



NATIONAL
TOWN BUILDERS
ASSOCIATION

SUCCESSIONAL DEVELOPMENT

An Exploration of 30 Years of New Urbanism
in the Florida Panhandle



2017 NTBA SPRING ROUNDTABLE
Thursday, March 30 – Sunday, April 2, 2017
Seaside, Florida



With a theme of successional development, the 2017 National Town Builders Association's Spring Roundtable will examine four transformative new urban projects that have been introduced over the past 36 years along the 30-A Corridor in Northwest Florida. The lessons of Seaside, Rosemary Beach, Watercolor, and Alys Beach and how each one has affected the next over the decades is a fascinating story just waiting to be told during the Roundtable.

The unveiling of the story will be told by those who have earned the right to share it – the visionaries, planners, developers, town architects, and a cast of others who have touched or been touched by these wonderful places they helped to create.

The 2017 NTBA Spring Roundtable will take place March 30 – April 2, 2017 in Seaside, Florida. Noted new urban master planner Andres Duany and DPZ are the hosts of this important Roundtable, with generous assistance from Seaside Institute and financial support by our exclusive sponsor, James Hardie.



A Message from our Host, Andres Duany



The theme of the NTBA meeting will reference an undervalued aspect of the four resort towns on 30A: Seaside, Watercolor, Rosemary Beach, and Alys Beach. The theme will be Lean Urbanism, specifically two aspects of it: 1) Successional Development, and 2) Original Green.

Successional Development ranges from the incubation of the retail when there is nothing (not even funding) within Seaside to the successional decanting and evolution of the ideas at Watercolor, Rosemary Beach, and Alys Beach. This is a span of 35 years. Speakers include Daryl Davis, Dhiru Thadani, and Andres Duany.

The Original Green explains how Seaside became the first green community in America—less as a result of intention and more as a result of the economy of development “the old way.” Robert and Daryl Davis rediscovered the old way of doing things, which are inexpensive and also happen to be green. The three later communities became more explicitly green but with less concern with the cost advantages of the Original Green. The speaker and coordinator will be Andres Duany. Covering the environmental aspect will be Senen Antonio and Steve Mouzon, author of *The Original Green*.

Also involved with succession will be the principal town architects of the towns. The end-game is also extremely interesting. The Home Owner Associations of Seaside and Rosemary (in closed session) will discuss what each of the developers would have done differently.

The sessions will be packed with technical information, development rather than aesthetic issues, with an emphasis on honesty and controversy.

Andres Duany, FAIA, CNU
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THE 2017 NTBA SPRING ROUNDTABLE

SUCCESSIONAL DEVELOPMENT

Thursday at 3:00 PM, March 30, 2017 – Sunday at 12:00 PM, April 2, 2017



2017 SPRING ROUNDTABLE AGENDA

Seaside Institute, 168 Smolian Circle, Seaside, FL 32498

850-231-2421 / information@seasideinstitute.org

Thursday, March 30, 2017

Notes

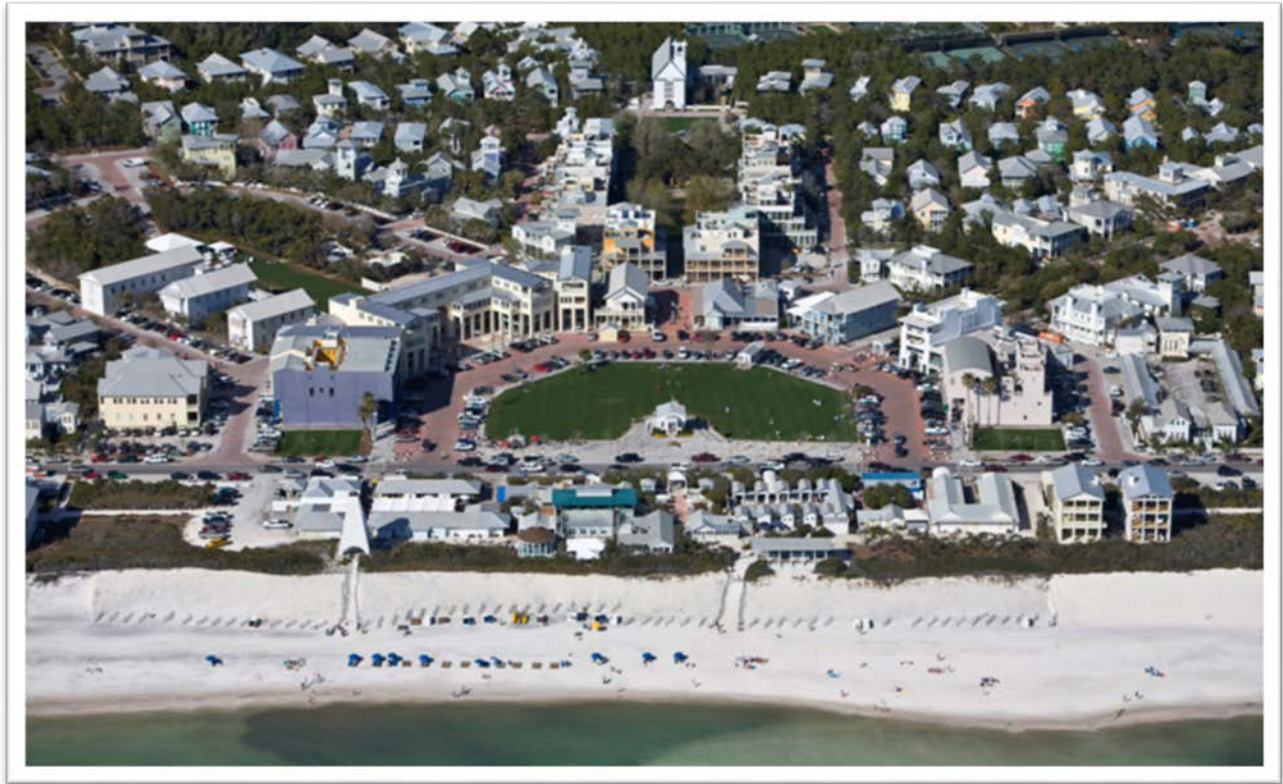
New this year, please note that NTBA membership is required to attend Roundtables with the exception of guest speakers and/or significant others who may attend with a current member. Participants will need to secure accommodations of their choice in hotels or rental homes nearby. Also, parking is limited and members are encouraged to share rides. NTBA Director Monica Johnson will help with coordinating those who have or need extra rooms or car space. Please contact her for assistance at info@ntba.com.

3:00 PM **Welcome / 2017 NTBA Spring Roundtable Begins / Seaside Institute Academic Village**
NTBA President Ward Davis and the Board of Directors welcome you to the Spring Roundtable. Meet at the Academic Village and dress comfortably for a walking tour and dinner to follow.

3:15 PM **Green By Design: Understanding the Communities of Florida's EcoCoast Through the Lens of Sustainability / Andres Duany, Senen Antonio, Christian Wagley / Seaside Institute Academic Village**

Resort towns such as Seaside, Rosemary Beach, Alys Beach, and WaterColor are unique among community types; they embody an idealized environment integrating urbanism with nature. These towns are known for being models for compact, walkable, and diverse communities, but not all realize that they are also among the few built, explicitly environmental communities. Each of the plans incorporates and implemented green development practices before they were popular or required by regulation. They and the 30-A region have pushed the boundaries of environmental planning, urban design, and architecture, becoming private-sector laboratories for ideas in non-subsidized sustainable development. As society (and the market) engages the 21st century, Florida's EcoCoast has already tested, refined, and developed them.





5:30 PM Problems of Success / Andres Duany / Seaside Institute Academic Village

As much as we strive for perfection, nothing is ever perfect and some of the best lessons to be learned are the ones that come from the challenges we face along the way. What are some of the issues that arise as a community is developed? What are some solutions? How can we incorporate this information into our future projects?

6:30 PM Cocktails and Welcome Dinner / Bud & Alley's / 2236 East County Road 30-A, Seaside, FL

Bud & Alley's has reserved a large tent for our group in the Herb Garden. So, come enjoy dinner with your fellow NTBA members, grab a drink, and catch up. You may order from the menu and checks will be split per table. Dutch Treat!

Friday, March 31, 2017

8:30 AM Coffee and Conversation / Seaside Institute Academic Village

Part of the rewards of attending the Roundtables is the friends you meet. Join us for coffee and light refreshments after a fun run or walk on the beach.

9:00 AM Town Center Successional Urbanism / Andres Duany, Daryl Davis, Dhiru Thadani / Seaside Institute Academic Village

Successional Urbanism recognizes that places that have withstood the test of time, which are upheld as precedents to emulate, where built incrementally, financed prudently, reflected the cultural norms, and were lightly administered. They started small in the inaugural phase, the germinating idea was tested and improved, and the climax condition that we experience today may have taken many years or decades to achieve.

In recent times developers and designers have strived to compress the timeline and sought to achieve the climax condition, bypassing the inaugural condition and successional stages of urban molting. The results in most cases have been unsatisfactory and financially precarious.

Successional Urbanism endeavors to develop protocols for every level—design, financial, administrative, and cultural—that will allow incremental growth to occur again.

10:30 AM Seaside Walking Tour / Andres Duany

Acclaimed worldwide as one of the most iconic examples of New Urbanism, Seaside offers a thriving town center with shopping and dining, all within walkable distance to homes, cottages, and offices. Consisting of more than 300 homes, many of them vacation rentals, the community offers more than 12 restaurants and eateries, and 41 shops and galleries.

The program for Seaside was originally conceived to approximate the scale and character of historic Southern towns. The Seaside plan proposes traditional American settlement patterns as an alternative to contemporary methods of real estate development. To this end, the retail center was designed as a downtown commercial district; the





conference facility doubles as a town hall; and a portion of the recreation budget was dedicated to the creation of small civic amenities, including a chapel, a primary school, a fire station, and a post office, all to be shared by adjacent communities.

A study of towns throughout the American South indicated that a community of genuine variety and authentic character could not be generated by a single architect. Building was therefore given over to a multitude of designers. The public buildings have been designed by architects selected for their known sympathy with the regional vernacular, and the private buildings have been commissioned by the individual buyers. A master plan and zoning code

regulate the buildings to ensure the creation of an urban environment similar to that of a small Southern town of the period before 1940. Prior to any construction, these standards were tested several times in university design studios and proved to be workable.

Today, more than 35 years after its inception, Seaside is widely acclaimed, financially successful, and almost completely built-out.

It has become a symbol of the New Urbanism, exemplifying the movement's underlying principles, which can be applied to all urban conditions: the built environment must be diverse in use and population; it must be scaled for the pedestrian yet capable of accommodating the automobile and mass transit; and it must have a well-defined public realm supported by an architecture that reflects the ecology and culture of the region.

12:00 NN Lunch on your own; Depart for Rosemary Beach

Please enjoy lunch and then carpool to the Rosemary Beach Town Hall to resume the Roundtable at 1:30 p.m.

1:30 PM Secrets of the Town Architects / Andres Duany, Moderator; Frank Greene, Ty Nunn, Steve Mouzon, Marianne Khoury-Vogt, Erik Vogt, Mike Watkins / Rosemary Beach Town Hall / 62-98 S Barrett Square, Panama City Beach, FL 32413

In this CLOSED SESSION, the true secrets of the town architects, past and present, will be shared. The concept of the Town Architect was developed during the first Seaside Charrette held in the summer of 1983. During the charrette it was concluded that someone must supervise and interpret the implementation of the Seaside Plan and Code. It was also hoped that those who purchased properties in Seaside would hire the Town Architect to design their cottages. The first Town Architects were members of the “Night Crew”, those working at the 1983 charrette and working in a Quonset hut, who were responsible for the layout of streets and early buildings. Over the years, Seaside has evolved and so has the role of the Town Architect. Sit tight for this “no holds barred” ride through the evolution of the role of the Town Architects.



3:45 PM The Rosemary Beach Story; How 30-A Towns Evolved / Andres Duany, Frank Greene / Rosemary Beach Town Hall

Fifteen years after the design of Seaside, DPZ was given the opportunity to return to the Florida Panhandle to create another new neighborhood on Scenic Highway 30-A. A New York-based investment firm had purchased a 52-acre property just seven miles east of Seaside, hoping to reproduce that project's success. Given this objective, the clear mandate was to differ from that earlier model as little as possible. However, the opportunity to revisit the concept of the coastal resort town after fifteen years of experience allowed the design team to apply techniques that distinguish Rosemary Beach from Seaside in several fundamental ways. While both neighborhoods correspond fully with the principles of Traditional Neighborhood Design, these new developments establish Rosemary Beach as more than just another Seaside.



Why are we discussing the topic of Successional Development? What do we hope to learn? It's been 36 years since Seaside was founded and started a worldwide movement that has transformed how we build community. Seaside, Rosemary Beach, WaterColor, and Alys Beach are four of the most important examples that people study as they return to the birthplace of new urbanism. What impact did each former project have on the next one? How are new sustainable development principles incorporated into the next traditional neighborhood? What went right and what could we, as new urban developers and professionals, do better? Andres

Duany, known by hundreds as the “Father of New Urbanism” will be our mentor over the Spring Roundtable as he guides us through the evolution of 30-A towns and challenges us to reach even higher.



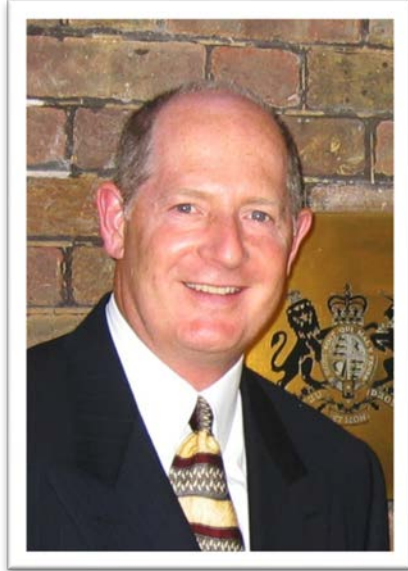
4:30 PM Rosemary Beach Walking Tour / Andres Duany, David Bailey

While most residents of Seaside use their cars rarely, the plan of Rosemary Beach introduces a rear alley system so cars can be parked in garages that are not visible from the street. About half of these garages are topped by granny flats, small apartments that can be rented out to help finance the construction of the main house. The presence of alleys also means that not every house needs street access at the front, allowing many of the smaller streets to be replaced by boardwalks. The wooden boardwalks, inspired by northern seaside towns like Fire Island, allow direct pedestrian to access the beach and bring the beach experience deep into the plan. Two public squares on the southern boundary further focus the neighborhood’s activity on the ocean.

The plan for Rosemary Beach was completed in 1997 with the acquisition and design of an additional 53 acres to the north, turning Rosemary Beach into a traditionally-shaped mixed-use community centered on Highway 30-A. In contrast to Seaside’s Key West vernacular, the architecture of Rosemary Beach is based upon the Caribbean models found in St. Augustine and the Islands.

Saturday, April 1, 2017

8:30 AM Coffee / Seaside Institute Academic Village



Ian Gillis



David Scheuer

2017 NTBA Spring Roundtable Scholarship Presentation

The NTBA is honored to offer two scholarships as an opportunity for recipients to experience a new place, meet leaders in the field, and adapt lessons learned into his/her own future.

The NTBA Scholarship Program was initiated in memory of David Scheuer who was a founding member of the NTBA and remained an active board member until his passing in August 2015 from ALS. David believed in the NTBA as a way to share ideas by inviting new urban real estate development professionals from across the country to come together and study existing and emerging great mixed-use town centers. David enjoyed the camaraderie of the NTBA, the exchange of lessons, and was always excited to implement ideas in his own projects. David especially believed in education through experience and was committed to working to provide opportunities for those starting their careers to expand their horizons.

In 2017, a second scholarship was added to the program in honor of NTBA Board Member Ian Gillis who passed away in 2016. Ian enjoyed more than 35 years in the real estate industry, both in the United States and the United Kingdom, and co-founded Urban Community Partners in 2001 to focus on walkable, smart growth Traditional Neighborhood Design projects. Ian was passionate about “creating neighborhoods and communities with vision and tradition; enduring environments which will provide future generations with remarkable places in which to live.”

The recipients of the NTBA Scholarships attend an NTBA Roundtable as our guests and are recognized as the recipients of this honor during the conference.

The NTBA believes that furthering the education of the next generation of town builders in the fundamentals we all hold so dear is the best way of honoring David's and Ian's years of dedicated work.

9:30 AM Raising Your HOA: Ungrateful Child or Successful Adult? / Dan Slone, Daryl Davis, Rod Wilson, et al / Seaside Institute Academic Village

It is not inevitable that home owner associations turn against their founders/ developers, but it is common. Not every one of them takes the tools of the benevolent dictator-developer and uses them to oppress individual rights, but some do. This session will explore the different phases, uses and dangers of HOAs as well as whether these are different in New Urban projects than conventional projects. We will draw on the experiences of those involved in several of the 30-A communities as well as nationally.

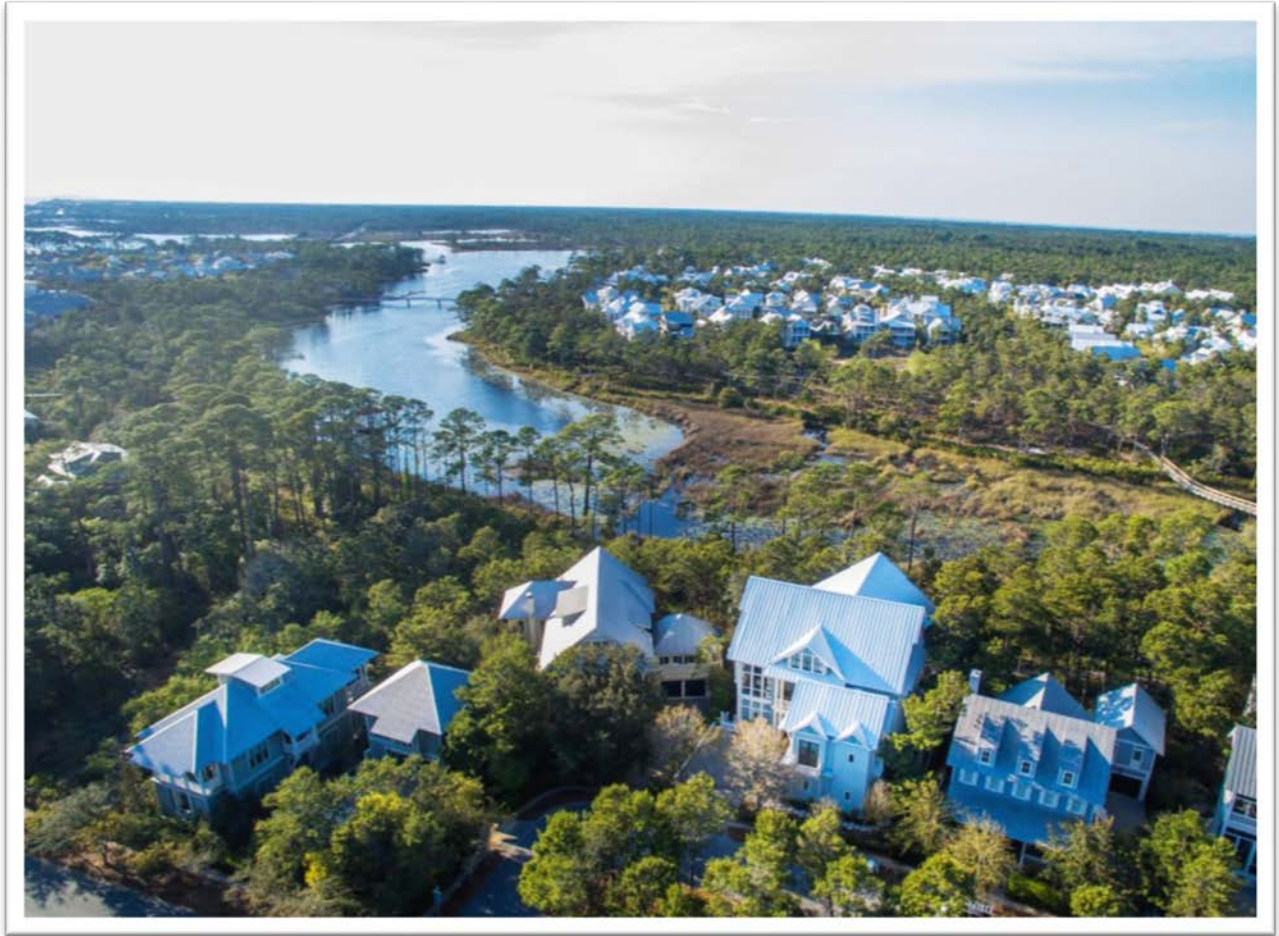
12:00 NN Working Lunch with Representatives from James Hardie / Seaside Institute Academic Village

A boxed lunch will be served during this collaborative session with our exclusive sponsor, James Hardie. The NTBA feels that that James Hardie shares similar value propositions with our association and welcomes the opportunity to explore how we can work together to further the mission of creating great places. We will take a few minutes for a quick overview of the products and marketing support offered by James Hardie. More importantly, the company representatives really want to hear from our members and learn about your new urban developments. Be prepared to share.

1:30 PM WaterColor Walking Tour / Andres Duany / Depart from Seaside Institute Academic Village

Founded in 1999, Watercolor, FL is a welcoming 499-acre resort and residential master-planned community located along Scenic Highway 30A in Northwest Florida between Destin and Panama City Beach. Watercolor was originally developed by Copper, Robertson, & Partners under the direction of the long-time land owners, The St Joe Company.

Real Estate in Watercolor, FL includes Southern wood homes and condos that feature distinct timeless architectural detailing that include large wraparound porches, wood siding and columns, and metal roofs with deep overhangs. The community amenities at Watercolor are varied and vast and include a beach club, a 220-acre coastal dune lake, ample beach-frontage, an outdoor swimming pool, lush gardens, and a Town Center.



3:30 PM **Depart for Alys Beach** (Please car pool.)
Building C address: 9581 E County Hwy 30A, Building C, Alys Beach, Florida 32461

Driving directions from Seaside: Head east on Highway 30A for about 20 minutes, you will go through the first set of Alys Beach butteries (the white towers that are on either side of 30A), at the second set of butteries take a left immediately after the buttery. Trailer C will be on your right hand side.

4:00 PM **The Story of Alys Beach / Andres Duany**

In the tradition of nearby Seaside and Rosemary Beach, Alys Beach will be a model resort town-- a place where the best concepts in town planning are applied to create an ideal urban experience in harmony with nature. The 158-acre site, which occupies the last piece of beachfront property on the Florida Panhandle, slopes slightly to the south, offering exceptionally long views to the water from many points inland. Approximately 20 acres of jurisdictional wetlands lie to the north. Within this configuration, the urban-to-rural transect distributes the denser, more urban concentrations near the beach and CR 30A (which crosses the southern half of the site) and the sparser, more rural elements toward the wetlands.

Seeking to achieve an overall feeling of calm and simplicity for the town, the design team turned to a number of sources for inspiration. A trip to Bermuda led to the discovery of the perfect architectural style for the project. The simple volumes of whitewashed masonry and stucco typical of the style possess an uncomplicated, organic beauty. Buildings are grouped into small compounds and unified by perimeter walls, which are higher and more formal in the urban zones, lower and more rustic in the rural areas. The Bermuda style is combined with a patio house type that originated in Antigua and a courtyard building type that came from California.

All streets lead to the beach, with views of the water kept clear for as great a distance as possible. The main street leads to a waterfront plaza, which will serve as the primary gathering place in the community. As an urban center unlike any other in the region, the plaza will be a truly unique feature for Alys Beach. Its wide wooden steps leading down to the beach will provide an ideal spot for enjoying the sunset over the Gulf. Three-story, mixed-use buildings will line the plaza, featuring arcades and cafes at ground level and apartments above. The northern edge will be framed by an open air auditorium and the distinctive silhouette of a flatiron building with a viewing deck.



The town will also employ the best available urban design and architecture techniques to create harmonious relationship between humans and the environment. Combined with the pedestrian-friendly, mixed-use plan, these techniques will make Alys Beach a leader in ecologically sound living in Florida.

4:30 PM **Alys Beach Walking Tour /Andres Duany, Marieanne Khoury-Vogt**

6:30 PM **NTBA Member Cocktail Party / Alys Beach Caliza Red Loggia / 23 Nonesuch Way, Alys Beach, Florida 32461**
Please be our guests



Sunday, April 2, 2017

9:00 AM **Coastal Breakfast and Conversation / Seaside Institute Academic Village**

Come hungry as we'll have our signature send-off breakfast to start the closing sessions of our Roundtable. Please be our guests!

9:30 AM **NTBA Member Roundtable**

One of the sessions most loved by members is the NTBA Member Roundtable. Here, we circle the room to raise questions and discussion about the most important take-aways of the 4-day event. These conversations are relevant, timely, and oh, so enjoyable!

12:00 NN **It's a WRAP!**

Time to go back to work and make a difference to the world we live in.



NTBA Members at Wheeler District during the 2016 Fall Roundtable.

SAVE THE DATE! NTBA 2017 FALL ROUNDTABLE / NOVEMBER 2-5

The engine for the success of great neighborhoods is an active retail core. The NTBA 2017 Fall Roundtable will be themed around retail development. Mark your calendar now to attend from Thursday afternoon, November 3 through Sunday morning, November 5, in Cincinnati, Ohio. Bob Gibbs will be our host. Among tours will be Liberty Center and Mariemont, a 1920's John Nolen planned community.

A BIG SHOUT-OUT TO OUR SPRING ROUNDTABLE HOSTS AND SPONSOR!

The NTBA is both thrilled and grateful to Andres Duany and DPZ for hosting this important Spring Roundtable. Our association is also appreciative of the assistance of the Seaside Institute and Director Bob Irwin, and for the financial support of James Hardie. Thank you.

DPZ



Andres Duany and Elizabeth Plater-Zyberk

DPZ Partners, LLC (“DPZ”) is a leader in planning, urban design and architecture, with over 300 inner city and greenfield projects from architecture to regional plans. Its contributions to planning, design and regulations are widely recognized for their excellence and influence on making walkable urbanism, complete neighborhoods, and resilient regions all over the world.

DPZ was founded in 1980 by Andres Duany and Elizabeth Plater-Zyberk to replace suburban sprawl with neighborhood-based planning. At the time, Duany and Plater-Zyberk were founding partners of the still vital firm, Arquitectonica, renowned for its playful condominium towers on the Miami coast (yes, that condo with the big hole in the middle that appeared in Miami Vice was a design of that firm). However, a serious concern began to grow within both young architects, who struggled with how the individual buildings they designed did not relate in any meaningful way to the cities surrounding them. This concern soon evolved into the team finding ways to design environments in which the placement of individual buildings made sense in an urban context and held less importance than the spaces between them.

After establishing their new firm, they began developing what would become the guiding principles of smart, sustainable development with the landmark project of Seaside in the Florida Panhandle. This now famous resort “village by the sea” on Florida’s Gulf Coast won worldwide praise as the first traditionally organized new town designed in over 50 years.

Shortly thereafter, Duany and Plater-Zyberk co-founded the Congress for the New Urbanism (CNU), a non-profit organization established with the goal of transforming the built environment from ad-

hoc suburban sprawl towards human-scale neighborhood development. The CNU has been recognized by the New York Times as “the most important collective architectural movement in the United States in the past fifty years”. The term New Urbanism was a conscious invention to bring attention to the crisis of ad hoc suburban development, and to propose a less wasteful alternative to sprawl.

The universal principles of the New Urbanism movement promote the creation of real communities with pedestrian-oriented, transit-ready neighborhoods. These neighborhoods encourage mixed uses, and allow the landscape to shape their streets. The movement, initially called “neo-traditional” planning, has grown to broad application and acceptance. Its principles project a sustainable quality of life that competes with the conventional suburban dream.



SEASIDE INSTITUTE™

Bob Irwin is the executive director of the Seaside Institute. The Institute believes people should lead interesting rewarding lives. The mission of the Institute, unchanged since 1982, is to help people create great communities. The Institute is a strong voice of our community; brings arts and culture to the community; recognizes, teaches, and promotes New Urbanism; and globalizes world-changing strategies like mobility, sustainability, and aging with grace.

Before the Seaside Institute, Bob was the CEO of EMS Software, the leading provider of meeting and room scheduling software for financial services, professional services, health care, technology, and higher education customers. Bob led the transformation of EMS to an enterprise software company delivering the fastest and easiest way to schedule a meeting, the greatest depth and breadth of functionality, and an exceptional customer experience. Under Bob's leadership, EMS implemented a new strategic plan and a new go-to-market strategy, launched a new product vision, introduced a new leadership team, delivered two new releases of the EMS product (the first in over three years), installed a new customer experience program, and grew at a record pace.

Prior to EMS Software, Bob was the CEO of TDCI, the leading provider of product configuration management software for discrete manufacturers. TDCI doubled software revenue under Bob's leadership and Infor acquired the company in 2014. Before TDCI, Bob was the CEO of Sterling Commerce, the leading provider of business-to-business integration software for financial services, telecommunications, and consumer packaged goods companies and supply chain management software for retailers, wholesalers, and manufacturers. Sterling Commerce grew at consistent double-digit rates and more than tripled customer satisfaction scores during Bob's tenure. IBM acquired the company in 2011.

Bob started his career at IBM after graduating from The Ohio State University. He held positions in sales and professional services and had executive responsibilities in sales, marketing, and information technology management. Bob advises the Walton County Economic Development Alliance, the Scenic Corridor Foundation, serves on the board of directors of Rev1 Ventures, and resides in the original New Urbanist town of Seaside, Florida.

A BIG ROUND OF APPLAUSE FOR OUR SPONSOR! THANK YOU.



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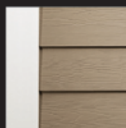
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SPEAKER BIOGRAPHIES



Senen Antonio

Senen Antonio is a Partner with DPZ Partners, possessing nearly thirty years of international experience in sustainable design and planning, including plans for regions, military base redevelopment, transit-oriented development, disaster recovery, urban reclamation, revitalization and infill, and new towns, in Asia, Africa, Europe, and North America. A major part of his firm-wide responsibility is to help define the future of the practice, working with fellow Partners in projecting market trends and seeking project opportunities for breaking new areas of knowledge and technique in the New Urbanism.

He remains involved in several key project assignments, managing projects from conceptual design through construction. He lectures widely, with a recent focus on Asia, with government and university-sponsored lectures in China, Laos, Indonesia, and the Philippines, and he contributes articles to professional journals and other publications. He is co-writing, with Andres Duany, a book on sustainable development through the lens of traditional resorts.

Senen is a member of the Congress for the New Urbanism and is a LEED-accredited professional. He holds a Master's Degree in Urban Design (with Honors) from the University of Hong Kong, completed under an ADB-Japan scholarship, and graduated with a Bachelor of Science degree in Architecture *magna cum laude* from the University of the Philippines. In 1990, he was recognized by the Phi Kappa Phi International Honor Society with an award for academic excellence, and in 1992 was a topnotcher in the Philippine Board Examinations for Architecture.



David Bailey

David is a licensed architect and urban planner who has lived and worked in Northwest Florida since 1981. He holds a Bachelor of Design from UF, and a Master of Architecture from Virginia Tech.

Between 1991 and 2003, he worked in both Pensacola, Florida, and Alexandria, Virginia, on a wide variety of development and redevelopment projects. David was appointed Director of the Community Redevelopment Agency (CRA) of the City of Pensacola in 2003. Under his leadership, the CRA's existing redevelopment plans were reinvigorated, and several new plans and extremely effective redevelopment efforts began.

While initially seen as a great setback, the devastation wrought by Hurricane Ivan in 2004 became a chance for David to focus on rebuilding not only Pensacola's physical Downtown, but also to mend the deteriorated working relationships between the city government and the private sector, leading the community to rally together around the revitalization of the historic city center and waterfront.

In 2009, David became Seaside's Town Manager, responsible for operations, rebuilding infrastructure, and other programs and improvements in the residential areas and beaches. In late 2013, he was recruited to become the Town Manager of Rosemary Beach. David also serves on the Walton County Design Review Board. He and his family live in Grayton Beach.



Daryl Rose Davis

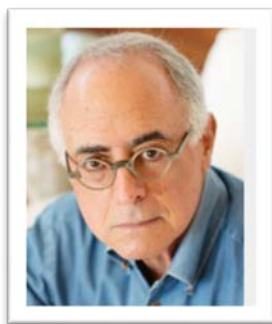
Daryl Rose Davis is the co-founder of the community of Seaside, Florida. Founded in 1981, this small coastal town was described by *Time* magazine as “the most astonishing design achievement of its era and, one might hope, the most influential.” As the birthplace of a movement in land planning known as New Urbanism, Seaside's influence has spread widely and is helping to revolutionize town planning in America. Seaside has won numerous awards for its architecture and town planning and has been the subject of three books and countless articles.

Davis graduated with a master's degree in community counseling from the University of Miami. She also founded Seaside's downtown retail development, a thriving enclave of unique shops, boutiques and eateries. Owner of Seaside Associated Stores, she owns five successful downtown retail businesses, employing more than 50 employees.

The Seaside Institute and Downtown Seaside Association are two key nonprofit organizations co-founded by Davis. Providing a primary basis for the town's civic infrastructure, The Seaside Institute is dedicated to the restoration of civic life and the Downtown Seaside Association nurtures incubator businesses within the town.

Davis serves on the board of directors of The Seaside Institute, Seaside Community Foundation and the Community Performing Arts Center. She is also affiliated with The Seaside Pienza Institute.

In addition to residences in Seaside, Davis lives in San Francisco with her husband, Robert.



Robert Davis

Robert Davis is the founder of Seaside, Florida, described by *Time* magazine as “the most astonishing design achievement of its era and, one might hope, the most influential.” As the birthplace of a movement in land planning known as the new urbanism, Seaside's influence has spread widely and is helping to revolutionize town planning in America. Seaside has won numerous awards for its architecture and town planning and has been the subject of three books and countless articles.

Davis is a recipient of the Rome Prize, Florida's Governor's Award and Coastal Living's Conservation Award for Leadership. He is a principal in The Arcadia Land Company, a firm specializing in town building and land stewardship. Davis was a founding board member and chair of The Congress For The New Urbanism; he is a current board member of The Seaside Institute and is a board member emeritus of

1000 Friends of Florida. He has served on Florida's Environmental Land Management Study Committee to write and update Florida's growth management legislation and on The Governor's Council for Sustainable Florida.

A graduate of Antioch College and the Harvard Business School, Davis is also a fellow of the American Academy in Rome and of the Institute of Urban Design. He lives with his wife, Daryl, founder of Seaside's downtown retail development and cofounder of Seaside, in Seaside and San Francisco.



Andres Duany

Andres Duany, architect, urban designer, planner and author, has dedicated over three decades to pioneering a vision for sustainable urban development and its implementation. He has influenced planners and designers worldwide, redirected government policies in the U.S. and abroad, and produced plans for hundreds of new and renewed communities of enduring value. Duany's leadership can be credited with the plan and code for Seaside, the first new traditional community; the Traditional Neighborhood Development (TND) zoning ordinance; the development of the SmartCode, a form-based zoning code,

adopted by numerous municipalities seeking to encourage compact, mixed-use, walkable communities; the definition of the rural to urban Transect and Agrarian Urbanism; as well as inventive affordable housing designs, including Carpet Cottages and Cabanons.

Duany is the author of many essays and articles, and co-author of several books, including *Suburban Nation: the Rise of Sprawl and the Decline of the American Dream*, *The SmartCode*, *The Smart Growth Manual*, *Garden Cities: Agricultural Urbanism*, and *The New Civic Art*.

Duany's work has been recognized with numerous awards, including the Richard Driehaus Award, the Jefferson Medal, The Vincent Scully Prize and several honorary doctorates.



Chad Frederickson

Chad Frederickson is the Director of Single Family New Construction for James Hardie Building Products where his teams responsibilities include developing the strategic direction for the single family business as well as developing programs to support and create value for builders, developers and architects. Chad has spent the past 14 years in various roles in James Hardie, most recently running the James Hardie Canadian business. He received his B.A. from Western New England College and currently resides in Chicago, IL.



Frank G. Greene AIA

Frank Greene is currently the Town Architect for the DPZ planned New Urbanist communities of Rosemary Beach and Draper Lake in Florida. Frank also serves as a planning and design consultant for several other communities in northwest Florida. He is Principal Architect of Greene Design, an architecture and community

design firm based in Santa Rosa Beach, Florida. He worked in the Rosemary Beach design studio of Looney Ricks Kiss Architects from 2005 to 2009. Before moving to Florida in 2005, Frank worked as an architect, urban designer and developer based in Chattanooga, Tennessee since 1982.

Frank was a member of the project design team for Chattanooga's Miller Plaza, which received a national AIA Honors award for urban design in 1990. He was also a design consultant for Chattanooga's Tennessee Riverwalk, which received a 1995 national AIA Honor award for urban design.

Frank served as Senior Vice President of Development for Chattanooga Neighborhood Enterprise (CNE), Chattanooga's citywide nonprofit housing organization, from 1995 to 2000. During that time, CNE developed and rehabilitated over 600 housing units under his direction. In addition to acting as developer for this work, he designed many of the home and apartment prototypes constructed by CNE. While at CNE, Frank coordinated the work of Dover Kohl & Partners, the Urban Design Center and others to create the Southside Neighborhoods Plan and the Southside Redevelopment Plan. He was an active participant in the charrettes and planning process, and oversaw the construction of Phase I of this successful project that continues the revitalization of Downtown Chattanooga by creating a series of mixed-use, mixed-income neighborhoods adjacent to the city center.

After leaving CNE, Frank started an independent architectural practice in Chattanooga, while continuing his leadership role in the revitalization of cities as a founder of PlaceMakers, LLC, a professional collaborative providing community and urban design, planning, visioning, SmartCode customization, Pattern Books, Historical District Guidelines, and other planning services for cities and developers.

Frank is a founding member of the New Urban Guild and an active member of the Congress for the New Urbanism. He is also a member of the American Institute of Architects. He graduated cum laude from the University of Tennessee in 1982 with a Bachelor of Architecture degree.



Jennifer Mehlman

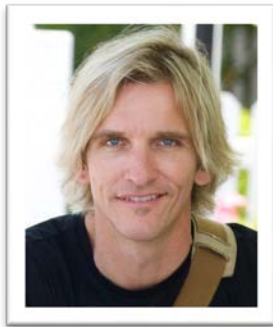
Jenny leads New Construction marketing at James Hardie where her responsibilities include strengthening the James Hardie brand while strategically creating non-product support for the internal team, James Hardie partners and the homebuyer. Prior to James Hardie, Jenny spent ten years across various businesses at Barilla America, Inc. most recently leading marketing and sales for its Bakery Division in North America. She received her MBA from the Kellogg School of Management at Northwestern University and her B.A. from Tufts University



Steve Mouzon

Steve Mouzon is an architect, urbanist, author, blogger, and photographer from Miami. He founded the New Urban Guild, which helped foster the Katrina Cottages movement. The Guild hosts Project:SmartDwelling, which works to

redefine the house to be much smaller and more sustainable. Steve founded and is a board member of the Guild Foundation; it hosts the Original Green initiative. Steve speaks regularly across the US and abroad on sustainability issues. He blogs on the Original Green Blog and Useful Stuff. He also posts to the Original Green Twitter stream.



Ty Nunn

Ty Nunn's relationship with Seaside began before his career as a practicing architect. As a student at Auburn University in the late 1980s, Nunn was geographically close to Seaside during its earliest days. He was able to visit some of its most iconic structures, both under construction and newly completed. As a fourth year undergraduate, his interest in Seaside extended to the academic level; he traveled there to undertake an urban study of the new town.

In 1991, Nunn graduated from Auburn University with his Bachelor's Degree in Architecture. The following year he moved to Seaside to work for Richard Gibbs, who was the Town Architect of Seaside at the time. He worked for Gibbs for a number of years before eventually beginning his own firm, Florida Haus, in 2001. He continued working on residential projects throughout Florida, and in May of 2009 he became Seaside's tenth Town Architect, a role he still fills today.



Dan Slone

Dan Slone is a partner in the Richmond Office of McGuireWoods LLP, an international law firm. He is national counsel for the U.S. Green Building Council, the World Green Building Council and EcoDistricts. He is on the board of the Congress for the New Urbanism. Dan previously served on the boards of the Resilient Design Institute and BioRegional North America (One Planet Communities), the Eco Industrial Development Council, Green Roofs for Healthy Cities, the Form-Based Codes Institute and the National Charrette Institute. He also helped form the National Town Builder's Association. He has supported New Urban writers with pieces in *Visions of Seaside* (Thadani), *The Language of Towns & Cities* (Thadani), *Sustainable Urbanism* (Farr), and *Sustainable and Resilient Communities* (Coyle). He and Doris Goldstein co-authored *A Legal Guide to Urban and Sustainable Development*. He has written several pieces for the Seaside Pienza publications and was also part of the thought outreach to other communities writing "New Urbanism as a Site Planning Tool" for the American Bar Association's Green Building and Sustainable Development and "Maintaining Sustainability" for ULI's Developing Sustainable Planned Communities. Dan has worked on New Urban communities in 28 states as well as outside the United States. He and his team have helped craft dozens of governance regimes for communities focusing on building sustainable communities.



David Steadman

David Steadman oversees the creation, development, and implementation of Single Family New Construction programs designed to strengthen partnerships and support builders and developers. David is currently developing a new program focused on driving builder engagement and is continually looking for ways to create additional non-product value. David's 8 years of experience span the James Hardie organization, including work in Sales, Market Analytics, and Supply Chain. David received his B.S. from Miami University.



Dhiru A. Thadani

Dhiru A. Thadani is an architect and urbanist. As a design principal and partner, he has completed projects the world over. Thadani was born to the boisterous urbanism of Bombay, India, and moved to Washington, D.C. in 1972 to attend The Catholic University of America where he received his undergraduate and graduate degrees in architecture. During his forty years in Washington, he has taught, practiced, and worked to place architecture and urbanism in the public eye. He is author of *Visions of Seaside: Foundations/Evolution/Imagination/Built & Unbuilt Architecture*, published by Rizzoli in June 2013. His previous book, *The Language of Towns and Cities: A Visual Dictionary* was published by Rizzoli in 2010. He is also the co-editor of *Leon Krier: The Architecture of Community* published by Island Press in 2009. Since its formation in 1993, Thadani has been a charter member of the Congress for the New Urbanism (CNU), and is a former board member. He was a 2001 Fellow in the Knight Program for Community Building, a five-time recipient of the CNU Charter Award for design, and the recipient of the 2011 Seaside Prize.



Eric Vogt and Marieanne Khoury-Vogt

Khoury & Vogt Architects was formed in 2001 in Miami by Erik Vogt and Marieanne Khoury as a practice in architecture, urban design, and town planning. Vogt received his Bachelor of Architecture from the University of Miami and Master of Architecture from Yale University. Khoury received a Bachelor of Architecture from the University of Wisconsin (after studying for 3 years at L'École Spéciale d'Architecture in Paris, France) and has a Master of Architecture and Master of Urban Planning from the University of Wisconsin at Milwaukee. Both are licensed architects in Florida.

The practice, currently based in Alys Beach, FL., engages projects of a variety of scales, programs, and locales. Each is linked by a common purpose: to contribute to, and elaborate a worthwhile and memorable public realm. This is pursued through a firm grounding in local architectural traditions as well as the deployment and transformation of durable building types.

Their work has received numerous regional and national awards as well as publication in several books and magazines. In addition to professional practice, Erik Vogt has taught Architectural Design Studios at the undergraduate and graduate level, at the University of Miami and Yale University.



Christian Wagley

Christian Wagley is principal of Sustainable Town Concepts, a consulting firm working under the premise that the most environmentally-beneficial thing we can do is to build healthy places for people. He has worked on environmental issues in Florida and the southeast for nearly 20 years. Christian has sought to balance the built and natural environments through work in state and county government and small business, and in recent years has focused on green building and development, with a special interest in traditional neighborhoods. He oversaw environmental and green building issues for several years for the much acclaimed new town of Alys Beach, in Walton County, FL, and developed a pedestrian and bicycle-friendly master plan for the village of Bagdad, FL. Christian is a strong advocate for restoring Pensacola's urban core and making the City more pedestrian and bicycle-friendly, and recently served as a member of the Mayor's Urban Redevelopment Advisory Committee. He is the writer and host of EarthAction—a five-part environmental series debuting on WSRE Public Television early in 2013. Christian is a member of many local and national environmental organizations, including Audubon, Sierra, and The Nature Conservancy, and has actively followed the RESTORE Act process from its inception. He holds a master's degree in biology/coastal zone studies from the University of West Florida.



Mike Watkins, FAIA, FAICP

Michael Watkins is the founder and principal of Michael Watkins Architect, LLC, an architecture and town planning firm dedicated to designing and implementing a dynamic public realm. The firm's work includes the preparation of master plans for neighborhoods, hamlets and town extensions, preparation of design guidelines, various town architect services for TNDs, and leading and participating in urban design charrettes.

Watkins serves as the Town Architect for Norton Commons (a DPZ master plan) in Louisville, Ky. and Whitehall (a PlaceMakers master plan) near Wilmington, Del. He has collaborated with numerous other New Urbanist firms, among them Urban Design Associates, TortiGallas and Partners, PlaceMakers and the Prince's Foundation for Building Community.

In 2007, Watkins left his position as Director of Town Planning with Duany Plater-Zyberk & Company to enroll in the Masters program in Classical Design offered by The Institute of Classical Architecture & Classical America and the Georgia Institute of Technology. While with DPZ, he opened their Washington, D.C. office (1988), where he served as the Town Architect for Kentlands, a 352-acre neo-traditional neighborhood northwest of Washington, D.C., lead many charrettes for a wide variety of types on projects, and was a member of design teams for over sixty towns and neighborhoods in the United States and abroad.

Watkins is one of the contributors to Andres Duany's SmartCode, a zoning ordinance that legalizes the development of traditional neighborhoods. In 2003 he edited and produced The Guidebook to the Old and New Urbanism in the Baltimore / Washington Region. Watkins speaks on the subject of traditional architecture and urban design at universities and conferences in the U.S. and abroad. He is a member of the Congress for the New Urbanism, the American Institute of Architects, the Institute of Classical Architecture and Art, the New Urban Guild and the American Institute of Certified Planners.

Rod Wilson

Rod Wilson is with The Wilson Group and is a former C-Suite Executive. He has enjoyed a 40+ year career as a lawyer and senior executive with extensive experience in leading and managing teams in various corporate cultures involved with the development, operation and management of real estate assets in Florida, California and Hawaii. Today, his preference is to utilize his background and experiences as an independent director of a public or private company.

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