

## ZIPCODE CALLING- DALLAS: DETAILED TALK DESCRIPTIONS & SPEAKER BIOS

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### **8:30 AM – 9:00 AM Introductions**

Location: Grand Ballroom A

### **9:00 AM - 10:00 AM How We Got Here: History of Planning**

What's so "new" about new urbanism? Let's put the movement in its historical context with an overview of the who, what and why of principal planning movements. We'll talk about how new urbanism honors, refines and, where needed, corrects approaches of the past in order to respond to current – and future – challenges and opportunities.

Location: Grand Ballroom A

Speaker: Emily Talen, Ph.D.

Emily Talen, Ph.D., FAICP, is a professor at Arizona State University in the School of Geographical Sciences and Urban Planning, and a senior sustainability scientist in ASU's School of Sustainability. She holds a Ph.D in urban geography from the University of California, Santa Barbara and a master's in city planning from Ohio State. Prior to ASU, she was a faculty in the Department of Urban and Regional Planning at the University of Illinois, Champaign-Urbana for 8 years. She is a Fellow of the American Institute of Certified Planners. Talen has written extensively on the topics of urbanism, urban design, and social equity. She has published over 50 peer-reviewed journal articles on these topics, and has four sole-authored books: one on the historical lineage of New Urbanism (*New Urbanism and American Planning: The Conflict of Cultures*, Routledge, 2005); a study of the urban design requirements of socially diverse neighborhoods in Chicago, *Design for Diversity* (Architectural Press, 2008), *Urban Design Reclaimed* (Planners Press, 2009), a set of 10 urban design exercises for planners, and *City Rules* (Island Press, 2012), which explores the coded dimension of urban form. Support for her research has come from artistic agencies, including the National Endowment for the Arts, as well as science foundations, including 3 grants from the National Science Foundation. In 2011, she received a \$500,000 grant from HUD's Office of Sustainable Communities to conduct a nationwide study of the walkability of affordable housing locations.

## **10:15 AM - 11:15 AM Principles of New Urbanism**

New urbanists measure success by aligning practical strategies with the principles most identified with places people love. Andres Duany, one of the founders of the movement, talks about the components of community, the failure of post-WWII planning to deliver them and what new urbanists have learned about restoring relationships between planning, design, and great places.

Location: Grand Ballroom A

Speaker: Andrés Duany

Andrés Duany is a founding principal at Duany Plater-Zyberk & Company (DPZ). DPZ is widely recognized as a leader of the New Urbanism, an international movement that seeks to end suburban sprawl and urban disinvestment. In the years since the firm first received recognition for the design of Seaside, Florida, in 1980, DPZ has completed designs for close to 300 new towns, regional plans, and community revitalization projects. This work has exerted a significant influence on the practice and direction of urban planning and development in the United States and abroad. The firm's method of integrating planning with accompanying design codes is currently being applied to areas ranging from 10 to over 500,000 acres throughout North America, Europe, and Asia. DPZ has received numerous awards, including two State of Florida Governor's Urban Design Awards for Excellence. Seaside has been documented in over 800 articles and books and was described by Time magazine as "the most astounding design achievement of its era." The projects of Duany Plater-Zyberk & Company have focused international attention on urbanism and its postwar decline. Andrés Duany has delivered hundreds of lectures and seminars, addressing architects, planning groups, university students, and the general public. His recent publications include *The New Civic Art and Suburban Nation: The Rise of Sprawl and the Decline of the American Dream*. He is a founder of the Congress for the New Urbanism, where he continues to serve on the Board of Directors. Established in 1993 with the mission of reforming urban growth patterns, the Congress has been characterized by *The New York Times* as "the most important collective architectural movement in the United States in the past fifty years." Andrés received his undergraduate degree in architecture and urban planning from Princeton University, and after a year of study at the Ecole des Beaux Arts in Paris, he earned a master's degree in architecture from the Yale School of Architecture. He has been awarded several honorary doctorates, the Brandeis Award for Architecture, the Thomas Jefferson Memorial Medal of Architecture from the University of Virginia, the Vincent J. Scully Prize for exemplary practice and scholarship in architecture and urban design from the National Building Museum, and the Seaside Prize for contributions to community planning and design from the Seaside Institute.

### **11:30 AM - 12:30 PM Transect & Coding**

In New Urbanism, one-size-fits-all strategies are off the table. Borrowing from biologists' understanding of ecological systems, the movement has honored the complexities of human settlement and evolved strategies that strengthen communities through choice and diversity. An introduction to the Transect and form-based codes as tools of the New Urbanism.

Location: Grand Ballroom A

Speaker: Sandy Sorlien

Sandy Sorlien is a code writer, photographer, and environmental educator. In 2013 she joined the Fairmount Water Works, the educational arm of the Philadelphia Water Department, where she develops programming about the urban watershed. Sandy was the managing editor of DPZ's SmartCode 2005-2010 and in 2010 produced the Neighborhood Conservation Code based on the SmartCode. With the support of the Center for Applied Transect Studies, in 2011 she created the Transect Collection photographic resource ([www.transect-collection.org](http://www.transect-collection.org)). She is a collaborator in the Project for Lean Urbanism, and in the spirit of Lean wrote a five-page Pocket Code in 2013. She drafted the Roxborough (Philadelphia) Neighborhood Conservation Overlay, and (with Michael Watkins) wrote a complete lean rewrite and sector plan of an early SmartCode in Leander, Texas, both adopted in 2014. In 2014-2015, she is consulting with Form Ithaca (New York) on their form-based code and plan. Sandy is currently working on two books, *The Heart of Town: Main Streets in America*, and *Along the Banks: Hidden Landscapes of the Schuylkill River*, as well as an online course titled "An Environmental History of the Schuylkill" and a program for middle schoolers called "Walksheds for Watersheds."

### **(Alternative to Walking Tour Session) 1:30 PM - 2:30 PM The Market**

New Urbanism is a market-driven success story. Car-centered suburban planning in the post-World War II era increasingly isolated people from opportunity – jobs, social lives, shopping, and entertainment. New urbanists were among the first to recognize and address the growing gap between supply and demand. And now, major demographic and economic trends favor strategies new urbanists developed and refined.

Location: Grand Ballroom A

Speakers: Todd Zimmerman & Laurie Volk

Todd Zimmerman is principal in charge of Zimmerman/Volk Associates' consulting practice and is the firm's industry liaison. Using ZVA's proprietary target market methodology, Zimmerman was instrumental in bringing market rigor to urban development and re-development and the New Urbanism within the United States and is now expanding that effort outside the country. Zimmerman was one of the framers of the Charter of the Congress for the New Urbanism, a member of the CNU Board of

Directors, and the CNU executive committee. He also served as chairman of the CNU Council of Task Force Chairs. Zimmerman established a national reputation for his early identification of real estate market trends as Editor and Publisher of Multi-Housing News and Senior Living News, and founding Publisher and Editorial Director of Real Estate Times. For more than decade in the 1980s and '90s, Zimmerman was program chairman of Multi-Housing World, the nation's largest conference devoted solely to density housing. Zimmerman was a founding director and executive committee member of the National Association for Senior Living Industries. Zimmerman has been a member of the Multifamily Roundtable and a founding principal of Real Property Resource Company, a consulting and brokerage firm specializing in corporate properties, and a founding director and former president of the North County Conservancy, a non-profit housing developer.

LAURIE VOLK is principal in charge of Zimmerman/Volk Associates' market studies and is the firm's primary analyst of demographic, market, and lifestyle trends. Volk has been directly involved with every market study completed by Zimmerman/Volk Associates since the company's founding in 1988. Volk's development of analytical tools to determine the market potential for downtown housing; for mixed-income, mixed-tenure repopulation and stabilization of fragile inner-city neighborhoods, and for new mixed-use, pedestrian-oriented traditional neighborhoods has been instrumental in bringing Zimmerman/Volk Associates into national prominence. Since 1988, the firm has completed more than 450 market studies, for properties ranging in size from the redevelopment of half a block to the establishment of a new town on several thousand acres. She has conducted more than 65 downtown studies across the country, in cities ranging in size from Petersburg, Virginia (population 29,000) to Detroit, Michigan (population 834,000). Volk currently serves on the Advisory Board of the Remaking Cities Institute. She was a founding board member of the National Charrette Institute, and served for more than a dozen years on the Board of Governors of the Seaside Institute. She also served as a member of the Technical Advisory Group for Location and Planning of the U.S. Green Building Council. Volk was a recipient of a 2002 Knight Fellowship in Community Building, and has been an instructor on market analysis for the Center for Urban Redevelopment Excellence at the University of Pennsylvania. She and her partner, Todd Zimmerman, are the recipients of the 2015 Seaside Prize. Prior to Zimmerman/Volk Associates, Ms. Volk established international credentials for her observations of consumer and economic trends as a writer and researcher for The Times of London and as a member of the prestigious Insight Team of The Sunday Times. In addition, she was chief of research for over a dozen Sunday Times books, covering topics ranging from finance to commercial aviation. She is a graduate of Duke University, with a Bachelor of Arts degree.

### **(Alternative to Walking Tour Session) 2:45 PM - 3:45 PM: New Urban Retail**

High-performing retail loves park-once, walkable environments. And new urbanists know better than anyone how to create and enhance those environments. Here's what we've learned about planning and designing places where retail thrives.

Location: Grand Ballroom A

Speakers: Seth Harry

Seth Harry is a licensed architect with over twenty years of experience in the design, master planning, and implementation of TNDs, large-scale mixed-use developments, urban entertainment projects, waterfront destination shopping, dining and entertainment complexes. Prior to founding Seth Harry and Associates, Inc., in 1992, Mr. Harry was Design Director for the late James Rouse's Enterprise Development Company where he contributed to many successful retail and entertainment development projects in Japan, Australia, Ireland and the United States. Recent projects include a variety of mixed-use, town center, greenfield and infill projects in Tennessee, New Jersey, California, Guatemala, El Salvador, and New Zealand.

### **4:00 PM - 5:00 PM: Street Design**

In every community, successful public spaces depend upon matching the right thoroughfare design with the right location. Street, avenue, boulevard – what's the difference? How do you plan for the right mix of mobility choices between pedestrians, bicyclists, transit, and cars? Let's talk about streets, planning for the pedestrian, and what works where.

Location: Grand Ballroom A

Speakers: Victor Dover

Urban designer Victor Dover, FAICP, CNUa, is a charter member of CNU. As principal-in-charge of Dover, Kohl & Partners Town Planning in Coral Gables, Florida, Dover has won multiple Charter Awards, as well as the John Nolen Medal for contributions to urbanism. He was founding chair of the CNU Florida Chapter, the first of its kind. Dover served as CNU's national board chair from 2010-2012. He is the co-author of *Street Design: The Secret to Great Cities and Towns* (2014).