Brownfields Marketing

Updated March 2018

The goal of this action is to encourage municipalities to pro-actively market available brownfields sites to attract investment that leads to redevelopment. In order to earn 10 points for this action the municipality must compile comprehensive information about the site(s) it is marketing and implement a minimum of two of the marketing activities detailed under Step 2 in the What to do and how to do it section of this action. These activities must have been developed, carried out or modified no earlier than 2 years prior to the action submission date and will expire 4 years from the date the action submission was approved.

Why is it important?

Once remediated, brownfields can improve the local economy, increase the municipal tax base, address environmental contamination, and provide public green space, effecting positive change to a once blighted and/or underutilized area. Cleaning up and reinvesting in brownfield properties can provide job opportunities, take advantage of underutilized, but available infrastructure, and remove development pressures from greenfields and other undeveloped lands. An EPA-sponsored study by the George Washington University, (Public Policies and Private Decisions Affecting the Redevelopment of Brownfields: An Analysis of Critical Factors, Relative Weights and Area Differentials; 2001) found that for every one acre of brownfields that are redeveloped, 4.5 acres of greenfields are saved from development. An EPA-sponsored study by Duke University School of Economics (Estimating the Impacts of Brownfield Remediation on Housing Property Values; 2012) concluded that when brownfield sites are remediated, local property values adjacent to the remediated property may increase as much as 12.8%.

A critical first step in attracting the expertise and capital needed to address existing brownfield sites is ensuring that potentially interested parties are aware of the available sites and the municipality’s redevelopment objectives. To realize the positive outcomes of brownfields redevelopment, an entity must be willing to undertake investigation, cleanup of contamination and redevelopment of the site. Active marketing of brownfields opportunities makes these sites known to construction companies and developers. Site characteristics that in the past made these properties desirable locations for industrial or commercial use can now position them for new reuses. These attributes include existing infrastructure at the site (i.e. water, sewer, electric/gas), proximity to transportation systems (i.e. highways, trains, ports, airports, etc.), close proximity to a local workforce, and/or large properties under one ownership. Brownfields can be remediated and redeveloped for many uses including housing, commercial, industrial, and retail establishments, open spaces/parks – or a mixed combination that includes multiple uses.

This action provides eleven marketing options for a community to best promote its brownfield properties.

Who should lead and be involved with this action?

There are many ways to reach prospective developers and end users of brownfields sites. While the green team can take a lead role in this action, if desired, the input of municipal staff and other professionals and stakeholders will also be needed to help compile critical information on each property, itemize marketing options (see below for a list) and develop materials. Ideally, a brownfields marketing committee would be formed, with wide representation. This committee would be responsible for creating brownfields communication tools with support from municipal staff. If marketing is to be done via the website, the individual(s) responsible for development and maintenance of the municipality’s website should also serve on the committee or be consulted at the beginning of the design process in order to give direction to the designer and to compile all the content necessary for communicating the benefits of specific brownfield redevelopment sites. Input should also be obtained from
municipal staff involved with economic development or other staff knowledgeable about assets that would make this a desirable location for redevelopment (why the town is a great place to live, work or do business). The community may also want to reach out to its County Economic Development Department for assistance.

**Timeframe**

The time to develop website information and marketing materials depends on dedicated time allocated to the project, information available, and budget. It could take approximately two to six months to complete the website information and design and print materials, upload information to other sites, contact brokers and developers.

**Project costs and resource needs**

Resource needs will vary significantly depending on the marketing strategies selected. At a minimum, convening a marketing subcommittee, holding meetings, and designing marketing materials requires volunteer and staff time. Adding information on the municipal website is one of the many ways to promote properties. In this case, if in-house resources are available, this could be a cost-effective option. Costs may be incurred for creating website content as well as web design if a professional design firm is required, depending on the contracted scope of work. The costs for the design and printing of materials will vary, depending on the complexity of the marketing materials, which can range from a simple tri-fold brochure to an elaborate folder with tabs to pull out individual fact sheets describing possible areas for green space, financial incentives, transportation infrastructure, local education information, etc. A reasonable range for brochure or web page design is $3,000-$8,000. If the team elects to place ads in trade magazines, there will be a cost associated with that publication as well, ranging from $500 to $3,000. Search other municipal websites or speak to your counterparts at other municipalities to get more information on how they have approached brownfields marketing and what materials they have produced.

**What to do, and how to do it (“How to”)**

This section provides guidance and recommendations for implementing the action. A municipality does not need to follow this guidance exactly as long as it meets the action requirements.

The desirability of brownfield sites should be communicated from two levels: site specific and community-wide. List the reasons why the prioritized brownfield site(s) should be selected by a redeveloper and highlight all the assets that make the municipality a desirable location for the preferred redevelopment use(s). Both pieces of information are important tools in attracting brownfields redevelopment companies, developers, and new economic options to the town. The marketing materials describing the community’s assets will help attract future businesses/tenants/owners to the brownfields site while it is in the process of being remediated. Property owner consent should be obtained prior to marketing any privately owned properties.

**STEP 1: Compiling Information**

Compile comprehensive information about your community’s brownfield sites for the development of a factsheet. The Resources section of this action contains examples of factsheets developed by New Jersey municipalities. It is most important to provide developers with basic information about the sites such as current site description, location, acreage, ownership, zoning, site access, adjacent land use and who to contact for more information. It is also important to include any known information about the environmental status of the property and any grants or incentives that may be available. If the municipality has already determined the desired reuse, this should also be communicated. Finally, marketing materials should include photos of the site. The marketing subcommittee should explore creative approaches by reviewing what other municipalities have done.

It is also important to convey the features that make your community a great place to live, work or play. It may be the location, number or size of sites available for redevelopment, transportation assets, natural resource assets or access to a large and/or skilled workforce. Focus on assets that support the redevelopment opportunity(s) including community and municipal support and funding, flexible zoning, infrastructure at the site, etc. For example, if the goal is to attract more light industrial or commercial business, easy access to major highways, ports, rail lines and airports is important information. If the goal is to keep second and third generation families in your town, describing assets that would appeal to young families such as access to parks, greenway trails and good schools would be more appropriate. Perhaps natural resource assets such as lakes, rivers and forests would be attractive to businesses related to the recreation industry. If you have an industrial area in need of redevelopment, mention designations that could provide incentives for new businesses to locate there.

**STEP 2 – Communicating Brownfields Redevelopment Opportunities**
Communities must select a **minimum of two activities** from the list below to receive points for this action. For each activity selected, site specific and community specific information (i.e., from Brownfield and Community Profile Fact Sheets created in Step 1) should be communicated. Each activity must have been completed or updated no earlier than two years before the submission of this action to Sustainable Jersey.

1. **Post site specific information on the municipal website.** To demonstrate completion, please provide a link to the location of the Brownfields information on the municipal website. A designated individual should be responsible for designing a page on the municipality’s website and adding Brownfields marketing information to the website, as well as periodically posting updates as new information becomes available.

2. **If the site is within a redevelopment area, issue Requests for Proposals (RFPs) or Requests for Letters of Intent** to obtain competitive bids and/or proposals for individual sites or portfolios of sites, following the requirements of the New Jersey Redevelopment Law. To demonstrate completion, provide a copy of the RFP along with the date it was issued. Please attach responses if received (optional).

3. **Issue Requests for Expressions of Interest** that will elicit feedback about general interest in the site for various uses. This may be valuable in situations where the best end use is not known with certainty. To demonstrate compliance, provide a copy of the Request for Expressions of Interest along with information on when and how it was advertised. Please attach responses if received (optional).

4. **Enter selected sites on the NJ Site Mart website,** the searchable database which can display both site statistics and narrative descriptions. Detailed information on how to enter sites can be found at [http://www.njBrownfieldsproperties.com/](http://www.njBrownfieldsproperties.com/) under “Submit a Property.” NJ Site Mart is a collaboration between private property owners, municipalities and counties to build a shared database inventory of brownfields properties in New Jersey. To demonstrate compliance, submit a link to the Site Mart page and the date the submission was posted.

5. **Develop written materials to hand out at trade events** or to interested parties (i.e. New Jersey League of Municipalities Annual Conference). To demonstrate compliance, provide a copy of the materials (flyer/brochure, fact sheet, etc.) and a list of events or distribution channels at which the materials have been distributed and the event dates.

6. **Develop outreach posters** for marketing partners such as county agencies or local economic development groups. To demonstrate compliance, include a copy of the poster and a list of agencies/organizations where the poster was displayed or circulated.

7. **Place ads in real estate trade magazines.** To demonstrate compliance, provide a copy of the ad, along with the name of the publication and the date of issue.

8. **List your properties or projects on an online Brownfield marketplace** such as Brownfields Listings at www.brownfieldlistings.com. To demonstrate compliance, provide a link from that website to information about your brownfield(s).

9. **List your site with a local real estate broker.** To demonstrate compliance, provide copies of the broker’s listing to show that the site was actively marketed.

10. **Contact and establish communication** with state and federal agencies including:
    - NJDEP and USEPA are often contacted by Brownfield redevelopers who are looking for sites to be redeveloped. To demonstrate compliance, provide a copy of relevant emails or written correspondence with the date of the interactions. For phone or in person discussions, a follow up email documenting the conversation should be provided.

11. **Schedule tours with prospective redevelopers to visit the site(s).** To demonstrate compliance, provide correspondence related to setting up the tour, a tour agenda, the contact information of the developer(s), the date of the actual tour, and a summary of the meeting and any follow up.

12. **Other:** Marketing can take many forms. If you have another outreach avenue that accomplishes the goal of getting site specific information on priority brownfield sites out to prospective developers, submit documentation and it will be evaluated for inclusion.
What to submit to earn points for this action

In order to earn points for this action, the following documentation must be submitted as part of the online certification application in order to verify that the action requirements have been met.

A Brownfields Marketing Action Checklist has been developed to guide you through the submission requirements.

1. Description of Implementation: In the Description of Implementation section of the online submission page for this action, provide an overview of the marketing of brownfield sites done to date including who has been involved, materials developed, goals set and summary of actions taken.

2. Upload a brownfield property factsheet or provide detailed property description about at least one site being marketed.

3. Upload a completed Brownfields Marketing Action Checklist that identifies a minimum of two marketing activities from the list provided that have been completed or updated within two years of your certification application submission date. Also upload any additional supporting documentation for the marketing activities completed as identified on the checklist.

Resubmission Requirements

After the expiration of this action, the municipality will need to resubmit the requirements, showing marketing efforts conducted no earlier than 2 years prior to the resubmission date.

Approved Action Expiration Date

Approved Brownfields Marketing actions will be set to expire December 31 of the fourth year following approval of the action. For example, if the action was approved in July of 2018, the expiration date will be set for December 31, 2022.

IMPORTANT NOTES:

There is a limit of six uploaded documents per action and individual files must not exceed 20 MB. Excerpts of relevant information from large documents are recommended to reduce the size and number of documents being uploaded.

All action documentation is available for public viewing after an action is approved. Action submissions should not include any information or documents that are not intended for public viewing.

Spotlight: What NJ municipalities are doing

Jersey City Redevelopment Agency: Sample brochure

Camden Redevelopment Agency: Sample property listing
http://www.sustainablejersey.com/fileadmin/media/Actions_and_Certification/Actions/Brownfields/3_-_Marketing_sheets_-_Camden.pdf

Resources

Center for Urban Environmental Studies (CUES), Rutgers School of Environmental and Biological Sciences (Video describing the Brownfields Clean Up Process in NJ) http://cues.rutgers.edu/sustainable-jersey/video.asp

Mantua Township Brownfields Site Listing
http://sustainablejersey.com/fileadmin/media/Actions_and_Certification/Actions/Brownfields/Inventory_Fact_Sheet_Mantua.pdf

Township of Woodbridge, Brownfield Development Area Fact Sheet
http://www.twp.woodbridge.nj.us/documentcenter/view/778

Brownfields Listings: Preview site listings at https://brownfieldlistings.com/. You can query New Jersey sites to see listings.

Center for Creative Land Recycling: EPA’s Technical Assistance to Brownfield Communities provider for New Jersey.
https://www.cclr.org/.