1971-72 budget. General Fund expenditures rose by nearly 14 percent the previous year.

Table IV reflects the costs of the Village's major services:

TABLE IV
COST OF SELECTED VILLAGE SERVICES
(\$000)

	1969-70	1971-72 (est.)
Public Safety	\$209.6	\$258.3
Transportation	\$116.4	\$131.9
Culture and Recreation	\$ 01.9	\$125.4*
Home and Community Services (Sewer, refuse collection, etc.)	\$ 97.6	\$107.1
Public Library	\$ 61.4	\$ 73.9

*This figure represents gross cost before fees, etc. are deducted.

Source: Village Annual Budgets.

The foregoing major services account for about 70 percent of the Village General Fund expenditures.

Capital Improvements

A major consideration in the planning program is the Village's ability to undertake major capital improvements. This is affected by several factors including debt capacity and the desirability of adding to the debt service since the latter affects the annual operating budget.

TABLE V
OUTSTANDING DEBT AND ANNUAL DEBT SERVICE

As of May 31	Outstanding Debt (including Water Fund) (\$000)	(General & Special Assessment Funds (\$000)	Debt Service (Water Fund) (\$000)	Total (\$000)
1971 (est.)	\$1,365.3	\$76.7	\$25.3	\$102.0
1970	1,312.7	31.6	26.6	108.2
1969	1,335.3	70.4	27.0	97.4
1968	1,137.8	45.4	24.0	69.4

Source: Village Annual Budgets.

It is apparent that the Village's outstanding debt has been relatively constant over the past several years. In terms of total debt the Village has only used about 32 percent of its statutory limit.*

The more significant aspect of the debt, however, is the annual debt service since this adds to the total budget. Since the water fund is generally self-sustaining, the important considerations are the amount of annual debt service and the amount that a new improvement might add to the operating budget.

For instance, if current circumstances were to be maintained, (total assessed value unchanged), a 100,000 dollar improvement, financed by 10 year, 6 percent bonds, would increase the annual debt service by about \$16,000 for the first year and would add approximately 84 cents to the tax rate. This, of course, would vary with circumstances such as increased total assessment, total assessment roll or special assessments.

Impact of New Development

Given this general fiscal picture, the impact of the new development or redevelopment can be computed. Assuming general fund costs will continue to rise at about 12 percent per year, non-property tax revenues continued to rise at about 10 percent and the Village continues to assess at its current assessed to true value ratio, it would require new development assessed at about 2.5 million dollars annually to keep the current anticipated tax rate at about \$51.00.**

The alternatives to new development are limited; either property taxes must increase, State aid must increase and/or an entirely new funding system must be developed such as State funding of education. Although there are possibilities and opportunities for new development which are discussed in other memoranda, encouragement is needed from the Village.

*New York State Law limits the amount of capital notes and bonds that the community may have outstanding. This "debt limit" is now established as 7% of the average equalized assessed value for the five previous years. Thus at the present time, Pleasantville's permitted debt limit is about 3.9 million dollars based on an average equalized annual valuation of approximately \$54,000,000.

**This refers only to Village services and does not consider school taxes.

MEMORANDUM NO. 3

May 18, 1971

To: Village of Pleasantville

Re: Housing

Pleasantville is and has been primarily a residential community, made up largely of one and two family houses with a smattering of garden apartments and old houses converted to use by several families. This pattern has been reinforced in recent years and most of the Village's current planning objectives are based on a maintenance of that character. The extent to which it is either desirable or possible to change these objectives and subsequent Village development is one of the major issues to be resolved during the planning program.

Information about the structure and quality of the Village's present housing supply and the existing and potential demand for housing is vital to the resolution of this question and the preparation of a plan for the Village. The characteristics of the present housing stock — age, size, value, condition, etc. — are considered here as are the characteristics of the demand for housing. Taken together, these factors provide a picture of future need.

HOUSING INVENTORY

Age of the Housing

According to the 1970 Census, more than half of the housing stock in Pleasantville was built before 1940, as shown in Table 1 below. Because very little construction took place during the depression plagued 1930's, most of that housing is more than forty years old.

TABLE I		
AGE OF HOUSING		
Year Built	Number of Units	Percent of Total****
1960-1970	391***	17.3
1950-1960	438*	19.5
1940-1950	132*	5.8
before 1940	1,296*	57.4
Total	2,257**	100.0

*United States Census, 1960
**United States Census, 1970
***Subtract 1960 total from 1970 total.
****Raymond, Parish & Pine, Inc.

At a time when the pressures of population growth are reaching the Pleasantville area (see Population Memorandum), the construction of new units in the Village has fallen off, largely as a result of the lack of vacant land. In addition, there are a few older units in one or two areas (Marble Avenue and Saratoga Avenue-Columbus Avenue areas) which have deteriorated and should be rehabilitated or in a few cases, possibly replaced.

Dwelling Unit — Size and Number of Persons per Unit

Tables II and III show the size of the dwelling units in Pleasantville and the number of persons per dwelling unit.

TABLE II
DWELLING UNITS BY SIZE

No. of Rooms	Pleasantville				Westchester			
	1970	1970%	1960	1960%	1970	1970%	1960	1960%
1	22	1.0	7	.4	5,644	1.9	4,326	1.7
2	48	2.1	47	2.5	10,223	3.5	8,319	3.7
3	301	13.3	222	11.9	51,048	17.6	41,795	16.3
4	330	14.6	336	18.0	56,088	19.5	54,102	21.2
5	323	14.3	254	13.6	43,843	15.1	41,915	16.4
6	428	19.0	383	20.5	42,099	14.5	38,934	15.2
7	376	16.7	290	15.6	32,590	11.3	28,774	11.2
8+	429	19.0	327	17.5	48,002	16.6	36,563	14.3
TOTAL	2,257	100.0	1,866	100.0	289,537	100.0	254,728	100.0
Median No. of Rooms	5.3		5.7		4.5		4.9	

Source: United States Census, and Raymond, Parish & Pine, Inc.

The dwelling units in Pleasantville tend to be larger than those for Westchester County. This reflects the predominance of one family houses as well as the older character of the housing in the Village, built at a time when houses were constructed for larger families. The average family size in Pleasantville, 3.21*, is slightly larger than the County's 3.16* persons per family and the 3.15** persons per family for County Planning Area IV which includes the Village.

*United States Census, 1970.

**Economic Consultants Organization, Residential Analysis for Westchester County, New York, "Growth of Demand and Supply, 1970-1990", (White Plains, May, 1970), page 17.

TABLE III
OCCUPIED UNITS BY NUMBER OF PERSONS

No. of Persons	Pleasantville				Westchester			
	1970	1970%	1960	1960%	1970	1970%	1960	1960%
1	345	15.6	194	10.7	46,955	16.4	26,804	11.1
2	642	29.0	520	28.9	81,548	28.3	67,191	27.8
3	390	17.6	352	19.5	50,453	17.9	49,993	20.8
4	390	17.6	374	20.7	48,934	17.4	48,739	20.2
5	261	11.8	227	12.6	29,607	10.2	28,002	11.6
6	120	5.4	80	4.4	14,801	5.0	12,400	5.2
7	40	1.8	33	1.8	6,079	2.2	4,772	1.9
8+	26	1.2	26	1.4	4,182	1.5	3,380	1.4
Total	2,214	100.0	1,806	100.0	281,839	100.0	241,181	100.0

Source: United States Census and Raymond, Parish & Pine, Inc.

The average family size has been declining nationwide for a number of years and is expected to decline further in coming years. Since this trend is also true of the Village (3.54 in 1950 to 3.24 in 1960), families in the Village may have more room in their homes. While this may be desirable, it also means that there are few small housing units for those who do not want or cannot afford larger quarters. These people are the low and moderate income families, the young couples and single working people and the elderly.* While the number of one person households in the Village has increased substantially, the number of small dwelling units has not risen sufficiently to meet the demand. In fact the percentage of one and two room units decreased in the Village between 1960-1970.

A recent survey of six apartment developments in Pleasantville reveals that 64% of the 232 surveyed dwelling units have three or less rooms compared with about 16% for all units in the Village and 23% of all units in the County. Apartment buildings do contain smaller dwelling units and have fewer persons per dwelling unit. The surveyed apartments have .103 school age children per unit as compared with the Village total of .692 children (aged 5-14) per unit.** Even in the surveyed units with more than four rooms, the figure would only be .269 children per unit, far below the Village-wide ratio.

The small household size and small ratio of school children per unit is largely due to the fact that a fourth of the units are occupied by widows, and a significant number of additional units are occupied by elderly couples. Most of the other tenants are young single working people or young couples with one or no children. Numerous studies have borne out the fact that apartments, particularly those of three floors or more, have even fewer children per unit.***

*Low income is defined herein as those with annual incomes of 3,500-4,000 more or less depending on family size; moderate income is about \$7,000-7,500 and middle income is \$13,000-\$15,000.

**United States Census, 1970 (children aged 5-14)/(occupied units).

***Among these studies are:
Lee A. Syracuse, Arguments for Apartment Zoning, Information Bulletin No. 1, NAHB, 1968; School Enrollment by Housing Type Report No. 210, American Society of Planning Officials, 1968, also a study conducted by the firm in 1968 included a survey of Westchester and Rockland 6-story apartments. In addition several recent surveys of Ulster and Dutchess County's have produced similar results.

However, in terms of meeting a need for very small units, the surveyed apartments had only 26 units or about 11% which were called either efficiencies or 2-1/2 rooms, making it difficult for older people or single people of any means to find housing.

The median family size for low and moderate income families in Westchester in 1968 was 1.7 and 3.0 persons per family respectively.* Contrary to widely held opinion, this is not higher than the median for all families in the County. The absence of small units makes it difficult for much of this segment of the population to find suitable housing.

Type of Housing Units, Value and Rent

There are 2,257 dwelling units in the Village of Pleasantville according to the 1970 Census. About 64% are single family houses. This is far above the 46% for the County,** but still below the 78% for the northern half of Westchester (Planning Areas I, II, III and IV) reflecting the fact that Pleasantville is more urbanized than most of the northern part of the County.*** While this percentage has decreased slightly since 1960 in both the Village and the County, the difference is still very great. The majority of the Village's remaining units are in two or three family houses.

The number of small rental units in the Village (except for the apartment developments) makes it difficult or impossible for many people to live or remain in Pleasantville. This problem is accentuated by the high value of owner occupied homes which is a factor county-wide (Table IV) and the high rental cost for apartments as shown on Table V. For instance, less than 50% of Pleasantville rental units are under \$150 (379 out of 767) while about 63% are under \$150 county-wide.

Interestingly, only 30 out of the 379 apartments renting for under \$150 are in apartment developments. Most of the less expensive units are apparently in converted houses.

A \$150 rental requires an income of about \$9,000, very high for many retired persons or couples.

, *Economic Consultants Organization, Report No. 5, "Housing Requirements": Sub-Market Household Groups", (White Plains, May 1970), page 6.

**Derived from United States Census, 1970.

***"Growth of Demand and Supply, 1970-1990", pages 23-24.

TABLE IV
OWNER OCCUPIED BY VALUE

	Pleasantville		Westchester	
	No. of Units	% of Total	No. of Units	% of Total
less \$5,000	1	.1	113	.1
5-10	2	.2	723	.6
10-16	12	1.0	1,853	1.6
15-20	42	3.5	4,807	4.2
20-25	101	8.3	9,792	8.5
25-35	341	28.0	27,470	23.9
35-50	511	42.0	34,785	30.2
50+	206	16.9	35,501	30.9
TOTAL	1,216	100.0	115,044	100.0

Source: United States Census 1970 and Raymond, Parish & Pine, Inc.

TABLE V
RENTER OCCUPIED BY MONTHLY RENT

	Pleasantville		Westchester	
	No. of Units	% of Total	No. of Units	% of Total
less \$40	18	2.4	3,032	2.3
40- 60	15	1.9	6,715	5.1
60- 80	33	4.3	14,403	10.9
80-100	53	6.9	17,952	13.7
100-120	90	11.7	16,899	12.9
120-150	170	22.2	23,648	17.9
150-200	214	27.9	28,781	21.9
200-300	147	19.2	16,157	12.3
300+	27	3.5	3,908	3.0
TOTAL	767	100.0	131,495	100.0

Source: United States Census 1970 and Raymond, Parish & Pine, Inc.

Table VI shows the range of rents by dwelling unit size for 232 apartments in six Village developments.

TABLE VI
SIZE AND RENT OF APARTMENTS
(6 Developments in Village)

Size	Number	Rental Range (per month)
Eff.	14	\$110-145
2-1/2	12	120
3	4	140
3-1/2	109	160-191
4	4	210
4-1/2	28	180-215
5	50	223-230
5-1/2	3	240
6	8	257
TOTAL	232	\$110-257

Source: Survey conducted by E. Milnor Peck, Realtor in 1969 and supplemented by Raymond, Parish & Pine, Inc.

Most rental units in houses — larger 250-767.

The only part of Northern Westchester where the median value of single family homes is substantially below that of Pleasantville is County Planning Area I* (Peekskill, Buchanan, Croton-on-Hudson, Cortlandt, Yorktown). Therefore, people who find private homes too expensive in the Village have very few alternatives in the immediate area. In order to meet their geographic needs, some of them may have to turn to apartments including the possibility of cooperative or condominium ownership.

The Condition of Existing Housing

Most of the dwelling units in Pleasantville are in sound condition. A field check of exterior conditions by the consultant revealed two areas where there is some residential deterioration and/or potential blight. The first area includes much of the land along Marble Avenue between Bedford Road and Sunnyside Avenue and much of the property along the side streets between Marble Avenue and the Penn-Central right-of-way. The second area of potential blight is in the vicinity of Saratoga Avenue near Columbus Avenue. However, closer inspection of interior conditions is needed to fully determine the condition of housing.

Possible alternatives for eliminating the blight are rehabilitation with possible cooperation by local banks to assist in financing improvements, spot clearance, intensified code enforcement or combination thereof.

*Ibid, page 31.

The deterioration of some existing units combined with the drop in new construction makes it increasingly difficult to find adequate housing in Pleasantville either for people in the Village who are entering different phases in their life cycle or for new people coming into the area.

SUPPLY AND DEMAND

What this and the ensuing discussion indicates is that there is a limited supply of housing in the Village, both in terms of sale units and small rental housing. Local realtors are well aware of this and point to the high cost of building and restrictions on apartments as prime sources of the problem.* The survey of six apartment developments in the Village shows no vacancies. Most apartments have long waiting lists.

As noted, limited available vacant land, high construction costs and the size of older single-family units limit the supply of one family houses.

The present shortage of housing affects everyone, but some segments of the population suffer more than others. The supply of housing has not kept pace with the structure of the population in the area. The young, the elderly and those with low and moderate incomes are least able to obtain housing. Their inability to find housing is largely financial. For instance, while the 65+ population increased in proportion to the total on a county-wide basis, it decreased in the Village.

The Young

Young single working people and married couples have not reached their full earning power. Faced with a continuing situation, such as exists in Pleasantville, where the housing units are larger and the costs are relatively high, they may have to go elsewhere for housing. The Village businesses lose many prospective customers, and these young people who have been educated in public schools largely at local expense might leave the area before they can become tax paying citizens.

The Elderly

The U.S. Senate Subcommittee on Housing for the Elderly issued a report in 1962 which listed the problems that the elderly have in finding adequate housing. The problems, listed below, are still applicable today.**

1. Incomes for the elderly are low. Most depend on Social Security and small savings.
2. Income declines as age advances. When the spouse dies, Social Security is drastically cut, and the surviving spouse, usually the wife, finds it more difficult to make do.
3. Income cannot be increased.
4. The elderly have limited liquid assets. Most of their money is tied up in homes and life insurance.

*Three local realtors were interviewed in order to learn from their insight the housing market (Messrs. Peck, Brill, Lachenbruch).

**United States Senate Subcommittee on Housing for the Elderly, Housing for the Elderly, (Government Printing Office, 1962), pages 205.

5. Only a very few have any substantial property assets. Homes owned by the elderly tend to be old and of much less value. Because of physical and financial inability, the property tends to be run down.
6. Retirement lasts a long time. With today's early retirements and longer life span, the retired person finds it more difficult to stretch his life savings over his period of retirement.
7. The psychic cost to the elderly of relocating from a familiar neighborhood may be great. Unable to find retirement housing in his own area, the retiree may be forced out. A survey in Westchester revealed that 63% prefer to stay in the same area if they must move.*
8. Household size is usually reduced. House and apartment designs are not always suitable for the elderly. The older person may be compelled, through lack of choice, to live in a home which has more space than they can utilize, maintain or afford.

As people in the Pleasantville area reach retirement, many of them are faced with the problems listed by the Senate Subcommittee. Viewed in the local perspective, the retired person is less and less likely to be able to afford the existing housing which is relatively scarce. Also, that housing may not be put to best use by the elderly, as the size and design both tend to be inappropriate (see Table II). Therefore, even for those with adequate means there is not much choice of smaller units in the Village. Also, local businesses will suffer from a loss of patronage if the elderly move elsewhere.

Families With Low or Moderate Incomes

Families with low or moderate incomes who do not fall into the special categories of the Young or old must also find housing. Lower income families are often forced into crowded quarters in areas where they do not want to live because less expensive housing is not available to them in more desirable areas.

CONCLUSION

It is clear that if present trends continue, it will be difficult for persons of any income level to find housing in the Pleasantville area, particularly in the Village. This could work against the Village's overall interest in terms of its fiscal structure. Action should be considered that will reverse the trend. The scarcity of vacant land in the Village combined with its current restrictive development policies, accentuate the national and regional housing shortage. At this time it appears that the greatest demand and best chance for success in attracting new development including small luxury housing units is with more intensive residential development.

While the opportunities for new development are limited there are several that can be pursued if such a course of action is decided upon:

1. Consider more intensive residential development in or near the main business area;
2. Consider more intensive residential development along Bedford Road;

*Economic Consultants Organization, Report 5, "Housing Requirements: Sub-Market Household Groups", (White Plains, 1970), page X.

3. Consider more intensive residential development in the Marble Avenue corridor in non-industrial and non-business areas;
4. Consider some type of mixed housing (one family, row house, garden apartment) development on the few remaining large vacant parcels where it is desirable to maintain this residential character.

These and other possibilities can be considered further in the planning phase of the program.

MEMORANDUM NO. 4

May 19, 1971

To: Village of Pleasantville

Re: Population

Knowledge of the number, composition and characteristics of the Village's population is an important prerequisite for planning. The purpose of this memorandum is to identify and quantify past changes and current trends and draw some conclusions about the future population. Much of the discussion herein is based on a comparison with adjoining communities and the County in order to place the Village in proper perspective.

Population Size and Rate of Growth

The 1970 population of Pleasantville was 7,110 persons according to the federal Census. This represents a 20% increase over 1960. Table I shows that the rate of increase (1965-70) was greater for Pleasantville than for Westchester as a whole and for many other areas in the County. Growth in the southern part of the County and in older areas along the Hudson River is lower than the County average. In some municipalities a decrease of population has taken place as buildings deteriorate and land is converted to non-residential uses, or as people just leave. The Westchester County Department of Planning has stated that between 1965 and 1985 "the population increase in Northern Westchester will be over three times as great as in the South."*

Pleasantville's recent high growth rate is due to its location in the path of the outward movement of population from the metropolitan centers and its location along major transportation lines. While the opportunities for further growth will continue to be present there is now a scarcity of vacant land in the Village. New Castle and North Castle grew even faster than the Village. Mount Pleasant continues to grow but at a somewhat lesser pace. Much of Mount Pleasant's recent growth has taken place in areas immediately adjacent to the Village and is, in many ways, overflow growth from Pleasantville. The higher growth rates in New Castle and North Castle are largely due to the availability of large tracts of vacant land not found in Pleasantville.

Population Composition

Table II illustrates the age breakdown of Pleasantville's population for 1970 and 1960. Of greatest concern is the Village's ability to retain its young adult population and provide for its elderly population. Using Westchester County as the norm, Pleasantville has an unusually high percentage of children aged five to fourteen and this percentage has grown significantly since 1960. This probably reflects the presence of the Cottage School which has 180-190 children ages 6-16.

*Westchester County Planning Department, Population 1985, (White Plains, January 1969), page 7.

TABLE I
POPULATION CHANGES, 1950-1970
Pleasantville and Selected Communities

	Population		Percent Growth	Popu-lation	Percent Growth	Popu-lation	Percent Growth
	1950*	1960*	1950-1960 ***	1965**	1960-1965 ***	1970*	1960-1970 ***
PLEASANTVILLE	4,861	5,877	20.9	6,361	8.2	7,110	11.8
Westchester Co.	625,816	808,891	29.3	853,198	5.5	891,409	4.5
Ossining	16,098	18,662	15.9	21,241	13.8	21,649	1.9
Elmsford	3,147	3,795	20.6	4,031	6.2	3,911	-3.0
Mount Kisco	5,907	6,805	15.2	6,941	2.0	8,172	17.7
North Castle	3,855	6,797	76.3	7,738	13.8	9,591	23.9
New Castle	8,802	10,163	15.5	12,017	18.2	19,837	65.1
Mount Pleasant	12,014	19,725	64.2	21,656	9.8	22,462	3.7
Eastchester	14,405	20,446	41.9	21,157	3.5	21,330	.8
Tuckahoe	5,991	6,423	7.2	6,237	-2.9	6,236	-0
Yorktown	4,731	16,453	247.8	22,044	34.0	28,064	27.3
White Plains	43,466	50,485	16.1	50,040	-.9	50,220	.4
Peekskill	17,731	18,737	5.7	18,504	-1.2	18,881	2.0

*United States Census.

**Westchester County Planning Department Publications.

***Raymond, Parish & Pine, Inc.

The Village, however, has a somewhat lower percentage of young adults which may be due to the lack of housing of appropriate size and cost (see Housing Memorandum). While this "deficit" of young adults is not great at this time, it could become more significant if the present housing situation continues. The Westchester County Planning Department has forecast a significant shift in the population composition in the County toward young adults.* This shift will intensify the need for housing by this group.

The percentage of elderly in the Village is about the same as for the County. The Village percent has remained fairly constant through the 1950, 1960, and 1970 Censuses. Also, those aged fifty-five to sixty-four are proportionately represented in Pleasantville. While the percentage of elderly persons in Westchester County has increased, a trend which can be expected to continue, the percentage of those over 65 in the Village has declined, again possibly reflecting the housing situation.

Senior citizens often move to the villages and cities as the up-keep of their homes becomes too much to handle or too costly and the need to be near commercial services and public and

*Ibid, page 15.

semi-public facilities becomes more acute. For those who must depend on Social Security as their major source of retirement income, less expensive housing is a necessity.

As shown in Table III, the percentage of non-white population in Pleasantville is far below the County's 10.2%. Other villages in northern Westchester, Ossining and Mount Kisco have a significantly larger ratio of non-white population than Pleasantville does. Even the adjacent towns of North Castle, New Castle and Mount Pleasant have a racial composition that is more reflective of the County than does the Village. A look at statistics for 1960 and 1950 reveals that no significant change in the Village's racial composition has taken place.

TABLE II

AGE COMPOSITION

	PLEASANTVILLE				WESTCHESTER			
	1970 Population	1970 % of Population	1960 % of Population	1960-1970 Change in %	1970 Population	1970 % of Population	1960 % of Population	1960-1970 Change in %
Under 5	516	7.3	9.0	-1.7	66,077	7.4	9.7	-2.3
5-14	1,532	21.5	19.2	2.3	165,370	18.6	17.9	.7
15-24	982	13.8	11.0	2.8	131,819	14.8	11.1	3.7
25-34	774	10.9	10.5	.4	103,544	11.6	12.5	-.9
35-44	881	12.4	13.3	-.9	113,760	12.8	14.6	-1.8
45-54	857	12.1	15.2	-3.1	116,829	13.1	14.3	-1.2
55-64	805	11.3	11.0	.3	99,503	11.1	10.6	.5
65+	763	10.7	10.9	-.2	94,687	10.6	9.2	1.4
Total	7,110	100.0	100.0		891,589	100.0	100.0	

Source: United States Census and Raymond, Parish & Pine, Inc.

This situation is partially a result of the economic status of minority groups and the availability of housing within their budget in the Village (see Housing Memorandum). The value of owner occupied houses and the monthly rental cost of apartments are high.

TABLE III
RACIAL COMPOSITION

	1970 Population	White Population	Non-White Population	1970% Non-White	1965% Non-White	1960% Non-White
PLEASANTVILLE	7,110	7,025	85	1.2	.5	.4
Westchester Co.	891,409	800,055	91,354	10.2	8.7	7.7
Ossining (v)	21,648	17,609	4,040	18.7	15.4	13.6
Elmsford	3,911	3,160	751	19.2	15.9	11.5
Mount Kisco	8,172	7,526	646	7.9	6.9	5.6
North Castle	9,591	9,284	307	3.2	2.0	1.9
New Castle	19,837	19,234	603	3.0	.9	1.0
Mount Pleasant	22,462	21,615	847	3.8	3.2	2.8
Eastchester	21,330	21,087	243	1.1	.7	.6
Tuckahoe	6,236	4,838	1,398	22.4	16.9	15.2
Yorktown	28,064	27,591	473	1.7	1.0	.8
White Plains	50,220	42,837	7,583	15.1	13.6	11.9
Peekskill	18,881	15,473	3,408	18.0	15.2	11.5

Source: United States Census, Westchester County Planning Department and Raymond, Parish & Pine, Inc.

Conclusion

Pleasantville has, in the last decade, grown faster than the County as a whole. With the Village's assets such as its stable residential character, good services and accessibility for commuters, this trend could continue, as the population moves outward to northern Westchester. The present housing shortage and the limited amount of space for growth will tend to limit the growth in the Village. The composition of the population may increasingly differ from that of the County in the sense that the young, the elderly and those with limited incomes find it more difficult to live in Pleasantville, and the population may become more middle aged. To some extent the population composition will affect the economic viability of the Village particularly its business areas. In other words, if young or elderly single people or couples cannot find housing near the business area, part of a built-in market is lost. It is also possible that part of the potential labor force could be lost. Ultimately, with the present tax structure, this could place a strain on the Village's ability to maintain its high level of service and thus its ability to draw any type of new development or even maintain its present development.

In other words with an increasingly middle aged population of mature families, the housing stock will remain stable (primarily one and two family), the support for the business area will not increase, and the supply of labor for either industry, offices or public facilities such as schools will be limited.

MEMORANDUM NO. 5

May 15, 1971

To: Village of Pleasantville

Re: Retail and Service Sectors of Village Economy

Pleasantville's economy is based largely on a retail business sector that is lagging and a service business sector that is growing. Although there is strength in automotive sales most other major areas of retail sales are either declining or growing more slowly than population in the Village and surrounding areas. As this analysis indicates the trend reflects a loss of trade to competing areas; trade that should take place in the Village.

On the other hand personal and business service revenues are increasing, reflecting the necessity to serve a growing population as well as the growing business and industrial community in the Pleasantville area.

Since major expansion of industrial development in the Village is not likely given the site needs of industry, it is important to assess the opportunities and problems of the Village's business community since it is this aspect of development that provides a large part of the Village's support. Business and industry represent 22 percent of the Village's assessed value. Of this amount about 8.5 percent is attributable to the Singer (GPL) property and the remaining 13.5 percent is split between the Village's businesses and industries.

This analysis considers trends and potential based upon Village and areawide development. During the second phase of the planning program development policies will be established and detailed studies of traffic and parking will be undertaken. In developing the second phase of work, a close liaison will be maintained with the businessmen, including discussions with various members of the business community.

Retail Trade

The Pleasantville Central Business District, a once viable center of the Village and its immediate vicinity, is declining in volume and importance. There are lower retail volumes in several categories, static employment, a number of empty offices and obsolete buildings. The extent to which traffic and parking problems (including long term versus short term parking policy) are affecting the business area remain to be determined by further study. In a 1963 shoppers survey, customers attempted to identify problems encountered while shopping in Pleasantville. Suggestions for improvement at that time included better parking, environmental improvements, modernization and consolidation of the business area. They listed a number of items such as clothing, shoes, books and gifts as the types of items most difficult to find in local stores.

The Village's retail trade area has been defined as the Village itself plus the area several miles beyond the municipal limits to a point where Mt. Kisco, Ossining and White Plains dominate. Actually it is the expansion of influence of these centers plus the addition of small centers in between that have affected the ability of the Village to retain a substantial percentage of the total effective buying income in the area. The Central Business District Plan prepared for Pleasantville in 1959, revealed that the total population of the primary and secondary trade areas was 16,800. This figure rose to about 20-22,000 by 1967 the year for which the latest retail statistics are available. Approximately 7,000 persons are in the primary trade which is the Village itself and another 13,000-15,000 reside in the area surrounding the Village.

Retail Trends in the United States

Patterns in retail development throughout the country can be applied to the Pleasantville area. American retailing has been involved in a revolution since 1945 that has produced significant changes in the commercial structure of our environment. This is witnessed in the inactivity present in many of our older business districts. The changes were partially induced by increased affluence, mobility and suburban growth and vast technological advances ranging from data processing to modern shipping and packaging. The net result has produced:

- 1. Fewer and large retail stores;
- 2. Increased sales per unit, per square foot and per employee;
- 3. A broader line of products and services. This is manifested in "single stop" shopping centers which are also the result of an increase in consumer willingness and capability to travel longer distances to stores; and
- 4. The need for more sophisticated managerial talent in retail stores.

Through this process has evolved certain distinct types of commercial centers that are particularly applicable for planning purposes. these areas, based upon service area and functions are referred to as regional, community and neighborhood centers. Small business areas in Valhalla and Briarcliff Manor are examples of neighborhood centers; large regional business areas in White Plains and New Rochelle are examples of regional centers and the medium size Pleasantville Central Business District (CBD) can be classified as community shopping areas. Typically, the community center features soft line (wearing apparel, etc.) and hard line (hardware, appliances, etc.) shoppers goods in addition to day-to-day convenience goods and personal services. It offers a variety in sizes, styles, colors, prices and generally has two or three major tenants (a variety store or junior department store in addition to one or two supermarkets). The total number of stores in a community center can vary from 20 or more. Pleasantville has 89 retail stores as of the 1967 Census of Business and 75 service businesses. The aggregate building area of a community center ranges from 100,000 to 300,000 square feet. The Pleasantville CBD in 1959 had 84,000 square feet of space in 60 retail establishments. With the additional retail space built since then and with the space occupied by service businesses, the CBD has over 100,000 square feet.

Retail Trends in Westchester County

Westchester County is one of the leading counties in all of New York State in terms of retail trade. Most of the County's retail activity is conducted in the City of Yonkers, with Downtown and the Cross County Center accounting for large volumes, White Plains, New Rochelle and Mount Vernon

and Central Avenue in Greenburgh, White Plains Road in Eastchester, Central Avenue in Scarsdale, plus Peekskill, Mt. Kisco, Rye and Caldor, all listed as major retail centers by the United States Department of Commerce. High total volumes and high sales per capita are characteristic of Westchester retailing.

In the early part of the 1948-1967 period, Pleasantville's retail sales volume was growing faster than the County's. Around 1955, the Village's growth slowed to the same rate as the County and after that, the growth has been significantly less. This slow down in growth is due largely to increased mobility as well as the broader selection in new shopping centers and Central Business Districts (CBD) in other parts of Westchester County. Between 1963-1967, except for Peekskill, Pleasantville businesses have not kept pace with the growth of other older centers in northern Westchester, including Mt. Kisco (17.9%), Ossining (21.3%), Tarrytown (77.5%) and Peekskill (13.7%).

TABLE I
TOTAL RETAIL SALES VOLUME
(\$000's)

Pleasantville and Selected Municipalities

	1963	1967	Change 1963-1967	% Change 1963-1967
PLEASANTVILLE	\$ 16,126	\$ 18,445	\$ 2,319	14.4
Westchester	1,452,526	1,754,607	299,081	20.6
Mount Vernon	116,415	117,034	619	0.6
New Rochelle	124,940	148,766	23,826	19.1
White Plains	216,811	235,691	18,880	8.7
Yonkers	332,300	370,229	37,929	11.4
Mount Kisco	38,148	44,987	6,839	17.9
Ossining	27,553	33,426	5,873	21.3
Peekskill	59,208	67,299	8,091	13.7
Tarrytown	14,069	24,972	10,903	77.5

Source: United States Census of Business.

One important measure of retail vitality is per capita retail sales. This is shown in Table II for Pleasantville and other municipalities.

TABLE II
PER CAPITA RETAIL SALES VOLUME
Pleasantville and Selected Municipalities

	1963*	1967**	Change 1963-1967	% Change 1963-1967
PLEASANTVILLE	\$2,160	\$2,594	\$434	20.1
Westchester	1,820	1,968	148	8.1
Mount Vernon	1,541	1,608	67	4.3
New Rochelle	1,835	1,968	333	20.4
White Plains	4,142	4,693	551	13.3
Yonkers	1,750	1,812	62	3.5
Mount Kisco	5,624	5,505	-119	-2.1
Ossining	1,635	1,544	-91	-5.6
Peekskill	2,975	3,564	589	19.7
Tarrytown	1,676	2,247	571	34.1

*Using 1960 population figures.

**Using 1970 population figures.

Source: United States Census of Business.

Pleasantville, New Rochelle, White Plains, Peekskill and Tarrytown exhibit substantial growth in per capita sales, but the Village's actual per capita sales are not as high as White Plains, Mount Kisco, and Peekskill. While the Village does not have the potential for being a regional center, it must protect its present status as a secondary or community retail center and maximize opportunities that exist in the immediate area if it is to remain viable.

Structure of Retail Sales

The 14.4% growth in retail sales for the Village between 1963 and 1967 is less impressive when the sales volume is broken down by major groups of retail establishments (SEE TABLE III). The growth is due largely to increased sales for gas stations and automotive dealers, neither of which are CBD type activities. The only groups with gains that contribute to the strength of the CBD are "eating and drinking" and "other retail" which includes liquor, antique, jewelry, florists, books, camera, etc. Food store sales dropped by more than eleven percent. This is of major concern because it indicates that people are leaving the Village even for everyday necessities like food. This may be due to the construction of several new supermarkets outside the Village. Food stores are often the bulwark of small retail centers and with food sales down, the other stores in Pleasantville will tend to lose traffic. While no figures are available because of disclosure rules, sales might also be down for lumber, building materials, apparel and accessories, furniture and appliances and non-store retail outlets because of the drop in the number of such establishments as shown in Table III. This breakdown of retail sales by major groups is indicative of the nature of trade in Pleasantville. It is very automobile oriented — gasoline sales and auto sales. Eating and drinking establishments are prospering which may reflect the increasing office and service employment while food stores and other retail establishments which are the backbone of a strong CBD, are declining.

TABLE III
RETAIL SALES BY MAJOR GROUPS
Village of Pleasantville - 1963 and 1967

	No. of Estab- lishment	1963 Sales (\$000)	% of Total Sales	No. of Estab- lishment	1967 Sales (\$000)	% of Total Sales	1963-1967 % Increase of Decrease in Sales
Convenience Goods	37	6,151	38.1	34	5,346	30.5	
Food Stores	20	4,007	24.8	16	3,550	20.3	-11.4
Gas Stations	12	1,237	7.7	14	1,795	10.2	45.1
Lumber Building Materials, etc.	3	907	5.6	2	(D)	(D)	
Drugs and Proprietary	2	(D)	(D)	2	(D)	(D)	
Shopper Goods	21	1,068	6.6	29	1,463	8.3	
Eating and Drinking	8	552	3.4	20	1,007	5.7	82.5
General Merchandise	2	(D)	(D)	2	(D)	(D)	
Apparel and Accessories	5	(D)	(D)	4	456	2.6	
Furniture and Appliances	6	516	3.2	3	(D)	(D)	
Other Goods	24	5,003	31.1	26	9,634	54.9	
Automotive	3	3,234	20.1	4	7,293	41.6	125.5
Other Retail	15	938	5.8	20	2,341	13.3	149.6
Non-store	6	831	5.2	2	(D)	(D)	
TOTAL*	73	12,222	75.8	78	16,442	93.7	
GRAND TOTAL	82	16,126	100.0	89	17,514**	100.0	7.9

(D) = Withheld to avoid disclosure.

*Excludes withheld sales.

**Only establishments with payrolls.

Source: United States Census of Business.

Potential Retail Sales

Potential retail sales are closely associated with the amount of money available in a trade area. With the increased population of the trade area to about 22,000 (7,000 in the primary and 15,000 in the secondary) the potential for retail sales has increased substantially over the years. The effective buying income (EBI = Income minus taxes) was put at \$4,777 per capita for Westchester County in 1968.* The Pleasantville area has traditionally had a higher median income, so \$5,000 will be assumed as the Pleasantville figure. As shown in Table IV, the total buying income of the trade area is a product of the population times the per capita EBI. The total is \$110,000,000, \$35 million of which is directly attributable to Village residents.

*June 10, 1969, Sales Management — "Survey of Buying Power".

Recent figures indicate that a declining portion of the EBI is spent on retail trade, although the absolute total increases. In 1968 the figure for Westchester was about 48%. Thus it is assumed that about 48 percent of the area's total EBI was spent for retail goods. This means that residents of the Pleasantville trade area spent about \$53 million in 1968 on retail goods. This is the maximum potential retail sales volume for the Village. About \$35 million of this was spent by residents living just outside the Village but within the estimated trade area. Clearly, the greatest part of the potential sales volume is generated by persons living outside the Village in nearby areas such as Thornwood, Hawthorne, Chappaqua and Briarcliff.

Retail sales in Pleasantville reached an all-time high of \$18,445,000 in 1967 or 34 percent of its theoretical sales potential. Based upon the assumption that 75% of the total actual retail trade (\$13,848,000) is attributable to the Primary Trade Area (Village itself), and 25 percent (\$4,611,000) to the secondary trade area, Village residents spent over 80 percent of their Retail Buying Income (RBI) — actual expenditure as percent of potential expenditure) in Pleasantville, slightly up from the 76.8% recorded in the 1959 Plan, and people living in the secondary trade area spent about 13 percent of their RBI in Pleasantville. This is a sharp drop from the 20.7% in the 1959 Plan. The Village is losing potential secondary trade area sales volume to outlying shopping centers which these customers may find more attractive for a variety of reasons, including accessibility, free parking, modern stores, etc. According to the computation, which has many variables, Village businesses are not realizing at least \$2.5 million in potential sales that they would have obtained had they maintained the 20.7 percent of the secondary trade area dollar. Such an amount would increase overall sales by more than 13 percent.

TABLE IV
RETAIL SALES BY TRADE AREA

	PRIMARY	SECONDARY	TOTAL
Population	7,000*	15,000**	22,000
EBI per capita***	\$ 5,000	\$ 5,000	\$ 5,000
Total Buying Income**** (in 000's)	\$35,000	\$75,000	\$110,000
Retail Buying Income (RBI)***** (in 000's)	\$16,800	\$36,000	\$ 52,800
Actual Retail Sales (in 000's)	\$13,834	\$ 4,611	\$ 18,445*****
% of RBI spent in Pleasantville	82.1	12.7	34

*Raymond, Parish & Pine estimate of 1967 Village population.

**Raymond, Parish & Pine estimate of 1967 population of surrounding area.

***Effective Buying Income = 1968 income — taxes (derived from Sales Management).

****Population X EBI.

*****RBI = 48% of EBI.

*****Total from Census of Business, 1967. 75% assumed to come from Village, 25% from secondary trade area Actual Retail Sales/RBI.

Sources: United States Census of Business, 1967
"Sales Management", June 1969.
Raymond, Parish & Pine.

What all of this means is

- (a) The Village is not a Regional Center and depends heavily on its own population and that of the immediate area for support of its retail establishments; and
- (b) Pleasantville has to find ways of keeping the business of Village residents and capturing a greater share of the secondary market in Hawthorne, Thornwood, Chappaqua and Briarcliff.

Retail Employment

Retail employment remained static in Pleasantville during the period 1963-67. The small rise in yearly payroll was offset by inflation. While the retail employment continues to be important to the Village's economy, it has failed to grow with the population. In light of the overall retail sales picture in Pleasantville, employment may begin to decline. Gas stations and auto dealers will likely continue to maintain or expand the current level of retail sales and employment through their growth.

TABLE V
RETAIL EMPLOYMENT

	1963	1967
No. of Establishments	82	89
No. of Proprietors	67	69
No. of Paid Employees	380	383
Yearly Payroll	\$1,956,000	\$1,998,000

Source: United States Census of Business.

SERVICES

One of the apparent opportunities for growth is in the area of "services", an increasingly important element of the American Economy. The State of New York has forecast a 29.2% increase in employment between 1968-1980 in the service sector of its economy.* This category includes such services as hotels, auto repair, entertainment, household, medical treatment, education, advertising, consulting, duplicating, etc.

According to the United States Census of Business (see Table VI), Pleasantville has more than doubled its receipts from services between 1963 and 1967.**

*New York State Office of Planning Coordination, New York State Economic Outlook for the Seventies (Albany, December 1969), page 40.

**This includes only those services tabulated by the Census Bureau and listed in Table VII.

TABLE VI
TOTAL SELECTED SERVICE RECEIPTS
(\$000's)

	1963	1967	Increase 1963-1967	% Increase 1963-1967
PLEASANTVILLE	\$ 2,463	\$ 5,337	\$ 2,874	116.7
Westchester	227,278	315,191	87,913	38.7
Mount Vernon	31,128	34,907	3,779	12.1
New Rochelle	16,855	22,869	6,014	35.7
White Plains	29,977	45,838	15,861	52.9
Yonkers	55,765	73,207	17,442	31.3
Mount Kisco	3,047	6,411	3,364	110.4
Ossining	4,465	3,303	1,162	26.0
Peekskill	4,830	4,123	707	14.6
Tarrytown	3,834	5,174	1,340	35.0

Source: United States Census of Business.

This is far greater than the 38.7% increase registered for the entire county, and greater than the 32.8% state gain. Nearby Mount Kisco also doubled its receipts, while Ossining and Peekskill declined. No receipt figures were published for the sub-categories within the Service Industries, but Table VII gives some indication of which services are prospering by showing the number of new businesses established in each group.

This is far greater than the 38.7% increase registered for the entire county, and greater than the 32.8% state gain. Nearby Mount Kisco also doubled its receipts, while Ossining and Peekskill declined. No receipt figures were published for the sub-categories within the Service Industries, but Table VII gives some indication of which services are prospering by showing the number of new businesses established in each group.

TABLE VII
NUMBER OF ESTABLISHMENTS FOR SELECTED SERVICE GROUPS

	1963	1967
Hotels, motels, etc.	1	1
Personal Services	24	30
Miscellaneous Business Services	14	24
Auto Repair	2	4
Miscellaneous Repair	2	4
Motion Pictures and Film	2	4
Other Amusement and Recreation	6	8
	51	75

Source: United States Census of Business.

The number of paid employees increased by almost 50% and the size of the payroll more than doubled. This is a clear sign of Pleasantville's strength in the service sector.

TABLE VIII
EMPLOYMENT IN SELECTED SERVICES

	1963	1967
No. of Establishments	51	75
No. of Proprietors	44	60
No. of Paid Employees	226	320
Yearly Payroll (\$000's)	\$885	\$1,859

Source: United States Census of Business.

Pleasantville's fast growth rate in the past (higher than Westchester and the State) indicates a potential for matching or surpassing the predicted statewide increase. Services included in the New York State employment forecast but not in the federal census are medical treatment, education and numerous "office" groups.

Although no precise statistics are available, there appears to be a demand which may increase for office space by locally oriented services, businesses and professionals, including real estate, law, medical, engineering and other professional services.

CONCLUSION

The outlook for growth in retail sales in Pleasantville is modest at best. However, the service sector of the Village economy has grown significantly. This past growth combined with the State's forecast for high growth in service employment and the overall growth potential of the Pleasantville area points to a strong potential for improving the Village economy by emphasizing and encouraging continued growth in this area. Increased office employment in the Central Business District could result in more of a built-in clientele for retail operators.

If there is an increase in emphasis on office development in the CBD, it might also necessitate changes in parking and traffic policies.

Some further study of the Village's area, particularly in terms of parking and potential development of all types is warranted prior to recommending new or revised plans for the CBD.