



Beyond the Brownfield

PLANNING FOR ASSESSMENT GRANT SUCCESS

WEST VIRGINIA TAB – AYRES ASSOCIATES





READY.
SET.
ENGAGE.

(Scan the QR Code with
Your Mobile Device to
Join the Poll.)



Or type the following address into your
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PollEv.com/MattAshby167

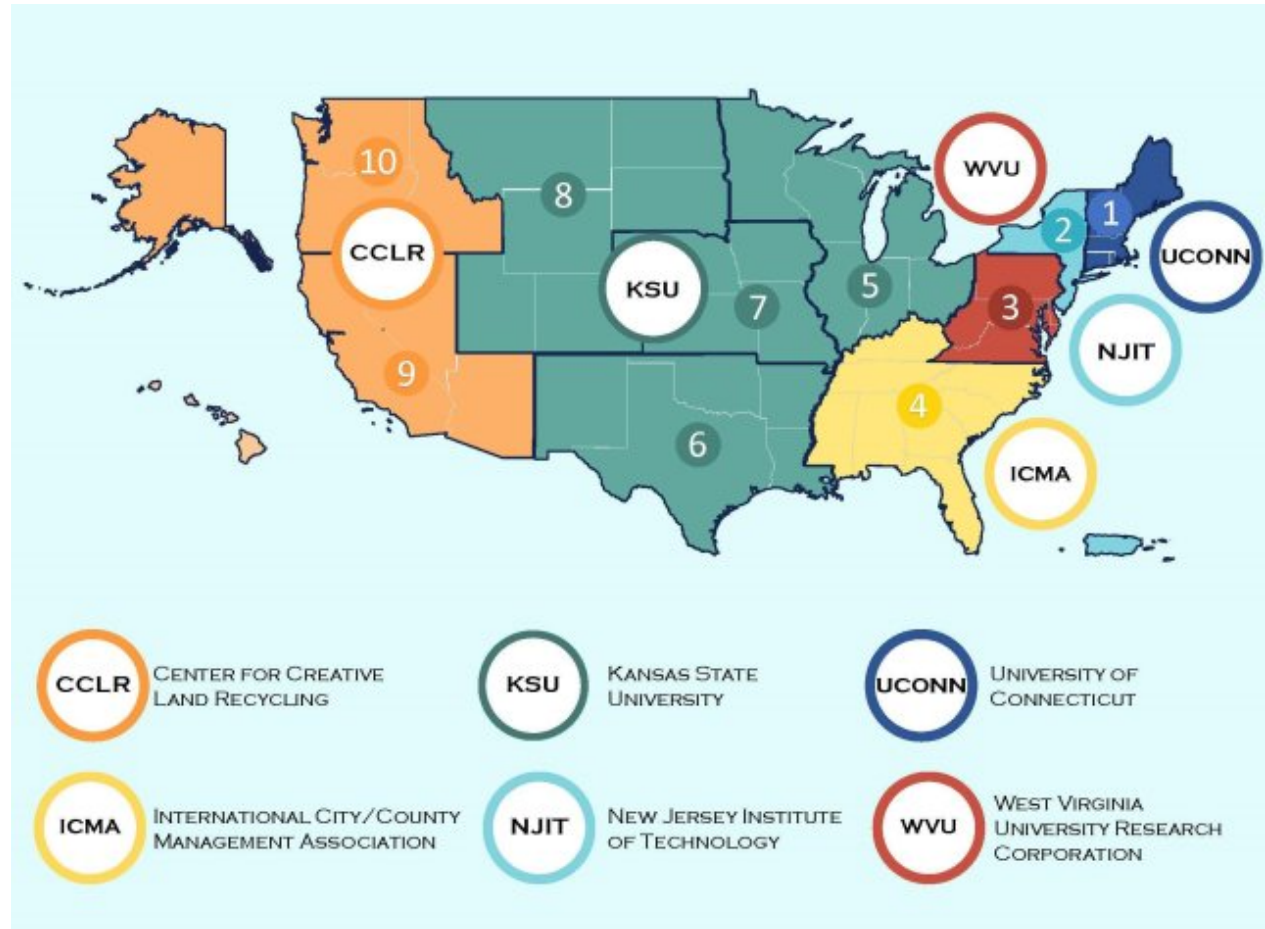


TECHNICAL ASSISTANCE TO BROWNFIELDS COMMUNITIES

About TAB

These federally-funded programs provide technical assistance to help communities address their brownfield sites.

WVU TAB serves the Mid-Atlantic region.



WVU TAB Services

Education

- Brownfield Redevelopment
- EPA Brownfield Grants

One-on-One Consultations

- EPA Grants
- Project Development

Grant Writing Support

- Grant Reviews
- Data on Public Health Impacts
- Site Design

Resource Identification

- Funding Sources





Matt Ashby, AICP
Vice President
Development Services



Keely Campbell, PG
Midwest Group Manager
Development Services



Christina Hiegel, PE
Western Group Manager
Development Services



READY. SET. ENGAGE.

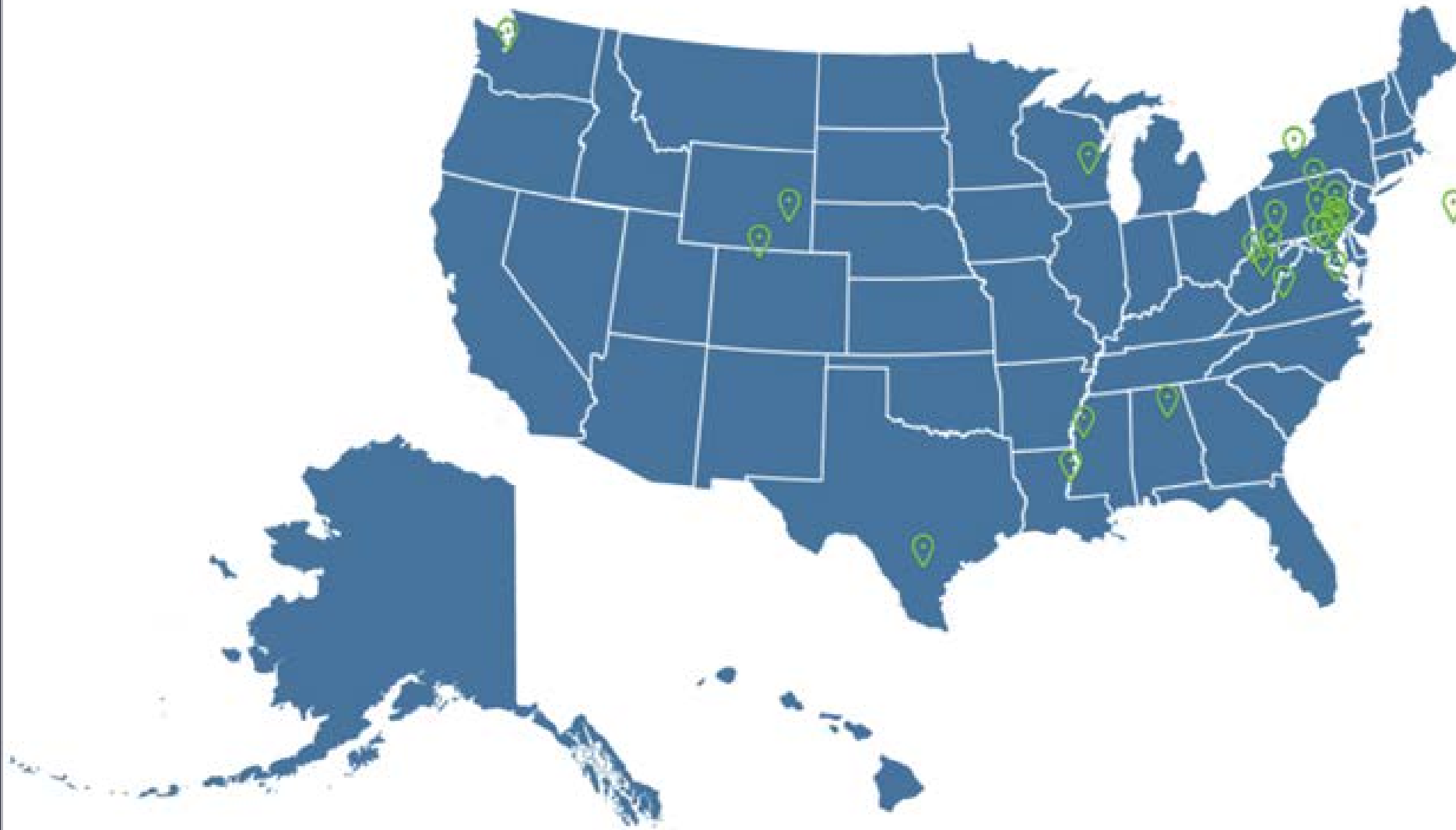
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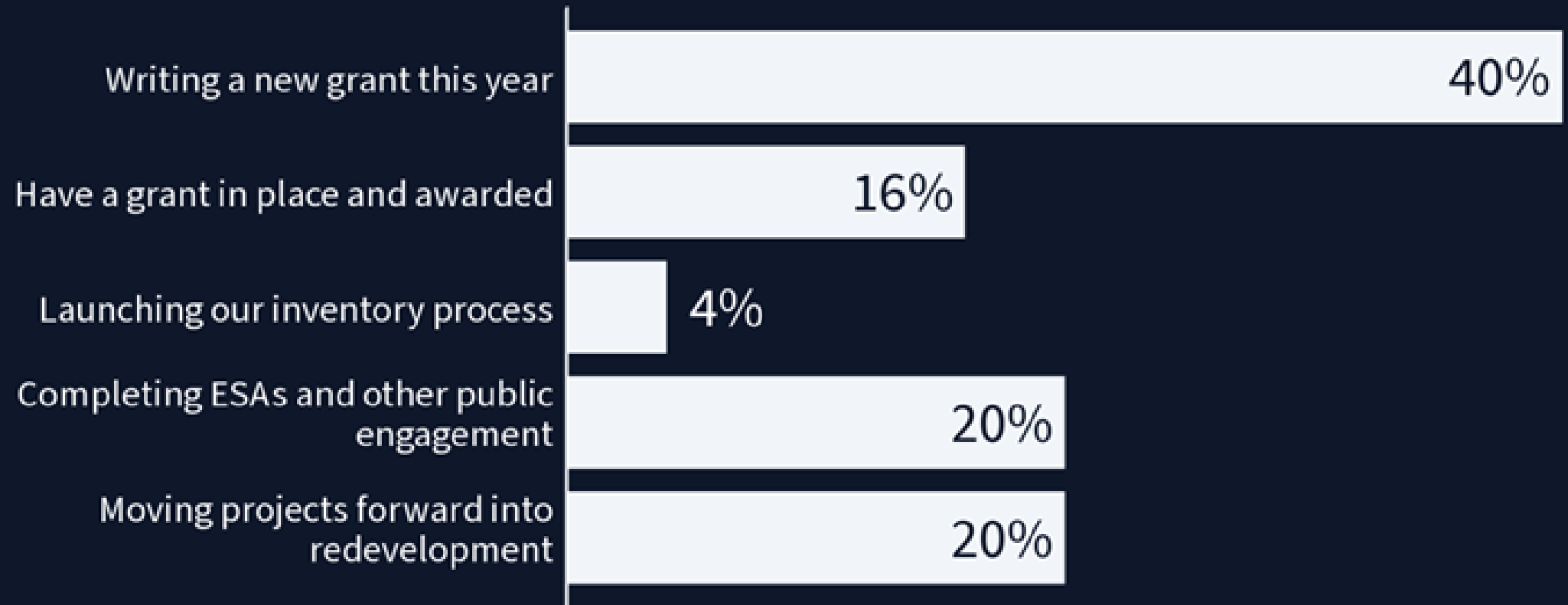
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Where are you from?



Where are you on your Brownfield Journey?





What is the Goal?

Eliminate Barriers to Redevelopment

Ideas for Spending Your Assessment Grant beyond Environmental Studies

ENGAGE

Form steering committee

Public meeting and outreach plan

Generate local buy-in and excitement

PLAN

Area wide planning

Development plans

Funding strategy

ASSESS

Phase I ESAs

Phase II ESAs

Analysis of Brownfields Cleanup Alternative (ABCA)

REINVISION

Visioning workshops

2D and 3D site sketches

Site redevelopment packets

LAUNCH

Develop core team

Develop grant plan

Area and site inventory

MOMENTUM

Identify additional funding and grants

Find investment opportunities

Keep the revitalization life cycle going!





Community Engagement Options

The following communities used a variety of options - including those to the left - to get the most out of their Assessment Grant



West Edge Redevelopment

Reverse downtrend on 35 acres

Phase I/II ESAs on 28 properties

Innovative public engagement

- Environmental concerns
- Green infrastructure
- \$108 million in investments made
- More than \$17 million in grants won
- Leverage for additional grants and identification of future opportunities
- Work with developers

CHEYENNE'S WESTEDGE DISTRICT

WESTEDGE PLAN WORKSHOP & EDGE FEST

FRIDAY SEPTEMBER 18TH
THE ASHER BUILDING
500 W 15TH STREET

2:00PM INTRODUCTION
• WestEdge intro by consultant team
• Catalyzing community change
• Goals of the plan

2:30PM URBAN DESIGN 101 AND INTRO EXERCISE
• The location
• The elements
• Break into design teams

3:15PM GROUPS PRESENT AND VOTE ON DESIGN

3:45PM BUILD THE DESIGN
• Transform the Asher Parking Lot into an Activated Courtyard!

4:45PM PUBLIC INPUT STATIONS
• Streetscape
• District character
• Land uses
• Financing & redevelopment

6:30PM PUBLIC INPUT STATIONS CLOSE
For more information, email Matt Ashby: MAshby@CheyenneCity.org

EDGE FEST 2015

6:00PM MUSIC STARTS - LUNA RAE
• 6:00 - 6:30

6:40PM GRACE ASKEW
• 6:40 - 7:45

8:00PM MIDAS WHALE
• 8:00 - Whenever

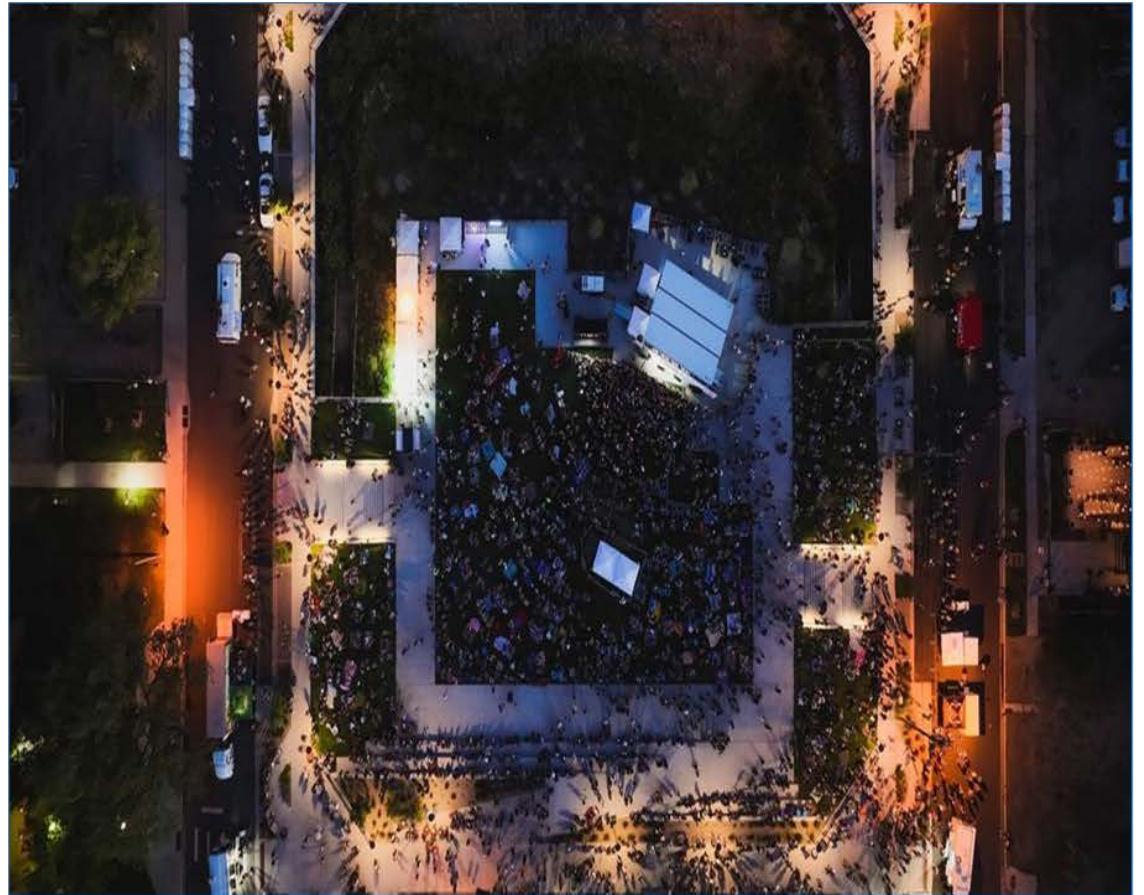
DON'T MISS OUT ON THE AFTER PARTY

EDGE FEST
CHEYENNE, WYOMING

MUSIC BY MIDAS WHALE GRACE ASKEW LUNA RAE

FREE TO THE PUBLIC





WHERE: COMMUNITY CENTER

OCTOBER, 14, 2020
5:30pm - 6:30pm



WESTSIDE

BROWNFIELD REHABILITATION

FOOD TRUCKS
MUSIC
CONVERSATION
FOR QUESTIONS
(307)721-5207



Laramie
WYOMING

AYRES
PLANNING • DEVELOPMENT

Douglas "Double-Down" Initiative

Inventory and Phase I and II assessments

Beyond the brownfield

- Development proposal for two hotels and event center
- Residential units
- Building repurposing
- Public-private partnerships
- State Fairgrounds Collaboration



Douglas "Double-Down" Initiative



DEMOLISH TOP OF EXISTING SIDE WALL TO MATCH ADJACENT BUILDING PARAPET HEIGHT - CONFIRM WORK WITH ADJACENT BUILDING OWNER PRIOR TO ANY DEMOLITION

DEMOLISH WOOD BRACING STRUCTURE

DEMOLISH TOP 2'-6" +/- OF RETURN WALL

EXISTING BASEMENT WALL TO REMAIN



EXTENT OF EXISTING STOREFRONT WALL TO BE DEMOLISHED - DEMOLITION TO INCLUDE WOOD BRACING STRUCTURE BEHIND EXISTING STOREFRONT WALL

CONTRACTOR TO TAKE PRECAUTIONS TO AVOID DAMAGE TO EXISTING ADJACENT BRICK - REPAIR ANY BRICKS THAT BECOME LOOSE OR DAMAGED WHICH ARE TO REMAIN IN ADJACENT WALL

4 NO SCALE BACK VIEW

2 3/4" = 1'-0" FRONT VIEW

Palatka, Florida

- Inventory and Phase I and II assessments
- Beyond the brownfield
 - Stormwater Infrastructure Analysis
 - Train Depot Reimagining
 - Multimodal Hub
 - Cypress Mills Redevelopment
 - Land Use Concepts
 - Branding
 - Complete Streets





Craig Downtown Catalyst Sites

Redevelopment Report/Developer Package:

- Phase I and Phase II ESA
- Concept Drawings
- Historical Proforma
- Economic Proforma (construction, remediation, façade, rental rates)



Lamar, CO

"Prairie Crossroads" Initiative

Inventory and Phase I and II
assessments

Beyond the brownfield

- 2D and 3D Redevelopment Concepts
- Animations
- Economic Proforma
- Resource Roadmaps





CITY of
Lamar
COLORADO



Define the purpose of the activity



Link to a redevelopment plan or report



Include under “Area Wide Planning” or “Public Engagement” tasks.



Reference your cost table



Shift money from Environmental to Area Wide Planning.

Justify the Costs

Task 3: Area Wide Planning - \$175,000	Schedule	Lead	Outputs
Roundhouse/Arts Tour: Educational visit to area brownfield projects to gain insight into how redevelopment gets implemented. (Evanston, WY Roundhouse redevelopment) Case studies/videos.	2023 Q2	City	Tour, Video Highlights to Share
Public Meeting 2: 3-Day Design Workshop - exploration of redevelopment opportunities aiding arts/tribal interpretive expansion in Roundhouse and other building reuses. Design exploration of Railroad Park + plaza design.	2023 Q3	QEP, City	Workshop completed.
Redevelopment visualization illustrating potential buildings, infrastructure expansion, exploration of redevelopment roadmap and other key elements.	2023 Q4	QEP, City	4-6 renderings, 2 3D visualization. 5 Vision maps.
Discussions of development character to create land use concept for district, park design, resource road mapping, incentives and financial pro-forma reports.	2023 Q4	QEP, City	1 Concept Map, 1 resource roadmap, 5 finance reports.
Planning summary created & distributed incl. redevelopment profiles for catalyst sites.	2024 Q2	QEP	1 report published.
Public Meeting 3: Review of area wide planning. Community feedback session + revisions.	2024 Q3	QEP, City	Review completed; report revised.
Public Meeting 4: Grant closeout public meeting	2025 Q1	QEP	Meeting held.

Pay attention to preferred split 40% Environmental, 30% Area Wide Planning!

+/- \$2,500

- Minimal Hard Costs
- Tech Management at Meetings
- Prep Time + Summary



\$3,000

- Likely need minimum "Guaranteed" ticket
- Coordination Time
- Advertising Costs

\$2,500 - \$6,500

- Depends on location & number of participants
- Transportation, Lodging and Food
- Consider "Social" aspect of the event



\$7,500

- Add on to existing event
- Tactical Urbanism demonstration requires bigger budget
- Larger budget includes maps, activities, consultant travel

\$1,500

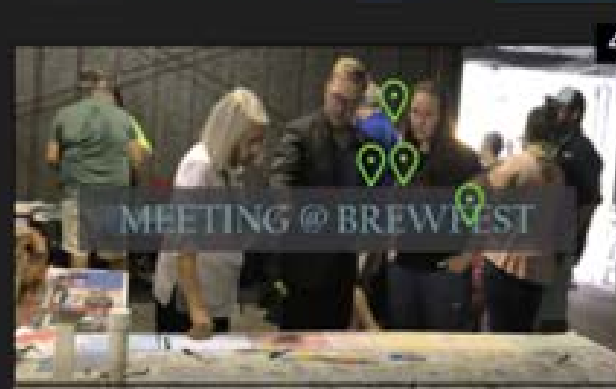
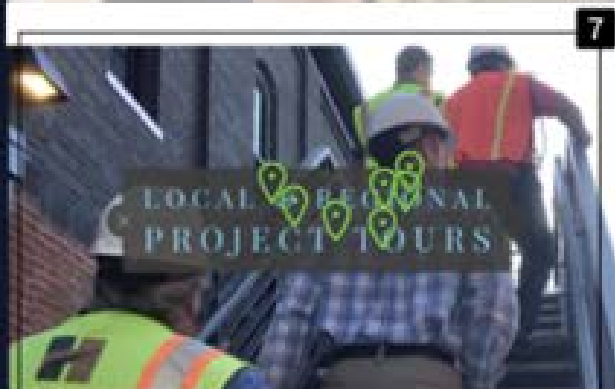
- Options for really cheap or more dynamic
- Local artist involvement + Stipend



\$10,000

- Detailed visioning workshop
- Includes consultant travel + Prep time
- Requires scaled maps and "building blocks"
- Likely multi-day event

Which Engagement Opportunity excites you the most?



Moderated Q&A



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