

## **KTGY Principals Invited to Speak at International Builders Show (IBS) in Las Vegas**

*Two KTG Y principals David Senden and Manny Gonzalez, AIA, LEED AP have been invited to speak at the International Builders' Show (IBS) held January 19-22, 2010 in Las Vegas. KTG Y principals are frequent guest speakers and panelists at the most prestigious industry events including the IBS, PCBC, ULI and NAHB. Senden and Gonzalez will also be available for Architectural Plan Reviews at the IBS.*

January 7, 2010 (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 International Builders' Show (IBS) held January 19-22, 2010 in Las Vegas and to provide some Architectural Plan Reviews. KTG Y principals are frequent guest speakers and panelists at the most prestigious industry events including the IBS, PCBC, ULI and NAHB.

On Wednesday, January 20, KTG Y's Principal David Senden will be available for Multifamily Architectural Plan Reviews, from 10:30 am - 11:30 am and from 3:30 pm - 5:00 pm, Senden will be a speaker on the panel "High Density - 50 Units Per Acre and More." Senden will discuss how to maximize the number of units you can build, while providing smaller apartments or condos that are still attractive to residents. Attendees will learn about which types of urban in-fill products the market most readily accepts, and how to manage the challenges of designing for these particular sites including the unique affordable housing opportunities that may be available in high-density locations and how to avoid the potential obstacles involved in urban infill opportunities.

Senden is responsible for the initial planning concept and design development. Always with design quality and integrity, he 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. Senden 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 award-winning diverse portfolio.

Manuel G. Gonzalez, AIA, NCARB, LEED AP, CAASH and Principal of KTG Y Group has been invited to participate as a speaker at two sessions at IBS. He will also be available for two Architectural Plan Reviews sessions as well as two sessions of "Meet the Experts." On Wednesday, January 20, from 8:00 am – 9:30 am, Gonzalez will speak on the panel "How to Get Started in Developing Apartments and Condos - Part 3: Design It and Build It." Gonzalez will help attendees learn how to determine the design that will work best for them, and how to maximize density and cost-savings. He will also discuss how to successfully manage the construction process to bring the development in on schedule and within budget. Attendees will see and hear about the latest design trends in multifamily housing, learn which features work best for which locations and product types - including urban, suburban, market-rate and affordable; and get useful strategies for working with a design firm to develop a successful multifamily product.

On Thursday, January 21, from 8:00 am - 9:30 am, Gonzalez will speak on the panel "From

Woodstock to Wii: These Generations are Closer Than You Think!" According to Gonzalez, one of the country's leading 50+ housing industry experts, "With the extreme flux in today's challenging housing environment, it is critical that industry professionals understand the changes occurring in consumer preferences. The 50+ market and their adult children, GenXers and Millennial, have essentially hit the 'reset' button. As a result, they share remarkable similarities in what they seek." Gonzalez will discuss these evolving preferences, and share predictions regarding products, including location, price and size. Gonzalez will also help attendees to understand current preferences and expectations among the 50+, GenXers and Millennial markets and where they're headed. He will discuss ways to spot emerging trends as they occur so that attendees can stay on the cutting-edge in site location, product, design and amenities; and identify and apply these elements to increase market share and profitability.

Gonzalez will be available for Architectural Plan Reviews on Tuesday, January 19, from 2:00 pm – 3:00 pm, for Multifamily Plan Reviews and from 3:30 pm - 4:30 pm, for Active Adult Plan Reviews. He will also be available at "Meet the Active Adult Experts" on Wednesday, January 20, from 3:30 pm - 4:30 pm and "Meet the Multifamily Experts" on Thursday, January 21, from 10:30 am - 11:30 am.

Gonzalez is the senior partner in KTG's Santa Monica office and is responsible for the design, land planning, and production of developments throughout California, Arizona, Nevada, and Colorado, as well as active adult and affordable multi-family communities nationwide. In his more than 25 years of practice in residential development, Gonzalez has won numerous awards for his outstanding designs including Gold Nugget, Best in American Living, Pillars of Industry, MAME and Elan. Last month, Gonzalez was honored as the "Person of the Year" by the 50+ Housing Council of the Building Industry Association of Southern California, in recognition of his commitment, personal compassion, and professional contributions as a national leader in 50+ housing design and innovation.

Each year KTG is honored for its vision, innovation and collaborative talents for creating sustainable developments, incorporating their wide range of services from housing to retail/commercial and hospitality. KTG's expertise for delivering highly successful mixed-income, affordable, workforce, senior housing, campus, mixed-use, TOD and redevelopment projects is well-recognized by the industry. KTG was recently awarded the 2009 Gold Nugget Grand Award and 2009 APA-OC award for the planning of the Anaheim Regional Transportation Intermodal Center (ARTIC). Located in Anaheim, Calif., ARTIC is envisioned to be a world-class transportation center that will serve as a major transit gateway location for Southern California.

Other KTG-designed projects to be nationally recognized include: The Glen at Hidden Hills master-planned community won a Gold Nugget Grand Award for California Green Builder Residential Community; Nuevo Amanecer Apartments in Pajaro, Calif., which offers affordable, quality homes for low-income migrant and resident farm workers; Casa del Maestro in Santa Clara, Calif., a pioneering public/private partnership, which created a high quality 70-unit apartment project for the district's teaching pool; College Vista in San Mateo, Calif., a public/private partnership, which created a 44-unit apartment community for San Mateo's community college faculty; Garden Grove Senior Apartments in Garden Grove, Calif., a high density, 100% affordable, 85-unit active adult community; and KTG's third student housing project at the University of California, Irvine, which is targeting gold certification under the U.S. Green Building Council's LEED rating system and will bring the total of campus beds designed by KTG to over 4,000.

About KTG Y Group, Inc.

Established in 1991, KTG Y 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. KTG Y 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, KTG Y maintains offices in Irvine, Oakland and Santa Monica, and in Denver. See [www.ktgy.com](http://www.ktgy.com).

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