



**NEW ROCHELLE  
DOWNTOWN  
BID**  
*Making it Happen!*

# **NEW ROCHELLE DOWNTOWN BUSINESS IMPROVEMENT DISTRICT**

## **DEMOGRAPHIC PROFILE**



## Downtown New Rochelle is represented by the New Rochelle Downtown Business Improvement District (“NRBID” or the “BID”).

- Established in 2000, NRBID is a nonprofit organization comprised of business and property owners within the downtown district. Its mission is to support economic development by strengthening existing businesses, attracting new investment, and enhancing the overall vitality of downtown.
- NRBID is funded through an annual assessment on all real property located within its boundaries, supplemented by grants and sponsorships. The organization is governed by a Board of Directors that includes NRBID property owners, local business owners, City representatives (as required by law), and residents.

# TRADE AREA OVERVIEW:

## 1-Mile / 3-Mile / 5-Mile Market

### Why Trade Areas Matter

Retailers, restaurants, and service operators evaluate locations based on how many **potential customers** live within realistic travel patterns.

New Rochelle's compact street grid and multi-modal access (walking, driving, transit) create a **high-value trade area** with significant purchasing power.

### Population Snapshot

Radius	Population	Median Household Income	Average Household Income
1 Mile	~38,000	~\$103,800	~\$154,200
3 Miles	~180,000	~\$95,000	~\$166,700
5 Miles	~542,000	~\$89,800	~\$134,900

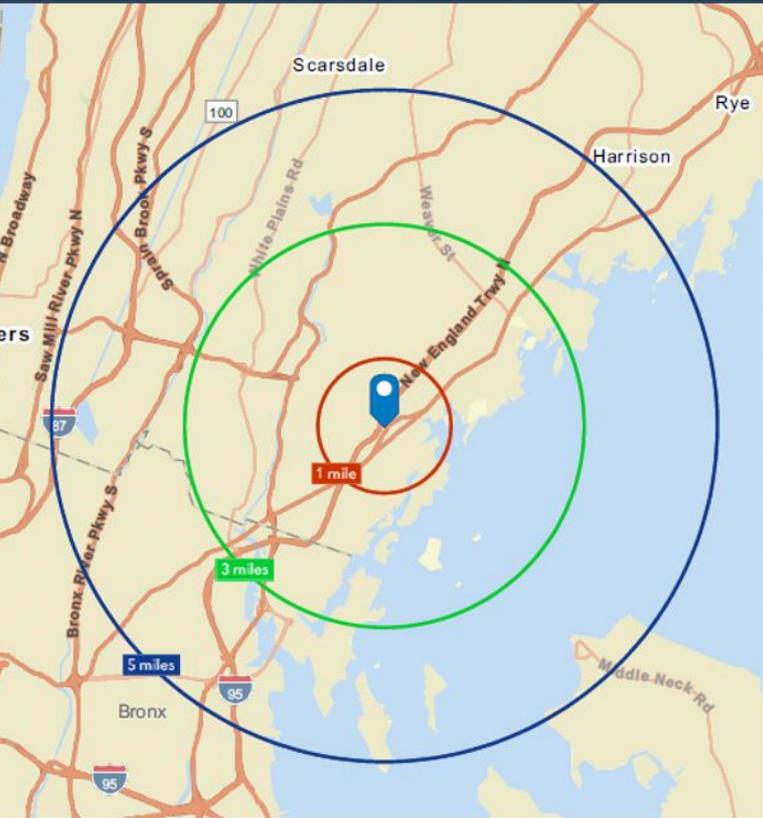
# POPULATION PROFILE

Radius	1 Mile	3 Miles	5 Miles
<b>Population</b>	38,000	180,000	542,014
<b>Median Household Income</b>	\$103,813	\$95,000	\$89,818
<b>Average Household Income</b>	\$154,229	\$166,757	\$134,983

Education Level	1 Mile Radius	3 Miles Radius	5 Miles Radius
<b>Advanced Degree (Master's, Professional, Doctorate)</b>	22.8%	24.3%	21.5%
<b>Bachelor's Degree</b>	20.8%	25.3%	23.0%
<b>Associate's Degree / Some College</b>	20.2%	21.4%	20.8%
<b>High School Diploma or GED</b>	19.3%	17.5%	19.0%
<b>High School Non-graduates</b>	17.0%	11.5%	15.7%

Driving times from Downtown New Rochelle	
<b>Regional Travel Times</b>	<b>Airport Access</b>
21 minutes – Westchester County Airport (HPN)	≈ 25–35 minutes – LaGuardia Airport (LGA)
44 minutes – New York City (Midtown Manhattan)	≈ 35–50 minutes – John F. Kennedy International Airport (JFK)
30 minutes – Stamford, CT	





1, 3 & 5 mile trade area rings from the center of New Rochelle Downtown

## What These Trade Areas Mean for Businesses

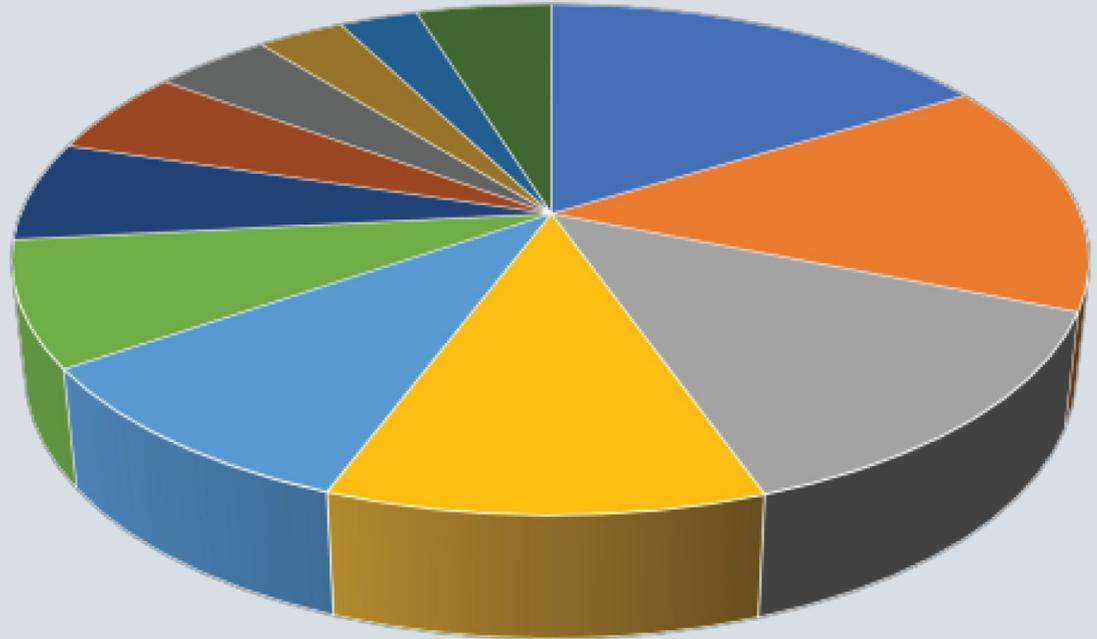
- **1 Mile — Downtown Core**
  - High-density residential population
  - Ideal for **fast casual, fitness studios, personal services, convenience retail**, and neighborhood-serving concepts
- **3 Miles — Local Daily Market**
  - Large base of families and professionals
  - Strong support for **repeat-visit categories**: grocery, coffee, quick service, childcare, medical, and wellness
- **5 Miles — Regional Commercial Reach**
  - More than half a million residents
  - Supports **full-service dining, entertainment, specialty retail**, and destination concepts that draw from a wider area

## Retail & Restaurant Impact

- A population of **540,000+** within 5 miles positions Downtown as a **regional commercial node**.
- High household incomes and density support **quality-driven brands** and **experience-focused retail**.
- A balanced mix of **young professionals, families, and commuters** creates **all-day, year-round demand**.

# BUSINESS EMPLOYMENT & CORPORATE PROFILE

As of **2023**, there are approximately **1,122** businesses within a 1-mile radius of Downtown New Rochelle



- Health Care & Social Assistance
- Retail & Wholesale Trade
- Hospitality & Food Service
- Scientific & Technology Services
- Finance & Insurance
- Construction
- Information & Media
- Real Estate, Rental & Leasing
- Manufacturing
- Utilities & Waste Management
- Public Administration & Services
- Other Services

# HOUSEHOLD & AGE COMPOSITION

Marital Status	1 Mile	3 Miles	5 Miles
Married	6,201	23,255	33,579
Married (no children)	3,392	11,626	16,669
Married (w/ children)	2,809	11,629	16,910



Age Bracket	1 Mile	3 Miles	5 Miles
0-4	3,597 (4.41%)	9,020 (5.01%)	12,420 (4.85%)
5-19	15,205 (18.15%)	33,980 (18.87%)	49,210 (18.65%)
20-24	6,381 (7.82%)	11,420 (6.34%)	15,760 (6.15%)
25-44	19,582 (23.38%)	42,870 (23.81%)	63,490 (23.38%)
45-64	21,858 (26.09%)	47,210 (26.22%)	74,320 (27.38%)
65+	14,968 (17.15%)	27,090 (15.05%)	39,810 (14.59%)

# POPULATION PROFILE

## 2023 Demographic Snapshot of Downtown New Rochelle

<b>Young:</b>	<p><b>Age 18–34:</b> Estimated 76–80% of Downtown households include someone aged 18–34, based on proximity to Monroe College, Iona University, and recent multifamily developments targeting young professionals.</p> <p><b>Age 35+:</b> Roughly 65–70% of households have no one aged 35 or older, reflecting the area’s appeal to younger renters and first-time buyers.</p>
<b>Affluent:</b>	<p><b>Median Household Income (Downtown):</b> Estimated \$103,000–\$114,000, aligning with the citywide median of \$103,813.</p>
<b>Smart:</b>	<p><b>College or Advanced Degree:</b> 89.8% of households have someone with a college degree or higher.</p> <p><b>Master’s Degree or Higher:</b> 53.5% of adults hold a bachelor’s or advanced degree, with ~25% holding a master’s or higher.</p>
<b>Employed:</b>	<p><b>Employment:</b> 64.7% of Downtown households have someone in the labor force.</p> <p><b>Work Location:</b></p> <ul style="list-style-type: none"><li>~50–55% work in New Rochelle or nearby Westchester towns</li><li>~65–70% work within 15 miles of home</li><li>~6–8% commute to NYC, supported by Metro-North access</li></ul>



# OFFICE MARKET PROFILE

In 2023, Downtown New Rochelle’s office market consisted of 22 buildings totaling around 911,000 square feet, with 92% classified as Class B space. The vacancy rate stood at 6.9%, and rents ranged from \$20 to \$25 per square foot annually. The largest property, 145 Huguenot Street, spans 300,000 square feet, anchoring a market geared toward affordable, transit-accessible workspace.



Recent Office Sales – New Rochelle (2018–2023)				
<b>Nov-23</b>	587 Main St.	160,000 sf	\$41.2 MM	\$257
<b>Jun-21</b>	1 Radisson Plaza	210,000 sf	\$52.3 MM	\$249
<b>Dec-19</b>	173 Huguenot St.	75,000 sf	\$14.7 MM	\$196
<b>May-18</b>	33 LeCount Pl.	30,000 sf	\$6.2 MM	\$207

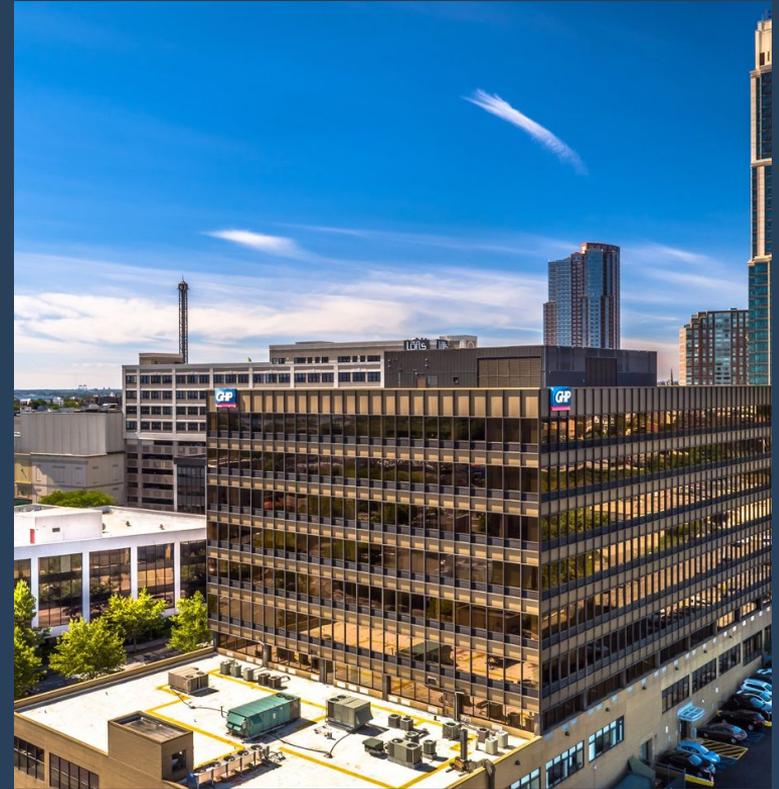
## CBD Class A & B Office Market Profile for New Rochelle Downtown in Q4 2023

<b>Total Inventory</b>	911,213 sq ft
<b>Total Available</b>	198,000 sq ft
<b>Availability Rate</b>	21.7%
<b>Vacancy Rate</b>	19.4%
<b>Net Absorption</b>	+6,800 sq ft
<b>Leasing Activity</b>	22,750 sq ft
<b>Avg. Asking Rent</b>	\$20–\$23 per sq/ft/year

# OFFICE MARKET PROFILE

## Downtown New Rochelle Office Buildings

Building	Address	Class	Square Footage (sf)
145 Huguenot Street	145 Huguenot St.	A	300,000
1 Radisson Plaza	1 Radisson Plaza	B	210,000
587 Main Street	587 Main St.	B	160,000
145 North Avenue	145 North Ave.	B	18,000
271 North Avenue	271 North Ave.	B	14,000



145 Huguenot Street

# ECONOMIC GENERATORS

## DOWNTOWN HOTELS

### Hotel NoMa (Trademark Collection)

- 1 Radisson Plaza
- 129 Guest Rooms
- ~6,000 sq ft
- Full-service hotel with restaurant, bar, and event space



### Residence Inn by Marriott

- 35 LeCount Place
- 135 Guest Rooms
- ~2,500 sq ft
- Extended stay suites with kitchenettes; walkable to New Roc City

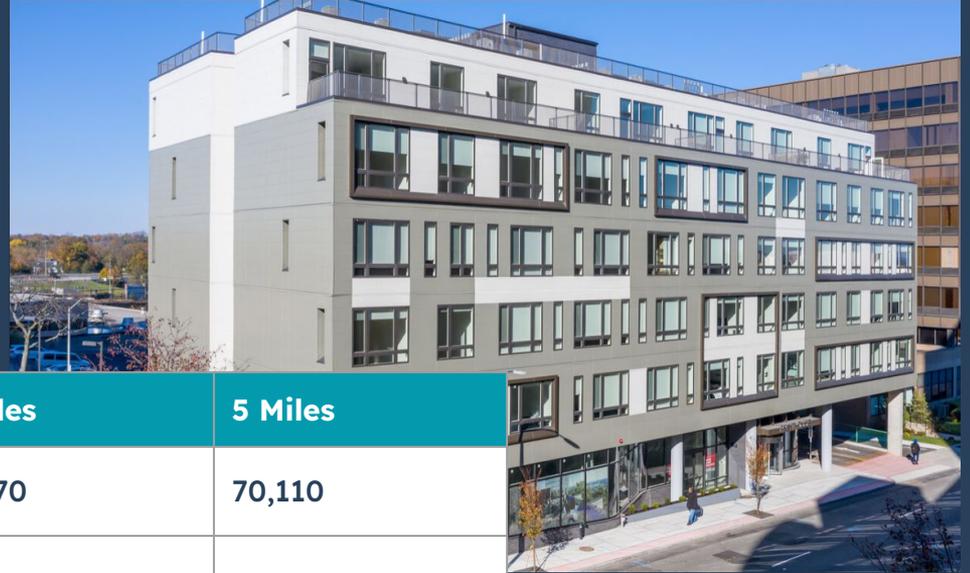


### Holiday Inn Express

- 43 Church Street
- 80 rooms
- 8 stories
- Free breakfast, fitness center, business center



# RESIDENTIAL PROFILE



	1 Mile	3 Miles	5 Miles
<b>Occupied Households</b>	19,420	52,870	70,110
<b>Average Household Size</b>	2.32	2.61	2.62
<b>Median Home Value</b>	\$667,300	\$715,800	\$738,200
<b>Owner Occupied</b>	5,610 (28.9%)	27,060 (51.2%)	40,160 (57.3%)
<b>Renter Occupied</b>	13,810 (71.1%)	25,810 (48.8%)	29,950 (42.7%)

# RESIDENTIAL PROFILE

## Completed (2021–2023)

The Stella	379
Modera New Rochelle	190
One Clinton Park	352
3THIRTY3	285
The Maple	95
The Arc	219
The Atelier	65
The Printhouse	71
The Huguenot	60
360 Huguenot	280
<b>Subtotal</b>	<b>612 units</b>

## Completed (2023–2025)

Encore	240
Two Clinton Park	330
The Allen (247 North)	240
The Leaf	280
The Alary	315
<b>Subtotal</b>	<b>1,405 units</b>

## Planned / Approved (2026)

Stella Phase II	200
<b>Subtotal</b>	<b>200 units</b>

Year Built	Property Name / Address	Estimated Units	Facility Type
2019	360 Huguenot - 360 Huguenot St	~280	A + C
2020	The Huguenot - 387 Huguenot St	~60	A
2020	The Standard - 14 LeCount Pl	112	A + C
2021	The Stella - 10 LeCount Pl	379	A
2019	The Printhouse - 165 Huguenot St	71	A
2021	Modera New Rochelle - 111 Centre Ave	~190	A
2022	The Maple - 25 Maple Ave	~95	A
2023	The Arc - 64 Centre Ave	219	A
2023	The Atelier - 8 Westchester Pl	65	A
2021	One Clinton Park - 55 Clinton Pl	~352	A + C
2021	3THIRTY3 - 333 Huguenot St	~285	A
2024	Encore - 325 Huguenot St	~240	A + C
2024	Two Clinton Park - 55 Clinton Pl	~330	A
2025	The Allen (247 North) - 247 North Ave	~240	A
2025	The Leaf - 12 Church St	280	A + C
2025	The Alary - 33 Westchester Pl	315	A
2026 (planned)	Stella Phase II - 455 Main St	~200	A

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