

# Mastering the District of Development

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**













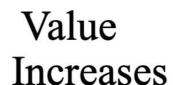


## Need for DRI Training



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

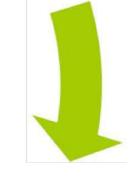


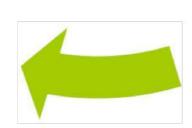


Develop/ Reinvest

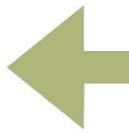








Lease













## 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 Builling \$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







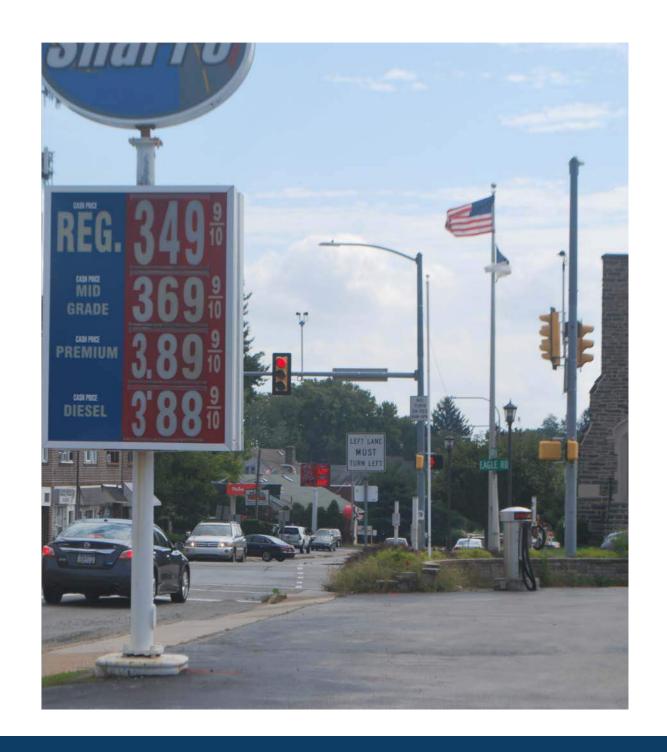


## **Existing Conditions Analysis**



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







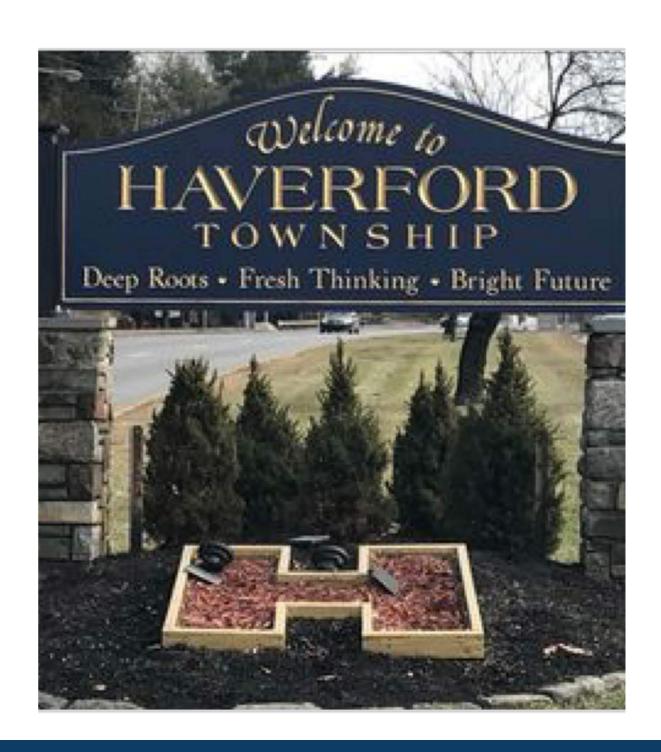


#### Community Identity Assessment



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





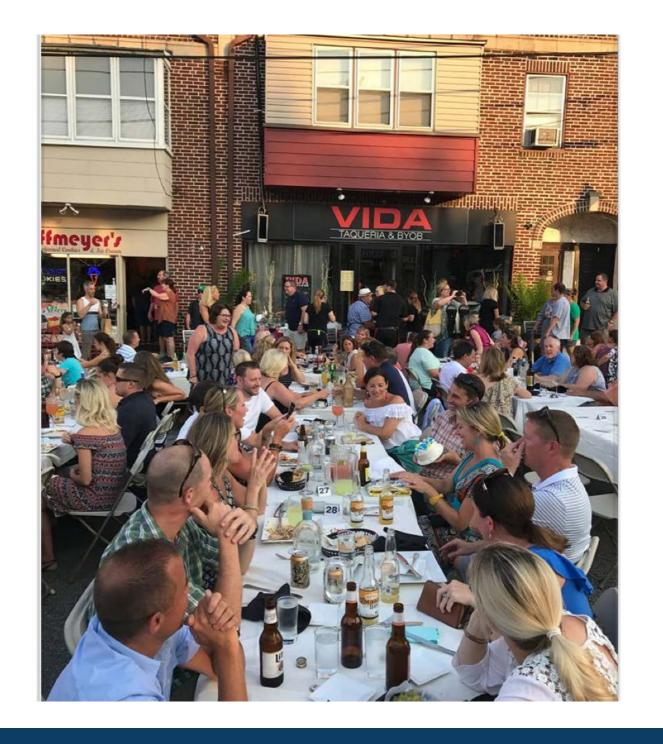


#### Connectedness



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







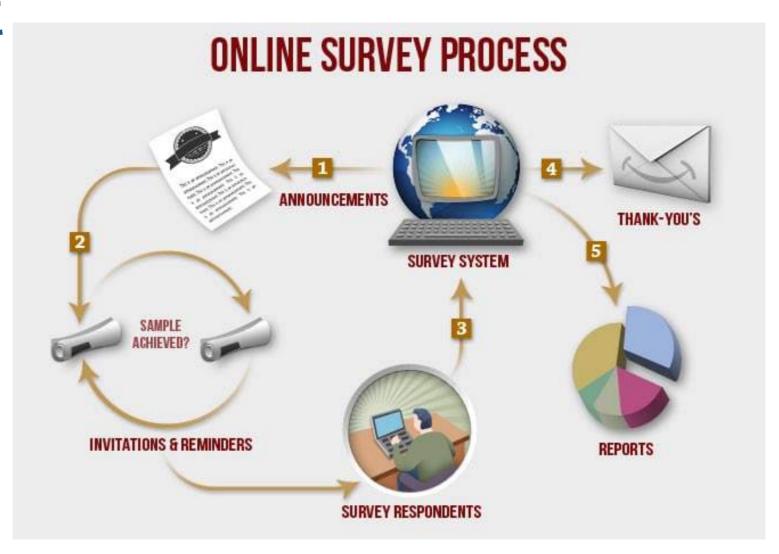
### Old Styled of Engagement



## 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







## 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







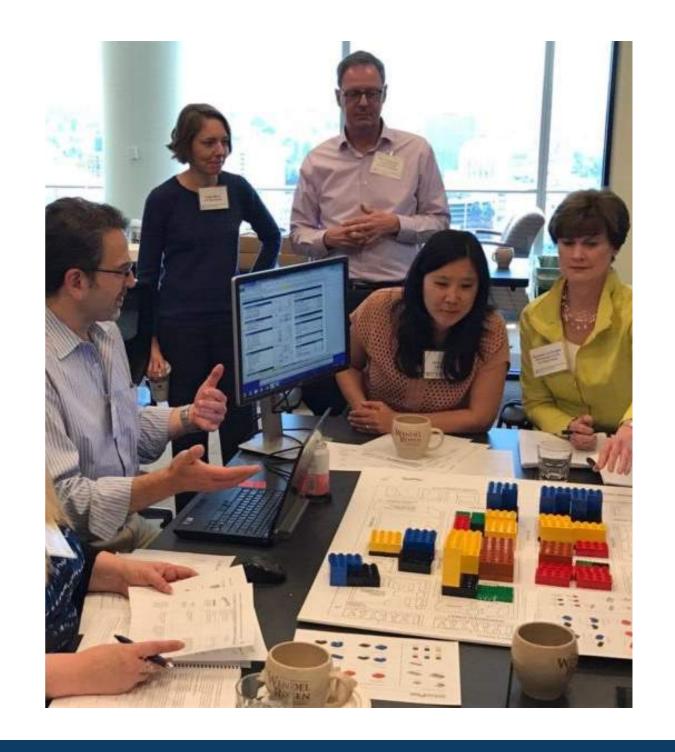


## Multi-sensory experience



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?

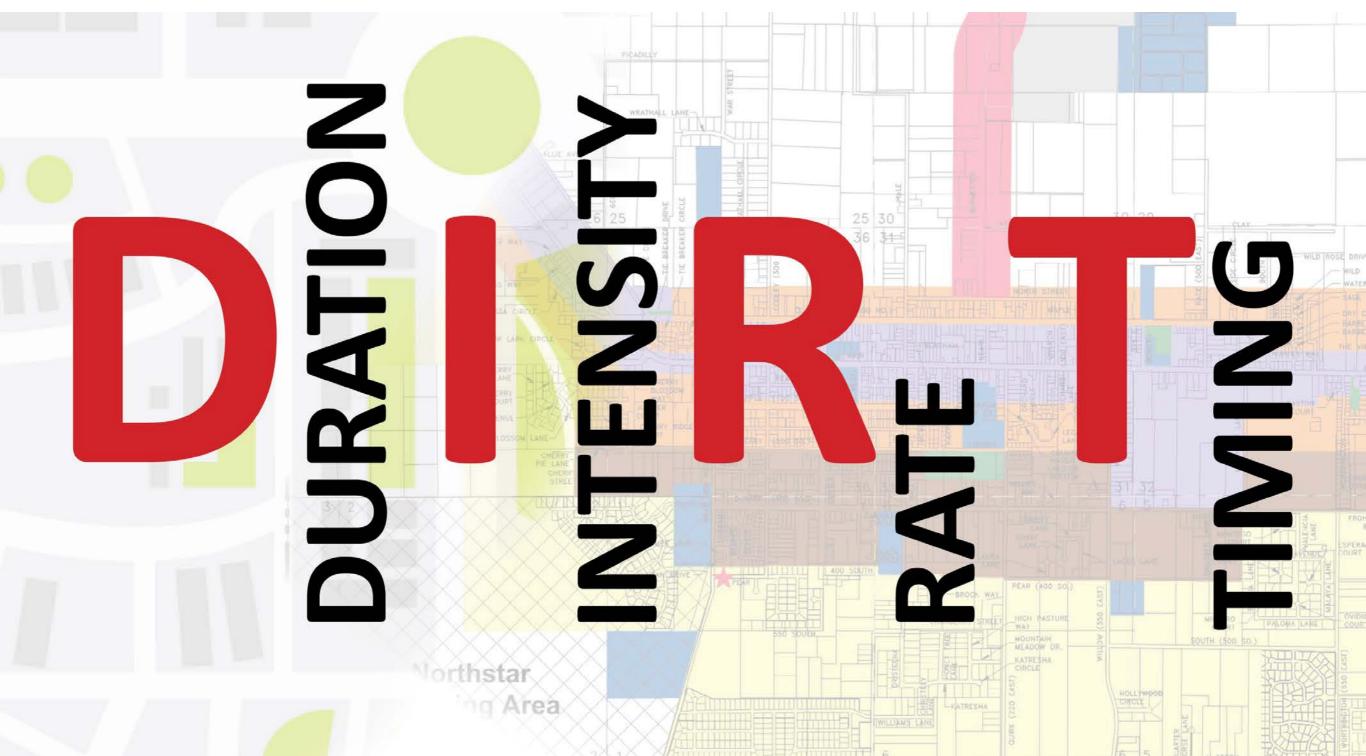






#### What does dirt mean?











## Why is Dirt Important?



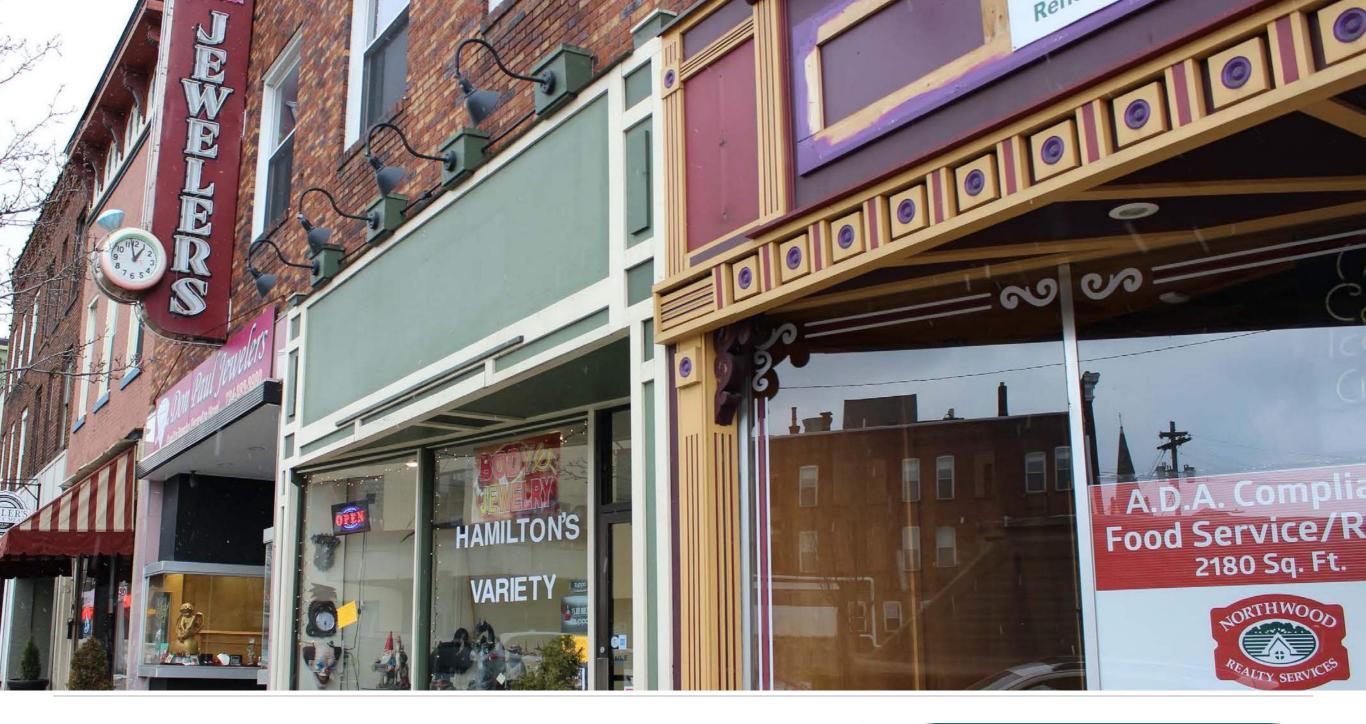
- DIRT dictates where services or amenities are provided
- It provides a method for a community or residents to control desired end users and the impact on their neighborhoods
- The community will become development ready
- LOCAL residents will be empowered to become LOCAL developers
- Allows residents to become part of community-wide revitalization and catalyst change efforts
- Aids in opportunity zone marketing and success











Is your community already mastering the "of development"







## 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?



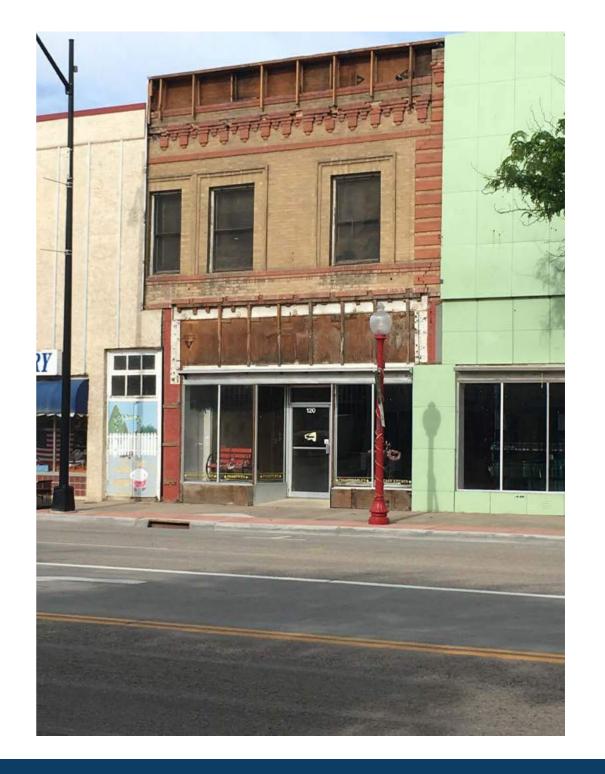








- Has your community recently listened to the public about their desired goals?
- Has your community been successful at attracting developers to targeted areas or for the desired purpose?









- 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

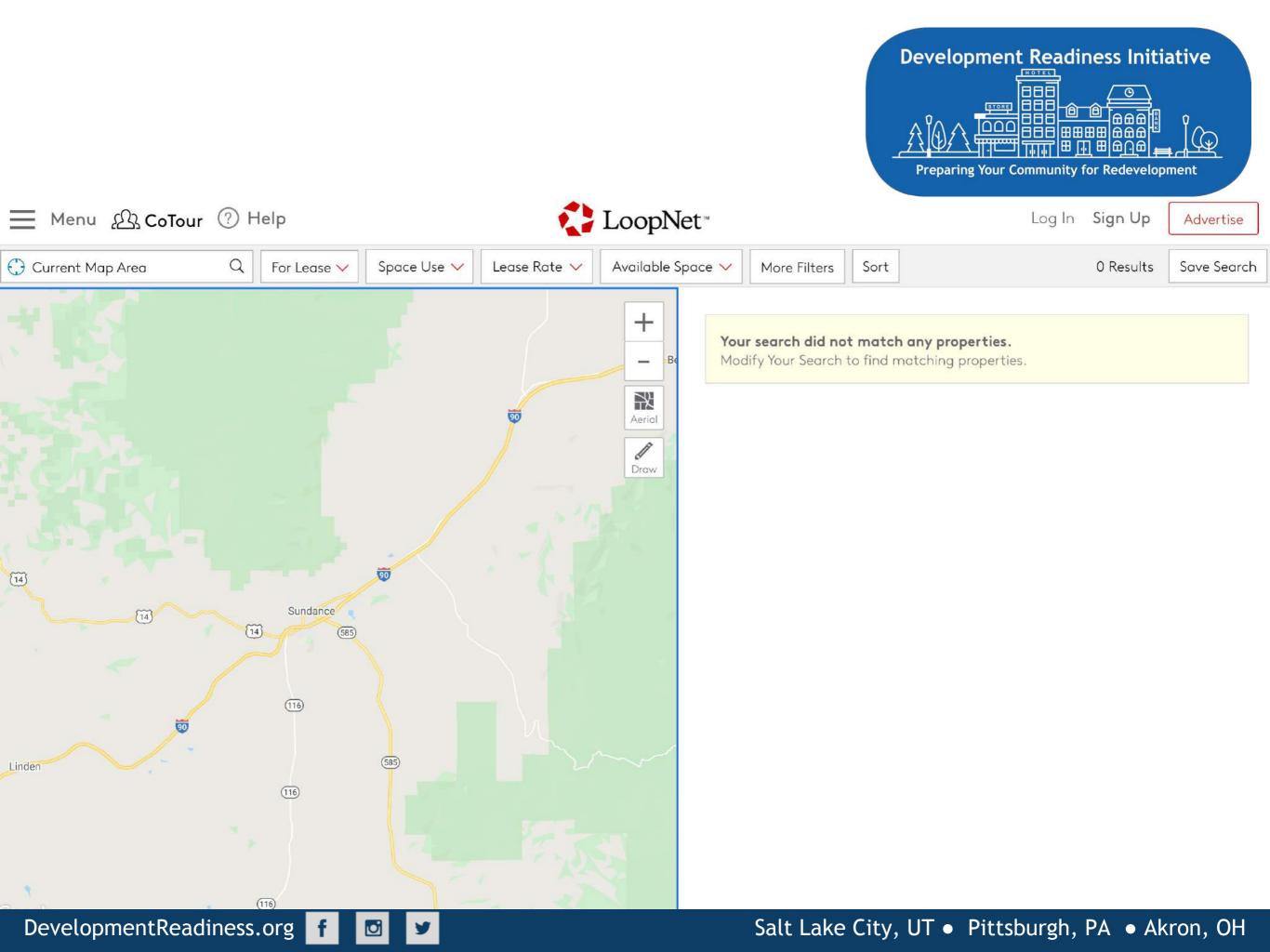
All of these are EXCUSES. They are often provided for communities who lack the technical knowhow or ability to master the DIRT of development.

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

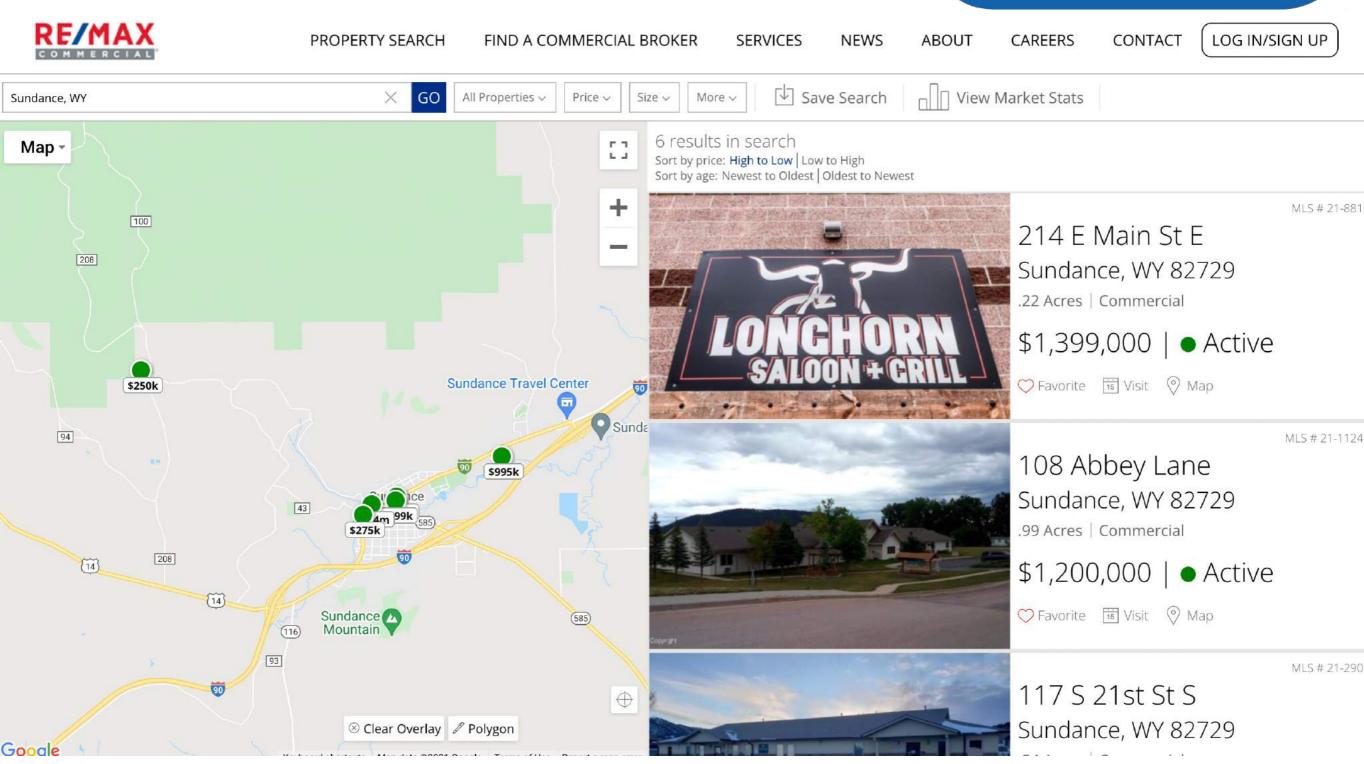




















PROPERTY SEARCH

FIND A COMMERCIAL BROKER

**SERVICES** 

**NEWS** 

**ABOUT** 

**CAREERS** 

CONTACT

LOG IN/SIGN UP

### 101 E Cleveland St E Sundance, WY 82729 @

0.21 Acres | Commercial | MLS# 21-899



Full gallery available exclusively for members

Login or Register



\$275,000



Est. Payment: \$988/mo\*

Favorite  $\bigcirc$ 

Share **f y ®** 





Views: 27

Days On Site: 124

Go Tour This Listing







Schedule A Showing











## Steps to Master the DIRT of Development











The critical first step

## **Existing Conditions** Analysis

The first step to mastering is understanding



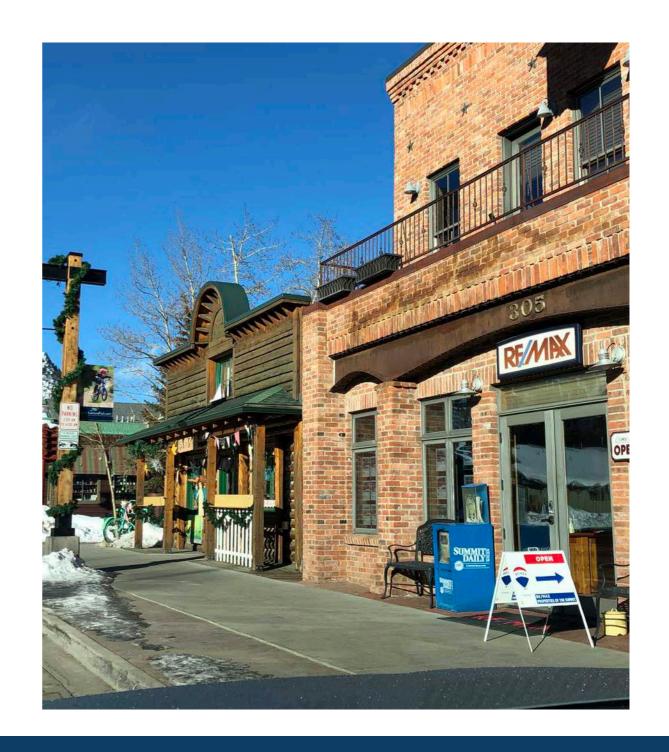


## **Understanding Conditions**



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**

#### Boulder Lamar

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

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



Florists

#### Retail MarketPlace Profile

Lamar City, CO

Lamar City, CO (0843110)

Geography: Place

Geograph	y. Flace				
Summary Demographics					
2018 Population					
2018 Households					
2018 Median Disposable Income					
2018 Per Capita Income					
	NAICS	Demand	Supply	Retail Gap	Leakag
2017 Industry Summary		(Retail Potential)	(Retail Sales)		F
Total Retail Trade and Food & Drink	44-45,722	\$65,367,573	\$84,515,308	-\$19,147,735	-
Total Retail Trade	44-45	\$59,389,248	\$75,418,019	-\$16,028,771	-
Total Food & Drink	722	\$5,978,325	\$9,097,289	-\$3,118,964	-
	NAICS	Demand	Supply	Retail Gap	Leaka
2017 Industry Group		(Retail Potential)	(Retail Sales)		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	<u>0</u>
Grocery Stores	4451	\$8,576,825	\$12,192,831	-\$3,616,006	1.6
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	7
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	
Floriete	4531	\$84 144	\$151 426	-\$67 787	2









#### Retail MarketPlace Profile

Sundance DRI Training Sundance town, WY Geography: Place

Summary Demographics	
2021 Population	1,257
2021 Households	568
2021 Median Disposable Income	\$54,206
2021 Per Capita Income	\$31,226

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.

	NAICS	Demand	Supply	Retail Gap	Leakage/Surplus	Number o
2017 Industry Summary		(Retail Potential)	(Retail Sales)		Factor	Businesse
Total Retail Trade and Food & Drink	44-45,722	\$15,558,183	\$20,452,754	-\$4,894,571	-13.6	
Total Retail Trade	44-45	\$14,138,941	\$18,959,554	-\$4,820,613	-14.6	- 1
Total Food & Drink	722	\$1,419,242	\$1,493,200	-\$73,958	-2.5	
	NAICS	Demand	Supply	Retail Gap	Leakage/Surplus	Number o
2017 Industry Group		(Retail Potential)	(Retail Sales)		Factor	Businesse
Motor Vehicle & Parts Dealers	441	\$3,170,390	\$891,158	\$2,279,232	56.1	
Automobile Dealers	4411	\$2,545,510	\$0	\$2,545,510	100.0	
Other Motor Vehicle Dealers	4412	\$365,931	\$891,158	-\$525,227	-41.8	
Auto Parts, Accessories & Tire Stores	4413	\$258,949	\$0	\$258,949	100.0	
Furniture & Home Furnishings Stores	442	\$363,620	\$0	\$363,620	100.0	
Furniture Stores	4421	\$210,724	\$0	\$210,724	100.0	
Home Furnishings Stores	4422	\$152,896	\$0	\$152,896	100.0	
Electronics & Appliance Stores	443	\$327,941	\$0	\$327,941	100.0	
Bldg Materials, Garden Equip. & Supply Stores	444	\$1,036,300	\$415,059	\$621,241	42.8	
Bldg Material & Supplies Dealers	4441	\$984,582	\$415,059	\$569,523	40.7	
Lawn & Garden Equip & Supply Stores	4442	\$51,718	\$0	\$51,718	100.0	
Food & Beverage Stores	445	\$2,317,268	\$1,970,406	\$346,862	8.1	
Grocery Stores	4451	\$1,987,681	\$1,970,406	\$17,275	0.4	
Specialty Food Stores	4452	\$73,450	\$0	\$73,450	100.0	
Beer, Wine & Liquor Stores	4453	\$256,137	\$0	\$256,137	100.0	
Health & Personal Care Stores	446,4461	\$700,798	\$1,434,440	-\$733,642	-34.4	
Gasoline Stations	447,4471	\$1,981,078	\$14,031,248	-\$12,050,170	-75.3	
Clothing & Clothing Accessories Stores	448	\$418,211	\$0	\$418,211	100.0	
Clothing Stores	4481	\$245,643	\$0	\$245,643	100.0	
Shoe Stores	4482	\$59,939	\$0	\$59,939	100.0	
Jewelry, Luggage & Leather Goods Stores	4483	\$112,629	\$0	\$112,629	100.0	
Sporting Goods, Hobby, Book & Music Stores	451	\$366,618	\$0	\$366,618	100.0	
Sporting Goods/Hobby/Musical Instr Stores	4511	\$311,003	\$0	\$311,003	100.0	
Book, Periodical & Music Stores	4512	\$55,615	\$0	\$55,615	100.0	
General Merchandise Stores	452	\$2,831,463	\$0	\$2,831,463	100.0	
Department Stores Excluding Leased Depts.	4521	\$2,370,431	\$0	\$2,370,431	100.0	
Other General Merchandise Stores	4529	\$461,032	\$0	\$461,032	100.0	
Miscellaneous Store Retailers	453	\$561,874	\$217,243	\$344,631	44.2	
Florists	4531	\$39,509	\$217,243	-\$177,734	-69.2	
Office Supplies, Stationery & Gift Stores	4532	\$163,419	\$0	\$163,419	100.0	
Used Merchandise Stores	4533	\$51,913	\$0	\$51,913	100.0	
Other Miscellaneous Store Retailers	4539	\$307,033	\$0	\$307,033	100.0	
Nonstore Retailers	454	\$63,380	\$0	\$63,380	100.0	
Electronic Shopping & Mail-Order Houses	4541	\$19,558	\$0	\$19,558	100.0	
Vending Machine Operators	4542	\$7,063	\$0	\$7,063	100.0	
Direct Selling Establishments	4543	\$36,759	\$0	\$36,759	100.0	
Food Services & Drinking Places	722	\$1,419,242	\$1,493,200	-\$73,958	-2.5	
Special Food Services	7223	\$11,823	\$0	\$11,823	100.0	
Drinking Places - Alcoholic Beverages	7224	\$65,169	\$304,535	-\$239,366	-64.7	
Restaurants/Other Eating Places	7225	\$1,342,250	\$1,188,665	\$153,585	6.1	

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 opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.

http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf

Source: Esri and Data Axle. Esri 2021 Updated Demographics. Esri 2017 Retail MarketPlace. ©2021 Esri. ©2017 Data Axle, Inc. All rights reserved.

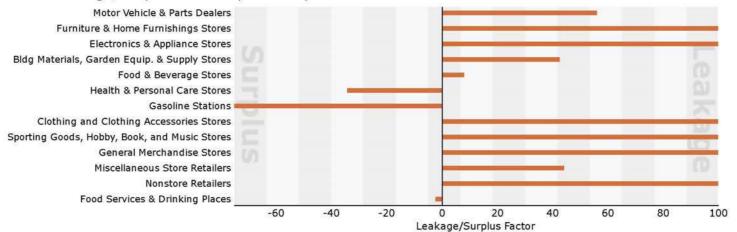
©2021 Esri Page 1 of 2



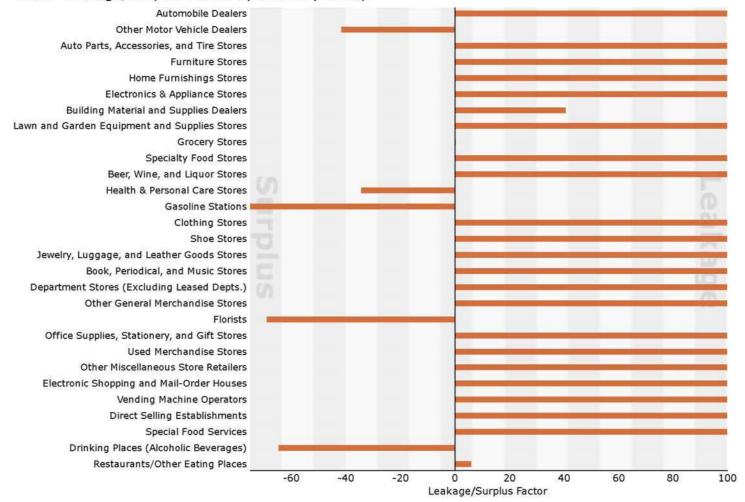
#### Retail MarketPlace Profile

Sundance DRI Training Sundance town, WY Geography: Place

#### 2017 Leakage/Surplus Factor by Industry Subsector



#### 2017 Leakage/Surplus Factor by Industry Group



Source: Esri and Data Axle. Esri 2021 Updated Demographics. Esri 2017 Retail MarketPlace. ©2021 Esri. ©2017 Data Axle, Inc. All rights reserved.



#### House and Home Expenditures

Sundance DRI Training Sundance town, WY Geography: Place

2021 Housing Summary		2021 Demogra	phic Summary	
Housing Units	615	Population		1,25
2021-2026 Percent Change	2.28%	Households		56
Percent Occupied	92.4%	Families		35
Percent Owner Households	85.4%	Median Age		51
Median Home Value	\$240,361	Median Housel	nold Income	\$62,11
		nding Potential	Average Amount	40-/
	Эрсі	Index	Spent	Total
Owned Dwellings		86	\$12,217.51	\$6,939,54
Mortgage/Other Loan Payments & Basics		84	\$8,904.76	\$5,057,90
Mortgage Interest		83	\$2,729.76	\$1,550,50
Interest Paid on Home Equity Loan		79	\$2,729.70	and a series of the series of
Interest Paid on Home Equity Loan  Interest Paid on Home Equity Line of Credit		79 85	\$107.91	\$15,48
			**************************************	\$61,29
Mortgage Principal		83	\$1,964.65	\$1,115,92
Principal Paid on Home Equity Loan		87	\$60.47	\$34,34
Principal Paid on Home Equity Line of Credit		83	\$230.39	\$130,86
Special Lump Sum Mortgage Payments		100	\$776.46	\$441,02
Special Assessments		59	\$6.59	\$3,74
Closing Costs		78	\$238.03	\$135,20
Property Taxes		80	\$2,191.82	\$1,244,95
Homeowners Insurance		83	\$489.24	\$277,88
Ground Rent		119	\$82.19	\$46,68
Maintenance and Remodeling Services		92	\$2,647.35	\$1,503,69
Maintenance and Remodeling Materials		93	\$570.94	\$324,29
Property Management and Security		79	\$94.46	\$53,65
Rented Dwellings		53	\$2,793.66	\$1,586,79
Rent		52	\$2,698.50	\$1,532,75
Tenant's Insurance		53	\$17.31	\$9,83
Maintenance and Repair Services		79	\$51.36	\$29,17
		91	\$26.49	\$15,04
Maintenance and Repair Materials		200	F-12-22-24-24-24-24-24-24-24-24-24-24-24-24	
Other Lodging		84	\$477.53	\$271,23
Owned Vacation Homes		85	\$410.69	\$233,27
Principal Paid on Home Loans		92	\$59.63	\$33,87
Closing Costs on Purchase of Property		74	\$24.59	\$13,97
Interest Paid on Home Loans		96	\$81.35	\$46,20
Property Taxes		86	\$117.09	\$66,50
Homeowners Insurance		75	\$10.23	\$5,81
Maintenance and Remodeling		73	\$88.01	\$49,98
Property Management and Security		106	\$29.78	\$16,91
Housing While Attending School		77	\$66.85	\$37,97
Household Operations		76	\$1,685.14	\$957,15
Child Care		64	\$338.51	\$192,27
Care for Elderly or Handicapped		80	\$50.03	\$28,41
Appliance Rental and Repair		81	\$20.25	\$11,50
Computer Information Services		73	\$486.15	\$276,13
Home Security System Services		74	\$31.60	\$17,95
Non-Apparel Household Laundry/Dry Cleaning		74	\$17.87	\$10,14
Housekeeping Services		84	\$159.76	\$90,74
Lawn and Garden		87	\$435.70	\$247,47
		85	\$60.68	
Moving/Storage/Freight Express				\$34,46
Installation of Computers		95	\$0.35	\$19
PC Repair (Personal Use)		79	\$5.47	\$3,10
Reupholstering/Furniture Repair		83	\$8.48	\$4,81
Termite/Pest Control		83	\$35.18	\$19,98
Water Softening Services		88	\$5.19	\$2,94
Internet Services Away from Home		74	\$3.08	\$1,75
Other Home Services (1)		86	\$26.84	\$15,24

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2021 and 2026; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

©2021 Esri



#### House and Home Expenditures

Sundance DRI Training Sundance town, WY Geography: Place

	Spending Potential	Average Amount	
	Index	Spent	Total
Public Services	76	\$3,788.81	\$2,152,044
	146	\$76.52	\$43,462
	75	\$1,362.46	\$773,878
	154	\$124.03	\$70,447
	63	\$326.88	\$185,669
	74	\$1,278.80	\$726,356
r Public Services	77	\$595.95	\$338,502
er Fuel	315	\$24.17	\$13,731
upplies	75	\$583.55	\$331,457
eaning Supplies	72	\$161.30	\$91,620
ationery	80	\$124.31	\$70,606
icts (2)	75	\$297.94	\$169,231
les	73	\$73.99	\$42,029
s	66	\$10.65	\$6,050
5	73	\$38.68	\$21,970
Room and other Linens	88	\$8.34	\$4,736
aperies	72	\$11.49	\$6,527
orative Pillows	74	\$4.83	\$2,746
	70	\$447.05	\$253,926
Box Springs	67	\$77.99	\$44,298
Furniture	68	\$78.41	\$44,537
	69	\$122.48	\$69,571
airs	77	\$39.94	\$22,686
bles	62	\$10.93	\$6,209
Room Furniture	66	\$34.76	\$19,741
	55	\$6.94	\$3,940
ire	85	\$31.25	\$17,751
inets, Other Furniture (3)	78	\$44.35	\$25,194
S	79	\$299.55	\$170,146
isposals & Range Hoods	86	\$28.03	\$15,920
nd Freezers	77	\$80.58	\$45,770
s & Dryers	81	\$85.56	\$48,596
and Ovens	76	\$41.62	\$23,641
ns	77	\$14.50	\$8,239
ditioners	101	\$7.92	\$4,497
eaning Equipment	80	\$22.42	\$12,736
es and Miscellaneous Appliances	77	\$18.92	\$10,746

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2021 and 2026; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

©2021 Esri Page 2 of 3



#### House and Home Expenditures

Sundance DRI Training Sundance town, WY Geography: Place

	Spending Potential	Average Amount	
	Index	Spent	Tota
Other Household Furnishings and Equipment			
Rugs	77	\$24.31	\$13,811
Housewares	77	\$68.11	\$38,686
Small Appliances	79	\$41.69	\$23,681
Sewing/Needlework/Quilt Materials/Items	113	\$12.61	\$7,164
Window Coverings	78	\$22.91	\$13,015
Lamps/Lighting Fixtures/Ceiling Fans	62	\$32.37	\$18,388
Infant Equipment	67	\$13.17	\$7,482
Rental of Furniture	59	\$3.85	\$2,189
Laundry and Cleaning Equipment	74	\$21.58	\$12,259
Closet and Storage Items	77	\$18.50	\$10,507
Luggage	69	\$11.56	\$6,567
Clocks and Other Household Decoratives	89	\$195.57	\$111,083
Telephones and Accessories	61	\$60.96	\$34,626
Outdoor Equipment	69	\$31.11	\$17,671
Power Tools	68	\$31.32	\$17,791
Hand Tools	75	\$7.50	\$4,259
Office Furniture/Equipment for Home Use	66	\$9.74	\$5,532
Computers and Hardware for Home Use	77	\$129.21	\$73,392
Portable Memory	95	\$4.13	\$2,348
Computer Software	85	\$8.13	\$4,617
Computer Accessories	74	\$13.31	\$7,562
Other Household Appliances	75	\$17.03	\$9,671
Misc Equipment incl Ladders/Sheds/Etc	68	\$80.86	\$45,930

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2021 and 2026; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

November 16, 2021

<sup>(1)</sup> Other Home Services include miscellaneous home services and small repair jobs not already specified.

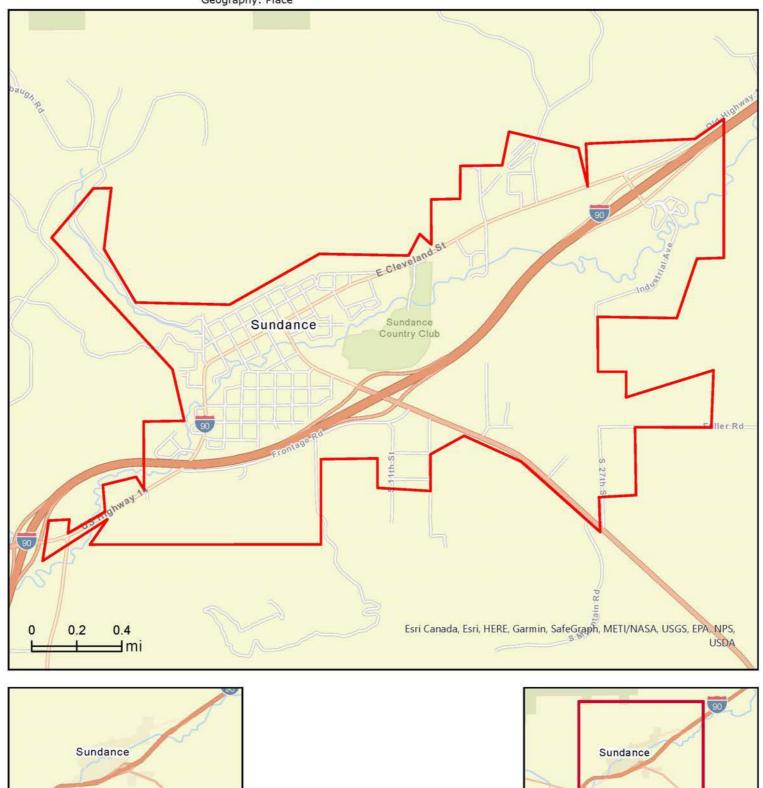
<sup>(2)</sup> Other HH Products includes paper towels, napkins, toilet tissue, facial tissue, and miscellaneous household products, such as paper, plastic and foil products.

<sup>(3)</sup> Wall Units, Cabinets, Other Furniture includes entertainment centers, bookcases, cabinets, desks and other family, recreation, or living room furniture.



#### Site Map

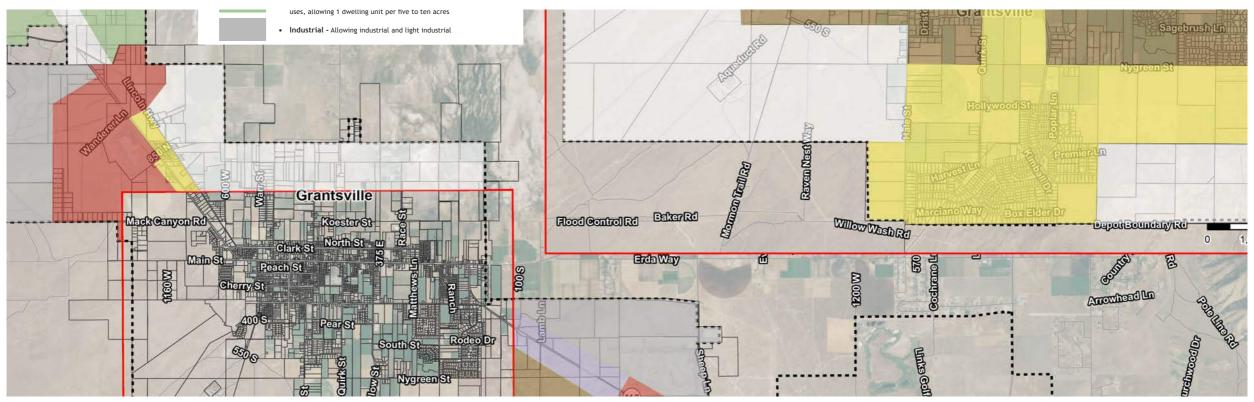
Sundance DRI Training Sundance town, WY Geography: Place



November 16, 2021

©2021 Esri





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?











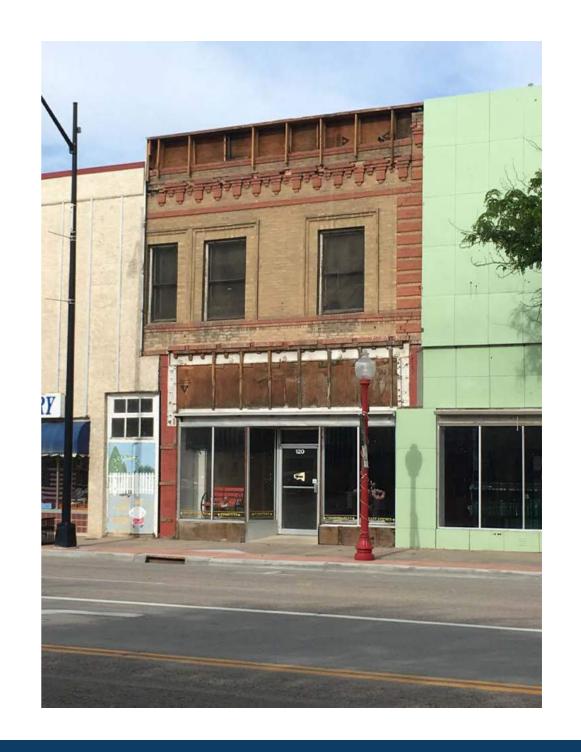


## **ADA Applicability?**



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























#### **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

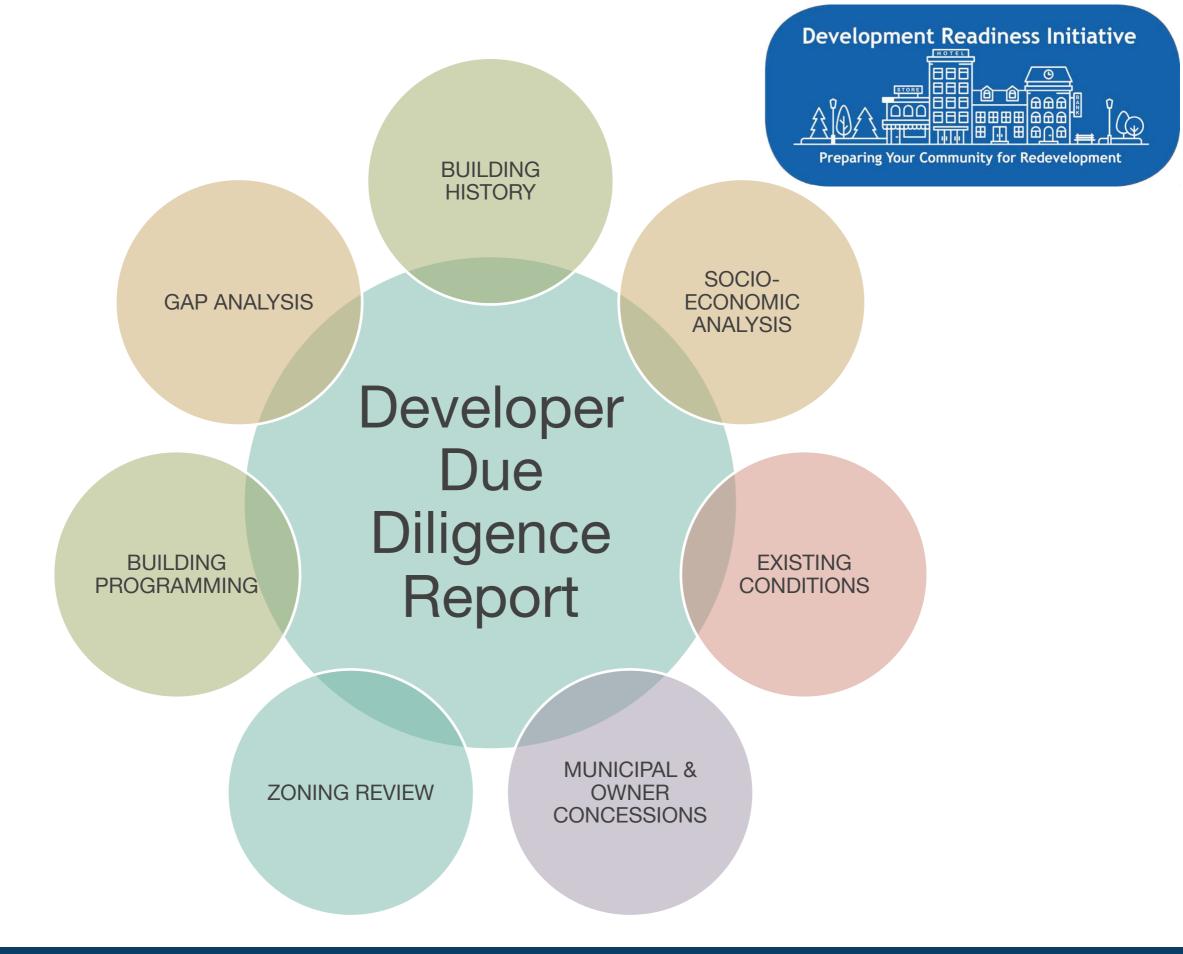
# Developer Due Diligence Reports

Documents that will advertise your community to the development realm













## What's included?

#### **Development Readiness Initiative**



Preparing Your Community for Redevelopment



### 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













PROPERTY OWNER: ANDY MANZANARES Partially funded by USDA Rural Development



#### **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 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
- . 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 notariety as a destination or landmark.



#### **BUILDING HIGHLIGHTS**

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

- Page 2 - 120 Santa Fe Ave -

Partially funded by USDA Rural Development











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





#### **Municipal Concessions**

#### **About Parachute**

The Town of Parachute is located along I-70 freeway that runs east into Mesa County and Grand Junction, and the Colorado Highway 215 that runs northwest into the northern counties of Rio Blanco and Moffat. The I-70 corridor has an average annual daily traffic of 20,000, and the state highway 215 has an average annual daily traffic of 5,000 going north and 9,000 going south. Additionally, the geographic draw of Parachute is a 20 mile radius (+/-2 miles), creating a strong marketable base of potential shoppers to support a new facility.

It is with these figures that the Town of Parachute is an ideal location for a grocery store and ancillary uses. Through implementation of a grocery facility on the identified parcels (page 2), a 160,000 square footage full-service grocery store or a price-impact warehouse facility could be constructed, improving the quality of life for residents while also meeting necessary return on investment for the potential grocer.

At this time, the Town of Parachute is facilitating discussions with interested parties and entertaining offers of development on a first-come, first-served basis. Due to the high-profile location and visibility of the potential development site, numerous end-users have expressed interest in the property. Yet it is the desire of the residents and municipal officials that these parcels should be primarily utilized for a grocery store facility. We welcome the chance to discuss the development opportunity with interested grocery stores (chain or non-chain) and will provide site and community tours as requested.

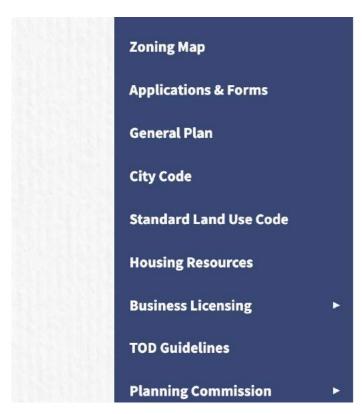












Home > Departments > Departments A-H > Community & Economic Development

#### **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







#### Commercial and Industrial Property Development Checklist

#### City of Waverly Zoning Office

200 1st St. NE, Waverly, Iowa, 50677

Phone: (319) 352-9208 Fax: (319) 352-5772

#### Supply This Sheet with Building Permit Application And Dimensioned Site Plan to the Zoning Office

Addres	ess of Property:Owner:	
Owner	er Phone Number: Owner Address:	
Contra	ractor: Contractor Phone Number:	
Contra	ractor Address:	
Foday'	y's Date:	
Anticip	ipated Construction Start (at least five days after today's date):	-
Zoning	ng District: (Call Zoning office at 319-352-9208 if unknown)	
Che	ecklist for Applicant:	
Dimen	One: The Following Items Shall be demonstrated to the Zonsioned Plot Plan accompanied by a Completed Building Permit Applic	ation to for Review:
(Mark	k n/a if not applicable to your proposal and expect approximately 3-5 b	ousiness days to review)
1	Verified Proposed Use is Allowed within Zoning Designation.	(Contact Zoning Office at
	319-352-9208 to Verify Information and to Arrange for Meeting if New	
V	For Developments Greater Than One Acre in Size, applicants must t	
	the disturbed surface area and obtain approval of a National Pollu	- 12 P
	Systems (NPDES) Permit through the lowa Department of Natural	
	storm water or snow melt run-off from a cleared construction site shall be supplied at the time of application for construction of any pro-	
	(Contact IDNR first at (515) 281-7017 to obtain "General Permit	- Breath State Control of the Contro
	319-352-9065 for requirements)	VO. 2 OF Fubile WORKS at
1	1000 m 10	property have been verified
	through the Waverly Public Works Office. (Contact Public Wo	The state of the s
	requirements)	
1	Setbacks from Front, Side and Rear Property lines shown on dimension	oned plot plan
	(must be dimensioned or it will be rejected)	
1	Height of Structure(s) shown/indicated on plot plan.	
	(check with Zoning office or zoning code section 100 as zoning	designation would dictate
	allowable height) <u>c</u>	Continued on Next Page

# Development Readiness Initiative

**Preparing Your Community for Redevelopment** 

# Example: Waverly, 14







......Continued on Next Page

1	Proposed Driveway(s) with dimensions at curb and property lines shown.
	(Contact Public Works at 319-352-9065 for permit in order to complete driveway approach work
	in the right of way. If locating on a State Highway, Such as 4 <sup>th</sup> St. SW (Bus. Hwy. 218) or Bremer
	Ave. (Hwy 3.), you will want to contact lowa Dept. of Transportation at 319-235-1832)
~	Sidewalk Connections with dimensions of sidewalks shown.
	(Check with Zoning office on connectivity for area)
~	Parking Lot Number of Spaces has been verified for proposed usage with Zoning office and
	clearly shown on the plan
	(Check with Zoning office or zoning code section 100.19)
1	Parking Lot Surface will be designed so as to be set back at least five (5) feet from right of way
	line
	(In addition to being set back five (5) feet from any adjoining "R" district and effectively screen
	planted. (Check with Zoning office or zoning code section 100.19.04)
1	<u>Parking Lot Surface</u> will be surfaced with an asphaltic or Portland cement binder pavement or
	such other equivalent surface so as to provide an all dust free surface, shall be so graded and
	drained as to dispose of all surface water accumulation within the area, and shall be so arranged
	and marked as to provide for orderly and safe loading or unloading and parking and storage of
	self-propelled vehicles. (Check with Zoning office or zoning code section 100.19.04)
	<ul> <li>Note: Waverly does charge a fee for all parking lot surfaces created at the fee of \$10</li> </ul>
	per 1,000 square feet of paved area (effective March 2011). This excludes all approach
	work in the right-of-way, sidewalk work along buildings and non-paved islands. Make
	check payable in calculated amount to "City of Waverly" when dropping off completed
	site plan to the Zoning Office. Contact the Zoning Office with any questions on this
	requirement.
1	$\underline{\textbf{Lighting}} \text{ used to illuminate any off-street parking area, including commercial parking lot, shall be}$
	so arranged as to reflect the light away from adjoining premises in any "R" district.
<b>V</b>	Any Proposed Signage on the property will require a separate permit and one may show any
	proposed free-standing signage on the property.
	<ul> <li>Note: Waverly does charge a fee for all signs erected at the fee of \$5 for under 40 s.f.,</li> </ul>
	\$10 for 40-100 s.f., \$25 for over 100 s.f. Contact the Zoning Office with any questions
	on this requirement. This may be applied for at a later time.
Sten	TWO: Once Reviewed, the Zoning Office will Follow Up If Necessary and Instruct the
	ant to Proceed with Construction Plan Drawing. The Plans will be dropped off to the Zoning
	and Submitted to the Bremer County Building Inspections Office, the Acting Building Inspector
Jince	and submitted to the bremer county building inspections office, the Acting building inspector

• For Any Questions Regarding Construction Plan Requirements and Fees, Contact Bremer County

Step Three: After Review (and Consultation with Applicant if Necessary), the Building

# **Development Readiness Initiative**

**Preparing Your Community for Redevelopment** 

# Example: Waverly, 14

For Waverly.



Building Inspections Office at 319-352-0332





Inspector will Approve Construction Plans and Construction May Commence.

#### **For More Information:**

#### City of Waverly Contacts

- > City of Waverly Zoning Office (Land Use, Property Layout, Parking Lot and Landscaping): www.waverlyia.com, 319-352-9208
- > Bremer County Building Inspections Office (Building Construction Standards and Review of Construction Plans): www.waverlyia.com, 319-352-0332
- City of Waverly Public Works Office (Water, Sewer, Driveway, Storm water Management Questions): www.waverlyia.com, 319-352-9065
- > Waverly Economic Development Office (Financial Incentive Availability for Project): www.waverlyia.com, 319-352-9210
- Waverly Light and Power (Power Supply and Connectivity): http://wlp.waverlyia.com, 319-352-6251

#### State of Iowa Contacts

> Iowa Department of Natural Resources (For Surface Area Grading and Drainage Permitting Requirements): www.iowadnr.gov, 515-281-7017



# Example: Waverly, IA









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









## Development Guidelines

Preparing text, in place of a person performing





### PARTNER ORGANIZATIONS

#### Northern Lakes Economic Alliance

The Northern Lakes Economic Alliance (NLEA) is a 501(c)(3) non-profit organization that serves Antrim, Charlevoix, and Cheboygan Counties. NLEA focuses on creating private-public sector partnerships to assist business leaders and innovators in creating or retaining high quality jobs for residents in Northeast Michigan. Developers and business owners seeking to add retail, commercial, or industrial employment positions to Charlevoix through their projects should visit the NLEA's website to view the financial incentives and community tools they have posted. Click here to visit the "Community Tools" page on the Northern Lakes Economic Alliance website.

To contact the Northern Lakes Economic Alliance, call (231) 582-6482 or email info@northernlakes.net.





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











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.







Meeting needs, building capacity

## KPI's - What to Measure

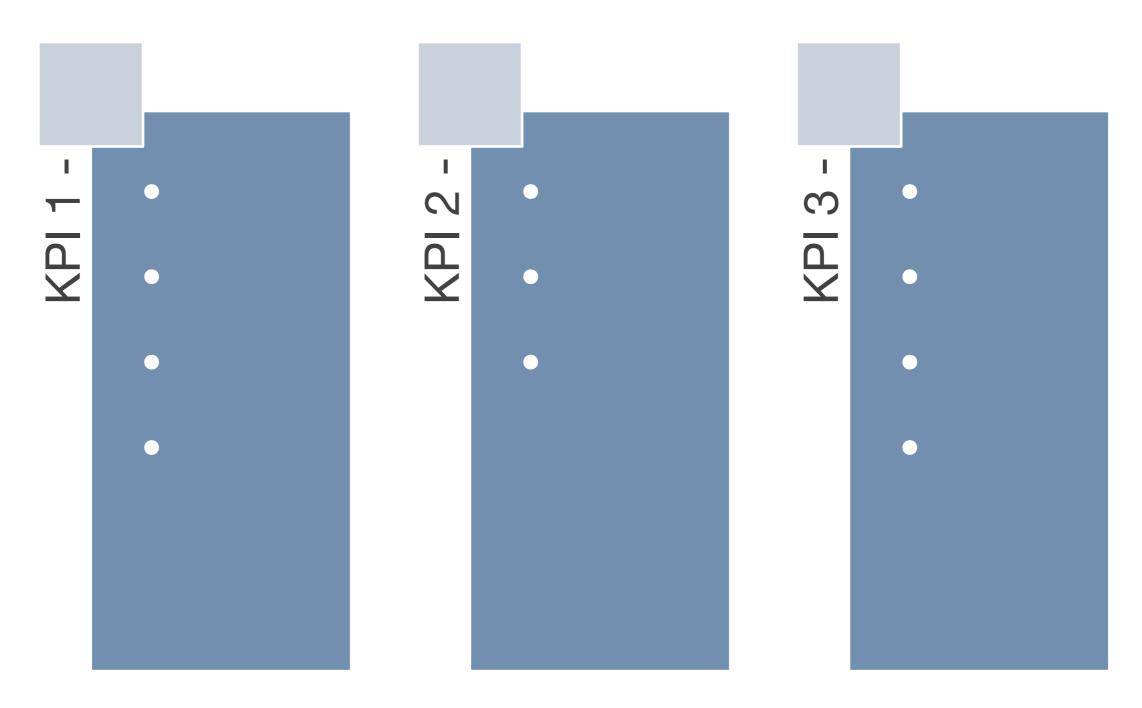
\* Ideas for Moorcroft















## 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









## 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





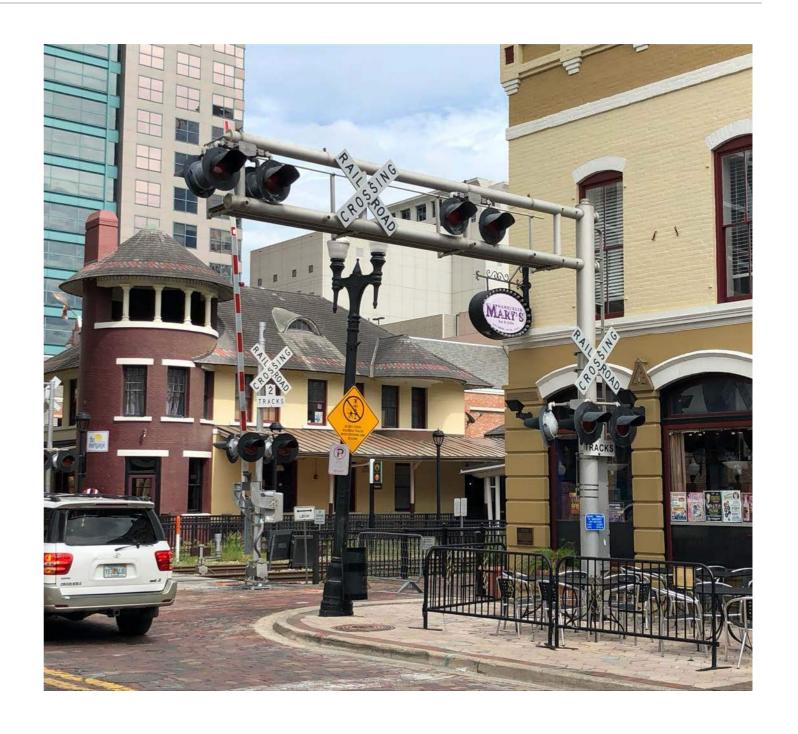




## Potential Benefits



- 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





