

**TRACK NAME**

Green Building in the Desert - USGBC

SESSION NAME

Future Phoenix – Arresting Sprawl and Accommodating Growth

DATE + TIME + ROOM NUMBER

Saturday Sept 6th – 4:00pm – 102B

SESSION DESCRIPTION

Phoenix and other western cities are experiencing continued population increases. But rather than using growth to fuel the development of great American cities, we are locked in a pattern of unsustainable sprawl. This session provides a perspective on the hidden costs of sprawl and discusses the preferred role public and private entities should play in the evolution of our cities. The session will also provide a perspective on infrastructure waste and demonstrates concepts that exploit existing public infrastructure. Smarter growth can ultimately benefit private developers, generate a higher quality and safer public realm, and foster improved neighborhoods by supporting localized retail surrounded by residential districts that ultimately will take cars off the road through the combined benefits of more walkable districts and better transit strategies.

PRESENTER(S)

Michael Hallmark – Principal at Future Cities

PRESENTER BIOGRAPHY(S)

Michael Hallmark is an internationally recognized expert in sports and entertainment development and contribution they make to the public urban environment that supports them. He founded Future Cities in 2000, a Los Angeles based planning and development company and in recent years has focused on development in under-utilized urban cores. His most recent project is Jackson Street, a 10-acre live/work/play district in Downtown Phoenix, AZ adjacent to US Airways Arena, Chase Field, the Phoenix Convention Center, and supported by the region's new light rail system.

After graduating from ASU in 1976, he started his architecture career in Phoenix, Arizona. There he helped lead a resurgence of interest in that City's neglected downtown with a series of projects that re-introduced entertainment and retail to the City center. Projects included the Herberger Theater in 1984, the Rouse Company's Arizona Center in 1985, the America West Arena in 1992 the Bank One Ballpark in 1997 and the Dodge Theater in 2002. In 1988 he became the Co-founder and Director of Ellerbe Becket Sports Architects in Kansas City. An unprecedented era of private/ public sports and entertainment development followed fueled by iconic venue designs and new revenues for public/private facilities. Under his leadership, the firm designed NBA/NHL arenas in Boston, New York (MSG's renovation), Philadelphia, Washington, DC, Buffalo, Cleveland, St. Louis, Tampa, Phoenix, Portland, and new facilities in Manchester (UK), Oberhausen (Germany), and Saitama (Japan), and the Ahmanson Theater at the Los Angeles Music Center. He also led the design of the

world's first retractable-roof ballpark with natural grass the Bank One Ballpark in Phoenix, AZ, now Chase Field.

He relocated to Los Angeles and in 1995 and as a founding principal with NBBJ-LA architects led a design and planning practice based on creating close synergy between urban sports and entertainment development. The theory of exploiting the destination attraction power of sports can be seen in the current development of LA Live in downtown Los Angeles. Project highlights include the Staples Center Arena in Los Angeles, retractable roof ballparks Safeco Field in Seattle and Miller Park in Milwaukee, the Dodge Theatre in Phoenix, AZ and NFL stadiums Lincoln Financial Field in Philadelphia and the American Architecture award winning Paul Brown Stadium in Cincinnati OH. In May 2004, Sports Business Journal named him one of the 20 most influential persons in the design and development of sports facilities.

CONTINUING EDUCATION CREDIT (CEU)

N/A