



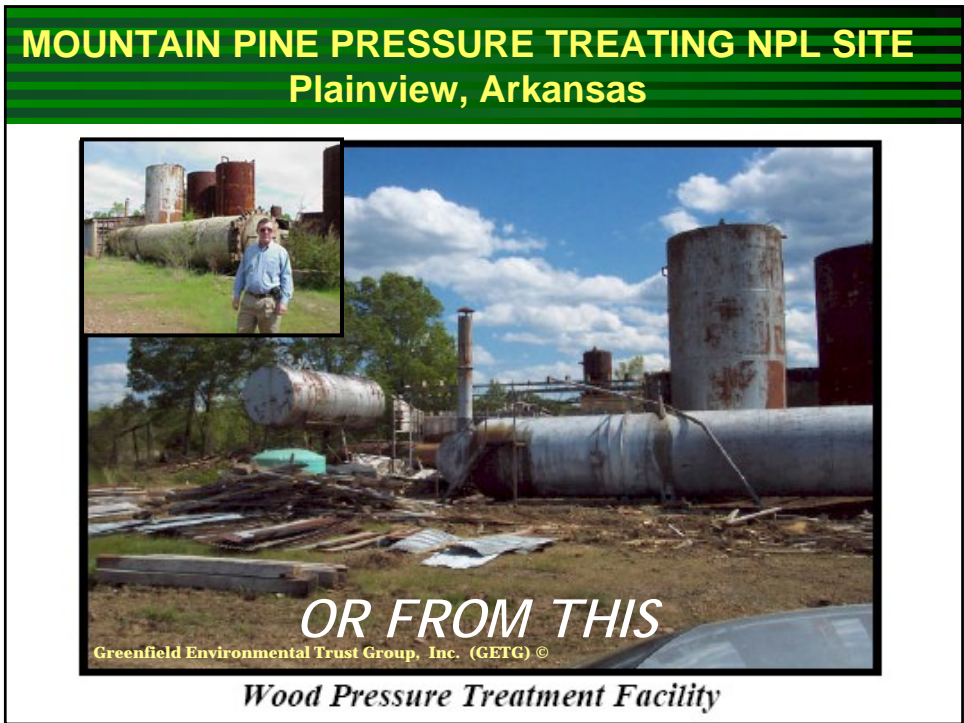
Pulling the Market to Former Industrial Sites



Presented By:
Marc Weinreich, Vice President
Greenfield Environmental Trust Group, Inc. (“GETG”)
& Affiliated Trustee Companies and Appointments

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**MOUNTAIN PINE NPL SITE
Plainview, Arkansas**



TO THIS

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**MC Plastics RCRA Facility
Michigan City, Indiana**



OR FROM THIS

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Former Michigan City Plastics RCRA Facility Michigan City, Indiana



The Woolfolk Chemical Plant Superfund Site Fort Valley, Georgia

Residential Areas

Active Rail Line

Approximate Location of Site

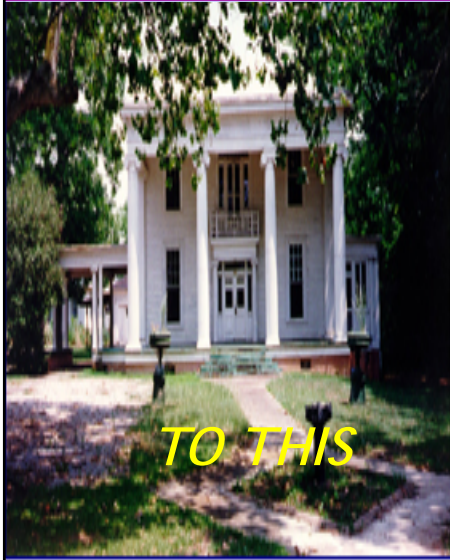
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EPA removes contaminated soil so the construction of the library can begin.

OR FROM THIS

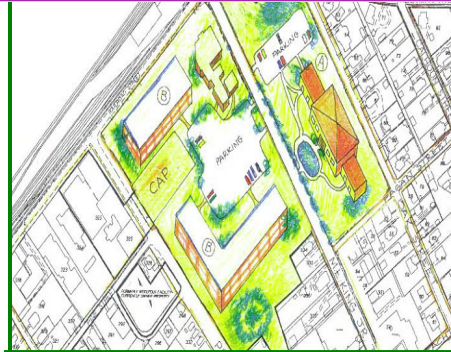
USGS
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Former Woolfolk Superfund Site



TO THIS

The Troutman Welcome Center currently occupies what was once a contaminated ante-bellum farmhouse on the Woolfolk Chemical site.

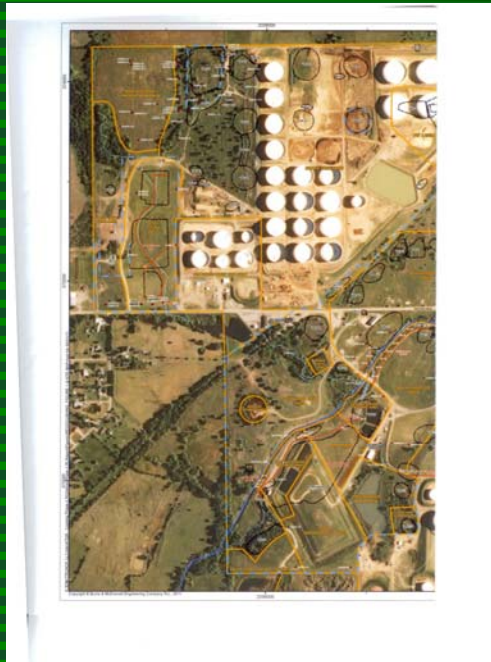


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The Thomas Public Library currently employs nine people and enriches the lives of Fort Valley residents.

Source: Thomas Public Library



Former Tronox
Petroleum Refinery
Cushing, OK

@200 Acres

*OR FROM THIS
TO*

10

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Former Tronox
Cleveland Refinery
@170 Acres




*OR FROM THIS
TO ????*

11
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MARKET CONFIDENCE PULLS DEVELOPERS TO BROWNFIELDS

3 Reasons Developers Avoid Brownfields:

1. Stigma
2. Uncertainty (Liability/Costs)
3. Complex Deal Structures
 - ▶ “Huge Brain Damage Factor”
 - ▶ No Typical Cookie Cutter Deal
 - ▶ Gridlocked Stakeholders
 - ▶ More Experts & Disciplines

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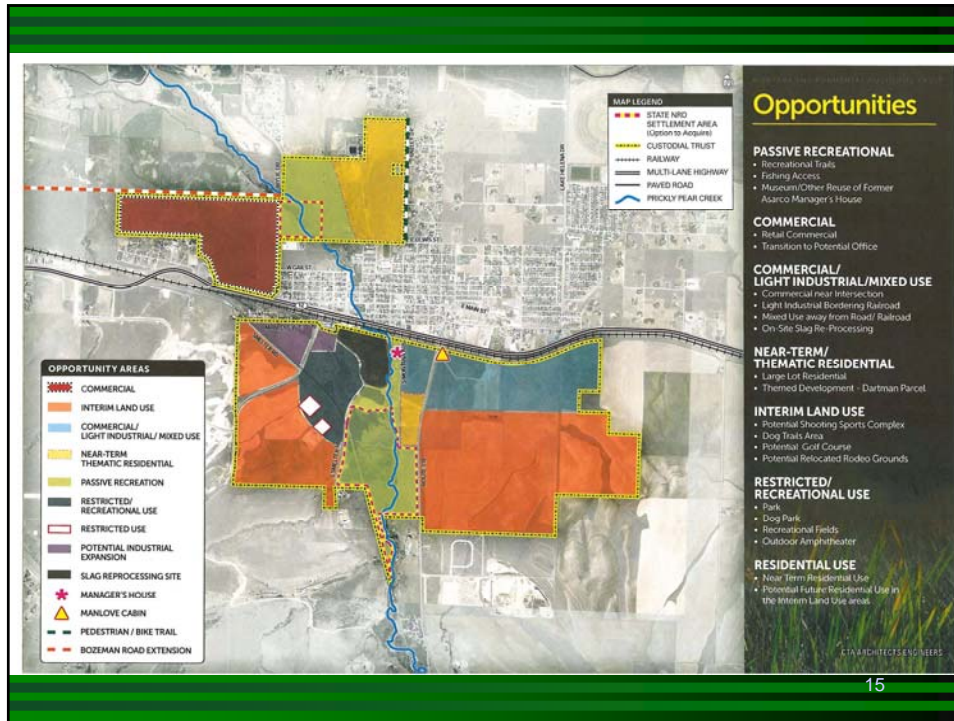
REUSE TOOLS

1. Opportunity & Constraints Plan: Depicts Existing Physical Site Conditions & Development Potential (Buildings, Roads, Wetlands, Infrastructure, Etc.)
2. Market Analysis: Shows Existing Local/Regional/State Conditions and Trends for End User Identification
3. Highest/Best Use Analysis: Big Box Retail, Office, Hotel
4. Value Creation Strategies: Re-Zoning; Land Assembly; Access to Public Capital; Match Site with End-User
5. Preliminary Reuse Plan: Visually Depicts Reuse
6. Risk Management Plan: Site Characterization/Approved Work Plans
7. “Buy-In”: Community and Other Key Stakeholders

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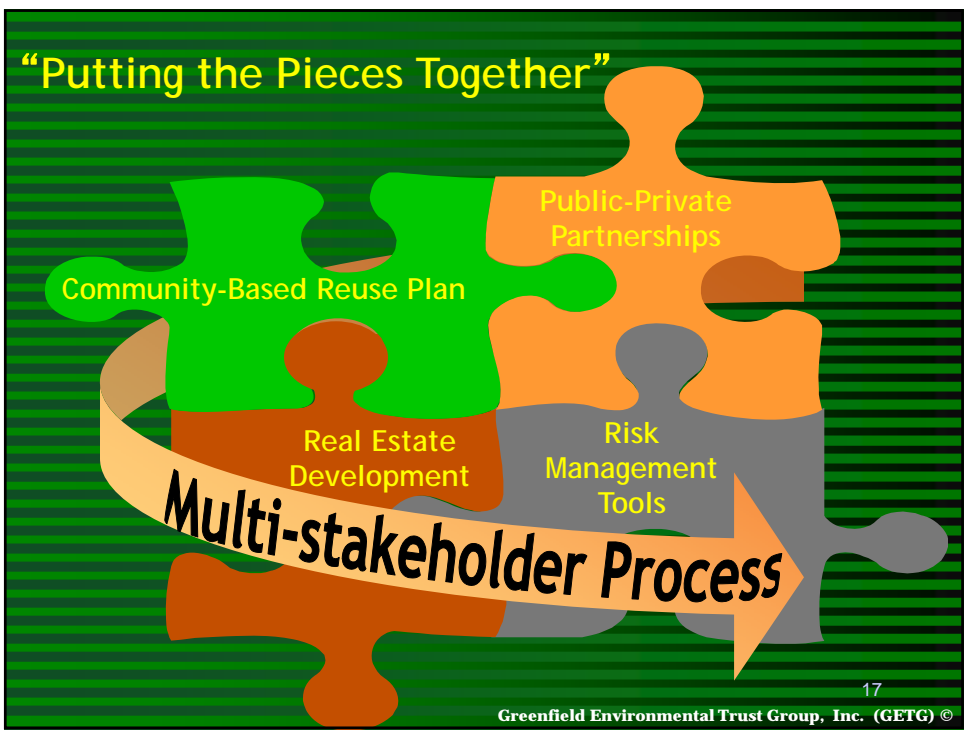




6 Reuse Keys for Complex Sites:

1. Multi-Disciplinary Project Manager
2. Focus on the Real (Estate) not Fears
3. Build Relationships through Constant Stakeholder “Check-in” & Alignment
4. Establish Culture of Responsibility & Personal/Professional Accountability
5. Match Site with Prototypical End-User to Transform Market Perception
6. Only Use Contractors with Shared Values

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PUTTING THE PIECES TOGETHER



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