THE PLANNER'S ROLE IN RECOVERY

WHAT RESPONSIBILITIES AND OPPORTUNITIES FACE THE PLANNING PROFESSION AS WE (HOPEFULLY) HEAD TOWARDS ECONOMIC RECOVERY?

Georgia Planning Association
Fall Conference  
October 2, 2009
The Planner's Role In Recovery

Introduction: Responsibilities & Opportunities

- Jonathan Gelber, AICP
  - Senior Consultant, Bleakly Advisory Group
Planners’ Responsibilities
Planners’ Responsibilities

Recommendations

COMING SOON
32 New Residential Condominiums
6 - 7 New Ground Floor Retail Stores

For retail information, contact:
Edward Plant Company (415) 421-8098
For residential information, contact:
(415) 546-9373

Exclusive Retail Leasing Agent
Planners’ Recommendations

Auction

Sunday September 27

New Lofts & Flats on Capitol Hill
Min. Bids From $165,000

UP TO 62% SLASH IN PRICE

Sample Table of Homes

<table>
<thead>
<tr>
<th>Home Sq. Ft.</th>
<th>Original Price</th>
<th>Minimum Bid</th>
<th>Slash in Price</th>
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</thead>
<tbody>
<tr>
<td>408</td>
<td>$369,990</td>
<td>$165,000</td>
<td>58%</td>
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<tr>
<td>115</td>
<td>$455,000</td>
<td>$185,000</td>
<td>62%</td>
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<tr>
<td>131</td>
<td>$590,990</td>
<td>$295,000</td>
<td>54%</td>
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- In the Heart of N. Capitol Hill
- Lofts with 10’ Ceilings
- Flats with Floor to Ceiling Windows
- Premium Appliances
- Two Tethered Fireplaces

Brix Information Center
Open Daily 11am to 7pm
536 Broadway E
Seattle, WA 98102
Phone: 206.982.9416

AuctionBrix.com
Planners’ Opportunities
Planners’ Opportunities
- Developer-funded infrastructure

- Assumptions:
  - The right to develop is a commodity that can be leveraged.
  - Developers make more profit than they really need.
  - Demand for development will always exceed supply of sites.
  - Everything will continue to increase forever
The Planner's Role In Recovery

- Jonathan Gelber, AICP
  - Senior Consultant, Bleakly Advisory Group
    - Moderator

- Kenneth J. Bleakly, AICP
  - President, Bleakly Advisory Group
    - Market and Economic Challenges Facing Communities

- Steven R. Cover, AICP
  - Managing Principal, HOK
    - Bridging the Gap Between Planners and our Public

- Jerry Miller
  - Principal, Fabric Developers LLC
    - Bridging the Gap between Planners and the Real Estate Community
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Market and Economic Challenges Facing Communities

- Kenneth J Bleakly, AICP
  - President, Bleakly Advisory Group
Market & Economic Challenges

Market and Economic Challenges Facing Communities

- Planners face a multitude of issues coming out of the Great Recession:
  1. How do I get my tax base growing again?
  2. Managing an oversupply of empty boxes
  3. Managing the oversupply of residential lots
  4. Does New Urbanism/Smart Growth still work?
  5. Getting the word out about our community
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Bridging the Gap between Planners and Our Public

Steven R. Cover, AICP

Managing Principal, HOK
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Bridging the Gap between Planners and Our Public

- If the “vision” is our product, who are our customers, and how do we convince them to buy it?
  - Political Framework
  - The Public Process
  - The Real Estate & Finance Community

- How have those roles changed since the bubble popped?
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Bridging the Gap Between Planners and the Real Estate Community

- Jerry Miller
  - Principal, Fabric Developers LLC
The Planner's Role In Recovery
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Bridging the Gap Between Planners and the Real Estate Community

- What does the development process look like and what role does planning play?
- Why do the best-laid plans so often go astray?
- What can your community do to accelerate and sustain its recovery?
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