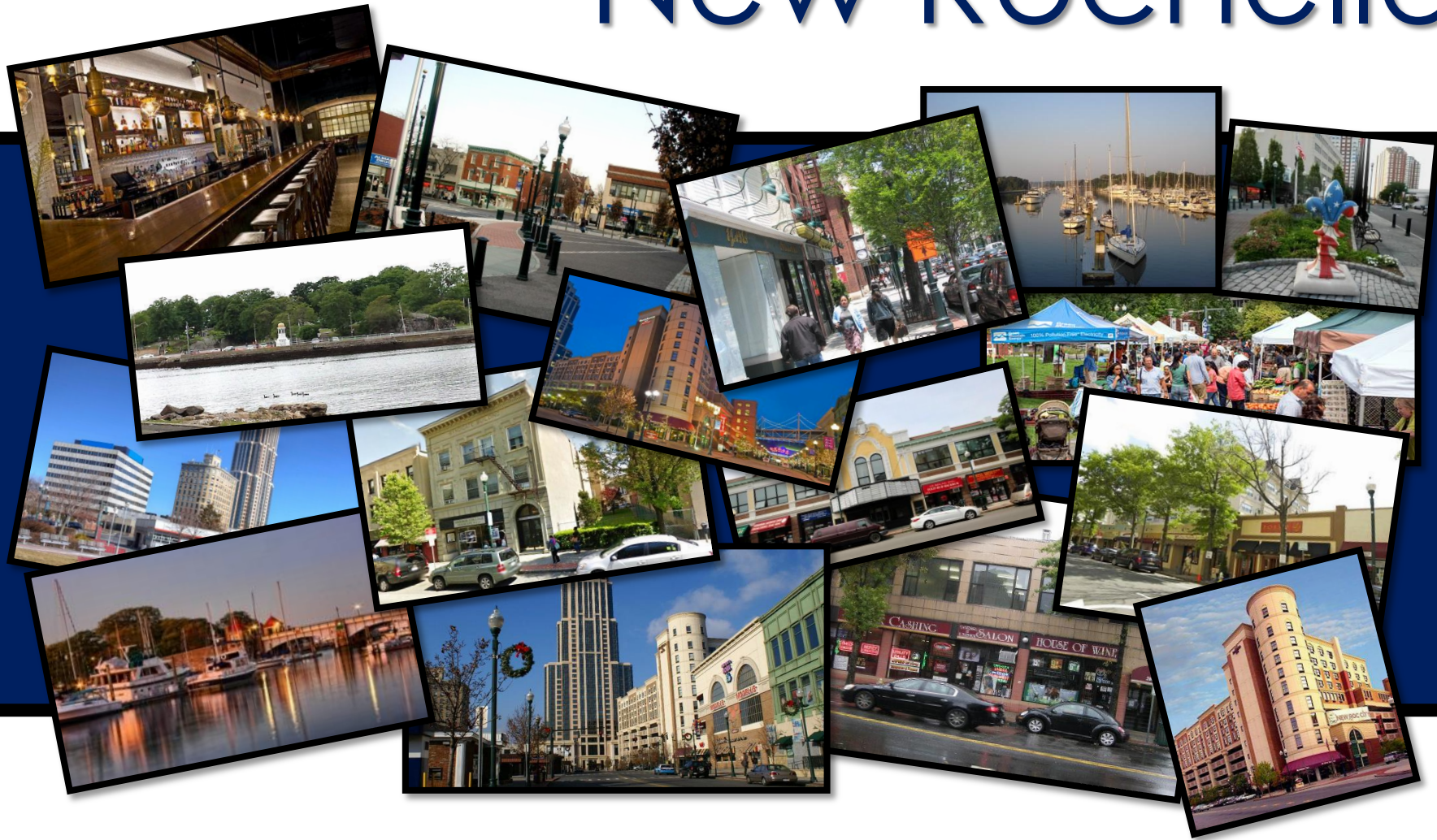


# New Rochelle

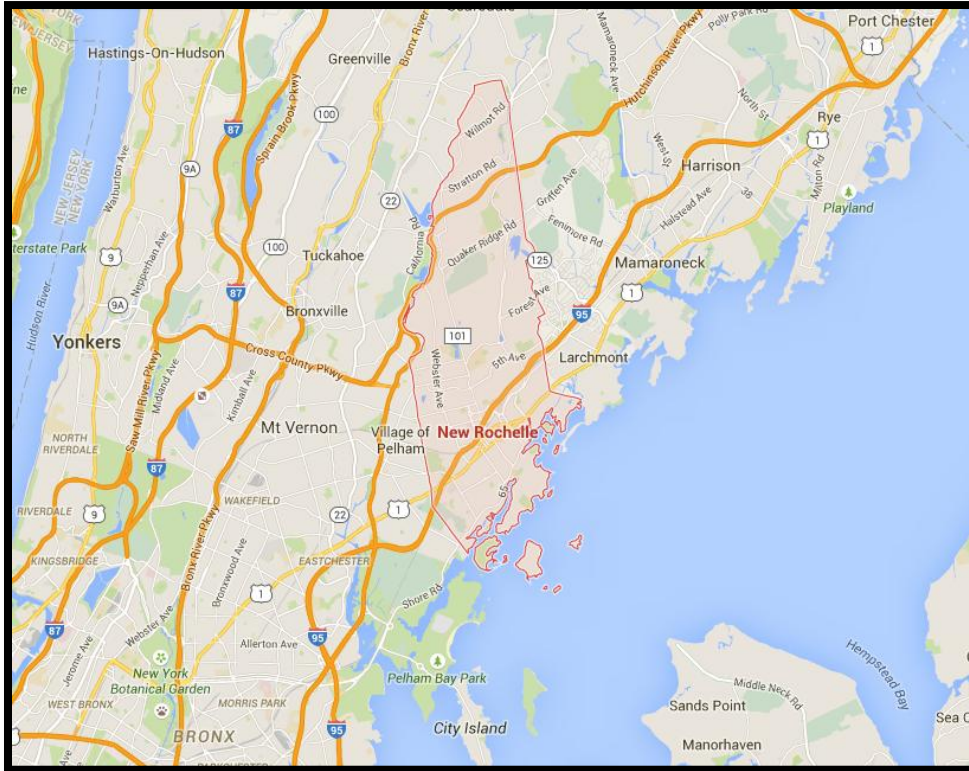


Stephanie Baran 🌸 David Cooper 🌸 George Cronk  
Lauren O'Donnell 🌸 Rachel Petrone 🌸 Suzanne Reider 🌸 Steven Swyryt

Funded in part by  **NEW YORK**  
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OPPORTUNITY. | **Hudson River  
Valley Greenway**

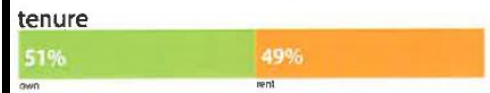
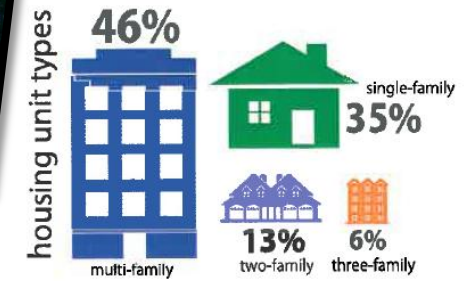
# New Rochelle

## WHERE IS IT?

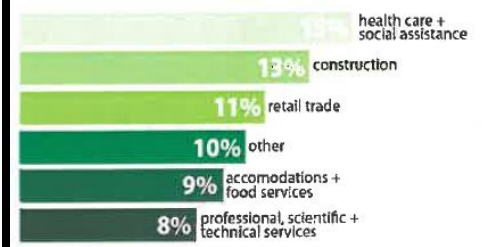


★ Easily Accessible By ~  
Interstate I-95  
Hutchinson River Pkwy  
Metro-North Railroad

# What's going on in New Rochelle?



**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

**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**

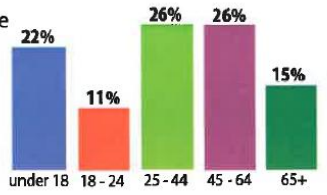
**racial composition**



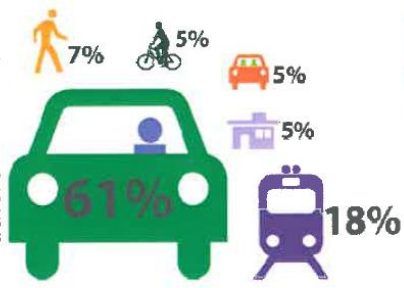
**ethnic composition**



**age**



**travel to work mode**



# ↑ 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, roof top 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:*

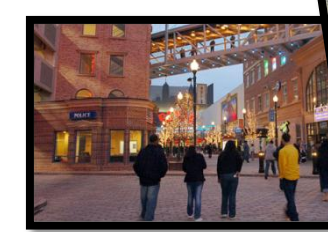
- Designee to facilitate "Think Tank" and build intellectual capital

### *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)