

CNU

Building Places
People Love.



Congress for the New Urbanism

Annual Report 2018

Building
Places
People
Love

CNU

2018 was a groundbreaking year for CNU.

From hosting our highest ever attended annual Congress in Savannah to the publication of a book celebrating 25 years of the movement's best ideas, CNU continued to provide inspiration and leadership in the national conversation about where—and how—cities and towns get designed and built in the 21st century.

With this annual report, we highlight some of our most significant accomplishments of the past year and celebrate all of the innovators, advocates, and supporters who have made this year a success.

Everyday, we are inspired by the vision of a future where more people have the ability to live, work, and play where they choose. We are thankful for the opportunity to work towards making this vision a reality and look forward to another year of leadership and inspiration in 2019.

Michaele Pride, Chair

Lynn Richards, President and CEO





Working session at CNU 26.Savannah.



Envision Broadway Demonstration Project in Nashville, Tennessee.



Argyle Shared Street in Chicago, Illinois won a 2018 Charter Award.

Empowering Cities & Towns

CNU's core programs grew substantially in 2018, including our capacity to bring the expertise of our membership and staff directly to practitioners through increased training and technical assistance.

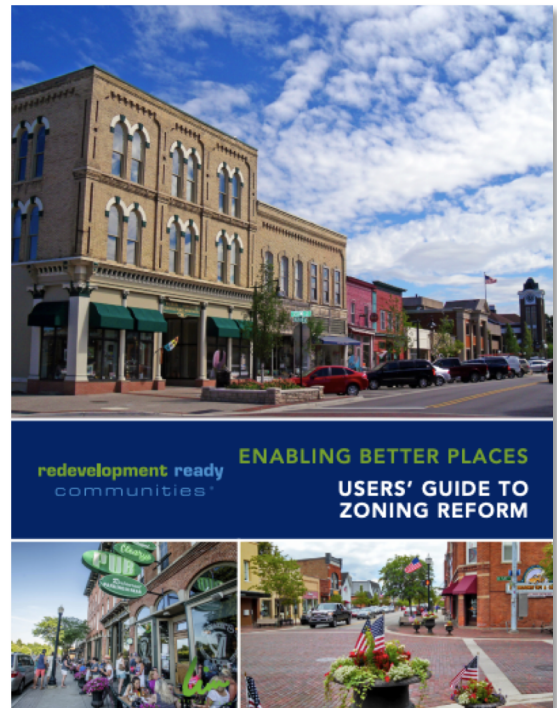
At CNU 26 Savannah, we executed our first-ever **Form-Based Codes Bootcamp** to walk attendees through the structure of developing form-based codes for their unique urban or suburban context, as well as providing best practices for getting form-based codes adopted, and critical skills to assess the impacts of new codes on development patterns.

This work was a major milestone in the evolution of the **Project for Code Reform**, a groundbreaking program to help communities develop common-sense, incremental code changes to encourage better design and development. In partnership with the Michigan Municipal League and with support from the Michigan Economic Development Corporation, *Enabling Better Places: A User's Guide to Code Reform* was released in September. This guide, developed specifically for the Michigan urban context, walks advocates and policy makers through the code reform process in three types of districts: Main Streets, Downtowns, and Adjacent Neighborhoods.

In the future, CNU will expand this work to more contexts, including suburban and rural, and additional states with the ultimate goal of developing a comprehensive database to encourage incremental code reform in cities across the country.

Through this process, CNU identified a market among local government officials for increased education and training opportunities, many of which we will pursue in 2019.

In Savannah, we executed three successful **Legacy Projects**, continuing this effective program that has been organized in conjunction with our annual Congress since 2014. Teams from nationally recognized firms tackled three very different design and policy projects in Savannah and nearby Brunswick, Georgia.



CNU 26. Savannah Legacy Projects:

- Savannah's East Side Redevelopment Plan | Thadani Architects + Urbanists
- Savannah Southwest Retrofit | David M. Schwarz Architects
- Norwich Corridor Revitalization | Kronberg Wall Architecture



The Brunswick, GA Legacy Project.

Since 2014, our Legacy Projects have brought real change to the cities that host our annual Congress. With an implementation rate over 90%, these projects allow CNU to bring the expertise of its membership directly to communities for whom this level of design experience is often out of reach. With a significant focus on community engagement, this program has repeatedly renewed and supported participation in the planning process for neighborhood and community groups.

Expanding and strengthening the practice of New Urbanism is at the heart of everything our organization does, including the administration of **CNU-Accreditation (CNU-A)**. In partnership with the University of Miami, we administered three exams during 2018, bringing the total number of accredited professionals to nearly 1,000. Additionally, we provided continuing education opportunities at our annual Congress and Transportation Summit .



Changing Policies & Standards

As the national organization advocating for better urbanism in cities and towns, CNU has grown multiple programs to address the local, state, and national policies that hinder this development.

The Project for Transportation Reform has allowed CNU to push the envelope on a number of transportation and planning issues that impact cities across the country. Most notably, the **Highways to Boulevards Initiative** has become the only place where advocates for local highway removal campaigns can find case studies, research, and information to support and amplify their work. To date, more than 20 North American cities have removed or mitigated their highways, with 16 of these meeting CNU's criteria for substantial transformation that reknit communities and make way for more human-scaled development.

Ten different highway removal campaigns were represented at our **2018 Transportation Summit**, hosted in New Orleans September 16-17. Focused on the revitalization of urban neighborhoods disrupted by limited-access highways, the summit brought together local campaigns aimed at transforming these disruptive arteries into surface boulevards and a number of national experts engaged in current teardown projects. CNU explored additional partnerships in transportation, including planning for a Highways to Boulevards position paper and campaign materials in conjunction with the *Reconnect Austin* campaign.

Work continued towards a more robust **Suburban Retrofit** program, including a prominent session on reinventing the suburbs at CNU 26.Savannah, ongoing thought leadership through our *Build a Better Burb* website, and a partnership with the Boston Metropolitan Area Planning Council to write *Reclaiming the Strip Mall: A common suburban form transformed*.

Leading a Movement

Our members are the heart of CNU. They are our thought leaders, designers, planners, advocates, and builders. Our biggest successes and innovations—around neighborhood design, housing, equity, transportation, health, sustainability, finance, and countless other issues—have all sprung from the passion and hard work of our members.

This year, we continued to provide new ways for our **membership of over 2,500 practitioners** to more deeply engage with each other and with cutting edge issues through investment in new technology, communications outlets, and innovative campaigns. Together, our staff and membership improved outreach outside the movement, including over **8 million engagements across all social media**, and dozens of articles placed in national media outlets that highlight the work of the organization and its members.



Iberville Offsites, a scattered-site affordable housing project in New Orleans.

Our **website had over 1 million readers** and **Public Square: A CNU Journal** averaged over 30,000 pageviews per month this year—with over 200 posts by staff and nearly 100 others by guest authors. Concepts such as ‘gentle density’, a next great urban reset, and trailers as affordable tiny homes were just some of the top read articles of the year.

CNU also launched a new Project Database to highlight New Urbanist projects across the country and began a webinar series for members and the general public to become more informed about foundational as well as innovative work within the movement.

As we marked 25 years as a movement in 2017, we looked to identify the most pressing issues of the next 25 years by launching NUFuture, a ground-up strategic planning process for CNU and its membership to determine what our movement will look like in the coming decades. We engaged over 150,000 people on social media and held numerous round table discussions with key leaders. We discussed the future of the movement with *NextGen* representatives, the CNU Board and Founders, Chapters, and the *Allies Council*, an intergenerational and diverse group of New Urbanist voices. In 2019, CNU will continue to explore and hone this list of ideas to align our programmatic work with this vision for fully realizing the promise of the Charter.

This year’s Charter Awards recognized excellence in New Urbanist projects, providing a platform for displaying how the Charter is realized on the ground. We celebrated comprehensive plans, affordable housing, and tactical interventions that continue to push the envelope of design in the movement.

In September, CNU’s board came together to adopt an **Inclusion Statement** reflecting the organization’s renewed and expanded commitment to equity and inclusion. As stated in the Charter, the work of New Urbanism can and should create more inclusive and equitable communities, an effort we committed to in 2019 and as demonstrated through the **Historic Westside Atlanta Symposium** (page 10) organized by CNU in Spring 2018.

Looking internationally, CNU was selected as an official Urban Design Provider by the Chinese government, allowing for Chinese cities to request CNU training and design assistance. This opportunity to impact the built environment in one of the fastest developing countries in the world was made possible by the Energy Foundation and Calthorpe Associates.



The 2018 Place Summit in Cincinnati, OH.

2018 Stories of Impact:

- Historic Westside Atlanta Symposium
- *25 Great Ideas*
- Savannah Legacy Project: Norwich Corridor



Tour of Historic Westside Atlanta.

Historic Westside Atlanta Symposium

In an effort to integrate conversations around equity and inclusion into the core of our programming, CNU partnered with the Westside Future Fund in the spring of 2018 to deliver the **Historic Westside Atlanta Symposium** – the first of what we hope is a number of workshops that directly address issues that are felt acutely in cities across the country.

Held on the historic campus of Spelman College, the symposium brought together local leaders and advocates with national experts to discuss innovative housing solutions and community-generated approaches to revitalization that celebrate and encourage local talent. **In this way, the change is neighborhood inspired and driven, anchored in community needs and vision.**

In partnership with Westside Future Fund, the symposium:

- Created momentum in the Westside community between residents and local civic organizations around implementation and small-scale change.
- Encouraged stronger relationships and built trust between the community and outside organizations.
- Provided a platform for learning and open dialogue around innovative housing solutions, green building and green infrastructure, and equitable development
- Demonstrated, through tactical urbanism interventions and case examples, exactly how Westside Atlanta can both honor its past and move into a more equitable future.

The Storefront Theater in Lyons, Nebraska won a 2017 Charter Award for innovative activation of space.



25 Great Ideas

The culmination of over two decades of New Urbanist work, a new publication by CNU's Rob Steuteville highlights 25 ideas born from the movement which make for better cities and a stronger public realm.

25 Great Ideas is a 204-page volume, distilling 25 years of thought leadership and innovation within the New Urbanism movement. The publication is free and available for download, making it an ideal resource for education and discussion. Each idea has a dedicated chapter, which is annotated and supplemented by the best additional resources that we could find to add depth of understanding. Experts were interviewed to get to the bottom of how each idea has impacted communities and lives.

Additionally, a timeline provides a history of the New Urbanism, seen through the lens of the each idea. The history of Great Ideas is, in many ways, the history of New Urbanism.



Public open house on the Norwich Corridor.

Legacy Projects: Norwich Corridor

Each year, in conjunction with its annual Congress, CNU invites municipalities and neighborhood organizations within the Congress's host region to apply for pro-bono technical assistance from leading urban design firms. At CNU 26.Savannah, we executed three Legacy Projects. One project of particular note was for the city of Brunswick, GA, focused on a plan for the environmental and economic sustainability of its Norwich Street Corridor.

The resultant report, *Norwich Corridor: Creating New Opportunities in a Coastal Georgia Town*, brought a unique combination of community engagement and resource awareness to the plan for the revitalization of 21 commercial blocks.

Led by Kronberg Wall Architecture in partnership with the Georgia Conservancy and the City of Brunswick, in less than a year the following has been completed:

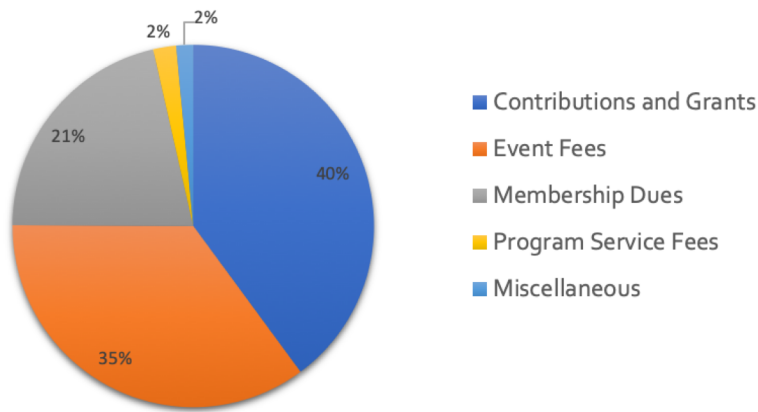
- "Rethink Norwich", a community work day, brought residents together with practitioners to implement one block of the pedestrian and bike improvements recommended by the team.
- This block now boasts a permanent bike lane, which replaced existing parking, and new pedestrian crossings at each end, including neighborhood identifier signage to strengthen the corridor's brand.
- The community work day included temporary sidewalk painting to bring attention to the corridor improvements, which led the city to invest in permanent benches, trashcans, and planters along the block.
- Local partners such as the Georgia Conservancy are supporting the city in applying for multiple national grants, including an EPA Brownfields grant, that will bring additional investment to the larger Norwich Corridor area.

Financial Summary

The consolidated operating revenue for CNU in 2018 totaled just under \$1.5M, showing strong growth, consistent with recent years, in large part because of expanded membership engagement efforts, a well-attended Congress, and new philanthropic support. As indicated in the charts below, CNU has achieved significant programmatic efficiency.

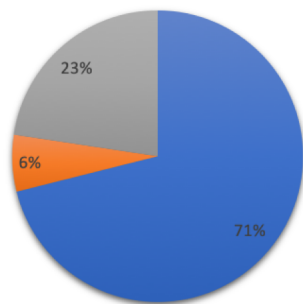
Information will be audited in early 2019. Full audited financials are available upon request.

Source of Funds



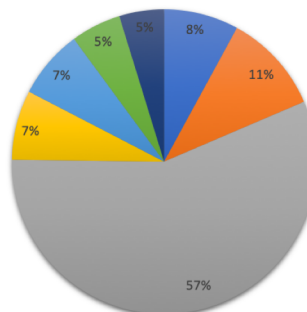
Use of Funds

■ Program Services ■ Fundraising ■ Management & General



Program-Specific Spending

■ Training & Technical Assistance
 ■ Membership & Engagement
 ■ Annual Congress
 ■ Project for Code Reform
 ■ Transportation
 ■ Other Initiatives
 ■ Charter Awards



Supporters

The work of CNU is not possible without the contributions of our thousands of members and supporters. We credit our success and growth in large part to their generosity.

- Chick-fil-A Foundation
- The Richard H. Driehaus Foundation
- Norton Commons
- Engel & Volkers
- National Town Builders Association
- DPZ Co-Design LLC
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- Dismas Charities Inc.
- Christine Franck
- Norman Garrick
- Robert Sharp Architect
- Starr Sanford Design Associates
- Gary Justiss Architect
- Gate Pratt Engineers & Superstructures Architects
- Craft Design Studio PLLC

Looking to 2019

In the next year, CNU will continue to work towards fully realizing the promise of the Charter—something we carry with us in our work every day.

We will be exploring the most pressing issues of the 21st century, from climate change and housing shortages to the challenges posed by autonomous vehicles. We will continue to expand opportunities to educate and train the more than 42,000 units of local government who can directly influence the kind of development realized in cities and towns across the country. We will bring national attention to highway removal campaigns with our biannual *Freeways Without Futures* report. We will also contribute to the national conversation on equitable development with the release of *Building Local Strength: Emerging Strategies for Inclusive Development*.

Lastly, we will continue to support our membership and bring their innovations to the forefront of the movement. At CNU 27.Louisville, we will celebrate all of these accomplishments—and much more. We hope you will join us.



Temporary bike lanes demonstrate the power of tactical urbanism.

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