

## Contact

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## Specialties

Geospatial analysis, GIS mapping, economic modeling, urban design, 3D visualization, site planning, scenario planning, graphic communication, document design, web design

## Proficiencies

ArcGIS Pro, ArcMap, ArcScene, CityEngine, SketchUp, Twinmotion, Mapbox GL JS, OpenStreetMap, HTML, CSS, JavaScript, Photoshop, InDesign, Illustrator, WordPress, Squarespace, and Wix.

## Certifications & Licenses

American Institute of Certified Planners (AICP), Florida Real Estate Sales Associate

## Organizations

American Planning Association  
Congress of the New Urbanism  
Urban Land Institute

# Sarah Vitale, AICP

Urban Planning & Design - St. Petersburg, Florida

## Education

Florida State University

### Master of Science in Planning, Urban & Regional Planning (2017)

- Neighborhood Planning & Community Design Specialization
- Advanced Studies in Urban Design

### Bachelor of Science, Interdisciplinary Social Science (2014)

## Experience

Tampa Bay Regional Planning Council, TBRPC

### Planning Director

May 2023 - Present

Pinellas Park, Florida

- Leading strategic planning initiatives, overseeing project management, budget allocation, and execution of urban development projects within the Tampa Bay region.
- Facilitating cross-functional collaboration among internal teams and external partners to streamline planning processes and maximize project efficiency and effectiveness.
- Oversee the recruitment, training, and performance evaluation of a diverse team of planners, analysts, and support staff, fostering a collaborative and high-performing work environment.

Tampa Bay Regional Planning Council, TBRPC

### Senior-Principal Planner & Urban Designer

September 2018 - April 2023

Pinellas Park, Florida

- Provided planning services including project management, budgeting and execution of urban design, planning, and public policy research studies for Tampa Bay and statewide clients.
- Created static and interactive maps, 3D visualizations, perspectives, and illustrations to convey data and plan recommendations.
- Analyzed and presented qualitative and quantitative data through graphically-compelling charts, tables, diagrams, and infographics.
- Coordinated document design, including graphic design, layout, and preparation of plan documents.

## Awards

**Florida Chapter Award of Merit -  
American Planning Association  
Florida Chapter, September 2023**

**Best Plan, Report, or Study -  
American Planning Association  
Suncoast Section, November 2022**

Recognized for the TBRPC's Resilient Ready Tampa Bay Report, a regional technical assistance resource that was created to enhance the capacity of Tampa Bay communities to assess, plan for, and adapt to flood impacts through the expanded use of multi-functional green infrastructure systems and resilient site design and construction practices.

**2022 Public/Private Achievement  
Award - 2022 Florida Governor's  
Hurricane Conference, May 2022**

The TBRPC's Project Phoenix 2.0: The Recovery was awarded the Public/Private Achievement Award at the 36th edition of the Florida Governor's Hurricane Conference. This award recognizes organizations that have made a substantial contribution to hurricane preparedness, response, recovery, mitigation or research in the State of Florida.

**National Association of  
Development Organizations (NADO)  
Aliceann Wohlbruck Impact Award,  
August 2019**

The TBRPC's Suncoast Parkway II Transportation Corridor Land Use Study prepared three land use scenarios for developing interchange areas in Citrus County.

**Excellence in Online Course Design  
- Office of Disaster Learning, Florida  
State University, October 2016**

Recognized for innovation in maximizing instructor and peer interactions by encouraging students to create their own videos and share their experiences in urban spaces through social media.

Hoyt Architects

**Planner | Project Manager**

November 2017 - August 2018

Sarasota, Florida

- Implemented urban planning-related project components, including land use, transportation, and housing analyses
- Prepared, distributed, and managed receipt of architectural proposals and contracts
- Coordinated marketing activities, including responses to public sector RFPs, website design/maintenance, trademark licensing, and social media management.
- Developed narratives and award applications for HALvr [halvr.com], a multi-disciplinary studio specializing in virtual reality, real-time 3D visualization & interactive applications for real estate development and urban design

Florida State University

**Graduate Teaching and Research Assistant**

May 2015 - December 2016

Tallahassee, Florida

- Assisted with the development, design, and implementation of an award-winning undergraduate course: URP3000 Introduction to Planning & Urban Development (online format, 75 students)
- Delivered a video teaching lecture founded in my research on planning and technology.

Preservation of Affordable Housing

**Real Estate Development Intern**

May 2016 - August 2016

Boston, Massachusetts

- Assisted Project Managers in financial analysis, construction management, and transfer of the completed project to the property management function.
- Assessed the feasibility of potential acquisitions and tracked project budgets using an underwriting model.
- Prepared applications and written responses to public sector NOFAs
- Created concept designs for affordable housing redevelopments.

Leon County Government

**Sustainability Intern**

February 2013 - April 2013

Tallahassee, Florida

- Developed content and graphic design for an employee orientation pamphlet that highlights existing Leon County sustainability policies and practices
- Coordinated community outreach events for the Springtime Tallahassee parade and the Railroad Square Sustainability Arts Festival