



Downtown retail strategy plans unveiled for New Rochelle's Vanguard District

November 26, 2024 - Design / Build

New Rochelle, NY The city of New Rochelle unveiled its downtown retail strategy, marking a milestone in the city's evolution as a dynamic urban destination for locals, new residents, and visitors. The plan, approved by the city council, includes the creation of New Rochelle's Vanguard District and initiatives to further transform the city's downtown into a destination for shopping, dining, and entertainment, including public realm and accessibility improvements, retail enhancements, and tenant incentives.

The downtown retail strategy will usher in a new era for downtown New Rochelle, pioneering a diverse retail ecosystem and building on its historic downtown redevelopment that is bringing in more than 10,000 new housing units and has attracted \$2.2 billion in private investment to the city.

The downtown retail strategy features a mix of initiatives in the newly created Vanguard District – encompassing the area bounded by LeCount Pl. (across the street from New Roc City), Main St., North Ave., and Huguenot St. – and other areas of the downtown, creating a broader pathway for revitalization throughout the city.

Responsive to the needs of the community, the downtown retail strategy includes:

A tenant improvement program will provide financial support for physical improvements and relocation costs to aspiring retail establishments looking to occupy vacant retail spaces throughout the downtown. Structured as a grant program, the \$2.25 million fund will have an application process while prioritizing opportunities for businesses that will contribute to the vibrancy of downtown New Rochelle.

Streetscape beautification and safety improvements, including street furniture, parklets, decorative plantings, increased maintenance and cleaning, lighting upgrades, placemaking, and wayfinding improvements. The plan also focuses on creating safer pedestrian connections to enrich the experience for both residents and visitors.

Retail enhancements through pop-ups and revitalizing storefronts, while continuing the City's support of local and new businesses and entrepreneurs.

"Retail plays a crucial role in shaping thriving city environments, and this plan will help to cultivate a city that flourishes economically, socially, and culturally," said New Rochelle mayor Yadira

Ramos-Herbert. “The downtown retail strategy will have a transformative impact on our city, generating bustling streets and enriching community interactions, while creating job opportunities, driving visitation, and elevating New Rochelle’s profile as a place to live, work and visit. This is an incredibly exciting time for New Rochelle, and we look forward to our continued work bringing this plan to life.”

In the Vanguard District, modernizing outdated code restrictions will remove barriers that previously prohibited bars and experiential businesses, along with relaxed parking requirements, transforming ground-floor spaces. These updates will attract a diverse range of new tenants, from bars and gyms to live music venues, outdoor dining spots, artisan production spaces, and more.

The downtown retail strategy complements the various developments currently underway in New Rochelle, including the upcoming construction of the LINC project, which will transform Memorial Highway into a linear park, and the redesign of the New Rochelle Train Station and Intermodal Transit Center.

“Our new strategy will support the wonderful business owners that call New Rochelle home and welcome an array of new businesses to an enlivened and attractive downtown,” said Adam Salgado, commissioner of development at the City of New Rochelle. “Locals, visitors, and newcomers can look forward to our City’s continued evolution into a diverse cultural hub with a mix of top-notch dining, outstanding local art, entertainment, and more.”

The downtown retail strategy was developed by the city of New Rochelle’s department of development with recommendations from the retail task force, which was convened by the New Rochelle City Council in 2022 to spearhead a comprehensive study and support the implementation of a plan. The New Rochelle City Council received the proposed plan on September 10, 2024, and it was approved on October 15, 2024.

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