Partners for Livable Communities

A CELEBRATION OF Vision & Community Spirit

December 7, 2010
The Willard Intercontinental
Washington, D.C.
Partners for Livable Communities would like to thank the following for their support of a Celebration of Vision & Community Spirit Program and Dinner:

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## PROGRAM

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<tr>
<td>6:00 P.M.</td>
<td>Reception</td>
<td>Peacock Lounge</td>
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<td>7:00 P.M.</td>
<td>Welcome</td>
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<td>7:15 P.M.</td>
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2010 Awardees

**Bridge Builders Award**

**Charles O. Holliday**  National
For his devotion to and success in framing sustainable growth as a business imperative throughout his tenure at DuPont.

**Peter R. Stein**  Hanover, NH
For his commitment to ensuring livable communities for generations to come through the conservation and sustainable use of forestland.

**Sustainable Cities Initiative**  Eugene, OR
For the Initiative’s innovative approach to creating sustainable cities through the cross-disciplinary engagement of scholars, community leaders, and project partners.

**Founders Award for Civic Leadership**

**Fred Lazarus IV**  Baltimore, MD
For his contributions to the Baltimore community through his leadership at MICA and local organizations involved in the arts.

**William H. Whyte Award**

**Christopher B. Leinberger**  Washington, DC
For his contributions to creating more environmentally, socially, and financially sustainable communities through his work as a developer, academic, and author.
Entrepreneurial Livable Community Award

The City of Chattanooga, Tennessee
For the community’s entrepreneurial spirit in its transformation to become a model for sustainable development and prosperity today.

Entrepreneurial American Leadership Award

The Honorable Jerry Abramson  Louisville, KY
For his 21 years of visionary leadership and devotion to the social and economic wellbeing of Louisville, Kentucky.

Juana Guzman  Chicago, IL
For her extensive career in the preservation and promotion of local arts, culture, and heritage for our diverse American population.

Investors in America Award

Peter Calthorpe  Berkeley, CA
For his influential work in developing new approaches to urban redevelopment, suburban growth and regional planning.
**Bridge Builders Award**

**The Bridge Builders Award** honors civic leaders who have formed partnerships across racial, social, economic and geographic barriers for the betterment of their communities. Through unique partnerships, these honored individuals and organizations pioneer programs and projects that stand as great examples to the power and possibility fostered when people put aside differences and join together for a common goal.

**Founders Award for Civic Leadership**

**The Founders Award for Civic Leadership** acknowledges an individual of national stature for his or her contributions in the stewardship of our nation's communities. The men and women who receive this award are recognized as individuals whose lives reflect a unique leadership that has a significant impact on the quality of life for people across America.

**William H. Whyte Award**

**The William H. Whyte Award** recognizes those individuals that have exemplified and maintained the mission and ardor of William H. Whyte, New York City writer, anthropologist, urbanologist and social critic, whose work provides a factual basis for achieving livability through empirical observations of the relationship of human beings to place.
ENTREPRENEURIAL LIVABLE COMMUNITY AWARD

The Entrepreneurial Livable Community Award acknowledges the civic capacity building, commitment, vision and entrepreneurial spirit of a community. Those communities honored with this award are true innovators and have found success in providing unique solutions to local problems.

ENTREPRENEURIAL AMERICAN LEADERSHIP AWARD

The Entrepreneurial American Leadership Award acknowledges the civic capacity building, commitment, vision and entrepreneurial spirit of an individual. Those honored with this award are real “doers” that accomplish change for the betterment of our communities.

INVESTORS IN AMERICA AWARD

The Investors in America Award acknowledges groups and individuals who use enterprise, vision, and creative public/private partnerships to bring new civic assets to our nation’s cities. Their exemplary efforts have resulted in the creation of projects, jobs and entire industries that offer our communities long-term assets and a renewed sense of pride.
Though the case for sustainable business practices has been made many times over and disputed by few, environmentally-friendly policies have largely taken a back seat to profit margins and stock values in the corporate world. For one business leader, however, going green is not simply an ethical agenda, but is the foundation for continued success and prosperity. Throughout his career, Charles O. Holliday has worked relentlessly to bring sustainable growth front and center as a business imperative.

Nearly 30 years after joining DuPont as an engineer, Holliday took the reins as chief executive officer in 1998. Holliday wasted no time in establishing his priorities as CEO and less than two years after his appointment, declared achieving sustainable growth as the company’s mission and set a number of ambitious footprint reduction targets. In 2004, Holliday also announced a new vision for DuPont entitled “Sustainable Solutions,” an initiative that helps organizations meet their business objectives while reducing their impact on the environment through innovative products and consultation.

Holliday continued to lead DuPont in this very direction with the introduction of additional footprint and energy reduction targets throughout his tenure as CEO. Between 1990 and 2003, DuPont reduced its greenhouse gas emissions by 72 percent, and an additional 21 percent since 2004. Water consumption has been reduced by 15 percent and carcinogen emissions by 57 percent since 2004. Today, 6.5 percent of the company’s energy comes from renewable sources. As a leading business mind, Holliday did not consider environmental consciousness a tradeoff for profitability. By 2009, revenues from products that increase energy efficiency and reduce greenhouse gases grew to $731 million. Income from products made from renewable resources reached $7.4 billion.

Holliday’s environmental leadership in the business world reaches far beyond the walls of DuPont. Serving as chair for the S.E.E. Change Initiative, Holliday assisted the Business Roundtable in developing the initiative, one that encourages member companies to lead by example and adopt business strategies that measurably improve society, the environment and the economy. Holliday also chaired a working group of the United Nations charged with developing an environmental stewardship strategy for corporate leaders, which was formally launched in July 2010. Holliday is a founder of the United States Climate Action Partnership and author of the book Walking the Talk, which lays out the business case for sustainable growth.

Charles O. Holliday has contributed immeasurably to building the bridge between business success and environmental sustainability. As Holliday explained to the U.S. House of Representatives’ Energy and Commerce Committee, “addressing climate change may be the single greatest opportunity to reinvent industry while putting the United States on a more sustainable path forward.”
At the height of its manufacturing heyday in the 1950s and ‘60s, Chattanooga was often listed among the top ten industrial cities in the United States. This success, however, eventually gave way to an unfortunate accolade: in October of 1969 on an evening news broadcast, Walter Cronkite announced to the country that Chattanooga, Tennessee had been named the “Dirtiest City in America.” Over 40 years later, the city’s bustling downtown and sparkling riverfront are now destinations for visitors and residents alike. Through the work of dedicated citizens and effective public/private partnerships, Chattanooga now boasts a clean environment and a quality of life matched by few other communities.

Mr. Cronkite’s announcement was a stern wakeup call for the city. Chattanooga residents quickly approved the formation of several clean-up efforts such as the Chattanooga/Hamilton County Air Pollution Control Bureau. No sooner had the smog begun to clear than the city faced its next tough challenge. The severe recession of the 1970s and ‘80s hit industrial cities such as Chattanooga particularly hard and the continued loss of jobs was a problem that called for the energy and focus of citizens and government alike.

In the winter of 1985, a newly formed citizens group called Chattanooga Venture hosted six public forums entitled “Vision 2000” revolving around the themes of future alternatives, places, play, work, people, and government. Open to all, these forums attracted over 1,000 residents and established a set of goals for the city’s improvement that set in motion an unprecedented revitalization effort that has yet to cease.

In the decades following these public forums, the city and county have developed an extensive greenway system including five miles of constructed riverwalk beginning downtown and winding through the historic art district and several parks. Two centrally located, state of the art recreation centers have opened up opportunities for physical activity to residents of all ages. When the 120-year-old Walnut Street Bridge was no longer suitable for automobile traffic, it was converted into the world’s longest pedestrian bridge, connecting downtown to the north shore. In 1998, the University of Tennessee and the city worked together to build the 20,000-seat Max Finley Stadium. The city also supports a downtown shuttle fleet of zero-emission electric buses—manufactured in Chattanooga—for commuters and visitors wishing to park-and-ride.

With continued revitalization efforts and an ever-increasing stock of cultural amenities, Chattanooga has become one of the most livable and vibrant cities in the country. The unique partnerships between city and citizenry, public and private entities, to improve local quality of life have transformed Chattanooga, Tennessee into a national model of sustainable growth and regional prosperity.
Though his first contribution to Louisville, Kentucky’s quality of life was delivering groceries from his family’s local store as a boy, Jerry Abramson went on to deliver cutting-edge health programs, multi-million dollar redevelopment efforts, and improvements in housing, safety, and education to his beloved hometown. Now in his 21st year as mayor of Louisville, Abramson has led the city to become a national model for high quality of life, a city named “America’s Most Livable Large City” by the U.S. Conference of Mayors.

After earning his law degree from Georgetown University in Washington, D.C. and serving two years in the U.S. Army from 1969-1971, Abramson returned to his hometown and quickly became involved in local government. Not only was Abramson twice elected to Louisville’s Board of Aldermen, the legislative branch of the city government, but he served two years as general counsel to Kentucky Governor John Y. Brown. These experiences left Abramson well versed in local politics and priorities and in 1985 he ran for and was elected mayor of Louisville.

Throughout the next twelve years of Abramson’s three consecutive terms as mayor, Louisville experienced historic growth and economic progress. Most notably, Abramson spearheaded a $700 million expansion of the Louisville International Airport, resulting in improved airline service and the creation of 23,000 new jobs at the UPS WorldPort hub, now the largest private employer in Kentucky. Abramson was vital to the creation of Waterfront Park, an award-winning 85 acres of green space in a bustling urban waterfront neighborhood. This ‘green front door’ attracts 1.5 million visitors annually. Under Abramson’s leadership, the mixed-income Park DuValle neighborhood replaced crime-plagued housing and is often cited as one of the federal Hope VI program’s greatest success stories.

Shortly after his final term as mayor of the city of Louisville, Abramson led the successful effort to consolidate city and county governments into a single, more efficient government. In 2002, Abramson was elected the first mayor of Louisville Metro with an overwhelming 74 percent of the votes. With his increased constituency came increased efforts to improve the livability of the region, including the addition of 4,000 acres of suburban parkland, a 100-mile Louisville Loop trail, and a new riverfront arena. Abramson supported the creation of MetroSafe, a $70 million communications network that links more than 4,000 police, fire, EMS and other emergency responders throughout the region. The Mayor’s Healthy Hometown Movement unites diverse community partners to encourage increased physical activity and healthy eating for local residents.

Dubbed “Mayor for Life,” Jerry Abramson has led Louisville into the 21st century as a lively center of growth. His entrepreneurial drive and passion for the community make him a true leader in livability.
As more communities are coming to realize, arts and culture play a vital role in their health and prosperity. Not only do they provide an important source of entertainment, creative outlet, and cultural exchange, arts and cultural programs have been proven to contribute to job creation, stabilize or revitalize distressed neighborhoods, improve the achievements of at-risk youth, promote racial understanding, and boost local economies. An arts activist for over 30 years, Juana Guzman has championed local arts, culture and heritage as a quality of life resources for our diverse American population.

Since 1999, Guzman has served as the vice president of the National Museum of Mexican Art (NMMA) located in Chicago. NMMA is the largest Latino arts institution in the United States and for more than two decades has been home to a line of educational exhibitions showcasing Mexico’s art, history, and Mexican communities in the U.S. Under Guzman’s visionary leadership, the museum offers an array of educational programs that cultivate appreciation and understanding of Mexican culture.

Before bringing her skill and passion for the arts to NMMA, Guzman served as the Director of Community Cultural Development for Chicago’s Department of Cultural Affairs (DCA). During her 20-year tenure with DCA, Guzman was responsible for a multi-cultural effort that created awareness and enhanced economic opportunities for Chicago’s diverse neighborhoods through the creation of the Chicago Coalition of Community Cultural Centers, a partnership of 60 nonprofit arts organizations. In 1997, Guzman spearheaded the arduous task of coordinating nearly 25 cultural partners in a collaborative effort to take visitors into the neighborhoods of Chicago, home to a wealth of cultural traditions. Her hard work led to the creation of the award-winning Chicago Neighborhood Tours.

Between 2004 and 2008, Guzman served as a technical advisor and consultant for the Ford Foundation’s Shifting Sands Initiative, managed by Partners for Livable Communities. The initiative worked to reframe arts and cultural organizations as vital agents of community development through improving neighborhood identity, social mobility and economic growth. Guzman’s expertise has recently been put to work as a consultant for Leveraging Investments in Creativity (LINC), which brought her on as a consultant in 2009. LINC is a national initiative aimed at improving the conditions for artists working in all disciplines. Guzman is also a co-founder and former chair of the National Association of Latino Arts and Culture, and the Sor Juana Ines de la Cruz Festival.

Throughout her career, Juana Guzman has devoted herself to the promotion and preservation of arts and culture within our communities. Her leadership has ensured a higher quality of life, social well-being and accessibility of the arts for all.
There are countless factors that affect the quality of life and sustainability of our communities but perhaps none is more widely shared or consequential than the way in which we use our land. Existing communities have largely taken their shape from the continued struggle between profitable and environmentally responsible uses of our natural terrain. Profoundly aware of this competition, Peter Stein has dedicated a lifetime of advocacy and expertise to intelligent land stewardship. His leadership has contributed to both the nonprofit and the corporate worlds and though he has worked on different sides of the fence, Stein’s career has proven that profitable and sustainable development can work as one.

After graduating from the University of California at Santa Cruz, Stein joined the Trust for Public Land (TPL), a national, nonprofit, land conservation organization. Rising to become TPL’s director of conservation real estate acquisitions in the Northeast and Midwest, Stein found himself working with the Lyme Timber Company on a conservation deal in Virginia. Soon after key lands were put aside under permanent protection, Lyme Timber offered him a job. Stein was intrigued by the company’s increased purchasing power and resources and agreed to come on board to further protect vital lands across the U.S.

As managing director of Lyme, Stein leads the company in identifying and developing conservation-oriented forestland. Unlike many timber companies following a large investment in land, Lyme does not divide up the property to be sold to real estate developers to gain a quick (yet often unpredictable) return. Instead, the company works with nonprofits and state agencies to ensure a return on their investment by selling them conservation easements on the land. Because of Lyme’s willingness to adhere to this model, organizations such as the Trust for Public Land often point the company toward areas with high conservation value, a perk not enjoyed by most other timber companies.

Due to Lyme’s commitment to work closely with the communities in which they purchase land, Stein also has access to lenders who qualify for new market tax credits, which are federally allotted to designated community development organizations. By working with local groups and pledging to protect existing jobs generated by the forest, Stein’s team often receives the tax credit benefit in the form of below-market-rate loans from these qualified lenders.

Though Stein’s methods were cutting-edge when he first joined Lyme Timber, they have since been successfully emulated throughout the country. Now with nearly 90 conservation partnerships under his belt, Peter Stein has established himself as a leading force in creating a new business model for sustainable and profitable forestland investment.
The built environment is in the midst of a structural change. With the increasing awareness of the impacts of suburban development and the rising demand for walkable urban areas, comes the need for expert leadership to guide the nation into a new era of sustainable and livable communities. Christopher B. Leinberger is doing just that. As one of our nation’s leading urban minds, Leinberger has not only advanced important theories about sustainable urbanism in his role as an academic and author, but has contributed to the supply of these communities through his role as a developer, land use strategist and entrepreneur.

Following his graduation from Swarthmore College and the Harvard Business School, Leinberger accumulated an impressive résumé of leadership within the real estate development field, including 21 years as a managing director and co-owner of RCLCO (formerly Robert Charles Lesser & Co). The company is now the largest independent real estate advisory firm in the country. As a founding partner of Arcadia Land Company, a New Urbanism, transit-oriented development and consulting firm, Leinberger has dedicated himself to land stewardship and building a sense of community through walkable developments around the country.

In 2005, Leinberger brought his expertise into the classroom as a professor and founding director of the Graduate Real Estate Development Program at the University of Michigan. Concurrently, he expanded his contributions to valuable urbanism research as a Visiting Fellow at the Brookings Institution. Leinberger’s work with Brookings currently focuses on developing economic and social equity performance metrics of walkable urban places.

Most recently, Leinberger has turned his energies to changing federal and metropolitan policies regarding sustainable development and economic growth. Leinberger serves as president of LOCUS, a group of real estate developers working to change these policies and one that is part of the national coalition Transportation for America. His work on these issues includes research and publications that explore sustainable development as a tool for economic recovery and growth. In recent pieces that have appeared as magazine cover stories or guest chapters in books, Leinberger advances his theory that meeting the currently unsatisfied demand for homes in walkable communities could be the key to restarting a stalled economy while avoiding increased national debt or job-slaying cut backs. His recent book, The Option of Urbanism, explores similar themes.

Leinberger’s work has been featured by media outlets such as National Public Radio, the Atlantic Monthly, and the Wall Street Journal. Rightly named one of the “Top 100 Urban Thinkers” of all time, Christopher B. Leinberger has dedicated a lifetime to advancing dense, walkable communities for our increasingly livable urban landscape.
Though it seemed that the Maryland Institute College of Art (MICA) was taking a chance in hiring the first non-artist in the school’s 184-year history to hold the position of president, the leadership of Fred Lazarus has proven to be the linchpin of its extraordinary success. Since assuming the position in 1978, Lazarus has guided MICA to more than double its enrollment, increase the size of its campus by tenfold, and grow its endowment by more than 25 times. Over the last three decades of his presidency, MICA has created three new research centers, seventeen new undergraduate and graduate programs, and is now listed in the top four MFA graduate programs by *US New and World Report*. Though impressive on its own, the progress Lazarus has achieved on MICA’s campus is only the beginning of his contributions to the greater Baltimore community. Lending his talents to countless community initiatives, Lazarus has helped the city to become a lively center of culture and prosperity.

Lazarus’ expertise in integrating the arts, education and community development can be traced to his training and early career. A graduate of the Harvard Business School, Lazarus put his skills to work for two years in Panama as a member of the Peace Corps, working to develop a business training and education program at a local university. Bringing his goodwill back to the U.S., Lazarus became president of the Washington Council for Equal Business Opportunity, where he helped secure business investment in impoverished areas of our nation’s capital. After a stint as aide to the chairman of the National Endowment for the Arts, Lazarus landed at MICA where he quickly involved himself in the challenges and goals of the surrounding community.

As the founding and current chair of the Central Baltimore Partnership, Lazarus has helped the organization focus existing resources in the community to develop a distinctive culture and an environment welcoming for residency and economic activity. Lazarus has also led an effort to increase home ownership in neglected areas of central Baltimore as a board member of the Midtown Development Corporation. The opening of MICA’s new Graduate Studio Center on a derelict stretch of Baltimore’s North Avenue and Entertainment District led to an incredible revitalization of the area. Now known as Station North, the neighborhood is Maryland’s first officially designated arts and entertainment district and boasts galleries, performance spaces, restaurants, and shops.

Lazarus has tirelessly contributed his skills to the communities in which he finds himself. Through Fred Lazarus’ great vision and civic leadership, MICA and the Baltimore community at large have enjoyed a tremendous rebirth as nationally recognized leaders in the arts and quality of life.

**Founders Award for Civic Leadership**

**Fred Lazarus IV**

![Fred Lazarus IV](image)
Most communities would jump at the chance to become more walkable, boast more green space, and generally become a more livable place for its residents. But despite increased federal attention to livability and sustainability agendas, many communities lack the resources and know-how to implement such programs. Since 2007, cities have had a new champion to turn to: the Sustainable Cities Initiative (SCI) of the University of Oregon. Through the joint efforts of students from architecture, planning, law, journalism, and business, this cross-disciplinary program seeks to redefine higher education for the public good and catalyze community change toward sustainability.

Spearheaded by Marc Schlossberg and Robert Young, both professors of planning, and Nico Larco, a professor of architecture, SCI has already established itself as an expert convener and purveyor of livability-centered research as well as a trusted resource for on-the-ground services to city partners. Most recently, SCI aimed its arsenal of expertise and eager students at Salem, Oregon to help the city become more economically, socially and environmentally sustainable. Roughly 600 students in more than 25 courses will dedicate 80,000 hours over the coming year to help Salem explore the possibilities of nurturing green business clusters, redeveloping brownfields, connecting parks with bicycle paths and reusing industrial waste, among other efforts.

These types of changes to the built environment require extensive knowledge not only in planning and design, but in law and policy. SCI works with policy makers in all levels of government to help break down the barriers to livability. The program is currently working with the Oregon Department of Transportation and the Oregon Transportation and Growth Management program to help draft statewide model codes for sustainable urban form throughout Oregon. The program is also working with the City of Eugene on its Bicycle and Pedestrian Strategic Plan and its first ever Climate Action Plan. Beyond city, county, and state level policy, SCI has contributed white papers to federal agencies and submitted congressional testimony identifying critical sustainable transportation and livability research needs of the nation for the next decade. A major goal of the program is to make their tools available to an even wider audience through a National Livability Clearinghouse. This comprehensive source of multi-disciplinary research and information will help communities through four primary resources including a repository of best practices, the development of interdisciplinary research, livability metrics, and policy analysis.

The Sustainable Cities Initiative has aggressively broken through not only academic silos, but the barrier between academia and on-the-ground implementation. This visionary program is training the next generation of livability experts while helping cities around the nation improve their sustainability, prosperity and quality of life for all residents.
American communities have taken many forms throughout the centuries, perhaps the most significant of which is the suburb in its impact on our environment and quality of life. Returning from WWII, families traded in their urban apartments and row-houses for big front yards and auto-dependent developments. Though the demand for this ‘American dream’ did not cease for decades to come, we are now realizing the consequences of this style of living. One pioneer of urban design has led the way in developing sustainable communities and offering a healthier alternative to the suburban model. Peter Calthorpe has redefined the relationship between transportation and land use within the planning community. His expertise in regional-scale planning and attention to the environment make him one of our nation’s foremost progressive urban experts.

After graduating from Yale’s Graduate School of Architecture, Calthorpe was recruited by architect Sim Van der Ryn to join the Farralones Institute as Director of Design in the field of climate-responsive design. When Van der Ryn was appointed as the California State architect, Calthorpe came along, applying his expertise to the design of public buildings. Though an architect by training, Calthorpe quickly became more intrigued by the way in which people traveled to his buildings. To encourage citizens to use forms of transit other than a car, Calthorpe’s team began to design buildings without parking lots, a design element that eventually led to the idea of transit-oriented development and Calthorpe’s transition to large-scale urban design.

Calthorpe began his own design firm, Calthorpe Associates, in 1983. To date, the firm has developed more than 30 new community designs, managed countless urban revitalization projects such as HOPE VI public housing in Chicago, and led 11 long-term regional plans such as Envision Utah and Metro Vision 2040 in Portland, Oregon. More recently, Calthorpe was recruited by Kennecott Land of Salt Lake City to design a plan for more than 90,000 acres, 42,000 of which will comprise the new development of Daybreak. This community will reflect Calthorpe’s signature design style complete with a variety of housing choices and mixed land uses while encouraging walkability and transit use. Calthorpe has also authored many publications on these important design elements including The Next American Metropolis: Ecology, Community and the American Dream.

Promoting quality design in our communities has been a lifelong commitment for Calthorpe. By adhering to four basic principles with every project, 1) the need for diversity, 2) building to human scale, 3) focusing on restoring and preserving buildings, and 4) taking a regional perspective, Peter Calthorpe has made a vital investment in livable communities that will benefit generations to come.
About Partners for Livable Communities

Partners for Livable Communities, incorporated in 1977, is a national civic organization working to improve the livability of communities by promoting quality of life, economic development and social equity. Partners helps our nation’s communities set common visions for the future, discover and utilize their cultural and natural resources, and build public/private partnerships to realize their goals.

Serving as a national resource and information center, Partners is a catalyst for civic improvements through technical assistance, leadership training, workshops, research, advocacy and public awareness. More than 1,200 organizations throughout North America and abroad comprise Partners’ resource network. These alliances produce a powerful force to affect positive change in our communities.