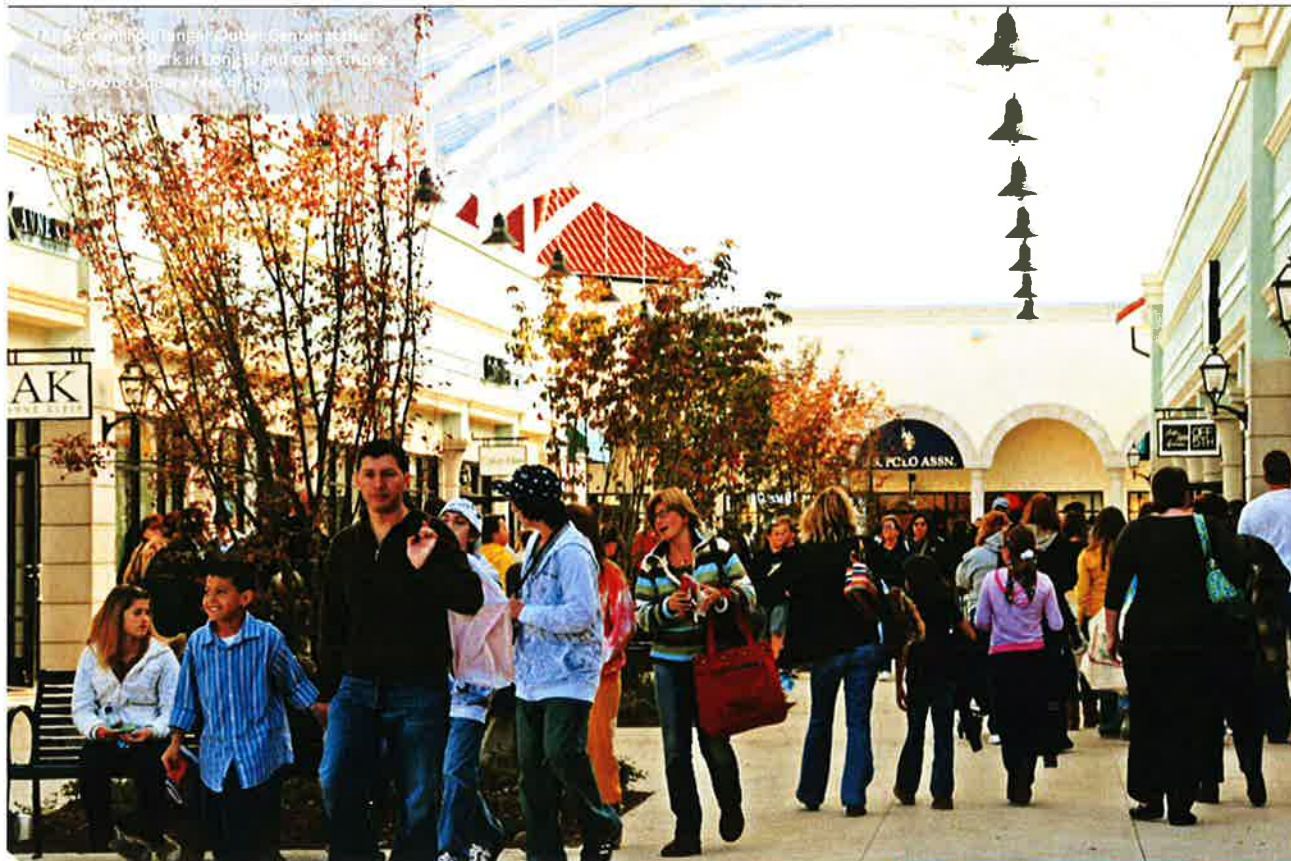


# More Than Malls

➤ Blumenfeld Development Group completes two grand-scale shopping centers in Long Island and Manhattan that offer numerous entertainment options. *By Jim Harris*

"Creating new opportunities for our customers."

> David Blumenfeld, vice president



## Blumenfeld Development Group

[www.bdg.net](http://www.bdg.net)

Annual sales: \$200 million

Headquarters: Syosset, NY

Employees: 60

Services: Commercial, office and retail construction

➤ **Blumenfeld Development Group** (BDG) can now add a pair of major projects to its already impressive portfolio of work in New York. The commercial real estate development firm recently finished work on the Tanger Outlet Center at the Arches in Deer Park, Long Island,

as well as East River Plaza in Manhattan.

The 80-acre, \$350 million Tanger Outlet Center at the Arches of Deer Park offers more than 850,000 square-feet of shopping, dining and entertainment. The center's European-inspired architectural features include arched promenades and piazzas, colonial-style decorative lighting and median landscaping. The site also includes 30,000 square-feet of office space available for leasing. The center is the largest of its kind and has profoundly raised the bar for retail development on Long Island, according to the company.

## Local Ties

BDG says it invests in local communities by redeveloping obsolete space or environmentally contaminated lands into viable projects. This increases choice and lowers costs in historically disadvantaged neighborhoods. The company's principals have also been involved in a number of local causes and organizations, including their founding role in the Association for a Better Long Island. BDG also makes significant contributions to pediatric cancer programs at Long Island Jewish Medical Center and participates in efforts to honor veterans and active duty military through the American Airpower Museum.





The center is exquisitely detailed, with Spanish tile roofs, Venetian plaster cast stone walls and other features. “Every storefront is different, so you don’t have long runs of typical Long Island shopping center architecture,” BDG Vice President David Blumenfeld says. “It’s changed how Long Islanders look at their shopping experience, and it dramatically changed the expectations of retailers looking at Long Island space.”

Construction was completed in October 2008. More than 80 retail, discount, outlet and designer shops have opened on the site, which also features a 16-screen first-run Regal Cinemas multiplex with an IMAX screen, a New York Sports Club, and a shuttle connecting the center to the Deer Park train station.

“The center has a lot going for it,” Blumenfeld adds. “It’s more than shopping, it’s a way of life; people go, spend the day, shop, eat, see a movie, shop some more, and there’s live entertainment outside. It’s a full-day shopping experience.”

The center earned LEED Silver status for sustainable building methods and features including a concrete recycling pro-

gram. The footings, slabs and other concrete items from the pre-existing building were crushed during demolition into a stone-sized aggregate, which was then reused under slabs, sidewalks, pavers and asphalt. The site used to house an industrial facility, Blumenfeld says.

#### Big Box in Manhattan

The \$500 million East River Plaza covers three city blocks between East 116th and 119th streets between Pleasant Avenue and FDR Drive, offering more than 500,000 square feet and five levels of retail space for big-box retailers. BDG purchased the site, a former Washburn Wire factory, in 1996. The site has an adjacent 1,250-space, 550,000-square-foot parking facility.

Costco was the first tenant to open on the site last year, and Best Buy just enjoyed an enthusiastic opening; other tenants including Target, Marshalls, PetSmart and Old Navy are expected to open this year. East River Plaza will be the home of the only Costco and Target stores in Manhattan, Blumenfeld says.

“We are proud of the innovation we

have introduced in the heart of New York. The biggest thing about this center is it’s big-box retail placed one of top of each other in Manhattan with parking right across from each store; it’s suburban-style big box in an urban setting, and the consumer is delighted,” Blumenfeld says.

#### Full Service

BDG Construction is experienced at building shopping centers, office buildings, medical facilities and industrial centers. The company boasts a fully integrated team able to offer a variety of services, including leasing, acquisitions, property management, construction, permits and approvals, architectural and engineering design, and user operational planning.

The company says its greatest strength comes from understanding a client’s needs, being a detail-oriented team, and catching things early. “Our full service and track record help us stand out,” Blumenfeld says.

BDG employs 60 people in two New York offices and controls more than 5 million square feet of real estate. ❶