

HOW MANY BROWNFIELDS ARE THERE-BUILDING A LOCAL UNDERSTANDING

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3 Primary Components

- Identification
- Prioritization
- Motivation/Outreach



Getting Started

- Have clear goals and objectives (this will affect the number of properties in your inventory)
 - Community-wide or site-specific revitalization
 - Industrial, commercial, or public space
- Create strong public/private partnerships
- Develop an outreach plan



Identification

- Look around (target key areas or key sites)
- Ask around (workshops, public meetings, key community members)
- Mailings
- Utilize existing databases (i.e., ECSI)
- Cold calls



Identification

- Utilize local real estate professionals
- Property tax information
- Advertise



Prioritization

- Geographic area
- Property size
- Zoning
- Land use



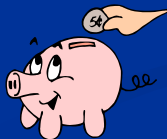
Prioritization

- Infrastructure
- Known Environmental Issues
- Community importance
- Motivated Ownership



Outreach

- Workshops and Forums
- Real estate professionals
- One-on-one property owner outreach
 - Be honest
 - Emphasize benefits, process control, cost control, and advantages of partnerships
 - Leave them with clear next steps for successful redevelopment



NOT



Maintaining an Inventory

- Create a database
 - Simple – Spreadsheet with site address, owner and contact info, size, zoning, known environmental issues, current status (vacant, in use, etc.)
 - Complex – GIS based database
- Brownfields Inventory Tool
(<http://tab-bit.org>)

Execution

- Partnerships (building momentum)
 - Community
 - Local, County, and State
 - Real Estate Professionals
 - Regulatory agencies
- Funding
 - Identify potential funding sources
 - Don't be afraid to ask

QUESTIONS?

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