

Brownfield Site Identification and Prioritization

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What is a Brownfield?

- **Brownfield sites are defined as:**

Properties that are underutilized for various socioeconomic reasons such as abandonment, obsolescence, tax delinquency, and/or blight, and whose redevelopment is inhibited by the real or perceived presence of hazardous substances.

Typically a brownfield site is one where industrial or commercial activities had occurred historically, but that, for some reason, has fallen into disrepair or been abandoned and the potential environmental liabilities inhibit redevelopment. A brownfield site may or may not have a viable owner. Essentially, they are sites where the highest and best land use is not being realized due to environmental and other economic factors. Typically, agricultural and residential properties are not considered brownfield sites, unless the real or perceived presence of hazardous substances inhibits development.

Overall Brownfield Assessment Objective

STIMULATE ECONOMIC GROWTH

Create a sound foundation for future efforts aimed at revitalizing unproductive or under utilized brownfields sites and increase the potential for job creation and increased tax revenue.

Leverage Environmental Negatives into Economic Positives.

It is not the objective of this program to identify “contaminated sites” for future cleanup!!!

Typical Initial Assessment Scope

- Identify Brownfield sites in Target Areas Identified In Comprehensive Plan
- Develop a ranking strategy to select those sites which hold the most promise for economic development
- Complete Phase I and Phase II Environmental Site Assessments (ESAs) at most promising sites
- Educate the public and solicit input
- Develop a strategy for future activities associated with bringing the most promising sites to “shovel ready” condition via PADEP Act 2 and EPA Regulations using Federal and State Funding sources.

This is an Iterative Process

Brownfield Steering Council Role

- Adds Transparency
- Advice
- Concurrence
 1. Ranking Strategy
 2. Selection of Phase I and Phase II Sites
 3. Approach to Public Involvement

Site Identification

Sites identified by:

Public & private leaders

Public at large

“Drive bys”

Site Identification forms should be

- Inclusive
- User Friendly (i.e., Brief and simple!!)
- Provide a Broad Overview of Site
- Linked Directly to Numeric Ranking Criteria

Ranking Strategy

Provides means to quantitatively ID Best areas and support decisions – Adds Transparency

- Categories:
 1. Owner Interest / Site Description
 2. Economic Factors
 3. Environmental Factors
- Initial Screen: Owner Interest & Economic Factors
- Environmental Factors: Evaluated by team

Ranking Criteria

- Owner Interest: Do they want to sell or redevelop? Is it worth your resources to pursue now or later?
- Economic Development: Zoning – Consistent land use, Existing Infrastructure, Current Developer Interest, Municipal Interest.
- Environmental: Known issues, Current Regulator Involvement, Sensitive Habits/Species

Hints

- Keep It Simple: as program develops ranking can be modified.
- Test the ranking strategy: Does it yield realistic results.
- Don't discard any site – It may prove valuable later.
- Do Not Let Known or Potential Environmental Issues Stop you.
- “Focused Enthusiasm” is Key!

Sites Ranked

| Rank # | Site | Municipality | Owner | Total Score | Category Score | | | Select Criteria Scores | | | Rationale |
|--------|------------------------|--------------|----------------------------|-------------|----------------|----------|------|------------------------|----|----|-----------------------|
| | | | | | Ownership | Economic | Env. | 1 | 2 | 14 | |
| 1 | Robert Hall Village | Old Lycoming | Eck's | 270 | 85 | 145 | 40 | 40 | 10 | 10 | high owner/eco |
| 2 | River Valley Commerce | Clinton | IPC | 245 | 80 | 125 | 40 | 40 | 15 | 10 | high owner/large site |
| 3 | Mountain Shadows | Armstrong | 25 Front St. LLC | 230 | 85 | 95 | 50 | 40 | 10 | 10 | low eco |
| 4 | Boak Avenue Industrial | Williamsport | RBTD Holdings | 230 | 50 | 130 | 50 | 10 | 15 | 5 | low owner |
| 5 | American Lumber | Old Lycoming | Baille Lumber | 225 | 25 | 160 | 40 | 5 | 10 | 30 | High eco/developer |
| 6 | Raytowne Square | Williamsport | Smith's | 220 | 55 | 120 | 45 | 10 | 0 | 10 | low owner |
| 7 | Parking Lot Downtown | Williamsport | Williamsport Parking Auth. | 215 | 50 | 135 | 30 | 40 | 0 | 10 | high owner/eco |
| 8 | Moran Warehousing | Hugesville | Whatever It Takes | 210 | 40 | 125 | 45 | 10 | 5 | 10 | low owner |

Site Selected for Targeted Phase I ESA

Potential Site for Phase I ESA (Must determine owner interest)