

MARKET ANALYSIS

**ENVIRONMENTAL
PLANNING
CONSULTING**

- FEASIBILITY & DUE DILIGENCE ASSISTANCE**
- REGIONAL & SITE PLANNING**
- ECONOMIC PLANNING**
- ENVIRONMENTAL SITE ASSESSMENT**
- ENVIRONMENTAL SCIENCE & ANALYSIS**
- WETLAND PERMITTING**
- STORM WATER MANAGEMENT PLANS**
- WATERFRONT & COASTAL ZONE PROJECTS MAPPING**
- WATERSHED MANAGEMENT & WATER SUPPLY**
- PERMITTING & PROCESSING**
- SUSTAINABILITY & LEED PROJECT PLANNING & SUPPORT**

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NP&V is a professional environmental and planning firm with qualifications and expertise to prepare various types of residential and commercial market analyses and feasibility studies, and has a track record of such completed projects throughout Long Island.

In the preparation of a market analysis, NP&V strives to identify and quantify the need for a specific type of development – be it a shopping center, office space, a new residential subdivision or an assisted living community, among others – that can be accommodated at a given location. NP&V is able to analyze the relationship between the supply and demand and reveal whether or not a given development could be supported in a specified location. This is accomplished through the definition of a target market area, a critical evaluation of demographics, socioeconomic characteristics and consumer trends, and an analysis of existing and comparable developments.



Findings and recommendations of our market analyses are tailored to each community, and provide the facts necessary to determine the viability of a given project, attract specific types of businesses, and market projects to possible investors. As such, our market analyses have proven to be a valuable tool in the decision-making process – for both the public sector and private developers.