



Planning Design Group, LLC

Kendell Keith, RLA, AICP, LEED® AP Executive Vice President

EDUCATION

*Master of Business
Administration,
Rollins College,
Winter Park, Florida
(2006)*

*Master of City Planning,
Georgia Institute of
Technology,
Atlanta, Georgia (1991)*

*Graduate Certificate in
Real Estate –
Joint Degree Program,
Georgia State University,
Atlanta, Georgia (1991)*

*Bachelor of Landscape
Architecture,
University of Georgia,
Athens, Georgia (1987)*

YEARS EXPERIENCE

20 years

REGISTRATION

*Florida Landscape
Architecture License 1525
(1992)*

*American Institute of
Certified Planners, AICP
#88808 (1993)*

*Leadership in Energy and
Environmental Design –
Accredited Professional
(LEED® AP)*

RELEVANT EXPERIENCE

Kendell Keith is a principal and co-founder of the Orlando-based consulting firm of Planning Design Group (PDG). Founded in 2006, Planning Design Group's goal is to develop progressive and sustainable planning solutions that are realistic and demonstrate sensitivity to historic and environmental resources.

With over 20 years experience as a planner in both the private and public sectors, Kendell has represented several clients in establishing development entitlements for a variety of projects throughout Central and North Florida. Kendell is a landscape architect registered in the State of Florida and the current Director of Design and Development for PDG.

As a Senior Project Manager for a prominent Central Florida Planning and Engineering firm, Kendell represented several clients in establishing development entitlements for a variety of projects throughout Central and North Florida. Responsibilities included review of local government development regulations and preparation of applications for comprehensive plan amendments, rezoning, preliminary subdivision plans, and development plans. This work required coordination of a wide range of professionals, both within and outside the company, including GIS and CADD technicians, surveyors, biologists, civil engineers, architects, and landscape architects. He also represented the project at all community meetings and public hearings before local governing agencies.

The first Urban Design Chief for the Orange County Planning Division, Kendell pioneered the original Architectural Design standards for commercial development in Orange County, Florida. Among his assignments, he oversaw the Horizon West Study and the Lakeside Village Specific Area Plan, which became models for future growth management in Orange County and received the Florida Planning and Zoning Associations' (FPZA) 1995 Innovative Planning Award. Lakeside Village received the 1997 FPZA Outstanding Innovation Award and the American Institute of Architects' Certificate of Appreciation at the Spotlight on Livable Communities Regional/Urban Design Committee 1998 Spring Forum.

His prior experience as a Planner for Orange County and the City of Kissimmee, Florida, included administering the amendment process for the respective comprehensive plan, making numerous presentations to community groups, professional organizations, and governmental agencies and drafting and implementing a wide range of policies and land development regulations.



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MEETING FACILITATION

*Innovation Place DRI
Charette*

*Horizon West Shared
Vision Charette*

*Orlando Board of
Realtors Annual Roundup*

*Volusia Growth
Management Commission
Volusia County League of
Women Voters*

FPZA Monthly Luncheons

*Instructor for the
Orlando Metro Section
AICP study course*

*Facilitator and
participant in the Urban
Land Institute's Urban
Plan II,
a mentoring program
with Jones High School
and Olympia High School
in Orlando, Florida*

*Annual field trip and
presentation for the
University of Georgia
School of Environmental
Design*

EXEMPLARY PROJECTS

Winter Haven Town Center Concept Plan - Ongoing

PDG was hired by a private Developer to conduct a site analysis and prepare a masterplan for a Community Redevelopment Area (CRA) in the City of Winter Haven for approximately 160 acres. The proposed master plan is for the Winter Haven Town Center which is proposed for more than 500,000 square feet of retail and restaurants, 560 multi-family units, 300-room Hotel, Civic/Theatre, Recreation/Aquatic Center and Splash Park and City Park/Boat Launch expansion.

Frye Center Planned Development Land Use Plan - Ongoing

PDG prepared the Planned Development Land Use Plan for the 139-acre Frye Center PD and represented the project at the public hearings. Planning Design Group also assisted in negotiations with the County and other property owners to secure the required public facilities for roads, schools and the Village Center Park. Planning Design Group continues to work on the project by coordinating the efforts of the Civil Engineer and Architect in creating development plans that adhere to the vision of a mixed-use village center for the Horizon West area of Orange County.

Innovation Place Development of Regional Impact

Kendell was the project manager for this 1,200 acre DRI in southeast Orange County. Located in the heart of Orange County's Innovation Way economic development initiative, this project is currently planned for up to 8,500 residential units, 2.2 million square feet of office space, and 1.2 million square feet of retail development. Kendell's responsibilities included preparing for and attending the site visit and a charette for the review agencies, the DRI Application for Development Approval, the application to amend the Orange County Comprehensive Plan, the urban service area expansion study, the response to the request for additional information and the application for Planned Development rezoning.

Orange County, Florida - Continuing Professional Services - Ongoing

PDG prepared an Update to the Orange County Parking Standards to provide flexibility in development approvals; and an analysis of the Economic Return on New Urbanism to determine benefit and cost increment and their impact on the provision and realization of adequate Workforce Housing.



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MEMBERSHIP & SERVICE

*American Institute of
Certified Planners
(AICP)*

*Florida Planning and
Zoning Association
(FPZA)
(former Board Member)*

*American Planning
Association
(APA)*

*Florida American
Planning Association
(APA-FL)*

*Orlando Metro Section of
APA-FL*

*Orlando Regional
Chamber of Commerce
Leadership Orlando
Class 72*

KB Home - Continuing Planning Services

For KB Home, the PDG created an Architectural Standards Guidebook of the design requirements for residential development within the Horizon West area of Orange County. This Guidebook provides the KB Home Team a quick reference guide for a visual interpretation of the Orange County code requirements. PDG currently provides General Planning Services that includes review of Developer Agreements for zoning entitlements and Impact Fee Credits, and Planned Development land use plan amendments for various projects within Orange and Volusia Counties. PDG has successfully represented KB Homes' interests in these projects before Orange County Government, City of Apopka and City of New Smyrna Beach.

North Jacksonville Shared Vision Plan

Kendell was the project planner for this long-range planning effort for approximately 150,000 acres in the City of Jacksonville, Florida. The eighteen month process coordinated the efforts of citizens, City staff, property owners and developers to create a shared vision for North Jacksonville. The process included interviews with stakeholders, case studies to create a community profile, an analysis of trends and buildout potential, and selection of a shared vision plan. The result provided the City with Best Practices and Implementation Strategies to help change its image and build on the community's assets. The final recommendations were adopted by the Jacksonville City Council and are now being implemented through a series of projects and ordinances. This project won the 2003 Best Public Project Award from the Florida Planning and Zoning Association.

City View at Hughes Square, Orlando, Florida

Kendell was the project manager to establish development entitlements for this urban redevelopment project in the Parramore district of Downtown Orlando. The project included a new, five-story corporate headquarters for Hughes Supply; 210,000 square feet of retail/office space; a 1,000-space parking garage; and a 266-unit apartment complex with a community swimming pool. One challenge was coordinating the efforts of two clients while satisfying the interests of city officials, community activist and environmental regulators.



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Lakeside Village, Specific Area Plan, Orange County, Florida

As project manager for Orange County, Kendell facilitated the public involvement process for the sector plan and coordinated the efforts of various County Divisions to adjust the Specific Area Plan, development guidelines, and Adequate Public Facilities/Transfer of Development Rights Ordinances. Lakeside Village is the first Village Specific Area Plan prepared under the Horizon West Village Land Use Classification. As a model for future Villages, Kendell contracted with the Orange County Planning Division to prepare the Lakeside Village Master Land Use Plan, the Village Land Development Code, and to assist in preparation of Orange County's first Transfer of Development Rights and Adequate Public Facilities Ordinances. Accommodating 90 different property owners within its boundary, Lakeside is an excellent example of a multiple ownership master planning and consensus building effort. Kendell spearheaded the successful community planning and approval process for this Land Specific Area Plan, a process involving 11 public workshops, four public hearings, and review by Florida Department of Community Affairs (DCA). Adopted in May 1997, Lakeside Village encompasses over 3000 acres and is projected to build out with 10,400 dwelling units in three neighborhoods focused around neighborhood centers and one 60 acre Village Center. Lakeside Village received the 1997 Florida Planning and Zoning Association's Outstanding Innovation Award and the American Institute of Architects' Certificate of Appreciation at the Spotlight on Livable Communities Regional/Urban Design Committee 1998 Spring Forum.

Horizon West Study and Shared Visioning Process

As a Senior Planner for Orange County, Kendell coordinated the public involvement process with the various County Divisions for the Horizon West Study. The study area included 66,000 acres in Orange and Lake Counties. The Shared Visioning study process involved land use and 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. A model for future growth management in Orange County, the Horizon West study received the Florida Planning and Zoning Associations' 1995 Innovative Planning Award.



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Beck Property Planned Development, Orange County, Florida

79 acres; 300 housing units; mix of single-family and townhomes in infill development.

Riverside Townhomes, Orange County, Florida

11.3 acres; 73 Townhomes and 2 acres commercial; redevelopment of existing mobile home park.

Summerport Planned Development, Orange County, Florida

1,222 acres; 2,624 housing units; 316,324 square foot commercial Planned Development (Horizon West).

Northshore at Lake Hart Planned Development, Orange County, Florida

1,354 acres; 1,976 housing unit; golf course community in southeast unincorporated Orange County.

Yates Planned Development, Orange County, Florida

750 acres; 2,500 housing unit community in south unincorporated Orange County.

Independence Planned Development, Orange County, Florida

Orange County, Florida – 1,400 acres; 2,491 housing units; 20,000 square foot commercial Planned Development (Horizon West).

City of Jacksonville Commercial Design Guidelines

Prepared a preliminary draft of the City's Commercial Design guidelines to address architectural and site design standards for urban and suburban commercial development.

Pratt Property PUD, City of Haines City

Prepared annexation, development impact analysis and rezoning application for 213-unit, 64 acre development on the north side of the City of Haines City.