EPA United States Environmental Protection Agency

Plan for Brownfields Redevelopment Success

Brownfields Revitalization Plan

***Successful brownfields revitalization doesn't just happen.* It's planned for.**

Approach brownfield revitalization through creative, inclusive, and efficient planning activities.

- Early on in the site selection process, consider the range of realistic site reuse options.
- Create a brownfields revitalization plan based on the community's vision, site and surrounding area conditions such as environmental, economic, real estate market, assets, challenges and vulnerabilities. These factors will directly influence how the site is assessed and remediated.

Planning activities that focus on brownfield revitalization are eligible under an EPA Brownfields Assessment or Multipurpose Grant.

Our community needs to:

- Synthesize reuse feasibility studies, community involvement and the preferred design concept for our brownfield site into an action plan.
- Prioritize public investments and incentives to support brownfield site reuse.
- Attract private funding, developers, tenants and other interested end-users to the site.

How a Brownfields Revitalization Plan can help: Document compiles and reflects feasible and actionable approaches to reusing and improving the site. Includes the opportunities and constraints analysis, other site feasibility studies, the site reuse vision and a multi-step implementation strategy for site remediation and redevelopment.

Influence on brownfields assessment, cleanup, and reuse: Guides the redevelopment process for a brownfield site or area. A revitalization plan can be adopted by the community and used to define reuse options for the brownfield site or area. The plan creates opportunities to convene and attract public funding (state, local or federal); tax incentives; and other investments (e.g., private and foundation funds) to support sustainable reuse.

What is involved? The Brownfields Revitalization Plan reflects the community's input and balances market and infrastructure evaluations, environmental considerations, zoning and land use regulations, partner leveraging and other opportunities and constraints. An effective plan is realistic, doable and includes short- and long-term wins. At a minimum, a revitalization plan addresses:

- Site revitalization goals, objectives, and reuse concepts/designs.
- Proposed land use regulation (e.g., zoning v. form-based code, easement, covenant, etc.).
- Site improvements needed (including remediation if necessary).
- Implementation strategy, including potential funding sources and regulatory requirements.

When to conduct? Whenever large and/or multiple brownfield sites need to be redeveloped. The Brownfields Revitalization Plan guides short- and long-term implementation. All information, data and resources gathered through the site reuse assessment are incorporated into the revitalization plan.

What does it typically cost? Costs range from $50,000 - $175,000 based on the scale of the project, level of plan detail and amount of stakeholder engagement. Aligning with previous plans, updating relevant studies and analyses and using existing workgroups can reduce costs.

Who can perform? Typically developed by an experienced multi-disciplinary brownfields team including a planner, market analyst, engineer and environmental professional, among others.

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