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
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

• Parking is important; transit important but secondary to parking

• Proximity to housing attractive/affordable to workforce

• Proximity to restaurants, hotels, meeting rooms, recreation, culture, entertainment
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