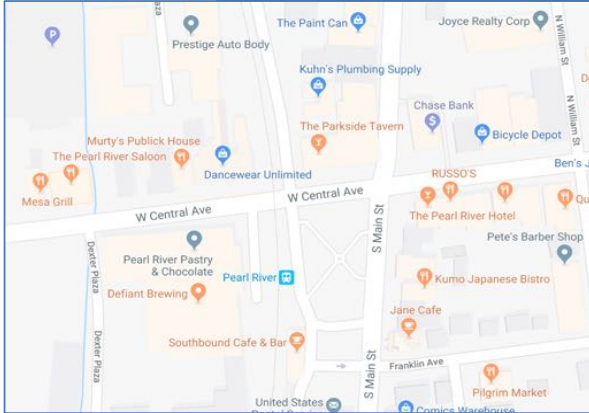




REVITALIZING PEARL RIVER DOWNTOWN



LOCATION

Central Avenue and the main downtown area of Pearl River are highlighted in the map above. This area is a main thoroughfare within walking distance of the train station, and connects to Route 304, or N. and S. Pearl Street. The area represents the heart of Pearl River's business district and includes pizza places, taverns, saloons and cafés, along with gyms, the local library and a park.

T.O.D.

Transit Oriented Development (TOD) is a focus of both Orangetown and the Village. TOD builds around some type of mass transit, such as the train, bringing together a pedestrian friendly mix of housing, shops, restaurants, offices and open space. The design focuses on community character and building transit ridership.



A 2015 study identified Pearl River as the #1 place in the state for millennial job seekers, citing location, the NJ Transit Pascack Valley Line and employers like Pfizer. Pearl River's desire to attract millennials to the community remains strong. The young emerging workforce has a focus on compact, walkable downtown and communities supporting car free movement and ready access to a train.

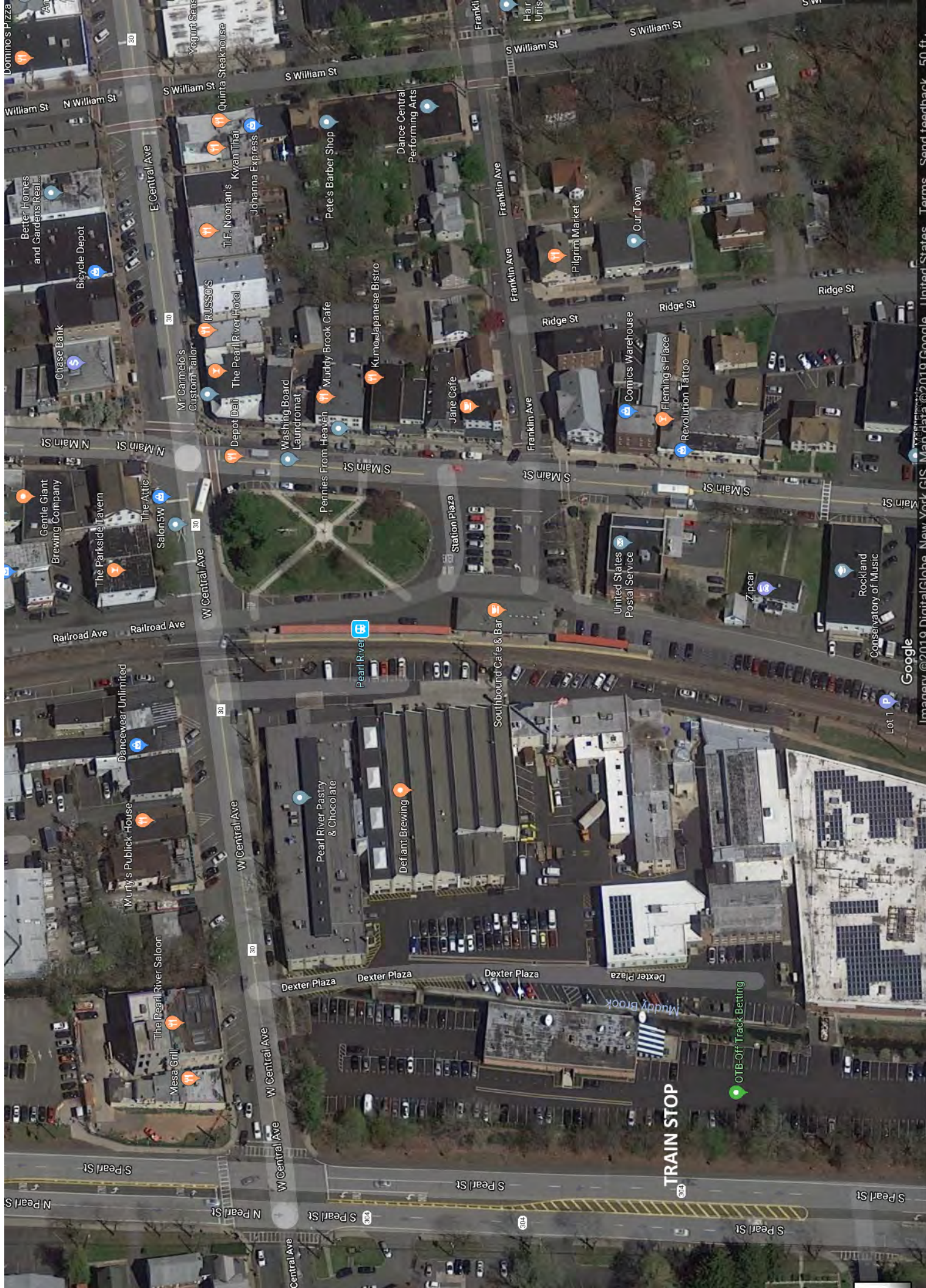
HISTORY

At its founding in the early 1870s, Pearl River was a section of land that made up of woods and swamps, and originally called Muddy Creek. It had 5 different sections, Middletown, Sickletown, Pascack, Muddy Brook and Naurashaun. Pearl River may have been renamed for the pearly Muddy Brook mussels, or it may have been to enhance its image. Trains were important at the time so original founder, German immigrant Julius Braunsdorf, donated space in the middle of town for the NJ/NY railroad to pass through to Nanuet.

WHAT IS NEEDED?

Pearl River is ~7.2 square miles with a population of close to 16,000 people. The median age of residents is 40 years of age, with 45% holding a college degree. 40% of downtown households are made up of roommates not related to each other, 15% higher than elsewhere in the County. About 50% of Pearl River is zoned residential, commercial sections exist downtown as well as in several office parks like Blue Bill Plaza. The train at Pearl River does not cross directly to NYC; a transfer is needed at Hoboken or Secaucus.

TOD's are often called "Place Makers". Place Makers create their own sense of identity & attract people with that character. Pearl River needs to focus on defining its own character & identity to attract people to the community. How is it unique? As you plan, consider what you identified as strengths in the community and build on these. Consider what you identified as weaknesses in the community and try and address those in the plan.



TRAIN STOP

OTB-Off Track Betting

Muddy Brook

Dexter Plaza

Dexter Plaza

Dexter Plaza

Dexter Plaza

Central Ave

W Central Ave

S Pearl St

N Pearl St

S Pearl St

N Pearl St

S Pearl St

N Pearl St

S Pearl St

N Pearl St

S Pearl St

N Pearl St

S Pearl St

N Pearl St

S Pearl St

Dexter Plaza

Dexter Plaza

Dexter Plaza

Dexter Plaza

Pearl River Pastry & Chocolate

Defiant Brewing

Pearl River

Southbound Cafe & Bar

Station Plaza

Pennies From Heaven

Washing Board Laundromat

Depot Deli

The Pearl River Hotel

Mr Carmelo's Custom Tailor

Chase Bank

Bicycle Depot

Better Homes and Gardens Real Estate

Domino's Pizza

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