



Wilder Balter and L + M Development Partners break ground on \$4 million Anderson St. project in New Rochelle

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Shown (from left) are: Karel Littman, executive director of the New Rochelle BID; New Rochelle city manager Chuck Strome; mayor Noam Bramson; Ivar Hyden (New Rochelle council member District 4); Sara Kaye, (New Rochelle council member District 5); Adam Salgado, New Rochelle development commissioner; James Wendling, COO of Wilder Balter Partners and Katherine Kelman, managing director of LMXD, an affiliate of L+M Development Partners Inc.

New Rochelle, NY Developers Wilder Balter and L + M Development Partners and the City of New Rochelle broke ground on July 21 on a \$4 million transformation of Anderson St. in downtown, that is expected to be a bellwether for the city's continued evolution as an inclusive, forward-thinking walkable city.

With this project underway, and after three years of comprehensive planning with the design firm Starr Whitehouse, the transformative project will enrich the public realm, enhance walkability and neighborhood vibrancy, improve the quality-of-life of residents, and increase foot traffic and activity.

By creating a neighborhood focal point and adding value for the community, downtown residents, shoppers, and workers, this project will create an increasingly attractive environment for transit-oriented development in New Rochelle. The rejuvenated plaza will be situated on Anderson St., a one-way thoroughfare between North Ave. and LeCount Pl. in the city's Downtown Overlay Zone.

The renovated plaza will provide a versatile public retail corridor with bubbler play fountains, new seating options, refreshed landscaping, and a retail kiosk to help activate the space with complementary retail or local services. Roadway reconfigurations and regrading will allow traffic on Anderson St. to be controlled so the plaza and roadway can be temporarily pedestrianized and used as a welcoming outdoor event space for farmers' markets, festivals, and live performances.

Anderson Plaza is a first-of-its-kind public realm improvement project that will secure downtown as a haven for pedestrians and residents. At the groundbreaking ceremony, visitors were able to catch an early glimpse of what the plaza will look like through VR technology using NRVR, the city's community engagement platform. The construction on Anderson Plaza is expected to be completed before the end of the year.

"The new Anderson Plaza renovation is just one example of how New Rochelle's downtown has become a hub for innovation and improvement," said mayor Noam Branson. "When neighbors can gather and celebrate in community spaces like the new Anderson Plaza, the quality-of-life soars. As more and more of our neighbors join us in appreciating the benefits of this renovation, we expect that local businesses and entrepreneurs will grow in kind along the way."

"The revitalization of Anderson Plaza is just one of many improvements to the pedestrian experience to come to downtown New Rochelle," said city manager Charles Strome III. "As we continue to grow and invest in our community, these new and improved communal spaces will offer downtown visitors and residents a space for engagement and respite from the busy city streets."

"New Rochelle is a prime example of what busy New Yorkers dream of—everything young professionals or a growing family could want, just outside of New York City," said Adam Salgado, development commissioner for the City of New Rochelle. "The redevelopment of Anderson Plaza is just one example of how we invest in our community and offer a welcoming, engaging, quality space for our neighbors."

"Wilder Balter Partners and LMXD are thrilled to have begun work on the redevelopment of Anderson Plaza," said Katherine Kelman, managing director, LMXD. "The opportunity to provide New Rochelle residents with a rejuvenated public plaza and a purpose-designed location for civic events in the heart of Downtown is in line with our mission to build vibrant, mixed-income communities."

"Starr Whitehouse is proud to support the City of New Rochelle, Wilder Balter, and LMXD to reinvigorate public spaces downtown," said Laura Starr, partner, Starr Whitehouse Landscape Architects and Planners. "By bringing nature into the city and creating welcoming social spaces, the Anderson Plaza design will make downtown New Rochelle more healthy, inclusive, and livable."

Anderson Plaza is a product of extensive public-private negotiations as a result of the Downtown's revitalization efforts. Other notable community amenities that have resulted from public-private partnerships include the Black Box Theater space at 595 Main St., and a community and gallery

space to be operated by The Lincoln Park Conservancy, Inc. at 393 Huguenot St.

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