
REMOVING BARRIERS TO BROWNFIELDS REDEVELOPMENT

**New Jersey Institute of Technology
Technical Assistance for Brownfields
Brownfield Redevelopment Solutions, Inc.**

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KEYNOTE ADDRESS

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Key Factors Affecting Brownfields Redevelopment

- ❑ Site development costs are different,
and potentially higher

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- ❑ **Developers, lenders, and insurers are “risk-averse” decision makers. The threat of legal liability gave early brownfields remediation work a bad reputation. Parts of that problem persist**

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- ❑ **Most local governments have had little direct experience with industrial development (and even less with industrial *re-development*). This lack of experience is compounded by rapidly changing commercial and industrial practices, as well as changing urban land-use patterns**

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- The “vertical relations” of governance are poorly understood, and are most often characterized by competition among public officials, finger-pointing and blame games, or outright turf battles**

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- ❑ **Most cutting edge development blends private with public interest. “Public-Private Partnerships” are central to successful brownfields deals. However, such partnerships are easier to talk about than to create**



**Failure to understand these
factors can impede
brownfields re-development.**



So, what's the good news?

- These days, access to a public realm of high quality is a shared goal, and therefore a key ingredient of any development deal. “Clean up” is a *good* thing**

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- ❑ **The “ecological imperative”—
American enterprise has discovered
that “green” is good for business.
Owners, investors and managers are
pushing to change their image.
Accordingly, new opportunities are
opening up for public sector
planners, to encourage new ideas
and unique land-use proposals**

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- ❑ **County governments are increasingly taking leadership for *regional* development initiatives**

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- ❑ **Local planners have become much more sophisticated and aggressive in brownfields work. Planners now:**
 - **Know the characteristics of sites that have the greatest capacity to “leverage” funds from multiple sources**

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- **Tailor initial site investigations to those properties for which “end uses” have been clearly identified**

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- **Connect brownfields redevelopment efforts to plans for local infrastructure upgrades**

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- **Integrate brownfields remediation with transportation improvements, especially roads and highways**

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- **Bring the right parties together, to work collaboratively**



WHERE TO BEGIN: REUSE PLANNING AND BROWNFIELD INVENTORIES

Leah Yasenchak, BRS

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LINK TO EXISTING PLANNING DOCUMENTS

- Existing local redevelopment plans
- Master Land Use Plans
- Economic Development Plans
- Open Space Plans
- Hampton Roads Planning District

COMMUNITY OUTREACH

- Identifying reuse opportunities:
 - What commercial services are needed in your neighborhood?
 - What recreational opportunities are desired?
 - What types of jobs would benefit the existing workforce?
 - What housing types are lacking?

COMMUNITY OUTREACH

- ❑ Identifying environmental issues:
 - What are the problem areas?
 - What are the historic site operations?

- ❑ Communicating Environmental Information
 - What are the contaminants on the site?
 - What are the risks?
 - How will they be cleaned up?
 - How will I be protected during cleanup?
 - Where can I get more information?

REGIONAL APPROACH

□ Reuse indicators

- What are the growth industries in your area?
- What industrial sectors do you want to attract?
- What type of growth can the regional market support?

REGIONAL APPROACH

☐ Infrastructure issues

- What transportation infrastructure is necessary? Are transportation enhancements required to make a project viable?
- What size property is required? Is land assembly necessary or an option?

REGIONAL APPROACH

□ Environmental Drivers

- Are there natural resources that cross political boundaries that need to be cooperatively restored? (watersheds)
- Is there a shared contaminant source or concern?

BROWNFIELD INVENTORIES

- ❑ Why do I need a brownfields inventory?
 - To identify sites where cleanup may be required prior to redevelopment
 - To identify opportunities to bring needed amenities to an area
 - To begin the process of environmental assessment to ready properties for redevelopment

BROWNFIELD INVENTORIES

- ❑ Why do I need a brownfields inventory?
 - To identify sites which may be contributing to contamination on neighboring properties
 - To use as a marketing tool for redevelopment opportunities
 - To share information with the public
 - To feed into the state inventory

BROWNFIELD INVENTORIES

- How do I develop a brownfields inventory?
 - Existing inventories: state and federal databases, local lists of vacant property, etc.
 - Tax assessor's database
 - Historic aerials, Sanborn maps, and city directories to identify sites with former industrial operations
 - Ground truth with windshield surveys
 - Ask the community; they are the experts on activities in their neighborhood

BROWNFIELD INVENTORIES

- ❑ What information is included in an inventory?
 - Site location information: address, block and lot
 - Ownership information
 - Surrounding land uses, transportation access
 - Environmental concerns, prior uses
 - Facility information: condition of buildings, number of parking spaces, number of loading docks, etc.

DEVELOPING A COMPELLING GRANT APPLICATION

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DEVELOPING A COMPELLING GRANT APPLICATION

What are the First Steps?



DEVELOPING A COMPELLING GRANT APPLICATION

At what point in the process of developing a brownfields program should I go for an EPA grant?



DEVELOPING A COMPELLING GRANT APPLICATION

How do I develop a Brownfield Program
Strategy?



DEVELOPING A COMPELLING GRANT APPLICATION

What is my Grant Application Strategy (and
why do I need one)?



DEVELOPING A COMPELLING GRANT APPLICATION

How long does it take to prepare a grant
application?



DEVELOPING A COMPELLING GRANT APPLICATION

What are the common pitfalls?



DEVELOPING A COMPELLING GRANT APPLICATION

What are you getting yourself into?



USEFUL LINKS

www.njit.edu/tab/

www.epa.gov/oswer/grants-funding.htm

www.epa.gov/reg3hwmd/bf-lr/



FOR MORE INFORMATION

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