

WILLIAM LENNERTZ

Director, [Collaborative Design + Innovation LLC](#), Portland, OR
Founder, Board Member, National Charrette Institute
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Bill Lennertz is a nationally respected designer, city planner and urban designer who builds capacity for collaboration by design and transforms how people work together. He is a founder of the [National Charrette Institute](#) and the principal author and lead instructor of the renowned NCI Charrette System™, the first structured process for design-based collaborative planning. Through his curriculum development, teaching, publishing, and built work, Bill has developed a proven methodology that accelerates vision to implementation. His integrative approach solves complex problems by harnessing the talents and energies of all interested parties to co-create and support a successful outcome. He has educated thousands of community planners, including top staff from national organizations. With NCI and throughout his career, Bill has managed numerous built projects.

Bill has taught at various universities, including the [Harvard](#) Graduate School of Design, where he has delivered the NCI Charrette System™ professional certificate course every summer for the past 15 years. He has made significant advances in the field of public involvement through research and publications.

In 2016 Bill orchestrated the acquisition of NCI by Michigan State University. In doing so he transitioned from NCI Director to part-time faculty, remaining in Portland. Bill started Collaborative Design + Innovation LLC to make the Collaboration by Design process available to a broader range of projects from engineering to public policy.

EDUCATION

- Master of Architecture in Urban Design, Harvard University Graduate School of Design
- Bachelor of Architecture, University of Cincinnati

ACADEMIC POSITIONS

- Harvard Graduate School of Design, Executive Education, Instructor, 2007 - Present
- Michigan State University, Academic Specialist, Present
- University of Miami School of Architecture, Master of Real Estate and Design Program, Instructor, 2005-Present
- University of Miami School of Architecture, Visiting Faculty, 2016

PROFESSIONAL AFFILIATIONS

- American Planning Association
- American Institute of Architects
- Congress for the New Urbanism

RECENT EXPERIENCE

NCI Certificate Trainings at Academic Institutions

- Harvard Graduate School of Design Executive Education, present
- Michigan State University School of Planning, Construction and Design, present
- University of Miami, School of Architecture (*including a 2016 semester - long course on Design Thinking*)
- Savannah College of Art and Design, annually
- University of Hertfordshire, UK, 2010-12

NCI in-House Certificate Training Recent Clients

- US Government Services Administration
- The World Bank
- US Department of Housing and Urban Development
- US Navy, NAVFAC Far East, Yokosuka, Japan
- US Department of Defense, Office of Economic Adjustment
- Fairfax County, Virginia
- City of Vancouver, B.C.
- Atlanta Regional Commission
- Washington Area Metropolitan Transit Authority
- City of Alexandria, VA
- Delaware Department of Transportation
- Michigan State Development and Housing Authority
- Prince Georges County
- The Onyx Group HNTB Inc.
- Michael Baker Inc.
- HDR Inc.
- Vornado Charles E. Smith, Real Estate Development
- Marstel-Day LLC
- Glatting Jackson LLC

Projects

- [Vallco Town Center Specific Plan](#), Cupertino, CA: Adopted in 2018. CDI was responsible for the public involvement process for the 55-acre specific plan for transforming the Vallco Shopping Mall into the new town center for Cupertino, CA, home of Apple Inc. The project had a long history of contentious politics. Opticos and CDI successfully engaged hundreds of community leaders and members in two, week-long charrettes. The result was a Specific Plan that was adopted by City Council. *With Opticos Design*
- [Memphis 3.0](#): Comprehensive Plan, draft completed for public review. CDI was responsible for the development of the public involvement and local capacity building process for the city-wide comprehensive plan

project. CDI trained Memphis staff and three local firms to facilitate a year-long set of meetings and charrettes across the city. *With Opticos Design*

- *Strategic Plan Update, St. Mary's Food Bank, Phoenix:* Completed in 2016. NCI used the NCI Charrette System to facilitate a top-down, bottom-up restart of the stalled strategic plan for the oldest food bank in the U.S. The result was not only an activation of a set of five initiatives but also a transformation for how the organization's leadership and staff work together.
- *The Capital Corridor Plan, Lansing Michigan:* Completed in 2015, a vision plan for the 21-mile Michigan Avenue/Grand River Avenue corridor. The plan included seven jurisdictions a major hospital complex and Michigan State University. The Tri-County Regional Planning Commission adopted the plan on the last day of the charrette. Sparrow Hospital began a major expansion in accordance with the plan within months of the completion of the plan.
- *Center City Plan, Norman Oklahoma:* NCI was asked to facilitate a civil community process for a contentious debate over the form of neighborhood infill projects. NCI was able to reestablish trust among the parties though a series of tours, meetings, interviews and a five-day charrette. The resulting Form-based Zoning Code was approved by City Council.
- *Arapahoe Square Neighborhood Plan, Denver, Colorado:* Completed in 2013, a neighborhood plan for the disinvested social services area north of Downtown Denver. The plan featured architectural and urban design strategies for integrating social services into a mixed-use neighborhood. The resulting plan became a component of the Denver Downtown Plan approved by City Council.

BOOK IN PROGRESS

The Charrette Way

Draft TOC:

- Release the blocks and let it FLOW
- The opportunity of conflict and chaos
- Time compression and urgency
- From specialty silos to generalists teams
- The magic of three feedback loops
- Trust and empathy
- Collective mindfulness

PREVIOUS EXPERIENCE

Lennertz & Coyle, Architects and Town Planners, Portland, Oregon

Partner, 1991-2002

LCA was a ground breaking New Urbanism firm in the Northwest. The firm completed over 50 town planning projects including these built projects:

- *Contra Costa Transit Village, Walnut Creek, California*: Final phase under construction. LCA led a six-day charrette that solved a 25-year impasse over the development of the 19-acre transit station site. The result was a master plan and Form-based Code, which has successfully guided the building of this award winning transit village.
- *Southern River Crossing Plan and Bridge, Bend, OR*: Completed in 1999. LCA led a six-day charrette that solved the highly contentious issue of creating a southern crossing over the pristine Deschutes River. The plan included the transformation of a defunct mill site into a riverside park including the design of the bridge, both of which were completed.
- *Shevlin Village, Brooks Resources, Bend, OR*: Completed in 1997. A 15-acre mixed-use pocket neighborhood along a new park on the Deschutes River. Four different developers built the project under a Form-Based Code.
- *Fairview Village, Fairview OR*: Completed in 1998. One of the first built New Urbanist projects in the Northwest. Fairview is an award winning 60-acre mixed-use village outside Portland, Fairview Village. A number of builders developed Fairview Village under a Form-Based Code, resulting in a neighborhood having a variety of compatible architectural styles.

Duany Plater-Zyberk & Company, Miami, Florida 1986-1991

Director Boston Office 1986-1991

Led over 20 town planning charrettes including the following built projects:

- Kentlands, Gaithersburg, MD
- Mashpee Commons, Cape Cod
- DOWNCITY Master Plan, Providence
- Tannin, Orange Beach, Alabama

PUBLICATIONS

- *The Charrette Handbook, second edition*. The American Planning Association, 2014
- *Charter of the New Urbanism, second edition*, Contributing author, McGraw-Hill 2013
- *Sustainable Urbanism, Douglas Farr*, John Wiley & Sons, contributing author, 2007
- *APA Planning and Urban Design Standards*, chapter author, John Wiley & Sons 2005

- "*Charrettes 101: Dynamic Planning for Community Change*" Building Blocks Vol. 4 No. 1, Fannie Mae Foundation 2003,
- *New Urbanism: Comprehensive Report & Best Practices Guide*, Contributing author, New Urban News, 2003
- *Towns & Town Making Principles*, Editor and Contributing author, Rizzoli / Harvard University 1991