



***Land Development
Consultants***

15 South State Street
P.O. Box 388
Brownstown, PA 17508-0388
(717) 656-4077
Fax: (717) 656-8970
info@rgsassociates.com

A Look Inside RGS

The Perfect Storm

An Industry Changes with the Times

According to industry experts, the generation that fueled the largest housing market in America will soon swell to become the senior market's "Perfect Storm." Baby boomers now comprise one-third of the US population and, when they enter their retirement years, will pose unprecedented needs and demands on a market slow to change. Anticipating those needs is critical to "boomer" satisfaction.

Recently, Dick Stauffer, RGS president, joined with other experts to deliver a program for professionals in York, PA, titled, "Who Moved My Cottage Cheese: Anticipating Change in Cottage Development." The presentation was developed and orchestrated by Joe Wagman, president, Senior

Care Group, Wagman Construction, Stauffer, and Jeff Ferro, managing director, senior living services, Parente Randolph, accountants and consultants. "Our focus, following months of collective market research, was to illuminate a challenge that faces retirement communities in years to come," said Stauffer. Because boomers are so diverse, and have desires for retirement that exceed those of any generation before them, huge demands will be placed upon a slow-to-change retirement infrastructure.

"We're already seeing an appetite among boomers for cottages of up to 2,200 square feet — a huge jump from the 1,200 SF considered roomy by their parent's generation," added

Stauffer. "This generation wants to bring more furniture with them. They have grandchildren and other family members who may stay with them. They work part time and lead very active lives. They seek 'lifestyle' enhancements — not 'shelter.' And they may want a basement, a two-car garage, lofts or a second story . . . amenities the previous generation could not have afforded or really even thought they needed."

Just a sampling of the many variables involved for retirement communities are environmental issues (wetland encroachment, for instance) and existing neighborhood concerns. As the land development expert in the

Continued on Pg. 2

OPEN LINES

A Publication of RGS ASSOCIATES, INC.

SUMMER 2002

Focus on the Resident

Project Enhances Menno Haven

Northfield is a 79-acre campus expansion, designed to double the size of Menno Haven, a Chambersburg area continuing care retirement community. RGS was chosen to do the feasibility study, master planning, land development plans and submissions. RGS also facilitated resident focus groups that ultimately revealed some better ways for Menno Haven to meet and exceed the site design needs of residents and prospective residents alike.

Now under construction, the Northfield campus adds contemporary landform and architectural flair with a master plan that includes 124 independent living villas as its focal point. The villas will be clustered into neighborhoods, each centered around an open court. Walking trails and sidewalks join the neighborhoods—some of which will enjoy scenic views of the bordering Conococheague Creek—connecting them to the overall community. Another part of the campus is a 160-unit apartment complex with a community center that includes a fitness center, dining area and café. Also included is a large maintenance center.

Dave Riegsecker, vice president of development, Menno Haven, said, “We recognized the need to involve landscape design in a more comprehensive and creative fashion. Through RGS’ involvement,

we now have a master plan with many valuable points of interest and aesthetic details, like the scenic walking paths with convenient resting stations, that will add to our residents’ quality of life.

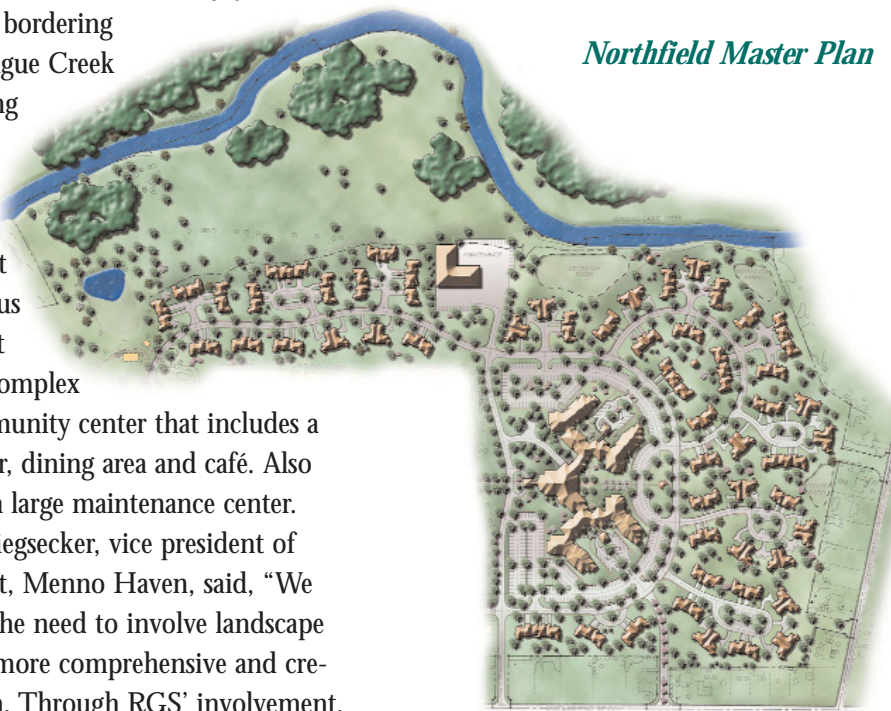
“One of the many valuable contributions by RGS was focus group sessions they conducted among residents,” added Riegsecker. In these sessions, residents were asked for their ideas and recommendations. “It was clear that they hoped to see greater attention to aesthetics.”

RGS’ involvement came about by a referral through Third Age, a consulting firm that specializes in retirement community work.

“Our relationships with Menno Haven, Third Age, and the Chambersburg-based architectural firm, Noelker

Continued on Pg. 2

Northfield Master Plan



Mind if We Ask?

This is Issue #2 of our Open Lines newsletter. Our goal is to provide a broader understanding of our firm, breadth of service and expertise, and inform you of new trends in the land development consulting business.

Simply give us some feedback. After reading this issue of Open Lines, please go to our website at www.rgsassociates.com and click on the “Open Lines Feedback” icon. There will be five short (yes/no) questions we would appreciate your opinion on.

Thank you! In the next issue, we’ll share with you what we’ve learned.



**Land Development
Consultants**

Northfield—Continued from Pg. 1

and Hull, have made this a very rewarding experience,” said Joel Snyder, RGS vice president. “Our participation as a member of the design team was exciting, especially because of the high level of cooperation between all of the entities involved. The entire team was focused on providing Menno Haven and the residents the best community possible.”

The Perfect Storm—Continued from Pg. 4

alliance, RGS is attuned to key concerns such as ordinances that deal with sideyard and rear setbacks, and the attendant need for variances or the development of ordinance amendments.

Many cottages, built at great expense just a decade ago, won't be marketable in years to come. Retrofits will have many limitations and will involve substantial expense. “We recommend that many aspects of retirement facility, village and cottage design consider the need for development of a master plan. We already see the need for larger spaces and open, aesthetic landform designs that enhance socialization,” said Stauffer. These factors will all have a measurable impact on entrance fees and rates.

So what's a retirement community to do?

Invite the counsel of professionals committed to meeting the needs of a vast, new generation of retirees. The alliance of RGS Associates, Wagman Construction, and Parente Randolph can provide the necessary financial, land development, and construction services in one comprehensive and efficient package, and is eager to help you prepare for the *Perfect Storm*.

Creating a Sense of Place

Where Dream Becomes Reality



Fieldcrest at Meadow Valley Master Plan

A year ago, builder Mike Garman told RGS of an inspiration he had for a residential community: to create a bridge entering the community that would give residents and visitors a “sense of having arrived.” Ground will be broken this fall at “Fieldcrest at Meadow Valley,” an Ephrata Township condominium development where—when complete in 2004—anyone entering the development will cross Garman’s inspired threshold.

According to Mark Johnson, RGS vice president, the bridge will be constructed of stone and stucco to give it Old World appeal, and will span a designed “dry riverbed,” complete with Pocono river rock for a convincing appearance. “Once over the bridge, many other amenities will quickly become apparent,” said Johnson. “We’re also planning a park with gazebo and a half-circle trellis with benches and paver stones, a butterfly garden and playground,” added Garman.

Appealing to first impressions and long-term homeowner satisfac-

tion in this upscale condo community was seen as a key need, explained Johnson. “Our overall design worked with the development’s space nicely, and includes a central, meandering walking trail with sitting areas and lush landscaping.”

The 23-acre property includes 106 condominium townhomes and 60 condo garden apartments. In addition to developing a master plan and land development plans for the site, RGS facilitated a lengthy approval process that involved complex traffic issues. And because the site was located in two separate municipalities, extensive coordination was necessary to achieve the desired outcome.

“RGS was a valuable partner in helping us to work through the many zoning hearings,” said Garman. “Mark Johnson and RGS quickly grasped what we wanted to accomplish, both aesthetically, and as problem-solvers. They understand how to partner with us, and that’s led already to our next project.”

Stay tuned!

Grab Your Partner**Benefits of Strategic Alliances**

Spurred by mutual interest and purpose, a trend today is the forming of strategic alliances among institutions and businesses. In this issue of Open Lines, you will read about an alliance between RGS and other retirement industry experts (please see “The *Perfect Storm*”), and about a unique partnership between the Garden Spot Village and Ephrata Community Hospital. We thought you might enjoy some insight as to why these relationships seem to work so well.

Remarkably, experts report a 20% increase in the number of alliances between businesses and institutions over the past three years, developed chiefly for the advantage of the connected partners and the public. Examples show the wide variety of alliances formed: Wal-Mart and AOL, Ford Motor Company and the Norman Rockwell Foundation, Cisco and IBM, and more locally, Messiah Village and Messiah College.

These alliances can be quite informal, or may be developed as legal entities. Key advantages include:

- An ability to retain focus and individuality while applying much broader resources
- Improved customer service and satisfaction
- Geographic expansion
- Increased strength against competition
- Shared risk for a new venture
- Ability to offer complementary/companion services

In our case, the alliance between RGS, Wagman Construction and Parente Randolph has availed united and broad-based solutions for the regional retirement industry and we're delighted to be part of an exciting trend.



Dick Stauffer (standing) recently led a presentation before retirement community professionals with RGS strategic partners Wagman Construction and Parente Randolph.

Garden Spot Village and Ephrata Community Hospital
Common Goal

A “real life” example of a strategic alliance is the growing relationship between Garden Spot Village, a full service retirement community in New Holland, and Ephrata Community Hospital. RGS’ role, dating back several years to when the two organizations first developed the alliance, and now with greater involvement recently, was to assist with the amending of ordinances, site analysis and master planning for the retirement community’s newly expanding areas.

According to Steve Lindsey, Garden Spot Village CEO, the relationship between Garden Spot and Ephrata Community Hospital began in the early 90s when Garden Spot — inspired by the hospital’s mission-based philosophy and breadth of health care services — invited the hospital to provide services for residents within Garden Spot’s campus. “An evolution of the relationship has grown to include much broader services on campus for residents as well as members of the New Holland community,” said Lindsey. “We saw unmet needs here, and in the community, and matched these through the combined efforts of Garden Spot Village and Ephrata Community Hospital.”

According to Bob Graupensperger, vice president, Ephrata Community Hospital, health care services at Garden Spot now include internal medicine and OBGYN. “We provide these services at three retrofitted cottages. We’re now planning a new, 40,000 square foot Center for Health that will allow us to provide, in addition, durable medical equipment, diagnostic and rehabilitation services, a family practice and various specialty services.”