



LEE D. EINSWEILER, AICP

Principal, Code Studio

Lee has been involved in planning, zoning and plan implementation in a variety of settings over the past 20 years. His main emphasis has been on redevelopment activity in urban areas, beginning in south Florida in the 80's and 90's, and culminating in his recent work in Denver, Louisiana and Memphis.

Lee sharpened his skills in the preparation of zoning and subdivision regulations across the country, and has been personally responsible for over 50 code projects, including the complete revision and adoption of over 20 codes. His combination of conventional zoning know-how and new code approaches are

rare in the profession, and his ability to facilitate the consideration and adoption of new zoning serves his clients well.

Lee currently serves as an adjunct faculty member in the Department of Community & Regional Planning at the University of Texas, teaching smart growth tools at the graduate level, which serves as a constant source of innovation. He is currently working with EPA on the concept of a national model smart growth code. While in Florida, Lee served on the advisory committee for Reid Ewing's ground-breaking book, *Best Development Practices*, and APA published his article, "Contextual Zoning" in *Zoning News*. Lee is a frequent speaker at state and national planning conferences on the issues of smart growth, form-based codes, transit-oriented development and mixed use concepts.

Recent Experience

- Denver Zoning Code Update. Updating Denver's 1956 Zoning Code. Focus is to implement Blueprint Denver, the City's recent Land Use and Transportation Plan. Includes new regulations based on development form.
- Memphis/Shelby County Unified Development Code. The unified code draft is a first for the area, and combines zoning and subdivision into one consolidated document. Implements Sustainable Shelby concepts.
- Louisiana Model Development Code. For non-profit Center for Planning Excellence, preparing a model land use toolkit for use throughout Louisiana.
- Dallas Development Code Amendments. Prepared mixed use, transit supportive districts to implement the City's first comprehensive plan, *forwardDallas!*

Education

Master of Regional Planning
University of North Carolina at Chapel Hill, 1985

Bachelor of Science Environmental Planning and Regional Analysis
University of Wisconsin at Green Bay, 1983

Affiliations

American Institute of Certified Planners
American Planning Association



COLIN P. SCARFF

Principal, Code Studio

Colin brings a design perspective to conventional coding and planning practices, developing plans and codes that place a greater emphasis on urban form. Colin has worked on several of the firm's most high profile projects including a zoning code update for the City of Denver and a unified development code for the City of Memphis.

As a principal of Code Studio, Colin crafts plans and codes that are easy to use, easy to understand and easy to administer. Recent efforts focus on applying form-based, mixed-use approaches to plan and code the character of a wide variety of communities across the nation. Whether its a neighborhood, downtown, commercial corridor or entire community, Colin believes in developing planning documents that encourage traditional, compact neighborhoods that are sensitive to the environment and context around them.

Colin's work takes a holistic approach, with the philosophy that effective regulations can only be developed with the aid of good planning support. Colin believes in using public participation charrettes to create effective plans and codes, bringing together a wide variety of participants to collaborate on a vision for their community. As a result, the "right" plans and codes are more easily developed.

Recent Experience

- Prince George's County New Mixed Use Zone. Preparing a form-based zoning toolkit for the development of new transit-oriented development districts.
- Charleston Calhoun Street Corridor with Chan Krieger Sieniewicz. Form-based code recommendations, including new height map, for new corridor plan.
- Louisiana Land Use Toolkit. Preparing a model land use toolkit for use throughout the state for non-profit Center for Planning Excellence.
- Providence I-95 Relocation Study with Chan Krieger Sieniewicz. Zoning analysis for right-of-way parcels returned to public and private use based on relocation of Interstate I-95.

Education

*Master of Community & Regional Planning
University of Texas at Austin, 2002*

*Bachelor of Arts
Urban & Regional Analysis
University of Texas at Austin, 2000*



DOUGLAS FARR, AIA

Founding Principal, Director of Green Consulting, Farr Associates

Doug Farr is the founding principal of Farr Associates, an architecture and planning firm regarded by many as one of the most sustainable design practices in the country. Having a mission to design sustainable human environments, Farr Associates' unique niche is in applying the principles of green building at the scale of the neighborhood and in designing green buildings exclusively for urban contexts.

Zoning Ordinances and Form-Based Codes

City of Chicago Zoning Reform, Chicago, IL

Regulations to preserve commercial character in Chicago by protecting pedestrian-oriented shopping streets. Included design guidelines that encourage pedestrian-friendly urban design based on emerging methods of regulating land development.

Normal Downtown Form-Based Code, Town of Normal, IL

Creation of a series of site-specific as well as general form-based guidelines for the planned roundabout for downtown Normal. Guidelines orient proposed buildings fronting on the roundabout to the pedestrian through the requirement of a pedestrian scaled arcade, storefront design, and location of the buildings on the site.

Transit-Oriented Development, Morton Grove, IL

Redevelopment of the Lehigh/Ferris Subarea, which consists of approximately 30 acres of industrial and residential land surrounding an existing commuter train station. Developed a framework plan to capitalize on the proximity to transit by providing a reinvigorated pedestrian-oriented street network with improved access to the train station.

Red Maple Grove Hope VI Development, Indianapolis, IN

Community driven redevelopment master plan for Red Maple Grove (formerly Brokenburr Trails), an existing low-income housing development in the City of Indianapolis. The project will result in over 200 units of mixed income rental units, managed by the developer, and over 50 new for sale single family homes. The central feature of the development will be a large green and adjacent community center. Retail space will also be provided along the main road, providing services for the residents and surrounding neighborhoods. Sustainable development practices include a mixture of housing types, skinny streets, alleys, central public open space, and consistency and connectivity with surrounding neighborhood.

LESLIE OBERHOLTZER, RLA

Director of Planning, Farr Associates

Leslie is director of the Planning Studio at Farr Associates. With an extensive background in landscape architecture and smart growth planning, she is interested in promoting sustainable development through availability of alternative transportation and housing choices, green construction, community building, and tradition preservation.

Selected Experience

Denver Sustainable Zoning Code Rewrite, Denver, CO

Sustainable zoning code audit of the City of Denver. A table of recommendations was developed for revisions to the proposed code, organized by sustainability principles such as solar and wind power readiness, water reuse, complete neighborhoods and heat island effect.

Lakeland Land Development Regulations, Lakeland, TN

Revision of zoning and subdivision regulations for the City of Lakeland, a city of over 25 square miles just outside of Memphis. Lakeland is a newly developing community that is rich in environmental resources. The code addresses the impact of new development on the city's natural features through traditional neighborhood design and conservation subdivisions.

West Evanston Master Plan and Form-Based Code, Evanston, IL

Creation of a master plan and form-based zoning code for two redevelopment areas in West Evanston. An intensive public process for the project included an image preference survey, design charrette, stakeholder interviews, and multiple public discussions on plan alternatives resulted in consensus approval of the plan.

South Chicago LEED Assessment and Master Plan, Chicago, IL

Assessment of a targeted area in the South Chicago community area through application of LEED-ND criteria. Existing conditions, expected redevelopment, and implementation of recommended improvements are evaluated separately to determine which credits are likely to be attained. Additionally, guidance on LEED for Homes and LEED for New Construction is being provided to development teams for sites within the project boundaries. A master plan incorporating LEED-ND features will be completed for each identified neighborhood as well as for redevelopment of two former industrial sites. Ongoing.

DEANA RHODESIDE, Ph.D.

Director, Urban Planner, Community Outreach Specialist, Rhodeside & Harwell

Dr. Rhodeside, a director and co-founder of Rhodeside & Harwell, has been professionally active in the fields of planning and community outreach for over 33 years in Washington, DC, Philadelphia, Boston, and London. She has been particularly effective in the public involvement arena and at incorporating public outreach into planning design products to achieve results that are functional and grounded in reality. Her work has ranged from master planning to environmental impact analyses, and from urban revitalization to community consensus building and visioning.

Dr. Rhodeside strongly believes that an open and inclusive participatory process enriches both planning and design and she incorporates a broad range of participation in all of her projects. She is particularly skilled at facilitating design workshops and visioning processes, and enjoys the challenge inherent in building consensus within a context represented by wide ranging, diverse points of view.

Selected Experience

Suitland Mixed-Use Town Center, Suitland, Maryland

Rhodeside & Harwell led a team that included Prince George's County planning staff, and economic consultant and an architectural consultant, to define a development plan and design direction with the Suitland community for a Mixed-Use Town Center (M-UTC) zone within the core of the Suitland community. The design process included two workshops, intended to serve the dual purpose of involving the community in identifying the planning and design concepts and directions for the area, and in exploring the consequences of specific design decisions, such as the desired density of the area's residential component. The result has been a rezoning of the area to accommodate and stimulate positive change for the community in line with its vision for the area.

Arbor Street/Tuxedo Road Sector Plan, Cheverly, Maryland

Dr. Rhodeside was responsible for directing the development of an urban design plan to improve the area surrounding the Cheverly metro station, adjacent to the historic community of Cheverly. The urban design concept established a New Urbanist approach to a transit-oriented development core, with varying densities of mixed use, new parking facilities, and new open space connections. The work was developed in close collaboration with a community-based Advisory Committee.

Education

*Doctor of Philosophy in Urban Studies and Planning
Massachusetts Institute of Technology, 1978*

*Master of Arts in Psychology
Temple University, 1968*

*Bachelor of Arts in Psychology
City College of New York, 1966*

ED HAMM

Associate Principal, Landscape Architect, Urban Designer, Rhodeside & Harwell

Mr. Hamm has a broad range of experience in landscape architecture and urban design, specializing in New Urbanism projects worldwide. Mr. Hamm is responsible for the design and implementation of many landscapes and parks, including the gardens for Michael Graves' Hotel New York at EuroDisneyland and the Salvador Dali Museum in St. Petersburg, Florida. He has been involved in a broad range of urban design projects that include critical urban revitalization efforts, sustainable development, and public realm enhancement. He is highly skilled in graphic communication and can clearly impart complex urban design concepts into meaningful images.

Selected Experience

Alexandria Open Space Zoning, Alexandria, Virginia

Ed Hamm prepared a study that reviewed existing zoning provisions and looked at the definition of "open space" in the zoning ordinance. This study determined the kinds of spaces that should be counted as "open space" for residential and commercial development; the percent of land that should be allocated for open space in a development; the role that streetscapes and other public spaces play in accommodating open space requirements, whether there should be a minimum size requirement for allowable open space; and whether these requirements should vary in different parts of the City.

Bowie and Vicinity Master Plan, Prince George's County, Maryland

Rhodeside & Harwell worked directly with M-NCPPC staff to develop a participatory approach for updating the master plan for this 70-square mile area. The approach included a six-day charrette process which involved community workshops, open design studios, multiple stakeholder meetings, public open houses and public presentations. Mr. Hamm was responsible for the development of the urban design component that included five missed use concept areas.

US 1 College Park Sector Plan College Park, Maryland

Mr. Hamm, as project manager for Rhodeside & Harwell helped develop a concept plan for the US1 corridor in College Park based on community consensus for the desired urban character. The design for the concept plan includes a mixed-use University Gateway area with a proposed hotel/conference center, retail/office space, a winding road east of US1 through mixed use/residential area, and the transformation of Paint Branch Parkway and Guilford Road into urban boulevards with 5-story mixed-use development defining the sidewalk edge.

Education

Master of Landscape Architecture

Harvard University Graduate School of Design, 1989

Bachelor of Landscape Architecture

University of Florida College of Architecture and Fine Arts, 1976



JASON SCHRIEBER, AICP

Principal, Nelson\Nygaard Consulting Associates Inc.

Fourteen years of multi-modal planning, design and advocacy experience in the public and private sectors.

- **Multi-Modal Access and Transit-Oriented Development.** Working to bring Transit-Oriented Development (TOD), transportation demand management (TDM) strategies and alternative modal access programs and infrastructure to existing communities:

- *Portland, ME.* Leading the development of transit system changes, multi-modal access strategies, TDM programs and new parking policies to help the downtown embrace growth without compromising the character of the historic peninsula.
- *Denver, CO.* Leading an effort to implement on- and off-street parking management policies and TDM programs at a suburban TOD next to the new Belleview Station. This effort integrates directly with Nelson\Nygaard's recent TOD strategy for the Denver RTD.
- *Pacific Union College, Angwin, CA.* Leading the development of a sustainable transportation and parking plan for a campus expansion and new residential "eco-village," including a dedicated shuttle route, a shared parking plan, unbundled residential parking, and car-sharing.
- *Yale University, New Haven, CT.* Helping improve coordinated shuttle services and connect campuses with regional rail stations through a comprehensive suite of pedestrian, bicycle, transit and parking programmatic and infrastructure changes.
- *Ithaca, NY.* Building upon an existing vision statement for the Collegetown district, a multi-modal strategy is being developed that integrates land use and transportation policies with practical solutions for businesses, infrastructure, residents and Cornell University.
- *TCRP Synthesis SA-19.* For APTA and the TRB, conducting a national review and assessment of transit, parking, TDM, and sustainable transportation features on college campuses to identify technology trends and financing issues.
- *Pawtucket, RI.* Developed, TOD, multi-modal access, and parking guidelines to support a proposed MBTA commuter rail station in downtown. Among the key recommendations were efforts to promote arts, education and medical opportunities that would interface with users along the Providence rail corridor.

Education

Bachelor of Science, Urban Planning

University of Massachusetts, Amherst



ROBERT J. SITKOWSKI

Counsel

Bob Sitkowski focuses his practice in land use law, with a special emphasis on the legal aspects of smart growth and new urbanism. He has significant experience in evaluating, drafting, and implementing zoning and planning regulations, and in representing developers, landowners, municipalities, and advocacy groups in land use matters. He is admitted to practice in Connecticut, Illinois and Pennsylvania.

Publications and Presentations

- “Update on Affordable Housing” and “Regulating Housing: Architectural Guidelines, Design Review, New Urbanism and Mixed-Use Developments” (2006) presented at 22nd Annual ALI-ABA Land Use Institute, panelist
- “Adopting Form-Based Codes” (2006) presented at FBC 301: Completing, Adopting and Administering the Code, sponsored by Virginia Tech’s Academy for the New Urbanism and the Form Based Codes Institute, panelist
- “Form-Based Land Development Regulations”, coauthored with Brian W. Ohm (2006) published in *The Urban Lawyer*, 38 Urb. Law 163
- “Codes, Creativity and Care: Blueprints for Renewing Urbanism” (2006) presented at New Haven Town Green Special Services District Annual Meeting, panelist
- “New Urbanist Codes” (2005) presented at AICP Workshops, American Planning Association, panelist
- “Zoning on Trial” (2005) presented at the National Conference of the American Planning Association, panelist
- “Codifying New Urbanism: How to Reform Municipal Land Development Regulations” (2004) published in *Planning Advisory Service Report*, #526, American Planning Association, advisor
- “New Urbanism: Legal Considerations” (2004), paper for Bettman Symposium at National Conference of the American Planning Association
- “Regulating McMansions, Starter Palaces and Homes on Steroids” (2004) presented at ALI-ABA Land Use Institute, coauthored and presented by Dwight H. Merriam, CRE, FAICP, and Robert I. McMurry

Education

J.D., University of Pittsburgh School of Law

M.U.R.P., University of Pittsburgh, Graduate School of Public and International Affairs

B. of Architecture, University of Illinois at Chicago, School of Architecture