



**Jerold B. Neuman**

**Partner**

**HEAD OF LAND USE PRACTICE, CALIFORNIA  
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Jerold B. (Jerry) Neuman represents individuals and companies looking to obtain local government licenses, permits, rights or contracts. Respected for obtaining governmental approvals and public participation, when needed, for many of the largest development projects in the State of California as well as securing government rights and contracts for large and small companies, Jerry has extensive experience in complex regulatory and legislative issues.

- Real Estate
- Real Estate

Jerry is and has been the lead negotiator and project coordinator for many of Southern California's most important real estate, green energy, infrastructure, and governmental procurement projects. His experience includes obtaining environmental clearances pursuant to the California Environmental Quality Act (CEQA) and the National Environmental Policy Act (NEPA). Additionally, he has substantial experience in coordinating teams of professionals including architects, engineers, environmental scientists, community relations and communication consultants and media relations professionals. Jerry also works regularly with elected officials, organized labor and community and business leaders in connection with many of these projects and issues.

Through his extensive civic and community engagement, Jerry has created a network of corporate, community and political relationships that allow him to activate a variety of resources for his clients' benefit. Whether connecting to the state's infrastructure or working with a community leader who is mindful of development within the client's area, Jerry's ability to understand the important relationships between community, business and politics helps him promote positive solutions. A creative and strategic thinker, Jerry often moves beyond the role of legal counsel to that of strategic advisor.

Jerry is one of only a few lawyers who have served as advisor on the development of communities throughout California. Among those communities is Fresno, where he was approached by the governor of California and the mayor of Fresno to serve on the Fresno General Plan Implementation & Infill Development Task Force, which works in partnership with the California Governor's Office of Planning and Research, with technical assistance and support from the US Environmental Protection Agency through the White House Strong Cities, Strong Communities (SC2) initiative. In Los Angeles, Jerry has worked on the Mixed-Income Housing Technical Advisory Committee, advising on local issues at the direction of the mayor.

Beyond his civic engagement, Jerry is also a founding director of Mission Valley Bank and is on the executive boards of many of the most important commercial and charitable organizations in Los Angeles.

## EXPERIENCE

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- The transformational Crossroads of the World redevelopment project, a high-profile \$1 billion+ project to revitalize the historic Crossroads of the World complex in Hollywood
- The landmark Shenzhen Hazens \$700 million development mega-project that will radically transform the block just east of LA Live; this is a key project in the trend of Chinese developers launching projects in Downtown Los Angeles
- The 32-acre Alameda Square redevelopment project, the largest industrial conversion in Los Angeles; and The Chinatown Station project, a redevelopment of a major parcel of land in Downtown Los Angeles and Chinatown
- Millennium Partners' Capitol Records proposed 1.2 million square foot development, the multi-modal retail/entertainment center at Hollywood and Highland
- Walt Disney Company's Grand Central Terminal Corporate Campus
- The 110-acre Burbank Empire Center
- The Airbus A380 airport readiness program
- Element Powers' efforts to create the world's largest combined solar and wind facility
- The multi-modal transit facility at the Del Mar Station

## CREDENTIALS

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### Admissions

- California

### Recognitions

- *Los Angeles Business Journal* Leaders in Law Real Estate Attorney of the Year finalist (2020)
- Lawdragon 500 Leading Lawyers in America (2018)
- *Chambers USA*, Real Estate: Zoning/Land Use (2017)
- *Southern California Super Lawyer* (2016 - 2017)
- *Los Angeles Business Journal* "500 Most Influential People in Los Angeles" (2016 -2 017)
- *Los Angeles Daily Journal*, California's Top 50 Development Lawyers (2014)
- CORO, Crystal Eagle Award Recipient – honored for outstanding leadership in public affairs (2014)
- *Los Angeles Business Journal*, Top Real Estate Attorneys
- *Los Angeles Business Journal*, Who's Who in Real Estate
- Los Angeles Chamber of Commerce – Member of the Year

### Education

- J.D., Columbia University School of Law
- B.A., University of Arizona  
with honors

### Memberships

- Los Angeles Area Chamber of Commerce – 2019 Chair of the Board; Chair of Government and Fiscal Affairs, Member of PAC Committee Member of Task Force: Jobs and Economic Recovery and Retention Initiative
- Co-Chair, Home for Good (Initiative of United Way of Greater Los Angeles and LA Chamber of Commerce)
- Board Member, U.S. VETS National Board
- Board President, Hollywood Community Housing Corporation

- Board Member, Southern California Institute of Architecture (SCI-Arc)
- United Way of Greater Los Angeles – Board Member
- Central City Association – Executive Board
- Fresno General Plan Implementation & Infill Development Task Force – Advisor
- Mixed-Income Housing Technical Advisory Committee
- Urban Land Institute – Mixed-Use Development Council
- Hollywood Chamber of Commerce – Board Member
- Mission Valley Bank – Founding Board member

## INSIGHTS

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### Publications

- "Neuman: At the Intersection of Land and Law Chamber; chair looks to help homeless," *Los Angeles Business Journal*, December 20, 2019
- "And the Win Goes to...," *Commercial Property Executive*, March 14, 2018
- "Row DTLA's Vast Old Buildings and Huge New Vision," *Los Angeles Downtown News*, March 4, 2016
- "How are Public/Private Partnerships Fairing in Today's Tough Environment? ," *Urban Land Institute*, May 2011
- "The Utilization of National and State Environmental Assessment For the Benefit of Major Real Estate Projects," *American College of Real Estate Lawyers* (ACREL), April 2010

### Events

### Previous

#### CARES Act: A practical guide for the real estate industry

3 April 2020  
Webinar

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- "The Evolution of LA's Arts District event," Los Angeles, December 5, 2017
- "Bisnow's State of the Market Event," February 14, 2017
- "Foreign Investments Panel," Bisnow's New York City Foreign Investment, January 2017
- "*POLITICO* Magazine Event," Downtown Los Angeles Development, June 2014
- "Evolution of Downtown LA," 3rd Annual Evolution of Downtown, June 25, 2013
- "Urban Land Institute," Young Leaders Group Breakfast, March 2012
- "Guest Lecturer," Real Estate Associate Program, 2011- 2012
- "Guest Lecturer," USC, Marshall School of Business, October 2011
- "Don't Kill the Messenger: Understanding and Overcoming Major Project Coordination Interdisciplinary Challenges," American Planning Association California Chapter Conference, November 2010
- "Utilization of Landscape Infrastructure as a Business Development Tool," ULI LA Chapter, October 2010
- "Intersection of Government and Real Estate," ULI Mixed-Use Development Council session at ULI Fall Meeting, October 2010

## NEWS

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## MEDIA MENTIONS

- "How the 2017 tax bill is impacting wealthy Americans," *Yahoo Finance 'On the Move,'* September 4, 2019
- "Jerry Neuman joins Los Angeles Mayor Garcetti on trade mission to East Asia," *Los Angeles Business Journal*, July 22, 2018
- "Developer Crescent Heights files plans for 70-story skyscraper at 1045 Olive," *Curbed Los Angeles*, August 15, 2017
- "City of L.A.'s Rental Unit Law Proves Tough Sell," *Los Angeles Business Journal*, May 15, 2017
- "Ground broken for Paul Williams apartment complex," *Los Angeles Wave*, May 5, 2017
- "Why Build In Emerging Neighborhoods," *Bisnow*, February 16, 2017
- "As China Money Slows to a Crawl, the Rules of Foreign Investment have Changed," *Bisnow*, February 2, 2017
- "See you in court: How Build Better LA and the Neighborhood Integrity Initiative could be challenged," *The Real Deal*, December 2, 2016
- "Banc Of California CEO Talks CRE," *Bisnow*, November 21, 2016
- "Los Angeles' Homelessness Crisis: Leadership from Jerry Neuman and Business Community," *The Planning Report*, August 22, 2016
- "Row DTLA's Vast Old Buildings and Huge New Vision," *Los Angeles Downtown News*, March 4, 2016
- "Lofty Goal," *Los Angeles Business Journal*, February 22, 2016
- "Regulations governing the 'mansionization' of Los Angeles ," *Inside Counsel*, January 20, 2016
- "Chinese Developer Reveals Plans for South Park Mega-Project," *Los Angeles Downtown News*, April 13, 2015
- "4 Pitfalls For Foreign Investment In US Real Estate," *Law360*, March 11, 2015
- "Hollywood Deals Stop as David Fights Goliath: Real Estate," *Bloomberg*, January 14, 2015
- "SCI-Arc's newly announced director sees growth and a global presence," *Los Angeles Times*, September 19, 2014
- "As development fires back up, cities overhaul zoning," *Los Angeles Daily Journal*, August 13, 2014