PARKERRODRIGUEZ

JAY PARKER
PRINCIPAL

Prior to establishing ParkerRodriguez in 1996, Jay Parker was principal and president of the nationally recognized planning and landscape architectural firm of HOH Associates, Inc. Overseeing offices in five cities, Mr. Parker was involved in many of the firm's award winning new towns, resorts, golf course communities, corporate campuses, and other landscape architectural projects. HOH's legacy includes: Vail, Colorado; The Denver Tech Center, Colorado; La Quinta Golf Resort, California; The Arizona Biltmore, Arizona; and Costa Smeralda, Sardinia, Italy, the Mediterranean's most exclusive resort built by the Aga Khan on 32,000 acres.

Mr. Parker has over 34 years of experience in strategic planning for complex large-scale mixed-use developments throughout the country. He has been principal in charge of most of the firms award winning landscape architecture projects. For nearly twenty years, Mr. Parker has guided the development of St. Charles, a ten-thousand-acre new community of over 25,000 dwellings, six hundred acres of business park, and millions of square feet of retail uses. He has been involved in every facet of the development from conception to completion, and is thoroughly familiar with the fundamental economics underlying successful large-scale development and planning as it relates to the marketplace.

In addition, Mr. Parker has worked on new communities that address the issues of the "edge city." He has written about the impacts of planning decisions on suburban growth and is frequently a speaker regarding the latest trends in community redevelopment. Mr. Parker has been Principal-in-Charge of large-scale mixed-use developments throughout the country. His body of work includes the following projects:

SELECTED PROJECTS

Alexandria 2020, Alexandria and Arlington, Virginia.
A 320-acre, thirty-year master plan and urban design for the development of Potomac Yard, a railyard within the urban core of the Washington, D.C., region. Jay led the consultant team that included engineers, economic analysts, light rail and acoustics specialists, as well as internationally acclaimed architect Charles W. Moore, FAIA. The master plan's centerpiece is a six-block grand canal within the ramblas of the central boulevard. The plan envisions five uniquely identifiable mixed-use neighborhoods integrated into an overall transportation plan which emphasizes commuter rail, metro transit and pedestrian systems.

ZONING COMMISSION
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EXHIBIT No. 91

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St. Charles Community, Charles County, Maryland. Mr. Parker has acted as Principal planner for this 9,000-acre community for over fifteen years and has provided site planning for more than 10,000 units of single family, duplex, townhomes, apartments, zero lot line patio homes and other innovative housing types.

Celebration, Osceola County, Florida. Mr. Parker has provided the Disney Development Company with master planning services for its new 5,050-acre community south of Disney world in Orlando. Fifty-four holes of golf were master planned in the association with a series of villages, including a waterfront town center designed around extensive swamplands. Several alternatives included provisions for the Disney Institute Campus. Mr. Parker was the principal-in-charge of coordination with the multi-disciplinary design team of consultants, including world-renowned architects such as Charles Moore and Robert Stern and golf course architect Robert Trent Jones.

Oxmoor, Birmingham, Alabama. Mr. Parker was deeply involved in the planning and design of this 8,700-acre new community. Key elements of the new town include a research and development campus for the University of Alabama at Birmingham; a village center with retail, housing, civic and recreational areas; as well as a 54-hole daily-fee golf course designed by Robert Trent Jones.

UAB Genesis Center, Birmingham, Alabama. Mr. Parker was involved in the site selection study, site analysis, master planning and preparation of development guidelines for this 100-acre high-tech biomedical research park to be located within Oxmoor.

Mr. Parker served as chief planner and Principal-In-Charge of the following projects:

Wheaton Streetscape Revitalization, Wheaton, Maryland. Revitalization of the commercial district through intensive streetscape and utility improvements.

Haxall Canal Walk and Browns Island Park, Richmond, Virginia. Design of recreation and interpretive walkway along historic canal in downtown Richmond.

Swan Point, Charles County, Maryland. A 2,000-unit resort and conference center for U.S. Steel on the Potomac River. Care was taken to provide a maximum number of golf course frontages and water views to the greatest number of homes.

Parque Escorial & El Commandante, San Juan, Puerto Rico. Two new communities situated on more than 1,200 acres, including seven thousand housing units, a campus for the University of Puerto Rico and several major business parks. One community will be an urban infill, the other a suburban community featuring retirement housing.

Lansdowne, Loudoun County, Virginia. Master plan for a 2,000-acre, mixed-use development for the Xerox Corporation, including an international university, a corporate business campus, an urban core, two 18-hole golf courses and three residential villages.

Ewa Marina, Oahu, Hawaii. As a primary home community on the waterfront P.U.D, with 6,000 homes following a "neo-traditional" land plan. The community also contains a 27-hole golf course, 1,600-slip marina and resort hotels and boutiques.

Meadowlark Gardens, Fairfax County, Virginia. Master planning, visitor center entry design, detailed garden design and construction of this public arboretum for the Northern Virginia Regional Park Authority. A series of gardens display the plant types within a framework of specific themes such as the spiral mound, lawn or azalea woods.

Botanical Park, National Museum of Natural Science, Taichung, Taiwan. A 15-acre new botanical garden in urban Taichung, adjacent to the museum. The gardens will focus on exhibits representing the botanically unique ecosystem of Taiwan. A 35-meter high passive glasshouse contains the tropical rainforest exhibit that is the architectural focus of the park.

Trinova Corporate Headquarters, Lucas County, Ohio. Master planning, site design and detailing of this 50-acre site in collaboration with Charles W. Moore, F.A.I.A. The design reflects the agricultural heritage of the region with orchards of trees and estate fences lining the entry drives.

Cherry Creek Master Plan Study, Denver, Colorado. A comprehensive environmental inventory and analysis for a 12-mile river corridor in urban Denver. The study included an inventory of recreational needs based on the public's willingness to pay for services.

Kingstowne, Fairfax County, Virginia. This 1000 acre infill project has been successfully built out with over 6000 homes, a business park, and retail centers. The master plan received unanimous approvals from both the Fairfax County Planning Board and the Board of Supervisors. This is the only development to ever achieve this distinction in the County.

PROFESSIONAL AFFILIATIONS

Mr. Parker is Vice Chairman of the Community Development Council of the Urban Land Institute. He has been invited by the ULI to assist institutions in solving problems for major developments and to advise members on methods for ensuring successful development. He is also a member of the National Trust for Historic Preservation, the American Planning Association and a founding board member of the Anacostia Watershed Society of Washington, D.C. Mr. Parker was also Chairman of the Urban Land Institute's 900-member Washington District Council.

URBAN LAND INSTITUTE
Washington, D.C. District Council, Past Chairman
Publications Committee
Panel Advisory Committee, Vice Chairman
Awards Committee
Community Development Council, Vice Chairman

Panel Planning Advisor on the Following Projects:

- ***El Dorado Hills**, California*
  Client: Anthony Monsour, a 7,000-acre new town
- ***Bishop Estate Land Holdings**, Hawaii*
  Client: Bishop Estate and Bedford Properties. A 5,000-acre strategic planning effort.
- ***Duke University**, North Carolina*
  Client: Trustees. A 5,000-acre strategic planning effort for Duke Forest acres.
- ***City of Kapoeli**, Hawaii*
  Client: Cambell Estate. A 10,000-acre new city near Honolulu.
- ***Moreno Valley**, California*
  Client: City of Moreno Valley and Duda Company. A growth and urban design strategy for fastest growing city in U.S. in 1991.
- ***Brookside**, California*
  Client: Fritz Grupe & Grupe Company, Replanning a 2,000-acre new town.
- ***COMPAQ Computer World Headquarters**, Houston, Texas*
  Client: Compac Computer. A master plan for a 1,000-acre headquarters site.
- ***Monterrey**, Mexico*
  Client: State of Nuevo Leon. A urban growth management plan for Mexico's third largest city.
- ***Chicago's Green Line Plan**, Chicago, Illinois*
  Client:City of Chicago and Chicago Transit Authority. Transit oriented development opportunities for Chicago's rebuilt Green Line

PUBLICATIONS
Residential Streets, 1990, ULI Editor
PUD's in Practice, 1985, Contributor
Zero Lot Line Housing, 1981, Co-author D. Jensen, ULI

EDUCATION
Bachelor of Architecture, 1968, University of Colorado