



Gianni Longo

Principal

Mr. Longo is an architect and founding Principal of ACP. For the past two decades, he has pioneered visioning and strategic planning efforts in cities and regions. Mr. Longo conceived and developed Vision 2000, a community goal-setting process in Chattanooga, Tennessee. The first of its kind, Vision 2000 is credited with stimulating over a billion dollars in development projects in that community.

Mr. Longo designed the creative public involvement strategies for Imagine New York: Giving Voice to the People's Visions, an APA award-winning effort to bring together people throughout the New York City region to share their ideas and vision for rebuilding downtown and memorializing the World Trade Center tragedy. The process involved 250 meetings where 4,000 participants generated 19,000 ideas. From these ideas, 49 visions were created for the site. In the Baltimore region, Mr. Longo conducted Vision 2030: Shaping the Region's Future Together, a project of the Baltimore Metropolitan Council to build consensus on a clear, consistent and realistic vision of the Baltimore region's future. Mr. Longo also has designed and facilitated visions and strategic plans for Metropolitan D.C., the Knoxville, Birmingham, and Kansas City regions, the cities of Houston and Myrtle Beach, Manatee County, Florida, and many others.

Mr. Longo is the author of several books, including the "Learning from the USA" series that focuses on urban revitalization best practices in Baltimore, Seattle and Galveston. His latest book, "A Guide to Great American Public Places," is a survey of 60 successful public places in this country.

Mr. Longo is a highly regarded public speaker and has made frequent presentations to groups that include: the American Planning Association, the Congress for the New Urbanism, the Lincoln Institute of Land Policy, Rail~Volution, the International Making Cities Livable Conference, and the Smart Growth Conference. Mr. Longo was the former chair of the Planners Task Force of the Congress for the New Urbanism (CNU).

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