Maximizing the Benefits of Brownfields Redevelopment
Including Petroleum Sites and Showcasing Returns

Overview

• Redevelopment Today
  ▫ Benefits
  ▫ Progress

• Overcoming Barriers to Redevelopment
  ▫ State-level barriers
  ▫ Successful approaches to overcome them

• Up close: Florida
Redevelopment Today

Why Redevelop?

- **Economic benefits**
  - Economic growth and revitalization
  - Employment (long- and short-term)

- **Environmental benefits**
  - Remove contaminants
  - Increased energy efficiency

- **Fiscal benefits**
  - Increased tax revenue
  - Lower infrastructure costs

- **Social benefits**
  - Reduced crime rates
  - Expanded housing options
Then the redevelopment itself creates an additional opportunity:

- **Showcasing returns on investments**
  - Demonstrating the maximization of public value
  - Leveraging the projects to increase federal perception (and opportunities)

$ \rightarrow $$$

### Available Resources

- **Federal**
  - EPA (OBLR, OUST, LUST, OPEI, etc.)
  - Dept. of Labor (OSHA), Dept. of Housing and Urban Development, Dept. of Commerce (EDA)

- **State**
  - State funding and assistance
  - Disbursing federal funds, SRPs

- **Other**
  - Local governments, private parties, public interest organizations
Petroleum

- Petroleum sites offer significant benefits
- But while redevelopment efforts continue to increase
- Petroleum sites in particular have a way to go

How to Facilitate Petroleum Brownfield Redevelopment
Project

FIVE-YEAR COOPERATIVE AGREEMENT

Overcoming Barriers to the
Redevelopment of Petroleum Brownfields
and Other Vacant Properties

Project Objectives

1. Identifying gaps and barriers
   common and state-specific

2. Evaluating existing strategies to
   overcome them
   innovative state approaches and lessons learned

3. Educating critical state decision- and
   policy-makers
   on how
to adopt successful strategies
Project Approach

• Identifying the legal, regulatory, policy, and institutional components of successful brownfields cleanup and redevelopment programs
  ▫ Review existing government, academic, and NGO publications
  ▫ Look at selected study areas: research their programs, have discussions with key stakeholders, and hold consultative workshops

Study areas were selected because they provide successful models or have significant corrective action backlogs:

CA(LA) CO FL GA MA MI NJ OH OR PA WA WI

Successful Approaches

Planning

• Including infill redevelopment
• Designating brownfields for special focus via local governments
• Corridor redevelopment approach
• Addressing environmental justice
• Proactively seeking funds from multiple sources
Successful Approaches

**Information Management**

- Creating and maintaining an inventory
- Including brownfields, petroleum brownfields, and vacant properties
- Making information (easily) publicly accessible
- Packaging site information to enable redevelopment of multiple sites at a time
- Showcase results of redevelopment

**Legal Tools**

- Systems for holding properties until the redevelopment market is ready
- Institutional controls
- Liability protection and insurance
- Cost-recovery mechanisms
Successful Approaches

Financial and Technical Resources

- Coordinating resources to support all stages of redevelopment
- Ensuring sufficient resources are available on an appropriate timescale
- Providing correct incentives
- Widely disseminating information about available resources

Education and Outreach

- Promoting the benefits of brownfields and infill redevelopment
- Alleviating stigma, particularly at the local level
- Recognizing successful brownfields cleanup and redevelopment
Successful Approaches

Institutional and Procedural Structures

- Harmonizing disparate processes (single?)
- Systems for holding remediated properties until the redevelopment market is ready
- Monitoring projects, evaluating outcomes, and showcasing benefits
- Systematically involving communities

Up Close: Florida

*In progress*
Planning

- **Coordination**
  - Integrating all types of brownfields
  - Coordinating infill redevelopment

- **Area-based approaches**
  - Brownfield designation process (public involvement)
  - Adopting the corridor approach

- **Coordinating players**

- **Local government involvement**
  - Increased education about available resources

- **Exclusion of non-area brownfields from incentives**

Information Management

- **Easily accessible figures** on brownfield areas, BSRAs, and SRCOs
- **Database of Institutional Controls**
- **Information management systems**
  - GeoViewer (brownfields)
  - Oculus (petroleum sites)

- **Information on potential brownfields**
  - Particularly important for petroleum

- **Showcasing returns**
  - More information about types of cleanup and redevelopment undertaken
  - Improved display of returns on investments
Legal Tools

- Liability protection
  - Third parties
  - Lender protection
- Insurance
  - Private
- Institutional Controls
  - Tracking

Resources

- Funding
  - Grants
  - Incentives
- Assistance
  - DEP Guidance Manual
  - DEP informal application assistance
  - Targeted Brownfields Assistance
- More incentives
  - Infill redevelopment
  - Increased limits and funding
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Strengths

Brownfield area
  • Job creation
  • Loan guarantee program
  • Expedited permitting
  • Sales tax credit

Brownfield site
  • Liability protection
  • VCTC
  • Enterprise Zones

Next

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• Assistance
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  ▫ Targeted Brownfields Assistance

• More incentives
  ▫ Infill redevelopment (beyond Front Porch, Florida Planning Toolbox)
  ▫ Increased limits and funding on existing incentives
Education & Outreach

- **Florida DEP**
  - Educating and training redevelopment community

- **Florida Brownfields Association**
  - Outreach to communities to overcome stigma
  - Continually bringing constituencies to the table
  - *Girl Scout badge!*

- **Increased education to local governments**
- **Increased outreach to rural areas**
  - Overcome sentiment that designation might hurt
- **Positive program image**
  - Show how funds are put back into the community

Institutional Structures

- **Remediated Property Holding System**
  - Informal: CRAs

- **Coordinating entities**
  - FDEP
  - FBA
  - Enterprise Florida

- **Remediated Property Holding System**
  - Land Banks

- **Local Advisory Committees**
  - Strengthen process
Takeaways

• Impressively comprehensive and coordinated approach to redevelopment.

• There are many petroleum sites awaiting redevelopment. The corridor approach (see Tamiami) may be beneficial for addressing multiple sites and leveraging benefits.

• Showcasing benefits would alleviate lingering stigma and satisfy federal investors (resulting housing, jobs created, contamination handled, environmental benefits, etc.).

• Public participation is a critical element that could be improved in places.

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Questions?

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