



Site selection and incentives negotiations enabled the historic consolidation of wireline and wireless operations

BLS has advised the extended family of Verizon Communications and Verizon Wireless on multiple projects nationwide since 2000. One of the most memorable was the evaluation of alternative locations in which to co-locate senior corporate management functions. The company ultimately chose the 1.2 million square foot former AT&T headquarters campus in Bernards Township, New Jersey. The project received one of the largest incentives packages ever awarded by the State, combining several funding sources including the BEIP program and the newly-created Business Relocation and Retention program (BRRAG).

Results:

- * 2,800 New/retained jobs
- * 1.2 million sf of space occupied
- * \$200,000,000 investment
- * Incentives valued at \$54 per square foot

