



Agenda

8:00 am: Registration and Continental Breakfast

8:30 am: Opening Remarks

8:45 am: Spoken Word: Sean Battle

9:00 am: Morning Plenary: Making Every Place a Great Place To Live and Work
Regency Ballroom

The bidding war for Amazon HQ2 illustrates how important a great place is, for both employers and workers. What are the critical elements that constitute a great place to live and work? How do these elements work together to catalyze economic growth? And how can they be implemented at any scale? Developers, economic-development experts and elected officials will share their perspectives on how to grow place-based assets, and use them to create economically vibrant communities of all kinds.

- **Jennifer Vey (moderator)**
Director, Anne T. and Robert M. Bass Center for Transformative Placemaking, Brookings Institution
- **Eugene R. Diaz**
Principal, Prism Capital Partners
- **Aisha Glover**
President and Chief Executive Officer, Newark Alliance
- **Hon. André Sayegh**
Mayor, City of Paterson
- **Tim Sullivan**
Chief Executive Officer, New Jersey Economic Development Authority

10:15 am: Remarks: Hon. Phil Murphy, Governor, State of New Jersey
Regency Ballroom

11:00 am: Morning Breakout Sessions

Finding the Opportunities in Opportunity Zones

Conference Room I (second floor)

What kinds of projects are likely to be able to succeed in using Opportunity Zone tax benefits? Attend this session to hear about projects that can meet the IRS requirements for achieving these benefits, learn how to look for Opportunity Zone projects that are “shovel ready” and that are likely to appreciate over the next 10 years, and find out how to bring the investment into the project or business even if a considerable amount of equity investment may already have been made.

- **Anne S. Babineau, Esq. (moderator)**
Partner, Wilentz, Goldman & Spitzer PA
- **Brent T. Carney, Esq.**
Partner, Maraziti Falcon LLP
- **Jeff Monge**
Managing Partner, Monge Capital
- **Lillian A. Plata, Esq.**
Founding Member, Nee Plata Law LLC
- **Eduardo J. Rodriguez**
Director of Planning and Community Development, City of Elizabeth

Ignite! Redevelopment

Salon A/B (second floor)

Back by popular demand from its debut at last year’s Redevelopment Forum, this red-hot session will feature a series of 20-slides-in-five-minutes presentations on interesting and offbeat topics related to redevelopment.

- **Jeannette Aparicio**
*Economic Development Coordinator,
City of Plainfield*
Bikeshare: What’s In It for You?
- **Ariane Benrey**
*Community Solar Program
Administrator, New Jersey Board of
Public Utilities*
Community Solar: Expanding Solar
Access to All
- **Susan Pikaart Bristol, AIA NJRA
LEED AP PP**
Principal, SPB Architecture LLC
Recipe for Rural Redevelopment
- **Casey Cullen-Woods, LEED BD+C
LIVING FUTURE ACCREDITED
WELL AP**
*Sustainability Project Director,
Thornton Tomasetti*
Resilience and Health in
Neighborhoods - Getting to Know
the Living Community Challenge
- **Robert S. Goldsmith, Esq.**
*Partner and Co-Chairman,
Redevelopment & Land Use
Department, Greenbaum, Rowe,
Smith & Davis LLP*
Blight and Redevelopment

- **Allen Kratz**
Principal, Resilience Works, LLC
AND
- **Ana Sanchez**
Principal, Ana Sanchez Associates
The ABCs of Flood-Proofing a Library
- **Adam Lubinsky**
Managing Principal, WXY Studio
The Future of Urban Mobility Is Now
- **Stewart Mader**
Chair, PATH Riders Council
E-ZPass Streamlines Driving. Could It Do the Same for Transit?
- **Mike Meyer**
Director of Development, Hugo Neu Corporation
Kearny Point: Creating a New Kind of Work Community
- **Ann Marie Miller**
Director of Advocacy and Public Policy, ArtPride New Jersey Foundation
Spaces to Places: Place-Led Development
- **Adam Tecza, AICP**
Director of Planning and Design, Group Melvin Design
Emerging Now! Town Centers on the Rise
- **Jim Zullo**
Vice President, Timothy Haahs & Associates
Parking Planning for Smart Growth

2001: A State Planning Odyssey - A New Strategy for New Jersey's Future

Garden State A (lobby level)

New Jersey's decisions on what to build where are based on a state plan that was adopted in 2001. Plenty has changed in the last 18 years, and it's time for a growth strategy that addresses the pressing issues of equity, resiliency, and infrastructure. Panelists will discuss ways municipalities and counties can use a strategic state plan to encourage equitable growth.

- **Joseph J. Maraziti Jr., Esq. (moderator)**
Partner, Maraziti Falcon LLP
- **Hon. Sheena C. Collum**
President, Township of South Orange Village
- **Walter C. Lane, AICP PP**
Director, Division of Planning, Somerset County
- **Debbie Mans**
Deputy Commissioner, New Jersey Department of Environmental Protection
- **Melanie Willoughby**
Executive Director, New Jersey Business Action Center

Preparing Your Community for Redevelopment

Garden State C (lobby level)

Many municipalities have centers, like downtowns or main streets, that are developed but need help. Residents and town leaders want something “better” — more attractive, more valuable, more healthy, more sustainable — but planning for and implementing substantial, positive change can seem overwhelming. This session will focus on steps municipalities can take to develop a vision and concrete strategies that are sustainable, attractive, actionable and

economically feasible. Participants will discuss ways to engage the community, assess opportunities, evaluate alternatives, attract responsible developers, build consensus, and measure success.

- **Leslie A. Anderson (moderator)**
President and Chief Executive Officer, New Jersey Redevelopment Authority
- **Christopher S. Cosenza, AICP PP LEED AP**
Project Manager, Looney Ricks Kiss
- **Joe Getz**
Founding Principal, JGSC Group
- **Hon. Adrian O. Mapp**
Mayor, City of Plainfield
- **Hon. Hemant Marathe, Ph.D.**
Mayor, Township of West Windsor

Beyond Broadband: Effective and Equitable Smart Cities

Brunswick A (downstairs)

As we rely increasingly on digital connectivity, access to the Internet of Things will become indispensable, and smart technologies will provide new opportunities for towns of all sizes to spur economic growth, improve quality of life, and manage operations more efficiently. This session will offer insight on designing and implementing a smart city vision to realize tangible benefits, and will consider the complexities of data access, privacy, policing, geographic and demographic distribution of benefits and costs, collaboration across government, business and anchor institutions, and corporate involvement.

- **Robert Bell (moderator)**
Co-Founder, Intelligent Community Forum
- **Chris Andruszkiewicz**
Practice Leader, SmartCities, AT&T
- **Michael Lysicatos**
Assistant Director, Passaic County Department of Planning and Economic Development
- **Thomas E. Motyka**
Senior Executive Director of Infrastructure Innovation, New Jersey Innovation Institute

Density That Doesn't Look Dense: Meeting the Surging Demand for In-Town Housing

Brunswick B (downstairs)

As demand for “live-work-play” environments grows, the question of how to provide new housing in places with little buildable land is of increasing importance. Housing types along the continuum between single-family homes and large apartment complexes can add density that doesn't look like density, and help accommodate newcomers of all incomes. Panelists will discuss how “missing middle” housing, once an important way to accommodate growth, can be used to create new housing capacity in towns that may not think they have the space for it.

- **Jim Constantine, PP (moderator)**
Principal, Looney Ricks Kiss
- **Elizabeth McManus**
Partner, Kyle + McManus Associates
- **Todd J. Poole**

President and Managing Principal, 4ward Planning Inc.

- **Michael K. Staton**

Vice President and Mortgage Officer, CPC Mortgage Company LLC

Changing the Course of Stormwater Management

Brunswick C (downstairs)

This session will examine the changing face of stormwater management, including new authority for localities to establish stormwater utilities, a review of the pending stormwater rule proposed by DEP, and the growing role for “green infrastructure,” such as rain gardens and permeable pavement. Together, these approaches provide a new set of tools for private developers and state and local governments that are seeking innovative, cost-effective ways of absorbing stormwater runoff.

- **Stephen D. Marks, AICP PP (moderator)**

Business Administrator, City of Hoboken

- **Michele Adams, PE**

President, Meliora Design

- **Adrienne Vicari**

Financial Services Practice Area Leader, Herbert, Rowland, and Grubic, Inc.

- **Greg Woodruff, AICP PP LEED-AP BD+C**

Associate and Sustainability Leader, LANGAN

What Happens to the White Elephants When the Circus Leaves Town?

Brunswick D (downstairs)

In the 1980s and 1990s, office parks sprouted at highway interchanges all over the state as employment followed population and retail into the suburbs. But with recent economic and demographic trends working to steer people and jobs back into walkable and transit-accessible mixed-use centers and away from self-contained, car-dependent campuses, the challenge is what to do with these now-obsolete “white elephant” office properties. Panelists will discuss a range of strategies that can be applied to various kinds of properties and locations.

- **Michael G. McGuinness (moderator)**

Chief Executive Officer, NAIOP NJ

- **Paul Ceppi**

Managing Director of Business Development, New Jersey Economic Development Authority

- **Hon. Ron Francioli**

Mayor, Township of Hanover

- **Mark Potts Schmidt**

Partner, Development, Stanbery Development Group LLC

Hon. Michael Soriano

Mayor, Township of Parsippany-Troy Hills

12:30 pm: Luncheon Keynote: Equity as the Superior Growth Model

Ensuring equity in development and redevelopment is more than a moral obligation -- it brings real economic benefits. Angela Glover Blackwell will highlight why what benefits the most vulnerable among us will benefit us all, and she will offer case studies and ideas for ways we can apply an equity lens to help bring about a "stronger, fairer New Jersey."

- Keynote speaker: [Angela Glover Blackwell](#)

2:15 pm: Afternoon Breakout Sessions

Virtues of Vices?

Conference Room I (second floor)

As New Jersey's economy continues to adapt to changing social norms and culture, more and more towns are faced with decisions about how to include, or not include, "vices" in their communities. This panel will look at how municipalities can plan for marijuana dispensaries, vape shops, additional liquor licenses, and other vices in ways that meet their individual needs.

- **Courtenay Mercer, AICP PP (moderator)**
Executive Director, Downtown New Jersey
- **Edmund M. DeVeaux**
Partner, Burton Trent
- **Anthony E. Pizzutillo**
Founder and Principal, Pizzutillo Public Affairs LLC
- **Donald Sammet, AICP PP**
Town Planner, Town of Westfield

Pop Up, Pop In, Co-Work: Shared Spaces as Catalysts for Revitalization

Salon A/B (second floor)

With a recent shift back to cities, a trend in workers working from home, and the number of entrepreneurs on the rise, the demand for shared spaces is increasing. Can these spaces transform communities? What challenges exist in launching a shared space? This session will profile examples of innovative shared spaces in New Jersey and their impact on the surrounding neighborhood and economy. Participants will learn how these spaces serve as bridges in employment deserts, and what challenges were overcome to make the spaces a success.

- **Kathleen Coviello (moderator)**
Vice President, Tech and Life Sciences, New Jersey Economic Development Authority
- **Jennifer Maher**
Chief Executive Officer, 1776

- **Marie C. Mascherin**
Chief Operating Officer, New Jersey Community Capital
- **Vince Pan, AIA, BSA, LEED AP**
Principal, Analogue Studio

No One Left Behind: A Framework for Equitable Redevelopment

Garden State A (lobby level)

Equitable redevelopment recognizes the immense impacts that projects have on a community's public health, affordability, and economic opportunity. This session will highlight a number of considerations that must go into equitable redevelopment initiatives if they are to provide community benefits, respond to local needs, and contribute to the health and wellbeing of residents and workers. Participants will learn how their redevelopment projects can meet the needs of underserved communities while fostering places that are healthy and vibrant.

- **Leonardo Vazquez, AICP PP (moderator)**
Executive Director, National Consortium for Creative Placemaking
- **Charles Brown**
Senior Researcher and Adjunct Professor, Alan M. Voorhees Transportation Center, Edward J. Bloustein School of Planning and Public Policy, Rutgers University
- **Ruben Rodriguez**
Senior Director of External Communications, American Water
- **Upendra Sapkota**
Supervising Planner, City of Newark

Building the Infrastructure New Jersey Needs

Brunswick A (downstairs)

New Jersey communities cannot take for granted essential services like clean water, reliable transit and resilient energy. Infrastructure breakdowns disrupt commerce and threaten public health, highlighting the growing gap between today's crumbling systems and the infrastructure we need. Meanwhile the state's current fiscal situation limits its ability even to maintain the status quo. After identifying the most critical shortcomings in New Jersey infrastructure financing, this panel will share strategies and innovations that New Jersey can employ to design, finance and build the infrastructure it needs.

- **Lester E. Taylor, Esq. (moderator)**
Partner, Florio Perrucci Steinhardt & Cappelli, LLC
- **Jeanne M. Fox**
Adjunct Professor, School of International and Public Affairs, Columbia University
- **Richard Keevey**
Distinguished Executive in Residence, Edward J. Bloustein School of Planning and Public Policy, Rutgers University
- **Jim Simpson**
Chairman and Chief Executive Officer, Victory Worldwide Transportation
- **Chris Sturm**
Managing Director, Policy and Water, New Jersey Future

No Budget, No Funding: Climate Adaptation Financing In New Jersey

Brunswick B (downstairs)

Adapting to a changing climate could be one of the largest investments we'll make over the next generation. Yet we have no strategies to generate reliable funding for it. Instead, we continue to pay for adaptation by waiting for catastrophe and hoping for federal assistance. This session will examine the forces compelling us to respond proactively to our changing climate, the current state of adaptation financing, and ways to create dedicated funding to protect communities' critical systems, services and infrastructure.

- **Robert Freudenberg (moderator)**
Vice President, Energy and the Environment, Regional Plan Association
- **John A. Miller, PE CFM CSM**
Mitigation Liaison, Region II, Federal Emergency Management Agency
- **Rohini Sengupta**
Associate Director, Capital, Science and Policy Practice, Willis Towers Watson
- **Hon. Dawn Zimmer**
Former Mayor, City of Hoboken

Democratizing Development Decision-Making

Brunswick D (downstairs)

From Trenton's master planning process to Newark's announcement of being a Civic City, we are experiencing a renaissance in civic engagement across New Jersey. Learn how these cities and developers are engaging residents in the development of their communities. This session will provide an overview of the scope of public participation opportunities and a hands-on demonstration, including engaging untapped communities to ensure their voices are heard.

- **Elizabeth A. Murphy (moderator)**
Consulting Director, Creative New Jersey
- **Edwin H. Cohen**
Principal, Prism Capital Partners LLC
- **Jaymie Santiago**
President and Chief Executive Officer, New Brunswick Tomorrow
- **Milan Sledge**
Community Outreach Specialist, Housing and Community Development Network of New Jersey

3:45 pm: Reception

Atrium Exhibit Area