

WELCOME TO THE
VANGUARD
ERA



THE **VANGUARD**
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.

URBAN RENAISSANCE

With its unparalleled location and proximity to New York City, diverse and talented residents and businesses, and a robust residential and commercial development pipeline, the City of New Rochelle is leading the transformation of a generation as a top area to live, work and visit.

Since the adoption of the City's forward-thinking zoning and development framework, New Rochelle has surged forward, welcoming thousands of new housing units and commercial space. Amidst this development boom a vibrant social and retail scene is emerging, marking a new era for New Rochelle as the City continues to evolve into a dynamic, urban destination for locals, new residents and visitors.

From top notch restaurants to live music venues, outdoor dining, artisan production spaces, outstanding local art, community programs and much more, New Rochelle invites you to explore its vibrant scene and immerse yourself in urban living.



Total Population:
82,000



**Train Ridership Per
Weekday (Current):** 6,500



Households:
30,000



**Train Ridership Per
Weekday (By 2027):** 15,000

DOWNTOWN SNAPSHOT

A snapshot of the Downtown
Overlay Zone development
by the numbers

Since Its Creation

◆ **11,047** Residential Units
Authorized for development
23,000 Anticipated
New Residents

◆ **32** Approved Projects
A combination of residential,
mixed-use, and commercial
buildings
7,376 Residential Units

◆ **23** Completed and Leasing
4,511 Residential Units
90% Lease-up
7,000 New Residents
\$150,000 avg. HH income

◆ **3** Under Construction
748 Residential Units

◆ **6** Site Plan Approvals
2,117 Residential Units

◆ **8** Under Review
2,322 Residential Units

DEMOGRAPHICS (2023)

				60% above NY State HH Avg. Income (\$120,000)	
Population		47,789		159,099	495,210
Number of Households		17,610		59,152	194,128
Average HH Income	1 MILE	\$125,919	3 MILES	\$197,246	\$160,106
Average HH Expenditure		\$1.46 B		\$7.08 B	\$19.51 B
Annual Retail Expenditure		\$681.9 M		\$3.28 B	\$9.05 B
				5 MILES	

ECONOMIC SNAPSHOT

41K TOTAL
EMPLOYEES

1  **HOSPITAL**
Montefiore
New Rochelle
1,200 employees

2  **UNIVERSITIES**
Iona University Monroe University
3,700 students 2,400 students
770 employees



SPENDING POWER

Nearby communities have **household incomes 50% above** the national average.

\$456M in total retail spending from local households.

\$39.4K avg. household spending in affluent nearby areas, **\$34.8K** in other high-value areas.

130,000+ households in nearby communities.

5,000+ students fueling hyperlocal spending with high frequency.



RETAIL DEMAND PROJECTIONS

Downtown development is projected to nearly **double retail demand** from **30% to 52%**.

Currently, New Rochelle can support a total of **394,500 SF of retail demand**, 4% of which is generated by residents in the new residential development.

By 2027, supportable retail demand will **increase by 24%** to **487,640 SF**, **18%** of which generated by residents in the new developments.

By 2032, retail demand **increases to 536,960 SF**, **23%** of which generated by potential new residential developments.

\$2.25M TENANT IMPROVEMENT PROGRAM

Grants available for new and existing retail businesses to fit out and expand their spaces. The city aims to attract from local entrepreneurs to regional and national brands to boost downtown vibrancy. Pre-applications are open now.

STREETSCAPE BEAUTIFICATION & SAFETY ENHANCEMENTS

New lighting for evening ambiance and safety, inviting outdoor furniture, parklets, and better signage to make downtown more walkable and welcoming for residents and visitors alike.

FAÇADE, SIGN & AWNING IMPROVEMENT PROGRAM

Grants for storefront improvements to enhance ground floor experience.

RETAIL FRIENDLY ZONING

Within the newly-created Vanguard District, we are opening doors for nighttime entertainment, experiential uses, outdoor dining opportunities, and easing parking requirements to energize ground-floor spaces and encourage more dynamic business opportunities.

BUILDING NEW ROCHELLE'S FUTURE

These retail and community enhancements are part of a larger vision that includes a \$45M+ investment into open space, safety and accessibility improvements through the construction of The LINC, which will transform Memorial Highway into a vibrant linear park and create a new spine of economic development opportunity. The city is also making a \$120M investment into the redesign of its uniquely-positioned New Rochelle Train Station and Intermodal Transit Center.



**SCAN THE
QR CODE
to learn more**

ideallynewrochelle.com/vanguard



