



NATIONAL
TOWN BUILDERS
ASSOCIATION

2025 NTBA FALL ROUNDTABLE



DESIGNING FOR **FLOURISHING COMMUNITIES**

SEPT 24-SEPT 27 | 2025 | AMELIA ISLAND, FL

AMELIA ISLAND

An Intro to the Island



For 40 years, New Urbanists have been designing and building special places that we believe create a sense of community and improves the quality of life of our residents. There is no shortage of anecdotal evidence that people live healthy, more fulfilling lives in places intentionally designed with that in mind. Missing from this conversation has been quantifiable evidence, and third party data, that supports that lived experience. This program will tackle that issue head on with experts from Harvard, Baylor, Florida State, Gallop, and the Surgeon General's office who are all studying what causes human flourishing. Included in these conversations will be the role that the built environment plays in creating positive outcomes. After years of gathering to share best practices on "what" we build and "how" we build it, this fall the conversation will shift to "why" we build the way we do... and the human impact of those decisions.





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2025 FALL ROUNDTABLE SCHEDULE

Wednesday, Sept 24 | **PRE-ROUNDTABLE**

8:00 AM Breakfast

9:00 AM Bus to Jacksonville

10:15 AM Session 1 - Tour of San Marco Neighborhood

Presenters: Wayne Wood

12:30 PM Lunch in San Marco On Your Own

1:30 PM Bus to Avondale

1:45 PM Session 2 - Tour of Avondale Neighborhood

Presenters: Wayne Wood

4:00 PM Bus to Courtyard

5:15 PM Welcome Cocktails and Beer



Thursday, Sept 25 | ROUNDTABLE DAY 1

7:30 AM	Breakfast	11:30 AM	Session 6 - Conclusive Evidence of Healing Effects of Social Connectivity Presenters: Julianne Holt
8:30 AM	Session 3 - Welcome to Fernandina Beach/ Brief History of Amelia Park	12:30 PM	Lunch Provided
8:45 AM	Presenters: Congressman Aaron Bean, Joel Embry	2:00 PM	Trolley to Amelia Park
9:15 AM	Break	2:15 PM	Walking Tour of Amelia Park Presenters: Joel Embry, Mike Antonopoulos, Julie Sanford, JP McClellan
9:30 AM	Session 4 - The Verdict is In: Community Design Creates Human Flourishing Panel: Rob Parker, Joel Embry, Tim Chapin	4:30 PM	Trolley to Courtyard
10:15 AM	Session 5 - Global Flourishing Survey - Communities of Practice Presenters: Dr. Matthew Lee	5:30 PM	Cocktails On Your Own
11:15 PM	Break	6:15 PM	Trolley to Downtown Fernandina
		6:30 PM	Dinner in Groups (Downtown Restaurants)
		8:30 PM	Trolley Back to Courtyard

Friday, Sept 26 | ROUNDTABLE DAY 2

7:30 AM	Breakfast	12:45 PM	Lunch Provided
8:30 AM	Session 7 - Amelia Park Survey of Neighborhood Design, Social Engagement, and Well-being Presenters: Miles Taylor	1:30 PM	Trolley to Downtown Fernandina
9:30 AM	Session 8 - Market Demand for Aging in Place, What Sells Who Buys? Presenters: Timothy Chapin, Joe Embry	1:45 PM	Walking Tour of Fernandina Historic District Presenters: Amelia Museum of History Docent
10:30 AM	Break	3:15 PM	Trolley to Old Town
10:45 AM	Session 9 - U.S. Health System Transformation/What Does It Mean To Us? Presenters: Dr. Thomas Davis	4:00 PM	Walking Tour of Old Town Presenters: Eric Moser, Julie Sanford, Lauren Kelly
11:45 PM	Session 10 - Part A: "Stages of Life" Housing Choices Part B: "Designing House's For Wellness" Presenters: Julie Sanford, Louis Nequette & Friends	5:00 PM	Trolley to Fernandina
		5:30 PM	Group Dinner (Café Karibo)
		7:30 PM	Trolley Back to Courtyard

Saturday, Sept 27 | ROUNDTABLE DAY 3

8:00 AM	Breakfast
9:00 AM	Session 11 - Are the Neighborhoods of NTBA the Leading Examples of Healthy, Happy and Long Life in the Next 5 Years? Roundtable: NTBA Board
11:00 AM	Departure

SESSION 1

Tour of San Marco Neighborhood

Presentation: Wayne Wood

With the success of Avondale on the west side of the St. John's River, Telfair Stockton & Co. acquired 80 acres on the east side after commencement of the Acosta Bridge across the river. In 1925, John Nolen was engaged to design the San Marco neighborhood which was inspired by the Italian Renaissance revival style and named after Venice's Piazza San Marco. The Nolan plan included a commercial district which today is thriving in its original form.



**Wayne
Wood**

Widely regarded as one of the foremost chroniclers of Northeast Florida's history and architecture, Dr. Wayne Wood has been called "the undisputed godfather of preservation in Jacksonville." An author, historian, artist, and educator, Wayne is founder of Riverside Avondale Preservation, one of the largest neighborhood preservation organizations in the Southeast. He also was founder of the Riverside Arts Market, a huge free arts and entertainment venue that attracts thousands each week. He has published eighteen books on Northeast Florida, and his best-known book is the classic, Jacksonville's Architectural Heritage: Landmarks for the Future, a local all-time best-seller. A self-proclaimed "Arts Agitator," Wayne is an honorary member of the American Institute of Architects and is the Historian-at-Large for the Jacksonville History Center. Folio Weekly magazine called him "The Most Interesting Man in Jacksonville."



SESSION 2

Tour of Avondale Neighborhood

Presentation:

Wayne Wood

Designed by William Chase Pitkin, Jr., a well-known Cleveland-based landscape architect, Telfair Stockton & Co. initiated development of the 220-acre residential neighborhood, Avondale, in 1920 following the character of the City Beautiful Movement. Commercial uses were not included in the initial plan but followed along St. John's Avenue to serve the growth of Avondale.

Wayne Wood

See session 1 for bio



SESSION 3

Welcome to Fernandina Beach/Brief history of Amelia Park

Presentation:

Congressman Aaron Bean Joel Embry

Welcome to Fernandina Beach & Amelia Island.



Joel Embry

Joel Embry is a community developer and consultant based in Jacksonville, Florida. He has over 35 years' experience in commercial, office and residential community development as owner and CEO of Civic Software, Inc. He has led the planning, entitlement and implementation of mixed-use projects in Florida and Georgia. In addition to developing 8 residential communities and commercial properties on Amelia Island, Florida, including the award-winning New Urbanism neighborhood Amelia Park, Joel has served as Owner's Representative in the planning and permitting of the 400-acre Summer Beach Resort and Ritz-Carlton Hotel on Amelia Island, Clark's Grove Traditional Neighborhood in Covington, GA, and the 2,000-acre mixed-use Welaunee Critical Area Plan in Tallahassee, FL. Currently, as Managing Member of Civic Telehealth LLC and Oceanic Data Centers LLC, Joel is engaged in community health care applications and development of data center facilities + telecommunications infrastructure.



Aaron Bean

Congressman Aaron Bean represents Florida's Fourth Congressional District, which encompasses Clay, Duval, and Nassau Counties. He is currently serving his second term in Congress and is a member of the prestigious Committee on Ways and Means. Prior to serving in the United States House of Representatives, Aaron served as a community bank president and successfully built four small businesses from the ground up including the High Energy Auction Company.



SESSION 4

The Verdict is In: Community Design Creates Human Flourishing

Presentation:

Rob Parker

Joel Embry

Tim Chapin

Does New Urbanism promote health, happiness & longevity through natural social connectivity, walkability and sense of belonging? The answer is yes and the evidence is now available. Research reveals the that role social connectedness and our new urbanist communities can play in health, happiness and longevity.



Rob Parker

Rob Parker is the former CEO of the Town at Trilith. Rob has a master's degree in organizational leadership from Gonzaga University and over thirty-five years of experience in executive leadership on a local, national, and international level. He currently serves as the President of the National Town Builders Association (NTBA) and is on the national board of directors for the Congress for the New Urbanism (CNU) and the Board of Governors of the Seaside Institute. Rob is currently serving as a coach, consultant, and owners representative for walkable mixed-use projects in the US.



Tim Chapin

Tim Chapin, PhD, is dean of the College of Social Sciences and Public Policy and a Professor of Urban and Regional Planning at Florida State University. Chapin's research focuses upon assessing and analyzing the effectiveness of Florida's land regulation system and the role of sports facilities in the promotion of urban redevelopment. Deeply committed to translational research, he is a noted expert on land use and comprehensive planning, growth management, demographics, and urban redevelopment. His current research interests revolve around how Florida's demographic trends will influence and shape development patterns in the Sunshine State.

Joel Embry

See session 3 for bio

SESSION 5

Global Flourishing Survey – Communities of Practice

Moderator:

Dr. Matthew Lee

The Global Flourishing Study, a 5-year commitment by Harvard University, Baylor University and the Gallop Poll to interview 200,000 people a year, in 22 countries, on 6 continents regarding their well being. Dr. Lee will explain the study, its first year findings, and NTBA's opportunity to extend the research to our neighborhoods as Communities of Practice.



Dr. Matthew Lee

Matthew T. Lee, Ph.D., is Professor of the Social Sciences and Humanities at the Institute for Studies of Religion at Baylor University. He is also Director of the Flourishing Network at the Human Flourishing Program in the Institute for Quantitative Social Science at Harvard University, where he is appointed as a Research Associate. He is also a Distinguished Visiting Scholar of Health, Flourishing, and Positive Psychology at Stony Brook University's Center for Medical Humanities, Compassionate Care, and Bioethics. He also serves as a Senior Fellow at the Center for Humanistic Management at the Gabelli School of Business at Fordham University. His latest research focuses on flourishing, benevolent service, and leadership.



SESSION 6

Conclusive Evidence of Healing Effects of Social Connectivity

Presentation:

Julianne Holt-Lunstad

Healing effects of social connectivity on individual health, well-being & longevity. NTBA response to "Epidemic of Loneliness & Isolation".



Julianne Holt-Lunstad

Julianne Holt-Lunstad is a professor of psychology and neuroscience and director of the Social Connection & Health Lab at Brigham Young University. She is also the founding scientific chair and board member for the U.S. Foundation for Social Connection and the Global Initiative on Loneliness and Connection. Dr. Holt-Lunstad is an international scientific expert whose research focuses on the individual and population health effects, biological mechanisms, and effective strategies to mitigate risk and promote protection associated with social connection.



SESSION 7

Amelia Park Survey of Neighborhood Design, Social Engagement and Well-being

Presentation:

Dr. Miles Taylor

A 2024 comparative survey of social connections, health and well-being, and life satisfaction among residents in Amelia Park and nearby standard suburban neighborhoods



Dr. Miles Taylor

Dr. Miles Taylor is Director of the Pepper Institute on Aging and Public Policy (PIAPP) at Florida State University. Within the College of Social Sciences and Public Policy, PIAPP has aligned leading edge research and education with on-the-ground community engagement and policy evaluation for almost 50 years with the mission of enhancing quality of life as we age. Dr. Taylor is an internationally recognized expert in global population aging, processes of risk and resilience, lifespan health, and wellbeing. Her work has been funded by the National Institutes of Health, Fulbright, Social Sciences and Humanities Research Council, state agencies, and private foundations. Her industry and analytics partnerships span from Gallup to the local firm Knowli Data Science. A fourth generation Jacksonville native, she worked in Avondale, San Marco, and the Jacksonville area beaches prior to settling in Tallahassee, FL.



SESSION 8

Market Demand for Aging in Place, What Sells, Who Buys?

Moderator:

Dr. Timothy Chapin Joel Embry

Boomer demographics, senior housing preferences, last housing decision, social connectedness, reduced auto dependency, pedestrian planning for chance encounters

Dr. Timothy Chapin

See session 4 for bio

Joel Embry

See session 3 for bio



SESSION 9

U.S. Health System Transformation/ What Does It Mean To Us?

Presentation:

Dr. Thomas Davis

Financial imperatives, demographic realities
& policy incentives to move health care to the
home in the near future



**Dr. Thomas
Davis**

Tom Davis MD FAAFP pioneered Medicare Advantage risk contracts in 1995, founded and later sold the nation's first Value-Based health system, consults internationally, and is the founder VBC Success Community. NTBA attendees are encouraged to prepare for their time with Dr. Davis by engaging with a set of brief, specially produced videos at VBCSC.COM.



SESSION 10

Presentation:

Julie Sanford & Friends
Louis Nequette

Part A: "Stages of Life" Housing Choices

How age targeted missing middle housing supports longevity and fuels generational community vitality.

Part B: "Designing House's For Wellness"

How Natural Light and Color, along with other elements promotes health and wellness.



**Julie
Sanford**

Julia S. Sanford is the founding principal of Starr Sanford Design Associates, a residential design and development firm based in North Florida. Ms. Sanford has been the designer for an extensive range of projects internationally including large-scale hotel, high rise office building, resort, retail and convention centers. Ms. Sanford has provided design and project management for historical renovations, showrooms, libraries, museums and private galleries. She has designed feature Film sets for Twentieth Century Fox, Universal, MGM and Walt Disney Pictures and was NBC's art director for the Today Show and 1996 Centennial Olympic Broadcast.



**Louis
Nequette**

Louis' primary role is to lead Nequette Architecture and Design and promote growth for his team and their clients. Louis divides his time between three key efforts – hands-on design coaching to establish a strong solid direction for each project; internal team building to maintain the cultural strength of the firm; and of course, the pursuit of great clients and projects that fulfill the firm's vision of placemaking to foster community.



SESSION 11

Are the Neighborhoods of NTBA the Leading Examples of Healthy, Happy and Long Life in the Next 5 Years?

Presentation:

NTBA Board

Does the NTBA wish to engage in ongoing research as communities of practice and conduct a public relations program to share our unique position in the marketplace. Do we want to expand NTBA's historical inward focus on the fundamentals of development to include an outward facing role in promoting health, happiness and longevity?



TOUR GUIDES



Mike Antonopoulos

Michael Antonopoulos is an experienced civil engineer with over 40 years in the land development industry. His experience includes land & site planning, site civil engineering, permitting, construction management, and land development. He has led numerous projects, emphasizing innovative engineering solutions, sustainable development, and project management. His work includes residential and commercial developments. His stamp is clearly on Amelia Park which is one of the most sought after housing options on the island.



Lauren Kelly

Lauren Kelly has spent her career in architecture, town design, and codification of New Urbanism and old Urbanism, in both the public and private sector. She worked for Duany Plater-Zyberk & Company (now DPZ Co-Design) for several years where she participated in many charrettes and planning initiatives, including post-Katrina New Orleans rebuilding, Learning Cottages, and form-based code calibrations, and where she co-authored *The Light Imprint: Integrating Sustainability and Community Design*. After relocating to Habersham, in Beaufort, SC and working with Brown Design Studio, she became the City Architect for the City of Beaufort, and helped write the form-based code for the city. In 2018, she transitioned back to the private sector, working with Eric Moser at Moser Design Group; in 2025, she became the vice president of the newly-named MK Design Group.



JP McClellan

JP McClellan knows Amelia Island and its building community like nobody else. He served as president of the Nassau Chapter of the Northeast Florida Builders Association from 2003 to 2008 and he has been involved in many of the major residential developments built on Amelia Island. He first came to the island in 1980 as a Master Carpenter for the Lane Company, building homes on Amelia Island Plantation. Later, his unique talents and love of history led him to work on the historic preservation of many of the homes and businesses here. McClellan was recruited by the developers of Amelia Park to bring their vision of a livable new style of community to Northeast Florida. Bringing a TND to this area was at first met with some resistance, but as you can see it all worked out.



Eric Moser

Founder and President of Moser Design Group, now MK Design Group, Eric Moser established the firm in 1986 catering to a custom residential design clientele in a resort setting. Beginning in 1992, with the pilot infill project of Newpoint in Beaufort, SC, Eric embraced the principles of New Urbanism and retooled MDG to concentrate on providing context-driven planning and traditional architecture for pedestrian-friendly communities. Over the years, Eric has been involved in many New Urbanist projects throughout the country and internationally. He lives and works in Habersham, SC, a New Urbanist town he has been involved in since its inception in 1998. He has designed numerous homes in Habersham and serves as the town urbanist.

Joel Embry

See session 3 for bio

Wayne Wood

See session 1 for bio

Julie Sanford

See session 10 for bio

