



# ASTERHILL

*Community Planning & Development Services*

*“Addressing the needs of communities and planning for the future generations”*

*Has your organization answered these three questions?*

1. *Do we know our market and how to reach it?*
2. *What commitments are we making to the future?*
3. *Are we utilizing all of our resources?*

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*“Sound Planning is grounded in data, but calibrated to account for future changes and it requires a thorough understanding of underlying market realities.”*

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*Has your organization fulfilled these three prerequisites?*

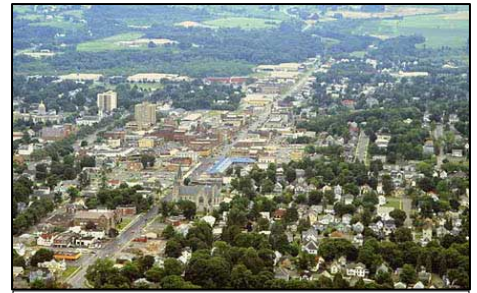
1. *A thorough penetration into the underlying market realities; and*
2. *An understanding of the true nature of existing conditions; and*
3. *The creation of a solid basis for the development of future potentialities.*

**Asterhill's** works with clients developing strategic choices that respects and finds equitable relationships between economic, social, cultural, and environmental issues.

A sustainable communities can be defined by the people who live and work there, and chose to take steps to remain healthy over the long term. They have a strong sense of community and a vision that is embraced and promoted; actively build on their assets and dare to be innovative.

When people and communities use their resources efficiently, and actively seek to enhance a locally-based economy, a pervasive volunteer spirit arises, rewarded by concrete results. Partnering between and among government, business and nonprofit organizations is common.

Public debate in these communities is engaging, inclusive and constructive. Unlike traditional community development's that focus on disadvantaged neighborhoods, sustainability



*A sustainable community builds on its assets and dares to be innovative.*

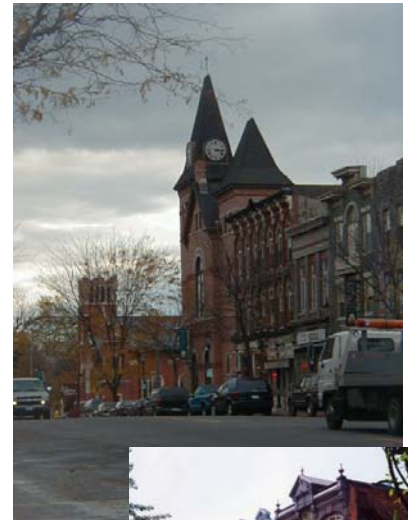
strategies emphasize the whole community, encompassing ecosystem protection; meaningful and broad-based citizen participation; and economic self-reliance.

**Asterhill** provides clients and their organizations with planning and development services that target sustainability— to address current needs and prepare for the future.

## THE COMPANY

**Asterhill**, founded in 2002, provides community planning and development services to municipalities, communities and businesses involved in community and/or economic development projects. The company is committed to helping clients develop solutions and secure resources to successfully meet their needs. **Asterhill's** team of highly-skilled professionals create these results-producing strategies.

**Asterhill** works with their clients to identify and secure their need resources from federal, state, county and local source. The company brings decade of experience working with communities and government to deliver grants, tax credits, funding, or other resources.





*“Planning, like Utopia, depicts a desirable future state of affairs, but unlike Utopia, specifies the means for achieving It.”*

**Martin Myerson**



In Urban villages, everything you need – shops, restaurants, movies, services, open green space and cultural events – is within walking distance.

## MARKET RESEARCH

Market Research is the key first step for new projects and for existing communities considering expansion of facilities or services. Designed to provide complementary areas of information about prospective markets, **Asterhill’s** Market Research services include:

- **Market Assessments**
- **Market Study**
- **Feasibility Studies**
- **Housing Surveys & Workshops**

A Market Assessment tests and validates or recommends each key elements of a pro-

posed new community, expansion or acquisition, including:

- **Focus Group**
- **Surveys**

A Market Study confirms market depth, establishes the parameters existing services, for absorption of units, and makes recommendations for capitalizing on niche opportunities and addressing particular challenges in the community. Market Studies often are used to support project funding and secure other need resources.

Economic and Feasibility Studies focus on the impact on the community and the paths development should take. Understanding the micro-climates within a community can fuel sustainable growth.

Combined with conceptual other resourced from community, marketing research can be the foundation for developing you action plans.

**Asterhill’s** can work with you through the whole process .

## 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 community and its true nature, we’ll work with you to shape your project and help ensure its success.

Our Planning Services include:

- **Community Planning**

- **Action Planning**
- **Needs Assessment**
- **Master Planning**
- **Government Regulation Reviews**

We believe that sound planning is grounded in data, but needs to be sensibly calibrated to account for future changes in our socio-logical, economic and political environments –

and requires a thorough understanding of underlying market realities.

## COMMUNITY DEVELOPMENT

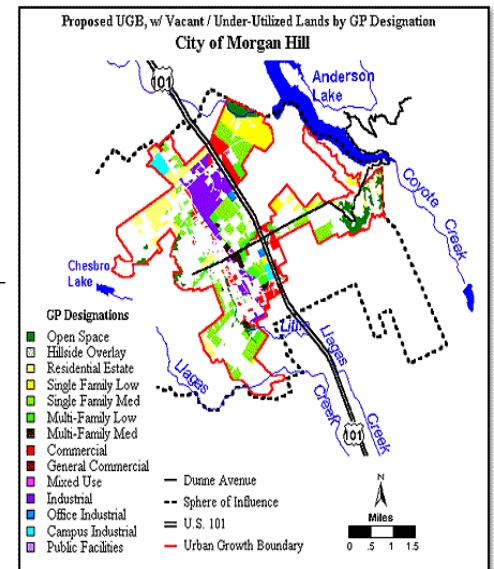
**Asterhill** will help secure project resources and a team to create a project that strikes the best balance of function, aesthetics and budget. Nothing is more essential to your project’s success than enlightened decision-making and regulatory compliance, and no one facilitates this duality like **Asterhill**. Using financial models designed specifically for your project, we’ll guide you

through sourcing the project resources (including tax credit programs and lenders) and selecting the right financial plan and then assist you in securing the most advantageous funding. Our Development Services include:

- **Resource Development**
- **Strategic Alliance Development**
- **Community Marketing**

- **Project Management**

**Asterhill** works with your team of Elected official, citizen groups, Architects and Engineers to create a project that fits the needs of the community and meets your project goals and objectives.



## LIVABLE COMMUNITIES

Asterhill's work's with communities to **create action plans** to make their communities more livable.

Whether the focus is seniors or children, the objectives are to improve access to and the quality of services and resources available to residents by:

Strengthening the links between community leader and residents.

- **Stimulating increased participation** by community organizations and residents, minority and low-income residents, small and minority businesses, persons with

disabilities and the elderly in the planning and design process,

- **Increasing access to community resources,**
- **Improve safety and security** for all residents,
- **Practicing sound planning and development practices.**

A more sustainable community recognizes and supports people's evolving sense of well-being which includes a sense of belonging, a sense of self-worth, a sense of safety, and a sense of connection



*The feasibility of a project is based on an analysis of market and community needs.*

with nature, and provides goods and services which meet peoples' needs both as they define them and as can be accommodated within the existing environment with integrity and as their systems resources can provide for.

## AGING POPULATION AND HOUSING DEMANDS

The senior population of the United States is growing—in the next decade; 5.4 million Americans will become seniors. However, this 65+ age group will surge to 69.4 million in 2030, and the senior share of the overall population will expand from 12.7 to 20.0 percent. The increased presence of the elderly after 2010 is, of course, largely due to the aging of the Baby Boomers born between 1942

and 1964, plus nutritional and healthcare breakthroughs that have extended life expectancies. In fact, after 2030, the 85+ age group will be the fastest growing segment of the American elderly.

Nearly 1/4 of the elderly population is expected to be at least 85 years old in 2050, compared with only 1/7 today.

The research data indicates a growing need for housing with services for an underserved population of seniors with net disposable annual incomes of

\$15,000 to \$25,000. In addition to the data, government officials, area senior care providers and the New York State Department of Health and Social Services have underscored that rural and small town seniors have a great need for affordable housing with support services—an alternative that appears to be almost non-existent at this time and likely to remain so given the current conditions.



## COMMUNITY MARKETING

**Community Marketing** is about building relationships. Its purpose is to engage a community in an active, non-intrusive conversation about the resources it offers to those who live and work there.

**Community Marketing** focuses on the needs of community.

**Building Relationships is the Bottom Line Results.** One's ability to

build or sustain relationships within a community is what we do, it's how we intend on moving your community's messaging platform forward. We will use traditional and non-traditional tactics by leveraging key insights about your community. Quite simply, we create a personal experience, that evokes an emotional connection, that in-turn promotes a better relationship.

**Community Marketing** has added value to stakeholders messaging and outreach tactics as well as providing a full complement of marketing services from conception to analysis. Continuing success in community marketing strategies has been found in engaging and cultivating the natural communities that form around their product/service.



# ASTERHILL

*Community Development & Planning Services*

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**Email:** info@asterhill.com  
**Website:** www.asterhill.com

**SBA Designation:** Very Small Business (less than 7 employees)

## SIC CODES

0781-City Planning Services  
 8732-Market Research and Analysis  
 8741-Management Services  
 8742-Marketing Services,  
 8742-Business & Development Consulting Service  
 8744-Operations Support Services  
 8748-Economic & Planning Services

## NAIC CODES

541310-Architectural Services  
 541320-Planning Services  
 541350-Building Inspection Service  
 541611-Strategic Planning Consulting Services  
 541613-Marketing Consulting Services  
 541620-Environmental Services  
 541690-Economic Consulting Services  
 541720-Business Research & Development Services,  
 Demographics Research & Development Services,  
 -Economic Research & Development Services  
 541910-Market Research and Analysis Services  
 541990-Other Professional Services  
 561210-Facility Support Services  
 561410-Document Preparations Services, Business Management Services

## PSC CODES

AB33-R&D-RURAL SVCS & DEVELOP-ADV DEV  
 AE93-R&D-ECON GROW-PRODUCTIVITY-ADV DEV  
 R505-STUDY/COST BENEFIT  
 R513-STUDY/FEASIBILITY - NON-CONSTRUCT  
 R545-STUDY/HOUSING & COMMUNITY DEVELOP  
 B507-ECONOMIC STUDIES  
 B513-STUDY/FEASIBILITY - NON-CONSTRUCT  
 B545-STUDY/HOUSING & COMMUNITY DEVELOP

## OUR PHILOSOPHY OF THE FIVE “E”s OF SUSTAINABILITY

Many have discovered that traditional approaches to planning and development often are contributors—versus solutions—to societal and environmental problems. Sustainable Development has become an important alternative, offering real, lasting solutions to strengthen our future. Sustainable development guides us to seek planning, development and economic approaches that benefit our local communities, environment and quality of life.

Sustainable development integrates two sets of long-standing ethics: one that encompasses people’s relationship with the environment, and a second set regarding the current generation’s responsibilities to future generations.

For a community to be truly sustainable, it must adopt an approach that considers the five “E”s:

**Economics:** Economic activity should serve the common good, be self-renewing, create strategic alliances, and build local resources and self-reliance.

**Environment:** Planning and development activities should recognize and conserve our resources. Resources should be used wisely and for the highest and best uses.

**Education:** Education is the light of the future. Teaching our children about sustainability--how we are managing our resources to meet our current needs and to enable meeting their future needs—will impact countless generations to come.

**Ecology:** Since Nature has limits, communities—the human part of the equation—must take responsibility for protecting and enhancing their resources.

**Equity:** Sustainable communities provide, to all of their members, the opportunity for full participation in all activities, benefits and decision-making of a society.



*A sustainable community has a strong sense of place and a vision that is embraced and promoted.*