

# Comparative Analysis

|                          | Grand Ave., Baldwin   | Rockville Centre   | Freeport  |
|--------------------------|---|--|---|
| <b>Existing Factors</b>  | <ul style="list-style-type: none"> <li>• Founded in 1855 as Baldwinsville, named in honor of Thomas Baldwin, a leading merchant and hotel owner; changed to Baldwin in 1892.</li> <li>• 26.1% under the age of 18</li> <li>• 7.2% from 18 to 24</li> <li>• 30.5% from 25 to 44</li> <li>• 24.1% from 45 to 64</li> <li>• Median age=37</li> </ul>   | <ul style="list-style-type: none"> <li>• Historically sympathetic to Ku Klux Klan activity and hostile to African Americans</li> <li>• Home, past and present, to many notable people in sports, entertainment and politics</li> <li>• Visited in 1968 by Martin Luther King Jr.</li> <li>• 25.8% under the age of 18</li> <li>• 5.8% from 18 to 24,</li> <li>• 26.2% from 25 to 44</li> <li>• 25.9% from 45 to 64</li> <li>• Median age=42.4</li> </ul>   | <ul style="list-style-type: none"> <li>• Named Raynortown, after herdsman Edward Raynor, and renamed Freeport in 1853 for not charging ships customs to land their cargo.</li> <li>• KKK active in 60's and 70's</li> <li>• Now very ethnically diverse</li> <li>• 26.4% under the age of 18</li> <li>• 9.1% from 18 to 24</li> <li>• 32.1% from 25 to 44</li> <li>• 22.0% from 45 to 64</li> <li>• Median age=35</li> </ul>  |
| <b>Lifestyle Factors</b> | <ul style="list-style-type: none"> <li>• Bedroom community</li> <li>• Solidly middle class</li> <li>• Ethnically diverse</li> <li>• Local shopping</li> <li>• Small businesses</li> <li>• Estimated median house or condo value in 2016: \$372,234</li> <li>• Welcoming to minorities</li> <li>• Friendly</li> <li>• Overall Niche grade A-</li> <li>• A-=Public schools</li> <li>• A=Good for families</li> <li>• A+=Diversity</li> <li>• A+=Health &amp; Fitness</li> <li>• A=Outdoor activities</li> <li>• C=Housing</li> <li>• Unrated=Crime and safety</li> <li>• A=Nightlife (Niche, 2019)</li> </ul> | <ul style="list-style-type: none"> <li>• Bedroom community</li> <li>• Upper middle class</li> <li>• Estimated median house or condo value in 2016: \$635,817</li> <li>• Less welcoming to minorities</li> <li>• Overall Niche grade A</li> <li>• A+=Public schools</li> <li>• A=Good for families</li> <li>• B+=Diversity</li> <li>• A+=Health &amp; Fitness</li> <li>• A=Outdoor activities</li> <li>• C-=Housing</li> <li>• B=Crime and safety</li> <li>• A=Nightlife (Niche, 2019)</li> </ul> | <ul style="list-style-type: none"> <li>• Bedroom community</li> <li>• Lower middle class</li> <li>• Ethnically diverse</li> <li>• Estimated median house or condo value in 2016: \$325,012</li> <li>• Large non-English speaking population</li> <li>• Overall Niche grade B-</li> <li>• B-=Public schools</li> <li>• B-=Good for families</li> <li>• A+=Diversity</li> <li>• A=Health &amp; Fitness</li> <li>• A=Outdoor activities</li> <li>• D=Housing</li> <li>• C+=Crime and safety</li> <li>• A-=Nightlife (Niche, 2019)</li> </ul> |

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|--------------------------|---|--|--|
| <b>Unique Qualities</b>  | <ul style="list-style-type: none"> <li>• Baldwin HS = U.S. School of Excellence</li> <li>• 2010 Population=24,033</li> <li>• 2016 est. household income=\$97,150</li> <li>• Home to many public parks, including Baldwin Park featuring skateboarding, baseball, walking trail, handball, tennis</li> </ul> | <ul style="list-style-type: none"> <li>• Southside HS= U.S. School of Excellence</li> <li>• 2010 Population=24,023</li> <li>• 2016 est. household income= \$106,662</li> <li>• Golf course close by in South Hempstead</li> <li>• Great new movie theater and a variety of businesses and retail stores</li> </ul> | <ul style="list-style-type: none"> <li>• 2016 est. household income=\$71,549</li> <li>• 2010 Population=42,860</li> <li>• Popular destination for boating and fishing</li> <li>• Nautical Mile restaurants and Sea Breeze park and pier</li> <li>• Public cruises and casino ships</li> <li>• Freeport has its own municipal electric utility, and police, fire, and water departments.</li> </ul> |
| <b>Similar Qualities</b> | All offer a quick commute to Manhattan and proximity to Jones Beach. All 3 are part of the Town of Hempstead. They all feature a lot of restaurants, coffee shops, parks and a very high cost of living compared to national averages. Schools in Baldwin and Rockville Centre have good ratings.           |  |  |

## Synthesis of Findings

Baldwin, Rockville Centre and Freeport are all villages within the Town of Hempstead in Nassau County, New York. Since the Grand Avenue area (yet to be renamed) is part of the hamlets of Baldwin and Baldwin Harbor, it must be viewed in relation to Baldwin's competing villages of Rockville Centre and Freeport. Grand Avenue extends 5 miles from Southern State Parkway southward to its natural end in Baldwin Park within Baldwin Harbor which, like Freeport, reaches into the Great South Bay. This culturally rich Grand Avenue area encompasses features like churches, synagogues, restaurants, a library, 2 post offices, coffee and ice cream shops, apartments, condos, single-family homes and great parks. All three villages share many things in common including a very poor grade for housing because of the exceptionally high cost of living (Niche, 2019) common to all suburbs of New York City. Because Baldwin's median age skews younger than Rockville Centre and slightly older than Freeport, the Grand Avenue area could be marketed successfully to young, upwardly mobile families. Its many parks and school ratings from Niche also recommend it to a young, professional and diverse audience with small children and who are concerned with health, fitness and safety. Rockville Centre has a higher median income than the Baldwin Grand Avenue area population and therefore a greater and more varied retail presence. However, Grand Avenue's points of differentiation include good schools, exceptional quality of life (both compared to Freeport) and a racially diverse population (compared to Rockville Centre) and parks safe for small children and growing families.

## References

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