New Rochelle

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Funded in part by New York State of Opportunity. Hudson River Valley Greenway
New Rochelle
WHERE IS IT?

Easily Accessible By ~
Interstate I-95
Hutchinson River Pkwy
Metro-North Railroad
What's going on in New Rochelle?

Population: 77,062
2nd largest city in Westchester County
7th largest city in New York State
9.3 miles of shoreline
270 acres of parkland
11 miles to midtown Manhattan

Median Home Value: $605,500
Number of Housing Units: 29,586
Median Household Income: $65,317
Population in Labor Force: 62%

Source: 2010 US Census
Assets & Challenges

- Waterfront, scenic views
- City/downtown feel
- Accessibility (hwy & train)
- BID – events, vibrancy
- Monroe, Iona, & College of NR
- Culturally diverse restaurants & food
- Entertainment & New Roc City
- Omnicard
- Library Green (1 acre)
- START-UP NY (CNR & Iona)
- Low crime (despite perception)
- Planned & Planned & Planned
- Now ready to implement!
  - Master Developer (RFQ)
  - North Star Destination Strategies
  - Crowdsourced Placemaking
  - Goal: Transit/Talent Oriented

- Disconnected waterfront (No bike/pedestrian paths, waterfront recreation)
- Downtown lacks areas of millennial interest e.g. wireless cafes, specialty grocers, dog parks, rooftop bars, historic tours, boutiques
- Limited high earning potential or technology based employment opportunities
- Limited housing for 18-34 year olds: Size/Price 1 bd ~ $2200 (or) Work/Live
- Perception of high crime downtown
- Lack of office space
- Neighboring millennial initiatives
- Proximity to NYC
So, what about Millennials?

Our Recommendations...

Inform:
- Create a website that appeals to & would be used by Millennials, separate from municipal site
- Use site to highlight social aspects, why live here, what’s going on, etc. Millennial “headquarters”

Create & Encourage Flow Throughout the City. And then Control it.
- Create local bus loop – Connect New Roc City, Restaurants, Grocery store, waterfront/parks, etc.
- Pedestrian/bike/traffic linkage from Downtown to Waterfront

Generate Interest with the Omnicard/waterfront access:
- Increase # of Omnicards purchased
- Card also gets discount options at participating businesses
- Consider ferry services to LI, cruises, tours

Entertain:
- Millennial based block parties, festivals, music, etc. (e.g. Kingston, Stamford CT)
- Use Omnicard to spotlight and promote businesses
- New Rochelle Performing Arts Center

Employ & House:
- Entrepreneur License – Include options for live/work space
- Housing appropriate for Millennials (consider: size, price, gym, long term parking)

Challenge & Inspire:
- Designee to facilitate “Think Tank” and build intellectual capital

Impress:
- Innovative environmental initiatives
Marketing Strategies & Approaches to our Recommendations...

Use the Website

- New site should be used for all things “millennial”.

Consider Expanding/Enhancing the Omnicard-

- Offer occasional free access to parks/beach to encourage & increase membership
- Encourage downtown spending by promoting card as a way to receive discount options at participating businesses, retail, bars, restaurants
- Agree to showcase participating local businesses, bars, & restaurants on website, etc.

Attract Employers Big & Small... Not that easy? Too soon? ...Raise your own.

- Attract Employers: Expedited approval for downtown office and flex space
- (OR) Designee to facilitate “Think Tank” and build intellectual capital
  - Create/foster sense of community for Millennials, Entrepreneurs, Creative Minds
  - Put people w/different talents in touch w/each other
  - Ideas+ Creative + Financial + Tech = “Think Tank” & rising possibilities
- How to market & advertise this?
  - Post in train station, local bars, on the new website
  - Promote at local colleges
  - Social Media

3 Local Colleges! Make them fall in LOVE with New Rochelle!

- There are over 8,000 students in and around New Rochelle.
- Internship or work/study opportunities.
- Award top students perks in NR. Create incentives to both excel & stay. Omnicard, parking spot...
- Promote the city through the Student Activities centers.
  - Create pre-planned “Itineraries,” “Date Ideas,” etc.
  - E.g. – Take the bus, Visit the park, Grab lunch at Fresh Taco, catch a movie at New Roc
- Integrate millennial focused entertainment activities for summer season (Kingston, Stamford CT)