

Colette Santasieri, PhD

**Executive Director** 

NJ Brownfields Assistance Center @ NJIT



Sean Vroom

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Mary Kay Morelli, LSRP

Vice President

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# Turning Brownfields into Downtown Assets

September 17, 2021 www.DowntownNJ.com

# DOWNTOWN

# NEWJERSEY

## Education

- Technical Assistance
- Quarterly Newsletters
- Quarterly Round Tables
- Webinars & ZOOM Exchanges
- Annual Conference

# Advocacy

- Quarterly Policy Watch
- Real Time Policy Advisories
- Legislative Testimony

# Recognition

- Annual Awards
- Quarterly Member Spotlights
- Social Media Shares

# www.DowntownNJ.com

Downtown New Jersey is a member-supported non-profit organization.



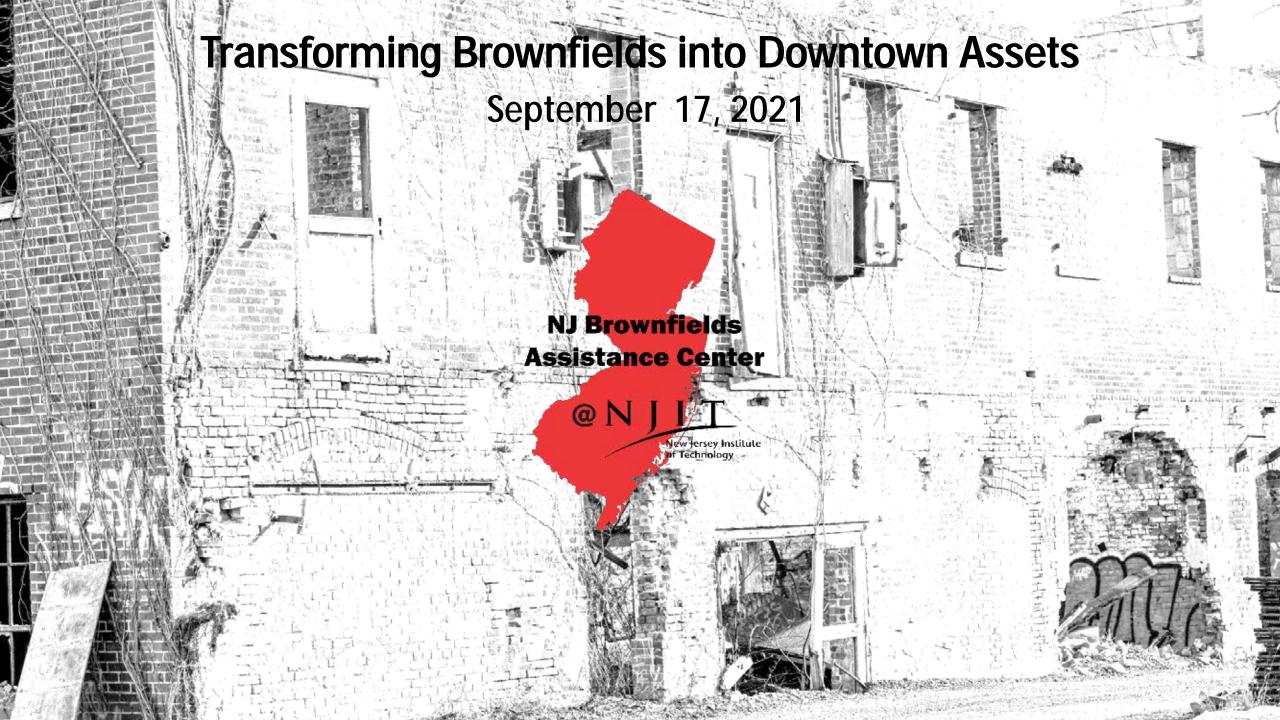
## **Upcoming Forums:**

Nov 16: Small Downtowns Can Do Economic Development Too!

#### **Past Forums:**

- NJ incentive Programs Debrief
- Countdown to the Plastics & Styrofoam Ban
- Cannabis is Coming, Are You Ready?
   Downtown Reinvention as the Road to Recovery
- COVID Lessons Learned: From Tactical to Practical
- Preparing for the Post-Pandemic (Part 1&2)
- Winning Winter
- The Retail New Deal
- Recovery Marketing
- Reinventing Events
- Commercial District Recovery

- Re-entry for Retailers
- Digital Resources for Downtowns
- NJEDA Phase 2 Small Business Assistance Grants
- Is Your Downtown Ready to Re-Open for Business?
- Farmers Markets in the New Normal
- Getting Back to Business Safely
- Supporting Local Economies Webinar
- Downtown Budgeting Now
- What's next for the Retail Real Estate Market?
- Survival Marketing Workshop
- State & Federal Relief Programs



### **Brownfield**

"Real property, the expansion, redevelopment, or reuse of which may be complicated by the presence <u>or potential</u> <u>presence</u> of a hazardous substance, pollutant, or contaminant." EPA

"Any former or current commercial or industrial site that is currently vacant or underutilized and on which there has been, or there is suspected to have been, a discharge of a contaminant."

NJ state law (N.J.S.A. 58:10B-23.d)



















Source: http://wemu.org/post/brownfields-legislation-heads-governor-s-desk

# Cleaned up and redeveloped brownfields





Source: http://brownfieldaction.org/brownfieldaction/brownfield\_basic

#### can contribute to creating vibrant downtowns



Source: http://www.chicagonow.com/



Source: http://blog.thedetroithub.com



Source: https://www.npr.org/2014/02/17/278651994/



Source: http://ijpr.org/post/findingmissing-middle-urbanhousing#stream/0



Source: https://www.tighebond.com



# Planning

**ü** Identify Stakeholders; Create Strong Partnerships

**ü** Assess Where You're At



Navigating the road to brownfields redevelopment success can be complex and challenging.

Developing relationships and meaningful partnerships are critical to success!





#### Partners in Brownfields Redevelopment

#### Typical partners include:

- government agencies: federal, state, and local
- real estate development professionals
- colleges and universities
- banks/lenders
- Chamber of Commerce/business owners
- neighborhood associations and other community groups
- non-profits
- environmental consultants
- environmental justice organizations

#### Also go beyond the 'usual suspects'

- faith based organizations
- arts and culture community
- medical community





## **Assess Where You Are At**

How does the brownfield site fit within the context of the larger community?

What actions have already been taken?

What do you know about your site(s)?





# Why is it important to Plan?

- Helps garner community participation and support
- Attracts Funding
- Attracts Developers
- **Ensures project continuity**

















# **Brownfields Funding**

- Brownfields projects are funded by multiple sources (grants, loans, tax incentives, etc.)





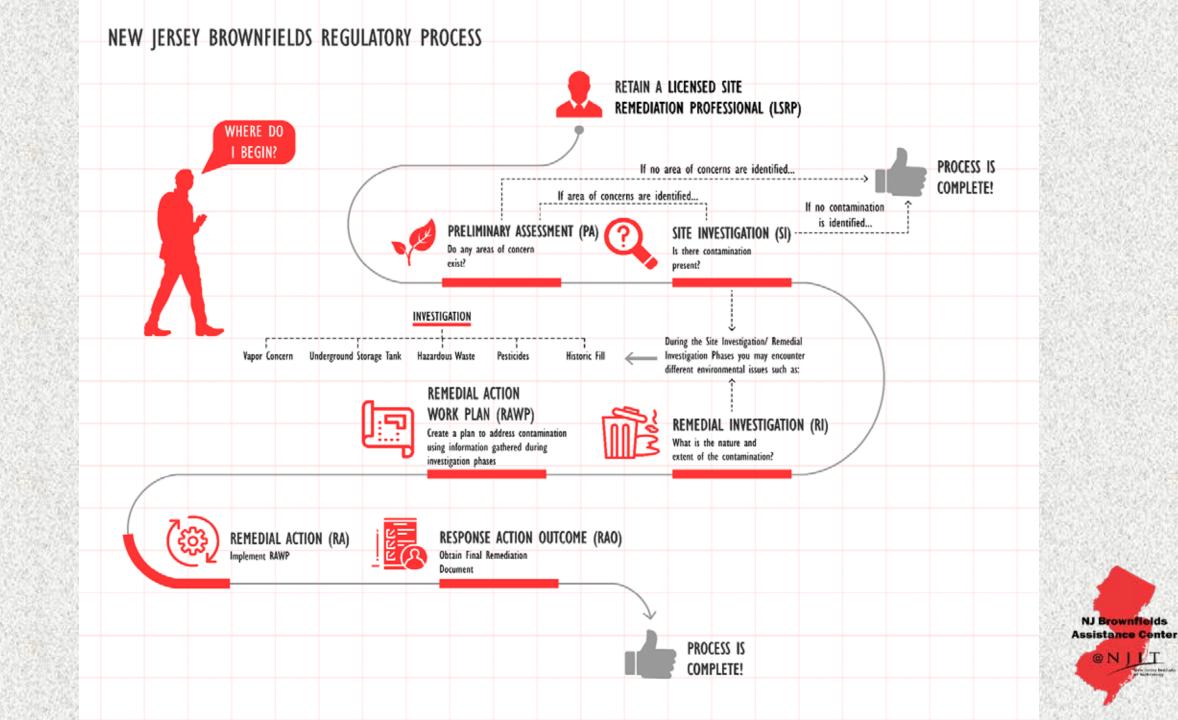
# Examples of Brownfields Funding Sources



- Ø NJEDA Tax Credit & Revolving Loan Programs (roll-out in near future)
- Other (USDA, USDOT, USEDA)









# How can we help you?



## **Resource Center**



www.njit.edu/njbrownfields



@njbrownfields



www.linkedin.com/company/njbrownfields

# How can we help you?



# Brownfields Help Desk



973-596-6415



njbrownfields@njit.edu

Tuesday September 28th 10:00am to 12:00pm

No cost to attend

#### Register here:

https://bit.ly/High CommBFLL

#### You will learn:

- The benefits of cleaning up and redeveloping brownfield sites
- Planning for cleanup and redevelopment
- Federal and state funding sources
- NJ regulatory process
- How to attract developers
- How to get free technical assistance
- And more!

#### BROWNFIELDS LEARNING LAB WEBINAR

Does your community have closed commercial properties such as gas stations, dry cleaners, and banks; vacant mills; former commercial agricultural lands; or abandoned factories?

Learn how to put these former industrial and commercial properties (brownfields) back into productive use.

#### Hosted by

The New Jersey Highlands Water Protection and Planning Council



























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