

## Top 10 Traits of a Highly Successful Brownfields Project:



Trostle Tannery, Milwaukee



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On behalf of the DNR's  
Remediation and Redevelopment Program

## Top 10 Traits of a Highly Successful Brownfields Project



Milwaukee's  
Riverwalk



1. Start off on the right foot (print):
  - ✓ Call early and often.
  - ✓ Ask for a "Green Team" meeting with :
    - DNR staff on cleanups, water, stewardship, financial assistance, etc.
    - Commerce brownfields and area development managers
    - DOA's Coastal Management
    - Federal staff, including EPA and Army of Corp of Engineers.

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### 2. Know where the data bases are:

#### Sample of data bases available:

1. Commerce's tank data base.
2. EPA's data bases.
3. DNR's Facts system.
4. DNR's BRRTs on the Web.
5. DNR's GIS Registry of Closed Sites.

#### Web locations:

1. [http://apps.commerce.state.wi.us/Er\\_Tanks/ER-EN-TankSearch.htm](http://apps.commerce.state.wi.us/Er_Tanks/ER-EN-TankSearch.htm)
2. <http://maps.epa.gov/enviro mapper/>
3. <http://dnr.wi.gov/org/caer/cea/fact/>
4. <http://www.dnr.state.wi.us/org/aw/rr/brrts/index.htm>
5. <http://www.dnr.state.wi.us/org/aw/rr/gis/index.htm>

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Hank Aaron Trail

### 3. Identify Project Coordinators:

- DNR single point of contact.
- Developer or local government single point of contact.
- Introduce *your* team to the government agencies, and vice versa.
- Utilize internal meetings to coordinate, set timelines, and identify roles and responsibilities.

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### 4. Communications:

- Communicate complete plans to agency staff.
- Agency staff should identify media issues, approvals needed, tools available upfront.
- If water-related issues, work on parallel track with clean-up issues.
- Set up regular meetings, if needed.
- Clearly define project boundaries, timelines, roles and responsibilities of *all* players.
- Alert agencies of important milestones, and any changes.



## Top 10 Traits of a Highly Successful Brownfields Project

### 5. Assemble an experienced team:

- Assemble your team with experienced professionals.
- Check to see if they have completed projects to their customer's satisfaction.
- Do they have time to dedicate to your project?
- How much will their participation cost?
- Consider government agencies as part of the team.

#### ➤ Consider adding these members to your team:

- environmental consultants,
- design professionals,
- planning assistance,
- lenders,
- developers,
- non-profits,
- legal assistance,
- government staff, and
- possibly insurance professional.

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City of Oshkosh

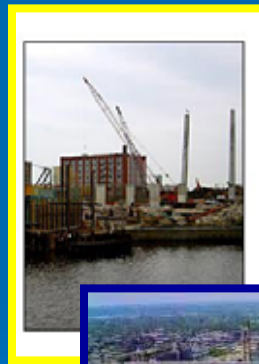
### 6. Request Agency Technical Assistance:

- Take advantage of a technical review by DNR, for a fee.
- Reduces surprises at end.
- Nothing beats good data and presentation. Incomplete submittals cost you time and money.
- A fee review is a minimal cost compared to overall cost of project.
- If you are pursuing a Voluntary Party Liability Exemption, a kickoff meeting may save you time and money.

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### 7. Prior to purchase:

- Remember: someone is liable for the contamination either by causing it or owning the property.
- Know where you stand in this situation.
- DNR can assist in clarifying the environmental liability of:
  - purchasers,
  - off-site contamination issues,
  - sellers,
  - lenders,
  - local governments,
  - non-profits,
  - or
  - lessees.



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### 8. Be aware of financial incentives:

#### ➤ MONEY:

- Grants,
- Loans,
- Tax agreements
- TIDS or TIFs,
- Tax deductions,
- Tax credits, and
- Partnerships.



- Check local, non-profits, state, and federal sources of funds.
- Mix and match funding wisely.

<http://www.dnr.state.wi.us/org/aw/rr/financial/index.htm>



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### 9. Integrate cleanup and reuse plans:

- As early as possible, share development plans and site map.
- This will assist DNR in:
  - Focusing site investigation,
  - Offering suggestions on matching reuse footprint to contamination on property.
  - Ensuring vapor or methane issues have been addressed.
  - Integrating a "building on a historic fill site" exemption into your environmental and development project.
  - Offering suggestions on soil management, including timing of and innovative uses.
- Good time to find developer, if community-driven project.



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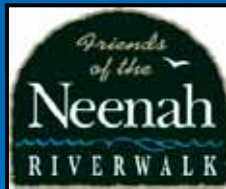


### 10. Control your destiny:

- Have a vision & plan.
- Get access or acquire sites.
- Ask non-profits to assist.



Be patient and realistic in project expectations.



<http://www.neenah.org/futureneenah/waterfront++riverwalk/default.asp>

Redevelopment is contagious:  
success multiplies and spreads.

