PRIVATE
PROPERTY

NO
TRESPASSING

UNION PACIFIC RAILROAD

Mastering the "DIRT"
of Development
Empowering locals to take control of their community

Development Readiness Initiative
STORE HOTEL BANK
Preparing Your Community for Redevelopment

What Will Be Covered Today

- ❖ Why DRI is needed
- ❖ Community Assessment
- ❖ Public Input Processes
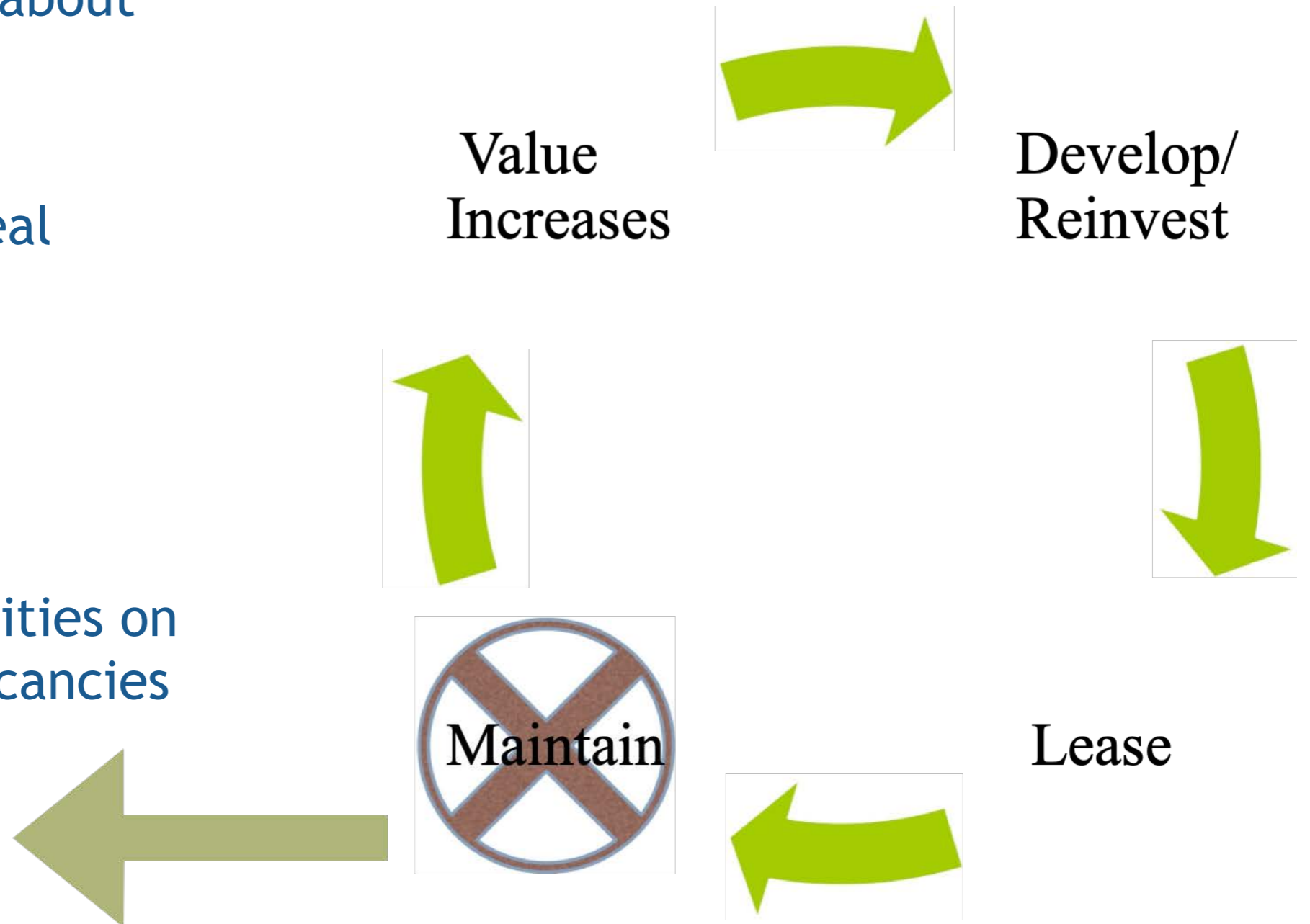- ❖ Development Readiness Training
- ❖ Group Exercises

Chapter 1

Need for DRI Training

The Development Readiness training was brought about to help:

❖ Break the cycle of disinvestment in real estate

❖ Provide training opportunities for communities

❖ Educating communities on the true cost of vacancies

Value Increases

Develop/ Reinvest

Maintain

Lease

The Cycle is Broken

When one property owner breaks the real estate investment and value cycle, the district as a whole retains value and the cycle continues

In many cities, a majority of the property owners stop investing and maintaining and the district breaks the real estate life cycle

The Cost of Vacancy

· Municipalities can't afford vacancy

· Vacancies reduce property values

· Vacancies don't generate income tax

· Vacancies don't generate sales tax

· Vacancies dampen civic pride

Vacancies discourage additional business development

· Vacancies deter tourism

The Cost of Vacancy

· Building owner - $8,400 in rents and $5,040 in property value

· Local Government - $1000 in property tax $5,000 in sales tax

· State Government - $15,000 in sales tax

· Utility Companies - $4,700 for utilities, telephone and internet

· Banks - $39,500 in loan demand $2,200 in bank fees and interest $17,000 in deposits

· Suppliers - $1,300 in maintenance and repairs, $500 in printing and copying, $900 in supplies

· Professional Services - $2,700 in insurance premiums ,$900 in legal and accounting fees $500 in property management fees

· Media - $6,200 in advertising, marketing and PR expenditures

· Workers - $56,800 as employees of that business, $31,500 in business owner's compensation and profit $24,100 workers elsewhere in the community

· **Total vacancy cost of one average sized downtown mixed use Buidling - $214,640**

SOURCE: Estimates of the cost of an empty building were based, in part, on RMA® Annual Statement Studies.

Creating A Baseline

Creating a baseline of data about the community will help real estate and economic development efforts.

While this is true, the analysis must go well beyond a simple infrastructure assessment.

A strong platform requires a detailed look at the foundation

Vibrant Community Assessment

❖ Understanding what you have and where to build

Vibrant Community Assessment

Understanding your community is the first step toward an achievable and implementable revitalization plan. The VCA will assist with that. Elements of the VCA include:

- ❖ Existing conditions Analysis

- ❖ Community Identity Assessment

- ❖ Building Standards Review

- ❖ Connectedness Review

- ❖ Ownership Observations
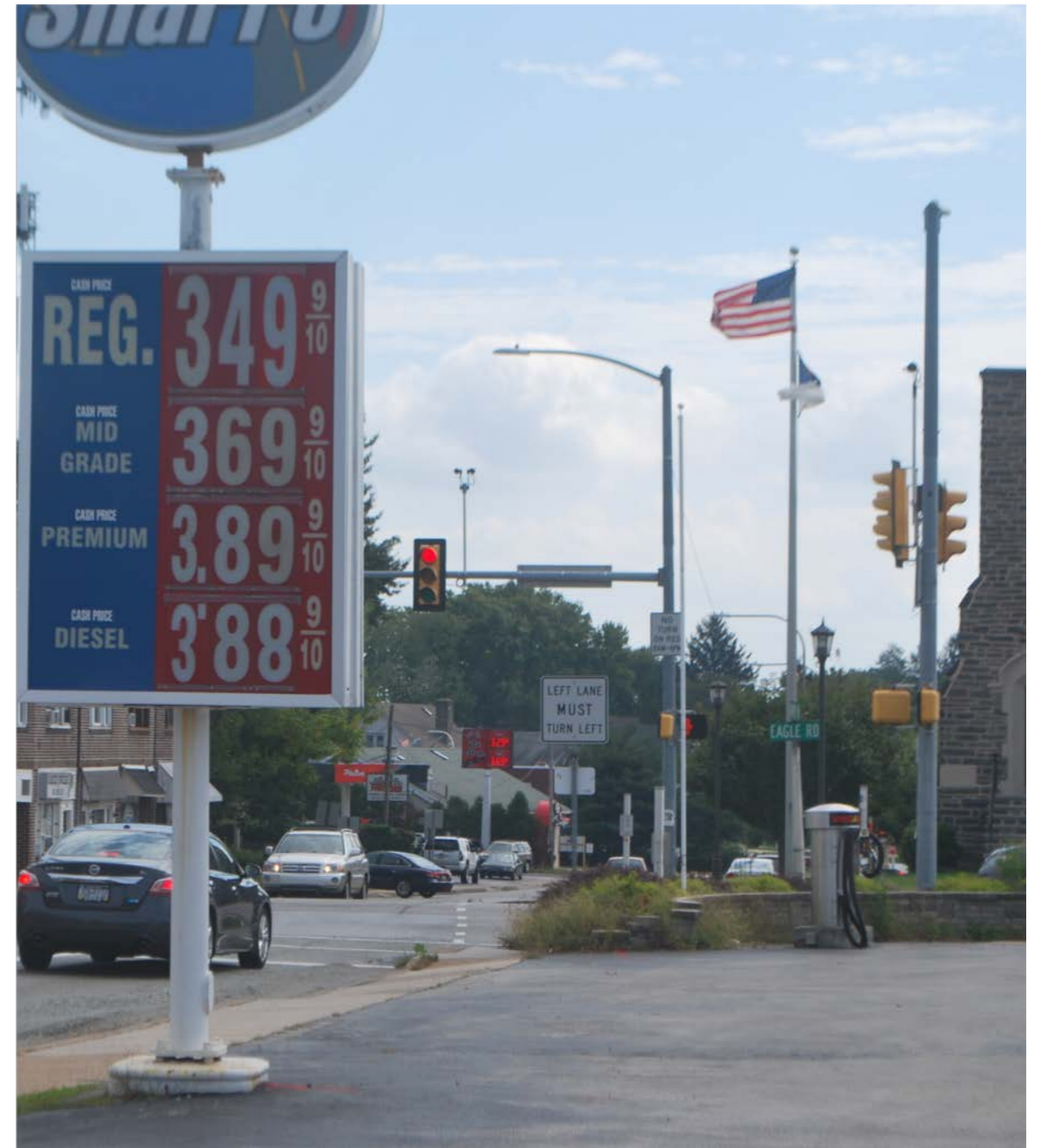
- ❖ External Appearances

Existing Conditions Analysis

Understanding what your community has will help you understand where you need to go. To this extent, existing conditions analysis should be completed for the following categories:

- Building Conditions

- Building utilization

- Communityness
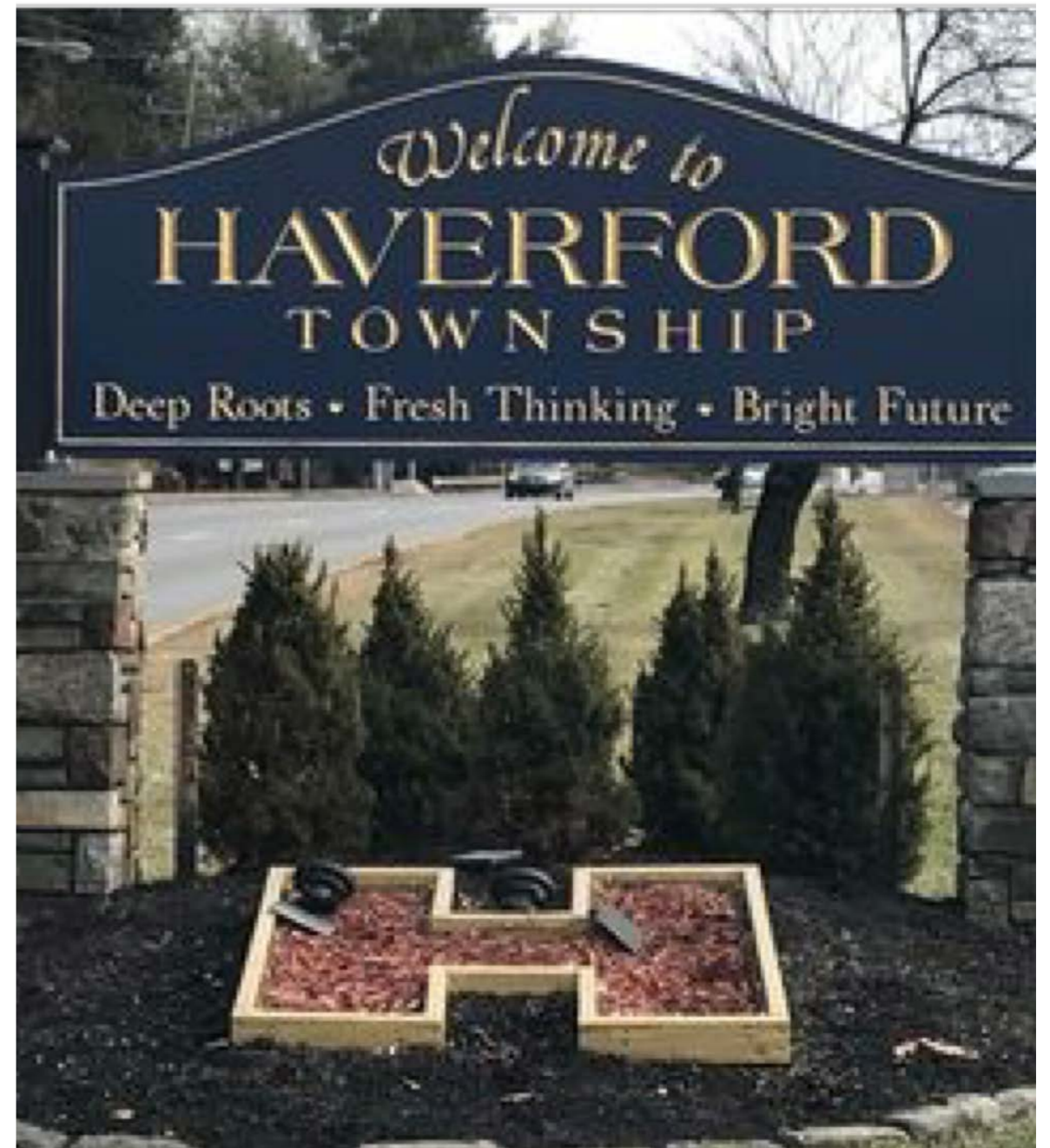
- Infrastructure conditions

- Businesses or amenities

Community Identity Assessment

A "COMMUNITY" is not something that has a set definition, yet it is required to make a place feel like HOME.

❖ How do you define your community?

❖ What can you identify in your community that people have in common?

❖ Are there common traditions?

❖ Does your community support a common vision?

Building Standards Assessment

Building standards are not in place to restrict a private property owner, yet they are in place to ensure all people are required to meet the same set of standards

❖ If you ask more out of people, they typically will live up to the challenge

❖ Lowering expectations, lowers results

Building standards are a collective set of decisions we, as a community, agree upon regarding the look, feel and behavior of a community

Connectedness

To experience a sense of place, people must get together. Improving how your community connects will improve your community.

❖ Personal relationships are the foundation of a community

❖ Find reasons to get people together, or get people together for no reason at all

❖ To experience place, people must meet face-to-face

Ownership Observations

A vested citizen understands it is THEIR community and the overall well-being of a community is up to them

❖ Residents serve the community, and the community, in-turn, serves the residents

❖ Individual actions mount to a large community benefit

❖ Apathy is the true community killer

External Appearances

The first impression a visitor or prospective resident has of your community is lasting. While the outside appearance is not the most important, it does affect your image.

❖ Appearances shape opinion

❖ If a town is blighted, it will affect the feeling or residents

❖ Appearances of travelers shape the perception of travelers
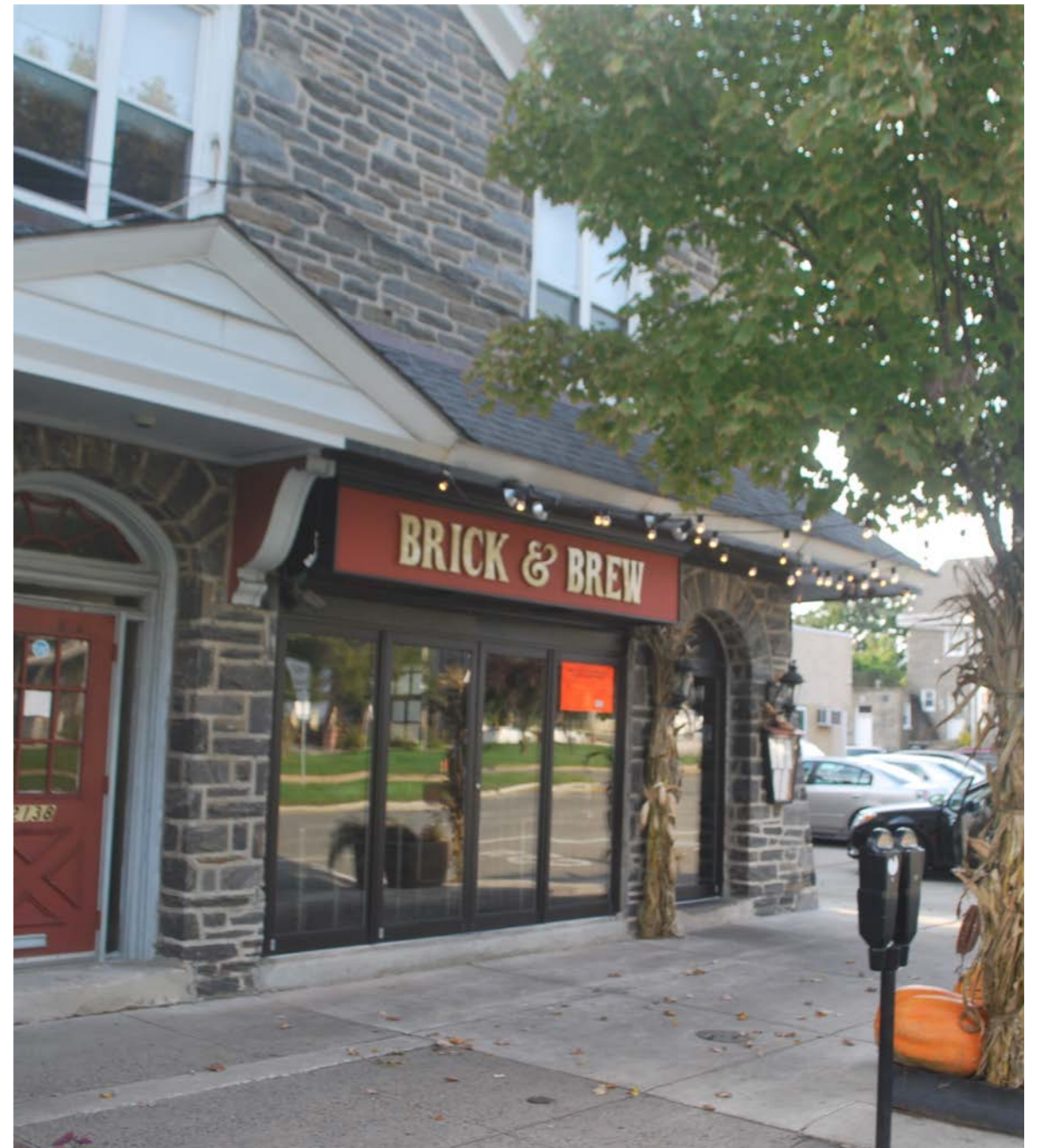
At the end of the Vibrant Community Assessment, each community should be provided with:

❖ A list of strengths and weaknesses

❖ A list of opportunities for improvements

❖ A background of elements that can be part of the community-wide vision

❖ Strong research data, both quantitative and qualitative, to share with the residents in the vision creating process

Community Engagement Toolbox

Adding some tools to assist your community revitalization

A revitalization must be supported by the community

Effective community engagement

❖ Offering solutions for gathering input in the digital era

Roadblocks to Engagement

Lets start by talking about the roadblocks to engagement methods:

❖ Old methods

❖ Apathy

❖ Unresponsive community

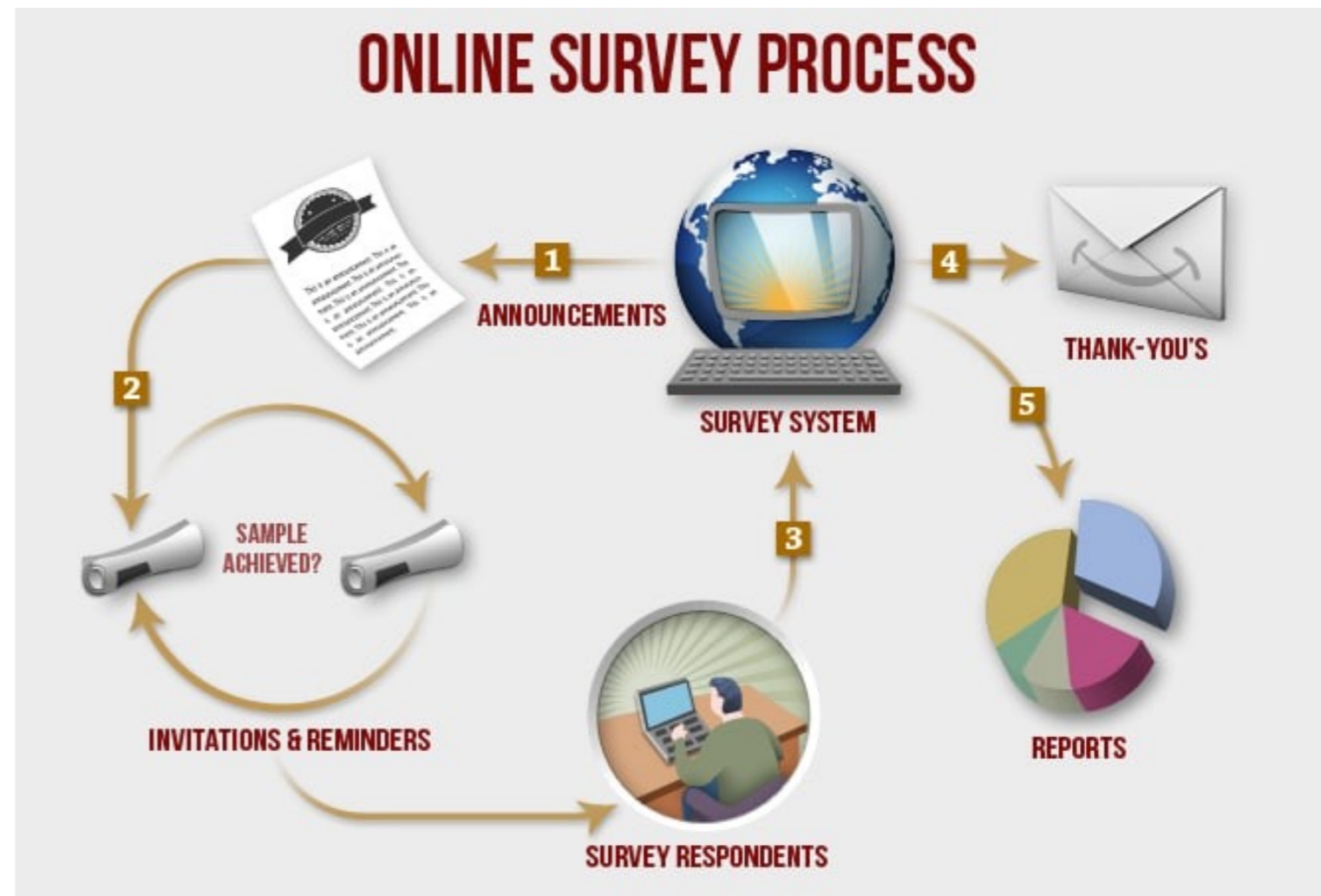❖ Municipalities that are hearing, yet not truly listening

Old Styled of Engagement

What is old, is not always what is good

❖ Older community engagement styles are not meeting new residents needs

❖ Residents are not being properly questioned or petitioned

It is important to not entirely remove these methods of input, yet more importantly provide a more inclusive effort

ONLINE SURVEY PROCESS

1 ANNOUNCEMENTS
2
SAMPLE ACHIEVED?
INVITATIONS & REMINDERS
3
SURVEY RESPONDENTS
SURVEY SYSTEM
4 THANK-YOU'S
5
REPORTS

Changing Trends

As the world becomes more digital, social and empowered; it is important to plan for all people. Some growing trends are:

❖ Inclusive marketing

❖ Less social media and more local based

❖ Person-to-person interaction

❖ Inclusion at community events

❖ Creating local celebrations

❖ Understand your residents

Livening up the Public Input Meeting

Options for livening up the public input meetings include:

❖ Providing a multi-sensory experience

❖ Less programmed feedback and more open mic

❖ Providing increased methods of communication

Multi-sensory experience

By providing a multi-sensory experience, participants will be:

❖ More engaged

❖ Provide increased amounts of feedback

❖ Feel more open to provide their true thoughts or feelings

Program less, Receive more

By programming the style of meetings less, communities will receive more valuable feedback:

❖ Allowing individuals to focus on matters that are critically important to them & not those that do not matter

❖ Providing a way for community residents of similar interest to chat and make a change

❖ Creating an inclusive environment, regardless of socio-economic status

Increased Communication

In the era of constant communication, it is more important than ever to have transparency in communications:

- ❖ Inclusion of social media?

- ❖ Mixing old and new communication methods

- ❖ Providing a consistent message

- ❖ Allowing all to speak, and all voices to be equal

Mastering the DIRT of Development

What will we cover today?

- What is the "DIRT of development"
- How to tell if your community already masters development DIRT
- How to master the DIRT of development
- Benefits of mastery

What is it? and Why is it important?

Development Readiness Initiative
Preparing Your Community for Redevelopment

Why is Dirt Important?

Development Readiness Initiative — Preparing Your Community for Redevelopment

- ❖ DIRT dictates where services or amenities are provided

- ❖ It provides a method for a community or residents to control desired end users and the impact on their neighborhoods

- ❖ The community will become development ready

- ❖ LOCAL residents will be empowered to become LOCAL developers

- ❖ Allows residents to become part of community-wide revitalization and catalyst change efforts

- ❖ Aids in opportunity zone marketing and success

Is your community already mastering the "DIRT" of development

Development Readiness Initiative
Preparing Your Community for Redevelopment

How to grade your community

Below are a few simple questions that can let you know if your community has mastered the DIRT of development

❖ Does your community have congruent future land use maps and development/zoning code?

❖ Does your community have a GAP analysis completed to identify underserved amenities or services?

- ❖ Has your community recently listened to the public about their desired goals?

- ❖ Has your community been successful at attracting developers to targeted areas or for the desired purpose?

❖ Have long term blights or vacant buildings been properly marketed and prepared for development?

❖ Does your community support private development, and not just through fiscal incentives?

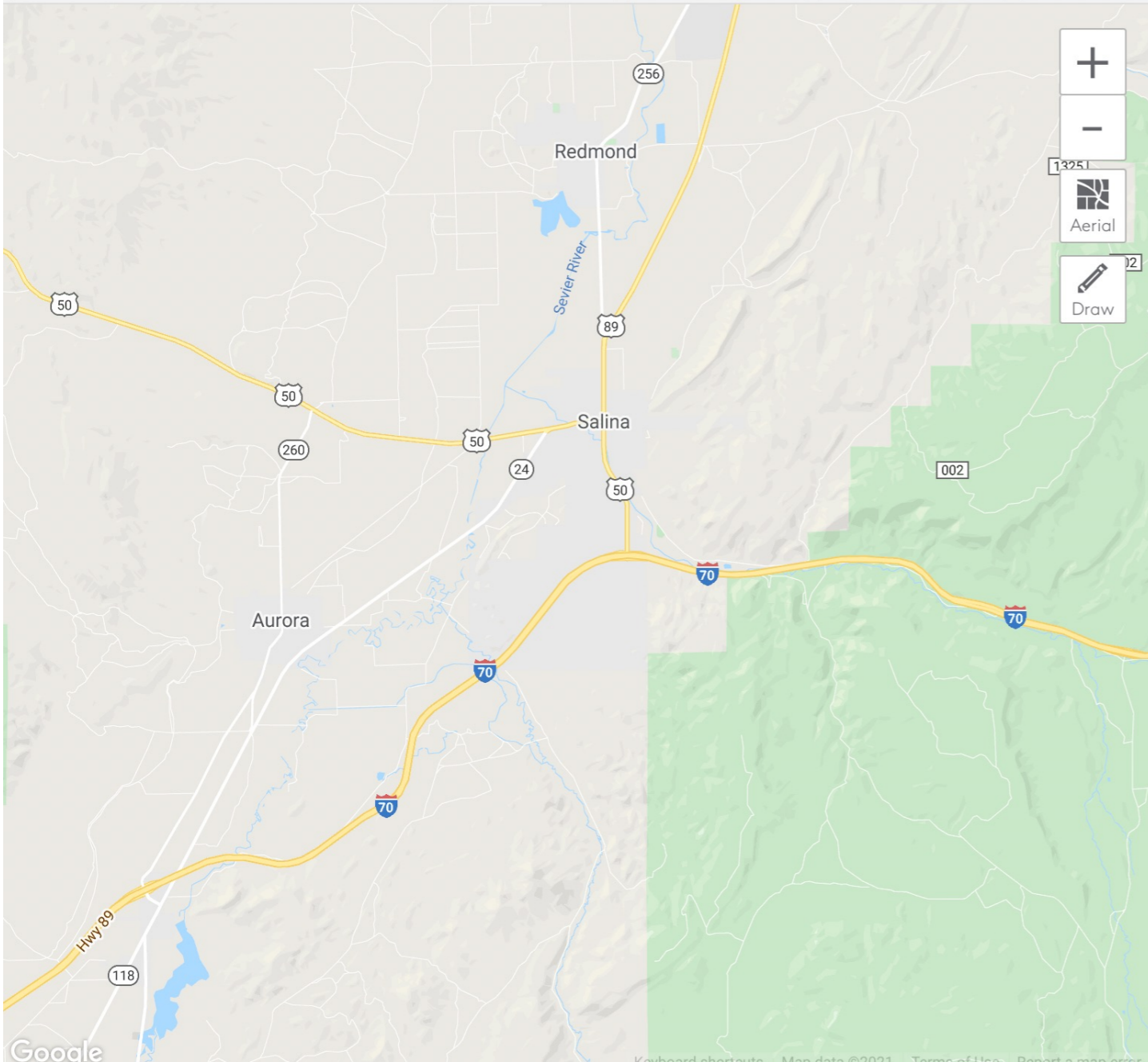you answered NO to any of these questions, your community is not ready for development

Common Excuses

When talking to clients about economic development, we often hear the below complaints:

❖ Developers are not interested in our community

❖ We don't have the right demographics to attract development

❖ Developers show interest, but never follow through with implementation

❖ Our town is fine the way it is, we don't want change

All of these are EXCUSES. They are often provided for communities who lack the technical knowhow or ability to master the DIRT of development.

Most communities are correct for development. It is a matter of identifying the correct style and density to ensure implementation

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Modify Your Search to find matching properties.

+
−

Aerial

Draw

Redmond

Sevier River

Salina

Aurora

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Aerial

Draw
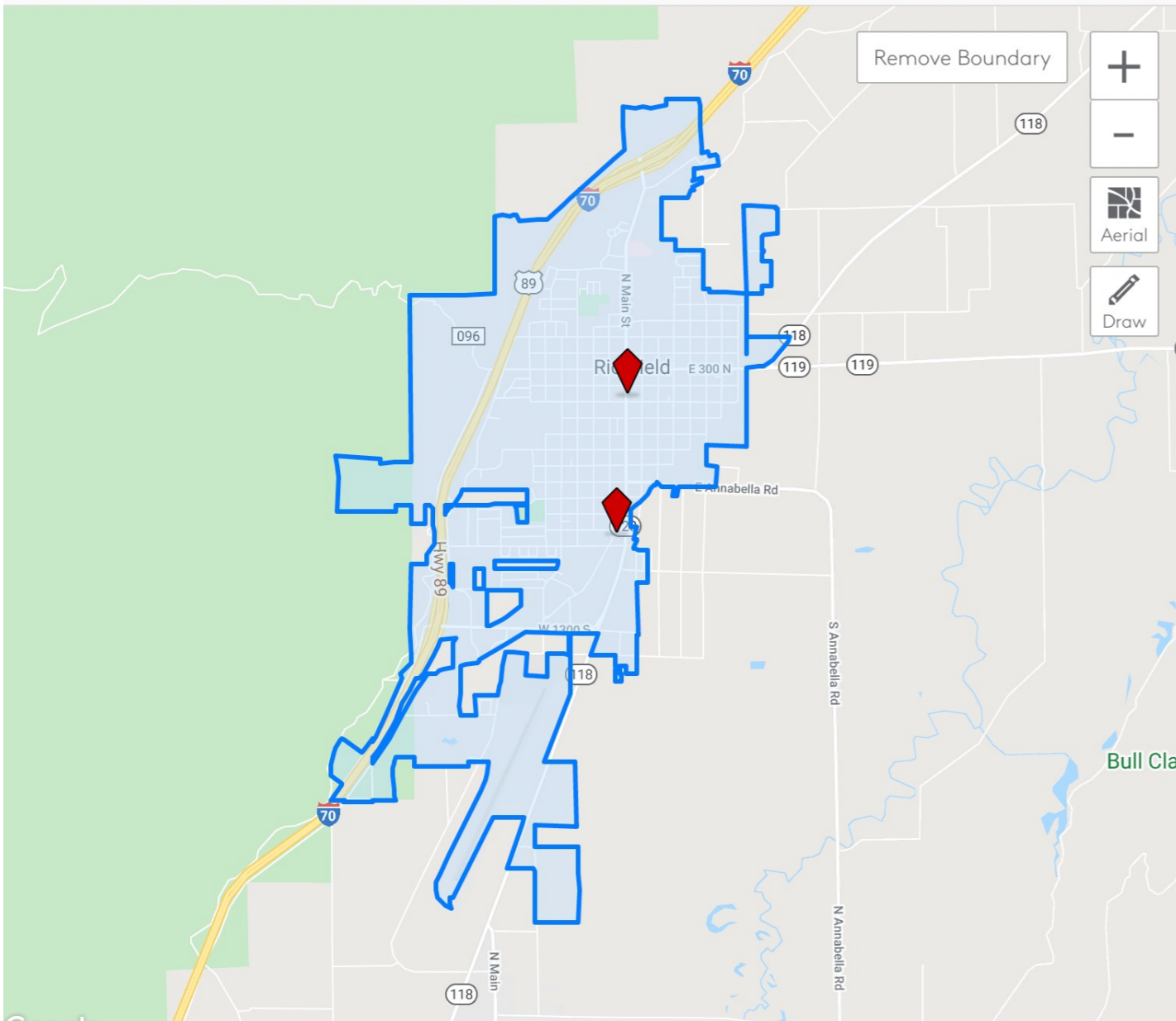
104 N Main St
Bank & Vault Building

Richfield, UT

Built in 1903
4,500 - 13,500 SF Spaces
$3.00 - $36.00 SF/YR

770 S Main St

Richfield, UT

Built in 2022
3,800 SF Retail Space
1 Space Available Soon

1-2 of 2   1

Bank & Vault Building | 104 N Main St

13,500 SF of Space Available in Richfield, UT

HIGHLIGHTS

- Historic charm and details throughout the property

John Monson

Bank & Vault Building | 104 N Main St
13,500 SF of Space Available in Richfield, UT

• Historic charm and details throughout the property

ALL AVAILABLE SPACES (3)

Display Rental Rate as $/SF/YR ˅

SPACE	SIZE	TERM	RATE	SPACE USE	CONDITION	AVAILABLE	
1st Floor	4,500 SF	1-10 Yrs	$3.00 /SF/YR	Office/Retail	Full Build-Out	Now	˅
2nd Floor	4,500 SF	1-10 Yrs	$3.00 /SF/YR	Office	Full Build-Out	Now	˅
3rd Floor	4,500 SF	1-10 Yrs	$36.00 /SF/YR	Office	Full Build-Out	Now	˅

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✉ **Contact**

PROPERTY OVERVIEW

13,500 SF Building with a restaurant located on the main floor and office space on the second and third floors.

PROPERTY FACTS

Building Type	**Office**	Building Class	**C**
Year Built	**1903**	Typical Floor Size	**4,500 SF**

Bank & Vault Building

**104 N Main Street
Richfield, Utah
84701**

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13,500 SF Building

Property Details

- Restaurant located on the main floor
- Office space on the second and third floors
- Multiple private offices
- Historic charm and details throughout property
- Lease rate: $3.00 SF / NNN

Demographics	1 Mile	3 Mile	5 Mile
Population			
2020 Estimated	6,623	8,751	10,682
2025 Projected	6,959	9,179	11,224
Households			
2020 Estimated	2,260	2,964	3,608
2025 Projected	2,372	3,107	3,792
Income			
2020 Median HHI	$47,963	$47,496	$50,412
2020 Average HHI	$58,471	$59,162	$61,182
2020 Per Capita	$20,112	$20,164	$20,698

Information provided by ESRI Business Analyst

Floor Plans

Tenant Aerial

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Steps to Master the
DIRT of Development

Development Readiness Initiative

Preparing Your Community for Redevelopment

The critical first step

Existing Conditions Analysis

❖ The first step to mastering is understanding

Understanding Conditions

Before a community can master the DIRT of development, they must first understand what assets, opportunities or weaknesses are present:

❖ Conduct a SWOT analysis

❖ Understand the availability of both reuse and greenfield sites

❖ Review the conditions of and access to necessary infrastructure

❖ Complete a community visioning and participation campaign

❖ Identify the unique assets available to the community

❖ Create a unified goal for the future of the community
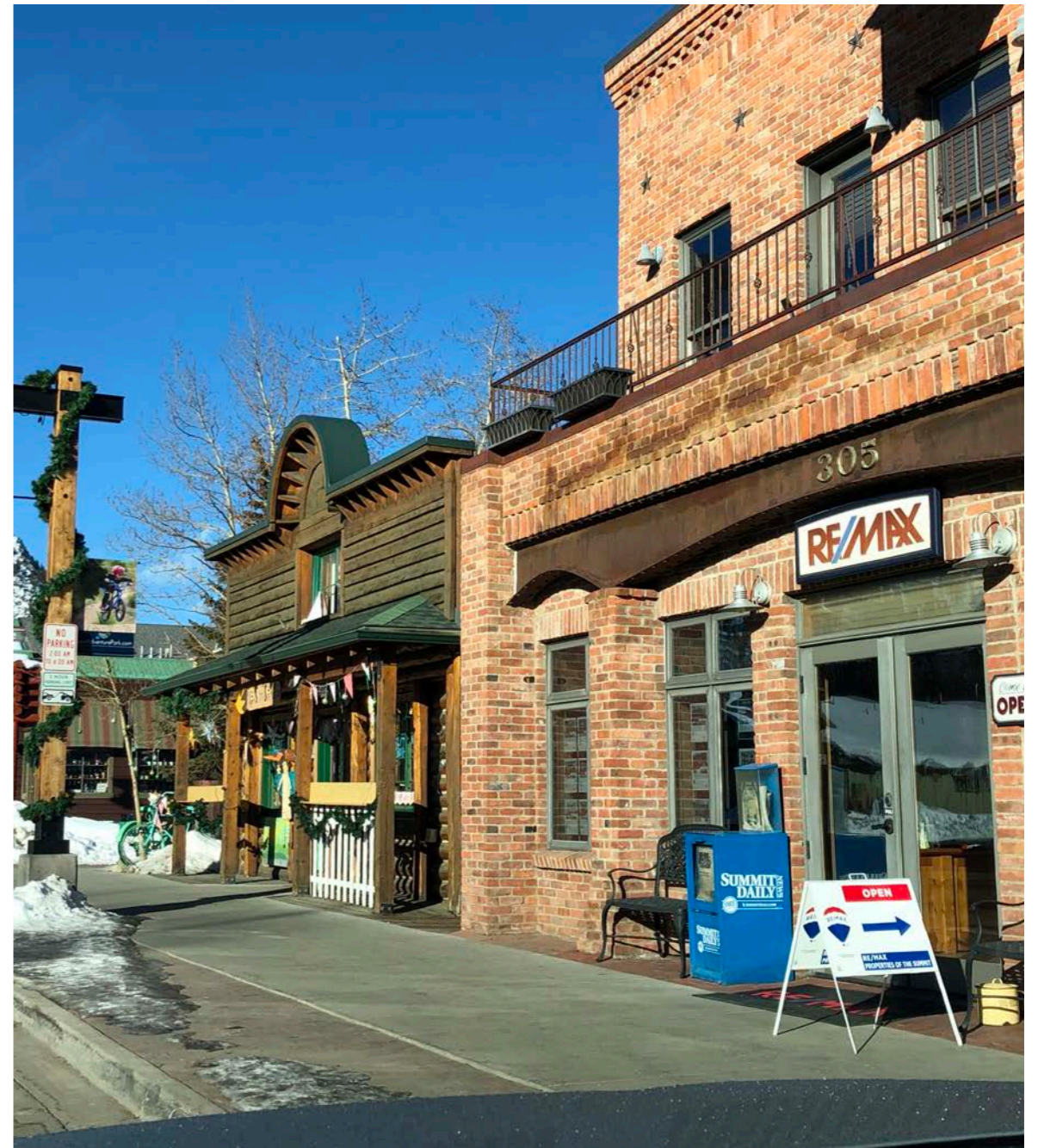
Understanding your community will determine your sustainability

"GAP" Market Analysis

❖ Providing missing services and amenities will provide a new tax base

Identifying the "GAP"

❖ Location Quotient

Lamar

- 74 total businesses
- 0 Jewelry stores
- 0% of all business are Jewelry Stores
- Deficient in Jewelry Stores

74 total business x 1.3% = 1 business
1 jewelry business is projected to have an annual revenue of $465,471
This will capture $32,117.49 per year in sales tax at Lamar's 6.9% sales tax rate
This will provide a total additional revenue direct to Lamar of $13,964.13 annually

Boulder

- 835 total businesses
- 11 Jewelry stores
- 1.3% of all businesses are jewelry stores
- Deficient in Jewelry Stores

esri — Retail MarketPlace Profile

Lamar City, CO
Lamar City, CO (0843110)
Geography: Place

Summary Demographics
2018 Population
2018 Households
2018 Median Disposable Income
2018 Per Capita Income

2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakag F
Total Retail Trade and Food & Drink	44-45,722	$65,367,573	$84,515,308	-$19,147,735	-1
Total Retail Trade	44-45	$59,389,248	$75,418,019	-$16,028,771	-1
Total Food & Drink	722	$5,978,325	$9,097,289	-$3,118,964	-2

2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakag F
Motor Vehicle & Parts Dealers	441	$13,041,876	$11,538,663	$1,503,213	
Automobile Dealers	4411	$10,202,840	$7,703,644	$2,499,196	
Other Motor Vehicle Dealers	4412	$1,735,084	$0	$1,735,084	1
Auto Parts, Accessories & Tire Stores	4413	$1,103,952	$3,835,019	-$2,731,067	-
Furniture & Home Furnishings Stores	442	$1,880,596	$1,475,200	$405,396	
Furniture Stores	4421	$1,154,717	$740,642	$414,075	
Home Furnishings Stores	4422	$725,879	$734,558	-$8,679	
Electronics & Appliance Stores	443	$1,931,169	$2,889,456	-$958,287	
Bldg Materials, Garden Equip. & Supply Stores	444	$3,868,681	$1,210,257	$2,658,424	
Bldg Material & Supplies Dealers	4441	$3,581,002	$1,022,550	$2,558,452	
Lawn & Garden Equip & Supply Stores	4442	$287,679	$187,707	$99,972	
Food & Beverage Stores	445	$10,546,166	$16,369,790	-$5,823,624	-
Grocery Stores	4451	$8,576,825	$12,192,831	-$3,616,006	-
Specialty Food Stores	4452	$850,685	$266,098	$584,587	
Beer, Wine & Liquor Stores	4453	$1,118,656	$3,910,861	-$2,792,205	-
Health & Personal Care Stores	446,4461	$4,942,409	$2,180,903	$2,761,506	
Gasoline Stations	447,4471	$5,966,670	$12,852,903	-$6,886,233	-
Clothing & Clothing Accessories Stores	448	$2,421,775	$1,032,696	$1,389,079	
Clothing Stores	4481	$1,633,888	$429,798	$1,204,090	
Shoe Stores	4482	$322,416	$602,898	-$280,482	
Jewelry, Luggage & Leather Goods Stores	4483	$465,471	$0	$465,471	1
Sporting Goods, Hobby, Book & Music Stores	451	$2,137,416	$97,604	$2,039,812	
Sporting Goods/Hobby/Musical Instr Stores	4511	$1,920,853	$97,604	$1,823,249	
Book, Periodical & Music Stores	4512	$216,563	$0	$216,563	1
General Merchandise Stores	452	$9,408,931	$23,668,895	-$14,259,964	
Department Stores Excluding Leased Depts.	4521	$6,034,444	$20,314,286	-$14,279,842	
Other General Merchandise Stores	4529	$3,374,487	$3,354,609	$19,878	
Miscellaneous Store Retailers	453	$2,223,378	$845,880	$1,377,498	
Florists	4531	$84,144	$151,426	-$67,282	

Retail MarketPlace Profile

Shoshoni Town, WY
Shoshoni Town, WY (5670570)
Geography: Place

Prepared by Esri

Summary Demographics

2020 Population	691
2020 Households	299
2020 Median Disposable Income	$51,740
2020 Per Capita Income	$37,451

NOTE: This database is in mature status. While the data are presented in current year geography, all supply- and demand-related estimates remain vintage 2017.

2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	$10,203,043	$3,172,210	$7,030,833	52.6	4
Total Retail Trade	44-45	$9,272,306	$2,753,622	$6,518,684	54.2	2
Total Food & Drink	722	$930,737	$418,588	$512,149	38.0	2

2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	$2,079,143	$0	$2,079,143	100.0	0
Automobile Dealers	4411	$1,669,347	$0	$1,669,347	100.0	0
Other Motor Vehicle Dealers	4412	$239,977	$0	$239,977	100.0	0
Auto Parts, Accessories & Tire Stores	4413	$169,819	$0	$169,819	100.0	0
Furniture & Home Furnishings Stores	442	$238,461	$0	$238,461	100.0	0
Furniture Stores	4421	$138,192	$0	$138,192	100.0	0
Home Furnishings Stores	4422	$100,269	$0	$100,269	100.0	0
Electronics & Appliance Stores	443	$215,064	$0	$215,064	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	$679,603	$0	$679,603	100.0	0
Bldg Material & Supplies Dealers	4441	$645,686	$0	$645,686	100.0	0
Lawn & Garden Equip & Supply Stores	4442	$33,917	$0	$33,917	100.0	0
Food & Beverage Stores	445	$1,519,662	$211,715	$1,307,947	75.5	1
Grocery Stores	4451	$1,303,520	$0	$1,303,520	100.0	0
Specialty Food Stores	4452	$48,168	$0	$48,168	100.0	0
Beer, Wine & Liquor Stores	4453	$167,974	$211,715	-$43,741	-11.5	1
Health & Personal Care Stores	446,4461	$459,583	$0	$459,583	100.0	0
Gasoline Stations	447,4471	$1,299,191	$2,541,907	-$1,242,716	-32.4	1
Clothing & Clothing Accessories Stores	448	$274,263	$0	$274,263	100.0	0
Clothing Stores	4481	$161,092	$0	$161,092	100.0	0
Shoe Stores	4482	$39,308	$0	$39,308	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	$73,863	$0	$73,863	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	$240,426	$0	$240,426	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	$203,954	$0	$203,954	100.0	0
Book, Periodical & Music Stores	4512	$36,472	$0	$36,472	100.0	0
General Merchandise Stores	452	$1,856,868	$0	$1,856,868	100.0	0
Department Stores Excluding Leased Depts.	4521	$1,554,524	$0	$1,554,524	100.0	0
Other General Merchandise Stores	4529	$302,344	$0	$302,344	100.0	0
Miscellaneous Store Retailers	453	$368,477	$0	$368,477	100.0	0
Florists	4531	$25,910	$0	$25,910	100.0	0
Office Supplies, Stationery & Gift Stores	4532	$107,170	$0	$107,170	100.0	0
Used Merchandise Stores	4533	$34,045	$0	$34,045	100.0	0
Other Miscellaneous Store Retailers	4539	$201,352	$0	$201,352	100.0	0
Nonstore Retailers	454	$41,565	$0	$41,565	100.0	0
Electronic Shopping & Mail-Order Houses	4541	$12,826	$0	$12,826	100.0	0
Vending Machine Operators	4542	$4,632	$0	$4,632	100.0	0
Direct Selling Establishments	4543	$24,107	$0	$24,107	100.0	0
Food Services & Drinking Places	722	$930,737	$418,588	$512,149	38.0	2
Special Food Services	7223	$7,753	$0	$7,753	100.0	0
Drinking Places - Alcoholic Beverages	7224	$42,738	$51,788	-$9,050	-9.6	1
Restaurants/Other Eating Places	7225	$880,246	$366,800	$513,446	41.2	1

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail

Disposable Income Profile

Shoshoni Town, WY
Shoshoni Town, WY (5670570)
Geography: Place

Prepared by Esri

	Census 2010	2020	2025	2020-2025 Change	2020-2025 Annual Rate
Population	649	691	690	-1	-0.03%
Median Age	39.4	44.1	46.1	2.0	0.89%
Households	278	299	301	2	0.13%
Average Household Size	2.33	2.31	2.29	-0.02	-0.17%

2020 Households by Disposable Income	Number	Percent
Total	299	100.0%
<$15,000	41	13.7%
$15,000-$24,999	32	10.7%
$25,000-$34,999	31	10.4%
$35,000-$49,999	40	13.4%
$50,000-$74,999	54	18.1%
$75,000-$99,999	36	12.0%
$100,000-$149,999	37	12.4%
$150,000-$199,999	14	4.7%
$200,000+	14	4.7%
Median Disposable Income	$51,740	
Average Disposable Income	$70,250	

2020 Disposable Income by Age of Householder	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	8	37	45	50	64	55	38
<$15,000	2	5	3	3	12	12	5
$15,000-$24,999	1	3	3	2	5	6	12
$25,000-$34,999	1	2	2	2	7	8	8
$35,000-$49,999	1	5	3	7	10	11	4
$50,000-$74,999	1	10	8	14	10	9	2
$75,000-$99,999	1	5	8	11	7	2	1
$100,000-$149,999	1	5	8	7	9	3	2
$150,000-$199,999	0	1	5	2	2	2	2
$200,000+	0	1	5	2	2	2	2
Median Disposable Income	$35,000	$56,145	$83,982	$67,508	$46,155	$36,418	$26,819
Average Disposable Income	$72,472	$64,311	$108,905	$85,342	$64,923	$49,635	$52,438
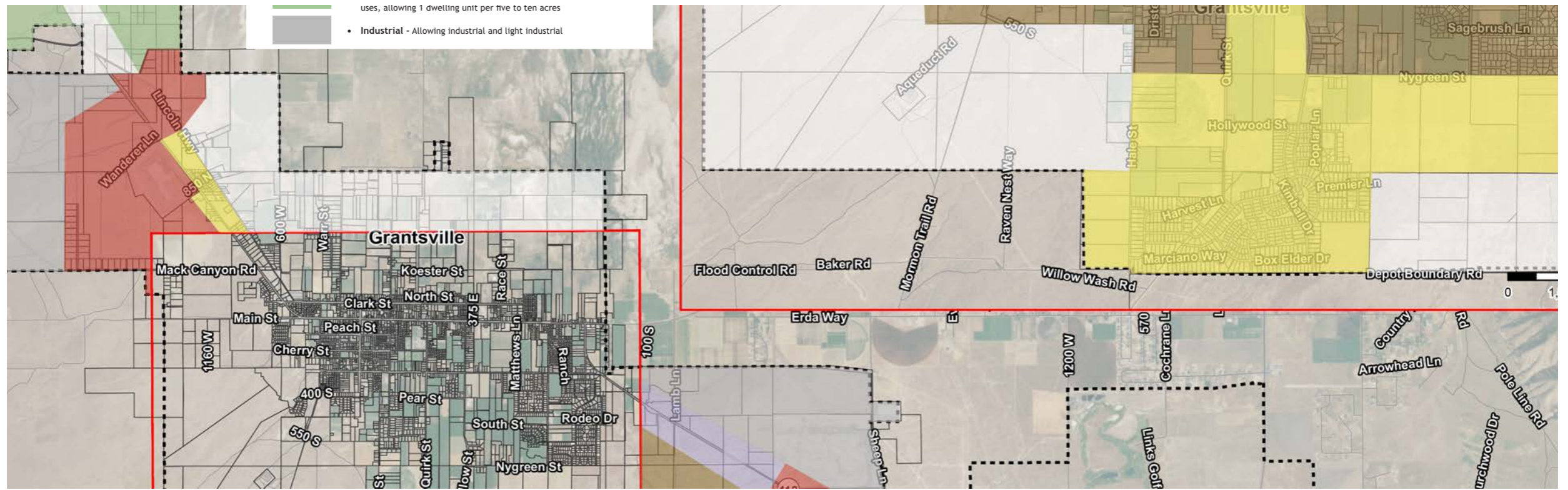
RED TAPE is not the issue, Lack of knowledge is the true hinderance

Legislative and Regulatory Review

❖ Understanding the impediments or "RED TAPE" hindering development

Maps and Codes

The city can begin to dictate desired community goals (public participation required) by ensuring the future land use maps and codes are congruent with the overall community goal:

❖ Future Land Use Maps

❖ Zoning/Development Code

❖ Design Guidelines

  ❖ Architectural

  ❖ Facade
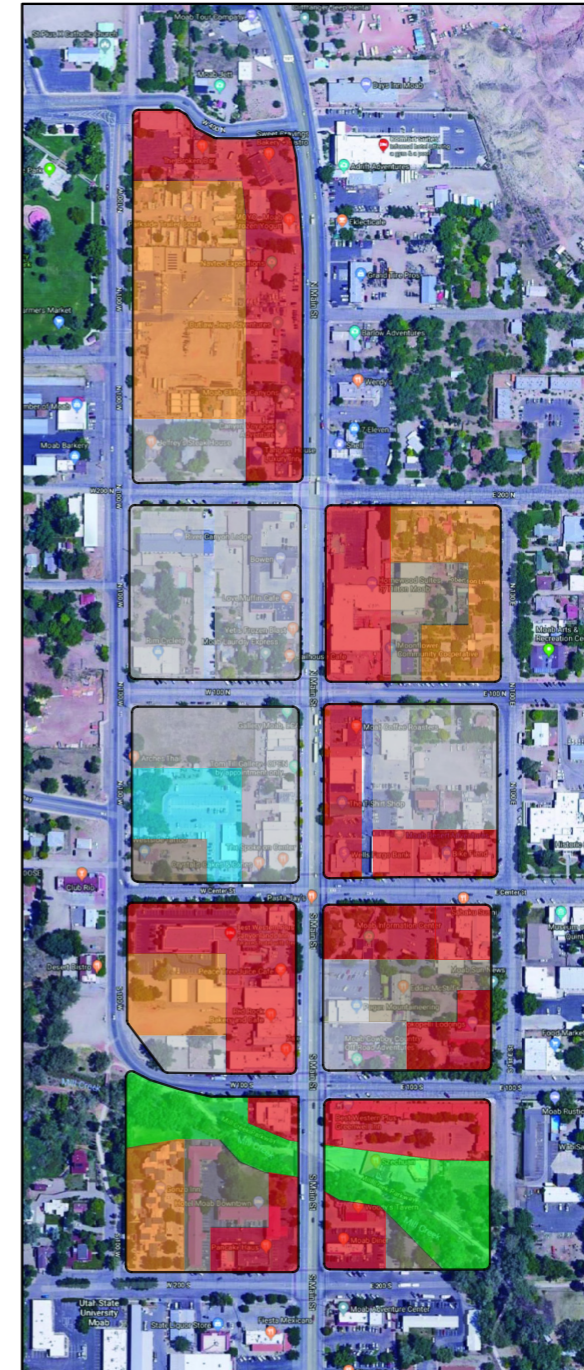
To re-use is better than to tear down

Building Transformation Strategies

❖ Understanding the possible uses of a building will increase the potential end-users

How do we use our buildings?
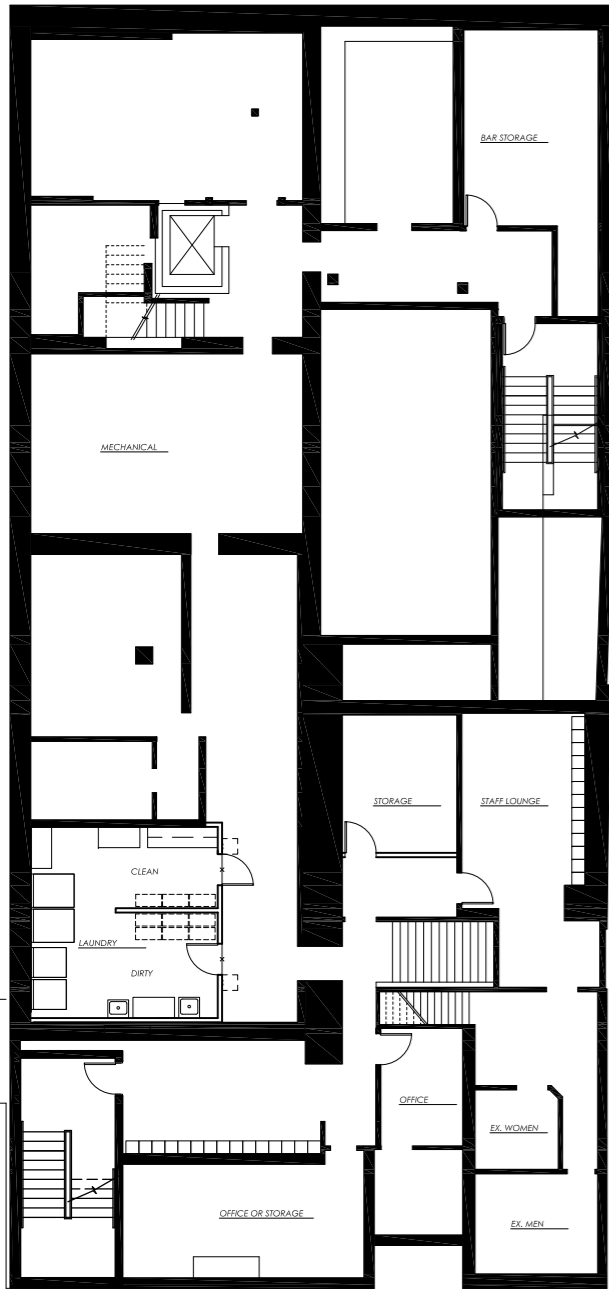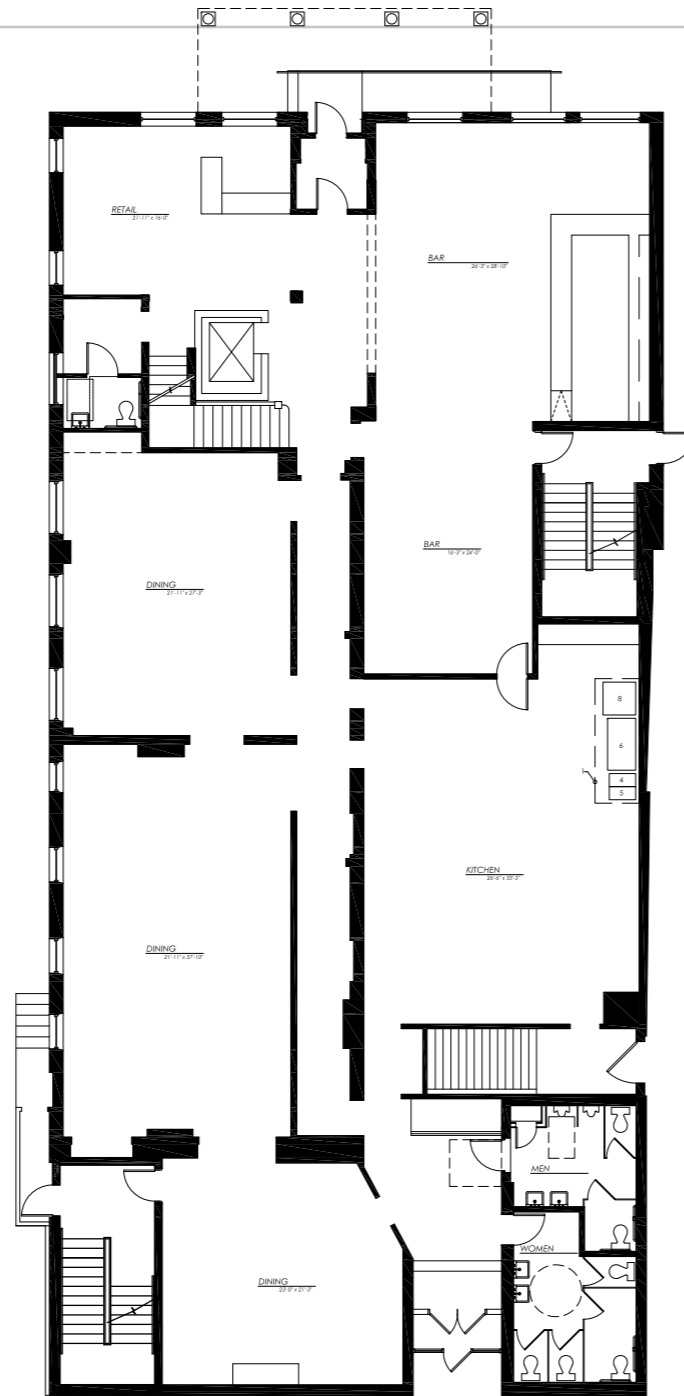
ADA Applicability?

ADA accessibility is often quoted as an insurmountable barrier for adaptive reuse projects. This is often not true based on:

❖ ADA is not a reason to stop adaptive reuse projects

❖ Work with code enforcement to meet the minimum requirements

❖ Hire a good architect to walk through the process

Kaufman House
105 S. Main St, Zelienople, PA 16063

Building

A true gem in the rough, the Kaufman House is a regionally known destination located in the Borough of Zelienople, PA. This facility has served a multitude of uses, most recent-

If no one knows your community is ready, there will be no development

Developer Due Diligence Reports

❖ Documents that will advertise your community to the development realm

What's included?

Golden Arrow Motel
611 E Olive St, Lamar, CO 81052

Preparing development for your target area will ensure the community goals are met

Developer Packages

❖ Providing necessary documentation for developer preparation

Development Readiness Initiative
Preparing Your Community for Redevelopment

Community & Economic Development Department

Overview

The Community and Economic Development Department is charged with overseeing the orderly growth and development of Murray City and to enhance the welfare of the citizens in the community by providing planning and economic development efforts, which contribute to the enhancement of prosperity and bettering our community. The following are the core functions of the Department.

Community Development

- **Business Licensing -** Processes all business license applications for the City and coordinates with all departments for review in this process
- **Interact with and serve customers** - Provide information and assistance to all of our customers with dignity and respect, and to provide this in a timely manner
- **Current Planning** - Create, manage, and implement the zoning, subdivision, and other manuals or protocols relevant to better implement the City's General Plan; Site Plan Review

Zoning Map

Applications & Forms

General Plan

City Code

Standard Land Use Code

Housing Resources

Business Licensing ▶

TOD Guidelines

Planning Commission ▶

CONTACT US

Community and Economic Development

Physical Address
4646 S. 500 W.
Murray, UT 84123

Phone: (801) 270-2420
Fax: (801) 270-2414

Directory

Melinda Greenwood

Community and Economic Development Director
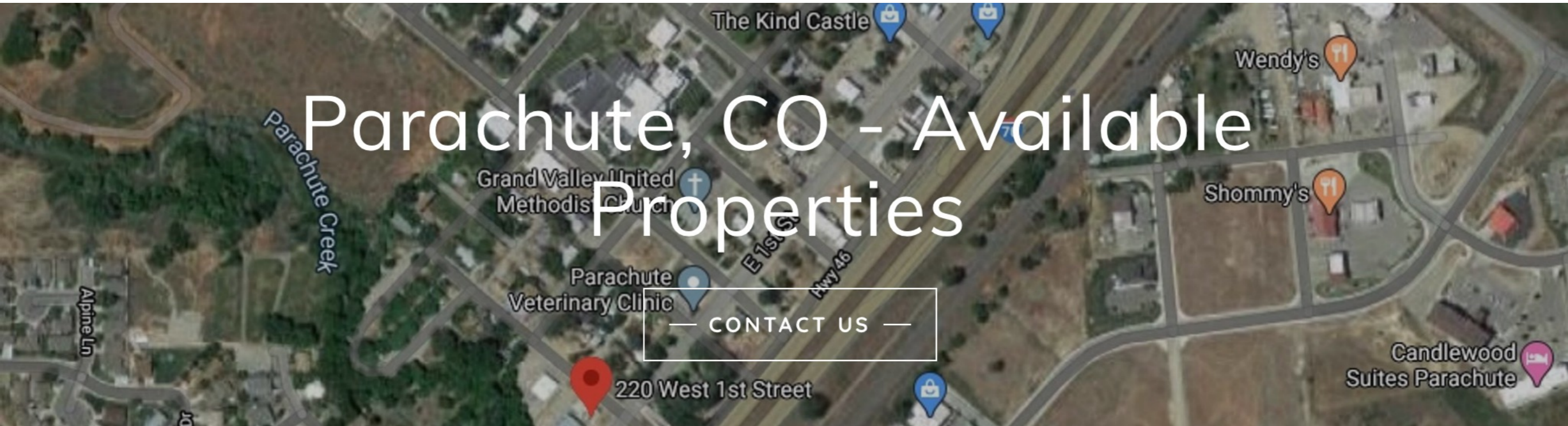Email
Phone: (801) 270-2420

A single point of contact to answer all questions will offer an easier process for developers

Creation of a SPOC

❖ Dedicating a knowledgeable individual will streamline the process

DevelopmentReadiness.org   f ◉ y   Salt Lake City, UT • Pittsburgh, PA • Akron, OH

Parachute, CO - Available Properties

— CONTACT US —

220 West 1st Street

Creating a central location for these reports will increase use

Creation of a database

- ❖ Now that the documentation is prepared, it must be stored and advertised

Supporting a unified look

Design Guidelines

❖ Design Guidelines
  are a collective

Risk Vs Red Tape

- Dont confuse easy with enticing
- Municipalities assume reducing red tape will increase investment, this is a fallacy
- The process to invest must be straightforward but this doesn't mean without hoops
- **Risk is the developers biggest concern!**
- Regulation reduces risk

Development Readiness Initiative
Preparing Your Community for Redevelopment

5
MODULES
OF THE BR&E
PROCESS

Report · Organize · Gain · Gather · Analyze

Training locals, building expertise

BR&E Strategies

❖ Preparing strategies for attraction and retention

5 MODULES OF THE BR&E PROCESS

Report · Organize · Gain · Gather · Analyze

1 Organize Task Force

The Task Force, including diverse community stakeholders, will discuss which industries or businesses should be targeted and work on developing the questions to ask them.

2 Gain Support

Each Task Force member will invite another community stakeholder to help determine community readiness. Information about the BR&E program will be shared through a variety of media outlets selected by the Task Force.

3 Gather Information

4 Analyze Results

5 Report Findings

Meeting needs, building capacity

KPI's – What to Measure

❖ Ideas for Moorcroft

KPI 1 -

-
-
-
-

KPI 2 -

-
-
-

KPI 3 -

-
-
-
-

Site Selection

Site selection and marketing is one of the final, yet most critical steps in the development readiness process. It includes:

❖ Identifying potential uses or end users for a site

❖ Preparing site clean-up reporting or processes

❖ Coordinating with local regulatory agencies to ensure the site is developable

Where and How to Master DIRT

❖ Prioritize & Promote

Prioritize

Where a community decides to use their mastery of development is as critical as the steps taken to become a master of development:

❖ Areas where infill development or adaptive reuse can be highlighted

❖ Targeted areas of development as outlined in general plan

❖ Opportunity zones, RDA's or DDA's
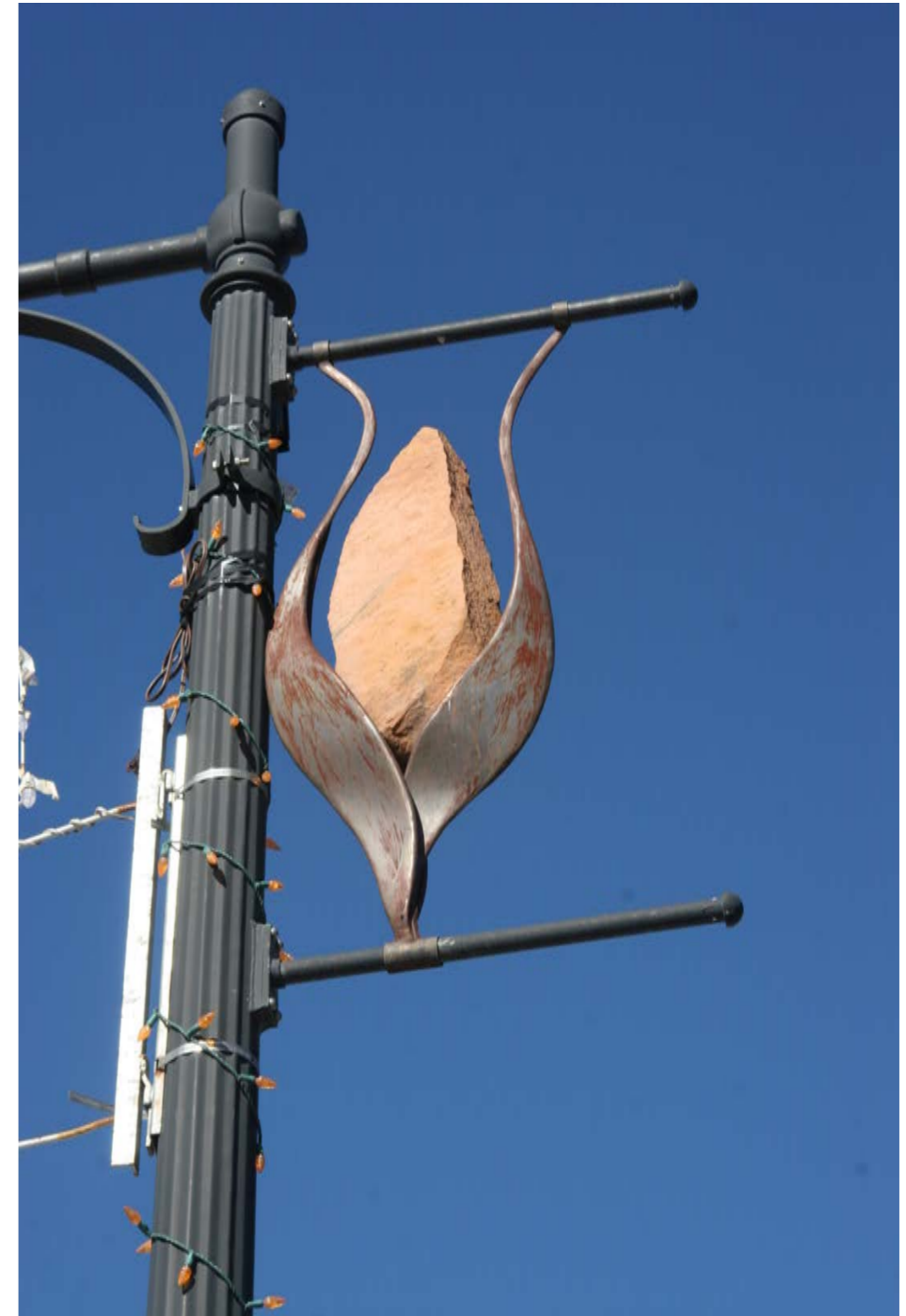
❖ Downtown cores and commercial corridors

Promote

Promoting and implementing the mastery of development will take time. Highlighted suggestions include:

❖ Think incremental development

❖ Focus on the "low hanging fruit"

❖ Underserved needs are a priority

❖ Think local before outsider

❖ It all comes down to the "dollars and cents"

Benefits of Mastery

Development Readiness Initiative

Preparing Your Community for Redevelopment

Potential Benefits

❖ Improved control over the WHO, WHAT and WHERE of development

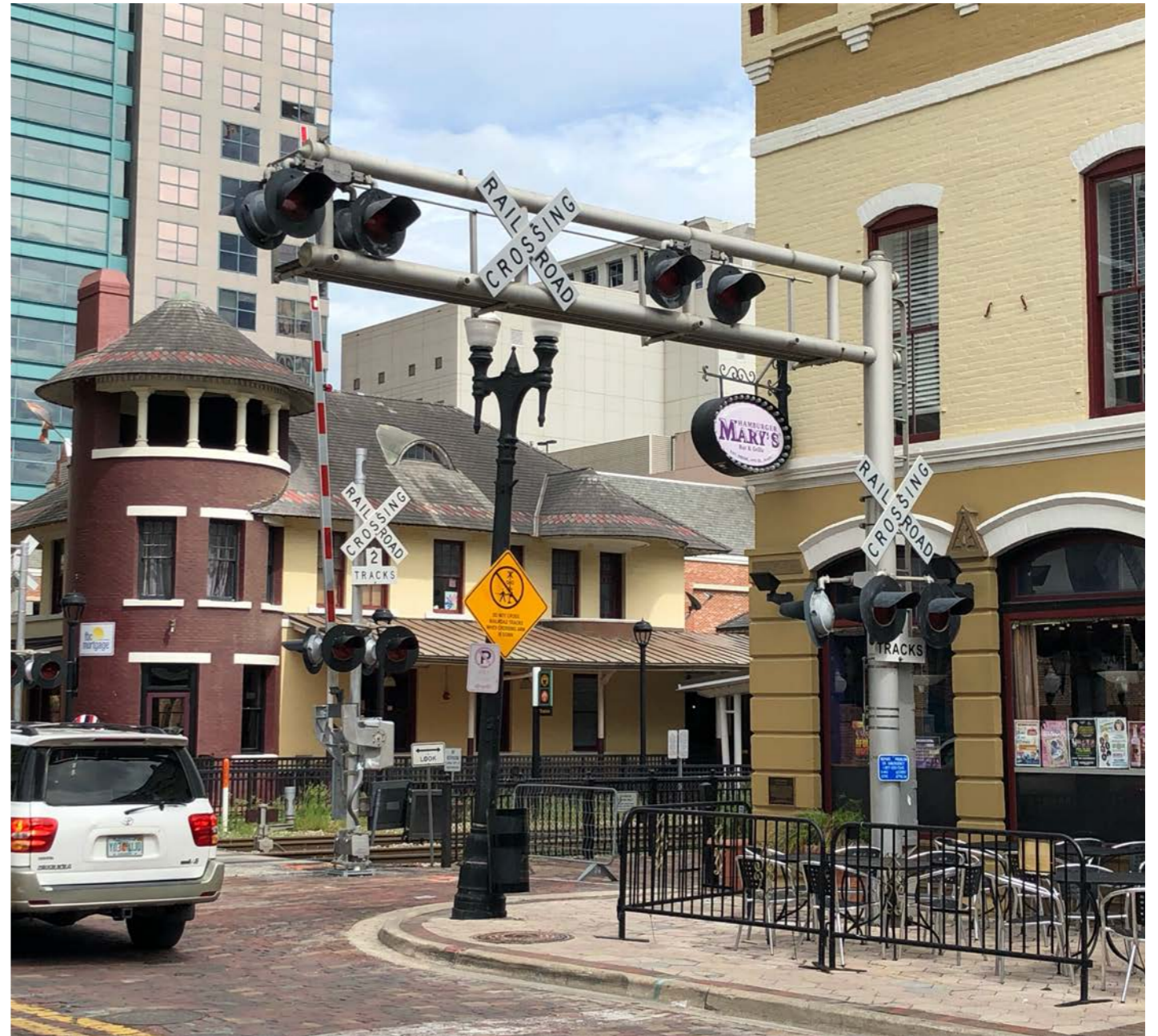❖ Being proactive with development to meet community goals

Potential Benefits

- ❖ Meeting underserved needs to retain residents
- ❖ Providing uses for underutilized buildings or parcels

Potential Benefits

- Vested locals making catalyst changes in their own community

- Hanging an "open for business" sign for developers