

NEW ROCHELLE INDUSTRIAL DEVELOPMENT AGENCY

DOWNTOWN MARKET STUDY

New Rochelle, New York

F&A was retained by the New Rochelle IDA to pro-actively assess current office, hotel, market rate rental housing and retail conditions and develop a **market strategy** to help target future development initiatives and further aid Downtown New Rochelle's transition into a vital destination for residents, shoppers, tourists and office tenants. The goal of this study was to identify potential development markets and measures that will stimulate further investment in the Downtown. To enhance the **market analysis**, F&A identified and accentuated economic assets that make New Rochelle competitive, such as locational characteristics, consumer markets and consumer preferences. The Study has been accepted and is guiding the IDA in its business recruitment efforts.

