

Site Selector Survey

- SIOR and NAIOP of Metro Area
- Four broad topical areas:
 - Transportation Access
 - Real Estate
 - Community/Local Services
 - Workforce
- Cumulatively, “Workforce” appears to have significant importance
- Generally, “Real Estate” factors appear to have less influence



SurveyMonkey®

Ranking Site Selection Factors of Key MSP Industries

Real Estate

5. Real Estate: Please identify the importance of each of the following factors in site selection decisions for the seven key industry sectors.

	Finance and Insurance	Advanced Manufacturing	Food Manufacturing and Wholesaling	Headquarters and Business Services	Freight and Transportation	Health, Science and Water Technology	Information Technology
Availability of existing office space	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of existing production/warehouse space	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of bulk warehouse/distribution space	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of specialized tech space (e.g. clean room, data center)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of flexible/creative space	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of prepared site with infrastructure	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of land without infrastructure	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cost of space/land	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. Please share additional comments (if any) regarding real estate.

One-on-One Interviews

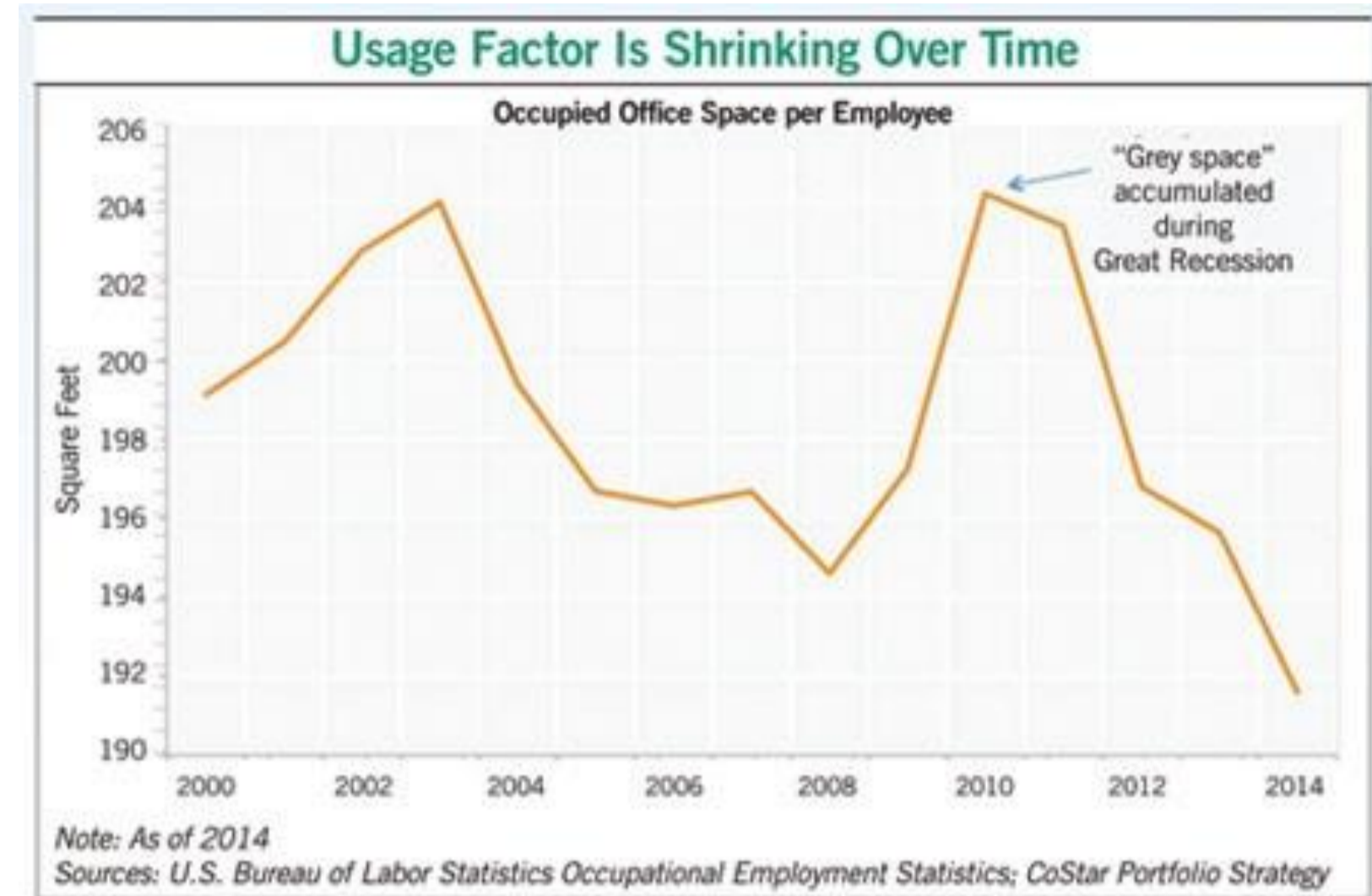
- **Professionals engaged in different strata of site selection process**
 - Site selection professionals
 - Top tier contractors/developers
 - Utilities
 - DEED
- **Maintained framing of four broad topical areas:**
 - Transportation Access
 - Real Estate
 - Community/Local Services
 - Workforce
- **Sought to learn more about trends, motivations, examples, stories**

What we heard – General Themes

- **“Talent” – critical for each cluster**
 - Technical/mechanical/specialty
 - Soft skills
 - Trainable
 - Motivated
 - Location decisions directly influenced by easy access to talent pool
- **Location/context is often just as important as the “piece of dirt”**
- **City relationships, reputations**
 - Minimize “surprises”
 - Clear process, point-of-contact
 - Ready with information (utilities, permitting, incentives, etc.)
- **There are enough sites metro-wide, but not all are optimally located or “development-ready”**

What we heard – Finance/Insurance

- **Community/Local Services & Workforce**
 - Image of the area
 - Personal & property security
 - Attract/retain management
 - Above standard telcom
- **Cost and availability of land and office space**
 - Generally there's enough (maybe even too much)
 - “Downsizing” SF/Employee



What we heard – Finance/Insurance

- **Public parking; transit important but secondary to parking**
- **Central to amenities/QOL**
 - Entertainment
 - Hotels
 - Hub Airport
- **Telecommunications infrastructure**
- **Central to workforce**
 - Management professionals
 - Business professionals
 - Math/computer skills
 - Sales and clerical professionals
 - Professionals under age 30
 - Diverse workforce

What we heard– Advanced Manufacturing

- **Transportation Access**
 - State/federal highway
 - Parking
- **Workforce attraction**
 - Management
 - Engineering/technical
 - Production
 - Repair
 - Early career
 - Supportive training institution
- **Availability of *existing* warehouse/production space**
 - Tension of redevelopment cost versus greenfield cost with talent/transportation factored in

What we heard– Advanced Manufacturing

- **Electrical and telecommunications infrastructure**
 - Impacts costs
 - Impacts reliability of operations
 - Impacts service and product delivery
- **Personal property/security**
 - Workforce
 - Facilities and equipment
 - Clients
- **Regulatory process and permitting**
- **Proximity to suppliers**

What we heard – Food Manufacturing & Wholesaling

- **Transportation Access**
 - State/federal highway access
 - Proximity to suppliers
 - Proximity to customers
 - Easy in-out (turn movements, traffic conflicts)

- **Availability of bulk warehouse/distribution space**
 - Location is challenge; transportation, adjacent land-use, externalities important

What we heard – Food Manufacturing & Wholesaling

- **More neutral on workforce and community factors**
 - Business/sales & production workforce important
 - Housing attractive/affordable to workforce
- **Other considerations:**
 - Sewer/water & electrical capacity important
 - Permitting/regulatory
 - Taxes/fees
 - On-site parking
 - Prepared site with infrastructure

What we heard – HQ & Advanced Business Services

- **Community/Local Services**
 - Image of the area
 - Advanced telecommunications
 - Personal & property security
 - Proximity to hub airport
 - Local taxes & fees

- **Workforce**
 - Management professionals
 - Computer/math professionals
 - Sales professionals
 - Young (under 30) & diverse professionals

What we heard – HQ & Advanced Business Services

- **Availability of existing office space**
 - Millennials changing market
- **Proximity to restaurants, hotels, meeting rooms, recreation, culture, entertainment**
- **Parking is important; transit important but secondary to parking**
- **Proximity to housing attractive/affordable to workforce**

What we heard – Freight & Logistics

- **Transportation access dominates**
 - State/federal highway access
 - Rail access & reliability – speed to market
 - Congestion – speed to market
 - Easy in-out (turn movements, traffic conflicts from proximate uses)
- **On-site parking**
- **Existing production, warehouse, distribution space**

What we heard – Freight & Logistics

- **Talent challenge**
 - Mechanics
 - Repair
 - Laborers
 - Drivers
 - Younger workers
- **Taxes, fees, incentives, and permitting all have relative importance**
- **Personal and property security**
- **Proximity to customers**

What we heard – Health, Science & Water Tech

- **Community/Local Services**

- Personal & property security
- Regulatory climate/permitting
- On-site private parking
- Taxes/incentives (state, federal)

- **Workforce**

- Management professionals
- Advanced computer skills
- Engineering and technical professionals

What we heard – Health, Science & Water Tech

- **Proximity to commercial air service**
- **Specialized tech space**
- **Brownfield/redevelopment as potential opportunities – startups and smaller firms**
- **Transportation**

What we heard – Information Technology

- **Community/Local Services**
 - Personal & property security
 - Proximity to amenities & image
 - Telecom infrastructure critical

- **Workforce**
 - Management professionals
 - Advanced computer and mathematics specialists,
 - Engineering and technical professionals
 - Young professionals

What we heard – Information Technology

- **Looking to fill existing office space, mixed use or greenfield sites**
- **Availability of flexible/creative space**
- **Parking**
- **Transportation factors vary**
- **Data centers**
 - Fiber and electric redundancy
 - Security
 - Avoid disaster potential – rail, flooding, flight path, fault lines
 - High quality jobs, not many
 - High investment; regular upgrades impact construction jobs