

# Industrial Site Preparedness

*Missouri Economic Development Council*

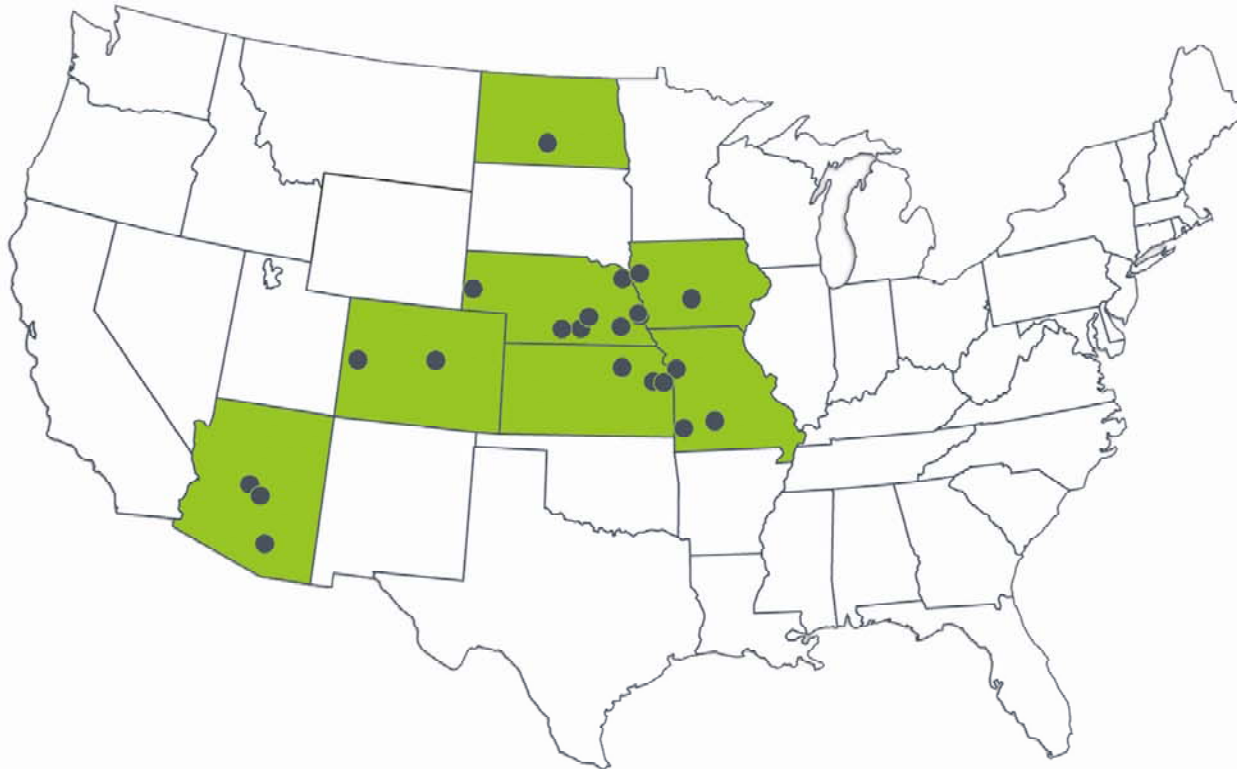
*October 26, 2012*

*Courtney Dunbar, CEcD, EDFP*

*Your Partner in Strategic Design*

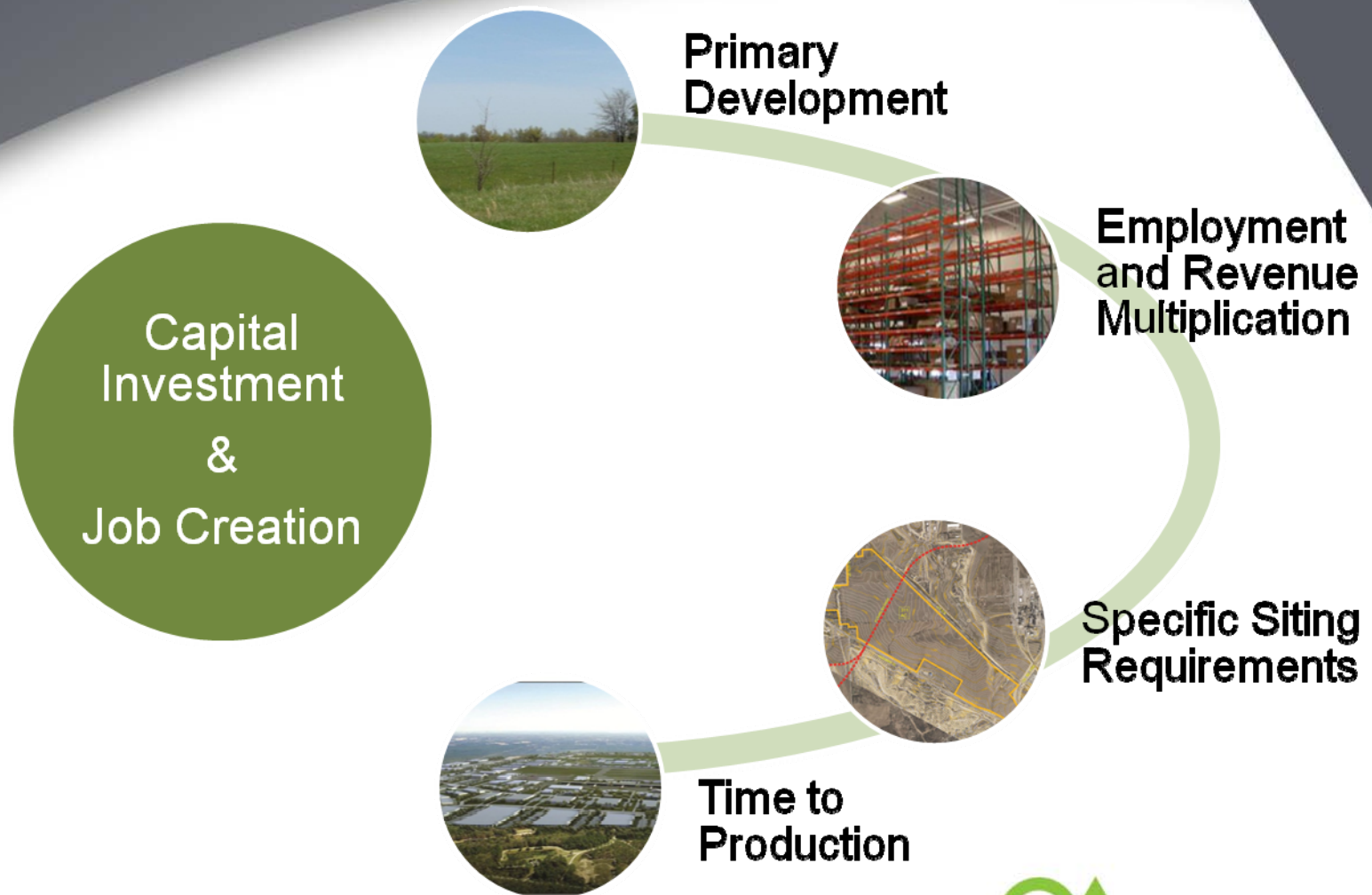


## Olsson Associates Background

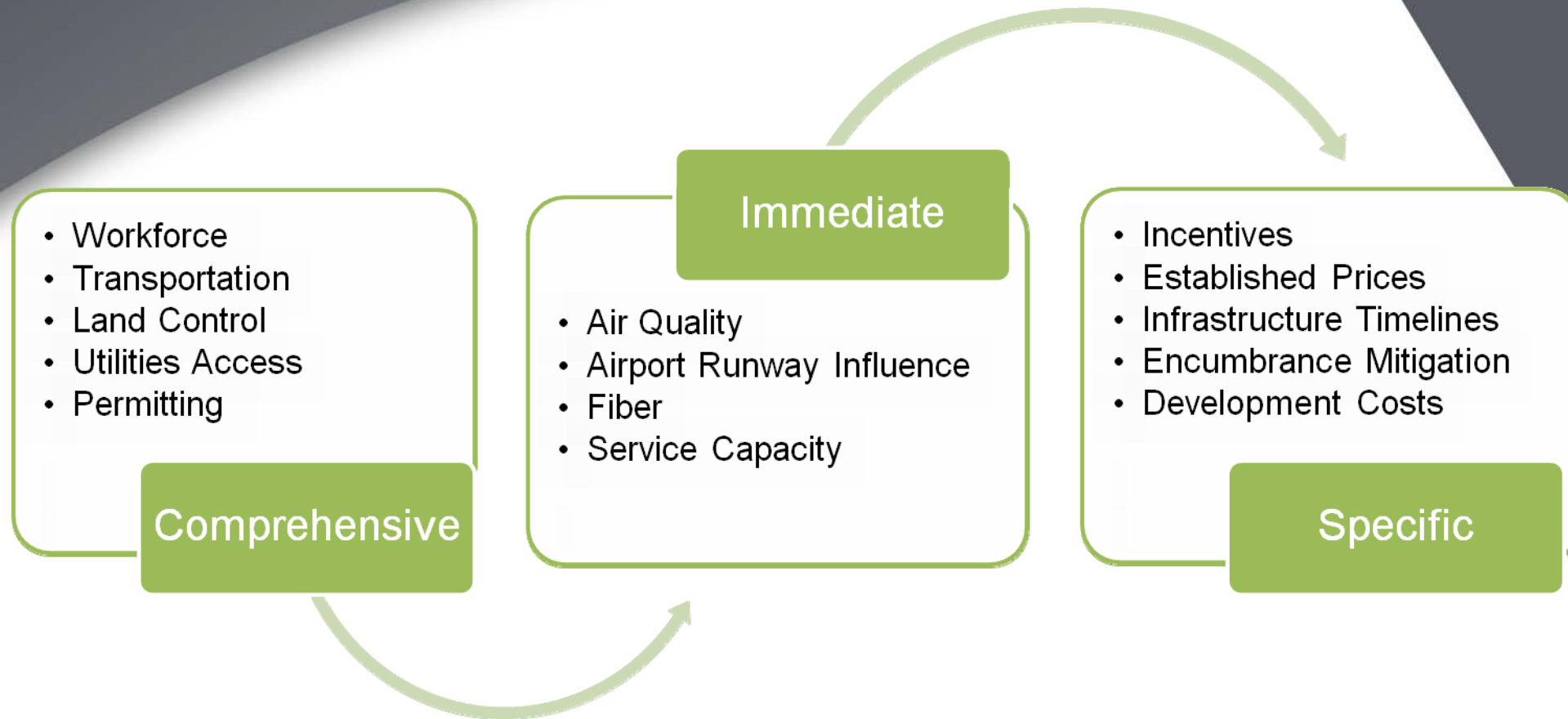


Water/Wastewater • Water Resources • Transportation • Rail Transportation •  
Landscape Architecture and Urban Planning • Land Development • Field Services •  
Environmental Resources and Compliance • Community Services • Economic Development and Funding •  
Building Services • Public Involvement

# Economic Development: 101



# Early Site Selection Considerations





# Site Preparation Benefits



Infrastructure  
Readiness



Optimize  
Development  
Potential



Increase  
Negotiating Power



Enhance  
Marketability



# Infrastructure Assessment

## Location

- Development Capacity
- Ownership
- Topography

## Services

- Utilities
- Access
- Telecom
- Transportation

## Permitting

- Floodplain
- Air Quality
- Zoning

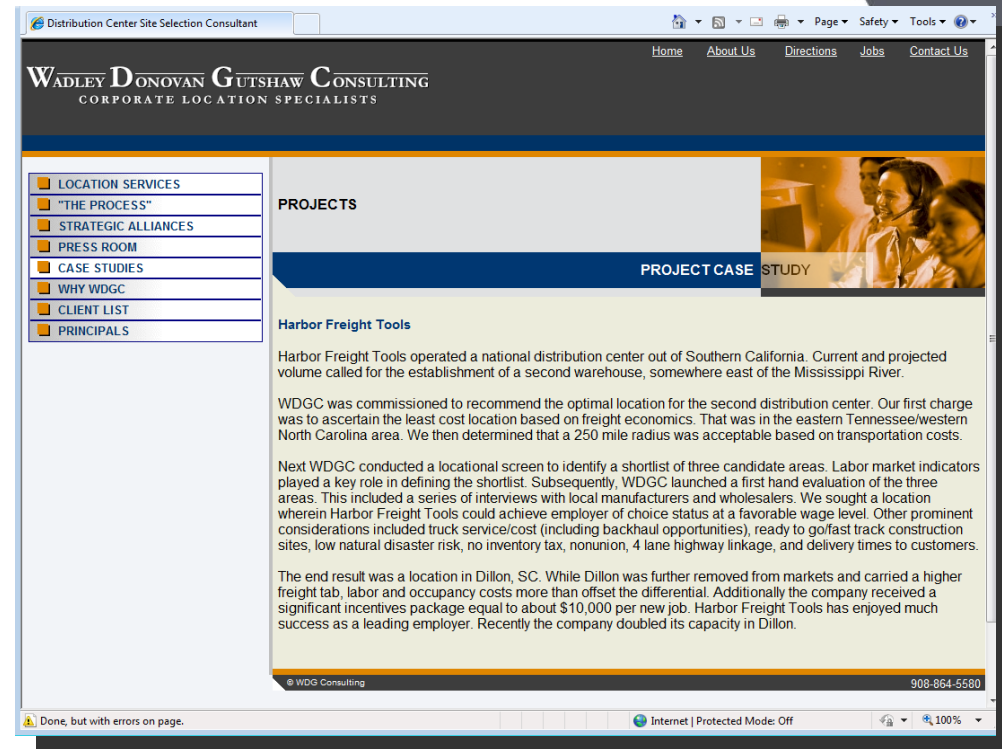
# Benefits of Infrastructure Assessment



# Site Preparation and Site Selection

## Case Study – Harbor Freight Tools

- Dillon, South Carolina
- Optimal Location
- Costs - Freight Economics
- “Ready to Go – Fast Track Sites”



Wadley Donovan Gutshaw Consulting

[http://www.wdgconsulting.com/WDGC\\_Project\\_case\\_studies\\_HarborFreight.htm](http://www.wdgconsulting.com/WDGC_Project_case_studies_HarborFreight.htm)

 **OLSSON**  
ASSOCIATES

# Site Diligence Overview

## Industrial Development Review Summary

Cozad, NE 195 Acre Industrial Property

To: Jen Wolf, Executive Director  
Dawson Area Development  
1501 Plum Creek Parkway, Suite 2B  
Lexington, NE 68850

Robyn Geiser, Executive Director  
Cozad Development Corporation  
135 W. 8<sup>th</sup> Street  
Cozad, NE 69130

From: Erin Bright, PE, Olsson Associates  
Todd Lorenz, PE, Olsson Associates  
Courtney Dunbar, CEEd, EDFF, Olsson Associates

## Overview

Olsson Associates has performed a property assessment and Development on a parcel of land located in Cozad, NE. The existing property features, identify existing transportation and property's readiness and limitations for industrial development as follows.

## Industrial Park Information

- The proposed industrial park is +/- 195 acres; nearly all
- The industrial park consists of four parcels: CDC Addition
- CDC Addition Lots 1-3 are owned by the Cozad Development owned by the Cover Foundation. Cozad Development Addition Lot 1.
- There are no existing structures in the industrial park.
- The maximum elevation on the property is 2485 (1929 property is 2476. There is 9' of fall across the property
- The National Wetlands Inventory map indicates the park property.
- Any wetlands which may exist on the industrial property Engineers.
- The entire industrial property is located outside of the panel number 31047/C0405C.
- The easements which exist on this property are as follows: easements is included in the title report included in the

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## Industrial Development Review Summary

Cozad, NE

### Block 1, Cover Subdivision

- o Right of Way Deeds conveyed to The Farmers & Merchants Irrigation County Irrigation Company
- o Electric Line Easement granted to Consumers Public Power District
- o Right of Way Easement granted to Loup River Public Power District
- o Right of Way Grants granted to SourceGas (formerly Kansas-Nebraska)
- o Telephone Easement granted to Cozad Telephone Company
- o Easement granted to Nebraska Department of Roads
- o Right of Way Easement granted to City of Cozad
- o Utility Easements granted to City of Cozad
- o Right of Way Easement granted to Cable USA

### Block 1, CDC Addition No. 3

- o Right of Way granted to Sinclair Pipe Line Company
- o Electric Line Easement granted to SourceGas (formerly Kansas Pipe
- o Sewer Easements granted to City of Cozad
- o Utility Easements granted to City of Cozad

### Block 2 and 3, CDC Addition No. 3

- o Right of Way and Warranty Deeds conveyed to The Farmers & Merchants and Dawson County Irrigation Company
- o Electric Line Easement granted to The Western Service Company
- o Right of Way Grants granted to Source Gas (formerly Kansas-Nebraska)
- o Easement for Telephone Cable granted to Cozad Telephone Company
- o Right of Way Easement granted to City of Cozad
- o Right of Way Easement granted to Cable USA
- The Dawson County soil survey maps indicate that the soils on this site as a survey map is included in the Site Development section of this report.

## Zoning

- The property is currently zoned within the City of Cozad as General Industrial
- A zoning change would not be necessary for industrial development of the

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## Industrial Development Review Summary

Cozad, NE 195 Acre Industrial Property

## Transportation

### Roads

- The property ingress/egress can occur at either: Hwy 21 (west side of property) or Monroe Street (north side of property).
- Access to the industrial park is not controlled by a traffic signal.
- The nearest north-south interstate is Interstate 29 which is located 230 miles east.
- Access from to the property from I-29 can travel from the I-29 and Nebraska Hwy 2 interchange and travel west 50 miles to the Hwy 77 and Hwy 2 interchange in Lincoln, NE. Follow Hwy 77 north for 5 miles to the I-80 and Hwy 77 interchange. Follow I-80 and I-80 interchange. Travel north along Hwy 21 (S. entrance. Otherwise continue north along S. Meridia Monroe ¼ mile to north property entrance.
- The nearest east-west interstate is Interstate 80, local Meridian Avenue.
- Currently all road access from I-80 and Hwy 21 inter boundary. Intersection improvements site paving in property

### Railroads

- There is no railroad access to the industrial property.

### Commercial Air Service

- The nearest commercial air service is North Platte Re along Highway 30.
- Cozad, NE also has municipal air service at Cozad M concrete, lighted runway.

### Foreign Trade Zones

- The closest foreign trade zone is located in Lincoln, NE. The foreign trade zone (Zone Number 59) is located 68508. The trade zone is 372 acres in size.

## Utilities

### Electric

- The City of Cozad operates the local power distribution
- The property has an existing overhead electric line to supply the permanent power service to the industrial
- A 34.5 kV subtransmission line exists at the east property
- A 4.16 kV substation is located one mile to the north 34.5 kV line to supply larger industrial demands.

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## Industrial Development Review Summary

Cozad, NE 195 Acre Industrial Property

### Gas

- SourceGas operates the local natural gas distribution which serves the industrial park.
- An existing 2" gas line is located adjacent at the southwest corner of the industrial park.
- The 2" gas line has a pressure of 15psi, but increase to 30-40psi.

### Water Service

- The City of Cozad operates the public water system.
- An existing 10" water main is located at the north property line along Monroe Street. An existing 8" water main is located along the south property line, leading to the wastewater treatment plant.
- The 8" and 10" water mains have static pressures of 50-55psi.

### Wastewater Service

- The City of Cozad operates the public wastewater system.
- The wastewater treatment plant at the immediate southeast corner of the industrial park.
- The treatment plant has an average treatment capacity of 0.83 million gallons/day (MGD). The peak treatment capacity of the system is 0.99 MGD.
- An existing 10" sanitary sewer line is located along the north property line of the Cover Addition parcel in the industrial park.
- An existing 18" sanitary sewer is located along the east property line of the industrial park.

## Telecommunications

- The Cozad Telephone Company (CTC) is a privately owned provider of telecommunication service to the City of Cozad.
- CTC has recently undertaken a major upgrade to the system with the installation of Fiber to the Home (FTTH) technology. The technology significantly increases the available bandwidth and redundancy for residential and commercial/industrial users in Cozad.

## Environmental

- A Phase I Environmental Site Assessment (ESA) was prepared by Olsson Associates in July 2011 on the industrial park parcels.
- The executive summary of the Phase I ESA indicated that *Recognized Environmental Conditions* (RECs) and *Historical/Recognized Environmental Conditions* (HRECs) were identified on the parcel. A summary of the review is included below, for additional information reference the Phase 1 ESA document.

### RECs

- Tenneco is located upgradient of the assessment property. This facility is under RCRA investigation and remediation for VOC contamination in the groundwater. The groundwater at the assessment property has VOC contamination associated with the Tenneco facility. This contaminated groundwater is a REC.

### HRECs

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## Lesson Learned . . . The Case for Site Assessment



**PRELIMINARY RAIL-SERVED INDUSTRIAL SITE PLAN  
CONCEPT D**

**OLSSON**  
ASSOCIATES  
www.olssonassociates.com  
402.341.7116





# PLANNING

Still a good thing to do first.



# What We are Seeing . . . The Case for Site Assessment

Lack of Site Control

Unidentified Utilities Capacity

Misunderstood Permitting Requirements

Unclear Transportation Service and/or Access

Ineffective or Inefficient Platting

Improper Zoning

Incompatible Peripheral Uses



# Site Preparation Benefits



Infrastructure  
Readiness



**Optimize  
Development  
Potential**



Increase  
Negotiating Power



Enhance  
Marketability



# Optimizing Development Potential – Site Planning

## Site Analysis Findings

- Mitigation of encumbrances
- Consideration of options
- Review of economic targeting

## Master Planning

- Creation of site plan alternatives
- Finalization of site master plan
- Assessment of zoning and land use policies
- Uncover anticipated permitting issues

## Costing and Phasing Options

- Determine logical phasing patterns
- Assess costing for build-out
- Identify funding options

# Site Planning Benefits

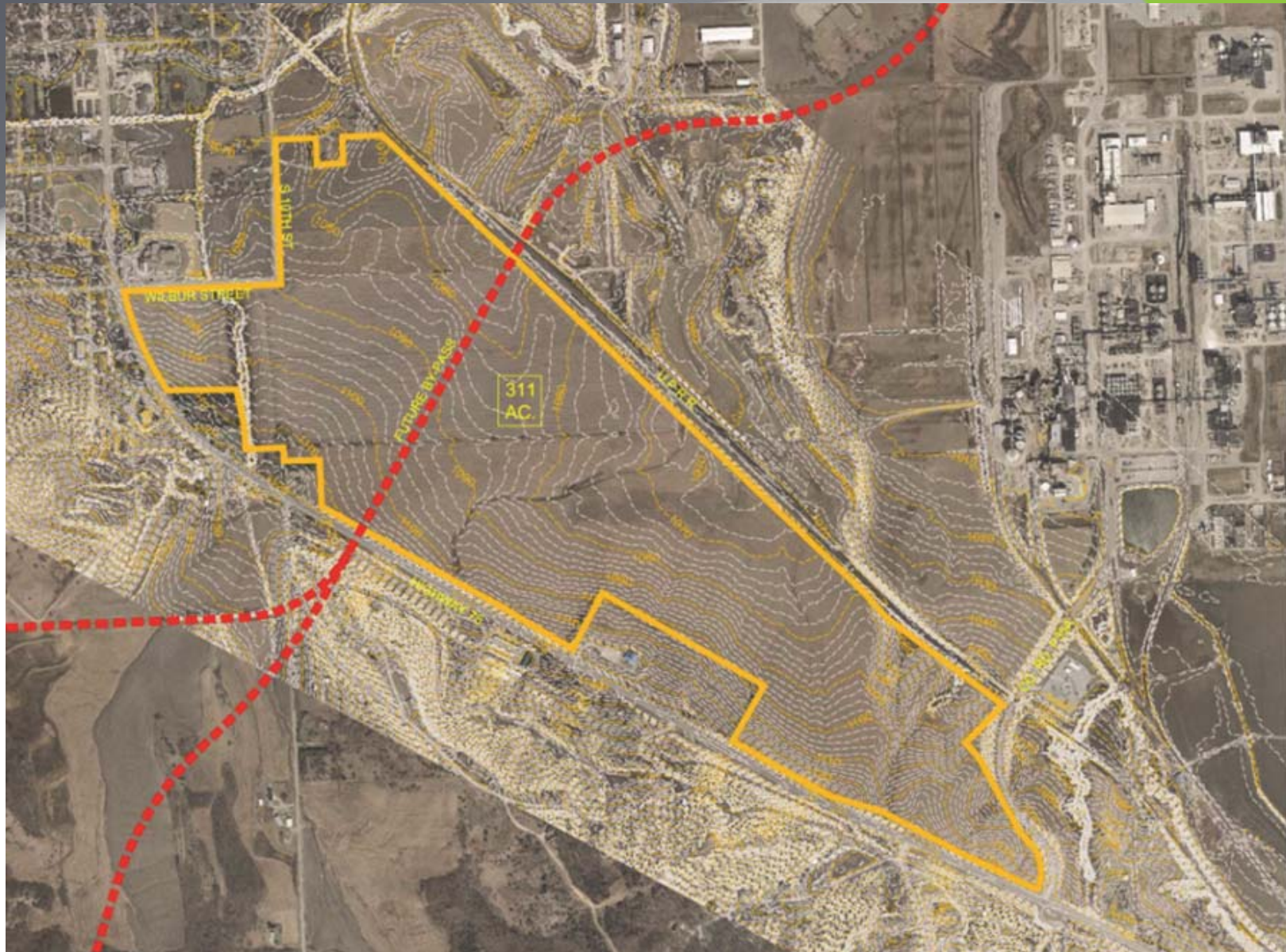


# The Importance of Site Planning

*Blair South Industrial Site, Blair, NE*



# Preliminary Site Planning



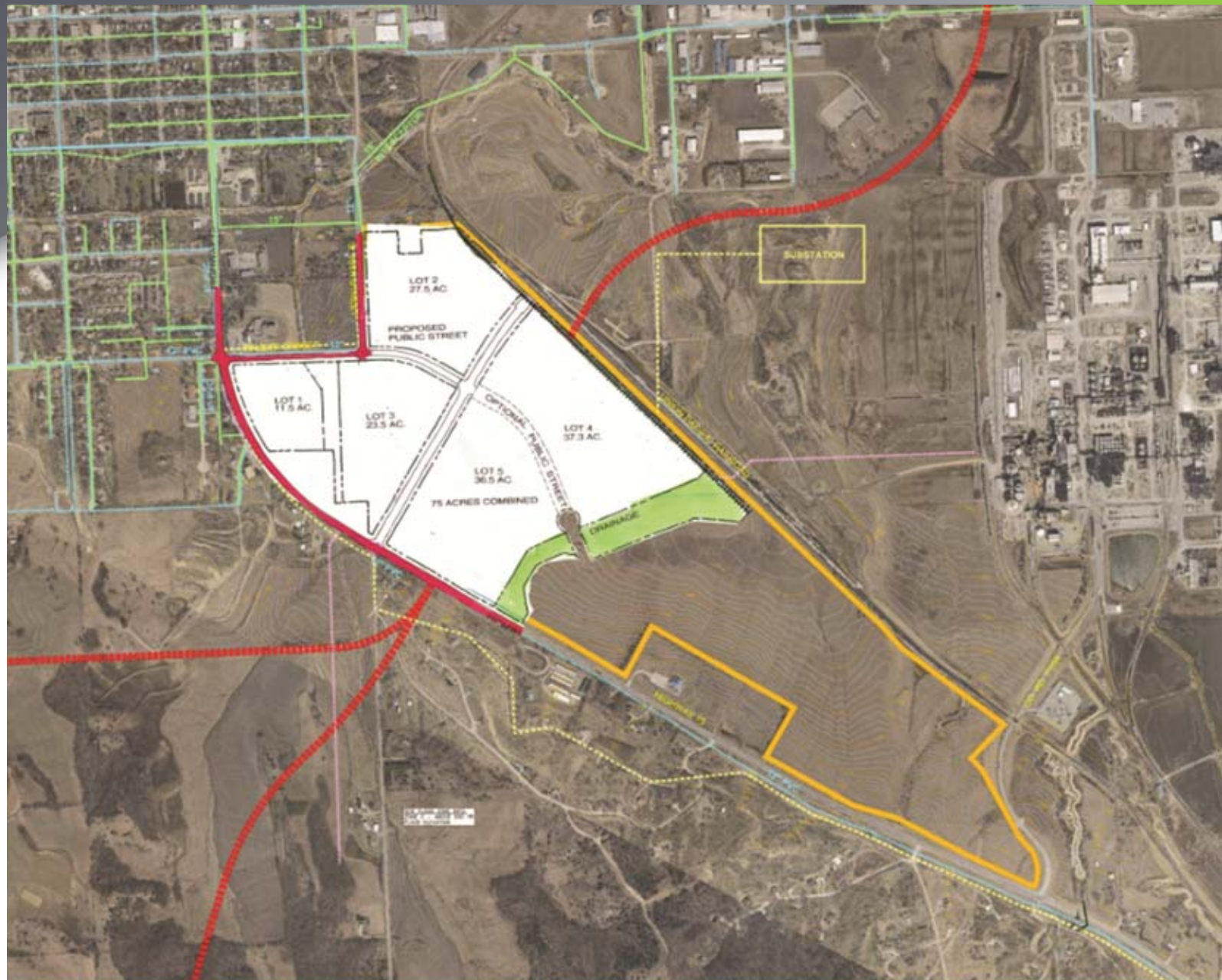


# Preliminary Site Planning



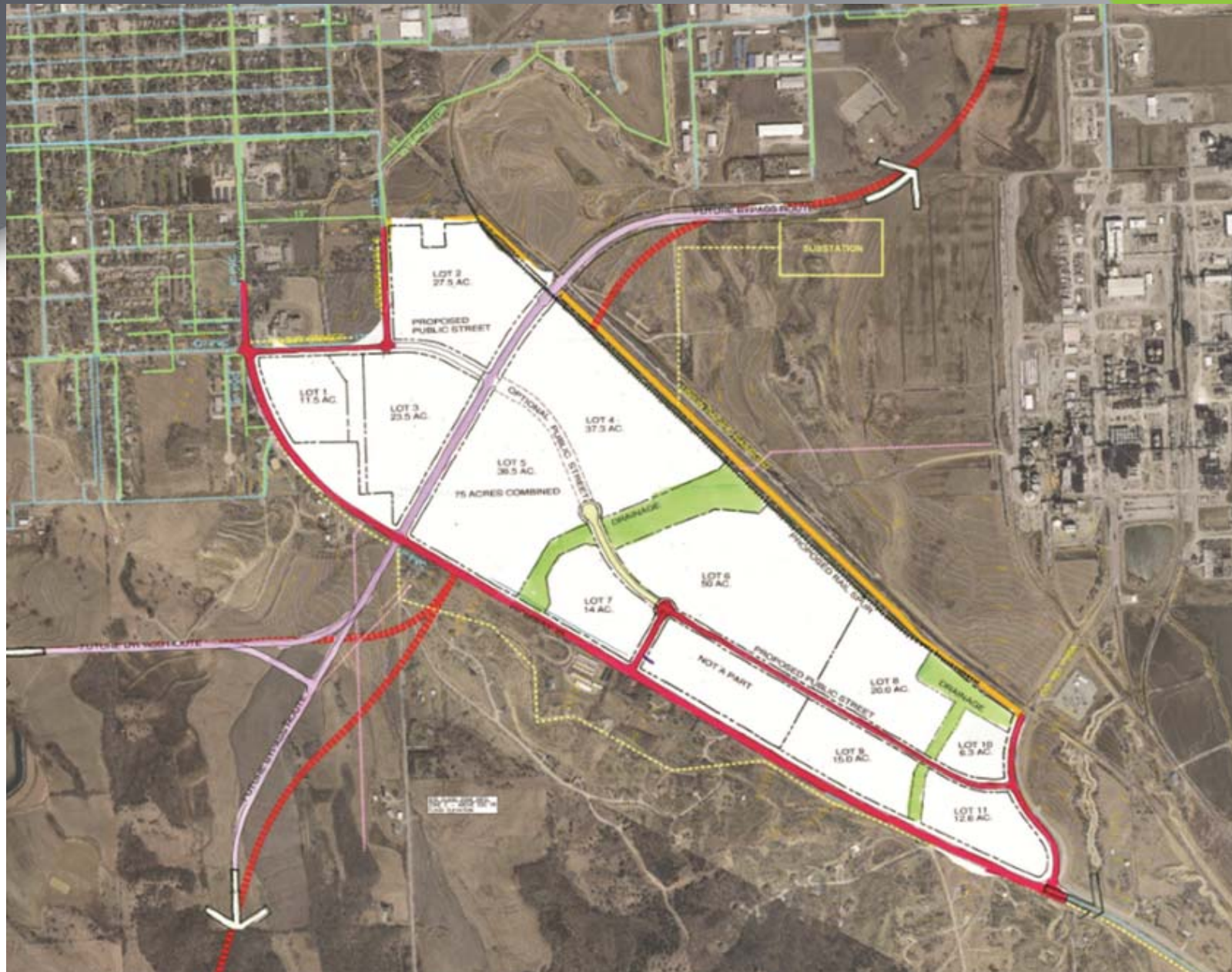


# Preliminary Site Planning



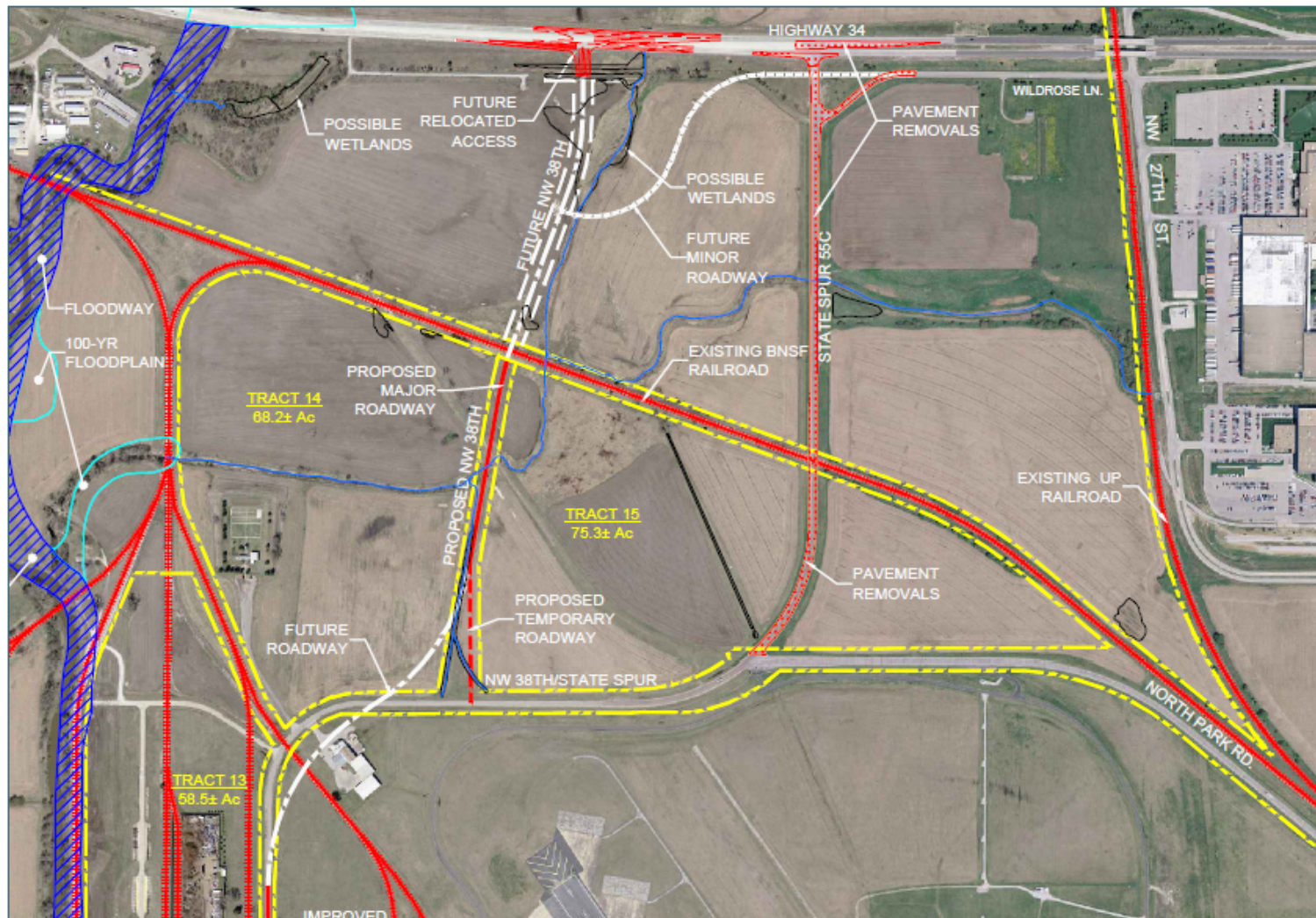


# Preliminary Site Planning





# Lincoln Air Park Rail Campus



PROJECT NO: 010-0795

DRAWN BY: TCP

DATE: 03/08/12

TRACT 14/15 - ROADWAY  
NOT TO SCALE

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ASSOCIATES

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P.O. Box 84608  
Lincoln, NE 68501-4608  
TEL: 402.474.5311  
FAX: 402.474.5160



# Lexington 80 Acre Industrial Site



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Integrated service across north america | [www.waremalcomb.com](http://www.waremalcomb.com)

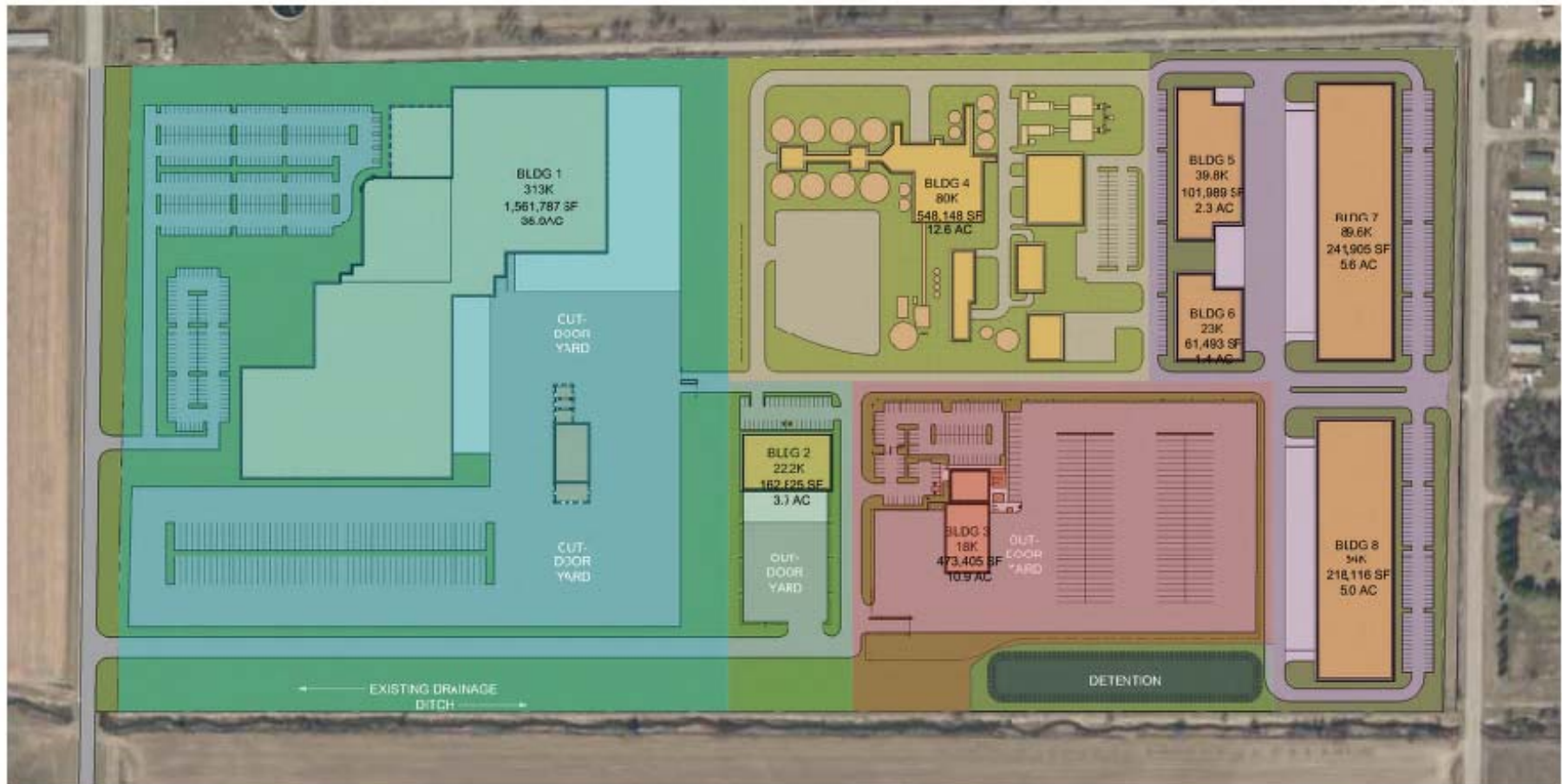
**MANUFACTURING**  
SITE AREA: 1,561,787 SF  
BUILDING AREA: 313K

**SHOPPING / DISTRIBUTION**  
SITE AREA: 623,522 SF  
BUILDING AREA: 236.4K

**AGRICULTURAL**  
SITE AREA: 648,148 SF  
BUILDING AREA: 80K

**LIGHT INDUSTRIAL  
PRODUCTION / ASSEMBLY / FABRICATION**  
SITE AREA: 162,825 SF  
BUILDING AREA: 22.2K

**LONG HAUL TRUCKING FACILITY /  
TRAILER STORAGE-RENTALS**  
SITE AREA: 473,418 SF  
BUILDING AREA: 18K



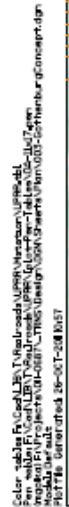
## Conceptual Master Plan

scheme: mp2.4





## Gothenburg Rail-Served Large Tract Site



# Iowa's Crossroads of Innovation



**MASTER PLAN 1**  
Webster County Ag Center



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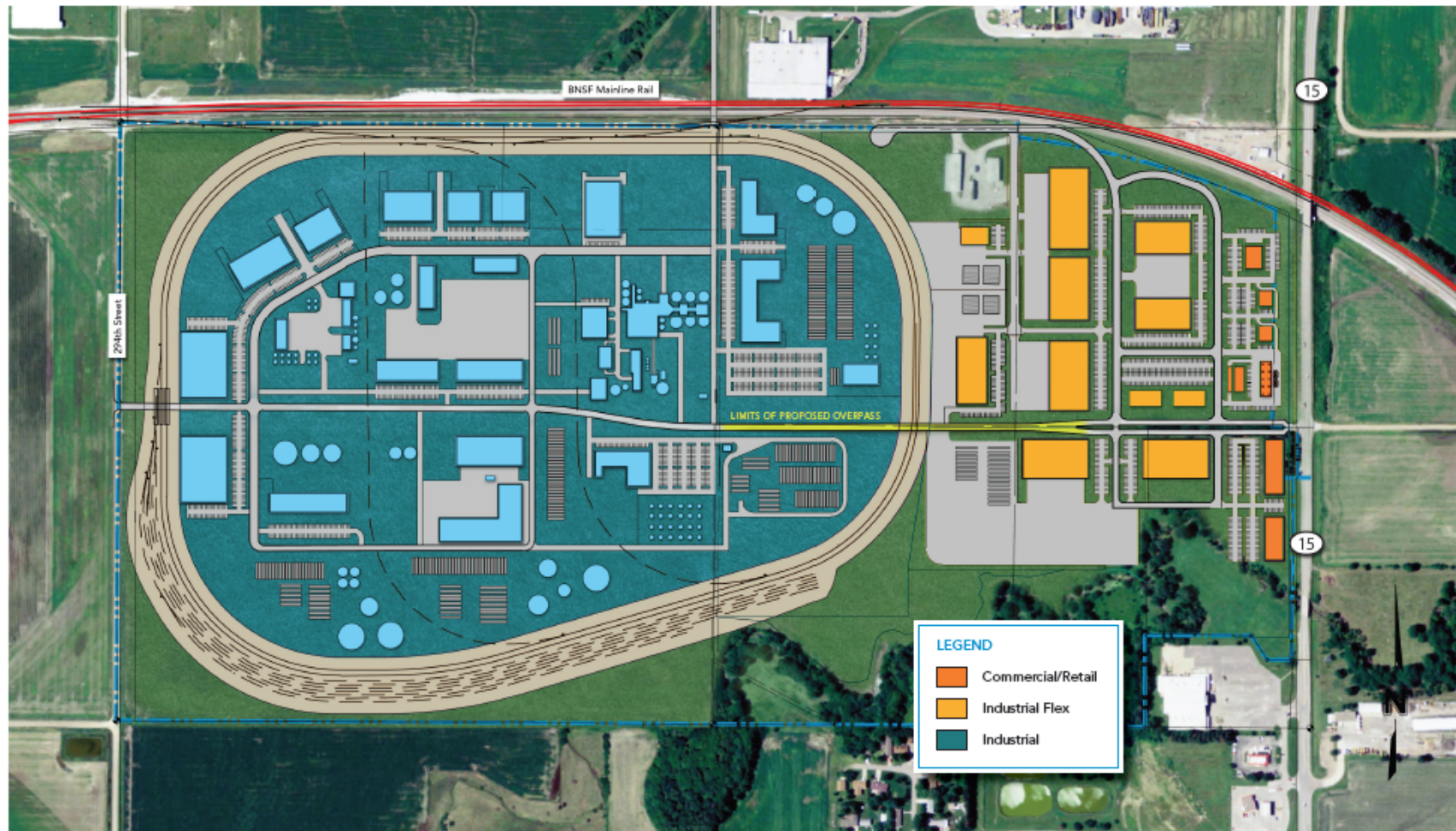


# Fremont Technology Park





# Seward/Lincoln Regional Rail Campus



MASTER PLAN CONCEPT NO.2  
Seward/Lincoln Regional Rail Campus



Seward County  
NEBRASKA  
*"More business grows!"*

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# What We Are Seeing . . . The Case for Site Planning

No Site Plan

Mismatched Targets

Unidentified Timelines for Build-Out

Lack of Logical Site Development Phasing

No Alignment of Infrastructure Needs to CIP

Lack of Investment Protection

# Site Preparation Benefits



Infrastructure  
Readiness



Optimize  
Development  
Potential



**Increase  
Negotiating  
Power**



Enhance  
Marketability



## Case Study: Biofuels Company

\$500 million in initial CapEx

Water capacity critical

Truck traffic increased

Rail access needed

Infrastructure key to incentives decision-making

## Case Study: 1,500 Acre Site – Overlay Zoning

Special overlay district for industrial

Conditional use permits not available

Public process exhaustive

Site assessment key to mitigating potential time-to-production  
issues

## Case Study: Targeting Mismatch

3,250 acres

Targeting plastics and resins manufacturers

Natural gas critical input

Infrastructure plays a role in viability



## Case Study: Funding of Site Development

Owned by EDC

Assessment and master planning complete

Understood timelines and infrastructure costs

Site preparation assessment leads to inclusion of timeline in  
local CIP for priority infrastructure funding



# Site Preparation Benefits



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Readiness



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Potential

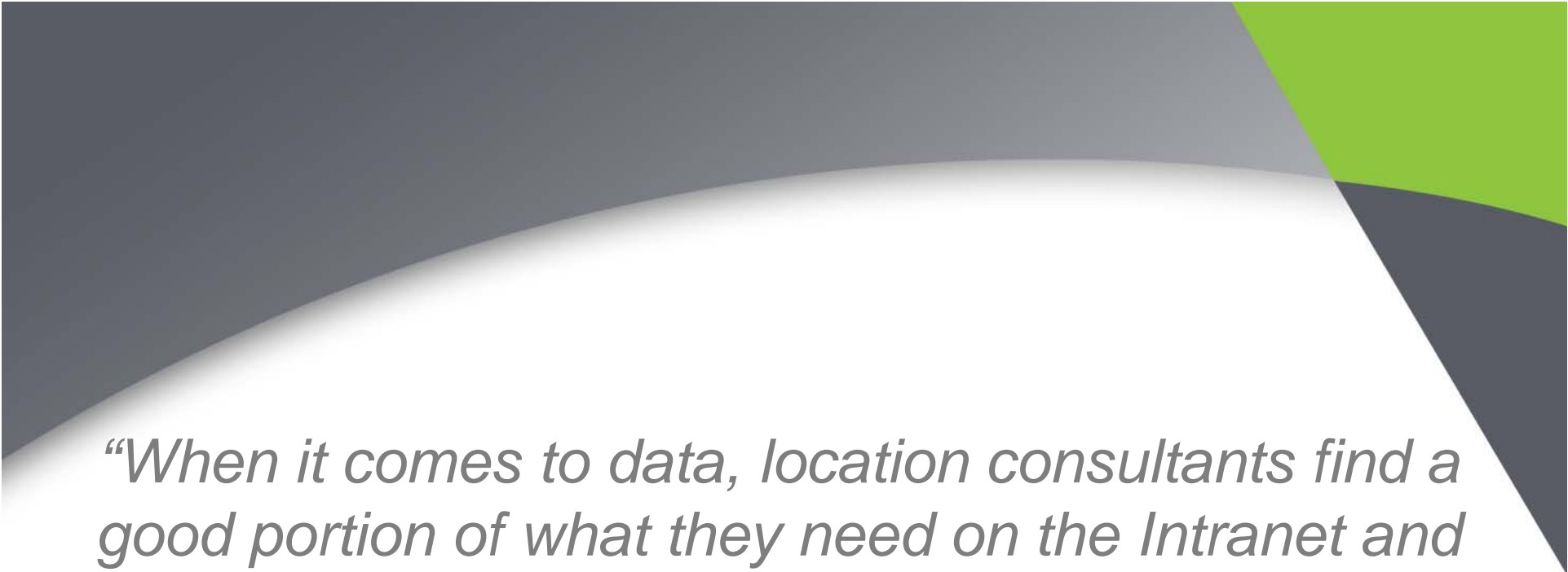


Increase  
Negotiating Power



**Enhance  
Marketability**





*“When it comes to data, location consultants find a good portion of what they need on the Intranet and through private providers before they ever come knocking on your door.”*

Jay Garner

*Garner Economics, LLC and Past Board Chair, IEDC*

*“The main crisis in economic development today is  
irrelevance . . . ”*


Rick Weddle, Measurement Radical Marketing



# Marketing for Site Selection

Fact:  
Elimination is  
the game.

- *What makes  
your site  
stand out?*



Fact:  
Site searches  
begin and end  
without your  
knowledge.

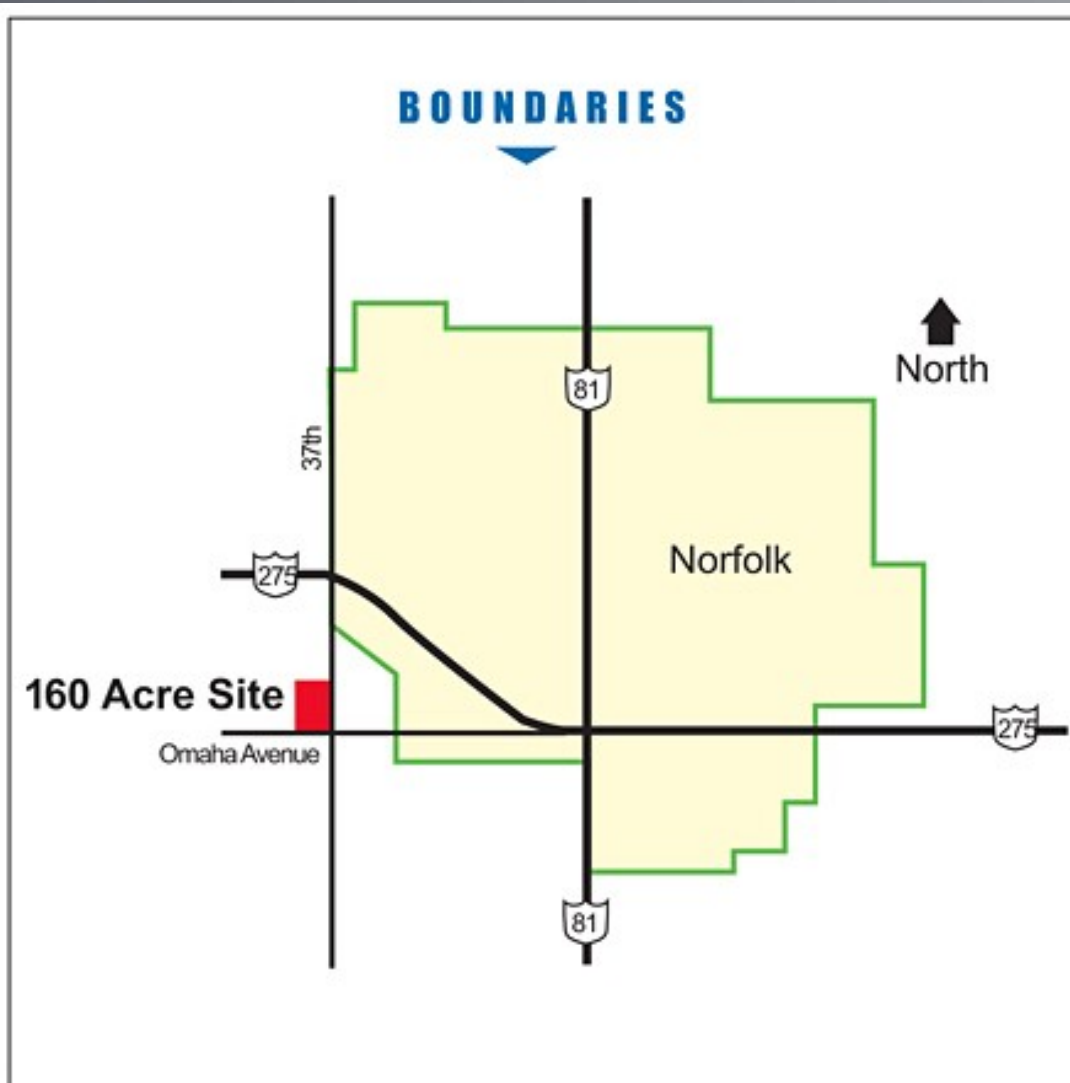
- *How do you  
market your  
sites to the  
unknown?*



Fact:  
Positive first  
impressions are  
vital.

- *How do your  
sites benchmark  
against  
competitor sites?*

# Norfolk 160 Acre Site Marketing Map



# Fremont Technology Park Marketing Information

## OVERVIEW

### FREMONT Technology Park

The Fremont Technology Park is an 80-acre shovel-ready site that is owned by the City of Fremont. That the city has done a considerable amount of infrastructure development to make the site ideal for a technology related business or data center. The site is an ideal central location just 35 minutes from Omaha, Nebraska and the Eppley Airfield Omaha Airport.

The City of Fremont offers aggressive local incentives, and the Nebraska Department of Economic Development, through the Nebraska Advantage Program, has some of the most aggressive tax incentives in the nation.

The site is served by a ring fed redundant and reliable 69KV transmission line for power that is owned and operated by the City of Fremont with some of the lowest cost per kWh in the nation. The electrical system has been rated as excellent by local industries due to its reliability and service.

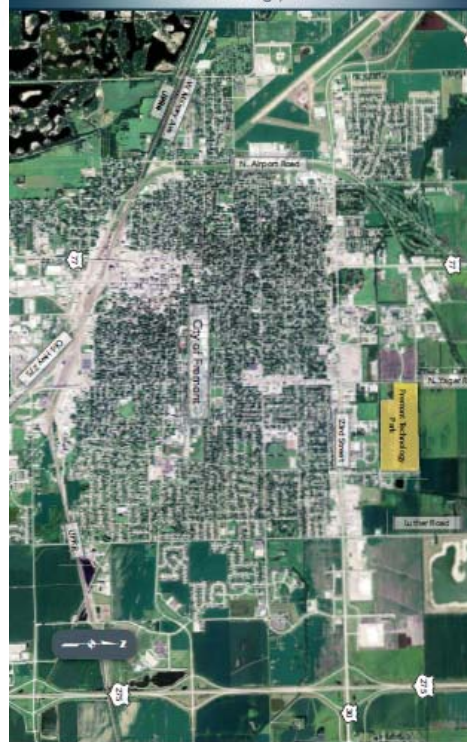
The site has access to a minimum of four telecom fiber carriers with ring fed redundant fiber entrances into the site. All four carriers are capable of providing up to 10Gbps of bandwidth to the site. Two of the carriers can support multiple 10Gbps circuits to the site.

Fremont has a strong, well educated workforce. Metropolitan Community College in Fremont offers a data center management degree program that trains students on various aspects of data center design and management and has a hands-on working data center lab for real world training for its students. The college offers the first of its kind two year degree program in green data center management in partnership with IBM.

Fremont offers a high quality of life with a low cost of living. Strategically located at the crossroads of major highway links, residents are able to reach the downtown areas of Lincoln and Omaha in less than an hour. With a population of 26,397 residents, Fremont still has a small town feel with access to west Omaha in just 20 minutes, residents can enjoy the cultural advantages of a big town.



### FREMONT Technology Park



## ZONING

### FREMONT Technology Park

The entire Fremont Technology Park has the base zoning of Limited Industrial District (LI). This district is intended to reserve sites appropriate for the location of industrial uses with relatively limited environmental effects. The district is designed to provide appropriate space and regulations to encourage good quality industrial development while ensuring that facilities are served with adequate parking and loading facilities.

The City of Fremont has special and overlay districts, including Mixed Use District (MU), which allows for minor modification to the regulations of the base zoning district. The Mixed Use District requires mixed use plan and a mixed use agreement to be developed. These agreements must be approved by the City Council. This mechanism allows for minor modification of the base zoning district regulations when appropriate to adapt to a special case scenario.

Properly adjacent to the Fremont Technology Park is currently zoned as follows:

DIRECTION	CURRENT ZONING
North	AG (Agricultural/Urban Reserve District)
West	R-4 (High-Density Residential District)
Southwest	AG (Agricultural/Urban Reserve District)
South	LI (Limited Industrial District)
Southeast	R-2 (Moderate-Density Residential District)
East	R-2 (Moderate-Density Residential District)

SUMMARY OF SITE DEVELOPMENT REGULATIONS:	
Minimum Lot Area (square feet)	5,000
Minimum Lot Width (feet)	80
Minimum Yards:	
Front Yard (feet)	25
Street Side Yard (feet)	25
Interior Side Yard (feet)	0
Rear Yard (feet)	25
Maximum Height (feet)	75
Maximum Building Coverage	70%
Maximum Impervious Coverage	90%
Floor Area Ratio	1.0
Maximum Amount of Total	
Parking Located in Street Yard	No Limit



## POWER

### FREMONT Technology Park

The electrical system in Fremont is owned and operated by the City of Fremont. The city operates its own power generating station capable of running on coal or natural gas independently from the grid. The total capacity of the system is 128MW with an additional 40MW peaking turbine. A total of up to 10MW of power is available the Technology Park for expansion today. The all-in cost per kWh is 4.5 cents. The Fremont distribution system is tied to the Omaha Public Power grid as a back up source at 69KV and to the Nebraska Public Power grid as a back up source at 115KV.

Fremont, being part of the only public power state in the country, has some of the lowest electric rates in the nation. The electrical system has been rated as excellent by local industries for reliability and service. The Fremont Technology park is ring fed with 69 KV transmission lines, and voltages available for service within the Technology Park are 69KV, 13.8 KV, three phase 120/208v or three phase 277/480, and as well as 120/240 single phase.





## Phase III: Virtual Build-Out



# What We Are Seeing . . . Site Prep is Crucial to Site Marketing

Inaccessible Site Information

Marketing Efforts that Proceed Diligence Assessment

Mismatched Incentives

Misidentified Decision-Maker

Inability to Visualize Development On-Site

Lack of Polished Presentation of Facts

## Conclusion

*Effective planning and preparation for primary development is crucial to securing opportunities.*

*Municipal revenues from primary development are worth the planning efforts and impact the success of all other forms of local development.*



# Olsson Associates

*Your Partner in Strategic Design*

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