



## THE FIRM

### Bill Kercher, AICP, LEED® AP

City Planning Consultant

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Editor

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**Bill Kercher** has spent nearly fifty years as an urban and regional planner in Florida; first as a public planner for county, regional and federal governments followed by thirty-five years with Glatting Jackson Kercher Anglin, Inc. as a community planning consultant for private developers, institutions and public agencies. Since 2011, he has focused exclusively on the issues and opportunities offered by small cities and towns through his strategic planning practice, **wck planning, inc.** and his website, **CharacterTowns.org**. Bill recently published *Character Towns, Positioning Small Cities and Towns for the New Economy* [Kindle and hardcopy].

#### PURPOSE of wck | planning.

Founded in 2011, the purpose of the firm is to identify vision-consistent redevelopment and infill opportunities that have been overlooked in small cities and towns; searching for results that are “win-win-win” outcomes for the host city, the developer/investor and the resident and business occupants. Small cities and towns have great potential in the global economy.

#### CURRENT [2017] ASSIGNMENTS.

- **Downtown South [Orlando] Neighborhood Improvement District:** Comprehensive long-range financial planning [2017].
- **CharacterTown Workshop:** Co-organizer and facilitator of quarterly Workshops with small cities and towns in Central Florida [2015 – present].
- **Valencia College:** Campus Systems Strategic Planning Advice, 2001-present.
- **Xentury City:** Development planning advice, 1986-present.
- **Kissimmee-BRIDG -Valencia College Bike/Ped Connector:** Finance Plan for the City as sub-consultant to GAI. 2016-present.

#### AFFILIATIONS and MEMBERSHIPS.

- University of Florida, Urban and Regional Planning Department [URP] Advisory Council.
- Valencia College Foundation, Board of Directors: Finance Committee.
- University of Florida, CityLab Advisory Committee
- Member: American Planning Association and the Florida Planning and Zoning Association.

#### DESIGN PRINCIPLES.

Communities are built by many ambitious people working towards a common goal. Specific principles are:

- **To employ a systems approach** to holistically design the physical, economic and social attributes of communities.
- **To practice universal design** to enable future adaptability and flexibility by anticipating second generation of development.
- **To leverage all community assets** to create multiple benefits.
- **To fully recognize the importance of time** by being timely and thinking long term.