Time... We don’t have enough of it and we’re constantly being asked to do more with it...

Rich or poor, young or old... one thing we all are given an equal allotment of day to day is time....24 hours, 365 days...

Quite often, the difference between a successful and and failing effort is the utilization (or lack thereof) of existing resources-

The purpose of this presentation is not to increase the amount of work, but to increase awareness to you and your potential clients of already-existing resources and programs that will allow for you to work more efficiently.
Why is the Marketing of Brownfields needed? What is the purpose/benefit?

Brownfields will not sell themselves…!!

They are generally viewed as unproductive, “blights” in the community that no one wants to take advantage of… it is up to the entities entrusted with promoting these locations to be aware of the best methods of informing the public of the benefits of considering Brownfield locations for their development efforts.
What is a Brownfield?

So many definitions!
*It Depends quite often on who you talk to...*

- Public perception
- Developer opinions, etc.

**Let’s try this one:**

*Brownfields are any former or current commercial or industrial site that is currently vacant or underutilize and on which there has been, or there is suspected to have been, a discharge of contaminant.*

*Source: Brownfield Site and Remediation Act, N.J.S.A. 58:10B-1 et seq.*
Why is this so important in the Marketing of contaminated sites?

We all have the same end goals:

To remediate the damages to minimize/eliminate the environmental hazard;
To utilize via redevelopment efforts already-existing properties instead of initiating development efforts that continue to reduce open space and “green areas”.

Whether the site has significant environmental hazards or not, the “perception” can and will adversely impacted the selling and value of the property!
Factors impacting Developers working on Brownfields….

- Cost
- Risk/Liability (Present and Future)
- Perception
- Why not start from scratch? (Development vs. Redevelopment)
...Versus Reasons to support Brownfield Redevelopment:

- Reduction of sprawl/SmartGrowth initiative
- Revitalization of Urban Centers/Unused/Abandoned areas
- Environmentally correct
What are the current methods being used to encourage the purchase and redevelopment efforts in your areas?

- Developer inquiries
- Municipality/Corporate efforts (individual)
- Other

In most instances, the method of marketing is little or none, relying on outdated information, causing many “interested parties” to move on!
What are some things that can bolster utilization of Brownfield Sites?

• Accurate information involving the size, cost and ownership status of properties;
• A current “database” of sites in and out of your local area.
• Readily available information about various funding sources that can be used to assist the developer in the redevelopment effort.
But....

We have to do our homework and become familiar with what is available!

We shouldn’t expect the developer or “interested party” to do it!

We have the vested interest in the redevelopment and revitalization of our communities…the developer is looking to make a profit!

We have to be aware of the different motivations and focus!
What can we look to do to be better prepared and to increase awareness of Brownfields?

Utilization of and an increased awareness of already-existing resources such as:

- State programs and services (Contact name and number)
- Increased use of linkages to other sites (attach to what you have)
- Periodic meetings with local developers to market locations/development of re-development agencies
- Increased participation at Brownfield-related events and activities in order to share concepts and ideas

You don’t have time in your busy schedules to re-invent the wheel!
Conclusion:

In the end, you have been given a great responsibility of transforming abandoned sites that others have not been able to see the benefits in... You have embraced the “vision” that will one day allow for commercial parks, schools, parks and residential developments to one to but built upon.

It is up to you to become the local ‘expert’ in the area, able to advise a potential buyer of the many incentives that currently existing in Brownfield redevelopment.