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## Glenn Kellogg, Principal

Mr. Kellogg's career demonstrates his passion for the built environment and the conditions that shape it. For twenty years he has been working to support the revitalization of historic, walkable neighborhoods and development of SmartGrowth projects. Working in communities around the country Mr. Kellogg has helped shape Downtown and Neighborhood Masterplans, Comprehensive Plans, Form Based Codes and Revitalization Strategies.

### Process:

- Listens to the community by facilitating a variety of public input formats
- Interviews land owners, developers and business owners who are critical to implementation
- Conducts market research on demographics, lifestyle segmentation, retail trends, employment and real estate
- Interprets data, trends and local information to articulate a feasible and achievable vision and program of uses
- Recommends market based strategic plans and development strategies
- Focuses on implementation scaled to local organizational capacity
- Analyzes development scenario proformas and tests against existing and proposed regulations
- Evaluates the impact of new regulation on development potential and feasibility through GIS analysis

### Education:

University of Miami  
Miami, FL,  
Knight Fellow in Community Building

University of Pennsylvania  
Philadelphia, PA,  
Master of City Planning

University of Virginia  
Charlottesville, VA,  
BA in Foreign Affairs; Minor in History

### Career Practice:

Principal; Urban Advisors  
2011-present Rochester, NY  
2004-2010 Washington, DC  
2002-2004 Portland, OR

Manager; Rochester Local Capital LLC  
2012-2019 Rochester, NY

Project Manager;  
Innovative Redevelopment  
2000-2002 Seattle, WA

Associate; Leland Consulting  
1999-2000 Portland, OR

Junior Analyst; CapitalNET  
1996 London, UK

### Professional Associations:

Incremental Development Alliance  
Trustee, Board Chair

Landmark Society of Western New York  
Trustee

Rochester Improvement Society  
Instigator

National Charrette Institute  
Certified Charrette Planner

### Selected Project Experience:

South Bend, IN; Market & Development Analysis; 2018

- Provided demographic data on local market preferences and retail support
- Suggested reducing 40k sf grocery to 12k sf with ancillary hardware store
- Demonstrated inexpensive retrofit to sub lease stalls forming a market arcade for food service providers and artists

Providence, RI; Woonasquattuck River Corridor; Development Analysis; 2018

- Provided economic and proforma analysis of development scenarios
- Evaluated public costs and benefits and economic impacts
- Formulated the building typology nick-named "Maker Boxes":
  - inexpensive concrete sheds for artists and fabricators
  - preserves affordable working space and business incubation
- Established priorities and framework for evaluating public investments

City of Buffalo NY; TIGER Grant; Benefit Cost Analysis; 2011, 2014, 2015

- "Complete streets" to renovate the streetscape for the Main Street streetcar
- Conducted the benefit/cost analysis quantifying the impacts
- Evaluated land productivity, residual value of right of way improvements, employment, retail spending and reduction in injury
- Considered the aspects of each benefit advanced successful arguments
- Received a \$15 million grant in 2011 and an \$18 million grant in 2015

Newton, MA; Washington St Corridor; Development & Code Analysis; 2019

- Determined projected housing demand and analyzed affordability
- Projected support for retail uses and employment space
- Conducted proforma development analysis to guide designs
- Determined capacity to support development under new regulations:
  - feasibility testing based on development costs and new building values
  - projected value of development with sf by use and number of units

### Project Team Awards:

2016 Rochester, New York AIA Design Award: Hart's Local Grocers

2015 Congress for the New Urbanism Charter Award: Plan El Paso

2012 Texas APA Comprehensive Planning Award: El Paso TX, Plan El Paso

2011 National Award for Smart Growth Achievement: El Paso TX, Plan El Paso

2011 Kansas APA Pioneer Award: Overland Park Form-Based Code

2011 Missouri APA Outstanding Planning Award: St. Louis Co, Jamestown Mall

2010 Driehaus Form-Based Codes Award: City of Peoria Form-Based Code

2010 APA Virginia Award: Portsmouth, Mid-Town Form-Based Code

2007 CNU Charter Award: Fayetteville Arkansas, City Plan 2025