

**ROBERT J. RODINO, Ph.D. *RODINO ASSOCIATES***  
**119 South Burrowes Street *Great Urban Places***  
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#### **SUMMARY**

- **President of Rodino Associates specializing in:**  
Downtown Revitalization  
Regional Economic Development  
Real Estate Development  
Market Research  
(State College, PA as of May 1 2009).
- **Pursuing developments in:**  
Green Tech Office Building in Downtown State College  
Multi-family residential in Bellefonte  
Mixed-use development in Downtown "Waterfront" Bellefonte  
Environmental Technology Industrial / R&D Park, State College area
- **Founder of Great Urban Places, Los Angeles based development firm:**  
Developed & Project Manager of 22 town home condominiums in  
City of San Gabriel, California, completed 11/08, sold out 7/09
- **Real Estate Development & Investment – Southwestern U.S.**  
Co-directed development projects of \$165 million in  
residential, retail, office, hotel, & industrial park  
Acquired over \$500 million of investment real estate  
throughout the Southwestern U. S.  
President of shopping center management company  
managed 1.2 mil sq ft of retail space.
- **Consultant to Developers, Cities, Redevelopment agencies, BID's**  
Principal Consultant on Industrial Development Policy and  
Environmental Technology Industry to LA City Mayor's Office 2001 - 07  
Created and implemented inner-city revitalization and  
investment strategies and programs.  
Directed housing rehabilitation program for 400 units of  
low-income housing in the South Bronx.
- **Ph.D. in Urban Planning/Urban Revitalization, UCLA, degree 2003**
- **UCLA Faculty in Urban Planning – Lecturer Real Estate Development  
Financing and Market Research 2004-2008**

## PROFESSIONAL EXPERIENCE

1995 to Present **PRESIDENT and OWNER, RODINO ASSOCIATES**, a consulting firm specializing in regional and downtown economic and physical development, market research, industrial development, retail and housing development strategies for cities, investors, developers, and non-profits.

State College Downtown Improvement District: Preparing business recruitment & retention strategies. Bellefonte, PA Conducted Market Research study for multi-family housing development Prepared pro-forma analyses of mixed use developments in Monterey Park, CA

Created integrated economic, industrial development and redevelopment strategies for the LA Mayor's Office of Economic Development and the Los Angeles Community Redevelopment Agency. Focused on industry clusters, the environmental technology industry, eco-industrial principles and funding strategies; 2001-2007

Provided retail redevelopment and revitalization planning analyses to the MTA, and cities of Visalia, Indio, Carson, Downey, Thousand Oaks, Moorpark, Placentia, Agoura Hills, Corona, the Los Angeles City CRA, and Miracle on Broadway bus improve district. Created the Riley/Pearlman-Latinvest joint-venture to implement a "Hispanic Market Shopping Center Investment Strategy" for Wall Street REIT's. Brokered acquisition of \$80 million of shopping centers in California Hispanic and general market areas.

Prepared economic development strategies for the Los Angeles Downtown Center Business Improvement District in 1999.

Lecturer on Smart Growth to the International Council of Shopping Centers, Nov. 2000 and on downtown revitalization to International Downtown Assoc.& Urban Land Institute.

Public-Private Partnership Conference on Urban Development – Created, directed and moderated UCLA Conference – April 17, 2008; Awarded "Most Valuable Alumnus 2008" by UCLA Dept. of Urban Planning

2003 to Present **GREAT URBAN PLACES, FOUNDER** of a development firm specializing in urban in-fill development of retail, multi-family residential and mixed-use properties.

### ACCOMPLISHMENTS

Project manager and joint-venture partner for development of 22 town home condominiums in the City of San Gabriel, CA. Prepared and negotiated deal structure as J/V with property owners. Prepared development feasibility pro formas, project scheduling, market research, obtained entitlements, interfaced with city agencies, architects, engineers, attorneys and sales team. Project completed November 2008.

1992 to 1995 **PRESIDENT & CEO, AMSTED MANAGEMENT CORPORATION** a shopping center management and leasing company based in Los Angeles.

### ACCOMPLISHMENTS:

Directed property management and leasing of 1.2 million sq. ft. of retail space in twelve California shopping centers. Prepared management plans, including repositioning to focus retailing on the Latino consumer. (See article in CALIFORNIA CENTERS )

Increased occupancy rates by directing leasing activities, reduced rent delinquencies. Prepared analyses of troubled retail centers and recommendations for improvements. Upgraded management planning, reporting and budgeting process, and reduced property insurance risks and rates through tenant insurance audits and insurance rate negotiations.

Developed and directed a downtown revitalization program for the City of Pomona.

Directed a staff of 15.

1986 to 1992 **PRESIDENT and OWNER of RODINO ASSOCIATES**, a consulting and real estate brokerage firm that provided redevelopment and revitalization studies to cities in Southern California, to major institutional investors and retail developers, and brokerage services to both institutional and private investors.

**ACCOMPLISHMENTS:**

Provided retail redevelopment analyses to cities of Pasadena, Montebello and Santa Monica, Provided development investment analyses to institutional investors including GE Capital Corp., Columbia Savings & Loan, Wells Fargo Trust, and ANA Real Estate Corp.

Analyses included regional shopping centers, industrial, office, and apartments.

Brokered acquisitions and sale of over \$30 million in neighborhood shopping centers and mixed-use properties.

Guest lecturer in real estate investment at UCLA Extension Division.

1982 to 1986 **SENIOR VICE PRESIDENT - ACQUISITIONS, DEVELOPMENT AND ASSET MANAGEMENT, GLEN FED REALTY INVESTMENTS**, a Glendale Federal Bank subsidiary, responsible for the acquisitions, development and asset management of a large portfolio of investment properties throughout the Southwest.

**ACCOMPLISHMENTS:**

Through acquisitions, created a real estate investment portfolio valued at over \$400 million. Produced profits ranging from \$ 9 million to \$15 million per year.

Co-managed the development of five major development projects totaling \$150 million, in retail, office, apartment, light industrial and hotel properties. Prepared feasibility analyses, obtained equity and loan funding approvals, negotiated leases, monitored and approved construction draw-downs.

Paradise Valley Apartments, a mixed-use project in Phoenix, Arizona

Cypress Center, a 70,000 sq ft. center anchored by Target in Cypress, CA

Marriott Redondo Beach Hotel and retail, 252 rooms, Redondo Beach, CA

Simi Valley Industrial Park, a 150,000 sq. ft industrial park, Simi Valley, CA

Sorrento Valley Office Building, a 50,000 sq. ft office building, San Diego, CA

Responsible for asset management of portfolio, negotiated leases, approved budgets, loans, property sales, and property development. Prepared real estate investment strategies and implemented same through investments and developments from Texas to California. Prepared real estate market studies of major sun-belt urban markets. Directed a staff of 8 in Los Angeles and Dallas, Texas.

1972 to 1982 **PRESIDENT and OWNER of RODINO ASSOCIATES, INC.** An urban revitalization consulting company based in New York City, from 1972 to 1976, and Los Angeles from 1976 to 1982.

**ACCOMPLISHMENTS:**

Created and directed a program that rehabilitated 400 tenement housing units in the South Bronx. Created and directed training and employment programs in housing rehabilitation and housing management for 500 registrants including bilingual Spanish/English components, in NYC and Los Angeles metro areas.

Trained community development organizations to operate under Revenue Sharing requirements of the Housing and Community Development Act of 1974, including obtaining grants. Developed housing rehabilitation programs for cities of Los Angeles, Santa Ana, Huntington Beach, and Orange County.

1972 to 1976 **FOUNDATION of the CITY UNIVERSITY OF NEW YORK.** Taught housing management and housing rehabilitation at Bronx Community College (part-time).

1968 to 1972 **VICE PRESIDENT of URBAN RESOURCES, INC.,** an urban affairs consulting company based in New York City.

**ACCOMPLISHMENTS:**

Developed operating strategies, obtained funding for, and directed anti-poverty programs dealing with inner-city housing and neighborhood health centers in New York City. Developed a management information system for a large anti-poverty multi-service center in the South Bronx. Trained non-profit community development corporation boards of directors and staff members on federal policies and program funding requirements.

**EDUCATION**

Ph.D. in Urban Planning, UCLA . Specialization is Urban Revitalization - 2003.  
Dissertation Topic: Public-Private Partnerships in Retail Development in the Inner-City  
Ph.D. studies Politics and International Relations, New York University (no degree)  
M.A. Government & Politics, Boston University, Boston, Massachusetts  
B.S. Mathematics, Manhattan College, New York City

## **PUBLICATIONS and RESEARCH REPORTS**

Hispanic Market Shopping Center Investment Strategy in the Los Angeles Area  
RILEY-PEARLMAN/LATINVEST, April 1996.

Capturing The Latino Market: Repositioning For Fun and Profit;  
CALIFORNIA CENTERS, Spring , 1994

Portfolio Strategy Development for Asset Managers;  
REAL ESTATE REVIEW; Real Estate Institute of New York University,  
Vol. 16, No. 4, Winter 1987

Market Timing for Corporate and Institutional Investors;  
REAL ESTATE REVIEW; Real Estate Institute of New York University,  
Vol. 17, No. 1, Spring 1987

Urban Revitalization in an Ethnic Enclave: Huntington Park, CA 1965-1998  
CRITICAL PLANNING; Journal of the UCLA Dept. of Urban Planning, Spring 1999.

Federal Urban Revitalization Policy: From the New Deal to the Nineties, 1932 - 1992.  
UCLA School of Public Policy & Social Research, Dept. of Urban Planning;  
Prof. J. Eugene Grigsby, advisor to study; Spring 1999.

The Redevelopment of Bunker Hill, Los Angeles, California: A Case Study in Local  
Urban Revitalization Strategies; UCLA School of Public Policy and Social Research,  
Dept. of Urban Planning; Prof. J. Eugene Grigsby, advisor to study; Spring 2000.

## **SPEAKERSHIPS**

Public-Private Partnership Conference on Urban Development – Created, directed and moderated  
UCLA Conference – April 17, 2008; Awarded “Most Valuable Alumnus 2008” by UCLA Dept. of Urban  
Planning

Chair and Key Presenter: “Marketing to Growth – Asian and Latino Markets in Southern California”  
Southern California Marketing Director's Association, October 19, 2006

Program Chair and Audience Leader, ULI Urban Marketplace 2004: Ethnic Retailing

Southern California Marketing Director's Association; "How to Become an Expert in Marketing to the  
Latino Consumer"; August 20, 2003.

ICSC San Fernando Valley Idea Exchange; "The Latino Retail Market: Past, Present and Future";  
November 15, 2002.

Smart Growth lecturer to the Alliance Conference of the International Council of  
Shopping Centers, November 15, 2000.

Urban Land Institute/University of Southern California Lusk Center for  
Real Estate Development; REAL ESTATE TRENDS CONFERENCE;  
Beverly Hills, CA Jan. 27, 1998.

"Hispanic Retail Market in Southern California: Trends and Opportunities"  
International Council of Shopping Centers, SOUTHERN CALIFORNIA  
CONFERENCE, 'Anaheim, CA; Nov. 3, 1994; "Retailing to Ethnic Markets"

International Downtown Association, ANNUAL CONFERENCE, Seattle, WA.  
Sept. 18, 1994; "Downtown Revitalization and the Latino Populations of America"

#### **MEMBERSHIPS**

Member of the Chamber of Business and Industry of Centre County, Heritage 1 Committee 2008-09  
Member of the Bellefonte Inter-Valley Area Chamber of Commerce - 2009  
Member Pennsylvania Downtown Center 2008-09  
Moshannon Valley Economic Development Partnership, Philipsburg, PA  
Chamber of Commerce of Clearfield County, Clearfield, PA  
Urban Land Institute, member Inner City Committee and Smart Growth Committee  
International Council of Shopping Centers  
Congress of New Urbanism

#### **AWARDS OF RECOGNITION AND MERIT**

Most Valuable Alumnus 2008, UCLA School of Public Affairs, Department of Urban Planning  
Who's Who in American Business – 2004  
Who's Who in American Real Estate – 1984

#### **SPECIAL SKILLS**

Public speaking

#### **LICENSE**

California Real Estate Broker

#### **REFERENCES**

- JODY ALESSANDRINE, Exec. Dir., Dntn. State College ID; 814/238-7004
- JOHN COLEMAN, Exec Director CBICC; 814/234-1829 X124
- TED MCDOWELL, President, Ameriserve Bank, State College, PA
- TOM SONGER, President, Torron Development Group, State College, PA
- ERIC GARCETTI, President Los Angeles City Council; 213/473-7013
- PHIL ANGELIDES, Former Treasurer, State of California; 310/247-2700
- FORMER MAYOR JAMES K. HAHN, City of Los Angeles; 310/268-6620
- KEITH RUSSELL, President, Russell Financial, Inc. 626-793-6020  
Former Vice Chair, Mellon Bank and Chair of Mellon Bank West
- STEVE PRESTON, Deputy City manager, City of San Gabriel  
(626) 308-2806
- ANASTASIA LOUKAITOU-SIDERIS, Chair, UCLA Dept of Urban Planning  
310/206-9679
- DOUGLAS J. EVERTZ, Attorney, Luce, Forward, Hamilton & Scripps, LLC 949/732-3700
- MICHAEL DUKAKIS, Visiting Professor for Public Policy, UCLA School of Public Affairs;  
former Governor, State of Massachusetts and Presidential Candidate 1988; 310-794-4228  
617/373-4396
- JERRY SCHARLIN, Former CEO L.A. Community Redevelopment Agency- 1999-2003;  
818/384-0470