

**Remarks of Mayor Noam Bramson**  
**Selection of Forest City to Develop Echo Bay Waterfront**  
**December 15, 2006**

Today, together, we take a giant step forward in achieving our shared vision for a new Echo Bay and a new waterfront.

New Rochelle's nine-mile shoreline is one of our great physical assets, but because of the way it has been mis-developed over a hundred years or more, you can be within a stone's throw of the water's edge and have no sense of proximity to the Sound. Echo Bay is the prime example, with industrial and storage facilities that completely close off the shore from public use or enjoyment.

That is why the City embarked several years ago on an inclusive planning process, in which hundreds of residents participated, to re-imagine the Echo Bay shoreline as an active waterfront with appropriately scaled housing and shops, parkland, sight lines from surrounding neighborhoods, and a continuous waterfront promenade, open at last to the public.

We invited planners and builders from throughout the nation to submit proposals for achieving this vision in partnership with the City. And we could not have been more impressed with the caliber of the submissions – all of which would enable a person to stand on US1, look to the south, and see for the first time in our lives, an unobstructed view of the water.

Today, after several months of careful review and discussion, we are delighted to announce the unanimous selection of Forest City to be the master developer for the Echo Bay waterfront.

Forest City brings to this challenge unmatched experience in public-private partnerships, a proven commitment to environmental sustainability, an understanding of the extraordinary potential of this site, a willingness to work in concert with neighborhood leaders and civic groups, and a passion for imaginative planning that builds not just projects, but communities.

Forest City also has the organizational depth and strength to overcome the hurdles – both expected and unexpected – that will surely present as we move in the years ahead from this exciting and hopeful beginning to a successful conclusion.

For all of these reasons, we are thrilled to welcome Forest City as our partners in building a healthier environment, a stronger city, and a brighter future.

Let me also say a brief word about the other two finalists, WCI and Twining Properties. It says a great deal about them that, despite Forest City's exceptional assets, the Council found this to be a very difficult choice. They are great organizations, and they offered compelling visions. We thank them for their hard work, and we hope very much to have other opportunities to work with them in the years ahead.

During the next few months, City staff will work closely with Forest City to refine the conceptual vision pictured here into a detailed Development Agreement that will guide planning, design, and environmental remediation. All with the goal of beginning construction of the new Echo Bay waterfront by the end of this decade.

Finally, it should be said that Echo Bay is a critical part of a larger transformation of New Rochelle – the most dramatic in our modern history. We look forward eagerly to the day when residents and visitors can stroll from a rising urban core, alight with culture, vitality, and commerce, to neighborhoods rich with charm and history, to a shoreline that invites all to celebrate, play, or simply reflect on the world's beauty.

Today, with the right partners at our side, we are closer than ever before to making this vision a reality.

It is now my privilege to introduce David Levey of Forest City.