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CITY OF NEW ROCHELLE ADVANCES DOWNTOWN REVITALIZATION WITH APPROVAL OF MAJOR MIXED-USE DEVELOPMENT

*Two-Tower Project at 11 Lawton Street will Include 143 Condominium Units, 453 Rental Units,
and 190-Key Hotel*

*Project's Design to Honor City's Heritage Through Adaptive Reuse of
Historic National City Bank of New Rochelle Building*

NEW ROCHELLE, NY – September 27, 2019 – Marking the latest milestone in the historic revitalization of its downtown district, the City of New Rochelle has given final approval to the construction of an 800,000-square-foot mixed-used development at 11 Lawton Street on the corner of Main Street. The project will consist of a 24-story, 190-room hotel and a 48-story residential tower featuring 143 condominium units and 453 rental apartments, 60 of which will be designated as affordable.

Underscoring the City's respect for its architectural heritage, the design of the hotel's podium will incorporate the adaptive reuse of the historic National City Bank of New Rochelle building, which was designed by famed architect Henry Bacon and constructed in 1906.

The overall development will also include 8,102 square feet of restaurant and bar space, 2,953 square feet of retail space, and 627 on-site parking spaces.

"11 Lawton Street exemplifies the goals of our downtown renewal plan through its inclusion of high-quality housing, modern retail and hotel space, innovative architecture, and adaptive reuse of a beloved historic structure," said **New Rochelle Mayor Noam Bramson**. "We are particularly pleased to diversify our housing stock with the first new condominiums approved within the downtown overlay. In short, this is among the most significant projects in New Rochelle's history, and one that will meaningfully advance our efforts to create a thriving, attractive, and sustainable city center."

The property -- developed by DB Main and 11 Lawton, LLC, based out of San Francisco, and designed by Hill West Architects of New York City -- will stand as a focal point of New Rochelle's new Downtown Overlay Zone, a 279-acre tract now undergoing a large-scale transformation on schedule to attract \$6.7 billion in public-private investment.

"11 Lawton will be a centerpiece in the City's ongoing redevelopment effort, and the crown jewel of downtown" said **Chip Erickson, representative of DB Main and Lawton, LLC**. "We are very proud of what we have produced in concert with City Staff and community stakeholders, and look forward to realizing the community's vision for this site."

Steadily emerging as a compact, walkable, transit-rich, mixed-use district, the ambitious makeover of the downtown area will ultimately encompass more than 12 million square feet of new construction. It is on track to deliver 6,370 new housing units, up to 2.4 million square feet of prime office space, up to one million square feet of retail space, and up to 1,200 hotel rooms. The revitalization expects to attract between 12,000 and 15,000 new residents to the downtown area.

“This project is a key ingredient in the downtown revitalization as it adds significantly to the district’s residential options,” said **Luiz Aragon, New Rochelle’s Commissioner of Development**. “Additionally, the new hotel fleshes out downtown’s growing hospitality infrastructure in a way that serves the business community, accommodates conference planners, and supports the expansion of tourism.”

New Rochelle’s unprecedented redevelopment initiative -- one of the largest and most significant economic development initiatives in Westchester County history -- was launched in 2015 with the signing of a Master Developer agreement with RXR Realty, a real estate owner, manager, and developer. So far, 28 projects – totaling approximately 3 million square feet and more than 6,000 housing units – have been approved, and eleven projects are already under construction.

About the City of New Rochelle

With an unparalleled location, superb quality of life, diverse and talented residents and a focused business climate, New Rochelle is experiencing the transformation of a lifetime. The City’s economic development plan will provide a spark for the entire Hudson Valley region, positioning it as “open for business” and embracing smart, transit-oriented development growth patterns. Accelerated by a new, fast-track zoning process, the new Master Development initiative will enhance the downtown area by boosting job creation, property values and private investment – while enhancing sustainability through green and energy-efficient design. Learn more at <https://www.ideallynewrochelle.com/>.

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