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# **READY TO RESPOND: *Site Readiness***

# Top Site Selection Factors

## (Survey of Corp Real Estate Execs)

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- Land / Building Prices & Supply**
- Workforce Skills
- Ease of Permitting / Regulatory
- State / Local Tax Scheme
- Incentive Availability / Flexibility
- Transportation Infrastructure
- State / Local ED Strategy
- Education Resources
- Union Activity

(From Site Selection Magazine, Nov 2007)

# Fundamentals of the Siting Process

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## 1. PROFIT DRIVEN

- Investment for purpose of return

## 2. DEADLINE DRIVEN

- Both site selection & project

## 3. COMPETITIVE

- Multiple location options

## 4. COMPREHENSIVE

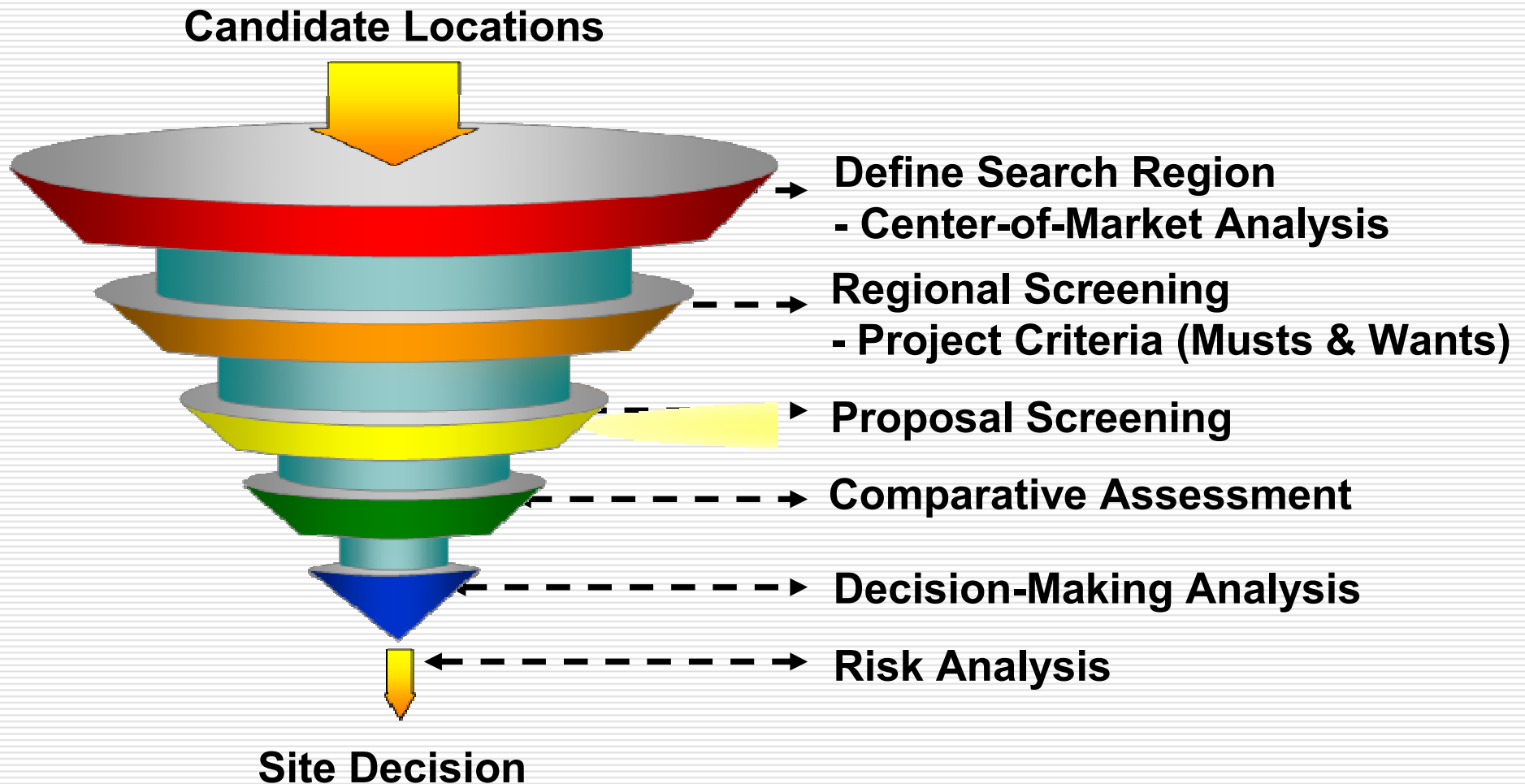
- Complex decision involving most criteria

## 5. RISK AVERSE

- Favors location that is less risky

# Site Selection Screening Process

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From **McCallum Sweeney Consultants:**

# The “SURVIVOR COMMUNITY”

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- ❑ Strong Strategic Plans, proactive marketing
- ❑ Highly professional econ devel team
- ❑ Strong workforce training programs
- ❑ Flexible incentive programs
- ❑ **Project-ready sites**

# From **McCallum Sweeney Consultants:** **PROJECT – READY SITES**

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- *“PROPERTY”* DOES **NOT** EQUAL *“SITES”*
  
- A *“READY SITE”* must be:
  - Available
  - Fully-served
  - Developable
  
- Get you in the game
  
- Removes the unknowns & risks

# Site Readiness Program

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**Why** is “site readiness” in our communities important to Duke Energy?

- ❑ Duke’s business success is dependent on region’s economic development success, particularly industrial growth
- ❑ Product is critical to Econ Devel success
- ❑ We potentially face a product crisis in the Carolinas

# Site Readiness Program Goals & Objectives

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Identify, improve, and increase awareness of industrial sites in the region that are best suited for new manufacturing facilities in Duke Energy's target industry segments

# Site Readiness Program

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## A **Site Readiness** Program...

- **IS NOT** a “site certification” program
- **IS** Intended to:
  - Help identify potential new large industrial sites
  - Assess strengths & weaknesses of potential sites
  - Recommend how to mitigate weaknesses
  - Assess “buildability”
  - Improve site readiness
  - Assist with marketing “ready” sites
  - QUALIFY / DEVELOP / SELL process

# 2007 Site Readiness Program

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## History:

- Duke initiated a site study program over 2 years ago, using McCallum Sweeney Consulting to identify potential mega-sites and assess sites for our target industries
  
- In 2006 Duke added “buildability” aspect, using O'Brien Atkins to study site characteristics and develop conceptual plans
  
- Have evaluated over 50 large sites to date

# Program Details

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**Phase 1:** Initial assessment of large industrial sites (existing or potential) from perspective of a site selection consultant, McCallum Sweeney. Priority given to sites >75 acres, but prime smaller sites may be considered.

## **PHASE 1 Results & Deliverables:**

- Counties will have info needed for future RFPs
  - 2 site / area visits by MSC & Duke
  - Educational opportunity for Boards, Officials, etc
  - Strength / weakness assessment
  - "Game Plan" for site (recommendations, steps toward certification, etc)
  - Recommended Target Industries
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# Program Details (continued....)

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**Phase 2:** More detailed “conceptual buildability” study of industrial sites by O'Brien Atkins' expert site and land use planners. Eligible sites are those validated by the McCallum Sweeney assessment.

## **Phase 2 Results & Deliverables:**

- Detailed proximity plan
- Separate drawings showing physical characteristics (roads, utilities, streams, wetlands, floodplains, buffers, topo, soils, land cover, etc)
- Analysis & plan of “buildable” areas
- Conceptual layout showing potential building(s), ingress / egress, improvements, utilities, etc
- Write-ups summarizing each drawing
- Info is helpful in preparing responses to RFPs

# Top 10 Lessons Learned From 35 Site Visits



10. Some “sites” aren’t really sites
9. It’s not good form for Local Developer to get lost on way to site
8. Its not good form for Local Developer to run out of gas on way to site
7. The number of major bumps in the access road is directly proportional to how fast Local Developer drives
6. Site Consultants don’t give a damn about “the oldest barber shop” or “the first fire hydrant” in a community

# Top 10 Lessons Learned From 35 Site Visits



5. Site Consultants do care about “the best barbeque restaurant” in a community – every time!
4. Helicopters are fun (for a while); and they don’t need doors!
3. If a gas or water utility rep doesn’t know the answer, the answer is always “It won’t be a problem!”
2. If a site ain’t got no deer stand, it ain’t no site
1. “ Them big hills is why God made Caterpillar “



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