



Plan for Brownfields Redevelopment Success *Site Reuse Vision*

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 brownfields revitalization are eligible under an EPA Brownfields Assessment or Multipurpose Grant.

Our community needs to:

- Visually reflect stakeholder input, market data, environmental considerations and other opportunities uncovered during the brownfields Site Reuse Assessment.
- Communicate our desired brownfield site reuse concept to stakeholders, regulatory officials, economic development leaders and the real estate market.

How a Site Reuse Vision can help: *A picture is worth a thousand words!* Illustrates the potential or preferred redevelopment scenario for a brownfield site. Design concepts include visual representations such as sketch illustrations, renderings and/or 3D models of the potential and preferred brownfield site reuse options, proposed land uses, access and key infrastructure. Complements the brownfields revitalization plan.

Influence on brownfields assessment, cleanup and reuse: Illustrates the location of proposed site structures and site features as per the desired reuse scenarios. Structure and feature placement affect site preparations, assessment and cleanup decisions. The site reuse vision helps reposition the site for redevelopment, and attract interested developers, tenants, end users, funding and financing.

What is involved? Creating an illustration for the site that reflects the community's reuse priorities, integrates site assets and limitations, incorporates neighborhood features and satisfies market demand.

Generally, the Site Reuse Vision is the result of a public planning process that defines the site and reuse goals, gathers input from various stakeholders, and identifies feasible reuse alternatives. The extent of community participation in developing a Site Reuse Vision varies. Some communities:

- Host a design charrette (a collaborative meeting during which planning professionals lead stakeholders through a process of exploring options and sketching reuse designs).
- Have design professionals draft reuse alternatives and present the concepts to the community through a series of public meetings.

When to conduct? Upon completion of a Site Reuse Assessment, after brownfield site conditions and market information are obtained and analyzed.

What does it typically cost? Costs may range from \$20,000 – \$100,000, depending on the complexity of the site and the extent and type of public participation. Creating conceptual schematic designs compliant with local zoning can cost less.

Who can perform? Typically prepared by an experienced site planner, landscape architect or multi-disciplinary brownfields redevelopment team.