

Washington County Site Redevelopment Program 2017

A U.S. Environmental Protection Agency
Brownfield Redevelopment Program



Site Redevelopment Program WI DNR Brownfields Study Group

September 15, 2017

Debora Sielski - Washington County Planning & Parks

David Holmes - Stantec Consulting Services, Inc.

Jolena Presti - Vandewalle & Associates

Christian Tscheschlok - Economic Development Washington County



Overview

- Program Evolution
- Program Structure
- Program Performance Overview
- Brownfield Inventory Process
- Redevelopment Planning
- Driving to a Deal
- Collaboration to Achieve Success
- Lessons Learned & Best Practices
- Next Steps & Challenges
- Questions?



Program Evolution

Innovative Ideas

- 2012 - EDWC Advisory Committee
 - “Deepening the Economic Development Toolbox” in Washington County
 - Creation and implementation of new innovative tools and funding supporting business growth activities
 - History of heavy manufacturing in Washington County
 - Dating back to 1840s
 - City & Village historic centers
 - Opportunity to focus on redevelopment of brownfield sites county wide



Program Evolution

Key Challenges to Success

- Smaller communities securing funding for brownfield redevelopment
- Smaller communities effectively promoting and managing redevelopment
- Gaining support from elected officials



Program Evolution

Funding (failure) to Launch the Program

- FY2012 US EPA Brownfield Assessment Grant
 - Key lessons learned:
 - Identification and collaboration with target communities and sites
 - Connecting assessments into long term plans
 - Stronger commitments on leveraging



Program Evolution

Regroup

**Proactively
creating a
countywide Site
Redevelopment
Program**

vs.

**Reactively
responding to
individual
problem sites**



Program Evolution

Endorsement of Program

- Hit the ground running
 - Local government meetings
 - 7 Cities/Villages
 - Meeting with Towns
 - Initial identification of key sites for redevelopment
 - Community based organization discussions
 - Branding is everything

**“Brownfield
Sites”**

vs.

**“Redevelopment
Opportunity
Sites”**

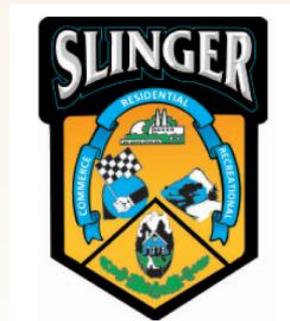
- Full buy-in by elected officials



Program Evolution

Key Components to Success

Formation of Site Redevelopment Coalition



Program Evolution

Key Components to Success

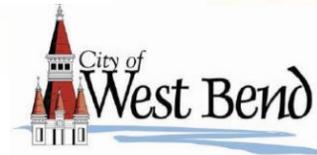
- Joint effort between County Planning and Economic Development Washington County
 - Focus from initial stages of program
 - Linking the program with EDWC initiatives
- Collaborative multi-disciplinary approach
 - Environmental expertise
 - Planning & market research
 - Economic Development
 - Local & County Leadership



Program Evolution

Key Components to Success

Formation of Site Redevelopment Steering
Committee (SRC)
2013



Program Evolution

Secured Funding to Launch the Program

May 2014 – US EPA announces Washington County awarded a \$600,000 Assessment Grant for Petroleum and Hazardous Brownfields

First in Wisconsin!

- County led coalition of local governments

\$200,000

- \$40,000 for each Coalition Partner

\$400,000

- Countywide Inventory & Prioritization of Redevelopment Sites
- Phase I Environmental Site Assessment
- Phase II Environmental Site Assessment
- Remedial Planning
- Reuse/Redevelopment Planning
- Community Outreach



Program Structure

Site Redevelopment Steering Committee

- Active participation in redevelopment process
 - Determines funding of redevelopment sites
 - Set direction & goals of program
 - Oversee redevelopment inventory
- In-depth understanding of challenges and opportunities
- Serves as liaison between SRC and their local government board
- Forum for local municipal representatives to present their challenging sites, learn from the challenging sites of others, and share in the outcomes/best practices/lessons learned
- enhances the development and retention of local best practices related to brownfields



Program Structure

Project Management Team



Deb Sielski, Deputy Planning & Parks Administrator – County SRP Project Manager

- Managing the implementation of all SRP activities
- Grant administration and reporting
- Point of contact for US EPA, Coalition Partners, Consultants, SRC and County Board
- Coordinates PMT meetings, SRC meetings, Coalition Partner meetings, etc.



David Holmes, Senior Environmental Scientist – Environmental Consultant

- Site redevelopment inventory
- Complete phase I & phase II environmental site assessments
- Complete site investigation
- Complete remedial planning
- Environmental expert - communications/meetings



Program Structure

Project Management Team



Jolena Presti, AICP, Principal Planner - Vandewalle & Assoc. Project Manager

Scott Harrington, AICP, Principal Planner

Jeff Maloney, Principal Designer

- Site Selection and Prioritization
- Assist in Remedial Action Planning
- Reuse/Redevelopment Planning
- Community Outreach & Involvement



Christian Tscheschlok, Executive Director

Deb Reinbold, Business Solutions Specialist

- Assist with site inventory and prioritization
- Connect potential business and other end-users with potential redevelopment sites that can be a focus for redevelopment investment and reuse
- Marketing redevelopment opportunities via an interactive Redevelopment Analysis Tool



Program Performance Overview

- ✓ – **Unveiling real environmental concerns**
- ✓ – **Reducing risk to businesses**
 - ✓ County-wide Inventory and prioritization
 - ✓ 13 sites -Phase I ESAs
 - ✓ 15 sites -Phase II ESAs
 - ✓ 1 site - Site Investigations and remedial action plans
- ✓ – **Connecting potential businesses and other end-users with redevelopment sites**
 - ✓ Redevelopment Site Analysis Web Tool
<https://businessreadywi.com/business-intelligence/redevelopment-tool/>
 - ✓ Employment retention/job creation



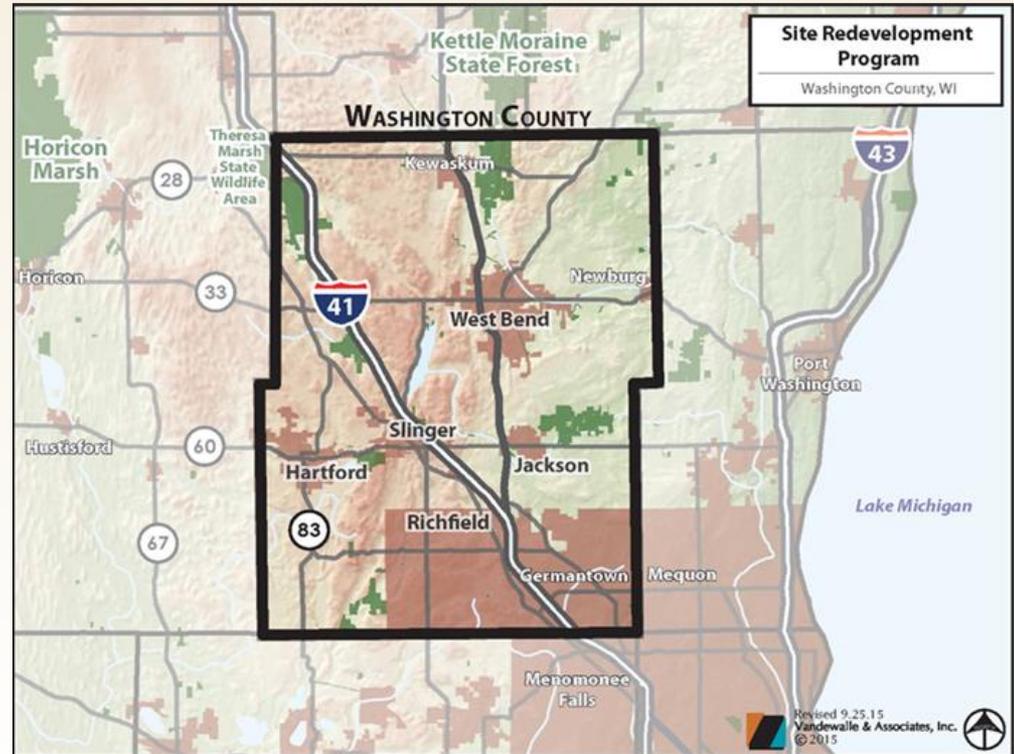
Program Performance Overview

- ✓ – **Community outreach and education**
 - ✓ www.co.washington.wi.us/SRP
 - ✓ 3 - fact sheets
 - ✓ Numerous - public meetings
- ✓ – **Leveraging resources to provide best opportunity for successful redevelopment**
 - ✓ Collaboration with WEDC, WDNR, banks, attorneys
 - ✓ Exceeded In-kind hours
- ✓ – **Opportunities for local governments**
 - ✓ 2 - Redevelopment Opportunities Analysis/Plans
 - ✓ Redevelopment 101



Site Inventory & Prioritization

- Comprehensive data gathering to assemble inventory of suspected brownfield sites.
- Extensive data gathered from variety of sources
- Provide holistic understanding of the site
 - Ownership
 - Acreage
 - Land Use
- 115 parcels identified



Levels of Analysis

Ranking the sites based on 3-pronged criteria:

- Environmental Conditions
- Redevelopment Feasibility
- Community Goals

Washington County Site Redevelopment Program
Composite Scoring & Rankings
Listing by Site Ranking
December 2, 2015

Site ID #	Cluster	Location	Redevelopment Composite Score		Community Goals Composite Score		Environmental Adjusted Score	Total Composite Score	Ranking
			Max 35 Min 7	Max 36 Min 12	Max 36 Min 12	Max 107 Min 31			
88	H	West Bend	31	35	26	92	1		
96		West Bend	23	29	30	82	2		
		West Bend	24	26	32	82	3		
	K	Germantown	24	28	27	80	4		
76		Jackson	28	21	30	79	5		
	B	Slinger	22	34	22	78	6		
	C	Slinger	22	36	18	76	7		
93		West Bend	21	25	30	76	8		
144		West Bend	23	22	30	75	9		
92		West Bend	21	25	28	74	10		
94		West Bend	21	25	28	74	10		
	G	Jackson	23	33	18	74	10		
	E	Jackson	22	30	22	74	13		
3		Hartford	19	23	32	73	14		
138		West Bend	22	27	24	73	15		
87		West Bend	21	23	28	72	16		
	F	Jackson	22	33	16	71	17		
214		Jackson	19	23	26	68	18		
18		Slinger	17	27	24	68	19		
	D	Richfield	21	29	16	66	20		



Environmental Conditions

- Potential Level of Contamination
- Potential for Human Contact with Contaminants
- Potential to Contaminate Groundwater
- Land Use Change Requiring Higher Remediation
- Potential for State & Federal Funding Assistance
- Potential Existence of a Viable Causer



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Redevelopment Feasibility

- Potential for Near Term Redevelopment
- Potential Cost of Assembly & Redevelopment
- Potential to Catalyze Redevelopment on Other Properties
- Potential to Assemble Entire Site
- Inclusion in Special Plans and Districts
- Potential to Eliminate Blight
- Potential to Replace Existing Inappropriate or Marginal Uses



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Community Goals

- Improves Blighted Areas for Reuse
- Creates New Jobs
- Increases Property Tax Base
- Creates Opportunities to Retain/Expand/ Recruit New Businesses
- Enhances Long-Term Economic Sustainability
- Creates or Maintains Livable Neighborhoods



Additional Factors

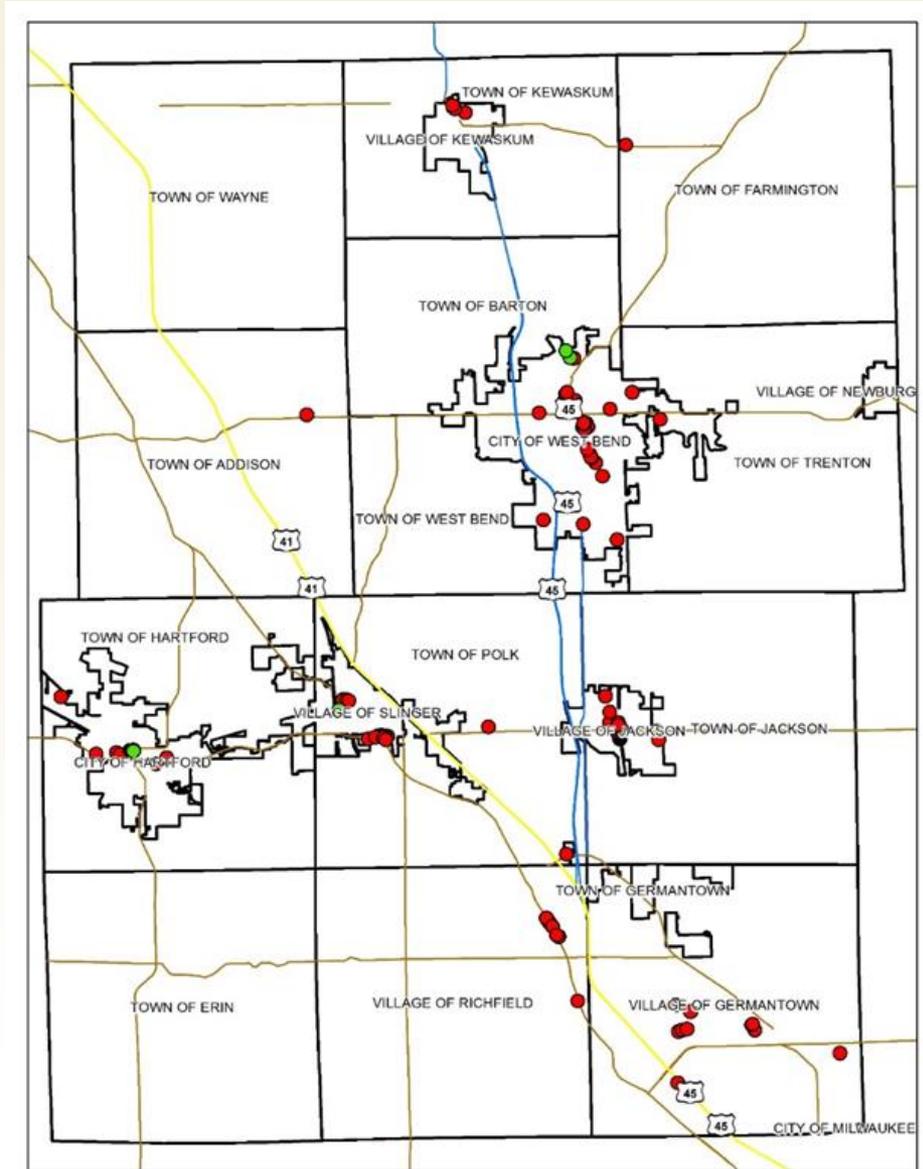
- Potential to Obtain Site Access
- Potential to Obtain Site Eligibility
- Potential Level of Property Owner / Developer Interest
- Potential Level of Local Government Interest and Capacity
- Presence of Clusters
- Potential Complexity and Cost of Assessment

The inventory is dynamic and as the program grows, newly discovered sites can be evaluated and added.



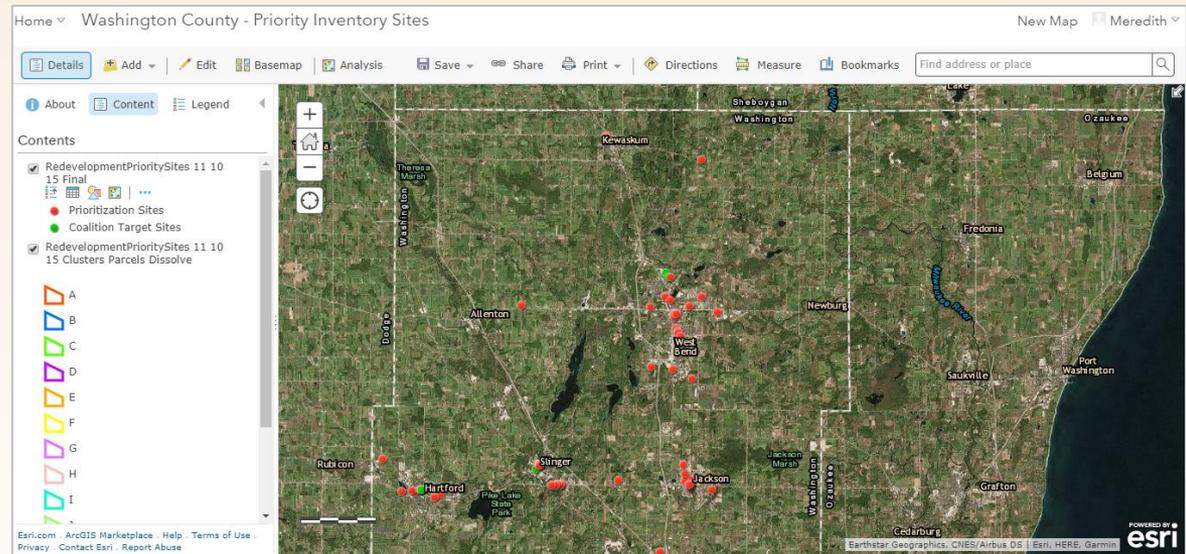
Site Inventory & Prioritization

- High concurrence across redevelopment feasibility and community goals
- 15 top sites identified through scoring/prioritization process
- 5 sites selected for advancement in redevelopment environmental assessments



Site Inventory & Prioritization Tool

- Organized, accessible, interactive data presented spatially within the county
- Identified both sites & parcels
- SRC members access relevant data for prioritization analysis
- Tracks prioritization scores
- Shareable, dynamic inventory tool that can grow with the program



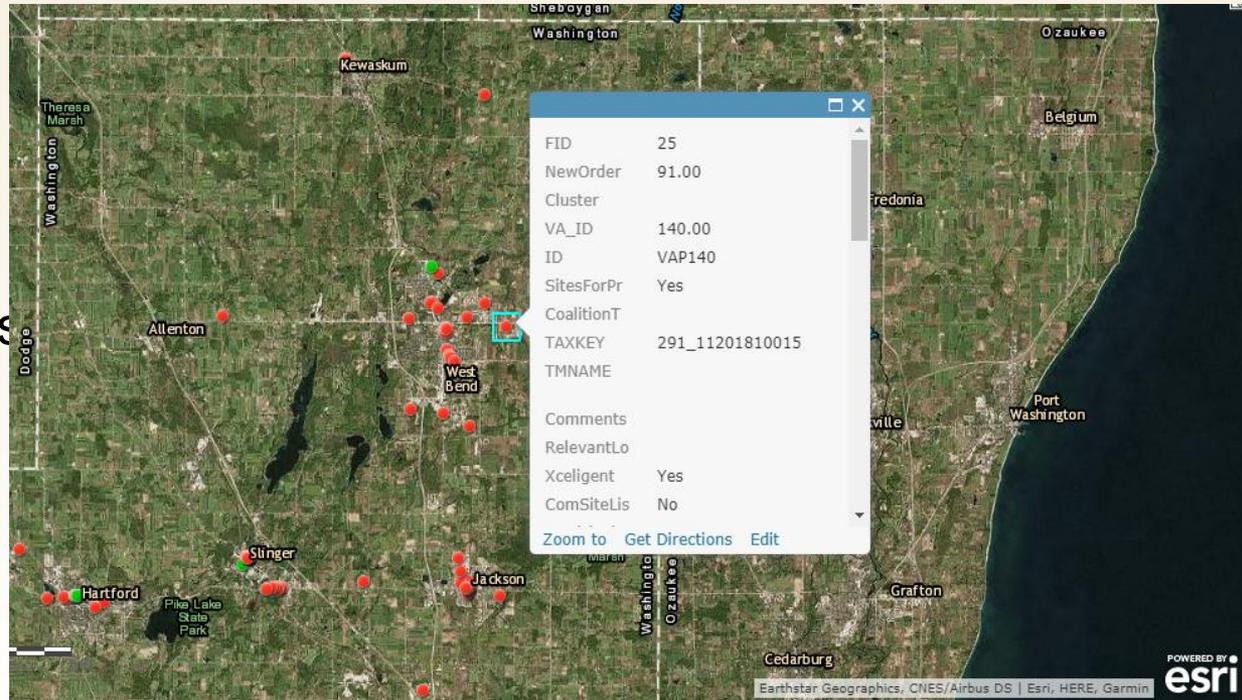
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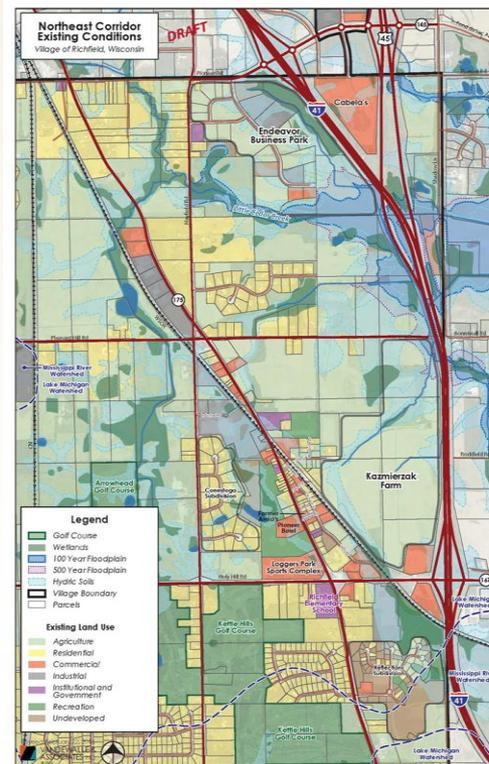
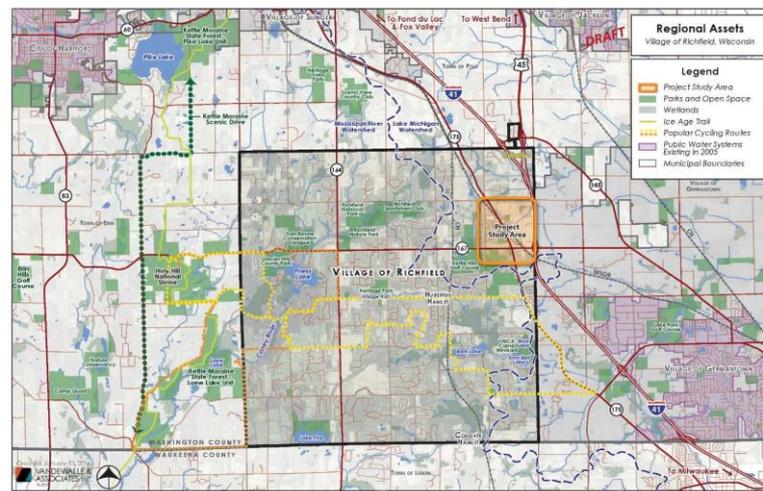
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Richfield Northeast Corridor Opportunity Analysis

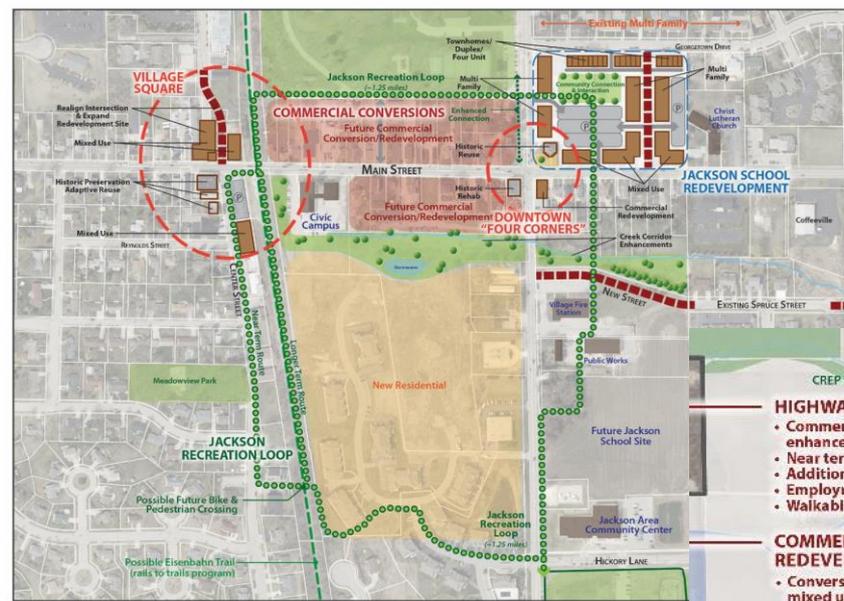
- Analyzed place-based assets, targeted planning areas, implementation recommendations
- Recommendations focused on:
 - Land uses
 - Public improvements & infrastructure
 - Brownfields & environmental
 - Policies & programs
 - Catalytic projects & programs
- Target Areas:
 - North Commercial Industrial
 - Downtown Richfield
 - The Farm
 - Holy Hill Frontage



Jackson Redevelopment Plan & Implementation Strategy

Opportunities:

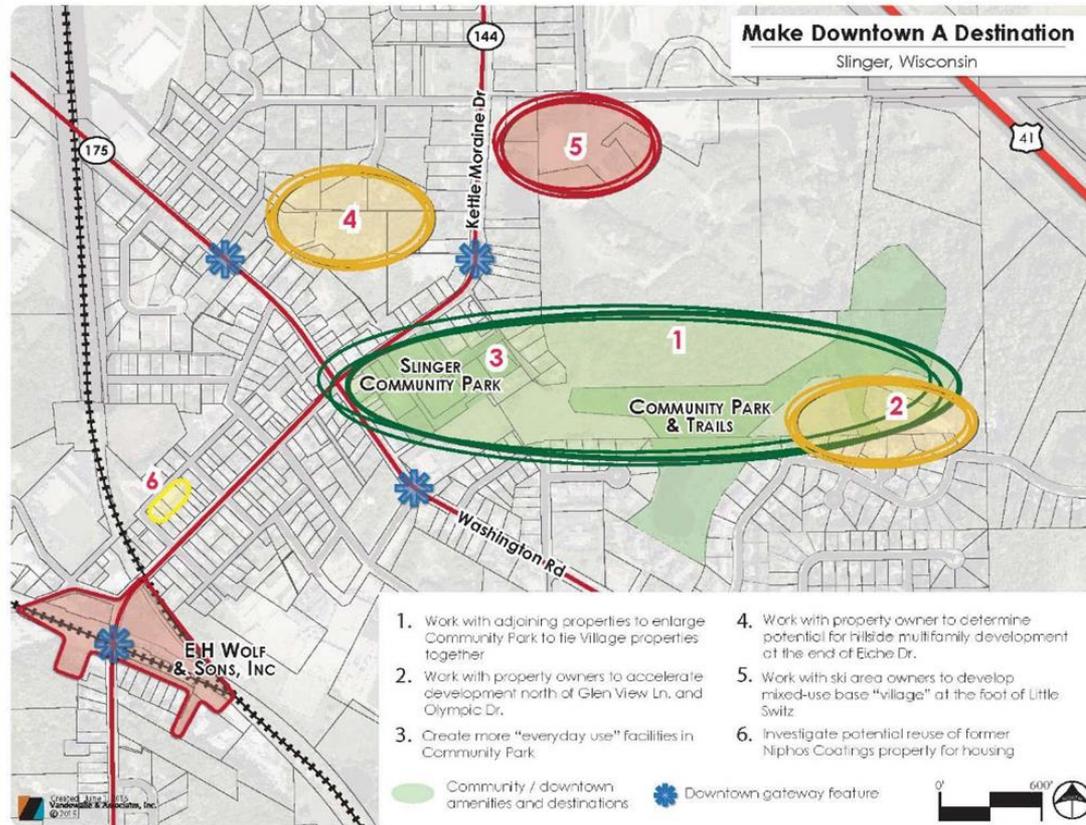
- Capitalize on strengths both as desirable **Bedroom Community** and a strong **Existing Employment Base**
- Pursue **Targeted Redevelopment** and **New Investment** to meet needs of both residents and daytime population
- **Improve Connections** via physical improvements, trails, and pedestrian connections
- Create and enhance **Downtown Neighborhood** and **Promote Activity Centers**



Project Purpose: *Develop a Plan and strategy that identifies key redevelopment opportunities in the Village to enhance, accelerate, and increase economic activity. Implement plan to connect sites to Site Redevelopment Program environmental assessment funds.*



Differentiator: Drive to Deal



1. Set Context
2. ID Opportunity
3. Build Data-Driven Case
4. Hyper-Target End Users
5. Empower Decision-Makers
6. Structure Deal
7. Deliver



By Design – Anytime, Anywhere



[Home](#)

BUSINESS-READY. LIFE-READY.

Washington County's quality of life, abundant workforce and proximity to the Milwaukee market make it one of the best areas in the state to live your life and grow your business.

There are many reasons why Washington County is a great place to expand and relocate, but here are just a few:

- A population that's growing more than twice as fast as the state's population growth rate
- An excellent education system that touts a high school graduation rate that's higher than both the state and country as a whole
- A median household income that exceeds the state and national averages

Don't just take our word for it. Check out some of our latest project profiles to find out why companies are choosing to locate and grow in Washington County: [EDWC Project Profiles](#).

CONFERENCE

Register for the
Business Ready WI Conference

[Click to Register](#)

LOCATION ANALYSIS

Search available Washington County
Properties!



Stage Setting and Outreach

“Brownfield” is NOT a dirty word in our vocabulary.

We have carefully forged a multitude of partnerships with varied entities both public and private to creatively drive a one-of-a-kind initiative for transforming what appear to be challenging sites into the county's next major economic development opportunity. Couple this with our unique capabilities to package projects in ways that get deals done, and you have an experienced partner for your next redevelopment project. Go ahead, check out our quick links below.

One of our brownfield sites your competitors didn't come

Redevelopment Site Analysis

This isn't simply a database of sites. In 2014, Vandewalle and Associates to work with a select set of brownfields and generate a professionally prepared very select set of brownfield sites both "ripe and ready" to make your case.

Program Success Stories

Our communications strategy: results. The development of a redevelopment program's successes best. We've assembled a list of success stories. Click the link above to check them out.

Impact of Wisconsin's Brownfields

Wisconsin has gained national attention for "consistently appearing on the list" (International Economic Development Council). Click the link above to see the report by UW-Whitewater's Fiscal and Economic Research Center and the International Economic Development Council.

Brownfield Redevelopment: Part of Our Economic Development Strategy

Like you, EDWC and its partners know how to forge deals in ways that get tough stuff to get it done. We have carved out a strategic niche by supporting public-private partnerships



Business Ready

What is the impact of brownfield redevelopment?
That is a deceptively simple question.
An absurdly simple answer: "Impact that matters."
Wisconsin passed the "Land Recycling Law" in 1994. Statewide efforts to leverage the law over the subsequent years have gained national attention for "consistently appearing at the forefront of brownfield redevelopment activity" (International Economic Development Council).
Through approximately \$162 million in local, state and federal grants and incentives since 1998, Wisconsin's public investments have generated impacts like these:

2015 Impact Study Findings of ROI on Past Brownfield Investments	
Economic Output:	\$7.6 billion in direct and indirect
Employment:	53,800 in direct and indirect permanent jobs
Distressed Areas:	66% of assisted sites located in low-to-moderate income census tracts
Local Fiscal Benefits:	\$208 million in direct and indirect revenues exceed pre-development values 3.5 to 1
State Fiscal Benefits:	Reduced by 16-28% relative to alternative growth patterns
Greenhouse Gases:	12,000 acres preserved relative to alternative greenfield development
Land Preservation:	43 sites totaling 340 acres redeveloped as parks / open spaces
Environmental Remediation:	4,713 acres of contamination assessed and / or cleaned up
Public Open Space:	7,900 dwelling units redeveloped / built new
Neighborhood Revitalization:	

Source: Economic and Fiscal Impact of Wisconsin's Brownfield Investments. UW-Whitewater's Fiscal and Economic Research Center and Redevelopment Economics. November 2015.



Redevelopment Analysis Tool

BROWNFIELD
Redevelopment Sites | Redevelopment Buildings

SEARCH HEAT MAPS **LAYERS** COMPARE

Select:

Local Data ▼

- Flood Plain - FEMA 100 Year
- Land Use 2010 – Zoom in to Appear
- Parcels
- Parks
- Soils
- Traffic Counts - Total All Vehicles

Minimize

Imagery ©2017, DigitalGlobe, U.S. Geological Survey, USDA Farm Service Agency

Tools

Transportation

Distance to major interstate	15 miles to I-43, 8 miles to I-41 miles
Interstate	I-43, I-41
Distance to major highway	2 miles
Four-Lane Highway	US-45
Distance to Major Commercial Airport	45 miles
Distance to Local Airport	3 miles
Two-Lane Highway	.5 miles to ST HWY 33

Property Contact

Company	City of West Bend
Name	Ashley Mukasa
Phone	262-335-5171
Email	amukasa@ci.west-bend.wi.us
Address	1115 South Main Street, West Bend, WI 53095

Attachments

- Water System Map
- Topographic Map
- Parcel Dimensions
- Former Gehl Property Phase 1 Report
- Proposed 2020 Comprehensive Plan Use
- Existing Zoning and Floodplain Map
- Transportation Info
- Stormwater Sewer Map
- Sanitary Sewer Map
- Former Gehl Property Phase 2 Report

Former Gehl Property -

WEST BEND, WI 53095

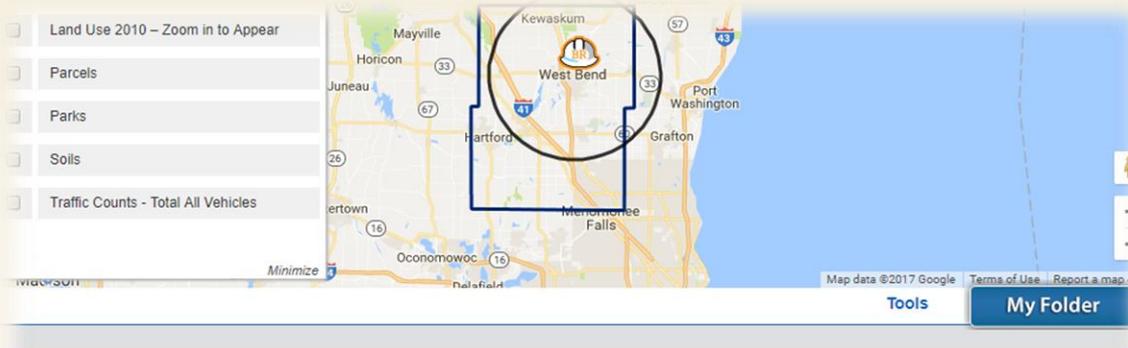
Share Save Print Export Community Attachments Back to

Property Report
Labor Force
Demographics
Consumer Expenditures
Wages
Business

EXPORT PDF



Target End-Users



Former Gehl Property - WEST BEND, WI 53095

Share Save Print Export Community Attachments

[Back to Search Results \(Sites\)](#)

Property Report Labor Force Demographics Consumer Expenditures Wages Business

EXPORT PDF

Labor Force Report (10 mile radius around 143 E. Water St.)

Radius: miles or DriveTime: minutes

MODIFY REPORT

Hide All Charts

Total Establishments

TOTAL
3,388

Total Employees

TOTAL
39,679

Total Establishments by Size (2017)

Chart

Total Employees by Major SIC (2017)

Chart

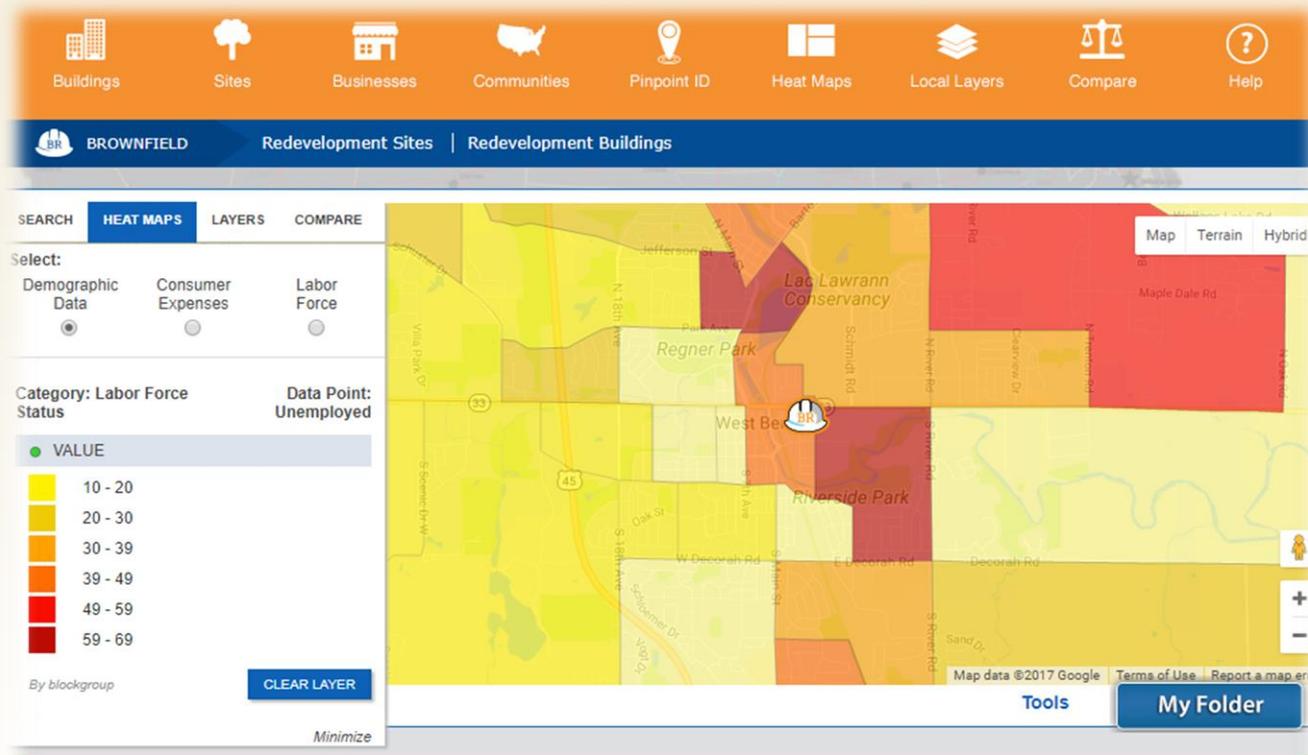
- 1-4 Employees
- 5-9 Employees
- 10-19 Employees
- 20-49 Employees
- 50-99 Employees
- 100-249 Employees
- 250-499 Employees



- Agricultural, Forestry, Fishing (SIC Range 01-09)
- Mining (SIC 10-14)
- Construction (SIC 15-17)
- Manufacturing (SIC 20-39)
- Transportation and Communications (SIC 40-49)
- Wholesale Trade (SIC 50-51)
- Retail Trade



Empower Decision-Makers



Results Refine Search

Viewing 1-1 of 1 Pages 1 of 1

Print Sort by Export Advanced



Structure A Deal

Project Background

Business Name:	Acme Corporation		
Project City:	Smallville, WI		
Street Address:	911 Innovation Way		
Company Briefing:	Acme is a small global company headquartered in the USA with production in the US and Canada. Company headquarters (office and a distribution facility) are based out of River City, Wisconsin. Manufacturing is based out of Smallville, WI with US production both in WI and 2 sites in TX. They have an assembly and staging facility in Canada. Their Smallville plant currently employs 98 FT and produces components used in the energy industry. Corporate-wide, company priorities include (1) re-evaluating its footprint across its various business units, (2) developing engineering resources and (3) increasing market share in emerging economies. In accomplishing this, Acme is optimizing its assets across and making new investments in select production facilities.		
Project Profile:	Consolidation of 5 production lines between WI and TX to one of their existing business units. Should Smallville win the new production, this would require Acme to expand the Smallville facility by roughly 190,000 SF on adjacent land own by Smallville in its business park. In addition to job retention, a project win would result in some 67 new positions as Acme would move its production business from its two facilities in Richmond, TX to this location. If unsuccessful, Acme would downsize its Smallville workforce significantly due to consolidation in the new location.		
Alternatives:	Neighboring River City, WI; Richmond, TX and Ontario, Canada. Local employee intel suggests Canada option is unlikely due to cost of doing business there and River City's workforce has not been reliable for manufacturing.	Local Risk:	SPEED TO MARKET ; workforce availability; build-out cost vs. acquisition; utility rates Non-traditional site configuration and mitigation due to significant wetland infiltration.
New SF:	190,000	Price per SF:	\$ 39.13 *Includes pre-development costs

Project Timeline

Secure Financing:	1-Mar-18	Break Ground:	1-Apr-18
Begin Production:	1-Dec-18	Full Production:	1-Mar-19

Sources and Uses

Uses of Funding	Sources							Total
	Unknown	WEDC	Smallville	County	Lender	SBA	Equity	
Land / Building Acquisition	\$0						\$20,000	\$20,000
Pre-Development	\$0						\$564,820	\$564,820
Construction	\$0		\$443,008		\$3,435,200	\$2,748,160	\$244,032	\$6,870,400
Equipment	\$0			\$500,000	\$2,190,000			\$2,690,000
Working Capital	\$0	\$376,542					\$100,902	\$477,444
Relocation / Moving Expenses	\$0						\$513,053	\$513,053
Training	\$0						\$140,000	\$140,000
Other	\$0							\$0
Total	\$1	\$376,542	\$443,008	\$500,000	\$5,625,200	\$2,748,160	\$1,582,807	\$11,275,717

Projected Employment

Position Title	Avg. Starting Hourly Wage	FT Positions Created				Existing FT Positions
		Year 1	Year 2	Year 3	Total	
Sheetmetal Assembler	\$13.00	10	10	5	25	36
Sheetmetal Fabricator	\$14.00	8	5	5	18	20
Shipping Clerk	\$12.50	2	1	2	5	14



Deliver

County and Village Partner with EH Wolf to Revitalize Site for Company Expansion in Slinger*

Brownfield sites whose historical uses present risk for real and/or perceived environmental concerns.

Company spends approx. \$1,100,000 in environmental assessment and remediation, building demolition and grading.



Today

Base Property Value:
\$667,300

Base Property Taxes:
\$11,834 / year



Performance based loan of \$260,000 awarded to EH Wolf from county Attraction Fund with repayment opportunity from TID increment.



2016

Company invests \$4,100,000 in 50,000 sq ft building addition.

Company expansion generates additional tax revenue; Village creates new Tax Increment District.



2017

Property improvements increase property value by \$3,280,000...

... Resulting in new property tax revenue of \$59,136/ year

Tax Increment District dissolves; Overlying Jurisdictions receive both the existing and increased property tax revenue from the district (\$70,970 per year).

Taxing Bodies:

- Municipality
- School District
- County
- Technical College

TIF Closes

Base property tax (\$11,834 per year) continues to be paid to taxing bodies.

Additional tax increment generated by the expansion is split to offset costs for Village infrastructure, replenish the County Attraction Fund, pay Admin Fees and assist with EH Wolf's project financing until Tax Increment District is dissolved.

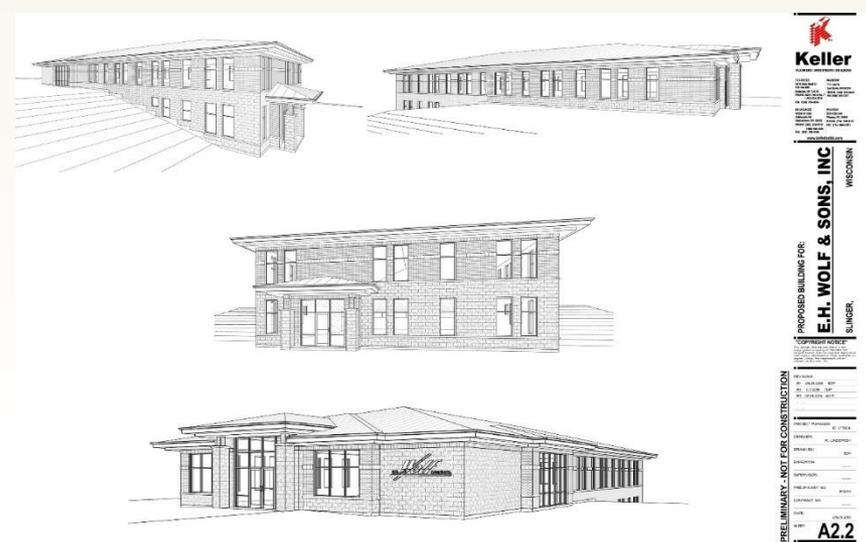


Village of Slinger

E.H. Wolf & Sons

Expansion

- \$4.1 M warehouse and office to support continued growth of local business (established in 1941).
- Industrial uses dating to <1892; former Slinger Foundry site; two former bulk fuel depots
- Economic benefits include: 19 new jobs; \$1,200,00 in annual local wages; \$59,000 in annual property tax revenues; and \$194,000 in increased sales tax revenues.
- County provided \$41,000 in Phase II ESA services





Collaboration to Achieve Success

E.H. Wolf & Sons Expansion

- Vandewalle & Assoc. Redevelopment Planning (Village Funded)
- Village of Slinger (Developer Funded TIF = \$758,481)
- Washington County & Stantec (EPA BF Grant Funded Services = \$41,000)
- Economic Development Washington Co. (County Attraction Loan = \$260,000 @ 0% interest)
- WEDC (State of WI Brownfield Grant = \$146,477)
- Property owner (E.H. Wolf & Sons = \$4.1M private investment)
- Owner's consultant (KRPG, Inc.)
- Owner's attorney (Husch Blackwell LLP)



Germantown Saxony Village Development

- New development of 172 one-to-two bedroom apartments in six buildings, \$28 million value
- Redevelopment of over 23 acres (3 parcels) in historic industrial area
- Program funded activities were a factor in helping to leverage \$375,000 in State of brownfields cleanup funding
- Industrial uses for at least 125 years, with one parcel used as a bulk fuel storage and distribution facility and the other used as a lumberyard and ag-chem facility



SUCCESS!

This is just one of the many successful redevelopment projects where Site Redevelopment Program funded activities were a factor to achieve redevelopment success.



Collaboration to Achieve Success

Germantown Saxony Village Development

- Village of Germantown
- Washington County (\$38,000 in EPA BF Grant Funded Phase I and II ESA Services)
- WDNR Green Team
- WEDC (\$375,000 brownfield grant)
- Developer (J.B.J. Companies, Inc.)
- Developer's consultant (Himalayan Consultants, LLC)



Lessons Learned & Best Practices

1. Provide a regular forum for municipal staff to learn and share best practices related to brownfields (i.e., work at building and retaining local institutional knowledge).
2. Try to fully integrate brownfield projects w/ local economic development programming.
3. Focus on documenting economic benefits in both broader and greater detail.



Lessons Learned & Best Practices

4. Minimize public use of the term “brownfields” (instead use “opportunity,” “revitalization,” or “redevelopment” sites).
5. Invest time in a comprehensive inventory of brownfield sites (and then in prioritizing and maintaining the inventory).
6. Focus on identifying and providing types of information on brownfield sites most useful to developers.



Lessons Learned & Best Practices

7. For EPA grants, make use of all of the tools available: inventory, assessments, remedial planning, reuse planning, market studies, area-wide planning, etc.
8. Try to use a multi-disciplinary approach that fully integrates planning, assessment, and economic development expertise.
9. Think of building “programs” not just completing “projects.”



Next Steps & Challenges

Secure Future Funding

- Secured \$600,000 FY 2017 USEPA Brownfields Assessment Grant
- Applying for \$1,000,000 FY2018 USEPA Brownfield Revolving Loan Fund Grant – fall 2017



Next Steps & Challenges

Future Goal – Sustainability

- Obtain sustainable program with permanent funding source in place in 3 years
 - County and local government investments
 - USEPA Brownfields RLF grant
- Develop online application to empower local governments to update potential redevelopment site inventory and site prioritization



Next Steps & Challenges

Future Goal – Maximum Leverage

- Work with County, local governments, EDWC and Wisconsin Economic Development Corporation to maximize leverage of projects
 - County Board Endorsement of EDWC’s “loan portfolio double down initiative” (\$20M by 2020 of local sale tax revenue)
- Use grants to leverage at least \$2 million in additional grants
- Exceed the minimum number of assessments outlined in Work Plan



Next Steps & Challenges

Future Goal – Connecting to Investors

- Continue integrating new sites and additional GIS layers into EDWC brownfield redevelopment web tool
- Continue EDWC's efforts of promoting brownfield sites
- Connect with lenders and commercial real estate professionals and others on the front-line of declining industrial/commercial sites



Next Steps & Challenges

Future Goal – Partnerships

- Develop meaningful partnerships with community-based organizations on a site by site basis
- Continue to work with more municipalities throughout the County on redevelopment projects
- Partner with UWM – Public Health Program to quantify reduced risk to public health on remediated sites



Next Steps & Challenges

Future Goal – Marketing

- Develop return on investment and economic impact analysis
- Develop success story profiles and case studies
- Demonstrate the value of planning as it translates into improved economic conditions
- Improve communications with public and media
- Excel in promoting success stories that explain the challenges and benefits resulting from brownfield redevelopment (and the costs of inaction)



Next Steps & Challenges

Challenges to Future Success

- Acceptance of municipalities contributing to permanent funding mechanism
 - Governments competing for tax dollars
- Improve tracking and measurement of economic impacts (in all of its forms)
- Successful connections with real estate professionals & lenders



Next Steps & Challenges

Challenges to Future Success

- Maintain effectiveness, organization and regular meetings of the SRC
 - Defining success – what does it look like?
 - Program has evolved into something much larger than originally considered
 - Impact on program administration
 - Impact on EDWC
 - Sustaining momentum



Questions??

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- Redevelopment Site Analysis Web Tool

<https://businessreadywi.com/business-intelligence/redevelopment-tool/>

- Site Redevelopment Program website

<http://www.co.washington.wi.us/SRP>

