

FERRELL MADDEN

urban design
town planning
form-based coding

R. GEOFFREY FERRELL

Geoffrey Ferrell is one of the originators of the modern practice of Form-Based Codes. His work ranges from site-specific urban designs to zoning-toolkits to replace Euclidean zones—development regulations that emphasize clarity for end-users. Before establishing his firm in 1992, Geoff was an urban designer and code writer for Duany Plater-Zyberk Architects in Miami. He also served for two years as the Director of Urban Design for the Treasure Coast Regional Planning Council in Florida.

Geoff lectures extensively on Form-Based Codes at state and national planning conferences, planning schools, and for the Form-Based Codes Institute. His work is featured in the books *Form-Based Codes* by Daniel and Karen Parolek and Paul Crawford, *The New Urbanism* by Peter Katz, and *Retrofitting Suburbia* by Ellen Dunham-Jones and June Williamson.

Geoff's experience with adopted municipal form-based codes goes back to 1991 with the Metropolitan Dade County Traditional Neighborhood Ordinance. His code for the Riviera Beach Downtown Renewal Plan received special mention in that project's Progressive Architecture Magazine's 1992 Award, and his experience includes the 2003 and 2013 master plans & form-based codes (with Dover Kohl & Partners) for the redevelopment of the Columbia Pike Corridor in Arlington, Virginia. His firm's Form-Based Codes for the Farmers Branch, Texas, DART Station Area and for the Heart of Peoria Form-Districts in Peoria, Illinois, received the Richard Driehaus Form-Based Code Award in 2007 and 2010, respectively.

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.

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