



Greenberg appointed to New Rochelle Industrial Development Agency

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New Rochelle, NY Howard Greenberg, SIOR, president of Howard Properties, Ltd., has been appointed to the New Rochelle Industrial Development Agency (IDA).

Greenberg has over 30 years of experience as a commercial real estate broker in Westchester County. He formed Howard Properties, Ltd. in 1998 to represent corporations, law firms, privately owned businesses and not-for-profit organizations.

"I look forward to serving on the IDA during this period of intense development activity in New Rochelle," said Greenberg. "This body will be making important decisions that will shape the future of the city and I am excited to bring my decades of real estate experience to the process."

The New Rochelle City Council unanimously approved a new zoning plan that paves the way for the most significant economic rebirth in the city's historic downtown. The adoption of the Downtown Overlay Zone and Community Benefits Policy concludes an intensive year-long research, planning and community outreach process, led by the city of New Rochelle and its designated Master Developer for Downtown, RDRXR. The new zoning plan has already attracted many new development projects, with many more in the pipeline for approval. RXR's \$120 million, 280 unit residential project is already under construction on a centrally located site, and many other development projects are in the approvals pipeline.

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