



# PlanIt

Webinar Series for  
Comprehensive Plan Updates

## Regional Industrial Land Inventory

Presented by Todd Graham and Corrin Wendell  
February 23, 2017





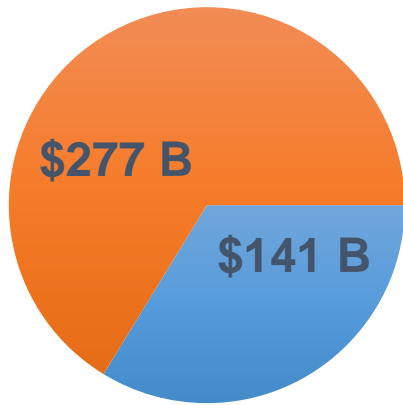
# Today's Topic

- Economic competitiveness context
- Industrial land inventory: Where and how much
- Industrial land inventory: Use the data!
- Regional analysis
- Need for industrial land strategy and preservation
- Tools and tactics for industrial preservation
- Case studies





# Manufacturing's importance to MSP economy



- Manufacturing, Wholesale, Transport & Warehousing output
- All other industries output

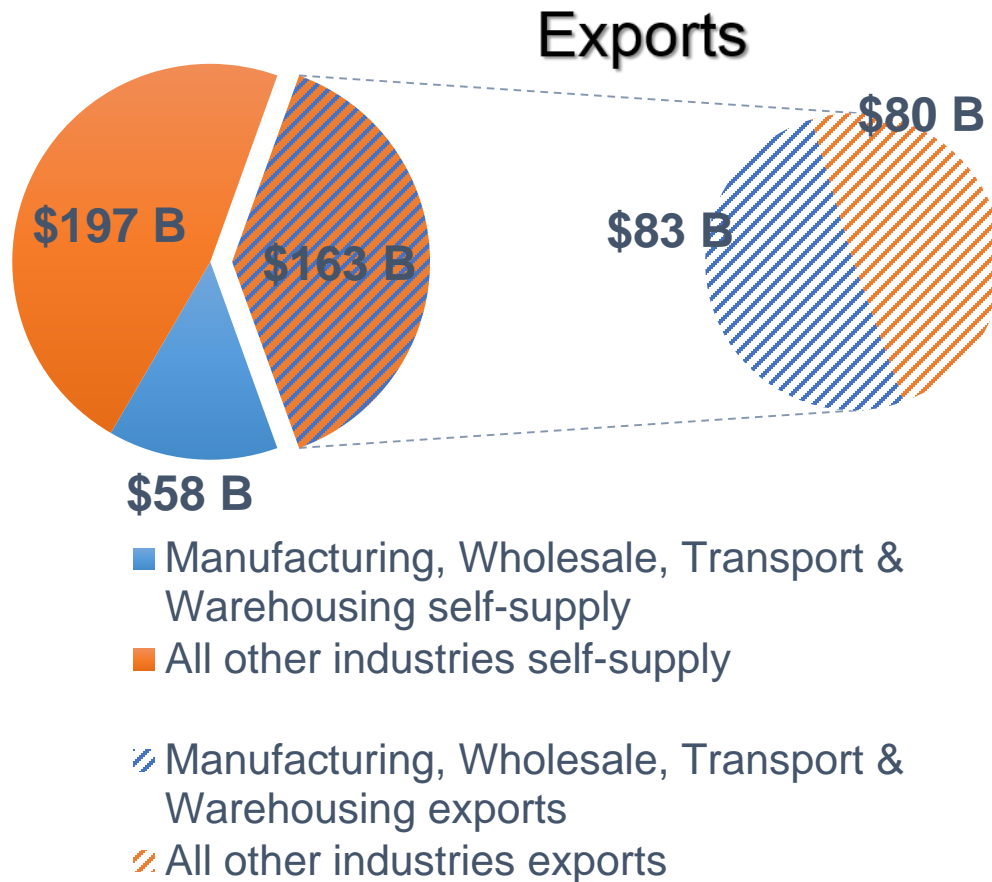
- Total metro economic output: \$418 Bn (2015)
- Manufacturing and related are 1/3 of that output

Source: REMI.com





# Manufacturing's importance to MSP economy



- Total metro economic output: \$418 Bn (2015)
- Manufacturing and related are 1/3 of that output
- Most manufactured output exported
  - “Exports” here includes both international and domestic





# Background: Why are we interested?

- Metropolitan Council created to coordinate the orderly development of the region
  - With attention to infrastructure, systems and dynamics that transcend local jurisdictions
- *Thrive MSP 2040* recognizes economic competitiveness and prosperity as regional concerns
  - Supply and continued viability of industrial sites
  - Transportation networks serving freight needs





# *Thrive MSP 2040* discussion of industrial land

- “Industrial land provides locations for export industries and good-paying jobs; the Council discourages redevelopment [to other uses] in strategically important locations along rivers and railroads in the region...”





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- Local government plans should consider how industrial activities and adjacent uses can coexist





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- Use its authority and **provide technical assistance** to protect and preserve compatible land uses around resources such as airports, railroads, and industrial land.







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- **Conduct a metrowide inventory** and analysis of industrial land to assess the supply of and demand for industrial land with freight access.





# *Thrive MSP 2040* discussion of industrial land

“The Council will...

- Use its authority and **provide technical assistance** to protect and preserve compatible land uses around resources such as airports, railroads, and industrial land.
- **Conduct a metrowide inventory** and analysis of industrial land to assess the supply of and demand for industrial land with freight access.
- **Encourage the expansion of industrial land and supportive infrastructure as needed** to fulfill demand for industrial land with freight access.”





# Industrial land inventory: What's in it?

Pulled together 10 separate spatial data sets

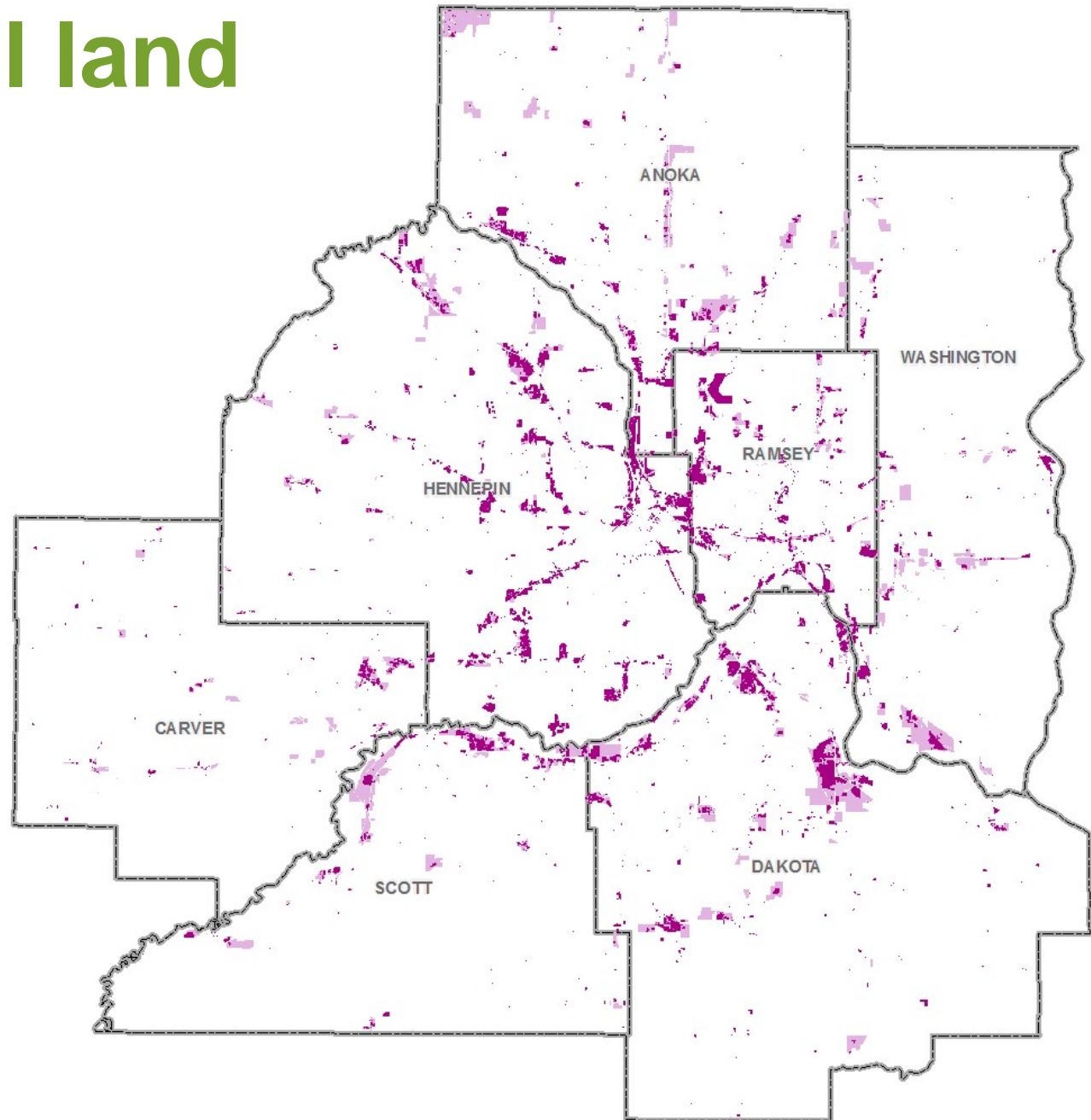
1. Regional parcels dataset, from counties
  - Provides spatial location, tax classifications, assessed values of land and buildings on parcel
  - Also used to calculate local average land value per acre
2. Metro Urban Service Area
3. Observed land use, from Met Council
4. Planned land use, from comprehensive plans
5. Brownfields, from MPCA's *What's In My Neighborhood* database



# Industrial land layers

## INDUSTRIAL

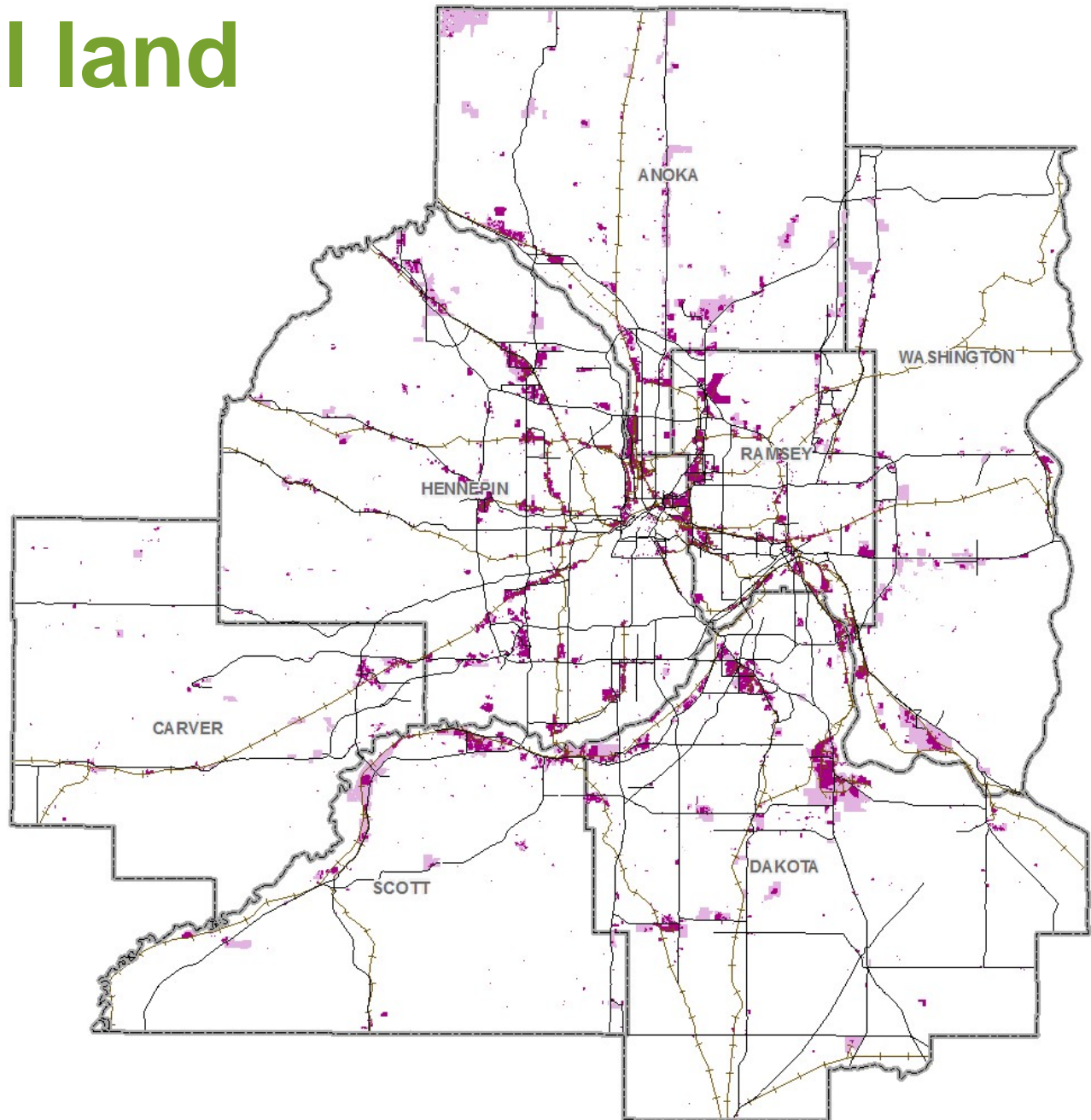
- 2010
- PLANNED
- County Boundaries



# Industrial land layers

## INDUSTRIAL

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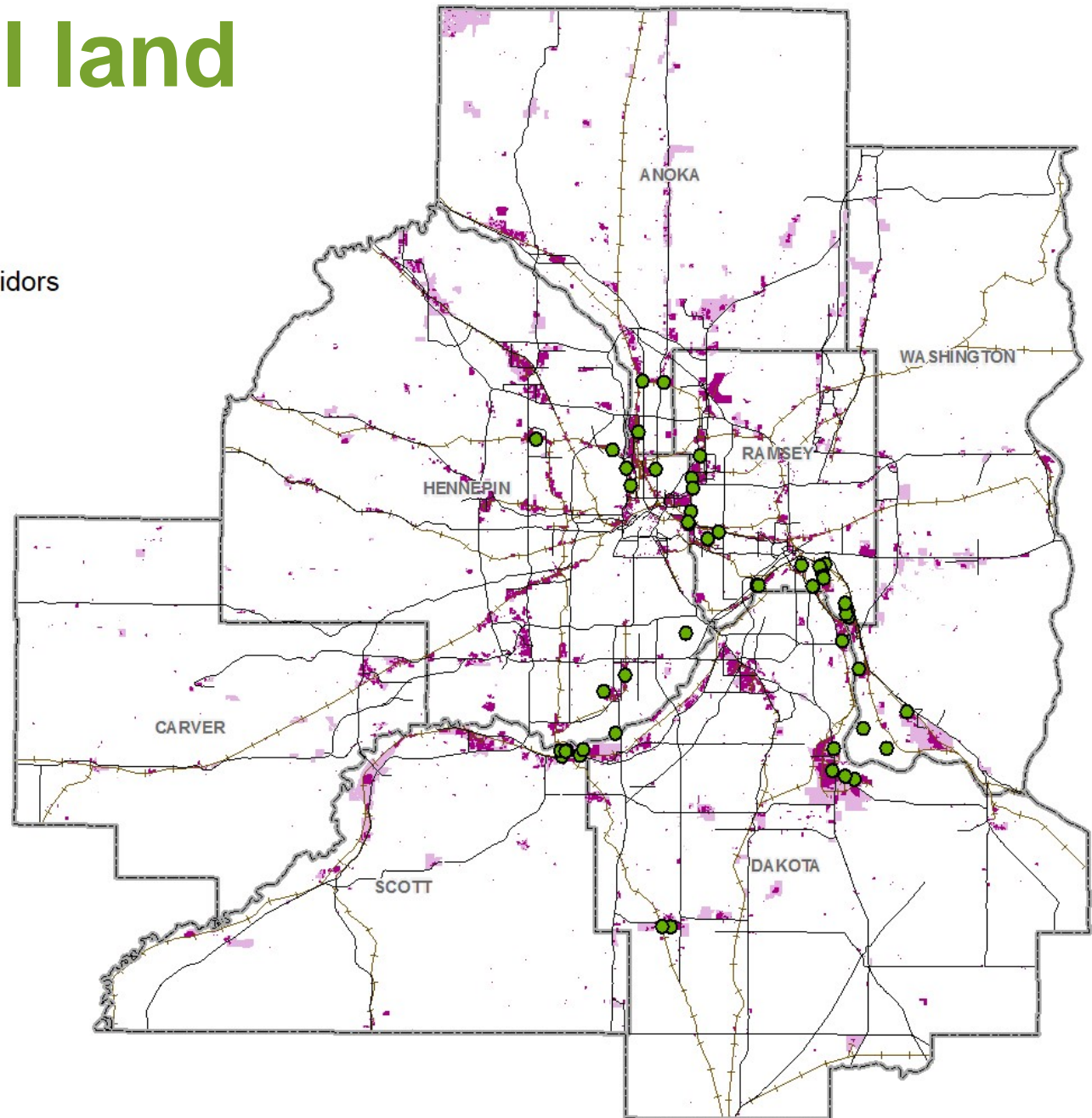


# Industrial land layers

- Intermodal facilities
- Freight highway corridors
- Railroads

## INDUSTRIAL

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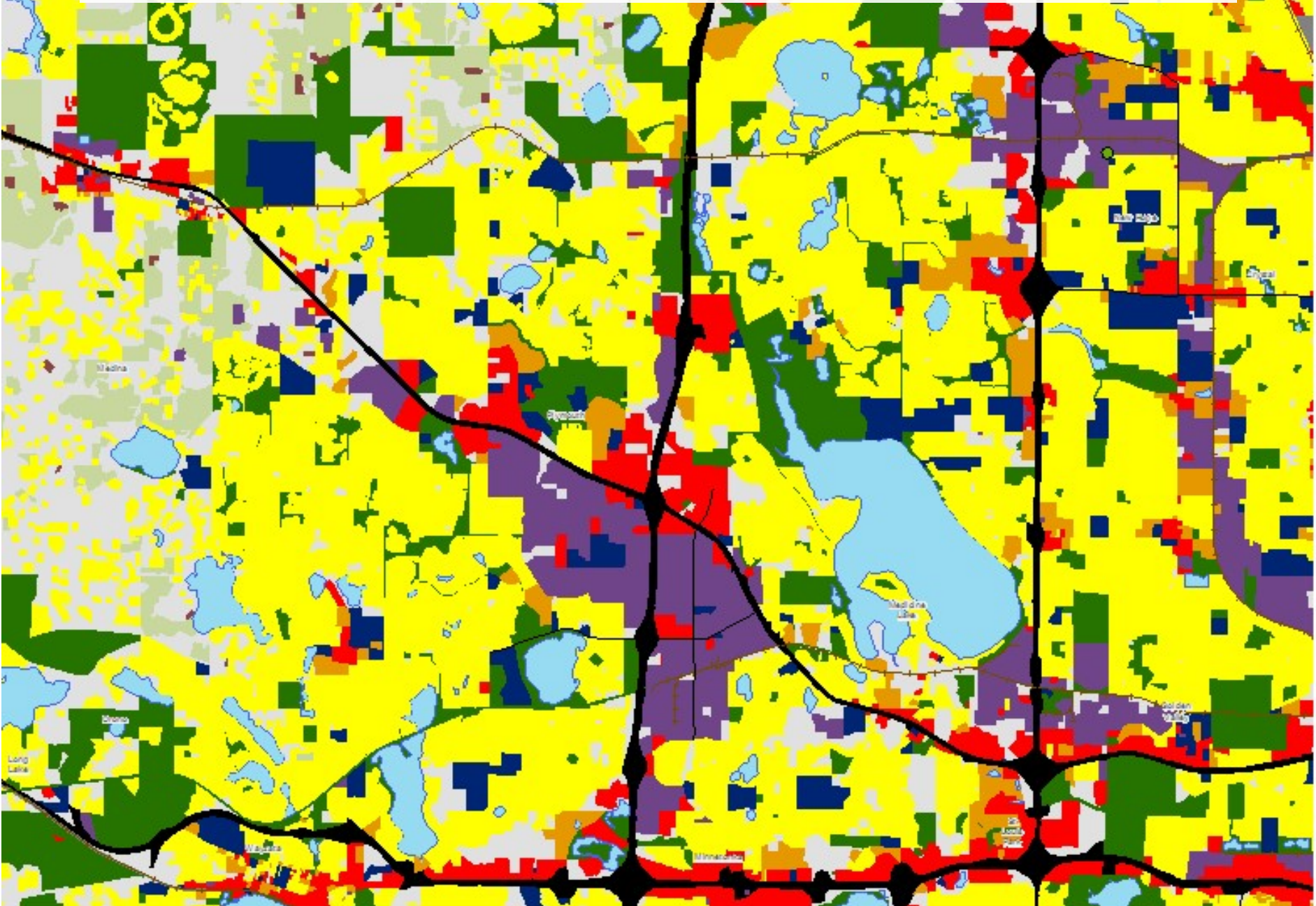


# Industrial land inventory: What's in it? (continued)

6. Adjacency to rail lines
7. Freight highway corridors proximity (½ mi buffer)
8. Intermodal freight facilities proximity (1 mi buffer)
9. Workforce in the local area (5 mi radius), from Census's Local Employment Dynamics database
10. Industrial real estate listings data, from Xceligent and MNCAR
  - Provides real estate type, building size, clear height, count of loading docks/bays

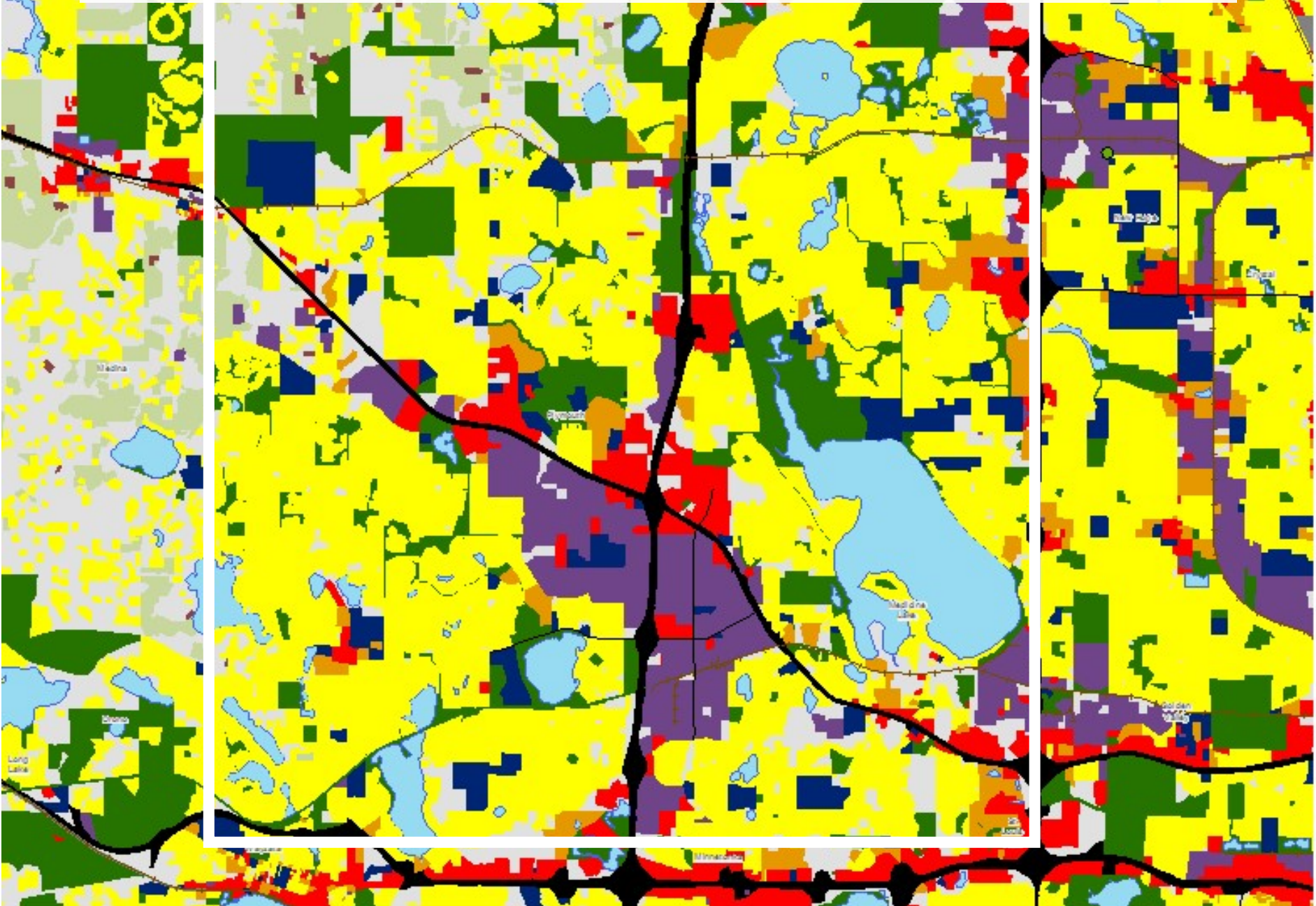


# 2010 land use in Plymouth, MN

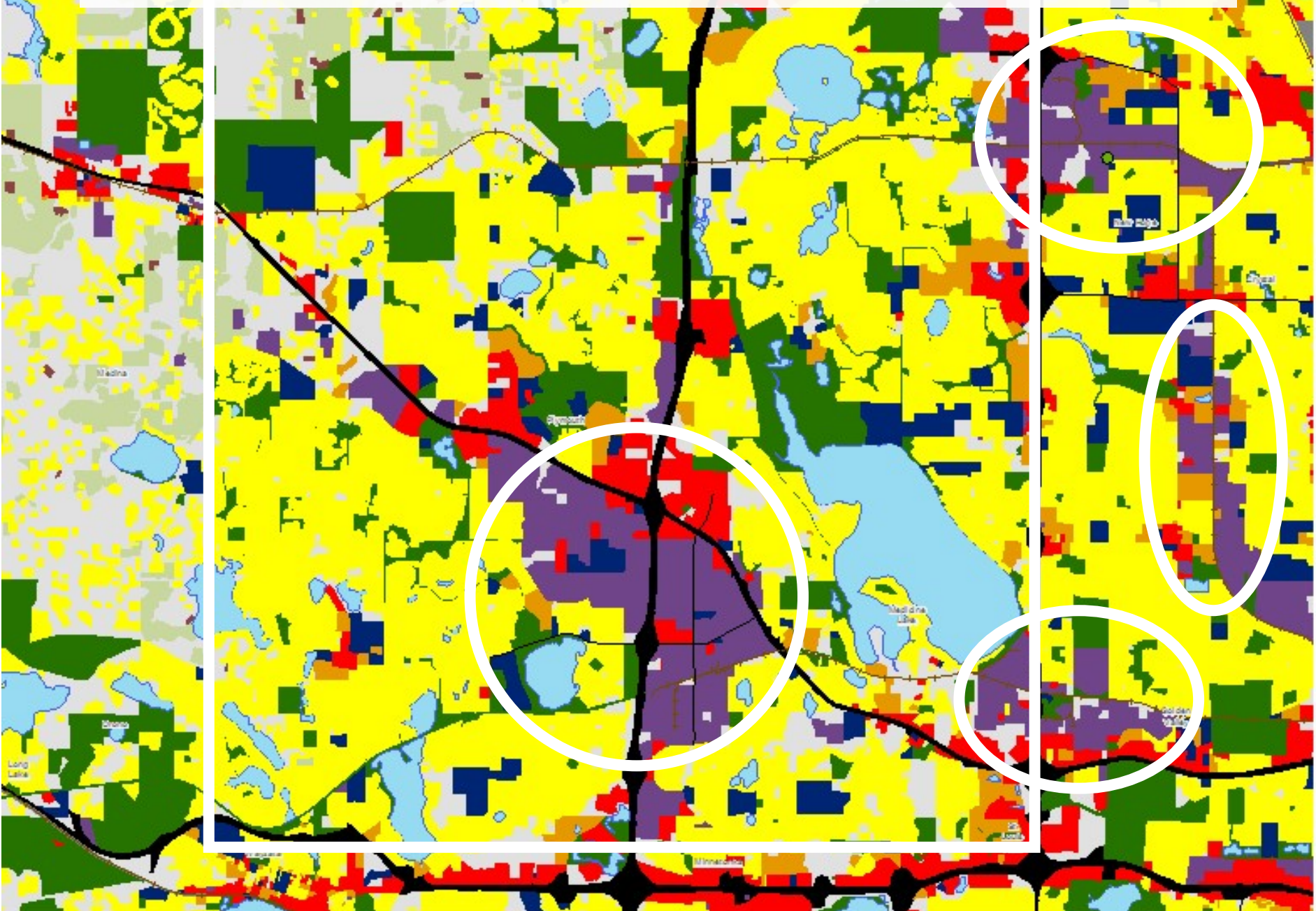




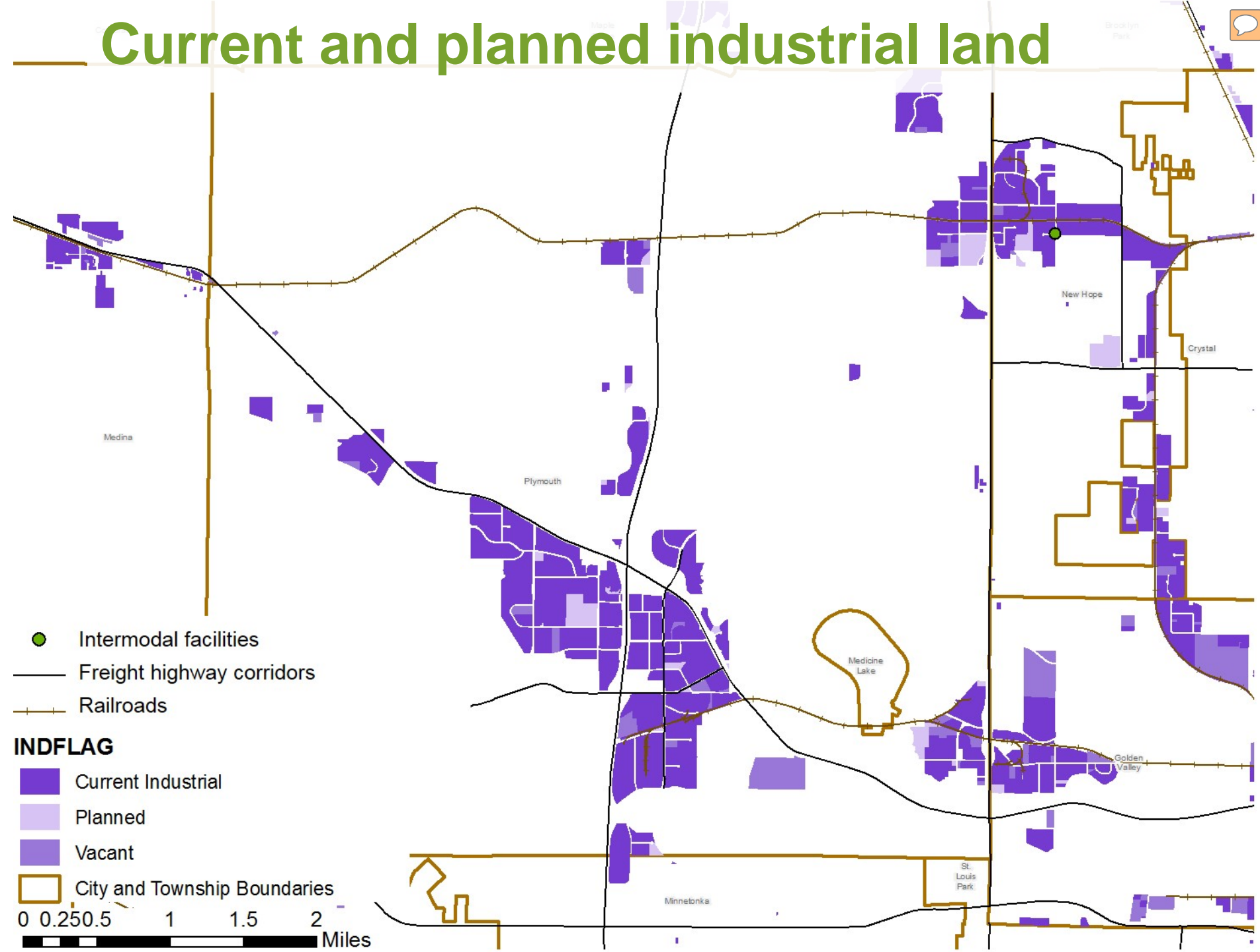
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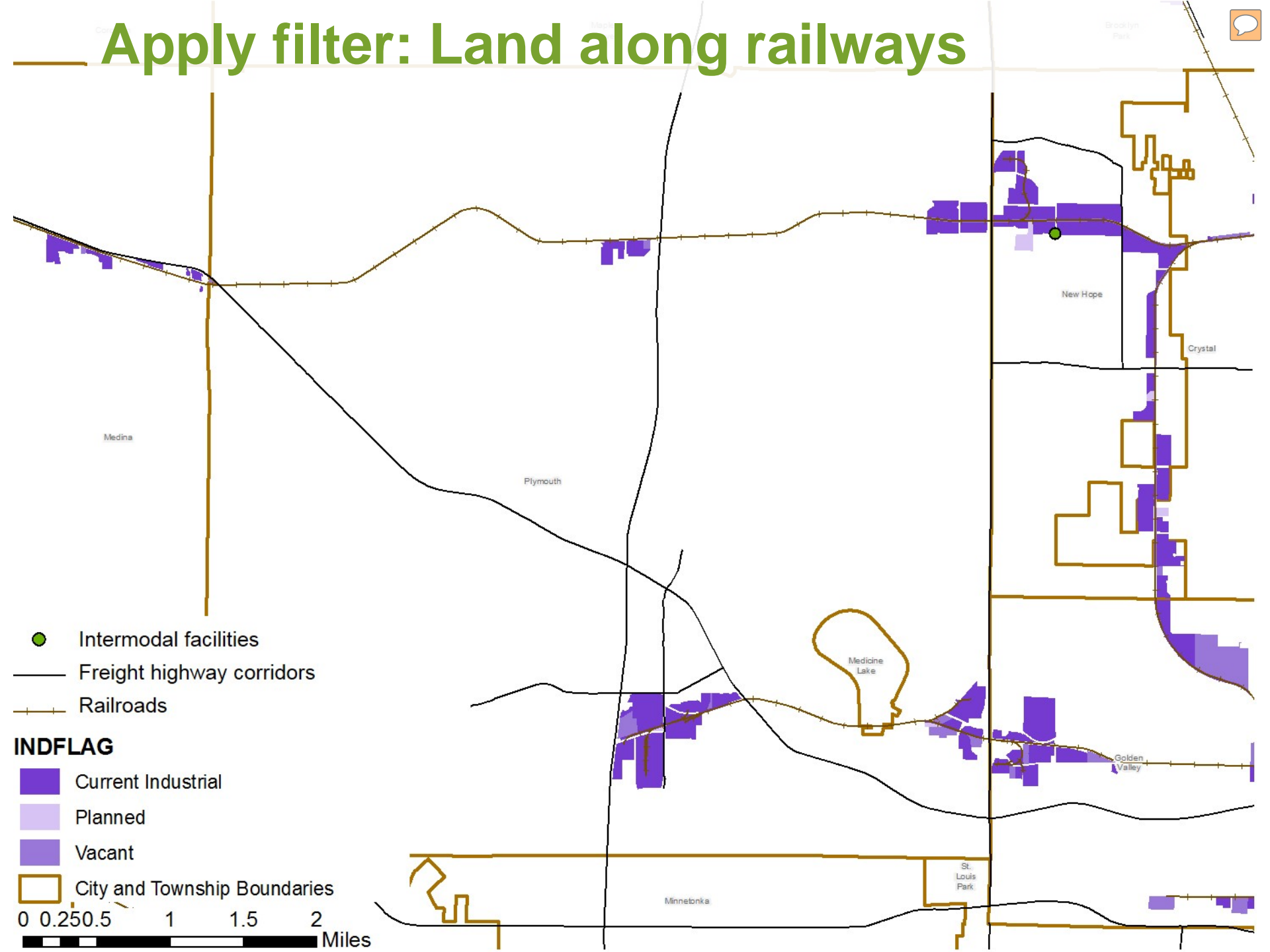
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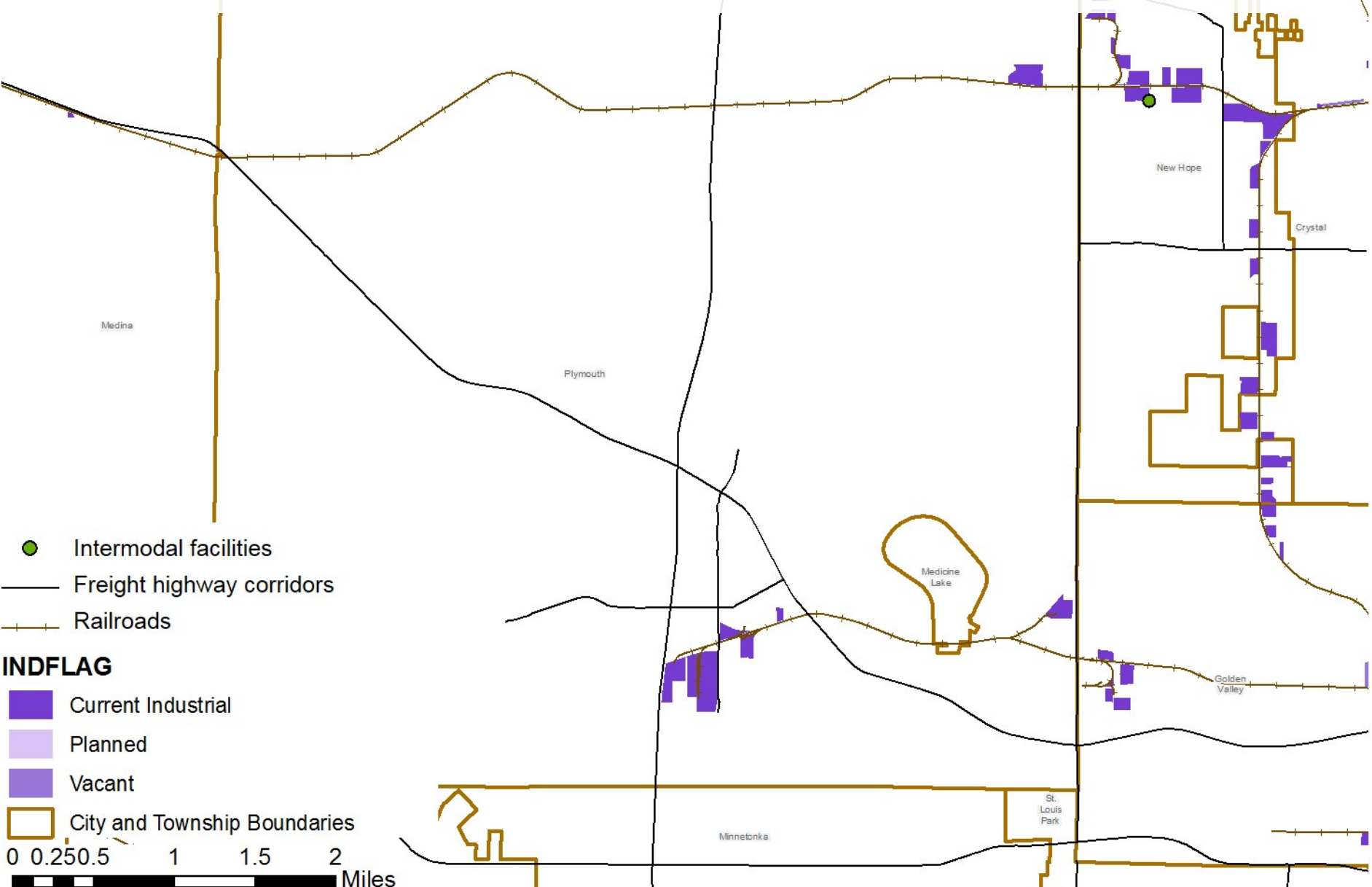
# Current and planned industrial land



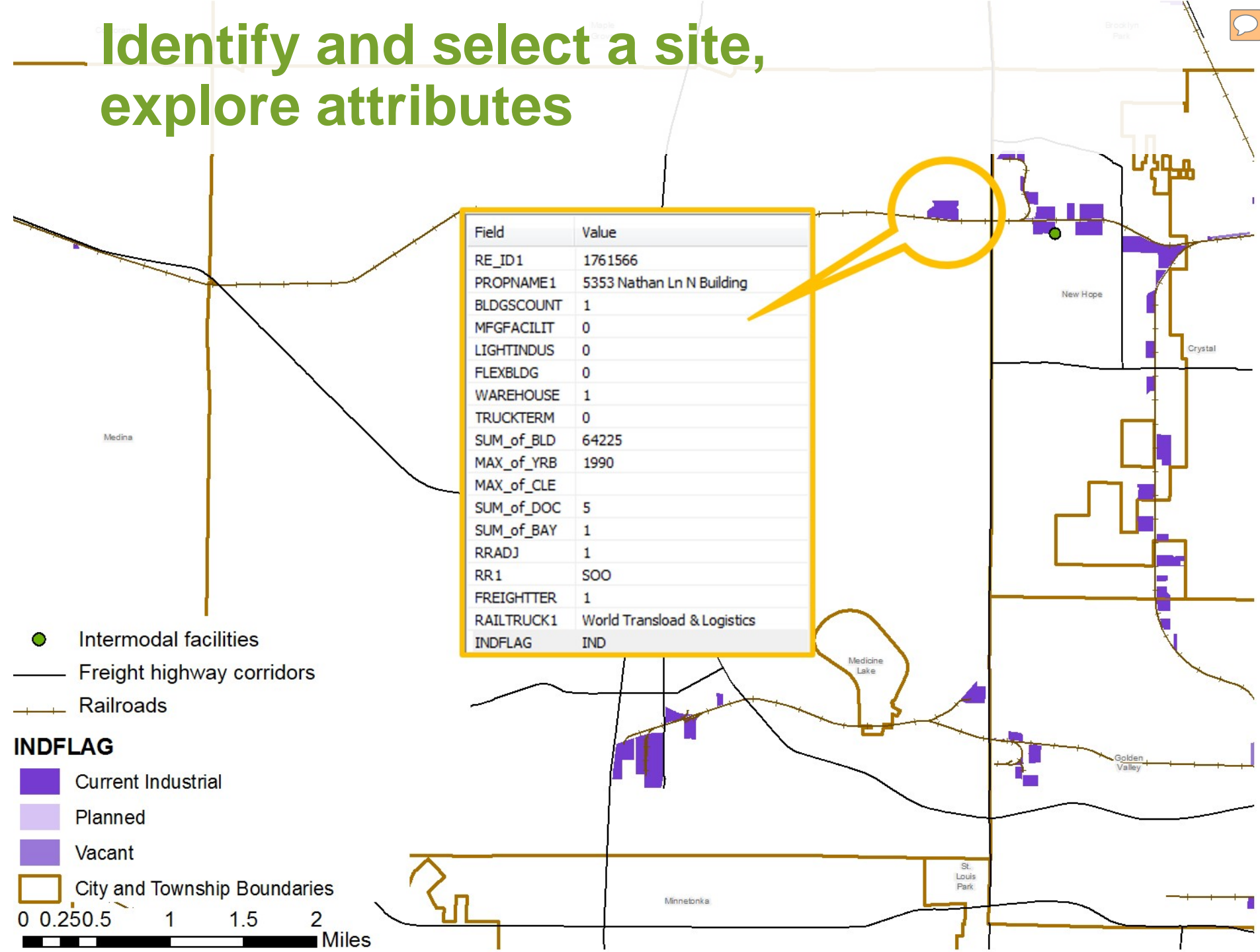
# Apply filter: Land along railways



# Apply filter: Land along railways + warehouse buildings present

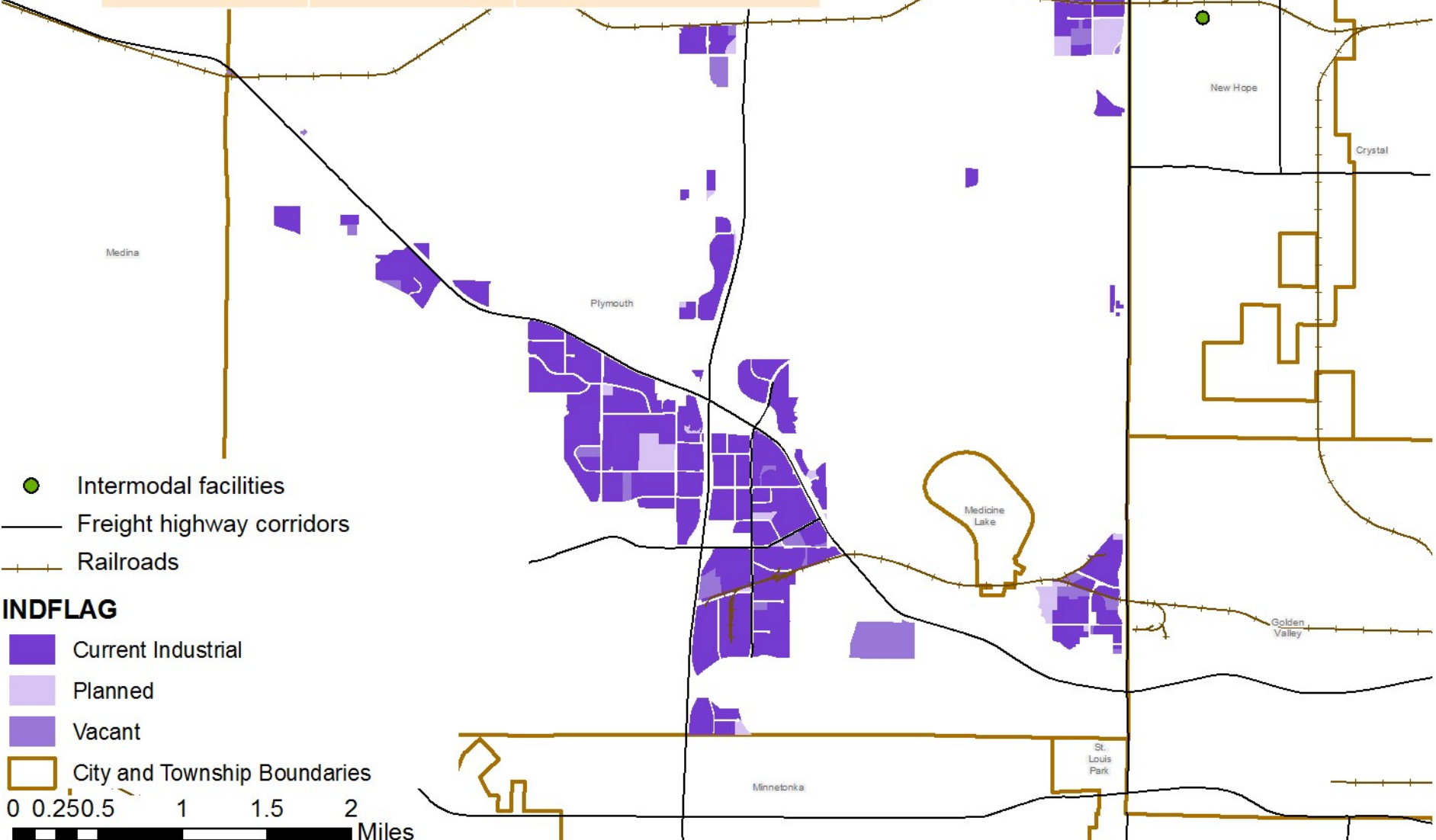


# Identify and select a site, explore attributes



# Summarize the data: Plymouth totals

Parcels	Acres	Realtor records
371	1,951.8	258





# Online Industrial Atlas available summer 2017

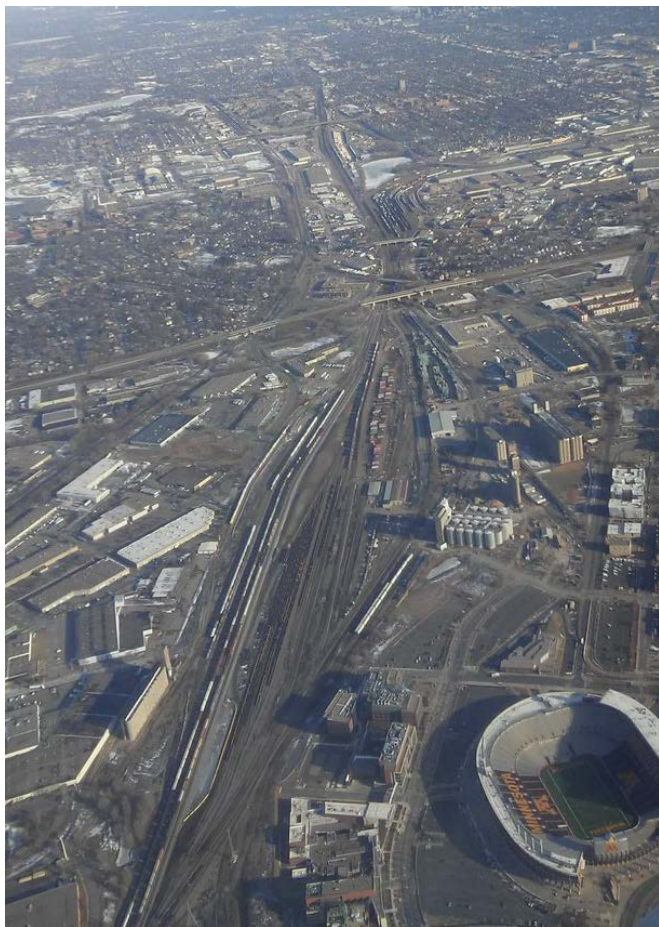
- Explorable thru an interactive webmap
  - Links from Local Planning Handbook
- GIS shapefile will also be available for download







# How's this useful to planners?



Industrial Land Inventory provides site attributes to:

- Assess industrial suitability
- Prioritize the most viable **future** industrial sites
- Identify where industrial **preservation** should be prioritized
- Identify challenges





# What factors matter for new industrial development

- Analysis: Logit regression of observed industrial construction





# What factors matter for new industrial development

- Analysis: Logit regression of observed industrial construction
- Probability of new development on an *average* parcel: <1% per decade
- Odds vary greatly with **location!**





# What factors matter: Results

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# What factors matter: Results

- Raw land or no existing buildings
- Inside MUSA improves odds
- Proximity to freight corridor improves odds
- Large acreage improves odds
- All these factors are additive
  - Example: 40 acres greenfield site, inside MUSA, near a freight corridor: 10% per decade probability of new industrial construction









# Inventory findings: How much industrial land?

- **Current industrial land: 51,106 acres**
  - 331 million square feet of space associated with this land, per Xceligent
- **Vacant (or minimally developed) industrial supply: another 19,504 acres**





# Inventory findings: How much industrial land?

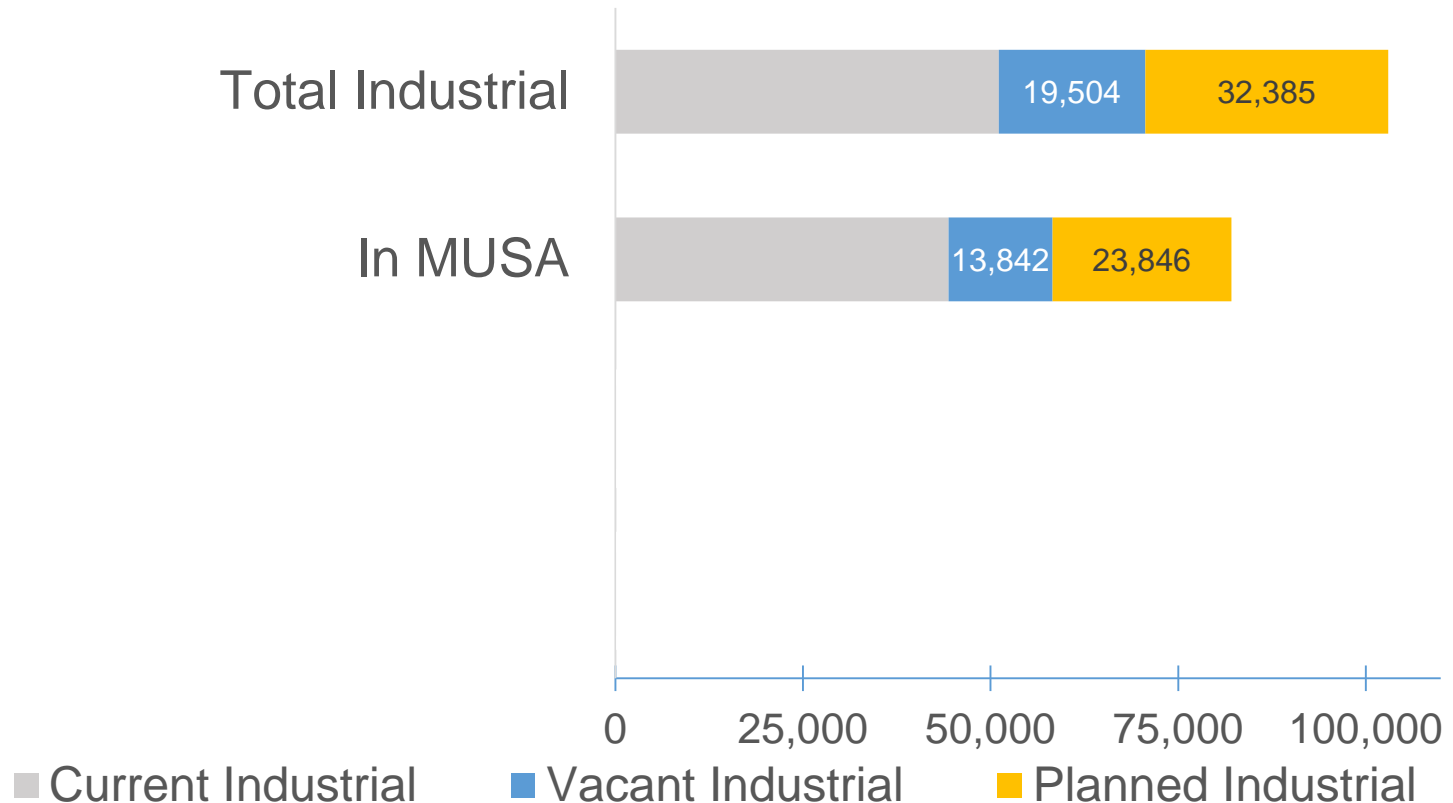
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  - 331 million square feet of space associated with this land, per Xceligent
- **Vacant (or minimally developed) industrial supply: another 19,504 acres**
- **Planned for future (2030) industrial: another 32,385 acres**





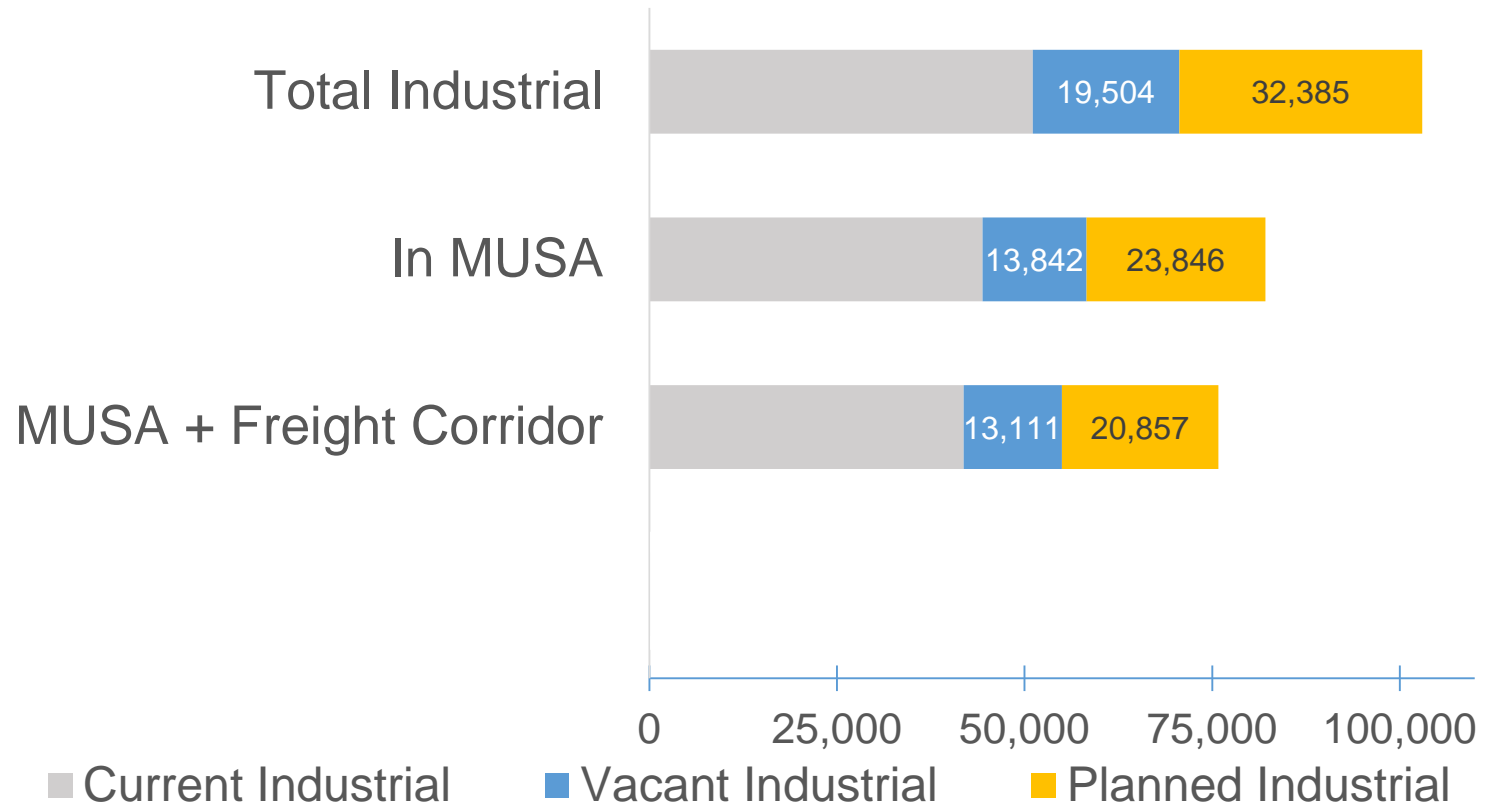


# Is the industrial land supply suited to site selectors' wants?



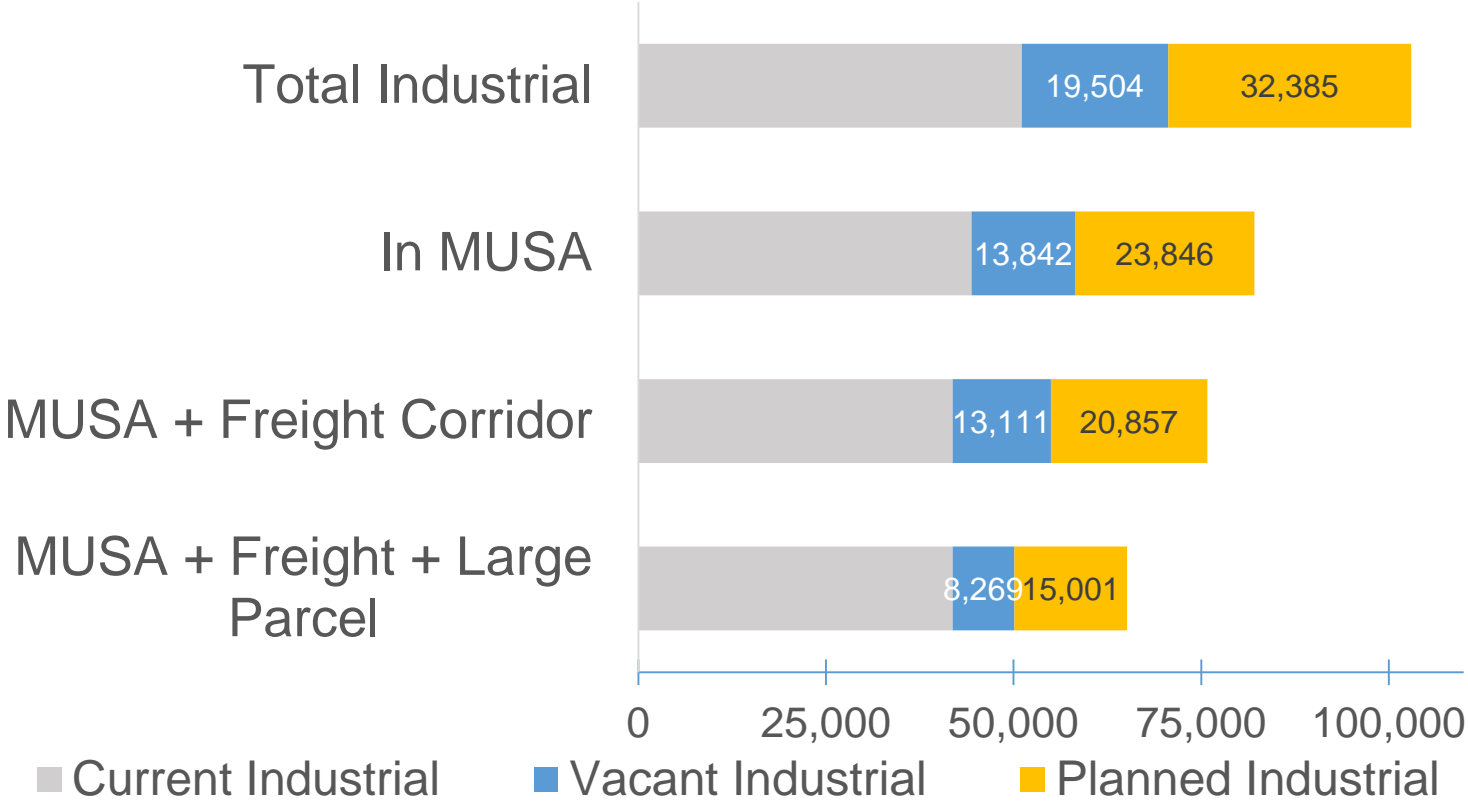


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# Comparing industrial supply with demand

Manufacturing and related industries are growing – but future growth is limited







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- Considering **output growth** combined with factors above: high-end is **+12%** land use growth, 2015 to 2030





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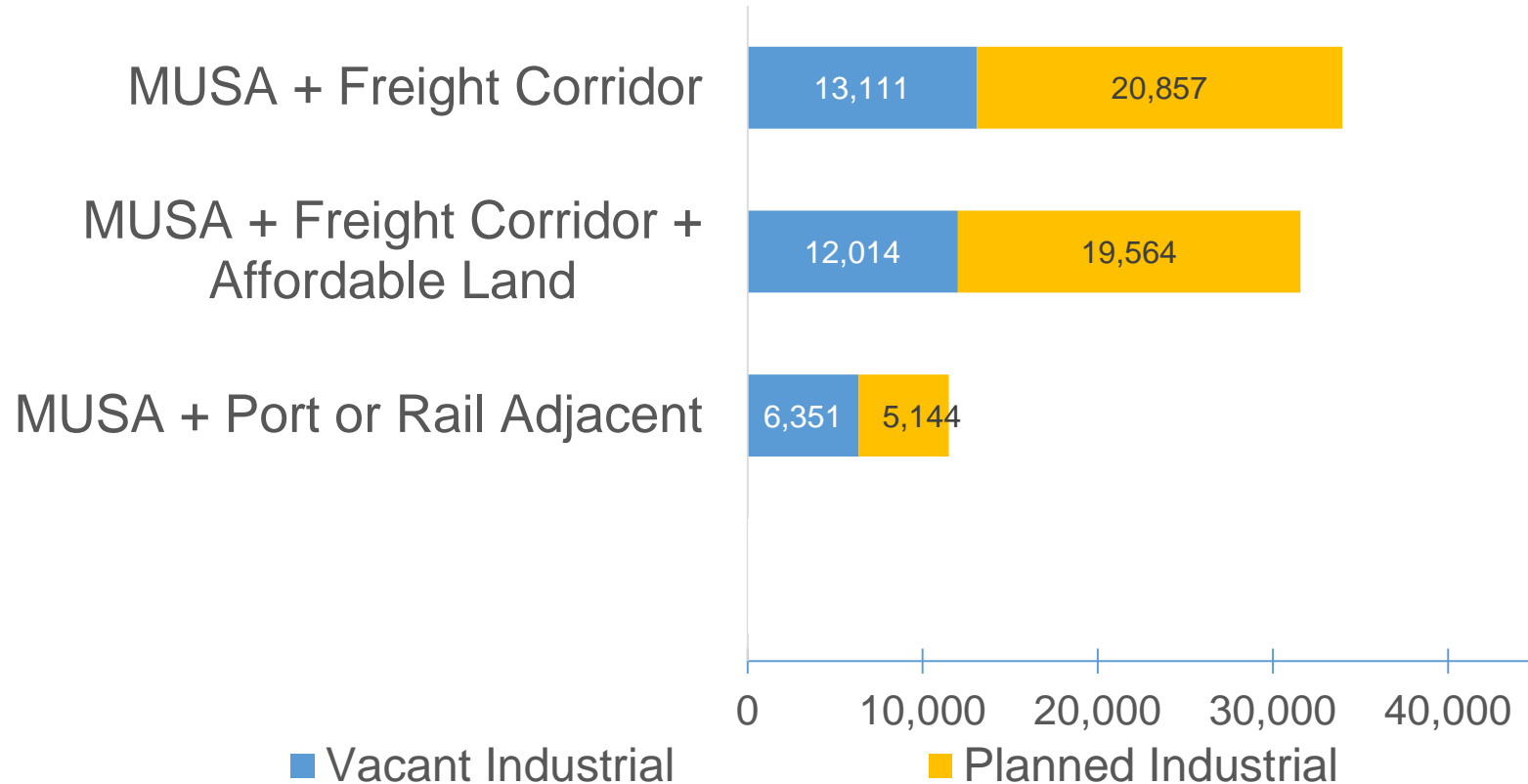
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- Considering **output growth** combined with factors above: high-end is **+12%** land use growth, 2015 to 2030
- Forecast range: Net growth of 3,000 to 6,000 acres in active industrial use, 2015 to 2030



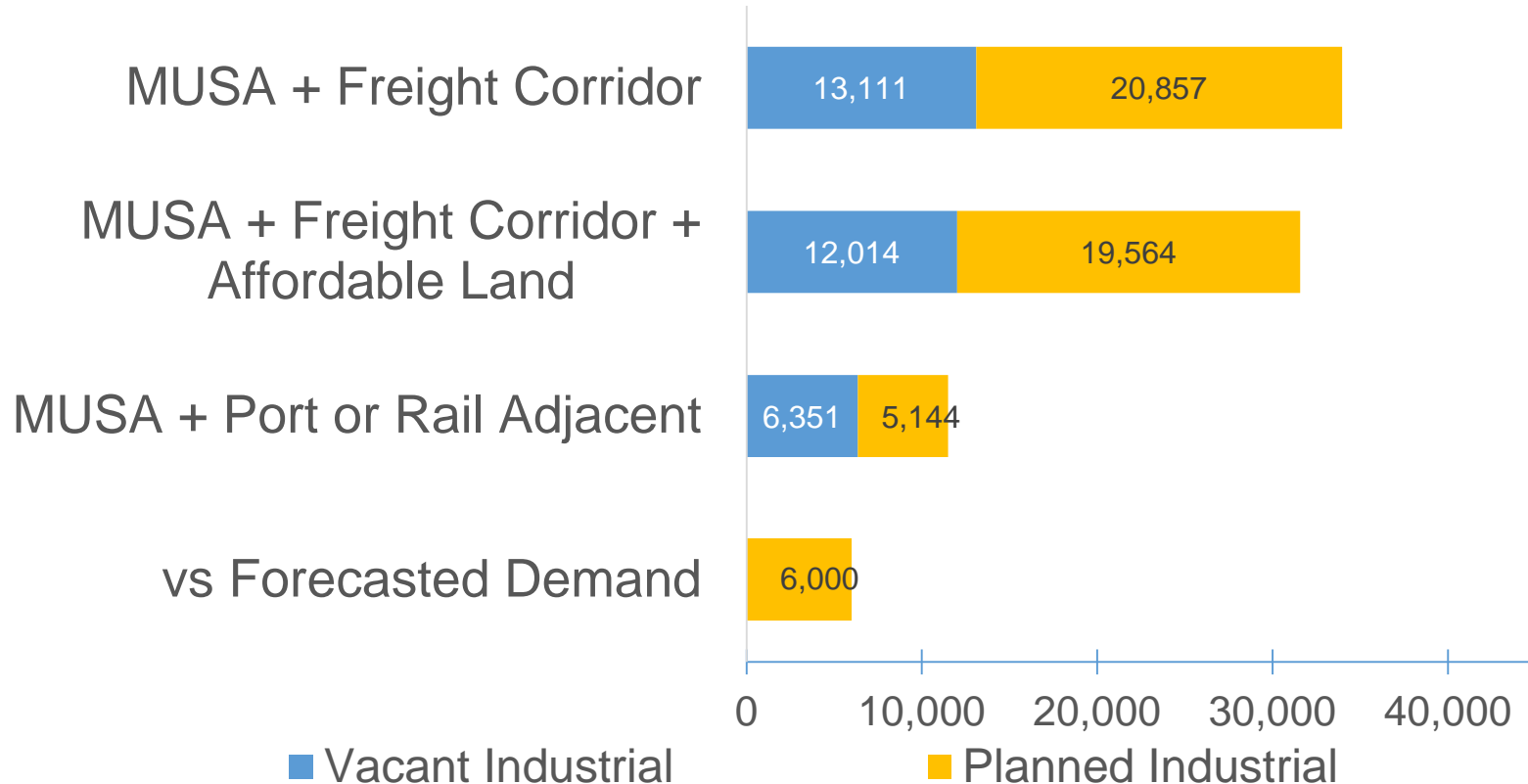


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- Long-run, MSP has enough industrial land
  - Specialty submarket with limited supply: railroad-adjacent and river port-adjacent





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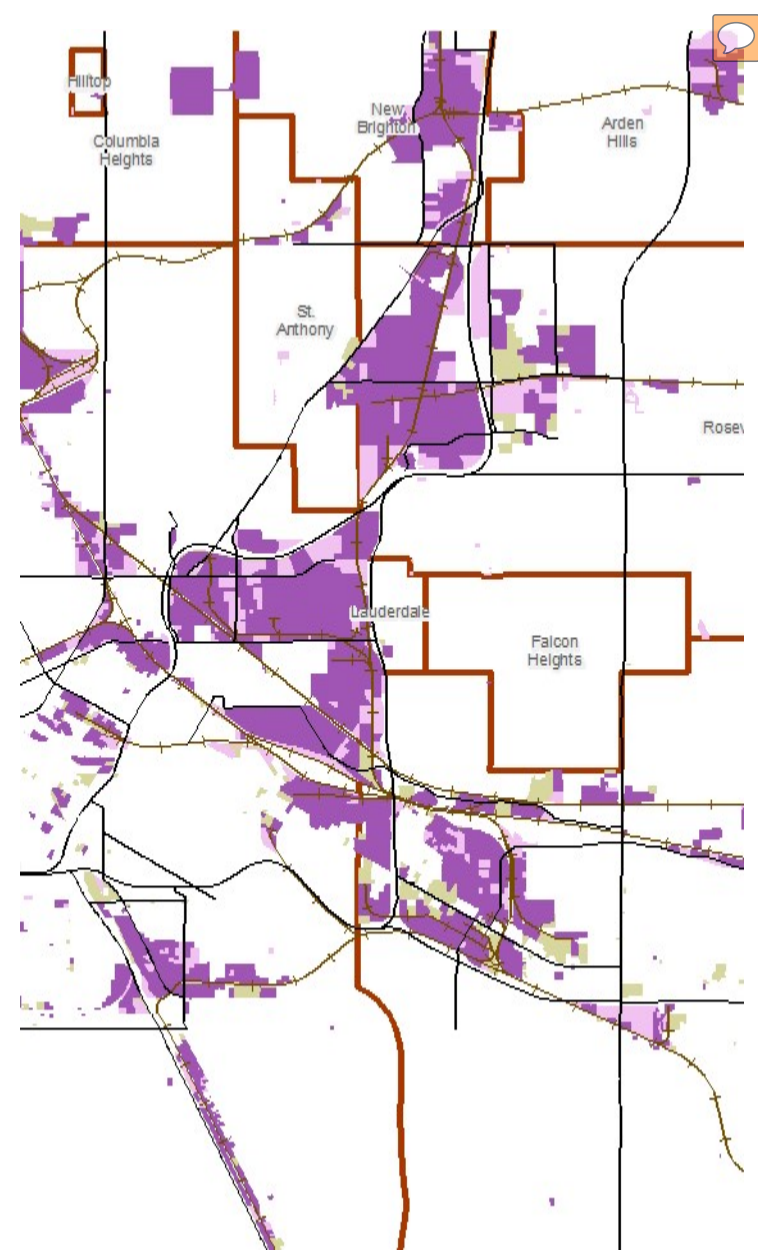
- Long-run, MSP has enough industrial land
  - Specialty submarket with limited supply: railroad-adjacent and river port-adjacent
- Short-run challenges make MSP industrial land supply seem smaller
  - The right location, the right characteristics
  - Can a large enough parcel be found?
  - Are land owners willing to sell?





# Takeaways

Issues	Answers
Is more industrial land needed? Should land be re-guided <b>to</b> industrial?	Generally no... Consider if site is adjacent to river port or rail
Should land be re-guided <b>from</b> industrial to other uses?	It depends: Consider neighborhood characteristics in planning decisions
What risks come from oversupplying industrial land?	Too much supply is possible, leading some land to sit idle
How to retain existing local industrial base?	Work to preserve viability!





# Preserving Industrial Land

Benefits to Preserving

Steps to Ensure Preservation

Tools: Ways to Preserve

City Examples





# Preserving Industrial Land

## Benefits to Preserving

- Increases economic health, growth, & viability

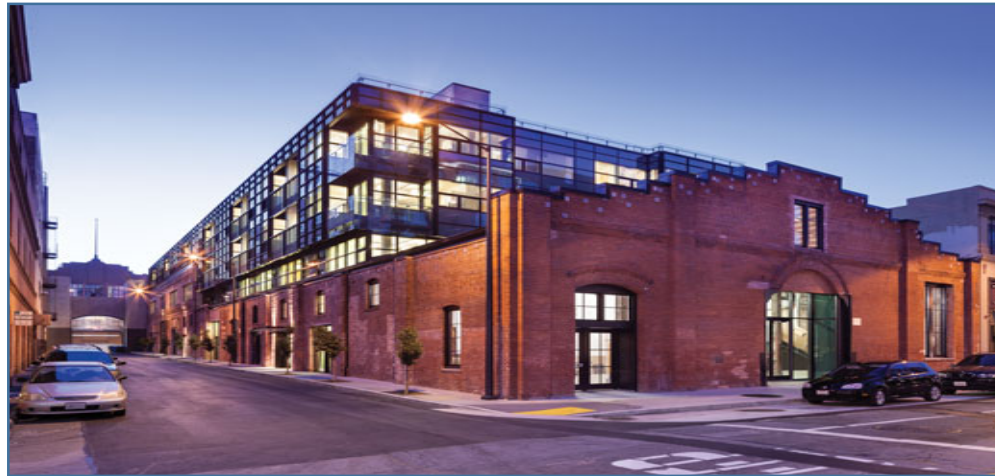




# Preserving Industrial Land

## Benefits to Preserving

- Cost Effective





# Preserving Industrial Land

## Benefits to Preserving

- Workforce/Business Retention & Expansion – Job Creation





# Preserving Industrial Land

## Benefits to Preserving

- Urban Industrial Revitalization

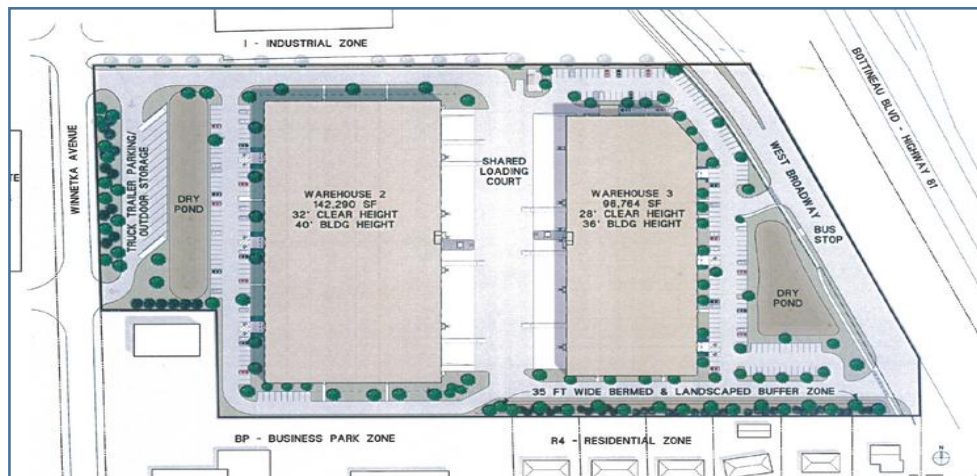




# Preserving Industrial Land

## Benefits to Preserving

- Reduce forced relocation & land use conflicts





# Preserving Industrial Land

## Steps to Ensuring Preservation

- Create Land Inventory Database







# Preserving Industrial Land

## Steps to Ensuring Preservation

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- Identify Preservation Sites





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- Create Land Inventory Database
- Identify Preservation Sites
- Zoning Code as Economic Development Tool





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## Steps to Ensuring Preservation

- Create Land Inventory Database
- Identify Preservation Sites
- Zoning Code as Economic Development Tool
- Comprehensive Planning
- Coordinate Land-Use Planning and Economic Development





# Preserving Industrial Land

Tools: Ways to Preserve





# Preserving Industrial Land

## Tools: Ways to Preserve

- Zoning Classifications





# Preserving Industrial Land

## Tools: Ways to Preserve

- Zoning Classifications
- Rezoning of Land





# Preserving Industrial Land

## Tools: Ways to Preserve

- Zoning Classifications
- Rezoning of Land
- Zoning – Land Use Designations
  - Planned Industrial Development (PID)
  - Planned Manufacturing District (PMD)
  - Mixed-Use District
  - Industrial Employment District
  - Creative Economy District



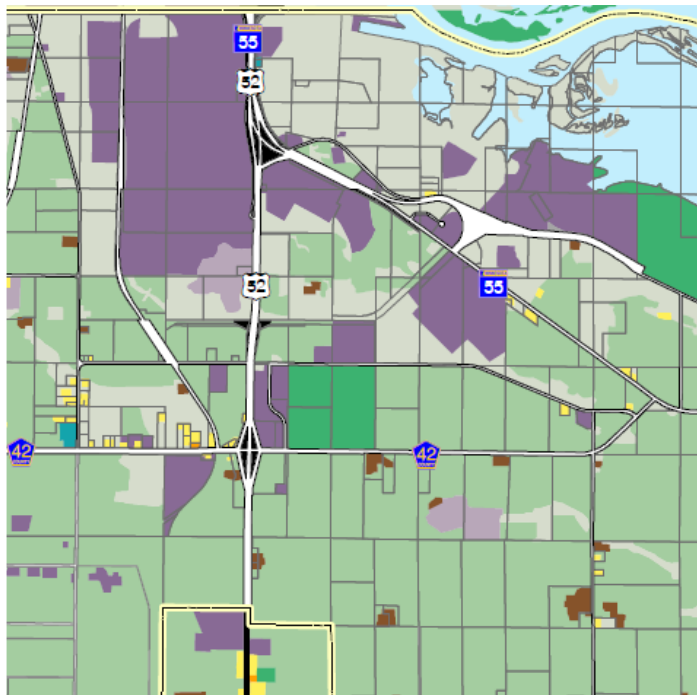




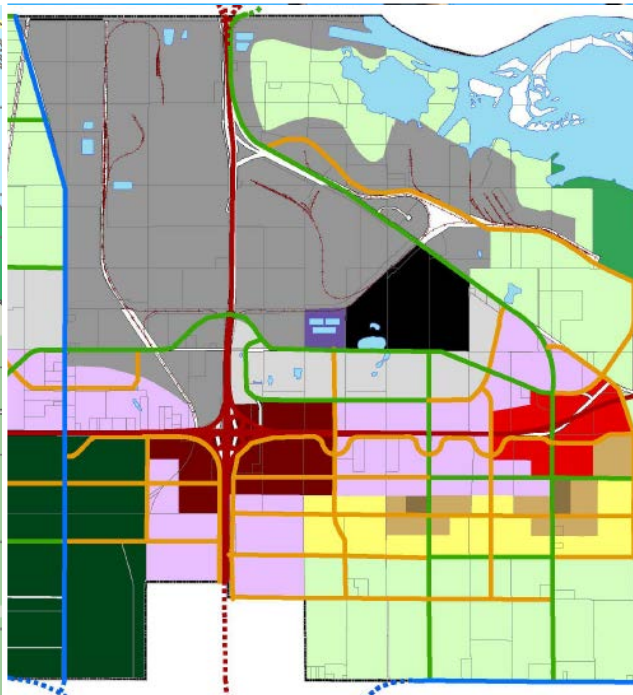


# City of Rosemount

## Preserving Industrial Land



2005 Land Use Map



2030 Future Land Use Map



Comprehensive  
Plan  
Implementation





# City of Milwaukee

## Preserving Industrial Land





# City of Chicago

## Preserving Industrial Land



Planned  
Manufacturing  
District

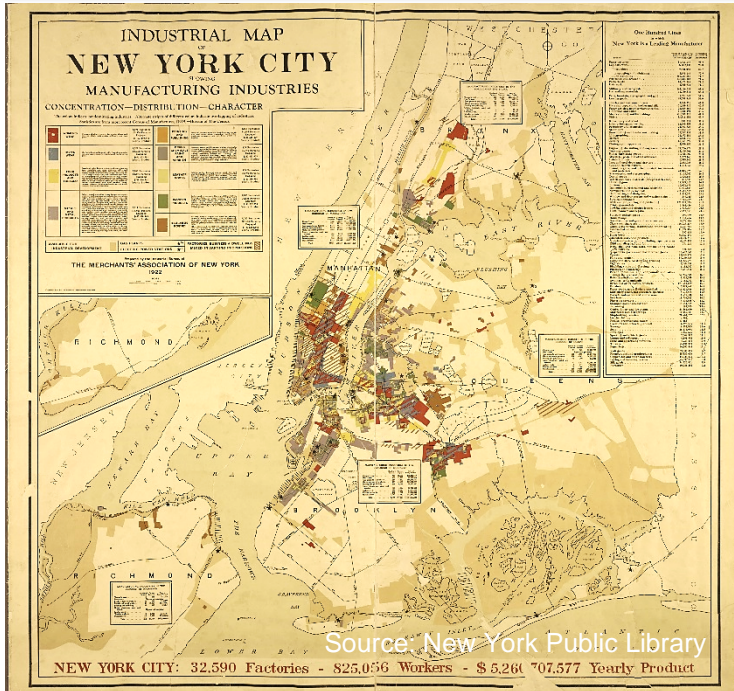
Source: City of Chicago





# City of New York

## Preserving Industrial Land





# Questions?

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# Upcoming Events

## **Webinar: School Districts - More Than Just An Affected Jurisdiction**

Presented by Tara Beard  
Thursday, March 9, 2017

## **Workshop: Affordable Housing - Tools and Financing Mechanisms**

Presented by Jonathan Stanley  
Thursday, April 13, 2017

## **Webinar: Population Estimates**

Presented by Matt Schroeder  
Thursday, April 20, 2017

\*Look for the 2017 PlanIt Schedule of Events on the website