



# JOCELYN GORDON, AICP

senior planner

Jocelyn has worked on a wide variety of planning projects at peter j. smith & company, inc. As project manager, she is responsible for coordinating and directing in-house staff and sub-consultants. Jocelyn uses her background in history and training in urban planning, to work effectively with communities on projects including preservation, economic development, public policy, retail market, economic impact and cost-benefit analyses. Jocelyn has developed a special expertise in research and interpretive planning. Jocelyn works with the public in the role of meeting facilitator and community liaison. She is an active member of the American Planning Association and has served in numerous leadership roles in its Western New York Section and Upstate New York Chapter.

## select project experience

- **City of Las Cruces & Doña Ana County Comprehensive Plan** - Las Cruces, NM
- **Commercial Area Revitalization Effort (CARE) Area Market Study and Revitalization Strategy** - Buffalo, NY
- **Four Rivers Waterfront Access Plan**- Broome County, NY
- **Gateway Historic Canal District Revitalization Strategy** - Utica, NY
- **Lake Erie Beach Neighborhood Revitalization Plan** - Evans, NY
- **Lake Erie Heritage Center Feasibility Study** - Dunkirk, NY
- **Local Waterfront Revitalization Program (LWRP)** – Binghamton, NY
- **Local Waterfront Revitalization Program (LWRP)** - Yonkers, NY
- **Market District Transit Oriented Development (TOD) & Wayfinding Plan** - Cleveland, OH
- **Multi-Use Entertainment Complex Feasibility Study** - Oswego, NY
- **Pinnacle State Park Feasibility Study** - Addison, NY
- **Plan of Conservation and Development** - Cromwell, CT
- **Plan of Conservation and Development** - Enfield, CT
- **Waterfront Master Plan** – Tarrytown, NY

## education

Master of Urban Planning, State University of New York at Buffalo

Bachelor of Arts in History, State University of New York at Binghamton

## professional associations

American Institute of Certified Planners

American Planning Association  
- Former Professional Development Officer and Section Director

Council for Urban Economic Development

Economic Development Specialist Certification  
Level One

## AREAS OF EXPERTISE

- BLUEWAYS AND GREENWAYS
- COMPREHENSIVE PLANNING
- DESIGN STANDARDS
- DOWNTOWN DEVELOPMENT
- ECONOMIC DEVELOPMENT
- ENVIRONMENTAL PLANNING
- HERITAGE AND TOURISM
- INFRASTRUCTURE
- INTERPRETIVE PLANNING
- MARKET ANALYSIS
- PARKS AND OPEN SPACE PLANNING
- POLICY PLANNING
- PUBLIC INVOLVEMENT
- RECREATION
- SCENIC BYWAYS
- STREETSCAPES
- TRAILS
- TRANSPORTATION
- URBAN DESIGN
- VISIONING
- WATERFRONTS
- ZONING

YEARS EXPERIENCE: 18

YEARS WITH FIRM: 17