

- An understanding that the positive impact of a redevelopment effort is higher if the emphasis is not focused on the location itself, but also on the overall economic environment surrounding the location
- Preparation of a compelling business case highlighting the competitive advantages of the vacant site when compared with other locations that investment prospects are considering
- Continual communication and outreach to the public and stakeholders of the activities conducted and results of the redevelopment efforts

Michael Hass
CEO
PM&P
Frankfurt-Munich-Berlin-Chicago
Michael.Hass@pm-p.de

Article courtesy of Michael Hass, CEO of PM&P, who will be a featured speaker at the WEDA Winter Conference, March 5-6, 2019. Michael and his team will be in town the week of the conference and available to meet with interested WEDA members. Please reach out to Fred Glickman at fred.glickman@pmp-us.com if you would like to schedule a 1:1 meeting.