

# **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:

<b>Project Stage/Memoranda</b>
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>