



# Mastering the "DIRT" of Development

"DIRT"

Empowering locals to take control of their community





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# What Will Be Covered Today

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- ❖ Why DRI is needed
  - ❖ Community Assessment
  - ❖ Public Input Processes
  - ❖ Development Readiness Training
  - ❖ Group Exercises
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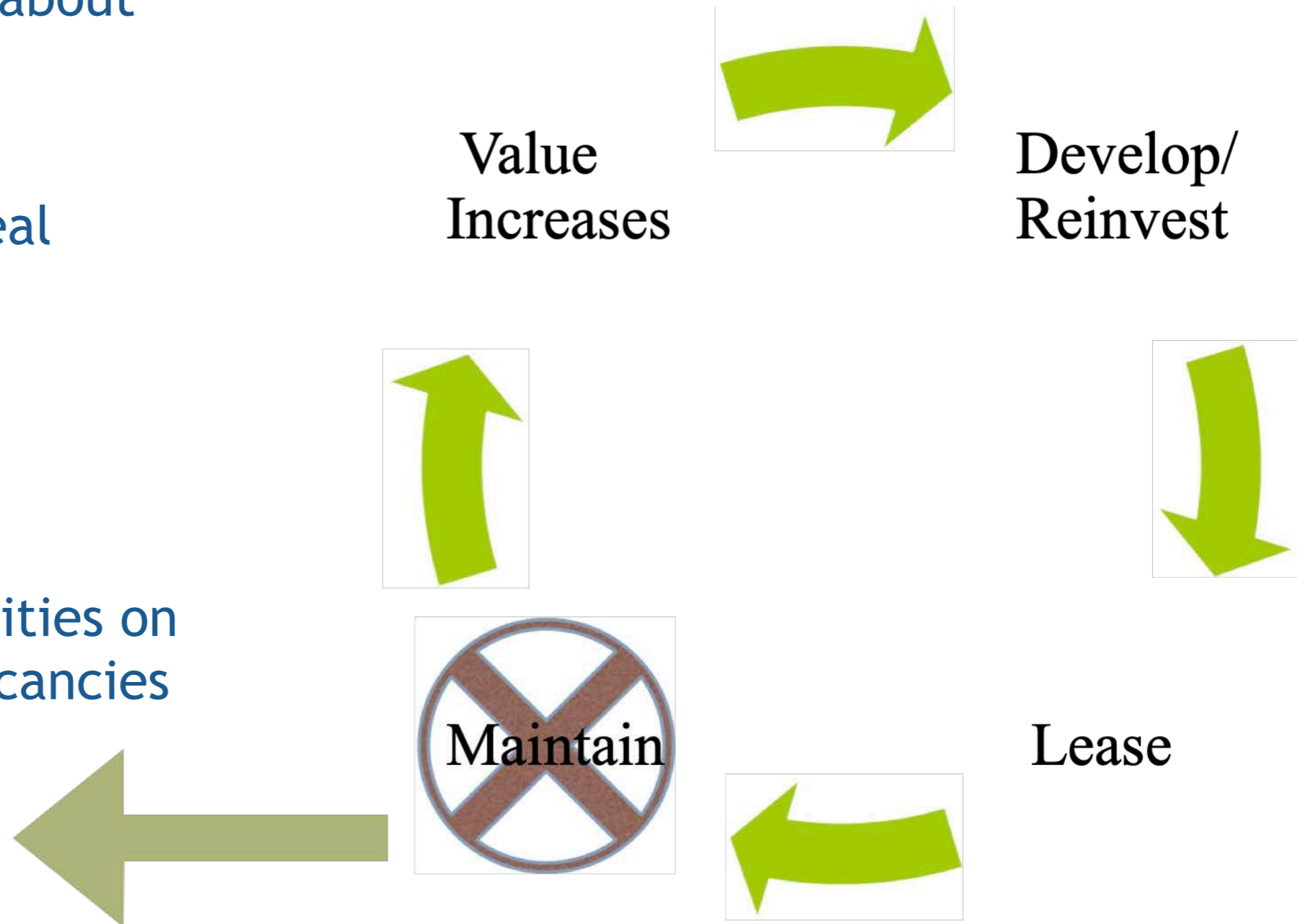
Chapter  
1



# 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





# 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 Building - \$214,640**

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

# Creating A Baseline

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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

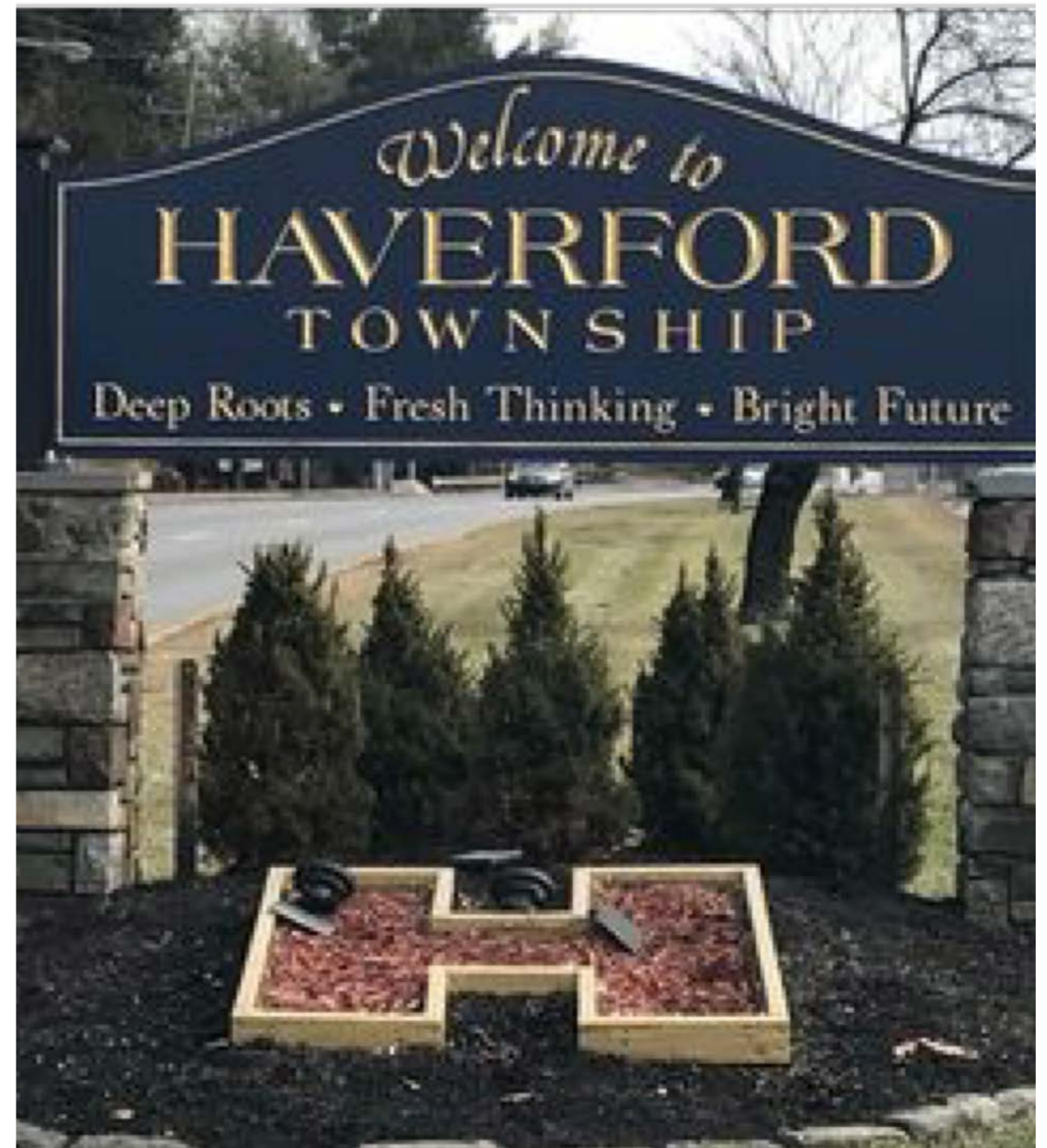


# Community Identity Assessment



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

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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

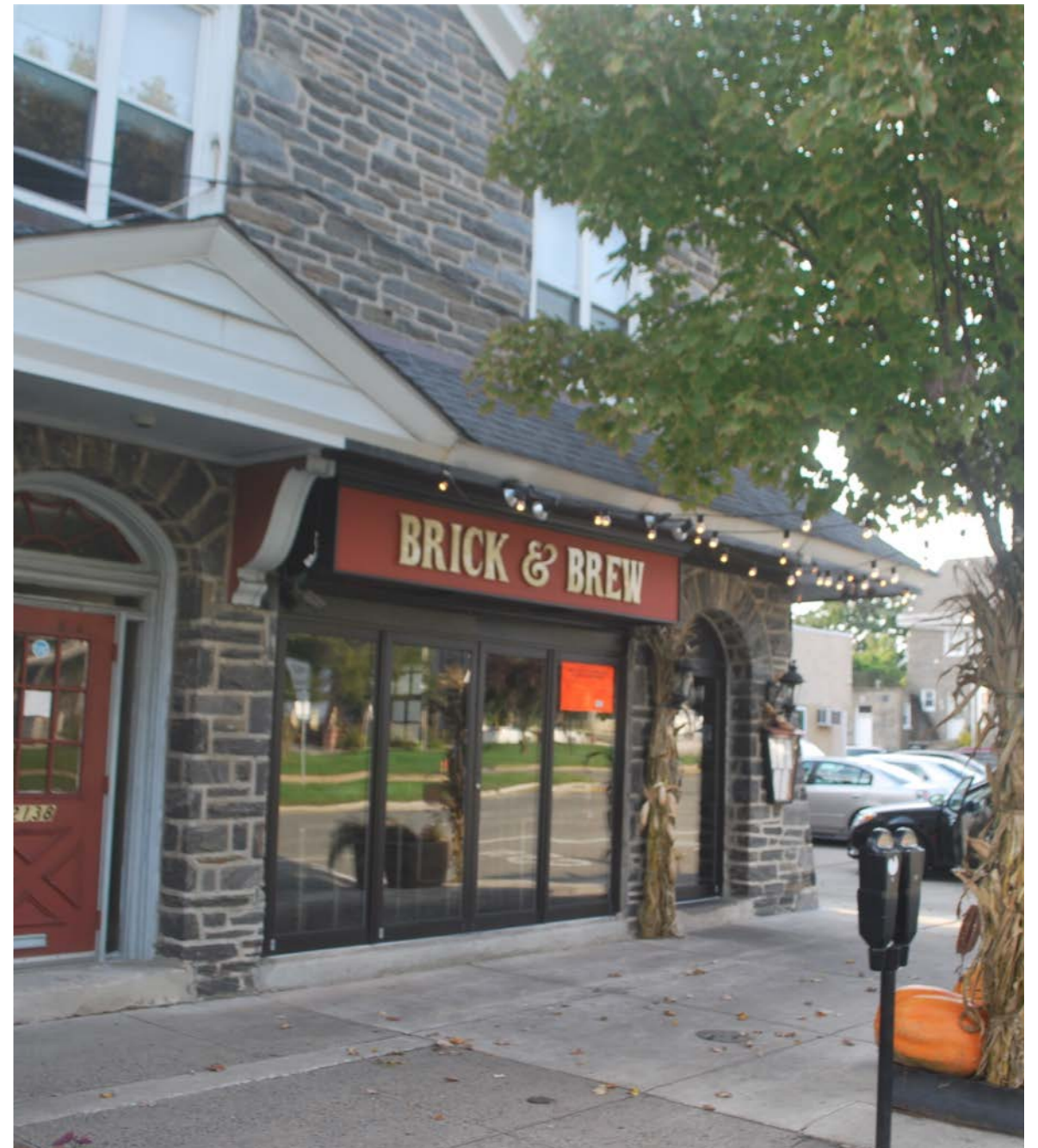




# External Appearances

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 of 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



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**2**



# Community Engagement Toolbox

Adding some tools to assist your community revitalization



*A revitalization must be supported by the community*

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# Effective community engagement

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- ❖ 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



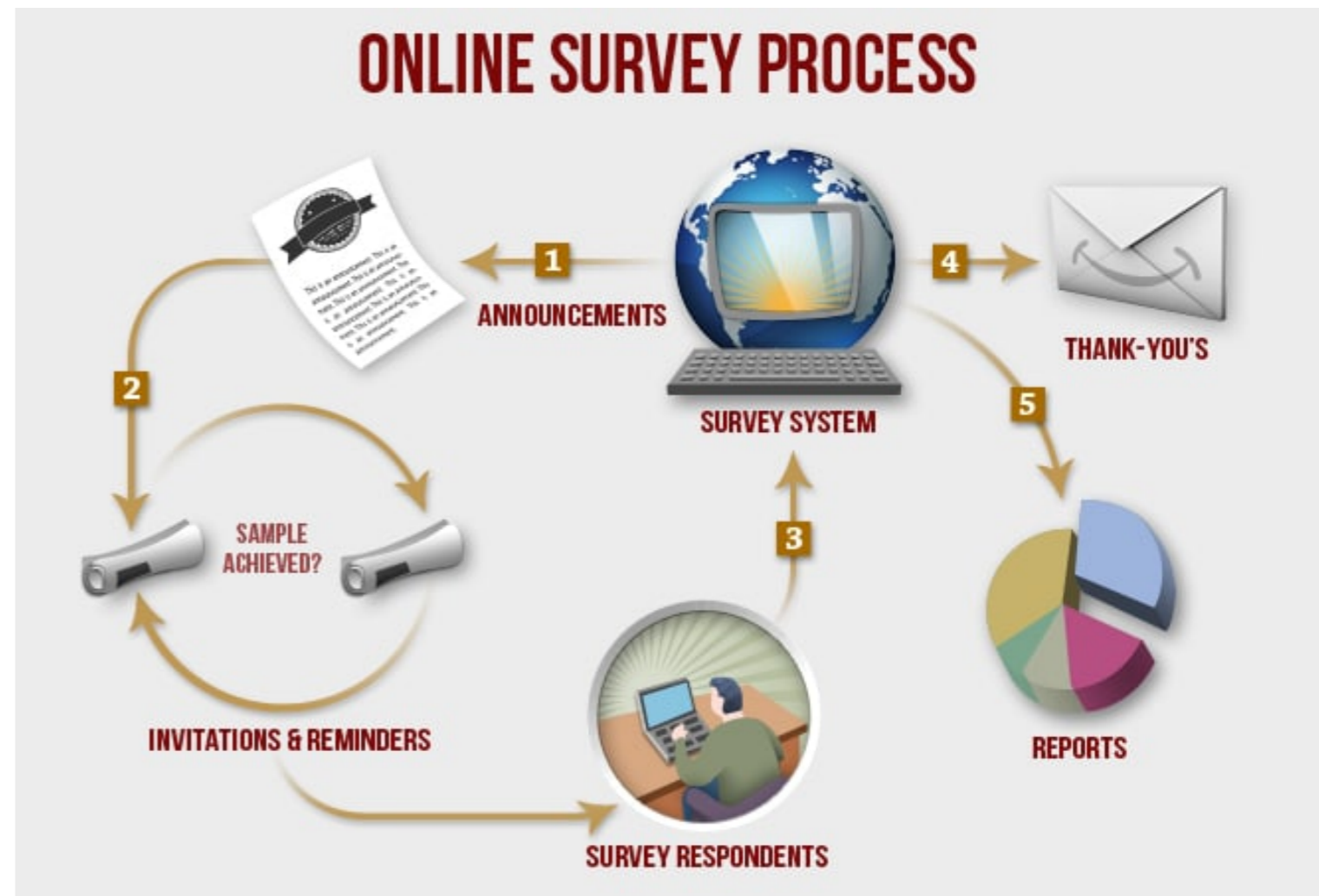


# Old Styled of Engagement

## 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



# 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



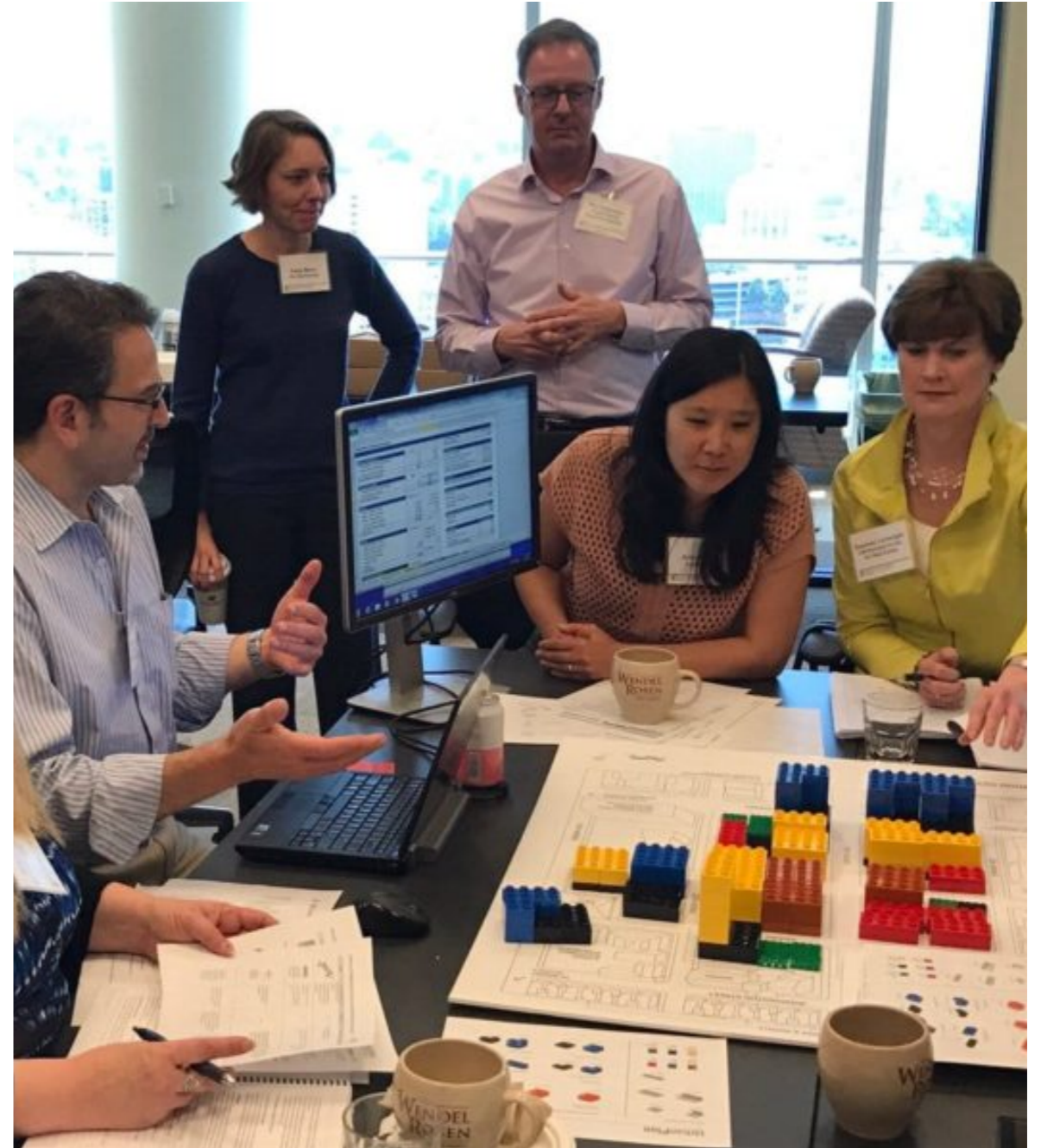




# Multi-sensory experience

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





Chapter  
3



*Mastering the DIRT of Development*

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# What will we cover today?

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- 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?

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Preparing Your Community for Redevelopment

# What does dirt mean?



**D**  
**DURATION**

**I**  
**INTENSITY**

**R**  
**RATE**

**T**  
**TIMING**



# Why is Dirt Important?

- ❖ 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



# How to grade your community

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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**



Within 10 miles of Rocky Ford, CO



For Lease

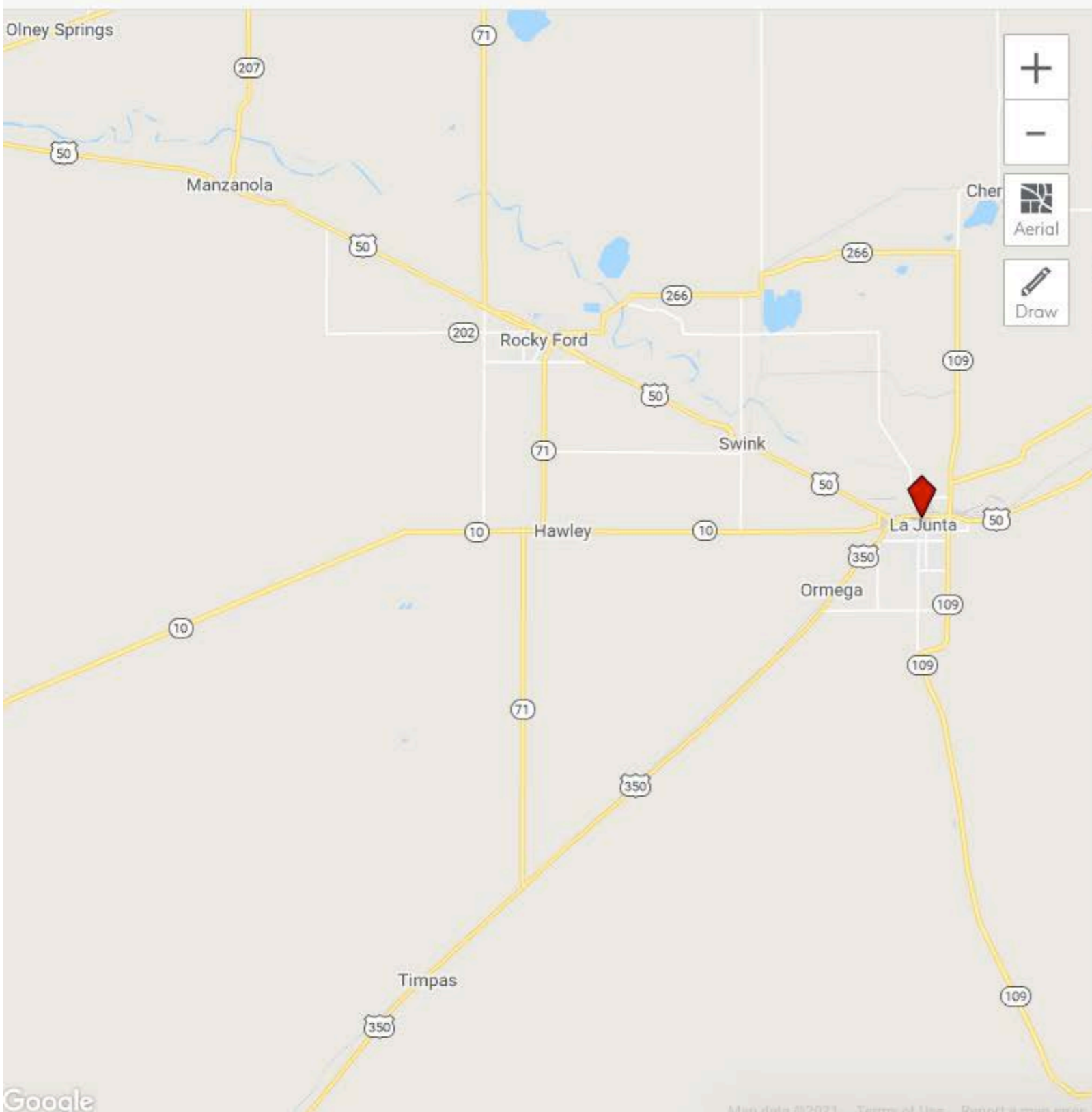
More Filters

Sort

1 Results

Save Search

Colorado / Rocky Ford / Rocky Ford Commercial Real Estate for Lease



Your search did not match any properties, but here are some nearby.  
Displaying listings near Rocky Ford, CO.



**402 Santa Fe Ave**  
La Junta, CO  
Built in 1897  
322 - 2,150 SF Office Spaces  
\$12.00 SF/YR

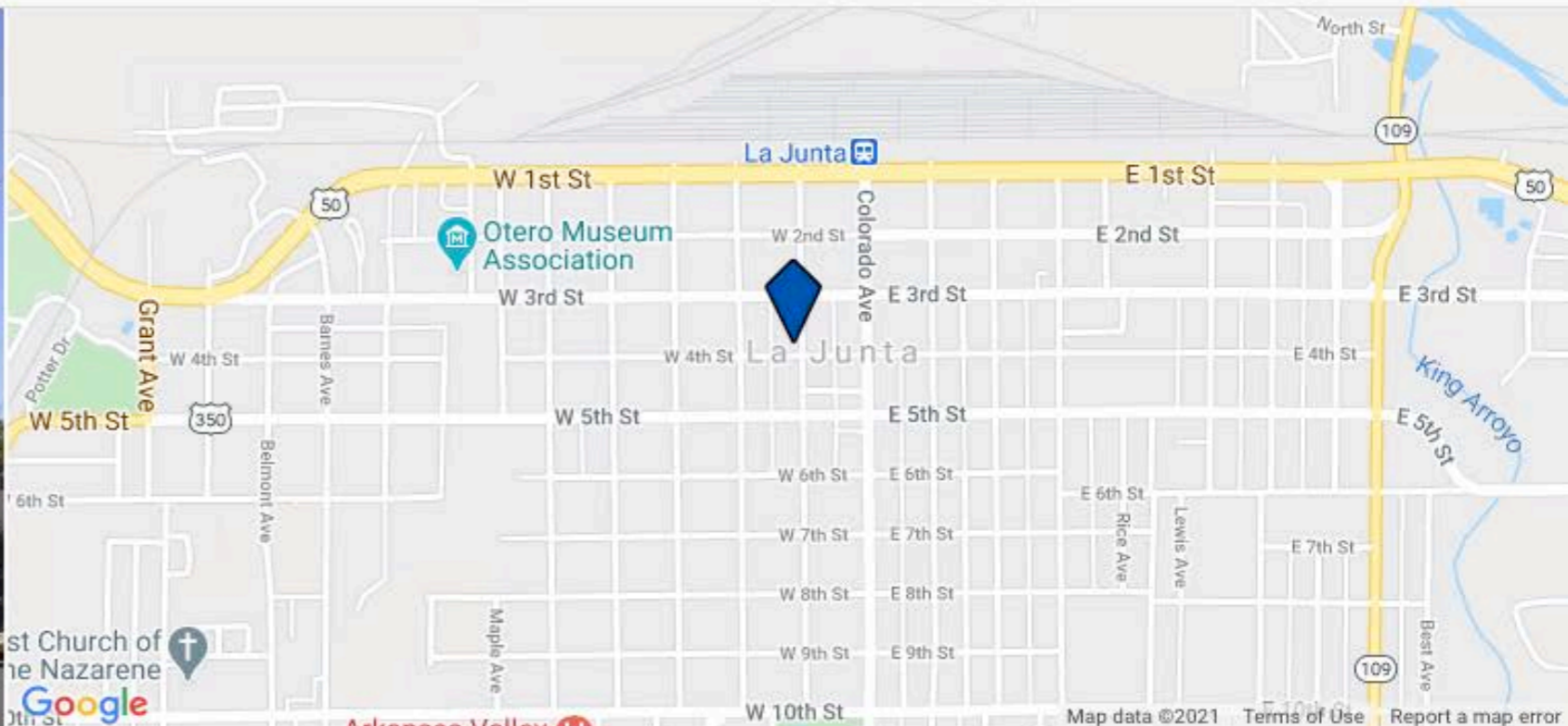
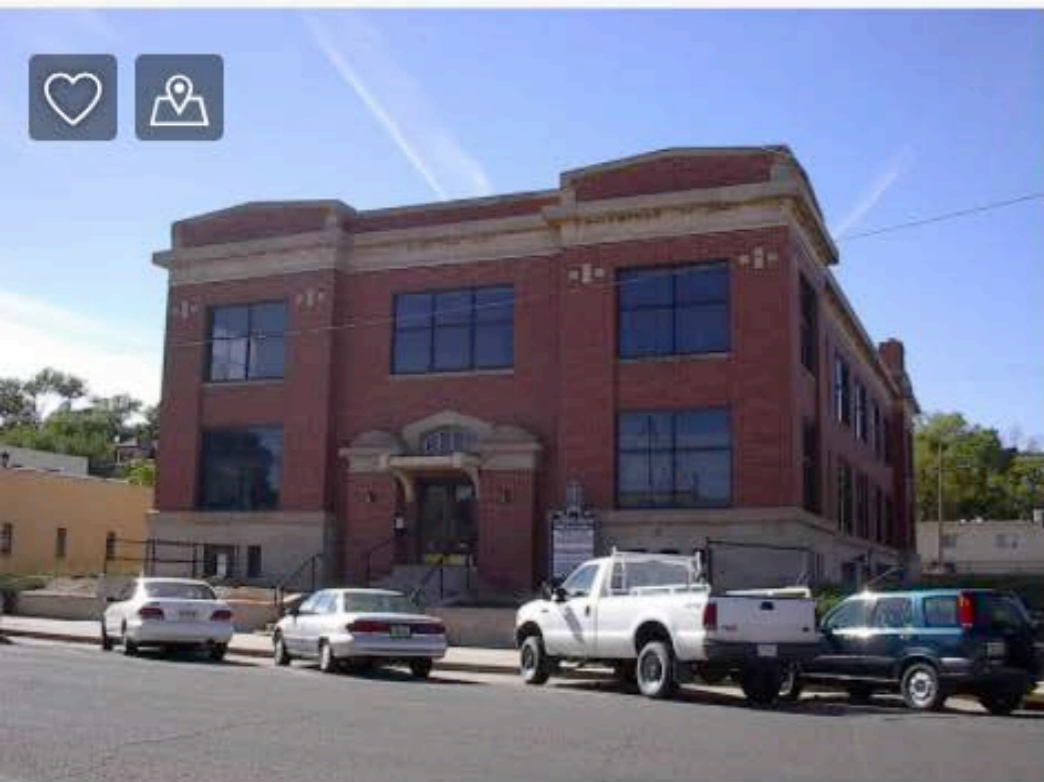
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# 402 Santa Fe Ave

2,150 SF of Office Space Available in La Junta, CO

Office Space / Colorado / La Junta / 402 Santa Fe Ave, La Junta, CO 81050

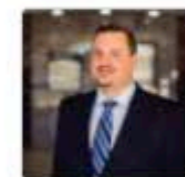


## ALL AVAILABLE SPACES (3)

Display Rental Rate as \$/SF/YR ▾

SPACE	SIZE	TERM	RATE	SPACE USE	CONDITION	AVAILABLE
2nd Fl-Ste 204	1,200 SF	Negotiable	\$12.00 /SF/YR	Office	-	Now

- Listed rate may not include certain utilities, building services and property expenses
- Can be combined with additional space(s) for up to 2,150 SF of adjacent space
- Fits 3 - 10 People






**Garrett Walls**



📞 303-676-8206

10555 F Dartmouth

SPACE	SIZE	TERM	RATE	SPACE USE	CONDITION	AVAILABLE
2nd Fl-Ste 204	1,200 SF	Negotiable	\$12.00 /SF/YR	Office	-	Now 
<ul style="list-style-type: none"> <li>Listed rate may not include certain utilities, building services and property expenses</li> <li>Can be combined with additional space(s) for up to 2,150 SF of adjacent space</li> </ul>		<ul style="list-style-type: none"> <li>Fits 3 - 10 People</li> </ul>				
2nd Fl-Ste 206	322 SF	Negotiable	\$12.00 /SF/YR	Office	-	30 Days 
<ul style="list-style-type: none"> <li>Listed rate may not include certain utilities, building services and property expenses</li> <li>Can be combined with additional space(s) for up to 2,150 SF of adjacent space</li> </ul>		<ul style="list-style-type: none"> <li>Fits 1 - 3 People</li> </ul>				
2nd Fl-Ste 207	628 SF	Negotiable	\$12.00 /SF/YR	Office	-	30 Days 
<ul style="list-style-type: none"> <li>Listed rate may not include certain utilities, building services and property expenses</li> <li>Can be combined with additional space(s) for up to 2,150 SF of adjacent space</li> </ul>		<ul style="list-style-type: none"> <li>Fits 2 - 6 People</li> </ul>				

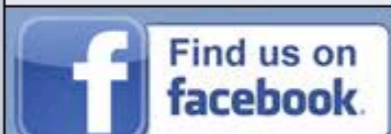


# Hancock Group

*Real Estate*



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**PAR**  
**Pueblo Association of REALTORS®, Inc.**  
 2220 Kachina Drive  
 Pueblo, CO 81008  
**Phone:** 719-545-3666  
**Fax:** 719-545-3668  
**Toll-Free:** 1-866-734-5895



Enter an MLS number to go directly to that listing:   ex. 12345

Currently Displaying - Commercial Listings for (Office Listings)[New Property Search](#)

Viewing 1 - 6 of 6 Listing Result(s) (Your search took 0.14 seconds)

[<< Prev] 1 [Next >>]

Choose Format: [Residential](#) / [Land](#) / [Commercial](#) / [All Property Types](#)

Sort By:  ▾



[Click to View Details](#)

**List Price:** \$235,000  
**Property Type:** Commercial Buildings  
**Street Number:** 116  
**Address:** 3rd St  
**City:** La Junta  
**Building SqFt:** 5416  
**Business Type:** Professional/Office  
[View Details](#) [View Photos](#) (Active)



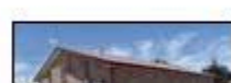
[Click to View Details](#)

**List Price:** \$225,000  
**Property Type:** Commercial Buildings  
**Street Number:** 214  
**Address:** 3rd St  
**City:** La Junta  
**Building SqFt:** 480  
**Business Type:** Retail, Restaurant  
[View Details](#) [View Photos](#) (Active)



[Click to View Details](#)

**List Price:** \$185,000  
**Property Type:** Commercial Buildings  
**Street Number:** 209  
**Address:** Colorado  
**City:** La Junta  
**Building SqFt:** 14000  
**Business Type:** Retail, Warehouse, Professional/Office, See Remarks, Professional Service  
[View Details](#) [View Photos](#) (Active)



**List Price:** \$140,000  
**Property Type:** Commercial Buildings





## Listing Tools

 [Map Property](#)  [Calculate Payment](#)  [Printable Version](#)

## Listing Details

**MLS Number:** 182817

**Property Type:** Commercial Buildings

**Area:** Arkansas Valley

**List Price:** \$78,500

**Street Number:** 305

**Direction:** N

**Address:** Main St

**City:** Rocky Ford

**State:** CO

**Zip Code:** 81067

**Building SqFt:** 3250

**Apx Year Built:** 1909

**Lot Dimensions:** 30x150

**Lease Type/Terms:** Other

**Lease Includes:** None

**Building Description:** Multi-Level

**Business Type:** Retail

**Zoning:** C-1

**Taxes:**

**Prior Tax Year:** 2019

**Tax Year:**

**Public Remarks:** PRICE REDUCED: J.C. Mercantile building downtown Rocky Ford. BUSINESS OPPORTUNITY: List price is for the building and land only. However, the existing business's inventory and vendors can be negotiated. There is currently 20 vendors that are on month to month leases. Most vendors, if not all, will continue to work with new owner or can be asked to remove their inventory. This is a perfect opportunity to own a turnkey business that has been a staple in Rocky Ford for many years, or a spacious retail building to start your own venture. The building is in VERY GOOD condition. NEW ROOF INSTALLED APRIL 2020. From the basement to the roof, this building has been well maintained. Motivated Seller, bring your offers.!!



[Click to View Details](#)

**List Price:** \$78,500

**Property Type:** Commercial Buildings

**Street Number:** 305

**Address:** Main St

**City:** Rocky Ford

**Building SqFt:** 3250

**Business Type:** Retail



[View Details](#)



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(Active)

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# Hancock Group *Real Estate*



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Enter an MLS number to go directly to that listing:   ex. 12345

Search

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Code of Ethics

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**Phone:** 719-545-3666  
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This listing has 28 additional photos.

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please use the contact information  
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Lance Crosswhite  
(C) (719) 334-5848  
[lancer21x@gmail.com](mailto:lancer21x@gmail.com)

Hancock Group Real Estate  
(M) (719) 384-2541  
116 West 3rd Street  
La Junta CO 81050  
[hancockgrouprealestate@gmail.com](mailto:hancockgrouprealestate@gmail.com)  
[hancockrealestatecolorado.com](http://hancockrealestatecolorado.com)



## Development Readiness Initiative



Preparing Your Community for Redevelopment





# 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





# Steps to Master the DIRT of Development

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Preparing Your Community for Redevelopment



*The critical first step*

# Existing Conditions Analysis

❖ The first step to mastering is understanding

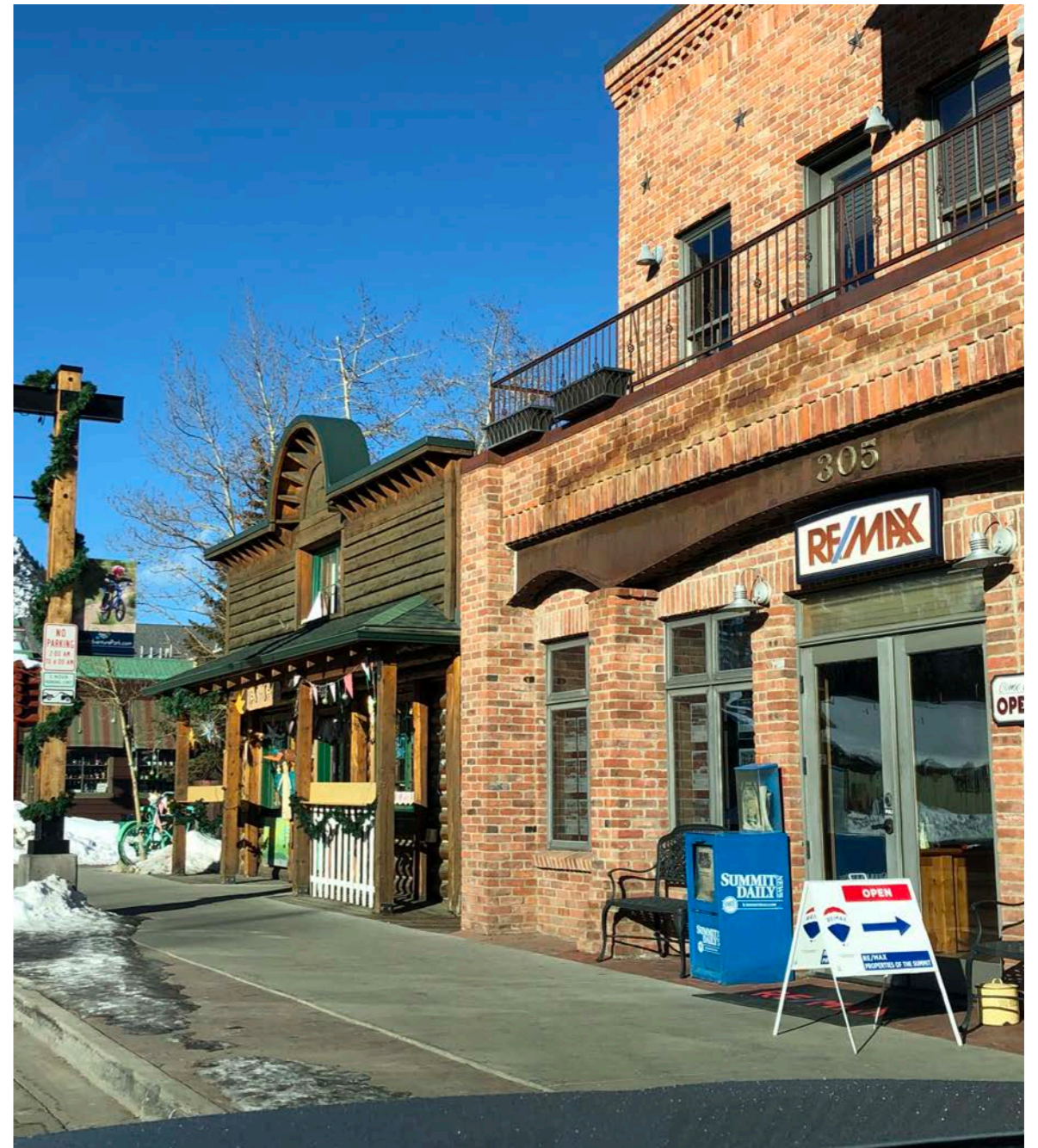
# Understanding Conditions

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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

### Boulder

- 835 total businesses
- 11 Jewelry stores
- 1.3% of all businesses 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



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





# 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

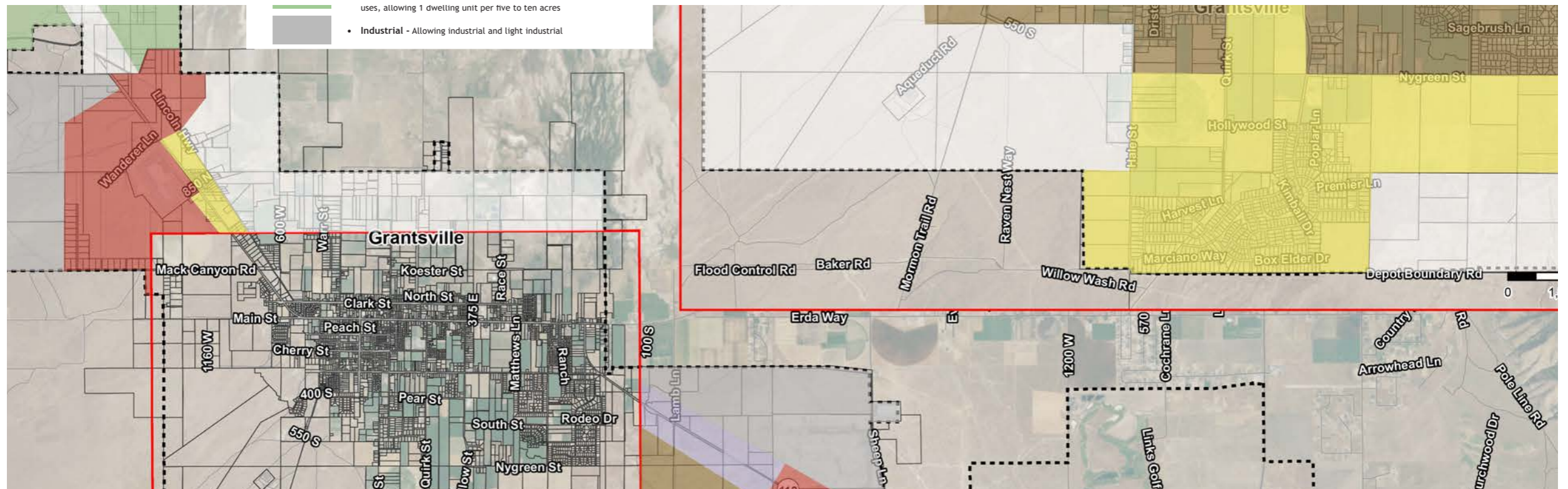
Shoshoni Town, WY  
 Shoshoni Town, WY (5670570)  
 Geography: Place

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

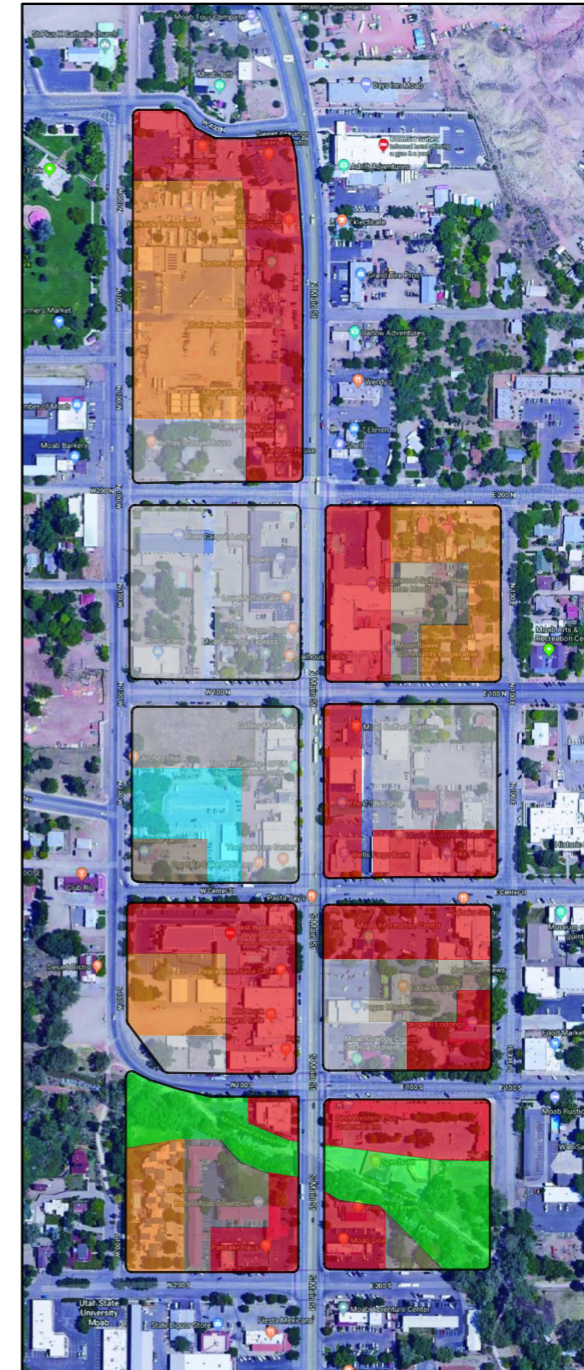
- ❖ Understanding the impediments or **“RED TAPE”** hindering development

# 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

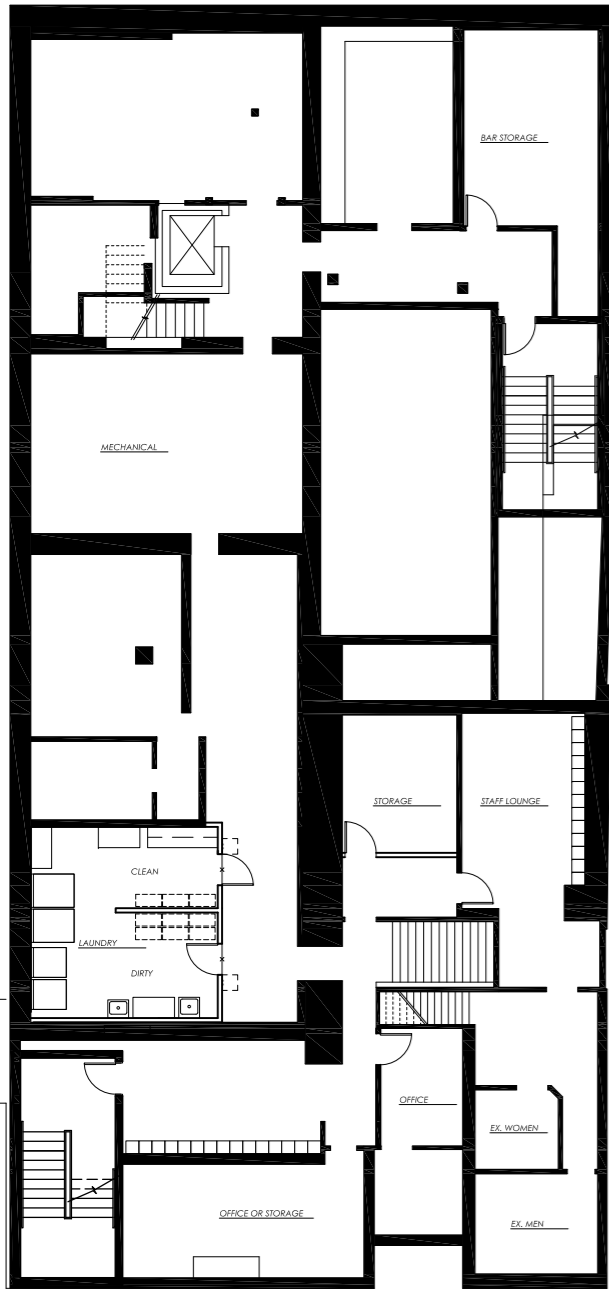
- ❖ Understanding the possible uses of a building will increase the potential end-users

# How do we use our buildings?

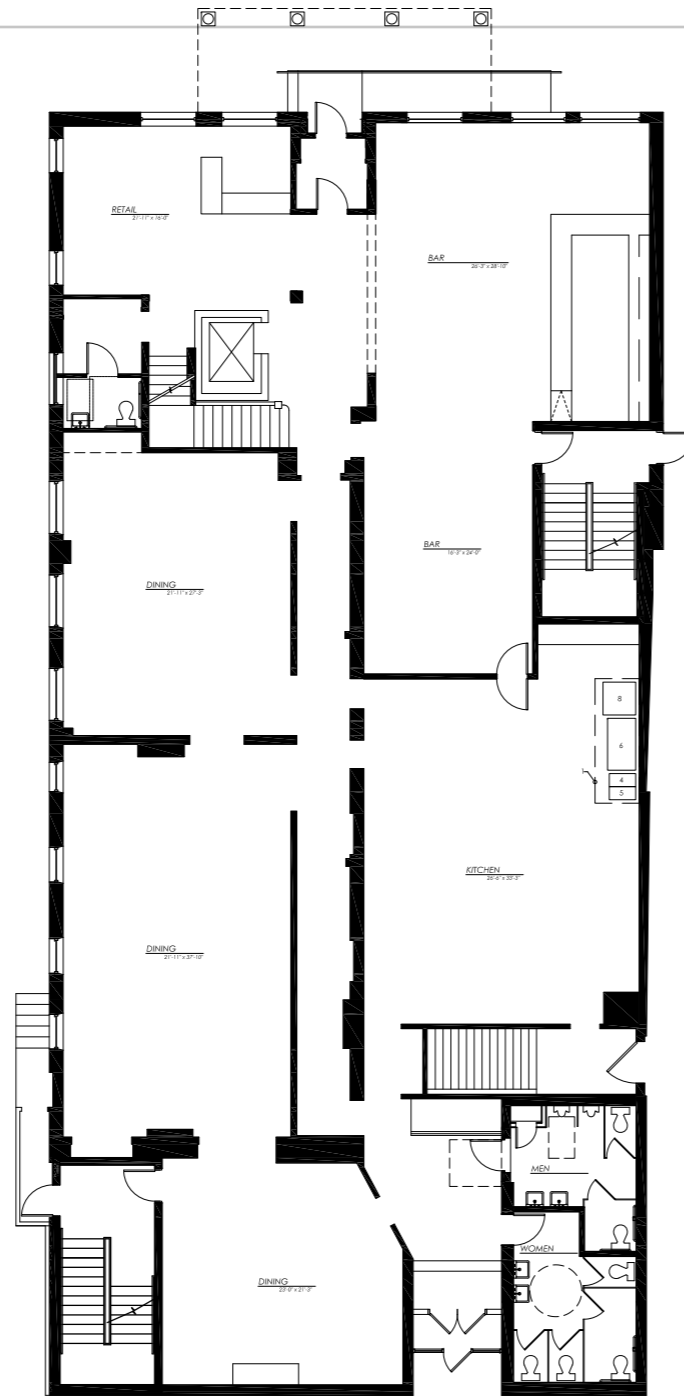
Development Readiness Initiative



Preparing Your Community for Redevelopment



1 BASEMENT FLOOR PLAN  
Scale: 1/8" = 1'-0"



2 FIRST FLOOR PLAN  
Scale: 1/8" = 1'-0"



# 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?

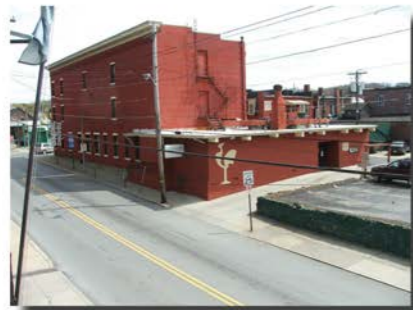


### Location Details

- Three (3) access points to Interstate 79 (I-79) within 2 miles
- Prominent building within community on busiest corner
- Convergence of four (4) state and US routes
- High ADT traffic counts
- 8.7 miles from Cranberry Township, the third fastest growing suburb in continental US
- Convenient access to local/municipal airport

### Community Details

- Average household income of \$72,245
- Average household income growth of 22.7% in last 5 years
- In second phase of a \$25,000,000 downtown revitalization project
- No fine dining/table top service facilities within ¼ mile
- Flexible zoning
- Recently upgrade infrastructure



Borough of Zelienople

111 West New Castle St, Zelienople, PA 16063



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### Pertinent Information

Additional pertinent information about the building is as follows:

- ADT count of 12,763 cars per day at the Main St (SR 19) and New Castle Street intersection
- Average household income of \$72,245
- Per capita Income of \$41,544, or 187% of commonwealth average
- No fine dining/table top service facilities within ¼ mile
- Approved construction plans for 15,000 sq. ft. restaurant and 9,000 sq ft bar
- Available liquor license with sale, no hotel required
- Demolition completed by previous tenant
- Upgraded electrical/water service to structure
- 15 year lease with pre-determined \$200,000 purchase at end of lease

### Building Details

Building details are as follows:

- Year Built 1902
- Original Use - Boarding House
- Recent Use - Restaurant/Bar
- 32,000 +/- Sq Ft
- Guest Rooms - 18 non-compliant rooms
- Parking Spaces - 45 reserved spaces in new abutting municipal lot
- Zoned C1 - Commercial
- Allowed uses without variance - Restaurant, Retail, Office and Professional
- Life/Safety Upgrades - No lift requirements
- Three phase electrical service
- 8" water line replaced in 2014
- No sprinkler system requirement

### Available Funding

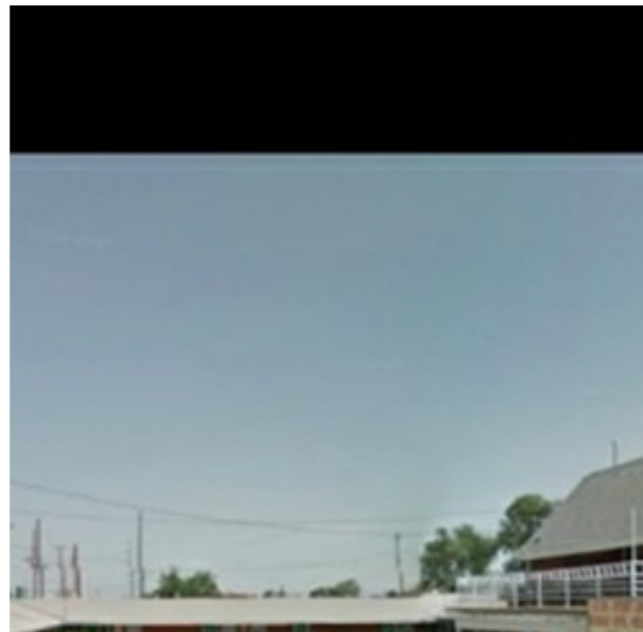
Currently available, landlord can offer the following funding mechanisms for building outfit and acquisition:

- \$500,000 from the PA Redevelopment Assistance Capital Program for building acquisition and renovation
- \$275,000 from the PA Redevelopment Assistance Capital Program for building envelope upgrades
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- \$50,000 from Butler County Commissioners for building equipment

Borough of Zelienople

111 West New Castle St, Zelienople, PA 16063





## 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



Zoning Map

Applications & Forms

General Plan

City Code

Standard Land Use Code

Housing Resources

Business Licensing

TOD Guidelines

Planning Commission

Home > Departments > Departments A-H > Community & Economic Development

## 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

### 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





# Parachute, CO - Available Properties



*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

Development Readiness Initiative



- 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



*Training locals, building expertise*

# BR&E Strategies

- ❖ Preparing strategies for attraction and retention



# 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





Chapter  
**4**





# 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

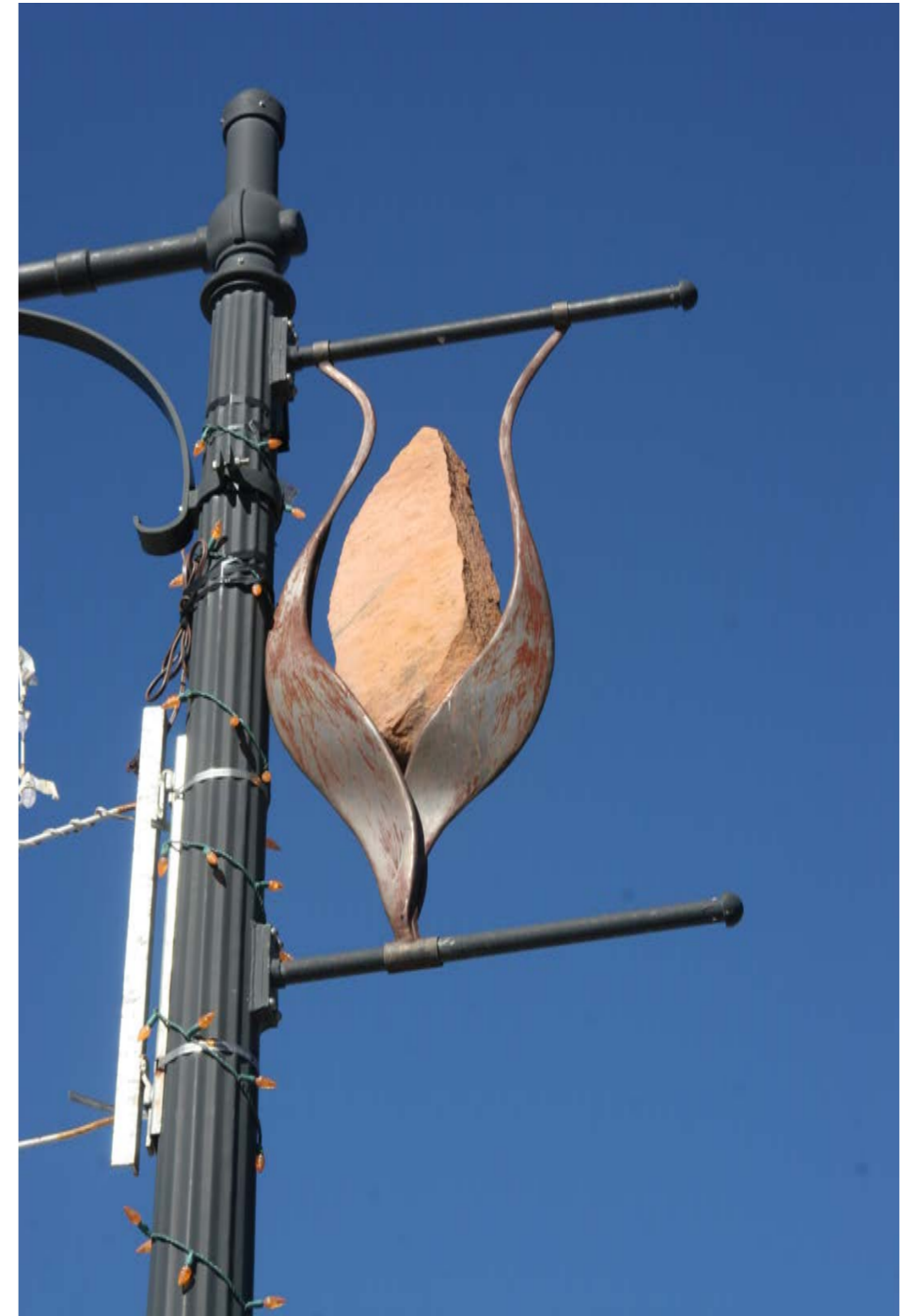


# Promote



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



# Let's put it to work!

## Development Readiness Initiative



Let's put the development readiness items into practice and undergo a few exercises that will improve the learning opportunity.

- ❖ KPI creation
- ❖ Local tax calculation
- ❖ Due diligence sheet creation
- ❖ Online database ideas/review

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105 S. Main St, Zelenople, PA 16063



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Borough of Zelenople

111 West New Castle St, Zelenople, PA 16063





**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 - Workforce Development

- Out of town millennials
- Restaurants (mid-grade)
- Family attractors (native in town)
- Amenities for families and kids

### KPI 2 - Senior Housing

- Multiple houses (attached)
- Come and go (independent)
- Low income (income driven costs)

### KPI 3 - Downtown Revitalization

- Downtown economic development
- Streetscapes
- Community character
- Gateways

# Lets chat about how to calculate tax capture for a local business

- ❖ Identify the classification and revenue
- ❖ Verify the revenue with local sources and tax databases
- ❖ Calculate the local taxes



Business Tax Capture Calculation Sheet	
Business Classification	
Anticipated Revenue	
Anticipated Revenue	
State Tax	2.9%
County Tax	1%
Municipal Tax	3.75%
Revenue to Town	





# 502 E 2ND ST

Shoshoni, WY 82649

Outlined on the below map are areas where the community has put a prioritization for facade and architectural changes/restoration. Various areas have been prioritized to maximize impact and economic return to the community.

## ABOUT 502 E 2ND ST

<p><b>2020</b> Year the building was last vacated by a tenant</p> <p>01</p>	<p><b>OPEN FLOOR PLAN</b> This building currently has an open floor plan</p> <p>02</p>	<p><b>ZONED COMMERCIAL</b> This building is zoned C1, commercial</p> <p>03</p>
<p><b>GREAT CONDITION</b> Site and building in excellent condition</p> <p>04</p>	<p><b>CONGUEUNT LAND USE</b> Adjacent properties have congruent land uses</p> <p>05</p>	<p><b>SIGNAGE ALLOWED</b> Standard Signage Allowed on Property</p> <p>06</p>

AGENCY REALTOR CONTACT INFORMATION

[View Website](#)

# 502 E 2ND ST

Community details – The Town of Parachute is a diverse community boasting a strong economy based on \_\_\_\_\_. Additional socio-economic or demographic factors are outlined below:

- Average household income of, \$xx,xxx.XX, or 120% of the regional average
- Average expendable income (per household) –
- Average age of resident
- Median household price
- Undersaturated services include:
  - o XX
  - o XX
  - o XX
- Community has a regional draw with easy access to interstate XXX

The building is a structurally competent and well maintained structure that was recently vacated by the municipality. Since the building was vacated, utilities and regular maintenance have been kept up for the property. Additional building and parcel data includes:

- Structure built in XXXX and expanded in XXXX
- Building is a total of XX,XXX square feet on a X.XX parcel
- The building is a steel frame structure with a steel exterior
- AC and Heater were last replaces in 1990
- Roofing was last replaced in 2000
- The building is located in a C1district, which will allow the following uses without variance or conditional use: Retail, Commercial, Medical, Light manufacturing
- The structure currently has no life/safety upgrades required
- No sprinkler or fire suppression systems necessary, unless a restaurant use is requested
- New 6” water lateral and parking lot

## PROPERTY HIGHLIGHTS

- XX,XXXX vehicles drive past the property daily
- Availability for XXXXX parking stalls on the X.XX acre parcel
- Allowed styles of signage will include: XXX, XXX, XXXX

[View Website](#)



## BUILDING HIGHLIGHTS

- The building is a XXX frame with XXXX exgterior surfaces
- The facility is in excellent condition and had regular maintenance performed
- The building is a total of XX,XXX square foot and have XX doors (1 entry and 1 overhead)

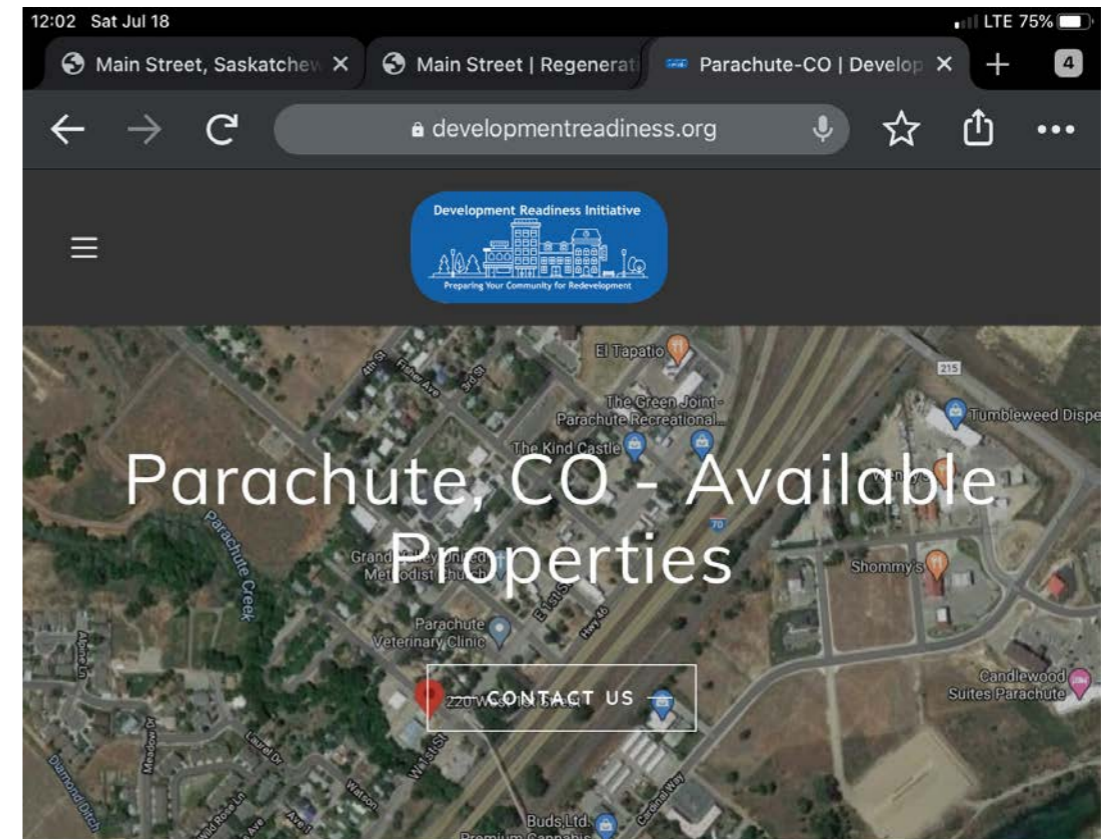


# Get the information online



Creating a simple, clean and easily understood database is simple.

- ❖ Create a user friendly database that will attract people
- ❖ Cross reference it with the chamber, MPO and regional authorities



## SITE CONTENT

220 N 1st St



Previously a municipal building, this facility is ideally situated for light commercial manufacturing and/or contractor based

220 N 1st St



Previously a municipal building, this facility is ideally situated for light commercial manufacturing and/or contractor based





# Questions / Comments