

NTBA

NATIONAL
TOWN BUILDERS
ASSOCIATION

2022 NTBA FALL ROUNDTABLE



THE SEABROOK STORY

OCTOBER 6-7-8 | 2022 | SEABROOK, WA

Seabrook

is a vibrant beach town located on the rugged Washington Coast overlooking the Pacific Ocean.

It is a sustainable haven for full time residents, vacationers, and day trippers, the town has been thoughtfully developed over the last 17 years and features more than 450 homes of all sizes in eight neighborhoods.



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SPONSORS





2022 SPRING ROUNDTABLE SCHEDULE

Wednesday, October 5 | **PRE-ROUNDTABLE ARRIVALS (OPTIONAL)**

- 12:00 PM Transportation to Seabrook, WA from SeaTac
- 3:00 PM Transportation to Seabrook, WA from SeaTac
- 5:00 PM Check in to Accommodations
- 6:30 PM Dinner On Your Own

Thursday, October 6 | **PRE-ROUNDTABLE EXCURSIONS (OPTIONAL)**

- Breakfast On Your Own
- 6:45 AM **Excursion #1:** Quinault Fishing Excursion (max 12 per tour; 3-4 per boat x 3 boats)
- 10:00 AM **Excursion #2 Morning:** The Ghost Forest Guided Kayaking (max 12 per tour)
- 10:00 AM **Excursion #3:** Guided Mushroom Hunting (max 20 per tour)
- 0:00 AM **Excursion #4:** Guided Razor Clam Digging (availability pending tidal confirmation)
- 12:00 PM Transportation to Seabrook, WA from SeaTac
- 2:00 PM **Excursion #5 Afternoon:** The Ghost Forest Guided Kayaking (max 12 per tour)
- 3:30 PM Transportation to Seabrook, WA from SeaTac
- 5:00 PM Check in to Accommodations

Thursday, October 6 | **ROUNDTABLE DAY 1**

- 6:30 PM **Welcome to Fall Roundtable**
Presenters: Lou Marquet and Casey Roloff
- 6:45 PM Introductions of Sponsors
Presenters: NTBA
- 7:15 PM Introduction to New Urbanism Heading West/Bella Beach
Presenters: Laurence Qamar
- 7:30 PM Welcome Reception

Friday, October 7 | **ROUNDTABLE DAY 2**

- 6:30 AM Suggest Optional Early Morning Walk
- 7:30 AM Breakfast and Conversation
- 8:00 AM** **SESSION 1: What Seabrook Learned from Seaside/Rosemary With Q&A**
8:00 am – Presentation: Casey Roloff, Laurence Qamar;
9:00 am – Panel: Robert, Larry, Daryl Davis, Laurence Qamar & Stephen Poulakos
- 9:50 AM Break
- 10:00 AM** **SESSION 2: How to Build & Market a Town on a Shoestring Budget With Q&A**
Presenters: Casey Roloff, Jeff Gunderson, Lily Walsh
- 11:50 AM Lunch
- 12:30 PM Seabrook Town Roots & Walking Tour with ongoing Q&A
Presenters: Casey Roloff
- 1:50 PM Break
- 2:00 PM** **SESSION 3: Town Planning – Kit-of-Parts & Topographic Conditions With Q&A**
Presenters: Stephen Poulakos, Laurence Qamar
- 3:50 PM Break
- 4:00 PM** **SESSION 4: Seabrook’s Successes & Our Darkest Hours With Q&A**
Presenters: Casey Roloff
- 5:50 PM Break On Your Own
- 6:30 PM Quinault Salmon Bake

Saturday, October 8 | **ROUNDTABLE DAY 3**

- 6:30 AM Suggest Optional Early Morning Walk
- 7:30 AM Breakfast and Conversation
- 8:00 AM** **SESSION 5: Seabrook’s Landscape, Outdoor Rooms, Transect With Q&A**
Presenters: Stephen Poulakos, Laurence Qamar
- 9:50 AM Break
- 10:00 AM** **SESSION 6: Business Evolution and Leadership Training With Q&A**
Presenters: Casey Roloff, Alan Andersen
- 11:50 AM Break
- 12:00 PM Lunch On Your Own
- 1:00 PM** **SESSION 7: Charrette – Seabrook’s Town Center – Past, Present & Future**
Presenters: Charette
- 2:00 PM Round Table
- 3:00 PM Accommodation Check Out
- 4:30 PM Dinner On Your Own
- 6:00 PM Shuttle Departs Seabrook for Seattle



SESSION 1

What We Learned from Seaside & Rosemary Beach



Presentation: Casey Roloff, Laurence Qamar;

Panel: Robert, Larry, Daryl Davis, Laurence Qamar & Stephen Poulakos

Explore the design, town planning, and business principles applied for the development of Seabrook based upon accrued knowledge of these two iconic beach towns. Hear directly from Seaside's Town Founders as well as other key individuals involved with Rosemary and Seabrook in a robust panel discussion that explores valuable lessons learned and how those lessons were applied to Seabrook's town development.



Casey Roloff

Chief Executive Officer | Casey, CEO and Town Founder, has been a part of Seabrook from its conceptualization to the thriving beach town that it is today. From new construction to the

expanding hospitality program, he continues to work with his growing teams through each exciting development that continues to bring new urbanism to life on the Washington Coast.



Laurence Qamar

Laurence is a town planner and architect with 35 years' experience establishing vibrant, walkable, and high valued mixed-use neighborhood developments in the Northwest and nationally. His award winning work garners leadership recognition nationally among planners, developers, and the public, including his built successes as Principal Town Planner and designer of Seabrook, Olivia Beach, and Bella Beach on the Washington and Oregon Coasts, and extensive work around the Portland and Seattle metro regions. Laurence is also a noted planner of downtown revitalization work throughout Oregon and Washington.

His unique urban design strategy integrates a range of scales from the broad sub-region and neighborhood framework to downtown districts, streetscapes, building form and typology, and

detailed coding of sustainable place-making.

Laurence consults for public jurisdictions and private developers designing urban solutions for transit-oriented developments, main street revitalizations, mixed-use centers, sustainable districts, and infill housing. He is committed to promoting economically, socially and environmentally sustainable cities, neighborhoods and buildings that fulfill local community needs and aspirations.

Through an explorative and collaborative design process, Laurence brings successful resolutions to complex planning problems and development opportunities. He is a frequent conference lecturer and public speaker, promoting the principles of walkable, diverse and sustainable communities.



Robert Davis

Robert Davis is the founder of Seaside, Florida, described by Time magazine as “...the most astonishing design achievement of its era and one might hope, the most influential.” As the birthplace of a growing movement in land planning known as The New Urbanism, Seaside’s influence has spread

widely and is helping to revolutionize town planning in America. Seaside has won numerous awards for its architecture and town planning and has been the subject of several books and countless articles. Mr. Davis is a recipient of the Rome Prize, the Institute of Classical Architecture’s Arthur Ross Award, Florida’s Governor’s Award and Coastal Living’s Conservation Award for Leadership. He is a principal in The Arcadia Land Company, a firm specializing in town building and land stewardship. Mr. Davis was a founding Board Member and chair of The Congress For The New Urbanism; he is a current Board Member of The Seaside Institute and 1000 Friends of Florida. He has served on Florida’s Environmental Land Management Study Committee to write and update Florida’s growth management legislation, on The Governor’s Council for Sustainable Florida, on The Trust for Public Land’s Real Estate Advisory Board, and the Jury for the Driehaus Prize. A graduate of Antioch College and the Harvard Business School, Mr. Davis is also a Fellow of the American Academy in Rome and of the Institute of Urban Design. He lives with his wife Daryl, founder of Seaside’s downtown retail development and co-founder of Seaside, in Seaside and San Francisco.



Daryl Davis

Daryl Rose Davis is the co-founder of the community of Seaside, Florida. Founded in 1981, this small coastal town was described by Time magazine as “the most astonishing design achievement of its era and, one might hope, the most influential.” As the birthplace of a movement in land planning known as New Urbanism, Seaside’s influence

has spread widely and is helping to revolutionize town planning in America. Seaside has won numerous awards for its architecture and town planning and has been the subject of three books and countless articles. Davis graduated with a master’s degree in community counseling from the University of Miami. She also founded Seaside’s downtown retail development, a thriving enclave of unique shops, boutiques and eateries. Owner of Seaside Associated Stores, she owns five successful downtown retail businesses, employing more than 50 employees. The Seaside Institute and Downtown Seaside Association are two key nonprofit organizations co-founded by Davis. Providing a primary basis for the town’s civic infrastructure, The Seaside Institute is dedicated to the restoration of civic life and the Downtown Seaside Association nurtures incubator businesses within the town. Davis serves on the board of directors of The Seaside Institute, Seaside Community Foundation and the Community Performing Arts Center. She is also affiliated with The Seaside Pienza Institute. In addition to residences in Seaside, Davis lives in San Francisco with her husband, Robert.



Laurance B. Davis, Jr.

Originally licensed in 1987, Larry began his real estate career in 1990 after serving as Group Sales Director for SEASIDE®. Licensed as a Broker in 1993, he established Davis Properties of Northwest FL Inc., with the vision of “...not becoming the largest real estate company, but with

the goal of being involved in the newest, most innovative and interesting projects.” Following this ideal, Larry was instrumental in planning and sales of Rosemary Beach, participated in early Alys Beach charrettes and has consulted on numerous Traditional Neighborhood Developments. In June 2020, Larry was asked to join Seaside Community Realty, Inc. as their “Broker of Record”.

In addition to being active in real estate sales, Larry is a Board Member of The Seaside Institute, and consults regarding all aspects of Traditional Neighborhood Planning and New Urbanism. In 2011 Larry represented Northwest Florida in the Leadership Florida Executive Program. He currently resides in Seagrave Beach with wife, Melissa and their dog, Jack.



Stephen Poulakos

Director of Town Planning & Design | Stephen serves as our town’s primary vision keeper and archivist by managing the new urban town plan and its related design code. As lead Design Review Board member, he not only guides town aesthetics, but he orchestrates the overall design of the town’s parks and

public spaces. In addition, he is instrumental in guiding new home and neighborhood designs.

SESSION 2

How to Build & Market a Town on a Shoestring Budget with Q&A



Presentation: Casey Roloff, Jeff Gunderson

Like any new business, starting a new town requires your team to wear many hats to get things up and running. Learn how we've navigated cyclical economic market corrections with agility by responding quickly to buyer needs. Gain insights on our leveraging of various social media platforms to tell our story and to reach the right people at the right time. Study the concepts of lean urbanism to guide your strategic thinking and to achieve early and long-lasting success.



Casey Roloff

Chief Executive Officer | Casey, CEO and Town Founder, has been a part of Seabrook from its conceptualization to the thriving beach town that it is today. From new construction to the expanding hospitality program, he continues to work with his growing teams through each exciting development that continues to bring new urbanism to life on the Washington Coast.



Jeff Gunderson

Chief Financial Officer | Jeff has years of experience in his position at Seabrook, overseeing the financial health and planning of the company. From the growth in real estate to the expanding town amenities, he is responsible for the analysis and business strategy that optimizes how Seabrook moves forward.



Lily Walsh

Lily leads the marketing efforts for Seabrook's real estate, hospitality, and community. This includes Seabrook's advertising, content marketing, branding, events, and communications. Lily and her team also work with Seabrook's PR firm to continue sharing the town's story with new audiences. Her passion for sharing Seabrook's story stems from her love of architecture and the sense of community that feels so unique to Washington's beach town.

SESSION 3

Town Planning – Kit of Parts & Topographical Conditions with Q&A



Presentation: Stephen Poulakos, Laurence Qamar

Explore Seabrook's challenging topography and inherited lumbered land condition to study the design team's mission to nestle a beach town into a coastal forest landscape while introducing a transect-based neighborhood development model. Discuss the builders' guild-based education model to teach subcontractors a "kit of parts" model for creating design-built homes while balancing the requirement to reserve prominent lots for custom home designs as managed by the Seabrook Design Code.



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SESSION 4

Seabrook's Successes & Our Darkest Hours with Q&A



Presentation: Casey Roloff

As with most new urbanism developments, the developer has to be “in it” for the long haul to effectively weather the market’s ups & downs. Hear special insights of how we kept up momentum despite one of the most significant real estate meltdowns in our history and how you can advance plan for future ones. Learn how we used innovative design to minimize our development costs when banks were not lending, allowing us to maintain our commitment to make payroll and to keep our specially-trained team intact for better days ahead.



Casey Roloff

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SESSION 5

Seabrook's Landscape, Outdoor Rooms, & Transect with Q&A



Presentation: Stephen Poulakos, Laurence Qamar

Explore the collaboration between town planner, landscape designer, and civil engineer to create a transect-based series of connected outdoor amenities that vary in size, style, and assigned use. Discuss how each neighborhood block is conceived using key transect shifts that add to the town plan's design diversity and neighborhood variety while also relying upon a regional styles and built traditions. Talk about new property acquisitions and the challenge to resolve the town plan to include the most urban town center to the most rural of farm inspired neighborhoods.



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SESSION 6

Business Evolution & Leadership Training with Q&A



Presentation: Casey Roloff, Alan Andersen

Your development is only as good as those who run it, and that means from bottom to the top. Let us share how smart investments in the training of all of your employees can result in an organization where everyone is committed to hospitality and where emotionally intelligent mindsets are nurtured to provide better customer service and to welcome company growth. Watch your investment yield a team that becomes truly integral to your company's success.



Casey Roloff

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Alan Andersen

Alan is the Managing Partner at Shandel Group, a leadership development firm that specializes in helping people become "leader-making leaders". He is committed to engaging, empowering, and equipping leaders to work both smarter and harder so that they can transform and thrive. Alan has helped start, grow, or impact more than 1000 businesses across the U.S. and Southwestern Canada since 2008.

SESSION 7

Charrette – Seabrook’s Town Center – Past, Present & Future

Presentation: Casey Roloff, Durk Johnson

Seabrook’s steady growth from its original founding nearly two decades ago, has resulted in a slow yet purposeful development of its town center. Strategies have included the use of “incubator” retail which ultimately led to permanent brick and mortar establishments for retailers who proved their proof of concepts. One of our team’s highlights was receiving a peer review in 2014 by The Seaside Institute which helped us analyze and guide our decision to implement a peel road, three dedicated highway entrances, and the creation of a classic “4-corner” prime retail block system with the market and town hall as anchor buildings. Come explore and charrette with us our remaining two most important town center blocks as we strive to “complete” our town center.



Casey Roloff

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