

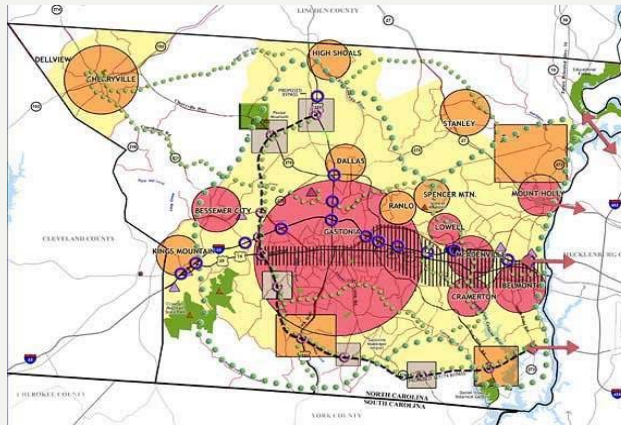
# Planning

Have you asked the key questions up front? Is the location right? Are the demographics workable? Is there significant competition to consider? After a thorough analysis of the market and its true nature, we'll work with you to shape your project and help ensure its success. Our Planning Services include:

- Needs Assessment and Studies
- Master Planning
- Government Regulation



**ASTERHILL** believes that sound planning is grounded in data, but needs to be sensibly calibrated to account for future changes in our sociological, economic and political environments – and requires a thorough understanding of underlying market realities.



## Needs Assessment and Studies

A community housing needs assessment is an in-depth housing market analysis that carefully examines the area's supply and demand for housing to determine existing and future needs. The goal of a housing needs assessment is to help focus a community's efforts on its most critical local problems. At a minimum, the housing needs assessment process may identify alternatives that might be more effective than the most obvious solution to a local housing problem. Typical uses for a housing needs assessment are: (i) Basis for new or amended housing/community

development legislation; (ii) Compliance with federal or state (legislative) requirements; (iii) Defining budget priorities (resource allocation) ; (iv) Description of housing situations/problems ; and (v) Planning for decision-making

## Master Planning

Master Planning requires a team approach, with all the disciplines interfacing in open and creative dialogue. The result is a clear vision of the future and the pathway ahead. Master Planning is an ongoing process. Any planning document should be viewed as a snapshot of the institution, capturing a particular moment in time. The plans, principles, and projections must be continuously and systematically reviewed and updated.

- Site & Project Planning
- Community Planning
- Strategic Planning
- Comprehensive Planning

## Governmental Regulation

There are few public and private sector segments untouched by some form of government regulation or legislative issues. But there is no immunity from legislative concern or escape from regulatory control regardless whether you're project is a housing development or manufacturing of products. In affordable housing Federal, State, County and Town regulations will affect your project, whether conforming to town zoning or complying with HUD or DHCR requirements for funding. **ASTERHILL** can assist you in the process of seeking approvals or meeting compliance requirements.



- ◆ **Mercier realty**, Farmington, NY: 12 million dollar project developing an independent senior housing community. *Services Rendered:* Market and Feasibility study and Master Planning.
- ◆ **Tanglewood**, Jamestown, NY: 4 million dollar project developing a Adult Day Care Facility and independent senior housing community. *Services Rendered:* Market and Feasibility study and Master Planning.
- ◆ **Barden Homes**, Clarkson, NY: 10 million dollar project developing a independent senior housing community. *Services Rendered:* Market and Feasibility study, Master Planning and Development Services.
- ◆ **Jen Management**, Albion, NY: 5 million dollar development of affordable housing project for seniors. *Services Rendered:* Market and feasibility study and Master Planning.
- ◆ **Loudonville Adult Home**, Albany, NY, A \$1.5 million **Addition for memory care.** The new addition (9,200 sf) serves as a memory care unit for seniors with dementia, memory loss, and Alzheimer’s disease. This unit consists of two eight-resident households designed around a central country kitchen and dining-activity space, accessible to an outdoor wandering garden. *Services Rendered:* master planning services (including feasibility analysis), site planning-and Town Approvals.
- ◆ **St. Mary’s Hospital**, Rochester, NY: **Physical Inspection Report PIR.** *Services Rendered:* Designed and completed Physical Inspection Report for St. Mary’s Hospital and in accordance with HUD’s MAP program. St Mary’s is used today a long-term care facility.
- ◆ **Woodbrook Adult Home**, Elmira, NY: A \$3 million **Renovation and Addition of new 15 assisted living beds.** The project entailed renovation existing facility and adding a 13,000 square foot addition, relocating the entrance to the facility. *Services Rendered:* Master Planning Services (including market studies, and feasibility analysis), Site Planning and Town Approvals
- ◆ **Heritage Christian Home, Inc**, Rochester, NY, **Senior Housing Study,** *Services Rendered:* Market and Feasibility Studies and Master Planning rendered in connection with developing a senior living community, CHDO Certification with Monroe County.
- ◆ **Christa Development Corporation**, Victor, NY: **Cicero Commons**, a PUD in Cicero, NY, *Services Rendered:* Market Assessments , Market and Feasibility Studies and Master Planning for a New Senior Living Community.
- ◆ **Monroe County, NY:** Contracts with Monroe County to assist non-for profit organizations with strategic planning, and Marketing and Feasibility Studies, for real estate development.
- ◆ **Seneca County, NY:** **“A Strategic and Comprehensive Guide to an Economic Recovery”** The Study called for the market and economic research to create a set of comprehensive development strategies to guide the Board of Supervisor in an economic recovery after the military base closed.
- ◆ **Rite-Aid Drug Stores**, Rochester, NY – **“Upper Falls Plaza-An Economic Revitalization Plan and Market Study.”** The project require market and economic research, site analysis and development recommendations for a suitable use, together with conceptual architectural and site drawings. The study was updated and revised at the request of **Wilson Commencement Park**, and later used by the City of Rochester.
- ◆ **Greater Rochester Greater International Airport**, Rochester, NY: Colon Management partners with Ibero American Investors and wins award of restaurant space in **Greater Rochester International Airport**, over such companies as Pizza Hut and Little Cesar. The \$975,000 project entailed the design of new restaurant, structuring and implementing a new financial and operational plans. The *services rendered* were Market Research , Strategic Planning, and Project Management
- ◆ **Costa del Oro** (Liquillo, P.R.) Develop Strategic Master Plan for the acquisition of the project. Part of team to negotiate and executed partnership with *Transcontinental Properties* (Dallas Texas). Coordinated development plans with Puerto Rican Government. Conducted Marketing and Feasibility Studies with Puerto Rican Government Officials
- ◆ **Clients provided** Marketing Research, and Pre-Development Planning services for the following:  
**ISLA**, Rochester, NY, **HSBC**, Rochester, NY, **Wegmans**, Rochester, NY, **An-Hauser-Busch**, Baldwinsville, NY, **Nestles USA**, New Milford, Ct., **Xerox**, Rochester, NY, **Sodus Bay Heights GC**, **SUNY Buffalo and Geneseo**, **States: Florida, New York, Michigan, North Carolina and Ohio**, **Counties: Allegany, Chautauqua, Erie, Madison, Monroe, Newfane, Seneca, Towns and Cities: Cazenovia, Elmira, Ellicott, Mayville, Jamestown, Penfield, and Clarence, Sodus Bay, Arawak Hotel** (Grand Bahamas), **Bermuda Cays** (Naples, FL) , **Burnt Store Isle** (Port Charlotte, FL), **Ibero American Investor Corporation**, Roch, NY