

**Critical Success Factors
for Brownfield Sites
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Topics for Discussion

Review of Brownfields

- State of the Union
- Land revitalization process

Project examples highlighting:

- Critical success factors

Concluding remarks



State of the Union

- Benefits of Brownfields continue:
 - Revitalization of urban areas
 - Measurable social, economic, and environmental improvements
 - Sustainable development
- Previously there have been barriers:
 - Perception of risk
 - Cost prohibitive cleanup to generic standards
 - Time to get regulatory endorsement was extensive

State of the Union (continued)

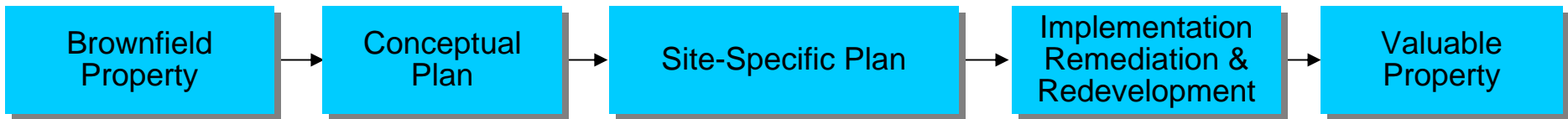
More recent situations suggest improvements



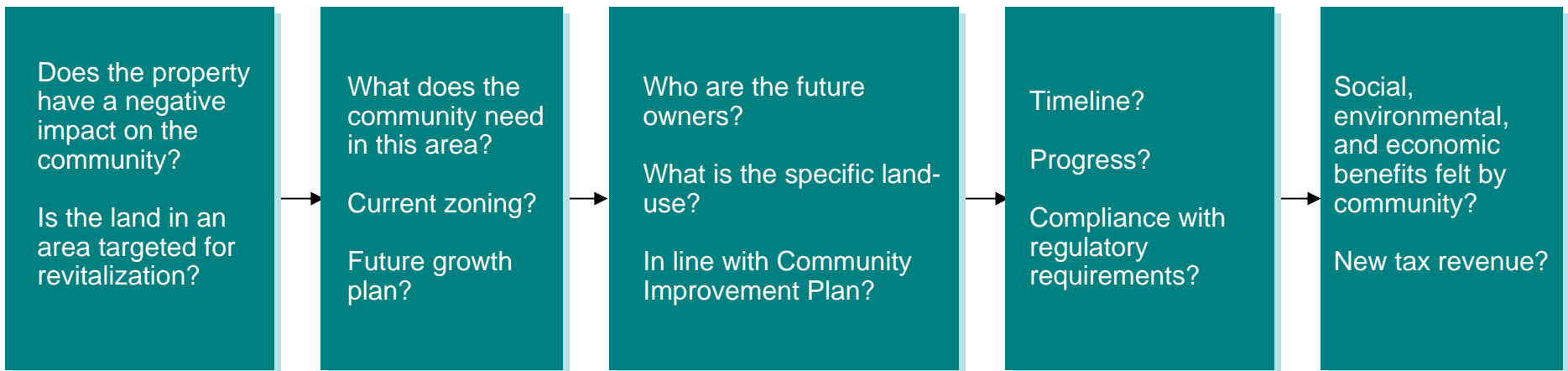
- More efficiencies – remediation with redevelopment in mind
- Site specific risk based remediation getting regulatory approval
- Incentive programs for Brownfields

Land Revitalization Process

Owner/Developer Considerations:



Community Considerations:



Making a Successful Brownfield Project

- Critical Success Factors:
 1. Market demand
 2. Leadership by entity driving process
 3. End vision and strategic plan to achieve goals
 4. Appropriate funding to achieve end vision
 5. Clarity around alignment of liability and land ownership
 6. Stakeholder support

1. Market Demand

Confidential Industrial Client

Present Site



Projected Site, July 2010



2. Leadership Former Epton Site



3.& 4. Clear End Vision and Funding Milwaukee Road Shops



5. Liability Management

Mare Island Redevelopment



6. Stakeholder Support Fruitvale Station



Concluding Remarks

- Lots of successes!
- Areas for continued improvement:
 - Working with regulatory agencies to become more streamlined
 - Application of risk management approach
 - Proactive stakeholder communications
 - Applying innovative and sustainable remedial solutions that are cost effective
 - Understanding the liability alignment
 - Use of available funding



Thank you!