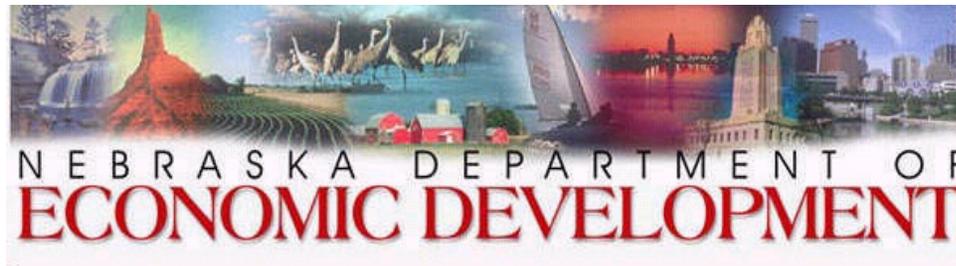


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## **Industrial/Business Park Standards: *Rural Regions***

**Presented to:**



**Presented by:**

**Deloitte & Touche Fantus  
October 2001**

## ***Executive Summary: Introduction***

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### **DELOITTE & TOUCHE FANTUS (FANTUS) HAS BEEN RETAINED BY THE NEBRASKA DEPARTMENT OF ECONOMIC DEVELOPMENT (NDED) AND ITS PARTNERS TO PROVIDE HIGH-LEVEL SITE STANDARDS FOR INDUSTRIAL/BUSINESS PARKS IN RURAL REGIONS**

#### ***Background***

- Our perspective is the site location practitioner’s point of view of the potential for office and industrial investment in rural regions

#### ***Goal***

- Deloitte & Touche Fantus’ understanding of the State’s objectives for this rural region study are as follows:
  - To assist the State to develop an inventory of ‘shovel ready’ sites so it can strategically market parks to targeted industries
  - Define what makes a park attractive for a wide range of site seekers
  - Develop a set of standard characteristics for parks that help define “attractive” real estate opportunities for manufacturing and white collar industries in general
  - Note key differences and additional drivers for previously identified target industries for the rural region

#### ***Approach***

- Findings, evaluations and conclusions are drawn from the viewpoint of recent Fantus experience with related industries and where they have located
- This study focuses on site related criteria only; there are many other non-site decision making criteria that will be considered during a site search including workforce availability, quality, and cost, business climate, incentives, quality of life, regional disaster potential, taxes, etc.

**Note:** This analysis assumes that the prospect will consider a rural area. An available site by itself will not change this aspect of a company’s location strategy.

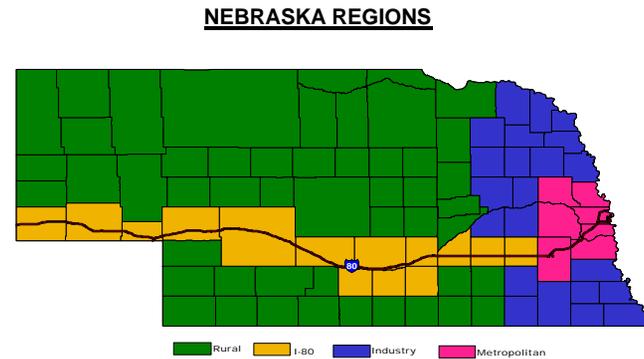


## Executive Summary: Results of Initial Target Industry Study

### Nebraska Regions

The state may be viewed as four regions with regard to demographic, economic and skill set differences. These regions reflect attributes prospects are likely to seek. Also, by recognizing regional attributes, communities should be able to better respond to prospects' requirements and needs. The regions are:

- **RURAL** - areas north and south of I-80 that are agriculturally focused and less densely populated.
- **I-80 CORRIDOR** - areas aligned with the primary east-west transportation corridor.
- **INDUSTRIAL** - the eastern third of the state with existing infrastructure and technical skills commonly required by industrial companies.
- **METROPOLITAN** - the Lincoln / Omaha urban area with density sufficient to support more diverse and complicated business requirements.



### State Industry Recommendations

Targeted industries were identified in a study completed by Deloitte & Touche Fantus in 2000. The report is available on the Nebraska DED website ([neded.org](http://neded.org)). Industry targets are intended to identify the type of facility 'site seekers' will likely consider given the attributes of the region, and therefore warrant proactive marketing initiatives. This does not preclude responding to non-targeted opportunities when they arise. There are two types of targets on which Nebraska should consider focusing its economic development efforts:

- **EXISTING SYNERGIES**—Companies in industries for which Nebraska has a significant presence and for which the state can build off synergies with existing industries to successfully compete for new locations. The targets are: *Agribusiness, Financial Services, and Metal Products*
- **KNOWLEDGE-BASED, NEW ECONOMY**—Companies in industries for which Nebraska may not have a significant existing presence, but are those targets that will help take the state forward. The targets are: *Biotechnology, Electronics Manufacturing, and Software Development*

## **Executive Summary: Rural Region Findings**

**MOST STANDARDS FOR INDUSTRIAL/BUSINESS PARKS WILL BE SIMILAR WHEREVER THE PARK IS LOCATED. HOWEVER, DEVELOPMENT STRATEGIES FOR RURAL REGIONS WILL DEVIATE SLIGHTLY FROM THE GENERAL STANDARDS**

### **General Park Standards**

- Site priority will vary for each prospect. For some companies the site will be the top priority due to specific requirements (e.g., special use, size, highways, gas lines, railroad, power, etc.). For other companies, real estate comes after the choice of the region, labor requirements, customer access, etc..
- Key site factors that will determine whether a location makes the cut include; size, configuration, zoning, type of park, infrastructure in place, prior use, general physical condition, regulatory restrictions, surrounding uses, image and visual appeal and compatibility issues.

### **Industry Functions**

- The targeted industries for the rural region can be functionally categorized for site selection as follows:
  - *Industrial locations:* subassembly and component parts production for electronics, metal, animal pharmaceutical, and agribusiness production companies.
  - *Office locations:* cost sensitive back office and customer support operations for financial services and computer software development companies.
  - *Testing stations:* agricultural testing stations for biotechnology research and development.

### **Rural Region Development Strategies**

- A general industrial park is probably most appropriate for the region unless a niche is identified and a themed park is developed.
- For communities looking to attract both office and industrial functions a combined industrial/business park is recommended.
- Park size will tend to be small (50-150 acres).
- White collar office opportunities will tend to be more limited in the rural region.
- Some communities may consider combining financial resources to develop a regional general industrial park.

## Importance of 'Ready to Go' Industrial Sites

**A COMMUNITY MUST HAVE AVAILABLE REAL ESTATE PRODUCT IN ORDER TO COMPETE; MANY COMMUNITIES DO NOT EVEN GET INTO THE RUNNING BECAUSE OF SITE SHORTCOMINGS**

### Site Selection Overview

- Many elements go into a decision to locate a facility including operating environment, labor market, operating costs, and real estate product.
- Communities need to know their strengths and weaknesses; these strengths need to include available, ready-to-go product (i.e., sites and buildings).
- Most companies will consider locations in an industrial/business park; however, communities also need to be prepared for those that will prefer individual, stand alone sites.

### Real Estate Impact on Site Selection

- Companies become frustrated when they are looking to site a facility and they only find unsuitable properties; therefore, communities should perform detailed site assessments and address potential shortcomings before a prospect comes to town.
- Because of today's speed to market requirement by site seekers, site infrastructure needs to be in place for sites to be immediately ready for building.

### Real Estate in the Rural Region

- A community can position itself to provide real estate solutions when a company comes along; however, if it takes time to prepare a site and competitor communities have ready-to-go sites, that project will locate with the competitor.
- More than three-quarters of manufacturing site seekers and nearly 100 percent of back office site seekers initially seek available facilities. Available buildings greatly enhance the community's attractiveness during a site search. For back office operations, this can involve vacant supermarkets, retail, warehouse, or industrial facilities that can be renovated.
- Although individual projects may vary, rural region facilities are likely to house small to mid-sized operations who need 'shovel ready' and pre-permitted sites to develop. These small to mid-sized companies lack specialized internal skills such as property management engineering, attorneys, etc.. For the company, time spent on facility preparation is time away from the core business.

## Industrial/Business Park Site Standards

### OVERALL SITE STANDARDS FOR INDUSTRIAL/BUSINESS PARKS IN RURAL REGIONS:

- When a company is making its initial location evaluation of candidate communities, several key standards are evaluated—sites will be one of them.
- Site priority will vary. For some companies the site will be the top priority due to specific requirements (e.g., special use, size, highways, gas lines, railroad, power, etc.). For other companies, real estate comes after the choice of the region, labor requirements, customer access, etc..
- Overall, the list of prospect requirements will be much more extensive; and specific criteria other than real estate may determine the final location decision (please see Appendix for a more detailed list).
- The following list of site standards is not all-inclusive, but includes the factors that for the large majority of location searches in rural areas will determine whether a site makes the first cut.

**INDUSTRIAL/BUSINESS PARK  
SITE STANDARDS**

- **Available acreage** – Sufficient acreage, either on one parcel or through assembling multiple parcels, to ensure that current and future expansion needs are satisfied. Preference is for parcels held by one owner or not requiring assembly because timing may be adversely affected: Estimated size of park is 50-100 acres (some larger manufacturing operations may need upwards of 100+ acres, however, these operations typically select individual, stand alone sites).
- **Configuration (square / rectangular preferred)** – Square or rectangular sites offer the greatest flexibility and satisfy most uses.
- **Zoning (e.g., industrial, mfg., etc.)** – In-place industrial / manufacturing zoning increases speed-to-market, decreases implementation costs, and minimizes risk, notably that rezoning a site will be unsuccessful or will compromise the project timeframe: Zoning categories need to accommodate light industrial, medium industrial, and back office. If seeking to attract alternative fuel plants and some metal working operations, heavy industrial zoning may be required. Zoning helps users anticipate other industries that might be a neighbor
- **Type (e.g., industrial, office, business, technology, high-end)** – Locating in a business park or area in which the uses are consistent with a project's intended use may increase the likelihood of reliable infrastructure (e.g., utilities, emergency response, etc.), increase the likelihood of appropriate zoning, and reduce the risks outlined below in 'surrounding uses' – we envision a general industrial / business parks for rural areas, with some provision for separation of office / industrial users.

## ***Industrial/Business Park Site Standards (cont.)***

### **RECOMMENDED OVERALL STANDARDS FOR INDUSTRIAL/BUSINESS PARKS IN RURAL REGIONS:**

**INDUSTRIAL/BUSINESS PARK  
SITE CRITERIA**

- **Infrastructure (e.g., utilities, accessibility, rail, etc.)** – In-place infrastructure increases speed-to-market, decreases construction / implementation costs, and minimizes risk (e.g., a proposed access road or interchange may not be constructed when planned).
  - **Utility Specifics**
    - Electricity—ranges of distribution and transmission line sizes
    - Water and sewer—ranges from sanitary use to heavy production uses
    - Natural gas—high pressure ranges from heat only to heavy production use may be required
    - Telecom capabilities—range from basic long distance to broad data capabilities
- **Prior use (e.g., greenfield vs. brownfield; agricultural vs. mfg.)** – Sites not previously used for industrial applications (e.g., greenfield, agricultural, etc.) minimize potential environmental risk and financial liability, as well as potentially decrease construction costs (e.g., site preparation, environmental remediation, etc.). Timing can also be adversely affected.
- **General physical condition (e.g., treed, graded, topography, flood plain etc.)** – Fewer construction challenges to overcome (e.g., topography, tree clearing, etc.) increase speed-to-market and decrease construction costs; soil bearing—there should be no subsidence issues (e.g., mines, limestone, or caves). Topography should ideally be level to slightly rolling. A flood plain can be a fatal flaw.
- **Regulatory restrictions (e.g., EPA, wetlands, etc.)** – Fewer restrictions allow management greater flexibility in preparing the site, constructing the facility, and managing the business. Typically look for an attainment area (for criteria air pollutants) not in the glide path of an airport, no wetlands on site.
- **Surrounding uses (e.g., residential, retail, commercial, primary or secondary schools, etc.)** – Avoidance of surrounding uses other than similar types of businesses reduces likelihood of negative perceptions by local residents and minimizes potential risks during an uncontrollable accident (e.g., fire). Most site seekers will avoid odors, particulates, and other pollutants in the air.
- **Image and Visual Appeal** – Compatible with company image and marketplace reputation (visibility, frontage, etc.).
- **Compatibility Issues** – No other negatives; negatives might include incompatible activities, close proximity to Superfund or landfill site, public access, etc.; pluses might include an outstanding view, location on the water, etc..

## Industrial/Business Park Site Standards Development Overview

**MOST OF THE GENERAL SITE STANDARDS APPLY ACROSS THE TARGET INDUSTRIES; SLIGHT VARIATIONS ARE NOTED IN THE MATRIX BELOW**

CRITERIA	INDUSTRIAL						OFFICE	
	ALTERNATIVE FUELS	FOOD PROCESSING	ELECTRONICS MANUFACTURING	METAL PRODUCTS MANUFACTURING	ANIMAL PHARMA-CEUTICALS	BIOTECH TESTING STATION*	FINANCIAL SERVICES	SOFTWARE SUPPORT
AVAILABLE ACREAGE						Larger / Larger (*)		
CONFIGURATION								
ZONING								
TYPE								
INFRASTRUCTURE	Utilities (*)	Water/Sewer (*)						
PRIOR USE								
GENERAL PHYSICAL CONDITION								
REGULATORY RESTRICTIONS								
SURROUNDING USES		No Air Contaminants (*)				Isolated (*)		
IMAGE AND VISUAL APPEAL			More Concern (*)				Recruiting (*)	Recruiting (*)
COMPATIBILITY ISSUES								

(✓) – Target industry selects sites based on this standard.

(\*) – Additional / different emphasis on this standard for this target industry.

\*Biotech testing stations are agricultural properties used for research testing purposes.

## Industrial/Business Park Standards

**BASED ON INDUSTRY REQUIREMENTS, PARK TYPE WILL VARY. THE PARKS OUTLINED BELOW CAN ACCOMMODATE THE TARGET INDUSTRIES, HOWEVER IN THE RURAL REGION THE CONCENTRATION PROBABLY SHOULD BE ON GENERAL INDUSTRIAL PARKS (See Appendix for site requirements for individual target industries)**

CRITERIA	HEAVY INDUSTRIAL	GENERAL INDUSTRIAL	LIGHT INDUSTRIAL/COMMERCIAL
INDUSTRIES	<b>Metalworking, alternative fuels</b> , other heavy industry including glass, clay, primary metals, heavy plastics, raw materials, <b>food processing</b> , etc.	<b>Animal pharmaceuticals, light metal working, electronics, light food processing</b> , can accommodate a broad range of light to medium industrial and services	<b>Electronics, financial services, computer software support</b> and other office uses; light manufacturing uses (apparel, instruments, light plastics, assembly operations, etc.)
PARK ACREAGE	100—200 acres	50—150 acres	50—100 acres
SITE ACREAGE	Large, 20 acres to 100+	Medium, 5+ acres for light industrial, 15+ acres for medium industrial	Small, 2+ acres for office uses, 5+ acres for light industrial
POTENTIAL PARK EMPLOYMENT	200—2,000+	500—1,500	500—2,500
PARK CONFIGURATION	Park configuration that allows square or rectangular sites	Park configuration that allows square or rectangular sites	Park configuration that allows square or rectangular sites
ZONING	Heavy industrial	General industrial that accommodates office operations	Light industrial/business
INFRASTRUCTURE			
-ELECTRIC POWER	Distribution Line: 13 kV	Distribution Line: 13 kV	Distribution Line: 13 kV (or less if primarily office uses)
-NATURAL GAS*	High	Moderate to High	Low to moderate
-WATER*	Moderate to High	Moderate	Low (sanitary use) to moderate
-SEWER*	Moderate (potential effluent considerations)	Moderate	Low (sanitary use) to moderate
-TELECOMM	Limited—Long distance, T-1 lines desired	T-1 lines required, possible fiber optics infrastructure in-place	T-1, ISDN, DSL, and fiber optics infrastructure present; with carrier diversity present to route calls
-RAIL	Possible requirement	Possible requirement	N/A
GENERAL PHYSICAL CONDITION	Flat to slightly rolling topography, outside flood plain and wetland area	Flat to slightly rolling topography, outside flood plain and wetland area	Flat to slightly rolling topography, outside flood plain and wetland area
REGULATORY RESTRICTIONS	No environmental concerns, within EPA guidelines (outside wetlands and endangered species areas)	No environmental concerns, within EPA guidelines (outside wetlands and endangered species areas)	No environmental concerns, within EPA guidelines (outside wetlands and endangered species areas)
SURROUNDING USES	Agricultural or woodlands; important to locate in area that will prevent incompatible uses from locating nearby	Agricultural, woodlands, commercial or light industrial; buffered from residential areas	Agricultural, office or commercial; buffered from residential areas
COVENANTS / IMAGE AND VISUAL APPEAL	Protective covenants; low image requirement	Protective covenants; moderate image requirements possible	Protective covenants more stringent (e.g., no outdoor storage, green space); <b>moderate image requirement</b>
COMPATIBILITY ISSUES	Less compatible with other surrounding uses	Compatible with most surrounding uses	Compatible with most surrounding uses

\*Please see Appendix Page 21 for line size ranges for low, moderate, and high usage utility requirements

**NOTE:** Industries highlighted in bold indicate target industries for the Rural Region.



## Industrial/Business Park Development Timing

**SEVERAL ACTIVITIES NEED TO HAPPEN CONCURRENTLY WHILE PLANNING AN INDUSTRIAL/ BUSINESS PARK; IN GENERAL, DEVELOPMENT ACTIVITIES AND TIMING ARE AS FOLLOWS**

- The total development cycle may take several years, however, as individual sites are ready within the park, companies should be encouraged to locate in the park on an ongoing basis.

DEVELOPMENT ACTIVITIES	TIMING		
	Short Term (6 months)	Middle Term (within 1 year)	Long Term (1 year+)
Decision Process (i.e., whether to develop a park or not; if yes, what kind of park, which industries to target)			
Identify Site for the Park			
Planning			
Zoning			
Construction (infrastructure, roads, curbs, etc.)			
Consider Spec Building			
Marketing			

## Conclusions

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### THE INDUSTRIAL/BUSINESS PARK STANDARDS STUDY CONCLUSIONS FOR RURAL REGIONS ARE...

- Real estate product, available in a timely manner, with appropriate characteristics and infrastructure, is a critical priority necessary for rural communities to compete in the site location 'sweepstakes.'
- Basic industrial/business park standards necessary to attract the target industries have been developed in this report.
- For smaller communities in rural areas trying to attract both office and industrial functions, the strategy probably should be a combined business/industrial park. Small communities are unlikely to be able to support separate industrial and office parks, and may want to coordinate their efforts with other development programs.
- Individual communities should go through a decision making process, perhaps with the help of NDED, to determine which industries they will go after and what type of park they must develop (based on available workforce skills, labor availability, infrastructure, etc.) to strategically position themselves for the attraction of the targeted industries.
- In most cases, rural areas will not be able to put these assets in place without assistance.
- Other issues for communities to think about include:
  - Be careful about allowing a tenant into the park that does not 'fit' the general criteria (e.g., exceptionally noisy, emitting odors, heavy industry in a light industrial park, etc.)
  - It is generally unwise to reconfigure the general layout of the sites within the park to accommodate one user (e.g., an oversized site in the center of the park) to the potential detriment of attracting tenants into the other sites
  - Be prepared to be flexible (e.g., reconsider targets and/or park focus) if unable to attract original targets in a reasonable time frame
  - The marketing process should be ongoing with relation to the development timeline

## ***Next Steps***

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### **NEXT STEPS THAT WILL ALLOW RURAL REGIONS OF NEBRASKA TO BECOME MORE COMPETITIVE IN THE SITE SELECTION MARKETPLACE INCLUDE**

- Community profiles should be developed to evaluate an individual community's assets and liabilities. Those profiles should be available on NPPD's NEDI and Utilicorp's LOIS systems, both linked to NDED's website.
- NDED should work with local economic developers to ensure that the Rural Region has enough potentially viable sites and buildings to encourage prospects to visit the region. Only one viable or suitable site is required to attract a prospect to the region for an on-site inspection.
- NDED should work together with developers to create and distribute guidelines for preferred industrial specifications (e.g., acreage, utility capacity, expandability, etc.) to encourage development of industrial/business parks that conform to the expectations and needs of companies in the region's targeted industries. Without these parks, companies in the region's target industries will continue to bypass Nebraska for other equally attractive communities that have available product that conforms to their needs.
- NDED should work with county economic development organizations to catalogue all sites, including sites set aside to be developed for other uses (e.g., expansion of an existing industrial park), as well as ensure that all critical fields in the NEDI and LOIS systems are accurately completed. These sites may present opportunities for clients that desire large parcels, and incomplete or inaccurate specifications delays NDED from accurately responding to a prospect.
- Rural areas may wish to consider combining financial resources into a regional industrial park. This results in a higher quality product, spreads out the investment, and allows more parties to share the potential benefits of new jobs and (if allowed) tax revenues.
- NDED, working with local economic development organizations, developers, financing sources, and foundations, should investigate the viability of developing one or more cross-jurisdictional industrial parks designed specifically for companies in targeted industries. Though this effort may present intra-regional challenges, such parks would help the Rural Region become competitive with other similar areas across the country.

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# Appendix

## Typical Site Specifications by Target Industry

CRITERIA	ALTERNATIVE FUELS	FOOD PROCESSING *
GENERAL DESCRIPTION	Encompasses manufacturing establishments primarily engaged in manufacturing industrial organic chemicals including ethanol	Encompasses establishments engaged in meat processing, snack food processing, prepared feeds and feed ingredients for animal production
AVERAGE EMPLOYMENT	Nebraska: 44 Employees National: 123 Employees	Nebraska: 126 Employees National: 85 Employees
INVESTMENT - Facility - M&E	Large Large	Moderate to Large Moderate to Large
AVAILABLE ACREAGE	10 – 100+ acres	10 – 40 Acres
CONFIGURATION	Square to Rectangular	Square to Rectangular
ZONING	Heavy Industrial	Light to Medium Industrial
TYPE	Medium to Heavy Industrial Environment	Light to Medium Manufacturing Environment
INFRASTRUCTURE		
-ELECTRIC POWER	Distribution Line: 13 kV (possible substation located on-site)	Distribution Line: 13 kV
-NATURAL GAS	High Capacity	Moderate to High
-WATER	High	Moderate to High
-SEWER	Moderate (effluent considerations)	Moderate to High (effluent considerations)
-TELECOMM	Limited—Long distance, T-1 lines desired	Limited—Long distance, T-1 lines desired
-RAIL	Preferred	Preferred
PRIOR USE	Agricultural or Heavy Industrial	Agricultural, or Light to Moderate Industrial
GENERAL PHYSICAL CONDITION	Flat to slightly rolling topography, outside 100 to 500-yr. flood plain	Flat to slightly rolling topography, appropriate load bearing capacity, outside 100 to 500-yr. flood plain
REGULATORY RESTRICTIONS	Within an acceptable ambient air quality attainment area, no environmental concerns, within EPA guidelines (outside wetlands and endangered species areas)	Within an acceptable ambient air quality attainment area, no environmental concerns, within EPA guidelines (outside wetlands and endangered species areas)
SURROUNDING USES	Heavy Industrial	Light to Medium Industrial: no odor, particulates, or 'dirty' operations
IMAGE AND VISUAL APPEAL	Low importance	Low importance
COMPATIBILITY ISSUES	Less compatible with surrounding industries	Reasonable compatibility with surrounding industries

\* These industries are not recommended for aggressive, proactive marketing efforts, however efforts should be focused on expansion of current facilities

\*\* Does not include proximity issues, business climate, and labor related concerns



## Typical Site Specifications by Target Industry

CRITERIA	ELECTRONICS MANUFACTURING	METAL PRODUCTS MANUFACTURING
GENERAL DESCRIPTION	Encompasses manufacturing of industrial and analytical instruments, electronic components and accessories	Encompasses production of metal stampings and spun products, as well as industrial and fluid power valves and hose fittings
AVERAGE EMPLOYMENT	Nebraska: 192 Employees National: 80 Employees	Nebraska: 61 Employees National: 65 Employees
INVESTMENT - Facility - M&E	Moderate Limited	Moderate to Large Moderate to Large
AVAILABLE ACREAGE	10 – 20+ acres	10 – 40+ Acres
CONFIGURATION	Square to Rectangular	Square to Rectangular
ZONING	General Industrial	Light to Heavy Industrial
TYPE	Light Manufacturing Environment	Light to Heavy Manufacturing Environment
INFRASTRUCTURE		
-ELECTRIC POWER	Distribution Line: 13 kV	Distribution Line: 13 kV (possible substation located on-site)
-NATURAL GAS	Limited, heating only	Moderate to Heavy
-WATER	Limited, sanitary use only	Limited, sanitary use only
-SEWER	Limited, sanitary use only	Limited, sanitary use only
-TELECOMM	T-1 lines required, possible fiber optics infrastructure in-place	Standard, T-1 lines minimum
-RAIL	No	Possible need
PRIOR USE	Agricultural, Woodlands, or Light to Moderate Industrial	Agricultural, Woodlands, or Light to Heavy Industrial
GENERAL PHYSICAL CONDITION	Flat to slightly rolling topography, outside 100-yr. flood plain	Flat to slightly rolling topography; outside 100-yr. flood plain
REGULATORY RESTRICTIONS	Within an acceptable ambient air quality attainment area, no environmental concerns, within EPA guidelines (outside wetlands and endangered species areas)	Within an acceptable ambient air quality attainment area, no environmental concerns, within EPA guidelines (outside wetlands and endangered species areas)
SURROUNDING USES	Light industrial; no particulates; possibly away from vibrating sources	Light to Heavy Industrial
IMAGE AND VISUAL APPEAL	Moderate importance	Low to Moderate Importance
COMPATIBILITY ISSUES	None	Less compatibility with some other targets

\* Does not include proximity issues, business climate, and labor related concerns

## Typical Site Specifications by Target Industry

CRITERIA	ANIMAL PHARMACEUTICALS *	BIOTECH TESTING STATION
GENERAL DESCRIPTION	Encompasses pharmaceutical preparations, including veterinary pharmaceuticals	Encompasses companies engaged in commercial physical and biological research including animal health and veterinary research, agricultural and environmental biotechnology
AVERAGE EMPLOYMENT	Nebraska: 117 Employees National: 116 Employees	Nebraska: 62 Employees (for all R&D Facilities) National: 118 Employees (for all R&D Facilities)
INVESTMENT - Facility - M&E	Moderate Moderate	Limited Limited
AVAILABLE ACREAGE	10 – 20+ acres	5 – 100+ Acres (additional acreage for crop production, if necessary)
CONFIGURATION	Square to Rectangular	Square to Rectangular
ZONING	Light Industrial Zone	Agricultural / Office / Research Zone
TYPE	Light Industrial Environment	Agricultural Environment
INFRASTRUCTURE		
-ELECTRIC POWER	Distribution Line: 13 kV	Distribution Line: 13 kV
-NATURAL GAS	Moderate to High	Moderate to High
-WATER	Moderate	Moderate to High
-SEWER	Moderate	Moderate to High
-TELECOMM	T-1 lines required, possible fiber optics infrastructure in-place	Standard long distance, T-1 lines may be required
-RAIL	No	May be Required
PRIOR USE	Agricultural or Light Industrial	Probably Operating Agricultural
GENERAL PHYSICAL CONDITION	Flat to slightly rolling topography, outside 100-yr flood plain	Flat to slightly rolling topography, outside 100-yr. flood plain
REGULATORY RESTRICTIONS	No environmental concerns, within EPA guidelines (outside wetlands and endangered species areas)	No environmental concerns, within EPA guidelines (outside wetlands and endangered species areas)
SURROUNDING USES	Agricultural, Woodlands, or Light Industrial	Agricultural or Woodlands (important to locate in area that will prevent incompatible uses from locating nearby)
IMAGE AND VISUAL APPEAL	Moderate Importance	Low Importance
COMPATIBILITY ISSUES	None	Less compatibility with heavy industrial uses

\* These industries are not recommended for aggressive, proactive marketing efforts, however efforts should be focused on expansion of current facilities

\*\* Does not include proximity issues, business climate, and labor related concerns



## Typical Site Specifications by Target Industry

CRITERIA	FINANCIAL SERVICES	COMPUTER SOFTWARE SUPPORT
GENERAL DESCRIPTION	Encompasses establishments engaged in customer support and processing for securities brokerage services and insurance companies	Encompasses companies engaged in customer service support for software programs, systems infrastructure, application packages and software development tools
AVERAGE EMPLOYMENT	Nebraska: 14 Employees National: 37 Employees	Nebraska: 33 Employees National: 20 Employees
INVESTMENT - Facility - M&E	Limited Limited to Moderate	Limited Limited to Moderate
AVAILABLE ACREAGE	5-10 acres	5-10 Acres
CONFIGURATION	Square to Rectangular	Square to Rectangular
ZONING	Office, Commercial, or Mixed-use Zone	Office, Commercial, or Mixed-use Zone
TYPE	Class B Office or Commercial Environment	Class B Office or Commercial Environment
INFRASTRUCTURE		
-ELECTRIC POWER	Distribution Line: 13 kV or less	Distribution Line: 13 kV or less
-NATURAL GAS	Low (heating only)	Low (heating only)
-WATER	Low (sanitary use)	Low (sanitary use)
-SEWER	Low (sanitary use)	Low (sanitary use)
-TELECOMM	T-1, ISDN, DSL, and fiber optics infrastructure present: with carrier diversity present to route calls	T-1, ISDN, DSL, and fiber optics infrastructure present: with carrier diversity present to route calls
-RAIL	N/A	N/A
PRIOR USE	Agricultural, Office, or Commercial	Agricultural, Office, or Commercial
GENERAL PHYSICAL CONDITION	Flat to slightly rolling topography, outside flood plain and wetland area	Flat to slightly rolling topography, outside flood plain and wetland area
REGULATORY RESTRICTIONS	No environmental concerns, within EPA guidelines (outside wetlands and endangered species areas)	No environmental concerns, within EPA guidelines (outside wetlands and endangered species areas)
SURROUNDING USES	Agricultural, Office, or Commercial and buffered from Residential areas, away from rail lines and flight paths	Agricultural, Office, or Commercial and buffered from Residential areas
IMAGE AND VISUAL APPEAL	Important, good visual site	Important, good visual site
COMPATIBILITY ISSUES	Compatible with office, commercial and light industrial uses	Compatible with office, commercial and light industrial uses

**\*\* Does not include proximity issues, business climate, and labor related concerns**



## ***Industrial/Business Park Prospect Requirements***

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**AFTER MAKING A SHORT LIST OF CANDIDATE SITES, SITE SEEKERS LOOK FOR A COMMUNITY TO PROVIDE ADDITIONAL INFORMATION; ALTHOUGH SPECIFIC REQUIREMENTS WILL DIFFER BY PROSPECT, GENERAL CATEGORIES AND SELECTED DATA POINTS INCLUDE**

- **General**
  - Brokerage listing with clear presentation of appropriate contact(s)
  - Sale price (for buildings; lease rate and operating expenses may be applicable)
- **Business Climate**
  - Available / applicable incentives
  - Responsive economic development team
  - Tax advantaged zone / Enterprise zone
- **Expansion / Growth Potential**
  - Adequate parking with room for expansion
  - Expansion potential
  - New companies or expansion by existing companies in the area
  - New or projected construction in the area
- **History**
  - Current and former use
  - Environmental audit (Independent phase I)
  - Low natural disasters risk (e.g., earthquakes)
  - No abandoned mines underneath property
  - No archeological significance, cemeteries, or burial grounds
  - No below ground gasoline, fuel oil, or other chemical storage tanks or pipelines
  - No endangered species or wildlife preserves
  - No evidence of excessive or problematic soil conditions (e.g., erosion)
  - No hazardous materials, contaminated soil, or asbestos
  - No state/national parks or forests
  - Lack of proximity to operations with environmental issues
  - Ownership status / history
  - Property inspection reports
  - Surrounding land uses and ownership status

## ***Industrial/Business Park Prospect Requirements (cont.)***

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**AFTER MAKING A SHORT LIST OF CANDIDATE SITES, SITE SEEKERS LOOK FOR A COMMUNITY TO PROVIDE ADDITIONAL INFORMATION; ALTHOUGH SPECIFIC REQUIREMENTS WILL DIFFER BY PROSPECT, GENERAL CATEGORIES AND SELECTED DATA POINTS INCLUDE**

- Labor Climate
  - Aesthetically attractive property
  - Favorable labor management relations environment
  - Location vis-à-vis labor shed (i.e., skilled, educated workforce)
  - Major employers in the area
  
- Physical Characteristics
  - Adjacent property descriptions
  - Configuration (typically rectangular or square preferred)
  - Dust/particulate/odor free area
  - Construction / preparation time (availability of labor)
  - Geology / soils report (soil bearing capacity) – seek minimal foundation engineering
  - Natural or man-made water bodies
  - No rock outcroppings or significant development constraints
  - No wetlands or floodplains
  - On-site vegetation
  - Photographs (aerial and site)
  - Site elevation
  - Site plan and land survey
  - Size of property (acreage) or building (square footage)
  - Specifications
  - Topographic maps; plats; drawings
  - Watershed or wetland survey
  - Workable topography

## ***Industrial/Business Park Prospect Requirements (cont.)***

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**AFTER MAKING A SHORT LIST OF CANDIDATE SITES, SITE SEEKERS LOOK FOR A COMMUNITY TO PROVIDE ADDITIONAL INFORMATION; ALTHOUGH SPECIFIC REQUIREMENTS WILL DIFFER BY PROSPECT, GENERAL CATEGORIES AND SPECIFIC DATA POINTS INCLUDE**

- **Quality of Life**
  - Ample distance from residential areas and schools
  - Crime safe area or appropriate security for the location (gate, guard, fence)
  - On-site or nearby child care
  - Proximity to business amenities (hotels, restaurants, overnight carriers, staffing agencies)
  
- **Regulations (Assessment / Permitting / Taxation / Zoning)**
  - Allowable coverage ratio and minimum setbacks
  - Appropriate zoning (typical industrial or manufacturing required)
  - Assessor's parcel number
  - Covenants, design guidelines, and restrictions affecting development
  - Easements (widths, locations, rights-of-way)
  - Green or open space requirements or tree removal regulations
  - Municipal jurisdictions (within or outside city limits)
  - Permitting in-place
  - Reasonable building permit process and expected timeframe
  - Reasonable permitting approval process
  - Solid waste disposal
  - Special regulatory zones (e.g., air quality, wildlife preserve, endangered species, etc.)
  - Subdivision regulations
  - Zoning description and map (zoning variance process and timeframe if necessary)

**Industrial/Business Park Prospect Requirements (cont.)**

**AFTER MAKING A SHORT LIST OF CANDIDATE SITES, SITE SEEKERS LOOK FOR A COMMUNITY TO PROVIDE ADDITIONAL INFORMATION; ALTHOUGH SPECIFIC REQUIREMENTS WILL DIFFER BY PROSPECT, GENERAL CATEGORIES AND SPECIFIC DATA POINTS INCLUDE**

- **Transportation**
  - Map of highway / transportation network
  - Outside of the flight path of a commercial airport or military airfield
  - Port accessibility (if required)
  - Proximity to mass transit nodes (bus lines, train stops, or interstate exits)
  - Rail accessibility may be required
  - Readily accessible for cars and trucks (appropriate turn lanes, traffic signals, etc.)
  - Readily available and proximate fire protection and emergency services
  - Reasonable existing vehicular traffic flow
  
- **Utilities**
  - Appropriate location for intended use (fits into the context of immediate area)
  - Digital switching and fiber optic availability
  - Dual feed power service (often preferred)
  - Existing utilities – location, size, consistent with infrastructure (if not in-place, cost and distance to extend existing lines)
  - Municipal electric, natural gas, water, and sewer
  - Rates
  - Reliability of electric and gas service

**GENERAL GUIDE TO UTILITY LINE SIZES**

Utility	Low Capacity	Moderate Capacity	High Capacity
Natural Gas	< 2 inches	2-3 inches	3-6 inches
Water	Up to 4 inches	4-8 inches	8-12 inches
Sewer	Up to 4 inches	4-8 inches	8-12 inches