



Department of Development

Economic Development Update

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AGENDA

1. Development Overview
2. Vanguard Initiative
 - Retail Diagnostic Findings: What We Learned
 - Measuring Vanguard Success: Tools + Results
3. Economic Opportunity Ecosystem
4. Growing the Local Workforce
5. Empowering Local Entrepreneurs
6. Lincoln Neighborhood: Economic Opportunities
7. Harvard Fellow & Innovation Capacity
8. Next Steps



NEW ROCHELLE
NEW YORK

DEVELOPMENT OVERVIEW

\$2.5 billion in Private Investment

11,047 Residential Units Authorized for Development

- **23,000** Anticipated New Residents

32 Approved Projects

- **7,376** Total Units Approved (7,151 Rental/225 Condo)
- **1,353** units are affordable (~18%)

23 Projects Completed and Leasing

- **4,511** Rental Units Completed and Leasing
 - ~**90%** Occupancy Rate
 - ~**7,000** New Residents
 - **\$150,000** avg. HH Income
- **1,032** Units are Affordable (~23%)
 - All Buildings: **34%** NR residents
 - NR Preference Buildings: **58%** NR residents
 - Other Buildings: **25%** NR residents

3 Projects Under Construction

- **748** Rental Units Under Construction
- **157** are Affordable (~21%)

6 Projects With Site Plan Approval

- **2,117** Units With Site Plan Approval
- **164** Affordable Residential Units

Where are People Moving From?

Location	Percentage
New Rochelle	22%
Westchester	21%
NYC	33%
New York	8%
Connecticut	8%
New Jersey	6%
Other States	3%
Outside USA	0%

\$36 million

Tangible In-Kind Benefits from Downtown Development

8 New Public Open Spaces

6 Community Spaces

20 New Downtown Murals

26 New EV Parking Spaces

50 New Business Openings



NEW ROCHELLE
NEW YORK

TANGIBLE IN-KIND BENEFITS FROM DOWNTOWN DEVELOPMENT

NEW PUBLIC OPEN SPACE

Anderson Plaza
20 Anderson St

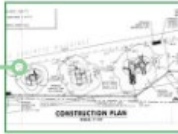


Clinton Park Plaza
50-55 Clinton Pl



Westchester Pl Public Art Plaza
Westchester Pl

Pocket Park on Burling Ln
Burling & North



Children's Playground on LeCount Pl
33 LeCount Pl



Dog Run on Huguenot
Huguenot St & LeCount Pl

Highgarden Tower Plaza
North Ave & Garden St



Pratt Landing Waterfront Park
Pratt Landing

NEW PROGRAMS AND INTERIOR SPACES

Center for the Arts Space
595 Main St



26 New Municipal EV-Charging Parking Spaces

Lincoln Park Conservancy History & Culture Center
389 Huguenot St



Community Incubator Space
11 Garden St



New Rochelle Forward Workforce Training Facility
173 Huguenot St



Preservation and Restoration of Historic Façades
595 Main St



New Boys & Girls Club
1 Remington Pl



Downtown Economic & Small Business Development Hub
10 Church St / 500 Main St



Circuit: Electric Shuttle



Retail Tenant Improvement Program

20 Downtown Murals
Downtown-wide



50 New Businesses Openings in Retail Spaces throughout the Downtown since 2020



26
New Municipal EV-Charging
Parking Spaces

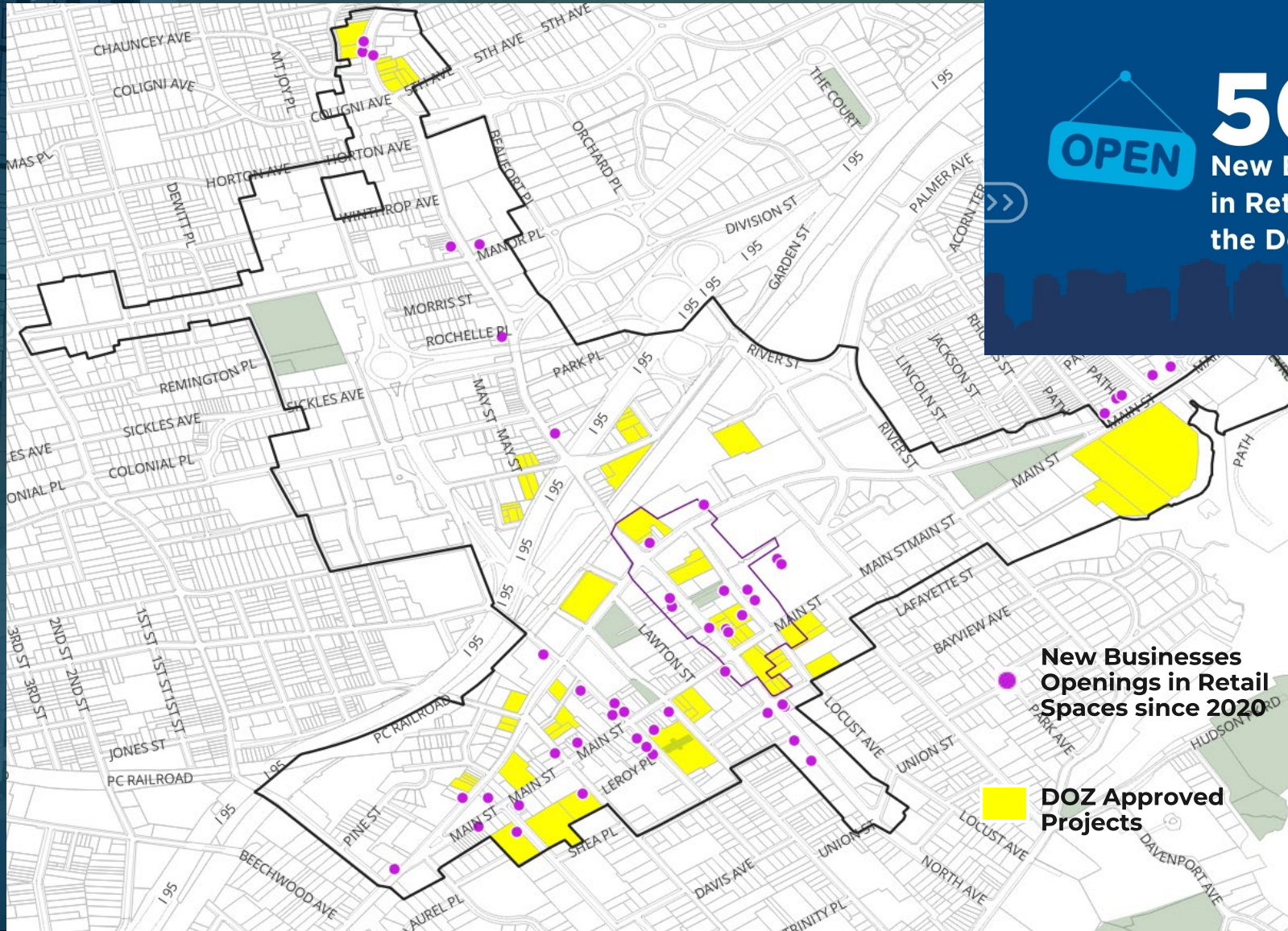


20
New Downtown Murals



50
New Businesses Openings
in Retail Spaces throughout
the Downtown since 2020

BENEFITS FROM DOWNTOWN DEVELOPMENT



50
OPEN New Business Openings
in Retail Spaces throughout
the Downtown since 2020

New Business
Openings in Retail
Spaces since 2020

DOZ Approved
Projects

WELCOME TO THE
VANGUARD
ERA



Creating a **vibrant, attractive, and economically viable retail environment** in Downtown New Rochelle



**Westchester's most exciting
downtown destination.**

An enlivened, diverse cultural hub
with a mix of notable eateries,
outstanding local art, live
entertainment, community
programming and much more.

VANGUARD NEW ROCHELLE

MEASURING VANGUARD SUCCESS: TOOLS + RESULTS

DOWNTOWN RETAIL DIAGNOSTIC FINDINGS: WHAT WE'VE LEARNED



Our Policy Response

**Retail
Enhancement**

**Public Realm, Safety
& Accessibility**

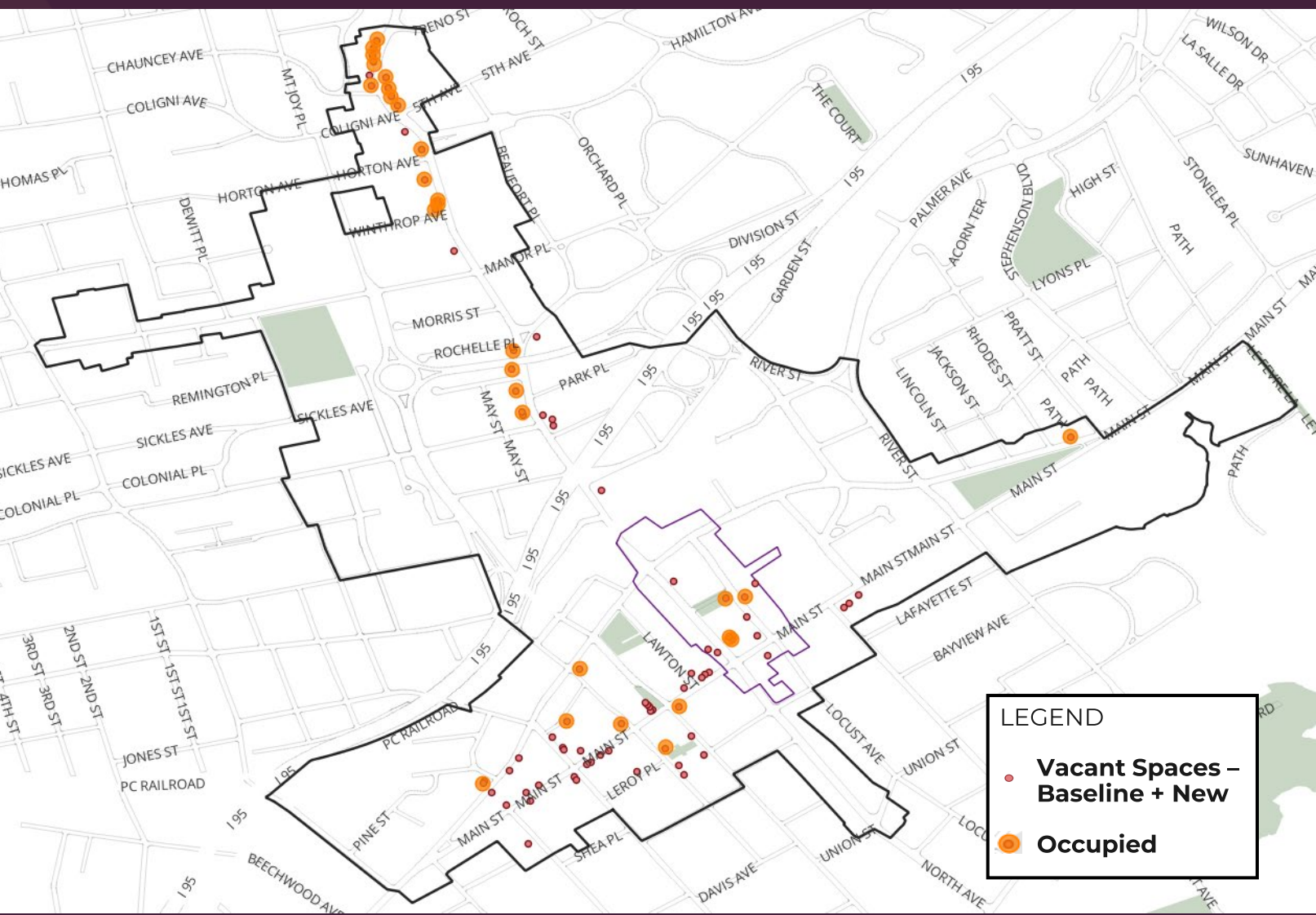
**Regulatory
Framework**

**Marketing, Promotion,
& Engagement**

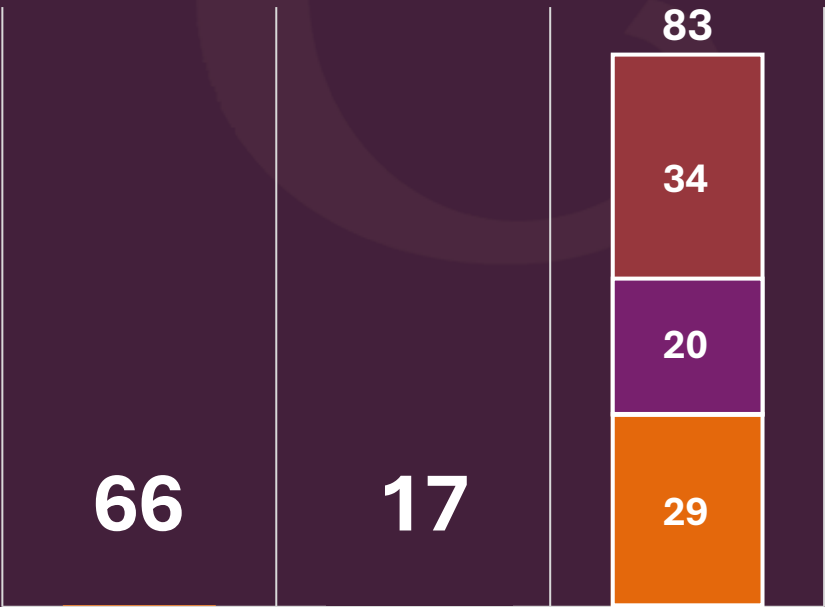


RETAIL ENHANCEMENTS

GROUND-FLOOR RETAIL BASELINE



Occupied Vacant TI Fund Potential



VACANT SPACES - BASELINE NEW SPACES TOTAL

- Retail Tenant Improvement Fund applicants interested in vacant spaces: 20
- Vacancies tied to assemblages: 7

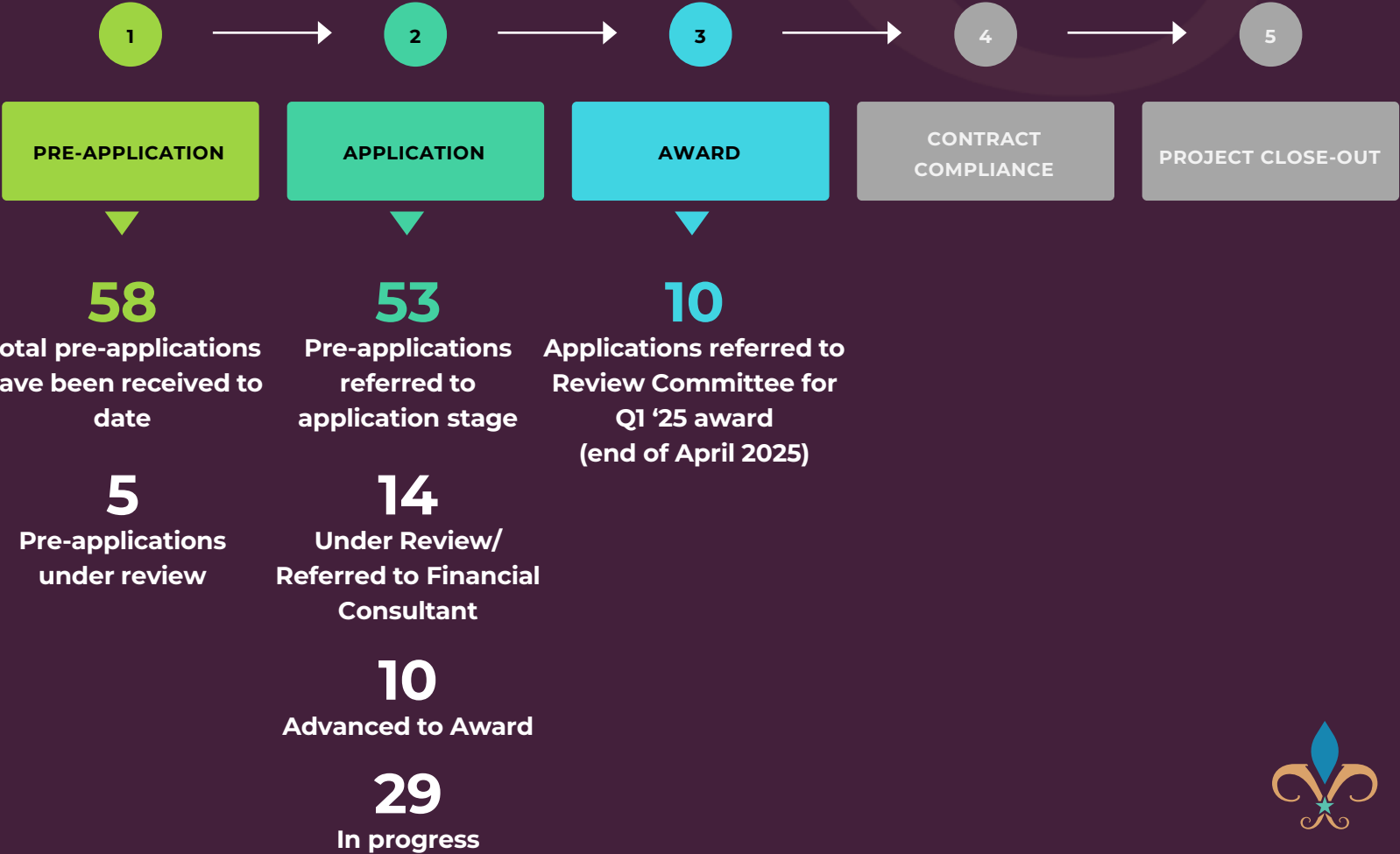
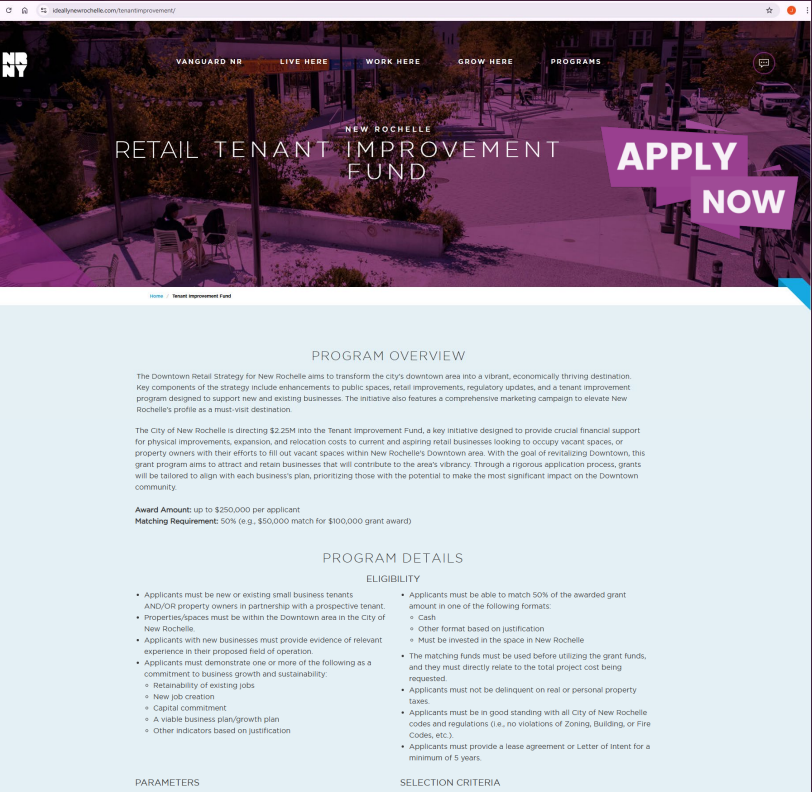


RETAIL ENHANCEMENTS

DOWNTOWN RETAIL TENANT IMPROVEMENT FUND

- The **Retail Tenant Improvement Fund** is a **grant program** designed to assist retail businesses and property owners in **enhancing existing spaces and filling vacant spaces** Downtown.
- **2.25m** in total funds available
- Dedicated **landing page**

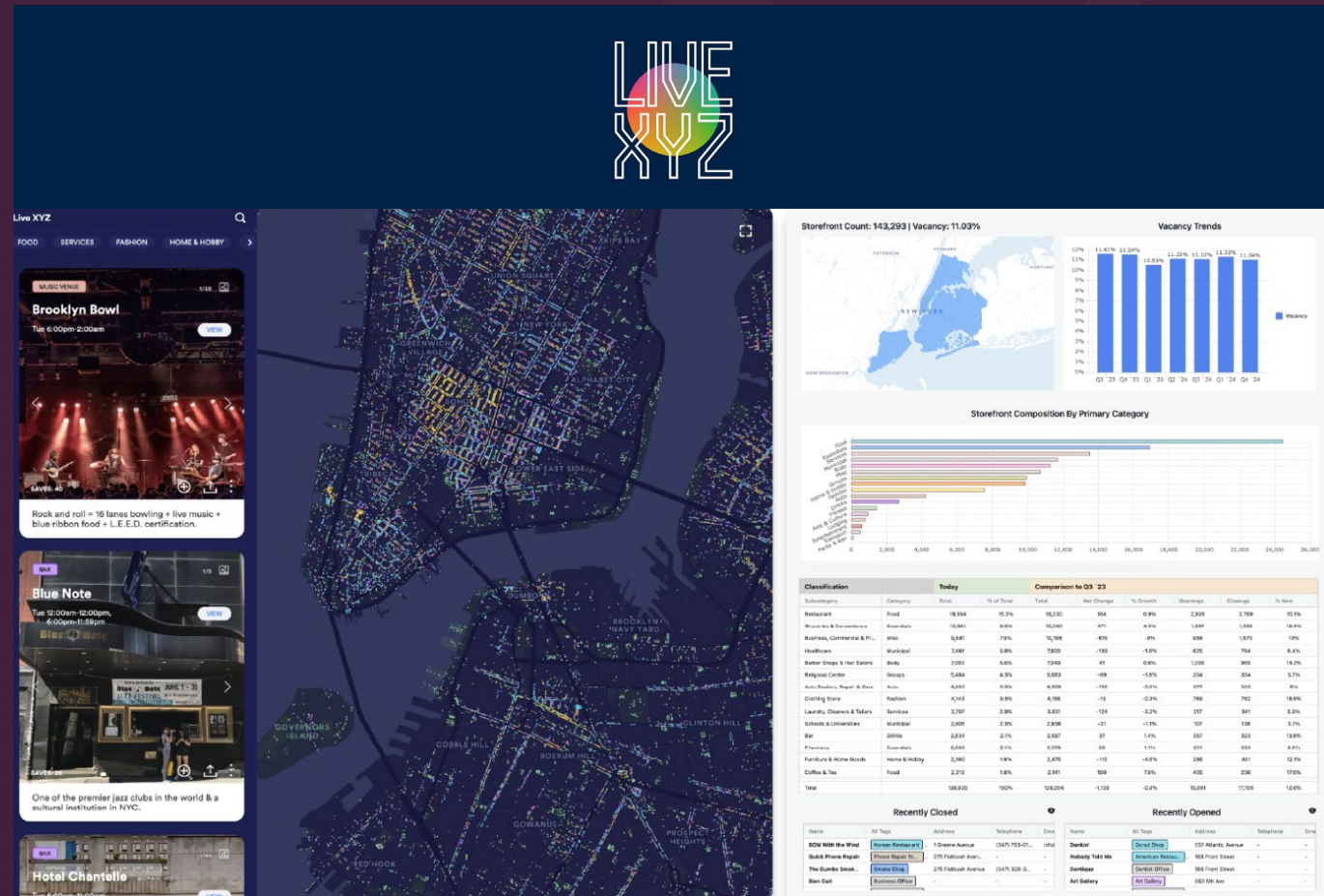
www.ideallynewrochelle.com/tenantimprovement



RETAIL ENHANCEMENTS

LIVE STOREFRONTS MAP AND DIRECTORY

- The City of New Rochelle is investing in a **Live Map of storefronts and retail spaces** to drive economic development, provide transformative visibility, and provide public and private stakeholders with real-time insights into the business landscape.
- The platform captures real-time, block-by-block economic data through a human-verified ground survey, a sophisticated software system, and public engagement tools for business engagement and activation.



RETAIL ENHANCEMENTS



Storefront and Signage Improvements

- Signs and Awnings: 7
- Façade Improvements: 3
- Sign, Awning, Façade Design Support: 8



Vacant Storefront Camouflage Program

- Storefronts: 3



Tenant Improvement Fund

- Pre-Applications Received: 58
- Referred to Application Stage: 53
- Under Review: 24
- Referred to Review Committee for Award: 10



RETAIL ENHANCEMENTS

FAÇADE IMPROVEMENT PROGRAM

534 NORTH AVENUE (CURRENT)



- Construction is anticipated to start in Summer 2025



PUBLIC REALM, SAFETY, AND ACCESSIBILITY IMPROVEMENTS

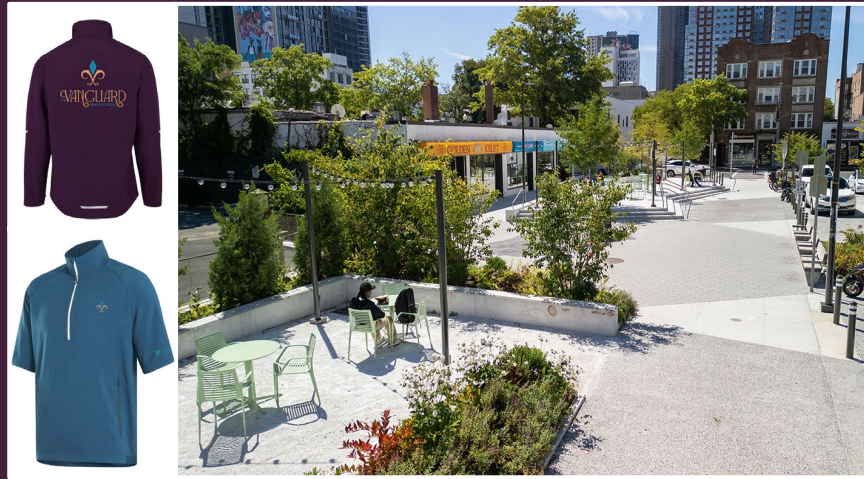


Soap & Water Strategies

5 locations power-washed:

1. Sidewalks around Prospect St Lot
2. Division St South (east side)
3. Shea Place (north side)
4. Maple Ave
5. Anderson Plaza

Regular inspection of stairwells at ITC / NRG; & cleaning when required



Maintenance and Security Enhancements

- ❖ Increased maintenance porters for 24/7 coverage at ITC & NRG to assist security
- ❖ Overnight security car from Maple to NRG along Main & Huguenot from 6 pm to 6 am seven days a week
- ❖ Increased visibility of staff
 - ❖ Uniforms (Maintenance + Security)



Public Realm Improvements

20 Pole Banners Refreshed/Replaced



REGULATORY FRAMEWORK

- Established the **Vanguard District**
 - Reduced regulatory barriers for **nighttime entertainment uses**
 - **Eliminated parking minimums** for retail and F&B establishments, and any commercial space under 5,000 SF
 - **Allowed outdoor dining** as an as-of-right accessory use
 - Reduced requirements for **cabarets**
- Downtown-wide
 - **Reduced parking ratios** for commercial spaces in the Downtown
 - **Free Downtown on-street parking** after 7 p.m.
 - **Modernized the sign code** city-wide
 - Created **Storefront Design Guidelines**
 - UTEP's financial assistance for the **adaptive reuse** of ground floor space of older commercial buildings
 - Parking Management Strategic Plan



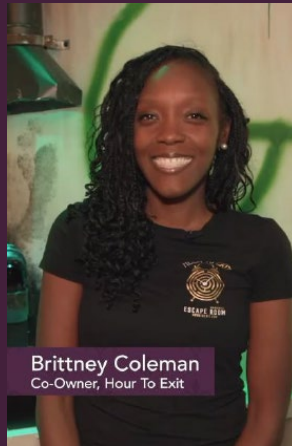
MARKETING, PROMOTION & ENGAGEMENT

Engaged with a consultant to:

- **Lead bold PR & media campaign** to spotlight New Rochelle's downtown growth and attract retail, residents, and visitors
- **Create and run social & storytelling strategy** to promote the Vanguard Initiative, boost local buzz, engage small businesses across key platforms

Key Metrics:

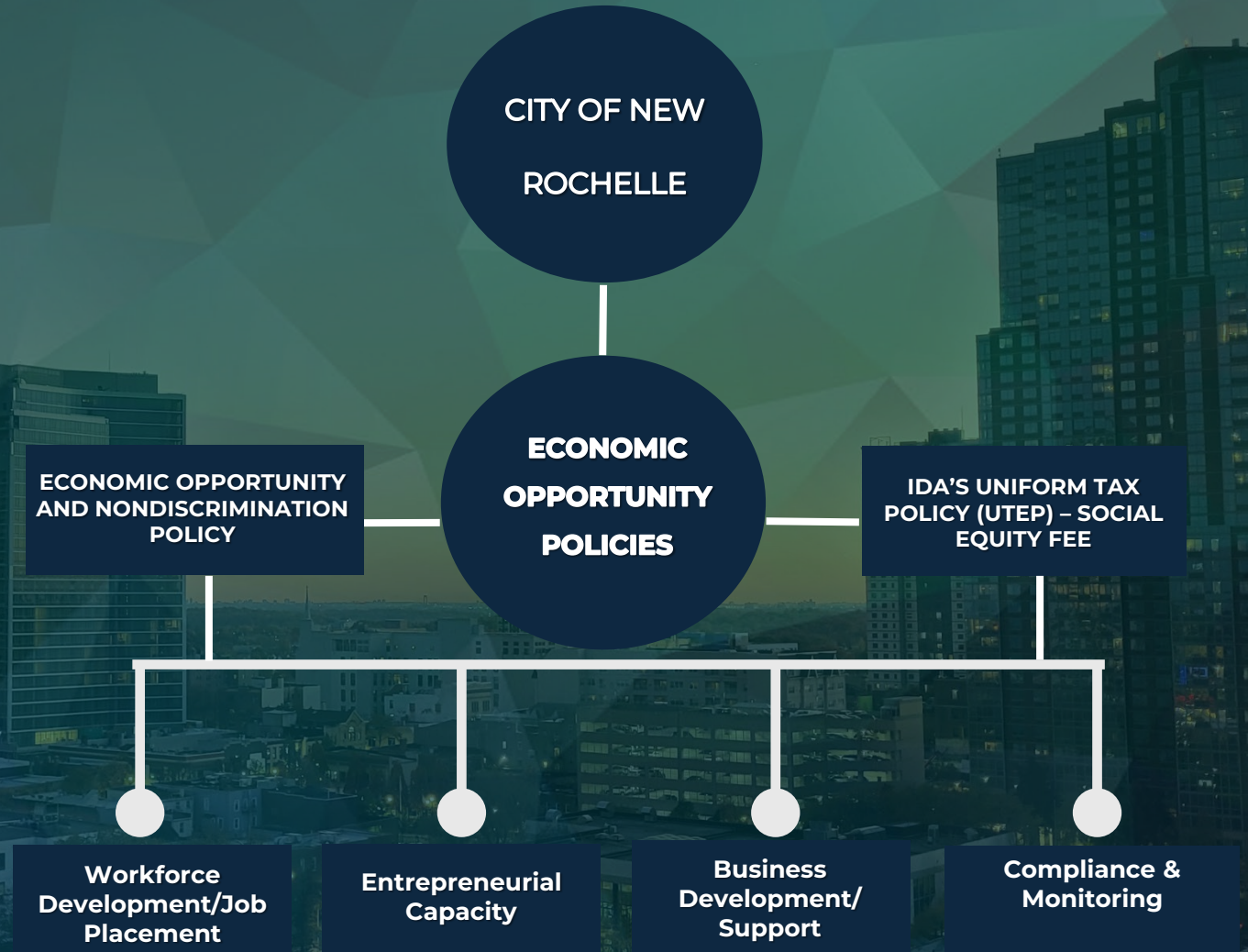
- **16 earned media placements** for the Downtown Retail Strategy
- Coverage resulted in **82.2 million** media impressions
- **400 new followers** on Instagram since October 2024.
- Created content featuring **20 local businesses**, including **10 business profiles**, spotlighted **5 new business openings**
- Newly **relaunched social media channels** garnered more than **44.6K total impressions**
- **18+ branding materials** to support marketing efforts, including projects with Circuit Shuttle and LAZ to design uniforms



ECONOMIC OPPORTUNITY ECOSYSTEM

Overview

- The City's economic opportunity ecosystem is a driving force behind successful development.
- Our unwavering commitment is cultivating a thriving entrepreneurial and retail environment through this robust economic ecosystem.
- This dynamic system comprises carefully crafted policies, innovative platforms, and proactive initiatives to nurture business and entrepreneurial growth, promote equal opportunity, and streamline job placement and workforce development.



WORKFORCE DEVELOPMENT & JOB PLACEMENT

FIRST SOURCE REFERRAL CENTER

The FSRC serves as the City's central referral and job placement hub, harnessing the successes of the City's programs to continually connect job seekers with employment opportunities.

- **2,703 enrollments** since program inception
- **2,469** total employment placements
- **1,300** total enrollments year-to-date
- **1,053** total New Rochelle job placements
- **776** construction job placements

Looking Ahead:

- Enhance program to track job retention data



WORKFORCE DEVELOPMENT & JOB PLACEMENT

NEW ROCHELLE FORWARD

New Rochelle Forward is a vocational training program offered by the City of New Rochelle. Its goal is to empower residents to take advantage of opportunities arising from the city's development boom. Participants receive hands-on training and complete certification courses that align with current market trends, enhancing their employability.

- **4** total cohorts completed since September 2023
- **93** total graduates
- **84** graduates identify as minorities
- **55** total employment placements
- **\$20.75** Average Hourly Rate

Looking Ahead:

- The **fifth cohort** started April 14th (30 participants enrolled)
- The **sixth cohort** will start in the Summer '25
- Developing training opportunities related to sustainability and green infrastructure jobs



WORKFORCE DEVELOPMENT & JOB PLACEMENT

BOOKER T. WASHINGTON VOCATIONAL INSTITUTE

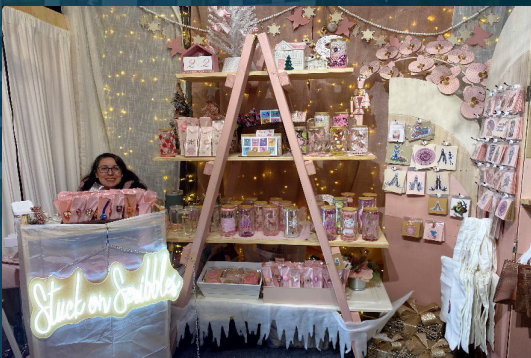
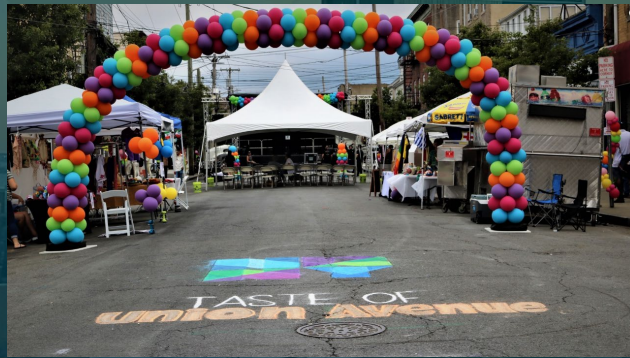
- Geared toward training minority youth in various building trades, which prepares them with critical employment skills through project-based training. The program has committed to collaborating with New Rochelle High School in recruitment efforts.
- Ages 14-17
- 2025 Annual Budget (CLD): \$200,000 for 2 cohorts
- Youth Participants Since Program Inception in 2021: 160
- Youth Participants for 2025: 45



EMPOWERING LOCAL ENTREPRENEURS

DOWNTOWN ACTIVATIONS

- The purpose of these activations is to **enhance the economic vitality** of New Rochelle through **strategic investments** in lively and **engaging events**.
- Our goal is to **empower entrepreneurs**, drive **sustainable growth**, and foster **community involvement**, all while **building a thriving economy**.
- Doing so creates a **vibrant and supportive community** where **small businesses can thrive**.



EMPOWERING LOCAL ENTREPRENEURS

SMALL BUSINESS WORKSHOPS

Our bilingual programs are essential for local businesses and entrepreneurs. They provide valuable knowledge and foster discussions on key topics. They enable businesses to share experiences, learn from each other, and thrive in a collaborative environment.

- Hosted **workshops for 75 small business** and entrepreneurs (2024)
- Connected **195 businesses and entrepreneurs** with resources to enable economic success
- **90%** of participants in economic development activations are **local MWBEs**



EMPOWERING LOCAL ENTREPRENEURS

SUCCESS STORIES

Ray's Empanadas – Ray Durret

- Sold out at the 2023 Holiday Market, earning nearly \$30K in just two weeks.
- Secured a \$20K MWBE Grant with New Rochelle's support to purchase a food truck and grow at local events.
- In 2025, expanding with a permanent food truck location and plans for a brick-and-mortar store with support of Tenant Improvement fund.

The Humble Bumble – Otilia Taylor-Tanner

- Gained instant success at the 2022 Holiday Market and became a local favorite.
- Earned NYS MWBE certification with help from the Women's Enterprise Development Center.
- Now preparing to open a brick-and-mortar bookstore in New Rochelle.

Rex Be Spoke Clothing – Jonathan Boston

- Expanded to New Rochelle in 2022, thriving through local event support.
- Relocated his family to New Rochelle in 2023 to deepen business roots.
- In 2025, using the Tenant Improvement Fund to open a larger storefront.

Anais Concepto – Yorelis Martinez

- Gained visibility after the 2022 Holiday Market and local events.
- Expanded reach to statewide shows with New Rochelle's support.
- In 2025, growing further with participation in major events like Bryant Park Spring Fair.



NEW ROCHELLE
NEW YORK

BUSINESS DEVELOPMENT & SUPPORT

TOUGH LEAF

- Connects diverse firms, suppliers, and vendors with contractors, developers, and owners with certified
- Provides free resources to diverse firms to build capacity, and enhance contract opportunities
- Offers dedicated New Rochelle self-certification platform to expand business opportunities

Outcomes

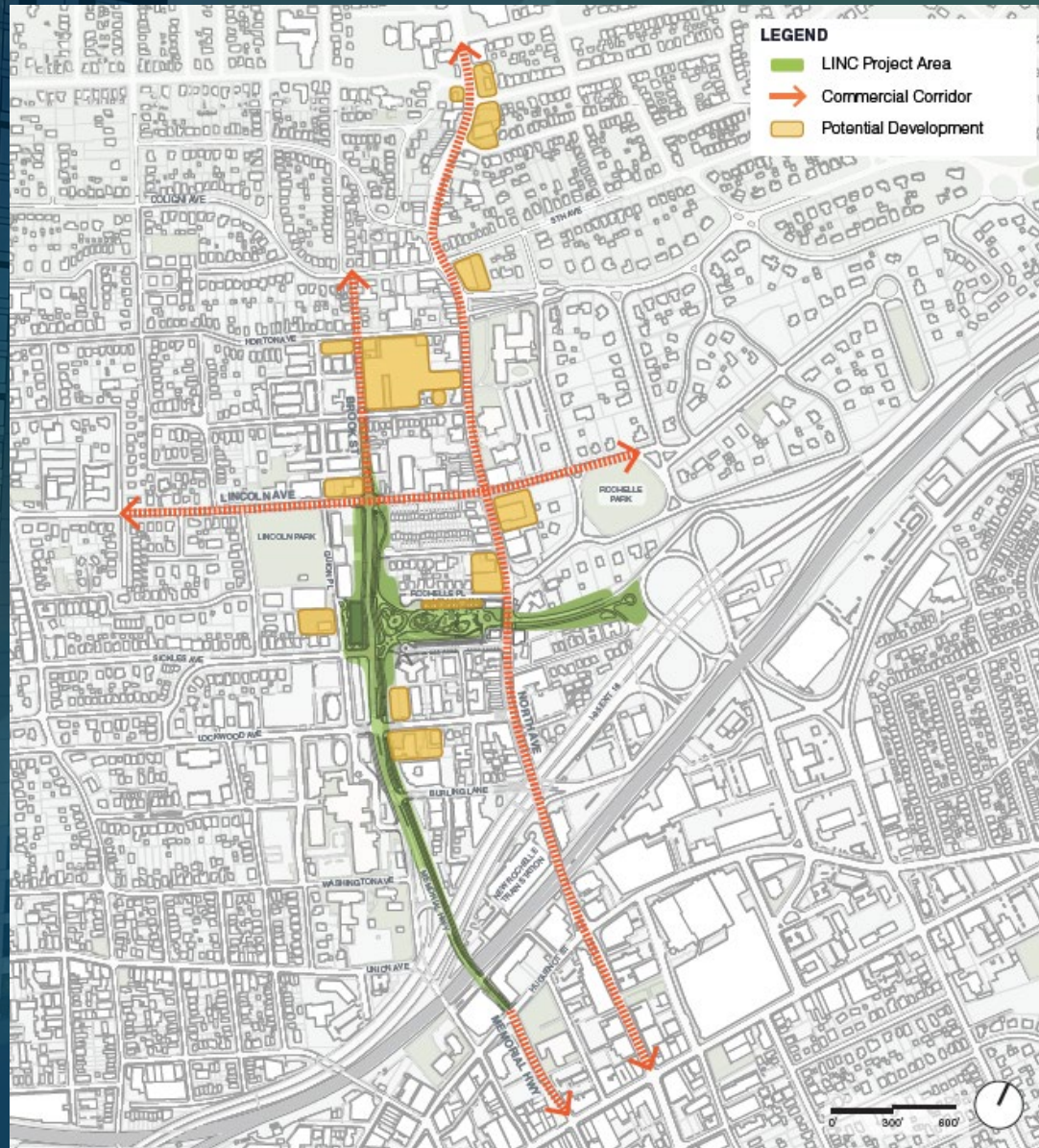
- **44 Public Bids Advertised through platform**
- **7** Public Bids awarded to MWBEs
- **6** New Rochelle MWBEs obtained private Bid opportunities through platform



The Diverse Firms Platform

www.toughleaf.com

LINCOLN NEIGHBORHOOD: ECONOMIC OPPORTUNITIES



Mixed-use residential /
Homeownership



Black Business District



Mixed-use residential /
Homeownership



Neighborhood Business
and Entrepreneurial
Opportunities

LINCOLN NEIGHBORHOOD: ECONOMIC OPPORTUNITIES



What we've heard from community

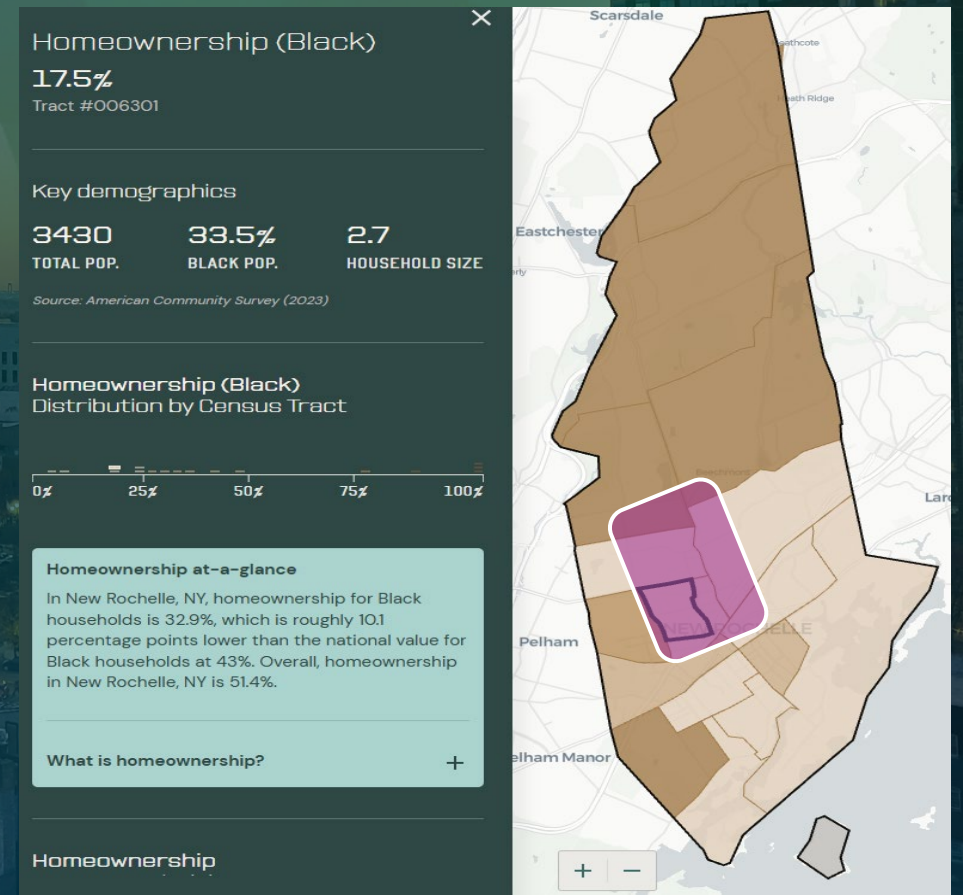
- "If I could wave a magic wand, I'd bring back the kind of community we had... I'd create a real **BLACK BUSINESS DISTRICT** again. A place where Black entrepreneurs can grow, where money stays in the community, and where young people see opportunity right outside their front door."
- "There should be more **AFTER-SCHOOL PROGRAMS**, more things that help kids and teens stay focused and feel like they matter."
- "We need more resources for the **YOUTH—MENTORSHIP, MENTAL HEALTH SUPPORT, JOB TRAINING.**"
- "We need **SMALL BUSINESSES** back. We need to make sure younger generations have a reason to stay."
- "I would love to see a **CREATIVE ARTS CENTER** or a **PERFORMANCE SPACE**. Something that celebrates the talent here and keeps young people inspired."
- "The highway took so much away... I'd restore that **SELF-SUFFICIENT, THRIVING NEIGHBORHOOD.**"
- "More visibility for our **CULTURE. PUBLIC ART, MURALS, EVENTS** that are for us and by us."
- "Create a **COMMUNITY CENTER** that is well-funded and accessible for all residents."

HARVARD FELLOW & INNOVATION CAPACITY

- Gain a **profound understanding of their challenges**, design and prototype **viable solutions**, and develop plans for **effective implementation** and impact measurement—all **in collaboration with the communities** most directly affected by the issues at hand.
- **Harvard Summer Fellow** to focus on “**Enhancing Community Identity and Promoting Economic Opportunity through Data-Driven Insights**”
- Engaged with the **Black Wealth Data Center** to create a dashboard that provides a **quantitative and qualitative baseline** for the Lincoln Neighborhood to **measure progress and success** of the **Economic Development Recommended Action Plan**

AMBITIOUS IMPACTFUL MISSION:

*“By 2030, New Rochelle will ignite an **economically vibrant and healthy African American community in the Lincoln Neighborhood**, setting a precedent for **sustainable and equitable** city development through **data-driven** decisions, meaningful **community engagement**, and **forward-thinking** policies that **enhance quality of life and reconnect divided communities.**”*



An aerial photograph of New Rochelle, New York, featuring several tall skyscrapers and a dense urban landscape. The image is overlaid with a semi-transparent geometric pattern of various shades of blue and green. The text "Thank you" is centered in a large, white, sans-serif font.

Thank you



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