2016 REGIONAL PLANNING SUMMIT

Repurpose Reuse Revitalize

June 7, 2016 | 8:30AM - 3:30PM
The War Memorial | Trenton, NJ

plan smart nj
better land use better lives
PlanSmart NJ is an independent, non-profit planning, education, and research organization committed to improving the quality of community life through the advancement of sound land use planning and regional cooperation.

In its 48th year, PlanSmart NJ concentrates on land use, economic growth, transportation, housing, environmental conservation, and related issues throughout the State of New Jersey.

PlanSmart NJ believes that balanced and thoughtful land use planning can strengthen our economy and environment to make New Jersey a better place to live, work, and play for all. We help refocus the debate away from whether New Jersey should grow, to how best we can grow. We believe growth must balance both the environmental and economic needs of the state.

PlanSmart NJ
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Welcome to PlanSmart NJ’s 5th Annual Regional Planning Summit, Repurposing, Reuse, Revitalize. I am proud to be a leader of an organization that, since its inception in 1968, has made it its mission to protect the quality of life in New Jersey by tackling complex issues that affect our everyday life. PlanSmart NJ works to break down silos and recognizes that we must promote economic development AND environmental protection. We believe that land use planning is the vehicle for holistically addressing housing, transportation, environmental protection, economic development, and social equity.

Last year’s Summit was the kick-off for PlanSmart NJ’s Repurposing Stranded Assets Project – a comprehensive statewide analysis of underperforming office and retail assets. This year’s Summit is the culmination of a year-long effort of collecting and analyzing data, reviewing industry literature to assess best practices, and meeting with stakeholders to ground our work in reality. PlanSmart NJ’s findings and recommendations are summarized in our, A Guide to the Future. This user friendly Guide can be found on the flash drive that you received at registration and on our website, plansmartnj.org. The Guide describes the problems and the opportunities, and recommendations on how to address the problem.

On behalf of the Board of Directors of PlanSmart NJ I hope you find today’s Summit valuable and inspire you to work with us to devise solutions to some of New Jersey’s intractable issues. Your involvement and input is what ground’s our work in reality. If you believe in our work, please consider becoming a member or sponsor today. Membership and sponsorship information can be found on PlanSmart NJ’s website, plansmartnj.org.

Thank you for attending today’s Summit. By working together we can make significant progress in creating a more resilient and prosperous State. Sincerely,

Karen Jezierny, Princeton University
PlanSmart NJ President
Thank you for attending PlanSmart NJ’s 5th Annual Regional Planning Summit: Repurpose, Reuse, Revitalize. Your presence today signifies that you share our concern with New Jersey’s growing inventory of struggling corporate office and retail centers. The focus on today’s Summit is not to further define this problem, rather we hope to inspire change by focusing on the great opportunities represented by these struggling assets.

This year’s Summit is the culmination of our comprehensive assessment of underutilized office and retail centers. Today we have brought together successful repurposing developers, planners and visionaries to inspire you to imagine a brighter future for New Jersey’s suburbs. Through innovative and proactive planning and regulatory reform, these struggling sites can be revitalized to once again enhance their communities. Many underutilized sites, where infrastructure investments have already been made, are ripe for redevelopment or reuse. The key is to reimagine these sites in such a way that minimizes their isolation and avoids creating the stranded assets of the future. This requires planning beyond the site and integrating properties into the larger community. The morning’s keynote speaker, Matthew Holt, Hunterdon County Freeholder will set the stage by describing how leadership is needed in defining where growth and infrastructure investments should go and how land use, transportation, housing, environmental protection, and economic development are interconnected. The luncheon keynote speaker, Greg Lindsay, Future Cities, will explain technology’s impact on the future of transportation and where and how we work.

Thank you for participating in today’s event. We hope you leave feeling inspired and committed to working with us to build vibrant, sustainable and equitable communities throughout New Jersey.

Sincerely,

Ann Brady
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Event Partners:

APA NJ
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NJ League of Municipalities
Sustainable Jersey
8:00 – 8:30  Registration and Continental Networking Breakfast

8:30 – 8:35  Welcome: Karen Jezierny, Princeton University and PlanSmart NJ Board President

8:35 – 8:40  Introduction: Mayor Tim McDonough, Hope Township

8:40 – 8:50  The Stranded Assets Problem; How Big is it? Ann Brady, PlanSmart NJ Executive Director

PlanSmart NJ has conducted an extensive statewide analysis of vacancies in office parks and retail centers. The findings will be presented and set the stage for a call to action to repurpose struggling assets.

8:50 – 9:20  Comprehensive Economic Development Strategies: Connecting the Dots Matthew Holt, Hunterdon County Freeholder

Addressing stranded assets requires planning beyond the site. Hon. Matthew Holt, Hunterdon County Freeholder and NJTPA Executive Committee member will highlight the connections between flexible zoning, transit oriented development, increasing densities and reinventing New Jersey’s suburbs.

9:20 – 10:25  It Is All About Financing

Vacant and underutilized properties can have quite an impact on municipal budgets. Repurposing can be costly but PILOTs can provide incentives to developers to repurpose and plug holes in municipal budgets.

Moderator Richard Goldman, Esq., Drinker Biddle & Reath
Kevin McManimon, Esq., McManimon, Scotland & Baumann, LLC
Andrew Janiw, AICP, PP, Beacon Planning and Consulting Services, LLC

10:25 – 10:35  Break
10:35 – 11:35  **Repurposing Through Proactive Leadership**

Promoting a vision and proactive leadership are key to repurposing.

Moderator: Zenobia Fields, North Jersey Transportation Planning Authority  
Peter Cocoziello, Advance Realty  
Mike Kerwin, Somerset Business Partnership  
Walter Lane, AICP, PP, Somerset County Planning Board

11:35 – 12:45  **Lunch and Keynote Speaker**

Greg Lindsay, Senior Fellow of The New Cities Foundation

12:45 – 1:55  **Achieving Multiple Goals Through Innovation**

Reimagining how a site may be reused is also an opportunity to think about how the site may function and achieve multiple goals. By building upon existing infrastructure and incorporating innovations in energy and green infrastructure these properties can be utilized to enhance sustainable goals and increase efficiency, while meeting affordable housing needs.

Moderator: George Vallone, The Hoboken Brownstone  
Pam Frank, Gabel Associates  
Tavis Dockwiller, ASLA, Viridian Landscape Studio  
Nat Bottigheimer, Fehr & Peers DC  
Jim Constantine, PP, Looney Ricks Kiss

1:55 – 3:05  **Supporting Vibrant Communities Across the State**

What makes the state economy flourish? Vibrant communities that not only attract businesses and residents, but also maintain them for the long-term. Meeting this goal takes a comprehensive statewide approach with local support. This panel will discuss numerous state-level recommendations that will help promote the success of New Jersey’s suburbs, such as reinvigorating the State Plan, marketing
regional assets, addressing regulatory barriers and promoting workforce development.

Moderator: Lori Grifa, Esq. Archer Greiner, P.C.
Tim Touhey, Investors Bank
Michele Siekerka, NJ Business and Industry Association
Joel Bergstein, Lincoln Equities Group, LLC
Morris Davis, Ph.D. Rutgers Center for Real Estate

3:05 – 3:15 Leading the Way to Implementation Ann Brady, PlanSmart NJ
Executive Director

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10
Large suburban office parks and office campuses, that for many communities have been a significant part of their ratable base and prestige, have become “stranded assets” that are obsolete, vacant, and difficult to market. Likewise, shopping centers, particularly community shopping centers, have been underperforming for decades, with vacancies and lack of maintenance contributing to a sense of community decline and blight. The loss of ratables is putting a strain on county and municipal property taxes and is hindering the State’s ability to rebound from the recession.

PlanSmart NJ’s *Guide to the Future* is the product of a year-long comprehensive statewide analysis of demographic and real estate data and evaluation of best practices and case studies. The user-friendly is a resource for local officials and those that advise them to describe the fiscal impacts stranded assets have on communities and how repurposing can solve the many problems that arise from underperforming corporate campuses and retail sites. The Guide describes how communities can benefit from turning obsolete sites into functional, fiscally sustainable, and environmentally resilient assets. Recognizing that there is no one size fits all solution, recommendations are sensitive to the existing community fabric and range from walkable mixed use neighborhoods to single use repurposing. The project is guided by a steering committee of policy makers, business leaders, and local decision makers to ground the work in reality.
The project would not be possible without the support and commitment from the steering committee.

Steering Committee members:

- Donna Drewes, Sustainable Jersey
- Michael Egenton, NJ Chamber of Commerce
- Jarrod Grasso, New Jersey Realtors
- Tim McDonough, Mayor of Hope (Co-chair)
- Mike McGuinness, NAIOP NJ
- Darlene Regina, Association Construction Contractors of New Jersey
- Michele Siekerka, NJ Business & Industry Association
- Tim Touhey, Investors Bank (Co-chair)
- George Vallone, NJ Builders Association

If you would like to know more about the project and learn about sponsorship opportunities, please contact Ann Brady- abrady@plansmartnj.org or by phone 609-393-9434.
Joel Bergstein  
President, Lincoln Equities Group

Joel Bergstein is President of Lincoln Equities Group (LEG) and has been with the organization since 1984. After joining the firm as VP of leasing, he rose through the ranks of LEG to become Executive VP in 1998, spearheading the company's acquisition and development initiatives. He led the company into its current operating partner platform, partnering with domestic and international opportunity, private equity and pension funds. In 2001 he assumed the role of President of LEG. Bergstein heads up LEG’s large scale development platform which includes Halletts Point, a 2400 unit development in Astoria Queens, and 2.4 million SF industrial development in Piscataway NJ. The Lincoln is Manager/Partner in nearly 4.5MSF of Suburban Office space. He is a founding partner of Lincoln’s $500M European property investment platform. Joel serves on numerous real estate advisory boards and is a speaker and frequent commentator in real estate trade and business media.

Nat Bottigheimer  
DC Region Market Lead, Fehr & Peers

Nat Bottigheimer is a transportation planner with extensive experience coordinating transportation service and infrastructure planning with local economic and real estate development, and a recently arrived resident of Princeton, NJ. He is a consultant with Fehr & Peers DC. Prior to joining Fehr & Peers DC, Mr. Bottigheimer was an Assistant General Manager at the Washington Metropolitan Area Transit Authority, the Washington, DC regional transit agency, where he oversaw the agency’s planning, real estate, and parking functions, and prior to that an official at the Maryland Department of Transportation, where he led a group that focused on coordinated transportation and land use development planning. He received a Masters in Public Policy from the Goldman School of Public Policy at UC Berkeley, and a Bachelors in Government from Harvard University.
Peter Cocoziello  
**Director of Business Development, Advance Realty**

Peter Cocoziello, Jr. is responsible for the identification and execution of new investments, and has an active role in the firm's asset management and development groups. Peter has assisted in the acquisition, disposition and management of more than $1 billion of commercial, retail, multifamily, industrial and mixed-use properties and is actively involved in multi-use development projects with a total capitalization of over $2 billion. Peter currently sits on the Board for the Somerset County Business Partnership, serves as a trustee for the National Association of Industrial and Office Properties New Jersey (NAIOP NJ), and sits on the Board for PlanSmart NJ. Peter earned a B.S. in Industrial and Labor Relations from Cornell University and holds a Masters in Real Estate Development from Columbia University.

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Jim Constantine, PP  
**Principal, Looney Ricks Kiss**

Jim joined LRK in 1998 as the director of planning and research for the Princeton office. With expertise in urban design, master planning, historic preservation, community relations and qualitative research, Jim oversees planning and community relations for numerous Smart Growth, Traditional Neighborhood Development and New Urbanism projects. He has worked as a licensed professional planner in more than 25 states and Canada. Jim is a Rutgers University graduate and resides in Princeton.
Morris Davis, Ph.D.
Academic Director, Rutgers Business School Center for Real Estate

Professor Morris A. Davis is the Paul V. Profeta Chair of Real Estate and the Academic Director of the Center for Real Estate at the Rutgers Business School. Previously, Davis was the James A. Graaskamp Chair of Real Estate in the Department of Real Estate at the University of Wisconsin-Madison and was the Academic Director of the James A. Graaskamp Center for Real Estate. Dr. Davis is a member of the Academic Advisory Council of the Federal Reserve Bank of Chicago, is a Fellow of the Lincoln Institute of Land Policy, is an adjunct scholar at the American Enterprise Institute, and is an independent director of the American Capital Agency Corporation (ticker: AGNC) and American Capital Mortgage Investment Corporation (ticker: MTGE) mortgage REITs. Davis is regularly interviewed by NPR Marketplace, Bloomberg Radio, the Wall Street Journal, and the New York Times on house prices and housing markets. Davis holds a Ph.D. in Economics from the University of Pennsylvania.

Tavis Dockwiller, ASLA
Co-Founder, Viridian Landscape Studio

Ms. Dockwiller is a principal Landscape Architect with over twenty years of experience in private practice. In 1999 she co-founded Viridian Landscape Studio and practices landscape architecture within an ecological framework. Her expertise encompass master planning and site design for cities, campuses, parks, and other institutions. Recently she completed a fellowship for New York City’s Design Trust for Public Space where she worked with the New York City Department of Parks and Recreation to create a set of sustainability guidelines. Park Design for the 21st Century culminates in the publication of High Performance Landscape Guidelines – the third in a trilogy of sustainability guidelines that are shaping policy and construction for the city’s 29,000 acres of parkland. Ms. Dockwiller firmly believes that problem solving should be fun; client-consultant teams can make a difference to the world both socially and environmentally; and design solutions should be practical and lyrical.
Zenobia Fields  
Department Director of Planning, NJTPA

Zenobia L. Fields is Department Director of Planning with the North Jersey Transportation Planning Authority (NJTPA). She has over 14 years of diverse experience including capacity-building, asset planning, performance planning, urban design, transportation related design, data sharing, policy analysis and general community development. She has held positions with non-profits, government agencies, and private sector companies—including project work at the local, regional, state and federal level. At the NJTPA, Ms. Fields led the NJTPA’s participation in the Together North Jersey (TNJ) Initiative – originally funded by the five million dollar HUD Sustainable Communities Initiatives Grant. A component of the TNJ Initiative included the development of a Regional Comprehensive Economic Development Strategy (CEDS). Ms. Fields is leading the CEDS advancement, designed to foster public-private partnerships to lay the groundwork for an economic roadmap to diversify and strengthen Regional economies.

Pam Frank  
Vice President, Gable Associates

Ms. Frank has more than 15 years experience in sustainability issues and the renewable energy industry. She manages the firm’s efforts related to the development of renewable energy, advanced technology, and energy efficiency projects. She also supports regulatory and analytical activities for these markets. Ms. Frank has served as a key stakeholder in the development of the solar energy market in New Jersey. Since 2004, Ms. Frank has served on the state’s Renewable Energy Task Force, the policy body that has shaped solar development in the State. She worked closely with the New Jersey Board of Public Utilities, legislative leadership and the Governor’s Office for the successful passage of the Solar Advancement and Fair Competition Act of 2010. She has served as Project Developer/Project Manager for a wide-range of solar projects and has expertise on project development issues, including the implementation of cost effective financing approaches. Prior to her work in the solar market, Ms. Frank served as the Founding Executive Director for the not-for-profit organization, GreenFaith.
Richard Goldman, Esq.
Drinker, Biddle & Reath, LLP

Richard S. Goldman heads the Real Estate Practice Group in the Princeton office of Drinker Biddle & Reath, and concentrates his law practice on municipal land use law, real estate development, leasing, financing, green acres and farmland preservation, administrative law, independent school law, business transactions and real estate litigation. In 2015, Mr. Goldman was named a Client Service All Star by BTI Consulting. Mr. Goldman has broad experience in all aspects of municipal land use and real estate development. He has represented various boards, having served as counsel to the West Windsor Township Planning Board, township attorney in East Windsor Township and counsel to the Robbinsville Township Zoning Board. Mr. Goldman serves on the board of trustees of numerous civic, charitable and educational institutions including PlanSmart NJ, Young Audiences of New Jersey (chair) and the D&R Greenway Land Trust.

Lori Grifa, Esq.
Partner, Archer & Greiner PC

Prior to joining Archer & Greiner’s Hackensack office, Lori served in Governor Chris Christie’s Cabinet as the commissioner of the New Jersey Department of Community Affairs from 2010 to 2012. Lori also chaired the NJ Meadowlands Commission, the NJ Redevelopment Agency, the NJ Council on Affordable Housing and the NJ Housing Mortgage Finance Agency. In addition to creating approximately 3,000 units of affordable housing during this period, she managed 2,200 annual grant programs involving nearly $500 million. Lori handles matters involving administrative and regulatory law, as well as government affairs. She is the recipient of many awards including: The Best Lawyers in America in the area of Administrative Law, New Jersey’s “50 Most Powerful People in Real Estate,” New Jersey’s “Best 50 Women in Business,” and ‘New Jersey’s Women Leaders in the Law’. A graduate of Boston College School of Law, Lori served as law clerk to Judge Elbert Tuttle of the Superior Court of Massachusetts. She earned her B.A., cum laude, from Rutgers University.
Matthew Holt
Hunterdon County Freeholder

Freeholder Matthew Holt was elected in 2007 and joined the NJTPA Board of Trustees in 2008. He became a member of its Executive Committee in 2009. He served as NJTPA Chair for the 2012-2013 term. In 2013, Freeholder Holt received the National Association of Regional Council’s (NARC) Tom Bradley Leadership Award and was elected to NARC’s national Board of Directors. A strong supporter of investment in transportation, Freeholder Holt has long advocated for a return of rail service to Hampton and Flemington. He also is a member of the Raritan Valley Rail Coalition, an organization of Raritan Valley Line riders, elected officials, and representatives from the counties of Hunterdon, Somerset, Middlesex and Union. Freeholder Holt served as mayor of the Town of Clinton (2004–2005), after previously serving for eight years on the Town Council and one year on the Clinton Board of Education. Freeholder Holt is director of business development for Arena Americas, a special event contractor in Belleville.

Andrew Janiw, AICP, PP
Beacon Planning and Consulting Services, LLC

Andrew is the founder and managing member of Beacon Planning and Consulting Services, LLC (BPCS). Founded in 1997, BPCS provides planning, economic development and technical due diligence services to a broad spectrum of clients, including municipalities, lenders, investors, corporations and developers. Mr. Janiw has over thirty (30) years of experience in the negotiation and finance of real estate transactions and the development of commercial and residential properties. He has held positions that include Vice President of the Real Estate Lending Group at National Westminster Bank and Director of Acquisitions for a regional real estate development firm. Mr. Janiw has been actively engaged by numerous national, regional and local lenders and investors as a provider of pre-closing due diligence on construction and permanent loans secured by real estate. Andrew is a graduate of the New Jersey Institute of Technology with undergraduate and graduate degrees in Civil Engineering and Construction Management.
Michael Kerwin  
CEO, Somerset County Business Partnership

Michael served as SSP Architectural Group’s President for 17 years prior to being unanimously endorsed as Somerset County Business Partnership’s CEO. SSP is the longest operating architectural firm in New Jersey. Kerwin oversees the business partnership's Program of Work which addresses public Leadership to serve as the regional driver of economic and community development and quality of life initiatives; advocacy and influence serving as the unified and dynamic advocate for business; economic development with a commitment to smart growth and sustainability; and member value and engagement, serving as the essential partner to businesses and non-profits.

Walter Lane, AICP, PP  
Somerset County Planning Board

Walter Lane serves the Director of Planning at the Somerset County Planning Division where he oversees a staff of 20 employees. He is responsible for all of the County’s planning efforts, the Division of Solid Waste Management, Agriculture Development Board, the County’s Cultural and Heritage Commission and the Somerset County Energy Council. He was appointed as the Director of Planning in July of 2014. Previously he had served as a Supervising Transportation Planner, Principal Planner and Senior Community Planner during his tenure at the County. He has over seventeen years of land use, regional planning and transportation planning experience and has managed numerous award winning projects. Walter is a licensed New Jersey Professional Planner and is a member of the American Institute of Certified Planners. He has served on the APA-NJ Executive Committee and is a past chair of the Regional Transportation Advisory Committee at the North Jersey Transportation Planning Authority. He is a graduate of Cook College, Rutgers University and holds a BS in Environmental Policy.
Greg Lindsay is a senior fellow of the New Cities Foundation — where he leads the Connected Mobility Initiative — a non-resident senior fellow of The Atlantic Council’s Strategic Foresight Initiative, and a visiting scholar at New York University’s Rudin Center for Transportation Policy & Management. He is also a contributing writer for Fast Company and co-author of *Aerotropolis: The Way We’ll Live Next*. He speaks frequently about technology, mobility, and the future of cities, most recently at the Urban Land Institute, Transport for London, the OECD, the MIT Media Lab, and Microsoft Research. His work with Studio Gang Architects on the future of suburbia was displayed at MoMA in 2012. He is currently a senior fellow at the Work Futures Institute, exploring the intersection of the office with cities, the cloud, and Big Data. He has formerly advised Intel, Audi, Ericsson, Samsung, André Balazs Properties, and Chrysler. His writing has appeared in *The New York Times*, *The Wall Street Journal*, *Bloomberg BusinessWeek*, *Harvard Business Review*, *The Atlantic*, *The New Republic*, and many other publications.

Mayor Timothy McDonough

Hope Township, New Jersey

Mr. Timothy McDonough is one of New Jersey’s leading voices for local governments. He was elected Mayor of Hope Township, NJ, in 1989. He is one of only 3 elected independent mayors in New Jersey and is among the longest serving mayors in the state. Mr. McDonough has experience with transportation policy, homeland security, and infrastructure finance. He was Executive Director of the Garden State Parkway and was Deputy Executive Director of the NJ Turnpike Authority until 2004. He is past president of the NJ League of Municipalities and of the New Jersey Conference of Mayors. He holds several leadership positions in the US Conference of Mayors. Tim served as a board member of the NJ Association of Environmental Authorities, the Warren County Pollution Control Finance Authority, the NJ Business and Industry Association, the NJ Policy research Organization and Fannie Mae. Mr. McDonough is a public finance expert who, as a principal at several major public finance investment banks, managed large scale financing for public entities throughout the nation including major bond issuances for the State of New Jersey.
Kevin McManimon, Esq.
McManimon, Scotland & Baumann, LLC

Kevin P. McManimon is a member of McManimon, Scotland & Baumann, LLC. Kevin specializes in the areas of redevelopment, land use and public finance law. Kevin serves as general counsel, redevelopment counsel and/or bond counsel to redevelopment entities, including municipalities and redevelopment agencies throughout the State of New Jersey. Kevin also serves or has served as general counsel and/or bond counsel to various public bodies, such as parking authorities, and municipal utilities authorities. Kevin advises governmental entities and for-profit developers in all stages of the redevelopment process, including the investigation and designation of redevelopment areas, the preparation and adoption of redevelopment plans, and the negotiation and implementation of redevelopment agreements. He also provides advice to public sector and private clients regarding financial agreements governing payments in lieu of taxes. Kevin received his Juris Doctorate in 1996 from the Roger Williams University School of Law in Bristol, Rhode Island and his B.S. degree in Accounting from Villanova University.

Michele Siekerka
President & CEO, New Jersey Business and Industry Association

Michele Siekerka, Esq. became the 11th President of the New Jersey Business & Industry Association in October 2014. She came to NJBIA from the New Jersey Department of Environmental Protection where she served in the critical position of Deputy Commissioner. Prior to serving as Deputy she served as Assistant Commissioner for Water Resource Management, where she was a principal player in Governor Christie’s charge in “Rebuilding New Jersey” in the wake of “Superstorm Sandy.” She was responsible for coordinating funding, outreach and resources for the rebuilding of impacted environmental infrastructure. Michele’s background includes serving as the president and CEO of the Mercer Regional Chamber of Commerce, senior legal counsel and vice president of human resources with the Automobile Association of America and as a partner in a Mercer County law firm. She also served on Governor Chris Christie’s Red Tape Review Group. Siekerka earned a BA in Political Science and German from Rutgers University and a JD from Temple University School of Law.
**Tim Touhey**  
**Senior Vice President, Investors Bank**

Mr. Touhey is Senior Vice President of Investors Bank, and is responsible for expanding the Bank’s Commercial Real Estate Finance Group. Mr. Touhey brings to Investors broad expertise in financial services, construction, housing and urban development, government affairs, and relationship building across many industry sectors. During his career in the public, private and not-for-profit sectors, Mr. Touhey has advised and served several of New Jersey’s Governors including Chris Christie, Jon Corzine, Richard Codey, and Christine Todd Whitman. Mr. Touhey served as Chief Executive Officer of the NJ Builders Association (NJBA) from Nov. 2007 to March 2013. He developed a comprehensive strategy to assist New Jersey’s home building industry during a prolonged downturn in construction activity. Prior to heading the NJBA, Mr. Touhey served eight years as the Lead Director of the Fannie Mae Northeast Community Business Center. Mr. Touhey received his Bachelor of Arts degree from Mount Mercy College in Cedar Rapids, Iowa and earned his Masters Degree in Social Work Policy/Administration from Rutgers University.

**George Vallone**  
**President, The Hoboken Brownstone Company**

As President of The Hoboken Brownstone Company (HBCo) - a multi-faceted real estate development firm active along New Jersey’s Hudson River “Gold Coast” - George Vallone has extensive experience in urban housing and he has built over 1000 affordable housing units. His firm has been responsible for renovating brownstones, brick row houses and has built mid-rise and hirise condominiums in Hoboken and Jersey City. His companies specialize in large mixed-use Brownfield redevelopment projects. The successful redevelopment of 1.8 MSF of mixed-uses at the Maxwell House Coffee property on the Hoboken waterfront was awarded a Phoenix Award for being the best brownfield redevelopment in Region 2 by the US EPA. George is the Chairmen of NJBA’s Mixed-Use Developers Affiliate. He lectures extensively around the country on topics involving creative finance, joint venturing with land owners, structured seller financed land development, risk management, green building, and brownfield redevelopment topics. He received a BA in Accounting from Gettysburg College, an MBA in International Finance from Fordham University.
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