



A PUBLICATION OF THE  
FLORIDA PLANNING AND ZONING ASSOCIATION

DEVELOPING FLORIDA'S PLANNING PROFESSIONALS SINCE 1951

## THE NEXT GREAT OPPORTUNITY: MALLS

By: David Dixon FAIA and Jason Beske AICP

**Quick history: reincarnation—the birth, death, and rebirth of America's malls**

Quick admission: the authors share great memories of hanging out at our local mall with friends in high school. For David, this meant the early 1960s—a couple of years before the dawning of the Age of Aquarius, and malls represented an exciting opportunity to spend time in a place that was all about a shiny future. For Jason, this meant the 1980s—the Age of Aquarius was long gone—and malls had matured into the social heart of the community, a place where everyone spent time. Flash forward to 2020 and one of those malls is undergoing a \$1 billion mixed-use retrofit while the other is a vestige that barely recalls its glory days. A full quarter of America's remaining 1,000 malls (already down from roughly 1700) are expected to close within the next 3-5 years. This transition represents far more than the loss of teenage memories and places for communities to gather, it also represents a painful loss of jobs and local tax revenues.



South Bay Center—Boston

Case in point—Flemington, New Jersey, where we are planning for the revival of an historic downtown and Main Street, no longer threatened by the one-time success of the nearby Liberty Village Outlet Mall—the first outlet mall in the US. But for Flemington, and every community that once hosted a dead mall, this story carries a more urgent message. A site once assessed at \$300 million dollars, and the Borough's largest taxpayer, is today assessed at \$3 million. And hundreds of thousands of weekend visitors, drawn by the Mall every year, have vanished along with almost \$30M per year in lost tax revenue.

Yet, for Flemington—along with communities across Florida (and the rest of North America)—the death of a mall has unlocked an unprecedented opportunity. Reimagined, malls that were once economic, fiscal, and social engines for their communities can play a still more valuable role going forward.

Once-thriving Liberty Village represents a large site that has in effect been land banked. Today it offers a once in a generation chance for the Borough of Flemington to adapt its Downtown, and local economy, to rapidly changing demographic, economic, and technological trends that offer a new era of livability, prosperity, and resilience to Flemington and communities across North America.

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## EXECUTIVE COMMITTEE

**PRESIDENT**

Jim Barnes  
 Assistant Village Manager  
 Village of Wellington  
 12300 Forest Hill Boulevard  
 Wellington, Florida 33414  
 561-753-2504 phone  
[jbarnes@wellingtonfl.gov](mailto:jbarnes@wellingtonfl.gov)

**PRESIDENT-ELECT**

Joseph Quinn, AICP  
 Senior Project Manager  
 Water Resource Bureau  
 Southwest Florida Water Management District  
 2379 Broad Street  
 Brooksville, Florida 34604  
 352-796-7211, ext. 4421 phone  
[joe.quinn@swfwmd.state.fl.us](mailto:joe.quinn@swfwmd.state.fl.us)

**VP MEMBER SERVICES**

Sarah Sinatra Gould, AICP  
 Planning Director  
 Calvin, Giordano and Associates  
 1800 Eller Drive Suite 600  
 Fort Lauderdale, Florida 33316  
 954-266-6495 phone  
[ssinatra@cgsolutions.com](mailto:ssinatra@cgsolutions.com)

**VP FINANCIAL AFFAIRS**

Daniel Smith, AICP  
 Director of Community Affairs  
 City of Marco Island  
 50 Bald Eagle Drive  
 Marco Island, Florida 34145  
 239-389-5021 phone  
[dsmith@cityofmarcoisland.com](mailto:dsmith@cityofmarcoisland.com)

**IMMEDIATE PAST PRESIDENT**

Scott Stuart  
 Director of Planning  
 Kelly, Collins & Gentry, Inc.  
 1700 North Orange Avenue, Suite 400  
 Orlando, Florida 32804  
 407-898-7858 ext.123 phone  
[sastuart@kcgcorp.com](mailto:sastuart@kcgcorp.com)

**STATE STUDENT REPRESENTATIVE**

Sam Camp  
 University of Central Florida  
[sacamp97@gmail.com](mailto:sacamp97@gmail.com)

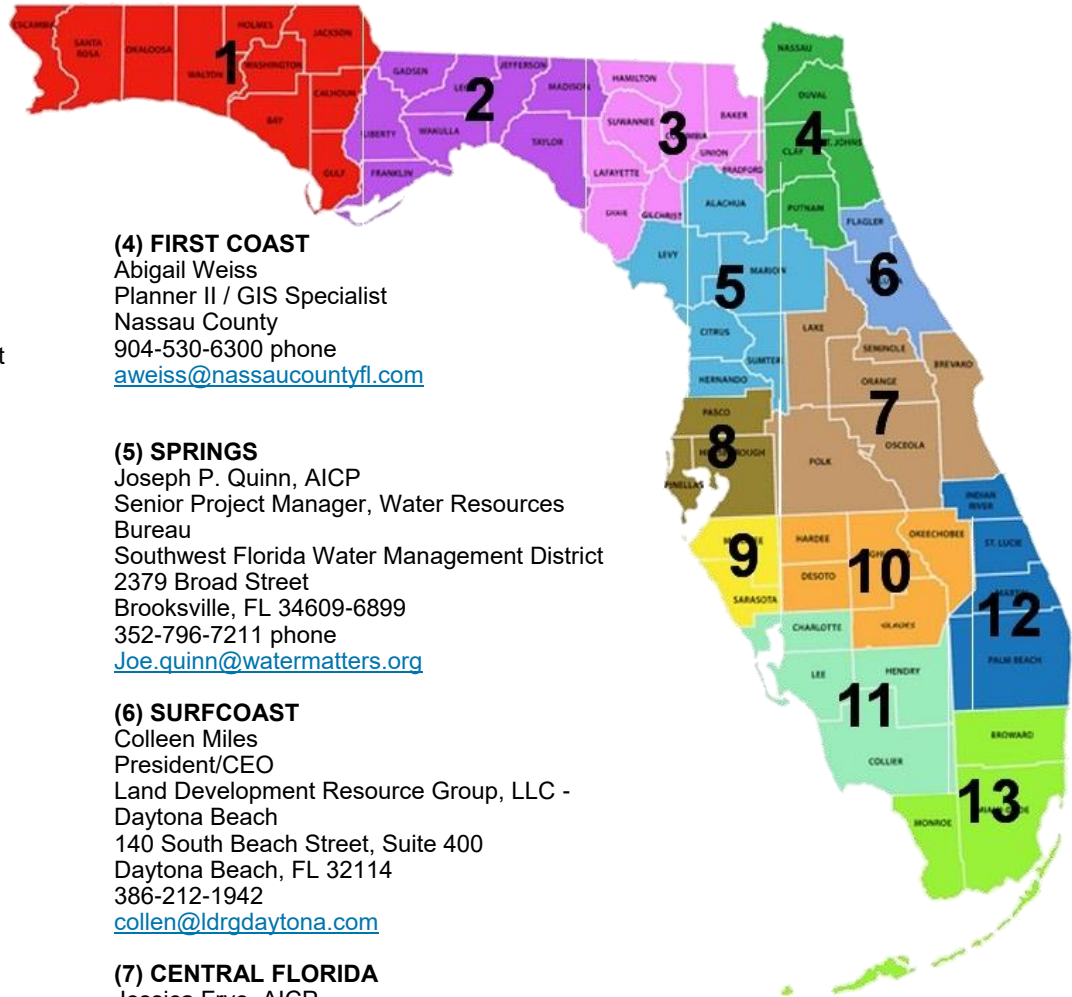
**ADMINISTRATIVE COORDINATOR**

Sunni Simmons  
 Florida Planning & Zoning Association  
 P. O. Box 568544  
 Orlando, Florida 32856  
 407-894-7673 fax  
[info@fpza.org](mailto:info@fpza.org)

**'OVERVIEW' EDITOR**

Branden Roe  
 941-323-8204 phone  
[broe@broomfield.org](mailto:broe@broomfield.org)

## CHAPTER CONTACTS

**(4) FIRST COAST**

Abigail Weiss  
 Planner II / GIS Specialist  
 Nassau County  
 904-530-6300 phone  
[aweiss@nassaucountyfl.com](mailto:aweiss@nassaucountyfl.com)

**(5) SPRINGS**

Joseph P. Quinn, AICP  
 Senior Project Manager, Water Resources  
 Bureau  
 Southwest Florida Water Management District  
 2379 Broad Street  
 Brooksville, FL 34609-6899  
 352-796-7211 phone  
[Joe.quinn@watermatters.org](mailto:Joe.quinn@watermatters.org)

**(6) SURFCOAST**

Colleen Miles  
 President/CEO  
 Land Development Resource Group, LLC -  
 Daytona Beach  
 140 South Beach Street, Suite 400  
 Daytona Beach, FL 32114  
 386-212-1942  
[collen@ldrgdaytona.com](mailto:collen@ldrgdaytona.com)

**(7) CENTRAL FLORIDA**

Jessica Frye, AICP  
 Planner III  
 City of Orlando  
 400 S. Orange Avenue, 7th Floor  
 Orlando, Florida 32801  
[jessica.frye@cityoforlando.net](mailto:jessica.frye@cityoforlando.net)

**(8) SUNCOAST**

Diane Chadwick, AICP  
 Principal  
 Stantec Consulting Services  
 777 South Harbour Island Boulevard, Suite 600  
 Tampa, Florida 33602  
 813-223-9500 phone  
[diane.chadwick@stantec.com](mailto:diane.chadwick@stantec.com)

**(9) GULFCOAST**

Vivian Drawneek, AICP  
 Planner III  
 Sarasota County Planning & Development  
 Services Department  
 1660 Ringling Boulevard, Suite #120  
 Sarasota, Florida 34236  
 941-861-5106 phone  
[vdrawneek@scgov.net](mailto:vdrawneek@scgov.net)

**(11) CALUSA**

Sarah Kisner  
 Staff Planner  
 Metro Forecasting Models, LLC  
 9410 Fountain Medical Court # A103  
 Bonita Springs, Florida 34135  
 239-913-6949, ext. 2 phone  
[sarah@metroforecasting.com](mailto:sarah@metroforecasting.com)

**(12) GULFSTREAM**

Jim Barnes  
 Assistant Village Manager  
 Village of Wellington  
 12300 Forest Hill Boulevard  
 Wellington, Florida 33414  
 561-753-2504 phone  
[jbarnes@wellingtonfl.gov](mailto:jbarnes@wellingtonfl.gov)

**(1) NORTHWEST - VACANT****(2) APPALACHEE - VACANT****(3) SUWANNEE - VACANT****(10) HEARTLAND - VACANT****(13) SOUTH FLORIDA - VACANT**

## A WORD FROM THE PRESIDENT

Events in our communities following the death of George Floyd on May 25, 2020 appear to mark a new chapter in the pursuit of equity for people of color in our country. Much more than about racism and excessive force in law enforcement, the unrest in our communities is about the radically different life experience so many people of color live in this country and the underlying unfairness of the conspicuous racial disparities.



We see continual racial differences in educational achievement, incarceration rates, life expectancy, housing conditions, childhood trauma, COVID-19 infections, and more. These disparities correlate closely to differences in household income and wealth. While Florida fares better than most if not all states in the nation on black-white economic disparities we still have much work to do. Financial inequity among racial groups is smallest in Florida as compared to other states but the poverty rate for black Floridians is still twice that of white Floridians. Additionally, pre-pandemic data show that black unemployment rates are two and a half times more than that of their white counterparts in our state.

As planners and those in related professions, we need to be willing to put racism on the table. While we may not want to admit it, racism in planning and development practices played a part in the household wealth disparities that buttress many of the racial differences in our state and nation. As many families were moving to the suburbs and building wealth in growing communities, black families and other people of color, were too often caught in urban neighborhoods with poor job prospects and declining home values due to racist hiring and lending practices, exclusionary private covenants in new neighborhoods, and new highways or "urban renewal" projects that destroyed the fabric of existing urban neighborhoods. Exclusionary zoning ordinances were used in suburban communities to give preference to affluence, requiring large lots and relegating any affordable housing to the least desirable locations, often closer to sources of noise and pollution and further from jobs and schools. Publicly-subsidized housing was directed to those areas with the lowest household incomes, serving to further concentrate poverty. As a result of the racial wealth gap, this concentration of poverty has reinforced racial segregation. Difficult as it is to admit, our profession and the tools of our trade have contributed to today's racial inequities.

We must fundamentally change our 'business as usual' planning and zoning practices. We must review every policy decision and proposed action through the lens of diversity, equity, and inclusion, and ultimately race, to consider whether our work is extending or correcting institutional racism. We can make positive changes in our communities, our state, and our nation, but we must be willing to recognize our own inherent biases. We have made some progress over recent decades, but not nearly enough. We can actively encourage young people of color to get involved in local government and urban planning, and we can actively seek out and hire people of color into the planning profession.

We can actively facilitate the development of neighborhoods that integrate a variety of housing types, sizes and price points. We can actively seek out and empower communities of color when making plans and setting policy. We can use our professional roles to actively share information, ideas, and encouragement in the pursuit of equity with local officials who have the power to set policies and budgets in our communities. We must play an active role to empower people of color and reduce economic and racial segregation within and between our communities.

I am heartened by the outpouring of solidarity and support expressed for marginalized communities by diverse groups and entities in the planning profession. I am also excited to see sparks of interest in understanding systemic racism. The planning profession, at the very least, is complicit in perpetuating the structures of racism based on white supremacy. The disproportionate impact of COVID-19 on black and other marginalized communities is a direct result of many planning policy decisions that have had the effect of sequestering groups in redlined areas compromising their air and water quality, and providing unequal access to health and transportation services.

As you read about and/or refresh your understanding of systemic racism and learn how we in our profession have contributed to its structure, it is clear the time has come for action. It is no longer enough to be an advocate standing silently on the sidelines. It is time to break the silence at dinner tables, at office tables, at managers' tables, in closed sessions with elected officials, in schools, and pretty much wherever your daily professional and personal life intersects with people. You can act by increasing representation of planners so they better reflect the communities they represent, by training employees in implicit bias that impacts the decisions we make every day, and by sponsoring work and events geared towards making inclusive and just communities. The structure of systemic racism that was created intentionally will require long, sustained and deliberate effort to dismantle and replace it with a system that takes the needs and the interests of marginalized communities into account. It is only when we address the calls of the most disenfranchised that we can be certain that the needs of all are being served.

To this end FPZA, through its board and ultimately through its membership needs to promote and increase diversity within our profession and support our members' efforts to create more inclusive, equitable, and just policies, regulations, and communities in Florida. In the coming months, we will be reaching out to you, our members, to share your ideas and help shape our organization with your ideas on how we can serve our membership better and also be more diverse, equitable, and inclusive. Meaningful societal and economic change rises up from our local communities and we as planners and related professionals hold a unique position to shepherd that change.

In my professional and personal life, I have always considered myself a work-in-progress – constantly in "beta" and looking for ways to learn, grow, and improve. For the most part, this process has been overwhelmingly positive. I've benefitted from amazing experiences, caring role models, and exciting leadership roles that shaped the trajectory of my career and, frankly, my life. The past several months have certainly taken on a different tone, offering lessons I would rather have learned through different circumstances. Our organizations and our communities have faced an alarming combination of a global health pandemic, economic uncertainty, and social unrest, all of which have disproportionately affected under-represented members of our communities.

As I try to make sense of all that's going on and determine my path forward – as a planner, a father, a husband, a brother, a colleague, and a friend – the need to take action regarding diversity, equity, and inclusion in our society and our profession has never been more clear.

In the current environment, many communities are engaged in redefining future forecasts, meeting resident demands, or even trying to simply stay in budget. In times of economic crisis, with so many competing demands, history has shown many lose focus on their diversity initiatives. In reality, during social and economic uncertainty we should all be even more focused on diversity.

Over the past twelve months, my aperture on our purpose has broadened. We of course remain unwavering in our commitment to communities and our residents but realize this is part of a bigger whole. Our true purpose rests in bringing the power of our entire network to help each other and our society when and where it's most impactful – which includes supporting our colleagues and communities in times of need and recognizing our role in a historical shift to finally rid our organizations and society of racism.

I've often analogized my vision of our future to a mosaic that brings together pieces of all shapes, sizes, and colors to form a beautiful picture – one that is brilliant and remarkable because of the differences that complement one another, not despite of them. I ask that we all commit to embracing the amazing differences our profession and society have been blessed with – whether it is race, age, religion, gender identification, sexual orientation, physical ability, political views, or any other characteristic that shapes our human perspective and experience.

As today's leaders, we have an unprecedented opportunity to make generational change in our communities by unlocking the power of diversity — change that our residents, our colleagues, and our communities are demanding. It's time to be bold. It's time to disrupt. It's time to take action.



# NEXT GREAT OPPORTUNITY

Continued from page 1...

## Setting the stage: a period of accelerating change

But first a word about Covid-19. Before we unpack these opportunities, it is critical to acknowledge the impacts that Covid-19 has...and has not...had on the issues surrounding reimagining malls. The pandemic has accelerated some trends already well underway—for example the devastating impacts of online shopping and growing wealth disparities on strip centers, malls, big box centers, and other forms of auto-oriented retail—and, of course, the growth of virtual work. At the same time, the pandemic has also accelerated interest in expanding the availability of and access to sidewalk dining, bike lanes, access to nature, and similar forms of urban amenity.

Lessons for reimagining malls? Less retail and office space for the foreseeable future but more walkability, complete streets, and nature.

At the same time, the pandemic has not changed the transformative demographic, economic, and technological fundamentals that were firmly in place before the arrival of Covid-19 and will remain in place after a vaccine has enabled us to move into the post-pandemic era:



**Suburbs are the new walkable frontier—a sample of suburban mall redevelopment patterns**

- For decades, households with children dominated US housing markets, fueling a flight to single family subdivisions and pulling life out of city neighborhoods. Now, demographic trends have taken a dramatic U-turn. In recent years, the share of new households without kids has grown dramatically. According to Harvard's Joint Center for Housing Studies, this group is projected to constitute roughly four-fifths or more of all net new households between 2018-38. Many of these households are aging and getting ready to sell the single-family house they bought in the 1970s and 80s. Like younger singles and couples, their strong preference is to move to more "urban" housing, setting the stage for the most urban housing market in US history. And by "urban", we mean walkable, mixed-use, higher-density, community-rich places in cities and suburbs alike. Even in regions with stagnant or slow population growth, the demographic shift to single and couples is producing robust demand for walkable, urban, higher density, amenity-rich environments.

Drilling into this data suggests greater opportunity for new urban places. Households with more education and higher incomes are more interested in urban living than their peers. Over the last decade, households in the top 40% by income have been moving into urban places in growing numbers while those in the bottom 60% by income have been moving out—in many cases because of a growing shortage of affordable housing.

The best evidence for shifting markets? In many regions urban values have moved well above their pre-2008 crash highs, while values in many of their less dense, auto-oriented peers still lag pre-2008 levels.

- Like the rest of the developed world, an aging US population is spurring a growing shortage of skilled and educated workers. In 2020, the US workforce is growing at roughly half its 2010 pace and by 2040 it will still grow more slowly than in 2010. At the same time, as knowledge industries (think life science, eds and meds, automated manufacturing) increasingly drive economic growth, roughly nine out of ten net new jobs in the US today require some form of higher education—and within a decade a majority will require a four-year degree or more. For the first time in US history, today a majority of US manufacturing jobs already require a college degree.

These seismic shifts—projected to accelerate over the next 20 years—are producing unprecedented competition between regions for talent. Nor can any region ignore this "new economy" and focus only on maintaining traditional jobs. Knowledge industry growth creates jobs across the economy. Economist Enrico Moretti and the City of Buffalo NY report that each new knowledge industry job creates five additional jobs for folks with a wide spectrum of skills.

And as CityLab observed in a 2018 report, this increasingly scarce talent chooses to live and work in places that celebrate their lifestyles—the same walkable, mixed-use, amenity-rich, and denser "urban" places that are increasingly competitive in the larger housing market. CityLab captured these qualities by noting that talent wants to live and work in places shaped around people, not cars. Has the rush to virtual work changed this equation? No. As proximity to work becomes less a factor in choosing where to live, lifestyle preferences play a larger role.

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# FUTURE OF CITIES

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There is considerable evidence that virtual workers, without kids, strongly prefer to live in urban environments that provide the sense of community they might once have found in their workplaces.

- On the horizon are new mobility paradigms which within two decades promise more transformative and faster impacts than universal access to cars seven decades ago. The impacts of these paradigm shifts will be decidedly pro-urban. Mobility on demand is already reshaping development patterns—rewarding urban environments that offer a critical mass of riders and destinations. Over the next ten to twelve years, connected mobility will rise as the mobility paradigm. While connected vehicles will not drive themselves, they will self-park—and far more efficiently than we park them today. Within a decade, the capacity of every parking facility in the US will begin to rapidly increase, reducing the need to build additional parking—at significant cost—to support future urban development.

And within the following decade, autonomous mobility will become the next mobility paradigm. In urban places—particularly walkable, mixed-use places with the density of people and destinations to support on-demand service, this paradigm will take the form of shared autonomous vehicles (SAVs). SAVs offer two distinct advantages. Because they eliminate the need to park, they will significantly increase the convenience of urban life. At the same time, by the late 2030's, Stantec's smart mobility team projects that they will cost far less than owning and operating a private vehicle and could represent an annual "urban subsidy" of roughly \$5,000 (2020 \$s) or more for households living in denser environments. SAVs will also provide windfalls around reduced greenhouse gas emissions and congestion.

## Putting lessons to work...

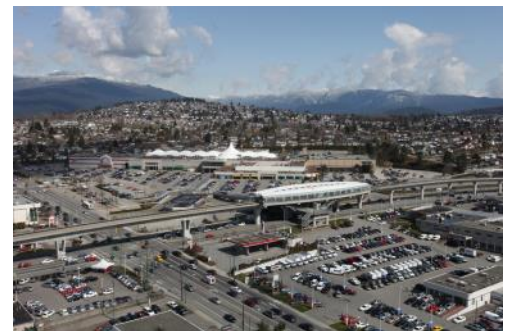
So how do we translate these trends and this data into lessons for reimagining dead and dying malls? We start by relying far less on auto-oriented retail or on office space for the foreseeable future but far more walkability, complete streets, and nature.

Going forward creating a critical mass of lofts and townhouses can serve as the foundation for transforming a dead mall into a vital new center of community—for example roughly one thousand units of new housing within a five-minute walk can bring a lively new retail-lined "Main Street" to life. There are, of course, other options, but whether or not it is the star, housing can play a critical role in any future scenario. Redeveloped into amenity-rich, walkable, mixed-use centers, mall sites can help attract and retain talent—and the jobs, investment, and taxes that follow this talent—to its host community. And going forward, as mobility paradigms shift, the need to provide parking will play a far less significant role in shaping development and places that offer the convenience and cost benefits of shared autonomous mobility will command growing premiums in the marketplace.

## Options for moving forward

Jason recently completed a study for NAIOP's Research Foundation, *Repurposing Retail Centers: Profiles in Adaptation, Repositioning and Redevelopment*, in which he reported on how a variety of malls have been reimagined. Several of these case studies—followed by two additional projects planned by Stantec's Urban Places—demonstrate the value gained in adapting to changing times described above—while suggesting very different outcomes:

- The Highland Mall in north Austin, Texas opened in 1971 as the city's first suburban shopping mall. In its prime, the mall included 1.2 million square feet of retail, including four anchor stores, on an 81-acre site. Although financially successful in its first decades, the mall closed in 2015 after years of steady decline. Beginning in 2010, Austin Community College (ACC) partnered with a Red Leaf Properties LLC, to transform the site into a regional education center that today includes a 1.3 million SF ACC campus integrated with more than 2M SF of mixed-use development and lively new parks to create "a vibrant neighborhood anchored by the ACC campus."
- Brentwood Town Centre, Burnaby, British Columbia—five miles from Downtown Vancouver—opened in 1961 and was still operating profitably when its owners put the site on the market in 2008. The reason? Denser, mixed-use, development would create greater value—both for the mall's owners and the Town of Burnaby, which sought to create a new town center that enhanced the community's urban appeal as a place to live, work, and invest. In its new incarnation, as The Amazing Brentwood developed by Shape Properties Corporation (SHAPE), houses a diverse mix of lively public spaces together with more than six million square feet of mixed-use development.
- One Hundred Oaks Mall, Nashville, Tennessee, three miles south of downtown Nashville, opened as a three-story enclosed shopping center in 1968—and Tennessee's largest mall at just over 800,000 SF. Following years of disinvestment, ATR Corinth Partners (ATR) bought the mall in 2006 and transformed it into a thriving mixed-use healthcare and retail center. Unlike the previous two case studies, ATR did not demolish the existing structures and redevelop the site. Instead it tapped into the region's growing knowledge economy and leased most of the mall's upper floors to Vanderbilt Medical Center—part of one of North America's leading research and healthcare systems.
- South Bay Mall, Boston, just three miles from Downtown, was opened in 1998 as the region's premier "big box" center. Two decades later EDENS Communities asked Stantec's Urban Places to begin the process of converting acres of now empty surface parking into a lively new mixed-use urban neighborhood. As big box sales—and parking demand—continue to decline, EDENS will expand the neighborhood, which already includes more than one million SF of housing, retail, entertainment, and workspaces together with walkable streets and neighborhood parks.



**Brentwood Town Centre**

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# Save the Date!

## Upcoming FPZA Board of Directors Quarterly Meeting & Regional Forum

### Regional Forum Hosted by Calusa Chapter

January 29, 2021

2:00 PM to 4:00 PM

Downtown Walking Tour

### Board of Directors Meeting in Fort Myers

January 30, 2021

9:00 AM to 12:00 Noon

A Zoom link will also be made available for those who wish to participate remotely.

Check our website, [www.FPZA.org](http://www.FPZA.org) for updated information.

RSVP via email to [info@fpza.org](mailto:info@fpza.org).



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FLORIDA PLANNING AND  
ZONING ASSOCIATION

# FUTURE OF CITIES

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- The Dayton Mall, Miamisburg Township, Ohio, roughly ten miles outside of Dayton, was the largest mall between New York City and Chicago when the DeBartolo Corporation launched its development in 1969. As the Mall thrived, it attracted more than one million SF of strip retail centers and big box stores to redevelop surrounding farmland. However, by the early 2000s the Mall began to decline and its host community, Miamisburg Township began to envision a new future for the heart of its community. In 2016 the Township asked Stantec's Urban Places to begin planning for redevelopment of the strip commercial surrounding the Mall and eventually the Mall itself. While the region's population is not growing, changing demographics are producing substantial demand for new multifamily housing in a mixed-use, walkable environment. The plan taps this demand to gradually replace declining strip retail space and the Mall with a new Main Street oriented mixed-use neighborhood that will create a lively new, walkable, downtown for the Township and its neighborhood communities.



The Dayton Mall

## Getting started

Reimagining malls starts with public private partnership. Either partner can launch the process, but success requires that they work together. And success creates significant value for both partners. The first step is to identify options—a new mixed-use neighborhood? research or high-tech employment center? a new university campus—and neighborhood? The next step is to analyze the costs and benefits of each option. Both partners will need to come out ahead in this equation because reimagining a mall almost always requires significant investment by both partners. With this foundation in place, launch a broadly inclusive community conversation. It will take strong community understanding and political support to move forward. Do the necessary planning and create the necessary P3 tools and incentives. And get started. It will be an exciting trip and the destination is well worth the effort.

## About the Authors:



### David Dixon FAIA

David Dixon, FAIA, leads planning and urban design for Stantec's Urban Places, an interdisciplinary team that helps cities and suburbs alike thrive by harnessing the growing demand for urban life. His work has won national awards from the AIA, CNU, International Downtown Association, and ASLA. He is co-author of *Urban Design for an Urban Century: Placemaking for People*, which was first published by Wiley in 2009 and co-author of *Suburban Remix: Creating The Next Generation OF Urban Places* which was published in 2018.



### Jason Beske AICP

Jason Beske, AICP, is an urban planner and urban designer with public and private experience and a frequent speaker and instructor at planning conferences. Beske is a senior associate in Stantec's Urban Places practice, Stantec's interdisciplinary team that brings together experts in urban planning, design, mobility, smart cities, and resilience. Based in Arlington, Virginia, Beske leads planning and urban design projects in the Washington, DC region, while advancing the group's mission of helping communities across the globe create places of economic, social, and environmental value.



## MEMBER PROFILE: JEREMIE CHASTAIN CALUSA CHAPTER



**Q. WHERE ARE YOU FROM ORIGINALLY?**

A. Orange County, California

**Q. WHAT COLLEGE/UNIVERSITY DID YOU ATTEND/GRADUATE FROM? PLEASE LIST YOUR DEGREE(S) AND IF YOU HAVE ANY SPECIALIZED TRAINING.**

A. I earned my BA in Urban Analysis and Design from the University of California, Irvine.

**Q. HOW DID YOU BECOME INVOLVED IN FPZA AND HOW LONG HAVE YOU BEEN A MEMBER?**

A. I was introduced to FPZA by Paula McMichael. I have been a member for 3 ½ years; and have been a Calusa Chapter board member for two years.

**Q. WHAT IS YOUR CURRENT POSITION AND AREA(S) OF EXPERTISE?**

A. I am a Planner III with Hole Montes.

**Q. WHAT ARE YOUR HOBBIES AND INTERESTS?**

A. I enjoy working on cars and road racing. I also play club Rugby for a local team. I have been playing for four years.

**Q. DO YOU HAVE A FAVORITE TRAVEL SPOT?**

A. My favorite travel spot right now is California. I miss mountains, forests, and the great food (and family and friends).

**Q. WHAT BOOK DID YOU READ LAST?**

A. The last book I read was *Golden Gates: Fighting for Housing in America* by Conor Dougherty.

**Q. IF GIVEN THE CHANCE, WHO YOU LIKE TO BE FOR A DAY?**

A. Someone healthy on a tropical island so I can spend the day exploring. Or Dwayne Johnson, because he seems down to earth and is always having fun.

**Q. WHO INSPIRES YOU?**

A. My daughter inspires me. I hope that the things I do now make a better future for her.

**Q. WHAT ARE THREE CAREER LESSONS YOU'VE LEARNED THUS FAR?**

A. Slow down; be thorough; and listen.

**Q. IF A NEW COLLEGE GRADUATE ASKED YOU FOR ADVICE ABOUT YOUR FIELD, WHAT WOULD YOU TELL THEM?**

A. Make the time for internships and join local groups like FPZA to make connections and attend public hearings whenever you can. I did not learn what a normal day for a planner is like; or the nuances of working in the private sector vs. the public sector.

**Q. DO YOU HAVE A MOTTO OR PERSONAL MANTRA THAT YOU LIKE TO LIVE BY?**

A. Stay positive and make the world a better place for those who come after me.

**Q. WHAT DO YOU THINK YOU'D BE DOING NOW IF YOU HADN'T CHOSEN YOUR CURRENT PROFESSION?**

A. Either accounting or something technology related.

**Q. WHAT PERSONAL GOALS WOULD YOU LIKE TO ACHIEVE (BEFORE YOU RETIRE)?**

A. Before I retire, I hope that I can look back on my work and be proud of what I've done.

## ABOUT THE FLORIDA PLANNING AND ZONING ASSOCIATION

The Florida Planning and Zoning Association was founded in 1951, during the national conference of the American Planning and Civic Association held in Miami. Frank F. Stearns, then Director of Planning for the City of Miami, set up a special meeting for those interested in forming an active State Association. Approximately thirty people attended that historic meeting, representing most of the populated areas of the State.

The purposes of the Association are: to promote cooperation among official planning and zoning boards or commissions, civic bodies, citizens, technicians and students interested in planning and zoning in the State of Florida; to cultivate and stimulate interest in planning and zoning by local governments; to encourage the observance of sound planning and zoning practices; to furnish information, advice and assistance to its members and provide a medium for exchanging information, advice and assistance among them; to engage in research and issue publications on planning and zoning and related matters; to promote and encourage the sound development of land, water and natural resources and the elimination of air and water pollution; and to educate the public and elected and appointed officials in matters pertaining to planning and zoning.

## WHO BELONGS TO THE FLORIDA PLANNING AND ZONING ASSOCIATION?

### MEN AND WOMEN WHO ARE...

Planning professionals - public and private zoning staff, transportation engineers, land-use lawyers, expert witnesses, members of the Florida Bar, city, county and state elected officials, members of local planning and zoning boards, university professors, architects, landscape architects, housing professionals, real estate agents, transportation specialists, surveyors, marketing professionals, communications directors, graphic artists, students of land planning, public relations professionals...and more.

## FOR A CHANCE TO NETWORK WITH LIKE-MINDED PROFESSIONALS AND COMMUNITY LEADERS, WHY NOT JOIN US?

Call the state office of FPZA at (407)895-2654 for chapter membership within Florida and your local community. Visit our website at [www.FPZA.org](http://www.FPZA.org).



## BOARD OF DIRECTORS MEETING MINUTES IN PERSON & VIA TELECONFERENCE OCTOBER 24, 2020

President Barnes called the meeting to order at 9:05 AM.

The following were present:

**JIM BARNES – SOUTH FLORIDA (PHONE)**  
**JOE QUINN – SPRINGS (PHONE)**  
**COLLEEN MILES – SURFCAOST**  
**PAUL WIECZOREK – SPRINGS (PHONE)**  
**PAULA McMICHAEL – CALUSA**  
**HELEN LAVALLEY – SURFCAOST**  
**IRINA PASHININA – CENTRAL FLORIDA (PHONE)**  
**BRANDEN ROE (PHONE)**  
**SARAH SINATRA GOULD – SOUTH FLORIDA (PHONE)**  
**DIANNE CHADWICK – SUNCOAST**  
**DAN SMITH – CALUSA (PHONE)**  
**JEREMIE CHASTAIN – CALUSA (PHONE)**  
**KATIE LABARR – GULFCAOST (PHONE)**  
**DEBI LACROIX – SURFCAOST**  
**SAM CAMP – CENTRAL FLORIDA**

### WELCOME AND INTRODUCTIONS

Roll call was conducted and a quorum was determined. President Barnes welcomed everyone and thanked them for participating in today's meeting.

### ADMINISTRATOR'S REPORT

Ms. Miles asked for a motion to approve the draft minutes of the June 12, 2020 meeting that had been distributed. A motion was made by Ms. McMichael and seconded by Ms. Chadwick to approve the minutes as presented. The motion passed. Ms. Miles reported that the current membership number was 319. It was confirmed that the contact information for the Executive Board members and Chapter Directors as accurate.

### PRESIDENT'S REPORT

President Barnes briefly touched on the Strategic Planning & Goals for 2020-2021. He stated that he reached out to David Barth to assist and hoped to have made headway by year's end. Regarding the Membership and Membership Report, he stated he was hoping to have the process streamlined by using social media. He then reached out to Ms. Pashinina for Facebook and LinkedIn. He suggested that Ms. Pashinina post materials related to Planning. Mr. Camp suggested search engine optimization, but stated he was not well-versed in this process. President Barnes said that perhaps Ms. Pashinina and Mr. Camp could coordinate to better reach the membership through social media.

### PRESIDENT ELECT'S REPORT

Mr. Quinn reported that he still had no ability to input AICP credits relative to the PDO position. Ms. LaValley said she would enter Mr. Quinn as an

administrator for the PDO duties. President Barnes stated that in his previous position as PDO he would also provide assistance for various Chapters by inputting their credits as well. It was noted that the summary of credits for the year needed to be updated and that session evaluation sheets were quite important.

### VP MEMBERSHIP SERVICES REPORT

Ms. Sinatra-Gould reported that the first meeting of the combined Chapters of South Florida and Gulfstream had taken place. She stated that the Chapter was not receiving bank statements as yet but they did have checks. She also reported that FAU wants to provide technical assistance to students (???) Ms. Sinatra-Gould said a Chapter Board would be appointed and then the election information would be distributed to seat an elected Board. She also said that she would attempt to secure the most recent membership numbers. Ms. LaValley stated that the current membership numbers appeared too low. She said she felt the Administrator was missing quite a few renewals.

### VP FINANCIAL AFFAIRS REPORT

Mr. Smith stated that the current statement balance for the State was \$58,297.77. He asked about the status of the final budget. Ms. McMichael said that the 2021 budget should have been on this meeting's agenda. She suggested a Special Meeting. President Barnes said that perhaps monthly Board meetings for a period of time might be of benefit. The Board concurred and President Barnes said that he would schedule a meeting for mid-November to review and approve the 2021 budget. Ms. Sinatra-Gould said she would forward the budget forms for each Chapter to Mr. Smith.

### STUDENT OUTREACH

Mr. Camp reported that student outreach was difficult due the current limited campus housing and in-person classes. He also said that schools were placing restrictions on events and suggested that Chapters provide online opportunities for their various events. Another suggestion he made was to focus on Apalachee Chapter as it included FSU and historically that university was very involved with FPZA. Mr. Camp said that he would double check the university lists and provide those contacts to Sunni so that she might send out FPZA. Ms. Chadwick said that Gulfstream focused on student outreach and thereby increased their membership numbers.

### STATE CONFERENCE OUTREACH

Mr. Barnes said that Ms. Weiss and Ms. Souto were moving forward with the 2021 Conference

for June 9-11, 2021. Ms. Miles suggested that if the First Coast Chapter needed assistance, Ms. LaValley was well versed as Surfcoast had hosted the previous years' conference. President Barnes said that he would like to review the contract language to ensure protection in case the conference had to again be cancelled.

### OLD BUSINESS

Ms. Miles brought up the State Awards selection process. President Barnes said that the Awards Committee would meet on November 6th to make the selections.

### NEW BUSINESS

Regarding the review of the overall administrative procedures, a committee of President Barnes, Ms. LaValley and Ms. McMichael, thus far, had been formed and that President Barnes would provide additional information at the upcoming November meeting. President Barnes also brought up the idea of Diversity, Equity & Inclusion survey, similar to the one APA FL had recently sent out. Ms. LaValley said that she had taken the APA FL survey and thought it was quite long. President Barnes said he would include this item on the November agenda to discuss further.

### OVERVIEW

Mr. Roe said that a suggestion by Ms. McMichael was to call the next edition the Holiday Edition and it would be distributed in early December. Items required are a cover story, the President's Letter, the Member Spotlight (Jeramie Chastain – Calusa), the Regional Forum (Helen LaValley – Surfcoast), and a Save the Date for the Awards, as well as the minutes and Mr. Roe was going to include something on the Census. The items were due to Mr. Roe on or before November 20. Mr. Roe did say that the first issue of 2021 would include the award recipients and he would need photos and names to include.

### CHAPTER REPORTS

- **Springs** – Mr. Wiecezorek was going to contact Sunni for a list of members.
- **Surfcoast** - The Chapter had hosted the Regional Forum the day before this meeting. They were also hosting the State Awards at their Annual Gala to be held on December 11, 2020.

Continued on page 10...

## BOARD OF DIRECTORS MEETING MINUTES

TELECONFERENCE

JUNE 12, 2020

...Continued from page 9...

- **Central Florida** - The Chapter was hosting their annual Plantoberfest event but it would be virtually held on October 27.
- **Gulf Coast** – The Chapter was meeting bi-monthly. They also were planning to hold virtual presentations in the near future and hoped for good attendance. They were going to offer scholarships to students from nearby universities in order to stimulate membership.
- **Calusa** – The Chapter was planning a virtual event in November on hybrid public meeting and project management training as well as a Holiday event.
- **Gulfstream / South Florida** – The combination Chapter was planning a year-end event to include FAU URP.

### FUTURE BOARD MEETINGS:

November monthly meeting was being set for midday and a short agenda to include the budget.

**Winter** – January/February 2021 – Calusa – January 29/30 – Walking Tour of Downtown

**Spring** – Gulfcoast – Date & Topic TBD

**ADJOURN** – With no further business the meeting was adjourned at 10:58 AM.

## ABOUT THE OVERVIEW

The Overview is a quarterly newsletter published by the Florida Planning and Zoning Association. The contents of these newsletters include contributions from our members across the state. The issues are issues in the Winter, Spring, Summer and Fall following the quarterly Board of Director's meetings.

## CONTRIBUTIONS

The Overview offers an opportunity for contributions from our members to share an opinion, review or analysis of a current planning topic of personal or state interest.

We are looking for contributions for upcoming issues of the Overview. One time or recurring contributors are welcome. Contributions can include, but are not limited to: news articles, press releases, analytic reviews and narratives, legal briefs and reviews.

The views expressed in the Overview are those of the Editor or other contributors and do not necessarily reflect the opinions of the Florida Planning & Zoning Association. Articles may be edited to conform to space and/or style requirements, and may be reserved for use in later issues if appropriate.

## ADVERTISING SPACE AVAILABLE

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## DEADLINES FOR ADS AND CONTRIBUTIONS

Contribution and advertisement deadlines are generally two weeks after the scheduled quarterly Board of Directors meeting. For specific deadlines please coordinate with the Overview Editor.

If you are interested in submitting a contribution, or would like additional information, please contact Branden Roe, the Overview Editor at [branden.m.roe@gmail.com](mailto:branden.m.roe@gmail.com).

# MEMBERSHIP IN FPZA

## LOCAL CHAPTERS

### DUES

TO JOIN THE FLORIDA PLANNING AND ZONING ASSOCIATION, IDENTIFY A CHAPTER CONTAINING YOUR LOCATION ON THE LIST AT LEFT. REFER TO THE CURRENT LIST OF CHAPTER DUES BELOW TO DETERMINE THE APPROPRIATE DUES AMOUNT. THESE AMOUNTS INCLUDE BOTH STATE AND LOCAL DUES.

#### INDIVIDUAL MEMBERSHIP DUES

Chapter	State Dues	Local Chapter Dues	Total Dues
Apalachee	\$50	\$10	\$60
Calusa	\$50	\$20	\$70
Central Florida	\$50	\$20	\$70
First Coast	\$50	\$35	\$85
Gulfcoast	\$50	\$15	\$65
Gulfstream	\$50	\$15	\$65
Heartland	\$50	\$10	\$60
Northwest	\$50	\$10	\$60
South Florida	\$50	\$10	\$60
Springs	\$50	\$10	\$60
Suncoast	\$50	\$20	\$70
Surfcoast	\$50	\$25	\$75
Suwannee	\$50	\$10	\$60

#### GROUP MEMBERSHIP (MINIMUM FOUR INDIVIDUALS)

Chapter	State Dues per Person	Local Chapter Dues per Person	Total Dues per Person
Apalachee	\$40	\$8.00	\$48.00
Calusa	\$40	\$15.00	\$55.00
Central Florida	\$40	\$20.00	\$60.00
First Coast	\$40	\$23.00	\$63.00
Gulfcoast	\$40	\$12.00	\$52.00
Gulfstream	\$40	\$15.00	\$55.00
Heartland	\$40	\$7.00	\$47.00
Northwest	\$40	\$7.00	\$47.00
South Florida	\$40	\$7.00	\$47.00
Springs	\$40	\$8.00	\$48.00
Suncoast	\$40	\$13.00	\$53.00
Surfcoast	\$40	\$23.00	\$63.00
Suwannee	\$40	\$7.00	\$47.00

- ♦ To find out the chapter you will belong to, visit the [FPZA website](http://fpza.org).
- ♦ Return your application form with payment to:  
FPZA  
Post Office Box 568544  
Orlando, Florida 32856
- ♦ For questions email [info@fpza.org](mailto:info@fpza.org)

#### A NOTE ABOUT AGENCY DUES:

The minimum number of individuals for a group is now four, but there is no longer a maximum number; you may add an unlimited number of additional people to your overall group. You now also have the option to pay a group rate for a combined group with members of different local chapters or for combinations of professional staff and board/commission members, rather than the previously separate categories.

Type of Membership Applying For: ☐ Individual ☐ Agency (minimum four reps) ☐ Student (copy of i.d. required)

Name: \_\_\_\_\_ Email: \_\_\_\_\_

Company: \_\_\_\_\_ FPZA Chapter: \_\_\_\_\_

Address: \_\_\_\_\_ City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

If Agency, list additional names and email addresses below (minimum four per agency):

Name: \_\_\_\_\_ Email: \_\_\_\_\_

Name: \_\_\_\_\_ Email: \_\_\_\_\_

Name: \_\_\_\_\_ Email: \_\_\_\_\_

Name: \_\_\_\_\_ Email: \_\_\_\_\_

Name: \_\_\_\_\_ Email: \_\_\_\_\_