

# THE CLASSIC PLANNING STUDIO

GLOBAL EXPERIENCE | LOCAL EXPERTISE | CORPORATE AND INSTITUTIONAL CONSULTING



**AUTHENTICITY | CREATIVITY | COMMUNITY**

A DIVISION OF THE CLASSIC PLANNING INSTITUTE

WASHINGTON DC    PORTLAND, ME    NEW YORK    LONDON    PARIS

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# Keys to Urban Futures

## *A Studio for the 2020s and Beyond*

As the whole world is looking for new directions in almost everything, we remember that people have been building cities for 5,000 years.

We know how to make urban fabric nurturing, sustainable, and neurologically fit for humans. And we are waking up to the fact that we haven't been applying that knowledge in the last 100 years.

It is impossible to be in the planning field and not be aware of how far we already are in the future. Humanity is already fending off multiple worldwide challenges and the value of holistic approaches to engineering, planning, infrastructure, and urban design has never been more evident.

Given these challenges, businesses, government agencies, and local entities will need more than "just to

survive," for their communities to thrive.

What characterizes the Classic Planning Studio (CPS) is a unique holistic, corporate, and professional approach that transcends current urban design and planning practice. It calls to return to the authenticity, community aspiration, and long-term durability that human settlement requires by nature.

While the CPS delivery method leverages the broader aspects and qualities of our organization to create team synergies, the CPS value propositions include its team's exceptionally broad knowledge-bases and large-project experience; the CPS's boutique firm agility, corporate culture, and access to a global pool of associates.

## KEY IDEAS

**Authenticity** - dynamic individual well-being

**Consensus** - dynamic stakeholder balance

**The Long View** - durable fabric and community

## DELIVERY

**Corporate** Consulting

**Supported** by Classic Planning Institute

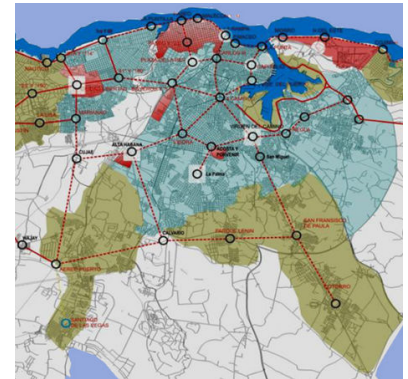
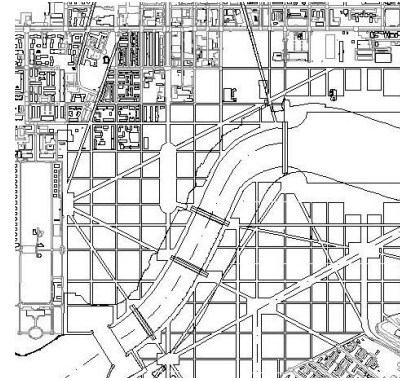
**Investment** in training, research, and professional network

## TEAM

**Global** Experience

**Local** Expertise

**Corporate** Culture



## Multidisciplinary Knowledgebases

Classic Planning™ integrates sustainability goals, durable urban and building design, and consensual community process in a unique, modern, innovative urban and rural planning method, focusing on the clients' best long-term asset allocation.

The Classic Planning Studio (CPS) is a one-stop shop for urban and building design that is intended to fit naturally in its context and provide the best measure of urban experience for human well-being and performance.

Ultimately, our goal is to best support your business. If the CPS is going to partner with you, we need to put you in a position to \*win everything\*. Above all, we have to be responsive, putting ourselves in your shoes and asking, "How can we help make your team strong?" "How can we help meet and exceed the scoring criteria of a project?"

Aside from our unique services and intellectual property, we have the proposal writing, interviewing, project liaison, and presentation skills central to helping your team reach its goals.

We feel that our combined chemistry may lead to more synergies for both organizations than anticipated. To best serve clients and their projects, the Classic Planning Studio is based on the classical method.

Partly documented in *The Art of Classic Planning* (Buras, Harvard University Press, 2020), the method distills the neurobiological, perceptual, mathematical, phenomenological, and experiential aspects underpinning successful urbanism.

Since launching the Studio, its design and planning has attracted much social media, including 200K views on Instagram and X.

### Knowledgebases that the CPS Features:

- I. **Classic Planning**
- II. **Traditional Architecture and Building Arts**
- III. **Urban Diagnostics & Biometrics**
- IV. **Holistic Analysis of Town and Country**
- V. **Eye-Tracking and Neuro-Aesthetics**
- VI. **Classic Traffic Design—Intuitive Driving**
- VII. **Traditional Urban Waterfronts**
- VIII. **Modern Transport and Aviation**
- IX. **Resilient Infrastructure**
- X. **Climate and Seismic Resilience**
- XI. **Urban Holism and Homeostasis**
- XII. **Integrated Countryside Stewardship, Sustainable Landscapes, and Urban Agriculture**
- XIII. **Civics, Zoning, and Codes**
- XIV. **100-Year Plans**

The CPS method ties these concepts to long-term sustainability, and measurable individual and community well-being; to urban homeostasis, and to the relationship of town and countryside.

The book's sections on long-term consensual planning, urban codes, and public works offer the empirical bases for the services defined here.

## Authenticity is Holistic

Nearly everything we treasure in the world's most beautiful cities—exquisite architecture, walkable neighbourhoods, human scale, and successful city planning—was built over a century ago. The solutions being offered today—sustainability, walkability, smart and green technologies—hint at how much has been lost.

Unlike contemporary planning, Classic Planning™ recognizes that there are no shortcuts. While we insist that good urbanism requires good architecture, everyone knows that classical and traditional buildings still make the best streets and places.

Inspired by venerable Kyoto, Vienna, and Venice, Classic Planning™ applies the enduring principles of L'Enfant, Haussmann, and Burnham; Vitruvius, da Vinci, and Adam.

Uniquely, this multidisciplinary approach of Classic Planning™ is genuinely holistic. It easily integrates sound ecological and engineering principles with technological innovation and digital neuroscience.

Classic Planning™ holds that, as backdrops for human activity, cities must be designed to fit human biometrics. Classic Planning Institute research explains why it is that the most beautiful places have survived as long as they have.

Indeed, Neuro-aesthetic fit of urbanism measurably reduces stress, increases human well-being, and enhances individual and project performance.



# Projects

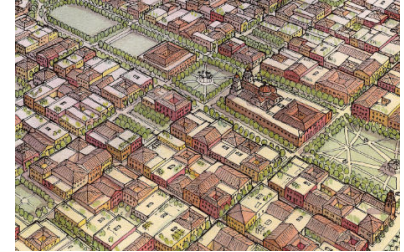


## Anacostia River, DC

L'Enfant's 1793 Plan provides the "DNA" of the City. The Beaux-Arts 1902 McMillan plan created DC's architectural richness.

## Baja Pacifico, Mexico

Predicated on the Law of the Indies, this classic plan includes all the attributes of authentic Hispanic waterfront urbanism

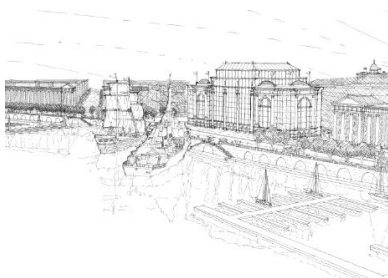


## Poplar Point Marina, DC

The marina is located at the end of an urban axis aligned on the clock tower. Project includes 120 slips and retail and commercial spaces

## Commercial Street, Portland, Maine

The wharf-side buildings of mile-long Commercial Street in Portland, Maine, are the edge of an authentic working waterfront.



## Southwest Waterfront, DC

A key urban anchor in the development of the Southwest Waterfront, the proposed development is predicated on extending the L'Enfant Plan.

## The Portland Company, Portland, Maine

Originally a cast-iron foundry, the development of the Portland Company site integrates a vital, accessible, mixed-use waterfront hub



## Small Town Elements



**Small Town Commons, Indiana**



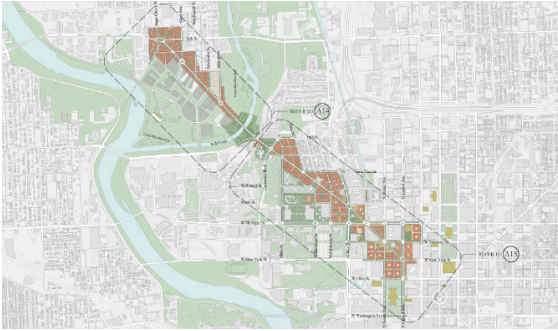
**Main Street Parking Garage**



Project details withheld by client.

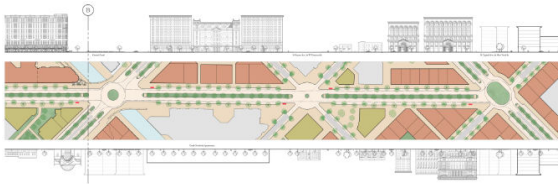
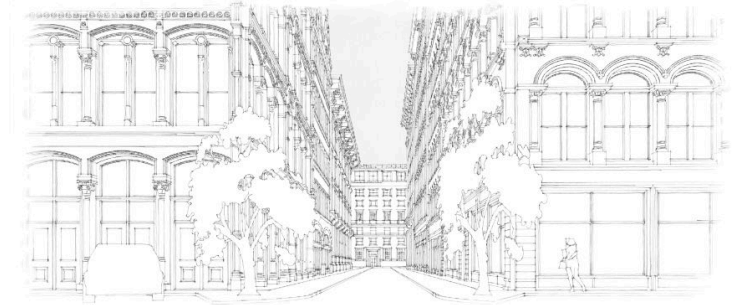


## Large City Fabric



### The Rythm of the Avenue

2 miles of central urban fabric along a mayor artery in a Midwestern city.



## Large City Fabric

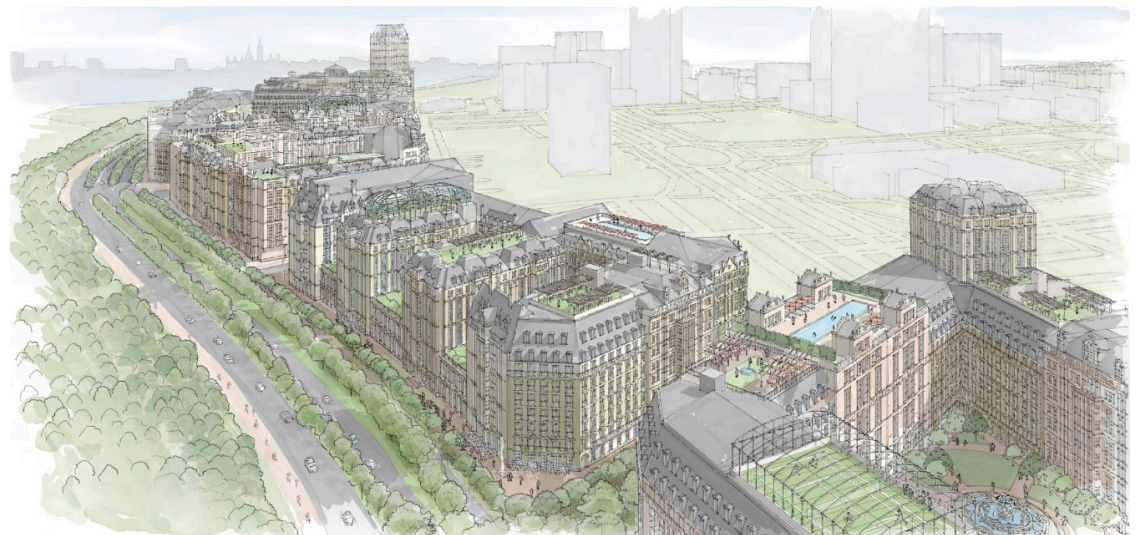


### Keystone Urban Development

3,000+ residential units with full amenities, grace a river front neighborhood in South-East Canada.



Project details withheld by client.



## A Consensus-Oriented Approach Drawing on the Wisdom of the Crowd

### The CPS Believes in People

Obviously, contemporary design and construction, so long predicated on obsolescence, may not provide adequate solutions for today's problems.

Clearly, buildings and fabric are much more than financial instruments. Thus, "Problem-solving" developments, may create not only programmatic and locational challenges, but also potentially faulty fabric.

Pandemic and climate change resilience strategies may become part of a "new normal." But regardless of local particulars, it is clear that community engagement and preparedness will help cities adapt.

To engage with a highly uncertain future that may stretch multi-generationally, cities may need to look beyond immediate planning horizons, fiscal cycles, and electoral terms.

Facilitating local ownership of adaptation responses and developing collective forms of action can ensure fairness across space, and over time. It can be expanded with equitable instruments for urban adaptation to yield socially sustainable results.

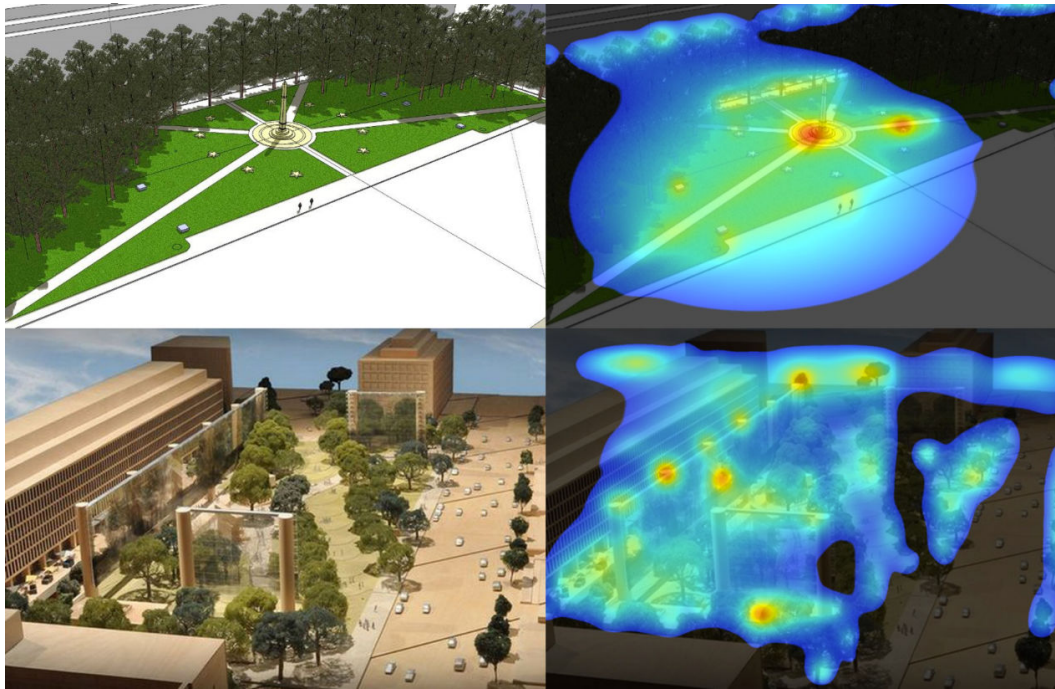
The CPS consensus methodology addresses and focuses on urban resilience and fair real estate practice.





## Facilitated Consensus

- **Uniqueness** - The Classic Planning™ process addresses the uniqueness of each location and its community(s)
- **Prosumers** - Charrette participants are simultaneous producers and consumers—“prosumers”
- **Open-source** - The CPS “open-source” approach exploits and builds on the community voice
- **Wisdom of the crowd** - Drawing on the wisdom of the crowd, the method embeds the community’s cultural heritage(s) and aspiration(s)
- **Community’s “drawing hand”** - With its broad knowledge of precedents and architectural literacy, the CPS team serves as the community’s “drawing hand”
- **Social capital** - The transformative power of the consensus process fosters coherence and multiplies social capital
- **The skilled facilitator** - The skilled facilitator, framing the emerging consensus of the group, is the planner’s peer in the curated meta-design process.



Being holistic, the neuro-biological measure of the aesthetic experience also provides a measure of the durability and adaptive reusability of built form and buildings. The CPS provides Urban Diagnoses and Project Evaluations according to two biometric methods, one digital, the other organic.

*Eye tracking “hotspots” (top right) of a Classic Planning™ design (top) show how it is not only monumentally less expensive for the taxpayer, but that it is far more coherent to the human brain than the existing design (bottom). Eisenhower Memorial in Washington DC. Analyzed using 3M™ Visual Attention Software (VAS).*

## Eye Tracking

The promising eye-tracking technology of the new hybrid field of Neuro-Architecture offers approaches for measuring inhabitants’ visual urban experiences in evaluating the effectiveness of the applied design principles.

It has been found that classic design principles for creating human scale streetscapes (horizontal-vertical rhythms and variety; active ground floor; and tactile materials) play a significant role in people’s comprehension and evaluation of built fabric—and that it underpins their measurable well-being.

## Neuro-Aesthetic Scale

Based on research being carried out at the Classic Planning Institute, the CPS applies a scientifically validated holistic evaluation of the built environment.

At the intersection of eye-tracking, fractal mathematics, and Neuro-aesthetics, the individual aesthetic experience serves as a prime driver of such evaluation.

With holism, the principle which endows elements with specific structure, character and individuality, the aesthetic experiences they initiate can be measured.



## The Long View

### **As we all know, cities are multi-generational.**

But most current urban planning is short-term. As a result, the contemporary planning process zigzags following political, environmental, and fiscal pressures reacting to emergencies rather than being prepared for them.

To pursue short term solutions to aggravating problems exacerbated by social-media-driven political stances is more costly for communities than planning for the long term.

In fact, “problem solving” is backwards-looking because it focuses on problems that were defined in the past.

### **So-called “problem solving” is like walking backwards into the future.**

Clearly, communities and their institutions must consider themselves as long-lived investors, and value wealth for its stream of consumption over a long urban horizon.

Since long-term utility implies the commodious fit of function, adaptive re-use, and regional appropriateness, it is common to see old buildings recycled into new uses. Well built, the luxurious spaces of Warren and Wetmore’s classical Grand Central Terminal, “New York’s Lobby,” continues to host half a million people per day.

In adopting the long view, a community remains independent not only of day-to-day stressors, but also of ephemeral political, financial, vested interests, and NIMBY and YIMBY pressures.

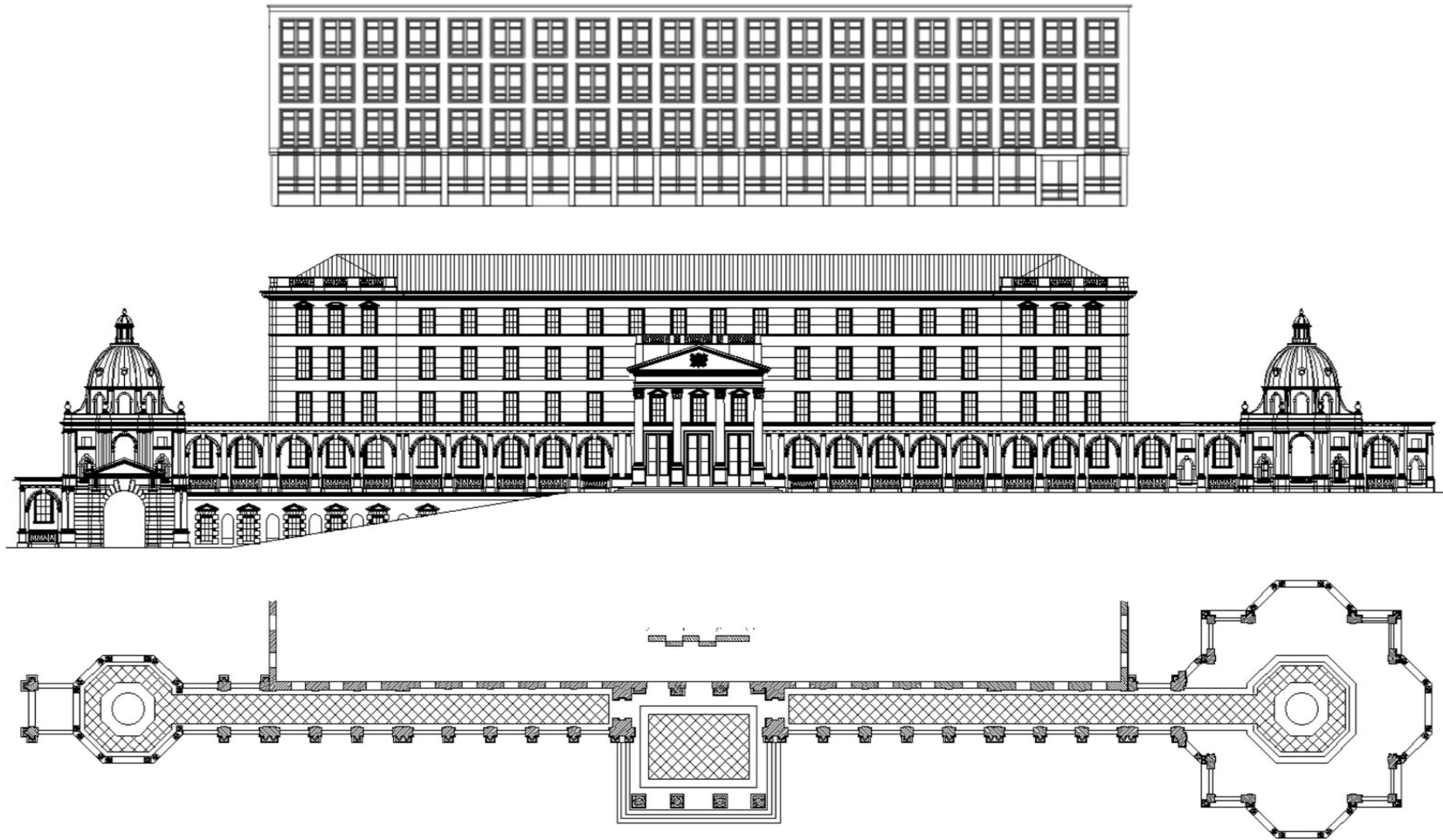
### **The CPS method reduces risk for communities.**

While the community leaders are guaranteed a legacy colored by their interests, synchronizing with the life cycle of community groups transforms the potentially long, slow, wearing down of the opposition into a fruitful community discussion.

### **CPS Methods are valuable for cities of all sizes.**

Portland, Maine, with a population of 65,800 and an annual budget of about \$200 Million pays its planning department \$2 Million per year, costing \$30 per resident.

New York City, with a population of 8,000,000, and an annual budget of over \$90 Billion, pays its planning department \$23 Million per year, that is \$3 per resident.



The current Embassy of Britain in the US is an embarrassing 1950s-style eggcrate. Refacing it with a 12" thick Stone façade assembly and putting a real roof on it elevates the building to better reflect British culture and world presence. At a cost comparable to a conventional steel-and-glass façade, and without disrupting the building's internal operation, the Georgian windows and ornamentation increase the building's security by 85 percent.

**Proposed Client:** British Foreign Office

**Location:** Washington, DC

**Building Type:** Façade Remodel

**Est. Construction Cost:** \$10.25 M

## The CPS Long Range Planning Method has three Phases

- 1. 100-Years Framework (Armature) Plans** – reduces immediate planning risk. Estimated duration 1 year; \$1-\$10+ million per project, \$0.5-\$10 per community resident
- 2. Community Consensus Workshops** – labor intensive, but loving, community data collection. Duration 2-10 years, \$1-\$10 million annually
- 3. Establishing and maintaining** – 100-year plan offices in cities. Projected fees \$10-\$300 million over 10-100 years duration.

## Urban Armature Plans™: Organic Frameworks



*The simplest way to convey the idea of a holistic framework is with a soccer ball. The ball is a holistic body and it is composed of two holistic elements, hexagons and pentagons (and stitches if you want to be exact). When you see their array laid flat you cannot imagine it makes a ball—but it does. Urban Armature Plans™—avenues, sea level, town and country, parks, and so on—each represent deep, complex systems unique to every city. GIS analysis and a small number of classic plan rules make it easy to wield them with accuracy into a useful framework plan.*



The example above illustrates the Holistic Urban Armatures process of Portland, Maine. Uniquely emerging from the “urban bones,” the team identified Portland’s Town and Country, The Avenues of Portland, A Hierarchy of Existing and Proposed Parks, and Five Responses to Expected Sea Level Rise. Once identified and then overlaid, the Armatures composed together a broad-brush, long-term urban framework plan. Being holistic, the method efficiently processed vast amounts of GIS data into a simple, coherent product.

**The CPS Urban Armature Plan™** delivers a working model for urban development that guides placement of infrastructure and transportation, re-connects neighbourhoods, plans for sea level rise and waterfront development, and attracts investment and economic development in alignment with urban beauty, civic pride, and durability.

In the process are accomplished a plan for climate change resilience and sustainable development; and a holistic vision for a sustainable future centered on human and urban interaction with the environment. Together they:

- Redefine the fabric’s identity in consultation with the community
- Reinforce the fabric’s polycentric structure with abundant public space and beautiful buildings
- Upgrade infrastructure and transport
- Redefine the countryside with organic trails and urban agriculture
- Increase connectivity and reconnecting neighbourhoods equitably
- Honor both the culture of the city and its diverse residents

*Fun Fact...? New York’s, Boston’s, & Portland, Maine’s 1750 shorelines are more sustainable, than those of 1850, 1950, or 2050.*

## “Building it right” Reduces Climate Response Risks

Generally, capital investment for classic-plan-type development is lower than that for other approaches. The method contrasts sharply with the prospect of building and then replacing unsustainable freeways and skyscrapers, or fixing degraded 20th century infrastructure.

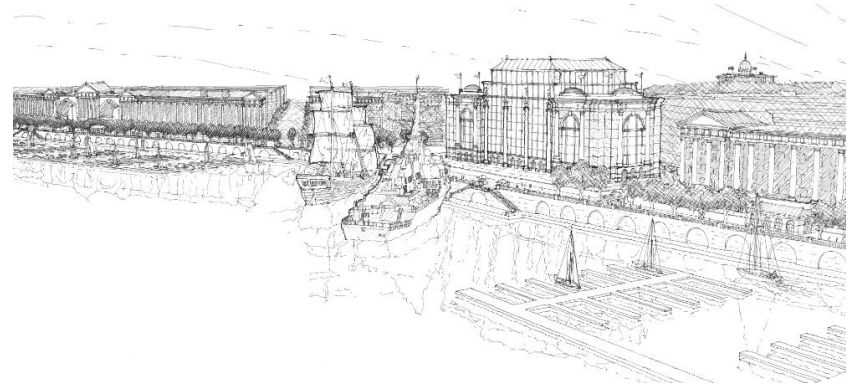
Following the KISS principle, the CPS insists that urban technology is selected primarily for appropriateness. We recognize that “building it right” is essential to urban memory and long-term adaptive re-use.

We recognize that, in the concern for “sustainability,” traditional architecture and urbanism are still the best technologies for settling the planet. Ecologically, aesthetically, and ethically a type of “skillful action,” using them we arrive economically at coherent structures and forms.

Given that beautiful cities withstand the tests of time, global warming, population explosion, and demands for security, building well is an obvious way to protect investment and reduce risk. The CPS therefore promotes “building right,” installing classic streets, using traditional architectures, and relying more on rail.

**We help communities with smaller budgets and shorter time spans to avoid choosing high-risk investments and ephemeral technologies. We help them seek strategies that can help avoid catastrophic outcomes.**

“Building it right” may be the minimally responsible long-term construction and infrastructure investment. “Building it right” may be a nearly exclusive way to attain genuine flexibility and adaptive re-use over the long term.

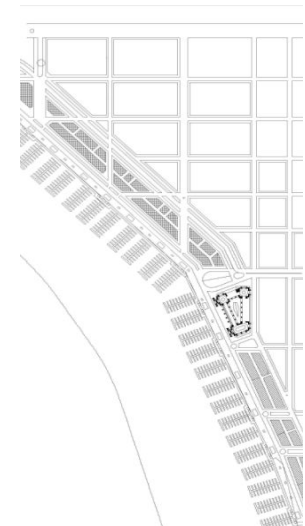


### Southwest Waterfront, Washington, DC

Client: National Maritime Heritage Foundation Plan  
Type: Urban Waterfront  
Building Area: 4.1 to 5.1 million SF  
Project Cost: \$ 1.25 B

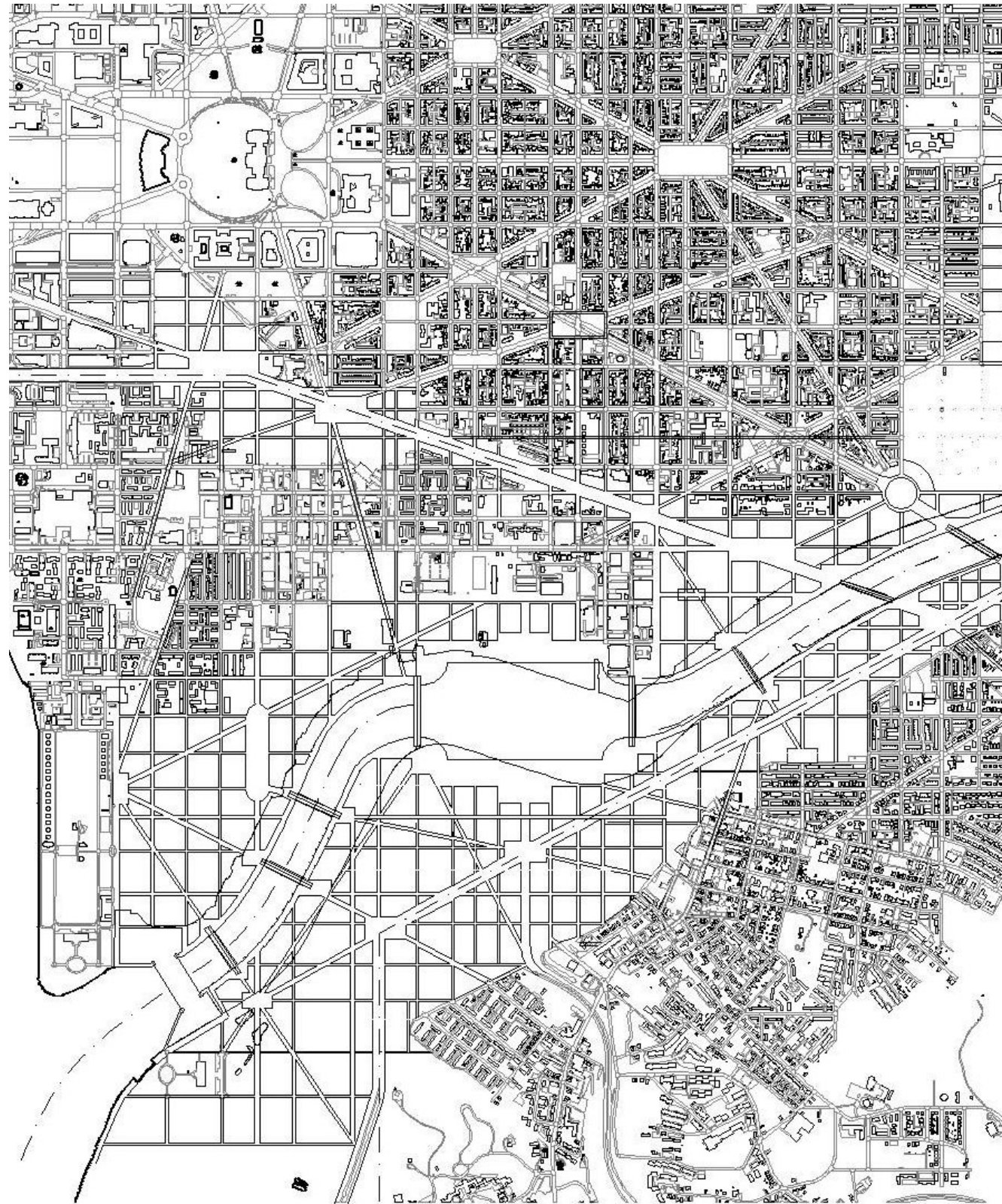
While leaving 1,040,500 SF (23.9 Acres) of open space, developable areas north and south of M Street SW, average six to eight stories above retail & food. 2 to 2.5 levels of below grade parking can house 9,800 to 12,300 cars. A key urban anchor is the proposed US Navy Museum at Maine Avenue and M Street SW.

The urban development provides a waterfront podium for the Capitol Dome on the Hill beyond, extending the L'Enfant Plan streets and adhering to the recommendations of the MacMillan Plan. Alternate streets meet in small Promenade piazzas. At M Street north of the Navy Museum a larger plaza opens adjacent to a dock for larger vessels.



## Classic Waterfront Development: *Paris on the Anacostia*

- The activity of a waterfront adds to any city, and helps convey its community's unique character. Today, waterfronts are of interest in mitigating the impacts of climate change.
- Applying well known, successful precedents, the Buras Anacostia River Plan calls for the full removal of the 295 and 395 freeways from the urban fabric and transforming them into monumentally beautiful boulevards.
- Mitigating the impacts of flooding and other hydrological challenges, the plan unites the Langston Golf Course, the National Arboretum, and the National Aquatic Garden into a contiguous riparian management system.
- The plan reconfigures the tidal mudflats in the area into the Kingman Island Nature Reserve and the whole resulting in a new inner-city park on the scale and the size of Rock Creek Park. Serving double duty, it supports all manner of flora and fauna in the urban context.
- Without displacing a single resident, the Anacostia River plan allows for the construction of thousands of new residences and offices, twenty new circles and squares, twenty-seven new quay sections with wide promenades, three marinas, and a number of "mini Rock Creek Parks" descending from the Anacostia bluffs.
- Rather than adding environmentally negative greenfield density elsewhere in the region, the plan absorbs hundreds of thousands of people in the heart of an existing city.





# New Levantine Architecture for Durability, Sustainability, and Community



Levantine Haussmannism. Haussmannian models from Paris, exported to Marseille, adapted to the Mediterranean climate, and reformulated in North Africa in places such as Downtown Algiers provide viable precedence for new high density Mediterranean and particularly Near-Eastern and Mid-Eastern applications.

Hebron Road, Jerusalem. A CPS proposal for high-density, mid-rise urban fabric, 2025. The Hebron Road, Jerusalem, proposal includes around 12,000 building units.



## Planning as Asset Allocation



### Classic Planning is a means of reducing risk

As cities morph in the relative value of their assets, demographics, and economies, they must dynamically balance community aspirations and needs with the vested interests, political seasons, and economic cycles.

Classic Planning™ strategically allocates long-term urban assets for the living and growing community.

The CPS helps urban stakeholders and developers shift their focus from thinking of buildings and infrastructure as financial instruments to thinking of them as community supports with significant implications for health, performance, and well-being.

**Rightly defined, the art of planning determines  
"where to put the bricks and the sticks."**

The CPS divides capital assets into three main classes:

- **Infrastructure investments** in roads, railways, airports and ports; utilities, energy, telecommunications; and water and waste processing.
- **Genius loci investments** enhancing "place" in both natural and built environments.
- **Urban design investments** in public and private building projects.

The CPS helps balance more risky immediate return with the stability of long-horizon investments. We help communities turn away from high-risk choices to reflect their aspirations by way of future capital requirements and projected economic growth.

**The CPS helps them avoid being left with the bill at the end of the useful life of high-rises, freeways, and transport technologies.**



## Value Proposition

- **Boutique Firm Agility**
- **Corporate Culture**
- **Access to a Global Pool of Associates**
- **Large Project experience.**

While contemporary planning and architecture are viewed by most investors as an unavoidable expense, paying for classic planning and traditional architecture is an investment in profitability. Design strategies that increase user satisfaction and improve individual and group effectiveness are not “cost extras” but outright investments in a community’s productivity.

Molded around human well-being, the CPS links urbanism, nature, and culture beyond mechanistic, functional, or computational problem solving. Even without knowing project particulars, we can still safely estimate that applying Classic Planning™ may improve project outcomes at least marginally. And since urban- and building-development projects are large-scale investments, that implies substantial profit to the investors.

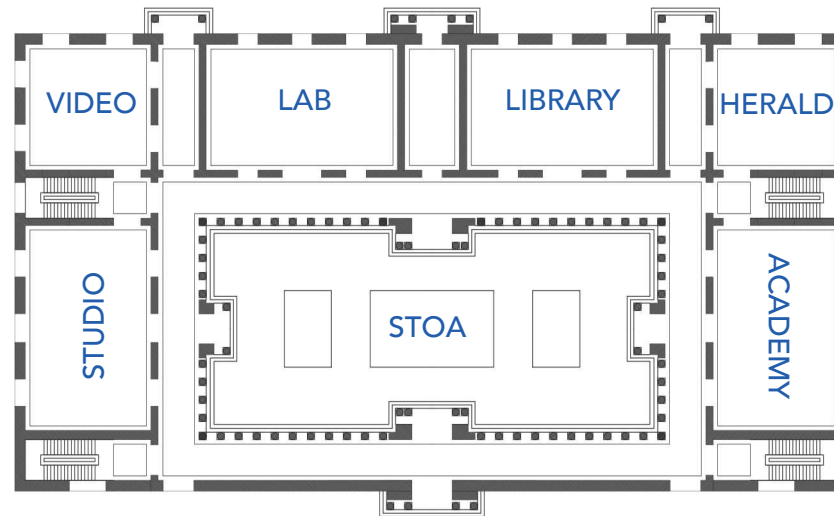
**Short term planning** comes from problem solving to mitigate the clients' fears. It is more expensive to the client because of the new problems expected with the "solution." Down the line, it makes for an iffy business proposition and can contribute to potential client disappointment.

**The Long View** comes from the clients’ aspirations. In the long run, it is less costly to the client. It reduces short, medium, and long-term risk to the client, be they a community or a developer.

Authenticity, neurobiological fit, and durability are what the CPS brings to your projects; innovation, cost-consciousness, and a focus on long-term positive performance gives the CPS an edge in delivering projects that delight clients, create tremendous value, and which leverage the team’s talents to reduce construction budgets. The CPS...

- **Global scope** – though tiny by comparison, our scope is global.
- **Broad Project Experience**
- **Engineer Friendly** – we enjoy working with engineers and consultants, because we understand them.
- **Enhanced “single source” shopping** – The CPS platform enhances the “single source” one stop shop approach with our platform and relationships
- **Major Project experience** – including transport, aviation, planning, infrastructure and building.
- **Focus on making every project profitable for our clients**

## THE CLASSIC PLANNING INSTITUTE



The Classic Planning Institute diagrammed as a building.

### A Uniquely Structured Organization

Our core staff has literally centuries of collective experience among them; and a financially stable entity to deliver it. Our main CPS goal is operational excellence and flawless execution. While ensuring security and safety in all that we do, the CPS operates ethically and with integrity. Transcending the industry is not a dream for us. It is our bread & butter.

Using integrated project management and technical knowledge resources which leverage the unique holistic Classic Planning™ method, the CPS's global network of urbanists, architects, designers, scientists, and management specialists support businesses, governments and organizations in all aspects concerning design of the built environment.

Uniquely, the CPS profit is reinvested internally in nurturing our team, training them, conducting advanced R&D, and sharing our findings with our clients, the scientific community and the and professional public.

- The Classic Planning Academy provides ongoing training continuing education, and masterclasses
- The CPI community engagement helps to attract and maintain our far reaching and broad network of associate expert sub-consultants that we can draw on.
- The CPI "Fractal Round Table" engages in advanced Design and Neuro-aesthetic research.

The Classic Planning™ method enables the CPS to competitively deliver other-wise costly multidisciplinary professional expertise.

## The CPS and its Teams

### Socially Responsible Investment

- A clear understanding of our client's goals, needs, expectations, and preferences at the beginning of a project process provides the framework for selecting and developing our planning and design staff. It helps to simplify for clients the often confusing and daunting world of planning and urbanism.
- The CPS specializes in coordinating engineers, scientists, GIS and CAD staff, planners, regulatory specialists, publications specialists, community relations and social media staff to supply clients with superior technical skills and detailed knowledge of the current technologies and regulatory environments.
- Our team possesses the unrivaled ability to strategically plan, develop, and design projects that implement high performance urban solutions to meet our clients' goals and enhance their town and country with improved functionality and performance.
- From market analysis, to siting and permitting, through final project development and execution, we design and develop projects that enhance infrastructure, reduce energy consumption, increase on-site benefits, and produce traditional and renewable fabric.
- Our business structure, team-based approach, and pricing transparency helps us remain cost-competitive in the industry, while delivering enhanced value to clients.
- Vendor and style neutral, we do not impose on our sub-consultants or client any stylistic or technological limitations that don't emerge from the project itself.

### Value as Consultants

Designers and planners are typically aware that the production and engineering of A/E services are far more profitable than design and planning. The Classic Planning™ method is different. The CPS proposes a new paradigm in urban consulting.

Rather than an undesired professional "loss leader," payment to the CPS is an investment in the client's fiscal well being. Moreover, the CPS approach never places planners and architects at odds with the engineers or in antagonistic relations with agency personnel. We never have to tell a client "you can't have this," or that "it's not of our time."

Much like engineers, the CPS team just wants to submit something we can build and be proud of. Working hand in hand with engineers and consultants, we involve them in all our work from Day 1, making sure that the whole team presents well. Ultimately, the CPS serves as the "community's drawing hand."

## Primary Service Areas

The CPS is a unique boutique-sized firm with high level of standards and a broader combined knowledge base in urban design and architecture than is easily found elsewhere.

1. **Hollistic Urban Diagnostics**
2. **Aspirational Community Engagement**
3. **Classic Planning™ and Urban Fabric Design**
4. **Development Consultation Services**
5. **Long-Term Planning**
6. **Specialty Design Consultation**
7. **Stakeholder Processes**
8. **Project Management**

New Traditional Architecture. 600 beds university building, Indianapolis, on the Canal Waterfront. New development within the heart of the city.





**Global Experience, Local Expertise**

The CPS is a cross-cultural, cross-ethnic, cross-national team resting on a common denominator of corporate culture. Our Partners and Associates have local experience and contacts in the Americas, Europe, the Middle East, and Asia.

Connecting global expertise with local perspective, the CPS administers the right knowhow, disciplines, and resources to deliver more than just solutions to problems. We work with communities aspirationally to integrate broad technical knowledge with local connections and market experience.

With deep classical know how and experience in large, complex projects, the CPS delivers specialized services across the entire project life cycle, short, medium, and long-term.

- **Bringing a Human Touch to Urban Countryside and Infrastructure**
- **Connecting people in reduced-stress environments**
- **Designing fabric where children can play safely**
- **Helping governments maintain long-term balance and agencies their effectiveness**

## Corporate Partner

Our clients both benefit from the acknowledged strengths of corporate-style management, the deep capacities of an experienced professional team, and the broad scope of creativity and innovation that our synergies naturally produce.

As an integrated global network of experts working with clients, communities, and colleagues, the CPS works across markets and geographies to solve our clients' most complex and demanding urban and regional challenges. Focusing on human well-being sustainability, and conservation, the CPS is an ideal corporate partner.

Led by recognized architect and urbanist Dr. Nir Buras, the Classic Planning Institute is a leading world expert. The team quickly analyzes key project issues, develops strategies to grow designs, and works well within stakeholder, institutional, industry, and town-and-country dynamics.

New Traditional Architecture. 600 beds university building, Indianapolis, on the Canal Waterfront. New development within the heart of the city.



## Meet the Studio Team



**Dr. Nir Buras**

### Principal

Nir Buras is an architect and planner based in Washington, DC, with over 50 years of specialized experience in large, complex, and sensitive projects, strategic planning, architecture and transportation design, as well as teaching and lecturing. Projects include East Side Access at Grand Central Terminal, New York; International Terminal D, Dallas-Fort-Worth; the Washington DC Dulles Metro line; work on the US Capitol and the Senate and House Office Buildings in Washington.

Buras, whose original degree was Architect and Town Planner, learned his first lesson in urbanism while planning in the Negev Desert in Israel – that modernist planning didn't work. Mid-career he had the opportunity to study "why things look the way they do." In the numerous projects he has engaged in since, Buras brings his first-hand expertise regarding how architecture impacts urban design. That drives his focus on design for the long term and his passion for reintroducing beauty in cities.



**PHILIP A. ESOCOFF, FAIA**

**Senior Architect**



Phil Esocoff is an architect with over 40 years of experience in Washington DC. His built projects have been recognized by over 60 design awards and have been published in national and international architecture journals. An expert in multifamily housing design, Mr. Esocoff has designed and overseen construction of over 4000 dwelling units in the District of Columbia. He has been a visiting professor at the University of Maryland and a guest jury critic at many architectural schools.

Mr. Esocoff received both his undergraduate and graduate degrees from the University of Pennsylvania, and is a member of the College of Fellows of the American Institute of Architects. Besides residential projects, Phil has designed educational and institutional projects for Georgetown Day School, GWU, The Carnegie Endowment for International Peace, The Brookings Institution, Virginia Tech, and The People's Republic of China.



**PABLO ÁLVAREZ FUNES**

**Vice Principal and Director of Education**



London-based architect, Prof. Pablo Álvarez Funes began his multinational career in Seville and Madrid where he developed his extraordinary knowledge of architectural precedent. His deep interests in traditional Spanish, Scottish, Mediterranean, and Islamic architecture and construction underpin his passion for designing and managing complex classical and traditional projects in Europe, North America, the Middle East, and Asia. It also bolsters his articles and lectures at the Classic Planning Academy, where he serves as its Director. Funes founded the Spanish Chapter of INTBAU in 2012, and he is currently engaged as a senior architect based in London.



## JULIO CESAR PEREZ HERNANDEZ

### Studio Lead



Associate Professor at the University of Notre Dame's School of Architecture, Julio Cesar Perez-Hernandez became a Loeb Fellow at Harvard University in 2001, and he has lectured and taught at prestigious institutions in the United States and internationally. The founding Principal and Creative Director of Caesar Studio | Architects & Planners, Julio has designed and built projects in the United States, Cuba, Spain, and Panama, some of them award-winning.

An accomplished leader, visionary, planner, and author, Julio has conducted the Havana International Charrettes since 2005, and conducted numerous professional study tours during the past 20 years. A world-class expert in Cuban architecture and urbanism, he drafted the comprehensive "Master Plan for 21st Century Havana", which is registered at the US Library of Congress. Julio is the President of both INTBAU and CEU in Cuba. He is the author of *Inside Cuba* and *Inside Havana* (Taschen, 2004, 2011), Julio is the President of both INTBAU and CEU Chapters in Cuba.



**RICHARD CAMERON**

**Studio Lead**



Richard W. Cameron is a partner in the design firm Atelier & Company. He is a co-founder of the Institute of Classical Architecture & Art (ICAA). He was educated in architecture at the University of Toronto (B.Arch) and Princeton University (M.Arch). His work has appeared in the Wall Street Journal, the New York Times, Architectural Digest and numerous other publications. He is currently involved in the effort to Rebuild Penn Station, the advocacy project to replace the current Penn Station with a recreation of the original, demolished in 1963-67.



**JACQUES DILOUYA**

**International Marketing Director**



Jacques Z. Dilouya began a remarkable professional journey in creating the first commercial supply network for major telecommunications joint ventures across Europe at Alcatel Group. In 1992, Jacques relocated to New York City, studied at NYU, developed a passion for real estate, and embarked on a successful and well-recognized career as a broker. Jacques’s talents caught the attention of New York architect Costas Kondylis who, in 2003, appointed Jacques as International Marketing Director. In this role, Jacques greatly expanded the firm’s business in Europe, the Middle East, and Asia. In 2018, Jacques returned home to Paris to pursue a no less serious avocation— the vibrant, creative outlet of abstract expressionist painting. In 2023, Jacques joined the Classic Planning Studio to apply his global perspective and dedication to helping serve new and existing clients.



**TASNEEM ZRAIKAT**

**Studio Manager**

Tasneem Zraikat is a Jordanian architectural designer and visual artist with an undergraduate degree in Fine Arts and master's degrees in Architecture and Construction Management. Her diverse project experience spans residential, commercial, hospitality, institutional, healthcare, and urban planning in both the US and Jordan. Currently, she works as an architectural designer at the Classic Planning Studio and is particularly interested in vernacular architecture, focusing on traditional building materials in Jordan.



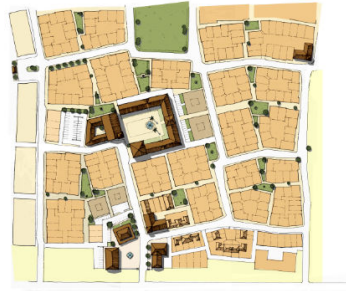
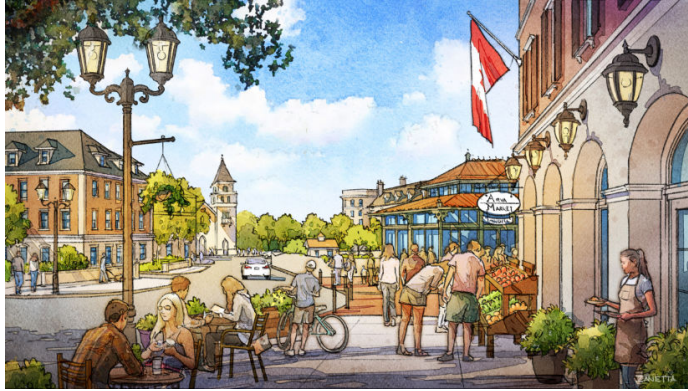


**MIGUEL E. PEREZ**

**Team Manager**



Miguel E. Perez is a Mexico-licensed architect with professional experience in San Diego, California. His work includes the preparation of architectural drawing sets, coordination with municipal permitting and plan review processes, furniture design and importation, and the production of 3D visualizations. In addition to his professional training, he has pursued independent study in classical art and architectural traditions and has completed coursework with the Classic Planning Academy, where he studied the classical language of design and its application in contemporary practice. Miguel is a polyglot, which informs his engagement with diverse cultural and architectural contexts. His contemporary practice applies transcendental design principles within modern technical workflows, integrating traditional architectural frameworks with current standards, tools, and regulatory environments.

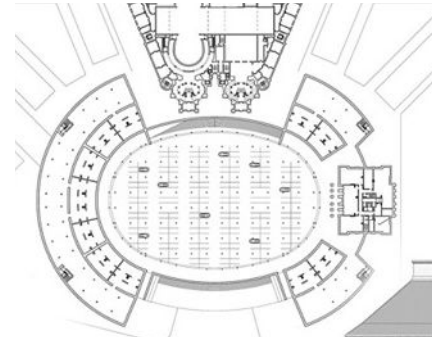
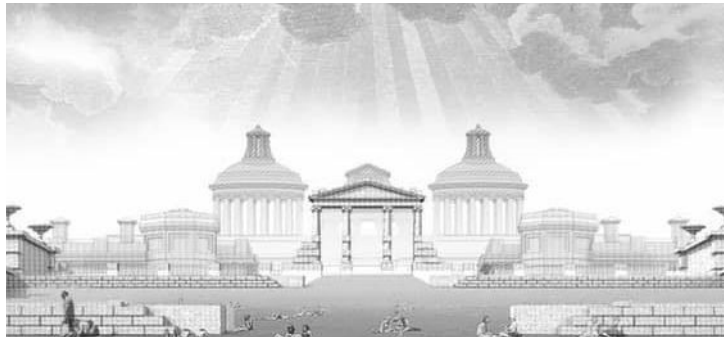
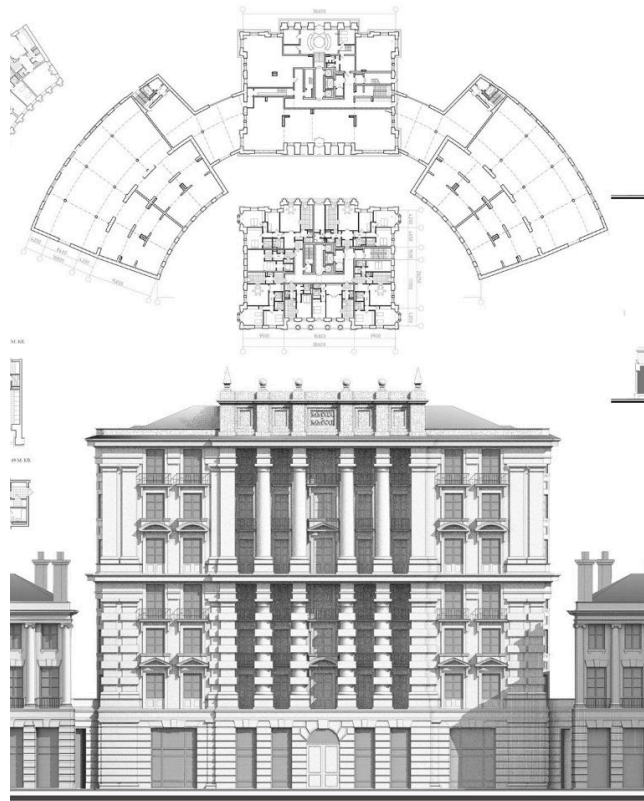


**SOLYAKH KOTIEV**

**Architect**



Solyakh Kotiev is an architect and architectural historian with a specialization in Italian Renaissance architecture. His professional interests focus on classical architecture and the study of architectural orders across a broad historical range, from the High Renaissance through Art Deco and Postmodernism. Mr. Kotiev's experience includes high-scale concept design, architectural graphics and visual presentation, research in architectural history, and high-end residential design. Mr. Kotiev's work combines historical knowledge with contemporary architectural practice, supporting concept development, visual communication, and design research across a variety of architectural contexts.

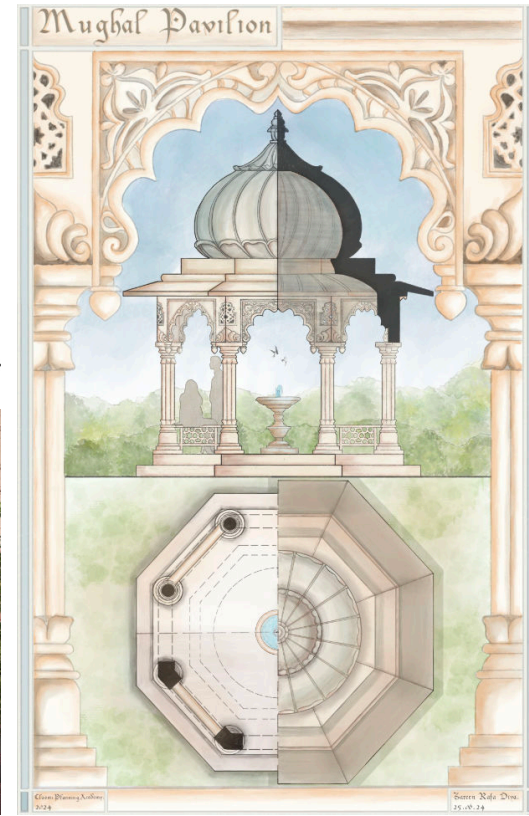
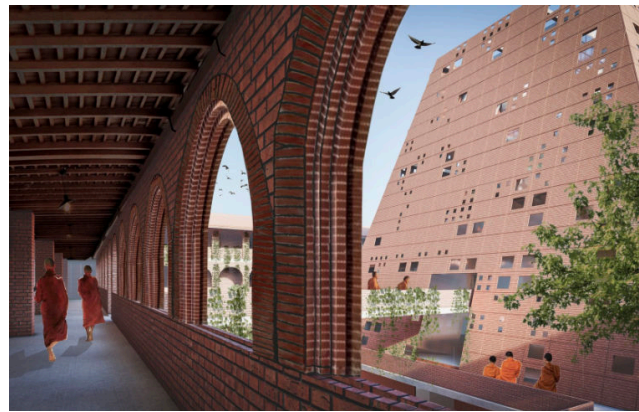


**ZAREEN RAFA DIYA**

**Junior Architect**



Zareen Rafa Diya an architect with a deep passion for the timeless beauty of Classical and Traditional Architecture. Since completing her formal education from a Modernist Architecture School, she has embarked on a journey of discovery, immersing herself in the principles and aesthetics of classical design. As a Fellow and Junior Architect at the Classic Planning Academy, she is honing her skills in Classical Architecture and planning. Diya’s ambition is to become a master in Heritage Management, Conservation, and Traditional Architecture. Diya is known for being a fast learner, meticulous, organised, and a collaborative team player—always eager to invest her energy, creativity, and expertise into every project she undertakes.



**PATRICK WEBB**

**Instructor**



Raised squarely in the Arts & Crafts tradition, Patrick Webb is an heritage and ornamental plasterer, an educator and an advocate for the specification of natural, historically utilized plasters: clay, lime, gypsum, hydraulic lime in contemporary architectural specification. Webb, who began to learn from childhood with his father, continued to seek apprenticeship from highly skilled plasterers here in the US, eventually going abroad to work with Master plasterers of their respective traditions in France, Italy, Germany, the UK and Morocco before teaching for several years as a professor at The American College of the Building Arts in Charleston, SC.

Patrick Webb currently serves as a professor of Architectural Literacy for the Classic Planning Institute. Life experience and many years practicing his craft, both in historic preservation as well as new construction carried out in a traditional manner, has led him to conclude that there is no good planning without good architecture and that there is no good architecture without good craftsmanship. These three aspects of the built environment must exist as an unity if we are to again build places worth remembering.

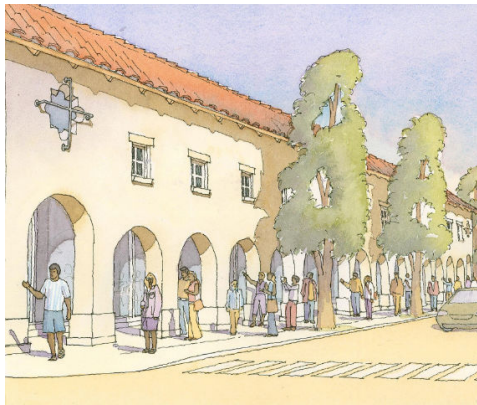


**FLAVIO DÍAZ MIRÓN RODRÍGUEZ**

**Staff Urbanist & Instructor**



Flavio Díaz Mirón has a Bachelor's in Political Science and worked in one of the most renowned legislative consultancies in Mexico. He later studied a Master's Degree in Urban Planning and took extracurricular courses on Classical Architecture, and co-founded the Classical and Traditional Architecture and Traditional Urban Design Foundation in the Netherlands. Flavio has participated in international conferences and educational projects, both in the Americas and Europe, promoting traditional architecture and urbanism. Flavio is an independent writer and legislative & public policy analyst as well.





### **Firmness...**

... goes beyond structural stability. It proposes a timelessness where buildings look good when weathered, that avoids obsolescence and promotes the personal and collective memories which underpin community and culture. Traditional details express gravity and weather and time and love, and provide the correct and proper cues for Well-Building.

### **Commodity...**

... implies the commodious fit of function, adaptive re-use and regional appropriateness. "Function" is ephemeral. We commonly see old buildings recycled into new uses. Commodity bespeaks the pleasant, positive, long-term, sustainable, green contribution to the built environment and ensures good proportion necessary for the best experience.

### **Delight...**

... is about beauty, a profound aesthetic experience that touches everyone on many levels. Beauty is all about style and not at all about fashion. Beautiful rooms promote health and productivity while beautiful buildings empower the community. Paradoxically, beauty is much more than skin deep.

## LEGAL

**CPS Legal description:** The Classic Planning Studio LLC (CPS) is a division of the Classic Planning Institute, a Washington, DC based 501(C)3 nonprofit organization.

**CPS Operation:** The CPS is operated as a collaborative platform of Senior Consultants and their support staff.

Long-track-record senior consultants partner on a project-by-project basis, with additional associates and sub-consultants joining as necessary. The platform provides the project team with project-specific equipment and services, legal support, project accounting; and health, workers' comp, and liability insurance coverage as required by law.

**CPS Insurance:** The CPS obtains insurance per client requirements. We currently hold Professional Liability and Commercial General Liability coverage of \$1 million through Hiscox, valid through September 8, 2026.

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## Select Project Experience

### Master Planning and Design Policy

#### *Pennsylvania Station, New York*

New Neighbourhood Master Plan and complete rebuilding of historic train station, \$6-8 Billion

#### *MaVille Corregido, Haiti*

Prototypical, full-service, integrated, sustainable communities for Haitian Reconstruction

#### *St. Elizabeth's East, Washington, DC*

40 Acres Campus Masterplan in the heart of DC, for DHS, affiliated commercial and educational; For Chesapeake Crescent Foundation.

#### *Baja Pacifico, Baja California, Mexico*

1,000-lot main town center for 40,000 Acre development on 28 miles of coastline.

#### *Anacostia River Plan, Washington, DC*

5 miles, 17 bridges, and tree-lined promenades emulate the Paris on the Anacostia. \$53 B.

#### *Duroville Social Housing Redevelopment, La Quinta, California*

160 acre master plan with commercial and social housing

#### *San Antonio de los Baños Historic Center Urban Rehabilitation of US*

78 Ha New Community for the town of San Antonio de los Baños

#### *Intermodal Metro Stations, Tel Aviv, Israel*

Two intermodal stations and created Urban Design Guidelines.

#### *Master Plan for 21st Century Cuba*

109, 884 km<sup>2</sup> Island of Cuba

#### *North East District, South Bend, Indiana, USA*

420 acres Urban Revitalization

#### *Saint Joseph Grade School Campus Master Plan, South Bend IN, USA*

125 acres Urban Campus

#### *The Royal Site Aranjuez Historic Center, Madrid, Spain*

300 Ha Urban Master Plan for Aranjuez

#### *San Antonio Riverwalk, San Antonio de los Baños, Havana, Cuba*

305 Km<sup>2</sup> Landscape project for Ariguanabo River San Antonio de los Baños

#### *Key Guillermo Master Plan, Punta Rasa Beach, Camaguey, Cuba*

295 Ha New Coastal Resort

#### *San Antonio de los Baños Master Plan, Havana, Cuba*

127 Km<sup>2</sup> (49 sq mi) Urban Plan for the town of San Antonio de los Baños

#### *Arcadia Master Plan*

1,415 Ha New Community for the town of San Antonio de los Baños

#### *Master Plan for International Film and TV School*

4,305 Ha project for San Antonio de los Baños International Film School

### **Blakely County, Georgia USA**

50 year long range plan for the County (Placemakers)

## **Civic and Arts Projects**

### **Princeton Club, New York**

\$10M renovation

### **ESOC, LAMTA, Los Angeles, CA**

4-theater Emergency Security and Operation Center, includes rail and bus operation centers

### **City Center Hotel Prop., Washington DC**

360 room, 10 story, boutique hotel, with ground floor restaurants and shops. Hines.

### **Las Vegas City Hall Prop., Las Vegas, NV**

450,000 SF, \$90 M Authentic Southwestern City Hall, preserves urban memory in a constantly changing city.

### **Washington University, St. Louis**

\$250M new construction for lecture halls, and labs

### **Hagan Academy, Columbia, MO**

Master plan and design for private school, \$50M

### **US Navy Museum, Washington, DC**

Proposal for National Maritime Heritage Foundation; \$60 M US Navy Museum housing a Ship.

### **Senate Health Facility, Washington, DC**

7,000 SF interior in Carrere & Hastings' Russell Senate Office Building.

### **International Film School Center for Advanced Studies, Havana, Cuba**

13,575 m2 Academical Complex

### **Cultural Center and Municipal Library, S.A.Banos, Havana, Cuba**

4,560 m2 Cultural Complex

### **Yuma Study Center, Washington, DC**

40,000 SF remodel and addition to existing convent / school. Alvin Holm Arch., Lead.

### **Malibu Jewish Center and Synagogue, Malibu, California**

Limited competition entry for educational and community center, JV with Ellerbe Becket, Los Angeles.

### **US Capitol Technical and Historical Coordination, Washington, DC**

Integration of New Mechanical Systems. (Architrave PC Architects)

## **Architecture and Site Planning**

### **Terminal D, Dallas-Fort Worth, Texas**

2,000,000 square-foot, \$1.2 B international terminal. (HNTB)

### **Grand Central Terminal, New York, NY**

\$275 M East Side Access project, 1050' Concourse and train rooms under Park and Madison Avenues (AECOM).

### **Gateway Towers, Las Vegas, Nevada**

Landmark project for Downtown Las Vegas. Tower 1 \$150M; Both Towers:

## Select Project Experience cont.

\$400M

### ***Civic Center, Forest Hill, Texas***

650,000 SF Civic and Commercial Center, “a real downtown” for a Fort Worth suburb.

### ***Poplar Point Marina, Washington, DC***

River-front architecture features clock tower and small lighthouses.

### ***Condominiums, Potomac, MD & Washington DC***

Condominiums and apartments for up-scale empty-nester market; Conversion of townhouse to condos.

### ***Irish Square Master Plan, South Bend, IN, USA***

70,520 Sf Residential Development

### ***11 Metro Stations, Washington, DC***

Preliminary Engineering for 11 new Silver Line Metro stations to Dulles Airport and beyond, \$50 M each.

### ***555 Old Woodward Mixed-Use Complex Renovation***

70,520 Urban Design Assessment for TRG in Birmingham, MI, USA

### ***Marina Beach (Doubletree) Hotel, Marina Del Rey, Los Angeles, CALIF.***

450-room hotel in the Marina.(Skidmore, Owings and Merrill)

### ***Becker and Associates, Consultants, Inc., Washington DC***

5,000 SF office space for prominent scientific consulting firm.

### ***Winning Connections, Washington DC***

3,000 SF office space for Capitol Hill political consultant.

### ***Condominiums and Apartments, Potomac, Maryland & Washington DC***

Condominiums for up-scale market in Potomac, MD & DC. (SK&I)

### ***Condominiums, Los Angeles and Pasadena, California***

16 and 20-unit condominium projects.

### ***Master Plan Estate, Pennsylvania***

\$50M, 30,000 estate master plan for historic preservation

### ***Greenwich Village Hotel, New York***

New 120 Unit Hotel in historic district, \$30M

### ***Seaport Hotel, South Street New York***

\$10M renovation

### ***Miami Beach Hotel, Florida***

\$15M new hotel incl. Approvals

### ***Shearith Israel Condominium, New York,***

\$60M new construction, design and management

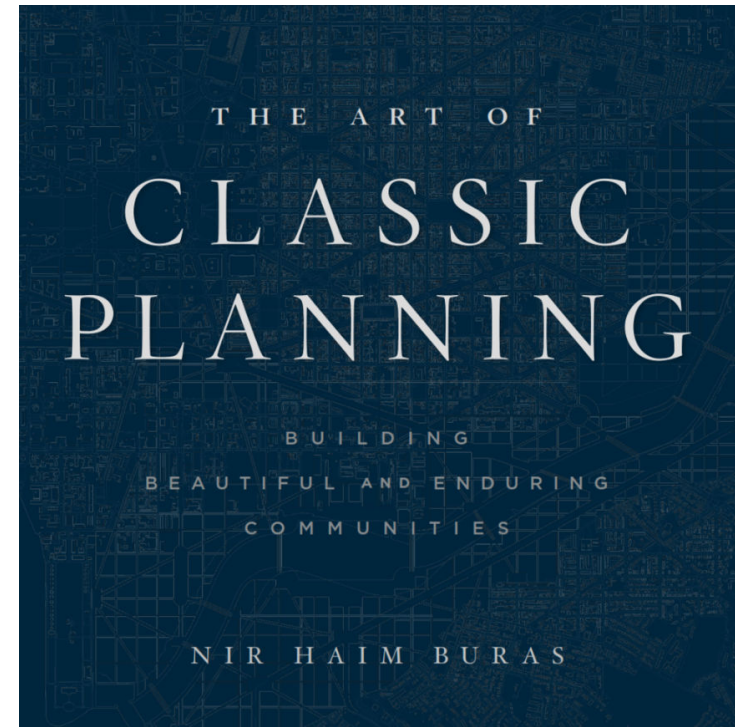
## The Art of Classic Planning

Nearly everything we treasure in the world's most beautiful cities was built over a century ago. Cities like Prague, Paris, and Lisbon draw millions of visitors from around the world because of their exquisite architecture, walkable neighborhoods, and human scale. Yet a great deal of the knowledge and practice behind successful city planning has been abandoned over the last hundred years—not because of traffic, population growth, or other practical hurdles, but because of ill-considered theories emerging from Modernism and reactions to it.

The errors of urban design over the last century are too great not to question. The solutions being offered today—sustainability, walkability, smart and green technologies—hint at what has been lost and what may be regained, but they remain piecemeal and superficial. In *The Art of Classic*

*Planning*, architect and planner Nir Haim Buras documents and extends the time-tested and holistic practices that held sway before the reign of Modernism. With hundreds of full-color illustrations and photographs that will captivate architects, planners, administrators, and developers, *The Art of Classic Planning* restores and revitalizes the foundations of urban planning.

Inspired by Kyoto, Vienna, and Venice, and by the successes of L'Enfant's Washington, Haussmann's Paris, and Burnham's Chicago, Buras combines theory and a host of examples to arrive at clear guidelines for best practices in classic planning for today's world. *The Art of Classic Planning* celebrates the enduring principles of urban design and invites us to return to building beautiful cities.



CLASSIC PLANNING™ IS THE HUMANE ALTERNATIVE TO THE TECHNO-DYSTOPIAS PROJECTED IN MUCH OF TODAY'S MEDIA. IT IS THE COLLECTIVE INTELLIGENCE OF HOW WE BUILT CITIES PRIOR TO 20TH AND 21ST-CENTURY PLANNING. CLASSIC PLANNING BALANCES TOWN AND COUNTRY TO REFLECT THE MAGIC OF PLACE AND TO CREATE A SUSTAINABLE LEGACY. DRIVEN BY COMMUNITY ASPIRATION, AND ARTICULATED BY DURABLE CONSTRUCTION, CLASSIC PLANNING USES THE SHAPES AND PROPORTIONS THAT BEST SUIT HUMAN REQUIREMENTS FOR NEURO-BIOMETRICS AND WELL-BEING.



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