For an event focused on real estate, the program touched on everything from health care and higher education to arts and entertainment.

But that was by design for NAIOP New Jersey, which sought to highlight how those sectors are now driving development in the Garden State. That was the focus of a panel discussion hosted Monday night by the industry organization, one that drew dozens of attendees to Maritime Parc in Jersey City.

The event highlighted entities beyond the traditional office, industrial, retail and residential users that have long fueled that real estate industry. Chief among them are institutions such as Rutgers University, which is the midst of a \$330 million, 800,000-square-foot redevelopment of its College Avenue campus in New Brunswick.

The first piece of the project for Rutgers, a 600-bed residential honors college, will open Aug. 15 and give way to other phases, such as a new academic building and apartments for students. Christopher Paladino of the New Brunswick Development Corp., ot Dgxeq, y jkej ku urgctjgcfkpi vjg fgxgnqr o gpv, uckf kvøu pggfgf vq õtgguvcdnkuj vjg egpvgt qh vjg wpkxgtug dgkpi Ngy Btwpuykemö chvgt o cp{ {gctu qh Twvigtu gzrcpfkpi kp uwdwtdcp sites such as Piscataway.

For students, it was about transforming a tired ca o rwu kpvq õv jg rnceg v jcv cnn qh v jg o jcf qrvkqpu vq iqö cpf

õYg tgcnn{ vjkpm vjcv kv ku c jqnkuvke crrtqcej,ö uckf Pcncfkpq, Dgxeqøu rtgukfgpv. õYg fqpøv gxgp pggf vq cvvtcev students from other parts of the country. If we kept the best students from New Jersey in our cities, it is going to rc{ c xcuv fkxkfgpf vq vjqug ekvkgu cpf vjg tgcn guvcvg kpfwuvt{ cpf ewnvwtcm{, kp igpgtcn.ö

New Jersey City Wpkxgtukv{ Ptgukfgpv Uwg Hgpfgtuqp gejqgf vjcv o guucig cu ujg vqwvgf vjg uejqqnøu