Industrial/Business Park Standards: 
*Rural Regions*

Presented to:

Presented by:

Deloitte & Touche Fantus
October 2001
Our perspective is the site location practitioner’s point of view of the potential for office and industrial investment in rural regions

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

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). 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

- 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.)**

**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 uncontainable 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..

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

<table>
<thead>
<tr>
<th>CRITERIA</th>
<th>INDUSTRIAL</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>ALTERNATIVE FUELS</td>
<td>FOOD PROCESSING</td>
<td>ELECTRONICS MANUFACTURING</td>
<td>METAL PRODUCTS MANUFACTURING</td>
<td>ANIMAL PHARMACEUTICALS</td>
<td>BIOTECH TESTING STATION*</td>
<td>FINANCIAL SERVICES</td>
</tr>
<tr>
<td>AVAILABLE ACREAGE</td>
<td>LARGER / LARGER</td>
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<tr>
<td>CONFIGURATION</td>
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<td>ZONING</td>
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<td>TYPE</td>
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<tr>
<td>INFRASTRUCTURE</td>
<td>UTILITIES (*)</td>
<td>WATER/SEWER (*)</td>
<td></td>
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<tr>
<td>PRIORITY USE</td>
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</tr>
<tr>
<td>GENERAL PHYSICAL CONDITION</td>
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</tr>
<tr>
<td>REGULATORY RESTRICTIONS</td>
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<tr>
<td>SURROUNDING USES</td>
<td>NO AIR CONTAMINANTS (*)</td>
<td></td>
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<tr>
<td>IMAGE AND VISUAL APPEAL</td>
<td></td>
<td>MORE CONCERN (*)</td>
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</tr>
<tr>
<td>COMPATIBILITY ISSUES</td>
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</tr>
</tbody>
</table>

(✓) – 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)

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

*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.

<table>
<thead>
<tr>
<th>DEVELOPMENT ACTIVITIES</th>
<th>TIMING</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Short Term (6 months)</td>
</tr>
<tr>
<td>Decision Process (i.e., whether to develop a park or not; if yes, what kind of park, which industries to target)</td>
<td><strong>ongoing</strong></td>
</tr>
<tr>
<td>Identify Site for the Park</td>
<td><strong>ongoing</strong></td>
</tr>
<tr>
<td>Planning</td>
<td></td>
</tr>
<tr>
<td>Zoning</td>
<td></td>
</tr>
<tr>
<td>Construction (infrastructure, roads, curbs, etc.)</td>
<td><strong>ongoing</strong></td>
</tr>
<tr>
<td>Consider Spec Building</td>
<td><strong>ongoing</strong></td>
</tr>
<tr>
<td>Marketing</td>
<td><strong>ongoing</strong></td>
</tr>
</tbody>
</table>
Conclusions

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

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.
Appendix
### Typical Site Specifications by Target Industry

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

* 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

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

* Does not include proximity issues, business climate, and labor related concerns
### Typical Site Specifications by Target Industry

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

* 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

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

* Does not include proximity issues, business climate, and labor related concerns
Industrial/Business Park Prospect Requirements

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.)

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.)**

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

<table>
<thead>
<tr>
<th>Utility</th>
<th>Low Capacity</th>
<th>Moderate Capacity</th>
<th>High Capacity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Natural Gas</td>
<td>&lt; 2 inches</td>
<td>2-3 inches</td>
<td>3-6 inches</td>
</tr>
<tr>
<td>Water</td>
<td>Up to 4 inches</td>
<td>4-8 inches</td>
<td>8-12 inches</td>
</tr>
<tr>
<td>Sewer</td>
<td>Up to 4 inches</td>
<td>4-8 inches</td>
<td>8-12 inches</td>
</tr>
</tbody>
</table>