



THE PLANNER'S ROLE IN RECOVERY

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

The Planner's Role In Recovery

Introduction: Responsibilities & Opportunities

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

Planners' Responsibilities

Recommendations



Planners' Responsibilities

Recommendations



COMING SOON

A Village Properties Development by Hayes Franklin Builders Corp.

32 New Residential Condominiums

6 - 7 New Ground Floor Retail Stores

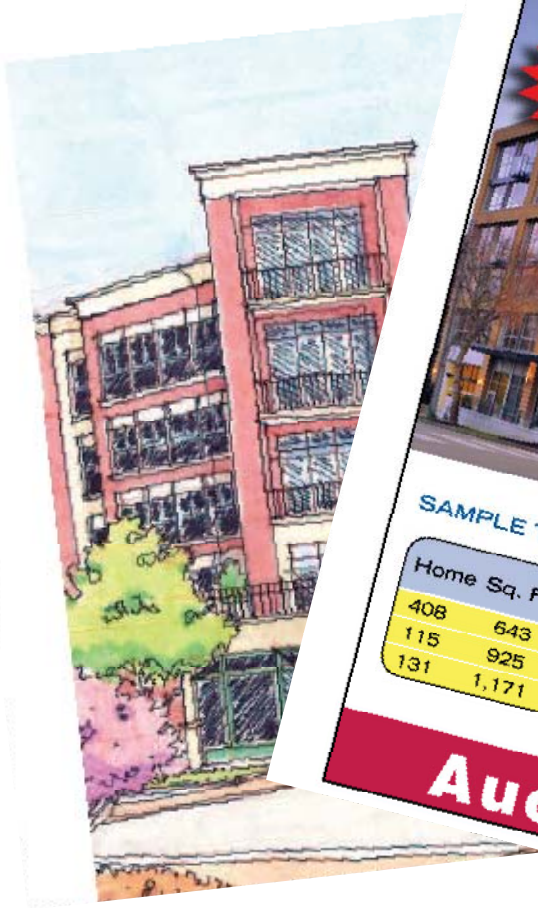
For retail information, contact:
Edward Plant Company (415) 421-8098

For residential information, contact:
(415) 546-9373

EDWARD PLANT
Exclusive Retail Leasing Agent

Planners' Recommendations

Recommendations



ACCELERATED MARKETING PARTNERS

AUCTION

Sunday September 27

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

UP TO 62% SLASH IN PRICE

SAMPLE TABLE OF HOMES

Home	Sq. Ft.	Original Price	MINIMUM BID	Slash In Price
408	643	\$369,990	\$165,000	55%
115	925	\$485,000	\$185,000	62%
131	1,171	\$639,990	\$295,000	54%

- In the Heart of N. Capitol Hill
- Lofts with 16' Ceilings
- Flats with Floor to Ceiling Windows
- Premium Appliances
- Designer Finishes

Brix Information Center
Open Daily 11am to 7pm
536 Broadway E
Seattle, WA 98102
Phone: 206.262.9418

AuctionBrix.com

SCHEIDT & WEST
LIC. #1201

PLANT

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w Floor stores

clusive Retail Leasing Agent

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

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- 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

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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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Georgia Planning Association

Fall Conference

October 2, 2009