



Education

PhD, Architecture, Penn
MS, Real Estate
Development, MIT
M. Architecture, Penn
MS, Architecture, Penn
MS, Arch Studies, MIT
BS, Art & Design, MIT

Professional Registrations

American Institute of Certified
Planners (AICP)

Registered Architect: FL, AL
National Council of
Architectural Registration
Boards (NCARB)

LEED Accredited
Professional, BD+C

Institute for Sustainable
Infrastructure, ENV SP

Professional Associations

ULI (Urban Land Institute)

CNU (Congress for New Urbanism)

APA (American Planning Assoc)

AIA (American Inst of Architects)

CRE (Counselors of Real Estate)

USGBC (Green Building Council)

Years of Experience

Since 1980

Years with Jacobs

Since 2014

Jacobs Office

Atlanta, GA

James has over 25 years of technical and managerial experience and leadership in architecture, community planning, redevelopment consulting and urban design. With Jacobs, he is helping lead and expand the company's planning and urban design practice worldwide, with an emphasis on city development and redevelopment. James has a deep understanding of cities as complex "systems of systems" in which all component elements are integral to planning, design, development and operations. He promotes a comprehensive process, balancing the physical development of the built and natural environment with sustainable economic growth and continual socio-cultural advancement. He has particular expertise in organizing and managing complex urban redevelopment projects, including those focusing on urban revitalization and walkable, bike-friendly, transit-oriented mixed-use environments. Recent work has emphasized the integration of data-informed technologies into the planning and design process as well as a focus on the emerging fields of "smart" cities and urban resilience.

From 2000–2014, James was a Senior Vice President with HDR where he built and led the company's planning and urban design practice, while also leading award-winning urban redevelopment projects in multiple locations within the United States. From 1988-2000, he taught in the School of Architecture & Community Design at the University of South Florida, leaving as a tenured Associate Professor; his courses focused on cities, urban design, planning and urban redevelopment. From 1999-2000, he served as the Interim Dean of the School, and for five years, he directed the Florida Center for Community Design & Research, providing technical support to State of Florida agencies, local communities and non-profit organizations.

A Full member of the Urban Land Institute for over twenty years, James has served as Chair of ULI Tampa Bay district council and Chair of the Urban Revitalization Council product council. He was integrally involved in the development of ULI's "Ten Principles for Building Healthy Places" and is part of the ongoing ULI initiatives focusing on revitalizing arterial corridors and the role of food in community development. A long-time active member of the AIA, APA and CNU, James was part of the AIA Regional/Urban Design Assistance Team (R/UDAT) task force for ten years. He lectures and writes regularly on issues of urban redevelopment, community sustainability and the planning and design of cities.

Selected Project Experience

- **Central Riyadh Redevelopment Strategy, Riyadh, KSA. Planning & Urban Design Lead.** Moore is leading the planning and urban design elements as part of devising a comprehensive redevelopment strategy for a 1,500 hectare sector at the center of Riyadh. This sector includes the original city settlement as well as some of the oldest extant buildings, and currently has a population of over 400,000 people. The goal of the project is to develop as many as 86,000 new housing units, redevelop significant areas within the sector, upgrade all of the primary infrastructure, greatly expand and enhance the public realm and initiate the development of ten TODs, associated with the emerging light rail network that is anticipated to begin service in 2019. **Professional Services: 2017**
- **Woodhouse Station Master Plan, Melbourne, Victoria. Planning & Urban Design Lead.** Moore is leading the master planning and urban

design for the development of a 6,100 hectare (13,500 acres) site in the Melbourne metropolitan region. The vision is of a “closed loop” development that utilizes available solar energy, water and other resources to create an integrated mixed-use community focused on human health and wellness. A phased multi-year development strategy will move from the current zoning permitting agricultural and energy uses to a fully integrated employment center incorporating a range of manufacturing, educational and R&D uses as well as retail, commercial, civic and residential uses. **Professional Services: 2017**

- **Western Sydney Airport (WSA) Aerotropolis Strategy, Sydney, New South Wales, Australia. Planning Lead & Project Manager.** Moore helped lead a team devising an economic and physical development strategy for the region surrounding a proposed new airport in Western Sydney. Located 40 kilometers west of Sydney CBD, the airport has the potential to catalyze substantial growth and economic development, associated with both on-site airport activities as well as the related connectivity to national and international markets. The strategy highlights specific industry clusters appropriate to this situation and suggests generalized locations for such clusters within the area surrounding the airport. It also includes guidance for future infrastructure development, “corridors of opportunity”, and short-, medium- and long-term land use and development strategies. **Professional Services: 2016 – ongoing**
- **Ginninderra Joint Venture Development, Canberra Australia. Team Member.** Moore is part of a Jacobs team working with CSIRO, the Australian national research entity, to prepare a strategy for the development of a 701 hectare (1,732 acre) site that CSIRO owns at the edge of metropolitan Canberra. CSIRO is interested in developing this property as a joint venture that highlights world-leading standards in sustainable urban development. Jacobs was hired to help provide professional guidance, including a one-day “sprint start” workshop with CSIRO leadership that help clarify overall goals, approaches and strategies, and informed the subsequent developer request for expressions of interest. **Professional Services: 2016 - ongoing**
- **Denver Smart Cities Challenge, Phase I and II Proposal. Denver CO. Team Member.** Moore was part of the Jacobs team that was the sole consultant to the City of Denver in preparing its successful phase I application as part of the USDOT Smart Cities Challenge, as well as its phase II bid, (Denver finished second and intends to pursue many elements of the bid without Federal funding). This application presented an extremely detailed proposal to build an Enterprise Data Management (EDM) ecosystem to serve as the platform supporting three specific smart transportation initiatives: Mobility on Demand Enterprise (MODE); transportation electrification; intelligent vehicles. The EDM will be multi-purpose and expandable enabling the City to use it to support further smart city initiatives related to energy, water, health, education, safety and more. **Professional Services: 2016**
- **Easing Sydney’s Congestion (ESC) Delivery Plan, Sydney, New South Wales, Australia. Principal in Charge.** Moore led the creation of the ESC Delivery Plan to highlight a range of programs aimed at addressing critical congestion points within the Sydney region. The ESC initiatives aim to address the increasing congestion within Sydney, primarily by enhancing the efficiency and effectiveness of existing roads and traffic systems. The plan summarizes a wide range of sub-programs and initiatives being delivered by Roads and Maritime Services as part of this broader regional response. **Professional Services: 2015**
- **Australian Education City (AEC) - East Werribee, Victoria, Australia. Planning Team Member.** Moore was part of the team preparing a master plan for a 400-hectare proposed “education city” outside of Melbourne. The AEC plan seeks to apply principles of sustainable urban development, healthy neighbourhoods, performance-based planning and resiliency to the development of a new city anchored by multiple universities and related R&D facilities. Upon completion, the AEC is anticipated to be a smart “eco-city” catering to the needs of approximately 100,000 citizens, including 45,000 residents and hundreds of businesses of all sizes and sectors. **Professional Services: 2015 - ongoing**
- **Sydney CBD to Parramatta Strategic Transport Plan, Sydney, New South Wales, Australia. Planning Lead.** Moore was the planning lead for the development of a strategic plan to improve the ways people move within and through the corridor between Sydney’s CBD and the fast-growing Parramatta district 20 kilometers to the west. One of Sydney’s most important, busiest and highly developed areas, this corridor is anticipated to see significant residential and employment growth in the near future which could further complicate existing mobility challenges. The Plan identifies future

transport requirements and interventions at the regional, intermediate and local level and details a range of short, medium and long-term initiatives that aim to meet existing and future mobility and development challenges. A key element of this approach is matching mode choice with trip needs, and creating an efficient and effective integrated modal network of mobility options. **Professional Services: 2015.**

- **“The Heights” Redevelopment, Tampa FL. Planning & Urban Design Lead.** Working closely with the developer, Moore led the planning of a 37 acre site along the Hillsborough River, just north of Downtown Tampa. This formerly industrial property adjacent to the historic Tampa Heights neighborhood will be redeveloped to include up to 1,700 dwelling units, 250,000 SF of retail and restaurant uses, including a community market hall, and 300,000 SF of commercial development, including two hotels. The project will continue the emerging Riverwalk promenade along the water’s edge and will include several multi-use civic spaces oriented towards regional and local neighborhood users. Moore also led the creation of design guidelines for the streets, blocks and buildings. **Professional Services: 2013 – 2014***
- **Selection of Preferred Alignment for GCC Railway through the Kingdom of Bahrain, US Army Corps of Engineers, Manama Bahrain. Planning Lead.** Moore was part of the team that worked with the USACE and Bahraini staff to evaluate alternate routes for passenger and freight rail services through Bahrain, including through the center of the city of Manama. His responsibilities included visiting, reviewing and analyzing alternative routes with respect to urban redevelopment issues and opportunities, economic development potentials, social and environmental impacts, and integration with overall land use master plans. He reviewed, analyzed and summarized relevant plans, regulations and vision documents, and prepared, led and documented a one-day workshop with 100 invited participants from major public and private institutions, companies and offices. **Professional Services: 2012 – 2013***
- **Beijing International Medical Center, Beijing China, Planning Lead.** Moore led the planning of a 15 square kilometer riverfront redevelopment site intended to become a global destination for medical practice, research and education. The program includes two mixed-use cores, each with multiple hospitals, research labs, universities and support facilities. The cores were designed to highlight rigorous standards for sustainable design, at the level of master planning, urban design, site planning and building design. They will be linked by a multimodal transportation network that also supports adjacent residential neighborhoods and mixed-use business districts, including offices, research facilities, retail, restaurants, hotels and other essential uses. **Professional Services: 2011 – 2013***
- **Massachusetts Technology Center Pioneer Valley Economic Development Plan, Holyoke MA. Planning and Community Outreach Lead.** Moore served as the planning and community outreach lead helping devise a regional economic development plan for the Pioneer Valley of central Massachusetts. The project originated with a \$100 million investment in a high-tech computing center being built in Holyoke, MA in order to take advantage of historic hydroelectric power generating capacity. The plan looked to outline ways in which existing or potential regional industry clusters could build on this investment, and recommended a series of directions ranging from expanding high-tech options to integrating existing but fragmented businesses focusing on aspects of high-value regional agriculture. Moore led the community outreach aspects of the project, researched potential alternative strategies, and contributed to the final plan document. **Professional Services: 2011 – 2012***
- **Citywide Integrated Sustainability Master Plan, Corpus Christi TX. Principal in Charge.** Moore led a multidisciplinary team using an Integrated Community Planning model to devise a sustainability plan for Corpus Christi TX. The team analyzed opportunities to optimize a dozen urban systems, studying each in isolation and in relationship to one another, generating indicators, metrics, baselines and benchmarks, for each system and integrating these into a comprehensive multi-dimensional GIS database. Manipulating variables enabled the team to isolate key “nodes” within the City that were particularly appropriate for future growth, and prepare development or redevelopment strategies for each node. The team also produced a series of general strategies and recommendations for the City as a whole, including substantial revisions to transportation and transit plans, zoning codes and land development regulations. **Professional Services: 2010 – 2011***
- **Arapahoe Urban Center Form Based Code, Centennial CO. Urban Design Lead.** Moore led the urban design elements for a team that prepared a form-based code for the Arapahoe Urban Center, a key district in the city of Centennial, located equidistant between two major light-rail stations. Prepared and refined during a four-day public charrette process, the code provides site configuration and building

disposition standards for transect-based districts; a menu of appropriate street, public space, frontage, and building types; and a preliminary regulating plan and illustrations showing potential development under the code. **Professional Services: 2010***

- **Downtown Redevelopment Master Plan, Omaha NE. Principal in Charge.** Moore led a team that completed Omaha's first downtown plan in 35 years. The team gathered input of hundreds of community members, and generated a plan organized around ten in-town districts, each with a distinct character, but unified in their urban feel, gathering spaces, and multi-modal transportation systems. The plan was based on ten consensus guiding principles, and identified major urban framework revisions and design proposals, including a new light-rail line and related transit-oriented development. A market assessment helped establish development programs for each of the districts, including housing, commercial, and retail uses, as well as arts, culture and educational venues, and civic spaces. The plan included preliminary catalyst projects and on-going implementation measures. **Professional Services: 2009***
- **Streetcar Transit Oriented Development (TOD) Conceptual Master Plan, Albuquerque NM. Principal in Charge.** Moore led a team that prepared a set of alternative strategies to create mixed-use, pedestrian-oriented infill and redevelopment along a proposed streetcar route running between the airport and downtown in Albuquerque NM. The plans looked to optimize existing vacant or under-developed land along the proposed corridor, building on proximity to neighborhoods, employment and major institutions as well as the regional access created by the proposed streetcar. Final deliverables also included a set of transit-oriented development design guidelines and prototype development proposals. **Professional Services: 2007 – 2008***
- **Fort Crook Road Corridor Redevelopment Master Plan, Bellevue NE. Principal Planner.** 2007. Moore led a team that prepared a redevelopment plan for a seven mile arterial corridor that had formerly served as a vibrant commercial center but had been displaced by the construction of a nearby interstate highway. The plan looked to optimize access, proximity to adjacent residential neighborhoods and existing infrastructure, while replacing the traditional auto-oriented commercial uses with a range of mixed-use, pedestrian-oriented infill redevelopments. **Professional Services Completed: 2006 – 2007***
- **30th Street Sector Redevelopment Plan, Boise ID. Principal in Charge.** Moore led the preparation of a redevelopment plan for an in-town sector of Boise. A five-lane arterial bypass was planned to run through the sector to relieve regional congestion to and from the downtown. The team devised a strategy that optimized this investment, not only to spur new development at key locations, but to protect existing neighborhoods and enhance revitalization without impacting historic character or scale. The finished plan included regional mobility improvements, a transect-based land-use plan with form-based design guidelines, a new regional waterfront park, and two major transit-oriented anchors at either end of the new roadway. **Professional Services: 2006 – 2007***
- **"Pinellas by Design," Pinellas County FL. Urban Design Lead.** At 240 square miles (622 square km) with just under one million people, Pinellas County is Florida's smallest but densest county. Effectively built-out, it has little greenfield land for new development. Nonetheless, county leaders hoped to add up to 300,000 jobs and 250,000 residents over a 25 year period. Moore led the Urban Design element for this regional planning effort, in which the team layered 18 separate GIS data bases to analyze the entire county for locations that lent themselves to intensified redevelopment, and then highlighted a range of applicable redevelopment prototypes for each location, including case studies. Applications included mixed-use infill development, grayfield and brownfield redevelopment, a range of transit-oriented development prototypes addressing streetcar, light-rail and high-speed rail opportunities, mixed-use neighborhood infill and commercial arterial redevelopment. **Professional Services: 2003 – 2005*.**

* work done while with another company

Selected Publications

- "How to Create a 21st Century City," Sustainability Matters, June/July 2017.
- "Emerging Trends and Opportunities in Planning and Design: Integrating GIS, BIM and Other Technologies," Real Estate Review, Volume 44 Number 2, Summer 2015.

- “What the Future of Cities can Learn from Ancient Cities,” [Line/Shape/Space](#), 09 June 2015.
- “Making the Grade: A Six-Point Plan to Regain America’s Infrastructure Leadership,” [Water Online](#), 31 March 2015
- “It’s Time to Play SimCity for Real,” [The Building Economist](#), March 2013.
- “The Noble Savage Turns Urbanite: Cities as a Route to Environmental and Economic Recovery,” (with Emma Stewart, Ph.D.) [Environment Industry Magazine](#), August/September 2011.
- “Sustainable Community Development: An Integrated Approach,” [LiveBetter Magazine](#), July/August 2011.
- “Integrated Community Planning: A Framework for Sustainability,” [APWA Reporter](#), May 2011.
- “Creating Classic Great Streets in Modern Urban Environments,” [Community Connections](#), Spring 2009
- “Mixed Use Development,” in [Livability 101: What Makes a Community Livable](#). (Washington, DC: American Institute of Architects, 2005).
- “(Urban) Sprawl & the (Mega) City,” in [On the Verge: Florida’s Megacities in the New Millennium](#), deHaven-Smith & Hurst, editors. Tallahassee FL: Florida Institute of Government, 1999.
- [Urban Redevelopment in Sunbelt Cities: Strategies & Approaches](#). (Cambridge MA: MIT Center for Real Estate, 1996).
- [Transportation, Land Use & Sustainability](#) (with Julie M. Johnson). Tampa FL: Center for Urban Transportation Research, 1994.

Selected Presentations

- “Aerotropolis and Airport Planning: Generating Economic Growth,” Keynote Presentation, UDIA NSW Statewide Conference, Sydney New South Wales, October 2017.
- “Technology May be the Answer, but What is the Question?” Thought Leader Presentation, Roads Australia Annual Conference, Sydney New South Wales, May 2017
- “Building Smart and Sustainable Cities,” Panel Presentation, Engineering Symposium for Africa, Marrakech Morocco, May 2017
- “What is Urban Resilience, and Why do Western Sydney Planners Need to Take Notice Now?” Presentation, Sydney Business Chamber, Parramatta, New South Wales, March 2017
- “Great Cities – An International Perspective,” Presentation, Sydney Business Chamber, Sydney, New South Wales, November 2016
- “Anchor Institutions & Innovation Districts” – Presenter and Panel Participant, ULI 2016 Fall Meeting, Dallas TX, October 2016
- “Cities as Systems of Systems,” Keynote Presentation, Roads Australia Annual Conference, Melbourne, Victoria, August 2016
- “Transportation: Why Multiple Modes Matter,” FSITE Annual Conference, Tampa FL, November 2015
- “Designing Communities for Health and Wellness,” Keynote Presentation, Cayman Islands Healthcare Conference – Embracing Emerging Trends, Grand Cayman, October 2015
- “Building Healthier Communities,” Fit City Miami: Health & the Built Environment, Miami FL, February 2015
- “The Future of Making Cities,” Autodesk Design Night, Keynote Presentation, San Francisco CA, October 2014

James A. Moore, PhD, AIA, AICP, LEED AP BD+C
Senior Planning & Urban Design Principal

- “Ten Principles for Building Healthy Places,” ULI Hawaii Invited Presentation, Honolulu HI, March 2014
- “Ten Principles for Building Healthy Places,” ULI New Mexico Invited Presentation, Albuquerque NM, February 2014
- “Redesigning Future Cities,” Making the Grade: New Ideas Symposium for Innovation in Infrastructure Development, New York NY, June 2013
- “Urban Redevelopment for 21st Century World Cities,” North City Redevelopment Exhibition, Chengdu China, July 2012
- “The Future of the City and the City of the Future,” AIA Design Week, Kansas City MO, March 2012.
- “Visualizing the Cities of the Future,” North American Strategic Infrastructure Leadership Forum, Washington, DC, October 2011
- “Life in the Green Economy: The Chattanooga Plan,” ICMA Annual Conference, Milwaukee WI, September 2011
- “Sustainable Cities: There’s an App for That,” Panelist, Energy Priorities Public Radio Program, September 2011
- “Integrated Community Planning,” APA National Conference, Boston MA, April 2011
- “Transit-Oriented Development: Addressing the Triple Bottom Line,” Florida Economic Development Council Annual Meeting, Tampa FL, May 2010
- “Suburban Revitalization: Opportunities & Challenges,” Vision Long Island Annual Conference, Huntington NY, November 2009

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