

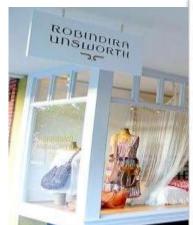


Planning Retail That Can Really Happen

















Speakers

Debbie Lawlor, Discipline Leader-Planning Services, Maser Consulting P.A./AICP

President-Elect

Thomas Jansen, Director, HR&A Advisors, Inc.

Steve Dwoskin, Partner, CallisonRTKL

James Carpentier, Director-State and Local Government Services, International Sign

Association

Martin Scribner, Planner

Brent Herrington, President & CEO, DMB Development LLC

Key Learning Objectives

Retail is not one size fits all. Knowing how and what developers can attract to an area – and how they are retaining them - is important for planners to understand in order to create design guidelines and zoning regulations.

Learn in this session:

- How to evaluate a community for retail
- Market demographics that make a retail project viable
- Physical attributes that enhance retail development and attract shoppers
- Zoning regulations that planners should consider/reconsider when addressing retail land uses