

# OppSites

**Western Places/Western Spaces**

**RMLUI Land Use Conference**

**University of Denver, Colorado**

**March 12 & 13,  
2015**

# OPPSites

**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.

# PROBLEM

## 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

- Value of Potential Development compared to Existing Development
- Economic multiplier to city (fees, revenues, taxes, property value).



SOLUTION

# OPPSites

## 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



# 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



Include City Staff



Invite Local Partners

OppSites

FEATURED CITIES

LEARN MORE

LOG IN

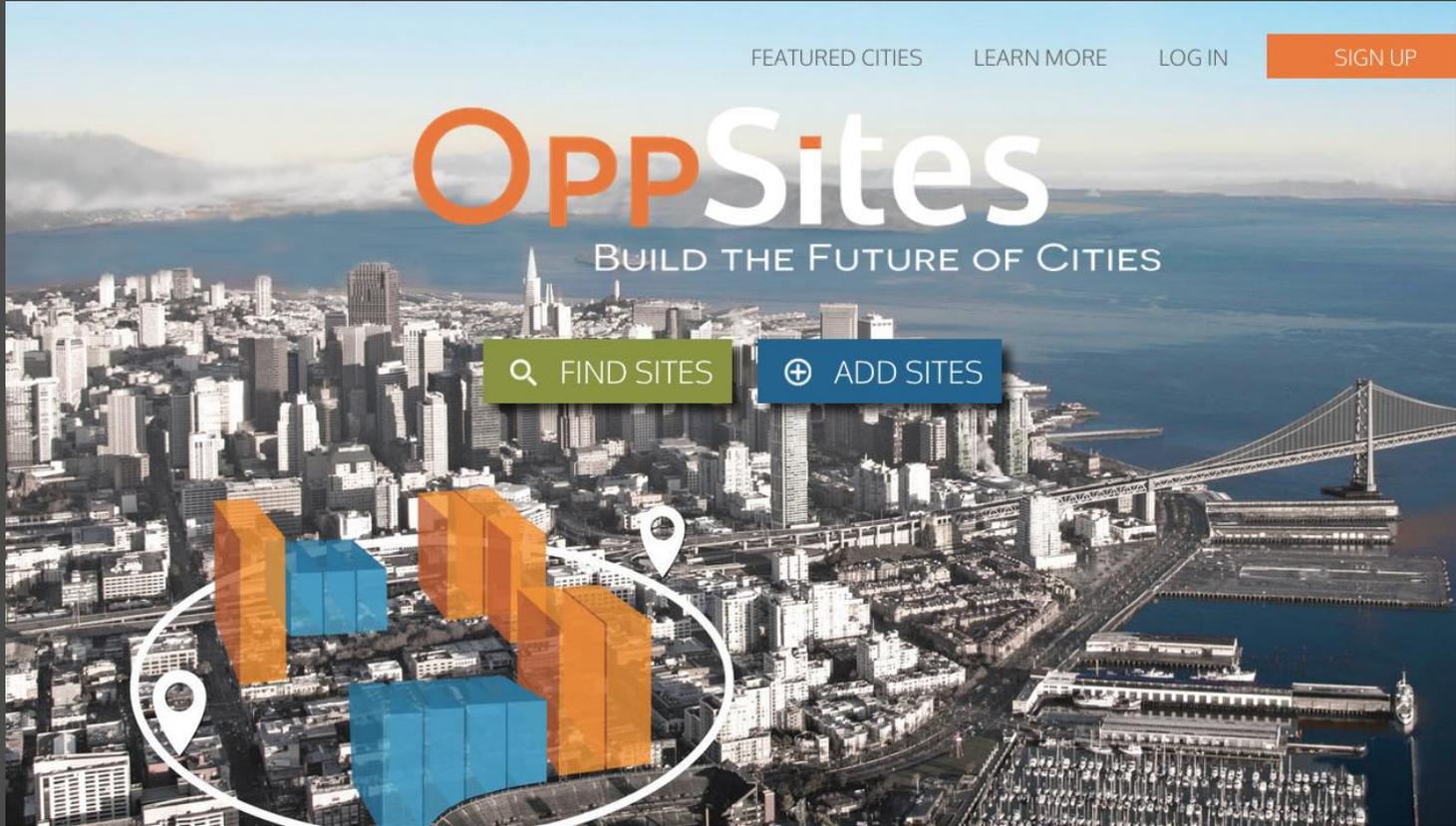
SIGN UP

# OppSites

BUILD THE FUTURE OF CITIES

🔍 FIND SITES

⊕ ADD SITES



OppSites

## STEP 2

## ADD Sites and Districts

- Add city-owned development Sites
- Add any opportunities where development is prioritized



# SITES

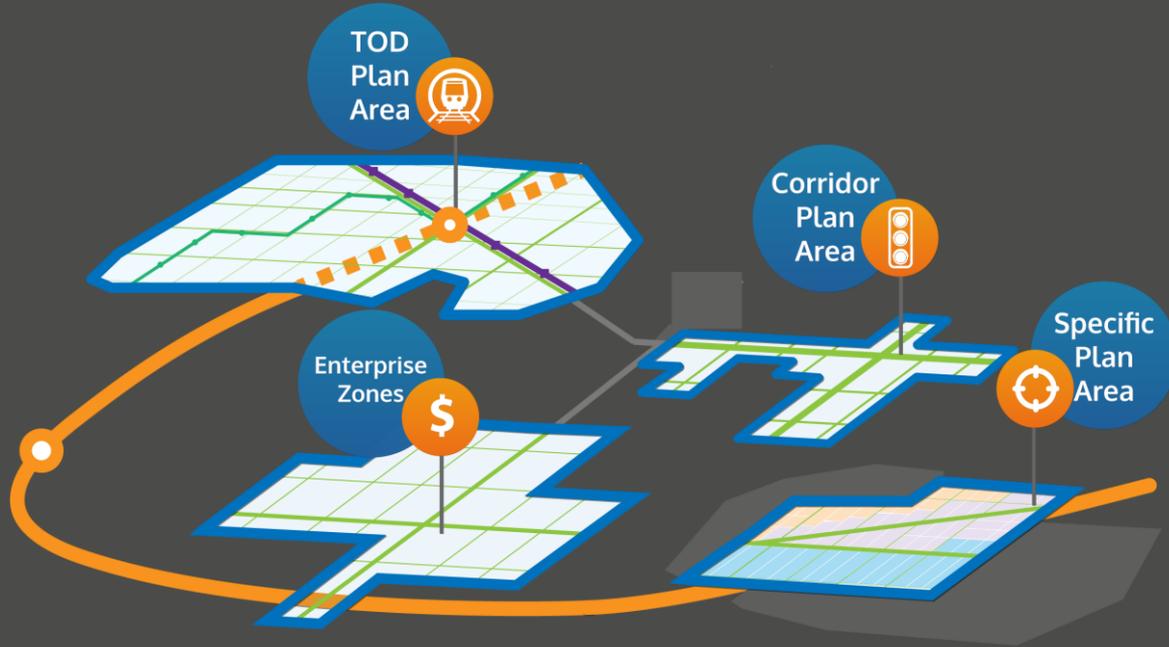
## Examples of Opportunities

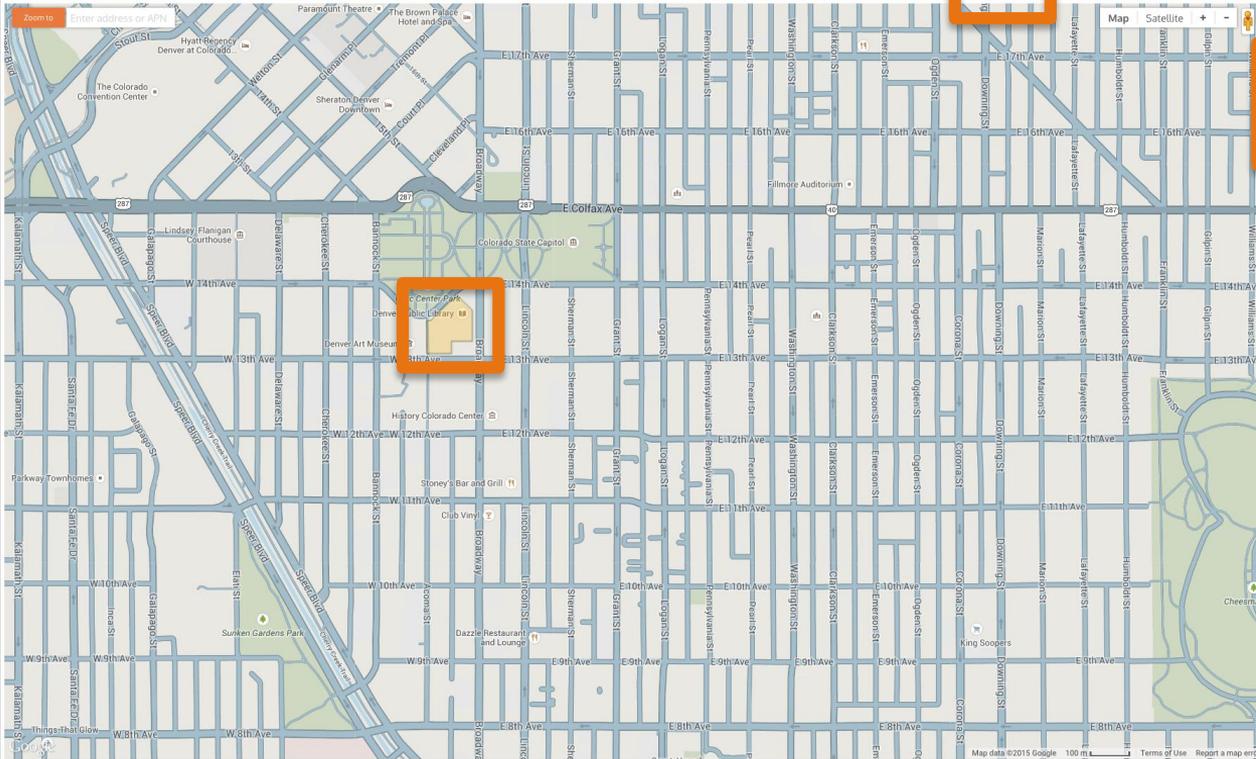
- Residential
- Hotel
- Commercial
- Medical
- Industrial
- Other
- Mixed Use
- Retail



# DISTRICTS

## Examples of District areas





ADD DISTRICT ADD SITE MY SITES

Selected Parcels



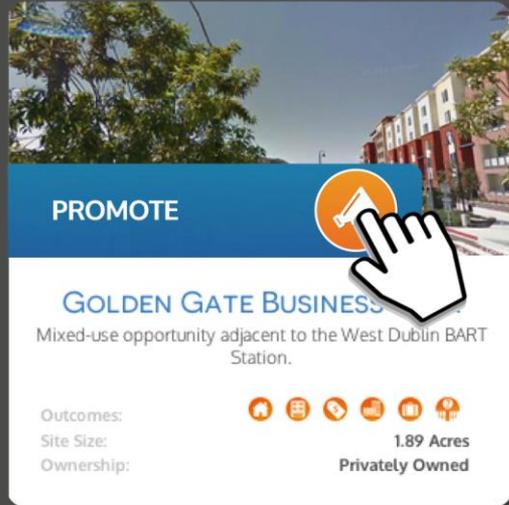
10 W 14TH AVENUE Pkwy,  
Denver, CO 80204  
APN: 050332005000  
CITY & COUNTY OF DENVER  
201 W COLFAX AVE DEPT 40L  
DENVER CO 80202-5330

Clear

Create Site

## STEP 3

# MARKET your Opportunities



**PROMOTE**

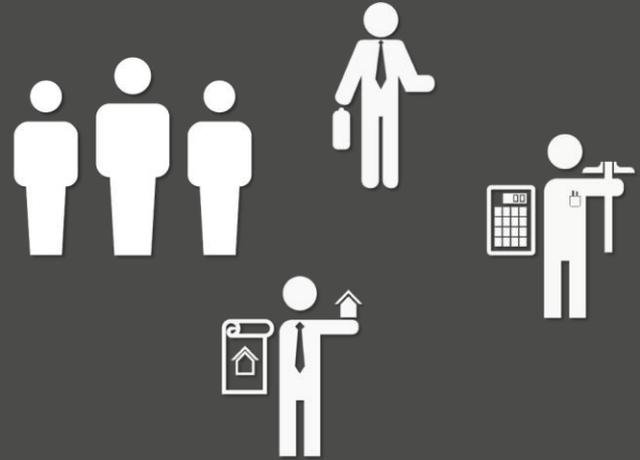
**GOLDEN GATE BUSINESS**

Mixed-use opportunity adjacent to the West Dublin BART Station.

Outcomes: 

Site Size: **1.89 Acres**

Ownership: **Privately Owned**



The image shows a screenshot of the OPPSites web application. A 'Share' dialog box is open in the center, overlaid on a site information page. The dialog has a green header and contains the following sections:

- Enter Personal Message:** A text input field with a placeholder 'Enter Personal Message'.
- Enter Email:** A text input field with a placeholder 'Enter Email Addresses, Separate emails with comma or return.'.
- Select from Lists and Contacts:** A dropdown menu with a plus sign, showing a list of contacts: 'All', 'San Diego Market', 'S. California Residential', 'Staff', 'Bay Area Residential', and 'test'.
- Recipients:** A section titled 'No Recipients Yet' with instructions: 'Drag and drop List or Contacts', '- Or -', and 'Enter email address above'. There is a checked checkbox for 'Include yourself in recipient list'.
- Buttons:** 'Cancel' and 'Share Site' buttons at the bottom.

The background page shows a site titled 'Site 1: three parcels o... Thornton, CO'. On the left sidebar, the 'PROMOTE' button is highlighted with an orange box. Below the dialog, the 'Share Site' button is also highlighted with an orange box. The page content includes sections for 'SITE INFO', 'Site Description', 'Local Knowledge', 'Contact Information', and 'Site Size'.

# STEP 3

# MARKET your Opportunities

**OPPSites**  
BUILD THE FUTURE OF CITIES

## Development Opportunity

Sarah Levine has shared a development opportunity with you.

Dublin Land Co. Parcels Dublin, CA



Mixed-use opportunity at the city's eastern gateway Residential Mixed Use Retail Hotel

**SITE INFO** | **ECONOMIC DEVELOPMENT OFFICE** **FOR SALE**

<p><b>Site Description</b> Tassajara Rd. from I-580 to Gleason Dr. 846,000 SF - General Commercial 56,000 SF - Neighborhood Commercial 112 high density residential units 106 medium-high density residential units 43 medium density residential units</p>	<p><b>Local Knowledge</b> Significant development interest in the site; Close to a regional recreational park and future aquatics complex; South parcel with freeway frontage on I-580 at Tassajara/Santa Rita Road exit; West of Shops at Waterford (Safeway anchored, neighborhood/mixed use lifestyle center; adjacent to Dublin Corporate Center and Gateway Medical Group.</p>
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[View Additional Information](#) **VIEW SITE**

**MARKET**

**NATIONAL audience**



**OppSites PREMIER**

**Investors | Brokers | Developers |  
REITs**

Thank You

OPP **Sites.com**

Build The Future of Cities

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