

PRIORITY SITE RE-USE CATALOG

Next Steps/Implementation

The Priority Site Re-Use Catalog was developed in order to collect and share information that could be used to promote the re-use and revitalization of priority sites within the Southern Tier Region. Typically these sites are difficult to promote due to a lack of understanding of any contamination or other property restrictions. The goal of this project was to collect information on the site in a way that would be accessible to municipalities and promote coordination of the sites between organizations. The following end products are designed to simplify the process by distilling information into a one-page brief of the site, an appendix with expanded information for interested buyers, and an online mapper that hosts all of the sites within each county.

When advertising these sites, keep the following in mind:

- Collaborate with the officials in your municipality, county, local organizations, and local DEC office to successfully market these sites
- These priority sites have different levels of contamination; be aware what level of contamination your site has and make that clear to buyers
- Obtaining a grant to clean up your site or obtain studies on the site can make it more attractive to buyers
- Consider what marketing tools or databases you have at your disposal, or if working with a commercial real estate agent makes sense
- Have a plan for how to react and who should be contacted if there is interest in the site

BEST PRACTICES FOR MARKETING SITES

WHAT TO DO NEXT?

The next step is to advertise the priority sites within your county or municipality. There are several methods for advertising these sites:

- Collaborate with local entities that are related to the site such as your county IDA, county government, or municipal government
- Use local and regional newspapers to advertise your respective sites to try and expand the publicity they receive; if you have multiple sites in your area, focus news walkthroughs and advertising on one site at a time to maximize the publicity that site receives
- Put an internet searchable page on your website for each developable site
- Have your county government or county IDA list the site on their website with contact information
- Plan an annual marketing campaign for your best use of the site
- Work together with nearby communities, governments, and IDAs to market the site on a paid or free service (look into LoopNet, Compstak, and Biproxi)
- Make sure all listings of the priority site match across websites, physical publications, and agencies that are listing the site