

G. KELLOGG & CO.

Glenn's career demonstrates his passion for the built environment and the conditions that shape it. For twenty years he has been working to support the revitalization of historic, walkable neighborhoods and development of SmartGrowth projects. Working in communities around the country with Urban Advisors he has helped create Downtown and Neighborhood Masterplans, Comprehensive Plans, Form Based Codes and Revitalization Strategies. In 2021 Glenn incorporated as G. Kellogg & Co. in Washington, DC to continue this work, and more.

Planning isn't enough for him. Glenn is also an agent for change, implementing ideas, building community, and getting things done. In 2012 Glenn instigated the Rochester Improvement Society: a thinly veiled drinking club that brought together champions of the city. The relationships this built helped connect earnest people and break down silos between organizations. Around the same time he formed Rochester Local Capital to invest in local businesses. And in 2014 he launched Hart's Local Grocers, downtown's first full service grocery store in 20 years. In 2015 he supported friends and developers staging Retailent Rochester, a "shark-tank" format storefront business competition with the prize of free rent for a year. He is proud to be a founding board member of the Incremental Development Alliance, supporting small developers breathing life back into their neighborhoods.

Development Analysis Process

- Listens to the community by facilitating a variety of public input formats
- Interviews land owners, developers and business owners who are critical to implementation
- Conducts research on demographics, lifestyle segmentation, retail trends, employment and real estate
- Interprets data and local information to articulate a feasible and achievable vision and program of uses
- Recommends market based strategic plans and development strategies
- Focuses on implementation scaled to local organizational capacity
- Analyzes development scenario proformas and tests against existing and proposed regulations
- Evaluates the impact of new regulation on development potential and feasibility through GIS analysis

Business Development Process

- Identifies missing services, opportunities, & potential redevelopment sites
- Researches local, regional and national champions and identifies entrepreneurial and management talent
- Develops business plan: sales and expenses; funding requirements; staffing plan; processes; equipment and services; sample floorplan and layout
- Networks to find investment partners and financing strategy
- Develops branding and marketing plan
- Structures investment entities, real estate and financing
- Provides project and construction management

Project Team Awards

2016 Rochester, New York AIA Design Award: Hart's Local Grocers
2015 Congress for the New Urbanism Charter Award: Plan El Paso
2012 Texas APA Comprehensive Planning Award: El Paso TX, Plan El Paso
2011 National Award for Smart Growth Achievement: El Paso TX, Plan El Paso
2011 Kansas APA Pioneer Award: Overland Park Form-Based Code
2011 Missouri APA Outstanding Planning Award: St. Louis Co, Jamestown Mall
2010 Driehaus Form-Based Codes Award: City of Peoria Form-Based Code
2010 APA Virginia Award: Portsmouth, Mid-Town Form-Based Code
2007 CNU Charter Award: Fayetteville Arkansas, City Plan 2025