

Site Selector Interview Results

Corporations hire site selectors to advise on approximately thirty to forty percent of site selection decisions annually. Interviews were conducted with a sampling of site selectors to understand the appeal of a green technology business park for prospective target audiences. Those interviewed, include:

Company Name	Consultant Name	Office Location
CBRE Consulting	John Rocca	Los Angeles, CA
CH2M Hill	Richard Sheehy	Portland, OR
Foote Consulting Group, LLC	Deane Foote	Phoenix, AZ
Fuller Design Group	Doug Fuller	Kent, OH
The Austin Company	Don Schjeldahl	Cleveland, OH
The Austin Company	Jonathan Gemmen	Cleveland, OH

The interviews were conducted in a qualitative manner not as a survey, in order for probing into potential areas of opportunity. Following is the list of questions:

- If a community develops a green business park, how appealing would that be for you and your clients?
- What components do you see as most important features in the green business park?
- What “green” companies/industries do you think could be recruited to this green technology park in Shasta Lake?

Findings

Green Business Park Appeal

Developing a green business park is perceived to be of value and a good idea for Shasta Lake to differentiate from the competition. Overall it is considered to have merit and site selectors recommend Shasta Lake to pursue the development of a green business park. Such an approach to development is also considered to be consistent with the area: a pristine, beautiful area aligned with outdoor recreation, good air and water quality. A green business park location would be an asset to bolster positive company image to prospective investors, customers and even employees. There is an opportunity to leverage the Shasta Lake's setting with the characteristic business philosophy and culture of green businesses. Importantly, a green business park development would add to the City's identity and help differentiate Shasta Lake from the competition.

Sustainable and green development has now become a factor in the site search process; site selectors say that every company is focused on it to some degree. Still, most projects need to be economical and meet the company's acceptable financial criteria. Although all site selectors interviewed agreed that there is appeal for a business park that supports and aligns to green principles for development and operations, there were mixed results as to offering a green business park that could attract companies willing to pay more for green amenities. Perceptions exist that a green business park will cost more; not all companies will be willing to pay more but some will recognize the benefits and willingly pay a premium. It is important to understand the difference between motivations of tenants who lease and property owners. Companies leasing space are more focused on cost while companies who own and build their facilities often are more focused on green aspects as a long-term investment. If costs are equal, most companies will choose the greener location option.

Despite the lifestyle and environment assets Shasta Lake offers, it will be important to address weaknesses of increased transportation costs due to remoteness. Yet, Shasta Lake is perceived to be lower cost than urban coastal regions of California – an advantage to leverage.

Site selectors expressed that Shasta Lake has the potential to be like Bend, Oregon, but with the benefits of being located on Interstate-5. Bend is perceived to be a "cool" community, attractive to many technology companies and entrepreneurs. Shasta Lake and Bend share similar attributes for an outdoor lifestyle, relative remoteness that provides for a small town setting, and lower costs of living and operations than the rest of the state.

First-hand Observations of Proposed Site

Don Schjeldahl of The Austin Company and Doug Fuller of Fuller Design Group toured the proposed site for Shasta Lake's green business park. Don specializes in site location for renewable energy companies and Doug is an expert in green development. Their initial perception is that the subject property has a long way to go before corporate investment will occur. Users could be of two types:

- One large user for the entire site or,

- More likely, about ten companies occupying 2.8 acre +/- sites

It is an advantage that Shasta Lake can draw talent from Redding with its labor shed. However, a concern was brought up that if Shasta Lake would like to pursue “green” companies for this industrial park, workforce skills need to be honed for modern industry. If there are not already efforts under way to enhance specialty skill sets then companies may not see a compelling reason to go to Shasta Lake over other areas who are gearing up workforce for these emerging industries.

Park Development Recommendations

- Some of the site location consultants interviewed also audit for certified sites and have developed green development criteria for certified sites programs. A recommendation to enhance competitiveness involves site development as a precursor to recruiting companies to achieve at least eight points (out of ten) of the Sustainable Sites category on the LEED [2009] for New Construction and Major Renovation Project Checklist.¹
- Integrate reuse of storm water run-off and water from cooling or processing. This approach could send an especially positive message since Shasta Lake is located at the start of the Sacramento River. The approach should go beyond limiting discharge into the Sacramento River and address creative and sound reuse methods to conserve water.
- Adopt building covenants to require building materials that are sustainable and more energy efficient.
- Encourage building orientation on sites for passive energy efficiency for heating, cooling and lighting efficiencies).
- Broader sustainability approach necessary: An important point was made that to attract “green” companies it is important to take a holistic approach and demonstrate that the City is actively implementing sustainable practices. Green companies will not want to be located in an industrial park that is practically a “green” island within the city.

Targets

Overall, site selectors have some suggestions but think that the business park should not be limited to specific clean tech industries. Most comments on targeting focused on type of company or owner, suggesting opportunity with:

- Bay Area or Sacramento company owners who visits Shasta Lake.
- Entrepreneurs or company owners with appreciation for environment and sustainable business philosophy.

¹ A copy of the Project Checklist for the LEED 2009 for New Construction and Major Renovation is provided as a reference at the end of this report.

- Companies located in California since the biggest [perceived] hurdle is getting companies to locate to California.
- Anchor company and follow on with attraction of supplier companies for value chain integration.

However a few industries were specifically mentioned as potential targets:

- Building materials with green orientation.
- Recreation equipment, related to lake and other outdoor activities.