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## 2017 Real Estate Industry Leader Award

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## 2017 Real Estate Industry Leader Award

### **Abstract**

Cornell University and the Baker Program in Real Estate are pleased to announce the recipient of the 2017 Real Estate Industry Leader Award: Jonathan Rose, Founder and President of Jonathan Rose Companies. Rose's visionary leadership in the areas of sustainability and affordable housing have made him an icon in the real estate industry, and it is our privilege to recognize him with this award.

### **Keywords**

Cornell, Real estate, sustainability and affordable housing, Jonathan Rose Companies, Industry Leader Award, Verde, affordable housing

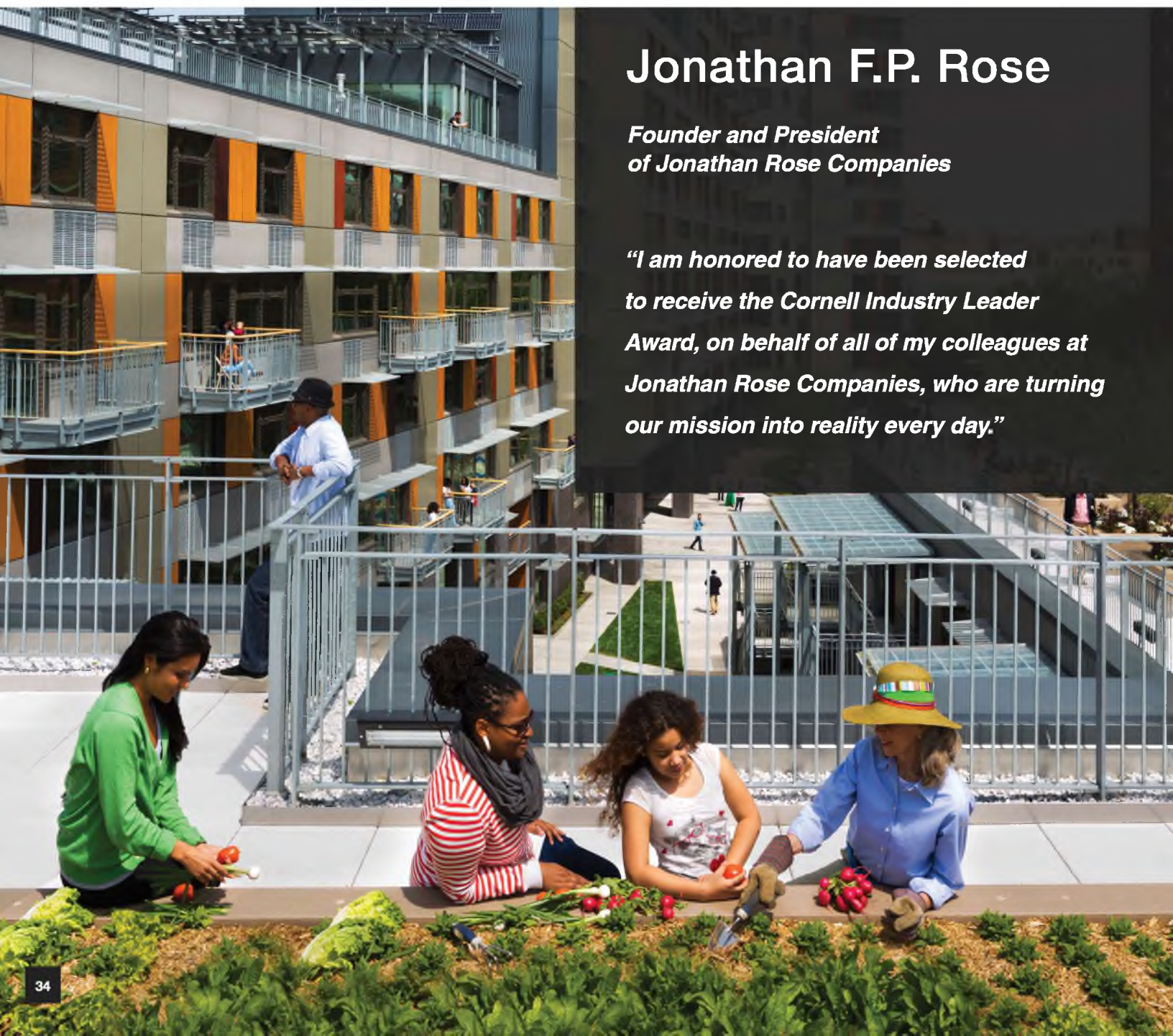
# 2017 Real Estate Industry Leader Award



## Jonathan F.P. Rose

*Founder and President  
of Jonathan Rose Companies*

*"I am honored to have been selected to receive the Cornell Industry Leader Award, on behalf of all of my colleagues at Jonathan Rose Companies, who are turning our mission into reality every day."*





**2017 REAL ESTATE INDUSTRY LEADER AWARD:  
JONATHAN ROSE, FOUNDER AND PRESIDENT OF  
JONATHAN ROSE COMPANIES**

Cornell University and the Baker Program in Real Estate are pleased to announce the recipient of the 2017 Real Estate Industry Leader Award: Jonathan Rose, Founder and President of Jonathan Rose Companies. Rose's visionary leadership in the areas of sustainability and affordable housing have made him an icon in the real estate industry, and it is our privilege to recognize him with this award.

Founded in 1989, Jonathan Rose Companies has completed projects with a combined value of over \$2 billion. The company does work in public policy, planning, development, and investment, and regularly partners with cities and non-profit organizations. With an emphasis on promoting healthier cities, Jonathan Rose Companies is recognized throughout the industry as a leader in developing communities that embrace social and ecological responsibility. The company also seeks to develop projects that are highly duplicable and can serve as successful models for improving our urban environment.

Jonathan Rose was born into a family with generations of success in developing New York City real estate. His grandfather founded Rose Associates in 1928, developing small apartment buildings in the Bronx and Manhattan. That company was later expanded by Rose's father and uncles, and was where Jonathan went to work after attending school. He earned his Bachelor's degree in Psychology and Philosophy from Yale University, and a Masters in Regional Planning from the University of Pennsylvania. Rose eventually left the family company to found Jonathan Rose Companies, granting him greater flexibility to pursue public-private partnerships.

The forward-thinking work of Jonathan Rose has earned wide recognition for both his company and its properties. One of the most iconic Jonathan Rose properties is Via

Verde, a mixed-use housing project in the Bronx serving a range of income levels. This project was completed in 2012 and received numerous awards from organizations including the American Institute of Architects and the Urban Land Institute. More recently, Jonathan Rose Companies has been negotiating a deal with Forest City Ratner to purchase the company's affordable housing portfolio. The deal is valued at more than \$500 million.

Rose's passion and efforts to improve our cities extends well beyond his own properties. He is a frequent lecturer on the topics of affordable housing and community development and has even testified before the U.S. Senate on housing and environmental issues. He has also served as an Advisor to the White House Office of Urban Affairs. In 2016 Rose published a book entitled *The Well-Tempered City: What Modern Science, Ancient Civilizations and Human Behavior Teach Us About the Future of Urban Life*.

We are very excited to extend the 2017 Real Estate Industry Leader Award to Jonathan Rose in recognition of his inspiring achievements and continued success. In response to receiving this award, Rose stated, "I am honored to have been selected to receive the Cornell Industry Leader Award, on behalf of all of my colleagues at Jonathan Rose Companies, who are turning our mission into reality every day. We purchase or develop affordable and mixed income communities, and are deeply committed to making them greener, and enhancing the lives of our residents. This work is enhanced by our on-the-ground lessons, the work of our many other colleagues in the affordable housing and green building profession, and our expanding network of health care, education, open space and other organizations that we are collaborating with to build communities of opportunity."

**Please join us this Fall for the 2017 Cornell Real Estate Conference, where we will honor Jonathan Rose and his achievements.**

