



# Brownfields Area-Wide Planning

**Successful brownfields revitalization doesn't just happen. It's planned for.**

Approach brownfield revitalization through creative, inclusive, and efficient planning activities.

- Early on in the site selection process, consider the range of realistic site reuse options.
- Create a brownfields revitalization plan based on the community's vision, site and surrounding area conditions such as environmental, economic, real estate market, assets, challenges and vulnerabilities. These factors will directly influence how the site is assessed and remediated.

Planning activities focused on brownfields revitalization and as described in this fact sheet are eligible under an EPA Brownfields Assessment or Multipurpose Grant.

## Our community needs to:

- Inventory the brownfield sites within a project area, such as a neighborhood, corridor, downtown district, waterfront, etc.
- Research and evaluate existing conditions within the brownfields area.
- Engage community members and other stakeholders on their priorities for the area and build agreement around a shared revitalization vision.
- Use community input and research results to identify the catalyst, high-priority brownfield site(s) which, once remediated and reused, have the strongest potential to spur additional revitalization within the area.
- Prepare and share our plan and implementation strategies for reusing catalyst, high-priority brownfield sites.

**How brownfields area-wide planning can help:** Brownfields area-wide planning helps identify cleanup and reuse opportunities for key brownfield sites that can serve as catalysts for revitalization of the surrounding area. The approach enables communities to consider local priorities, existing plans, market conditions, infrastructure, and resource availability alongside area environmental conditions. These planning activities help communities make informed decisions about where to direct scarce resources to benefit the existing community. Area-wide planning can also help implement locally-driven initiatives, such as housing, parks, environmental improvement, community wealth building, and equitable and environmentally-just economic development.

**Influence on brownfields assessment, cleanup, and reuse:** Helps to prioritize and sequence sites within a project area that need to be assessed and cleaned up. Knowing the potential site reuse(s) helps plan an efficient characterization and contaminant cleanup.

## What is involved?

- Collect information and identify community priorities related to near- and long-term revitalization.
- Evaluate environmental conditions, local market potential, and infrastructure improvements.
- Select one or more catalyst, high-priority brownfield sites; develop site cleanup and reuse strategies.
- Identify resources or leveraging opportunities to implement the plans, including specific strategies for public and private sector investments necessary to help with cleanup and area revitalization.

**When to conduct?** Brownfields area-wide planning is helpful in early discussions of brownfield site reuse, e.g., prior to or during site assessment decisions. Communities that have already been working within a specific area to develop partnerships and identify stakeholder priorities will especially benefit.

**What does it typically cost?** Costs range from \$50,000 - \$200,000 based on the scale of the project, number of brownfield sites, level of plan detail and amount of stakeholder engagement.

**Who can perform?** Typically requires a diverse multi-disciplinary team including a community engagement specialist, planner, landscape architect, market analyst, engineer and environmental professional, among others.