

# Contributions to a Better Community

Seaside Institute to Honor 2022 Seaside Prize Winner Jeff Speck

Contributed by The Seaside Institute

The Seaside Institute is pleased to honor Jeff Speck, FAICP, FCNU, LEED-AP, Honorary ASLA as the 2022 Seaside Prize recipient for his significant contributions to enhance the architectural community while advancing the tenets of New Urbanism. The Institute will hold the 29th Annual Seaside Prize March 4-6, 2022.

The Seaside Institute awards the Seaside Prize each year to individuals, organizations, or places that have made major contributions to the quality of built community. Recipients of the Prize have a major influence on how towns and cities can best be built and rebuilt to reflect and promote New Urban principles including walkability, diversity, beauty and sustainability. Seaside Prize winners are leaders in urban design, planning, architecture, development and education.

Jeff Speck is a city planner and urban designer who, through writing, lectures, public service, and built work, advocates internationally for city planning at the pedestrian scale. He is best known for his book "Walkable City," one of the most influential and widely read city planning texts of the current era.

While studying architectural history and design in the U.S. and Italy, Speck became enamored with the work and lectures of Andrés Duany and Elizabeth Plater-Zyberk. After two summer internships, he joined the firm full-time upon graduation in 1993, and quickly became director of town planning.

Over the subsequent 10 years, Speck managed more than 40 of the firm's projects including Middleton Hills, Rosemary Beach, Heulebrug (Belgium), and downtown plans for Baton Rouge and Fort Myers. He also convinced Duany and Plater-Zyberk to turn their lectures into a book, which he drafted. "Suburban Nation" became the best-sell-



Jeff Speck

ing planning title of its decade, winning many converts to the cause of the New Urbanism.

Thanks in part to the book's success, Speck was appointed Director of Design at the National Endowment for the Arts, where he presided over the Mayors' Institute on City Design and created the Governors' Institute on Community Design. After four years in this role, he founded Speck & Associates, a private design consultancy now based in Brookline, MA.

Important work of Speck & Associates includes the Lowell Downtown Evolution Plan, walkability studies for 15 different cities, and vision plans for two transit-oriented developments along the Long Island Rail Road. He also led street design for Project 180 in Oklahoma City, which has rebuilt 50 blocks of downtown city streets.

Speck's books have been published in nine languages. With Duany and Mike Lydon, he also

wrote "The Smart Growth Manual" (2010). His most recent book, "Walkable City Rules," was named a Planetizen "Best Book" of 2018. His TED talks and YouTube videos have been viewed more than five million times.

Speck joins a distinguished list of Fellows who have been honored with the Seaside Prize including Andrés Duany, Elizabeth Plater-Zyberk, Dhru Thadani, Vincent Scully, Scott Merrill, Leon Krier, and other renowned designers and thinkers. For a full list, visit [seasideinstitute.org/fellows](http://seasideinstitute.org/fellows). More on Jeff Speck can be found at [jeffspeck.com](http://jeffspeck.com).

The Seaside Prize Weekend will include guest lectures (some of which will be CEU accredited), the awards ceremony, the Seaside Prize Gala, walking tours of Seaside, and other social gatherings. The Prize Weekend is a great networking opportunity for all who have an interest in New Urbanism, walkable communities and human-scale planning and design. Architects, planners, and design students are encouraged to attend. Each year has its own unique flair, but all are exciting and engaging.

New for 2022 is the offering of three student scholarships to attend the full weekend of events. Students with a current school ID can attend the lectures for free with prior registration, but these scholarships will allow them to attend the networking and dining events as well. Applications will be made available on [seasideinstitute.org](http://seasideinstitute.org) in November, 2021.

2022 Seaside Prize tickets will go on sale beginning: Oct. 1, 2021. To secure your seat please visit [seasideinstitute.org](http://seasideinstitute.org) for tickets and information. To become a member of the Seaside Institute, visit [seasideinstitute.org/membership](http://seasideinstitute.org/membership).



## About Seaside Institute

Join us on our journey to help people create great communities. For more information or tickets, please go to our website at [seasideinstitute.org](http://seasideinstitute.org).

The Seaside Institute is a 501 c3 non-profit. Our mission is Inspire livable communities. Through education, innovation and engaging our community, we are working to improve the quality of life for families and individuals within Seaside, as well as nationally and globally, while at the same time creating an innovative design that not only enhances the beauty of our environment but, preserves it as well.

If you are interested in helping the Institute fulfill its mission contact us at: [information@seasideinstitute.org](mailto:information@seasideinstitute.org), or call us at (850) 231-2421.

## Become a Member:

Membership Does Have Its Perks

- Early registration for events hosted and produced by the Seaside Institute

- Reduced rates for select paid events

- For further information on our benefits visit our website at [seasideinstitute.org](http://seasideinstitute.org)

## Donate:

We work with our mission and the greater good in mind. We don't sell a product you can take home, we depend on your generous support of our mission. You can make a donation directly to the Institute, Sponsor or choose to attend a paid event.

## Volunteer:

As a small organization, we use volunteers to augment our staff, help us at events and work together in engaging the community in the mission of the Seaside Institute. All skill levels are needed and we are happy to train our new volunteers.

## Internships:

The Seaside Institute provides continuing learning opportunities for college students seeking for-credit internships through projects that benefit the organization and help the student meet their objectives for learning and skill development.

## Advocate:

Advocating for a mission is one of the easiest things one can do in support of an organization, especially when you are passionate about the mission. If you have a passion for education, a strong sense of community and want to improve the quality of life for friends, family, co-workers, and acquaintances, working with the Seaside Institute is a terrific and convenient platform.

Visit the website at [seasideinstitute.org](http://seasideinstitute.org) to discover more.

## New Staff

Seaside Institute welcomes new Executive Director

Contributed by The Seaside Institute

In August, the Seaside Institute announced the appointment of Thomas Cordi, who accepted the position of Executive Director. His academic experience, community organizing work for sustainable economic development and his non-profit administrative experience will be helpful in promoting New Urbanism and the Institute's three core tenets of sustainability, connectivity and adaptability.

Cordi did his Ph.D. studies in Political Science at U.C. Berkeley. Since his first research project on the regulation of development by the California Coastal Commission at the Institute of Governmental Studies, and his subsequent research on Multi-Modal Transportation in the Bay Area at the Institute for Urban and Regional Development, he has been committed to sustainability and protection of our natural resources.

Cordi taught public administration and public policy at the college level at the University of California (Berkeley, San Diego, Davis) and Mills College. After teaching for many years, he was appointed as the Assistant Director of Administration at the Institute of Governmental Studies at UC Berkeley. He was responsible for staff, financial administration, fundraising, program and conference development. The Chancellor then asked him to assume the duties of Executive Di-



Thomas Cordi

rector of the Associated Students of the University of California Auxiliary. There he oversaw over 400 student organizations, student government, the Student Union and conference programming, the College Bookstore, six restaurants, campus beverage contracts and art and recreation centers. With the support of student government and grants from utilities he spearheaded the installation of the first roof-top University solar power facility in the nation. His mission was to build community between students, faculty, staff and local businesses: for his service he was awarded the Chancellor's Award for Sustainability on the Berkeley Campus.

When his wife was appointed at FSU in the Modern Languages and Linguistics Department, they moved to Tallahassee. At FSU Cordi first served as the Administrative Director of the Florida Center for Reading Research where he managed the staff, finances, fundraising and research programming. He later became the Assistant Director of Business Administration for the renowned National

High Magnetic Field Laboratory, the largest NSF scientific laboratory in the south. There he helped manage over 400 employees, human resources, finances and grant management of over \$50 Million.

Cordi earned a certificate for Performance Measurement for Effective Management of Nonprofit Organizations from the Harvard Kennedy School of Government. In the non-profit sector, he was the founding Executive Director and a past President of Sustainable Tallahassee, an organization dedicated to promoting environmental stewardship and economic development through education and collaboration. He introduced the concept of community solar power by educating community organizations and the city government to the advantages of community solar for sustainable economic development. Recently, Tallahassee has built the largest airport solar farm in the nation. Cordi has also served as the City Director of the Electric Vehicle Expo for several years, an event geared to educating the community to the advantages of electric vehicles. He was also a President and still is a member of the Board of Directors for Guardian ad Litem, where he helped raise over \$300,000 a year in federal grants for abused children.

Since their move to Santa Rosa Beach last year, Cordi has indulged his passion for tennis and cycling while looking for an opportunity locally to use his diverse experience to promote sustainability in our beautiful community. The Seaside Institute provides just that.