Brownfields and Beyond – Economic Development Essentials
Presented: August 29, 2013

Topics

What keeps us up at night!
Identifying the Issues

Brownfield Redevelopment
Just Part of the Solution

Elements of an Effective Economic Development Program
Positioning for the Future
What Keeps Us Up At Night?

- Elementary School Closure
- Lack of a Formal Town Center
- Maintaining Industrial Jobs
- Attracting Business
- Competing in the Marketplace
- Positioning for the Future
- Reputation
- Building Consensus

BROWNFIELD REDEVELOPMENT
JUST PART OF THE SOLUTION
Brownfield Redevelopment – Just Part of the Solution

- The EPA has defined Brownfields as: “…real property, the expansion, redevelopment, or reuse of which may be complicated by the presence or potential presence of a hazardous substance, pollutant, or contaminant”.
- Cleaning up and reinvesting in Brownfields protects the environment, reduces blight, and takes development pressures off green spaces and agricultural lands.

- Projects leveraged $17.39 per EPA dollar expended
- Leveraged 68,963 jobs nationwide
- Can increase residential property values 2 to 3 percent when nearby Brownfields are addressed
- Promotes area-wide planning

Primary EPA’s Brownfield Grant Programs

- Assessment (Hazardous Materials and Petroleum, 100% reimbursement)
- Cleanup / Remediation (Site specific 20% match - $200,000)
- Revolving Loan Fund ($1 million grant managed by municipality or coalition)
- Targeted Brownfield Assessment
### Assessment Grants

#### EPA Brownfield Assessment Grants

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<tr>
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<th>Community-Wide</th>
<th>Site-Specific</th>
<th>Coalition</th>
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<tbody>
<tr>
<td>Up to $200,000</td>
<td>Up to $200,000</td>
<td>Up to $1,000,000 (current awards typically $600,000) for hazardous substances and/or petroleum</td>
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<td>for hazardous</td>
<td>for hazardous substances or petroleum</td>
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<td>substances and</td>
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<td>$200,000 for petroleum</td>
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<tr>
<td>Maximum combined</td>
<td>Maximum amount $350,000</td>
<td>Maximum amount $1,000,000</td>
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<td>amount $400,000</td>
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<td>May not apply for an individual community-wide or site-specific grant or as part of another coalition</td>
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<td>May also apply for a site-specific grant; may not apply as a member of a coalition</td>
<td>May also apply for a community-wide grant; may not apply as a member of a coalition</td>
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### EPA Grant Proposal Time Line

- **Begin planning Now!**
- **Guidelines published during summer months**
- **Expect award notification March – June**
- **Average proposal takes 40-80+ hours to complete**
- **Proposals due generally 45 – 60 days after guidelines are published**
Proposal Tips

- Upfront Coordination with EPA
- Tell a focused “deserving” story to establish need & emphasize benefits
- Demonstrate Public Notice of Intent
- Consider Establishing a Brownfield Steering Committee, including:
  - Municipal officials
  - Neighborhood association members
  - Transit agency
  - Clergy
  - Commercial realtors
  - Local industry / business leaders
  - Misc. community group representatives
- Use Comprehensive Plan for demographics and vision
- Identify leveraging opportunities & recent success stories
- Past Grants management experience
- Establish and document realistic budget

Leveraging for the Future

Think Three to four Steps Ahead

Select Properties with True Development Potential – Don’t Collect Data for the Sake of Collecting Data

Solicit the Opinion of Local and Regional Commercial Realtors

Identify and Consult Developers that are Used to Dealing with Contaminated Properties

Join the Georgia Brownfield Association
State Options and Other Resources

- Leverage Georgia State Brownfield and Voluntary Remediation Programs for:
  - Liability Relief
  - Tax Incentives and entice Developer Interest

- The Brownfields and Land Revitalization Technology Support Center

- Brownfields Federal Programs Guide:

- Guide to Federal Tax Incentives for Brownfield Redevelopment:
Economic development decisions should be made with the forethought of future implications and the ability to provide smart and sustainable opportunities for generations to come.

The pathway to opportunity can benefit from informed decision making, smart growth considerations, sustainability, business-friendly planning, and the creation of shovel-ready development and redevelopment sites.
Elements of an Effective Economic Development Program

**Informed Decision Making**
- The first step of any successful economic development program is the early identification and development of information to allow decision-makers and stakeholders to make informed choices.
- Development "**musts and wants**" should be relevant, and information and site marketing materials must be readily available to support fast-paced site selection process and reduce risk and liability.

**Considerations / Factors**
- Good Data Compilation
- Data Gap & Limiting Factor Analyses
- Environmental Due Diligence
- Geographic Information Systems
- Public Participation Planning
- Environmental Justice Considerations
- Regulatory Agency & Permit Review Transparency
- Site Development Profile Availability
- Utility Provider “Will Serve” Letters

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**Smart Growth**
- Smart growth requires extensive planning, conceptual design, and **highest and best use analyses** to bring a community’s goals and objectives to fruition.
- Economic development objectives must be **aligned with community infrastructure** assets, as Infrastructure is critical to the long-term success of any community and plays a crucial role in attracting business and supporting growth.
- **Realistic vision** is the key to establishing a Smart Growth initiative.

**Considerations / Factors**
- Business Park Development
- Community & Regional Planning
- Energy Services & Incentives
- Highest & Best Use Analyses
- Liability Management
- Use-based Remediation
- Utility Planning
Elements of an Effective Economic Development Program

**Sustainable Development / Redevelopment**
- Sustainable development / redevelopment is **essential to meet current and future community needs** and go hand-in-hand with smart growth.
- Sustainability planning, targeted distressed property redevelopment, renewable energy and waste heat recovery planning, green infrastructure design, and community specific LEED goals provide a foundation for the integration of sustainable development programs.

**Considerations / Factors**
- Brownfield Redevelopment
- Consider Climate Action Plans
- Energy & Sustainability Planning
- Facility Decommissioning & Infill Planning
- Greenfield Development Issues
- Consider Greenhouse Gas Concerns
- LEED Goals
- Renewable Energy Planning
- Sustainable / Green Infrastructure & Remediation
- Energy Reduction & Waste Heat Recovery

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**Elements of an Effective Economic Development Program**

**Business Friendly Planning**
- The basis of business-friendly planning is a permit program that is transparent, efficient, and predictable.
- To be business friendly, a community needs to facilitate understanding of its programs and minimize uncertainty of local zoning and "right-to-build" regulatory processes.
- Develop a focused guide for developers that provides a straightforward roadmap from permitting through construction, to attract quality jobs.

**Considerations / Factors**
- Business Incentives
- Comprehensive Planning
- Developer Handbooks
- Developer RFPs
- Funding / Grants
- Permitting Handbooks
- Zoning / Code Reviews
Elements of an Effective Economic Development Program

**Shovel-Ready Programs**
- To facilitate growth, communities should consider advancing the “Shovel-Ready” status of development sites with a local certification program.
- One option is to develop **use-based blanket approvals**.
- In addition, a community can provide developers with **supplemental funding** opportunities and integrated **tax benefits**.

**Considerations / Factors**
- Design-Build Permitting
- Identification of Regional Ecological & Wetlands Concerns
- Energy Plan / Options
- Environmental Assessment Data
- Infrastructure Upgrade
- Permitting Coordination / Transparency
- Shovel-Ready Certification
- SHPO Coordination
- Stormwater Management
- Transportation Enhancement
Shovel-Ready Concepts

- **General Concepts**
  - User “musts & wants”
  - Know your site
  - Suitability
  - Developability
  - Accessibility
  - Approvability
  - Know your community
  - Planning checklist

- **Baseline Site Information**
  - Environmental
  - Due Diligence
  - Constructability

Shovel-Ready Certifications

- **Utilities & Infrastructure**
  - Water, wastewater, storm water, energy, telecommunications, transportation (will-serve letters)

- **Transportation**
  - Access / Egress
  - Highway, Rail, Air, Water

- **Zoning Flexibility**

- **Permits & Approvals**
  - Zoning-related
  - Environmental
  - Cultural resources

- **Site Maps & Photographs/GIS**

- **Georgia Ready for Accelerated Development (GRAD) Sites Program**
QUESTIONS?
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