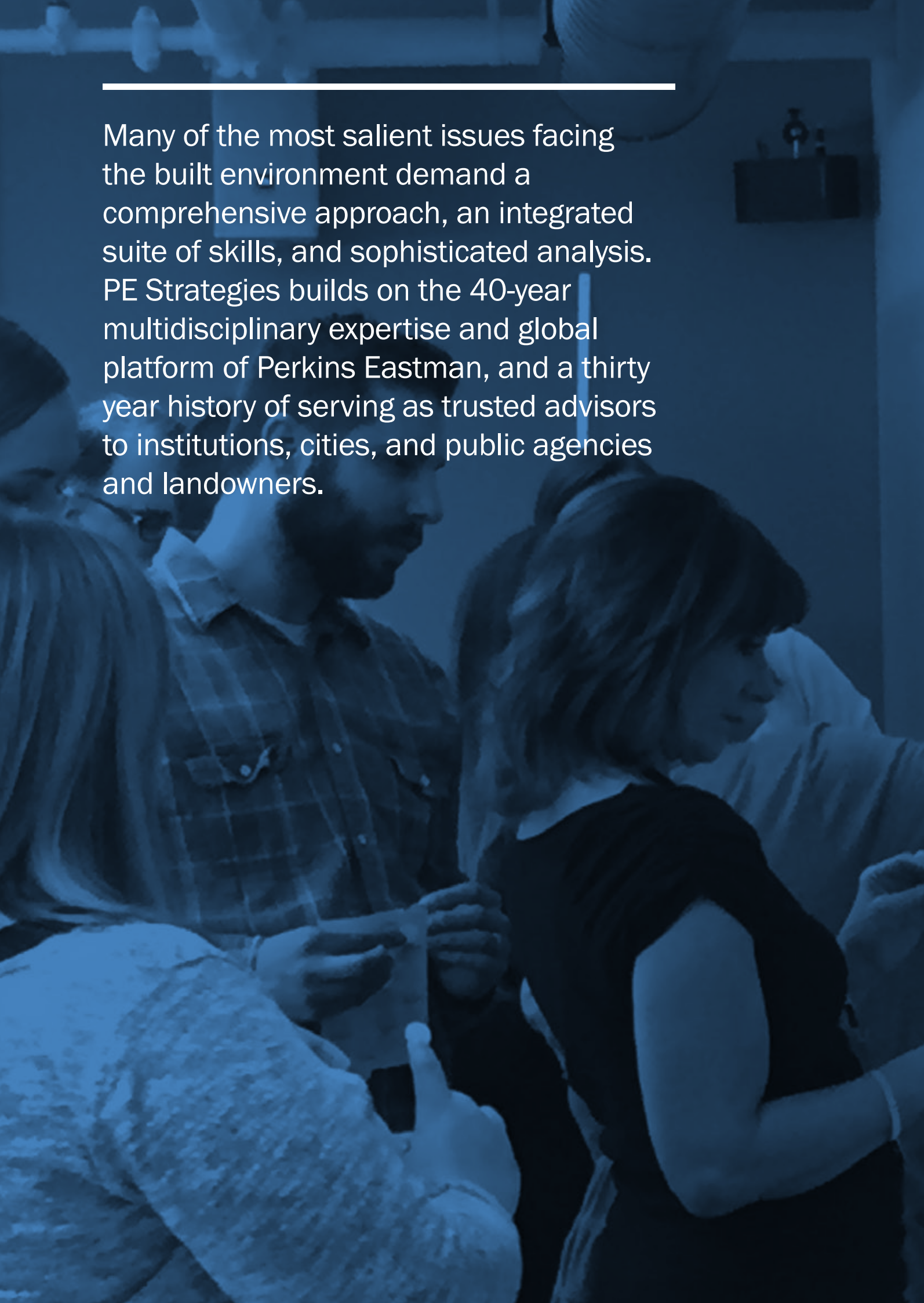



PE Strategies



Many of the most salient issues facing the built environment demand a comprehensive approach, an integrated suite of skills, and sophisticated analysis. PE Strategies builds on the 40-year multidisciplinary expertise and global platform of Perkins Eastman, and a thirty year history of serving as trusted advisors to institutions, cities, and public agencies and landowners.







Our clients understand that adaptation and growth are keys to survival. PE Strategies builds on a track record of creating strategic plans that have helped them establish a vision, and align their assets and resources with their future needs.


Services

- Strategic Planning
- Urban District Revitalization and Repositioning
- Maximizing Portfolio Value and Development Advisory Services
- Capital Investment Planning
- Facilities Programming

STRATEGIC PLANNING

STRATEGIC PLANNING

SYSTEM-WIDE STRATEGIES FOR HEALTHCARE SYSTEMS

A photograph of the Memorial Sloan Kettering Cancer Center building, a modern skyscraper with a distinctive facade of vertical, metallic, rectangular panels. The building is situated in a dense urban environment, with other skyscrapers visible in the background and a body of water in the foreground. The sky is clear and blue.

Through the course of a 25-year relationship, we have served as a trusted advisor to Memorial Sloan Kettering's senior leadership, helping one of the world's premier cancer centers evaluate opportunities and implement strategies for growth and change.

Memorial Sloan Kettering Cancer Center



We have worked with health systems throughout the U.S. to optimize the distribution of services, locate centers of excellence, and reprogram and reposition individual campuses. This experience allows us to anticipate the timeframe horizon for bringing new facilities online and optimize the distribution of clinical, academic, and research facilities.

ED TOTAL GROWTH



SURGICAL PROCEDURES GROWTH



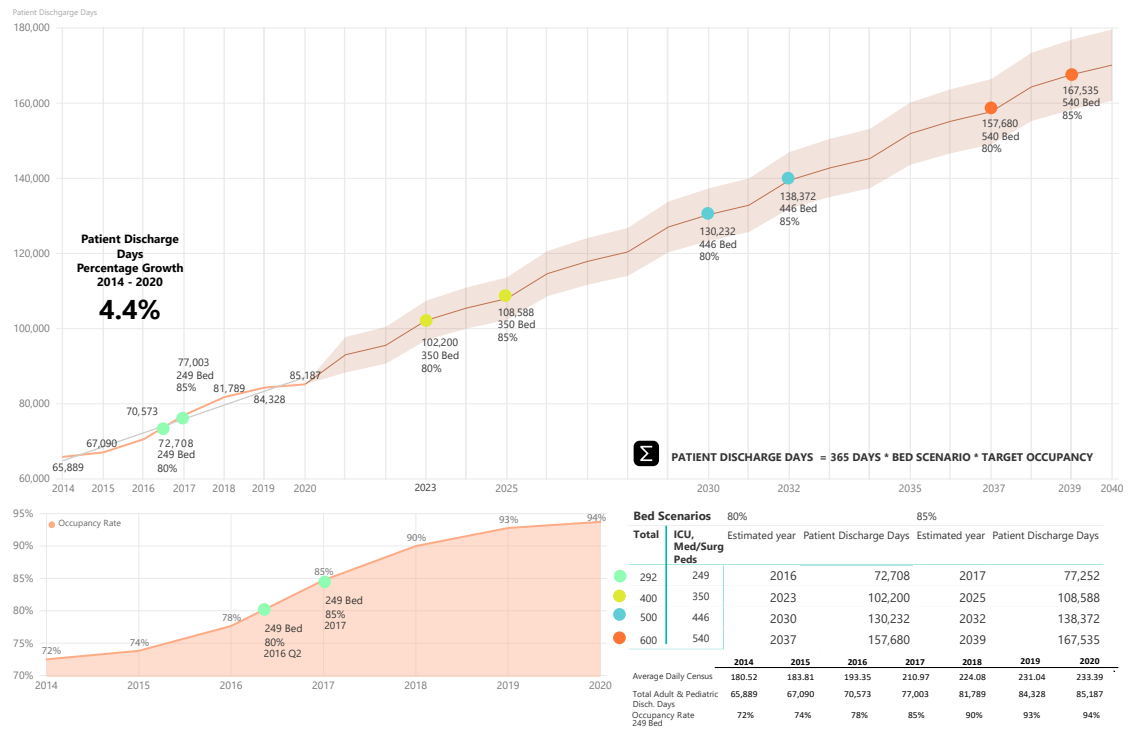


STRATEGIC PLANNING

TRUSTED ADVISORS TO MEDICAL CENTERS PLANNING FOR GROWTH AND MODERNIZATION

Montefiore Medical Center System


We combine our knowledge of state-of-the-art healthcare design with real-world expertise in development and planning to help major urban medical centers navigate the complex world of urban real estate for growth and system modernization.



We have been engaged in planning for the development of the White Plains Hospital campus over a 15-year period.

White Plains Hospital Campus



A high-angle, wide shot of a modern university interior. The space features large windows on the left side, offering a view of a green lawn and a paved walkway outside. In the foreground, a group of four students are seated around a circular white table, working on laptops. They are surrounded by bright blue armchairs. To the right, a staircase with a glass railing and a metal handrail leads up. A person in a red shirt is walking down the stairs. The floor is covered with a patterned carpet. The overall atmosphere is bright and modern.

STRATEGIC PLANNING

CRAFTING STRATEGIES FOR COLLEGES AND UNIVERSITIES TO GROW AND EVOLVE



Rutgers University-Camden:
School of Nursing & Science Building

Understanding the needs of higher education requires a deep understanding of evolving pedagogy, classroom technology, and the competing demands on space on the contemporary College and University campus. Through quantitative analysis, collaboration with leading educators and technologists, and a commitment to engagement with stakeholders, PE Strategies helps institutions articulate goals and achieve objectives through smart planning.

Helping institutions create transformative plans for long-term urban campus revitalization.

University of California San Francisco



The firm has been working with this new liberal arts university being developed in Haryana just outside of Delhi.

Ashoka University



A wide-angle photograph of an indoor basketball court. The court has a red floor with white and yellow markings. Several players are in action; some wear green jerseys and others black. A basketball hoop with a red backboard and a black frame is visible on the left. The ceiling is high with white structural beams and several white pendant lights. In the background, there's a red padded wall and a glass-enclosed upper level where spectators are watching.

STRATEGIC PLANNING

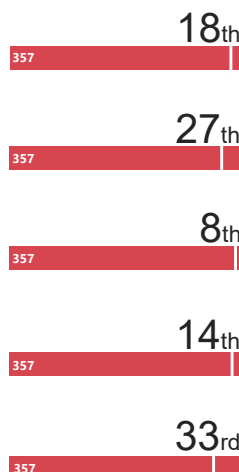
SMARTER GAME PLANS FOR COLLEGIATE ATHLETIC PROGRAMS AND PROFESSIONAL SPORTS TEAMS

Sports facilities can be transformative to both participants and the communities that host them. Leveraging partnerships, technology, and placemaking, venues have the capability to not just improve performance on the field of play, but to enhance health and wellness, create new campus connections, and enhance resilience in times of crises. Utilizing a full suite of digital tools including apps, visualizations, and quantitative analysis, our team helps institutions understand the true value of new facilities in new ways.

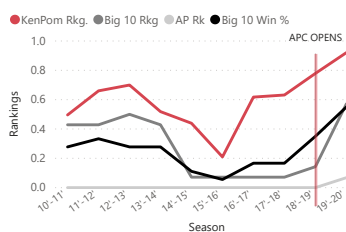


MEASURING APC THROUGH RUTGERS MEN'S BASKETBALL SUCCESS

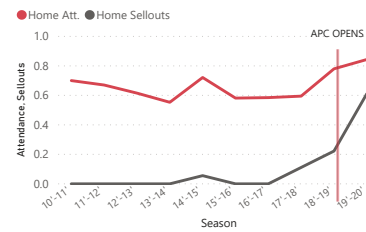
Key Statistics



Ranking Last 10 Years



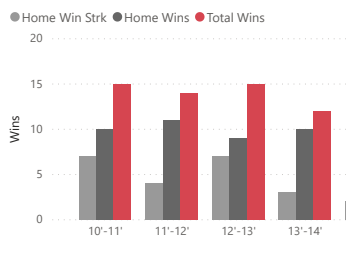
Home Wins and Sellouts Last 10 Years



Recruiting Success

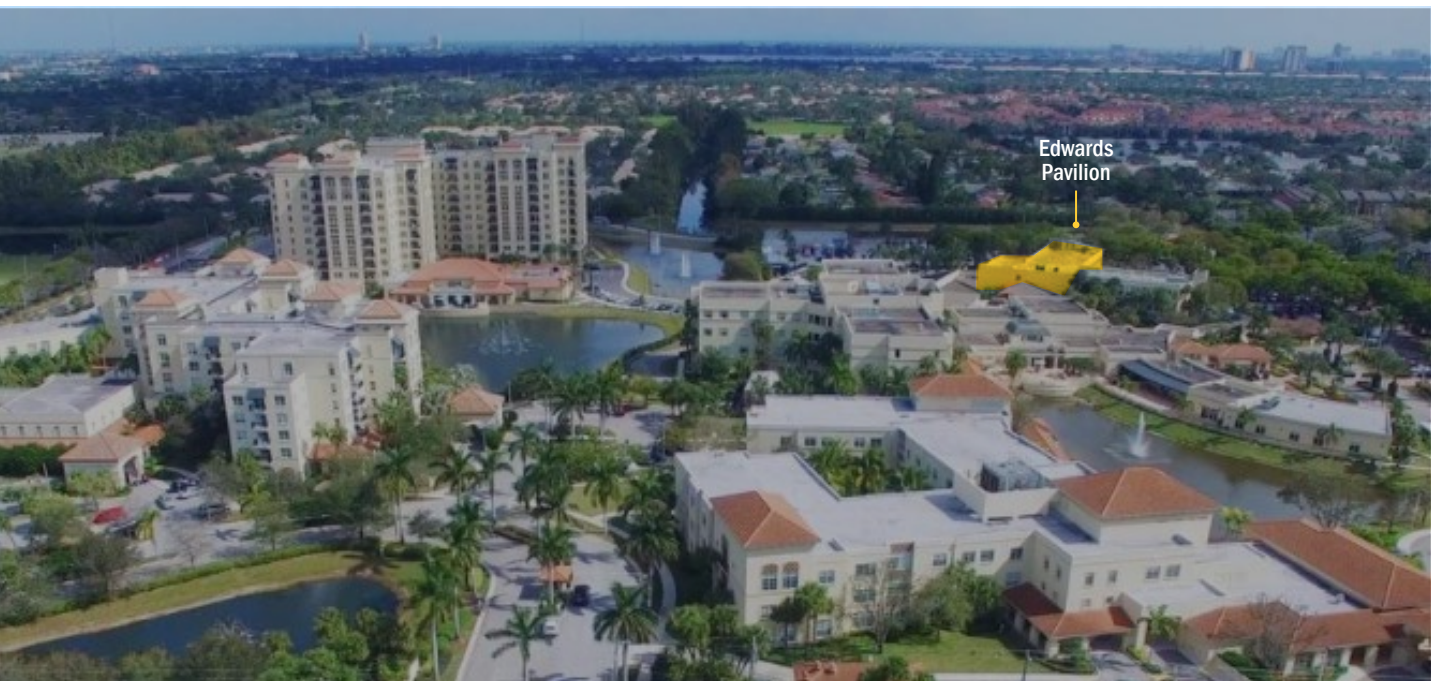


Winning Last 10 Years



STRATEGIC PLANNING

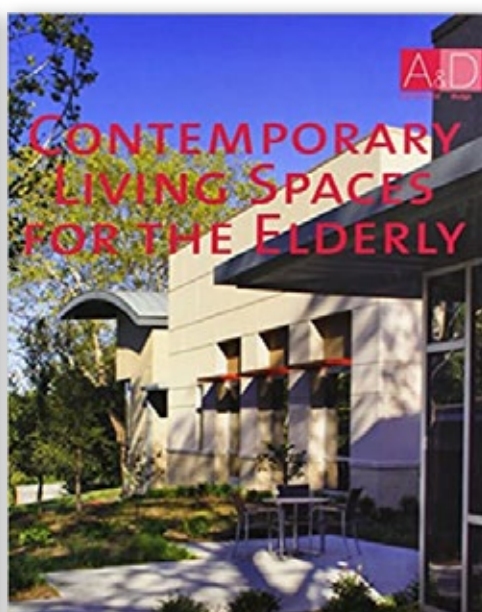
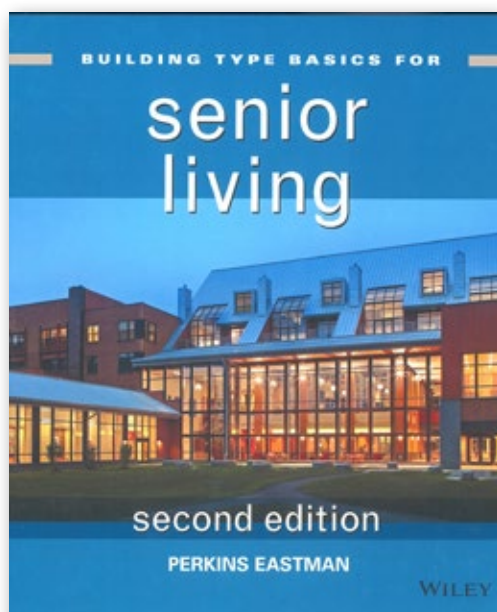
HELPING SENIOR LIVING PROVIDERS ADAPT TO A CHANGING MARKETPLACE



MorseLife: Morse Geriatric Center, ca 2020

*Edwards Pavilion (*entire extent of campus ca 1987*)

West Palm Beach, Florida



We have worked with major senior living providers supporting their efforts throughout the world to explore the potential for new formats, conduct high level visioning sessions, advise on land acquisition, and helping to define the scope, program and development budgets for potential projects.



Covia: Spring Lake Village
Santa Rosa, California



The Perkins Eastman IDEAS process—Integrating Design, Economics and Assessment into Strategy—is a highly collaborative approach dedicated to strategies that create forward-looking programs, partnerships, and great senior environments. The process is structured to help providers determine ways to develop new opportunities and to create, reposition, and reinvent existing services and strategies for seniors in their community.



Ingleside at King Farm
Rockville, Maryland

STRATEGIC PLANNING

POSITIONING INDEPENDENT AND INTERNATIONAL SCHOOLS FOR EVOLUTION AND INNOVATION



Avenues, The World School
New York

Our 30-year track record as an innovator in the design of K-12 facilities enables us provide strategic advice ranging from site selection, programming, to approvals, for school networks in cities throughout the world.



STRATEGIC PLANNING

PROVIDING STRATEGIC GUIDANCE TO PUBLIC AND CHARTER SCHOOLS AND DISTRICTS





Martin Luther King Junior School
Cambridge, Massachusetts

We draw on our experience designing over 300 school projects across the U.S. and in 18 countries to provide a comprehensive range of services for public school systems, including enrollment projections, conditions assessments, programming as well as district-wide master plans and multi-year capital budgets.

IN MODERNIZED SCHOOLS

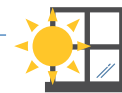
STUDENTS ARE...

9% more
satisfied with
thermal comfort

14% more
satisfied with
air quality

18% more
satisfied with
acoustics

13% more
satisfied with
daylight



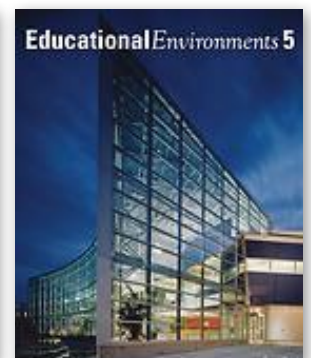
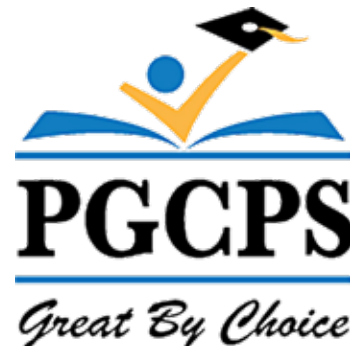
FACULTY ARE...

40% more
satisfied with
thermal comfort

45% more
satisfied with
air quality

30% more
satisfied with
acoustics

45% more
satisfied with
daylight



STRATEGIC PLANNING

POSITIONING CITIES AND REGIONS FOR THE FUTURE

- Low-Density Residential
- Mixed Residential
- Low-Rise Commercial/Retail
- High-Rise Commercial/Mixed-Use
- Office/Research & Development Park
- Educational/Institutional
- Public Facilities
- Public Recreation
- Agricultural
- Rural Conservation



*Creating comprehensive plans for metropolitan regions
balancing growth and environmental concerns*

Hanoi Capital Master Plan 2030

Cities continually evolve through cycles and change and renewal that are driven by everything from rapid population growth to changes in the market, major infrastructure, and increasing desire to develop more sustainable and equitable patterns of living. Our experience working with cities and regions throughout the globe, has taught us how innovation, design, and partnerships, can be harnessed to drive economic development and create thriving, resilient communities.

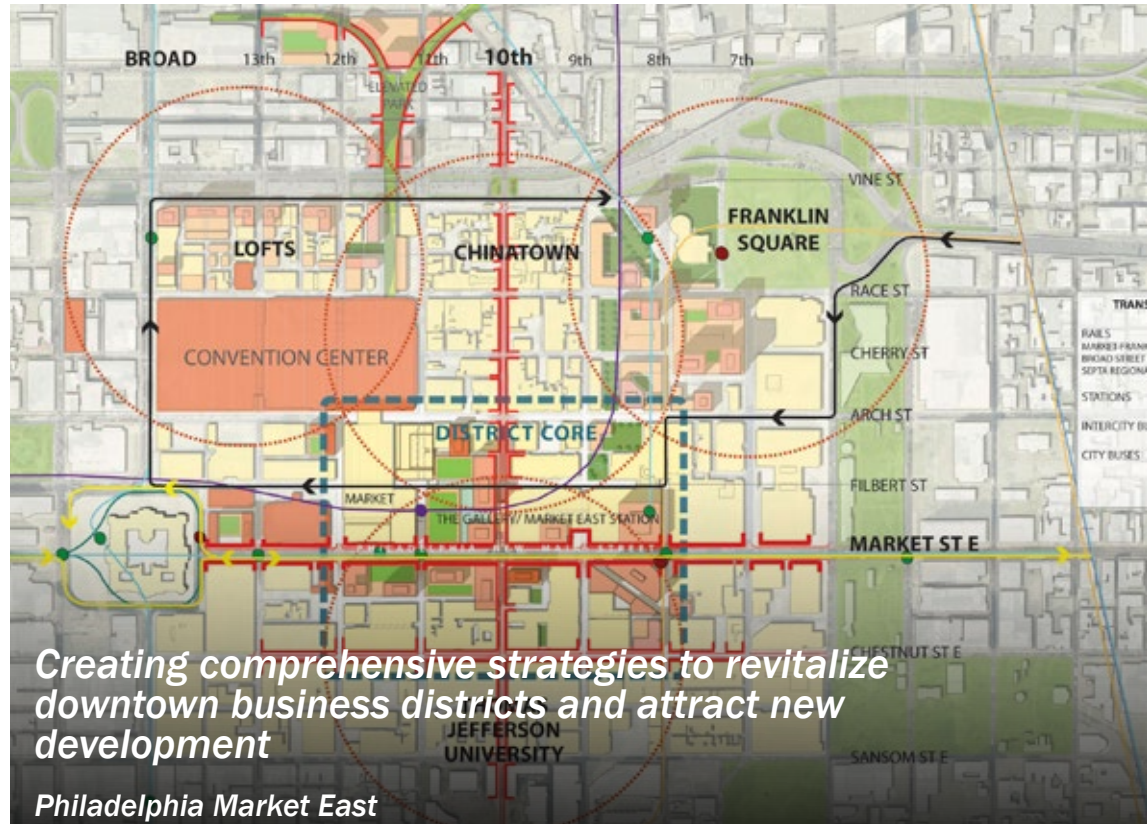




STRATEGIC PLANNING

REVITALIZING AND REPOSITIONING URBAN DISTRICTS AND DOWNTOWNS

Downtown Brooklyn
Brooklyn, New York





STRATEGIC PLANNING

HELPING CITIES AND REGIONS PREPARE FOR A MORE RESILIENT FUTURE

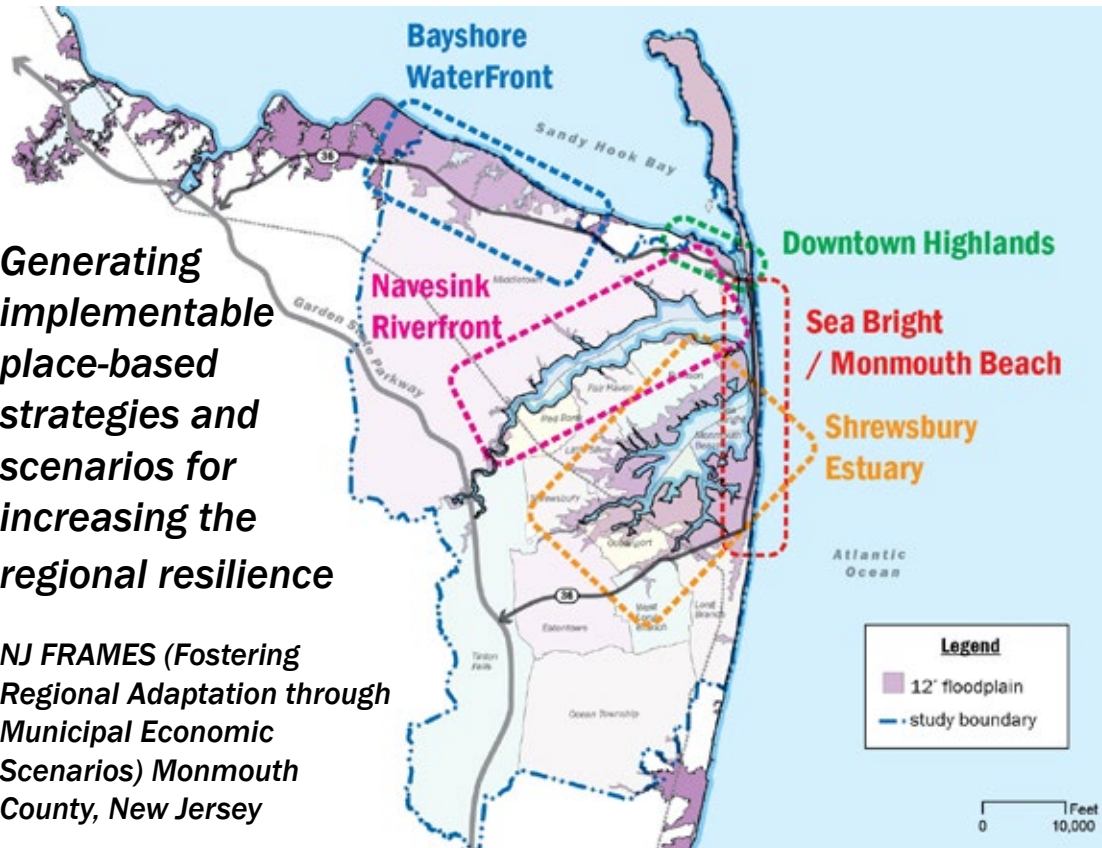
Arverne by the Sea
Queens, New York



We have worked with cities and regions throughout the world to help them adapt to, and prepare for, a changing climate. Working at all scales of the built environment, we help cities create sustainable large-scale waterfront developments and city-wide resilience strategies.

Generating implementable place-based strategies and scenarios for increasing the regional resilience

NJ FRAMES (Fostering Regional Adaptation through Municipal Economic Scenarios) Monmouth County, New Jersey



Creating city-wide strategies to help prioritize public investment and provide a guide for developers and property owners.

Hoboken Green Infrastructure Strategic Plan



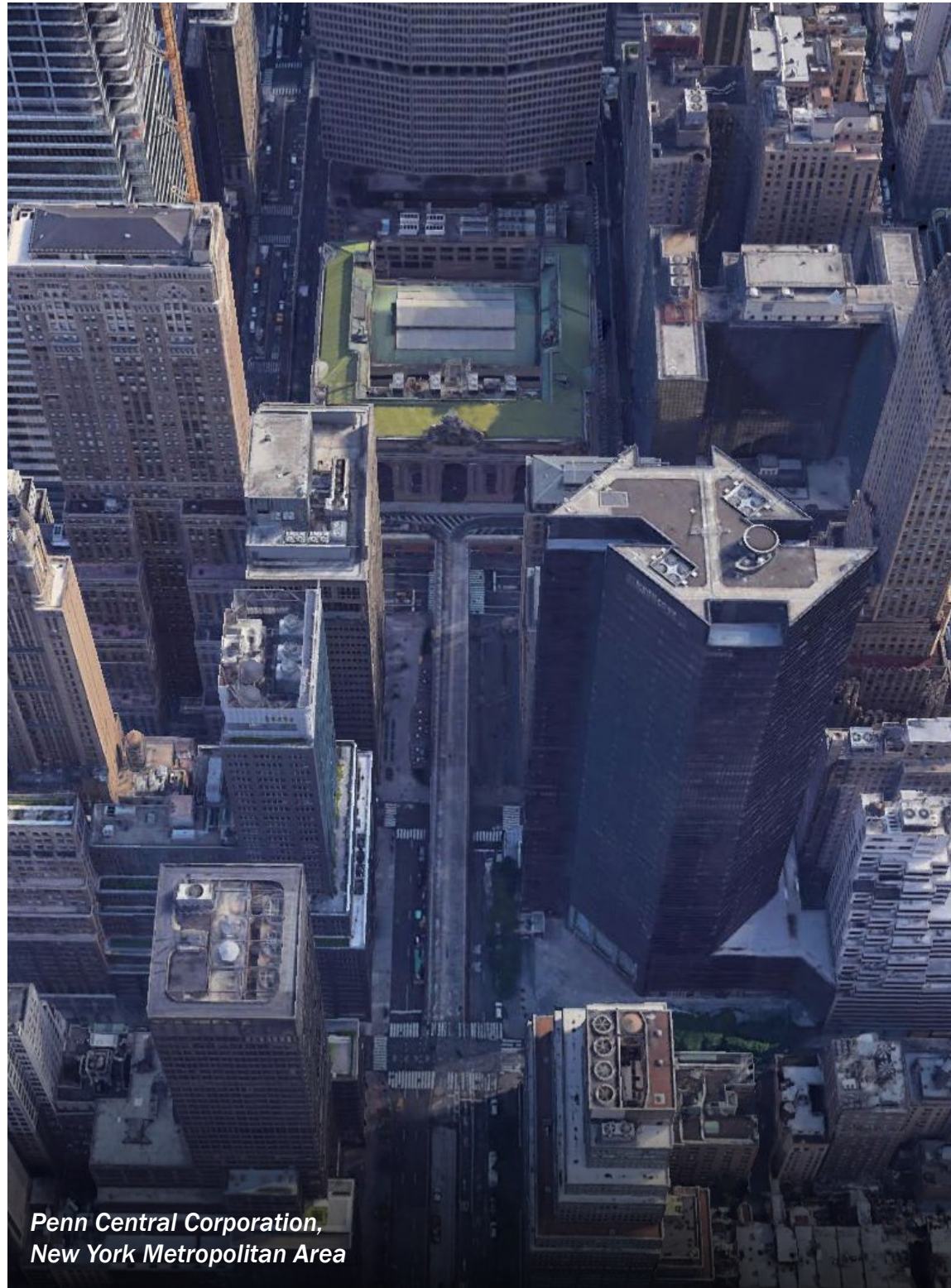
STRATEGIC PLANNING

OPTIMIZING THE PERFORMANCE OF REAL ESTATE PORTFOLIOS

*Advising large-scale property owners on development
strategy, market feasibility and site evaluation*

*Peters Family Properties
Brazil*

We offer an integrated set of services to assist institutional and commercial property owners optimize their real estate portfolios through analysis of the development potential of their assets, development of entitlement strategies, and advisory services during negotiations with potential development partners.



*Penn Central Corporation,
New York Metropolitan Area*

STRATEGIC PLANNING

DEVELOPMENT ADVISORY SERVICES

Orchestrating Public and Private

Embassy Suites (now the Conrad) Hotel




Leveraging our expertise in the design and development of a wide range of building types, real estate economics, and urban planning, we have been able to provide institutional and commercial property owners with an understanding of highest and best use, formulate implementable development and/or land disposition strategies, and provide support during negotiations with potential buyers, as well as entitlement strategy.



Bridging Institutional–Developer Partnerships

NYU Langone Health: Clinical Cancer Institute



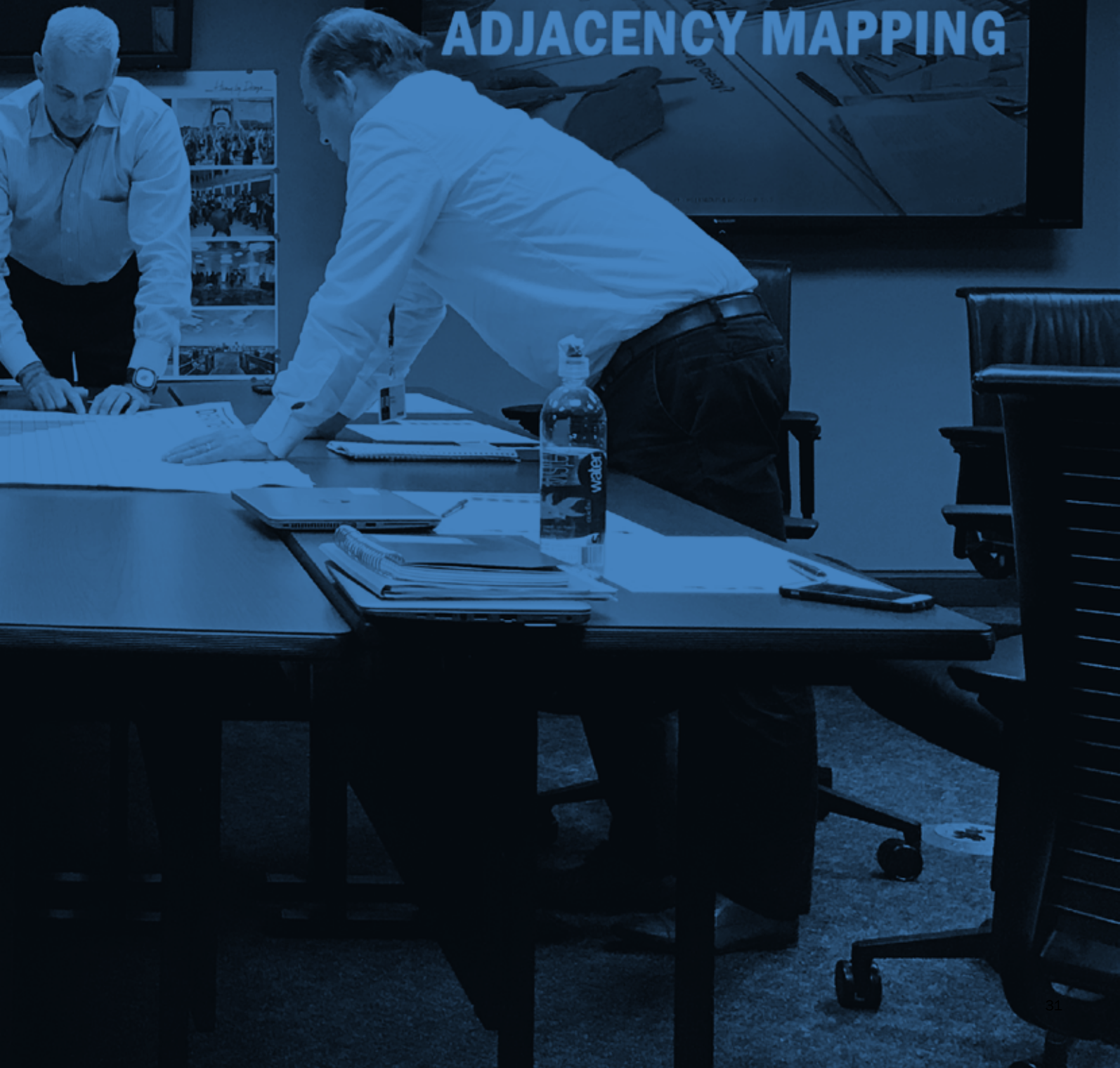
The full value of strategy can only be realized with a sound plan for implementation. We bring a wide range of expertise and a full range of services for helping our clients implement strategic plans, deal with change, and optimize organizational performance.

Services

- Change management
- Workplace strategy
- Business continuity planning
- User experience
- Brand strategy
- Standards and design guidelines
- Manuals and training
- Pre- and post-occupancy analyses

OPTIMIZING PERFORMANCE AND ADVANCING IMPLEMENTATION

ADJACENCY MAPPING



OPTIMIZING PERFORMANCE AND ADVANCING IMPLEMENTATION USER EXPERIENCE



**Optimizing assets to increase classroom utilization
within an existing campus footprint**

**Columbia University Teachers College
Classroom Capital Plan**

Putting the user experience first results in spaces and places that serve the mission of the organization that use them. This approach creates results not just in terms of comfort, but in terms of productivity and effectiveness. At Columbia Teachers College, a multi-modal classroom platform supports a diverse range of teaching and learning modalities. Developed through extensive engagement and close observation of a “prototype room,” Perkins Eastman created optimal environments for an array of functions.



OPTIMIZING PERFORMANCE AND ADVANCING IMPLEMENTATION

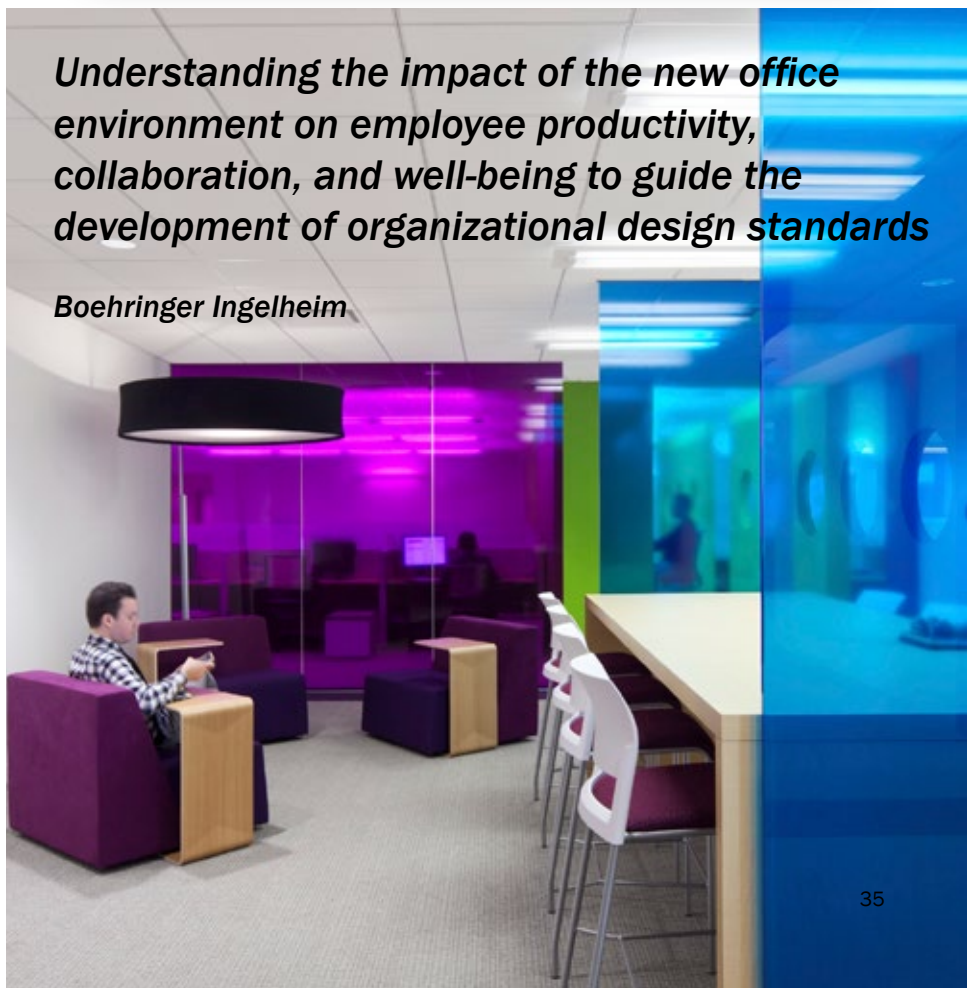
POST-OCCUPANCY ANALYSES





Understanding the impact of the new office environment on employee productivity, collaboration, and well-being to guide the development of organizational design standards

Boehringer Ingelheim



SOCIAL WORK
(8,919 ASF)

BUSINESS
(25,944 ASF)

GEO
(6,550 ASF)

SEL
(12,160 ASF)

A
(47,000 ASF)

MATH
(9,085 ASF)

CCNMTL*
(4,726 ASF, ALSO LOCATED IN BUTLER)

MUSIC
(7,382 ASF)

JOUR
(508 ASF, MONTGOMERY)

Analytical tools to provide clients with actionable insights to better understand the potential risks and rewards associated with major strategic initiatives.

Services

- Trend forecasting
- Data analysis
- Space utilization
- Industry benchmarking
- Organizational analysis
- Market analysis
- Cost-benefit analysis
- Economic and fiscal impact analysis
- Research

LEHMAN
(82,295 ASF)

INSIGHT AND ANALYSIS

EAST ASIAN
(28,266 ASF)

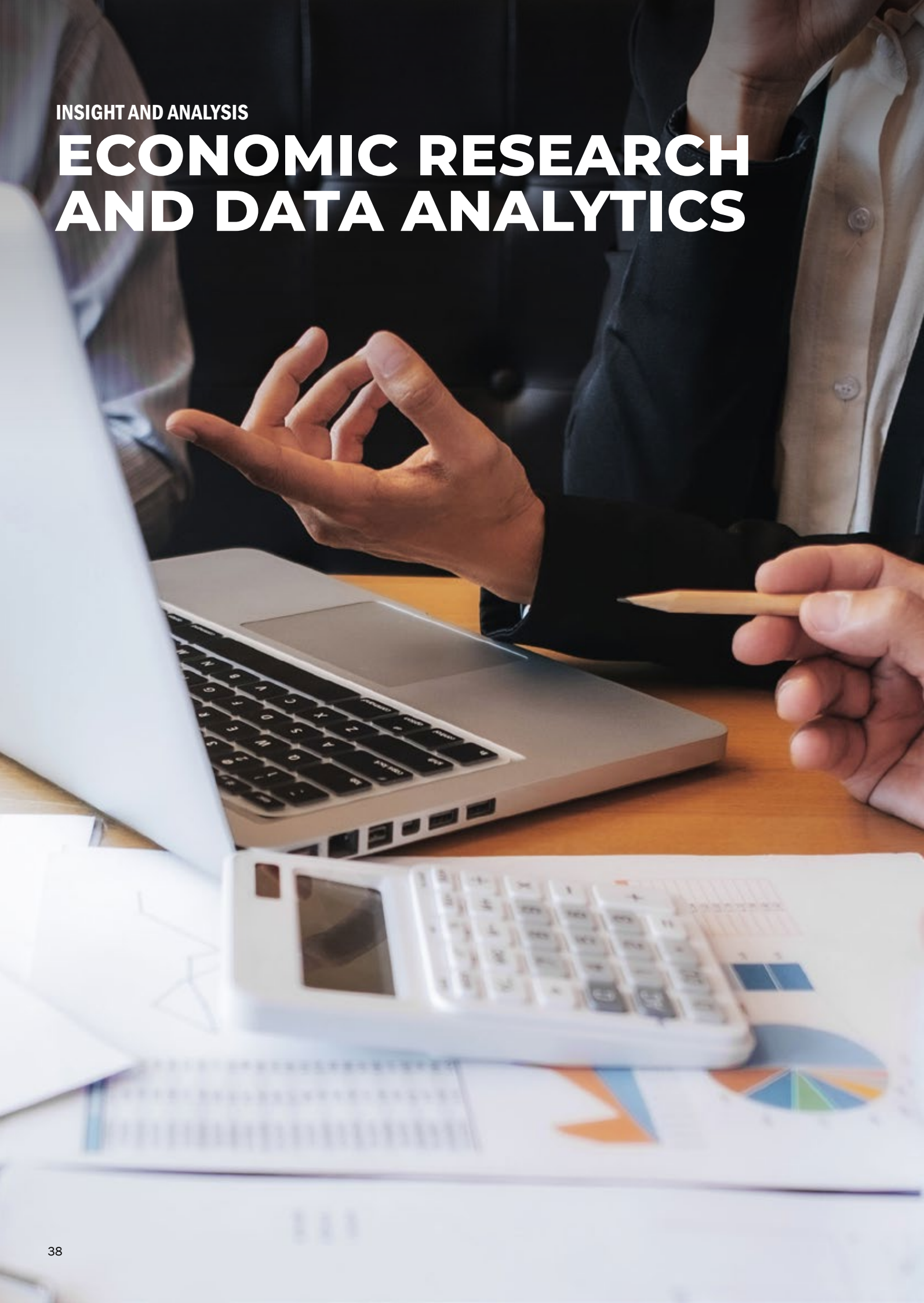
LOGY
(SF)

VERY
(7,421 ASF)

JOURNALISM*
(NOT TO SCALE)

INSIGHT AND ANALYSIS

ECONOMIC RESEARCH AND DATA ANALYTICS

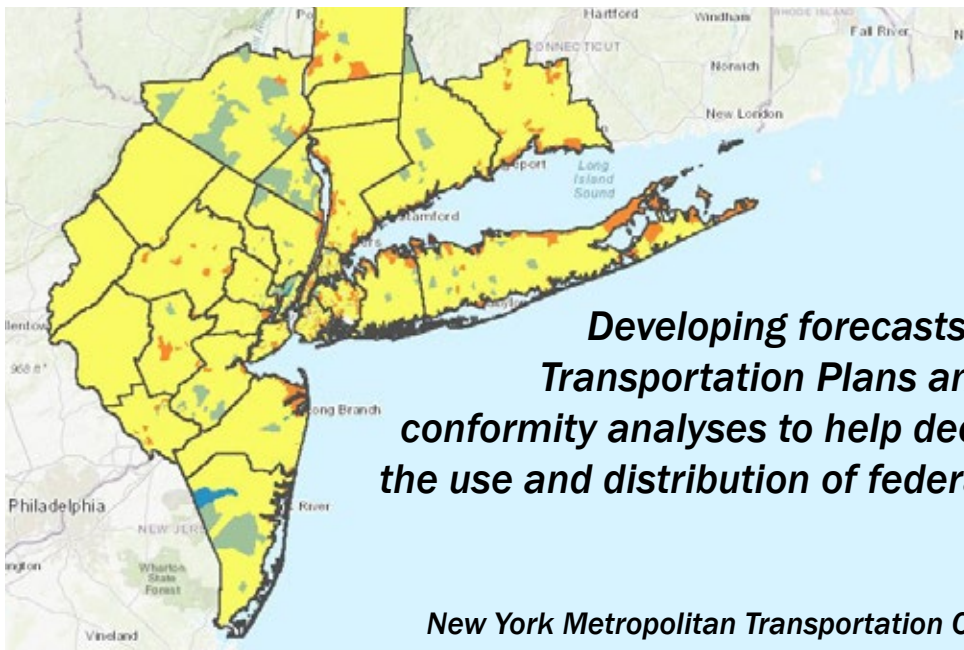
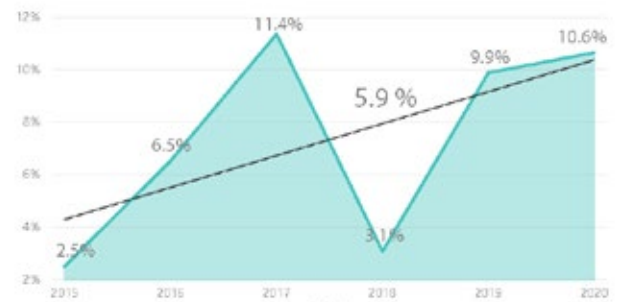
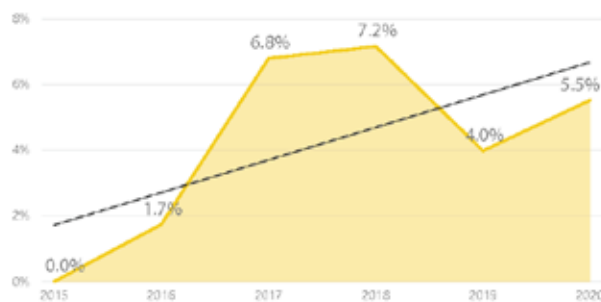


Our expertise in urban economics, regional transportation policy, environmental incentives, public finance and data analytics provides us with a platform for providing economic and demographic forecasting. These market and financial analyses yield realistic targets and achievable project goals.

Market Analyses and Industry Forecasts

SUBASE New London Joint Land Use Study New London County, Connecticut

**Surgical Services IP
Percentage Growth
2014 - 2020
4.2 %**



Developing forecasts for the Regional Transportation Plans and transportation conformity analyses to help decision-making on the use and distribution of federal transportation funds.

New York Metropolitan Transportation Council Socioeconomic Forecasts

INSIGHT AND ANALYSIS

RESEARCH

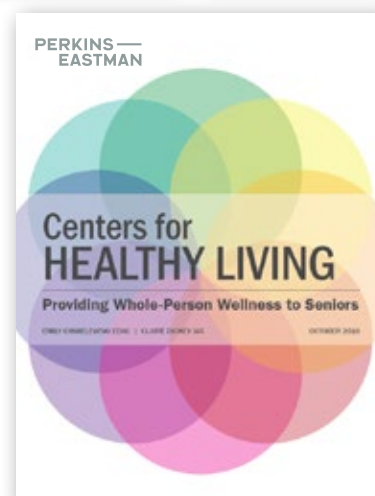
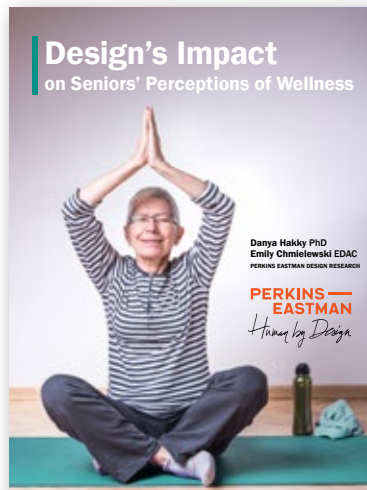
Building upon a long term commitment to evidence based design, and partnering with Drexel University's School of Education, to explore how high-quality school buildings can positively impact education outcomes.

Latrobe Prize

Martin Luther King Junior School
Cambridge, Massachusetts

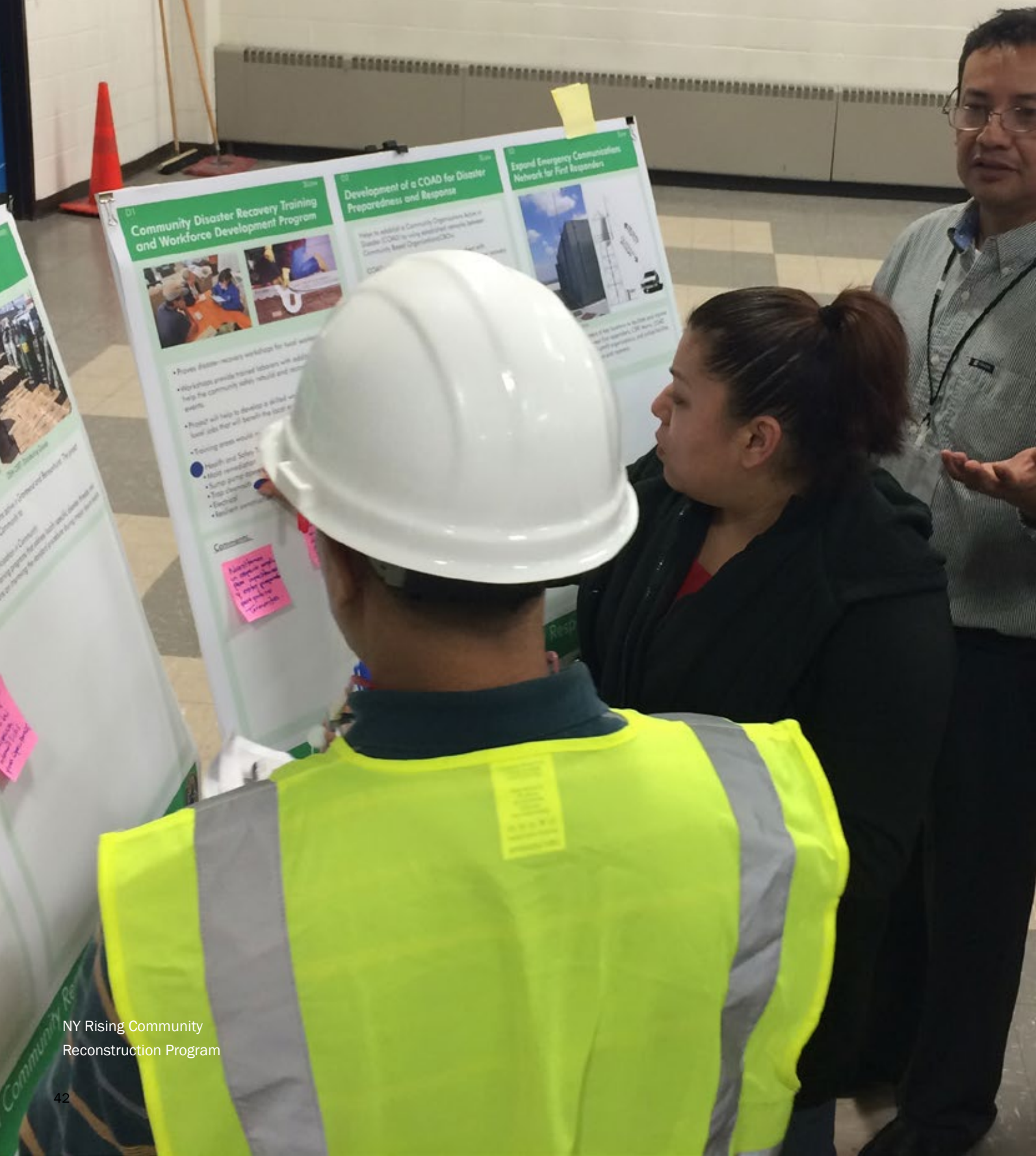


Utilizing qualitative and quantitative social science research methods for more informed decision-making and allow for improved outcomes and experiences, we offer environmental behavior research that can enhance the built environment, topic-based standalone design research to address major industry topics, and research scope development.



INSIGHT AND ANALYSIS

POLICY AND PROGRAM DEVELOPMENT



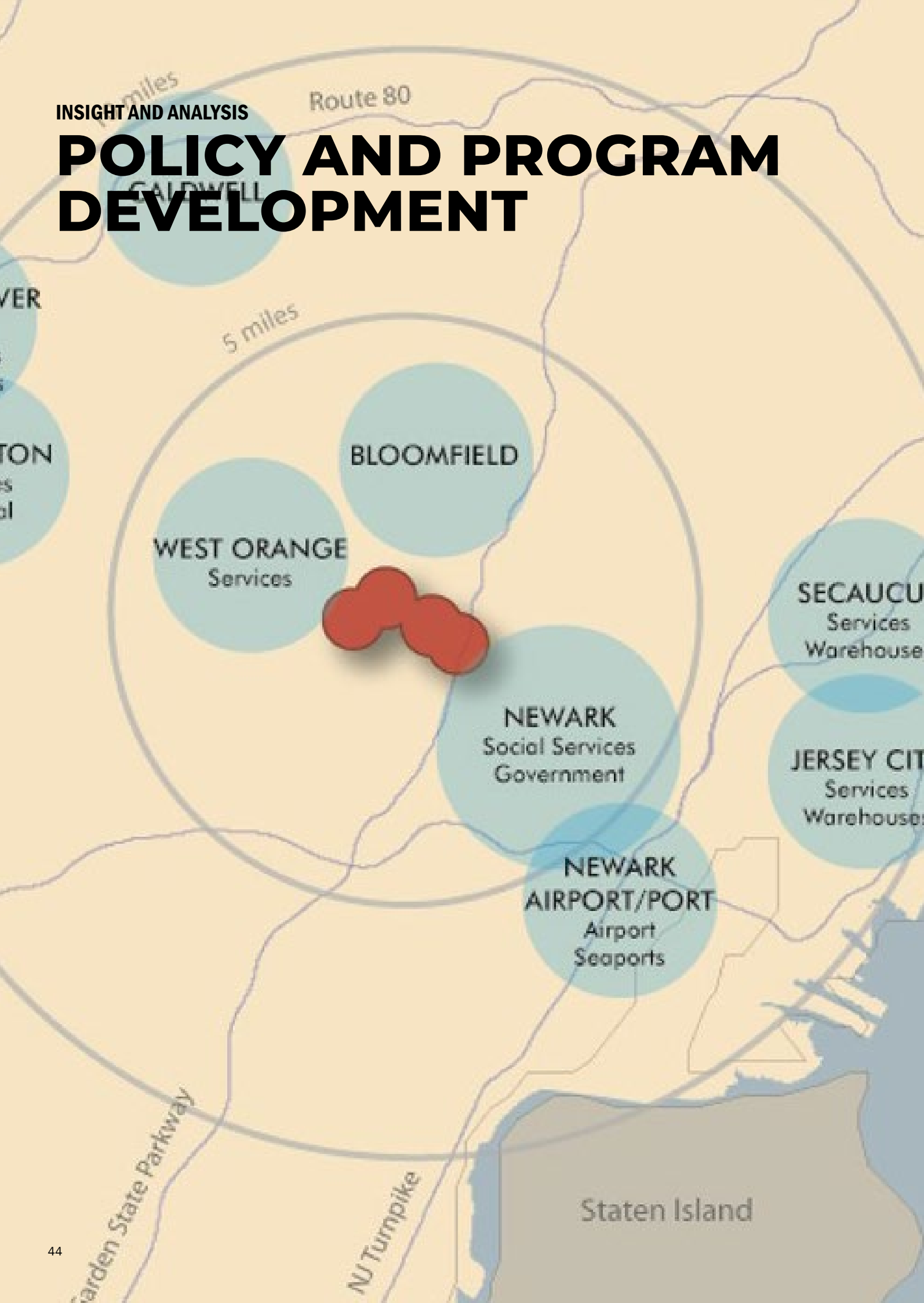


Leading the centerpiece program for one of the largest and most ambitious planning efforts funded by the U.S. Federal Government's Partnership for Sustainable Communities.

Together North Jersey Local Demonstration Project Program, New Jersey

INSIGHT AND ANALYSIS

POLICY AND PROGRAM DEVELOPMENT

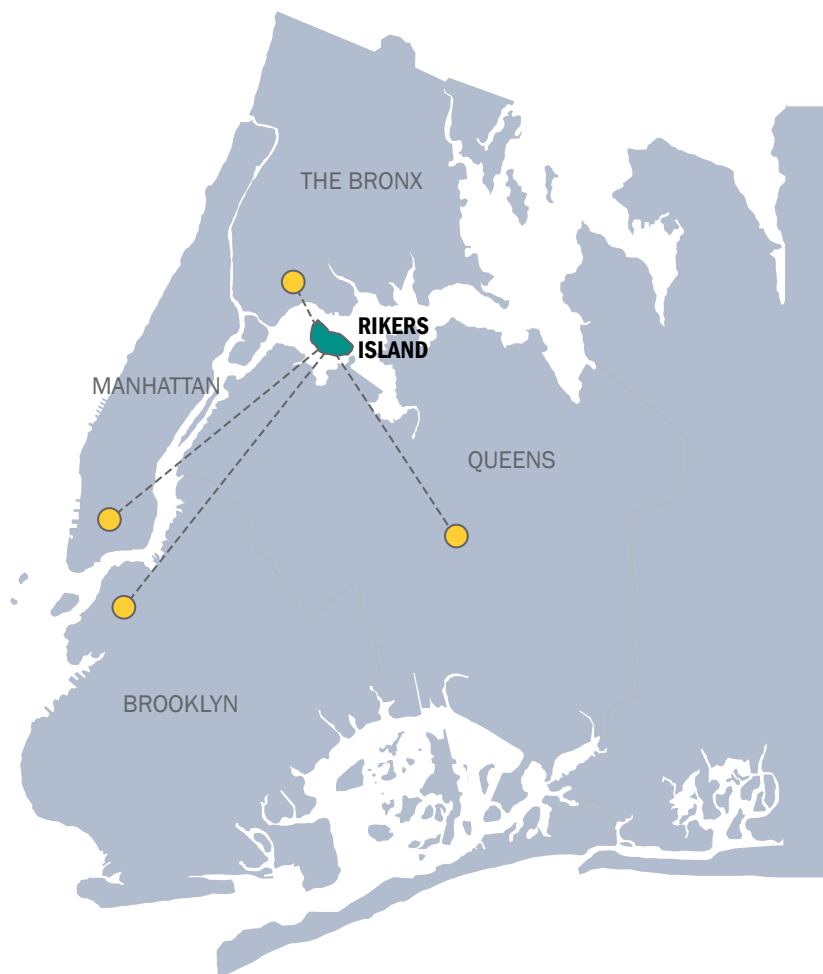


Investments in bricks and mortar typically require smart policies and programs in order to succeed. Our experience leading multidisciplinary teams of economists, planners, engineers, scientists, and designers has allowed us to serve as trusted advisors to cities and public agencies throughout the world.



The linchpin of a years-long effort to close the jails on New York City's Rikers Island, creating a new paradigm for the role of a detention facility in the city and in the community and ushering in an end to the era of mass incarceration.

Master Plan for a Borough-based Jail System





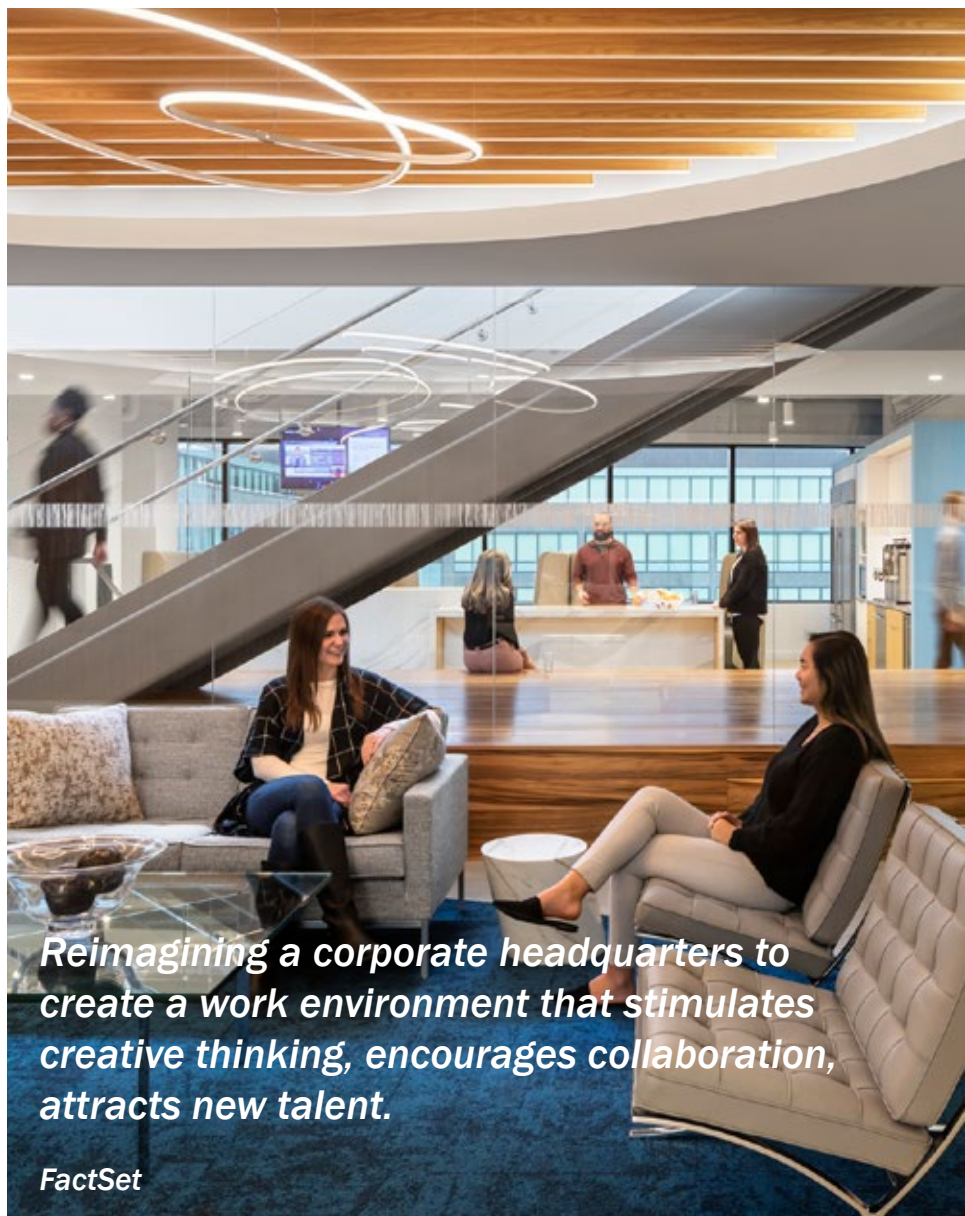
BUILDING CONSENSUS AND STRENGTHENING INTERACTIONS

CHANGE MANAGEMENT



Change management can help organizations equip their staff and other stakeholders to manage the shocks associated with reorganization or relocations.

Through workshops, digital platforms, and in-person engagement, we transform potentially disruptive events into catalysts for positive change.



Reimagining a corporate headquarters to create a work environment that stimulates creative thinking, encourages collaboration, attracts new talent.

FactSet

AUSTIN

BOSTON

CHARLOTTE

CHICAGO

COSTA MESA

DALLAS

DUBAI

GUAYAQUIL

LOS ANGELES

MUMBAI

NEW YORK

OAKLAND

PITTSBURGH

RALEIGH

SAN FRANCISCO

SEATTLE

SHANGHAI

STAMFORD

TORONTO

VANCOUVER

WASHINGTON DC



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