



### Profile

Echlin Planning Advisory (EPA) is an independent freelance urban planning consultancy specializing in coastal, marine and waterfront planning. Services include site analysis, programme development and management, strategic planning, workshop facilitation, marine spatial planning and coastal adaptation planning. EPA is based in Lucerne, Switzerland with the ability to team and collaborate globally. EPA is seeking opportunities for international development project collaboration and/or leadership.

### Capabilities

EPA capabilities include strategic planning, coastal and marine spatial planning, urban planning and urban design, developing coastal adaptation strategies, design guidelines, development control regulations and zoning code, design review, open space design, architectural design, interior 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, and public policy development.



**John Echlin**

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

John Echlin is an architect, urban designer and urban planner with over 30+ years' experience in North America, Europe 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 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.

He has a particular interest in developing coastal adaptation strategies, and environmentally responsive and culturally sensitive design and collaboration. John is also an accomplished architect with over \$350mil in completed buildings, including award-winning and LEED Certified buildings that comprise mixed-use residential, office, higher education, hotels and historic adaptive re-use projects.

### Contact:

#### Echlin Planning Advisory

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### 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. Of Architecture, Teaching  
Chair Prof. Alexander Henz
- **Architect-Urban Designer** 1980-1997 Various offices  
in the US, Switzerland and Italy

### Key Projects:

- ISOCARP Lead Coordinator, Young Planning  
Professionals Workshop, Bodo, Norway 2018
- Abu Dhabi Plan Maritime 2030: Abu Dhabi Coastal and  
Marine Framework Plan
- Hodayriat 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
- Hidd Al Saadiyat Master Plan
- Al Fahid Island Master Plan
- Lulu Island Master Plan
- Abu Dhabi Corniche Beach Revitalization (2009)
- Al Bateen Beach
- Sir Bani Yas Island North Beach
- Public Realm Design Manual
- Community Facilities Standards
- Estidama Pearl Communities and Buildings Rating  
System (PCRS) + (PBRS)
- Team Oregon LLC Sustainable Planning and  
Development Advisor 2000 - 2001

### 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:

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