



Mastering the of Development

"DIRT"

Empowering locals to take control of their community

Development Readiness Initiative

Preparing Your Community for Redevelopment



What Will Be Covered Today

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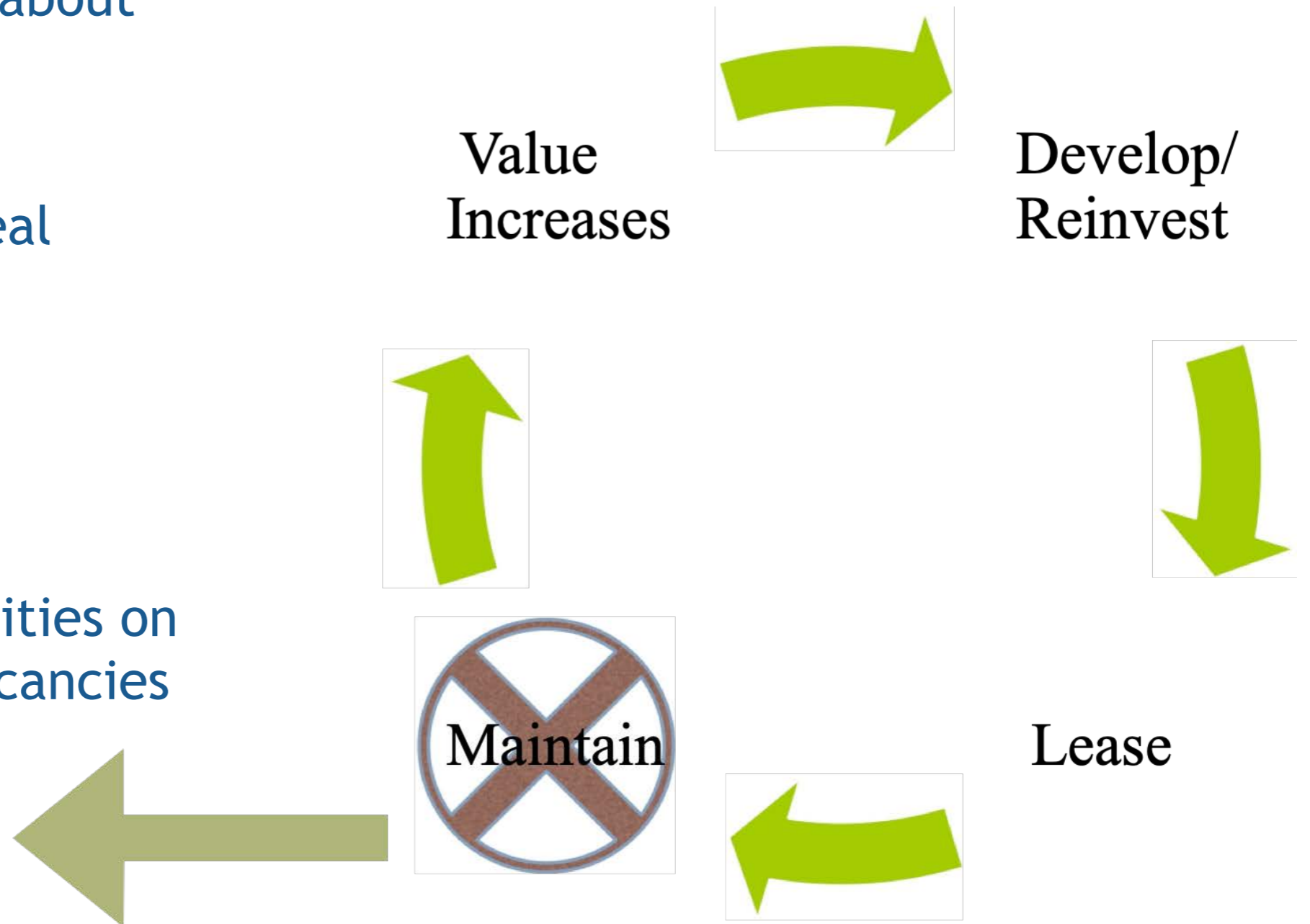
Chapter
1



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

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Preparing Your Community for Redevelopment

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

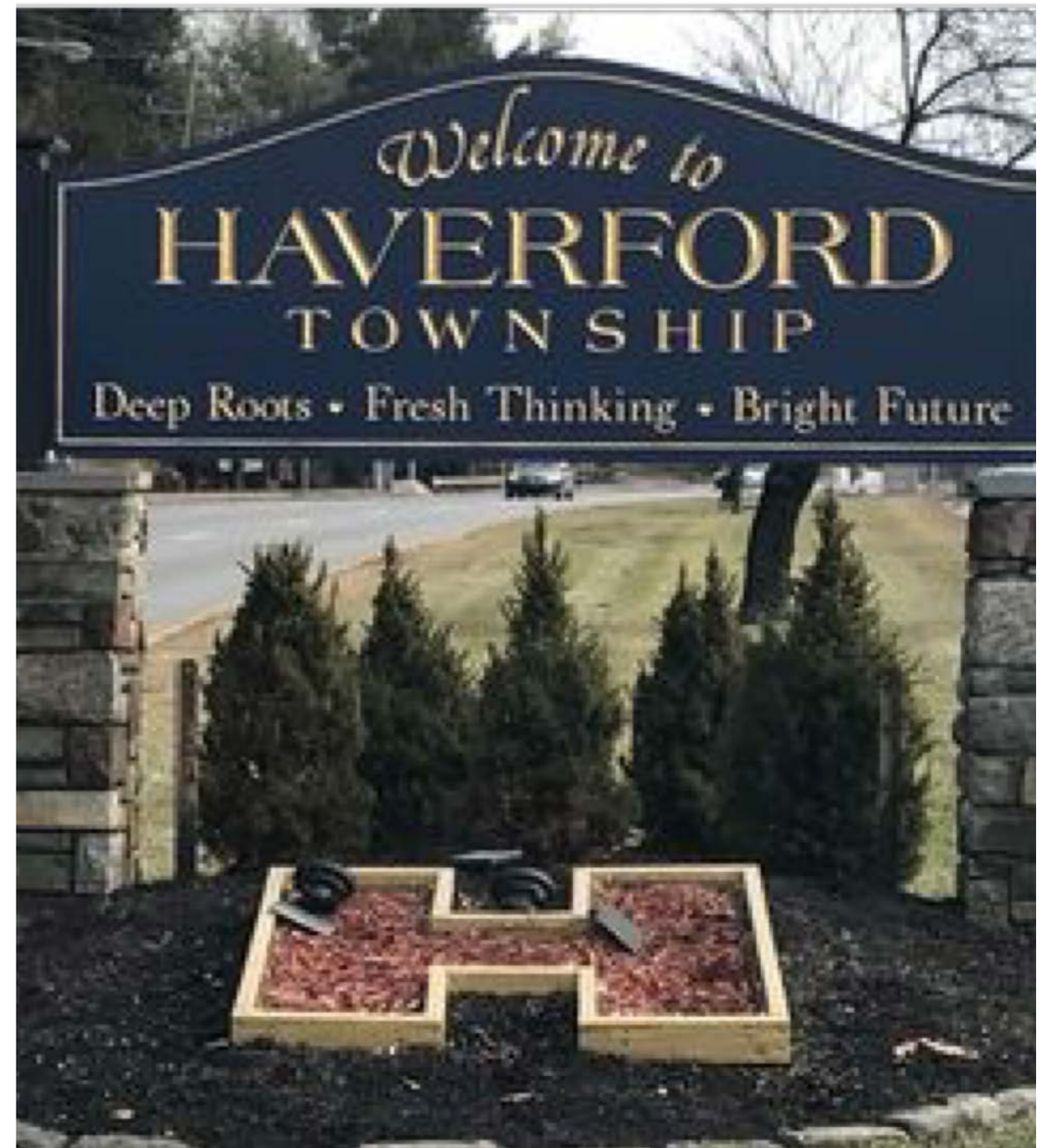


Community Identity Assessment



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

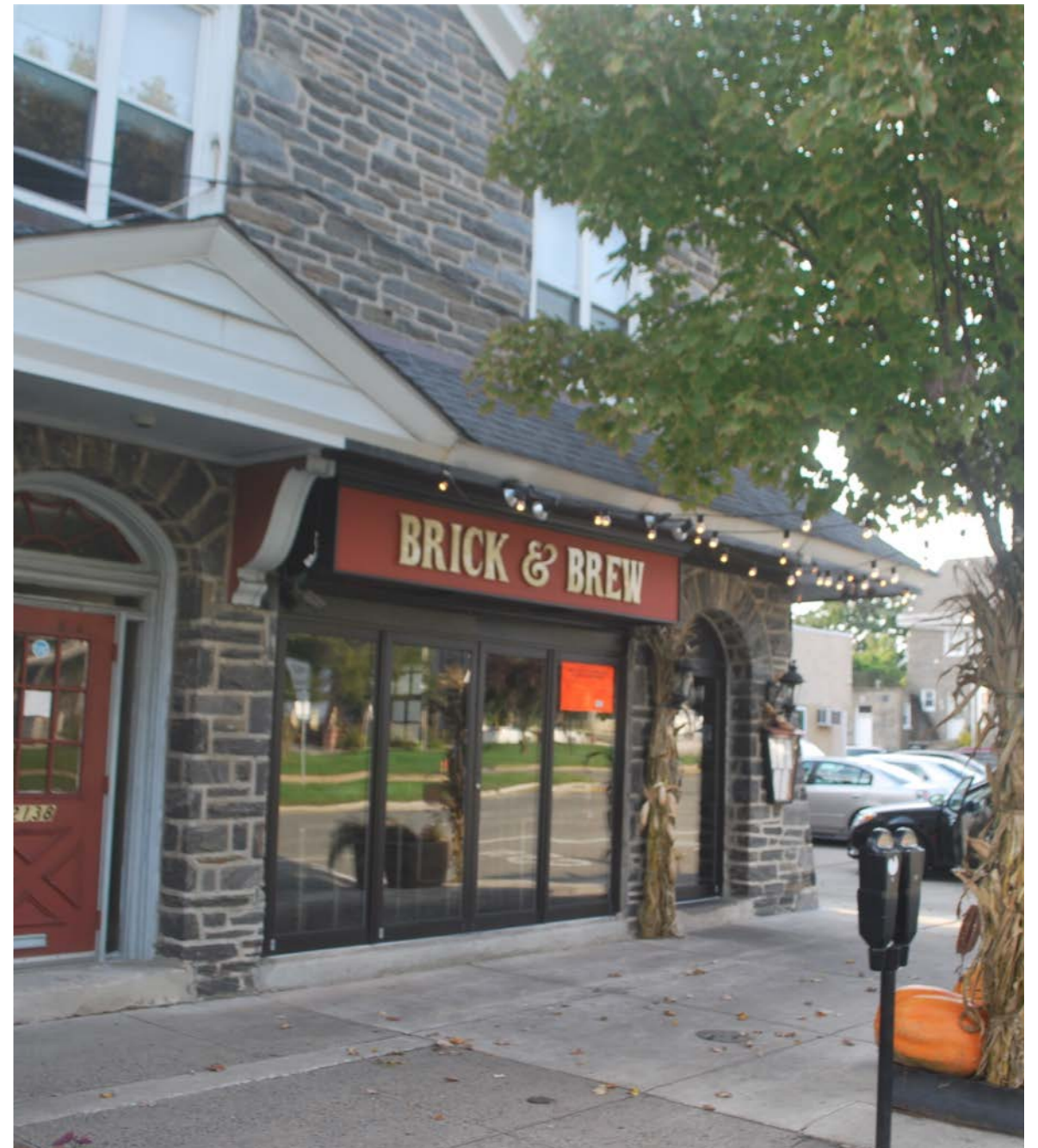




External Appearances

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



Questions/Comments?

Contact:

Ben Levenger

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Chapter
2



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



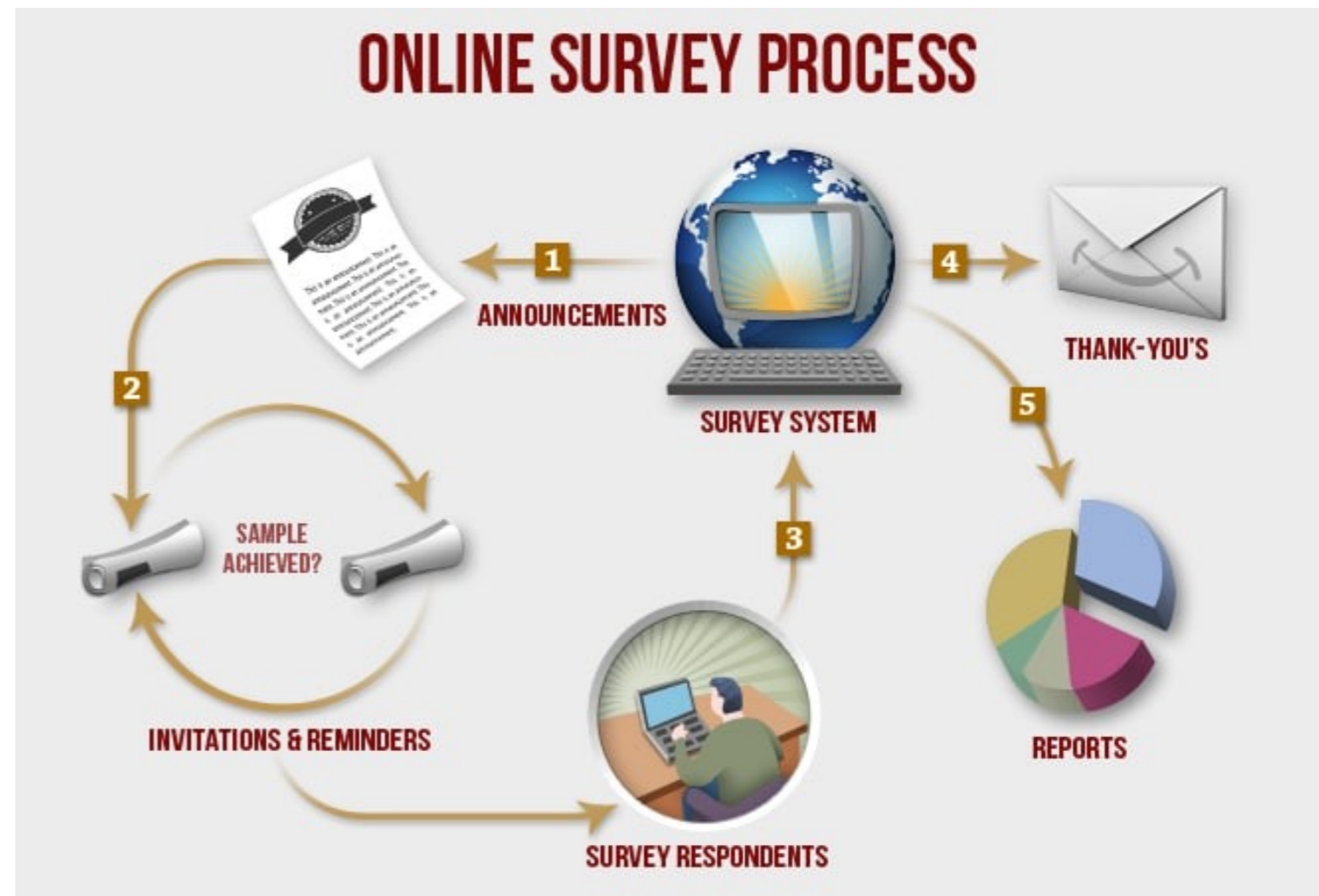


Old Styled of Engagement

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



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





Questions/Comments?

Contact:

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Ben@DTRedevelopment.com





Chapter
3



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?

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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

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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

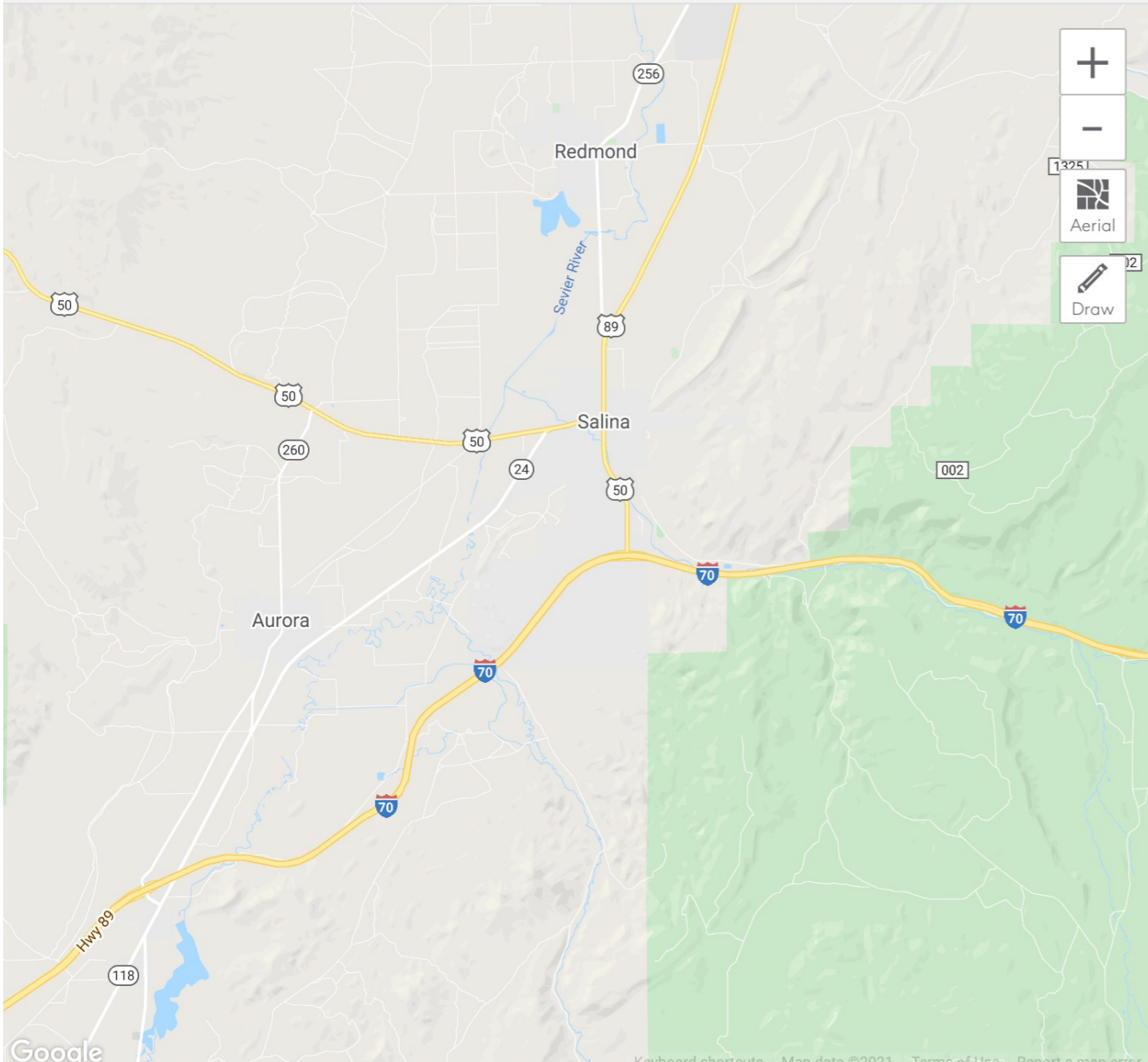
When talking to clients about economic development, we often hear the below complaints:

- ❖ 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





Your search did not match any properties.
Modify Your Search to find matching properties.



Richfield, UT



For Lease

Space Use

Lease Rate

Available Space

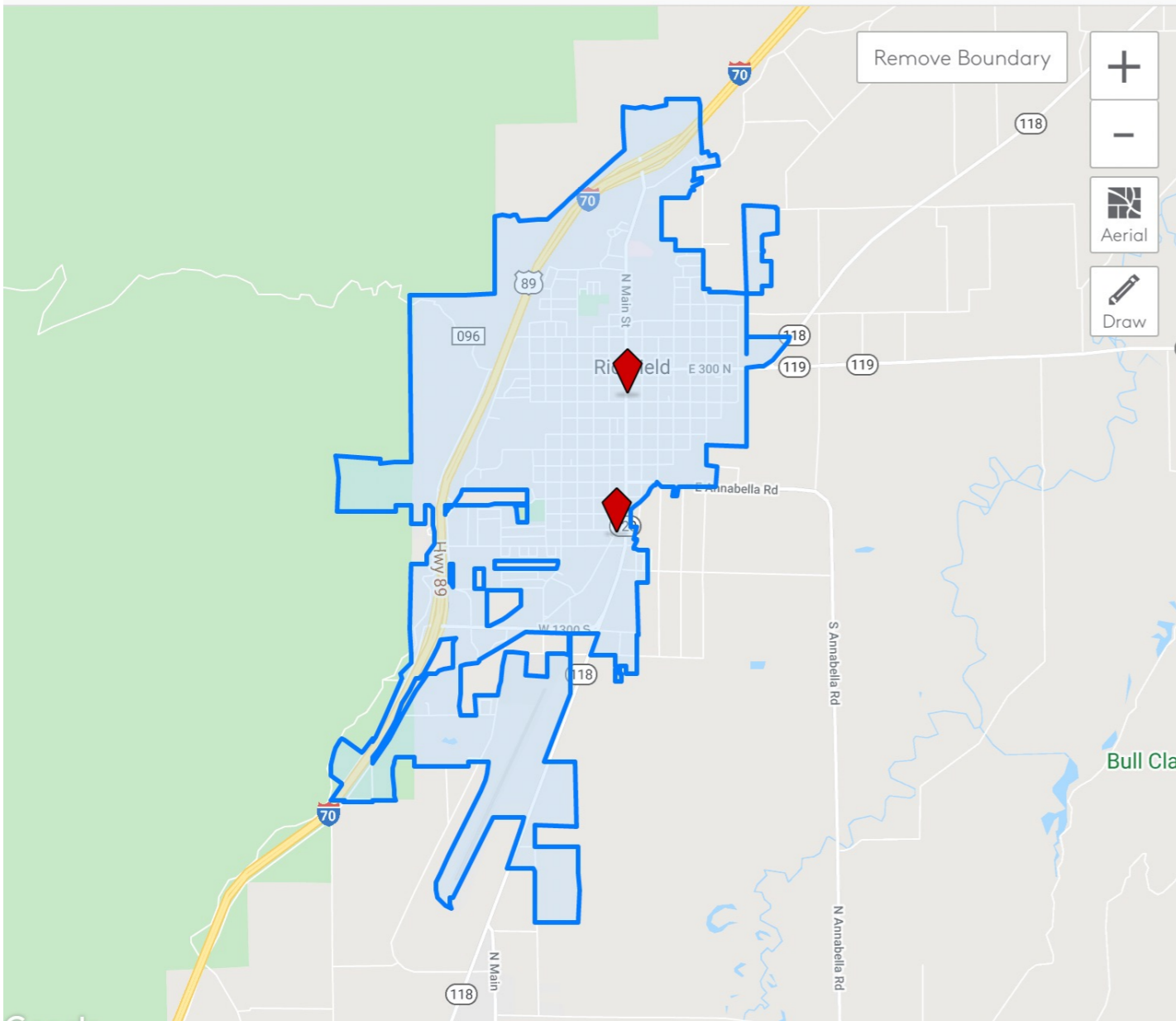
More Filters

Sort

2 Results

Save Search

Utah / Richfield / Richfield Commercial Real Estate for Lease



Remove Boundary



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

Office Space / Utah / Richfield / 104 N Main St, Richfield, UT 84701



HIGHLIGHTS

- Historic charm and details throughout the property



John Monson



Bank & Vault Building | 104 N Main St

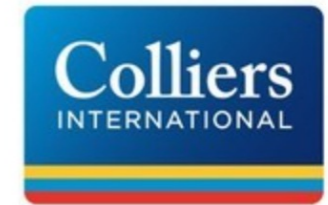
13,500 SF of Space Available in Richfield, UT

- 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



801-915-0122



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



For lease

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

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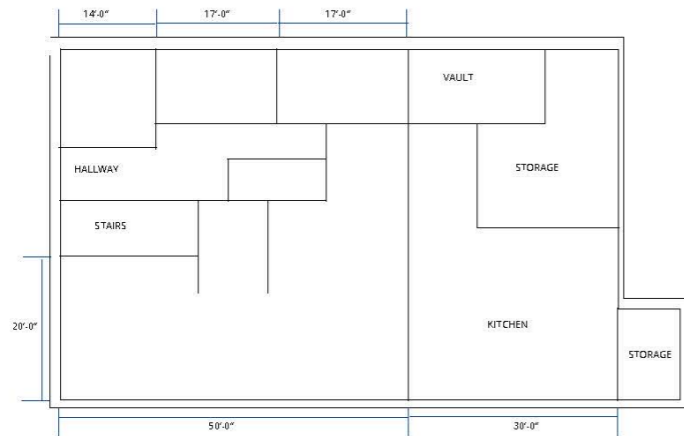


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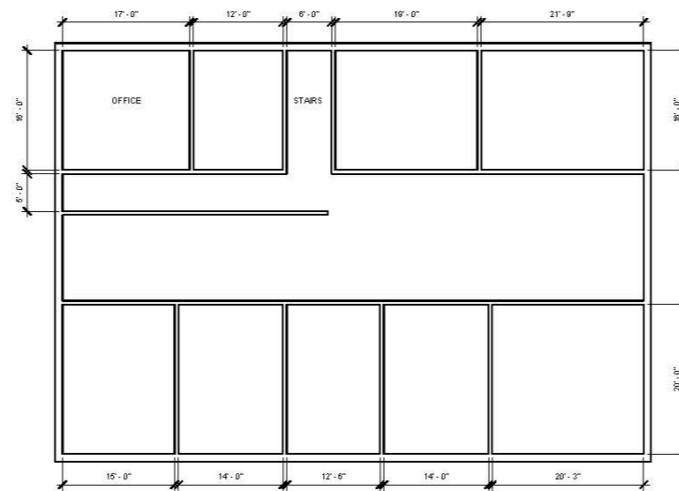


Floor Plans

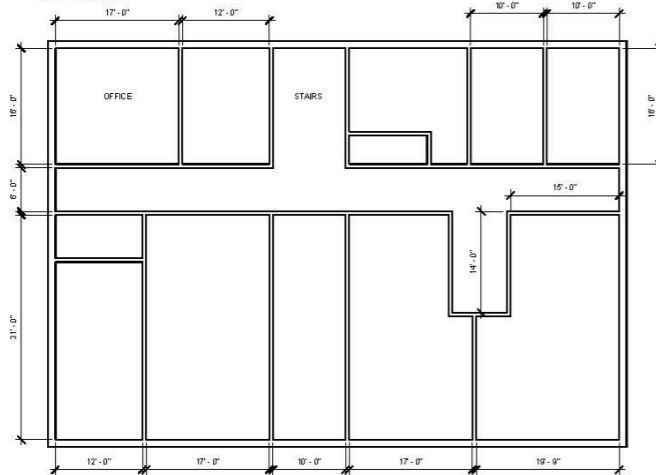
1 FLOOR



2 FLOOR



3 FLOOR



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Bank & Vault Building

Property Gallery

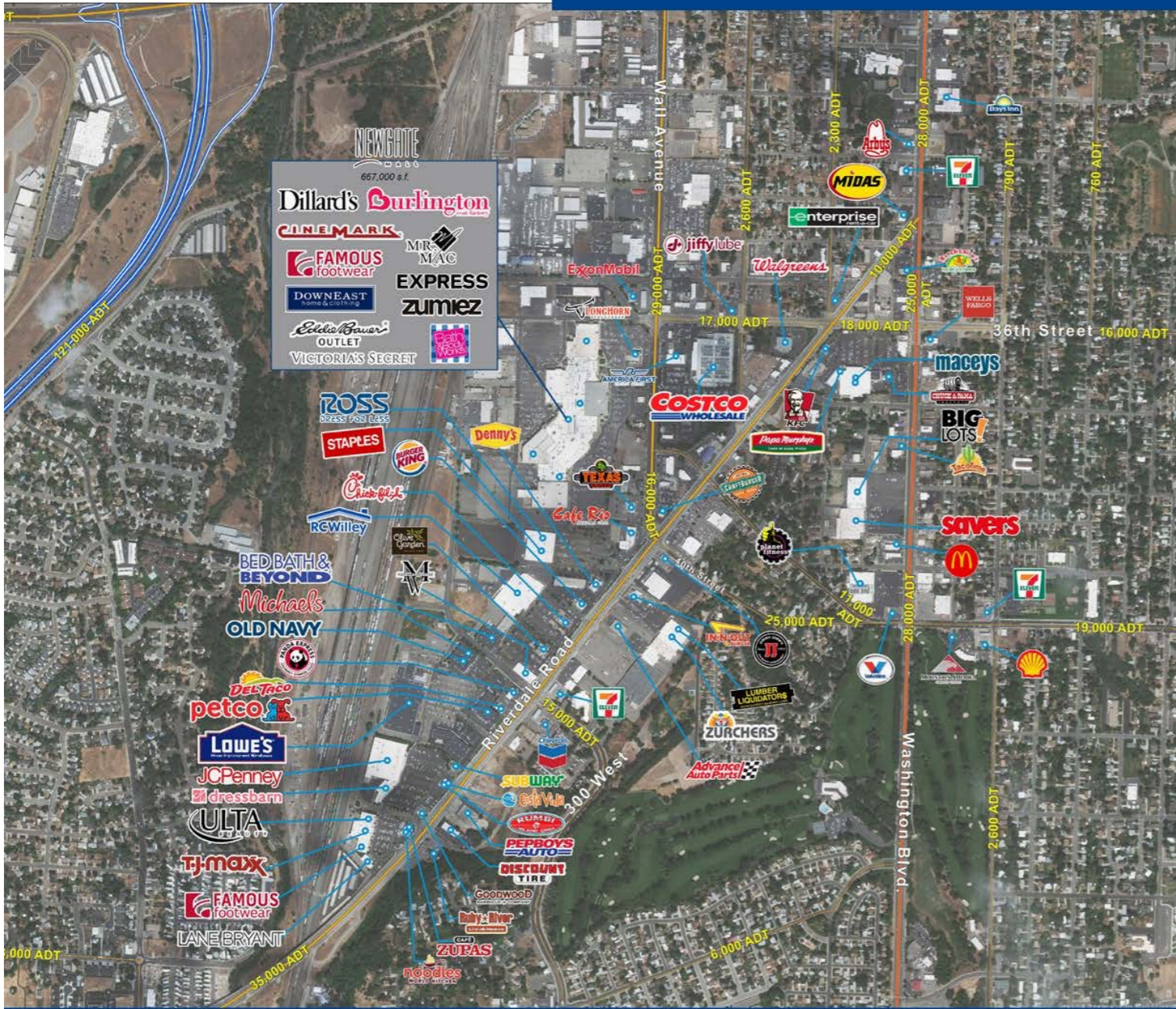
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Tenant Aerial



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Steps to Master the DIRT of Development

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The critical first step

Existing Conditions Analysis

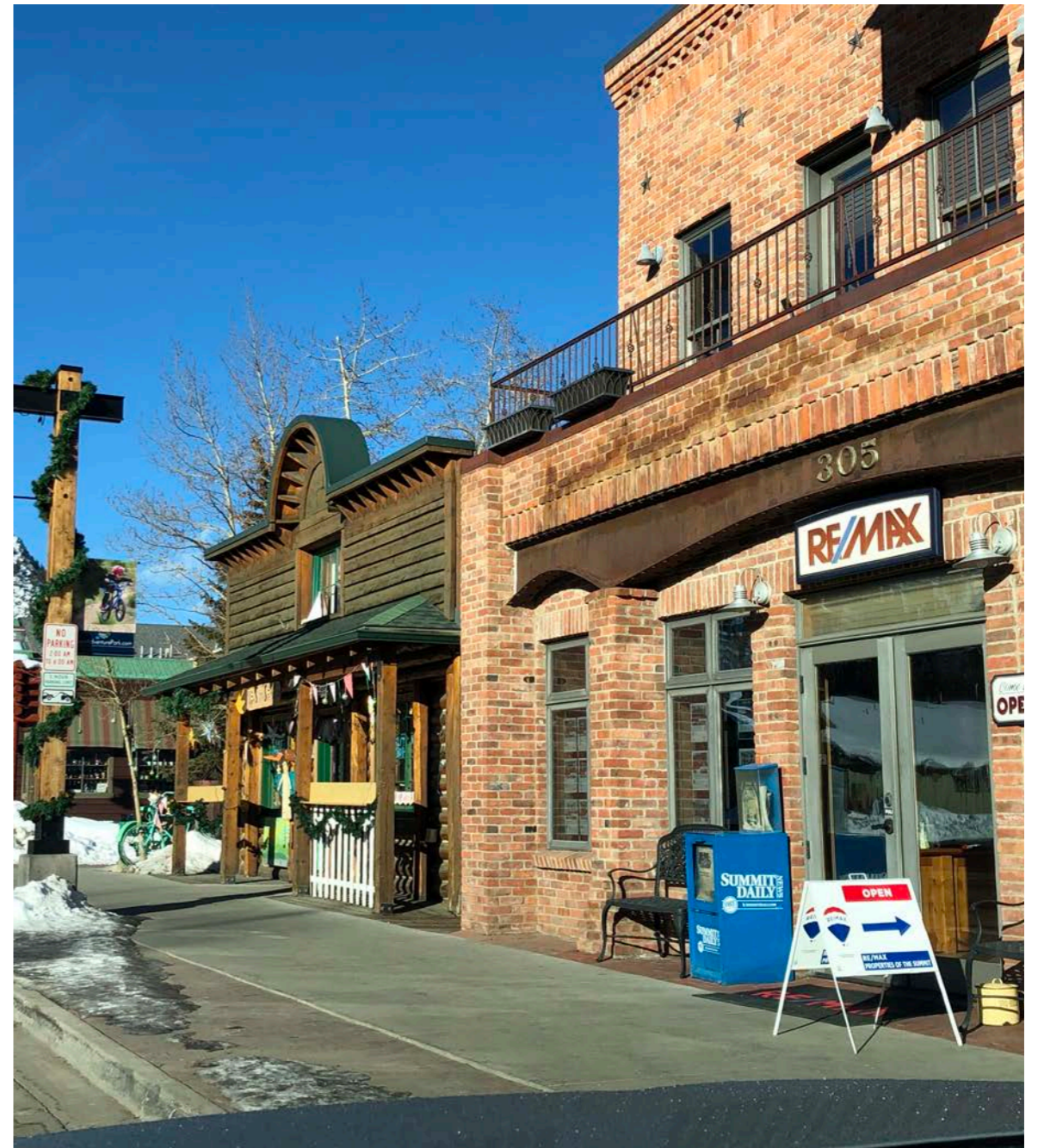
❖ The first step to mastering is understanding

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"



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	Leakage
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	Leakage
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	2
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	-2
Furniture & Home Furnishings Stores	442	\$1,880,596	\$1,475,200	\$405,396	0
Furniture Stores	4421	\$1,154,717	\$740,642	\$414,075	0
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	0
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	0
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	0
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	0
Clothing Stores	4481	\$1,633,888	\$429,798	\$1,204,090	0
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	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,920,853	\$97,604	\$1,823,249	0
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	0
Miscellaneous Store Retailers	453	\$2,223,378	\$845,880	\$1,377,498	0
Florists	4531	\$84,144	\$151,426	-\$67,282	-1

❖ 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

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

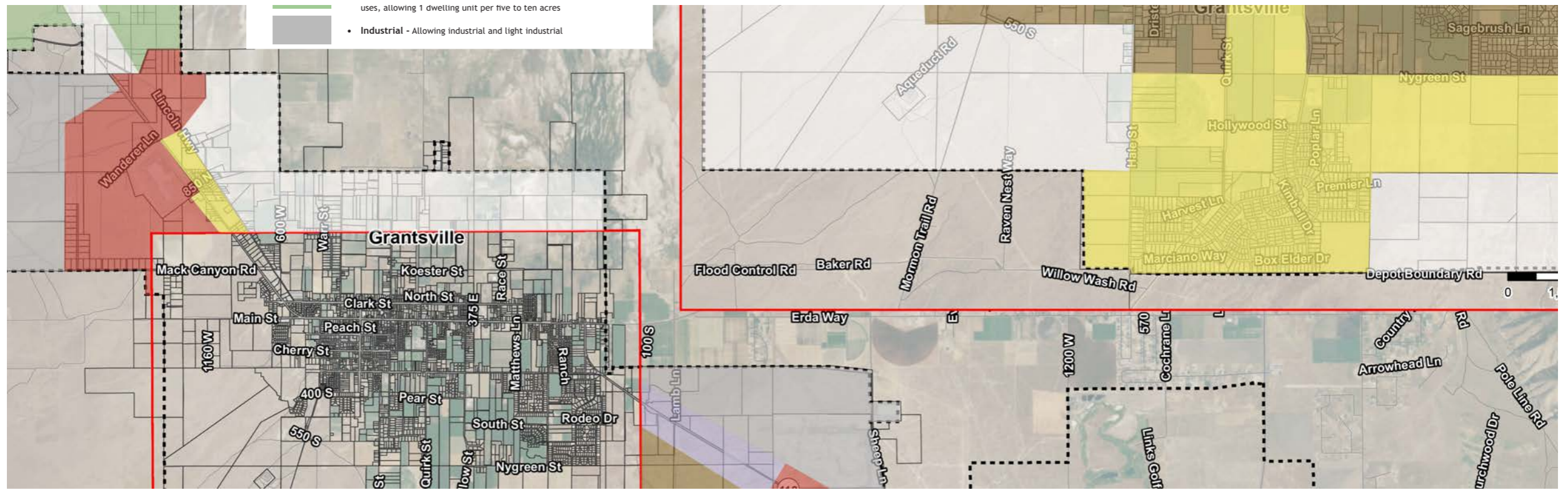
Shoshoni Town, WY
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 Geography: Place

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

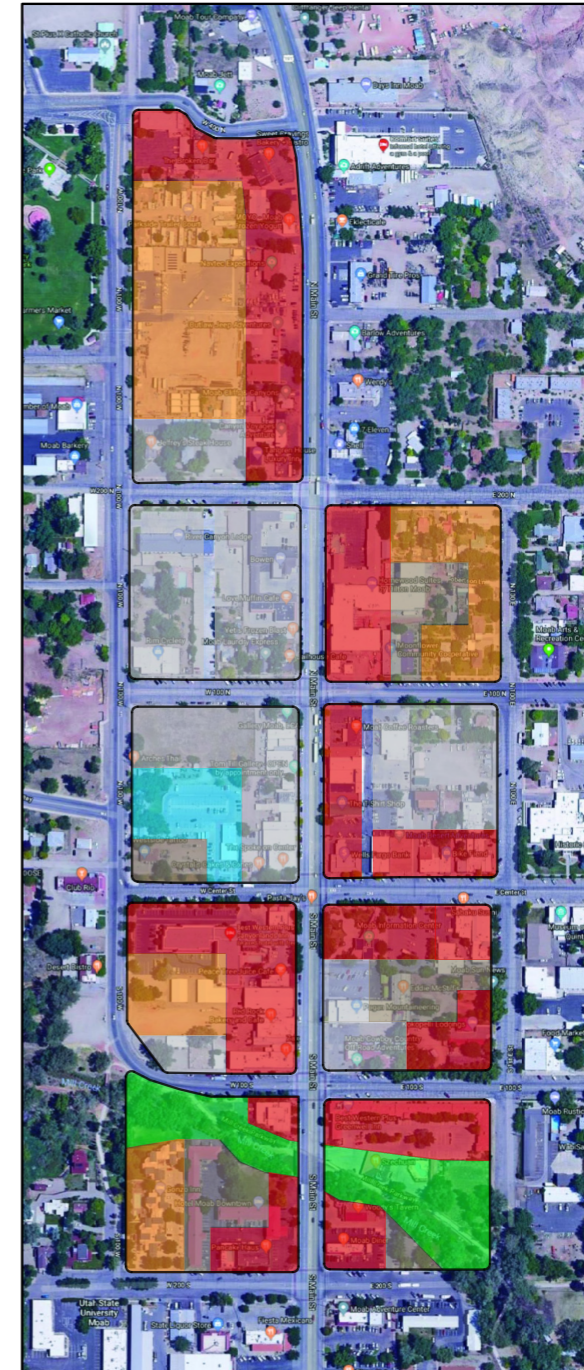
- ❖ Understanding the impediments or **“RED TAPE”** hindering development

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

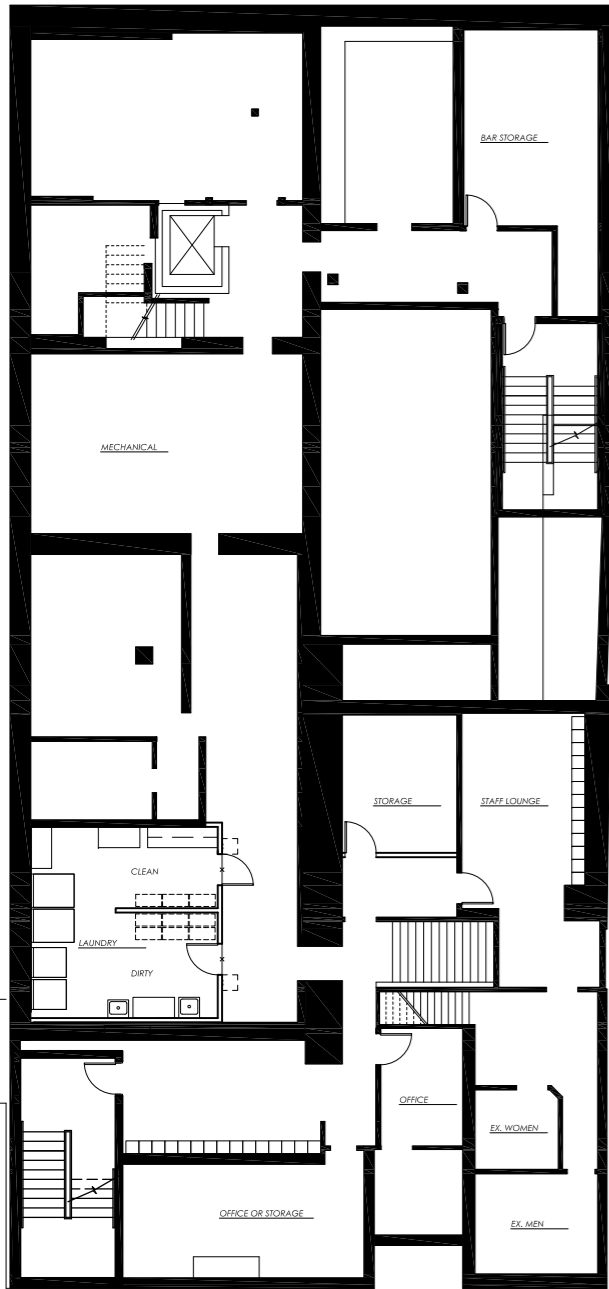
- ❖ Understanding the possible uses of a building will increase the potential end-users

How do we use our buildings?

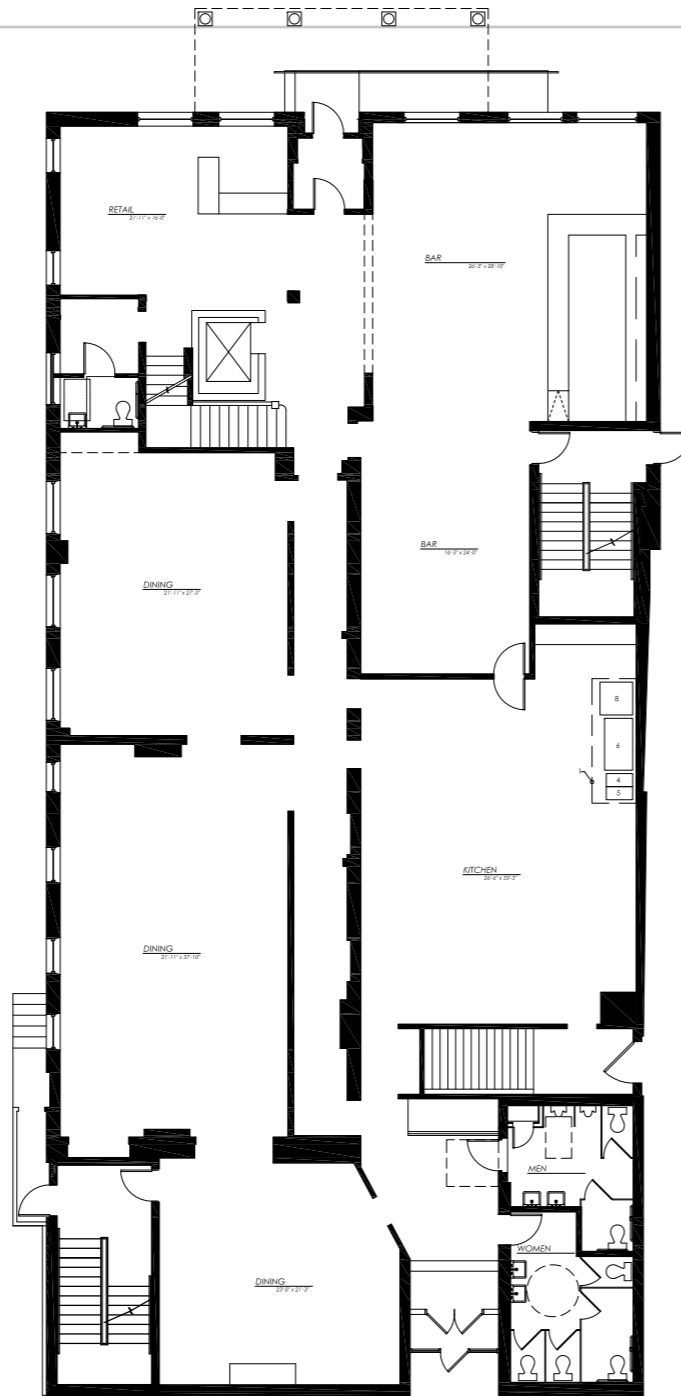
Development Readiness Initiative



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





Chapter
4



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?



120 SANTA FE AVE ABOUT THE PROPERTY

La Junta CO, 81050

Outlined on this page are details about the above listed property. For additional details please refer to the back side of this page.



AGENCY
REALTOR
CONTACT INFORMATION



ADDITIONAL RENTALS
The building has additional rental space on the 2nd floor

UNIQUE ARCHITECTURE
The building has unique architectural elements

GREAT LOCATION
Located between downtown and the highway

2018
Year the building was last vacated by a tenant

HOSPITALITY LAYOUT
Current layout is set up for hospitality uses

ZONED COMMERCIAL
This building is zoned C1, commercial

PROPERTY OWNER:
ANDY MANZANARES
Partially funded by USDA Rural Development



View Website

120 SANTA FE AVE

- Community details -

The City of La Junta is a community in the midst of a revitalization process, breathing new life into their downtown core to create a more sustainable economy. Evidence of their recent efforts can be seen throughout the City and in the community demographics, yet the most important are outlined below:

- Average household income of, \$39,567 or 131% the state average
- Average expendable income (per household) – \$30,711.20
- 20.4% of residents have a bachelor's degree or higher
- Median age of 38.9
- Undersaturated services include:
 - Clothing and home goods
 - Furniture and office supplies
 - Mid-grade dining
- City serves as the regional hub boasting the courthouse and other necessary services

The building at 102 1/2 Santa Fe Ave is a structure with a long history of restaurant and hospitality uses, carefully selected to complement the downtown core of La Junta. Additional building and parcel data includes:

- Multiple stories, each providing separate rental opportunities
- Easy identification as a community landmark
- A prominent location between the downtown core and highway 50
- In the primary commercial corridor experiencing downtown revitalization
- Open internal spaces to support multiple uses

PROPERTY HIGHLIGHTS

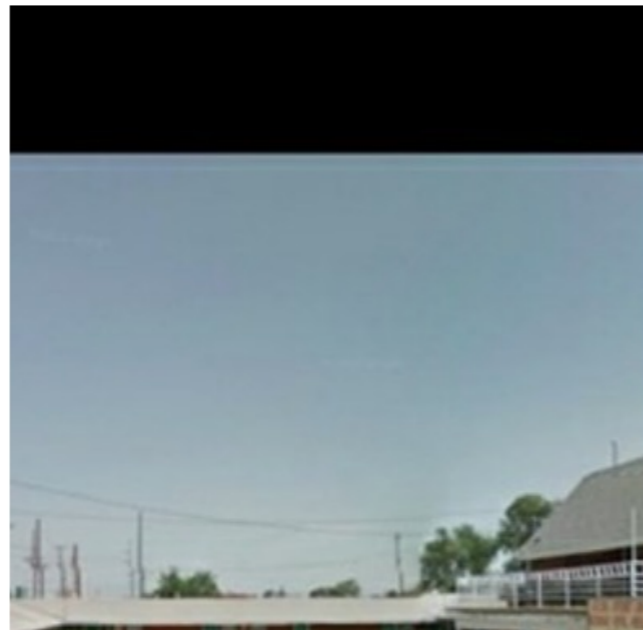
- 14,000 vehicles drive past the property daily.
- Adjacent to the downtown core and other service/hospitality locations.
- Local notoriety as a destination or landmark.



BUILDING HIGHLIGHTS

- Unique architectural style, creating a distinct building.
- Current space configuration will support hospitality or dining services.
- The building has front and rear access for retail and rear access for upper floor spaces.





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](#)

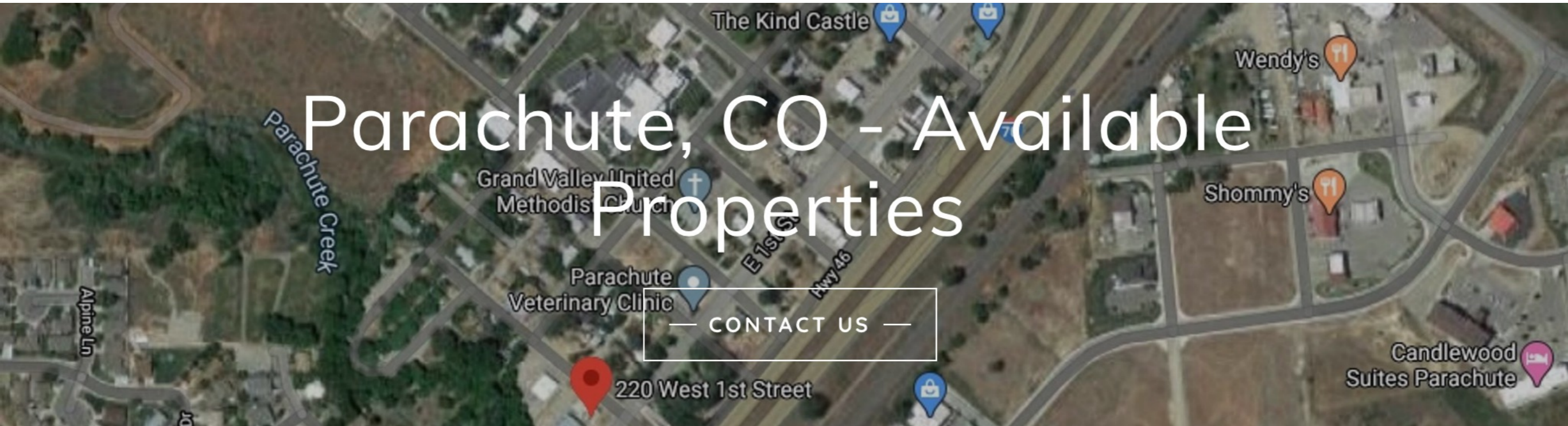
Melinda Greenwood
 Community and Economic Development Director

[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



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.



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.



Gather Information



Analyze Results



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

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

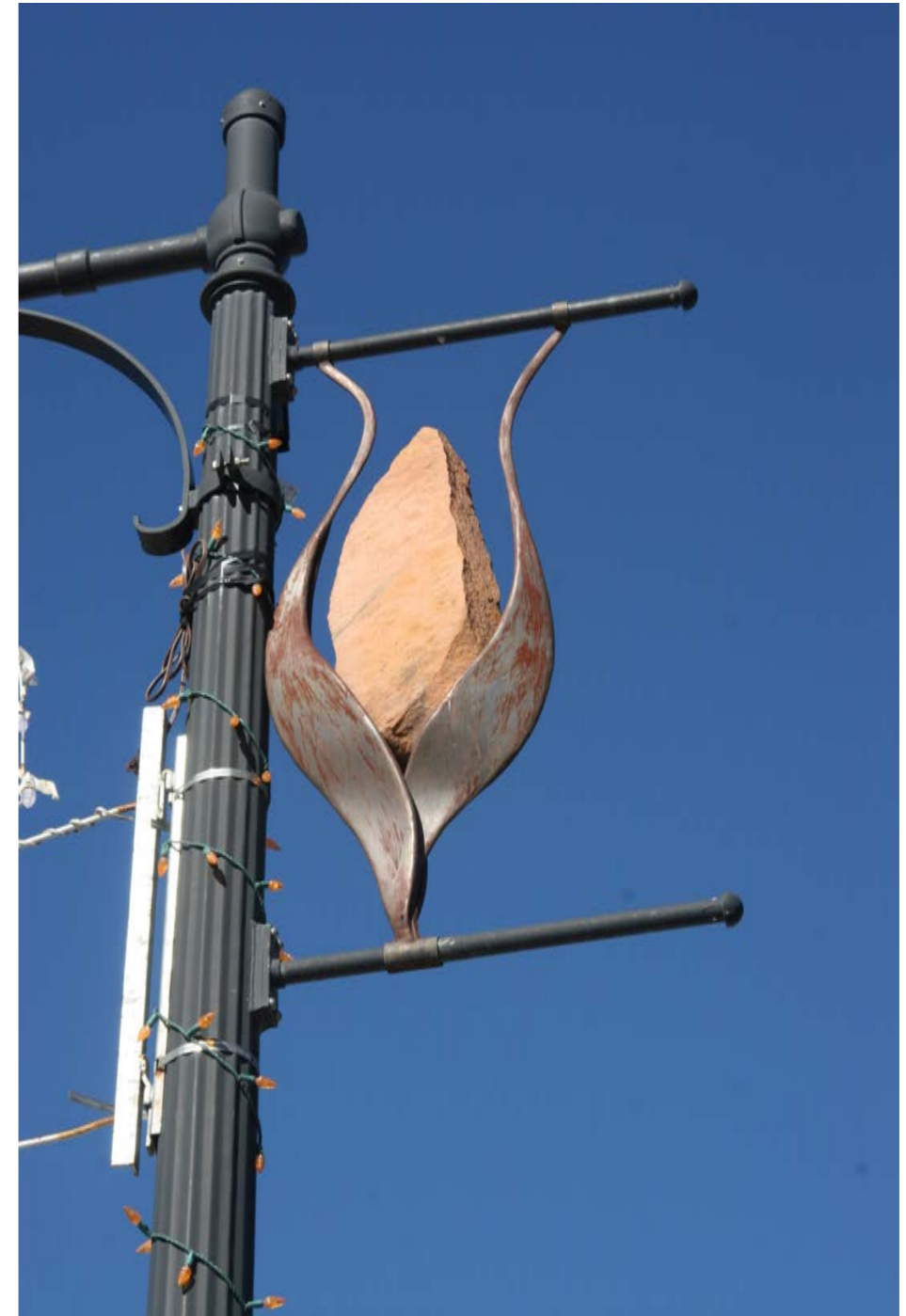


Promote



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

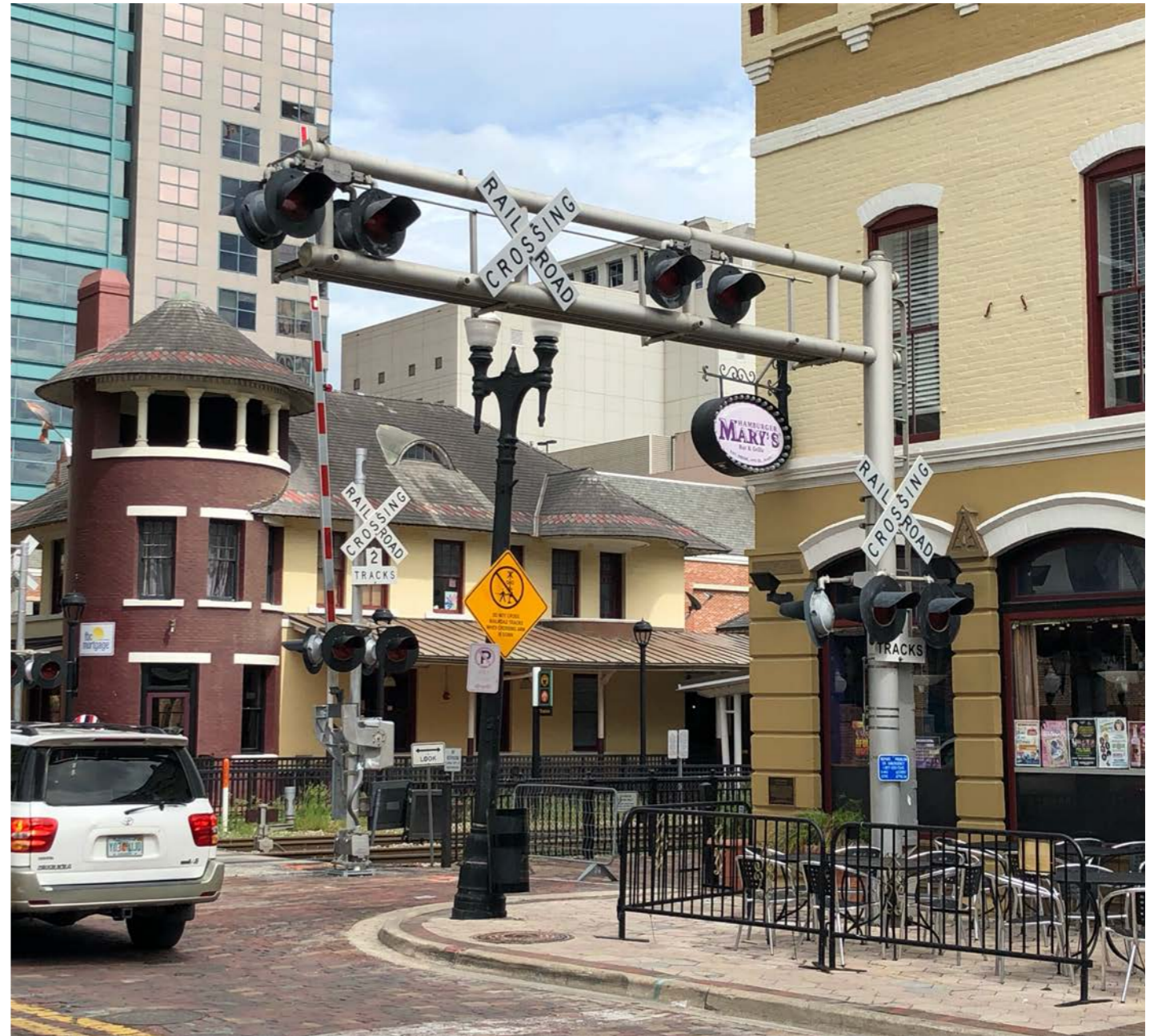
- ❖ Meeting underserved needs to retain residents
- ❖ Providing uses for underutilized buildings or parcels





Potential Benefits

- ❖ Vested locals making catalyst changes in their own community
- ❖ Hanging an “open for business” sign for developers





Questions/Comments?

Contact:

Ben Levenger

Ben@DTRedevelopment.com