Industrial Site Preparedness

Missouri Economic Development Council
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Your Partner in Strategic Design
Olsson Associates Background

Water/Wastewater • Water Resources • Transportation • Rail Transportation • Landscape Architecture and Urban Planning • Land Development • Field Services • Environmental Resources and Compliance • Community Services • Economic Development and Funding • Building Services • Public Involvement
Economic Development: 101

- Primary Development
- Employment and Revenue Multiplication
- Specific Siting Requirements
- Time to Production
- Capital Investment & Job Creation
Early Site Selection Considerations

Comprehensive
- Workforce
- Transportation
- Land Control
- Utilities Access
- Permitting

Immediate
- Air Quality
- Airport Runway Influence
- Fiber
- Service Capacity

Specific
- Incentives
- Established Prices
- Infrastructure Timelines
- Encumbrance Mitigation
- Development Costs
Site Preparation Benefits

Infrastructure Readiness

Optimize Development Potential

Increase Negotiating Power

Enhance Marketability
Infrastructure Assessment

Location
- Development Capacity
- Ownership
- Topography

Services
- Utilities
- Access
- Telecom
- Transportation

Permitting
- Floodplain
- Air Quality
- Zoning
Benefits of Infrastructure Assessment

Benefits of Site Assessment

- Comprehensive Analysis
- Identified Site Selection Info
- Identification of Encumbrances
- Information Prior to Investment
Site Preparation and Site Selection

Case Study – Harbor Freight Tools

- Dillon, South Carolina
- Optimal Location
- Costs - Freight Economics
- “Ready to Go – Fast Track Sites”

Wadley Donovan Gutshaw Consulting
Site Diligence Overview

Industrial Development Review Summary
Cozad, NE 195 Acre Industrial Property

Transportation
- Roads:
  - The property lies near I-129, which is located 8 miles west of the property.
  - Access to the industrial park is not controlled by a traffic signal.
  - The nearest north-south interstate is Interstate 28 which is located 210 miles east.
  - The nearest east-west interstate is Interstate 90, 608 miles to the northwest.

Utilities
- Electric:
  - The City of Cozad operates the local power district.
  - The property has an existing underground electric line to supply the permanent power service to the industrial park.

Zoning
- The property is currently zoned within the City of Cozad as General Industrial and would not be necessary for industrial development.

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Industrial Development Review Summary
Cozad, NE 195 Acre Industrial Property

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Gas
- Source Gas operates the local natural gas distribution which serves the industrial park.
- An existing gas line is located adjacent to the southwest corner of the industrial park.
- The B gas line has a pressure of 500 psi.

Water Service
- The City of Cozad operates the public water system.
- An existing 8” water main is located at the north property line along Monroe Street.
- A 6” water main is located along the south property line, leading to the wastewater treatment plant.
- The 8” and 6” water mains have static pressures of 50 and 30 psi, respectively.

Wastewater Service
- The City of Cozad operates the public wastewater system.
- The wastewater treatment plant is at the immediate southwest corner of the industrial park.
- The treatment plant has an average treatment capacity of 0.63 million gallons per day (MGD). The peak treatment capacity of 0.99 MGD.
- An existing 10” sanitary sewer line is located along the north property line of the Cozad Addition parcel in the industrial park.
- An existing 18” sanitary sewer line is located along the east property line of the industrial park.

Telecommunications
- The Cozad Telephone Company (CTC) is a privately owned provider of telecommunication service to the City of Cozad.
- CTC has recently undertaken a major upgrade to the system with the installation of fiber to the home (FTTH) technology.
- The technology significantly increases the available bandwidth and reliability for residential and commercial/industrial users in Cozad.

Environmental
- A Phase I Environmental Site Assessment (ESA) was prepared by Olson Associates in July 2011 on the industrial park parcel.
- The executive summary of the Phase I ESA indicated that Recognized Environmental Conditions (RECs) and Recognized Environmental Conditions (RECs) were identified on the parcel. A summary of the review is included below for additional information reference the Phase I ESA document.

RECs
- Terreno is located adjacent to the assessment property. This facility is under RCRA investigation and remediation due to VOC contamination in the groundwater. The groundwater at the assessment parcel has VOC contamination associated with the Terreno facility.

HRECs

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Lesson Learned . . . The Case for Site Assessment
PLANNING
Still a good thing to do first.
What We are Seeing . . . The Case for Site Assessment

Lack of Site Control

Unidentified Utilities Capacity

Misunderstood Permitting Requirements

Unclear Transportation Service and/or Access

Ineffective or Inefficient Platting

Improper Zoning

Incompatible Peripheral Uses
Site Preparation Benefits

- Infrastructure Readiness
- Optimize Development Potential
- Increase Negotiating Power
- Enhance Marketability
Optimizing Development Potential – Site Planning

**Site Analysis Findings**
- Mitigation of encumbrances
- Consideration of options
- Review of economic targeting

**Master Planning**
- Creation of site plan alternatives
- Finalization of site master plan
- Assessment of zoning and land use policies
- Uncover anticipated permitting issues

**Costing and Phasing Options**
- Determine logical phasing patterns
- Assess costing for build-out
- Identify funding options
Site Planning Benefits

Benefits of Planning

- Organized Pattern of Development for Tract Optimization
- Collection of Technical Site Data
- Expedition of Permitting and Zoning Processes
- Guidance for Allocation of Financial Resources
The Importance of Site Planning

Blair South Industrial Site, Blair, NE
Preliminary Site Planning
Preliminary Site Planning
Lincoln Air Park Rail Campus
Lexington 80 Acre Industrial Site

Conceptual Master Plan
scheme: mp2.4
Iowa’s Crossroads of Innovation
What We Are Seeing . . . The Case for Site Planning

No Site Plan

Mismatched Targets

Unidentified Timelines for Build-Out

Lack of Logical Site Development Phasing

No Alignment of Infrastructure Needs to CIP

Lack of Investment Protection
Site Preparation Benefits

- Infrastructure Readiness
- Optimize Development Potential
- Increase Negotiating Power
- Enhance Marketability
Case Study: Biofuels Company

$500 million in initial CapEx

Water capacity critical

Truck traffic increased

Rail access needed

Infrastructure key to incentives decision-making
Case Study: 1,500 Acre Site – Overlay Zoning

- Special overlay district for industrial
- Conditional use permits not available
- Public process exhaustive
- Site assessment key to mitigating potential time-to-production issues
Case Study: Targeting Mismatch

3,250 acres

Targeting plastics and resins manufacturers

Natural gas critical input

Infrastructure plays a role in viability
Case Study: Funding of Site Development

Owned by EDC

Assessment and master planning complete

Understood timelines and infrastructure costs

Site preparation assessment leads to inclusion of timeline in local CIP for priority infrastructure funding
Site Preparation Benefits

- Infrastructure Readiness
- Optimize Development Potential
- Increase Negotiating Power
- Enhance Marketability
“When it comes to data, location consultants find a good portion of what they need on the Intranet and through private providers before they ever come knocking on your door.”

Jay Garner
Garner Economics, LLC and Past Board Chair, IEDC
“The main crisis in economic development today is irrelevance . . . “

Rick Weddle, Measurement Radical Marketing
Marketing for Site Selection

Fact: Elimination is the game.

Fact: Site searches begin and end without your knowledge.

Fact: Positive first impressions are vital.

- What makes your site stand out?
- How do you market your sites to the unknown?
- How do your sites benchmark against competitor sites?
Fremont Technology Park Marketing Information

OVERVIEW

The Fremont Technology Park is an 840-acre, master-planned site that is owned by the City of Fremont. The City has done considerable amounts of infrastructure development to make the site ideal for technology-related business or data centers. The site is on the ideal central location—just 36 minutes from Omaha, Nebraska and 20 minutes from Lincoln, Nebraska.

The City of Fremont offers aggressive tax incentives, and the Nebraska Department of Economic Development through the Incubator Advantage Program, has some of the most aggressive tax incentives in the nation.

The site is served by a ring road system and electric 345-kV transmission lines. The site is served and operated by the City of Fremont with some of the lowest cost per kW in the nation. The electrical system has been designed as excellent by local industries due to its reliability and service.

The site has access to a minimum of four million square feet of warehouse/office space, with the first million square feet committed. It includes the site. All four centers are capable of providing 55,000 to 100,000 square feet of space. The area can subdivide multiple 10,000 to 25,000 square feet to the site.

Fremont has a strong, well-educated workforce. Metropolitan Community College in Fremont offers a data center management degree program that trains students on various aspects of data center design and management and has a hands-on working data center lab for real-world training for its students. The college offers the top of the line and has a year-long program in green data center management in partnership with IBM.

Fremont offers a high quality of life with a low cost of living. Strategically located at the crossroads of major highways, students can drive to the downtown areas of Lincoln and Omaha in less than an hour. With population of 23,000 residents, Fremont has a small town feel, with access to both Omaha and Lincoln in just 30 minutes. Residents can enjoy the cultural advantages of a big town.

POWER

The electrical systems in Fremont is owned and operated by the City of Fremont. The site accommodates 100 MW, power generating stations capable of supplying renewable energy (wind, solar) and traditional energy sources (gas, coal, etc). The site is 100% electrically powered with no gas or oil. The electrical systems are designed with 60 kV transmission lines and voltage transformers that are dedicated to data centers within the technology park.

The Fremont Technology Park is a 24/7 operation, and all data centers are served with 100% uninterrupted power supply (UPS) systems. The site is designed to meet or exceed all industry standards for power and cooling systems. The site is designed to meet or exceed all industry standards for power and cooling systems.

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Phase III: Virtual Build-Out
What We Are Seeing . . . Site Prep is Crucial to Site Marketing

- Inaccessible Site Information
- Marketing Efforts that Proceed Diligence Assessment
- Mismatched Incentives
- Misidentified Decision-Maker
- Inability to Visualize Development On-Site
- Lack of Polished Presentation of Facts
Effective planning and preparation for primary development is crucial to securing opportunities.

Municipal revenues from primary development are worth the planning efforts and impact the success of all other forms of local development.
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Your Partner in Strategic Design

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