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From Brown to Breaking Ground

Successful Brownfield Partnerships between Local Governments & Non-Profit Organizations

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volunteer membership-based non-profit

...supporting the redevelopment and utilization of
Brownfields in Louisiana

www.labrownfields.org

AskLBA@cox.net

Overview of Topics

- Introduction to the Baton Rouge Brownfields Program
- Development of non-profit partnerships
- Examples of non-profit projects
- Reflections & Recommendations

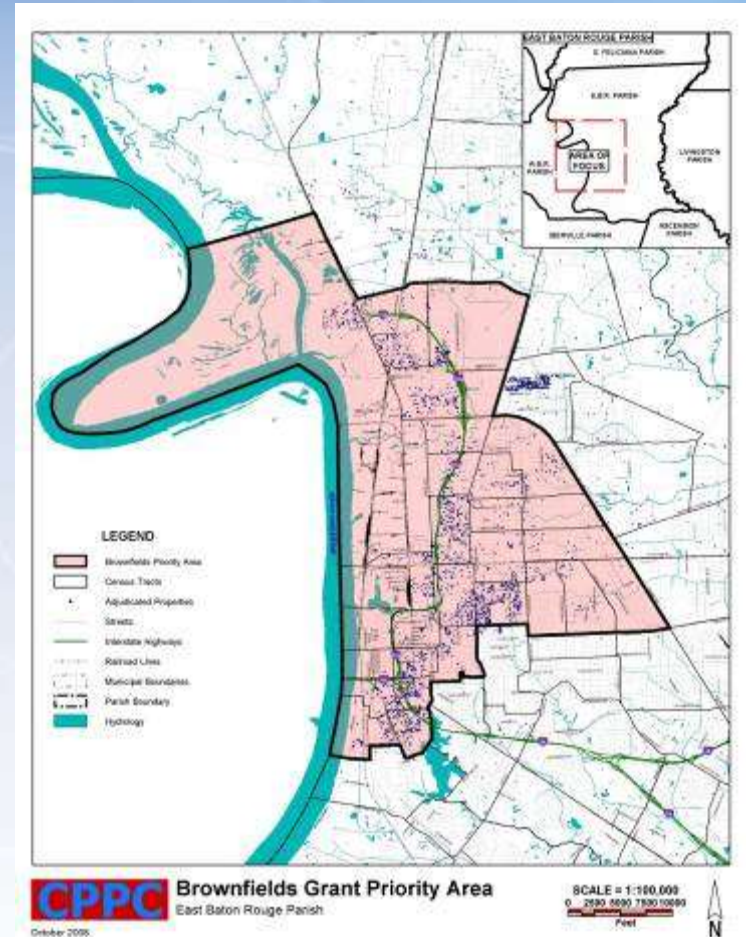
Baton Rouge Brownfields

- Grantee – City of Baton Rouge / Parish of East Baton Rouge
 - Administered by City Parish Planning Commission (CPPC)
- State Capital of Louisiana
 - Population of 412,500
 - 472.1 square miles
- Strong urban and suburban residential, retail, and commercial development
- Focused areas of industrial and heavy commercial development



Success of the Program

- Grant History
 - 2000 Pilot (\$200k)
 - 2002 USTfields (\$100k)
 - 2003 Assessment (\$400k)
 - 2005 Assessment (\$200k)
 - 2006 Assessment (\$200k)
- Targets key historic urban redevelopment areas (pink area on map)
- Over 172 Sites / 70 Assessments to date
- Over \$28,116,020 leveraged to date



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Developing the Partnerships

2000-2001

Marketing - Multiple presentations and meetings (explain due diligence)
Build partnerships with CDCs to assist in due diligence in property acquisitions

2001

Perform assessments for multiple non-profits including HOPE CDC and Pelican Nest Learning and Research Center

2002

With the genesis of Cleanup grants, position sites for grant applications
Solicit volunteers to assist in the preparation of two applications for non-profits
New focus on faith-based organizations and adjudicated property

2003

Both 2002 cleanup grants are awarded

Developing the Partnerships

2003, continued

Partnership with Faith City, finds impacts at adjudicated property

Pass new ordinance on adjudicated Brownfields

Apply for cleanup grant

2004-5

EBR Housing Authority received HUD HOPE VI grant

Assist HOPE VI with due diligence in property acquisitions for affordable housing, identify former gas station property for acquisition

Assist with cleanup grant application for EBR Housing Authority

Build partnership with Mid City Redevelopment Alliance

2006-7

Success with HOPE VI expands Baton Rouge Area Foundation financing and support of community renewal in Old South Baton Rouge

Assist BRAF and associated non-profits with due diligence in property acquisitions

Developing the Partnerships

2006-2007

BRAF identifies non-profit developer (OSBR Land)
Perform assessments on OSBR Site as Cleanup Grant candidate,
position for Cleanup grant, support application to EPA

2008-2009

Cleanup Grant awarded for OSBR Site
CDC, HOPE VI and BRAF success spurs interest in global solution to
neighborhood blight

East Baton Rouge Redevelopment Authority Created
Support the assessment of adjudicated properties for acquisition

Developing the Partnerships

2010

Cleanup Grant complete for OSBR Site

Secure Cleanup Grant for Mid City Redevelopment Alliance Site

Complete Cleanup for Mid City Redevelopment Alliance Site

Continue to support the assessment of adjudicated properties

Support Louisiana Black History Hall of Fame in the assessment of the
Lincoln Theater

Secure a commitment for cleanup funding for Lincoln Theater

Our recipe..

- Education on the importance of due diligence, availability of funding
- Learn from the community
- Build program to support needs of the community, add value not hassle
- Build confidence and support with care
- Assist with relationships (EPA & LDEQ)
- Help land the grant & point them forward
- Follow-up...there will be more help needed

Examples of non-profit partners

- H.O.P.E. CDC
- Pelican Nest Learning & Research Center
- Faith City
- HOPE VI
- *Mid-City Redevelopment Alliance*
- *OSBR Land*
- The Louisiana Black History Hall of Fame

H.O.P.E. CDC

- HOPE CDC builds affordable single family housing in select area of Baton Rouge
- Purchased single lot adjacent to former adjudicated property, lead impacts in shallow soil
- Received 2002 cleanup grant for \$47k
- Lot remains as greenspace/ buffer to adjacent housing development



Pelican Nest Learning & Research Center

- PNLRC formed to create a day school for working families
- Former gas station
- Adjudicated, blighted property
- Received initial 2003 \$40k cleanup grant with supplemental to complete cleanup in 2005



Faith City

- Faith based non-profit needed property to expand community services
- Identified & pursued adjudicated former lumber yard property on Plank Road
- Abandoned warehouse full of junk, former UST and flaking lead paint
- Genesis of adjudicated property resolution
- Council agreed to sell for below market if cleanup funding is secured
- Received 2004 cleanup grant for \$97k, property purchased, cleanup complete, community center active

HOPE VI (1705 Highland Road)

- Adjudicated property purchased by Housing Authority after securing 2005 cleanup grant (\$58k)
- Part of HOPE VI HUD grant
- Supplemental granted in 2007 to complete cleanup
- Historic gas station with multiple USTs
- Blight elimination complete, mixed use development anticipated



Our Second Generation Partners

- Mid City Redevelopment Alliance
 - Persistence, Passionate, & Progressive
- OSBR Land
 - Dream team of experience & expertise
- The Louisiana Black History Hall of Fame
 - Our newest partner

Reflections & Recommendations

(from the perspective of a municipal grantee)

- Find the successful community based organizations involved in real estate, help without getting in the way
- Help with solutions, don't just provide reports
- Build a strategy, help get it going, help with communications, and stay in touch
- Patience is a virtue..don't give up
- Manage expectations, even your own, they don't always go according to plan



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Baton Rouge Brownfields Program

Brownfields & Smart Growth in Baton Rouge

- Root Causes of Need
- How Brownfields Projects Addresses Needs
- Case Study: Mid City Redevelopment Alliance



Baton Rouge Brownfields Program

Root Causes of Need

- **Urban History of Baton Rouge**
- **Market Forces Alone Unable to Regenerate Urban Core**
- **Self-Reinforcing Cycle of Decline**



Baton

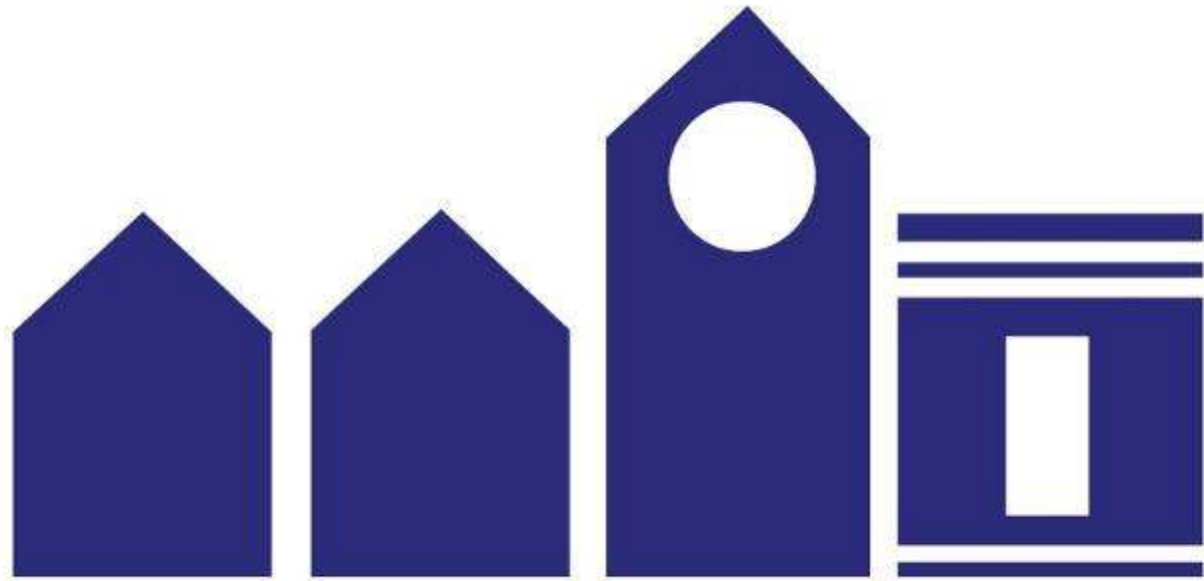


Rouge

Baton Rouge Brownfields Program

Brownfields Redevelopment Addresses Needs

- Return land in urban core to commerce – Brownfields as economic development
- Combine with other revitalization and redevelopment efforts to break cycle of decline
- Reduce blight; Add jobs; Neighborhood investment; Pride of place; smart growth



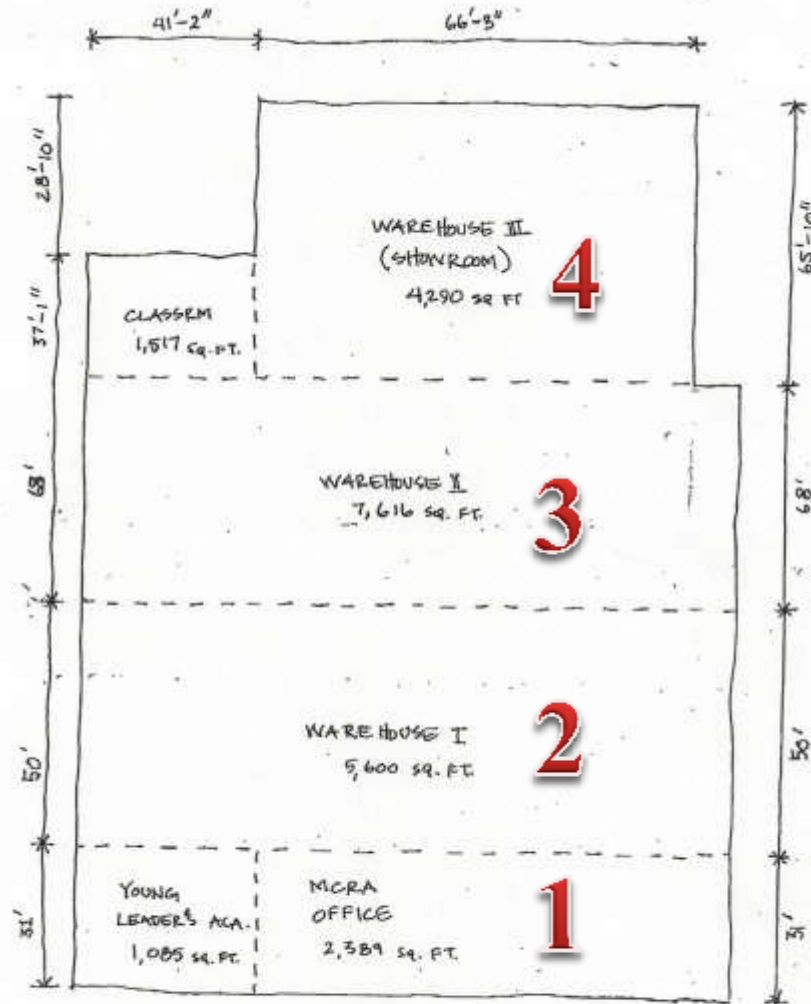
MIDCITY

REDEVELOPMENT ALLIANCE

Highlights



- Founded in 1991 by Baton Rouge General Medical Center
- 1st Non-Profit to focus on revitalizing a geographic area
- Primary Focus Areas:
 - Community Development
 - Economic Development
 - Homebuyer Education & Counseling
 - Affordable Housing Development
- Facilitate, Coordinate, and Catalyze ...



TOTAL OFFICE SPACE: 3,474 sq

TOTAL WAREHOUSE: 19,025 sq

MID CITY REDEVELOPMENT ALLIANCE





The Experience

- Building is owned by Dillard's
- They sold adjacent property and retaining this piece for MCRA
- They have operated in the building for 15 years
- Planning Commission has been involved since 2004: Phase I, Phase II, Clean-Up
- They sought funding from private foundations, City & State
- Planning Commission mentored MCRA through 3 EPA rounds
- LA Department of Environmental Quality surprised with a grant in 08
- Redevelopment deal has been underway since that time



THE SHOWROOM...*Future offices of MCRA*

Remove asbestos floor tiles





Remove old hydraulic lifts



Remove lead based paints



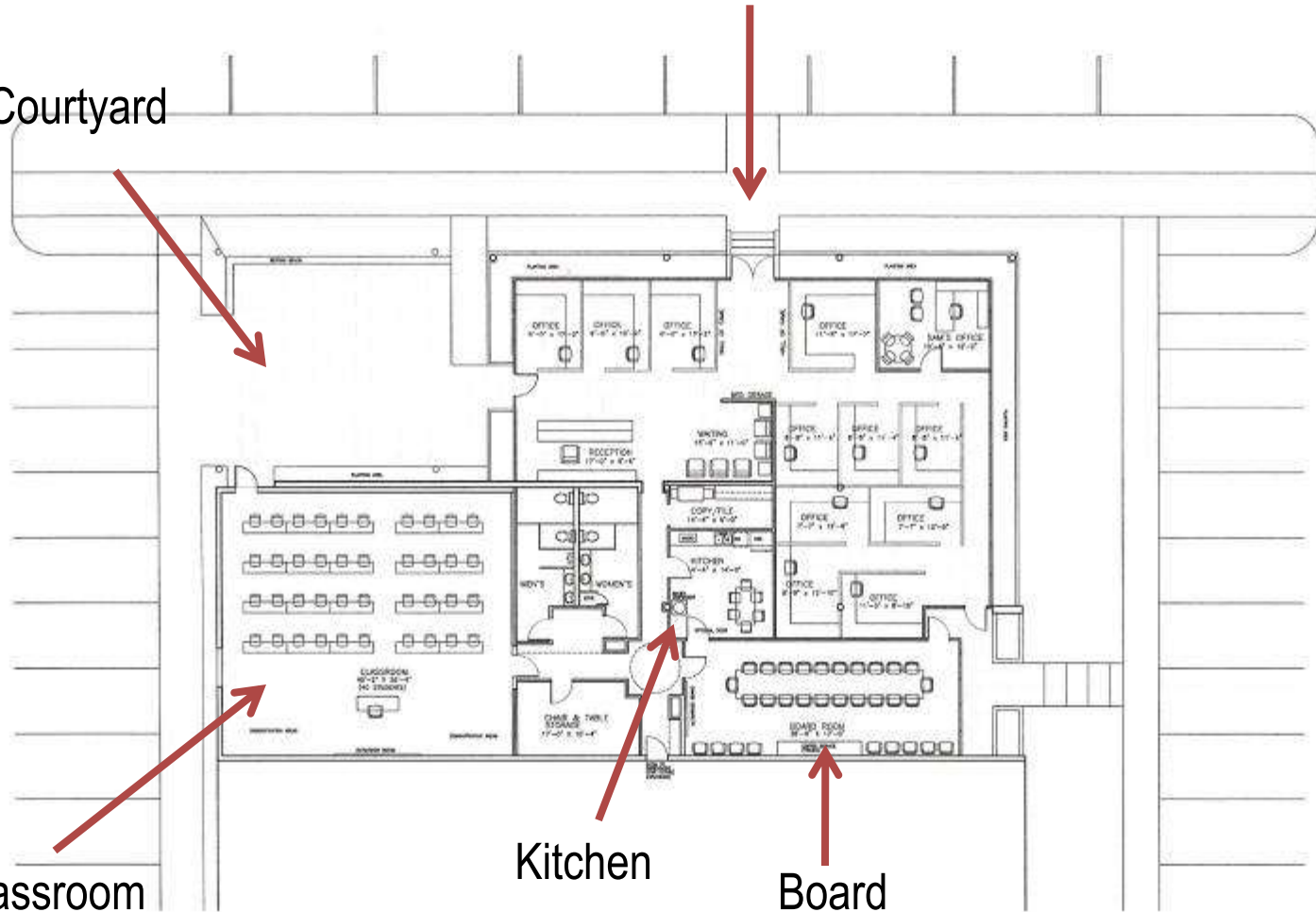
Main Entrance

Courtyard

Classroom

Kitchen

Board Room





MIDCITY REDEVELOPMENT ALLIANCE
MAIN ENTRANCE

05/16/08

REMSON | HALEY | HERRIN ARCHITECTS



A Mid City Model



- 1920's-era building
- 3-year rehab project
- Permanent Corporate Headquarters for two companies
- Won 2008 Good Growth Award – MCRA Submitted nomination



Sample of Concern



Sample of Concern





Gulf Coast Housing Partnership





Gulf Coast Housing Partnership

Mission

Gulf Coast Housing Partnership is a 501c(3) real-estate development company whose mission is to catalyze large-scale housing production and community redevelopment in areas affected by Hurricanes Katrina and Rita.

We accomplish this mission through project-based partnerships with non-profit, for-profit, and public sector organizations to whom we deliver industry-standard real estate development expertise.

Board and Staff

- National board composed of leading affordable housing industry professionals and community leaders
- 8 staff members, led by GCHP President Kathy Laborde



Gulf Coast Housing Partnership

Baton Rouge

Old South Baton Rouge

OSBR Land, LLC

Partner
Center for Planning
Excellence

Role
Developer

Project
Mixed-income, mixed-use
condominium development
with 53 units and 4,500 sf of
retail

Status
Brownfield cleanup
completed

First Phase will begin in
Winter 2010



OLD SOUTH BATON ROUGE GATEWAY DEVELOPMENT
Baton Rouge, Louisiana

COLEMAN PARTNERS, ARCHITECTS, LLC
Baton Rouge, LA, USA





Gulf Coast Housing Partnership

Baton Rouge

Old South Baton Rouge





Gulf Coast Housing Partnership

Baton Rouge

Old South Baton Rouge





Gulf Coast Housing Partnership

Baton Rouge

Old South Baton Rouge



Before



After



Gulf Coast Housing Partnership

Baton Rouge

Old South Baton Rouge

Pros

- Abatement of environmental hazards
- Turning brownfields into developable parcels
- “Free” money
- Collaboration with City and community partners

Cons

- Programmatic regulations and requirements
- Time-consuming process
- Tough competition for Brownfield dollars