

# What We Heard

Real Estate Advisory  
Committee (REAC)

# What We Asked

The City collected feedback from the Real Estate Advisory Committee (REAC) members regarding land held by Enterprise Land Development (the City) and for the City's development projects – River Crossing, Exhibition Lands and the Quarters.

## GREENFIELD LAND DEVELOPMENT

### Industrial and Residential Land Portfolio

The City solicited feedback on the Industrial and Residential land portfolio based on the following questions:

1. Which land holdings should the City continue to develop in alignment with ConnectEdmonton?
2. Which land holdings should the City consider selling without further development?
3. What opportunities exist for partnership within existing land holdings?
4. What opportunities for partnership exist for industrial land outside of the City's existing land holdings (should the City strategically acquire land)?
5. How can the City be more transparent?

## CITY DEVELOPMENT PROJECTS

### The Quarters

The following questions were used to collect feedback about the Quarters development:

1. How can we catalyze or incent development on City-owned land, specifically Armature, Kinistina, Boyle Renaissance Phase III, Five Corners?
2. Are there additional key land acquisitions for the City? What should be the priorities for public investment?
3. What is the solution for turning surface parking lots into developments?

4. What opportunities exist for the City to work with the private sector? What joint venture opportunities exist?
5. Should the City consider a change in governance for this project?

### River Crossing

The following questions were used to prompt discussion on the River Crossing development:

1. How can we catalyze or incent development of River Crossing?
2. What opportunities exist for the city to work with the private sector?
3. What governance model is best for River Crossing?
4. What are the considerations for the activation of the power plant?

### Exhibition Lands

The following questions were used to prompt discussion on the Exhibition Land development:

1. How can we catalyze or incent development?
2. Where and when are there joint venture and investment opportunities?
3. How can we activate momentum beyond the regional level?
4. Does the development staging here affect Major Development Projects such as Blatchford, River Crossing, Quarters, Station Pointe (marketability or timelines)?
5. What type of governance model should the City put in place?

# What We Heard

## GREENFIELD LAND DEVELOPMENT

### Industrial Land Portfolio

- Consider using an external brokerage to support marketing and momentum of sales.
- Investing in industrial land development should be limited to areas within the City which require the City to participate in front-ending or upgrading existing infrastructure with the purpose of encouraging private sector participants to then step in to complete larger new or larger re-development opportunities within these areas.
- REAC generally agrees with the City's development plans for its industrial holdings.

### Residential Land Portfolio

- After completion of lots sales in Laurel 22, the City should stop the development of serviced lots. The City should instead invest in the planning stages of land development and sell larger parcels to the private sector to subdivide and develop.
- Other than acquisitions that are needed to support orderly development of existing holdings, the City should not acquire more greenfield land for the purposes of residential lot development.
- REAC supports the City receiving funding to complete land use plan amendment work on its residential holdings in Aster, Schonsee and Goodridge.

## CITY OF EDMONTON

### Quarters

- City of Edmonton's listings, while at market value, are not offering enough incentive to developers to build and bring people to the area.
- REAC indicated that a significant barrier to development in the Quarters is the surface parking lots that exist. These lots are providing a return to owners and the owners are also receiving an increase in the market value of the land over time.

### River Crossing

- Additional changes to the River Crossing development concept are required before any additional investment is made. It noted that the proposed plan is not significantly different from the existing land use plan and that implementation of the finalized plan should initially focus on investing in city building, rather than residential development, and on creating momentum and excitement for the area.
- Invest in further access improvements and transportation connections, such as removing Rossdale Road and further upgrading 105 Street.
- Activation of the Power Plant, while important, does not currently have commercial potential, and that city building costs versus development costs should be clearly defined.
- REAC felt it was too early to advise on governance for the project and that other land development projects (such as Exhibition Lands) will be viable for residential/commercial development sooner than River Crossing will be.

### Exhibition Lands

- The development should be staged, starting with the southwest corner. This will create momentum, catalyze development and enable the City to support the densities it desires.
- The City should streamline a process around certainty for disposition timing, and cash flows.
- An external body should not develop and sell when the expertise and experience already exists within the City through Enterprise Land Development and the Real Estate branch.
- REAC generally supports the proposed land use plan.



**GOODRIDGE**

**GOODRIDGE**

**SCHONSEE**

**HOLLICK-KENYON**

**RAMPART**

**EXHIBITION LANDS**

**THE QUARTERS**

**RIVER CROSSING**

**PYLYPOW**

**ROPER**

**SE INDUSTRIAL**

**LEGEND:**

- Greenfield Industrial
- Greenfield Residential
- City of Edmonton

**MEADOWS OF LAUREL**

**ASTER**

**ELLERSLIE NORTH**

**ELLERSLIE SOUTH**

# Site-Specific Advice

## GREENFIELD INDUSTRIAL

### Roper

Rezone the site from US (Urban Services) Zoning to IB (Industrial Business Zone) or IL (Light Industrial) and remove the on-site trees

Sell as a complete parcel after rezoning and tree removal

### Southeast Industrial

Develop the lots as planned and use the revenue to develop Ellerslie North

Consider architectural controls as the surrounding area is built

### Ellerslie North

Develop as soon as possible into smaller lot IB industrial lots

Consider using the revenue from Rampart and Southeast Industrial to develop this land

### Ellerslie South and Pylypow

Hold for future development or sell as a complete parcel to support orderly development in the area

### Rampart

#### Stage 2/4/6

List for sale, as these are in the final stages of development

#### Stage 8

Since this parcel is listed for sale, return to REAC for further discussion if the parcel does not sell

#### Future Stages

Construct 157 as soon as possible

Consider partnering with a developer (to help with marketing and creating momentum, along with access to clients/investors)

### Goodridge

#### Stage 1

Continue to hold for EPS pending budget approval in 2019

#### Stage 2

List for sale, as this is in the final stages of development

#### Future Stages

Advance a land use plan amendment to identify the larger Stormwater Management Facility (SWMF) and consider amending the land use plan to identify all or at least a portion of the remaining industrial areas to residential

## **GREENFIELD RESIDENTIAL**

### **Hollick – Kenyon**

Advance the below-market transaction to Habitat for Humanity

### **Goodridge**

Complete a land use plan amendment, which identifies the larger SWMF, removes the manufactured housing and changes the area identified as business employment in the NE to residential. This land use plan amendment could also consider moving the planned Town Center to the East of Goodridge Boulevard

In pursuing the land use plan amendment, recognize the value of the current density of the land use plan

### **Laurel**

Proceed with staggered sales

It is unlikely that RSL (Residential Small Lot Zone) and RPL (Planned Lot Residential Zone) zoned lots will be marketable in 3 years so ELD should consider other options if the lots don't sell

Explore affordable housing opportunities where possible

### **Aster**

Move forward with the ELD proposed plan amendment (relocating the Stormwater Management Facility) and sell as a large, complete development parcel

### **Schonsee**

#### **General**

Complete a land use plan amendment and rezoning (as outlined below) and sell the remaining land as developable parcels, but not developable lots

#### **West**

Rezone to RMD (Residential Mixed Dwelling Zone)

#### **North**

Complete the land exchange to the North to support developable parcels

Continue negotiating with the owner to the NE regarding their proposed land use plan amendment

#### **East**

Investigate a land use plan amendment to remove the multi-family areas, supporting the density change with the RMD zoning amendment on the West

# What We Are Doing

Based on the feedback from REAC, below are a few key activities the City is advancing:

SITE & FEEDBACK	ACTIONS
<p><b>Roper</b></p> <p><b>Rezone the parcel from Urban Services to Industrial zoning</b></p>	<ul style="list-style-type: none"> <li>Rezoning application has been submitted to change the zoning from Urban Services Zone (US) to Industrial Business Zone (IB)</li> <li>Outline Plan Amendment has been submitted</li> <li>Phase I ESA has been completed</li> </ul>
<p><b>Rampart Industrial</b></p> <p><b>Explore options of constructing 157 Avenue through to Campbell Road soon</b></p>	<ul style="list-style-type: none"> <li>An independent consultant has been engaged to undertake preliminary engineering work to determine options for constructing 157 Avenue</li> <li>Stage 8 will return to REAC for further advice</li> <li>Lots in Stage 2/4/6 are being listed for sale</li> </ul>
<p><b>Ellerslie North</b></p> <p><b>Accelerate timelines for development</b></p>	<ul style="list-style-type: none"> <li>The City is building out a detailed proforma to support developing this area sooner including the offsite work that would be required</li> <li>Evaluation of the Province's land that has been listed for sale</li> </ul>
<p><b>Schonsee</b></p> <p><b>Amend plan to remove the portion of medium density residential in the southeast portion of our land holdings</b></p>	<ul style="list-style-type: none"> <li>The City is evaluating options to increase density in the West as well as the East through the use of Residential Mixed Dwelling Zone (RMD). The City hopes to increase density in other areas that will allow us to remove the block of medium density</li> <li>The City has created a work plan to advance a plan amendment, if funding is released by Council</li> <li>Stage 1 Business Employment Lands are being held for EPS, pending budget approval consideration</li> <li>Stage 2 Business Employment Lands are being listed for sale</li> </ul>
<p><b>Aster</b></p> <p><b>Amend the plan to turn the central wetland into a naturalized constructed wetland</b></p>	<ul style="list-style-type: none"> <li>The City has created a work plan to advance a plan amendment and a Natural Area Management Plan, if funding is released by Council</li> </ul>

SITE & FEEDBACK	ACTIONS
<p><b>Goodridge Corners</b></p> <p><b>Amend the plan to remove the business area in the NE and shift the town center</b></p>	<ul style="list-style-type: none"> <li>• The City has created a work plan to advance a plan amendment, if funding is released by Council</li> <li>• Stage 1 Business Employment Lands are being held for EPS, pending budget approval consideration</li> <li>• Stage 2 Business Employment Lands are being listed for sale</li> </ul>
<p><b>SE Industrial</b></p>	<ul style="list-style-type: none"> <li>• The City is continuing development in SE Industrial, as planned, pending final approvals from Alberta Environment and Parks</li> <li>• The City plans to include architectural controls in this development</li> </ul>
<p><b>River Crossing</b></p> <p><b>Upcoming reports and decisions</b></p>	<ul style="list-style-type: none"> <li>• Rossdale Land Transfer Agreement (Oct 2019)</li> <li>• Land Governance Strategy (Nov 2019)</li> <li>• Gondola Feasibility (Dec 2019)</li> <li>• RE/MAX Field Update (Q4 2019)</li> <li>• Municipal Historic Area (Q1 2020)</li> <li>• Power Plant Capital (Q2 2020)</li> <li>• Rossdale ARP Amendments (Q3 2020)</li> <li>• River Crossing Governance (TBD)</li> <li>• River Crossing Funding (TBD)</li> </ul>
<p><b>Exhibition Lands</b></p>	<ul style="list-style-type: none"> <li>• Land Development Application Q4 2019 – Q1 2020</li> <li>• Supplemental Operating and Capital Budget Adjustment Requests Q4 2019</li> <li>• Define and Establish Governance Q1 2020</li> <li>• Implementation Strategy Preparation Q1 – Q2 2020</li> <li>• Prepare Qualification Criteria and Request for Proposals Q2 – Q3 2020</li> <li>• Site transition management Ongoing</li> </ul>
<p><b>Quarters</b></p>	<ul style="list-style-type: none"> <li>• Continuing with the current approach</li> <li>• Continuing to catalyze development on public land, including Armature Block, Kinistinaw Block, Boyle Renaissance Phase III, Five Corners</li> <li>• Continuing to catalyze development on privately held land</li> </ul>