



ECHLIN
PLANNING
ADVISORY

Capabilities

Echlin Planning Advisory (EPA) is an independent urban planning consultancy based in Lucerne, Switzerland specializing in strategic framework planning, urban policy planning, coastal, marine and waterfront planning with the ability to team and collaborate globally. Services include site analysis, programme development and management, workshop facilitation, strategic and policy framework planning, marine spatial planning, coastal adaptation planning, urban design, master planning and project management.

EPA capabilities include developing strategic urban policy frameworks, coastal adaptation strategies, design guidelines, development control regulations and zoning code, design review, open space design, urban design, architectural design, integrated design process (IDP), sustainability analysis and programming, leading and coordinating project teams, project scoping, concept visioning, design optioning, hand-sketching, workshop organization and facilitation.



John Echlin

M.Arch, NCARB, LEED AP, Estidama PQP
Principal

Profile

John Echlin is an architect, urban designer and urban planner with over 30+ years' experience in North America, Europe, Asia and the Middle East in both the private and public sectors. He has performed as an effective team leader and collaborator at Director, Principal and Senior-Manager levels and has been a frequent public speaker, workshop and conference facilitator.

John's key expertise is in strategic planning, coastal waterfront planning, urban redevelopment, high-density mixed-use development master plans, creating complete and walkable communities with human-scaled street and open-space design, facilitating an integrated design approach and delivering sensible plot-development controls and regulations. Based in Lucerne, Switzerland, he is currently developing the policy framework for the Al Wakra Regional Framework Master Plan in Qatar. Prior to this, he served as Planning Advisor to the Abu Dhabi Urban Planning Council (UPC) where he led major strategic framework plans and master planning projects. He led the Abu Dhabi Islands Development Review team and was responsible for developing and applying UPC planning policies, procedures and design guidelines. John was directly involved in the creation and implementation of the Estidama Pearl Green Building Rating System (PRS).

Prior to Abu Dhabi, John practiced as an accomplished architect in Portland, Oregon and was responsible for the design and construction of over \$350mil in completed buildings. These included award-winning LEED Certified mixed-use residential, office, higher education, hotels and historic adaptive re-use projects. As a public speaker he actively promoted sustainable design practices to clients and the public, serving as a member of the City of Portland Sustainable Development Commission and as President of the non-profit Oregon Natural Step Network.

Contact:

Echlin Planning Advisory

Mariahilfgasse 2a

Lucerne

Switzerland CH6004

+41-79-781-2154

john@echlinadvisory.com

www.echlinadvisory.com

Prior Experience:

- **Abu Dhabi Urban Planning Council 2014 – 2017**
Planning Advisor – Maritime Planning
- **Ramboll Middle East 2013 – 2014**
Associate Director Master Planning
- **Abu Dhabi Urban Planning Council 2008 – 2012**
Planning Manager Abu Dhabi Islands
- **SERA Architects Portland, OR 1997 – 2008**
Principal and Design Director
- **Swiss Federal Institute of Technology (ETHZ), Zurich, CH 1991 – 1995**, Dept. Architecture, Teaching Chair Oberassistent Prof. Alexander Henz
- **Architect-Urban Designer 1980 – 1997** Various offices in the US, Switzerland and Italy

Key Projects:

- Al Wakra Regional Framework Master Plan 2032 with ARCADIS, Qatar
- International Competition for the Integrated Spatial Development of Saratov, Russia, City Centre, ISOCARP Technical Jury Member, Ecology and Landscape Planning
- COLAND – Inclusive Coastal Landscapes Intensive Study Programme, ISOCARP Coastal Planning Expert, Pozzuoli, Italy
- ISOCARP Rapporteur, Waterfront Planning Expert, Suzhou UPAT Grand Canal National Cultural Park, Suzhou, China
- Plan Maritime 2030: Abu Dhabi Coastal and Marine Framework Plan
- Jeddah Waterways Vision Plan, Jeddah, KSA
- Hudayriat Islands Vision Plan and Beach Activation
- Seychelles Strategic Plan 2040
- Abu Dhabi Corniche Beach Redevelopment Plan
- Fujairah Strategic Framework Plan 2040
- Saadiyat Island Master Plan and Beach District
- Al Maryah Island Master Plan
- Lulu Island Master Plan
- Al Bateen Waterfront Development Guidelines
- Abu Dhabi Corniche Beach Revitalization
- Sir Bani Yas Island North Beach
- Public Realm Design Manual
- Community Facilities Standards
- Estidama Pearl Communities and Buildings Rating System (PCRS) + (PBRS)

Nationalities:

- Switzerland, United States

Languages:

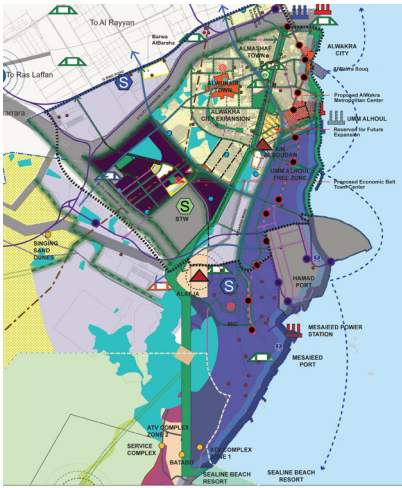
- English: Fluent Mother-tongue
- German: Professional working proficiency
- Swiss-German: Professional working proficiency
- Arabic: Elementary proficiency

Professional Registration / Certification:

- 2011 – Current, Estidama Communities and Buildings Pearl Rating Systems, Pearl Qualified Professional (PQP)
- 2009 – Current, International Society of City and Regional Planners (ISOCARP)
- 2001 – Current, USGBC Leadership in Energy and Environmental Design (LEED AP)
- 1993 – Current, National Council of Architectural Registration Boards Certification (NCARB)
- 1986 – 2009 American Institute of Architects
- 1998 Registered Architect: Oregon #4051
- 1997 – 2006 American Planning Association
- 1986 Registered Architect: California # C17065

Education:

- University of California, Los Angeles M.ARCH., Urban Design
- International Laboratory of Architecture and Urban Design (ILAUD), Urbino, Italy
- Rhode Island School of Design, B.F.A., B.ARCH., Fine Art, Architecture



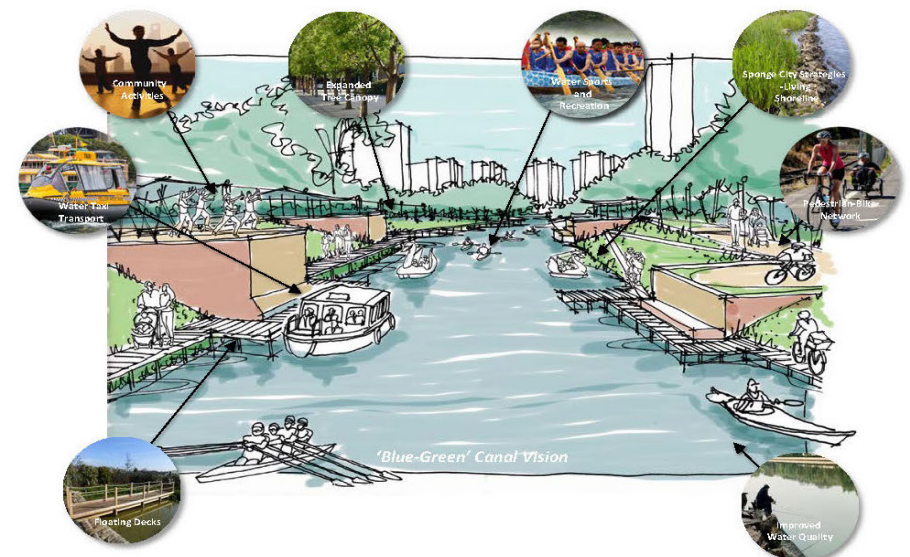
AlWakra Regional Structure Framework and Urban Design Plans, Qatar
 Urban Planning Advisor to Arcadis. This strategic plan for the 2nd largest municipality in Qatar guides the vision and sustainable growth for this coastal community of 450,000 population. The plan allows for a balance of diverse land-uses combining industrial, cultural heritage, natural recreation areas and tourism activities, while providing safeguards to adapt to future climate change.



COLAND – Inclusive Coastal Landscapes Intensive Study Programme
 ISOCARP Coastal Planning Expert, Pozzuoli, Italy. COLAND is a project co-funded by the Erasmus+Programme of the European Union focused on the sustainable development of coastal landscapes and waterfront development by activating green and blue infrastructure.



Grand Canal National Cultural Park
 ISOCARP Rapporteur, Waterfront Planning Expert, Suzhou UPAT, Suzhou, China 2018. As a member of an international expert advisory team invited by the regional government, we analysed the potential of the existing historic Grand Canal to serve as a catalyst for the redevelopment of the inner city and prepared a concept vision and strategy for implementation.



Grand Canal National Cultural Park
 ISOCARP Rapporteur, Waterfront Planning Expert, Suzhou UPAT, Suzhou, China 2018. Our vision and strategy called for the implementation of “Sponge City” restorative approaches to increase public-use of the abandoned canals and allow for the continued use of the canals for flood management.

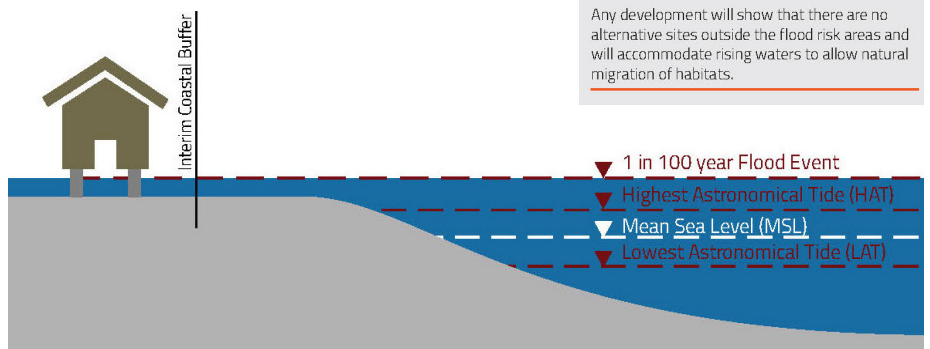
Plan Maritime 2030: Abu Dhabi Coastal and Marine Framework Plan

Abu Dhabi, UPC Maritime Planning Advisor. As the first comprehensive coastal and marine framework plan in the Arab region, a strategic spatial and policy framework provides a secure decision-making platform for long-term planning of waterfront infrastructure at a detailed level. With over 2,000 km of waterfront property and a very high demand from a variety of conflicting uses, the plan allows the implementation of coastal development in a sustainable and resilient manner.



Plan Maritime 2030: Abu Dhabi Coastal and Marine Framework Plan

Abu Dhabi, UPC Maritime Planning Advisor. The plan includes strong provisions for anticipating the effects of climate change and sea-level rise in the foreseeable future. Policies and guidelines differentiate between developed and rural areas to allow a variety of adaptive solutions to address flooding.



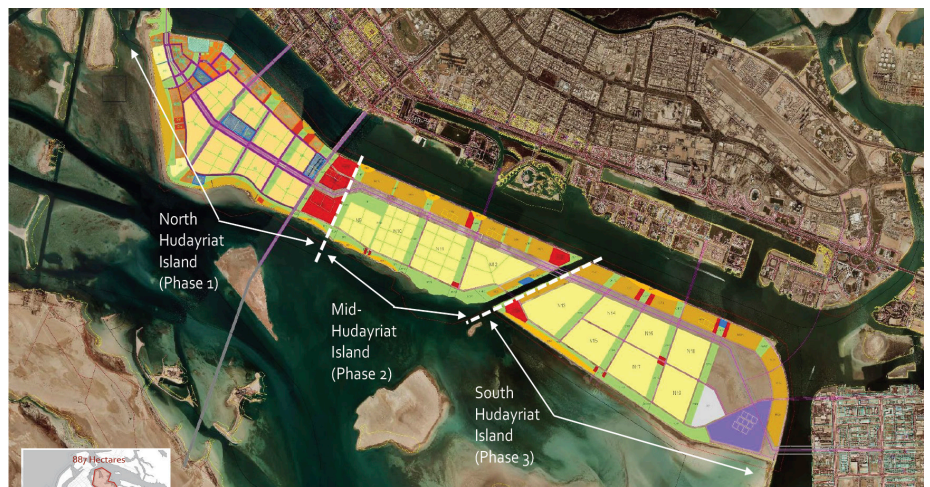
POLICY CC 1.3

Outside Developed Areas Approach: Retreat or Accommodate

Any development will show that there are no alternative sites outside the flood risk areas and will accommodate rising waters to allow natural migration of habitats.

Hudayriat Islands Vision Plan

Abu Dhabi, UPC Maritime Planning Advisor. As a reclaimed island adjacent to the urban core, the island vision plan takes advantage of the location to provide for a future population of 300,000 while promoting complete coastline public access for a variety of recreational uses to serve diverse and complete walkable residential neighborhoods.



Hudayriat Islands Vision Plan

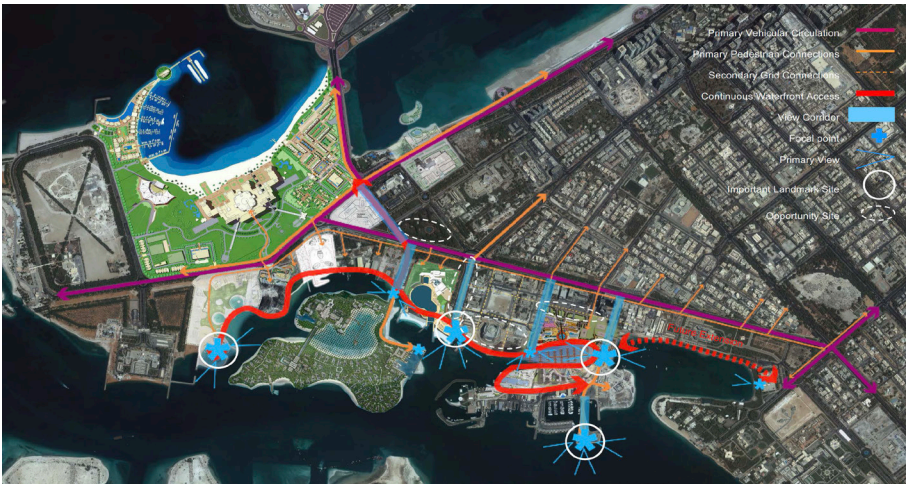
Abu Dhabi, UPC Maritime Planning Advisor. Generous development setbacks allow for future sea-level rise flooding conditions while providing buffer zones that work to protect natural areas while allowing public recreational access.





Al Bateen Waterfront Development Guidelines

Abu Dhabi, UPC Planning Advisor and Urban Designer. The redevelopment of the Al Bateen waterfront for public use and access required a new set of standards to unify the public realm elements. The new standards provided design guidance for addressing a variety of spatial conditions and the conflicts inherent in public-private demands for waterfront use.



Al Bateen Waterfront Development Guidelines

Abu Dhabi, UPC Planning Advisor and Urban Designer. The standards also provided a framework for preserving both the visual and physical land-water access needed for public circulation continuity.



Abu Dhabi Public Realm Design Manual

Abu Dhabi, UPC Planning Advisor and Urban Designer. The harsh Gulf climate, scarce water resources and a lack of local landscape design traditions shaped the existing open spaces of Abu Dhabi. The PRDM was the first attempt by the UPC to develop guidelines and standards for the development of public open space. These standards built on international best practices while integrating sustainable approaches, and the Estidama system to public realm water, energy and resource use.



Planning for Estidama

A supplement to Development Review Applications to address the Community Pearl Rating Requirements

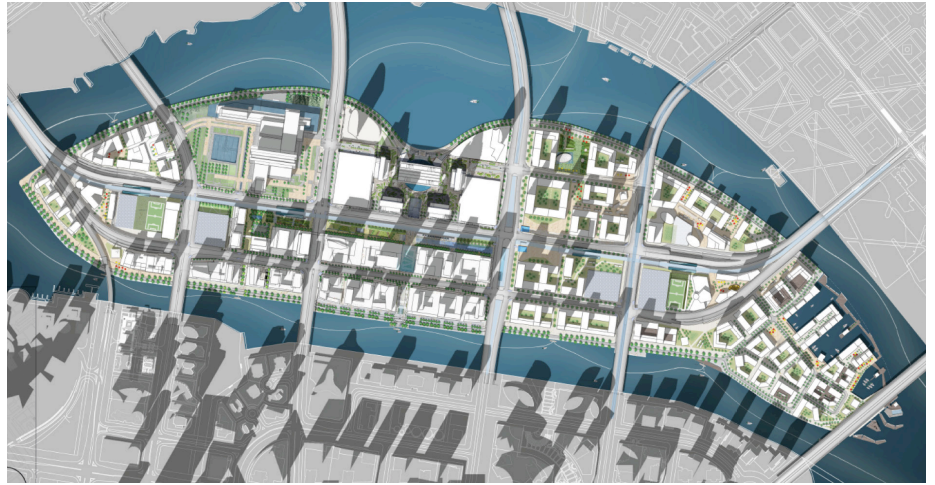


Estidama Pearl Rating System

Abu Dhabi, UPC Planning Advisor and Urban Designer. The Estidama Pearl Rating System (PRS) for Communities (PCRS), Buildings (PBRS), and Villas (PVRS) is the first green building rating system specifically tailored to the local climate and cultural conditions of the Arabian Gulf. Developed as an essential part of the urban planning approvals process, the Estidama PRS applies to the design, construction and operational stages of projects. It emphasizes an integrated design process (IDP) in the early planning phases as critical to the design and implementation success of projects.

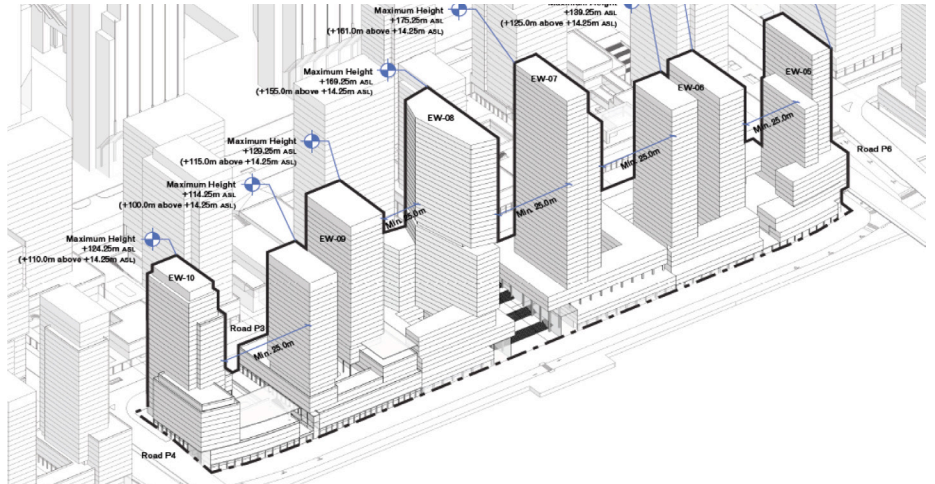
Al Maryah Island Master Plan

Abu Dhabi, UPC Planning Advisor and Urban Designer. Foreseen as the new commercial center for downtown Abu Dhabi, the development plan for this island of 30,000 residents was planned with a 14 meter podium above water level to allow the integration of the street network, bridges and continuous waterway navigation around the island.



Al Maryah Island Master Plan

Abu Dhabi, UPC Planning Advisor and Urban Designer. The waterfront design took advantage of the podium condition with multi-level public spaces oriented towards the water.



Saadiyat Island Master Plan

Abu Dhabi, UPC Planning Advisor and Urban Designer. The vision for the future development of Saadiyat is based on the translation as the 'Island of Happiness'. This 2,713 hectare island will help establish Abu Dhabi as a global tourism destination. Saadiyat Island will have a range of world-class attractors including branches of the Louvre and Guggenheim Museums and a Campus for New York University which will be fundamental in forging a sense of place and identity. The phased development of Districts foresees an ultimate residential population of 145,000.



Abu Dhabi Urban Infill Block,

Abu Dhabi, UPC Planning Advisor and Urban Designer. This prototypical infill and streetscape model seeks to address aging downtown infrastructure by rebuilding a standard superblock to increase green open space and create a complete walkable neighborhood. The project addressed existing utility infrastructure capacity and used an integrated approach to energy, water and waste demands at the district scale.

