



FEASIBILITY STUDIES FOR THE TOP DOWNTOWN IDEAS



Downtown Cultural Retail & Entertainment District

Waterfront Outdoor Amphitheater

Pedestrian Mall

Walkable Downtown

Bike Lanes

Shuttle Service

Indoor/Outdoor Food Hall

Concert Venue

Bookstore/Cafe

Rooftop Bar/Restaurant

Free Wifi Downtown

Fine Arts/ Performing Arts Center & Children's Museum

Improved Homeless Shelter

Next Gen Library

Restore & Repurpose Armory as a Community Asset

New Rochelle Nights

Food Truck/ Taste Festival

Community Benefits Agreement for Equitable Development

Crowdsourced Placemaking (CSPM) Ideas Campaign

NR Future has worked with residents to identify the most popular Triple-Bottom-Line compliant ideas through in person outreach and online social media. On page 3 are the most popular of the 82 community chosen ideas. Each of the following has received 200 or more "likes" indicating support from fellow community members. Several of these are now being considered or implemented in the revitalization plan. The Top 18 Ideas have qualified for Feasibility Studies provide on page 6 to 21.

NR Future members post their ideas based on adherence to the triple-bottom-line, being socially, economically & environmentally responsible.



"LIKED" IDEAS

ANY Ideas
in each of these categories)

CULTURE/SCENE
PUBLIC PLACES
MOBILITY
POLICIES

THAT REACH **300** LIKES

NEW BUSINESSES
EVENTS
COMMUNITY SERVICES

THAT REACH **200** LIKES

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by **July 15**

receive a feasibility analysis and inclusion in the **Action Plan** for investment

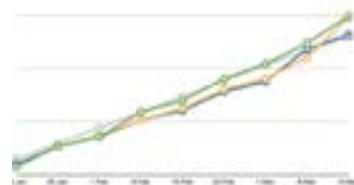
During the spring and early summer of 2015, NR Future community members participated in an Ideas Campaign that concluded on July 15, 2015. The results of this Campaign are published in this document.

CROWDSOURCED PLACEMAKING PROCESS

1. Seed Inspiring Ideas



2. Identify Top Ideas



3. Analyze Feasibility of Top Ideas



Feasibility Studies Published

4. Implement the Ideas



Analyze Feasibility of Top Ideas

The Completed Feasibility Studies for the Top Ideas for Downtown are provided on pages 6 to 21 to demonstrate how they can be economically, socially and environmentally feasible.



Implement the Ideas

An implementation team will be recommended with supporters from both the public and private sectors. See page 21 for a list of recommended implementation team members for each Top Idea.



Feasibility Studies earned by the NR Future community

The Recommended Action Plan ideas campaign is over and what fantastic results! The Top Ideas have received feasibility studies to determine which ideas are feasible and to identify strategies for getting these ideas implemented. We are excited to have achieved a general sense of the community's priorities and we are looking forward to leveraging this community involvement to help build coalitions of support around the Top Ideas. The Top Ideas for Public Places, Culture, Mobility, New Businesses, Community Services, Events and Innovative Policies are shown below. See nrfuture.com/feasibility for more info and links to all the ideas.

Likes by the NR Future community through 7/15/2015

PUBLIC PLACES

Downtown Cultural Retail & Entertainment District	340 Likes
Waterfront Outdoor Amphitheater	278 Likes
Pedestrian Mall	276 Likes

CULTURE

Walkable Downtown	200 Likes
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MOBILITY

Bike Lanes	232 Likes
Shuttle Service	200 Likes

NEW BUSINESSES

Indoor/Outdoor Food Hall	240 Likes
Concert Venue	235 Likes
Bookstore/Cafe	234 Likes
Rooftop Bar/Restaurant	224 Likes

COMMUNITY SERVICES

Free Wifi Downtown	279 Likes
Fine Arts/ Performing Arts Center & Children's Museum	253 Likes
Improved Homeless Shelter	241 Likes
Next Gen Library	207 Likes
Restore & Repurpose Armory as a Community Asset	206 Likes

EVENTS

New Rochelle Nights	213 Likes
Food Truck/ Taste Festival	205 Likes

INNOVATIVE POLICIES

Community Benefit Agreement for Equitable Development	367 Likes
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Top Ideas for Downtown

The New Rochelle community has been posting ideas through images and descriptions that inspire the desired future vision of the community. These top ideas are those that received at least 200 Likes from the New Rochelle community.



COMMUNITY BENEFITS AGREEMENT
 Like (367)



DOWNTOWN CULTURAL RETAIL ENTERTAINMENT DISTRICT
 Like (340)



FREE WIFI DOWNTOWN
 Like (279)



WATERFRONT OUTDOOR AMPHITHEATER
 Like (278)



PEDESTRIAN MALL
 Like (276)



FINE ARTS/PERFORMING ARTS CENTER AND CHILDREN'S MUSEUM
 Like (253)



IMPROVED HOMELESS SHELTER
 Like (241)



INDOOR/OUTDOOR FOOD HALL
 Like (240)



CONCERT VENUE
 Like (235)



BOOKSTORE / CAFE
 Like (234)



BIKE LANES
 Like (232)



ROOF TOP BAR / RESTAURANT
 Like (224)



NEW ROCHELLE NIGHTS
 Like (213)



NEXT GEN LIBRARY
 Like (207)



RESTORE & RE-PURPOSE ARMORY
 Like (206)



FOOD TRUCK/TASTE FESTIVAL
 Like (205)



WALKABLE DOWNTOWN
 Like (200)



SHUTTLE SERVICE
 Like (200)

Downtown Cultural Retail & Entertainment District

What the NR Future members support:

"A pedestrian and bike friendly shopping district featuring stores and restaurants unique to New Rochelle as well as some well-known chain retailers, becoming an energetic hub for arts, culture, dining and shopping. New Rochelle's Downtown and East End neighborhoods are uniquely positioned to become the "jewels" in the crown of the Queen City of the Sound. The need for dynamic, visionary change is apparent as is residents' desire to create a contiguous walkable, livable experience in this area. Attracting new, unique and culturally diverse businesses to the downtown is a key step in the transformation process."

This top idea captures the essence of the City's vision for Downtown New Rochelle, as presented in the Recommended Action Plan on page 146, "A viable downtown requires a critical mass of population at night and during the day to patronize shops and restaurants. The Downtown District provides the greatest opportunity for the most significant mix of uses, enhancing the downtown ecosystem."

The City of New Rochelle completed an "Ideally Yours" marketing & branding campaign to attract these types of businesses and cultural arts destinations. In the Market Opportunities chapter of the Downtown New Rochelle Recommended Action Plan the commercial market analysis concludes that there is market demand to support 741,500 s.f. of retail and 79,600 s.f. of restaurants.

The proposed Downtown Overlay zoning permits and incentivizes the mix of uses in the downtown, including cultural arts or entertainment uses. The Community Benefit Bonuses identified within the Downtown Overlay Zoning will, over time, create additional funds to support cultural arts uses and facilities in the downtown.

STEPS TOWARDS IMPLEMENTATION OF THIS IDEA	
Recommended by the Action Plan	✓
Permitted/ Incentivized in Downtown Overlay Zoning	✓

Feasible

340
👍 Likes



Triple Bottom Line Feasibility

The idea is economically beneficial through establishing the downtown as a regional shopping and entertainment destination; socially beneficial in providing a place for public events and programming at no cost while emphasizing local culture and talent; and environmentally beneficial in encouraging walking and biking.

Waterfront Outdoor Amphitheater

What the NR Future members support:

"While the downtown area has so much potential, let's not ignore what can be done with the waterfront. Imagine an outdoor amphitheater which could play host to both free events such as concerts, plays and children's theater and become a "Sound Shore" destination for music groups and performers such as those you might see at Jones Beach Theater or smaller venues in New York City. Additionally, the site could be a premier location for the New Rochelle Opera and with the help of creative-minded citizens and public officials, could be home to our very own annual "Jazz on the Sound" jazz festival."

Waterfront Outdoor Theater possible locations are outside of the Downtown Overlay District Boundary and therefore, the waterfront features have not been studied.

However, a waterfront outdoor amphitheater has been recommended in the Columbia University Alternative Futures for New Rochelle Study in locations outside of the Downtown area.

In addition, the New Rochelle Council on the Arts has already begun renovation of the Hudson Park Band Shell using a \$100,000 gift to purchase state of the art sound equipment, enhance park lighting, add secure restroom facilities and expand programming, so that some of the desired outcomes for this proposal (the creation of a venue for free concerts, a destination for music groups and performers, a location for New Rochelle Opera) have already been achieved.

Feasibility requires further research

278
Likes



Triple Bottom Line Feasibility

The idea is economically beneficial through establishing a public place that becomes a unique placemaking destination for the region; socially beneficial in providing a place for community-wide events and programming; and environmentally beneficial by providing open space in a location that emphasizes appreciation of nature.

Pedestrian Mall

What the NR Future members support:

“This would be in the heart of downtown and be a public space surrounded with outdoor tabled eateries and concessions. It could be an enhancement of the library green or replace an existing structure or parking facility. The stores adjacent to it would benefit from the increased foot traffic we so sorely need.”

The Recommended Action Plan has identified a key pedestrian corridor that could be built as a "pedestrian mall" in the downtown on pages 150-1, 162-3, 167 and 222 providing East-West mid-block connections between Centre Ave to the west and Harrison Street at the east.

To incentivize the creation of new pedestrian ways flanked by active frontages such as storefronts and arcades, the Downtown Overlay Zone (DOZ) provides incentives (and on certain sites, requirements) for the construction of new pedestrian ways linking civic spaces, retail shopping, dining and cultural destinations in the downtown. This Pedestrian Mall can be built in phases by those who choose to redevelop under the proposed DOZ and seek density bonuses for additional building height beyond the permitted height by right.

STEPS TOWARDS IMPLEMENTATION OF THIS IDEA	
Recommended by the Action Plan	✓
Permitted/ Incentivized in Downtown Overlay Zoning	✓

Feasible

276
 Likes



Triple Bottom Line Feasibility

The idea is economically beneficial through establishing an iconic place that becomes a unique placemaking destination for the region; socially beneficial in providing a place for community-wide events and programming; and environmentally beneficial by reducing carbon emissions through encouraging walking and biking.

Walkable Downtown

What the NR Future members support:

"A community with a walkable culture is a desirable place to live, work, learn, worship and play. Their desirability comes from two factors. First, goods (such as housing, offices, and retail) and services (such as transportation, schools, libraries) are located within an easy and safe walk. Second, walkable communities make pedestrian activity possible, thus expanding transportation options, and creating a streetscape for a range of users – pedestrians, bicyclists, transit riders, and drivers. To foster walkability, communities must mix land uses and build compactly, as well as ensure safe and inviting pedestrian corridors."

A walkable downtown is predominantly identified as a priority throughout the Recommended Action Plan:

- Placemaking Starts with Walkability, pg 116
- Benefits of Walkable Downtowns, pg 117
- Focusing Density within Walkable Centers, pg 118-121
- Encouraging Pedestrian Connectivity, pg 138-139
- Promote Active Pedestrian-Friendly Streets & Storefronts, pg 204-205
- Promoting Pedestrian Connectivity, pg 210-211

Mixed-use, conversion from one-way to two-way streets, more visible pedestrian crosswalks, wider sidewalks and improved pedestrian amenities are examples of key recommended investments. The Downtown Overlay Zone requires all new development to create improved pedestrian environments, called public frontages. Many of the streets also require storefronts and/or frequent entryways to promote a pedestrian and retail environment.

STEPS TOWARDS IMPLEMENTATION OF THIS IDEA	
Recommended by the Action Plan	✓
Permitted/ Incentivized in Downtown Overlay Zoning	✓

Feasible

200
 Likes



Triple Bottom Line Feasibility

The idea is economically beneficial through establishing an increasingly popular pedestrian-oriented culture that becomes a unique placemaking destination for the region; socially beneficial in providing a place for community-wide events and programming; and environmentally beneficial by reducing carbon emissions through encouraging walking and biking.

Bike Lanes

What the NR Future members support:

"I would like to see New Rochelle embrace a bike culture where bike riders feel safe on the city streets of New Rochelle, achieved by adding bike lanes as in San Francisco, CA and Boulder, CO."

Bike Lanes are feasible along key locations if the City, State and County prioritizes resources to support roadway restriping and widening. The Transportation & Mobility Plan prepared by Nelson & Nygaard for the City identifies a series of corridors that could be reconfigured to better support bikability in downtown New Rochelle and its adjoining neighborhoods. These corridors should be prioritized by the City and the cycling community to determine their designation in capital funding plans for City, County and State improvements for both dedicated and shared bike lanes.

Figure 26 Proposed bike routes



Feasible

232
Likes



Triple Bottom Line Feasibility

The idea is economically beneficial through reduced infrastructure costs (less expensive than car and mass transit infrastructure); socially beneficial in providing a place for community-wide events and programming; and environmentally beneficial by reducing carbon emissions through encouraging biking.

STEPS TOWARDS IMPLEMENTATION OF THIS IDEA	
Recommended by the Action Plan	✓
Permitted/ Incentivized in Downtown Overlay Zoning	✓

Shuttle Service

What the NR Future members support:

“A jitney or shuttle service to the train station like in Westchester, tying the residential areas, the trendy areas and the city centers together, including the colleges.”

The Recommended Action Plan has determined that shuttle service is feasible, improving connectivity, multimodal accessibility, transit access and pedestrian and bicycle friendliness. The plan recommends the creation of a circulator shuttle loop connecting downtown to major institutions - see Traffic Circulation & Gateways to the City's Downtown on page 85 of the Recommended Action Plan. The shuttle idea is also mentioned in the North of Lincoln District (NoLi) section on page 174, Form-Based Codes on page 196, Parking Management on page 202 and Energy on page 213.



Feasible

200
Likes



Triple Bottom Line Feasibility

The idea is economically beneficial through reduced infrastructure costs (less expensive per capita than car and mass transit infrastructure); socially beneficial in providing potential access to targeted populations and providing more mobility options for people; and environmentally beneficial by reducing carbon emissions through encouraging shared mobility.

STEPS TOWARDS IMPLEMENTATION OF THIS IDEA	
Recommended by the Action Plan	✓
Permitted/ Incentivized in Downtown Overlay Zoning	✓

Indoor/Outdoor Food Hall

What the NR Future members support:

"A wide selection of food and drink vendors set up at kiosks. Local restaurateurs and vendors (e.g., breweries, dairy, etc.) should be featured. This could be a great way for businesses elsewhere in Westchester and the region to create a New Rochelle outpost. While most kiosks would be dedicated to on-site consumption, there could also be stalls available for other food-related businesses (e.g., cheese, candy, wine, etc.)."

An Indoor/Outdoor Food Hall would be an ideal attraction in the downtown, as identified in the Recommended Action Plan: Activating the Core, on page 126. "Any great place itself needs to offer at least 10 things to do or 10 reasons to be there. These could include a place to sit, playgrounds to enjoy, art to touch, music to hear, food to eat, history to experience, and people to meet. Ideally, some of these activities are unique to that particular spot and are interesting enough to keep people coming back. The local folks who use the space most regularly are the best source of ideas for what uses will work best."

Once an interested proprietor is identified, if that entrepreneur is willing, NR Future will work with them to do further feasibility analyses, involve the community in helping shape and possibly even crowdfund a business that is connected to the community, provides what a core customer base is looking for, and ensures financial success. The same idea-driven methodology utilized by NR Future to identify what is most desired can be applied to this business idea.

Feasible

240
Likes



Triple Bottom Line Feasibility

The idea is economically beneficial through providing a regional destination attracting a regional customer base; socially beneficial in providing greater opportunity for local businesses to collaboratively market and sell their items; and environmentally beneficial by emphasizing local food and being centrally located, thus accessible through walking and biking, which reduces carbon emissions.

STEPS TOWARDS IMPLEMENTATION OF THIS IDEA	
Complementary to Recommendations in Action Plan	✓
Interested proprietor identified (at which time further analysis/support will be offered to proprietor)	

Concert Venue

What the NR Future members support:

“Like the Tarrytown Music Hall, and the Capital Theatre in Port Chester, it would be great to see a landmark historic building restored into a thriving downtown concert venue.”

A Concert Venue would be highly desirable and feasible with public funding and/or an interested proprietor, in the Downtown West neighborhood, as outlined on page 158 in the Recommended Action Plan:

"Go West to find the galleries, artists, performing arts and off-beat shopping and living in Downtown. This district celebrates its historical gems, funky vibe and connections to the arts communities in New Rochelle. Here you will find unique ethnic restaurants and storefronts celebrating the cultures and colors of this vibrant City. To promote the performing arts in the Downtown, the New Rochelle arts community should explore the buildings previously used for theaters and performing arts to create additional venues."

This idea should be included as one of the first Community Benefit Bonuses available to those developing in the Downtown Overlay Zone thereby creating fees and/or new facilities according to the list of Community Benefit Bonuses. This could be combined with the Fine Arts / Performing Arts Center idea to make it more commercially viable, have a larger number of events to support the venue.

Feasible

235
👍 Likes



Triple Bottom Line Feasibility

The idea is economically beneficial through providing a regional destination attracting a regional population of customers; socially beneficial in providing a community-wide venue for shared participation; and environmentally beneficial by being centrally located where people can access it through walking and biking, which reduces carbon emissions.

STEPS TOWARDS IMPLEMENTATION OF THIS IDEA	
Complementary to Recommendations in Action Plan	✓
Interested proprietor identified (at which time further analysis/support will be offered to proprietor)	

Bookstore/Cafe

What the NR Future members support:

"The heart and soul of a people is their creativity contained in books. Examples of successful independent bookstores are: "Busboys and Poets" in DC"

A bookstore/cafe/coffeehouse is identified as a desirable destination in the Recommended Action Plan, in the Downtown West neighborhood, as outline on page 158:

"This district seeks to create a home and a destination for those who love the arts and want to be in a place where creative types can hang out together. This is where you can discover a new artist, hang out at your favorite coffee house and go to a poetry reading. This is the place offering urban living with great access to downtown parks, transit and workspaces."

Once an interested proprietor is identified, if that entrepreneur is willing, NR Future will work with them to do further feasibility analyses and involve the community in helping shape and possibly even crowdfund a business that is connected to the community, provides what a core customer base is looking for, and ensures financial success. The same idea-driven methodology utilized by NR Future to identify what is most desired can be applied to this business idea.

STEPS TOWARDS IMPLEMENTATION OF THIS IDEA	
Complementary to Recommendations in Action Plan	✓
Interested proprietor identified (at which time further analysis/support will be offered to proprietor)	

Feasible

234
Likes



Triple Bottom Line Feasibility

The idea is economically beneficial through supporting a local business for books, dining and entertainment; socially beneficial in providing a 'third place' gathering place and literary resource for socializing and education; and environmentally beneficial by being centrally located where people can access it through walking and biking, which reduces carbon emissions..

Rooftop Bar/Restaurant

What the NR Future members support:

"This could be open on top of a hotel. It would be nice to use it all year round (cold and hot weather), by adding heaters or an enclosed glass windows."

A Rooftop restaurant/bar is allowed and encouraged in the Downtown Overlay Zone.

Rooftop Bar/Restaurant would be a desired attraction in the downtown, as identified in the Recommended Action Plan: Activating the Core, on page 126. "Any great place itself needs to offer at least 10 things to do or 10 reasons to be there. These could include a place to sit, playgrounds to enjoy, art to touch, music to hear, food to eat, history to experience, and people to meet. Ideally, some of these activities are unique to that particular spot and are interesting enough to keep people coming back." A unique rooftop bar/restaurant could potentially become a regional destination.

Once an interested proprietor is identified, if that entrepreneur is willing, NR Future will work with them to do further feasibility analyses and involve the community in helping shape and possibly even crowdfund a business that is connected to the community, provides what a core customer base is looking for, and ensures financial success. The same idea-driven methodology utilized by NR Future to identify what is most desired can be applied to this business idea.

STEPS TOWARDS IMPLEMENTATION OF THIS IDEA	
Complementary to Recommendations in Action Plan	✓
Interested proprietor identified (at which time further analysis/support will be offered to proprietor)	

Feasible

224
👍 Likes



Triple Bottom Line Feasibility

The idea is economically beneficial through supporting a local dining/entertainment business and providing a unique destination to attract regional customers; socially beneficial in providing a social 'third place' gathering spot for socializing and events; and environmentally beneficial by being centrally located where people can access it through walking and biking, which reduces carbon emissions.

Free Wi-fi Downtown

What the NR Future members support:

"This to me is a no brainer...I wonder if others will agree. I think New Rochelle would see an economical development benefit. I think it would increase the time people spend in the downtown area. It would help residents and businesses in the area."

The construction of downtown wi-fi networks is a significant part of their lifetime costs. Usually, a private firm works closely with local government to build and maintain the network, with financing shared by both the private firm and the municipal government.

This idea could be included as one of the Community Benefit Bonuses available to those developing in the Downtown Overlay Zone thereby creating fees and/or new facilities according to the list of Community Benefit Bonuses.

STEPS TOWARDS IMPLEMENTATION OF THIS IDEA	
Complementary to recommendations in Action Plan	✓
Potential for Public/Community Benefit funding	✓

Funding Required

279
Likes



Triple Bottom Line Feasibility

The idea is economically beneficial through providing internet access to mobile workers and providing a draw for downtown visitors; socially beneficial in providing internet access to all in the downtown; and environmentally beneficial by encouraging people to spend more time in the downtown, where pedestrian and walking are prioritized, which reduces carbon emissions.

Fine Arts / Performing Arts Center & Children’s Museum

What the NR Future members support:

“To become premier destination for the arts in Westchester. The installation of a fine art / performing arts center and children’s museum could be the Queen city’s “jewel in the crown”.

A Fine Arts / Performing Arts Center & Children's Museum would be highly desirable and feasible with public funding, in the Downtown West neighborhood, as outlined on page 158 in the Recommended Action Plan:

"Go West to find the galleries, artists, performing arts and off-beat shopping and living in Downtown. This district celebrates its historical gems, funky vibe and connections to the arts communities in New Rochelle. Here you will find unique ethnic restaurants and storefronts celebrating the cultures and colors of this vibrant City. To promote the performing arts in the Downtown, the New Rochelle arts community should explore the buildings previously used for theaters and performing arts to create additional venues.

Incentivize performing and visual arts, art galleries, artist studios, and artist residences to create a hub for the arts in New Rochelle."

This idea should be included as one of the first Community Benefit Bonuses available to those developing in the Downtown Overlay Zone thereby creating fees and/or new facilities according to the list of Community Benefit Bonuses. This could be combined with the Concert Venue idea to make it more commercially viable, have a larger number of events to support the venue.

Funding Required

253
Likes



Triple Bottom Line Feasibility

The idea is economically beneficial through establishing a regional attraction to draw a regional base of customers; socially beneficial in providing creative opportunities of expression for artists and children; and environmentally beneficial by being centrally located where people can access it through walking and biking, which reduces carbon emissions.

STEPS TOWARDS IMPLEMENTATION OF THIS IDEA	
Complementary to recommendations in Action Plan	✓
Potential for Public/Community Benefit funding	✓

Improved Homeless Shelter

What the NR Future members support:

“A center to assist, educate, and empower the homeless. Providing shelter and a place to sleep is not enough, it must include training/ internship, medical and social services”

The New Rochelle OASIS Shelter has been servicing the New Rochelle Community since 1987. Today, the New Rochelle OASIS Shelter services between 55 and 70 individuals each night, who find themselves without anywhere to sleep or be protected from the elements.

Because of budgetary constraints the shelter struggles to maintain the facility and continue providing the services needed to assist the homeless. At present the shelter has several issues that need to be addressed immediately, including:

1. Repairing and re-tiling the floors.
2. Repairing and painting the walls and ceiling.
3. Repairing and replacing broken windows and window frames.
4. Eliminating pest and bugs from the facility.

These are items that are not in the budget or that cost more than is presently budgeted to complete.

Unless the shelter is brought up to standard, there is a possibility of the shelter closing. This idea could be included as one of the Community Benefit Bonuses available to those developing in the Downtown Overlay Zone thereby creating fees and/or new facilities according to the list of Community Benefit Bonuses.

STEPS TOWARDS IMPLEMENTATION OF THIS IDEA	
Complementary to recommendations in Action Plan	✓
Potential for Public/Community Benefit funding	✓

Funding Required

241
Likes



Triple Bottom Line Feasibility

The idea is economically beneficial through establishing a means for the homeless to be financially independent; and socially beneficial in providing opportunity for those with the greatest need.

Next Gen Library

What the NR Future members want:

"A space similar to the library that we have now with even more value. A library that transcends what a library generally is. We need a building that will allow the services that we provide to continue that is great for the community. We want everything that we have we just want more and better. This would include more public space, library offices, advocacy offices etc.."

From the Recommended Action Plan, page 142: "The library is an essential anchor in the civic and cultural life of New Rochelle and its downtown. RDRXR is currently in discussions with the library board to explore a range of options for integrating the library into a redeveloped downtown core. No decisions have been made at this time, however, proper configuration of the library in concert with other commercial, retail, civic and recreational uses is critical to the library's continued importance as a major driver of activity."

This idea could be included as one of the Community Benefit Bonuses available to those developing in the Downtown Overlay Zone thereby creating fees and/or new facilities according to the list of Community Benefit Bonuses.

STEPS TOWARDS IMPLEMENTATION OF THIS IDEA	
Complementary to recommendations in Action Plan	✓
Potential for Public/Community Benefit funding	✓

Funding Required

207
Likes



Triple Bottom Line Feasibility

The idea is economically beneficial through establishing a regional attraction to draw a regional base of customers; socially beneficial in providing greater opportunities for the community to have access to literary and educational resources; and environmentally beneficial by being centrally located where people can access it through walking and biking, which reduces carbon emissions.

Restore & Repurpose Armory as a Community Asset

What the NR Future members support:

"The first floor will have a theater, cafe, and a gift shop with a reflective space in the back. The second floor would contain an appropriate set of services for returning post 9/11 veterans and classroom space to counsel these veterans and of course the training space could be used by the community for other things (ie. students can receive tutorials, student discussions etc.). The second floor will also house a museum that will essentially contain significant artifacts from the armory, photos, records, and memorabilia that will reflect the community to be determined by the arts council and New Rochelle historians. There could also be space for a community art gallery."

The City is undergoing a separate process in consideration of how to utilize the building and we will follow up with that and continue to work with the City to be helpful where appropriate.

Feasibility requires further research

206
Likes



Triple Bottom Line Feasibility

The idea is economically beneficial through establishing a regional attraction to draw a regional base of customers; socially beneficial in providing greater opportunities for the local community to host events and programs; and environmentally beneficial by being centrally located where people can access it through walking and biking, which reduces carbon emissions. and environmentally beneficial by reducing carbon emissions through encouraging shared mobility.

New Rochelle Nights

What the NR Future members want:

"In summer, concerts and other events take over the Library Green. Maybe we can do more. The idea would be to show what it's like when there are things to do on a summer's evening downtown."

The downtown development plan prioritizes public places that are designed to accommodate events like New Rochelle Nights. As far as location feasibility, there will always be a number of options. As a pilot, New Rochelle Nights will be tied to Music on the Green in July-August and encourage food and local vendors to sign on to participate in the event. NR Future is working with Barbara Davis and the BID on this effort. Champion supporters and volunteers to help plan and organize this are needed - please contact Ashley at ashley@nrfuture.com.

STEPS TOWARDS IMPLEMENTATION OF THIS IDEA	
Complementary to recommendations in Action Plan	✓
Potential for Public/Community Benefit funding	✓

Feasible

213
 Likes



Triple Bottom Line Feasibility

This idea is economically beneficial through establishing a regional attraction to draw a regional base of customers featuring local businesses; social benefit in featuring local businesses and providing an opportunity for the local community to celebrate food and culture; and environmental benefit by being centrally located where people can access it through walking and biking, which reduces carbon emissions.

Food Truck / Taste Festival

What the NR Future members want:

"The Business Improvement District could include a Food Truck or Taste Festival as a programmed activity to bring new activities to the Downtown."

Any regional event that attracts people from surrounding areas is a positive asset for any downtown development effort. There are currently only five locations and available permits for food trucks (one per location) in New Rochelle. The location for the food truck / taste festival depends on the number of food trucks and crowd expected. The annual street fair team expressed an interest in accommodating food trucks throughout the fair and establishing a pop-up dining scene. A Food Truck / Taste Festival champion supporters and volunteers are needed to work with NR Future on this, please contact Ashley at ashley@nrfuture.com.

STEPS TOWARDS IMPLEMENTATION OF THIS IDEA	
Complementary to recommendations in Action Plan	✓
Potential for Public/Community Benefit funding	✓

Feasible

205
👍 Likes



Triple Bottom Line Feasibility

This idea is economically beneficial through establishing a regional attraction to draw a regional base of customers featuring local businesses; social benefit in featuring local businesses and providing an opportunity for the local community to celebrate food and culture; and environmental benefit by being centrally located where people can access it through walking and biking, which reduces carbon emissions.

Community Benefits Agreement for Equitable Development

What the NR Future members want:

"A Community Benefits Agreement (CBA) is an agreement between a company and the community (community members, groups and elected officials). With an enforceable and comprehensive CBA, we can ensure that any future development maintains and strengthens New Rochelle's diverse makeup and promotes equity. Topics should include: Affordable Housing, Protecting Residents and Small Businesses, Local Hire, Livable Wage Requirements and Community Space & Educational Youth Programs"

A Community Benefits Agreement will be created by RDRXR and the City of New Rochelle to promote certain community benefits associated with the development of City lands identified in the Master Developer Agreement. Another Community Benefits Agreement will be prepared that will apply to all development in the Downtown Overlay Zone.

The City has retained the services of Julian Gross Esquire, a renowned expert in Community Benefit Agreement negotiations and structures, who works exclusively for municipalities and community organizations, to assist them in evaluating the individual parts and requirements to be implemented in the downtown.

Imminent

367
Likes



Triple Bottom Line Feasibility

The idea is economic beneficial through ensuring community-benefitting that benefit New Rochelle as a whole are funded, and socially beneficial in promoting equity and opportunities for those that are less privileged.

STEPS TOWARDS IMPLEMENTATION OF THIS IDEA	
Complementary to recommendations in Action Plan	✓
Commitment by City of New Rochelle and RDRXR to implement a CBA	✓

NR Future Feasibility Studies		NR Future Community Likes	Uses Studied/ Market Study in Recommended Action Plan	Uses Studied in NY State Environmental Review	Permitted/ Incentivized in Downtown Overlay Zoning
#	Here are the results for the ideas reaching our goals at the end of the deadline period:				
PUBLIC PLACES:					
1	Downtown Cultural Retail & Entertainment District	340 Likes	√	√	√
Ideas of major significance					
2	Waterfront Outdoor Amphitheater	278 Likes			
3	Pedestrian Mall	276 Likes			√
CULTURE:					
4	Walkable Downtown	200 Likes	√	√	√
MOBILITY:					
5	Bike Lanes	232 Likes	√		
6	Shuttle Service	200 Likes	√		
NEW BUSINESS:					
7	Indoor/Outdoor Food Hall	240 Likes	√	√	√
8	Concert Venue	235 Likes	√	√	√
9	Bookstore/Cafe	234 Likes	√	√	√
10	Rooftop Bar/ Restaurant	224 Likes	√	√	√
COMMUNITY SERVICES:					
11	Free Wifi Downtown	279 Likes			√
12	Fine Arts/ Performing Arts Center & Children's Museum	253 Likes	√	√	√
13	Improved Homeless Shelter	241 Likes			?
14	Next Gen Library	207 Likes	√	√	√
15	Restore & Repurpose Armory as a Community Asset	206 Likes			
EVENTS:					
16	New Rochelle Nights	213 Likes			√
17	Food Truck / Taste Festival	205 Likes			√
INNOVATIVE POLICIES:					
18	Community Benefits Agreement for Equitable Development	367 Likes	√	√	√

FEASIBILITY STUDIES FOR THE TOP IDEAS FOR DOWNTOWN

	Possible Community Benefit Bonus	Programming & Events	Potential Public Infrastructure Investment	Potential Private Investment	Which Organizations Might Lead This Initiative?
1		√		√	City, RDRXR, BID, Private Sector, NRCA
2	√		√		City, BID, BFJ, Echo Bay Developers
3	√	√	√	√	City, BID, RDRXR
4			√	√	City, Nelson & Nygaard, BID, RDRXR
5	√		√		City, Nelson & Nygaard
6	√	√	√		City, Nelson & Nygaard
7		√		√	BID, RDRXR, Private Sector
8		√		√	BID, RDRXR, Private Sector, NRCA
9				√	BID, RDRXR, Private Sector
10				√	BID, RDRXR, Private Sector
11	√		√	√	City, Private Sector
12	√	√	√	√	City, NRCA
13	√		√		City
14	√	√	√		City, Library Board
15	√	√	√		City, Private Sector
16		√	√	√	City, NR Future, BID, Private Sector
17		√	√	√	City, NR Future, BID, Private Sector
18	√	√	√	√	City, RDRXR, Private Sector