

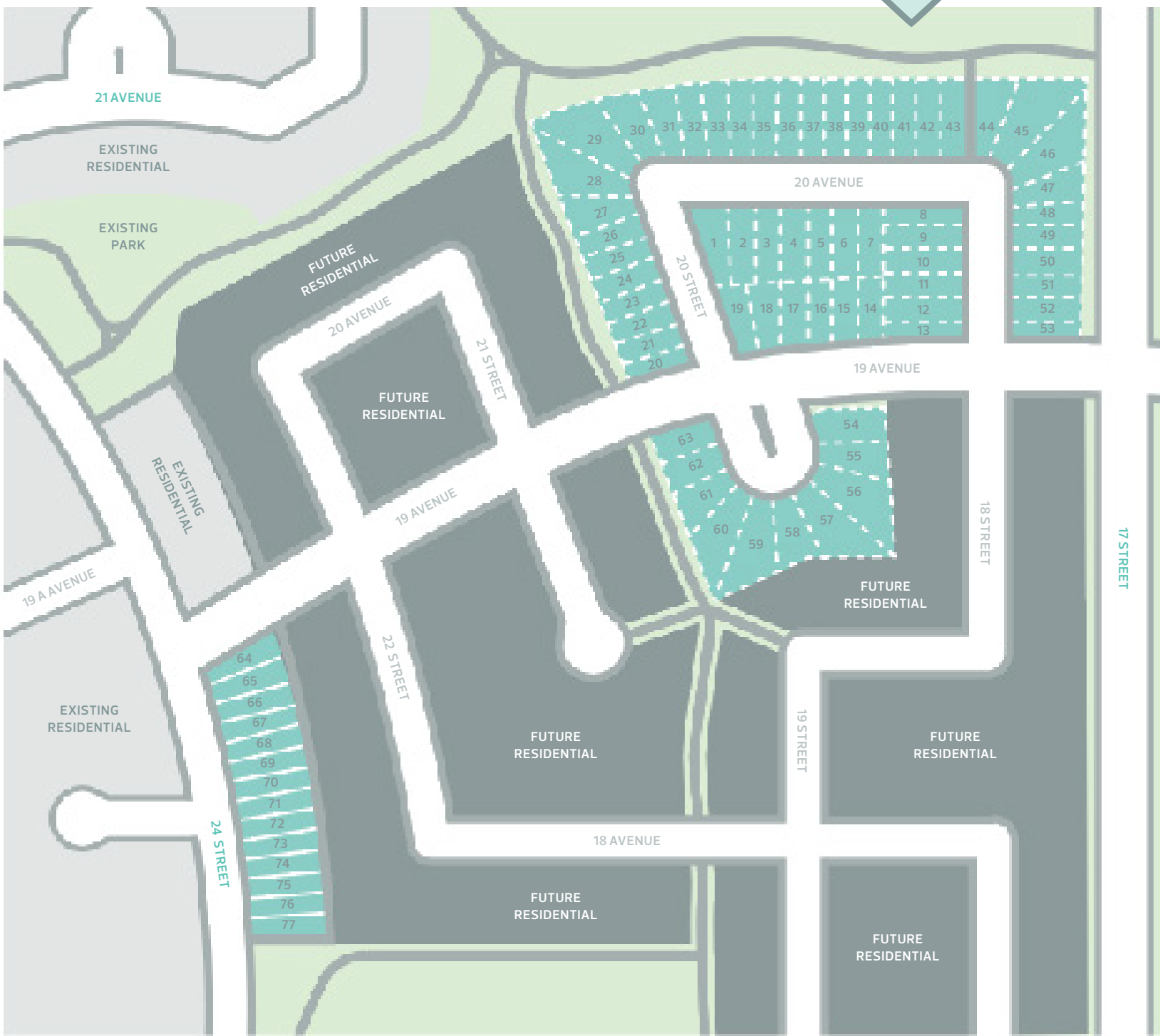
The Meadows of Laurel

About the Development

The City, through Enterprise Land Development (ELD), is finalizing construction of a 304 residential lot subdivision in the Laurel neighbourhood in southeast Edmonton. The Meadows of Laurel promotes the use of energy-efficient building practices and environmentally-responsible home construction.

Laurel 22
 (The Meadows of Laurel) is a residential subdivision between 17 Street and 24 Street and 21 Avenue and 16 Avenue.

LOTS SOLD THIS YEAR



KEY AMENITIES



Playground



Svend Hansen K-9 School



Quick Access to Anthony Henday



Transit



Shopping



Major Grocery Retailers



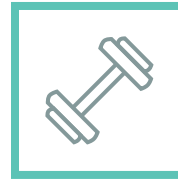
Swimming



Skating



Library



The Meadows Rec Centre



The Grey Nuns Community Hospital

Planning for the Meadows of Laurel began in 2016 and the sales of residential lots were divided into 4 annual groups of sales, starting in 2019. The City sold 77 lots in stage one through two public draws: a draw for 38 lots for certified green, professional builders, completed on March 25th, and a draw for 39 lots for individual builders, completed on April 15th. Another 69 lots are scheduled to be released for sale in Q1 2020. The remaining 158 lots are planned to be registered in 2020, and released for sale on a controlled basis in 2021 and 2022.

HISTORY

- A 64 hectare parcel was acquired by the City in 1985 and was primarily used for agricultural purposes until development work in the area began.
- The development was planned in stages, namely Laurel 10 and Laurel 22.
- Laurel 10 (Laurel Green) planning began in 2012 and residential construction was completed in 2017.

KEY SUSTAINABILITY COMPONENTS

- Third-party sustainability certification requirements (through organizations such as Energuide, BUILT GREEN, CHBA, and LEED Canada) to ensure that the home has achieved an EnerGuide rating of at least 15 per cent lower than the benchmark home on the EnerGuide label.
- Construction of all homes in The Meadows of Laurel must fulfill the NRCan Solar Ready Guidelines or the Canadian Solar Industries Association (CANSIA) guidelines.
- The City offers a Green Building Grant of \$10,000 to builders constructing to a Net-Zero standard and obtaining a third-party verified Canadian Home Builders Association (CHBA) Net-Zero label.

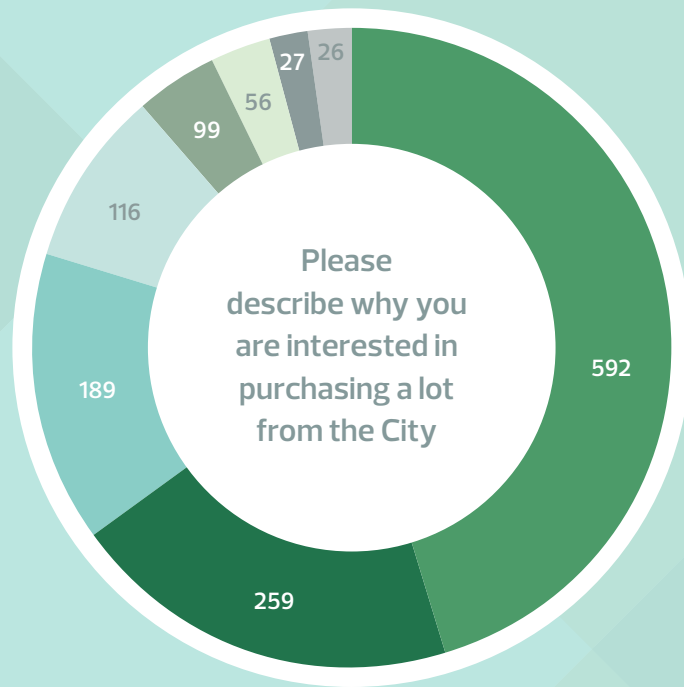
DESIGN GUIDELINES

The City mandates design guidelines as a means to protect the integrity of the development, provide flexible, sustainable options, and aid in the maintenance of property values and neighborhood aesthetics.

Public Lot Sales Survey Feedback

As a part of registration to the public lot sales event, the City asked all registrants to complete an online questionnaire.

In addition to answering demographic questions, 1,364 participants shared their perspectives in response to the following question:



The responses can be categorized into the following broad themes:

- Build My Own House
- Location
- Entering the Next Stage of Life
- Sustainability and the Environment
- Other
- Good Price
- Investment Opportunity
- Trust in COE

BUILD MY OWN HOME

592 interested buyers wanted to build a custom home tailored to their needs. Some wished to utilize their trade skills to construct their homes themselves.

LOCATION

Location factors such as community, schools and other amenities were mentioned 259 times. Interested buyers were attracted to the Meadows of Laurel as a family-friendly community. These potential buyers were interested in the proximity to a K-9 school, their work and the availability of a library, the Meadows Rec Centre, shopping. The green space surrounding the home was another attraction.

NEXT STAGE

The Next Stage response was collected 189 times and included newcomers to Canada, first-time home buyers, growing families looking for more space, retirees looking to downsize and those looking to upgrade to a newer space.

" I enjoy the meadows area, I reside in a larger home and would like to downsize to a smaller home. I have 2 kids who attend university and the meadows transit station is a god send to them. As well as my mother who lives with me, enjoys the area and it is very walking friendly. "

ENVIRONMENT

The sustainably-built and environmentally-friendly community was mentioned 116 times. These interested buyers cited sustainable building practices, reduction in energy bills due, solar ready homes and reducing their carbon footprint as reasons for their interest.

" Being an engineer working in capital projects for past 11 years with renewable energy / sustainability as major deal of my projects, I have come to realize the vital importance of reducing carbon footprint load on our mother earth. Buying this house from city will give me an opportunity at individual level to contribute towards betterment of our world where future generations will flourish. "

" Me and my girlfriend love the sustainability aspect of everything in life and we both believe that if everyone can change a little overall the impact would be huge. she writes her own sustainability blog and together we try to reduce our impact as much as we can, We seen this and believe it would be a great start!! "

GOOD PRICE

The reasonable price of the homes was mentioned 39 times.

INVESTMENT OPPORTUNITY

Using the home as an investment was mentioned 27 times. These potential buyers were small builders and families who saw the purchase as an opportunity for market entry or growth.

" I am a new immigrant, I am saving money to buy a house. This is the best opportunity that can make future for me in this country. "

TRUST IN THE CITY OF EDMONTON

26 respondents mentioned their trust in the City as a reason for purchasing a home in the Meadows of Laurel. The reasons included: contributing to the City budget vs. a private developer, trusting the City with their money, supporting a City offering of sustainable residential community and the growth of Edmonton.

" The revenue generated from this project by the City of Edmonton would stay in Edmonton & I am quite positive that City of Edmonton is going to spend their generated profit in city infrastructure and amenities where as the private developers use their profit for their own benefits and they spend it wherever they want & not necessary in Edmonton only. These kinds of projects should come more often from the City of Edmonton so that Edmonton has more and more sustainably-designed and environmentally-sensitive homes & Edmontonians can live better and with a healthy lifestyle. Thanks! "