

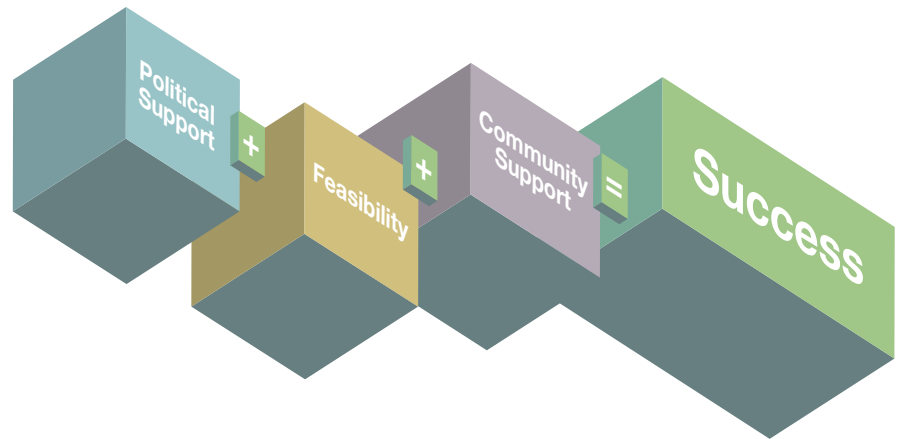
PLANNING



CREATIVITY
TURNS
KNOWLEDGE
INTO VALUE™

OUR APPROACH TO PLANNING

Understanding the constant and dynamic interaction of people and their environments is an important first step for planning a successful project. To ensure success, Optimum Group seeks the most efficient balance between people, economics and regulations.



HOW WE DO IT

Planning and entitlement of a project work hand-in-hand. The entitlement process grants legal rights and the necessary approvals to develop property for a desired use. Meanwhile, the desired use has to conform with current zoning as well as the requirements of the local jurisdictions.

As a first step in our planning process, we conduct research and acquire deep understanding of the financial, physical and political advantages, as well as constraints, of each project.

Planning, permitting and entitlement of a property is a public process. Intimate understanding of relationships, expectations and values of a community, as well as local government policies and regulations, is of paramount importance for successful completion of a project. Optimum Group fully understands the importance of identifying potential support and/or opposition and engaging the community in the planning process from the beginning. While rendering professional planning services, we serve as a catalyst to align the interest of the project owner with that of the regulators and the community.

COMPREHENSIVE PLANNING SERVICES

Our expert team takes a strategic approach to the planning process. Our goal is to find an ideal balance between pragmatic real-world constraints and our client's objectives. We offer comprehensive planning services for large and small scale projects.



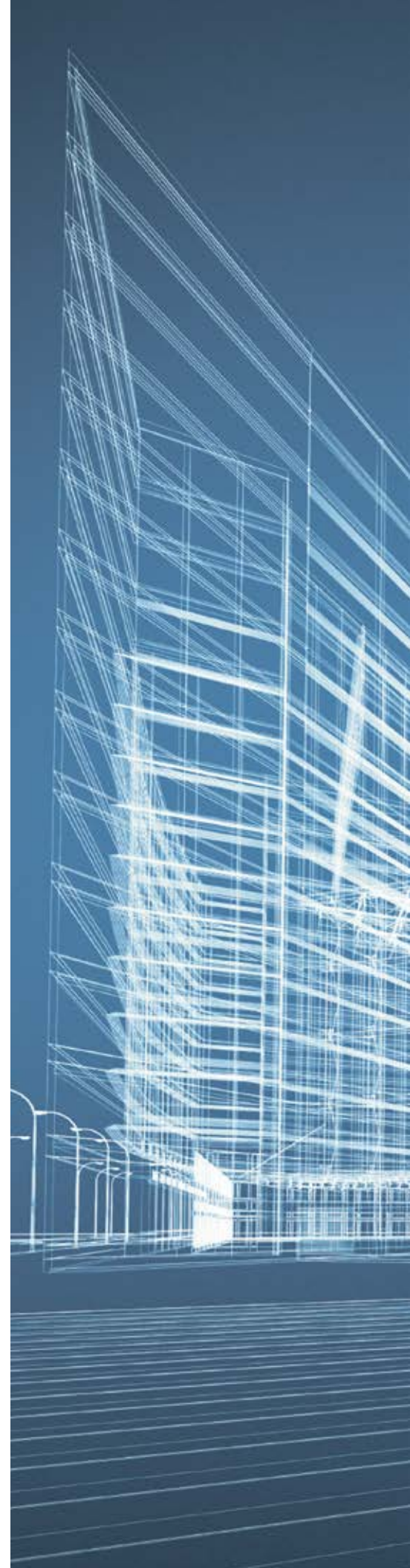
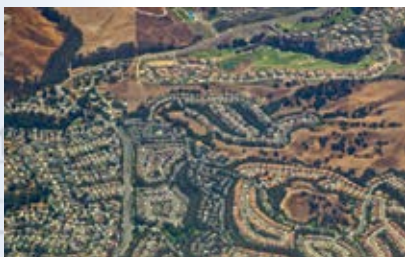
CONCEPTUAL DESIGN

We begin with evaluation and analysis of any existing plans. We then explore new ideas and innovative solutions in order to determine the best concept that will most effectively reach a client's specific goals.



MIXED-USE MASTER PLANNING

A successful plan requires a deep understanding of location, community resources, local government and many other factors that contribute to the creation of the right community or entity for a specific geographic site. Our experience in developing the ideal combination of resources—from commercial to residential to retail—creates a truly well-balanced and desirable community.



PERMITS AND ENTITLEMENTS

Not every local, state or federal agency has the same requirements for environmental permits, approvals and licenses.

Our local, regional and national experience results in quicker approvals and projects that stay on schedule. Our expertise includes:

Land Use Approvals

**Development Agreement
Negotiation and Processing**

**Specific Plans and
Specific Plan Amendments**

General Plan amendments

Precise Plan

Development Plan Review

Zoning Amendments

**Pre-Annexation, Annexation,
Application, Agreements and
LAFCO Processing**

**Conditional Use Permits
and Variances**

**Preparation of Easements,
Covenants, Conditions
and Restrictions, and
Affordable Housing Covenants**

Environmental Approvals

**Preparation and Processing of
Environmental Impact Reports**

**Environmental Permit Application
and Processing:**

US Army Corps of Engineers

Department of Fish and Game

US Fish and Wildlife Services

**Regional Water Quality
Control Board**

**On-site Open Space Preservation
and Conservation**

**Negotiation and Preparation
of Mitigation, Monitoring and
Management Agreements,
Conservation Easements,
Off-site Mitigation Plans**

**Storm Water Pollution
Prevention Plans**

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