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Successful Marina Villages Require Extensive Planning

Charleston, S.C. — A recent trend in real estate development, the marina village, can help to revitalize waterfronts and create vibrant centers of activity in many areas of the world. A marina village, which often emulates European waterfront villages such as St. Tropez on the French Riviera, is typically composed of retail, residential, restaurant/pub, and entertainment space.

To be successful, a marina village must be carefully planned and have the proper mix of boating facilities, housing, and amenities to attract boaters, residents, and visitors. Coming up with the right formula requires diligent market research and comprehensive planning. According to Applied Technology and Management, Inc. (ATM), the elements required for a successful marina village are:

- A sense of place with a distinctive personality.
- Something for people of all ages.
- Amenities for both boaters and non-boaters.

Unsuccessful marina villages occur when a plan:

- Is poorly master-planned/phased/integrated.
- Fails to incorporate all components properly.
- Creates an undesirable atmosphere (poor aesthetics).
- Fails to create a “destination” with attractions for people with varying interests.

“Poor planning produces poor results,” says Sam Phlegar, Senior Vice President and Director of ATM’s Marine Division. “A destination that is too remote, for instance, without ways for people to get to the waterfront area, will likely fail. If boaters are kept out by a lack of transient slips, the odds of failure are also high.”

ATM works with developers to build marina villages in areas that will attract visitors and connect to the surrounding population. “We help the land planner, the architect, the developer, and all other parties to design a marina village that brings a solid return on investment to the marina, the retail area, and the connected community,” Phlegar says.

About ATM

ATM (www.appliedtm.com) is a coastal, environmental, marine, and water resources engineering design and consulting firm specializing in marine and waterfront development, coastal engineering, beach restoration and renourishment, environmental science and engineering, modeling, permitting and management, and water resources engineering. Founded in 1984, our experienced staff of engineers, scientists, and consultants serve clients throughout the world.