
June 20, 2019
Discussion Topics:

How brownfields funding can support various community-based preservation efforts including:

- Improving downtowns, main streets, industrial, waterfronts, or other “area-wide” community/economic development zones including historic districts
- Large-scale industrial sites and adjacent potentially impacted areas
- Specific structures or sites
What are brownfields?

**United States Environmental Protection Agency (EPA) Definition:** Brownfields are real property, the expansion, redevelopment, or reuse of which may be complicated by the presence or potential presence of a hazardous substance, pollutant, or contaminant. Cleaning up and reinvesting in these properties protects the environment, reduces blight, and takes development pressures off greenspaces and working lands.

**Each State has a slightly different definition:** Definitions are relevant both in terms of permitting, tax credits, and funding eligibility.
How do brownfields relate to preservation, conservation, and culturally significant contexts?

- What kind of sites can be considered brownfields?
- Where are brownfields located?
- Are Superfund sites brownfields and vice versa?
Federal Funding?

“Of course, the reports of my death have been greatly exaggerated.”

...well somewhat exaggerated.
In March 2018 the BUILD Act was signed into law and expanded program funding limits to the existing brownfields law.

- U.S. EPA Brownfields Assessment and Petroleum Grants
- U.S. EPA Brownfields Area-Wide Plan Grant (R.I.P.)
- U.S. EPA Multi-Purpose Grant
- U.S. EPA Brownfields Revolving Loan Fund Grant
- U.S. EPA Targeted Brownfields Assessment (Technical Assistance)
- U.S. EPA Brownfields Direct Technical Assistance Support
- U.S. EPA Brownfields Clean-up Grants
- PADCED Industrial Sites Reuse Program (ISRP)

Visit the U.S. EPA’s Brownfields Web page for extensive information on grant resources:
https://www.epa.gov/brownfields
17th Street Nexus Center Food Accelerator Concept

Adaptive reuse of 70,000 sf former historic bottling facility located in the Mount Pleasant National Historic District.
17th Street Nexus Center Food Accelerator
Concept
Reuse Projects: Former Coca-Cola Building

Restaurant & Catering
• Foster growth of established small-scale caterers
• Lunch venue and pre-prepared take-out
• Food truck vendor base
• Sit down dinner/dining
• Specialty beverage production and sales

Food Accelerator Support Program and Facility
• Food and Beverage Product Development and Marketing
• Hands-on business development support
• One-on-one coaching and expert advice
• Matchmaking between start-ups and investors, business partners and clients
• Working space
• Support to build operational, financial, managerial capacity
• Opening new networks (distribution channels, client base, investors)
• Access to online community of innovative start-up entrepreneurs and partners
• Capital injection
PHASE 1 PROJECT

- Vertical Circulation
- Multi-Purpose Event Space: 10,000 sf
- Roof Garden: 7,000 sf
- Distribution: 8,000 sf
- Food Truck Commissary: 9,000 sf
- Commercial Kitchen: 4,000 sf
- Outdoor Dining

Production, Packaging, and Storage: 5,000 sf
Office, Sales and Co-Working: 3,000 sf
Print Shop: 3,000 sf
Market and Retail: 8,000 sf
Restaurant: 3,000 sf
Building Service and Storage: 10,000 sf
Fostering Economic Opportunity:

Potential Site Specific Application – The Bottling Works
Leadership Steps:

- Form a formal advocacy development entity, possibly a Certified B Corp.
- Establish a development director position for a period of two years to:
  - Develop an operational and capital development plan.
- Form partnerships with key local and regional entities
- Establish a board of directors or advisors. Pursuing capital and advocacy for grants, foundation support, and other financial resources
- Work with local lenders to establish a seed capital funds for accelerator users
- Perform a space feasibility plan and potentially secure an option on start-up space
- Pursue and obtain and letters of interest from potential established operators/end users for a space
UNION KITCHEN

Building successful food businesses.

ACCELERATOR PROGRAM

KITCHEN MEMBERSHIP

Our Kitchen provides Member businesses with a best-in-class, professionally managed commercial kitchen facility for production located in the Ivy City neighborhood of Washington, D.C.

17,000 square feet of shared kitchen space
300 feet of hoods
4,000 square feet of cooler and freezer space

Our Membership model gives businesses the flexibility to grow and scale their production, with 24/7 kitchen access 365 days a year and membership rates starting at $1,095/month.
IAC/Masland Site Today
Typical North/South Block Length 350’ to 400’
Typical East/West Block Length 550’ to 700’
Urban Development Framework
Key Recommendations and Expected Benefits
Key Recommendations and Expected Benefits

Legend
- Office, Service and Crime
- Residential
- Retail/Commercial
- Vacant

Aerial

Ground Floor Use and Occupancy

Carlisle EPA Brownfields Area-Wide Plan
Carlisle Borough, PA

May 2014
Key Recommendations and Expected Benefits

North Hanover Street Corridor - West Side Building Facades

North Hanover Street Corridor - East Side Building Facades
A regional brownfields planning effort funded by the U.S. Environmental Protection Agency and lead by Monaca Borough and Beaver County in partnership with the Boroughs of Midland and Coraopolis, the Cities of Aliquippa and Beaver Falls, and Moon Township.
In 2014 Beaver County received a $600K U.S. EPA Community Coalition Brownfields Assessment Grant for Environmental Site Assessment and Reuse Planning Activities along the Ohio River Corridor. Public and private owned sites were evaluated in five communities.
Reuse Planning

Beaver County | U.S. EPA Brownfields Assessment Project
Phase I ESAs conducted for seven parcels

• 609 Pennsylvania Avenue former service station
• 1108 Pennsylvania Avenue and public plaza
• 1200 Pennsylvania Avenue parking lot
• 1302 Pennsylvania Avenue vacant building
• 1501 & 1515 Pennsylvania Avenue gas station
• Six parcels at 17th Street intersection
Monaca, PA | Transportation Gateway Project

Outcomes

Mixed-Use Multi-Family

Mixed-Use Multi-Family

Mixed-Use Multi-Family

Mixed-Use Multi-Family

Anchor Hocking Glass

New 112 Room Hotel

New Government Center including Police/Fire Public Safety Complex

Redevelopment of the Former Pennsylvania Tool Steel, Inc. Site for new industrial uses

Planned industrial expansion of high-tech steel fabrication
Monaca | PA Ave Brownfields Corridor

Utility Upgrade

Monaca, PA | Transportation Gateway Project
• Typical street section reveals:
  • stormwater infrastructure, streetscape amenities, street trees, and underground utilities
And now about funding…
Charles Washington Hall Historic Rehabilitation
“Let us raise a standard to which the wise and honest can repair”

George Washington
Existing Conditions Assessment: Exterior
Existing Conditions Assessment: Exterior
Opportunity Sites

Martinsburg Mills & Rail Corridor Revitalization Initiative
• Potential for up to 420,000 sq.ft. of additional downtown retail including restaurants, coffee houses, a supermarket, and a variety of retail uses.
• Market demand could support 100+ room hotel, including niche hotel in historic building.
• Civic center / event center could be a major opportunity, and drive demand for another downtown hotel.
• Market for high-end apartments reusing unique historic buildings.
Downtown Martinsburg Site Development Opportunities

Interwoven Mills

Martinsburg Mills & Rail Corridor Revitalization Initiative
Overall Interwoven Planning Approach

- Interwoven is a large, 7.2-acre site with 14 buildings totaling 300,000+ square feet, with most buildings requiring major restoration and several likely requiring significant asbestos abatement & contamination cleanup.
- Thus it is unlikely that one, single use would be viable at Interwoven – the complex calls for mixed- and multiple-uses (and potentially multiple users) that are complementary.
- Potential uses could include commercial, technology R&D and production, residential (projected 71 units), retail/restaurant, and/or niche hotel.
- Reuse planning provides the ability to inform reuse & redevelopment scenarios.
- City consulting team used market analysis to identify one potential reuse scenario – niche hotel.
Hotel Market

• With two new hotels in 2016, annual room supply has increased 36.2%.
• Month-to-month data shows demand has grown by 50.7% since that time.
• At this pace, annual demand could yield an occupancy rate above 77%.
• At this level, at least one more hotel could be accommodated within 2 to 3 years.
• A high-quality lodging facility of 100+ rooms exploiting the historic character of one of the opportunity sites could be successful.

Future Build-Out Considerations Tied to Hotel Concept
• Complimentary uses that are attracted to on-site lodging could be attracted to the site and provide greater local support for hotel.
Approach

• Determine potential anchor “catalytic” use on northern block fronting on King Street to spur significant site investment.
• Capitalize on end uses identified through market analysis work, especially those that capitalize on the site’s relative proximity to I-81 interchange.
• Proposed Phase I uses include:
  • Hotel
  • Meeting Space
  • Restaurants
  • Retail
• Future phases could include:
  • Residential
  • Technology, R&D, Light Manufacturing
Northern Block

- Focus on adaptive reuse potential.
- Determine needed site improvements to support Phase I redevelopment.
- Strategy for what to do with the rest (i.e. later phase buildings) in the near-term.
Interwoven Mills – Hotel Anchor Component

View of Northern Block from Surface Lot
- Hotel Uses in Buildings 7, 8, 15, & 16 – Total of up to 143 hotel rooms.
- Utilize existing architectural elements for signature and functional value – i.e. vertical tower for circulation and branding.
- Establish visual prominence from King Street, i.e. capture I-81 accessibility.
- Create a “quad-like” campus.
- Mostly convenience parking and drop off.
Interwoven Mills – Hotel Floor Plans

- Four floors – Total of 57 rooms.
- Swimming Pool.
- Vertical circulation.

Building 8 Adaptive Reuse

Martinsburg Mills & Rail Corridor Revitalization Initiative
Interwoven Mills – Hotel Floor Plans

Martinsburg Mills & Rail Corridor Revitalization Initiative

Buildings 15 +16 Adaptive Reuse
- Three occupied floors – Total of 86 rooms.
- Laundry/Services.
- Vertical circulation.
Interwoven Mills – Supporting Site Amenities

Southern Block
- Make use of southern block (including 72 spaces in sub-basement of Building 19) for surface parking to support hotel and northern block restaurant/retail.
- Building 19 has 140,000+SF with tall ceilings & heavy floor loading capacity that could accommodate light industrial / technology innovation.
- Former rail siding alignment used to connect north and south blocks as pedestrian spine.
• Hotel Parking – Check-in North Block – Bulk of Southern Block surface parking dedicated to hotel
• Remaining Northern Block parking to support restaurant/retail.
• Full site build-out would likely require a four-story parking garage depending on final end uses.

### Interwoven Mills – Parking Generation

<table>
<thead>
<tr>
<th>PARKING ORDINANCE AND REQUIREMENTS (All Interwoven Parcels)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>DESCRIPTION</strong></td>
</tr>
<tr>
<td>---------------------</td>
</tr>
<tr>
<td>Restaurants (BILDG 2)</td>
</tr>
<tr>
<td>35 seats, plus 1 per each 2 employees, or 1 per 2000 SF of floor area, whichever is greater.</td>
</tr>
<tr>
<td>Hotel (BILDG 7, 11, 19)</td>
</tr>
<tr>
<td>Hotel or motel requires 1 space per room or suite.</td>
</tr>
<tr>
<td>Commercial Uses (BILDG 1, 15, 19)</td>
</tr>
<tr>
<td>Social and Recreation Uses for theatre, auditorium, arena or stadium requires 1 spaces per 4 seats. Where there are no fixed seats, 1 space per 100 ft. of floor area available to the public.</td>
</tr>
<tr>
<td>Retail Uses (BILDG 3)</td>
</tr>
<tr>
<td>All other retail sales &amp; service establishment areas.</td>
</tr>
<tr>
<td>Conference/Events Center (BILDG 1)</td>
</tr>
<tr>
<td>Social and Recreation Uses for theatre, auditorium, arena or stadium requires 1 spaces per 4 seats. Where there are no fixed seats, 1 space per 100 sq ft. of floor area available to the public.</td>
</tr>
<tr>
<td>On Street Parking (Porter Ave, W King Street)</td>
</tr>
<tr>
<td>Social and Recreation Uses for theatre, auditorium, arena or stadium requires 1 spaces per 4 seats.</td>
</tr>
<tr>
<td>Development Scheme Ground Parking Yield</td>
</tr>
<tr>
<td>Current Number of Ground Spaces (Northern Lot)</td>
</tr>
<tr>
<td>Current Number of Ground Spaces (Southern Lot)</td>
</tr>
<tr>
<td>Development Scheme Ground Parking Yield with Garage</td>
</tr>
<tr>
<td>Garage Spaces with approx. 143 Spaces per floor.</td>
</tr>
<tr>
<td>Ground Spaces</td>
</tr>
</tbody>
</table>

**SUBTOTAL** | (325.00) | Total with Ground Parking Only. |
**TOTAL WITH GARAGE** | (325.00) | Total with Ground and Garage Parking |
Downtown Martinsburg Site Development Opportunities

Key Points

• Opportunity exists to create a very distinct destination in the form of a campus-like development.
• Seller needs to determine value that can be supported by the market, considering the environmental contamination and degraded building conditions.
• Hotel anchor would be an estimated $20M project not including acquisition.
• Parking accommodation is critical, and the consultant team recommends a specialized parking study and strategy. Requires an accurate metes and bounds and topographic survey.
• Environmental remediation and asbestos abatement will be required to achieve desired end use.
• Current zoning is Community Business and Light Industry which allows for mixed-use by special use permit.
• City can use brownfields reuse plans to attract private redevelopers, who could form partnerships to handle different aspects of campus build-out.
• City could also explore option of being an acquisition partner, in order to gain site control, leverage restoration resources, and attract desired users
Downtown Martinsburg Site Development Opportunities

Roundhouse Complex

Martinsburg Mills & Rail Corridor Revitalization Initiative
Civic Center Market

• Comparable centers host up to 23,000 guests for a variety of events/meetings.
• Least reported usage was 260 days per year.
• Demand appears to exist to increase usage of Roundhouse complex for weddings, meetings, social events, trade shows, performances, and a food/farmers market hub.
• Roundhouse could accommodate larger trade shows, concerts, performances.
• Frog & Switch Shop could house smaller and more intimate gatherings.
• Bridge & Machine Shop as farmers/food market with meeting halls upstairs.
• Restrooms, kitchen, HVAC and increased parking would be necessary, and an onsite or adjacent hotel would likely need to be co-located.
• A major events center would require procurement of a professional operator.
Approach

• Approved vehicular access (including tour buses) is critical for success.
• Increased utilization of existing structures.
• Create a high-quality “visitor-ready” experience.
• Capitalize on unique attributes and proximity to downtown (extension) as a special events venue.
• Site aesthetics improved yet honor industrial legacy.
• Provide adequate on-site parking.
• Proposed uses include:
  • Theatre in the Round[house] and Frog Shop
  • Events and Trade Show Meeting Space
  • Farmer & Food Market
  • Historic Interpretation
  • Outdoor Events Venue
  • On-site or adjacent hotel
Roundhouse Complex – Site Improvements

- Signature outdoor events space in ruins of East Roundhouse.
- Historic interpretation and lighting effects.
- Main pedestrian entrances via trackside. Links to pedestrian bridge over railroad.
- Creekside greenway trail.
A series of alternatives were considered with the following being the most desirable:

- **Alt A** - Approx. 6.5% grade of road or less depending on starting point. Could involve some substantial grading towards the creek.

- **Alt D** – Approx. 9.7% grade of road more challenging than Alt. A. Has easy access to N High street but grading of street is less than optimum and may add costs.

- **Alt I** - Extensive bridge infrastructure is needed to provide a 22.6 ft double stack clearance of the railroad. The existing landform on west side of railroad supports crossing especially if configured with direct access into a parking structure on site complex.
Roundhouse Complex – East Access Alternatives

- North Access from High Street via Vicky Bullet Street.
- South Access from High Street via E. Martin Street.
- Both routes require span over Tuscarora Creek.
- Surface parking in three lots totaling 273 spaces.
- Main pedestrian entrances via trackside. Links to pedestrian bridge over railroad.
- Creekside greenway trail.
Roundhouse Complex – East Access Alternatives
Roundhouse Complex – Parking Generation

- Maximum site parking build-out with parking garage and surface lots is approximately 600 spaces.
- Reuse program likely limited to uses that require approximately 350 maximum at one time with possibly an off-site agreement with shuttle for special events (permitted by event).

<table>
<thead>
<tr>
<th>PARKING ORDINANCE AND REQUIREMENTS (ALT C Configuration)</th>
</tr>
</thead>
<tbody>
<tr>
<td>DESCRIPTION</td>
</tr>
<tr>
<td>Theater (West Roundhouse)</td>
</tr>
<tr>
<td>Social and Recreation Uses for theatre, auditorium, arena or stadium requires 5 spaces per 4 seats. Where there are no fixed seats, 1 space per 100 sq ft of floor area available to the public.</td>
</tr>
<tr>
<td>Conference/Events Center (Prog &amp; Switch Shop)</td>
</tr>
<tr>
<td>Social and Recreation Uses for theatre, auditorium, arena or stadium requires 5 spaces per 4 seats. Where there are no fixed seats, 1 space per 100 sq ft of floor area available to the public.</td>
</tr>
<tr>
<td>Conference/Events Center (Bridge &amp; Machine Shop)</td>
</tr>
<tr>
<td>Social and Recreation Uses for theatre, auditorium, arena or stadium requires 5 spaces per 4 seats. Where there are no fixed seats, 1 space per 100 sq ft of floor area available to the public.</td>
</tr>
<tr>
<td>New Parking Lot (Race Street)</td>
</tr>
<tr>
<td>Current Number of Surface Spaces</td>
</tr>
<tr>
<td>Development Scheme &quot;C&quot; Surface Parking Yield</td>
</tr>
<tr>
<td>Current Number of Ground Spaces</td>
</tr>
<tr>
<td>Development Scheme Surface Parking Yield with Garage</td>
</tr>
<tr>
<td>Garage Spaces with approx. 77 Spaces per floor</td>
</tr>
<tr>
<td>Ground Spaces</td>
</tr>
<tr>
<td><strong>SUBTOTAL</strong></td>
</tr>
<tr>
<td><strong>TOTAL WITH GARAGE</strong></td>
</tr>
</tbody>
</table>
Downtown Martinsburg Site Development
Opportunities

Key Points

- Full build out of site as a major events venue would be an estimated $23M project (not including a parking structure).
- Minimal site access improvements (Alternative A) estimated to be $2.5M- $3M.
- Existing pedestrian bridge over railroad a major asset if connection to site can be completed.
- Structured parking is a challenge since the site configuration limits the ability to create a large floorplate structure with fewer levels. Likely structure still does not achieve parking supply needed to support large scale events (up to 1500 spaces), therefore connections to downtown are critical.
- A hotel serving the Roundhouse Center could be placed at Union Sales, which could support 88-rooms plus surface parking
- Environmental remediation may be required to achieve desired end use.
- Current zoning is General Industry which is inconsistent with potential reuse scenarios.
- This Roundhouse approach will take a feasibility study on a major event venue, a procurement of a professional operator, County-City exploration of a more robust partnership, and potentially partnerships with large regional entities.

Martinsburg Mills & Rail Corridor Revitalization Initiative
Downtown Martinsburg Site Development Opportunities

Resource Roadmap & Action Plan

• **Public resources:** From state and federal government, and key financing sources which could be used by the City/County to upgrade sites and improve infrastructure.

• **Private sector resources:** That could support redevelopers and users in ways that can boost project viability and implementation success.

• **Positioning Martinsburg for success in leveraging resources.**

• **Key Action Steps:** What Martinsburg, site owners/developers, and community allies can do to move from concepts to implementation.
Downtown Martinsburg Site Development Opportunities

Public Resources for Site Improvements & Infrastructure Upgrades

- **Acquisition**: WV Economic Development Authority bridge loans/grants, CDBG, HUD Section 108 loan guarantee.

- **Brownfields improvements**: Sites owned by public or non-profit entity could obtain EPA Brownfields Cleanup Grant up to $650,000 (20% match); EPA Brownfield Multi-Purpose planning, assessment & cleanup grant up to $1M; EPA Brownfields Cleanup RLF grants up to $1M for City to provide grants or low-cost loans for site cleanups (20% match); WV DEP RLF loans; syndication of federal/state Historic Tax Credits (80% of 45% credits).

- **Public infrastructure upgrades**: U.S. Economic Development Administration grants up to ~$2M (1:1 match); HUD CDBG and Section 108; WV DOT Transportation Enhancement grants for planning or construction up to $400,000 (20% match); U.S. DOT TIGER planning or construction grants up to large amounts (20-50% match); WV Commerce Land & Water Conservation Fund grants for public parks up to ~$250k (1:1 match); WV DEP Green Reserve loans/grants for stormwater & green infrastructure; WV Commerce Site-Ready grants (pending).

- **Local Finance**: TIF District bond proceeds, Community Enhancement District, G.O. Bonds, capital reserves, corporate support from key community partners.

Martinsburg Mills & Rail Corridor Revitalization Initiative
Downtown Martinsburg Site Development Opportunities

Private Sector Resources

- **Historic Preservation Tax Credits**: 25% State & 20% Federal tax credits for eligible building restoration.
- **New Market Tax Credits**: Proceeds of up to 22% of total capital costs for job-creation projects (e.g., hotel, technology, commercial) for shovel-ready projects with capital stack.
- **Opportunity Zone Funds**: WV Governor designated targeted Martinsburg census tracts as Opportunity Zones, allowing investment of funds as equity for capital gains tax breaks.
- **HUD Section 108 Loan Guarantee**: Low-cost loan proceeds can be used for land acquisition, working capital, brownfield cleanups, demolition, building upgrades, infrastructure upgrades & economic development.
- **Federal Home Loan Bank of Pittsburgh**: Community Lending Program provides lower-cost finance at levels between $500k-$2M.
- **USDA Business & Industry Loan Guarantee Program**: Federal guarantees that back and lower the cost of bank loans at levels up to $25 million with 60% guaranteed, or up to $10 million with 70% guaranteed.
- **WV Manufacturing, Technology & Business Incentives**: Commercial HQ Credit, Economic Opportunity Credit, Commercial Patent Incentives Credit, Manufacturing Investment Credit, Manufacturing Sales Tax Exemption, R&D Sales Tax Exemption, job training resources including WV Jobs Investment Trust and WV Workforce incentives.

Martinsburg Mills & Rail Corridor Revitalization Initiative
Positioning for Leveraging

- Break Down Projects into Layers & Phases.
- Identify Costs for Each Component.
- Target Best Funding Sources.
- Identify Match & Leverage including Capacity for Debt.
- Create Project Briefing Sheet.
- Secure State & Federal Backing from Both Agencies & Legislative Officials.
- Prepare for Grant Writing.
- Celebrate Success.
Downtown Martinsburg Site Development Opportunities

Key Actions

- **Overall**: Confirm plan & priority for use of remaining EPA Brownfield grant resources.
- **Interwoven**: Foster Interwoven transfer to redevelopers; explore public-private partnership approach; consider hotel feasibility / parking studies.
- **Roundhouse**: Explore redevelopment partnership with Roundhouse Authority; consider events center feasibility study; approach potential partners & operators.
- **Interwoven & Roundhouse**: Consider “Requests for Developer Interest” & “Developer Forum.”
- **Leveraging**: Launch proactive grants strategy; partner with WV Development Office; push Opportunity Zone funds.