Western Places/Western Spaces

RMLUI Land Use Conference

University of Denver, Colorado

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Cities face the challenge of attracting investment that aligns with community goals.

**OPPSites** is a single platform where cities and the investment community work together, to unlock economic development potential.
Cities and Municipalities

Lack a tool to inform investors about what the community would like to see built, and where.

Investment Community

Lack a single source for information about priority development sites, preferred outcomes, and incentives across multiple jurisdictions.
VALUE

What is an OppSite?

Any Property:

- Unmet economic potential
- Prioritized for new development
• Value of Potential Development compared to Existing Development
• Economic multiplier to city (fees, revenues, taxes, property value).
Cities and Municipalities

Cities Add underutilized Districts and Sites, and share local knowledge about what they want to see built.

Investment Community

Investors and developers Find underexposed real estate opportunities, and gain insight into markers primed for new investment.
BENEFITS

- Maximize economic development
- Implement growth priorities
- Increase revenue and property values
- Save staff time and money
- Preserve the rights of owners
- Increase government transparency
- Build a stronger economy
Over 130 Cities in 24 States
3 Steps
To Successful Economic Development

Step 1
JOIN the OppSites Marketplace

Step 2
ADD Districts and Sites

Step 3
MARKET your Opportunities
STEP 1

JOIN the OppSites Marketplace

• Sign Up

• Include City Staff and Invite Local Partners
STEP 2

ADD Sites and Districts

• Add city-owned development Sites

• Add any opportunities where development is prioritized
Examples of Opportunities

- Residential
- Hotel
- Commercial
- Medical
- Industrial
- Other
- Mixed Use
- Retail

OppSites
Examples of District areas

- TOD Plan Area
- Corridor Plan Area
- Specific Plan Area
- Enterprise Zones
STEP 3
MARKET your Opportunities
STEP 3

MARKET your Opportunities
Thank You