



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 water- front planning with the ability to team and collaborate globally. Services include site analysis, programme development and management, work- shop 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.

Since 2017, John has been advising on large-scale strategic framework plans throughout Europe, the Middle East and Asia. He is currently collaborating with Atkins Réalis on framework structure and master plans at the AIUla UNESCO heritage site in KSA. Prior to 2017, he served as Planning Advisor to the Abu Dhabi Urban Planning Council (UPC) where he led Plan Maritime 2030: Abu Dhabi Coastal and Marine Framework Plan and other major planning projects. As Planning Manager, he also led the Abu Dhabi Islands Development Review team and was responsible for creating and applying UPC planning policies, procedures and design guidelines. John was directly involved in the development 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

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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**, US, Switzerland and Italy

Key Projects:

- Mughayra, Abu Zaraib, Fudala Settlements, Concept and Detailed Master Plans with Atkins Réalis, KSA
- AlHijr Settlement Concept and Detailed Master Plan with Atkins Réalis, KSA
- AIUla Glamping and Camping Activation Strategy with Atkins Réalis, KSA
- AIUla Southern Districts Structure Plan with Atkins Réalis, KSA
- Project Pearls Strategic Island Development Plan with Arcadis /CRTKL, KSA
- AlWakra Regional Framework Master Plan 2032 with ARCADIS, Qatar
- International Competition for the Integrated Spatial Development of Saratov, Russia, City Centre, ISOCARP Jury Member, Ecology and Landscape Planning
- COLAND – Inclusive Coastal Landscapes Intensive Study Programme, ISOCARP Coastal Planning Expert, Pozzuoli, Italy
- Suzhou UPAT Grand Canal National Cultural Park, ISOCARP Rapporteur, Waterfront Planning Expert, Suzhou, China
- Plan Maritime 2030: Abu Dhabi Coastal and Marine Framework Plan, with UPC; UAE
- Jeddah Waterways Vision Plan, with Ramboll ME, Jeddah, KSA
- Fujairah Strategic Framework Plan 2040 with Ramboll ME, UAE
- Hudayriat Islands Vision Plan and Beach Activation, with UPC, UAE
- Seychelles Strategic Plan 2040, with UPC, Seychelles
- Abu Dhabi Corniche Beach Redevelopment Plan, with UPC, UAE
- Saadiyat Island Master Plan and Beach, with UPC, UAE
- Al Maryah Island Master Plan, with UPC, UAE
- Lulu Island Master Plan, with UPC, UAE
- Al Bateen Waterfront Development Guidelines, with UPC, UAE
- Abu Dhabi Corniche Beach Revitalization, with UPC, UAE
- Public Realm Design Manual and Community Facilities Standards, with UPC, UAE
- Estidama Pearl Communities and Buildings Rating System, with UPC, UAE

Nationalities:

- Switzerland, United States

Languages:

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