

# Peter Katz

Author and consultant Peter Katz is regarded as a key spokesperson for the New Urbanism, a movement that *The New York Times* called "the most important phenomenon to emerge in American architecture in the post-Cold War era."

Mr. Katz played a significant role in shaping the movement as founding Executive Director of the Congress for New Urbanism. He also wrote *The New Urbanism: Toward an Architecture of Community* (McGraw-Hill, 1994). In 1991 Mr. Katz initiated and co-edited *The Ahwahnee Principles*, a comprehensive statement of sustainable community-building practices that has since been adopted by over 120 cities and counties in the western United States.

Mr. Katz is a professor-in-practice at Virginia Polytechnic Institute's Northern Virginia Center. He provides consulting services in the areas of strategic marketing and community development from offices in Alexandria, Virginia. He is an associate member of The CitiStates Group, a national network of speakers under the leadership of syndicated columnist Neal Peirce. Mr. Katz is also the founding president of the Form-Based Codes Institute, a national alliance aimed at advancing a new approach to development regulation. For several years, he has been a survey participant for *Emerging Trends in Real Estate*, a respected industry forecast co-produced by the Urban Land Institute and PricewaterhouseCoopers.

Writings by Mr. Katz have appeared in a diverse range of publications. His essays and articles have been featured in magazines such as *Utne Reader*, *Architecture*, *Architectural Record*, *Landscape Architecture* and *Metropolitan Home* and journals such as *The Responsive Community* and the Urban Land Institute's forecast *ULI on the Future*. An essay by Mr. Katz was published in *The Essential Communitarian Reader* among contributions by Senator Bill Bradley, sociologist Robert Bellah and others. He wrote the entry on New Urbanism for *The Encyclopedia of Housing*.

Peter Katz has advised various government agencies, associations, and organizations including the U.S. Department of Housing and Urban Development, the Province of Ontario (Canada), The Community Builders (Cincinnati and Louisville), Contra Costa County (California) and Chicago's Regional Transportation Authority. He has addressed a range of university audiences, professional societies, and citizen groups, both nationally and internationally.

Before his involvement with New Urbanism, Mr. Katz was a principal of Stratagem Consultants, a San Francisco-based real estate marketing consultancy. In that role he directed projects for clients such as the Port of Oakland, Alandre Homes and the InterPacific Group. Mr. Katz was founding partner of New York-based Whitehouse & Katz, a marketing and graphic design firm where he directed numerous signage, exhibit, and publication programs for clients such as Columbia University, IBM Corporation, The Prudential Realty Group, and Lincoln Center for the Performing Arts.

Mr. Katz studied architecture and graphic design at The Cooper Union for the Advancement of Science and Art in New York. He received a Bachelor of Fine Arts degree and the Royal Society of Arts (London) Honor Award upon graduation in 1976.