

## James Johnson-Piett

### Principal and Chief Executive Officer

James Johnson-Piett is responsible for the overall management of operations and strategic vision for Urbane Development, a community development venture based in New York City. His work focuses on strengthening small businesses operating in underserved communities through market intelligence, technical assistance, and access to capital. Under his leadership, Urbane has worked with over 1000 small businesses, attracted or retained over 1.1M SF of commercial/community facility space including 400K SF of national retail, and helped raise over \$50M in capital in 20+ communities throughout North America. Urbane also acts as a co-developer of commercial and mixed-use real estate in underserved markets in New York and Detroit.

A sample of his current projects include:

Collaborative for Neighborhood Financial Health, a partnership with NYC's Office of Financial Empowerment (OFE) and Bed-Stuy Restoration Corporation, to develop a set of strategies, policies, programs and financial products that allow Bedford Stuyvesant residents and businesses to build assets and increase their wealth. The project builds the understanding of the relationship between an individual's financial health and the neighborhood in which he or she lives. James and his team are spearheading the development of indicators to identify and measure specific conditions, institutions and practices (both formal and informal) in Bedford Stuyvesant that support or block residents from building financial health;

Flatbush Caton Market, an existing 50 vendor indoor Caribbean flea market in Brooklyn that will be repositioned within a new 200K+ SF mixed-use facility. The new facility will include 20K SF of commercial space, 15K SF of community facility (business incubator and product fabrication labs), and over 250 units of affordable housing. James and his team will focus on structuring financing for the market redevelopment, creation of a 2-year pop-up market during construction, and overall market management post-construction;

The Green Grocer Project, a comprehensive grocery attraction and financing program managed by the Detroit Economic Growth Corporation to stimulate fresh food retail development in the city of Detroit. James designed the program and trained DEGC staff; to date the program has helped deploy over \$45M in direct investment since 2011.

Other clients include: NYC Economic Development Corporation, NYC Department of Consumer Affairs, NYC Small Business Services, Local Initiative Support Corporation (LISC), WK Kellogg Foundation, Robert Wood Johnson Foundation, Centers for Disease Control, Yale University, Toronto Public Health Department and hundreds of independent, small business clients throughout North America.

Currently, James serves as Vice Chair of the Business Alliance for Local Living Economies (BALLE), a national non-profit promoting growth for local, sustainable businesses and as a board director for Community Solutions Inc., a national non-profit targeting homelessness prevention. James was named one of the 100 Most Influential People in Brooklyn Culture by Brooklyn Magazine in Spring 2016. He is a Co-Convener of the National Healthy Corner Stores Network, and sits on the advisory board of American Communities Trust, a Baltimore-based social impact developer. Mr. Johnson-Piett is an alumnus of Swarthmore College and attended the MIT Center for Real Estate Professional Development Institute in Summer of 2007.