

# JOE NICKOL AICP

PRINCIPAL, DIRECTOR OF DESIGN AND DEVELOPMENT

Joe has 15 years of experience in urban design, architecture, and development. He has directed projects for public and private clients in over 25 states and 7 countries, ranging from targeted pop-up initiatives to billion-dollar developments of city districts.

Joe grew up in a small, western resort town. The first city he lived in was not until after high school in Rome, Italy, where he learned the power of walkable neighborhoods, active streets and public spaces, and smartly adapted buildings and neighborhoods. He later settled with his wife in Pittsburgh, Pennsylvania, for ten years, experiencing first-hand how a deindustrializing city went from down and out to up and coming through bottom-up resourcefulness, smart leadership, technology, and an unshakable commitment to neighborhood livability. During that time he led the urban design studio at Urban Design Associates, designing districts, neighborhoods, and cities in North America and beyond. In 2015 he moved to Cincinnati, joining MKSK as a Senior Urban Design and Development strategist, wholly focused in cities from Detroit to Nashville. He co-authored with Kevin Wright the Neighborhood Playbook in 2016 based on their collective experiences before launching together YARD & Company in 2018.

Joe graduated summa cum laude from the University of Notre Dame in 2005 with a Bachelor's degree in Architecture. He is a co-founder of CNU-Midwest and a frequent contributor to Planning Magazine, Better! Cities and Towns, Planetizen, Smart Cities Dive, and the Congress for New Urbanism. He is a regular lecturer on urban development, placemaking, and the impact of technology on cities.



## PERSONAL EXPERIENCE

- » Downtown Loveland Plan  
*Loveland, OH*
- » Troy Downtown Plan  
*Troy, OH*
- » Walnut Hills Reinvestment Plan  
*Cincinnati, OH*
- » Highland Park Strategic Plan  
*Highland Park, MI*
- » Norfolk Arts District  
*Norfolk, VA*
- » OpenNorfolk  
*Norfolk, VA*
- » SE Fort Wayne  
*Fort Wayne, IN*

## EDUCATION

- » B-ARCH, University of Notre Dame

## AFFILIATIONS

- » ULI
- » CNU
- » APA
- » LEED AP
- » Placemaking Leadership Council
- » CNU-Midwest  
*Co-Founder and Board Member*