SECTION 11 - AGRICULTURE

11.1 Goals

- > To promote and expand agribusiness entrepreneurship as an important component of Rockland's economy.¹
- > To encourage policies and programs that enhance the economic viability of agricultural production.
- > To preserve prime farmland and facilitate access to farmland for new and next-generation farmers.

11.2 Summary of existing conditions

Rockland's roots lie partly in agriculture and this heritage continues to be a presence in the Town today despite the escalating challenges of operating farms and preserving farmland. The Town is located within Agricultural District #4, which district was created by the New York State Legislature in 1975 under the State's 1971 Agricultural Districts Law. District #4 covers approximately 46,747 acres across Sullivan County including lands in Rockland and several nearby townships. As shown in Figure 11-1, Agricultural Districts, the portions of District #4 in Rockland primarily consist of scattered parcels of land. Figure 11-2, Farmland Soils, shows that a considerable amount of Town lands are suitable for agricultural production.

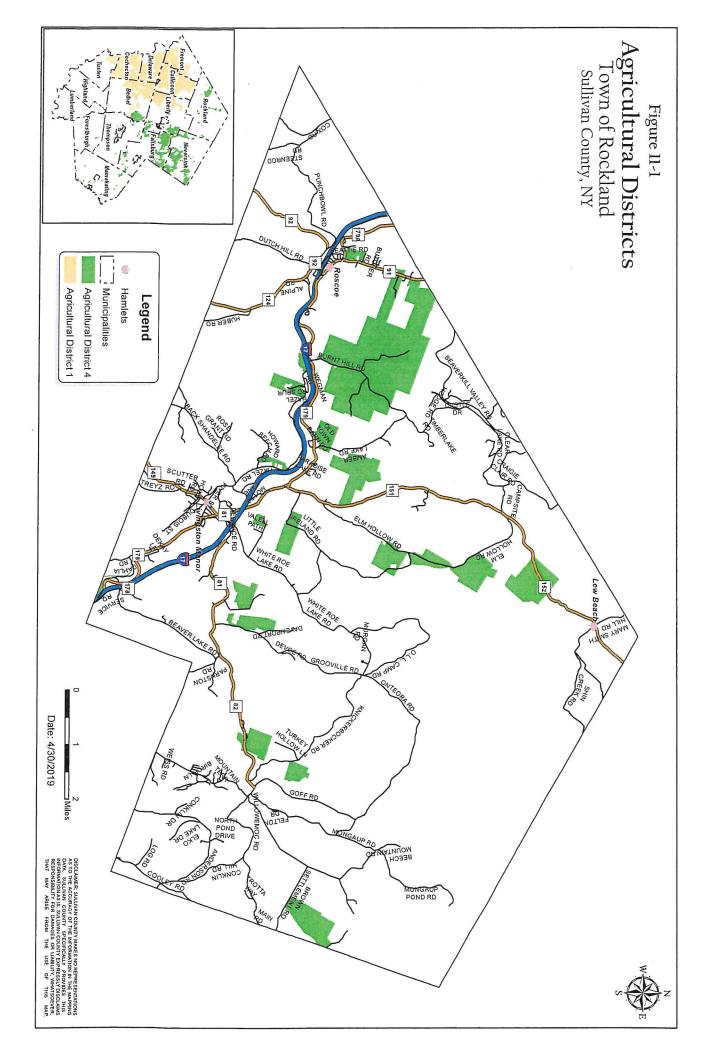
Rockland has many strengths for agricultural production including a growing regional market for local farm products, proximity to the NY metropolitan area food market and an excellent transportation network. The Town also has available lands that are zoned to accommodate agricultural support services and food processing operations. However, in 2018 the Town's farmers are facing increased national and global competition, high costs of production, high costs of land, the State's high tax rates, and, in the case of dairy farms, volatile milk prices that are currently too low to support most farms.

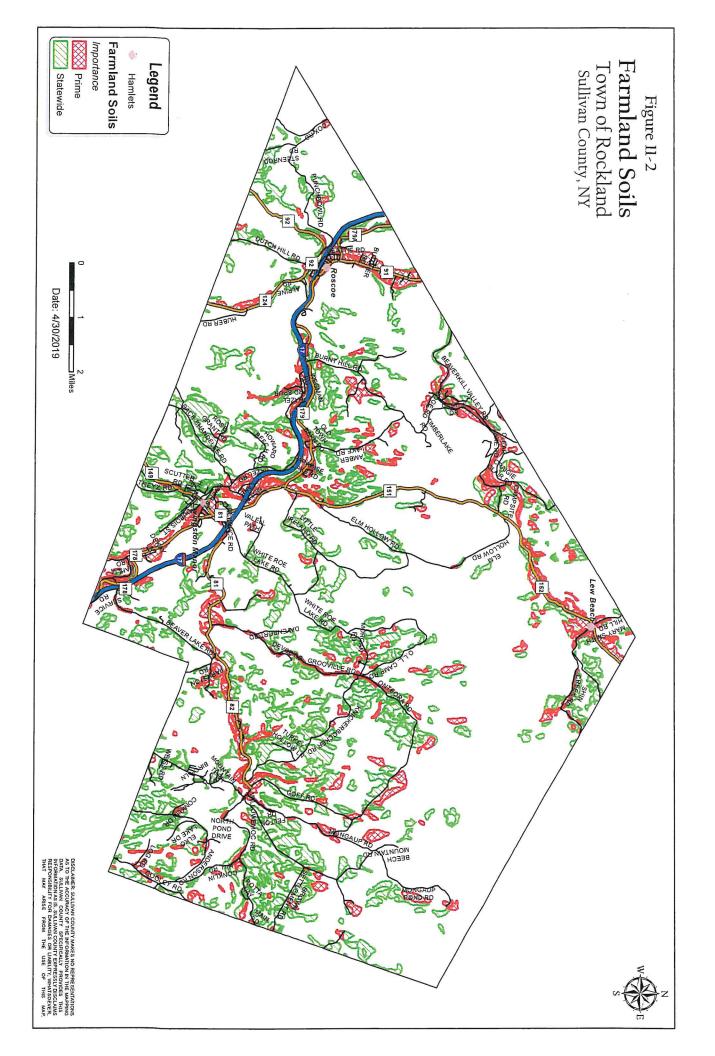
Historically, agriculture has been a vital economic engine to the economy of New York State while at the



Hay field (view from Route 152)

Agribusiness is an all-inclusive term coined in the 1950s that covers the complex value-added chain that begins with the farmer's purchase of seed and livestock and ends with a product for the consumer's table. Agribusiness is the business of agricultural production, agricultural support services and agricultural manufacturing.





same time enhancing the social and environmental quality of life of all New Yorkers. Agriculture contributes billions of dollars to the state's economy while also providing open space and scenic beauty that is cherished by millions of New Yorkers, as well as by the millions of tourists that visit the state each year.

It is important to stress that agriculture is economic development. All too often agriculture's economic contribution to the overall economy is overlooked by local governments which tend to focus on other sectors like technology, distribution and manufacturing. In fact, the agribusiness industry is a significant economic engine in New York State that produces jobs and revenue, while placing little demand on public services such as fire, police, and education. Studies have shown that farms generally contribute more in taxes than they require in public services making them net revenue generators for both municipal and school budgets (In 2008, for every dollar Rockland's farms paid in taxes they required only 50¢ in services.²).³ In 2014, on-farm agricultural production returned over \$6.7 billion to the state's economy and employed over 54,000 workers.⁴ While agriculture production only accounts for a small portion of the state's economy, output from this sector generates a strong downstream multiplier effect on the economy in terms of jobs and added economic output.5 This is because agricultural production requires support services such as feed, seeds, financial services, fuel, equipment and equipment repair, veterinary services, as well as food processing facilities. It also creates spin-off businesses such as wineries, breweries, distilleries, ice cream parlors and many others. The agricultural services and value-added agricultural manufacturing sectors contributed over \$38 billion in sales to the state's economy in 2014 and accounted for close to 91,000 jobs.6 This statistic suggests that agricultural production, support services and manufacturing sectors have a combined impact of some 44.7 billion annually to the state's economy and generate some 145,000 jobs. Farms also contribute scenic working landscapes, rural heritage and quality of life, all of which support the state's multi-billion dollar tourism industry. Simply put, agricultural land use is an economic driver that creates jobs and helps to balance both municipal and school budgets in the same way as commercial and industrial land use. Agriculture is economic development.

The number of farms in Sullivan County has been in decline for decades. In the 1960s there were some 500 operating farms in the County while in 2003 only 235 farms remained.⁷ However, it is encouraging to note that by 2017 the number of farms had increased to 366 with a combined 59,942 acres.⁸ This trend shows an increase in the number of farms producing vegetables, while the number of dairy farms continues to decrease from 53 in 2002 to just 18 by the end of 2018.⁹ To put this figure into perspective, in 1950 there were 631 dairy farms in the County.¹⁰ In 2012, the market value of agricultural production

Sullivan County Agricultural & Farmland Protection Plan, December 2014.

³ Glynwood Center. The State of Agriculture in the Hudson Valley, 2010.

Schmit, Todd. <u>The Economic Contributions of Agriculture in New York State (2014)</u>. Cornell University, Dyson School of Applied Economics and Management, August 2016.

⁵ Ibid., Abstract.

⁶ Ibid

Ground UP, Cultivating Sustainable Agriculture in the Catskill Region." Columbia University, 2010.

^{8 2017} Census of Agriculture, Sullivan County, New York. US Department of Agriculture.

⁹ Rife, Judy. "Growing number of local dairy farms shutting down," <u>Times Herald-Record</u>, December 25, 2018.

¹⁰ Sullivan County Agricultural & Farmland Protection Plan, December 2014.







Elm Garden & Flora Design - commercial flower farm

in Sullivan County was \$28.4 million with livestock and poultry accounting for \$22.8 million and \$5.6 million for crops.¹¹ When this figure is combined with agricultural support services and value-added manufacturing the total impact to the County's economy is over \$741 million.¹² In addition, agritourism is a small but growing component of the agricultural economy, which plays nicely into the County's \$449.7 million tourism industry.¹³

In Rockland, the importance of agribusiness to the Town's economy and the pressures impacting farming are recognized. Historically, agricultural production was a profitable business despite unpredictable weather and other challenges. However, the introduction of supermarkets and national and global competition in the 1960s and 1970s began to alter the agricultural landscape. Increased competition and high operating costs resulted in decreased profit margins throughout the production and distribution chain, with profits often not making it to the farmer. In this climate, the Town has seen the number of full-time farms steadily decline as farmers frequently have little choice but to shut down rather than operate at marginal profit rates or at a loss. That said, in the past year a new vegetable farm began production in the Town, so the county's recent uptick in new farms may spread to the Town.

While there are no remaining dairy farms in Rockland, there are full-time and part-time agricultural operations which produce forage, vegetables, microgreens, berries, livestock, poultry, horses, honey and flowers. The Town has recently seen growth in the agribusiness processing sector with the opening of two breweries and one distillery with an additional brewery under construction. It should also be noted that some farmers have seen an increase in prices for produce, beef and lamb as a result of direct sales to high end restaurants and New York City green markets where these commodities command a higher price than local markets offer. The twist is that many locally raised farm products are not available to local residents because they can be sold at higher prices elsewhere.

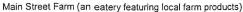
A community such as Rockland, which has seen the steady growth of its 2nd home market, has a higher risk of losing valuable agricultural land along with part of its rural character. The low profitability of farming has impacted a farmers ability to stay on the land to say nothing of saving for retirement. This

^{11 2017} Census of Agriculture, Sullivan County, New York. US Department of Agriculture.

Sullivan County Agricultural & Farmland Protection Plan, December 2014.

Axelrod, Daniel. "Hudson Valley tourists spending more every year," Times Herald-Record, August 26, 2018.







Livingston Manor farmers market

essentially causes the value of a farmer's land to become his/her retirement nest egg. While farmers can choose to sell their land to developers, many farmers, and sons and daughters of farmers, might prefer to stay on the land if farming was more profitable. Promoting profitable farms is the best way to keep farmers on the land.

11.3 Strengths and challenges

11.3.1 Strengths

Strengths are the resources that strengthen the economic base and positively contribute to business operations. These resources may include the local labor force, location, incentive programs that make doing business desirable, and quality of life resources. Strengths foster economic development and retain and expand business.

Regional food movement. Increasing concerns over food safety and public health have contributed to a strong food movement in New York City and the greater Hudson Valley and an increased demand for safe, fresh, local food. This has resulted in a surge in the number of farmers markets as well as an increase in mainstream grocery stores, food distributors, restaurants, breweries and other food service companies that carry and/or process locally produced food.

New York City food market. Rockland's proximity to the New York City food market, which is larger, more ethnically diverse and wealthier than most other consumer markets in the nation, is a key asset for



Catskill Brewery



Strawberries, Mountain Sweet Berry Farm





Beaver Lake Farm

Snowdance Farm

local farms. The NYC food market consists of some eight million residents, \$30 billion in food spending and a budget for institutional meals second only to the U.S. military. However, this is a market whose demand for regionally produced food is not fully met. It is estimated that the City's unmet annual demand for regionally produced food exceeds \$600 million. This represents an opportunity for local farmers and food processors to expand operations to meet this demand and thereby increase profits. The Mountain Sweet Berry Farm has tapped into the NYC market and sells produce directly to consumers through the GrowNYC farmers market program. The Catskill Brewery markets its craft beer to the NYC market.

<u>Transportation network</u>. As discussed in Section 9, Transportation, the Town has access to an excellent regional network of local roadways, interstate highways and an international airport. Regional motor freight services offer LTL (less than truck load) and truck load freight services. These transportation modes provide quick access to the New York metropolitan markets and to other regional markets via interlinking highways. There is a need, however, for more "small box" trucking as well as refrigerated trucking services to transport perishable farm products.

<u>Direct sales.</u> A number of Sullivan County farms are able to sell a large part of their production directly to end users at farmers markets, restaurants and grocery stores. Direct sales can increase profits by cutting out the middleman. The Snowdance Farm in Rockland distributes livestock and poultry meats, including beef, chicken, turkey, lamb, pork and pheasant, directly to high-end restaurants both local and in NYC.

Availability of land. Rockland currently has lands suitable for agricultural production which are not being used. Farmland in Rockland is generally less expensive than lands in the rest of the mid-Hudson region. In addition, the Town's zoning law allows land uses for a variety of agricultural support businesses.

<u>Increasing number of new farmers.</u> Over the past twenty years, the Mid-Hudson region has seen a marked increase in the number of new farmers which is largely driven by the demand for locally produced food and by the region's proximity to the NYC food market. Most of them work small to midsized farms that often incorporate multiple crops and a variety of livestock into their business models.

¹⁴ The New York City Council, "Foodworks: A Vision to Improve NYC's Food System," 2010.

¹⁵ Ibid.

<u>Soils and climate</u>. The Town's soils are not entirely suited to growing vegetable crops, though some lands are productive in this regard. However, most soils are well suited for raising forage such as hay along with grazing livestock. The climate supports a wide variety of agricultural products.

<u>Diversity of products</u>. Local farms can produce a variety of agricultural products which allow them to fill a growing demand from regional populations and high-value markets. In addition, markets for niche ethnic foods in NYC can offer favorable prices and reduced competition.

11.3.2 Challenges

Challenges are negative factors that provide obstacles or stumbling blocks to economic development, and detract from business retention and expansion.

<u>Competition</u>. The competitiveness of agriculture in New York State relative to national and global competitors is a concern. The high cost of food production in the State makes competing with lower cost national and global food producers a challenging proposition.

<u>Difficulty accessing the New York City food market.</u> Weaknesses in the food distribution system can make it difficult for small regional farmers to connect with the NYC food market. At the same time, City restaurants and food retailers often encounter difficulty sourcing regional agricultural products from wholesalers. ¹⁶

<u>High operating costs.</u> The high costs of equipment, feed, energy, fertilizer, capital, labor and other factors contribute to high production costs. In addition, New York State has one of the highest overall tax rates in the country including property taxes and income taxes. The State's minimum wage rates are higher than many other states.

<u>Low profitability</u>. Prices received for the sale of farm produce outside of the NYC market are often low in comparison to production costs and this causes thin profit margins. Average expenses per farm in Sullivan County were \$111,068 in 2017, while average net income (after expenses) was -\$23,866.¹⁷



Upward Brewing Company



Harvest time, Mountain Sweet Berry Farm

 $^{^{16}}$ The New York City Council, Foodworks: A Vision to Improve NYC's Food System, 2010.

^{17 2017} Census of Agriculture, Sullivan County, New York. US Department of Agriculture.







Collins Farm

Beaver Lake Farm

Foxwillow Farm

Dairy farms in particular are subject to volatile milk prices which frequently do not cover production costs. Roughly one-third of county farms cleared a profit in 2012.¹⁸ Bulk milk prices are currently so low that many dairy farms in New York State are operating at a loss and going out of business.

High cost and diminishing supply of farmland. Lack of affordable farmland can be an impediment for new and existing farmers in the Mid-Hudson region and this issue will continue as growth pressures drive up the developed value of prime agricultural land. Farmers need deep, well-drained soil on fairly level land which is exactly the type of land developers seek. Developers usually win in the ensuing competition for land and much of the Mid-Hudson's prime farmland has been sold to developers. While farmland in Sullivan County tends to be less expensive than in the rest of the Mid-Hudson region, it is still an expensive proposition for farmers to expand operations and new farmers can be priced out of the market. This forces some farmers to rent land, if they can afford to, which impacts already thin profit margins.

<u>Weak distribution system.</u> The food distribution network in the Mid-Hudson region is currently not adequate to meet the supply of local food production. In particular, this hurts medium and small sized farms that may not have the resources to distribute their own products to regional markets.

<u>Difficulty attracting new farmers.</u> A majority of New York State farmers are over age 50 and in Sullivan County the average age was 59.7 years in 2012.¹⁹ Not surprisingly, the farming industry has struggled to attract young farmers because farming will not financially sustain them. In 2007, farmers in the Hudson Valley region had an expense to sales ratio of 94% making for very narrow profit margins.²⁰ As a result, many farm families must earn off-farm income in order to survive. Approximately 55% of county farms earned less than \$10,000 in 2012 and it is assumed that off-farm income keeps most of these farms in business.²¹ Residents have expressed concern about county farms that have no successors to eventually take over operations.²² Aging farmers need to be replaced by new young farmers in order to preserve farmland and maintain agriculture's contribution to the Town's overall economy.

Sullivan County Agricultural & Farmland Protection Plan, December 2014.

¹⁹ Thic

Glynwood Center. The State of Agriculture in the Hudson Valley, 2010.

²¹ Sullivan County Agricultural & Farmland Protection Plan, December 2014.

²² Thid

<u>Rural gaps in Town-wide high speed internet service</u>. As discussed in Section 10, Economic Development, internet service gaps currently exist in certain rural parts of the Town. At the same time, access to the internet has become increasingly important to farmers for crop management, marketing and accessing governmental assistance programs.

Other issues. Additional issues facing Sullivan County's farmers are the lack of local processing facilities, farmers unaware of the broad array of governmental assistance programs, a burdensome regulatory structure, and the high cost and limited availability of capital. The limited availability of a motivated and qualified labor force due, in part, to unsettled federal immigration policies and a cumbersome guest worker program is also problematic.

11.4 Recommendations

Strategy 1 Coordinate the implementation of strategies in this section with Sullivan County's farmland protection plan.

- Action 1.1 Coordinate with Sullivan County as it implements recommended actions in its "2014 Agriculture & Farmland Protection Plan." The plan contains many recommendations which could benefit local farmers.
- Action 1.2 Encourage Sullivan County to explore coordinating with New York City's efforts to better connect local farmers with NYC markets. Connecting upstate farmers with NYC wholesalers and end users is a stated goal in the City's 2010 'Foodworks' plan.

Strategy 2 Continue to maintain the Town's farm-friendly regulations.

- Action 2.1 Periodically audit the Zoning Law to explore modifications that support agriculture. New technologies and changing market conditions may warrant adjustments to the zoning law. For instance, demand for local beef is increasing which could represent a market opportunity for local farmers. Allowing smaller lots to contain livestock would help to promote this activity. Small lots could also be used by 4-H groups and other organizations to help prepare next-generation farmers.
- Action 2.2 Review farm-friendly zoning code guidelines in Sullivan County's "2014 Agriculture and Farmland Protection Plan." Incorporate appropriate recommendations into the Town's zoning law.
- Action 2.3 Explore expanding the allowable types of agricultural uses on small lots. The number of small farm operations is increasing in the Mid-Hudson Valley. Some

of these farms fill ethnic niche markets where there is less competition. See also 2.1 above.

- Action 2.4 Continue to allow alternative uses for existing agricultural buildings and farmland. Allowing compatible uses for existing agricultural buildings and farmland would help farmers to remain on their land even while farming is not taking place. The Town could define alternative uses for existing buildings and farmland in its zoning law. Alternative or additional uses that are compatible with the surrounding area but not necessarily agriculture-related may include low-impact businesses such as packaging or warehousing.
- Action 2.5 Explore ways to better define land-use designations for agritourism.

 Agritourism activities can fall into a gray zone between hospitality and agricultural land-use regulations which makes navigating local permitting, land-use coding, and land use controls a tricky proposition for budding entrepreneurs. See also strategy 7 in this section.
- Action 2.6 Accessory agricultural uses as allowed by the zoning law should be encouraged. Elements such as seasonal farm stands and ice cream stands can help boost agritourism efforts and supplement income. Businesses featuring on-farm processing (milk and cheese, jams, baked goods), on-farm retail (grains, hay, fertilizer), and the sale of non-perishable items and local produce grown outside of Rockland should be encouraged.
- Action 2.7 Seek to have a member of the agricultural community on the Town's Planning Board and/or Zoning Board of Appeals. Individuals experienced in agricultural operations can offer valuable contributions in the administration of regulations affecting agriculture.

Strategy 3 Work to preserve farms and agricultural lands for next generation farmers.

Action 3.1 Promote Purchase of Development Rights (PDR), Transfer of Development Rights (TDR), conservation easements and term easement programs to preserve both farmlands and farming. For example, PDR's involve the voluntary sale by a landowner of the right to develop a property to a government agency or private nonprofit land trust. The cost of doing this would vary depending on the appraised value of the specific parcel—both the current value and its appraised value as open or agricultural land without development potential. The difference between these two numbers is the value of the development rights to be purchased.

Benefits of Purchase of Development Rights (PDR)

- > PDR protects farmland permanently, while keeping it in private ownership.
- > Participation in PDR programs is voluntary
- > PDR allows farmers to capitalize on undeveloped assets their land.
- > PDR programs can protect ecological as well as agricultural resources.
- > PDR removes the non-agricultural value of land, which keeps it affordable to farmers.
- > PDR can be implemented by state or local governments, private organizations and not-for-profit entities.
- > PDR provides farmers with a financially competitive alternative to development.

Source: Action Guide: Agricultural and Farmland Protection for New York (American Farmland Trust).

The purchase of a conservation easement is the same thing as PDR; however, whereas a PDR typically refers to a government acquisition, the purchase of an conservation easement is typically done by a private land trust.

In addition to PDR and conservation easements, term easements are sometimes employed. A term easement is a temporary covenant that may include a right of first refusal for purchase of the property in cases where the farm may transition to another agricultural use.

- Action 3.2 Explore sources of grant funding for farmland protection. These could involve agencies of the state or federal governments or private organizations such as Equity Trust that work with land conservation organizations in the Hudson Valley. For example, the State's Farmland Protection Implementation Grant program helps local governments and land trusts offset the cost of conservation easements. Equity Trust is a non-profit organization that partners with local organizations to help fund the purchase of farmland for farmers.
- Action 3.3 Explore a Leasing of Development Rights (LDR) program as a supportive tool in farmland purchase or PDR acquisition. LDR's can temporarily protect farmland until a PDR can be employed.
- Action 3.4 Promote the New York State Agricultural Districts Law to encourage the continued use of farmland for agricultural production. The program is based on a combination of landowner incentives and protections, all of which are designed to forestall the conversion of farmland to non-agricultural uses. Included in these benefits are preferential real property tax treatment (agricultural assessment and

- special benefit assessment), and protections against overly restrictive local laws, government funded acquisition or construction projects, and private nuisance suits involving agricultural practices.
- Action 3.5 Encourage owners of inactive farmland to rent their land to new and existing farmers. Work to connect land owners to farmers. Land owners renting farmland may qualify for an agricultural assessment on their land. The Hudson Valley Land Trust partnered with 16 other organizations to launch the HV Farmlink network which is designed to connect farmers and landowners.
- Action 3.6 Explore allowing appropriate agricultural uses on open space that may be created in a conservation subdivision or clustering. Take into account any property tax implications that may arise from such use.

Strategy 4 Encourage policies that support new and next-generation farmers.

- Action 4.1 Encourage governmental and private sector financial initiatives to support young farmers. For example, New York State in recent years launched the New Farmers Grant Fund and the Young Farmers Loan Forgiveness Program to help young farmers get in the business and remain there. Many farm credit cooperatives have programs to help start-up farms secure working capital.
- Action 4.2 Promote education, training, and technical assistance programs for farm start-up operations. Historically farming skills have been handed down from one generation to the next. But that is not always the case today as sons and daughters leave the farm for more profitable careers. In addition, the increasing pace of new technologies and methods can be challenging for farmers to keep up with. Access to training programs is essential for new and next-generation farmers. The Hudson Valley Farm Hub sponsors the ProFarmer Program which trains individuals with farming experience who aspire to farm management positions or to own and operate their own farms.

Strategy 5 Seek to expand food processing and distribution networks.

Action 5.1 Coordinate with the Sullivan County Partnership to attract and expand value-added food processing companies to the Town. The Town's quick access to Route 17 would be an attractive asset to food processing firms. The property inventory recommended in Section 6, Economic Development, would assist in site identification and land assemblage. One example of connecting processors to local produce is Farm-to-Table Co-Packers in Kingston, NY which processes local produce to make soups, frozen vegetables, jarred sauces and other value-added products that it then sells to regional markets. Another example is Hudson

River Fruit Distributers in Milton, NY which is the region's biggest marketer/distributer of New York apples.

- Action 5.2 Support efforts by Sullivan County to establish food hub projects for local food producers. Food-hubs act like warehouse distributors where local food can be sourced by downstream users such as groceries and restaurants. Such hubs could serve to connect locally produced food with the NYC food market.

 One food hub has recently opened in Liberty. See also Action 1.2 in this section.
- Action 5.3 Encourage Sullivan County and Cornell Cooperative Extension, in conjunction with local dairy farmers, to explore the feasibility of developing a dairy processing facility. Through such a facility, local dairy farmers could process milk and produce other dairy products and market them through an established brand or newly created brand. The Hudson Valley Fresh brand of dairy products processed in Dutchess County is a success story for using this strategy.
- Action 5.4 Support any regional efforts to establish livestock slaughtering and processing capacity. There is an increasing demand for local beef which could provide a new source of income for local farmers. Some former dairy farms might convert to beef cattle operations if there was a nearby FDA meat processing facility. Currently, the two closest USDA slaughterhouses are each two hours drive away in Moscow, PA and Otego, NY.

Strategy 6 Support financial incentives, access to capital, and farm-friendly policy reforms.

- Action 6.1 Encourage New York State and Sullivan County to continue economic incentive programs specific for agriculture. For example, the Sullivan County Industrial Development Agency offers a number of loan and lease programs to farmers and other types of agribusiness enterprises such as farm equipment dealerships.
- Action 6.2 Encourage State and federal policy and regulatory reforms that are farm friendly.

Strategy 7 Work to promote agritourism in the Town.

Action 7.1 Support Sullivan County efforts to promote agritourism. Agritourism has become increasingly popular in the local region with activities such as wineries, distilleries, Christmas tree farms, on-farm dinners, u-pick farms, pumpkin carving, hayrides and other activities. There is also a spin-off effect with visitors patronizing local eateries, gas stations and retail stores.

- Action 7.2 Support the development of New York State and private sector programs that provide technical assistance and start-up capital for agritourism entrepreneurs.
- Action 7.3 Utilize the proposed special events portal on the Town's website to promote agritourism. Establishing a special events portal is discussed in Section 5, Strategy 2 in this Plan.
- Action 7.4 Explore development of a "heritage trail" to promote historic tourism and agritourism. The mobile phone wayfinding application discussed in Section 9, Transportation, Strategy 2 could include these items.

Strategy 8 Promote citizen education on farmland benefits.

- Action 8.1 Educate the community about the benefits of farming to the community (economic, rural heritage, scenic working landscape, etc.).
- Action 8.2 *Coordinate with Sullivan County on marketing methods to promote local farms and buying locally produced foods.*

SECTION 12 - LAND USE

12.1 Goals

- > To protect Rockland's environmental and aesthetic resources to benefit the public health and safety and for the enjoyment and prosperity of future generations.
- > To balance growth of all land uses with conservation of the Town's scenic and rural character and environmental integrity.
- > Continue to improve land use regulations to meet the objectives of this plan.

12.2 Summary of Existing Conditions

The unspoiled character of the Town is largely attributed to the nature and location of a diverse set of land uses. The growth of the Town throughout its history to the present day reflects traditional settlement patterns. Closely knit hamlets are economic hubs in the stream valleys which serve as transportation corridors; undisturbed agricultural open spaces and large, forested swaths of protected, public forest contribute to the Town's rural and wilder feel. Residential growth has centered on the hamlets, where it complements the Town's sense of place, and is also dispersed in rural areas.

Land uses are summarized within twelve property classifications (see Table 3-1 on page 3.8) while the distribution of these land uses is depicted on Figure 3-5, Land Use Map (page 3.7). Reinforcing the Town's land-use pattern are parcel sizes, with the map showing both an abundance of larger parcels throughout the rural areas and concentrations of smaller parcels in and around hamlets and denser residential areas, such as Hunter Lake. The pattern reflects existing character and also illustrates that there is significant opportunity for future development.

The Town has five primary zoning districts that generally correspond with the land use patterns (see Figure 3-4, Zoning Districts on page 3.6). The Town has been active in reviewing and revising the zoning law. In June 2016, the town board appointed a committee who issued a series of changes that were adopted in December 2016. The changes included the improvement of existing use definitions and the development of new definitions; enhancement of stormwater protection language; the creation of a downtown overlay district to promote business through eased parking requirements, new sections on Signs and Solar Collection Systems; and several procedural improvements to bring the zoning law in better conformance with state statutes. In 2017, the Town further improved the stormwater protection standards, integrating the requirements of the NYS Stormwater Design Manual. In 2018-19, the existing sections on campgrounds and nonconforming uses were revised and limitations on dwellings and uses per lot have also been drafted, although these proposed changes have not yet been adopted.

12.3 Cluster development and conservation subdivision

Although the Town has improved its zoning law, there remains opportunity for further upgrades to land

use regulations, many of these being specified in the Town's 2010 comprehensive plan and carried forth in this plan. For example, the 2010 plan includes expanded discussion on *conservation subdivision*. It's important to recognize that New York State uses the term *cluster development* (Town Law §278). The two are not necessarily synonymous but they operate on the same principle: a subdivision plat in which the applicable zoning law is modified (often by a reduction in lot size) to provide an alternative permitted method for the layout (i.e., configuration and design of lots, buildings and structures, roads, utility lines and other infrastructure, parks and landscaping) in order to preserve the natural and scenic qualities of open lands. Often the difference lies in the statutory requirement for cluster development that the density - the number of lots or units -- shall not exceed the number that is permitted by a conventional subdivision and the underlying zoning district. Whereas, conservation subdivision does not necessarily come with this requirement.

Cluster development is a land use tool that preserves open space. Open space is intended to be the driver of the subdivision design. Because lot size can be modified, a cluster development affords flexibility in design, allowing for more creative and efficient use of land. It enables communities to structure neighborhoods around common spaces that may include trails, historic features, working landscapes, significant natural resources, or wildlife habitat preservation. It also enables the protection of stream corridors by riparian buffers and, because the overall impervious surfaces on the site are reduced, it offers improved opportunities for stormwater management. The efficiencies of reduced lengths of streets and utilities come with lower costs for infrastructure installation, fees, and maintenance. The amenities that are often provided in the open space, such as trails and parks, often increase property values and marketability. It is also possible to preserve larger, contiguous open spaces when cluster developments abut, and the larger context and long-term planning are factored in.

An open space plan, a natural resource inventory, an analysis of environmental constraints, or a build-out study with alternate projection scenarios (e.g., conventional vs. conservation subdivision design or applied vs. not-applied open space protection strategies) are all planning tools that help determine the benefits and location of cluster developments and guide a quality of development that is less consumptive in the long term. Analyzing environmental constraints at the site level is also integral to the application of cluster development. Typically in cluster development regulations two (or more) sketch plats are undertaken. The conventional plat illustrates the number of lots that can be accommodated by the site; while the cluster plat(s) illustrates the alternate design(s).

The offering of incentives for the application of clustering is often put forth as a need to drive the use of this tool. However, not only does the statute provide for the option of the town to require clustering (the Rockland Planning Board has this authority under certain circumstances), but with all the benefits of clustering and the adoption of its application as a town policy, incentives should not be needed. Nevertheless, if the Town would like to offer density bonuses, for example, Town Law §261-b. Incentive Zoning, provides the basis for doing so. This zoning tool enables a system of exchanging bonuses for community amenities, both of which the town identifies in the local regulations. The use of clustering itself, if it is optional on the part of the applicant for example, is typically not an amenity. Amenities, like

bonuses, are meant go above and beyond baseline requirements. Incentive zoning may also be used for a host of other reasons to help carry out town policy.

Effective development and application of cluster development regulations requires careful consideration by the Town. There are many options to choose and define, and among the best sources for developing cluster regulations are local laws from other municipalities, as these illustrate the spectrum and detail of this tool's components.

The Town of Rockland Subdivision Law includes a modest section on conservation subdivision. This existing language should be compared with other municipal examples. The presence of rock outcrops, soils that present challenges for wastewater disposal, steep slopes, and other factors limiting development opportunities, are important factors in the application of clustering in Rockland. At the same time, if these constraints are identified in advance or during the application process, it will facilitate the use of this tool, which is suited to accommodate both development and environmental protection.

12.4 Ongoing review of land use tools

Towns in New York State are afforded the ability to adopt numerous land use tools and tailor these to meet local needs. The extent to which a municipality details requirements within these tools has a direct relationship with the resulting development project. In subdivision regulations, site plan review, special use permit, and planned unit development, among others, are all facets of these tools and they should be reviewed on a regular basis and improved as needed. Submission requirements, performance standards, review procedures, tools for assuring site improvements, definitions, stormwater mitigation practices, and many other components will all benefit from periodic review and improvement.

12.5 Stormwater

The Town's 2010 comprehensive plan includes several recommendations related to stormwater protection. Since 2010, the Town has taken steps to implement improvements to stormwater protection. Each zoning district has an impervious surface threshold per lot, and language has been integrated into the zoning law requiring that stormwater practices are in conformance with the NYS Stormwater Design Manual.

12.6 Scenic resources

Given the Town's outstanding scenic and aesthetic qualities and their importance in attracting homebuyers, recreationists, and tourists, it is critical the town protect these resources while also accommodating the growth that is generated. Land use tools, regulatory and recommendatory, offer numerous opportunities to strike this balance. Any combination of chosen approaches should be carefully based on a solid planning foundation. Because the scenic and aesthetic area of the land use arena is its most subjective, it is crucial that a municipality provide strong rationale for the regulatory tools it adopts.

(Non-regulator tools, e.g., supplementary guidance materials, can complement regulations or stand on their own.) A scenic resources inventory, which could be conducted at the county level, or a visual preference survey are examples of baseline exercises to guide the adoption and implementation of tools to protect scenic qualities.

Use of the overlay zoning district is among the most common methods to apply criteria for protecting scenic resources. Design guidelines, often a combination of text and graphics, are also popular and successful. And there is no shortage of additional ways, and combinations thereof, to integrate scenic and community character protection tools: performance standards, review elements in site plan review, criteria in a special use permit, incentive zoning, and non-regulatory guidance materials.

12.7 Recommendations

Many of the land-use recommendations that follow have relationships with those found in other sections. For example, design guidelines relate to historic preservation; complete streets to transportation; and several regulatory measures to environmental resource protection.

Strategy 1 Continue to review and improve as necessary land use regulations on a regular basis.

- Action 1.1 Continue to involve the committee that has been reviewing and developing improvements to the Town's land use regulations for adoption.
- Action 1.2 Focus on "hot button" emerging topics and identified priorities for revising regulations. These topics may include, but not be limited to short-term rentals, traffic impact analyses, and adoption of campground regulations and nonconforming use provisions.
- Action 1.3 Improve cluster development regulations by integrating more detailed review procedures, illustrated guidance materials, provisions for determining calculations for buildable and unbuildable areas, and open space ownership options.

Strategy 2 Adopt guidelines with illustrations to complement land use regulations and help sustain the character of the community.

Action 2.1 Work to develop and integrate design guidelines within the zoning law and connect these with the site plan review and special use permit review processes.

Consider applying these guidelines to all commercial development throughout the Town. Guideline elements include overall site design, parking and landscape layout, best site practices for stormwater mitigation, lighting, architectural materials and form, signage, and historical preservation.

Action 2.2 Work to adopt a set of illustrated rural siting guidelines to include elements that are intended to mitigate the visual or environmental impacts of residential development and may be arranged in a preferred vs. discouraged format. Elements include cut-and-fill, driveway placement, tree preservation, and the choice of architectural features. Such guidelines could be adopted as a handbook, separate from regulations.

Strategy 3 Undertake planning and policy initiatives to assist in the long-term implementation of land use recommendations.

- Action 3.1 Consider conducting a scenic resources inventory and analysis to provide a basis for protection strategies, such as a scenic or ridgeline protection overlay district.
- Action 3.2 Explore undertaking a buildout and fiscal analysis study to better understand the benefits and drawbacks of long-term growth scenarios and to further implement the goals and objectives of this plan.
- Action 3.3 Explore adopting a Complete Streets resolution to help direct policy and increase eligibility for funding sources.

Strategy 4 Develop and adopt regulations for floodplain and stormwater protection

- Priority Action 4.1 Develop regulations for land clearing and development on steep slopes to mitigate stormwater runoff impacts that can negatively affect water quality, harm unique ecosystems and exacerbate flooding.
 - Action 4.2 Integrate incentives within land use regulations for development projects that reduce the overall amount of stormwater runoff such that post-development runoff amounts are less than predevelopment amounts.
 - Action 4.3 Work to ensure that the requirements and amounts for professional fees to assist in the review of projects are sufficient in meeting the needs of the Town. For example, the involvement of a Certified Professional in Erosion and Sediment Control (CPESC) or similarly qualified professional can ensure that the standards of the NYS Stormwater Design Manual are being adhered to.
 - Action 4.4 Explore creating a stream corridor overlay district with protective buffers that include limitations on development, land clearing activities, and storage of materials. This action would will afford greater protection of the Town's water resources.

Priority Action 4.6 With input from the forest industry, work to develop a local timber harvesting permit that requires site plan review and integrates NYS Best Management Practices for Water Quality and other guidance. This will help to ensure logging operations do not create adverse environmental impacts such as

- Strategy 5 Examine options to increase protections for the larger lakes within the north central portion of the Town and integrate the same within land use regulations.
 - Action 5.1 Explore the creation of a lake overlay district with specific development standards such as buffers, heightened septic system design standards, building height limitations, and increased minimum lot sizes.

stormwater runoff, impacts on Town roads, and sedimentation of streams.

- Action 5.2 Consider provisions for lake access, including minimum lot frontage, limited public access, limitations on the number of boats per lot, and requiring accessory use permits for all new boat docks, such that lake use does not exceed carrying capacity.
- Strategy 6 Take advantage of land-use training and other topical session opportunities that will fulfill the planning board's and the zoning board of appeal's annual training requirements and benefit the community.
 - Action 6.1 Coordinate with Sullivan County and other providers to have training topics that are related to the implementation of this plan. Such topics could include Conservation Subdivision, Planned Unit Development, Design Guidelines, Historic Preservation, and Complete Streets.

Strategy 7 Explore the creation of an Official Map

New York Town Law §270) permits a town to create an Official Map indicating proposed roadway, sewage and water infrastructure, and other public facilities. The map can be a useful and effective tool for implementing a Comprehensive Plan by reserving future development sites and rights-of-way. In addition, development cannot take place in a way that does not conform to the public facilities set forth on the Official Map. This aspect provides a rare level of certainty and stability to the development process.

SECTION 13 - IMPLEMENTATION

This chapter includes a description and prioritization of the recommended strategies that the Town will take to implement this Plan. Although the preference may be to implement all of the recommendations immediately, a prioritized approach may be more realistic based on the availability of funding, staff and volunteers.

The Town Board is ultimately responsible for implementation of the Plan. To monitor progress in Plan implementation and to identify and address new issues and changes that may emerge in the coming years, the Town Board should maintain a dialogue with the Planning Board and Zoning Board of Appeals. However, it is often a burdensome task for town boards to carry out a plan's recommendations on their own and as a result many comprehensive plans are simply shelved. One way to prevent this from happening in Rockland is for the Town Board to establish an ad hoc committee to assist it with shepherding the Plan's recommendations towards completion.

The pages that follow list the recommended strategies found in this Plan and they are organized under the sections in which they appear (see the relevant section for action items that appear under each strategy). For each strategy there is an indication of when it should be implemented and what party is responsible for ensuring it is followed. Some strategies should be implemented immediately (within 1 year) while others are "short-term" (within 2 to 3 years) and "long-term" (within 4 to 5 years). Still others require "ongoing" action on a continual basis. Some strategies are also marked as "Priority" items because they either: (a) address critical issues, (b) require a timely response, or (c) are readily achievable given existing or expected resources (i.e., personnel, costs, etc.). Setting time periods in this way helps to ensure that the implementation process will get started upon adoption of the Plan.

The Comprehensive Plan itself should be understood to be a "living document." As such, the Plan may need to be adjusted or updated from time to time in order to reflect current conditions and needs of the community. As a point of reference, the final implementation item in this section recommends that every five (5) years the entire Comprehensive Plan should be reviewed and (if necessary) updated.

inual basis	Ongoing = continual basis	Immediate = 1 Year Short-Term = 2-3 Years Long-Term = 4-5 years	In
Town Board Planning Board	Ongoing	y 6. Encourage the use of sustainable standards for new and existing commercial development (p. 5.10).	Strategy 6.
Town Board	Long-term	y 5 Maintain and enhance Town gateway signage from Route 17 and seek to establish new gateway signage locations (p. 5.10).	Strategy 5
Town Board	Short-term	y 4. Preserve the historic architectural heritage of Downtown business districts (p. 5.9).	Strategy 4
Town Board	Ongoing	gy 3. Continue to promote the Town as a world-class tourist destination (p. 5.9).	Priority Strategy 3.
Town Board	Ongoing	y 2. Maintain civic and cultural elements in downtown business districts (p. 5.8).	Strategy 2.
Town Board	Ongoing	y 1. Continue to maintain infrastructure serving the NB and GB zones (p. 5.8).	Strategy 1.
		mmercial Areas	Section 5 - Commercial Areas
Town Board Planning Board ZBA	Ongoing	y 4 Encourage the use of sustainable standards for new residential development (p. 4.7).	Strategy 4
Town Board	Short-term	y 3 Balance growth with community character in rural areas (p. 4.6).	Strategy 3
Town Board	Short-term	y 2. Enhance housing opportunities in hamlet areas (p. 4.6).	Strategy 2.
Town Board	Long-term	y 1. Increase affordable housing in the community (p. 4.5).	Strategy 1.
		sidential Areas	Section 4 - Residential Areas
Responsibility	Time Horizon		Recommendations

Imm	Strategy 1	Section 7 - Historic,	Strategy 6.	Priority Strategy 5.	Strategy 4.	Strategy 3.	Strategy 2.	Strategy 1.	Section 6 - Community Services	Priority Strategy 9.	Priority Strategy 8.	Priority Strategy 7.	Recommendations
Immediate = 1 Year	Strengthen partnerships (p. 7.14).	Section 7 – Historic, Cultural and Recreational Resources	Continue to support efforts (p. 6.11).	Continue to mainta service (p. 6.11).	Continue to maintain Town roads (p. 6.10).	Inform the three sch from proposed large	Strive to maintain a	Continue to assess the	ity Services	Mitigate flooding in	Increase vehicle pa Manor (p. 5.11).	Create an interconi Manor (p. 5.10).	
Short-Term = 2-3 Years	nips (p. 7.14).	ional Resources	Continue to support proper disposal of solid waste and recycling efforts (p. 6.11).	Continue to maintain high quality standards for water and sewer service (p. 6.11).	Continue to maintain a high level of service and maintenance on Town roads (p. 6.10).	Inform the three school systems of growth impacts to enrollment from proposed large-scale residential developments (p. 6.10).	Strive to maintain and expand library services for Town residents (p. 6.10).	Continue to assess the needs of police and fire protection (p. 6.9).		Mitigate flooding in downtown Roscoe and Livingston Manor (p. 5.11).	Increase vehicle parking opportunities in Roscoe and Livingston Manor (p. 5.11).	Create an interconnected sidewalk network in Roscoe and Livingston Manor (p. 5.10).	
Long-Term = 4-5 years			and recycling	water and sewer	intenance on	to enrollment (p. 6.10).	own residents (p. 6.10).	ction (p. 6.9).		gston Manor (p. 5.11).	and Livingston	oscoe and Livingston	
Ongoing = continual basis	Ongoing		Ongoing	Ongoing	Ongoing	Ongoing	Ongoing	Ongoing		Short-term	Short-term	Long-term	Time Horizon
nual basis	Town Board		Town Board	Town Board Water & Sewer Dept.	Town Board	Planning Board	Town Board	Planning Board Town Board		Town Board	Town Board	Town Board	Responsibility

lmm	Priority Strategy 1	Section 9 - Transportation	Strategy 5	Priority Strategy 4	Strategy 3	Strategy 2	Strategy 1	Section 8 - Environmental Resources	Strategy 5	Strategy 4	Strategy 3	Strategy 2	Recommendations
Immediate = 1 Year	Coordinate with N to 1-86 (p. 9.8).	rtation .	Work to adopt measures to blends with the natural surther the environment (p. 8.10).	Pursue initiatives a damage (p. 8.9).	Help ensure long-ter	Encourage stream ap	Take proactive steps resources (p. 8.8).	nental Resources	Seek governmental	Work to provide recreations special needs (p. 7.17).	Advance historic pre	Enhance existing res facilities (p. 7.15).	
Short-Term = 2-3 Years	Coordinate with NYSDOT and County agencies as Route 17 transitions to 1-86 (p. 9.8).		Work to adopt measures to help ensure that new roadway design blends with the natural surroundings and will not adversely impact the environment (p. 8.10).	Pursue initiatives and practices to mitigate flooding and flood damage (p. 8.9).	Help ensure long-term quality of individual onsite septic systems (p. 8.9).	Encourage stream appreciation and protection (p. 8.9).	Take proactive steps to protect and sustain environmental resources (p. 8.8).		Seek governmental and private sector funding opportunities (p. 7.17).	Work to provide recreational opportunities for persons with special needs (p. 7.17).	Advance historic preservation efforts (p. 7.16).	Enhance existing resources and explore the creation of new facilities (p. 7.15).	
Long-Term = 4-5 years	as Route 17 transitions		idway design Iversely impact	ing and flood	eptic systems (p. 8.9).	9).	1ental		rtunities (p. 7.17).	ns with		ofnew	
Ongoing = continual basis	Ongoing		Long-term	Long-term	Short-term	Long-term	Long-term		Ongoing	Long-term	Long-term	Long-term	Time Horizon
nual basis	Town Board Sullivan County NYSDOT		Town Board	Town Board	Town Board	Town Board	Town Board		Town Board	Town Board	Town Board	Town Board	Responsibility

Imme	Strategy 1.	Section 10 Economic Development	Strategy 10	Priority Strategy 9	Priority Strategy 8	Strategy 7	Strategy 6	Strategy 5	Priority Strategy 4	Strategy 3	Priority Strategy 2	Recommendations
Immediate = 1 Year	Develop a property sites (p. 10.8).	ic Development	Monitor advances in vehic they may require (p. 9.12).	Seek to Incorporate bicycle lanes and the Town's transit network (p. 9.11).	Improve parking a Roscoe (p. 9.11).	Improve Town road	Coordinate with state and county a and regional traffic plans (p. 9.10).	Work to address gap	Work to mitigate f	Seek to preserve sce	Improve wayfindir Town (p. 9.8).	tions
Short-Term = 2-3 Years	Develop a property inventory for commercial and industrial sites (p. 10.8).		Monitor advances in vehicle technology against infrastructure needs they may require (p. 9.12).	Seek to Incorporate bicycle lanes and pedestrian walkways into the Town's transit network (p. 9.11).	Improve parking and sidewalk networks in Livingston Manor and Roscoe (p. 9.11).	Improve Town roadway design specifications (p. 9.10).	Coordinate with state and county agencies as they implement local and regional traffic plans (p. 9.10).	Work to address gaps in public transportation (p. 9.10)	Work to mitigate flooding on Town roads and streets (p. 9.9).	Seek to preserve scenic roadway viewsheds (p. 9.9).	Improve wayfinding signage to attractions and centers throughout the Town (p. 9.8).	
Long-Term = 4-5 years	ndustrial		rastructure needs	walkways into	ngston Manor and	10).	mplement local	10)	reets (p. 9.9).		enters throughout the	
Ongoing = continual basis	Immediate		Ongoing	Long-term	Long-term	Short-term	Ongoing	Long-term	Short-term	Long-term	Ongoing	Time Horizon
inual basis	Town Board		Town Board	Town Board Sullivan County	Town Board	Town Board Town Highway Dept.	Town Board Sullivan County	Town Board Sullivan County Private sector	Town Board	Town Board	Town Board Sullivan County NYSDOT	Responsibility

Strategy 12.	Strategy 11.	Strategy 10.	Strategy 9.	Priority Strategy 8.	Strategy 7.	Priority Strategy 6.	Strategy 5.	Strategy 4.	Strategy 3.	Strategy 2.	Recommendations
Promote labor force education (p. 10.13).	Promote agribusiness industries including agricultural production, support services and value-added processing (p. 10.12).	Promote small business attraction and retention (p. 10.11).	Partner with Sullivan County, the Sullivan County Partnership and the Roscoe and Livingston Manor chambers of commerce on initiatives to attract and retain businesses (p. 10.11).	Work to close broadband service gaps in the Town (p. 10.11).	Explore expanding water and sewer service in the commercial zones (p. 10.10).	Maintain and enhance the Town's transportation advantages (p. 10.10).	Promote the Town as a desirable place to do business (p. 10.9).	Support efforts to streamline Permits and SEQRA (p. 10.9).	Seek to develop shovel ready sites (p. 10.9).	Develop a list of target industries that would enhance and diversify Rockland's economy (p. 10.8).	
Ongoing	Ongoing	Ongoing	Ongoing	Short-term	Long-term	Ongoing	Ongoing	Long-term	Ongoing	Immediate	Time Horizon
Town Board SC Partnership Education institutions	Town Board	Town Board	Town Board	Town Board	Town Board	Town Board	Town Board	Town Board	Town Board	Town Board	Responsibility

Imme	онакеву о.	Strategy 5.	Strategy 4.	Strategy 3	Strategy 2	Strategy 1	Section 11 - Agriculture	Strategy 14	Strategy 13.	Recommendations
Immediate = 1 Year	policy reforms (p. 11.14).	Seek to expand food	Encourage policies the farmers (p. 11.13).	Work to preserve fan farmers (p. 11.11).	Continue to maintain	Coordinate the imple Sullivan County's far	ure	Plan for the development of alternative impact adjacent land uses, properties, the Town's zoning districts (p. 10.13).	Encourage the expan	
Short-Term = 2-3 Years	Expand infancial incentives, access to capital and farm-friendly policy reforms (p. 11.14).	Seek to expand food processing and distribution networks (p. 11.13).	Encourage policies that support new and next generation farmers (p. 11.13).	Work to preserve farms and agricultural lands for next generation farmers (p. 11.11).	Continue to maintain the Town's farm-friendly regulations (p. 11.10).	Coordinate the implementation of strategies in this section with Sullivan County's farmland protection plan (p. 11.10).		Plan for the development of alternative energy systems that minimally impact adjacent land uses, properties, and the environment in each of the Town's zoning districts (p. 10.13).	Encourage the expansion of childcare providers in the Town (p. 10.13).	
Long-Term = 4-5 years	rarm-mendly	etworks (p. 11.13).	eration	next generation	ulations (p. 11.10).	section with 10).		tems that minimally ronment in each of	the Town (p. 10.13).	
Ongoing = continual basis	Long-term	Long-term	Ongoing	Ongoing	Ongoing	Short-term		Short-term	Short-term	Time Horizon
nual basis	Town Board Sullivan County SC IDA	Town Board Sullivan County SC Partnership	Town Board Sullivan County New York State	Town Board	Town Board	Town Board		Town Board	Town Board	Responsibility

Ongoing = continual basis
Short-term
Ongoing
Short-term
Immediate
Short-term
Short-term
Ongoing
Short-term
Short-term
Time Horizon

Review the Comprehensive Plan

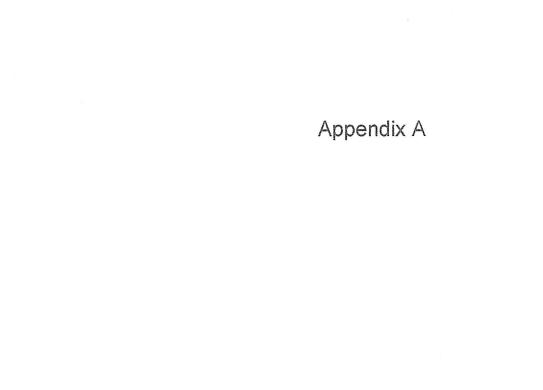
such changes. Town of Rockland changes over time, its needs and desires may also change. The Plan should be a flexible and adaptable document that reflects As a final recommendation, the Town should review and update (if necessary) this Comprehensive Plan in its entirety every five (5) years. As the

Immediate = 1 Year

Short-Term = 2-3 Years

Long-Term = 4-5 years

Ongoing = continual basis



Appendix A

Demographic, Social, and Economic Data

Population	2
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The following tables provide demographic and other trends influencing the Town of Rockland. These data contributed to development of the Comprehensive Plan and informed other components of the planning process: research for each topic, public input and committee discussion, and materials from the Town's 2010 comprehensive plan.

(Information in tables and figures are from U.S. Census Bureau, unless otherwise noted.)

Population

The Town of Rockland, occupying the northernmost extent of Sullivan County, had a population of 3775 persons as of the 2010 US Census. The Town's 2010 population density of 41.5 people per square mile places it significantly below the average of Sullivan County (80/ sq. mi.), yet well above other towns in the western portion of the county.

While the County as a whole experienced an average of just under 6% population growth from the 1990 through the 2010 censuses, the Town of Rockland saw a 3.5% average population loss during the same period (Table 1). This trend is not unlike that of Rockland's adjacent towns (Table 2). The County's growth rate from the 2000 through the 2010 censuses placed it just outside the grouping of the state's fastest growing counties (Figure 1). However, following the 2010 census, the County began to lose population, and from July 1, 2014 – July 1, 2015 Sullivan led the state's 62 counties in population loss at 1.18%, according to U.S. Census Bureau estimates. The County lost approximately 2700 people from 2010 to 2015.

	Town of Rockland	A CONTRACTOR OF THE PARTY OF TH	Sullivan County	Percent Change
1980	4,207	(7.3%)	65,155	(23.9 %)
1990	4,096	(-2.6%)	69,277	(6.3%)
2000	3913	(-4.5%)	73,966	(6.8%)
2010	3775	(-3.5%)	77,547	(4.8%)
2014 (est.)	3668	(-2.8%)	74,877	(-3.4%)

Table 1. Population Change Town of Rockland and Sullivan County, 1980-2014 (% change from previous census)

	Callicoon	Fremont	Liberty	Neversink	Andes	Colchester	Denning	Hrdnbrg.
1980	2998	1346	9879	2840	1312	1848	474	280
% Change	(25.0)	(28.6)		(38.2)	(10.0)	(11.0)	(59.6)	(17.2)
1990	3024	1332	9825	2951	1291	1928	524	204
% Change	(0.9)	(-1.0)	(-0.5)	(3.9)	(-1.6)	(4.3)	(10.5)	(-27.1)
2000	3052	1391	9632	3556	1356	2042	516	208
% Change	(0.9)	(4.4)	(-0.2)	(20.5)	(5.0)	(5.9)	(-1.5)	((2.0)
2010	3057	1381	9885	3557	1301	2077	551	238
% Change	(0.2)	(-0.7)	(2.6)	(0.0)	(-4.1)	(1.7)	(6.8)	(14.4)
2014 (est.)	2976	1353	9719	3472	1268	2049	547	231
% Change	(-2.6)	(-2.0)	(-1.7)	(-2.4)	(-2.5)	(-1.3)	(0.7)	(-2.9)

Table 2.
Population Change, Town of Rockland and Adjoining Towns, 1980-2014
(% change from previous census)

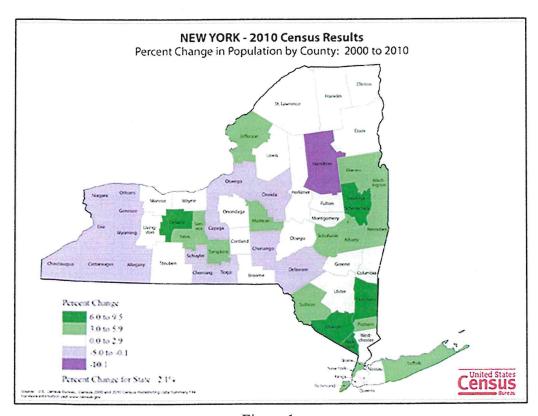


Figure 1.

From a statewide perspective, New York, from 2005 - 2013, saw a domestic outmigration of 416,871 people, while only 265,970 people moved to the state during the same period, resulting in a net loss of 150,901, or an average of 16,767 people per year. Despite these statistics, projections for Sullivan County show a slight increase in population for 2020, with a steadying to slight loss for the following 20 years (Figure 2).

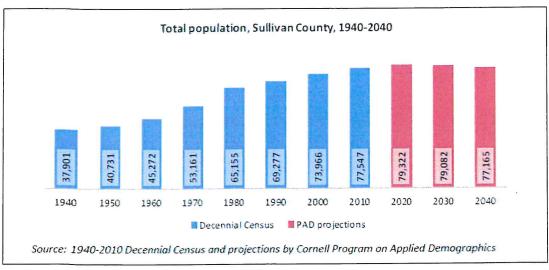


Figure 2.

Age Distribution

The percentage distribution of Rockland's age cohorts approximates that of Sullivan County, although Rockland's median age was almost three years higher than the county's in the 2010 census. Also of note is the county's slightly higher percentages for people ages 20-39 (Table 3). Both the percentage distribution of age cohorts (Table 3) and age groups (Table 4) for the Town illustrate decreased numbers of people ages 20-39 from 2000-2010. These statistics may be connected to the outmigration of youth at the high school graduate age, a pattern exhibited in several counties in upstate New York. Details on the increase in the Town's median age are shown in Table 5.

Town of	Rockla	nd	Sullivan County				
Total population	3,775	100 (%)	Total population	77,547	100 (%)		
Under 5 years	188	5	Under 5 years	4,626	6		
5 to 9 years	229	6.1	5 to 9 years	4,728	6.1		
10 to 14 years	250	6.6	10 to 14 years	4,878	6.3		
15 to 19 years	243	6.4	15 to 19 years	5,351	6.9		
20 to 24 years	164	4.3	20 to 24 years	4,476	5.8		
25 to 29 years	186	4.9	25 to 29 years	4,248	5.5		
30 to 34 years	175	4.6	30 to 34 years	4,340	5.6		
35 to 39 years	212	5.6	35 to 39 years	4,410	5.7		
40 to 44 years	260	6.9	40 to 44 years	5,397	7		
45 to 49 years	296	7.8	45 to 49 years	6,479	8.4		
50 to 54 years	303	8	50 to 54 years	6,271	8.1		
55 to 59 years	254	6.7	55 to 59 years	5,677	7.3		
60 to 64 years	296	7.8	60 to 64 years	5,211	6.7		
65 to 69 years	239	6.3	65 to 69 years	3,940	5.1		
70 to 74 years	171	4.5	70 to 74 years	2,748	3.5		
75 to 79 years	142	3.8	75 to 79 years	1,987	2.6		
80 to 84 years	104	2.8	80 to 84 years	1,514	2		
85 years and over	63	1.7	85 years and over	1,266	1.6		
Median age (years)	44.6	(X)	Median age (years)	41.7	(X)		

Table 3. Age Cohorts, 2010

Age Group	Age Range	Total	Percentage
Pre-School	Under 5	188	5
School Age	5 to 19 years	752	19.1
College Age	20 to 24 years	164	4.3
Young Professional	25 to 29 years	186	4.9
Young Family	30 to 39 years	387	10.2
Teenage Family	40 to 49 years	556	14.7
Empty Nester	50 to 64 years	853	22.5
Senior	65+	719	19.1

Table 4. Town of Rockland Age Groups, 2010

Port Contract	2000		2010		2000-10
	Number	Percent	Number	Percent	Percent Change
Total population	3,913	100.0	3,775	100	-3.5
Male	1,941	49.6	1,903	50.4	0.5
Female	1,972	50.4	1,872	49.6	-0.5
Under 5 years	238	6.1	188	5	-1.1
5 to 9 years	276	7.1	229	6.1	-1
10 to 14 years	298	7.6	250	6.6	-1
15 to 19 years	263	6.7	243	6.4	-0.3
20 to 24 years	182	4.7	164	4.3	-0.4
25 to 34 years	384	9.8	361	9.5	-0.3
35 to 44 years	571	14.6	472	12.5	-2.1
45 to 54 years	565	14.4	599	15.8	1.4
55 to 59 years	246	6.3	254	6.7	0.4
60 to 64 years	211	5.4	296	7.8	2.4
65 to 74 years	387	9.9	410	10.8	0.9
75 to 84 years	226	5.8	246	6.6	1.2
85 years + over	66	1.7	63	1.7	C
Median age	40.4	(X)	44.6	(X)	

Table 5.
Town of Rockland Age Cohort Change, 2000-2010

Educational Attainment

Education levels can contribute to the economic success of a community and help influence locational decisions of businesses, for example. While the percentage of Rockland's residents over 25 years of age with a Bachelor's or higher degree was less than the same categories for New York State, Rockland did outpace the county for these categories and for the Associate's attainment level, which also surpassed the state percentage. Rockland also saw a marked increase in higher attainment levels from the 2000 census, in which the percentages were Associate's 6.7, Bachelor's 7.9, and Graduate or Professional: 3.6.

Level of Attainment (Population Aged 25+)	NYS	Sullivan Co.	Rockland
Less than 9th grade	6.5%	4.3%	3.2%
9th to 12th grade, no diploma	7.5%	9.6%	11.4%
High school graduate (includes equivalency)	26.4%	33.3%	34.1%
Some college, no degree	16.1%	19.9%	15.4%
Associate's degree	8.6%	10.5%	11.1%
Bachelor's degree	19.7%	12.3%	13.6%
Graduate or professional degree	15.1%	10.1%	11.3%

Table 6.
Educational Attainment, NYS, Sullivan County, Town of Rockland
2016 Estimates

Household Income

A town's median household income is influenced by many factors, including the number of family members in the workforce, the level of educational attainment, the age-group structure of the town, and of course the availability of employment. As shown in Table 5, Rockland has experienced decreases in those segments of the population that are in their prime working years, ages 20-44. Rockland's median household income is slightly below the average of the surrounding towns and the county's (Table 7). In 2014, New York State's median household income was \$59,691 and the United States' was \$54,398.

Municipality	Estimate
Hardenburgh (Town)	37,500
Liberty (Town)	39,851
Colchester (Town)	41,010
Andes (Town)	44,750
Rockland (Town)	47,007
Sullivan (County)	49,388
Fremont (Town)	50,221
Neversink (Town)	53,721
Callicoon (Town)	60,375
Denning (Town)	71,000

Table 7.

Median Household Income for Previous 12 months, 2014 for Town of Rockland, Adjoining Towns, and Sullivan County (in 2014 Inflation-adjusted dollars) In terms of family poverty status, Rockland's average among area towns and the county was 2.7 percent higher, while the average for Rockland families with related children under 18 years of age was almost 9 percent higher. Compared to the United States for the same period, Rockland's 13.6 percent was 2.1 higher, while the town's 24.5 percent for families with related children under 18 was 6.4 percent higher than the national average.

		Estimate	Percent
Rockland	Families	997	13.6
	w/ related chldrn <18	433	24.5
Sullivan	Families	18060	12.0
Co.	w/ related childrn <18	7948	21.1
Fremont	Families	399	4.3
	w/ related chidrn <18	175	0.0
Callicoon	Families	852	11.4
	w/ related childrn <18	385	20.8
Liberty	Families	2293	15.0
	w/ related chldrn <18	1119	23.1
Neversink	Families	1015	5.7
	w/ related childrn <18	464	4.3
Denning	Families	193	6.2
	w/ related childrn <18	82	4.9
Hrdnbrgh	Families	42	2.4
	w/ related childrn <18	9	0.0
Andes	Families	309	13.9
	w/ related chidrn <18	97	21.6
Colchester	Families	529	16.4
	w/ related childrn <18	224	35.3

Table 8. Poverty Status of Families for Previous 12 Months, 2010-14

Employment

Examining percentages of the population age 16 years and over in the labor force (Tables 9 & 10), the town of Rockland (64.4%) ranks above Sullivan County (59.8%) and above the average of the eight surrounding towns (54.9%).

4.000					
TOWN OF ROCKLAND	Estimat	e Percent	SULLIVAN COUNTY	Estimate	e Percent
Population 16 years and over	3,017	3,017	Population 16 years and over	62,012	62,012
In labor force	1,943	64.4%	In labor force	37,087	59.8%
Civilian labor force	1,943	64.4%	Civilian labor force	37,058	59.8%
Employed	1,728	57.3%	Employed	32,340	52.2%
Unemployed	215	7.1%	Unemployed	4,718	7.6%
Armed Forces	0	0.0%	Armed Forces	29	0.0%
Not in labor force	1,074	35.6%	Not in labor force	24,925	40.2%

Table 9.
Town of Rockland and Sullivan County
Labor Force Participation Rates, 2010 – 2014

Market Table		Estimate	Percent
Fremont	Pop. 16+ yrs.	1318	1318
	In Labor Force	736	59.6
Callicoon	Pop. 16+ yrs.	2416	2416
	In Labor Force	1470	60.8
Liberty	Pop. 16+ yrs.	7570	7570
	In Labor Force	4535	59.9
Neversink	Pop. 16+ yrs.	2851	2851
	In Labor Force	1670	58.6
Denning	Pop. 16+ yrs.	528	528
	In Labor Force	275	52.1
Hardenburgh	Pop. 16+ yrs.	164	164
	In Labor Force	88	53.7
Andes	Pop. 16+ yrs.	964	964
	In Labor Force	484	50.2
Colchester	Pop. 16+ yrs.	1599	1599
	In Labor Force	891	44.3

Table 10.
Labor Force Participation Rate
Towns Adjoining Rockland, 2010 – 2014

Unemployment rates in Sullivan County decreased somewhat or held steady until 2018 when the rate dropped from 4.9% to 3.9%. This can be attributed largely to the Resorts World Casino, which opened in the town of Thompson in February 2018 and sought to fill some 1400 jobs. By April, the County enjoyed a 9.3 percent increase in new jobs. With the prospect of a new hotel and waterpark to open adjacent to Resorts World in 2019, the economic outlook for the region was promising, although as of June 2018, income at the casino was reported as being below projections. Summer 2018 is expected to bring an increase in revenues.

	2015	2016	2017	2018*
Sullivan County	5.4%	4.8%	4.9%	3.9%
New York State	5.3%	4.8%	4.7%	3.7%
United States	5.3%	4.9%	4.4%	3.8%

Table 11.

Unemployment Rates

Sullivan County, New York State, and United States, 2015-18 (* through May 2018)

(NYS Department of Labor; U.S. Dept. of Labor)

A prominent characteristic in the county's employment pattern is that of seasonal fluctuation. Shown in Figure 3, the pattern reflects the county's prominence as a tourism and recreation destination. In addition, the large numbers of camps and the influx of seasonal residents have a marked effect on summer employment.

Sullivan County, New York / Unemployment rate

5.3% (Mar 2018)

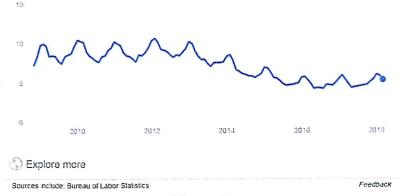


Figure 3.
Sullivan County Unemployment Rate, 2009-2018
(U.S. Dept. of Labor)

Comparing the share of workers by major industries between Rockland and Sullivan County reveals several consistencies (Tables 12 & 13). Noticeably underrepresented is the industry category "Agriculture, forestry, fishing and hunting, and mining" category. The Top 5 Industries in the town and the county (Tables 14 & 15) also bear similarities, with a noticeable and perhaps expected difference being the higher percentage for Rockland in the "Arts, entertainment, recreation, accommodation and food service" category.

OCCUPATION		
Civilian employed population 16 years and over	1,728	1,728
Management, business, science, and arts occupations	483	28.0%
Service occupations	507	29.3%
Sales and office occupations	388	22.5%
Natural resources, construction, and maintenance occupations	164	9.5%
Production, transportation, and material moving occupations	186	10.8%
INDUSTRY		
Civilian employed population 16 years and over	1,728	1,728
Agriculture, forestry, fishing and hunting, and mining	0	0.0%
Construction	168	9.7%
Manufacturing	85	4.9%
Wholesale trade	88	5.1%
Retail trade	192	11.1%
Transportation and warehousing, and utilities	27	1.6%
Information	26	1.5%
Finance and insurance, and real estate and rental and leasing	34	2.0%
Prof., scientific and mngmt; administrative & waste mngmt. services	171	9.9%
Educational services, and health care and social assistance	530	30.7%
Arts, entertainment; recreation; accommodation and food services	239	13.8%
Other services, except public administration	54	3.1%
Public administration	114	6.6%

Table 12.
Town of Rockland Share of Workers by Occupation & Industry (2010-14 Estimates)

OCCUPATION		
Civilian employed population 16 years and over	32,340	32,340
Management, business, science, and arts occupations	9,925	30.7%
Service occupations	7,274	22.5%
Sales and office occupations	7,404	22.9%
Natural resources, construction, and maintenance occupations	4,087	12.6%
Production, transportation, and material moving occupations	3,650	11.3%
INDUSTRY		
Civilian employed population 16 years and over	32,340	32,340
Agriculture, forestry, fishing and hunting, and mining	552	1.7%
Construction	2,711	8.4%
Manufacturing	2,037	6.3%
Wholesale trade	927	2.9%
Retail trade	3,934	12.2%
Transportation and warehousing, and utilities	1,552	4.8%
Information	578	1.8%
Finance and insurance, and real estate and rental and leasing	1,521	4.7%
Professional, scientific, and mngmt., and administrative and waste mngmt. services	2,307	7.1%
Educational services, and health care and social assistance	9,590	29.7%
Arts, entertainment, and recreation, and accommodation and food services	2,651	8.2%
Other services, except public administration	1,596	4.9%
Public administration	2,384	7.4%

Table 13.

Sullivan County Share of Workers by Occupation & Industry (2010-14 Estimates)

Town of Rockland		
INDUSTRY	Estimate	Percent
Educational services, and health care and social assistance	530	30.7%
Arts, entertainment, recreation, accommodation and food services	239	13.8%
Retail trade	192	11.1%
Professional, scientific, management, and administrative and waste management services	171	9.9%
Construction	168	9.7%

Table 14
Town of Rockland, Top 5 Industries, 2010-14

Sullivan County		
INDUSTRY	Estimate	Percent
Educational services, and health care and social assistance	9,590	29.7%
Retail trade	3,934	12.2%
Construction	2,711	8.4%
Arts, entertainment, recreation, accommodation and food services	2,651	8.2%
Public administration	2,384	7.4%

Table 15
Sullivan County, Top 5 Industries, 2010-14

Place of Work

Figure 5 and Table 16 do not reveal anything out the ordinary. Additional census data shows that an average of about 5% of the workforce 16 years and older worked at home (for the years 2010-16). With improved internet (or broadband) access – one of the recommendations of this plan – this average could be increased. Rockland is a desirable setting from which to conduct a small business, but reliable, higher-speed internet is an essential requirement, especially among younger "millennial" workers, some of whom have already demonstrated interest in relocating to the town.

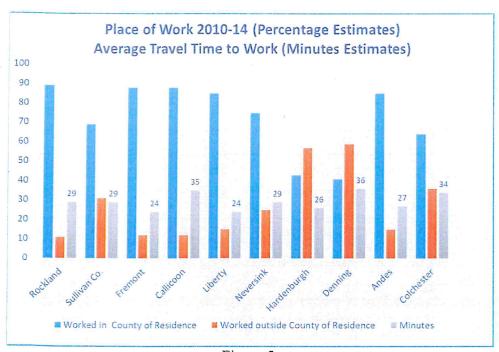


Figure 5.
Place of Work and Travel Time to Work, 2010-14
Town of Rockland, Surrounding Towns, and Sullivan County

	Estimate
Total:	1,561
Less than 30 minutes	777
30 to 59 minutes	642
60 or more minutes	142

Table 16.
Town of Rockland
Travel Time to Work, 2010-14

COMMUTING TO WORK		
Workers 16 years and over	1,640	1,640
Car, truck, or van drove alone	1,346	82.1%
Car, truck, or van carpooled	101	6.2%
Public transportation (excluding taxicab)	9	0.5%
Walked	97	5.9%
Other means	8	0.5%
Worked at home	79	4.8%
Mean travel time to work (minutes)	28.8	(X)

Table 17.
Town of Rockland, Means to Work, 2010-14

Tax Rates

	County Tax Rate	Town Tax Rate	School District Rate/\$1000 FV	
Rockland	7.89	6.34	Liberty: 30.51 Livingston Manor: 16.37 Roscoe: 14.74	
Fremont	7.89	4.08	Roscoe: 14.74 Sullivan West: 15.63	
Callicoon	7.89	6.87	Livingston Manor: 16.37 Roscoe: 14.74 Sullivan West: 15.63	
Liberty	7.89	9.03	Liberty: 30.51 Livingston Manor: 16.37 Sullivan West: 16.56 Tri-Valley: 18.75	
Neversink	7.89	4.47	Liberty: 13.51 Livingston Manor: 16.37 Tri-Valley: 14.74	
Hardenburgh		4.91	Livingston Manor: 16.37 Margaretville: 8.50	
Denning		5.95	Tri-Valley: 18.75	
Andes	5.49	3.49	Andes: 7.22 Delhi: 13.45 Downsville: 9.24 Livingston Manor: 16.37 Margaretville: 8.50	
Colchester	5.49	2.74	Downsville: 9.24 Livingston Manor: 16.37 Roscoe: 18.50	

Table 18.

Overall Property Tax Rates for Rockland and Adjoining Towns
Fiscal Year Ending 2015

(NYS Office of Real Property Tax Services)

Residential Growth and Housing

Although the population of the town dropped between 2000 and 2010, the number of housing units increased (Table 19). This could be due in part to construction of second homes -- units whose owners are often not reflected in the census for the town. Renovations of existing housing stock that result in additional units may also be a factor. Available data for building permits (Table 20), although not for the same period, indicates a large number of permits but only a small fraction for new homes.

Municipality	2000	2010	Percent Change
Rockland	2475	2755	11.3
Sullivan County	44730	49186	10.0
Fremont	1182	1323	11.9
Callicoon	1797	2003	11.5
Liberty	5350	5495	2.7
Neversink	1960	2045	4.3
Hardenburgh	275	344	25.1
Denning	517	531	2.7
Andes	1326	1459	10.0
Colchester	1587	1822	15.0

Table 19.
Housing Units 2000-10
Rockland, Sullivan County and Adjoining Towns

# of Parcels	Residential Prop. Class. Code	Description
1247	210	Single - Family
4	215	Single w/ apt.
47	220	Two-family
8	230	Three-family
253	240	Rural
1	241	Primary w/ ag
150	260	Seasonal
217	270	Manftrd. Housing
10	271	Mobile
27	280	Multi-Purp./Structure
3	281	Multiple
1967	Total Reside	ntial
3604	Total Parcels	S

Table 21.
Town of Rockland Residential
Parcels, 2016
Sullivan County Office of Real
Property Tax Services

Year	Total	1 or 2-Family Dwelling
2013	134	(not available)
2014	192	6
2015	208	5
2016	175	12
2017	174	7

Table 20.
Town of Rockland, Building and Zoning Permits

	Estimate
Rockland	148,000
Sullivan County	168,000
Fremont	192,700
Callicoon	201,400
Liberty	141,700
Neversink	169,700
Denning	223,800
Hardenburgh	241,700
Andes	188,300
Colchester	131,400

Table 22.
Median Value of Occupied
Housing Units
Rockland, Adjoining Towns and
Sullivan County
2010-14

Also of note is that 55 percent of all parcels in the town are classified Residential. Table 21 shows the breakdown by type of residential classification for these properties.

Housing Values

In comparison with other area towns and the county, Rockland's housing values are lower (Table 22). In addition to census data, MLS listings from Roscoe and Livingston Manor (zip codes) for the years 2012 – 2016, show the average sold price for 152 homes was \$141,817, while the average asking price for these homes was \$157,223. Given Rockland's idyllic setting and easy access to the four-lane highway, values are likely to increase as economic activity does.

Municipality	Occupied	Owner- Occupied	Vacant
Rockland	57.9	70.4	42.1
Sullivan County	61.3	67.0	38.7
Fremont	45.9	79.4	54.1
Callicoon	64.0	79.7	35.7
Liberty	70.7	56.1	29.3
Neversink	71.6	79.8	28.4
Hardenburgh	32.6	76.8	67.4
Denning	44.1	75.2	55.9
Andes	43.3	86.1	56.7
Colchester	49.4	80.3	50.6

Table 23.
Housing Tenure, 2010
Rockland, Adjoining Towns, and Sullivan County

Housing Vacancy and Second Homeownership

When examining census data for housing tenure in the town of Rockland and surrounding towns (Table 23), the higher vacancy rates are influenced by "seasonal, recreational, or occasional use", a category that is a subset of vacant housing units. Second homeownership is an important factor in the town and the county. To gather information and learn more about various aspects of second homeowners, Sullivan County Division of Planning and Environmental Management completed the 2008 Second Home Owner Study: Assessing Attitudes, Consumer Behavior, and Housing Tenure among Second Home Owners in Sullivan County.

Key findings show that Rockland has the third highest percentage in the county of second homes, at 11.2. Property assessment data gathered at the time (for properties with ownership addresses outside the town) reveals 614 properties in the town fell under the 200 Property Type Residential Classification Code (property used for human habitation), while the remaining 38 properties were classified under the 900 code, which includes private hunting and fishing clubs.

The study contains a series of survey results (Figure 6) and offers recommendations "to nurture the second home market." These include:

- Establish a Periodic Think-Tank to Monitor and Discuss Future Trends of the Second Home Industry in the County, and
- Cultural and Public Interest Groups Need to Reach Out Second Home Owners Directly

Such recommendations could be initiated locally, as well as countywide.

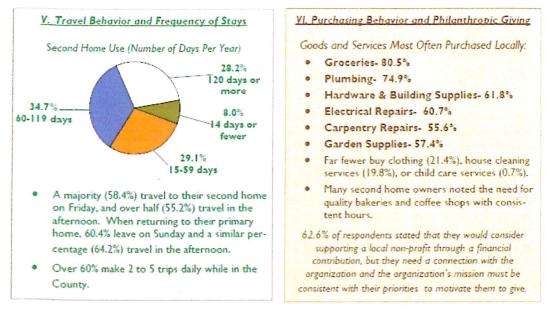


Figure 6.

Select Behavioral Patterns of Second Homeowners.

2008 Second Home Owner Study: Assessing Attitudes, Consumer Behavior, and
Housing Tenure among Second Home Owners in Sullivan County.

(Sullivan County Division of Planning and Environmental Management.)

Appendix B