



Morrilton, Arkansas

Industrial Site Screening and Development Recommendations

Morrilton, Arkansas had suffered through several plant closings and company downsizings and needed to redevelop and re-position itself to be more competitive and attract new industry. The city hired a team led by Janus Economics Senior Principals to assess several alternative sites for a new industrial park and create a master plan for the park's development. The project team developed a list of criteria with which to evaluate alternative sites, including availability, cost, transportation access, utility cost and access, physical development costs and several other important factors.

The Project Team inspected records of past use to look for red flags and conducted extensive on-site inspections of each alternative site. A matrix was constructed grading each site on the agreed-to site selection criteria. Financial models estimating development cost and on-going operating costs under several different scenarios were constructed to help guide the site selection decision and assess risk to the community from developing the industrial park.