



**City Council Minutes
1st Floor Council Conference Room, City Hall
City of New Rochelle
Regular Legislative Meeting
Tuesday, October 21, 2025**

Pledge of Allegiance

Roll Call

Present

Council Member, District 1 Martha Lopez
Council Member, District 2 Albert A. Tarantino Jr.
Council Member, District 3 David Peters
Council Member, District 4 Shane A. Osinloye
Council Member, District 5 Sara R. Kaye
Council Member, District 6 Matthew A . Stern
Mayor Yadira Ramos-Herbert

Absent

None

The meeting was called to order at 06:15 PM by Mayor Yadira Ramos-Herbert.

Approval of Minutes

1. Regular Legislative Meeting, Tuesday, July 15, 2025; Committee of the Whole Session, Tuesday, September 9, 2025

Result:	Adopted, Passed (7 - 0)
Mover:	Council Member, District 3 Peters
Second:	Council Member, District 5 Kaye
Ayes:	Martha Lopez, Albert A. Tarantino Jr., David Peters, Shane A. Osinloye, Sara R. Kaye, Matthew A . Stern, Yadira Ramos-Herbert
No:	None
Abstain:	None

Submission of Minutes

Regular Legislative Meeting, Tuesday, September 16, 2025; Committee of the Whole Session, Wednesday, October 15, 2025.

Presentation

2. Downtown Parking Updates PRESENTATION – DOWNTOWN PARKING UPDATES

Adam Salgado, together with Rebeca Bonacci, Public Properties and Parking Manager, Sofia Kyle, of NV5, and Gerard Giosa, of Level G Associates, reviewed the City's Downtown Parking Plan Update.

The topics include: Why Parking Management is Essential for City Success; the Big Picture; What We Know (Revenue By Year, Revenue By Type); New Roc and Transit Center Garages; Downtown Parking Demand and Supply; Permit Parking Prices; Transient Parking Pricing; Enforcement – Parking; EV Charging in New Rochelle; New Parking Facilities – Private; and Strategies – Current Parking Projects and Plans; Update Pricing and Fees; Stadium Pricing Model; Curbside Paid Loading Pilot (Operational Update); Parking Wayfinding (Operational Update); On-Street Residential Permits (Policy Update); On-Street Meter Zone Expansion (Policy Update); License Plate Reading (LPR) System (Operational Update); Timeline; Next Steps. (See attached).

Discussion and a question and answer period followed.

Legislation in Voting Order

Consent Agenda

Result:	Adopted, Passed (7 - 0)
Mover:	Council Member, District 6 Stern
Second:	Council Member, District 4 Osinloye
Ayes:	Martha Lopez, Albert A. Tarantino Jr., David Peters, Shane A. Osinloye, Sara R. Kaye, Matthew A. Stern, Yadira Ramos-Herbert
No:	None
Abstain:	None

3. **2025-158** PROPOSED PARKING REGULATION CHANGE (MAIN STREET AND CHURCH STREET) - Ordinance amending Section 312-83, Schedule XII: Parking Prohibited At All Times, of Chapter 312, Vehicles and Traffic, of the Code of the City of New Rochelle (Main Street and Church Street).
4. **2025-159** PROPOSED PARKING REGULATION CHANGE (CEDAR STREET) - Ordinance amending Section 312-87, Schedule XVI: No Stopping or Standing, of Chapter 312, Vehicles and Traffic, of the Code of The City of New Rochelle (Cedar Street).
5. **2025-160** PROPOSED ACCEPTANCE OF THE GOVERNOR'S TRAFFIC SAFETY COMMITTEE GRANT AWARD - Ordinance accepting a Grant in the amount of \$20,160 from the Governor's Traffic Safety Committee, amending Ordinance No. 212 of 2024, the Budget of the City of New Rochelle for 2025, and appropriating funds therefor (Police Department).
6. **2025-161** PROPOSED AMENDMENT TO THE 2025 BUDGET RE: ECONOMIC MOBILITY LEADERSHIP INSTITUTE (EMLI) MINI-COHORT GRANT PROGRAM ACCEPTANCE — Ordinance accepting the EMLI Mini-Cohort Grant in the amount of \$5,000, and amending Ordinance No. 212 of 2024, the Budget of the City of New Rochelle for 2025 (Sponsored by Mayor Yadira Ramos-Herbert)

7. **2025-162** PROPOSED APPLICATION FOR NEW YORK STATE OFFICE OF PARKS, RECREATION, AND HISTORIC PRESERVATION CERTIFIED LOCAL GOVERNMENT (CLG) PROGRAM - Resolution authorizing City Manager to submit an application and necessary documentation for New York State Office of Parks, Recreation and Historic Preservation CLG Program to support the preparation of updated historic design guidelines.

Resolutions

8. **2025-163** PROPOSED APPOINTMENT OF MEMBERS TO VETERANS ADVISORY COMMITTEE — Resolution appointing new members to the City of New Rochelle's Veteran's Advisory Committee (VAC)

Result:	Adopted, Passed (7 - 0)
Mover:	Council Member, District 3 Peters
Second:	Council Member, District 5 Kaye
Ayes:	Martha Lopez, Albert A. Tarantino Jr., David Peters, Shane A. Osinloye, Sara R. Kaye, Matthew A . Stern, Yadira Ramos-Herbert
No:	None
Abstain:	None

Previously discussed in Executive Session.

9. **2025-164** PROPOSED APPLICATION FOR WESTCHESTER COUNTY STORMWATER MANAGEMENT LAW PROGRAM - Resolution authorizing City Manager to submit an application and necessary documentation for Westchester County Stormwater Management Law (BPL-26) grants program relative to The LINC Flood Mitigation Project and committing required matching funds and municipal cooperation.

Result:	Adopted, Passed (7 - 0)
Mover:	Council Member, District 3 Peters
Second:	Council Member, District 4 Osinloye
Ayes:	Martha Lopez, Albert A. Tarantino Jr., David Peters, Shane A. Osinloye, Sara R. Kaye, Matthew A . Stern, Yadira Ramos-Herbert
No:	None
Abstain:	None

Wilfredo Melendez, City Manager, explained the intent of the proposed legislation.

10. **2025-165** PROPOSED AUTHORIZATION TO EXECUTE AN AMENDED LEASE AGREEMENT - Resolution authorizing the City Manager to execute an amendment to Lease Agreement with AM & KH Corporation d/b/a Kenny's on the Water, relative to 2 Pelham Road.

Result:	Adopted, Passed (7 - 0)
Mover:	Council Member, District 4 Osinloye
Second:	Council Member, District 5 Kaye
Ayes:	Martha Lopez, Albert A. Tarantino Jr., David Peters, Shane A. Osinloye, Sara R.

	Kaye, Matthew A . Stern, Yadira Ramos-Herbert
No:	None
Abstain:	None

Previously discussed in Executive Session.

11. **2025-166** PROPOSED SETTLEMENT OF LAWSUIT - Resolution authorizing the settlement of the matter entitled Adem Hasan v. City of New Rochelle and County of Westchester, Index No. 58080/2022, in the amount of \$165,000.

Result:	Adopted, Passed (7 - 0)
Mover:	Council Member, District 4 Osinloye
Second:	Council Member, District 6 Stern
Ayes:	Martha Lopez, Albert A. Tarantino Jr., David Peters, Shane A. Osinloye, Sara R. Kaye, Matthew A . Stern, Yadira Ramos-Herbert
No:	None
Abstain:	None

Previously discussed in Executive Session.

Ordinances

12. **2025-167** PROPOSED AMENDMENTS TO CHAPTER 270, SIGNS, OF THE NEW ROCHELLE CITY CODE - Ordinance amending Chapter 270, “Signs,” of the Code of the City of New Rochelle to allow for the continuance of legally existing billboards, and to permit billboards located on City-owned or City-approved sites or authorized pursuant to City-granted license.

Result:	Adopted, Passed (7 - 0)
Mover:	Council Member, District 5 Kaye
Second:	Council Member, District 4 Osinloye
Ayes:	Martha Lopez, Albert A. Tarantino Jr., David Peters, Shane A. Osinloye, Sara R. Kaye, Matthew A . Stern, Yadira Ramos-Herbert
No:	None
Abstain:	None

Public Hearing held on Tuesday, October 15, 2025.

Public Hearings

Public Hearings Held on Wednesday, October 15, 2025

13. **2025-168** PROPOSED AMENDMENT TO CHAPTER 331 ZONING CODE RE: SMOKE SHOPS - Ordinance amending Section 331-115.6 Smoke Shops of Chapter 331, Zoning, of the Code of the City of New Rochelle. (Intro. 09/09/25; Public Hearing 10/15/25).

Result:	Adopted, Passed (7 - 0)
Mover:	Council Member, District 5 Kaye
Second:	Council Member, District 1 Lopez
Ayes:	Martha Lopez, Albert A. Tarantino Jr., David Peters, Shane A. Osinloye, Sara R.

	Kaye, Matthew A . Stern, Yadira Ramos-Herbert
No:	None
Abstain:	None

Public Hearing held on Tuesday, October 15, 2025

14. A LOCAL LAW, INTRO. NO. 5, RE: VACANT STOREFRONT REGISTRY PROGRAM – A Local Law, Intro. No. 5, amending Section 250-2, Vacant premises, of Chapter 250, Property Maintenance, and Section 133-1, Enumeration of Fees, of Chapter 133, Fees, of the Code of the City of New Rochelle, to establish a Vacant Storefront Registry (Intro 9/9/25; Public Hearing 10/15/25)

ADOPTED: LOCAL LAW NO. 5 - 2025

Result:	Adopted, Passed (7 - 0)
Mover:	Council Member, District 4 Osinloye
Second:	Council Member, District 5 Kaye
Ayes:	Martha Lopez, Albert A. Tarantino Jr., David Peters, Shane A. Osinloye, Sara R. Kaye, Matthew A . Stern, Yadira Ramos-Herbert
No:	None
Abstain:	None

Public Hearing held on Tuesday, October 15, 2025.

15. PROPOSED LOCAL LAW, INTRO. NO. 6, RE: GOOD CAUSE EVICTION – A Local Law Opting In to and Adopting Article 6-A of New York State Real Property Law (Good Cause Eviction Law) by Adding Chapter 132 to the Code of the City of New Rochelle (Intro. 09/16/2025; Public Hearing 10/15/2025)

ADOPTED: LOCAL LAW NO. 6 - 2025

Result:	Adopted, Passed (6 - 1)
Mover:	Council Member, District 4 Osinloye
Second:	Council Member, District 1 Lopez
Ayes:	Martha Lopez, David Peters, Shane A. Osinloye, Sara R. Kaye, Matthew A . Stern, Yadira Ramos-Herbert
No:	Albert A. Tarantino Jr.
Abstain:	None

Public Hearing held on Tuesday, October 15 2025.

Council Member Albert A. Tarantino, Jr., reviewed the proposed Local Law and its intent as outlined in the memo. A discussion relative to the effect on landlords--specifically the owners of two homes--ensued.

A discussion followed.

The proposed resolution was adopted by a vote of 6 to 1, with Council Member Tarantino voting in opposition.

Discussion Item(s)

16. DISCUSSION ITEM RE: FLOWER'S CITY PARK — Requested by Council Member Albert A. Tarantino Jr.
Council Member Tarantino addressed the proposed plan to utilize the City Park property and to lease

public land with a long-term lease. He commented that the plan would create a situation of minimal control by the City. He said he was unaware--along with other Members of the City Council--of an RFP (Request for Proposal) issued by the City. He expressed concern about the process and, therefore, the selection of a master developer.

A discussion relative to the use of the fields ensued. Council Member Tarantino urged that the RFP be withdrawn pending further consideration and discussion with the community.

Wilfredo Melendez, City Manager, stated that a concept is being sought. He added that the area is prone to flooding; that the City is exploring a flood mitigation plan for the area; and that there will be community engagement. Initially, problems must be addressed.

Council Member Peters emphasized that the process must be addressed. The process was discussed further.

The Members of City Council stressed that the Park is an important community asset.

Executive Session

Motion to convene in Executive Session was moved by Council Member Lopez seconded by Council Member Kaye, and unanimously approved by Council Members Lopez, Tarantino, Peters, Osinloye, Kaye, Stern, and Mayor Ramos-Herbert, and adopted. Subject(s): Personnel.
City Council convened in Executive Session.

Adjournment

The meeting was adjourned at 7:25 P.M.

KIM B. JONES
City Clerk



DOWNTOWN PARKING PLAN UPDATE

10/21/2025

N|V|5

LEVEL **G** ASSOCIATES

TRAFFIC
DATABANK

AGENDA

1. Why Parking Management Is Essential
2. The Big Picture
3. What We Know
4. Upcoming Strategies
5. Next Steps

WHY PARKING MANAGEMENT IS ESSENTIAL FOR CITY SUCCESS

- **Parking is a shared resource:** Leaving parking unregulated allows monopolization by a few, preventing fair access and deterring short-term visitors, which hampers downtown vibrancy.
- **Parking is an economic resource:** Well-managed parking supports residents and local businesses, attracting more customers and increasing economic activity for restaurants, shops, and entertainment venues.
- **Protecting residents:** Without proper management or collection of parking fees, residents face congestion, limited access, and reduced turnover, making parking less available for those who need it most.
- **Supports sustainable growth:** Demand-based strategies optimize existing spaces, avoiding wasteful construction and supporting a more livable, accessible urban environment.
- **New parking is costly:** The development of new off-street parking is very expensive and is largely subsidized by taxpayers when parking remains underpriced

THE BIG PICTURE

Revenue

- Revenue is not back to pre-covid numbers
- Revenue is about half of what would be expected
- Likely that not all revenue is captured

Demand

- High demand in the Downtown core
- Parking garages are underutilized

Enforcement

- Enforcement has not recovered to pre-covid numbers

Public

- Perceived lack of parking availability
- Complaints about lack of parking, ease of payment
- Pricing, enforcement levels, and fine structure promotes unhealthy parking behavior

WHAT WE KNOW

At a high level we see the following:

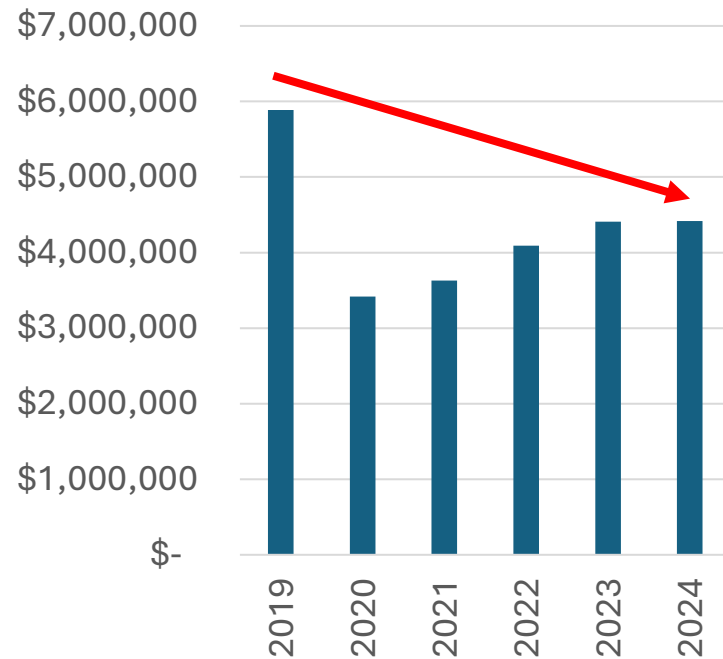
Municipal Parking Garages • Account for most of parking spaces and revenue • Likely missed revenue	Pricing • Uniform pricing for all transient parking • Permit parking varies by location and type	New Private Facility Parking Garages • Additional spaces for municipal parking • Monthly cost for private parking over 3x than municipal permit parking
Curbside Parking • Perceived lack of parking and public complaints • Accounts for 15% of parking revenue	Electric Vehicle Charging • Free to charge	Wayfinding • Lack of clear existing signage

What We Know

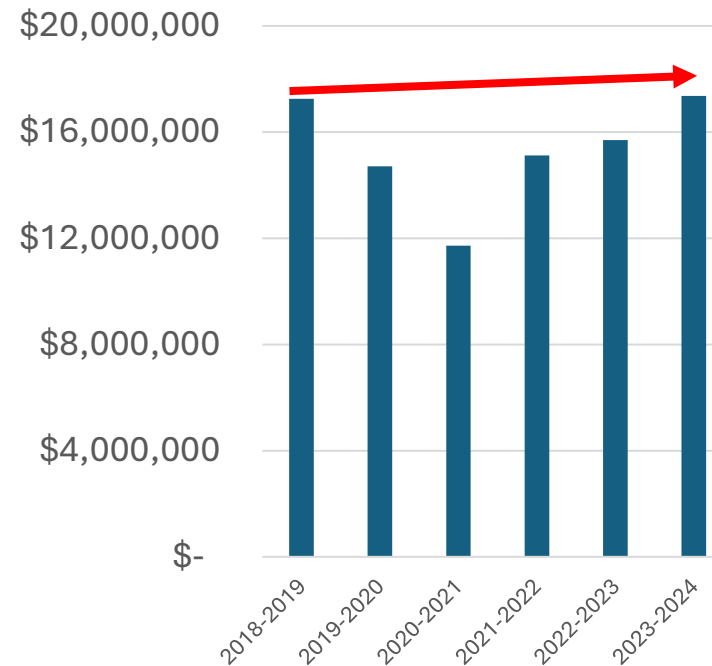
REVENUE BY YEAR

New Rochelle parking revenue has not recovered since covid, unlike similar peer communities

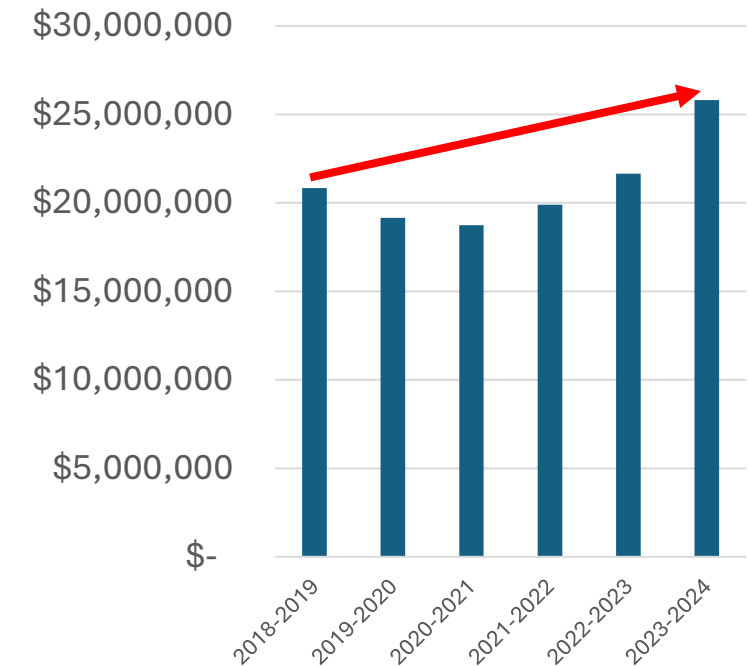
New Rochell Parking Revenue



White Plains Parking Revenue

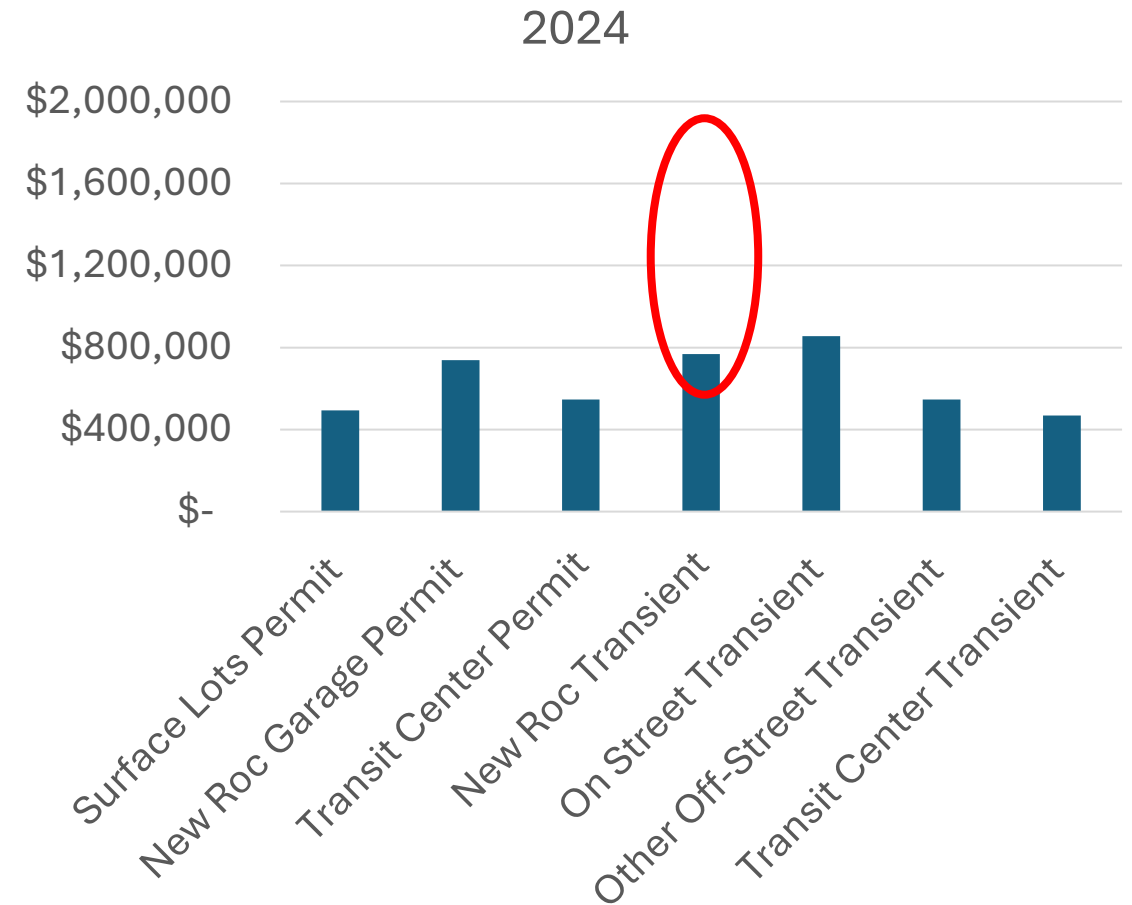
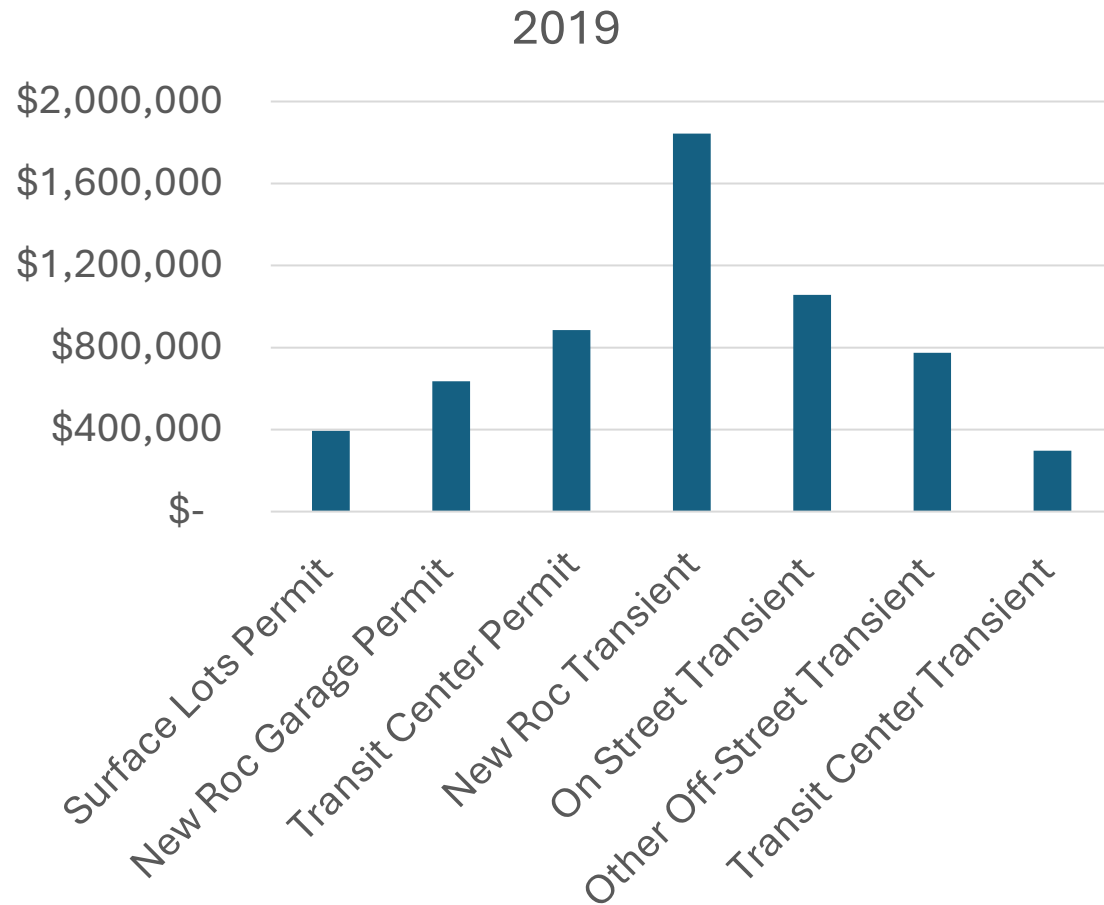


Yonkers Parking Revenue



REVENUE BY TYPE

New Roc transient parking revenue is down significantly compared to pre-covid in 2019, this is likely due to decreased payment compliance



NEW ROC AND TRANSIT CENTER GARAGES

These garages account for the most revenue, and have significant surplus capacity to accommodate additional demand

3,220 spaces between New Roc and ITC Garages account for 59% of all parking revenue and 56% of all municipal spaces.

Current operations are heavily dependent on enforcement

- Pros
 - Frictionless operation
 - Presence of Parking Enforcement Officers (PEO) patrolling garage
- Cons
 - Labor intensive
 - Punitive
 - Low compliance / uncollected revenue

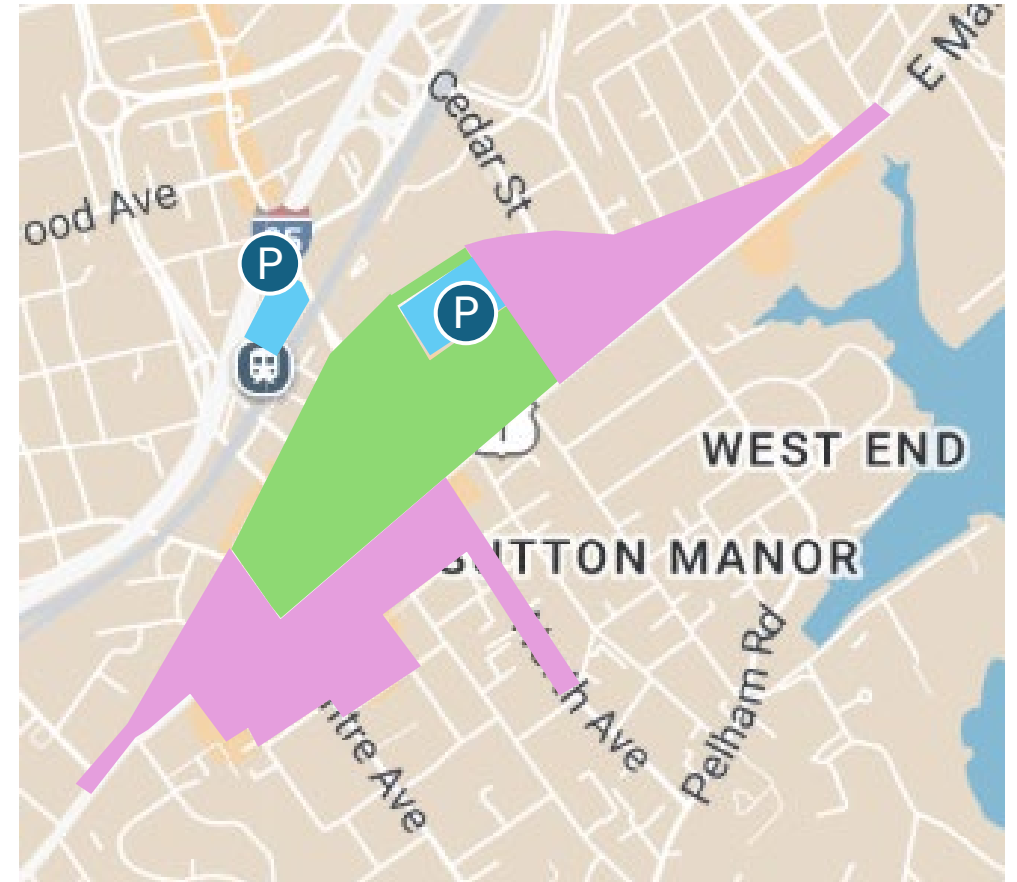


DOWNTOWN PARKING DEMAND AND SUPPLY

If more people parked in garages, there would be enough available parking in Downtown

Using parking inventory and collected data, we can compare supply and demand.

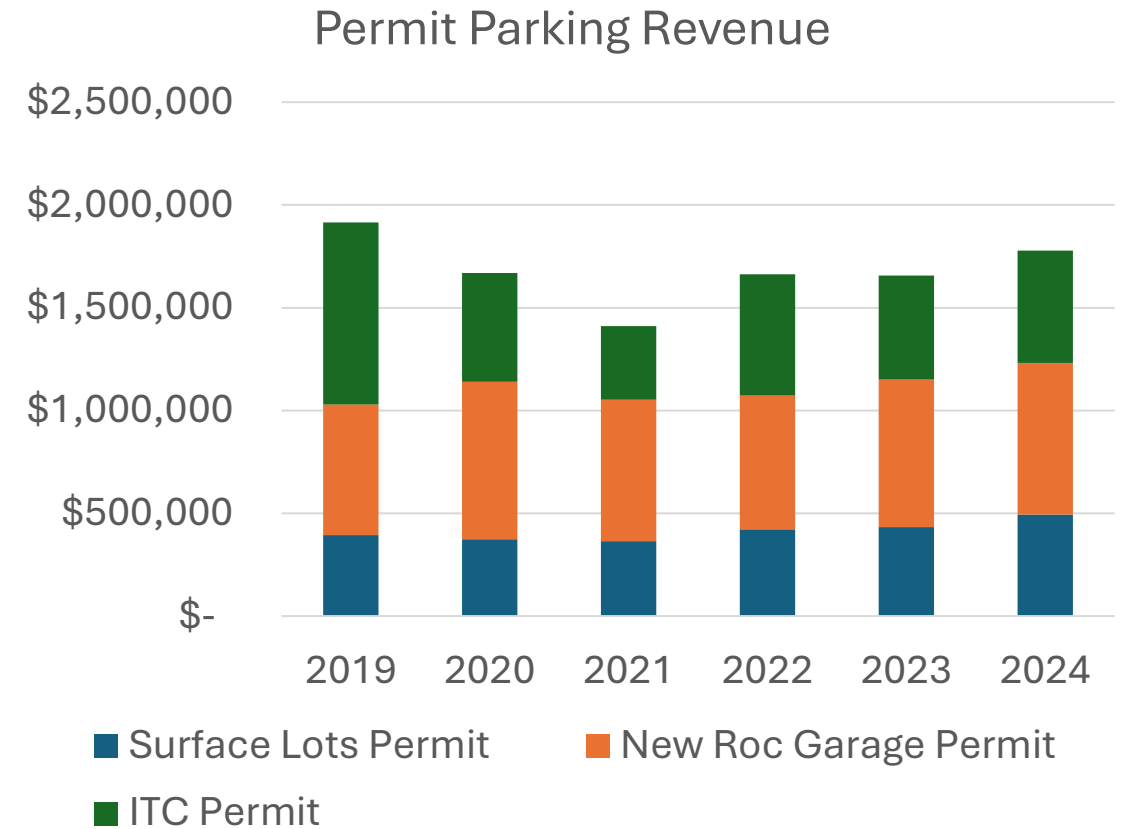
- Parking demand is 2.8x higher than the supply in the green zone.
- Parking demand is 1.1x higher than the supply in the purple zone.
- Parking utilization in the New Roc and Transit Center garages ranges from 50-60% on weekdays and 20-70% on weekends.



PERMIT PARKING PRICING

The high disparity in monthly parking prices between private and municipal parking puts considerable pressure on the municipal parking system.

- Municipal prices range from \$28 to \$125 per month (weighted average of \$77 per space per month)
- Private garage monthly prices average about \$250 per month
- Transit Center permit parking has decrease since pre-covid



TRANSIENT PARKING PRICING

Downtown would benefit from a “stadium” pricing structure where parkers pay more for the most convenient spaces

- Hourly paid parking
- Costs \$1.25 per hour
- Transient pricing parity encourages hourly parkers to circle the streets looking for a convenient spot rather than pulling into a garage with ample capacity

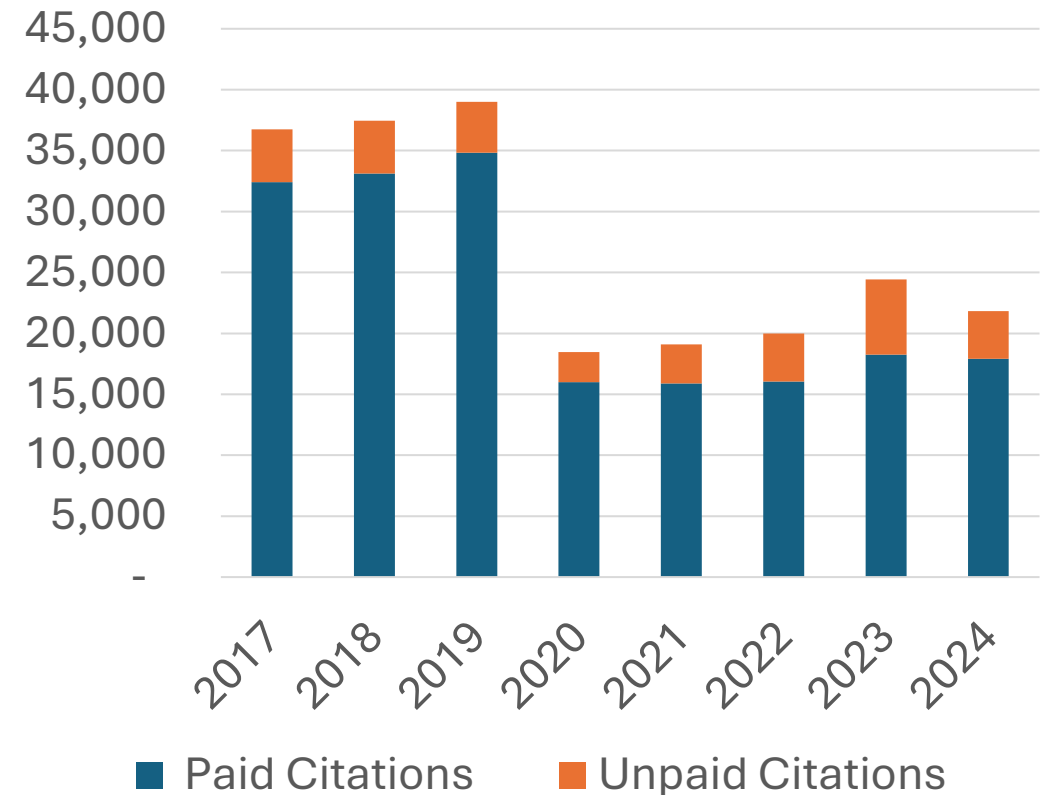
Hoboken, NJ	\$ 3.00
Jersey City, NJ	\$ 2.00
White Plains, NY	\$ 1.50
Danbury, CT	\$ 1.50
Norwalk, CT	\$ 1.50
New Haven, CT	\$ 1.50
Elizabeth, NJ	\$ 1.50
Yonkers, NY	\$ 1.25
New Rochelle, NY	\$ 1.25
Stamford, CT	\$ 1.25
Mt. Vernon, NY	\$ 1.00
Port Chester, NY	\$ 1.00
Montclair, NJ	\$ 1.00
Mean	\$ 1.48
Median	\$ 1.50

ENFORCEMENT – PARKING

Low enforcement levels coupled with a lenient fine schedule negatively impacts compliance and revenue

- Citations have not bounced back from pre-covid numbers
- The overtime parking fine of \$25 in New Rochelle (\$15 if paid by days-end at a paystation) is below industry norms
- Overtime parking fines are generally more punitive regionally (Mount Vernon = \$50) and generally range between \$25 and \$55 nationwide

Expired Meter and Exceeded Time Citations



EV CHARGING IN NEW ROCHELLE

Parking policy coordination with the EV Master Plan is essential for action items implementation

- At present, the city absorbs the cost of electricity at some EV charging parking spaces. Most municipal EV charging stations require customer payment for electricity
- EV Master Plan Strategies
 - Create EV service and business model for parking and charging rates
 - Price parking and charging rates competitively while covering O&M costs
 - Modify zoning codes and enable faster permitting to promote EV charging
 - Develop universal design standards for EV charging in parking facilities
 - Promote curbside EV charging with applicable equipment installations



NEW PARKING FACILITIES - PRIVATE

Additional capacity will help ease parking congestion but needs to be properly managed. Creating new parking is a costly endeavor.

The following 196 additional spaces are set to come online shortly. Some of the locations are still undergoing contracting.

- Highgarden - 36 spots, signage is anticipated to be installed by end of October
- Skyline - 80 spots anticipated
- Two Clinton - 80 spots anticipated



Strategies

CURRENT PARKING PROJECTS AND PLANS

- Text to Pay System Implemented
- License Plate Reader (LPR) Pilot Program at New Roc Garage Starting
 - Trialing a gateless payment system, led by LAZ
 - Aims to provide data to guide future full implementation

UPDATE PRICING AND FEES

SHORT

Policy Update

- Increase fine schedule (example - from \$15 to \$25 at a paystation)
- Increase enforcement levels to industry norms
- Allow for pay periods in excess of 3 hours after 8pm
- Update monthly permit pricing model
- Update transient pricing model

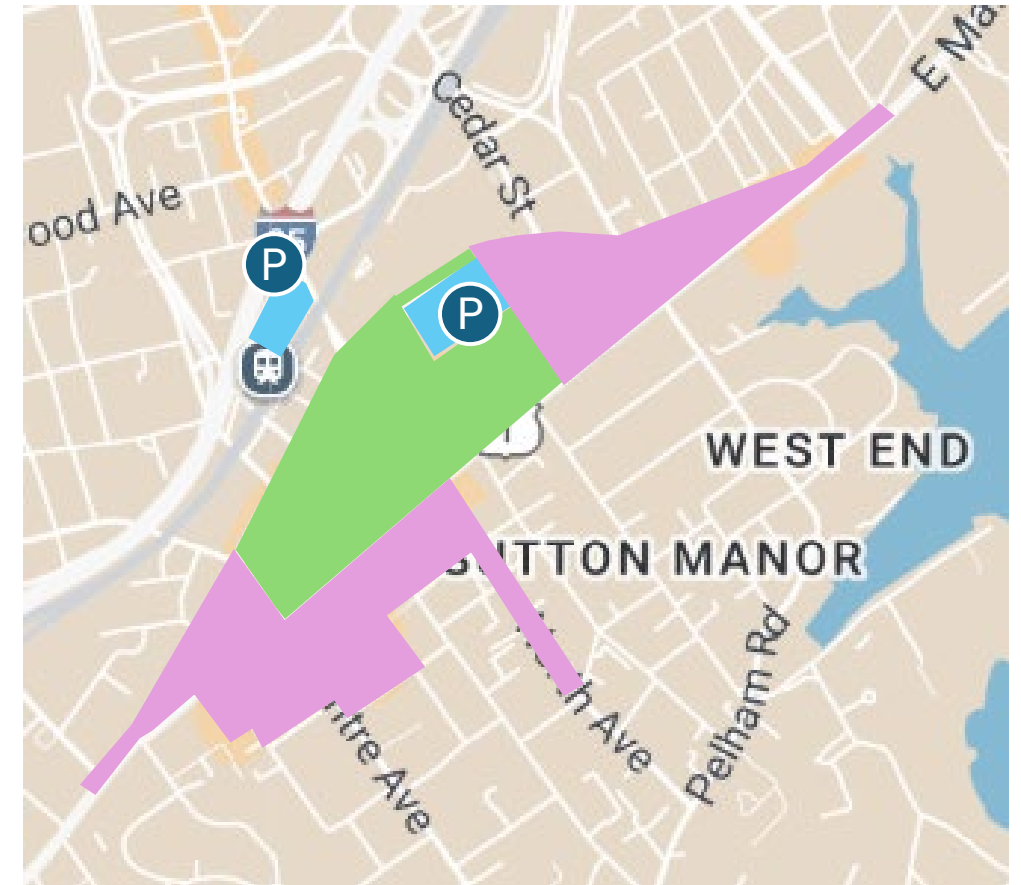


STADIUM PRICING MODEL

SHORT

Policy Update

- Higher cost for most coveted parking
- Incentivizes demand shift to lower-priced garages
- Improves traffic flow and reduces congestion in high-demand areas
- Supports the Downtown Retail Strategy by promoting greater turnover, increasing on street parking opportunities



Preliminary Parking Pricing Concept

	\$1.25 per hour
	\$1.50 per hour
	\$2.00 per hour

CURBSIDE PAID LOADING PILOT

MEDIUM

Operational Update

- Implement a pilot program
- Curbside paid loading designates specific curbside spaces as paid loading zones, typically for delivery vehicles or commercial loading and unloading activity, to improve turnover and access for multiple users.
- Aims to improve efficiency for delivery providers, reduce illegal parking and idling, and enhance pedestrian and traffic safety around busy curbs.

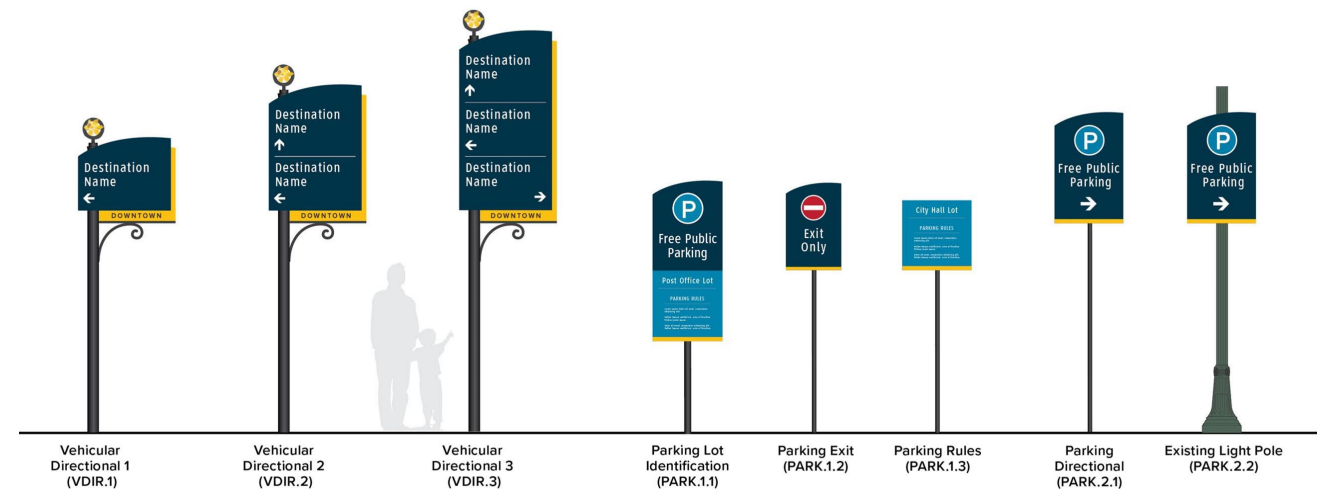


PARKING WAYFINDING

MEDIUM

Operational Update

- Directional signage to guide visitors to parking
- Need for parking signs visible from street
- Guide people to parking locations, and provide information about parking



ON-STREET RESIDENTIAL PERMITS

MEDIUM

Policy Update

After further analysis, develop a plan for on-street residential permits.

- Requires extensive stakeholder and public engagement
- Requires state legislative approval
- Study will define permit zones, eligibility, pricing, and enforcement strategy and outline a permit issuance process



Image from Albany NY

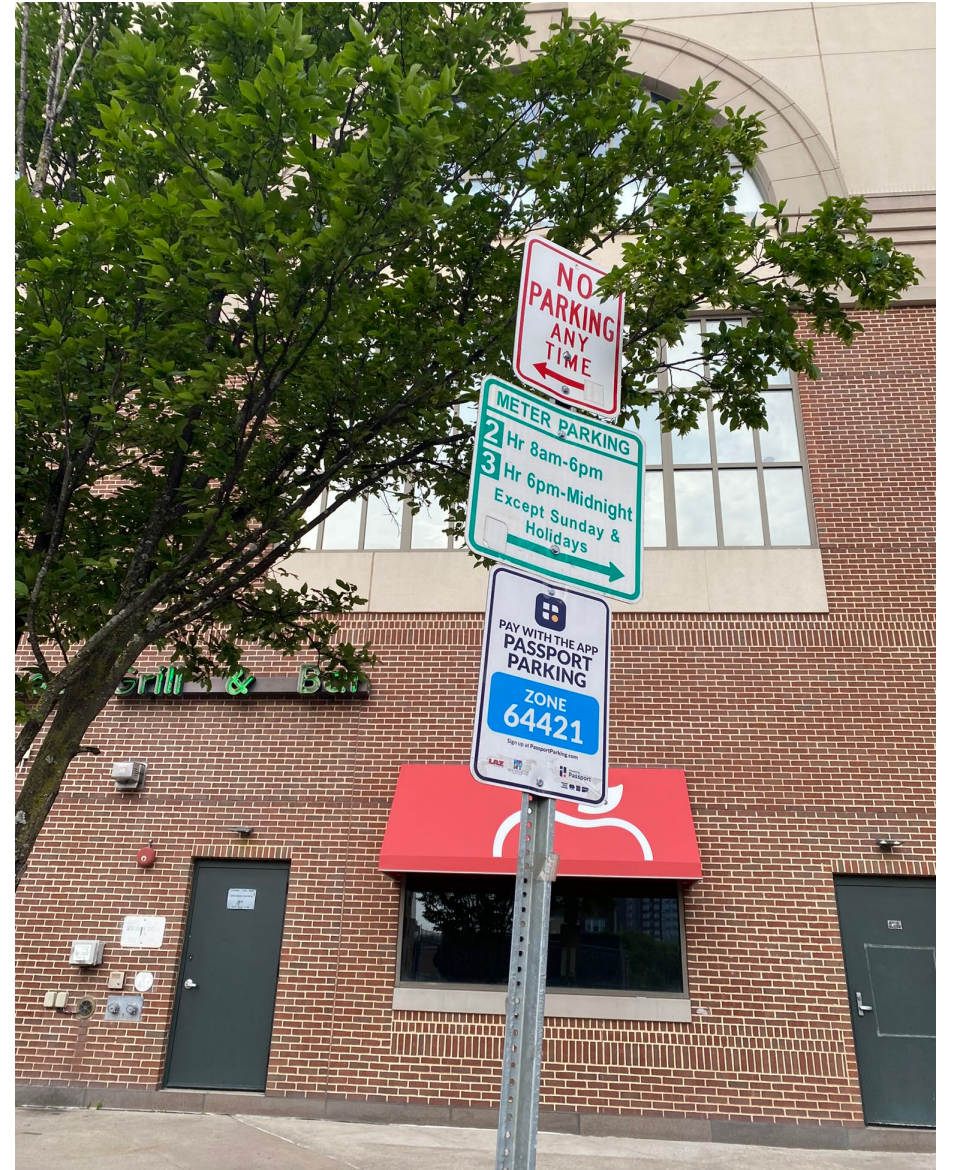
ON-STREET METER ZONE EXPANSION

LONG

Policy Update

Study and propose an on-street meter zone expansion.

- Requires an extensive stakeholder and public engagement process
- Consider a phased approach

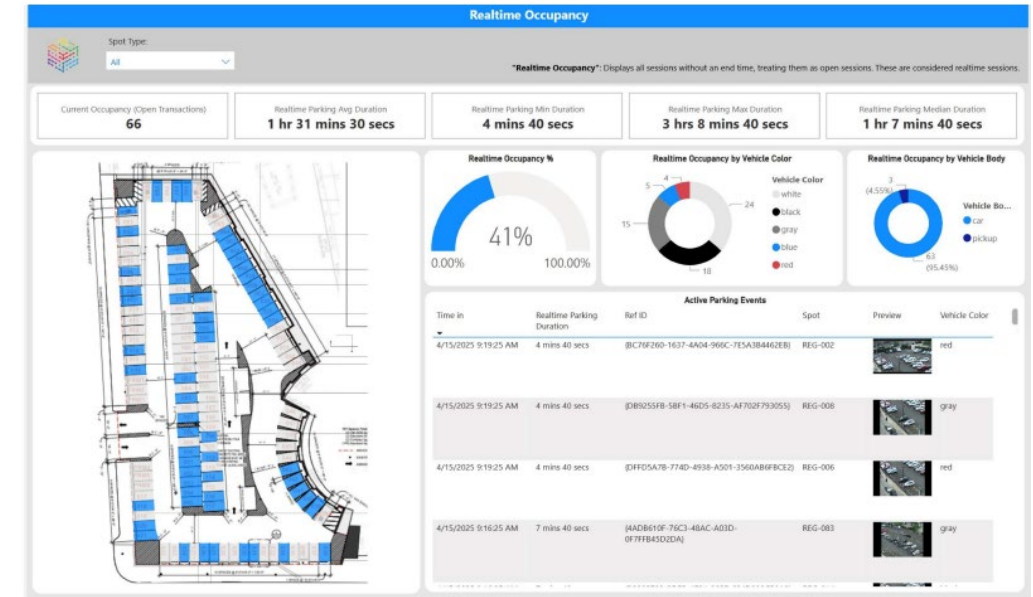


LICENSE PLATE READING (LPR) SYSTEM

LONG

Operational Update

- Following the pilot program, assuming success, fully implement License Plate Recognition (LPR) at New Roc and ITC Garage
- Will improve revenue capture
 - Plates read upon entry & exit
 - Pay by App
 - On-Line permitting
 - Invoice by mail
- Pilot to Implementation Steps:
 - Upgrade existing software/app to support LPR-based payments and account management
 - Transition to an automated invoice-by-mail system for post-payment and non-app users
 - Remove pay stations and legacy parking machines
 - Procure and install additional cameras and networking hardware
 - Develop and provide staff training for monitoring and managing the new system



Next Steps

TIMELINE

SHORT	MEDIUM	LONG
3 – 6 Months	6 – 12 Months	12 – 24 Months
• Funding request in November 2025 • Targeted implementation in 2026	• Devise a plan in 2026 for implementations • Targeted implementation in 2027	• Requires detailed development and design • Targeted implementation in 2028

NEXT STEPS

- Continue development of Parking Strategy
 - Additional data collection
 - Further analysis
- Share Draft Plan in January 2026
- Final Plan February 2026

QUESTIONS?