

# Profile

## James P Carroll *Community Planner and Developer*

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### OBJECTIVE

Mr. Carroll's goals and objectives are to work with communities to develop and provide sustainable housing and health care solutions. He excels working with clients developing strategic choices that respect and find equitable relationships between economic, social, cultural, and environmental issues.

### PROFESSIONAL

Mr. Carroll is currently a Senior Community Planner at **ASTERHILL INCORPORATED**, a company that provides planning and development services focused on housing, healthcare and communities.

He is responsible for all the planning and development projects. Carroll has work and trained with SBA, EPA, HHS, DOE, USDA, and HUD.

He has extensive grant and SBIR experiences in conjunction with, housing and community renewal agencies in the states of Massachusetts, Michigan, New York, Ohio and Pennsylvania. This includes many regional programs promoting community development and housing initiatives. Carroll has over 25 years of planning, development and management experience.

Mr. Carroll is active in his community serving as a citizen-member of the local development commissions, Monroe County Planning Board (92-96), Genesee Valley Veterans Housing Coalition and on the board of several homeless shelters. He is an active leader in the Boy Scouts, volunteer in the Mumford Fire Department and EMT with Genesee Valley Emergency Medical Services. Along with his experience Mr. Carroll is an advocate for Sustainable Development. He has authored training materials for corporate, non-profit organizations. Mr. Carroll has also had the opportunity to work with children to educate them about the 3R's and sustainability.

Mr. Carroll brings to **ASTERHILL INCORPORATED** his experience and professional skills to help clients develop strategies and solutions for environmental, economic and community challenges. These approaches are designed to benefit the community, and environment for a better quality of life.

### EDUCATION

Walden University (Master Public Health, 2012)  
SUNY-College of Environmental Science and Forestry  
Bachelors of Landscape Architecture (1982)  
Bachelors of Science (Environmental Studies, 1982)

### MEMBERSHIPS & AFFILIATIONS

The International Council for Economic Development  
American Planning Association  
NYS Rural Housing Coalition  
Mumford Volunteer Fire Department  
Genesee Valley Emergency Medical Services  
Monroe Livingston Regional EMS Council  
Monroe County Planning Board (92-96)  
Genesee Valley Veteran Housing Coalition (92-99)  
TiLC Homeless Housing Shelter (94-99)  
High Technologies of Rochester Board Member (94-98)

### PROFESSIONAL DEVELOPMENT

Preparing for National AICP certification as a Certified Planner.  
Continued CME Credits

### CERTIFICATION & TRAINING

Approved Market Analyst: HUD (2005), USDA-RD (2006) and NYSDHCR(2008)  
HUD MAP Trained (2003)  
NYSDHCR Training Qualified Allocation Plan (QAP), Tax Credits and Market Analysis  
Public Health Emergency Preparedness Specialist (*Passed NYS Civil Service Exam 2010*)  
NYSDOH Bureau of Emergency Service, Certified EMT-B (2010)  
NIMS Certifications: 100a, 200b, 700a, 701a, 702a, 703a 704, 706, & 800b.



## EDUCATION

WALDEN UNIVERSITY, Baltimore, Maryland

**MASTERS IN PUBLIC HEALTH**. Work in Progress (2012 expected graduation date)

SUNY-COLLEGE OF ENVIRONMENT SCIENCE AND FORESTRY, SYRACUSE, NY

**BACHELOR OF LANDSCAPE ARCHITECTURE 1982**. The program provided an educational and technical background in Urban and Regional Planning, Horticulture, Construction Documentation, Design History and Site Planning. Munich, West Germany Research Project (1981) - A Physical and Economic study of open marketplaces in Urban Environments and Land Reclamation Techniques.

**BACHELOR OF SCIENCE 1982**. The program provided an educational background in Urban Planning and Environmental Sciences.

SUNY-MONROE COMMUNITY COLLEGE, ROCHESTER, NY

**ASSOCIATES IN NATURAL SCIENCES, 1979**. Concentration of study was in natural sciences including Biology, Botany, Geology and Ecology.

**ASSOCIATES IN BUSINESS ADMINISTRATION, 1977**. Concentration of study was in accounting, finance and marketing.

## SKILLS:

**Planning:** Skilled in developing and implementing master planning programs for Counties and towns and non-profit entities. Experienced at integrating public participation in planning process.

**Site Planning:** Demonstrated ability to estimate, analyze, develop and review site plans, mitigated and recommended site plan solutions, and testified on behalf of clients in court as to site defects.

**Management:** Demonstrated ability to manage project teams, sale forces, production groups, and operation centers.

**Community Development:** Accomplished in developing and implementing community plans. Experienced working with community leaders, local, regional, state and federal government agencies. Provided grant sourcing, developing, preparing submitting and advocating. Capable of managing budgets, project estimating and management, purchasing and bidding.

**Economic Development:** Accomplished in developing and implementing business and funding plans. Experienced in financing; including SBA, NYSESD, HUD, County IDA's, commercial debt, equity, lease programs, venture capital, grant sourcing, preparation, submittal and advocating. Capable of managing budgets, project estimating and management, purchasing and bidding.

**Computers Technology:** Highly functional in Microsoft Office Products, CAD 2000-2009, Access, Adobe Acrobat and Lotus Suite Products. Calix, Argus, Microsoft Expression. Built and Maintained databases and websites.

## ACCOMPLISHMENTS:

### Community Planning Project

**Cazenovia, NY** This project was commissioned by the Greater Cazenovia Area Chamber of Commerce and Cazenovia Area Senior Association (CASA) located in Cazenovia, NY. The purpose of the project was to review and evaluate market conditions for the development of senior housing, and identify needed services. The market study estimated the demand and examined senior housing products and services needed in the community.

### Economic Development Project Successes:

-Implemented among the first a "**Lot Release Program**" with *Farmers Home Administration* (FHMA) in North Eastern U. S. Develop and implemented the Lot Release Program for economic stressed farmers in Upstate NY .

-Planned and implements plan for **Colon Management** (*Goody Goodies Restaurant Chain-NYSMBE*) to bid and construct a new location at the Greater Rochester International). The project required financing from Monroe County, SBA, NYSESD, Ibero American Investors and Fleet Bank. **The project created 25 new jobs.**

-Secured **\$7 Million dollar multi-tiered package** for **Agenda Earth Corporation**, utilizing resources from Wayne County-IDA, SBA, NYSDDED, NYSJDA for a tire recycling plant in Sodus NY. **The project created 50 new jobs.**

-Developed and coordinated an economic resources program with NYSDDED, NYSJDA, County of Monroe and City of Rochester, and PNC of Pittsburgh, PA, to keep **Transmation, Inc.** (a public company) in Rochester and create new jobs. The financial package **secured over \$15 million** for the company and **saved 150 jobs.**

### Planning Projects:

Completed a "**A Strategic and Comprehensive Guide to an Economic Recover,**" for **Seneca County** to assess impacts and recommend economic recovery strategies for the communities affected by military base closings. The project required a coordinated effort with the US Army, Department of Defense, New York State and numerous other communities nationwide that experienced military base closings.

### Educational:

**Quest** (*Quality Environmental Education for Sustainable Development*); an educational and training package to illustrate the recycling processes for corporate executives, teachers and school children. Fortune 500 companies such as Kodak, Xerox, Nestle USA, Waste Management and An Hauser-Busch used Quest in their respective community outreach programs.

## EXPERIENCE

**Senior Community Planner, Asterhill Incorporated**, Rochester, NY (2003-Present)

Asterhill provides clients with planning and development services that target sustainability— to address current needs and prepare for the future. Working with municipal, non-profit, institutional and commercial clients, we focus our expertise in planning and development on projects that promote, enhance and revolve around housing and communities. Mr. Carroll has **positioned the company as one 5 companies in NYS to be approved by NYS as a market analyst.** Additionally, he has **secured in excess of \$350 million in resources for clients** over the last 5 years. Among the projects Mr. Carroll has worked on are the following:

Responsible for all department activities including business development, client relations and staff management.

**Cazenovia Community Study was** commissioned by the GCACC and CASA. The purpose of the project was to review and evaluate market conditions for the development of senior housing, and identify needed services. *Services Rendered:* Master Planning, Grant Writing, Market and feasibility studies, Surveys, Workshop, and Focus Groups.

**Seneca Harbor Place**, Watkins Glenn, NY a 10 million dollar development (by Margerum Development Corp.) of **Luxury Waterfront Housing** at market rates. *Services Rendered:* Master Planning, Market and feasibility studies.

**Mercier Realty**, Rochester, NY, a 15 million dollar development of a **Senior Housing** project for independent senior housing. *Services Rendered:* Master Planning, Market and feasibility study for HUD 221 (d)(4) program

**People Inc**, Buffalo NY, Completed multiple market studies for **Assistive Living, Affordable and Senior Housing** project for independent senior housing. *Services Rendered:* Grant Writing, Market and feasibility study for HUD 202 program.

**YMCA**, Erie County, NY: Completed multiple **Market and Need Analysis** Studies in Erie County for identifying new market for their services. *Services Rendered:* Grant Writing, Market and Feasibility, and Need Assessment Studies

**JCEO**, Plattsburg, NY, a multi million dollar development of **Affordable Housing** project for Low income families. *Services Rendered:* Market and feasibility study for NYSDHCR Housing trust Fund and Tax Credit program

**Community Action of Wyoming County**, Perry, NY: Completed multiple Market studies for **Assistive Living, Affordable and Senior Housing** projects, community needs analysis. *Services Rendered:* Grant Writing, Market and feasibility study for NYSDHCR tax credit and RD 515 program.

**CVR**, Columbus, OH: Completed multiple **Market Studies** for **Affordable & Senior Housing** projects. *Services Rendered:* Market Studies for Ohio tax credit programs and HUD 221(d)(4).

**Omni Development**, Albany, NY: Completed multiple **Market Studies** in Albany Area for **Affordable and Senior Housing** projects. *Services Rendered:* Market and feasibility study for NYSDHCR Housing trust Fund and Tax Credit program

**Barden Homes**, Lockport, NY: Represented Barden in development of 50 million dollars of income properties in New York State. *Services Rendered:* Master Planning Market and feasibility study for NYSDHCR tax credit program and HUD 221(d)(4), and project management.

**Housing Opportunities**, Rochester, NY: Completed multiple Market studies WNY for affordable and Senior housing **Affordable and Senior Housing** projects. *Services Rendered:* Market and feasibility study for NYSDHCR Housing trust Fund and Tax Credit program

**Delta Development**, Buffalo, NY: Mt. St. Mary Academy, a 1.2 million dollar renovation and re-use of a former school for independent senior housing. *Services Rendered:* Market and feasibility study for NYS tax credit program.

**Belmont Shelter**, West Seneca, NY, a multi million dollar development of affordable housing project for independent senior housing. *Services Rendered:* Grant Writing, Market and feasibility study for HUD 202 program.

**Flower City Management**, Rochester, NY: A market and economic study for the re-use of the Downtown Motor Lodge. *Services Rendered:* Market and Economic study for market rate housing development.

**City of Elmira**, Elmira, NY: Redesign of entry to city from church street exit of Route 17 (I-86) *Services Rendered:* Site Planning and Grant Writing.

## EXPERIENCE

### Senior Planner, **The Crestuk Group**, Rochester, NY (2000-2003)

The Crestuk Group is a multi-disciplinary professional firm providing client expertise in Architecture, Planning and Communications. The company specializes in the planning, designing and developing senior housing projects including assisted living and dementia and day care projects. Responsible for all Planning Department activities including business development, client relations and staff management. Mr. Carroll created the planning department and **increased the company's revenues significantly over three years.** Among the projects Mr. Carroll has worked on are the following:

**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**, **Landscape Designs**, **Construction Documents** and **construction Administrations Services.**

**Tanglewood Manor**, Jamestown NY. A \$4.5 million **Addition of 50 beds Alzheimer facility.** This project involved an addition to the existing Tanglewood Manor Adult Care Facility, which provides affordable market rate care for seniors with Alzheimer's and other forms of memory loss. *Services Rendered:* **Reviewed and revised site drawings**, including grading, drainage, landscape and lighting, and construction administration. **Mitigated drainage solutions** after contractor failed to install storm-water system per specifications.

**Loudonville Adult Home**, Albany, NY, A \$1.2 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-engineering** and **Town Approvals**, **landscape designs**, **construction documents** and **construction administrations services.**

**Heritage Christian Home, Inc**, Rochester, NY, **A New Group Home**, approximately 4,000 square feet. The project cost is \$500,000. *Services Rendered:* **site plan development**, **town approvals**, **landscape design**, **construction documentations**, and **construction administration services.** **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.

**Baywinde Senior Living Community**, Webster, NY: A \$15 million **Senior Living Community** (213 beds) with Independent, Assisted Living and Dementia housing. \$15 million Project. *Services Rendered:* **Reviewed all Site shop drawings**, **re-designed landscape drawings** saving the project owners over \$100,000 and **mitigated buffer planting solutions** with adjacent residents, Town of Penfield and project owners.

**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.

**Park Terrace At Radisson**, Baldwinsville, NY: A \$1.7 million new **Assisted Living Facility** with 65 beds, which provided alternatively affordable market rate care for seniors with Alzheimer's and other forms of memory loss. *Services Rendered:* **Project coordination**, **Reviewed site drawings**, including grading, drainage, landscape and lighting, and **construction administration services.**

**Communication Specialist, **Strong Memorial Hospital****, Rochester, NY. (2001-2002 Part-time), worked and trained on patient phones systems and medical emergency phone systems.

**President, **Trade One****, A Manufacturer and Distributor of recycled and natural products. Rochester, NY. (1994-2000) The company researches, develops and manufactures products utilizing solid waste from such companies as Nestles USA, An Hauser-Busch and Wegmans. The company markets it products to the turf and horticultural industries. Mr. Carroll grew the company from inception to a **multimillion entity within 4 years.** He **established strategic customer relationships with Nestles USA, An Hauser-Busch, Xerox and Wegmans.** Additionally Mr. Carroll negotiated and sold an interest in the company to one of the **largest recyclers in Canada (London Trade and Salvage) securing a strategic supply source and transportation network.** The company was the **first corporation to successfully implement a SCOR (U-7) securities registration in New York State.** Among the projects Mr. Carroll has worked on are the following:

**EXPERIENCE**

- PICS Technology:** Designed and developed a portable in-vessel composting system that allows the technology to be taken to the organic waste and converted it into a marketable commodity. The technology is low cost and efficient.
- QUEST:** Led the teams to design, develop and create a line of educational products that teach kindergartners about the 3 R's, and was used to train corporate executives. The products met NYS educational guidelines and standards for K-8 grades. The Educational kits are approved for use by such schools as City of Rochester and Webster School Districts; and corporations such as Xerox and Nestles, USA.
- R&D: Using recycling crumb rubber in the Turf and Horticultural Industries.** Developed new research techniques and uses for crumb rubber in the turf and horticulture industries. Developed ongoing research with Cornell University and University of North Carolina.
- Technical Specifications: Athletic Field Soil Specifications:** Developed new soil specifications for athletic fields using crumb rubber and in-vessel compost. Said specifications were developed for Architectural, Engineering and Landscape Architectural firms in Upstate NY.
- Clients provided** Strategic Planning, Marketing and Feasibility Research, and Project Management services include the following:
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| <b>Wegmans</b> , Rochester, NY.              | <b>An-Hauser-Busch</b> , Baldwinsville, NY.              |
| <b>Nestles, USA</b> , New Milford, Ct.       | <b>Xerox</b> , Rochester, NY.                            |
| <b>Oak Hill Country Club</b> , Pittsford, NY | <b>Glen Abbey</b> , Ontario Canada                       |
| <b>SUNY Buffalo</b>                          | <b>SUNY Geneseo</b>                                      |
| <b>Syracuse University</b>                   | <b>London Trade &amp; Salvage Company</b> , London, Ont. |

**Senior Planner, The Branford Group**, Rochester, NY (1987-1994)

The Branford Group is an Economic and Development Consultant offering clients expertise in planning, development and financing. The company works with municipal, industrial, and commercial clients. The Branford Group focuses on projects that implement sustainable planning and economic development initiatives in urban and rural areas. Responsible for business development, client relations and staff management. He has successfully marketed and tripled company sales over a five year period. Mr. Carroll was among the first to successfully negotiated with NYS Job Development Authority (JDA) to accept company stock as collateral as part of loan commitment to local company. Additionally, he has secured in excess of \$500 million in resources for clients over a 7 years period. Among the projects Mr. Carroll has worked on are the following:

- Monroe County, NY:** Contracts with Monroe County to assist not-for profit organizations with strategic planning, Grant Writing, Marketing and Feasibility Studies, Project Management for real estate development.
- Seneca County, NY:** “*A Strategic and Comprehensive Guide to an Economic Recovery*” The Study called for the research and development of a set of comprehensive strategies to guide the Board of Supervisor in an economic recovery after the military base closed.
- Rite-Aid Drug Stores**, Buffalo, NY – “*Upper Falls Plaza-An Economic Revitalization Plan and Market Study,*” The project researched, analyzed, planned and developed a suitable uses for the Upper Falls Plaza (Rochester, NY), together with architectural and site drawings. The study was updated and revised at the request of **Wilson Commencement Park**, and was later used by the City of Rochester.
- Transmation, Inc.** (Rochester, NY) Secured financial commitments in excess of \$5 million from NYS Job Development Authority (JDA) as part of a MBO. This was the first time JDA accepted company stock to complete the collateralization requirements. The project was coordinated with PNB, Monroe County's COMIDA and City of Rochester.
- Colon Management**, Rochester, NY: Partnered with Ibero American Investors and Owner to win the award of restaurant space in *Greater Rochester International Airport*, The \$975,000 project entailed the design of new restaurant, structuring and implementing a new financial and operational planning that included funding from *Fleet Bank, New York State Urban Development Corporation and Ibero American Investors*. The services rendered were Project Management, Strategic Planning, Marketing
- Costa del Oro** (Liquillo, P.R.) Develop Strategic Master Plan for the acquisition of the project. I was part of the team to negotiate and executed partnership with *Transcontinental Properties* (Dallas Texas), and coordinated development plans with Puerto Rican Government. Conducted Master Planning, Project Management, Marketing and Feasibility Studies with Puerto Rican Government Officials.