

KTGY GROUP Principals Ken Ryan and David Senden to Speak at PCBC

KTGY GROUP principals Ken Ryan and David Senden have been invited to speak at the PCBC 2008 show, Homebuilding's Premier Tradeshow and Conference, held June 24 - 27, 2008 at the Moscone Center in San Francisco, Calif. Ryan will participate in the session "What Elected Officials Really Want" on Wed., June 25, from 10:30 am – 11:30 am. Senden will speak on "The Role of Aesthetics in a Slow Market" on Thurs., June 26, from 1:30 pm – 2:30 pm.

June 4, 2008 (FPRC) -- IRVINE, CALIF. - Award-winning KTG Y GROUP, INC., Architecture and Planning, is pleased to announce that two KTG Y principals have been invited to speak at the PCBC 2008 show, Homebuilding's Premier Tradeshow and Conference, held June 24 - 27, 2008 at the Moscone Center in San Francisco, Calif. KTG Y principals are frequent guest speakers and panelists at the various industry events including PCBC, ULI and NAHB.

Ken Ryan has been invited to participate as a speaker at the session "What Elected Officials Really Want" on Wednesday, June 25, from 10:30 am – 11:30 am. With over 20 years of experience, Ryan has served as the past mayor of the City of Yorba Linda and a leader involving complex regeneration planning, large scale master plans, town center evaluation, resort/recreation studies, community participation programs and intergovernmental coordination. Ryan currently heads up KTG Y's Community Planning and Urban Design studio based in Irvine.

Ryan, along with other panelists, will discuss how best to work with elected officials, staff, consultants, the media and community. This candid and entertaining exchange of thoughtful observations and insights will highlight both opportunities and pitfalls in dealing with a variety of current issues and include real world lessons to assist in navigating the approval process more efficiently. Attendees will learn how to gain trust, save time and avoid surprises; strategies for working with stakeholders and achieving consensus while elevating, not compromising, design; and the art of knowing when, what, how and to whom to communicate your issues.

David Senden has been invited to participate as a speaker at the session "The Role of Aesthetics in a Slow Market" on Thursday, June 26, from 1:30 pm – 2:30 pm. At KTG Y, Senden is responsible for the initial design/planning concept through the design development phase. He leads a team of designers and planners that work hand in hand with the local jurisdiction, builder and community. With a focus on infill housing, Senden provides the vision for the design of each residence and overall neighborhood. Prior to joining KTG Y, Senden was a key member of various design firms in Southern California and Louisiana. His recent work has been for clients such as The Hanover Company, Sares-Regis, Toll Brothers, American Campus Communities, Bridge Housing, and Regis Homes of Northern California.

Senden, along with a diverse group of panelists, will discuss a host of controversial design issues builders have long tangled with, including how do buyers view aesthetics and what are the details that matter, how do staff planners and city design review boards fit into the discussion, what is the responsibility to the general public to provide an aesthetically pleasing environment. Attendees will learn the impact on the public of the proliferation of design television, magazines and affordable

design-conscious retail outlets; whether builders bear the responsibility of creating historically appropriate projects; how to talk to city staff and review boards, marketing people and consumers about projects that don't necessarily fit into a historically derived style; and how this new market is influencing the way builders and consumers think about aesthetics.

KTGY GROUP, INC., Architecture and Planning, was created in 1991, with project viability and client satisfaction as abiding priorities, while providing complete planning and architectural design services for residential communities, retail developments, hospitality and related specialty projects. In a complex and changing world, the firm consistently delivers innovative solutions that reflect clear understanding of development, marketing and financial performance. KTGY takes particular pride in its highly motivated and principal led studio teams, who deliver superior services, thus strengthening clients' long-term growth and earnings objectives. Serving clients throughout the United States, the firm has locations in Irvine, Santa Monica, Oakland and Denver. For more information, contact Sayeh Rad at (949) 851-2133 or visit www.ktgy.com.

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Keywords

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