



JAMES A. SELLEN, M.S.P.
EXECUTIVE VICE PRESIDENT



KEY QUALIFICATIONS

Jim Sellen joined MSCW in 1984 after having gained planning and urban design experience in both the public and private development sectors. As Planning Director of Orange County, he was responsible for leading the development of the County's first Growth Management Plan and Capital Improvements Program. Since joining MSCW, Jim has focused on strategic planning for large land holdings and the planning and design of highly amenitized, mixed use, master planned communities.

Jim began MSCW's "Shared Visioning Solutions™" with the development of the Horizon West Project in Orange County, FL. The result of that vision was an innovative Village Land Use Classification that will allow the orderly transition from rural to urban use of approximately 40,000 acres in west Orange County and completion of the first Award Winning Village "Lakeside" and the preparation of the Village Development Code. Jim has been responsible for similar strategic plans and visioning projects, the most recent of which include the 80,000 acre West Bay Sector Plan and corresponding Specific Area Plan, the 100,000 acre North Jacksonville Vision and Master Plan, and the 28,000 acre St. James Island Vision & Master Plan. All of these projects required the creation of a land use strategy that balances the protection of significant environmental resources with a market-driven approach to the design of a hierarchy of communities.

Jim is responsible for MSCW's efforts in strategic planning for both public and private sector clients. His focus is on the development and implementation of long-term visions for large property holdings throughout the state of Florida. His expertise involves developing a consensus between government and business to support decision making relative to the pattern and scale growth should take in a region or sub-region.

RELEVANT EXPERIENCE

Recent public sector experience includes the development of the Vision and Master Plan for North Jacksonville, as well as pioneering one of the State's most innovative approaches to intergovernmental coordination and cooperation in his role as consultant to the Volusia Growth Management Commission (VGMC).

Private sector experience includes serving as Principal-in-Charge of Planning and Development on numerous major mixed-use developments ranging from inner city projects such as Church Street Square in Orlando to suburban and exurban projects of 120 to over 100,000 acres, including: West Bay Sector Plan and West Bay SAP in Bay County, FL; the master planning to convert the old naval training center in Orlando to the new urban community for Baldwin Park; the Lakeside and Bridgewater Villages at Horizon West; Isleworth Golf and Country Club; and DRI's for Lake Nona; Meadow Woods Planned



Development; Lakepointe; and Avalon Park TND in Orange County, FL. As a consultant to the Bridgewater Development Company, Jim was involved in implementing the first sector plan in the state of Florida.

EXEMPLARY PROJECTS

Horizon West Strategic Plan, Orange County, FL

The study area included 65,000 acres in Orange and Lake Counties. The study process involves land use, transportation and environmental assessment as well as building public consensus for land use, transportation, and natural systems protection strategies as a foundation for growth management and economic development in West Orange County. The process resulted in specific recommendations for land use policy and the new Village Land Use Classification Amendment to the Orange County Comprehensive Growth Management Plan. The Horizon West study is a model for future growth management planning and received the Florida Planning and Zoning Associations 1995 Innovative Planning Award.

Lakeside Village, Specific Development Plan, Orange County, FL

Project Manager responsible for preparation of the first village within the Horizon West Area and the preparation for the Village Development Code. Lakeside Village has received the Award for Excellence in Planning from the Florida Chapter of the American Planning Association.

West Bay Sector Plan, Bay County, FL

Bay County, Florida comprises a unique and challenging mix of woodlands, beaches, ocean waters and desirable uplands that are in the path of future growth. Bay County leaders and their constituents, tired of seeing new development added in an unsustainable hodge-podge manner, decided to take action. Offered the opportunity to relocate Panama City-Bay County International Airport, county leaders formed a partnership with landowner St. Joe Company to pursue a far-reaching planning process, known as an "Optional Section Plan," under the provisions of Section 163.3245 Florida Statutes. Under a contract with the St. Joe Company, MSCW took a lead role in managing the sector plan process which included the proposed new Panama City Bay Co. International Airport, a supporting community consisting of Villages and a Village Center and the preservation of 30,000+-acres for management by the Nature Conservancy.

Avalon Park Development of Regional Impact, Orange County, FL

Project Manager responsible for preparation and processing of a 5,700-acre Traditional Neighborhood Development project. Responsibilities included the drafting of a new TND Land Use Category and related performance standards for inclusion in the Orange County Comprehensive Plan. Project was approved September 1993. Residential development at Avalon Park is substantially complete along with the Town Center.



North Jacksonville Vision and Master Plan, Jacksonville, FL

North Jacksonville comprises a 147,300-acre sub-region with some of the First Coast's most vital economic and environmental assets. Within this area are Jacksonville International Airport and JAXPORT, as well as some of the area's most precious environmental treasures, including the Kingsley Plantation and the marshlands that line the St. Johns and Trout rivers. City of Jacksonville leaders sought a Vision and Master Plan to guide growth and protect the environment. Work involved citizen based consensus building, branding and creating a new image for North Jacksonville development of the vision and master plan and a 10 year action plan.

Volusia County Growth Management Commission, Volusia County, FL

Preparation of operating policies and planning consultant to the Volusia Growth Management Commission. Responsibilities include the review of all comprehensive plans and plan amendments for all jurisdictions in Volusia County and recommendation for certification that plans are consistent and compatible. No plan in Volusia County is in effect without certification by the Growth Management Commission. Responsibilities also include mediation of disputes between local jurisdictions.

EDUCATION

Masters of Science in City Planning from the University of Tennessee (1974)

Bachelor of Arts in Political Science/Public Administration from the University of Miami, Florida (1970)

MEMBERSHIPS

Jim is a member of American Planning Association; Urban Land Institute (Orlando District Council past chair, ULI Public Private Partnership Council); Florida Planning and Zoning Association. He is also currently a member of VCARD's Executive Council.

COMMUNITY INVOLVEMENT

Jim is responsible for administration of the ULI District Councils' Urban Plan program. Urban Plan program is a realistic, engaging, and academically challenging classroom based, web supported program in which high school junior and seniors learn the roles, issues, tradeoffs and economics involved in urban development.

He currently serves as a board member for the Council for Sustainable Florida.

