

# Creating Meaningful Opportunities for Public Participation

## *Economic and Community Development Through Brownfields Revitalization*

End of Year Report  
October 1, 2007 – September 30, 2008

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The preparation of this report was supported with funding from the Georgia Environmental Protection Division, Department of Natural Resources.

Published by the Fanning Institute, a Public Service and Outreach unit at the University of Georgia.

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# Creating Meaningful Opportunities for Public Participation

## Economic and Community Development Through Brownfields Revitalization



1881 MILL



AUGUSTA, GA., MILL CONVERTED INTO CONDOS, APARTMENTS AND COMMERCIAL SPACE

The link between brownfields redevelopment and economic development has never been stronger. As communities increasingly have to do more with fewer resources, incentives that encourage private investment and save tax dollars — such as the brownfields program — are vital to successful economic development strategies.

This report will discuss how the Georgia Environmental Protection Division (EPD), utilizing funding from U.S. Environmental Protection Agency and partnering with the Fanning Institute at the University of Georgia, helped communities better understand and utilize the brownfields redevelopment tools available in Georgia and from the U.S. EPA.

Specifically, this report will:

- Describe Fanning's brownfields outreach activities, including assistance to communities seeking brownfields grants, formal workshops, and community involvement activities included under U.S. EPA grant threshold criteria (i.e. Hyde Park);
- Assess Fanning's activities under the measures for success listed within this scope of work; and
- Make recommendations for future outreach under the brownfields program.



## ASSISTANCE TO COMMUNITIES SEEKING BROWNFIELDS GRANTS

The Fanning Institute maintains information on Georgia's Brownfields Program, technical assistance opportunities, federal incentives, and presentations from former Georgia Brownfield Academies on its Web site at ([www.fanning.uga.edu/program/13](http://www.fanning.uga.edu/program/13)). Contact information is available at the Web site for U.S. EPA and Georgia EPD brownfields professionals, and Fanning faculty frequently serve as a portal for questions and technical inquiries from communities around the state, particularly those interested in pursuing U.S. EPA brownfield assessment and cleanup grants (See Attachment 1).

Fanning faculty use contacts and economic development organizations throughout the state and the southeast to continue to present information, respond to questions, and provide technical assistance to communities and organizations interested in brownfields redevelopment.

Three specific examples of this type of assistance include Development Authority Training, the Southeast Regional Directors Institute (or SERDI), and Georgia Brownfield Academies.

### Development Authority Training

Development authorities are critical economic development partners for brownfields redevelopment activities in Georgia. By statute, these local governmental entities can purchase and sell properties, putting them in key positions to take title to contaminated properties, conduct assessment and cleanup activities, and sell the properties to developers, businesses and other end users. Fanning Institute faculty are responsible, through a partnership with the Georgia Economic Developers Association, for

providing the basic and advanced training for Georgia development authority members, which is required of them by statute. Fanning faculty routinely include information on brownfields redevelopment incentives in these training classes; for many participants, this is their first introduction to brownfields. In the federal fiscal year October 1, 2007, through September 30, 2008, Fanning provided training to 445 economic development professionals and communities leaders through development authority training (Attachment 2).

### Southeast Regional Directors Institute

The Southeast Regional Directors Institute (SERDI) is a professional development association for the executive directors of regional councils in the 11 southeastern states, including Georgia's Rural Development Centers (RDCs). The Fanning Institute founded and staffs SERDI (Attachment 3).

Regional councils are structured slightly differently from state to state but play a critical role in economic development in all states. In Georgia, several RDCs have taken very active roles in helping member communities apply for and administer U.S. EPA brownfield assessment and cleanup grants. Fanning faculty have presented brownfields redevelopment information to SERDI's board at its annual conference (in the form of a panel and mobile brownfields workshop in 2007) and to individual RDCs and their respective boards in Georgia. Fanning continues to use this network to provide information and technical assistance to RDCs in Georgia and to regional council executives in neighboring states.

Four communities received U.S. EPA brownfields grants in 2008: Washington, Louisville, Hinesville, and Rome. Fanning faculty provided technical assistance in various forms to all of those communities, with

particular emphasis on Rome and Washington. The type of assistance varies by community but includes phone consultations, community and site visits, discussions with elected officials regarding the state and federal brownfields programs, and collaboration with state and federal regulators to better target and identify sites for redevelopment.

Fanning assistance routinely includes ideas and strategies for public involvement in the brownfield redevelopment process and long-range, comprehensive planning that effectively incorporates brownfields sites into the overall redevelopment efforts of a community. In Rome, for example, a graduate student in landscape architecture developed conceptual renderings and plans based desires stated by city officials and on public comments (Attachment 4). That technical assistance was interwoven with information on the various properties in the community and used in Rome's successful application to U.S. EPA for a brownfields grant.

After several meetings with the community and key stakeholders in the City of Moultrie, similar work on a smaller scale was conducted to support that city's application for a U.S. EPA brownfields grant (Attachment 5).

### Georgia Brownfields Academies

Georgia EPD and Fanning faculty created the Georgia Brownfields Academy to meet a need for ongoing training on state and federal brownfields programs and incentives, and to provide networking and information-sharing opportunities about brownfields redevelopment activities in Georgia. The Academy has evolved into a semi-annual spring and fall educational workshop for economic and community development professionals, city and county

staff, mayors, development authority professionals, state agency and RDC staff, and others. While the primary focus of the Academy has been public sector participants, a number of private sector consultants, attorneys, and others have started to attend these sessions as they have grown in size and expanded in content.

Fanning faculty planned and conducted two full-day sessions of the Georgia Brownfields Academy during the federal fiscal year 2007-2008. The first was held on April 18, 2008, in Augusta, Georgia, in conjunction with a joint meeting of the Georgia and South Carolina Chapters of the National Brownfield Associations. The second was held September 18, 2008, in Rome, Georgia, and featured a reception and networking opportunity with the head of the National Brownfield Associations and Georgia NBA chapter members. The agenda and a description of each segment on the agenda follow for both academies.

The spring Georgia Brownfields Academy was held April 18, 2008, at Enterprise Mill in Augusta and attracted more than 100 participants. (Attachments 6 and 7).

A former brownfields site — Enterprise Mill — is now an office and meeting complex that generates its own hydroelectric power using the adjacent canal. The Academy was planned in conjunction with a joint meeting of the Georgia and South Carolina chapters of the National Brownfield Associations, and the agenda reflects the participation of both Georgia and South Carolina attendees. Fanning selected the panelists and coordinated numerous teleconferences for each panel prior to the Academy to develop topical, practical discussions and ensure consistency and relevancy.

**Panel Discussion with Georgia and South Carolina U.S. EPA Grant Recipients**

Panelists discussed the Lumber City, Georgia, and Rock Hill, South Carolina U.S. EPA brownfield grants and how they were successful in securing the grants. U.S. EPA provided practical advice and responded to questions from community representatives in the audience interested in applying for a 2009 EPA brownfields grant. The private sector consultant described how they partnered with the RDC and the community to meet EPA requirements and secure the Georgia grant.

**Community Forum Panel – Moultrie, GA, and Ware Shoals, SC**

Communities frequently ask how they can best present a brownfields site to potential developers or companies interested in the property. The city planner from Moultrie, Georgia, and the Mayor of Ware Shoals, South Carolina, each gave a brief marketing presentation on a particular brownfields site in their community to the panel as if they were presenting to a potential developer. Through questions and comments during the panel discussion, panelists were able to highlight critical issues communities must address to engage potential developers in sites, and academy participants were able to ask questions about marketing sites in their own communities.

**Roundtable Discussion of Projects Currently in the Georgia Brownfields Program**

This panel continues to be one of the most highly requested, based on participant evaluations of prior brownfield academies. Several environmental consultants and an attorney discussed five brownfield projects that are currently in the Georgia Brownfield Program and in which they are personally involved. Discussion included commercial real estate markets around the state, environmental challenges, political hurdles, partnerships, and reuse. On several projects, the panelists cited the Georgia Brownfields Program and its limitation of liability as critical to the projects’ success. PowerPoint presentations from the Academy are maintained on Fanning’s brownfields Web site ([www.fanning.uga.edu/program/13](http://www.fanning.uga.edu/program/13)) and a copy is available in Attachment 8.

**Working Lunch Discussion of Successful Mill Revitalization Projects**

Mill revitalization projects have become some of the most successful brownfields success stories in the southeast.

While academy participants enjoyed lunch inside part of a beautiful revitalized mill complex, they heard about the finances, challenges, and current reuse of the Enterprise Mill building. They also heard about mill revitalization projects in Alabama and South Carolina, and about EPA’s interest in an effort to join mill revitalization efforts in the southeast.

**Current and Emerging Issues**

This panel included regulators from Georgia EPD and its counterpart in South Carolina. Panelists highlighted numerous issues for discussion in teleconferences prior to the Academy, and participants heard discussion on how different states deal with similar issues in brownfields redevelopment, such as vapor extraction and landfill redevelopment. Academy participants rated this panel one of the best ever at a Georgia Brownfields Academy. (“It’s always nice to hear from regulators! Having both GA and SC discuss upcoming issues was even better.” “Thanks for getting so many of them in one place.”) Regulators from both states noted that they appreciated the opportunity to understand and learn from other states’ experiences.

**Evaluation**

Brownfields Academy participants had two opportunities to complete an evaluation of the Academy: either on paper at the conclusion of the day or online via an anonymous electronic survey conducted by Fanning faculty. The compiled comments from both types of surveys for the Augusta Academy are included in Attachment 9.

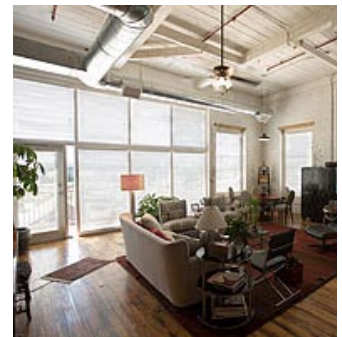
**Collaboration with the Georgia Chapter of the National Brownfield Associations**

Fanning faculty and GA EPD staff both serve on the Executive Committee for the newly-created Georgia chapter of the National Brownfield Associations. Fanning and EPD continue to explore opportunities to bring NBA members (largely private sector professionals) together with Academy participants (traditional public sector professionals). At the Augusta Academy, a joint meeting of the Georgia and South Carolina chapters of the National Brownfield Association was held the day before the Georgia Brownfields Academy. Academy participants were invited to join NBA members at a reception following the NBA meetings. The reception provided networking opportunities and boat tours of the canal adjacent to Enterprise Mill.

7:30am	Coffee, Continental Breakfast, and Conversation	
8:00	Welcome; Overview of Agenda	<ul style="list-style-type: none"> <li>The Honorable Deke Copenhaver, Mayor of Augusta</li> <li>The Honorable Lark Jones, Mayor of North Augusta</li> <li>Courtney Tobin and Mac Brown, University of Georgia Fanning Institute</li> </ul>
8:15	Panel Discussion with Georgia and South Carolina U.S. EPA Grant Recipients Join professionals in Georgia and South Carolina as they discuss recent U.S. EPA grant recipients and the keys to preparing a successful grant application.	<ul style="list-style-type: none"> <li>Linda Grijalva, CSRA RDC – Augusta</li> <li>Olga Perry, Brownfields Project Manager, U.S. EPA Region 4</li> <li>Paula Rogers, Lumber City, GA</li> <li>David Sykes, Concurrent Technologies Corp.</li> <li>Jennifer Wilford, City of Rock Hill, SC</li> </ul>
9:15	Community Forum Panel – Moultrie, GA , and Ware Shoals, SC Two communities will practice marketing themselves and an identified brownfield property to, and will field questions from, a group of real estate transaction and economic development professionals.	<p>Community Presenters:</p> <ul style="list-style-type: none"> <li>Ron Burton, City of Moultrie Planning and Development</li> <li>The Honorable George Rush, Mayor, Ware Shoals, SC</li> <li>Scott Laseter, Kazmarek Geiger &amp; Laseter LLP</li> <li>Mike Monteleone, Principal, Geosyntec Consultants</li> <li>Martha Reimann, Georgia Department of Community Affairs</li> <li>Jesse Tremaine, Senior Vice President, Wells Fargo Insurance Services</li> </ul>
10:30	Roundtable Discussion of Projects Currently in the Georgia Brownfields Program Environmental consultants and attorneys will discuss several projects currently in Georgia’s brownfields program, including finances, decision-making and issues particular to each site.	<ul style="list-style-type: none"> <li>Len DiPrima, Project Principal, Winter Environmental</li> <li>Dan Grogan, Senior Project Manager, MacTec</li> <li>John Spinrad, Partner, Arnall Golden Gregory, LLP</li> </ul>
11:45	BREAK	
12:00	Working Lunch Discussion of Successful Mill Revitalization Projects Learn from successful mill redevelopment projects throughout the Southeast while you enjoy lunch with colleagues.	<ul style="list-style-type: none"> <li>Martha Cato, City Clerk, City of Valley, Alabama</li> <li>Anne Catherine Murray, Enterprise Mill Project Representative</li> <li>Matt Robbins, Land Revitalization Coordinator, USEPA Region 4</li> <li>Jim Sari, Landmark Group, Highland Park Mill - Rock Hill SC</li> </ul>
12:45	BRIEF BREAK	
12:50	Current and Emerging Issues State regulators will discuss current issues in their respective state brownfields programs and will join prior panelists responding to participant questions collected throughout the day.	<ul style="list-style-type: none"> <li>Regina Campbell, Acting Unit Coordinator in the Hazardous Sites Response Program, Georgia Environmental Protection Division</li> <li>Gail Jeter, South Carolina Department of Health &amp; Environmental Control</li> <li>Madeleine Kellam, Brownfields Coordinator, Georgia Environmental Protection Division</li> <li>Mark Smith, Branch Chief, Hazardous Waste Management, Georgia Environmental Protection Division</li> </ul>
2:30	Adjourn	

**Georgia Brownfields Academy Agenda**

April 18, 2008  
Enterprise Mill – Augusta, GA



## Reception

The evening prior to the Georgia Brownfields Academy, the Georgia Chapter of the National Brownfield Associations held a reception welcoming Robert Colangelo to Georgia (Attachment 12). Several NBA members sponsored and paid for the event, which was held in an historic building in downtown Rome. Academy participants were able to attend the event as part of their registration fee for the Academy. (Registration for the Academy has remained at \$35 per person for the entire day, including lunch and the mobile tour. Funding from Georgia EPD and U.S. EPA make this possible, enabling Fanning to use the registration fees to purchase food and beverages, non-allowable expenditures under the EPD contract to Fanning.)

## Brownfields Redevelopment 101

State and federal regulators gave an overview of where the Georgia Brownfields Program is headed, information on the 250+ sites that have entered the program, new grant guidelines for the next U.S. EPA grant round, and tips on applying for federal assistance. The 101 session was held early in the day so that participants who did not need this introductory information could come slightly later in the morning and still take advantage of the remainder of the presentations and activities. As knowledge and sophistication about brownfields redevelopment increases in Georgia, a need remains for basic information about programs and incentives, and this 101 session is designed to fill that need.

## Doing the Deal – Attracting Developers and Investors to Municipal Brownfields Projects

Responding to a stated desire for more market-based information, the Executive Director of the National Brownfield Associations provided information on commercial markets across the country, how to find and access developers interested in brownfields sites, and how to analyze whether certain sites are viable. He discussed the current insurance crisis involving AIG and how that would affect brownfields activities around the country (see Attachment 13, Mr. Colangelo’s presentation).

## Mobile Brownfields Workshop

Fanning worked with City of Rome officials to prepare and plan a mobile brownfields workshop highlighting various brownfield sites in Rome, including the areas that are the focus of Rome’s successful 2008 U.S. EPA brownfield grants. Fanning prepared a map and summary of the tour for participants (Attachment 14), and Eric Lindberg with the City of Rome provided commentary and answered questions while two chartered buses drove participants through the City. The mobile tour received the highest ratings of the entire day. (“Rome did an excellent job of illustrating potential sites and sites in progress.” “I liked seeing a developed brownfield site and how it fits in with the community.”)

## Panel Discussion

Environmental consultants and an attorney discussed several projects that are currently in the Georgia Brownfield Program. The projects varied from highly successful to one in which no progress is currently being made due to the recession and credit crisis. A new representative to the panel discussed projects from a developer’s view, including an analysis of when it is more attractive to a developer to remediate the site itself, rather than having the site clean when the developer takes title. A site in Tennessee was used to illustrate the concept, and participants and panelists discussed differences in statutes and approaches between the two states.

## Evaluation

Brownfields Academy participants had two opportunities to complete an evaluation of the Academy: either on paper at the conclusion of the day or online via an anonymous electronic survey conducted by Fanning faculty. The compiled comments from both types of surveys for the Rome Academy are included in Attachment 15.

### SEPTEMBER 17

6:30 - Reception, Magretta Hall  
8:00 pm

### SEPTEMBER 18

7:30 am Coffee, Continental Breakfast, & Conversation

7:30 am Welcome; Overview of Agenda

- Duane Reid, Mayor Pro-tem
- Courtney Tobin and Mac Brown, University of Georgia Fanning Institute

8:15 Brownfields Redevelopment 101

- Madeleine Kellam, Brownfields Coordinator, Georgia Environmental Protection Division
- Olga Perry, Brownfields Project Manager, U.S. EPA Region 4
- Matt Robbins, Land Revitalization Coordinator, USEPA Region 4
- Linda Grijalva, CSRA RDC – Augusta
- Mark Smith, Branch Chief, Hazardous Waste Management, Georgia Environmental Protection Division

9:30 BREAK

9:45 **Doing the Deal:**  
Attracting Developers and Investors to  
Municipal Brownfields Projects

- Robert Colangelo, Executive Director, National Brownfield Associations

12:00 LUNCH

11:45 BREAK

12:30 Mobile Brownfields Workshop

2:00 Panel Discussion

- Len DiPrima, Project Principal, Winter Environmental
- Dan Grogan, Senior Project Manager, MacTec
- John Gornall, Partner, Arnall Golden Gregory, LLP
- Mike Monteleone, SE Regional Environmental Manager, Burns & McDonnell
- Mark Knaack, Business Development Manager, Burns & McDonnell Engineering Company Inc.

3:30 Adjourn

## Georgia Brownfields Academy Agenda

September 17 & 18, 2008  
Rome, GA



## Community Involvement: Hyde Park

In addition to general technical assistance and information provided to Georgia communities that are interested in applying for brownfields grants or utilizing Georgia's brownfields program, EPD asked Fanning to direct time and resources to working in the Hyde Park neighborhood of Augusta. Specifically, Fanning faculty were responsible for coordinating and encouraging opportunities for community participation in several brownfield-related community processes, including a visioning session conducted by the U.S. Army Corps of Engineers and a brownfields charrette conducted by UGA's College of Environment and Design. (The charrette — a community design process utilizing students, faculty and community members — was held the weekend of October 17-19, 2008. While the charrette and its final report were conducted and will be reported under an amendment to this contract, this report will summarize events and work in Hyde Park in preparation for the charrette.)

Augusta's Hyde Park neighborhood, a relatively small area with approximately 250 residents, has a lengthy history dealing with environmental issues. According to the 2000 Census, nearly 70 percent of the residents live below the federal poverty line and the neighborhood is approximately 98 percent African-American. Over the past several years, the City of Augusta has applied for and received several brownfields grants from U.S. EPA to help identify and alleviate the contamination in the area, the most recent in 2003. The state has also invested more than \$10 million in cleanup at the former Goldberg site, adjacent to the Hyde Park neighborhood.

A phase II study was conducted pursuant to the 2003 grant, and responses to the results of the phase II were mixed; some residents wanted to relocate and have the City and/or HUD purchase their properties, while others wanted to address some limited contamination and move forward with redevelopment. The Georgia Department of Human Resources, Division of Public Health, and the U.S. Department of Health and Human Services, Public Health Service, Agency for Toxic Substances and Disease Registry, Division of Health Assessment and Consultation were asked by the City of Augusta to conduct a Health Consultation using the phase II results. With several minor exceptions, the report concluded that no contamination that would be harmful to human health was present in the neighborhood, based on the

phase II results. Substantial drainage problems in the neighborhood led to the involvement of the U.S. Army Corps of Engineers.

Last fall, the City of Augusta hired a part-time employee to coordinate efforts in the Hyde Park neighborhood. The state representative for the area, Rep. Wayne Howard, and the City Council representative for the neighborhood, Commissioner Corey Johnson, asked the City, U.S. EPA and Georgia EPD to meet in March 2008 to begin discussing actions that should be taken in the neighborhood. Fanning faculty were asked to join this working group in May 2008.

In preparation for visioning and charrette processes, Fanning and College of Environment and Design faculty met with the City's Hyde Park coordinator in June to talk and drive through the neighborhood and surrounding area. Several weeks later, all parties met with local leaders, elected officials, and U.S. EPA and Georgia EPD. The city manager, Fred Russell, and the chair of the county commission, Don Grantham, asked the group to help with the visioning and brownfields charrette and also with other economic and community development options.

As Fanning began to coordinate the visioning and charrette processes and pull neighborhood representatives into those conversations, the City began taking steps to provide assistance in the neighborhood. Fanning worked with the City and Commissioner Johnson to provide an opportunity for residents to discuss the City assistance. Approximately 45 residents attended the visioning session and had the opportunity to ask questions. The attendees discussed (1) the 50% homestead tax reduction for owner/occupants in Hyde Park, (2) the grants and low-interest loans available for home improvement in the neighborhood, (3) the commitment for funding for demolition of unsafe structures in the neighborhood, and (4) the City's agreement to take responsibility for maintenance on the community building in the neighborhood for 1 year (an \$85K investment).

Jim Waddell from the Army Corps of Engineers and Jennifer Martin Lewis from Pratt Cassity's office (College of Environment and Design at UGA) talked briefly about the visioning and charrette processes as complementary, and they gave an overview of what residents could expect. The residents drew their individual visions and then explained them to the entire group. Some ideas were



Hyde Park in Augusta, Ga.

Hyde Park youth draw their visions for their neighborhood during the charrette held from October 17 to 19, 2008.

critical to access (i.e. return bus service to Hyde Park) and some were very creative (a laundromat with a playground outside; a small police substation, perhaps attached to the community center). The work done by the residents is digitized and available at <ftp://ftp.usace.army.mil/pub/sad/Photos/>. The originals will be on display at the school during the charrette weekend.

Through a series of conference calls, Fanning faculty coordinated with the U.S. Army Corps of Engineers, the College of Environment and Design, the City and the residents to ensure that the visioning and charrette initiatives would be a cohesive, two-step process that built upon one another and did not replicate each other. Fanning also worked closely with the College of Environment and Design in preparation for the charrette, including spending time with undergraduate and masters students in the College of Environment and Design to ensure a thorough understanding of the neighborhood and scope of work.

Fanning also worked with the College of Environment and Design to write a press release and create a community information flier, which was delivered in the neighborhood prior to the charrette (Attachments 16 and 17).

## Documenting Impacts of Brownfields Remediation and Reuse

Several important purposes are served by efforts to reliably document and demonstrate the impacts of brownfields remediation and reuse, including:

- Reporting public health improvements that result from brownfields programs;
- Allocating resources among alternative potential projects;
- Determining whether a potential project's anticipated benefits justify required expenditures; and
- Assuring neighborhood and community stakeholders of the improvements they may expect from a particular project.

Project impacts and successes have been measured in a number of ways such as by the amount of toxic substance removed, property value increases, number of jobs created, resumption of return on utility investment, reduction in stormwater runoff, and increase in greenhouse gas entrapment. While great creativity has been shown in the range and methods of impact measurement, significant challenges also have been encountered. Development of well-accepted methodologies, consistent databases, and other approaches have yielded varying degrees

of credibility and success. Estimating the impacts of prospective or alternative potential scenarios of site remediation and redevelopment has been problematic. Nevertheless, impact measurement continues to be a priority to assure sound decision making by program designers, policy analysts, investors, regulators, local governments, and others.

During the course of this project, Fanning and other UGA units have made several investigations to measure and predict impacts of remediation and reuse.

**2005:** An extensive literature search was conducted to identify “best practices” and available data, particularly for use in a predictive methodology. The literature revealed numerous promising techniques but no consensus on best practices. The National Center for Environmental Economics, in a review of 14 studies, concluded that significant analytical shortcomings were yet to be resolved before a clear best practice could emerge (Wernstedt, 2004).

**2006:** Property value impacts resulting from remediation of a power substation in a Savannah residential neighborhood were estimated using hedonic modeling analysis, which is a commonly cited best practice. Specific objectives were to demonstrate the technique and to investigate its promise for analyzing remediation and reuse scenarios in various types of neighborhoods. While the technique demonstration achieved successful results for this case, shortcomings in data availability and quality severely limit its use in additional situations.

**2007 and 2008:** Several remediation and re-use projects in the Ellsworth Industrial Park located in northwest Atlanta were the subject of a case study. A student intern majoring in real estate and finance obtained data on the property from the offices of the Environmental Protection Division, the project consultants, and the Fulton County Tax Assessor, and conducted a literature search. Results, summarized in the table on page 15, include estimates of environmental impact, financial impact, and neighborhood employment impact (full report in Appendix 18). The quality and quantity of data collected on these properties provide a good foundation for further work to produce decision-enabling results and to refine the general methodology for use in other actual and predictive scenarios.

**Further Work:** In the past year, the Ellsworth Industrial Park case and several new analyses may prove extremely helpful in further impact assessment and cost-benefit evaluation. Three of particular note are described below in terms of contributions to furthering the impact assessment work conducted under this contract.

(1) Robert Colangelo from the National Brownfield Associations presentation, “Attracting Investor Interest to Municipal Brownfields.” This presentation demonstrated an investor perspective on the viability of potential brownfields remediation and re-use projects and focused on three valuable project concepts:

- Types and costs of capital and their respective roles in different phases of a remediation and redevelopment project.
- Stratification of value for a given project and actions that can modify the project’s potential final value.
- Value creation and relative changes in value during the phases of remediation and re-development project.

These concepts lead to a fundamental question for determining the viability of a potential brownfield project: “With the given value considerations, how much can I afford to invest in this project?” The same considerations would apply whether the investor is in the private sector, public sector, or a public-private partnership.

(2) U.S. Conference of Mayors, Recycling America’s Land. This study provides quantitative data from the Conference of Mayors’ seventh survey on the status and impacts of brownfields sites on cities. Survey results are available in a database to assist in tracking local redevelopment efforts.

This study provides guidance on the most commonly encountered brownfield properties and the impacts and other characteristics of their redevelopment. Access to the database should serve as a good source of parameter values. The study also found:

- Most common pre-existing uses of brownfield properties are industrial, gas stations, vacant warehouses, dry cleaners, abandoned residential buildings, and mine-scarred land.
- The average time required for brownfield site redevelopment is 4.5 to 5 years.

Ellsworth Industrial Drive: Case Study Summary Results									
Property Characteristic			Environmental Impacts		Financial Impacts			Neighborhood Employment Impacts	
Street No.	Size (Acres)	Reuse Code	Greenfield Savings (Acres)	Commuter Auto Emissions Reduction (tons/yr)	New Investment Value (K\$)	Property Tax Revenue (K\$/yr)	Public Infrastructure Investment Savings (K\$)	Permanent Jobs Created	Worker Earnings (K\$/yr)
1600	16.4	O/LI	73.8	--	17,000	285	766	80	2,690
1460,1410	6.4	R/C	28.8	447.2	23,000	386	299	35	1,200
1455	4.7	W/D	21.2	--	3,400	57	219	50	1,440
1275	5.8	R/C	26.1	1,543.7	22,000	370	271	50	1,680
TOTAL	33.3		149.9	1,990.9	65,400	1,098	1,555	215	7,010
1 Values result from a combination of field research, public records, and published sources; see full report for details. 2 Projects at 1460 and 1410 were in early conceptual phase at time of research and are therefore displayed here as a single project. 3 Re-use codes: O/LI = office and light industrial; R/C = residential and commercial; W/D = wholesale and distribution									

- The majority of redevelopment project end uses are for retail, mixed-use, commercial, and residential, and include parks or other new green space.
- The majority of residential projects would place no additional burden on existing infrastructure.

(3) Evans Paul, Northeast Midwest Institute, The Environmental and Economic Impacts of Brownfields Development. This “meta-study” summarizes quantifiable results from other studies that document the impacts of specific brownfields redevelopment projects. The paper provides a useful organization and enumeration of potential impacts that are quantifiable and worthy of investigation such as: environmental impacts, reduced threat to human health, sprawl reduction (land savings), air quality improvement, energy savings, water quality improvement (runoff), reduction of greenhouse gases, community and economic impacts, job creation, investment creation, leveraging of public investment, neighborhood revitalization, property value increases, linchpin/ripple effect, fiscal impacts, increase in local tax revenues, increase in utility and other service revenues, reduced investment in infrastructure, and improved service efficiencies.

In addition, the report contains numerous appendices providing parameter values that result from reconciliations and other enhancements performed by the authors of the

study. These values can be reliably used in prospective case study applications.

Taken together, these analyses represent a major step forward in the quantity and quality of data available to conduct impact assessments on actual and proposed brownfield remediation and redevelopment projects.

## ASSESSMENT OF ACTIVITIES

### Measures of Success from Scope of Work

The measures of success under the 2007-2008 contract year included Fanning planning, organizing and conducting two brownfield academies, each containing new and relevant topics in response to comments on prior evaluations. Each academy exceeded prior attendance records with more than 100 attendees at the Augusta session and more than 80 at the Rome session. Each session involved different panels and speakers, in response to comments on prior evaluations. For the second academy, Fanning secured a national speaker, the Executive Director of the National Brownfield Associations, and planned and organized a mobile tour of the areas in Rome that are the subject of the 2008 U.S. EPA brownfields grants. As directed in the scope of work, each session included state and federal regulators discussing the incentives available for brownfields redevelopment, and each session included information on

projects currently in the brownfields program.

Fanning also provided substantial technical assistance to several communities, including the Hyde Park neighborhood of Augusta, Washington, Louisville, Hinesville, Rome, and Moultrie. Fanning worked in each community to increase opportunities for public participation in the brownfields redevelopment process, including communities that were not making such opportunities available. In Hyde Park, for example, the working group did not include neighborhood residents when Fanning was asked to begin working there. Eventually, neighborhood residents were included on conference calls and asked for opinions on next steps, all of which helped make the visioning and charrette processes much more successful in that community.

## RECOMMENDATIONS

The Brownfields Academy has become a highly-anticipated event for communities interested in brownfields redevelopment. We recommend maintaining the momentum with a spring/fall schedule for the Academy. We should continue to build on the current interest in partnering Academy sessions with Georgia Chapter of the National Brownfield Associations events. Both the Academy and the Georgia chapter of the NBA have seen an increase in participation due to joint meeting and reception opportunities. Future sessions should be collaborative, engaging stakeholders in development of the agenda and continuing to rotate locations. One 2009 session should be in Atlanta and focus on metro issues.

We would like to develop a brownfields template for development authority training and for community leadership programs (both currently conducted statewide by Fanning faculty) so that state and federal brownfields incentives are regularly incorporated into these training/learning opportunities. Development authority training and community leadership programs have the combined potential of reaching more than 1,000 Georgians a year.

Communities continue to need individualized opportunities for learning about brownfields redevelopment and applying it to their communities. While this is time-intensive work and measurable results are long-term, Georgia's rural communities, in particular, continue to need this type of assistance. The Georgia chapter of the NBA had conversations early in its existence

about working intensively with one community at a time on particular sites or issues. EPD and Fanning could explore a partnership with this organization to provide more targeted assistance to communities.

With respect to cost-benefit analysis work, it appears that the case study approach remains the most satisfactory method of assessing impacts. Indeed, judging from recent publications, case studies have provided the best information available to date for assessing community impacts. These publications indicate that sufficient experience has been achieved to enable "meta-analysis" across many case studies to yield impact values suitable for use in generalized remediation and re-use scenarios. Thus a problem statement for next steps might be to "integrate prior work under this project, actual redevelopment projects within Georgia, published study results, and other sources in order to develop a generally applicable methodology for impact evaluation of specific projects that represent a variety of brownfield scenarios likely to be encountered in Georgia communities." In addition to the Ellsworth Industrial Park investigation, several key sources of information have become available over the past year that will impart methodological structure and provide essential data in the 2009 anticipated next steps.

## REFERENCES

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- Martin, J. (2008, March) Atlanta Case Study: Community Impacts and Emerging Trends in Brownfields Redevelopment. University of Georgia, Fanning Institute.
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