

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



Site Readiness Webinar

November 17, 2022

Panelists:

Greenfield

Robin Spinks

 **LEOTTA**
LOCATION + DESIGN

Victor Leotta



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



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



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



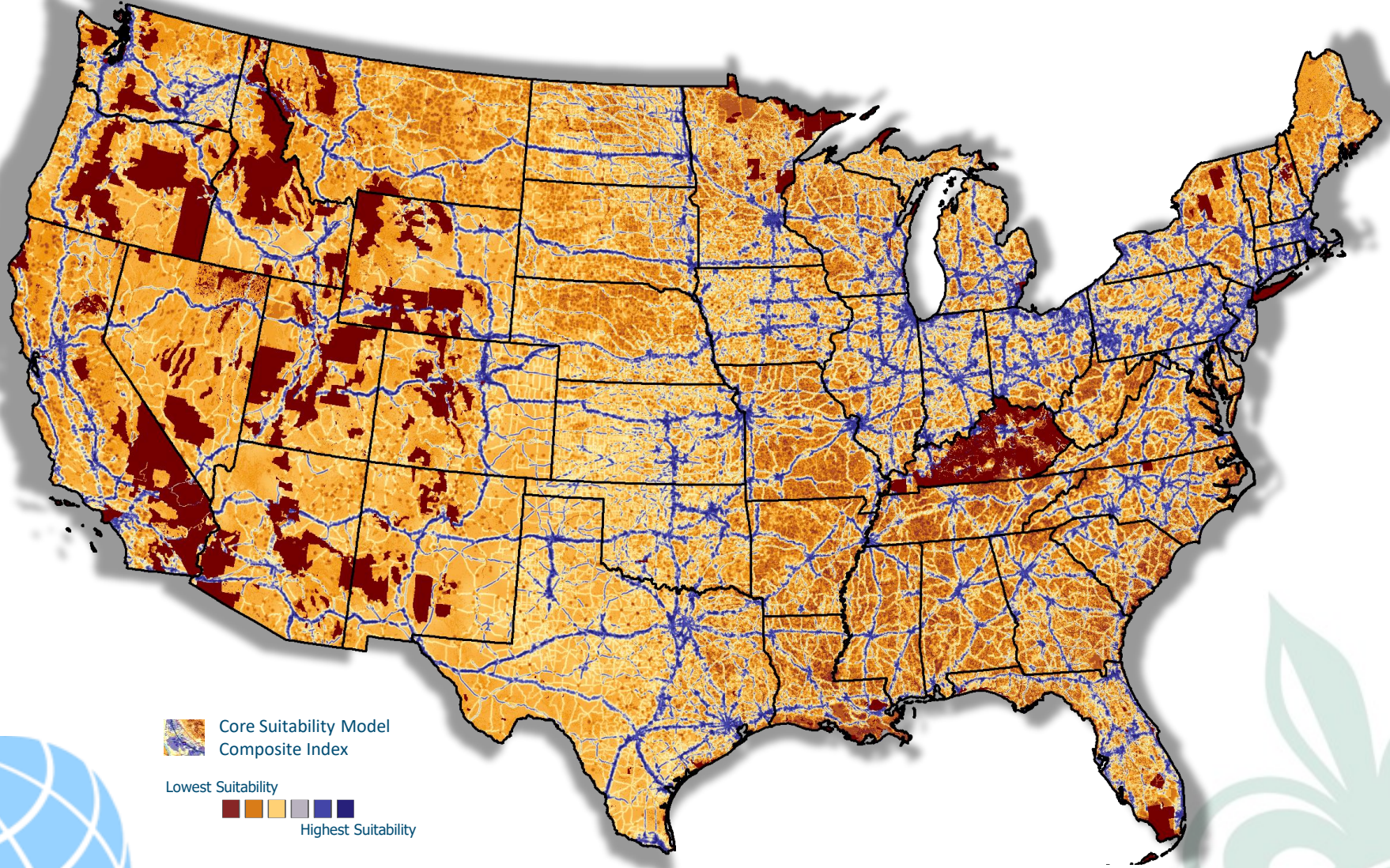
How to start – create a tool

- ✿ 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



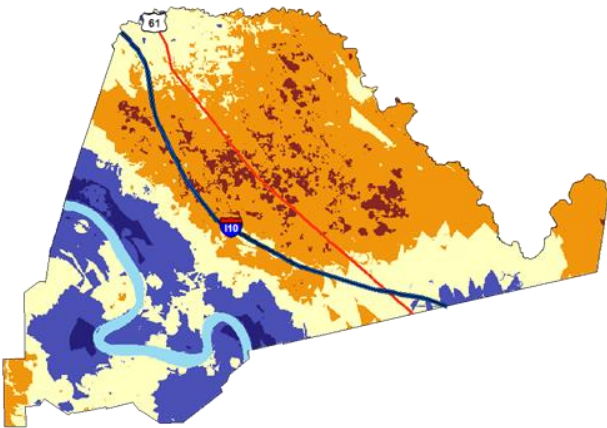
GIS-based Land Use Suitability Modeling

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

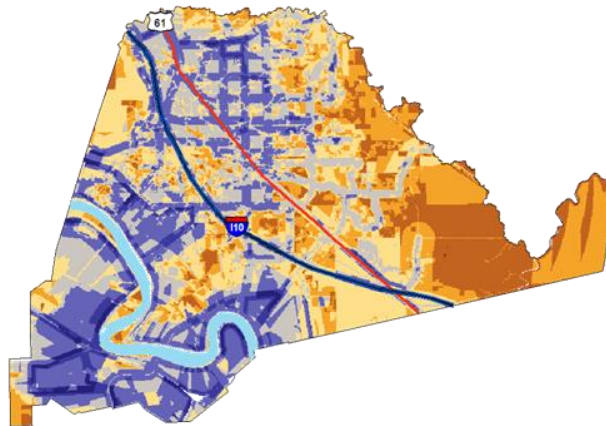


GIS-based Land Use Suitability Modeling

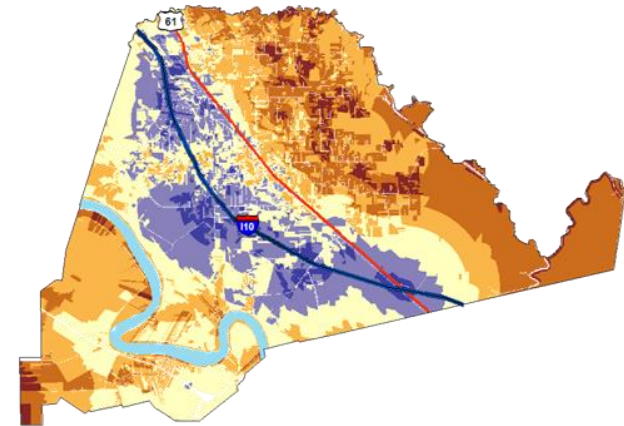
County-level Model Iterations



HEAVY INDUSTRIAL



LIGHT INDUSTRIAL



DISTRIBUTION/
FREIGHT LOGISTICS

 Core Suitability Model
Composite Index

Lowest Suitability

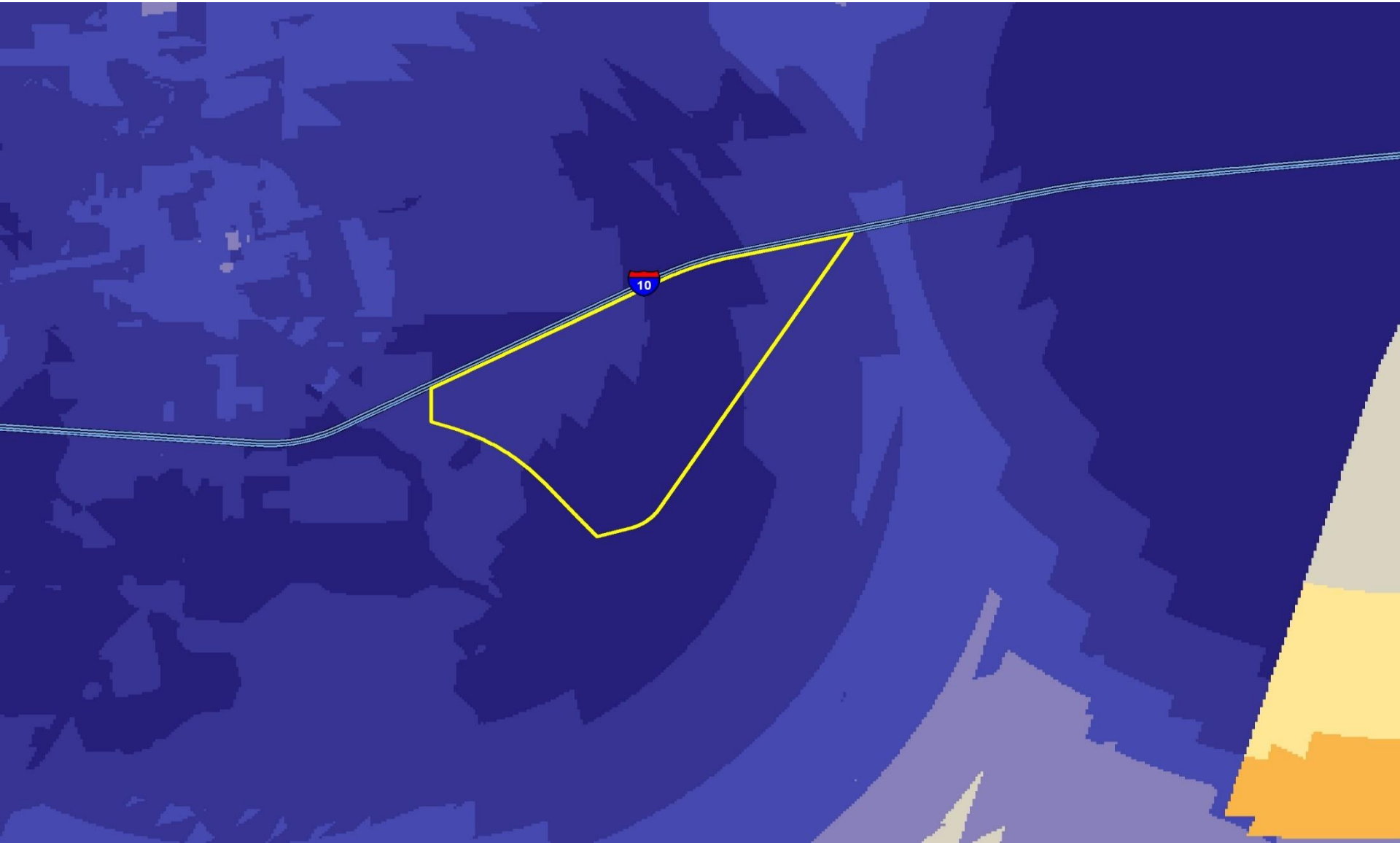


Highest Suitability



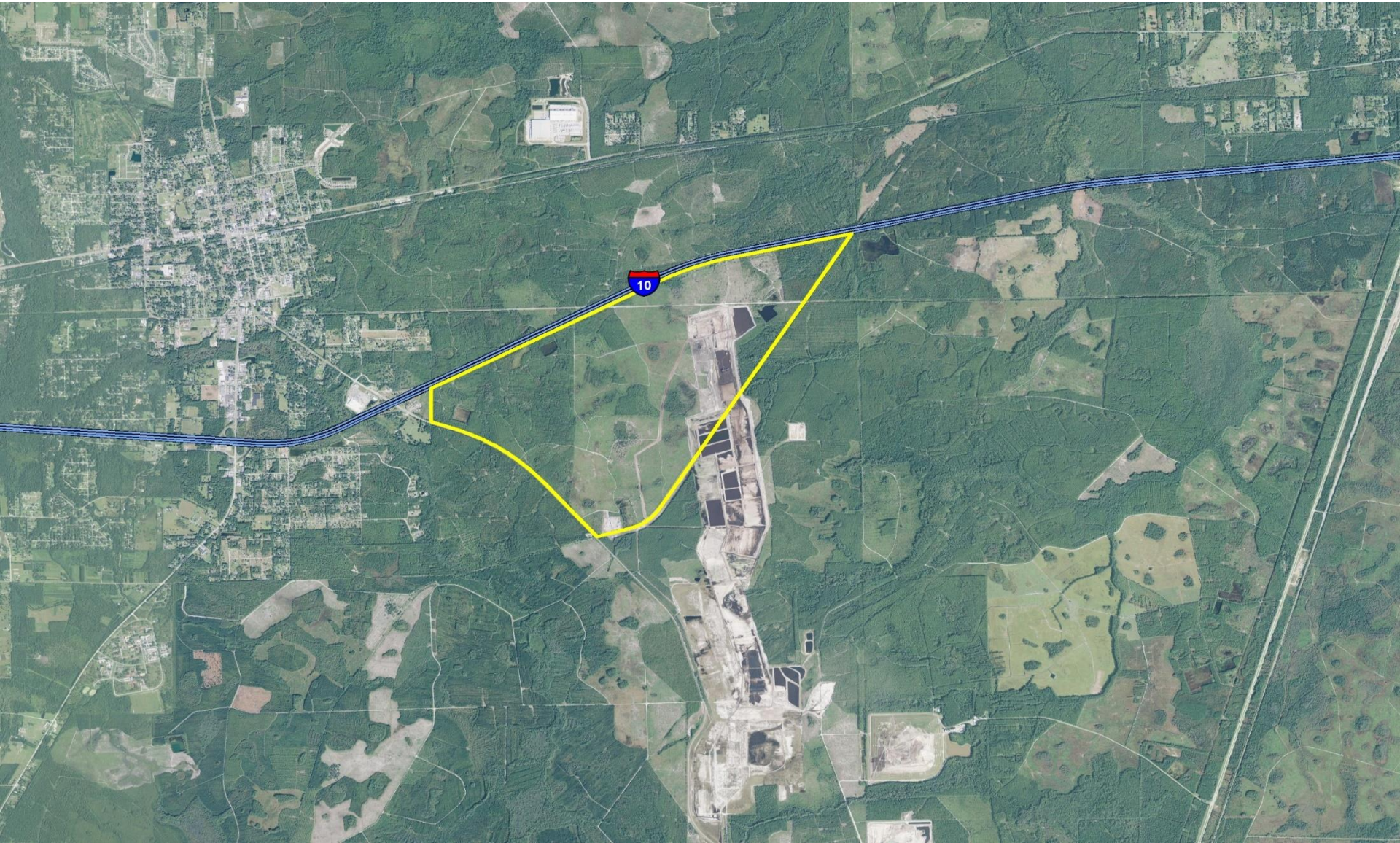
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County-level Model Iterations

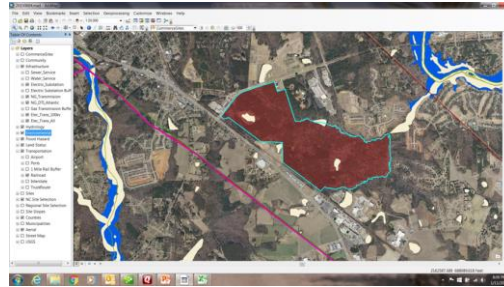


GIS-based Land Use Suitability Modeling

County-level Model Iterations



Data layers



❖ Translate site selection criteria into searchable data layers - examples

❖ Physical issues – capital costs

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

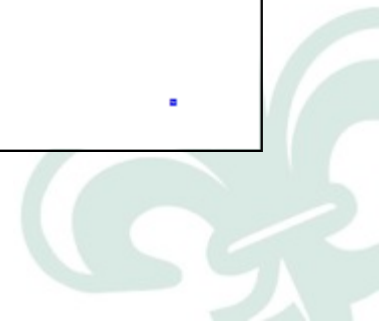
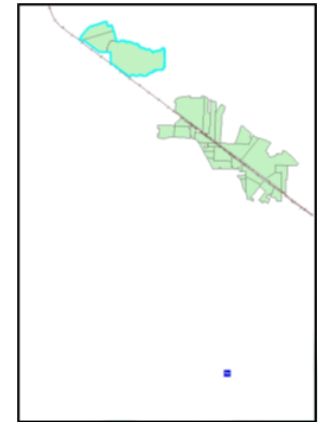


❖ Business issues – operating costs

- ❖ 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



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



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



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



Q&A

