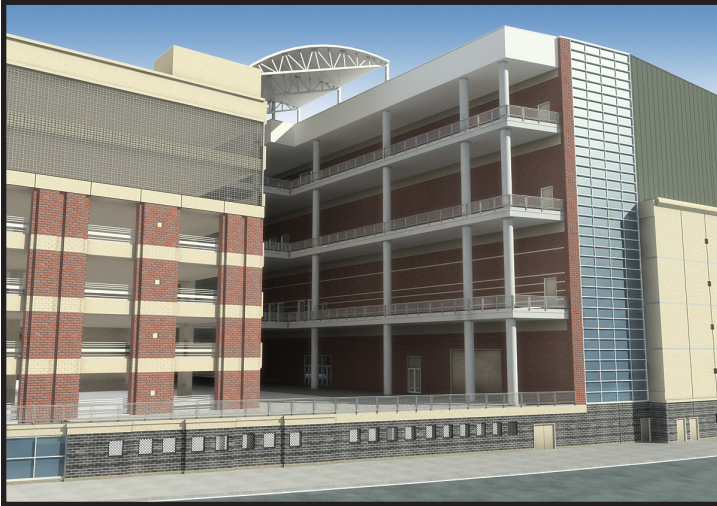


EAST RIVER PLAZA BRINGS EXCITEMENT TO EAST HARLEM

U
M **W & M Sprinkler Company, Inc.**
DESIGN • INSTALLATION • MAINTENANCE
a division of Davis-Ulmer Sprinkler Company



Images courtesy of Blumenfeld Development Group

Sept. 15, 2009 — East River Plaza is a multi-level 500,000 square foot retail project with an attached 1,250-space parking facility. The Plaza spans three city blocks in East Harlem, N.Y.

W&M SPRINKLER, a subsidiary of Davis-Ulmer Sprinkler Co., has been performing the installation of the fire sprinkler and standpipe systems on the project for the last two years.

“We have produced all piping shop drawings, coordinated our piping with other trades and carried through the installation,” said Sami Khoueiri, executive vice president of W&M Sprinkler.

Plans to build the East River Plaza have been in the works for many years. Blumenfeld Development Group, Ltd. (BGD), a full-service real estate development firm with core strengths in big-box retail and office space, purchased the site in 1996. Forest City Ratner Co. also bought a stake in the development in 2004.

According to Forest City Ratner, the new commercial development will bring about 2,000 construction jobs needed to build the facility, and between 1,200–2,000 permanent retail jobs to the East Harlem Community.

East River Plaza is poised to become Manhattan’s first mega-complex of big-box retailers. It will give the retailers suburban-style layouts in the heart of the city.

Costco, Target, Best Buy and Marshalls have all agreed to be tenants in the new facility. “The base project is nearing completion and new tenants are being built out to open around the Thanksgiving shopping season,” Khoueiri said.

According to Plan NYC, East River Plaza is expected to have cost \$440 million upon its completion. ↻