

FERRELL MADDEN ASSOCIATES

•urban design, town planning and form-based coding•

Geoffrey Ferrell has produced urban design projects across the United States for fifteen years. His work is featured in the book *The New Urbanism* by Peter Katz. Before establishing his own firm in 1992, Mr. Ferrell was a designer/code writer for Duany Plater-Zyberk Architects and Town Planners in Miami and later served 2 years as the Director of Urban Design for the Treasure Coast Regional Planning Council in Florida. Current projects include urban design and form-based code writing for the West Side area plan in Farmers Branch, TX, and the Form-Based Coding element of the new Denver, Colorado Unified Development Code (with Duncan Associates.)

Other recent projects include: a new village in Wayne County, Michigan, an urban design Masterplan with form-based codes for the new DART Station Area in Farmers Branch, Texas, form-based codes for the Pleasant Hill, California BART Station redevelopment; a new neighborhood in Iowa City, Iowa; a new form-based zoning ordinance in Woodford County, Kentucky; a New Urbanist industrial district in Midway, Kentucky; and a Masterplan with Form-Based Codes (with Dover Kohl & Partners) for the redevelopment of the Columbia Pike Corridor in the Washington DC core area.

Mr. Ferrell holds a Master of Architecture degree with a Certificate in American Urbanism from the University of Virginia, a Bachelor of Architecture from Oregon School of Design, and a Bachelor of Science in Public Policy from Willamette University.

Mr. Ferrell is a Charter Member of the Congress for the New Urbanism.

Mary Madden, AICP has more than a dozen years of experience in the fields of urban planning and design, community development, and historic preservation at the federal, state, and local levels. Current projects include the Form-Based Coding element of the new Memphis-Shelby County Unified Development Code (with Duncan Associates) and an urban design charrette and new form-based code for Fremont, Michigan (with LSL Plannig.) She was a contributor to the APA/CNU publication *Codifying New Urbanism: How to Reform Municipal Land Development Regulations* and recently worked on urban design and form-based code writing for a new DART Station area plan in Farmers Branch, TX.

Before joining Ferrell Madden Associates in 2002, she served in several positions at the U.S. Department of Housing and Urban Development, including as the Assistant Deputy Secretary for Field Policy and Management, where she managed the Community Builder program, and as a Special Assistant to the HUD Secretary. Earlier in her career, she was the Assistant Coordinator of the Mayors' Institute on City Design (sponsored by the National Endowment for the Arts), and worked in the Arkansas Historic Preservation Program.

Ms. Madden holds a Master of Urban and Environmental Planning degree from the University of Virginia and a Bachelor of Arts in Architecture from Princeton University

Ms. Madden is a member of the American Institute of Certified Planners, the Congress for the New Urbanism and the American Planning Association.

Both Ferrell and Madden are Charter Board Members of the Form-Based Codes Institute.

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Robert Geoffrey Ferrell II

EDUCATION

- 1994 Master of Architecture, Certificate in American Urbanism, University of Virginia, Charlottesville, Virginia.
- 1988 Bachelor of Architecture, Oregon School of Design, Portland, Oregon.
- 1979 Bachelor of Science in Public Policy and Political Science, Willamette University, Salem, Oregon.

WORK EXPERIENCE

- 2000 - Ferrell Madden Associates L.L.C. (prev, Geoffrey Ferrell Associates), Washington, D.C.
- 1999 Torti Gallas & Partners . CHK, Silver Spring, Maryland.
- 1997\1998 Treasure Coast Regional Planning Council, Director of Urban Design. Stuart, Florida.
- 1992\1998 Geoffrey Ferrell and Associates, Vero Beach and Stuart, Florida
- 1989\1992 Duany Plater-Zyberk Architects and Town Planners, Project Manager/Designer. Miami, Florida.
- 1981\1983 Oregon Department of Energy (ODOE), Conservation Division, Management Analyst. Principle author, Oregon Petroleum Contingency Plan and staff-person for transportation conservation issues. Salem, Oregon.
- 1979\1981 Oregon Department of Energy, Allocations Division, State Petroleum Set-Aside (federal hardship relief program 1979 petroleum shortfall), Administrative Assistant. Salem, Oregon.

CONSULTANT EXPERIENCE/CLIENTS

2005\2006 Form-Based Coding and Masterplan for Farmers Branch West Side Area. Masterplan and Form-Based Codes directing infill redevelopment of an approximately 900 Acre industrial area in Farmers Branch, TX.

2004\2005 Form-Based Coding and Masterplan for Farmers Branch Station Area Revitalization. Masterplan and Form-Based Codes directing infill redevelopment of an approximately 100 Acre Dallas Area Rapid Transit (DART) Station Area in Farmers Branch, TX. The Form-Based Code was adopted by the City in February 2005 and more than \$100 Million in new projects, under the code, are in design and planning.

2004 Form-Based Code Consultation and Architectural Standards for the Huning Highlands/East Downtown Corridor, following up on Moule-Polyzoides Charrette & Master Plan. Revitalization of an urban corridor in the heart of downtown Albuquerque, NM. Client: Albuquerque City Council.

2003\4 Form-Based Codes and Masterplan for the Menomonee Valley Point, with Planning & Design Institute. Redevelopment of an industrial area in the heart of downtown Milwaukee, WI. Client: City of Milwaukee.

2002\2004 Form-Based Coding and Masterplan for Columbia Pike Revitalization, with Dover Kohl & Partners. Masterplan and Form-Based Codes directing infill redevelopment along a 3.5-mile urban corridor in the Washington, DC metropolitan area (Arlington County VA). The Form-Based Code was adopted by the County in February 2003 and more than \$500 Million in new projects, under the code, are in design and planning.

2001\2002 Form-Based Coding for Pleasant Hill BART Station Property. (Building & Street Form) Codes for redevelopment of a Bay Area Rapid Transit (BART) Station in Contra Costa County, CA. Urban Design Masterplan by Citizens and Lennertz and Coyle Town Planners.

2001 Form Based Coding for the City of Chicago. Advised Mayor Daley's Committee to Rewrite the City of Chicago Zoning Ordinance, with Peter Katz and Steve Price of Urban Advantage. VHF copy of Power Point presentation available. Funding provide by the Richard Driehaus Foundation.

2001\2002 Midway Station Commerce District. 150 Acre New Urbanist Business and Industrial District in Midway, Kentucky. Phase-One infrastructure in place, sales in progress. See <http://www.woodfordkyeda.com/>

2001\2002 Elm Street Neighborhood Extension. 47 Acre new neighborhood in Versailles, Kentucky. Before City Council.

2000\2002 Peninsula Neighborhood. 50 Acre new neighborhood in Iowa City, Iowa. Development, Coding and Build-Out of Citizen/Dover Kohl Masterplan. Phase One under construction, sales underway. See www.peninsulaneighborhood.com

2000\2002 Woodford County, Design for Tomorrow Citizens Codes and Masterplan, with Dover Kohl & Partners. County Comprehensive Plan amended to agree with Masterplan, new Codes in place within existing Zoning Ordinance system. Woodford County, Kentucky.

1999 Crane Island Maritime Village. Amelia Island, Florida. Consultant team for Civitas Development. In planning.

1999 Indian River Village. Jensen Beach, Florida. Development team with Frank Wacha Real Estate, as Indian River Village Development Co. In planning.

1992\1999 Windsor Village, On-Site Town Planner for Duany Plater-Zyberk Master planned Village. Vero Beach, Florida. Central village substantially complete, later phases under construction.

1997\2002 Longleaf. Design of a New Small Town, with Armando M. Montero. New Port Richey, Florida. Neighborhood 1 complete with children playing in the Town-Green (Main-Street shopfronts not yet built), Neighborhood II infrastructure complete and sales well underway, Neighborhood III infrastructure engineering underway. See www.longleaftown.com

1997 Colfax Village. Design of new Neighborhoods and Town Center, with Suzanne Askew Land Architecture. West Point, Mississippi.

1996 Chechessee Charrette, Design of a New Small Town, with Armando Montero Architects. Beaufort, South Carolina.

1991 Riviera Beach Masterplan, For Riviera Beach CRA, sub-consultant for Urban Codes to Mark Schimmenti. Riviera Beach, Florida (PA Urban Design Citation).

PUBLICATIONS/PROFESSIONAL ACTIVITIES/AWARDS

Current

Member, Congress for the New Urbanism (CNU).

Founding Member, District of Columbia Local Chapter CNU (DC-CNU).

Founding Member & Vice Chair, Form-Based Code Institute (FBCI).

2004

Contributor, Codifying New Urbanism, Planning Advisory Service Report # 526, published by the Congress for New Urbanism, American Planning Association.

1999

Editor for essay section of TND III / Blueprints for a Better Future: Building Plans and Urban Design Principles for a Better South Florida. Section author, Urban Design Principles for Building Neighborhoods, Towns, and Cities.

1995

Exhibitor, The Art of Building Cities Conference, Chicago Atheneum. Sponsored by the Classical Architectural League.

1994

Urban Design Citation for Riviera Beach Masterplan, Progressive Architecture Magazine. Consultant team headed by Mark Schimmenti. Special mention of Codes by Awards Jury.

Member, The Congress for the New Urbanism (CNU). Panel Project Reviewer for Fall 1994 (first) conference, Alexandria, Virginia.

1991 - 1992

Contributor, The New Urbanism, by Peter Katz, published by McGraw Hill.

1989 - 1990

Book: The City is an Investment in Our Future, Proposals for an Alternative Approach to Urban Development on the Example of Chur, Switzerland. Published in Switzerland, co-authored with Thomas Dalbert-Weiss.

SPEAKING ENGAGEMENTS

2005

4th Annual New Partners for Smart Growth, Presenter and Panelist, Local Government Commission/Penn State/EPA Conference, Miami Beach, FL.

2004

Keynote Speaker, Michigan Society of Planners 2004 Meeting, Grand Rapids, MI.

Form-Based Coding, Speaker and Panelist, Congress for the New Urbanism XI, Washington DC.

2003

Shaping the American City, Presenter and Panelist, Brookings Institute/APA Symposium, Chicago, IL.

Form-Based Coding, Speaker and Panelist, Congress for the New Urbanism IX, Washington DC.

2002-3

Advisor to the *Mayor's Committee to Re-write the Chicago Zoning Ordinance*, 2002 (funded by the Dreihaus Foundation).

2002

Planning Tools that Enhance and Protect Community Character, Presenter, National Trust for Historic Preservation Annual Conference, Cleveland, OH.

Form-Based Coding, Speaker and Panelist, Congress for the New Urbanism X, Miami, FL.

The Lessons of Disney and Smart Growth for Prince William County, Lecture with Summer Rutherford and Chris Miller (Piedmont Environmental Council), National Building Museum, Washington D.C.

2000

New Urbanism Workshop, Speaker, Boyne Highlands, MI. Sponsored by the Michigan Society of Planners.

1999

Zoning Ordinances that Build Towns not Sprawl, 6th Annual Growing Communities Conference, Grand Rapids, Michigan. Three presentations.

1998

Smart Growth Session, Presentation and Panelist, Florida Regional AIA Conference, Boca Raton, Florida.

DIRECTOR OF URBAN DESIGN,
Treasure Coast Regional Planning Council
March 1997 -- March 1999

Under the Florida Department of Community Affairs Eastward Ho! Initiative (A program designed to promote infill and the resettlement of the state's existing Eastern urban corridor), Mr. Ferrell conducted the following Public Participation Design Charrettes:

1999

March: North Miami Beach Downtown Masterplan. Masterplan to create a Downtown and Main Street area for the undervalued core of this city within the rapidly growing Metropolitan Miami Dade area. North Miami Beach, Florida. Contact: Gary Wohlforth, City Economic Development Director. (305) 948-2963.

1998

November: Miami Shores/EI Portal Masterplan. Masterplan for two adjoining municipalities within the greater Metropolitan Miami Dade area. Masterplan approved by both Village Councils. Some improvements already begun. Miami Dade, Florida. Contact: Prof. Hugh Gladwin, former EI Portal Councilman (305) 919-5778. Contact: Lew Soli, Miami Shores Chamber of Commerce (305) 754-5466.

September: Weston/Arvida Town Center. Charrette design to create a town center for "the suburb that ate the everglades" (1980's news magazine's description). Approximately 19 acre site in the heart of this archetypal suburb. Charrette/"bake-off" with local consultants and RTKL arch. Contact Donald Mears, Arvida Corporation Vice President of Development (954) 389-2990. (Private developer charrette, not a public participation charrette.)

September: Sewall's Point Masterplan. Creation of a downtown and distribution of pocket parks in an affluent suburban enclave. Successful opposition to typical DOT road/bridge plans. Worked with Michael Wallwork, traffic consultant and roundabout expert. Contact: Sewall's Point Mayor.

July: Greenways Charrette for St. Lucie and Martin Counties, with 1,000 Friends of Florida. Masterplan for two counties identifying existing greenways, trails, parks, and preserve areas and desired connections toward integrated and interconnected public system. Contact: Commissioner Doug Coward, St. Lucie County, Florida. (561) 335-4146.

April: Lake Park Expansion Masterplan. Masterplan for nearly 400 acres of uncommitted land along the western edge of this early Olmsted Brothers planned town. Masterplan approved unanimously by City Commission. Lake Park, Florida. Contact Ms. Terry O'Leary, Town Manager (561) 848-3438.

March : Southern Plaza Masterplan. A true Plaza for several West Palm Beach neighborhoods. Masterplan approved unanimously by City Commission. West Palm Beach, Florida. Contact: Maria Bello, Neighborhood Leader and County Planner (561) 233-5332 or Sharon Jackson, City of West Palm Beach Planner, (561) 659-8031.

February: Stuart Downtown Waterfront District Plan. Masterplan doubling the size of the existing "downtown" and turning the city toward its waterfront with roughly 1,200 lineal feet of public space (Streets and Squares) along the water's edge. Plan approved unanimously by the City Commission, out to bid. Stuart, Florida. Contact: Ms. Kim Delaney, City Planner (561) 288-5300.

1997

November: North Federal Neighborhood, Delray Beach, Florida, with Dover Kohl and Partners. Masterplan for problematic neighborhood lagging behind very successful central Delray renaissance. Plan

endorsed by neighborhood when presented, not yet presented to Council proper. Contact: Ms. Diane Dominguez (561) 243-7041, or Victor Dover, (305) 666-0446.

September: Environmental Learning Center for St. Lucie County, with 1,000 Friends of Florida. 200 Acre environmental site with trail system, Environmental Learning Center building with mini-campus expansion plan. Contact: Commissioner Doug Coward, St. Lucie County, Florida. 561 - 335-4146 (formerly with 1,000 Friends of Florida).

August: Hutchinson Island Recreational Trails Charrette. Greenway system design for barrier island spanning two Florida counties and several municipalities.

Design Consultations as TCRPC Director of Urban Design, partial list:

1997 -- 1999

Town of Jupiter. Consultation on Abacoa New Town project including: architectural review of the Town Center designs, general MXD Code (the enabling ordinance for Abacoa development) review and revisions (generally adopted). Developed, in consultation with the Town of Jupiter and Divosta Builders, a framework that would allow production builders to work in the Abacoa New Town to the satisfaction of New Urbanist criteria. Most recommendations adopted by Jupiter Town Council. Contact: Sam Shannon, Director of Planning and Development or Planner Stephanie Thoburn (561) 403-4243.

1998

Winter Park Mall Charrette, guest of the Town of Winter Park. Conversion of "the mall that main street killed" into an "uptown" urban area. Working with Dover Kohl and Partners, Glatting Jackson (Walter Kulash), Bob Gibbs (Dana Little), and Don Martin. Contact: Don Martin, Director of Planning and Community Development 407-599-3453, or Victor Dover, (305) 666-0446.

1997

Tequesta Town Center Charrette. Design Charrette with business owners and operators on the redesign of a failed strip shopping center into a Town Center.

Blue Lake. Development of Regional Impact (DRI), counterproposals for the former IBM headquarters in Boca Raton, Florida.

Point West DRI Masterplan, assistance and direction for large greenfield development at USB edge. Significant progress toward New Urbanist principles. Also assisted Indian River County Planning staff with "TND" ordinance. Vero Beach, Florida. Contact Bob Keating, County Planning Director (561) 567-8000 x 254.

Key Biscayne Civic Center Charrette, invited by Village of Key Biscayne, Florida. Contact former Village Planner Ral Lastra, OBM consultants (305) 445-7811.

Banner Lake. New, affordable, neighborhood/housing design for predominantly African American area. Sponsored through the New Communities Loan Fund, Director Art Fleming. Currently under construction. Hobe Sound, Florida.

OTHER CLIENTS/CONSULTANT EXPERIENCE as GEOFFREY FERRELL ASSOCIATES

1996

City of Fort Pierce, Renaissance Plan for the Orange Avenue Neighborhoods, sub-consultant to Dover Kohl and Partners. Fort Pierce, Florida.

1995

Highland Drive Boulevard Charrette. Urban Design for the renaissance of a low-income neighborhood. Vero Beach, Florida.

Haven, New Town. Consultant for Hampstead Pacific Development, with Duany Plater-Zyberk, Town Planners. Saint Augustine Beach, Florida.

City of Miami Lakes expansion Masterplan, sub-consultant to Dover Kohl and Partners. Miami Lakes, Florida.

South Martin County Regional Masterplan, for Treasure Coast Regional Planning Council, sub-consultant to Dover Kohl and Partners. Responsible for model New Town. Stuart, Florida.

1994

Rivendale New Town, Code consultant for Frank Folsum Smith, Architect, Developer and Town Planner. Sarasota, Florida.

South Miami "Hometown Plan: Area 2," sub-consultant to Dover Kohl and Partners.

1996

New Urbanism and Feng Shui, Seminar, with Feng Shui Master Nancilee Wydra, American Institute of Architects Convention, Minneapolis, MN.

1995

Principles of the New Urbanism, the New Village of Windsor and its Codes, Presentation, American Planning Association Conference, Bellevue, Washington. Later at University of Washington, Class for Professor Anne Vernez Moudon, Seattle, Washington.

1991

The Failure of the American Suburban Experiment, Presentation to City and State planners, City of Ipoh, and to the Mayor and Department Heads, Kuala Lumpur, Malaysia.

1990

Windsor, a New Village in Indian River County, Architectural Club of Miami, Strand Lecture Series, Miami Beach, Florida.

A Masterplan for the City of Chur, Switzerland, Architectural Club of Miami, Strand Lecture Series, Miami Beach, Florida.

Concept and Application in Urban Codes, Governor's Conference on Urban Form, Tampa, Florida.

TEACHING EXPERIENCE

2004-5

Adjunct faculty, Virginia Polytechnic University at Alexandria School of Planning.

2002

Adjunct faculty, University of Maryland School of Architecture.

1992

Visiting Lecturer, University of Wisconsin at Milwaukee.

1991 - 1992

Adjunct faculty, University of Miami, Masters program in Town Design. Guest Critic, Design Studio of Andres Duany, Housing and Retrofitting Suburbia.

1990

Adjunct faculty, University of Miami, Masters program in Town Design. Co-taught Studio with Elizabeth Plater-Zyberk, Retrofitting Suburbia.

1989

Adjunct faculty, University of Miami, Masters program in Town Design. Taught Seminar in New Town Design, with Elizabeth Plater-Zyberk.

1987

Guest Critic, Studio of Professor Valentiny, University of Trier, Germany.

BUILDING-SCALE PROJECTS

1998 - 99

Beach House for Mr. & Mrs. Murphy. Windsor Village, Vero Beach, Florida (did Schematic Design, CD's by Armando M. Montero, Miami FL, Construction by AAC Builders, Vero Beach FL). Completed 1999.

1998

Windsor Golf Cottage, Spec. Model for Windsor Village, Florida (did Schematic Design, CD's by John Brenner Associates, Vero Beach FL). Completed & Sold.

1997

Addition to Pomfret Residence. Vero Beach, Florida.(Construction by CoMan Contractors, Delray Beach FL) Completed 1999.

1996

Design of addition to Coleman Residence. Vero Beach, Florida.

1989

Design of addition to Tanabe Residence. Salem, Oregon.

1988

Design of Sally Brown Residence. Hillsboro, Oregon.