



## 2020 Women in RE: Carrie O'Farrell, Nelson Pope Voorhis

October 20, 2020 - Spotlights

Name: Carrie O'Farrell, AICP

Title: Senior Partner

Company Name: Nelson Pope Voorhis Long Island Office

List up to three associations or organizations that you are currently a member of:

American Institute of Certified Planners

American Planning Association

What recent project or accomplishment are you most proud of?

In February 2020, the Town of Southampton adopted the Hampton Bays Downtown Overlay District (HBDOD), a form-based code designed to incentivize redevelopment of the hamlet center into a more-vibrant, attractive and successful mixed-use commercial center. I led the team in support of the town's development of the HBDOD zoning and completion of the environmental review of the proposed zoning district, including the preparation of a Supplemental Generic Environmental Impact Statement (SGEIS), Traffic Impact Study, Market Study, 10-Year Theoretical Build Analysis, and SEQRA Findings Statement. The environmental review resulted in the establishment of numerous standards and mitigation measures, identified preliminary infrastructure needs for future development, and identified the necessary revisions and amendments to improve the form-based code. The form-based code contained numerous zoning, architectural, landscaping, greenspace, parking, and sustainability standards to support a mix of essential land uses designed to stimulate economic activity, create jobs, and provide diverse housing opportunities. The town has worked with the Hampton Bays community on revitalization planning efforts for over ten years, and I am proud to have assisted the town from 2018-2020 to bring this innovative form-based code to life.

What is one characteristic that you believe every woman in business should possess?

Confidence. Displaying confidence in your abilities goes a long way given the challenges that many women face in the workplace. Understanding the value of your skills and maintaining self-assurance are essential for women to succeed in all aspects of life.