



# SARAH M. MCCOLLEY, AICP

Sarah is a planner and landscape designer specializing in urban design, public engagement, and downtown master plans. She leveraged her years of administrative experience to effectively coordinate planning projects and budgets. She manages complex projects with many stakeholders and competing interests and ensures all are heard by using excellent listening and communication skills to deliver community-vetted and graphically-compelling planning documents with implementation results. She gains meaningful input through inclusive public engagement processes. With a background in landscape architecture and planning, she has managed projects ranging from downtown planning and transit-oriented development, to green space analysis and design, and zoning code updates.

## Education:

2013 Master of City and Regional Planning  
Georgia Institute of Technology

2011 Bachelor of Landscape Architecture, Summa Cum Laude & Honor Graduate  
Ball State University

## Professional Status:

» American Institute of Certified Planners

## Professional Affiliations:

» American Planning Association  
» Emerging Planners of Georgia - Programs Chair

## Professional Awards:

» 2017 Georgia Planning Association Outstanding Planning Document: Buckhead Redefined LCI  
» 2015 Georgia Planning Association Outstanding Planning Process: South Downtown Transit Stations Enhancements LCI  
» 2013 Georgia Planning Association Outstanding Student Project Award: Northside Drive as a Multimodal Development Corridor

## Community Involvement:

» 2014 Atlanta Regional Commission - Sweet Auburn Living Beyond Expectations Tactical Urbanism Installation  
» Organized volunteer days at Mattie Freeland Community Garden in English Avenue (2013-2015)  
» Organized volunteer events for CrossFit Midtown at the Atlanta Community Food Bank  
» 2016 Yarn Bombing Tactical Urbanism at Five Points MARTA Station  
» [PARK]ing Day 2015-2017  
» 2018 TSW Volunteer Day at Chattahoochee Nature Center  
» Atlanta Streets Alive (multiple years)  
» 31 Heroes Project with CrossFit Midtown

## Planning Career:

### TSW Design [Atlanta, GA] » Associate » 2013-Present

- » Manage urban design, city planning, and landscape architecture projects in a variety of communities throughout the Atlanta Region and Southeast
- » Facilitate and organize public engagement events and project-specific marketing / branding
- » Advance the quality of graphics for planning documents and marketing
- » Strategize and create proposals for planning and landscape architecture projects
- » Represent the company at project interviews
- » Promoted to Associate within 3 years of employment at TSW

### AECOM [Atlanta, GA] » Planner I » 2012-2013

- » Project planner for city planning and urban design projects throughout the United States.

### Atlanta Regional Commission [Atlanta, GA] » Planning Intern » 2011-2012

- » Updated the Atlanta Region's greenspace and conservation GIS inventory
- » Illustrated the Plan 2040 Development Guide
- » Created urban design recommendations for the City of Senoia, Georgia

### Northern Kentucky Area Planning Commission [Fort Mitchell, KY] » Intern » 2010

- » Illustrated the new Subdivision Regulations and Model Zoning Ordinance
- » Developed and illustrated conceptual community plans for small area studies
- » Facilitated sessions and presented materials at public and task force meetings

## Additional Work Experience:

### CrossFit Midtown [Atlanta, GA] » Part-time Administrative Staff » 2017-Present

- » Communicate with 200+ members, focusing on member recruitment and retention
- » Establish new methods for efficient operations as the membership grows

### Otto's Parking Marking Co. [Greenwood, IN] » Marketing, Administrative Assistant » 2005-2011

- » **Marketing:** Designed mailers and brochures; worked with website creators for 2009 update
- » **Administrative:** Invoiced and job-costed all jobs; updated monthly sales and billing reports; collections; contract administration; applied and recorded payments

## Presentations & Panel Discussions:

- » *City Planning + UX Design* | Speaker | GPA Conference 2019
- » *Better Ingredients, Better Proposals: The RFP Process* Panel Discussion | Panelist | GPA Conference 2018
- » *Placemaking for Rapidly Changing Cities and Towns* | Speaker | GPA Conference 2017
- » *Career Growth for Planners at All Levels* | Organized Panel | GPA Conference 2017
- » *Southface Sustainable Atlanta Roundtable Discussion* | Panelist | August 2016

## Software Capabilities:

ArcGIS	●●●●●
Adobe Photoshop	●●●●●
Adobe InDesign	●●●●●
Adobe Illustrator	●●●●●
Word	●●●●○
Excel	●●●●○
PowerPoint	●●●●○
Outlook	●●●●○
AutoCAD	●●●●○

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## Abbreviated Project List:

- » **Decatur Strategic Plan, Comprehensive Plan, and LCI Study Update** (Present) - Project Manager & Planner
- » **Peachtree City LCI Study Update** (Present) - Project Manager & Planner
- » **Sumter, SC, Downtown Master Plan** (2019) - Project Manager & Planner
- » **Clayton, GA, Downtown Master Plan** (2019) - Project Manager & Planner
- » **City of Forsyth, GA, Parks Master Plan** (2019) - Planner
- » **Chamblee Town Center Patternbook** (2018-2019) - Project Manager & Planner
- » **NPU-H Master Plan** (Present) - Project Manager & Planner
- » **Roswell Historic District Master Plan** (2018-2019) - Project Manager & Planner
- » **Carpenter's Park Master Plan** (2017-2018) - Project Manager & Landscape Designer
- » **East Lake MARTA LCI Study** (2017-2018) - Project Manager & Planner
- » **Brookhaven-Peachtree Overlay District** (2017-2018) - Project Manager & Planner
- » **Atlanta BeltLine Subarea 3 Master Plan Update** (2017-Present) - Project Manager & Planner
- » **Buckhead Redefined LCI Study** (2017-2018) - Project Manager & Planner
- » **Braves Village (The Battery) Amenity Deck Landscape Architecture** (2015-2017) - Project Manager & Landscape Designer
- » **Edgewood-Candler Park TOD Landscape Architecture** (2015-2016) - Landscape Designer
- » **Downtown Milton / Crabapple Placemaking Plan** (2016-2017) - Project Manager & Planner
- » **Lake City, SC, Downtown Master Plan** (2016) - Project Manager & Planner
- » **Blue Heron Nature Preserve Master Plan & Trail Feasibility Study** (2015 - 2016) - Project Manager & Designer
- » **Gwinnett Connected Trail Feasibility Study** (2016) - Project Manager & Planner
- » **Canton, GA, LCI Study** (2015) - Planner
- » **Powder Springs, GA, LCI Study** (2015) - Planner
- » **Colonial Homes Redevelopment (The Monroe) Amenity Area and Park Landscape Architecture** (2015-2017) - Project Manager & Landscape Designer
- » **Gulf Shores, AL, Public Beach Master Plan** (2014-2015) - Landscape Designer
- » **MARTA Makeover LCI Study** (2014-2015) - Project Manager & Designer
- » **Washington, D.C. Parks and Recreation System Master Plan** (2013) - Planner
- » **Centennial Olympic Park Re-visioning** (2013) - Landscape Designer