

Rodino Associates

Real Estate Investment & Development Services

ROBERT J. RODINO, PH.D, URBAN PLANNING, UCLA – 2003

WWW.RODINOASSOCIATES.COM

EXPERIENCED EXPERT WITNESS RESEARCH AND TESTIMONY



BACKGROUND COMBINES OPERATIONAL EXPERIENCE WITH EXTENSIVE CONSULTING EXPERTISE

- **President of Rodino Associates consulting firm specializing in:**
Real Estate Investment and Development **Superstore & Big-Box Retail Studies**
Regional Economic and Industrial Development Downtown Revitalization
- **California Seniors Santa Barbara, LLC – President and Founder:**
Developing senior housing in the Santa Barbara, CA region
- **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
- **President of shopping center management company**
Managed 1.2 mil sq ft of **retail space**.
- **Real Estate Investment & Development - Southwestern U.S.**
Acquired over **\$500 million of investment real estate** throughout the Southwestern U. S.
Co-directed development projects of \$136 million in **residential, retail, office, hotel, & Lt. industrial**
- **Expert Witness Research & Testimony, 2003 & 2008, 2012. See below for details**
- **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**
- **Awarded “Certificate of Appreciation” from City of Los Angeles for
Consulting services provided to the city from 2001 to 2008.**
- **Licensed Real Estate Broker, Pennsylvania and California**

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DETAILS OF 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.
- Planning development of **mixed-use hotel, restaurant, retail, office and residential ppty** in Bellefonte, PA
- State College Downtown Improvement District: Prepared 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
- Conducted a market research study and financial feasibility development analysis for a **multi-family residential development** in the Centre Region-Bellefonte area for the Torron Group.
- Developed "Growing Green" conceptual plans for an **eco-industrial / environmental technology Industrial Park** and made presentations to Centre County Industrial Development Corporation for Benner Commerce and Penn State University for Innovation Park
- Served as Expert Witness in an eminent domain case involving the City of La Puente and a private property owner (LASC Case No. BC 369824) – 2008** *"Thanks for all you work on this matter. Your great work was instrumental in getting (public agency) to agree to a reasonable settlement Looking forward to working with you again--hopefully soon."*
Doug Evertz, Luce Forward, Hamilton & Scripps, LLP
- Served as Expert Witness in City of Carson vs. City of La Mirada, for Stradling Yocca Carlson and Rauth, (LASC Case No. BC 248284) – 2003** *Case involved California's Anti-Pirating law. Our client won the case and the judge quoted my research report as part of her favorable judgment.*
- Expert Witness - shopping center dispute, San Bernardino County, CA, 2012; Case No. CIVDS1103352**
- Superstore and big-box retail impact studies for Los Angeles, (LA's ordinance was written around my recommendations), San Diego, and Torrance, CA**
Online Course on Evaluating Superstore Impacts; Supermarket industry analyses, Retail Operating Cost analyses and Development Feasibility
- 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.

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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

2011- Pres. **CALIFORNIA SENIORS SANTA BARBARA, LLC – President and Founder**
Developing senior housing – Independent Living, Assisted Living & Memory Care in Santa Barbara area.

2003 to 2010 **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,

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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 **\$136 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.

Anasazi Business Park , mixed-use of 195,000 sf office and 145 apt. units, Phoenix, AZ
Cypress Center, a 46,000 sq ft. center anchored by Target in Cypress, CA
Marriott Redondo Beach Hotel and retail, 350 rooms, Redondo Beach, CA
Simi Valley Industrial Park, a 700,000 sq. ft industrial park, Simi Valley, CA
Sorrento Valley Office Building, a 84,000 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.

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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

Online Course: "Superstores: How to Analyze Their Economic Impacts on Your Community and Downtown Retail District"; www.RodinoAssociates.com - 2010

Review and Summary of Superstore Impact Studies since 2003 – City of San Diego, 2010

"Public-Private Partnerships and Low-Income Area Revitalization in Los Angeles County: Effective Public Policy, Dysfunctional Conflict, or Private Sector Rip-Off?", Ph.D. dissertation, UCLA - 2003

Grocery Industry and Workers Impact on Los Angeles Economy – LACRA, 2003

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

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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

Chair of "Impact of Marcellus Shale Play on Pennsylvania Communities", Pennsylvania Downtown
Center Conference, September 8, 2011, Scranton, PA

Public-Private Partnership Conference on Urban Development – Created, directed and moderated
UCLA Conference, 4/17/08; Awarded "Most Valuable Alumnus 2008", 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"

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MEMBERSHIPS

Urban Land Institute
Member of the Chamber of Business and Industry of Centre County, 2008-11
Member Pennsylvania Downtown Center 2008-2011

AWARDS OF RECOGNITION AND MERIT

Certificate of Appreciation, City of Los Angeles for consulting services from 2001-2008

Awarded "Most Valuable Alumnus of the Year, 2008" - UCLA Department of Urban Planning for Conference Organizer & Chair of: "Public-Private-Partnerships in TOD and Affordable Housing"

Who's Who in American Business – 2004
Who's Who in American Real Estate – 1984

SPECIAL SKILLS

Public speaking

LICENSE

Pennsylvania Licensed Real Estate Broker - # SB065503
California Licensed Real Estate Broker - # 00682806

REFERENCES

- DOUG EVERTZ, Attorney, Murphy & Evertz, 714/277-1702
- JOHN MURPHY, Attorney, Murphy & Evertz, 714/277-1701
- MITCH ELL B. MENZER, Attorney, Paul Hastings, 213/683-6111
- DAVID P. WAITE, Attorney, Jeffers, Mangels, Butler Mitchell, 310/785-5319
- TIMI A. HALLEM, Attorney, Manatt Phelps, & Phillip, 310/312-4217
- JOHN LEVERETT, Attorney, Jackson, DeMarco, Tidus, Peckenpaugh
949/851-7421
- TED MCDOWELL, President, Ameriserve Bank, St.Coll, PA 814/235- 6809
- TOM SONGER, President, Torron Development Group, State College, PA
814/231-2800 ext. 106
- ED FRIEDMAN, President, Friedman Real Estate Group, 814/234-6004
- KEITH RUSSELL, President, Russell Financial, Inc. 626-793-6020
Former Vice Chair, Mellon Bank and Chair of Mellon Bank West
- JOHN COLEMAN, Former Exec Dir, CBICC, 814/234-1829
- JODY ALESSANDRINE, Exec. Dir., Dntn. State College ID; 814/238-7004
- ERIC GARCETTI, President Los Angeles City Council; 213/473-7013
- STEVE ANDREWS, Senior Policy Advisor, Mayor's Office of Economic and
Business Policy 213 978-2027
- FORMER MAYOR JAMES K. HAHN, City of Los Angeles; 310/268-6620
- STEVE PRESTON, Deputy City manager, City of San Gabriel 626 308-2806
- ANASTASIA LOUKAITOU-SIDERIS, Chair, UCLA Dept of Urban Planning
310/206-9679
- 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. Comm Redev Agency- 2003; 818/634-6694

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