



KSU TAB WYOMING BROWNFIELDS WORKSHOP

ECONOMIC OPPORTUNITIES IN
BROWNFIELD DEVELOPMENT

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AYRES

Aligning Brownfields + ED



Leadership/Civic Development & The Role of Public Policy



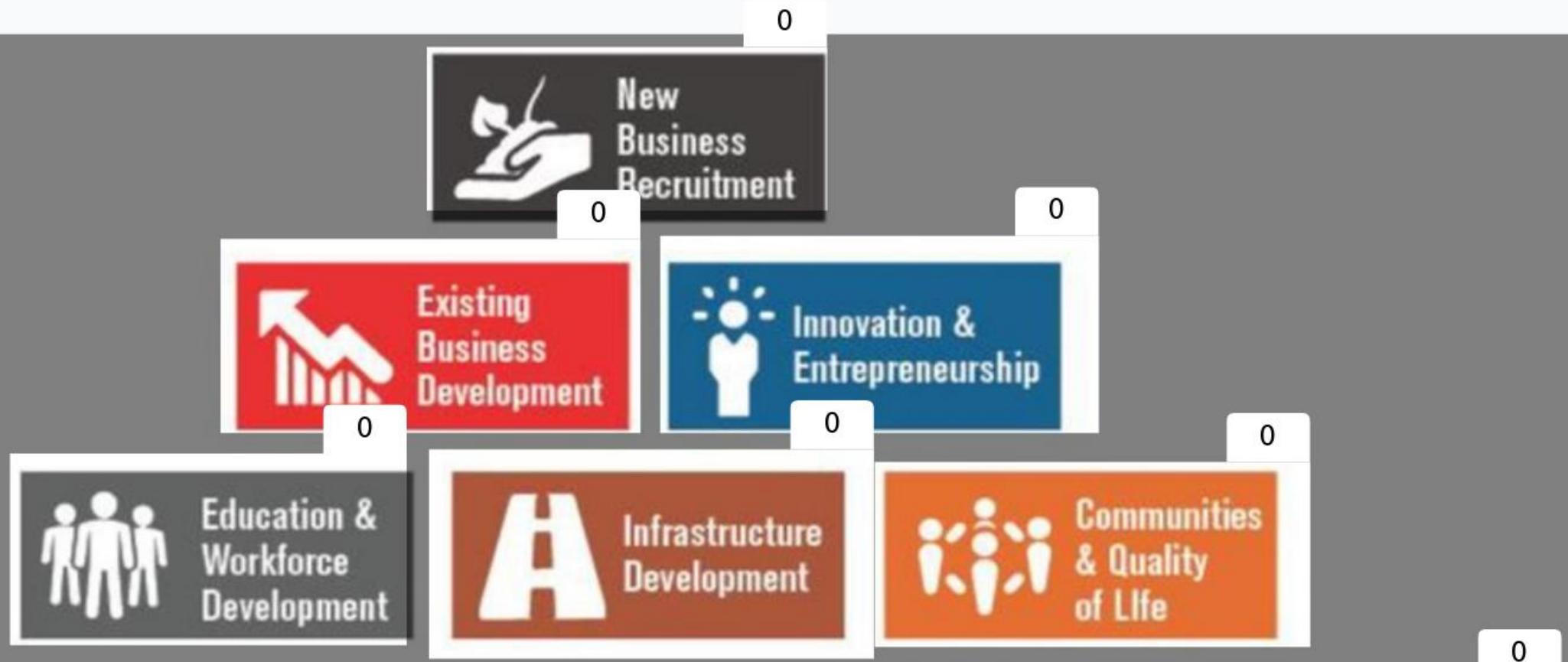
READY. SET. ENGAGE.

(Scan the QR Code with Your
Mobile Device to Join the Poll.)



Or type the following address into your browser:
PollEv.com/MattAshby167

Which Building Blocks do you think Brownfields can help with?



Leadership/Civic Development & The Role of Public Policy



New
Business
Recruitment

What This Strategy Is About:

- Ensuring that communities have the physical assets needed to support growth—roads, water, sewer, broadband, and power.
- Attracting development by removing physical and logistical barriers.

Brownfield Alignment Actions:

- Use Brownfield assessments to identify infrastructure deficiencies (e.g., outdated utilities, limited access).
- Prioritize infrastructure upgrades in areas with Brownfield potential to improve site marketability.
- Leverage Brownfield funds to prepare sites alongside other infrastructure grants (EDA, USDA, etc.).



New
Business
Recruitment

R U N W A Y



A WYOMING BROWNFIELD INITIATIVE:
SPURR
STATE PARTNERSHIP FOR
URBAN & RURAL REDEVELOPMENT



DOUGLAS JOHN LAMBERT AIRPORT PROPERTY
CONCEPTUAL PLAN



0 100 200



What This Strategy Is About:

- Supporting entrepreneurship, business retention, and recruitment of new industries.
- Growing primary jobs and building a strong local economy.

Brownfield Alignment Actions:

- Market remediated Brownfield sites to attract businesses in targeted sectors (e.g., manufacturing, logistics).
- Include Brownfield properties in incentive packages and site databases.
- Offer Brownfield cleanup as part of business attraction deals for job-creating enterprises.



A WYOMING BROWNFIELD INITIATIVE
SPURR
STATE PARTNERSHIP FOR
URBAN & RURAL REDEVELOPMENT



What This Strategy Is About:

- Enhancing community livability through housing, public services, recreational facilities, and revitalized spaces.
- Building the amenities and services that make a place attractive to residents and businesses.

Brownfield Alignment Actions:

- Engage community members in reuse planning for Brownfield sites.
- Redevelop sites into housing, parks, or public spaces to meet local needs.
- Use EPA Area-Wide Planning and other tools to integrate Brownfield reuse into broader revitalization efforts.
- .



Innovation &
Entrepreneurship





Education &
Workforce
Development

What This Strategy Is About:

- Strengthening the local workforce through training, partnerships with schools, and job readiness.
- Aligning workforce development with business needs and community assets.
- Workforce Requires Housing

Brownfield Alignment Actions:

- Partner with local colleges or trades programs to involve students in environmental or construction-related work.
- Use cleanup or redevelopment to build new housing.
- Align site reuse with job-generating programs (e.g., career centers, training facilities).



TRENDS



INSIDE

Advancing affordable housing in Colorado and beyond, Page 2

Expanding the reach of a beloved convenience store, Page 8

New solution eases traffic on busy intersection, Page 10



What This Strategy Is About:

- Building strong local leadership, strategic planning abilities, and organizational capacity to pursue and implement projects.
- Equipping communities to manage complex development efforts.

Brownfield Alignment Actions:

- Use Brownfield funding to grow local staff skills in grant writing, project management, and public engagement.
- Form a cross-sector Brownfield task force to coordinate reuse priorities.
- Tap into technical assistance (EPA TAB, nonprofit partners) to fill resource gaps.



Infrastructure
Development



INDUSTRIAL BUSINESS PARK, CRAIG, CO



"...bringing new hope to the community."

What This Strategy Is About:

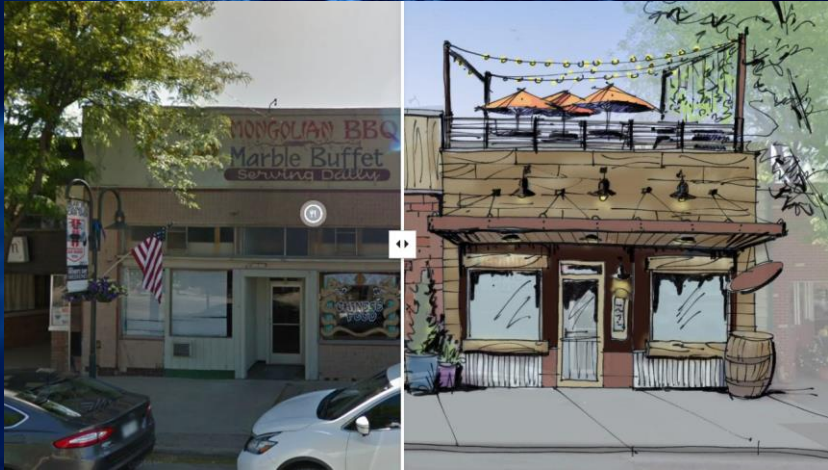
- Fostering safe, clean, and welcoming environments that support healthy, vibrant communities.
- Attracting and retaining residents by improving everyday living conditions.

Brownfield Alignment Actions:

- Redevelop contaminated or vacant sites into parks, trails, or community facilities.
- Improve neighborhood safety and aesthetics by addressing eyesores and environmental hazards.
- Include sustainability and green space in redevelopment plans to boost health outcomes.



"...bringing new hope to the community."





Leadership/Civic Development & The Role of Public Policy

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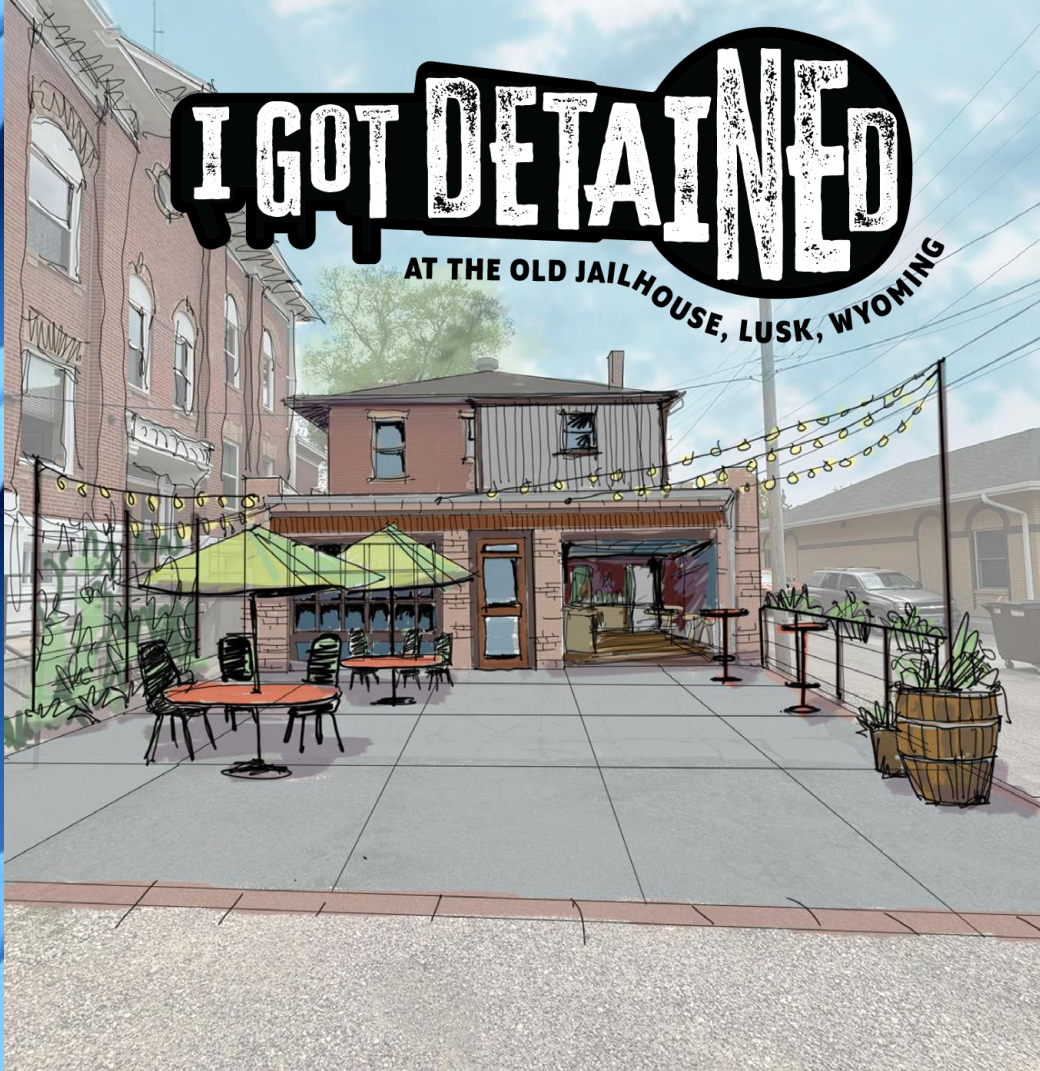
- Creating vibrant, distinctive places that reflect community identity and attract investment.
- Encouraging walkability, cultural expression, and social interaction through design and public space.

Brownfield Alignment Actions:

- Integrate Brownfield reuse into Main Street, downtown, or gateway corridor revitalization plans.
- Use arts, culture, or public markets to animate formerly vacant Brownfield sites.
- Leverage cleaned-up sites for catalytic placemaking projects that build civic pride.



Leadership/Civic Development & The Role of Public Policy





Leadership/Civic Development & The Role of Public Policy

WHAT'S GOING ON IN
YOUR TOWN?