



# Managing Brownfields As Assets

The “Business of Brownfields” Conference

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# Meaningful Community Involvement

- Public participation can transform a redevelopment project





# Identifies Project Impacts

- Charrettes or meetings that encourage “*early*” public participation can be used to identify impacts of the project that will be felt by citizens of the area



# Identifies Project Impacts

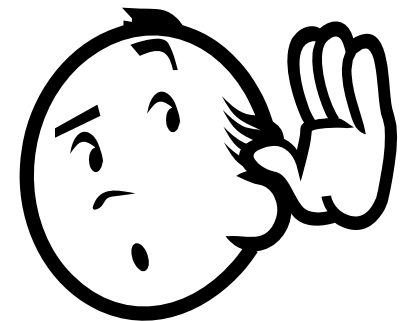
- Impacts such as:
  - Traffic
  - Public services
  - Quality of life





# Project Impacts

- All of the impacts raised by citizens and stakeholders need to be considered and a response prepared to address their concerns.





# Public Involvement

- A great American tradition
  - Regular town meetings were held in town squares during the birth of the colonies.
  - Allowing for the dissemination of information





# Public Participation

- Over the years public participation has been reduced to:
  - A few minutes at a zoning board meeting
  - Occasional hearings that allow comments to be heard but does not allow for feedback



# Public Participation

Communities have developed a mistrust of the current processes being used for public participation especially as they relate to redevelopment projects



# New Public Participation Opportunities

- Charrettes/newly developed public participation
  - Involves all stakeholders in an open and transparent process
  - Encourages participants to “think outside the box”
  - Allows for divergent opinions to be expressed

# New Public Participation Opportunities

- Allows for the community to provide vision, input and review key moments in the process





# New Public Participation Opportunities

- Looking towards the future
- Provide input on initial concepts for reuse
- Opportunity to be heard





# Public Participation

- It is increasingly important to provide the opportunity for the community to participate early in the process
- The benefits of community “buy in” of the project
- Eliminates opposition
- Provides for a smoother redevelopment process



# Meaningful Public Participation

- Provides for a successful, sustainable redevelopment and/or reuse project





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