

Advancement of Redevelopment Sites

PRAIRIE HILLS RESOURCE CONSERVATION & DEVELOPMENT

KEY INFORMATION AT EACH STAGE



STAGE 0

Prepare for Community Change and Growth

- Where in the community do opportunities exist?



STAGE 1

Identify a Specific Opportunity Site or Area:

What makes it right for redevelopment?

- How does the site perform on the Screening Checklist?
- Is there developer interest in the site?
- Is this a priority site in community plan?
- Is a major event creating a need for change? (E.g., Superfund designation, natural disaster, loss/change in major employer, new road, or transit)

STAGE 2

Gather Information & Develop Reuse Strategy:

What is the redevelopment potential?

- What environmental issues may be present?
- What past land uses may affect the future use of the site?
- What future uses will be successful in the market?
- What future uses does the community desire?
- Is it market feasible?

STAGE 3

Advance Reuse Strategy:

How can we show this reuse strategy is possible?

- What redevelopment vision should the community communicate to potential developers or future users?
- How can the community test whether the vision is achievable?
- How can the community communicate it is achievable?
- What steps are needed to get the project off the ground?

STAGE 4

Marketing/Pre-Development:

How can we make it happen?

- What can the community offer to make the deal work?
- What sources of funding are available?
- How can the community expedite the redevelopment process?
- How can the community partner with other organizations or governments to advance the project?



CONGRATS!
Project completion and success.

OTHER SERVICES THAT CAN ADD IMPACT

- Communitywide Plan
- Community Visioning
- Regional Economic Asset Mapping & Opportunity Analysis
- Industry Cluster Analysis & Development
- Region Building, Innovation Cluster Building & Positioning
- Comprehensive Plans
- Opportunity Zone Visioning and Positioning

- Economic Positioning Projects, Strategic Plans
- Process Diagrams

- Market Analysis* (general)
- Reuse Planning and Reuse Alternatives*
- Sub-Area Plans*

PLANNING & DESIGN ASSISTANCE

- Site Planning and Design*
- Landscape Architecture*
- Park & Open Space Planning*
- Remediation Strategy*
- Public Outreach & Participation

MARKETING ASSISTANCE

- Developer Recruitment
- Asset-Based Market Positioning
- Project Financing Strategy
- Communication & Visioning Tools

FINANCIAL FEASIBILITY

- Impact Dashboard*
- Fiscal Impact & Market Assessment*
- Business Plan Development
- Funding Strategies*
- Grant Preparation and Procurement
- Sources & Uses Analysis

ENVIRONMENTAL

- Phase 1 and/or 2 Environmental Assessment*
- Site Investigation*
- Evaluate Cleanup Options*
- Remedial Action Plan*
- Property Acquisition*

IMPLEMENTATION:

- Project Facilitation
- Brownfield Disposition

NOTE:
* These items are eligible for PHRCF funding



Glossary of Services

Asset-Based Market Positioning: Identification of specialized economic niches for redevelopment sites that leverage local economic development opportunities and capitalize on a community's or site's unique assets. **Brownfield Disposition:** Advising on the process of transferring of ownership of a brownfield property.

Business Plan Development: Creation of a written plan document that details how a business or commercial entity will achieve its goals, including its financial development, marketing, organization and operations.

Cluster Development: (or cluster initiative or economic clustering) is the economic development of business clusters. The cluster concept has rapidly attracted attention from governments, consultants, and academics.

Communication & Visioning Tools: Creation of marketing-quality documents and graphics that effectively express a project's direction and vision for use in attracting investors, public outreach, or communication needs.

Community Visioning: As part of a public planning process, development of a communitywide consensus on a shared image for the future of a redevelopment site or project area, including community values, goals, and what is necessary to achieve it.

Communitywide Plan: A strategic plan focused on the needs and goals of an entire community, rather than a smaller sub-area like a neighborhood or downtown.

Comprehensive Plan: A guide for community growth over a 20-year period. A comprehensive plan provides the legal basis and support for land use regulations and direction. A comprehensive plan is sometimes called a master plan or general plan and address long range outlooks for transportation, open space, housing, economic development, land use, and natural resources within a community.

Developer Recruitment: Creating a targeted strategy for connecting developers with redevelopment sites, carefully considering a developer's particular focus or past projects and a site's redevelopment plan, community vision, or specific challenges to help ensure compatibility between the developer and the project.

Economic Positioning: Strategic, place-based economic development that evaluates emerging economic opportunities leverages assets and aligns around a compelling economic vision to help communities or regions set a clear course of action, define catalysts for change, and secure their place and role in the economy.

Economic Strategic Plan: The process of defining a community or organization's economic development strategy, identifies priorities, and creates actionable steps to pursue this direction.

Fiscal Impact & Market Assessment: The evaluation of the net financial impact of an investment, business, or project on the market, estimating changes in costs and revenues a government unit is likely to experience following a market-changing event.

Grant Preparation & Procurement: The evaluation of the landscape or local, state, federal, and private grant funding sources to determine the appropriate grant program for a particular site, completing a competitive grant application that highlights the strengths of a project in light of the program's goals and priorities, and assisting in the implementation of any grant monies awarded.

Impact Dashboard: A proprietary fiscal impact tool that estimate the return on investment of economic development incentives and helps the community understand how a redevelopment project will impact local taxes and government costs.

Industry / Innovation Cluster Development: Landscape Architecture: The design of outdoor areas, landmarks, and structures to achieve environmental, social-behavioral, or aesthetic outcomes. Landscape architectural services include the design of parks, open spaces, streetscapes, site plans, public gathering spaces, waterfronts, housing developments, commercial areas, and redevelopment districts.

Market Analysis: A quantitative assessment of an area market, reviewing size, volume, patterns and trend and finding comparable markets for determining the potential success of a project.

Park & Open Space Planning: The process of allocating community resources toward parks, open spaces, and recreational land uses, including the design of park facilities and amenities for public use.

Phase I Environmental Site Assessment: An investigation of a subject property by a trained environmental professional that includes the current and past history of a property to determine potential sources of contamination, including past land uses, recorded spills, or the presence of fuel or chemical storage tanks. If contamination is suspected, a Phase II Environmental Site Assessment may be recommended.

Phase II Environmental Assessment: An intrusive investigation, following a Phase I Environmental Site Assessment, which collects original samples of soil, groundwater, air quality, or building materials to analyze for quantitative values of contaminants. The assessment may include the installation of monitoring wells.

Process Diagrams: Create clear, graphic documents that outline the redevelopment process to serve as simple communication tools.

Project Facilitation: Assisting in the implementation of a project plan, ensuring the smooth execution of a redevelopment plan by all parties.

Project Financing Strategy: Identifying and organizing the various financial sources and stakeholders needed to advance a project, including public funds, private investment, debt, equity, and grants.

Property Acquisition: Purchasing property, often by a municipal entity, from the current owner to further a redevelopment project.

Public Outreach & Participation: The process of including community residents and members of the public in the development of a project or plan to identify community needs, priorities and values, and receive input on project ideas. Outreach helps keep the public informed of the status of a planning process.

Regional Economic Asset Mapping: Identifying the unique economic, environmental, industrial, geographic, and cultural resources of a region that provide a competitive advantage and build a regional identity.

Regional Economic Opportunity Analysis: A systematic inventory and analysis of the various socio-economic, cultural, and geographic forces at work in the region. This informs strategies for successful and sustainable revitalization and economic growth in the targeted redevelopment area that are based realities of the current and emerging marketplace and knitted within the context of the larger economic region.

Remedial Action Plan: A cleanup strategy for a contaminated site, including determining the objectives of the remediation, evaluation of cleanup options, specifying how remediation will be carried out and how success of remediation results will be validated.

Reuse Planning: The process of determining the best use for a site or building that is currently underutilized. For example, reuse planning may recommend the adaptive reuse of a former school building into housing or the reuse of a former industrial site as a park and public gathering space.

Sources and Uses Analysis: A framework for analyzing how the project is financed that describes the sources of funds and uses of funds involved in a redevelopment project.

Site Investigation: Determination of the engineering properties of a site, including the soil and rock composition and how they will support a planned development or site improvement.

Site Planning & Design: Determining the optimal use and design of a site, including the mix and layout of buildings, land uses, open space, and infrastructure, that highlights environmental assets and minimizes site constraints.

Sub-Area Plan: A plan for a small area such as a neighborhood, downtown, historic district or redevelopment area, rather than an entire community.