

Chris Schooley

EDUCATION

University of Virginia, Charlottesville, VA
Masters of Urban and Environmental Planning

Virginia Polytechnic Institute and State University, Blacksburg, VA
Bachelor of Landscape Architecture

PROFESSIONAL EXPERIENCE

Stonehaus, Inc.

2005 – 2008

Director of Development

Responsible for the integrated design management and development management of a set of diverse real estate holdings (condominiums, office, residential) in all phases of development, from feasibility analysis to completion. Specific management roles and projects include:

- ***Belvedere***, a 750+ unit mixed-use neighborhood in Charlottesville, VA, including developing the three Core Values of **sustainability, healthy living and neighborhood**.
 - **Sustainability:** Crafted design standards and methodologies which led Belvedere to successful inclusion in USGBC's LEED for Neighborhood pilot program.
 - **Project Management:** Oversaw \$52 million budget, including over \$10 million in initial infrastructure and 56 lots sold in first phase.
 - **Product Development:** Worked closely with builders and corresponding architects to develop architectural program, style, and lot fit with specific attention towards creating cohesive block relationships and developing quality indoor/outdoor spaces.
 - **Permitting:** Managed 9-month permitting process with Corps of Engineers and Virginia Department of Environmental Quality, including Phase 1-3 archaeological studies and development of a public interpretation program highlighting the unique history of Belvedere.
 - **Mixed Use:** Teamed with additional development managers to create design and development programs for 275-unit "wrapper" apartment building and 160,000 sf office complex.
 - **Amenities:** Led development of diverse amenity program, including over ten miles of trails, partnership with Fairview Swim and Tennis Club and construction of park and Village Green.
 - **Branding and Marketing:** Oversaw the branding and marketing process, including development and operation of **belvedereneighborhood.com**.
 - **Public Relations:** Implemented a successful strategy of utilizing local press as a means to communicate Belvedere's Core Values.
- ***Westhall***, a \$12 million, 127-unit neighborhood in Crozet, VA.
 - **Entitlement:** Led site plan and subdivision plan approval process as well as rezoning of 36-unit Phase 5.
 - **Product Development:** Worked closely with four builders to develop cohesive style of architecture in a Central Virginia Farmhouse Vernacular style, including establishment and chair for Architectural Review Board and Home Owners Association board.

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RESPONSIBLE LAND PLANNING & DESIGN

- *601 Park*, an \$8 million, eleven-unit condominium project on Park Street in Charlottesville, VA.
 - Entitlements: Supervised entitlement process, including site plan approval and Board of Architectural Review approval from the City of Charlottesville.
 - Design Management: Worked closely with architects, kitchen designers, site planners, architectural renderers, soils engineers and hazardous waste management.
 - Branding and Marketing: Developed brand package, including logo, colors, brochure, sales material and website.
- *Cascadia*, a 65-acre, 330-unit mixed product development off of Route 20 in Charlottesville, VA. Roles included utility planning, architectural imaging, lot layouts, landscape architecture and public space definition.
- *Whittington*, a 183-acre, 94 unit neighborhood with 1-acre lots and a shared amenity package of trails and parks. Roles included master planning, rezoning, utility planning and site plan and subdivision plan management.
- Additional projects, including *Berkmar Business Park*, *Avemore Commercial*, *Dunlora South* and *Haden Farm*.
- Developed protocol for management of design throughout the Stonehaus organization, including creation of *Great Places Scorecard*, a 7-item review that balanced each project between Design, Sustainability, Risk and Brand Impact. Created and chaired the *Architectural Review Committee*, which reviewed all design programming, precedent images and design professional progress throughout the organization.

Anderson & Associates – Blacksburg, VA

2000-2005

Project Manager

Built landscape architecture team and integrated with Land Development department consisting of civil engineers and construction managers. Increased team revenues 300% while diversifying design portfolio to the following types of projects:

- Master Planning for residential, commercial and industrial parcels,
- Trail Planning and Design, including historic, recreational and nature trails,
- Urban Streetscape and Downtown Revitalization projects,
- Site Planning,
- Grant Applications and Administration,
- Planting and Amenity Design.

The Cox Company -- Charlottesville, VA

1999-2000

Apprentice Landscape Architect/Planner

Work consisted of broad range of land planning tasks ranging from the preparation of master plans to detailed site plans. Site Planning included Charlottesville Catholic School, Trinity Presbyterian Church and The Covenant School. Prepared historic landscape preservation and pedestrian studies in Yorktown, VA.

Van Yahres Associates -- Charlottesville, VA

1998-1999

Apprentice Landscape Architect/Planner

Provided production and design work for detailed landscape designs as well as campus master planning, for Wake Forest University, Davidson College and Wright State University.