



NEWS RELEASE

Contact: Whitney Hopper
Wragg & Casas Public Relations
(407) 244-3685
whopper@wraggcasas.com

City of Jacksonville and MSCW Partner on Two Projects Awarded During 2007 First Coast APA Awards Spring Luncheon

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Jacksonville, Fla. — Today, the First Coast American Planning Association (APA) recognized people and projects that have significantly contributed to the field of planning and growth management in the First Coast region.

MSCW, Inc., a leading Orlando-based planning, design and civil engineering firm, served as the primary consultant for two of this year's award-winning projects—the *Dunn Avenue and Main Street Corridor Redevelopment Plan* and the *2030 Horizon: City of Jacksonville Growth Management Task Force*. Award winners were announced during the 2007 First Coast APA Awards Spring Luncheon held at the University of North Florida.

"We were honored to be a part these extraordinary projects," said MSCW Executive Vice President, James A. Sellen, M.S.P. "We look forward to continuing our work with the City of Jacksonville in order to further advance projects that will enhance the community."

The *Dunn Avenue and Main Street Corridor Redevelopment Plan* received this year's **Outstanding Master Plan Award**, which recognizes a master plan developed in the last two years that will greatly contribute to the field of planning upon completion. The Plan was developed by the City of Jacksonville's Planning and Development Department with the assistance of MSCW.

The *2030 Horizon: City of Jacksonville Growth Management Task Force* received the award for **Best Planning Advocate**, which acknowledges planners or citizens who have advocated for better planning or made a difference to the future planning of a community. The Task Force was coordinated by the City of Jacksonville with the assistance of MSCW.

In making the award announcement, APA First Coast APA Chair Mark David Major, AICP, said, "These awards are evidence of the overwhelming support for good planning by the development industry and the citizens of Jacksonville... We're all concerned that changes in our communities be guided. The people and projects honored by these awards demonstrate that we can create and execute a clear vision for the First Coast region's future."

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MSCW, Inc.

MSCW, Inc. is a collaborative design firm consisting of community planners and designers, civil engineers, transportation planners and engineers, environmental

scientists, landscape architects, economists and other professionals, dedicated to creating lasting communities throughout Florida, and the Caribbean. Based in Orlando since 1977, the firm has consulted on high profile, smart growth developments such as Baldwin Park, Horizon West, North Boca Village Center, North Jacksonville Vision & Master Plan and The Villages. For more information about MSCW, visit www.MSCWinc.com.