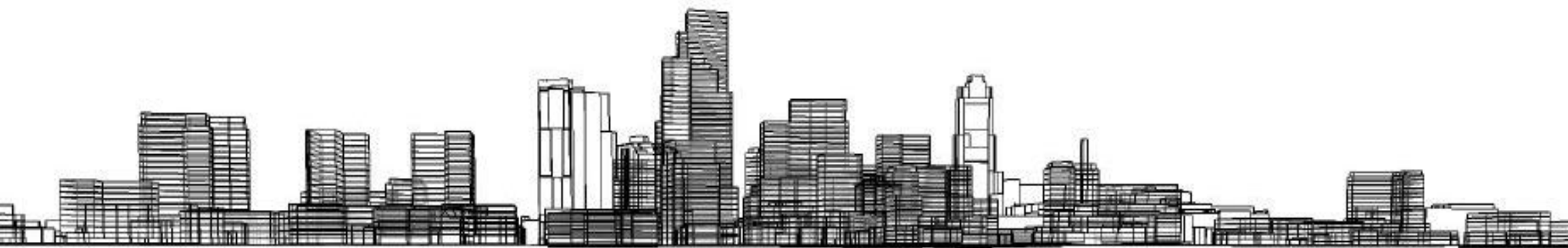
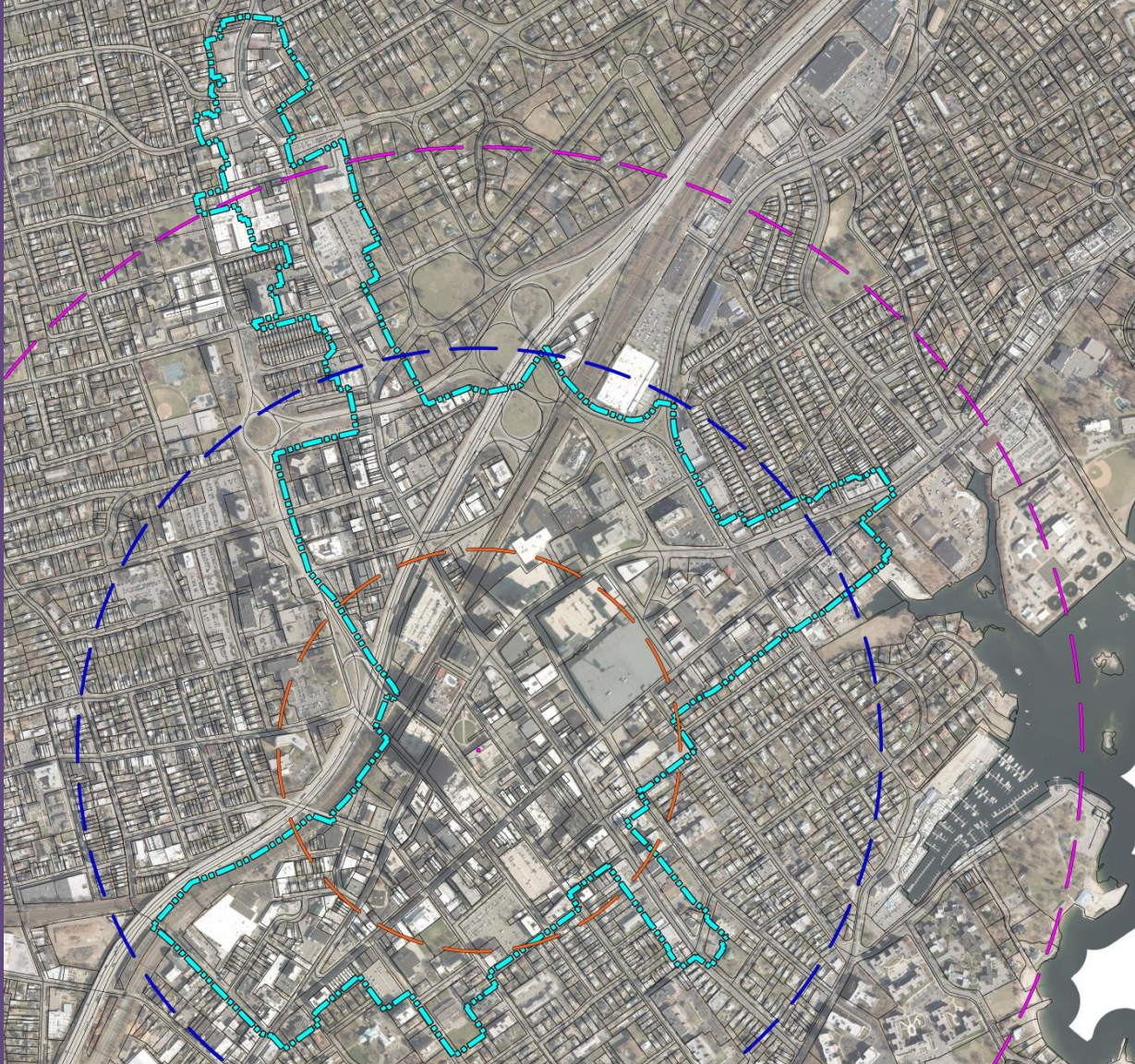


RECOMMENDED ACTION PLAN





A NEW BLUEPRINT FOR DOWNTOWN NEW ROCHELLE THAT:

- **BUILDS** on New Rochelle’s inherent strengths
- **ENSURE DEVELOPMENT HAPPENS** providing a clear path to private investment
- **ENCOURAGES** the achievement of public goals
- **GENERATES** incremental economic activity fiscal revenue for New Rochelle
- **ENGAGES** the residents of New Rochelle through significant public outreach

OVER 50 MEETINGS SINCE APRIL 2015

EVERY 2 WEEKS: RDRXR CNR Planning Meetings • CSPM

March 25, 2015 RDRXR-CNR Planning Meeting
 April 1, 2015 NR Library Board of Trustees Meeting
 April 2, 2015 North Star Meeting
 April 8, 2015 Residence Park Neighborhood Meeting
 April 14, 2015 RDRXR CSPM Meet Up
 April 15, 2015
 -Sun Haven / Hazelhurst Park Ass. Meeting
 -RDRXR CNR Bi-weekly Planning Meeting
 -NR ministers
 April 28, 2015
 -RDRXR CSPM Meet Up
 -Meeting at Train Station
 April 29, 2015
 -RDRXR CNR Bi-weekly Planning Meeting
 -Meeting with West End Neigh. / Councilmember Transgucchi
 April 30, 2015 New Rochelle interview/video recording
 May 5, 2015 Form Based Code Institute Event in NR
 May 6, 2015
 -Comprehensive Plan Workshop - City and Downtown
 -Public Relations Meeting
 May 13, 2015
 -RDRXR CNR Bi-weekly Planning Meeting
 -Westchester County Association Presentation
 May 18, 2015
 -Transportation Equity and the Downtown
 -Meeting in City Hall
 May 19, 2015 Newcomers Meet Up

May 20, 2015
 -New Rochelle Real Estate Group
 -Rochelle Heights/Rochelle Park Neighborhood Associations
 May 27, 2015 RDRXR CNR Bi-weekly Planning Meeting
 May 28, 2015 New Rochelle CSPM Meet Up
 June 10, 2015
 -Meeting with WXY
 -Garage CFA application with RDRXR & AKRF
 -RDRXR - CNR Team Planning Meeting
 -United Water Meeting
 -North End Outreach Albert Leonard Middle School
 June 15, 2015 Recommended Action Plan to be Submitted
 June 17, 2015
 -NR Residents Presentation - JCC of Mid Westchester
 -NR PR Meeting
 June 18, 2015 Business Meets the City
 June 22, 2015 Meet up #6
 June 23, 2015 Temple Israel of New Rochelle
 July 1, 2015 Presentation Requested by Mayor – North End
 July 8, 2015
 -Comprehensive Plan Workshop
 -NR Meeting
 -Downtown Public Workshop
 July 13, 2015
 -Meet up #7
 -Meeting with Council Members

May 30, 2014
RFQ Issued

October 7, 2014
**RDRXR Selected as
Master Developer**

December 14, 2014
MDA Approved

RAP Development Process

- Review of past studies
- Market research
- CSPM & other outreach
- Sessions with City staff

June 15, 2015
Draft RAP Submitted

SEQRA PROCESS

August 2015
Lead Agency & Positive Declaration

September 2015
**DEIS Accepted as Complete
by City Council**

November 2015
FEIS Submitted to City Council

December 2015
**SEQRA Findings & Potential Adoption of
Zoning**

September 2015
DGEIS Submitted to City Council

October 2015 **30-day Public Review &
Public Hearing on DGEIS and Zoning**

November 2015
Potentially Accepted and Complete

*In consideration of the zoning adoption, SEQRA
will result in proposed mitigation for the City
Council to consider prior to moving forward*

Final RAP Submitted

SEQRA Process

- Environmental analysis
- Identification of mitigants





ENGAGING THE COMMUNITY

1,300+ Members

12 Community Meet Ups

28 Meetings with Community Members/Leaders/City Officials

12 Group Events/Meetings

87 Ideas Posted



AREAS OF FOCUS

- Arts & Culture
- Food & Retail
- Connectivity

Draft - Confidential

"LIKED" IDEAS

NR Future members posted their ideas after signing a Tripple-Bottom-Line contract.



Downtown Cultural Retail Entertain. District

Like (266) 21



Waterfront Outdoor Ampitheater

Like (217) 23



Free Wifi Downtown

Like (214) 7



Pedestrian Mall

Like (207) 7



Fine Arts / Performing Arts Center and...

Like (201) 10



Indoor/Outdoor Food Hall

Like (190) 5



Concert Venue

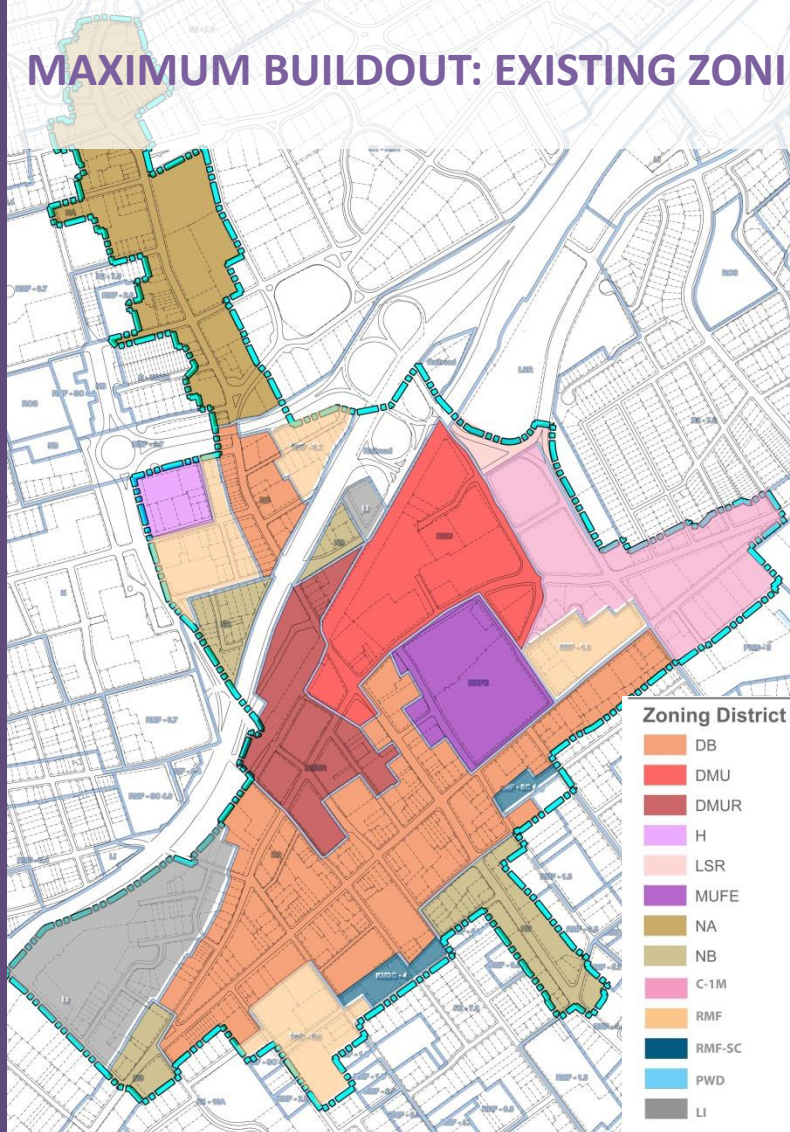
Like (189) 14



Bike Lanes

Like (188) 19

MAXIMUM BUILDOUT: EXISTING ZONING



| Zone | Total Lot SF | Permitted Net SF | With Bonuses |
|--------------|--------------|------------------|--------------|
| C - 1M | 949,989 | 533,903 | 533,903 |
| DB | 2,077,973 | 2,615,830 | 4,654,694 |
| DMU | 951,122 | 2,397,071 | 3,462,394 |
| DMUR | 641,198 | 2,160,838 | 3,794,012 |
| H | 126,959 | 205,125 | 205,125 |
| I | 504 | 543 | 543 |
| LI | 762,820 | 410,826 | 410,810 |
| LSR | 461,817 | 236,491 | 236,491 |
| MUFE | 489,468 | 948,950 | 908,822 |
| NA | 1,147,621 | 1,062,398 | 1,062,398 |
| NB | 618,289 | 166,804 | 254,320 |
| PWD - 3 | 126,361 | 68,053 | 68,053 |
| PWD - 5 | 702,517 | 378,348 | 378,348 |
| PWDE - 5 | 44,823 | 24,140 | 24,140 |
| R - URTH | 142 | 21 | 21 |
| R1 - 10A | 67 | 14 | 14 |
| R1 - HIST | 626 | 132 | 132 |
| R2 - 7.0 | 1,983 | 528 | 528 |
| RMF - 0.4 | 297,598 | 78,812 | 78,812 |
| RMF - 0.5 | 297,349 | 78,764 | 78,764 |
| RMF - 0.7 | 362,224 | 132,309 | 117,227 |
| RMF - 1.3 | 197,742 | 142,516 | 142,488 |
| RMF - 2.0 | 14 | 15 | 15 |
| RMF - SC 4.0 | 44,756 | 74,416 | 74,416 |
| RMSC - 4 | 82,097 | 124,346 | 63,756 |
| ROS | 507 | 14 | 14 |

11,841,206 **16,550,240**

What has inhibited New Rochelle's Development?

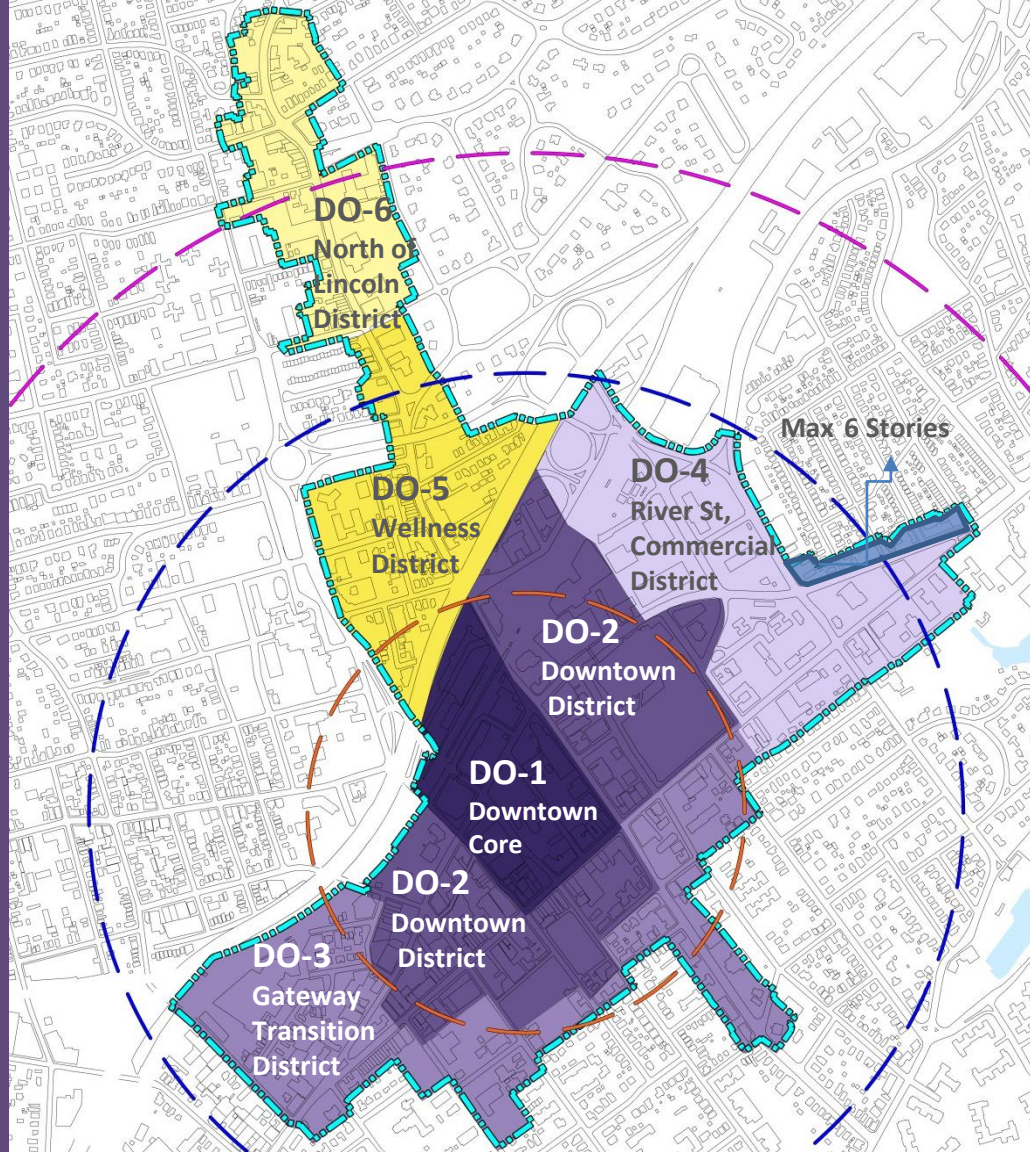
Existing Challenges to Downtown Development

- Existing development process is fraught with risk
- Investors seek a streamlined & predictable path to development

Solution? Create:

- New Downtown Overlay Zone
- Complementary Placemaking
- Economic Development Agenda

DOWNTOWN OVERLAY ZONE (DOZ): CREATING A 21ST CENTURY DOWNTOWN



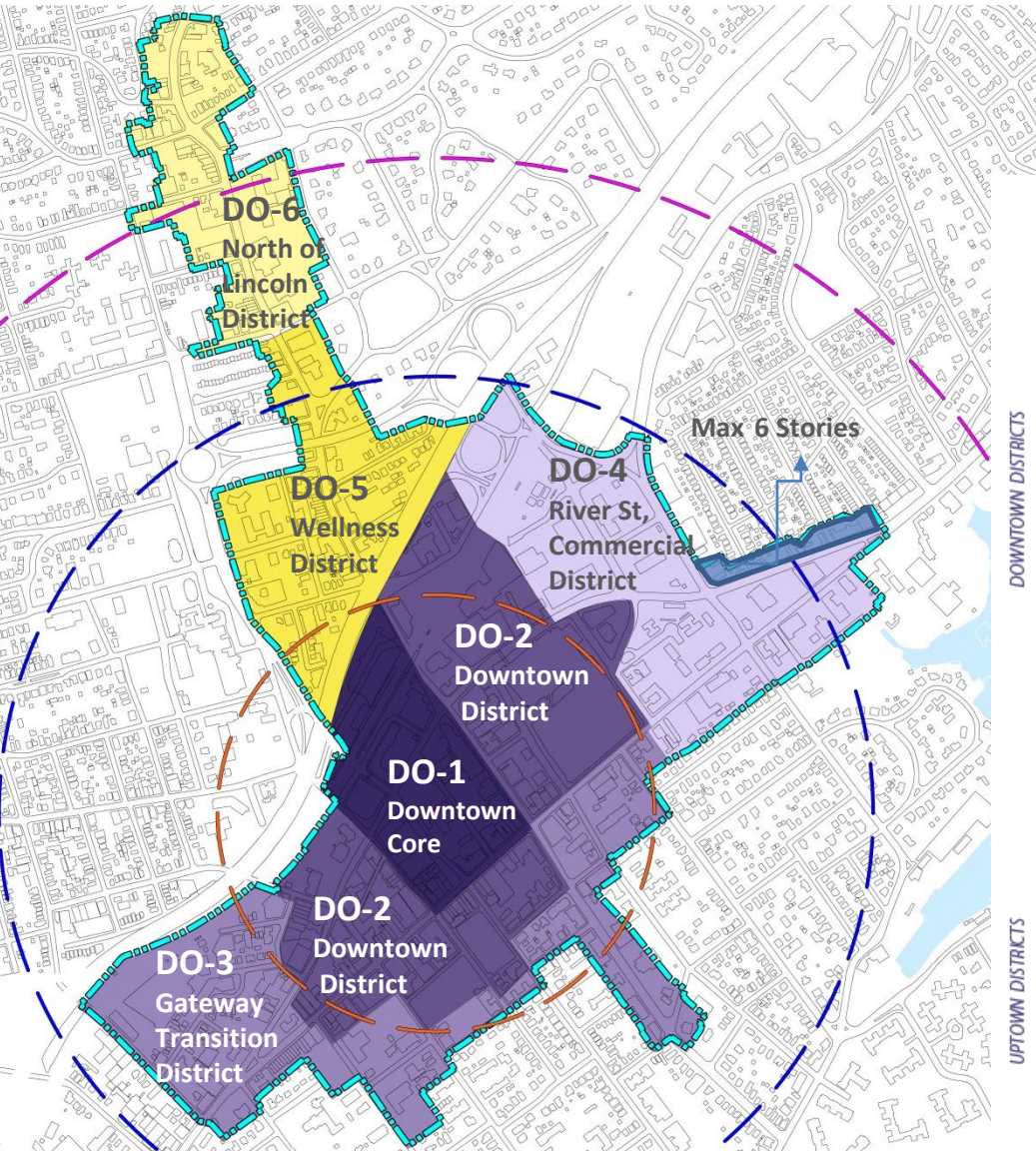
- **OPTIONAL CODE** with underlying zoning in place
- **DENSITY ALLOCATION AND USES** per District
- **STREETWALL & STOREFRONTS** requirements
- **MINIMUM LOT SIZE** requirements
- **MINIMUM & MAXIMUM HEIGHTS PER DISTRICT**
- **PROVIDE COMMUNITY BENEFITS** through community benefit bonuses
- **AS-OF-RIGHT DEVELOPMENT**

DISTRICT CHARACTERISTICS

DOMINANT CHARACTERISTICS

DENSITY

DOWNTOWN OVERLAY ZONE – PROPOSED DSITRICTS

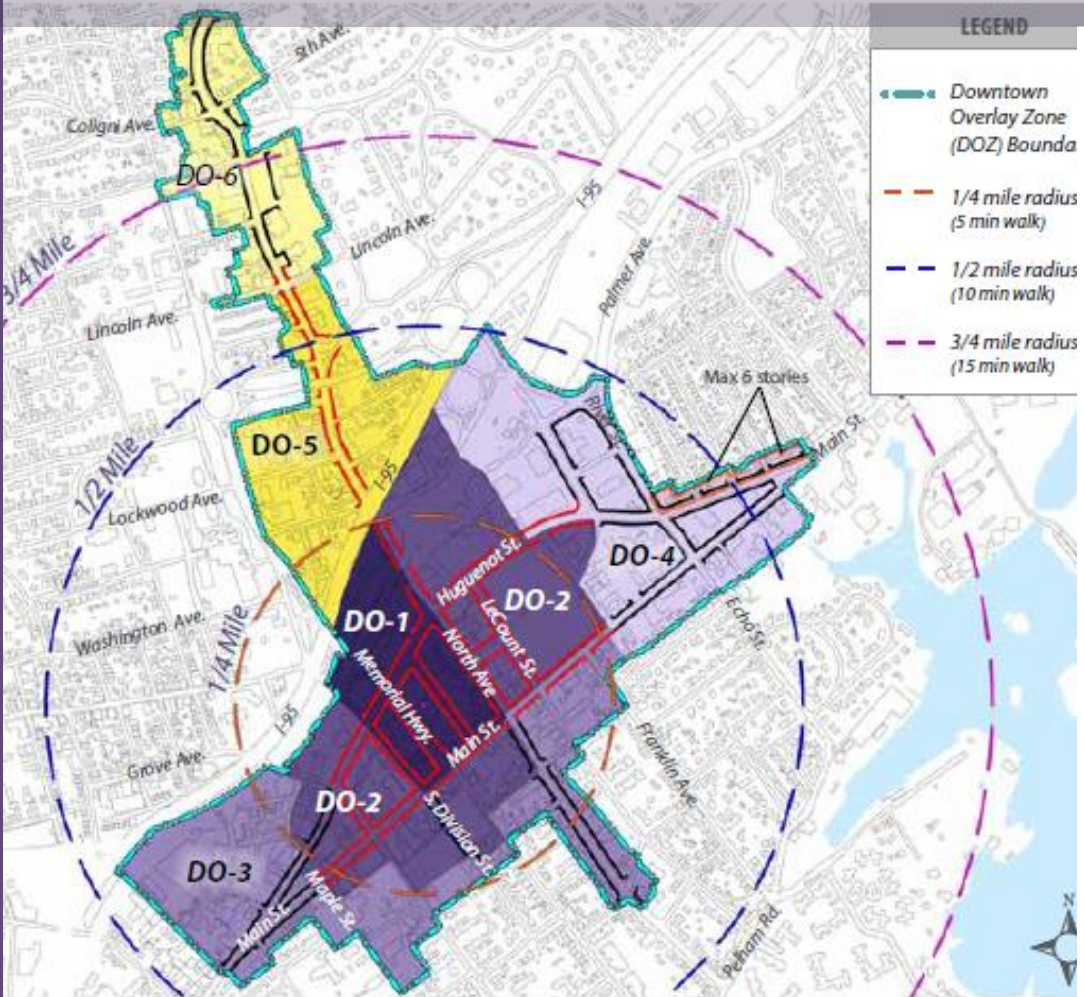


DOWNTOWN DISTRICTS

UPTOWN DISTRICTS

| DISTRICT CHARACTERISTICS | | DOMINANT CHARACTERISTICS | DENSITY |
|---|--|--|--------------|
| Downtown Core District (DoCo) DO-1 | | High-rise; Full mix of uses | High |
| Downtown District DO-2 | | High-rise; Full mix of uses | Medium-High |
| Gateway Transition District DO-3 | | Low- to Mid-rise; Residential and local retail | Medium – low |
| River Street Commercial District DO-4 | | Low- to Mid-rise; retail, office | Medium – low |
| Wellness District DO-5 | | Low- to Mid-rise; Medical office | Medium – low |
| North of Lincoln District (NoLI) DO-6 | | Low- to Mid-rise; Residential and local retail | low |

PROPOSED DEVELOPMENT PROGRAM



DOWNTOWN DISTRICTS

UPTOWN DISTRICTS

| | TOTAL PROGRAM (SF) | 10,725,000 |
|--|--|------------|
| TOTAL RESIDENTIAL (SF) | 4,780,000 | |
| TOTAL RESIDENTIAL (UNITS) | 5,500 | |
| TOTAL RETAIL (SF) | 1,005,000 | |
| TOTAL OFFICE (SF) | 1,500,000 | |
| TOTAL OTHER COMMERCIAL/INSTITUTIONAL/CULTURAL (SF) | 3,440,000 | |
| DOWNTOWN DISTRICTS | | |
| Downtown Core District (DOCo) | | |
| DO-1 | RESIDENTIAL (SF) | 1,209,000 |
| | RESIDENTIAL (UNITS) | 1,500 |
| | RETAIL (SF) | 200,000 |
| | OFFICE (SF) | 250,000 |
| | OTHER COMMERCIAL/INSTITUTIONAL/CULTURAL (SF) | 395,000 |
| Downtown District | | |
| DO-2 | RESIDENTIAL (SF) | 2,560,000 |
| | RESIDENTIAL (UNITS) | 2,900 |
| | RETAIL (SF) | 360,000 |
| | OFFICE (SF) | 475,000 |
| | OTHER COMMERCIAL/INSTITUTIONAL/CULTURAL (SF) | 887,000 |
| Gateway Transition District | | |
| DO-3 | RESIDENTIAL (SF) | 511,000 |
| | RESIDENTIAL (UNITS) | 550 |
| | RETAIL (SF) | 30,000 |
| | OFFICE (SF) | 200,000 |
| | OTHER COMMERCIAL/INSTITUTIONAL/CULTURAL (SF) | 835,500 |
| River Street Commercial District | | |
| DO-4 | RESIDENTIAL (SF) | 174,000 |
| | RESIDENTIAL (UNITS) | 200 |
| | RETAIL (SF) | 370,000 |
| | OFFICE (SF) | 325,000 |
| | OTHER COMMERCIAL/INSTITUTIONAL/CULTURAL (SF) | 437,500 |
| Wellness District | | |
| DO-5 | RESIDENTIAL (SF) | 236,000 |
| | RESIDENTIAL (UNITS) | 250 |
| | RETAIL (SF) | 40,000 |
| | OFFICE (SF) | 200,000 |
| | OTHER COMMERCIAL/INSTITUTIONAL/CULTURAL (SF) | 672,000 |
| North of Lincoln District (NoLI) | | |
| DO-6 | RESIDENTIAL (SF) | 90,000 |
| | RESIDENTIAL (UNITS) | 100 |
| | RETAIL (SF) | 5,000 |
| | OFFICE (SF) | 50,000 |
| | OTHER COMMERCIAL/INSTITUTIONAL/CULTURAL (SF) | 213,000 |

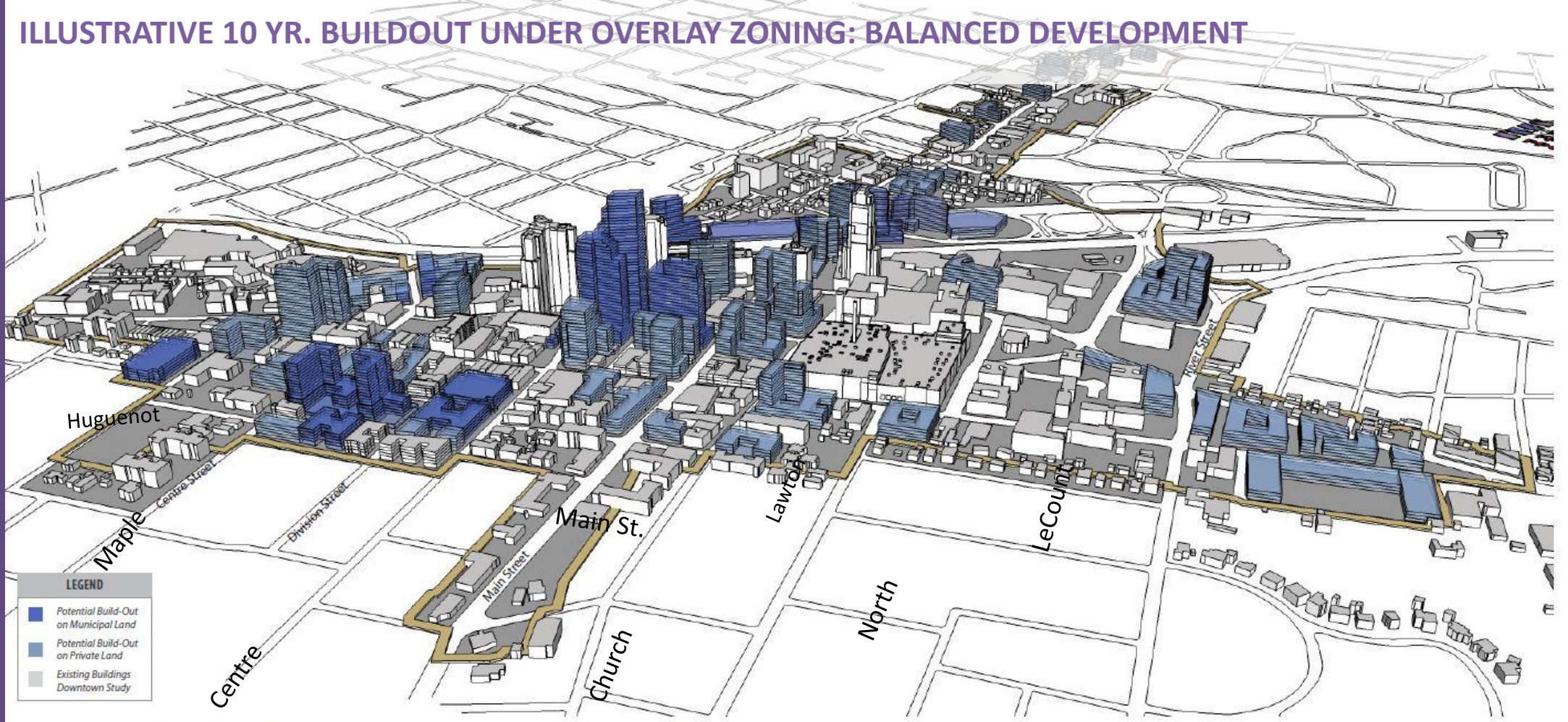
REASONABLE DEVELOPMENT SCENARIO PROGRAM



- REVITALIZATION STRATEGIES**
- Enhance New Rochelle skyline with tall and architecturally significant buildings
 - Promote Lawton Street as a regional shopping destination
 - Create a vibrant Train Station as the Gateway to New Rochelle
 - Enhance multi-modal transportation & parking options at the Transit Center to enhance access to New York City and other regional centers
 - Activate Ruby Dee Park with active commercial & civic uses
 - Promote & expand Main St. & North Avenue for boutique retail
- Promote Main St. & North Ave. retail to include more national retailers
 - Activate Anderson Street plaza with civic space & retail event space.
 - Incentivize new investment in New Roc City to improve street level retail activity.
 - Pursue medical office & bioscience at the Garden Street Innovation Triangle.
 - Convert one-way portions of Main and Huguenot Streets to two-way.
 - Celebrate the Arts in the West End.
- Encourage redevelopment of larger industrial blocks into artisan production / mixed-use buildings to employ local craftspeople.
 - Enhance the existing western gateway by placing buildings adjacent to and surrounding the main & Huguenot Triangle civic plaza.
 - Convert Main & Huguenot streets from one-way to two-way traffic
 - Build a Green Parking Facility at the Maple Ave Lot
 - Promote expansion of education & employment anchors
- Encourage multi story commercial uses along Cedar and River Streets to build upon superb access to I-95 and the regional customer base.
 - Encourage retail, service and restaurant uses near Echo Bay waterfront
 - Encourage educational & institutional uses including student living.
 - Encourage office, medical office and research & development uses
 - Encourage indoor recreation & fitness uses.
 - Limit building height north of Huguenot St. to respect neighborhood character.
- Create a medical and health care services district while promoting connectivity to Montefiore Hospital and nearby transit service.
 - Encourage roadway reconfigurations to improve traffic flow and add on-street parking on North Avenue & shift traffic to Memorial Boulevard.
 - Encourage multifamily residences near transit, downtown and Montefiore
 - Promote additional pedestrian ways connecting this district to the Downtown
 - Promote downtown circulator transit investments
- Encourage restaurant, retail & incubator office to complement civic anchor uses
 - Maximize evening use of large existing public parking lots.
 - Promote downtown circulator transit investments to connect to the Downtown.
 - Encourage redevelopment of surface parking lots and underutilized sites for commercial uses.
 - Incentivize adaptive reuse of aging buildings.

ILLUSTRATIVE 10 YR. BUILDOUT UNDER OVERLAY ZONING: BALANCED DEVELOPMENT

PROJECTED 10 YEAR DEVELOPMENT SCENARIO B



LEGEND

- Potential Build-Out on Municipal Land
- Potential Build-Out on Private Land
- Existing Buildings Downtown Study

This illustration depicts the proposed Development Build Out Scenario to be studied for the Generic Environmental Impact Statement. It represents 10,725,000 GSF of development within the +/- 300 acre Downtown Overlay Zone Study Area. This development model represents a projected ten-year build-out of the market opportunity in downtown New Rochelle. However, the final location of proposed development will be guided by the decisions of individual property owners.



Traffic Calming:

- Two way streets: Main, Huguenot, Division

Connectivity:

- Create pedestrian-friendly corridors with uniform design, using zoning bonus and TDRs
- Train Station to Prospect Lot
- Division through New Roc
- I-95 Pedestrian Bridge

Street Activation:

- Podium, streetwall and glazing requirements

Upgraded Open Space:

- Library Green: Improve lay-out (while preserving safety); issue RFP for kiosk; expand programming beyond Farmer's Market
- Memorial/Main Plaza: Issue RFP for kiosk
- Other:
- Install cost-effective seating (e.g., Andersen St.)
- Provide zoning bonus for privately-owned public spaces (including vest pocket and rooftop space)



CONNECTIVITY- ILLUSTRATION OF PEDESTRIAN FRIENDLY CENTER

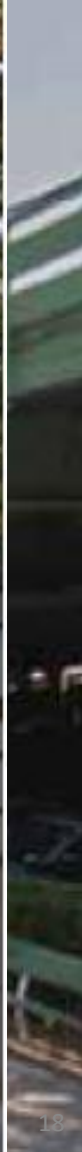












RECOMMENDED ACTION PLAN

