



Ed Kellogg of Kellogg Development plans to establish high quality projects that best suit his customers

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Ed Kellogg has recently started a new enterprise-Kellogg Development Company, specializing in commercial real estate development and consulting throughout the Hudson Valley. Kellogg has over 28 years in the commercial real estate development field in New York State and has over 20 years in the Dutchess County and mid Hudson Valley market.

Kellogg Development Company, and its affiliated commercial brokerage company, Premier Commercial Group, will focus its efforts on small to mid size developments in retail, medical/professional office, and multifamily housing.

Relying on a strong professional background in developing large and mid-size projects, and most importantly his integrity and reputation, his goal is to establish high quality projects to best suit his customers. Having established strong local and regional contacts, he is well suited to participate in and contribute to the strong economic climate of the region.

"The mid-Hudson Valley has continued to prosper for several years in all areas of economic development. Even in light of the most recent residential slowdown, there remains a positive outlook and many opportunities. We need to continue to create opportunities in employment, attractive housing for all demographics groups, and education. By reinvesting in these areas, we can create an environment that will allow our children to return to the Valley."

Because of the excellent workforce, transportation network with both roads and railways, and proximity to New York, the primary factors are in place to allow for future balanced growth.

Currently, his firm is in the development process for a 35,000 s/f professional office building in East Fishkill, N.Y. scheduled to open in spring, 2009. The primary tenancy will be a medical office, to meet the demands of a growing population in southern Dutchess County. In addition, he is involved in the redevelopment of an assemblage of parcels in the Village of Rhinebeck for retail, professional office, and condominiums.

Most recently, he has just completed a very successful experience as director of the Prudential Serls Commercial Group, and was involved in over 50 transactions with a total value in excess of \$35 million during a 5 year period. One of the highlights was the leasing of the Heritage Square professional office complex in East Fishkill. He was a Prudential Chairman's Circle-Gold award winner for 2005 and 2006. Additionally, Kellogg led the growth of the commercial group with a sixfold increase in commission income.

The Prudential Serls Commercial Group is involved in all types of commercial activity including office, retail, industrial, land, and multifamily. Working closely with Don McGrath of McGrath & Co. Appraisals and with Steven Domber, the Prudential principal broker, provided a thorough understanding of these different sectors.

Prior to Prudential, Kellogg was the director of development for the Westage Companies,

concentrating on business development and was responsible for the approvals, space planning, construction of the 72,000 s/f Crystal Run Healthcare medical office building in Wallkill, N.Y. The primary focus of Westage is medical office development, in which Kellogg gained new experience working with Ted Petrillo in a field he had not yet been exposed to. The healthcare industry continues to be one of the leading sources of development in the Hudson Valley.

This followed a 20 year career with the Pyramid Companies of Syracuse, N.Y., his hometown, including his role as the development and managing partner of the Poughkeepsie Galleria and Alpine Commons shopping centers.

Kellogg joined The Pyramid Companies in 1979 one year after graduating from Harvard College with a BA in Biology. While not the likely career path, the opportunities presented with this ambitious and growing regional mall developer based in his hometown-Syracuse was attractive. Ultimately this led to an equity position in various developments.

"The fast track and steep learning curve at Pyramid gave me the foundation to be successful in all of my subsequent endeavors. I participated in and was responsible for several aspects of the development process, all of which were under extremely tight budgets and timetables."

While at Pyramid, Kellogg was directly responsible for the development and construction of over 2.5 million s/f of retail buildings having an aggregate value of over \$350 million.

Kellogg, through KDC, was also involved as a partner in the Cider Mill 14 lot subdivision in the Town of Poughkeepsie, with the primary responsibility of securing all municipal approvals.

Kellogg is an active member of the community, and currently serves on the Health Quest Affiliate Board, the Dutchess County Economic Development Corporation Board of Directors and External Marketing Council, and the Harvard Club of the Hudson Valley.

Kellogg, his wife Dot, and two children live in the Town of Poughkeepsie.

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