



March 2025

Gorman Site: A Case for Residential Development

About Us

- We entered the home building industry by building our home in 2010
- Built about half a dozen homes when lots were available during the recession
- Larger developers stopped selling lots to smaller builders
- We made a commitment to the community that we will work to develop lots and sell them to smaller builders and individuals.

Glen Allan in Sherwood Park 2012-13

Purchased 2.5 acre land with a partner and subdivided into 13 single-family lots



All 13 Lots were sold to 13 different people, most of them tradespeople aspiring to be entrepreneurs.



Montrose 9 in Beaumont (2020-21)

Purchased 4 acres of land
Subdivided it into 39 lots



There were 18 pairs of duplex and 3 single family lots

Sold to eight small builders and one individual who wanted to build and live.



Irvine Creek Subdivision County of Leduc (2021-2022)



Purchased 27 acres of land in the county of Leduc.

Berry Homes was facing the same challenges of getting lots from the established developers.

We subdivided this land into 110 lots.

These lots were all sold to 30 individuals and smaller builders in 1.5 weeks

Churchill Meadow Subdivision (2022-2023)



Acquired the in-progress project containing 113 lots

Sold it to 27 individuals, trades, and smaller builders

What are we proposing in Gorman?



- This is a 50-acre parcel of land
- About 7 acres of MDR
- About 400 starter homes
- Beautiful park and pond
- Shared-use path that will provide easy access to the major shopping center and schools

What it could be.



Why developing for current use is not feasible

Multiple options were tried, but the cost of upgrading the infrastructure and services prohibited them from becoming a success

The cost to develop this land to business employment land can be ~\$800K/acre

Business employment-zoned fully developed parcels of land are available in other areas of Greater Edmonton for \$400K to \$800K/acre

Why Residential zoning can be successful

Based on our OPC, the cost to develop is ~\$900K/acre

After development, land value can increase in the range of \$1.2M to \$1.4M/Acre

It meets the city's 15-minute city principles and is within walking distance to a major shopping center, school, ETS, and the proposed future LRT station.

This will also help the neighboring industrial land towards the East to develop as a service industry. That can be a place of employment for the people that will be in this subdivision

The next developable land on the South is already residential zoned.

Availability of Public Lots - A city's unmet need

In 2015/16, the city released 86 public lots, and 2000 residents registered to purchase them.

FOIP SpreadSheet 2024-G-0753 - Laurel Lots

Laurel Lot Product Sold				
Total Registrants		Total Lots Sold		
2015 Builder	17		2015 Builder	61
2015 Public	2000	Maximum Allowed	2015 Public	76
			2016 Builder	2
			2016 Public	10

Why is there so much interest in public lots?

Improve affordability by

Provide the choice to build their own homes,

Improve affordability by eliminating builder's profit

If the buyers have a lot, that can provide them leverage to better negotiate home prices.

Provide buyers options to design their own home vs building a cookie-cutter home of the same design.

How does this change in zoning help Edmonton

Improve access to Public Lots

Increase the inventory of starter homes

Improve affordability by

- Increasing the number of builders, consequently increasing the competition
- Allowing people to build their own homes
- Allowing people to build their homes by hiring consultants and using their own homes.
- When the buyers have purchased a lot, they are in a better position to negotiate with builders.

Increase tax base for the city from the land that is available for development for the last 45 years, but is not paying its fair share of taxes.

Increase the value of the city-owned land at the corner of this property.

How we build quality in our subdivisions

1.5 million worker hours

Having proper Architectural Controls

Providing them training and holding their hands during construction

Having on-site supervision and security

Why this land rezoning is crucial for the success of small business

Most of the large parcels of the land have been tied up by larger developers for multi-year inventory.

Historical, we have taken over challenging parcels and used them to help small businesses.



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