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**CORD MEYER LAUNCHES “MOVING FORWARD” PROJECT  
AT ITS BAY TERRACE SHOPPING CENTER**

*Queens, NY – October 24, 2023...* Cord Meyer Development is set to embark on the latest chapter in its celebrated 120-year history. At a ribbon-cutting ceremony this week attended by Queens Borough President Donovan Richards, New York City Council Member Vickie Paladino, and a host of Bay Terrace community representatives, Cord Meyer launched Moving Forward, an ambitious project to reimagine and revitalize its 60-year-old Bay Terrace Shopping Center.

“Bay Terrace and the Bay Terrace Shopping Center grew up together,” explained Cord Meyer Development President and CEO Matthew Whalen. “For over six decades, the shopping center has served as the heart of the community — a hub of economic activity for job creation, charitable giving, tax-revenue generation, and small business growth. At Cord Meyer, our goal is to ensure that the Bay Terrace remains a vital, thriving asset.”

According to Cord Meyer Vice President and Bay Terrace Project Lead Joe Forgione, the transformation of the shopping center will follow a phased approach over several years beginning this fall with the total redesign of the vacant Victoria’s Secret/Applebee’s space, including the addition of a second floor. The new space is being marketed by Cord Meyer as ideal for a fitness center. Other proposed changes and improvements include:

- Attractive new architectural features to modernize the look of the buildings
- Contemporary entrance signage on Bell Boulevard
- Improved pedestrian walkways with enhanced safety elements
- New landscaping
- Expanded outdoor seating areas
- Designated space for community events

Forgione observed that the goal is to transform the Bay Terrace into an exciting mixed-use retail center that offers something for everyone.

“In recent years, we have already begun utilizing the Bay Terrace as a place the community can gather for classic car shows, seasonal festivals, live performances, and a safe space for local not-for-profits and nearby schools to reach the public,” he noted. “What we are doing now is saying, ‘How

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can we build this into a permanent feature of the center?’ Our goal is to create a multi-purpose destination where people can come to enjoy various elements beyond great shopping. We envision increased dining options, redesigned outdoor seating areas, and more emphasis on creating a live-work-play environment.”

Forgione concluded that Cord Meyer is still in the early planning stages, exploring all options that will help attract and retain tenants and ensure the long-term viability of the shopping center. “We are beginning to meet with local organizations and citizens groups to present our findings and discuss Moving Forward,” he explained. “People recognize that the economic strength of the property directly benefits Bay Terrace and the surrounding communities.”

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**Photo Caption:**

*Flanked by Queens Borough President Donovan Richards, NYC Council Member Vickie Paladino, and members of the Bay Terrace community, Cord Meyer Vice President and Bay Terrace Project Lead Joe Forgione cuts the ceremonial ribbon to launch Cord Meyer Development’s Moving Forward project at the Bay Terrace Shopping Center.*



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