



# Brownfields Marketing

New Action for October 2014

## **Prerequisite Action: Brownfields Inventory & Prioritization Action**

A critical first step in municipalities attracting the expertise and capital needed to clean up New Jersey's existing Brownfields is ensuring that the organizations that might be interested in acquiring Brownfields sites are aware of the redevelopment opportunities in the town. There are many U.S. land acquisition companies that are interested in acquiring Brownfield sites. After acquiring the Brownfield, they conduct the cleanup and then lease or sell the remediated site. The goal of this action is to encourage municipalities to actively market available Brownfields sites. In order to earn points for this action the municipality must list available sites on the NJ Site Mart website, the US Environmental Protection Agency's Brownfields Map and the municipal website, and develop other marketing materials. This information must have been developed or modified **from within 3.5 years of the date the Sustainable Jersey certification application is submitted.**

## **Why is it important?**

Once remediated, Brownfields can become "land for opportunity" that improves the local economy, increases the municipal tax base, addresses environmental contamination, and provides public green space, effecting positive change to a once blighted area. Cleaning up and reinvesting in Brownfield properties can provide job opportunities, utilize existing infrastructure, and take development pressures off of undeveloped lands. An EPA-sponsored study by the George Washington University, (Public Policies and Private Decisions Affecting the Redevelopment of Brownfields: An Analysis of Critical Factors, Relative Weights and Area Differentials 2001) found that for every one acre of Brownfields that are redeveloped, 4.5 acres of Greenfields are saved from development. An EPA-sponsored study by Duke University School of Economics (Estimating the Impacts

of Brownfield Remediation on Housing Property Values 2012) concluded that when Brownfield sites are remediated, local property values adjacent to the remediated property may increase as much as 12.8%.

To realize the positive outcomes that occur when a Brownfields site is redeveloped there must be someone willing to undertake the cleanup and site remediation so that the redevelopment can occur. Therefore, it is imperative to communicate the desirability of redeveloping priority sites, as well as the desirability of the community in general. Active marketing of Brownfields opportunities helps these sites to be “found” by redevelopers. Site characteristics that in the past made these properties great locations for industrial or commercial use can now position them for new reuses. These attributes include existing infrastructure at the site (i.e. water, sewer, electric/gas), proximity to transportation systems (i.e. highways, trains, airports), close proximity to a local workforce, and larger sites under one ownership. Brownfields can be remediated and redeveloped for many uses, including housing, commercial, industrial, and retail establishments, schools, parks, recreation – or a mixed combination that includes multiple uses.

### **Who should lead and be involved with this action?**

There are two communication methods that can be used to market Brownfields sites for potential redevelopment – marketing on the internet and outreach materials.

In collaboration with the municipal staff, the green team should be the lead in developing these communication tools. Ideally, a green team marketing subcommittee would be responsible for creating the Brownfields communication tool with support on the committee from municipal representatives. It would be helpful for the green team to have or recruit a member who is familiar with creating graphic materials and/or developing web material content.

The individual(s) responsible for development and maintenance of the municipality’s website should also be on the subcommittee or consulted at the beginning of the design process so that materials created can easily be added to the municipal website.

An individual must also be designated to be responsible for adding the Brownfields marketing information to the website and periodically posting updates as new information becomes available. Input should be obtained from any municipal staff who are involved with economic development and who are knowledgeable about assets that make the community a desirable location for redevelopment (why the town is a great place to live, work or to do business). Another source to contact for assistance in the marketing of Brownfields sites is

the county Economic Development Department.

## **Timeframe**

It should take approximately two months to complete the website information and four to six months to design and print materials. As designs are being developed, the content should be examined by all members of the subcommittee and municipal representatives in order to give direction to the designer and to provide the content necessary for communicating the benefits of the specific Brownfield redevelopment site (taking into consideration information from the Inventory Prioritization and the Reuse Planning Actions) and the community.

## **Project costs and resource needs**

Resource needs will vary significantly depending on the design process selected. At a minimum, convening a marketing subcommittee, holding meetings, and designing marketing materials requires volunteer and staff time. If volunteers are identified who have experience in developing digital content then the cost of communicating on the web will be negligible. The costs will include services (in-kind or paid) from those who are creating website content and the cost for technical assistance for additions to the existing municipal website. If a professional design firm is hired to create the marketing materials, the costs will be higher, depending on the contracted Scope of Work. The costs for print materials will vary, depending on the complexity of the marketing materials, which can range from a simple tri-fold brochure to an elaborate folder with tabs to pull out individual fact sheets describing areas for recreation, financial incentives, transportation infrastructure, local education information, etc. There will also be a cost to print the materials. [Click here to view examples of materials that were created through grants provided by different entities, including the local Urban Enterprise Zone, the Board of County Freeholders, and the Regional Plan Association.](#) Grant opportunities may be available from planning associations, local and county government, foundations and other non-profits to support this effort.

## **What to do, and how to do it (“How to”)**

This section provides guidance and recommendations for implementing the action. A municipality does not need to follow this guidance exactly as long as it meets the requirements for earning points for this action.

The desirability of Brownfields site(s) should be communicated from two perspectives. Delineate the reasons why the prioritized Brownfields site(s) should be selected by a redeveloper and highlight all the assets that make the municipality a desirable location for the preferred redevelopment use(s). Both

pieces of information are important tools in attracting Brownfields redevelopment companies and new economic options to the town. The marketing materials describing the town's assets will contribute to attracting future businesses/tenants/owners to the Brownfields site while it is in the process of being remediated. It is most important to provide basic information about the potential redevelopment sites such as location, acreage, ownership and who to contact for more information. A comprehensive Brownfields Fact Sheet template is provided in the Resources section. There are many examples of how municipalities have developed site information, and the Marketing subcommittee should explore creative approaches.

## **STEP 1 - Communicating Brownfields Redevelopment Opportunities**

All information compiled for Brownfield sites should be publically available and easily visible through links on the municipality's website. This data should be maintained by the entity that is responsible for the website and updated as the green team acquires new information related to the priority Brownfield sites. This information could also be included in outreach materials.

There are several steps that increase the potential that your prioritized Brownfields redevelopment sites are seen by the broadest audience in the professional redevelopment world. The site-specific data and communication materials developed by the Marketing subcommittee now need to be added to municipal, State, and Federal websites.

A. Upload and feature the prioritized list of Brownfields sites in the Economic Development or Redevelopment section of the municipal website. This will allow Brownfield redevelopers to know which sites the community has prioritized and which sites have broad-based local support for redevelopment.

B. Enter selected sites on the NJ Site Mart website, the searchable database which has the capability of displaying site statistics, and narrative descriptions. Detailed information on how to enter sites can be found at <http://www.njbrownfieldsproperties.com/> under "Submit a Property." NJ Site Mart is a collaboration between private property owners, municipalities and counties to build a shared database that represents an inventory of Brownfields properties in New Jersey. In the future, Site Mart features will include a geographic positioning function and the ability to upload site photographs.

C. List your sites on USEPA's Interactive Brownfield Map.  
<http://www.brownfieldsconference.org/en/Erfsites>

D. Contact and establish communication with NJDEP's Office of Brownfield Reuse:

<http://www.nj.gov/dep/srp/brownfields/> and USEPA's Region 2 Brownfield Coordinator <http://www.epa.gov/brownfields/corcntct.html>. NJDEP and USEPA are often contacted by Brownfield redevelopers who are looking for sites to be redeveloped.

E. Provide all municipal entities associated with economic activity and redevelopment efforts with hard copies of brochures, folders, or other printed materials containing information about Brownfields redevelopment opportunities.

## **STEP 2 - Municipal Assets Marketing Communication**

The second step in communicating the desirability of redeveloping a Brownfields site is to convey the features that make your community a great place to live. It may be the location, number, or size of sites available for redevelopment, transportation assets, natural resource assets, or access to a large workforce. Whatever the factors are, they should be succinctly compiled into printed materials that clearly communicate the assets of the town to others. Focus on the assets that support the redevelopment opportunity(s) agreed upon during the public Reuse Planning process. For example, if the goal is to attract more light industrial or commercial business, easy access to major highways, ports, rail lines and airports is important information. Perhaps the goal is to keep second and third generation families in your town, but additional housing is needed, and so describe assets that would be attractive to young families, such as access to parks, greenway trails and schools. Perhaps there are tremendous natural resource assets such as lakes, rivers and forests. This could be attractive to certain businesses involved with recreation activities. Feature the goals of the town and the available resources that could support those goals. For example, if you have an industrial area that has vacant businesses, indicate any special "redevelopment" or "business" designations that could provide incentives for new businesses to locate there.

## **What to submit to earn points for this action**

In order to earn points for this action the municipality must list available sites on the NJ Site Mart website, the US Environmental Protection Agency's Brownfields Map and the municipal website, and develop other marketing materials. This information must have been developed or modified **from within 3.5 years of the date the Sustainable Jersey certification application is submitted.**

Please note that the Brownfields Inventory & Prioritization Action is a prerequisite for this action. This action must be approved in order to earn points for this action.

Please submit the following documentation in order to verify that the action

requirements have been met.

1. Description of Implementation – In the text box provided on the submission page for this action provide a short summary (300 words or less) of the steps your municipality is taking to promote prioritized Brownfields sites. Include weblinks to the Brownfields site marketing information on the municipality's website, the State of NJ Site Mart Database, and the USEPA database.
2. Upload: The Site Mart data sheets for all prioritized sites after submitting to the State of New Jersey for inclusion in the Site Mart Brownfields marketing database.
3. Upload: Copies of the Brownfields outreach materials developed that feature marketing information related to the municipality's prioritized Brownfields sites. These may be combined into a single pdf.

### **IMPORTANT NOTES:**

**There is a limit of six uploaded documents per action and individual files must not exceed 20 MB. Excerpts of relevant information from large documents are recommended.**

**All action documentation is available for public viewing after an action is approved. Action submissions should not include any information or documents that are not intended for public viewing.**

### **Spotlight: What NJ Municipalities are Doing**

Jersey City Redevelopment Agency: An example of a brochure produced by the Jersey City Redevelopment Agency that identifies Brownfields' owners, and locations (including a site map), and municipal contact information can be viewed at: [http://www.thejcra.org/jcra\\_files/File/news/JCRA\\_brownfield\\_FINAL.pdf](http://www.thejcra.org/jcra_files/File/news/JCRA_brownfield_FINAL.pdf)

Woodbridge Township: An example of a municipal web page with a link to redevelopment opportunities can be found at: <http://www.twp.woodbridge.nj.us/>. By clicking on the "Redevelopment Business Opportunities" link a list of Woodbridge redevelopment Areas, Plans, and Studies is easily accessible at: <http://www.twp.woodbridge.nj.us/WoodbridgeRedevelopmentAreasPlansStudies/ta>

### **Resources**

#### **Brownfields Fact Sheet Template**

[www.sustainablejersey.com/fileadmin/media/Actions\\_and\\_Certification/Actions/Bro](http://www.sustainablejersey.com/fileadmin/media/Actions_and_Certification/Actions/Bro)

#### **Mantua Township Brownfields Site Listing**

[http://sustainablejersey.com/fileadmin/media/Actions\\_and\\_Certification/Actions/Bro](http://sustainablejersey.com/fileadmin/media/Actions_and_Certification/Actions/Bro)

**Township of Woodbridge, Brownfield Development Area Fact Sheet**

<http://www.twp.woodbridge.nj.us/LinkClick.aspx?>

[fileticket=Fqsa3d9Y0cl%3D&tabid=1334&mid=3542](http://www.twp.woodbridge.nj.us/LinkClick.aspx?fileticket=Fqsa3d9Y0cl%3D&tabid=1334&mid=3542)