

KTGY Principal David Senden Invited to be Speaker at BIA/OC Event

KTGY's Principal David Senden has been invited to participate in the Orange County Chapter's Building Industry Association (BIA) and Urban Infill and Multifamily Housing Committee Workshop panel, "It's Process, Not Project." Panelists will discuss the development challenges they have faced and will feature an in-depth case study on "The Crossing" in Anaheim. Attendees will get to learn about the development process from pre-development due diligence through project/land planning and design, as well as sales and marketing. Attendees can take a tour of The Crossing, which is currently under construction and will feature 312 apartments and 39 live/work units at 3530 E. La Palma Avenue, a former industrial location, in Anaheim.

September 14, 2009 (FPRC) -- IRVINE, CALIF. - Award-winning KTG Y Group, Inc., Architecture + Planning, is pleased to announce that KTG Y's Principal David Senden has been invited to participate in the Orange County Chapter's Building Industry Association (BIA) and Urban Infill and Multifamily Housing Committee Workshop Program: "So You Think You've Got Infill? Think Again!" held on Thursday, September 24, 2009, at the Embassy Suites Anaheim – North at 3100 East Frontera in Anaheim, Calif. Registration and breakfast start at 7:30 am, the program runs from 8:00 am - 11:30 am. There is an optional project tour of The Crossing, a new urban infill, transit-oriented, resort-style apartment community developed by SARES-REGIS Group and designed by KTG Y, immediately following the program.

Senden will participate in the panel, "It's Process, Not Project," which will be moderated by John O'Brien of Brookfield Homes, and include CJ Amstrup of the City of Anaheim, Jim Ivory, Bill Montgomery and Mike Winter with SARES-REGIS Group, Jay Ruby of Urban Resource Corp., and Michael Schrock of Urban Arena as additional panel members. Panelists will discuss the development challenges they have faced and will feature an in-depth case study on "The Crossing" in Anaheim. Attendees will get to learn about the development process from pre-development due diligence through project/land planning and design, as well as sales and marketing. Attendees can take a tour of The Crossing, which is currently under construction and will feature 312 apartments and 39 live/work units at 3530 E. La Palma Avenue, a former industrial location, in Anaheim. The City of Anaheim will also offer its development vision for this area of the city at the workshop. Always with design quality and integrity, Senden provides the "big picture" vision for projects varying from infill mixed-use developments through large scale planning efforts. His knowledge and experience of residential product as well as his ability to stay on the cutting edge of design makes Senden an invaluable member of any development team. He leads a team of designers and planners who work hand-in-hand with the local jurisdictions, developers, and community. A reputable history of work for many of California's major builders and developers as well as a string of smaller scale intimate projects mark Senden's diverse portfolio.

Please call Philly Pemberton at 949.224.0321 or register online at www.biaoc.com. Deadline to register to attend workshop is September 18.

About BIA/OC

The Building Industry Association of Southern California, Orange County Chapter (BIA/OC) is a

non-profit trade association representing more than 1,000 companies employing over 100,000 people affiliated with the home building industry. The BIA/OC is one of seven chapters and eleven councils that make up the BIA of Southern California. The BIA/OC is also affiliated with the California Building Industry Association (CBIA) and the National Association of Home Builders (NAHB). An active board of directors and 11 committees, made up of leaders from local builders, trade contractors, and businesses associated with the real estate industry, lead the BIA/OC in its mission to promote proactive participation in the development of complex economic and community issues in Orange County. For more information about BIA/OC, visit www.biaoc.com.

About KTGy Group, Inc.

Established in 1991, KTGy Group, Inc., Architecture and Planning, provides comprehensive planning and award-winning architectural design services for residential communities, retail, hospitality, mixed-use and related specialty developments. KTGy delivers innovative solutions that reflect clear understanding of development, marketing and financial performance and takes particular pride in its highly motivated and principal led studios. Serving clients worldwide, KTGy maintains offices in Irvine, Oakland, and Santa Monica, and in Denver. See www.ktgy.com.

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Keywords

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