

Ensuring you have the **real estate assets** to compete for quality economic development projects.



Site Readiness Webinar
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Panelists:

Greenfield
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LOCATION + DESIGN
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What are the Right sites?

- ✦ Sites to match target industry sectors
- ✦ Diverse portfolio for other project opportunities
- ✦ Pro-active site identification
 - ✦ Not just the sites that owners offer
- ✦ Site development is a long term process



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Ensuring you have the **real estate assets** to compete for quality economic development projects.

- ✦ Steps to Building a New Greenfield Site Inventory
- ✦ Stress Points, Impasse, and Fail Potential for Site Advancement to Market
- ✦ Best Practices for Strategic Site Inventory Development

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Steps to Building a New Greenfield Site Inventory

- ✧ Site Discovery
- ✧ Due Diligence
- ✧ Landowner Engagement
- ✧ Local Development Positioning
- ✧ Site Challenge Mitigation and Improvements
- ✧ Graduation to Market



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How to start – create a tool

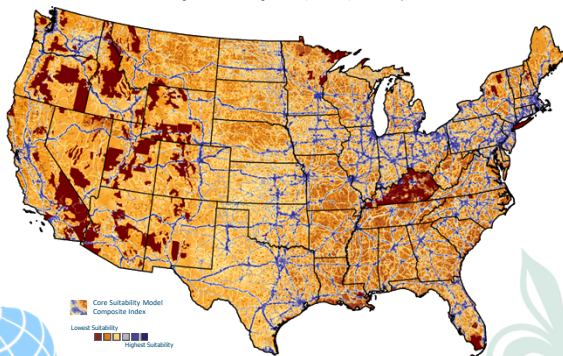
- ✧ GIS desktop or cloud access
 - ✧ Interactive applications
 - ✧ Create a database to search and sort
 - ✧ Add specific data for any project
 - ✧ Proprietary data
 - ✧ Large area comparisons
- ✧ Who can do it?
 - ✧ EDC
 - ✧ County tax office
 - ✧ Hire consultant



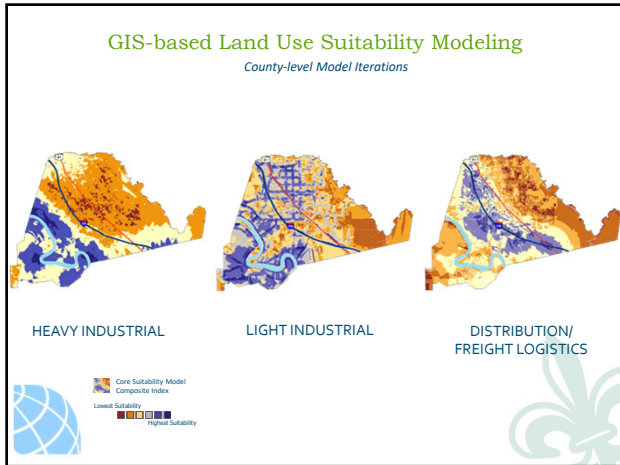
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GIS-based Land Use Suitability Modeling

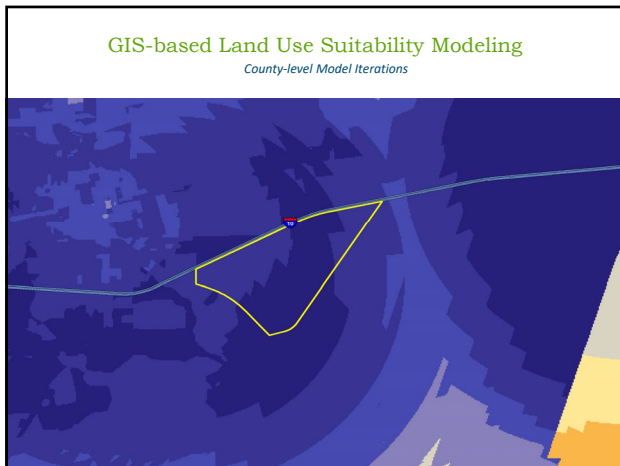
Project Land Use Intensity: Heavy Industrial
Logistics Scenario: Navigable Water, Class I Rail, Interstate Dependent



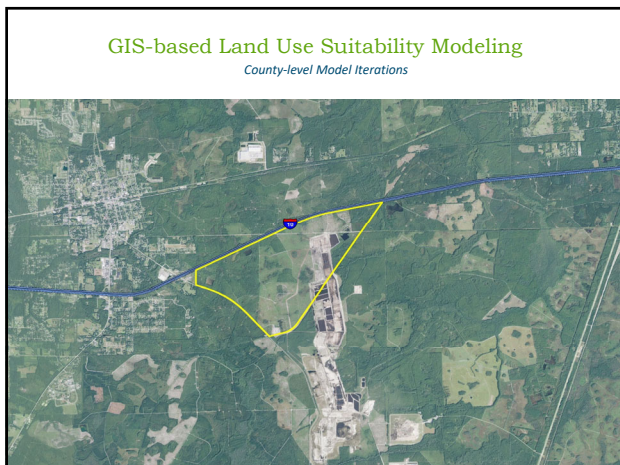
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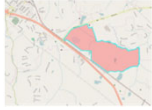
Data layers



Translate site selection criteria into searchable data layers - examples

Physical issues – capital costs

- ✦ Parcels – ownership / tax value
- ✦ Infrastructure
- ✦ Wetlands / topo
- ✦ Brownfield sites



Business issues – operating costs

- ✦ City limits (additional tax jurisdictions)
- ✦ Proximity to customers, port, highway



Risk issues – local opposition, regulatory hurdles

- ✦ Distance from schools, hospitals, residential areas
- ✦ Air non-attainment areas



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Final steps – for short term sites

Confirm infrastructure

Eyes/feet on the ground

Talk to the landowners

- ✦ Availability
- ✦ Price

Engineering evaluations

Budgeting / funding final development

Regularly update the inventory



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Stress Points, Impasse, and Fail Potential for Site Advancement to Market

- ✦ Local Developer Perceived Conflict of Interest
- ✦ Landowner Motivation, Negotiation, Price
- ✦ Local Official Cooperation and Support
- ✦ Public Opposition

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Best Practices for Strategic Sites
Inventory Development

Current Inventory Assessment

Strategic Real Estate Asset Inventory
Development Plan



Strengthen Local Stakeholder Relationships

Build Community Support, Political Will, and
Financial Wherewithal



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Q&A



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