

BUSINESS OF BROWNFIELDS

Public Participation



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Declare Your Program Objective

What it is: *Create a sound foundation for future efforts aimed at revitalizing unproductive or underutilized Brownfields sites and increase the potential for job creation and increased tax revenue*

What it isn't: *It is not the objective of this program to identify "contaminated sites" for future cleanup*

Community Participation

- ▶ Plan Holistically & Comprehensively
- ▶ Select a Steering Council Wisely
- ▶ Prepare for Misconceptions—get your Message out First
- ▶ Turn “Negatives” into “Positives”
- ▶ Continuously Engage the Public
- ▶ Exploit Technological Tools



Multiple “Outreach” Initiatives

- 1 Press Conference/articles to launch
- 5 Brownfields Assessment Steering Council meetings—spanning 18 months
- 8 Municipal meetings with Routine Follow-up Calls
- 5 Williamsport Sun Gazette articles—Chamber of Commerce support
- Use available web sites
- 2 PSATS presentations
- Regular contact with Grant Sponsor
- Coordinate with DEP Local Rep



Evolution & Transition

REVITILIZED SITES

2005-2006
Comprehensive Plan

- 4 Target Municipal Clusters
- 8 KOZ Brownfield sites



2007-2009
EPA Brownfield Assessment Program

- Identify/Rank 80 sites
- 15 Phase I ESAs
- Community Outreach
- Site Development
- Follow on Strategies



2009 – 2010
DCED Brownfield Corridor Planning Studies

- Feasibility
- Visioning
- Implementation



2009-2010
Potential PADEP Brownfield Assessment Team

- Corridor Planning Env.
- Target Municipal
- Cluster/KOZ Environmental

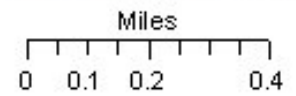


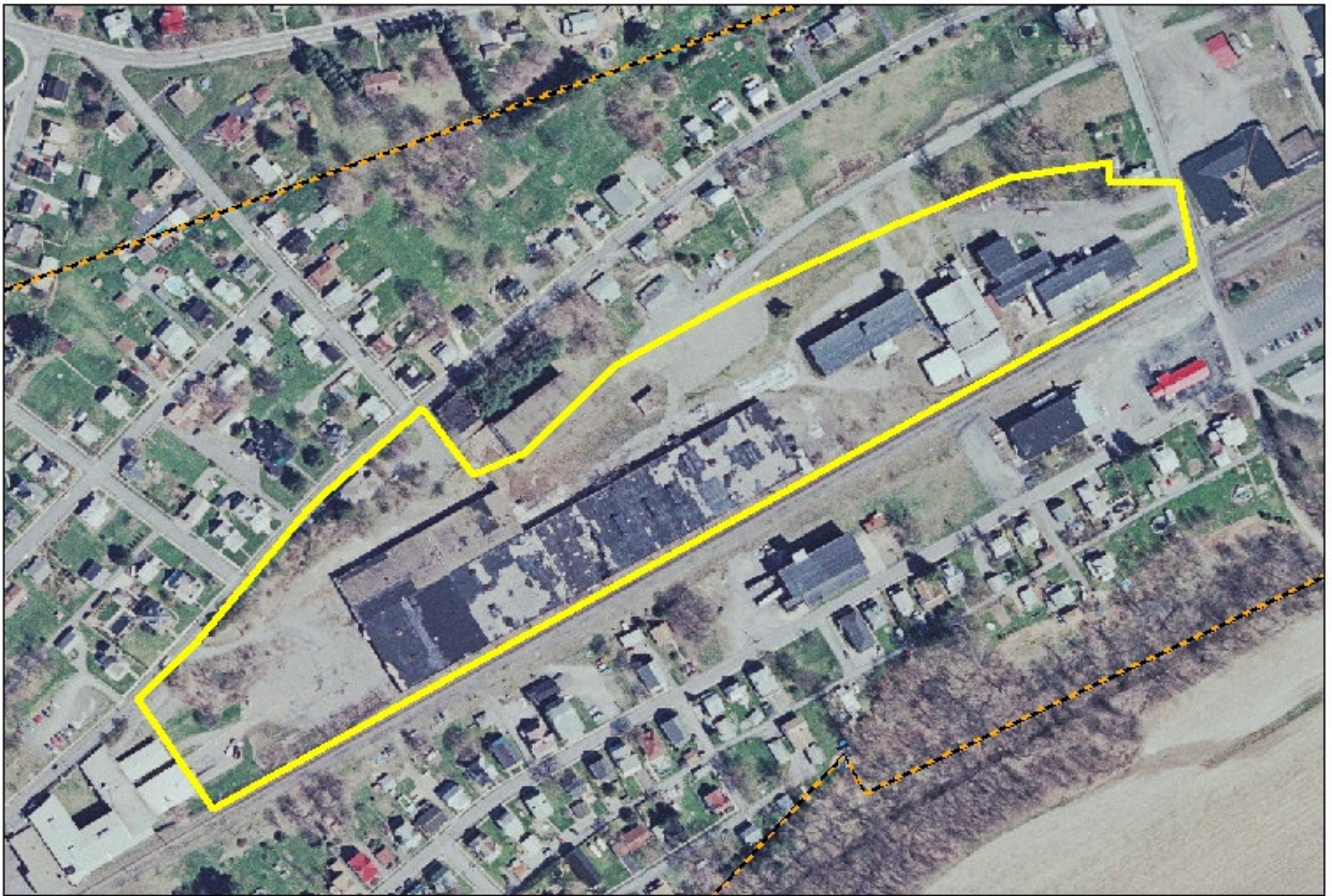
Motivation

- ▶ Build upon the partnerships that have been developed through the Brownfield Assessment Program (BAP)
- ▶ Two areas were identified as having exceptionally high redevelopment potential
- ▶ Strategic Planning – in the form of Corridor Plan is the logical follow on to the BAP

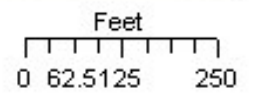


**Interstate 180 Corridor
Williamsport, PA**





Old Mill Corridor
Montgomery, PA



Funding

- ▶ Total Project Cost : \$148,372 (estimate)
- ▶ Consultant Services: \$109,950
 - Consultant Team: Mackin, Mactec, LDG
- ▶ DCED LUPTAP Funding: \$67,950
- ▶ Seeking DEP Environmental Grant: \$120,000
 - Environmental Consultant & Phase 1 & 2 work
- ▶ Local Cash & In-Kind Work
 - Williamsport: \$25,000
 - Montgomery: \$5,000
 - Lycoming County: \$20,000 plus over \$40,000 In-Kind Services

Project Approach

- ▶ Feasibility Study
- ▶ Visioning
- ▶ Implementation Strategy

Feasibility Study

- ▶ Examine Existing and Planned Infrastructure
- ▶ Develop Comprehensive Parcel Profiles
- ▶ Undertake Market Assessment
- ▶ Assess Environmental Conditions: Continuation of BAP additional Phase I & Phase II
- ▶ Review Existing Plans & Ordinances
- ▶ Identify Business Displacement and Replacement
- ▶ Deliverable: Study detailing the realistic possibilities for the Corridors

Community Visioning

- ▶ Feasibility Study as Education Tool
- ▶ Kick-Off Meeting – Early May
- ▶ Steering Committee – Members from BASC with additional representation from Williamsport & Montgomery
- ▶ Landowner Meetings
- ▶ At least 2 Public Meetings
- ▶ Focus Group or Charrette
- ▶ Deliverable: Shared vision – two or more realistic and promising redevelopment scenarios for the Corridors

Participation Structure: Who is Involved?



Implementation Strategy

- ▶ Most Important Component of Plan
- ▶ Details the HOW TO MAKE IT HAPPEN!
- ▶ Identifies Specific Actions to Transform Recommendations into Reality
- ▶ Identifies Obstacles to Redevelopment
- ▶ Identifies Public and Private Funding
- ▶ Usable Plan – Transcending Administrations
- ▶ Deliverable: Report detailing phasing of redevelopment and implementation

Outcomes

- ▶ To promote the Corridors for Economic Development & use the plans to leverage private and public funds for redevelopment
- ▶ To identify environmental issues in each Corridor
- ▶ To have a publically-vetted, implementable Corridor Plan to guide future redevelopment
- ▶ To have a document to refer to when future redevelopment opportunities arise