



## Designing and managing a collaborative public approvals process

BLS instituted redevelopment, land use and community-engagement strategies to assist Hercules with the disposition of 2,100 acres of brownfields in New Jersey. The engagement began with a strategy to reposition and/or redevelop these sites on a portfolio basis, quickly enabling the most market-ready properties to generate the resources needed to achieve the redevelopment potential of the longer-lead sites.

BLS designed and managed a collaborative process with state and local officials to develop a common vision for each of the sites. Our approach centered on

- \* Education programs with civic groups and public officials
- \* Non-partisan market research to poll residents on nuances in opinion regarding development
- \* Developing analytics demonstrating the fiscal and economic impacts of a market-based approach to redevelopment

To date, over 700 acres have been shepherded through this process and 100 acres have been successfully marketed and are now being prepared for redevelopment with over 1 million square feet of warehouse space proposed.

