

For Information Only

Employment Land Strategy Update

Presented To: Finance and
Administration
Committee

Presented: Tuesday, Sep 15, 2020

Report Date Tuesday, Jul 14, 2020

Type: Correspondence for
Information Only

Resolution

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Relationship to the Strategic Plan / Health Impact Assessment

The Employment Land Strategy aligns with Council's Strategic Priorities. Two of the pillars of the 2019-2027 City of Greater Sudbury Strategic Plan are "Business Attraction, Development and Retention" and "Economic Capacity and Investment Readiness". Specifically, goals 2.2.C, "create plans that leverage the full capacity of the Greater Sudbury and Northern Ontario Mining Cluster to support further integration and expansion", and 4.2.D "ensuring that municipal capital project priorities appropriately consider economic impacts and the potential for private development" are applicable. Priority 1.4 Reinforce Infrastructure for New Development, specifically directs the completion of a strategy as follows: B. "Ensure the City has an adequate supply of serviced employment land and incentive framework in place to stimulate investment, development and job creation."

Report Summary

This report provides an update on the status of the Employment Land Strategy, a summary of the objectives and key deliverables as well as outlining the consultation strategy and timeline for completion.

Financial Implications

There are no financial implications associated with the report. Funding for the project has already been

Signed By

Report Prepared By

Melissa Riou
Senior Planner
Digitally Signed Jul 14, 20

Manager Review

Kris Longston
Manager of Community and Strategic
Planning
Digitally Signed Aug 27, 20

Division Review

Jason Ferrigan
Director of Planning Services
Digitally Signed Aug 27, 20

Financial Implications

Steve Facey
Manager of Financial Planning &
Budgeting
Digitally Signed Aug 27, 20

Recommended by the Department

Tony Cecutti
General Manager of Growth and
Infrastructure
Digitally Signed Aug 27, 20

Recommended by the C.A.O.

Ed Archer
Chief Administrative Officer
Digitally Signed Aug 27, 20

allocated by the Greater Sudbury Development Corporation.

Staff Report: Employment Land Strategy

July 15, 2020

Planning Services Division

Background

In September 2019, staff were directed through resolution FA2019-58A1 to “proceed with the development on an Employment Land Strategy, as set out in the report entitled “Employment Land Strategy Proposal” from the General Manager of Growth and Infrastructure, and that the required maximum funding of 250 thousand dollars be provided by the Greater Sudbury Development Corporation (GSDC) and any remaining required funds be provided by the tax stabilization reserve as presented at the Finance and Administration Committee meeting on September 17, 2019.”

The purpose of the strategy is to ensure that the City of Greater Sudbury is well positioned to respond to employment land needs, foster economic growth, and can support a diversified economy now and into the future by providing an Employment Land Strategy that considers employment land designation, zoning and servicing to meet anticipated demand.

The Consultant

In March of this year, Cushman & Wakefield was selected as the successful consultant to undertake the development of the Employment Land Strategy. Cushman & Wakefield provides market and land asset strategies to Canada’s leading public and private sector institutions and corporations. They combine robust economic and financial analytics with a current understanding of market realities, to deliver achievable business and real estate strategies and solutions. Andrew Browning, a Professional Land Economist from Cushman & Wakefield, as the Project Manager has assembled a consultant team with a wide range of experience, including: Metro Economics, the Planning Partnership, the Niagara Planning Group, SCS Consulting Group and the Altus Group. The Consultant Teams experience includes the development of an Employment Land Strategy for the City of Thunder Bay, Municipal Comprehensive Review of Employment Lands for the City of Mississauga and the Niagara Gateway Economic Zone and Centre Employment Lands Strategy.

Key Deliverables

The schedule for the project includes the review, analysis and summary of several components that will form chapters and culminate in a final report and recommendations by early Q2 of 2021. The Consultant will provide a summary of each chapter as they are completed. The chapters of the Employment Land Strategy include:

Project Stage/Memoranda
1. Project Start-Up
2. Land Supply Analysis
3. Trends Analysis
4. Demand Forecast
5. Gaps/Constraints/Opportunities
6. Finance Strategy
7. Competitive Analysis
8. Planning for the Future
Draft Report
Final Report

Summaries of the chapters will be provided to Council and the GSDC for information as they are completed.

The Start-Up Meeting took place on June 16, 2020. The consultants are currently in the process of reviewing background documents and data provided by City staff and have completed a preliminary observational tour of the community.

Consultation and Communication

Regular updates will be provided to Council and the Greater Sudbury Development Corporation by way of for information reports and the conclusion of each chapter, and will include a summary of the work to date. As part of the first project stage, consultation with community stakeholders including landowners, employers, and community leaders, including Council, will take place. Additionally, an Over To You page has been launched that will include current information on the project and will provide an opportunity for public feedback.

References

1. Employment Land Strategy Proposal, Staff Report, September 17, 2019
<https://agendasonline.greatersudbury.ca/index.cfm?pg=agenda&action=navigator&lang=en&id=1371&itemid=17470>