



KINGSWAY ENTERTAINMENT DISTRICT

# Final Integrated Site Plan: **Presentation to Council**

**PRESENTED BY:**

CATHERINE MATHESON

General Manager of Community Development

DAVID SHELSTED

Project Director

PAUL SZASZKIEWICZ

Principal, Cumulus Architects Inc.

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November 22, 2017



# PURPOSE

Present the final Integrated Site Plan strategy to City Council for decision.



First of **3** Council decision points.

- 1 Integrated Site Plan
- 2 Financial Plan
- 3 Evaluation Criteria for Design Build

# ALIGNMENT WITH COUNCIL PRIORITIES

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1

Growth & Economic  
Development

Grow the economy and attract investment

3

Responsive, Fiscally Prudent,  
Open Governance

Lead in public service excellence

2

Quality of Life and Place

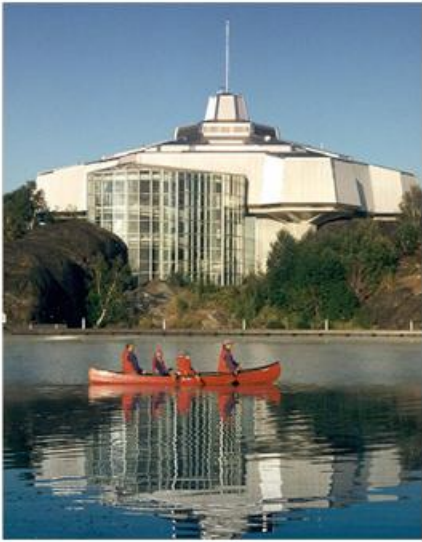
Strengthen the high quality of life  
we already know and love

4

Sustainable Infrastructure

Prioritize, build and rebuild our  
community's foundation

# TRANSFORMATIONAL PROJECTS



**SCIENCE NORTH**



**BELL PARK  
BOARDWALK**



**SINGLE SITE  
HOSPITAL**

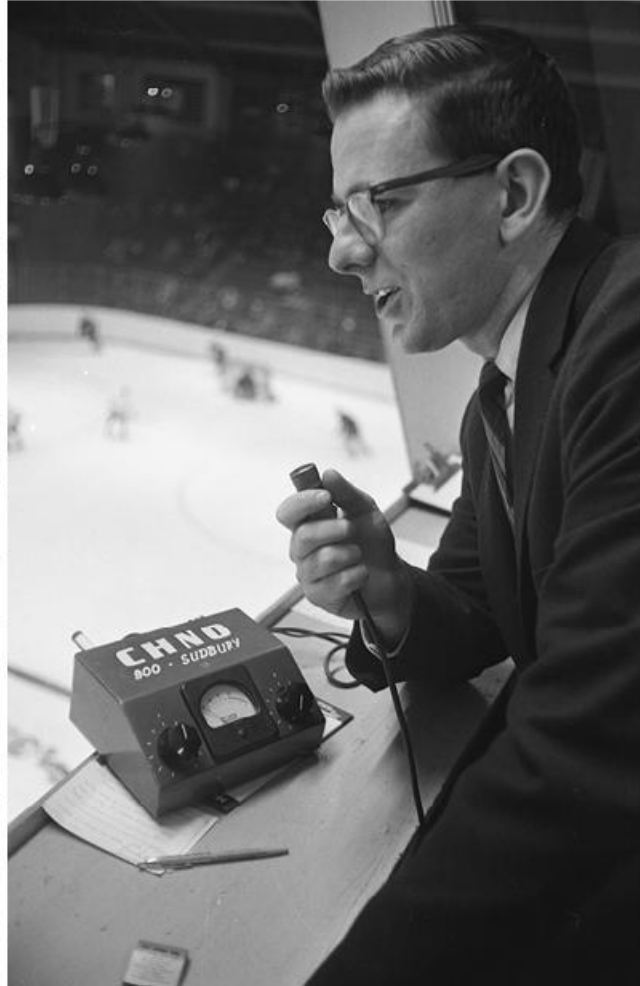


**NOSM**



**COSTCO**

# THE PASSION OF OUR COMMUNITY



STANLEY STADIUM



SUDBURY COMMUNITY ARENA

# SUDBURY'S PROUD HOCKEY HERITAGE



OHL finalist 1976



OHL Eastern Champions 2007



OHL Leyden finalist 1995



Retired Numbers

# VISION

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## **KINGSWAY** ENTERTAINMENT DISTRICT

The Kingsway Entertainment District is a space where we enjoy ourselves and our northern lifestyle - a place our growing community can gather and celebrate. It will be an innovative experience and a choice destination for northeastern Ontario that will proudly host visitors to the beautiful city we call home.



# HOW WE GOT HERE: ARENA



**2010**

Arena renewal strategy launch



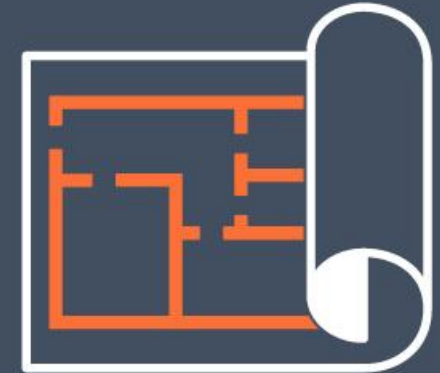
**2015**

New Arena identified as one of the four large projects



**June 2017**

Council selected the Kingsway location



**2013**

Sudbury Community Arena identified as needing upgrades or repairs



**March 2017**

Phase I Market Analysis and Business Case Assessment identified 5,800 seat Event Centre



**August 2017**

Site Design Strategy cost shared by the City, Gateway Casinos, and Zulich and Company



**November 2017**

Final Site Design Strategy presented to Council



# HOW WE GOT HERE: CASINO



**November 1999**

Slots and casino opens at Sudbury Downs in Azilda



**February 2013**

Council unanimously adopts principles including 4 areas for development to maximize economic opportunities through amenities such as a hotel, convention/multi-use centre, performing arts centre and/or an OHL-ready arena



**GATEWAY**  
CASINOS & ENTERTAINMENT LIMITED

**December 2016**

OLG selects Gateway Casinos & Entertainment Ltd. as the service provider for the North

**August 2012**

Council affirms support for gaming and 4 areas of potential development:  
South End, Kingsway East, Sudbury Downs, and Downtown Sudbury



**November 2015**

OLG issues RFP to pre-qualified proponents for the Northern and Southwestern Bundles



**Present**

**Economic Benefits for Sudbury to Date:**  
Non Tax Revenue \$38.8 M  
Wages and Benefits for Employees \$124.7 M  
Purchases from local and regional vendors \$24 M



# PARTNERSHIPS

The Kingsway Entertainment District and Integrated Site Plan is a partnership between:



City of Greater Sudbury



Gateway Casinos  
& Entertainment Ltd.



Dario Zulich & Company



**BUILDING  
A GREAT  
NORTHERN  
LIFESTYLE,  
TOGETHER.**

# PARTNERSHIPS

The Kingsway Entertainment District and Integrated Site Plan is a partnership between:



Greater Sudbury City Council  
200 Brady Street  
Sudbury, ON P3A 5P3

November 17, 2017

*"Gateway is 100% committed to building a new casino and entertainment complex at the True North/Kingsway location."*

Gateway is planning to spend in the order of \$60 Million to build this new facility and create more than 250 NEW jobs in Sudbury. This planned investment is in keeping with Gateway's record of building local entertainment destinations in the communities where we operate. In Western Canada, we have worked closely with communities to create thousands of new jobs, leverage local vendors and create thousands of person years in construction employment. We look forward to doing the same in Greater Sudbury.

Sudbury has had a casino since November 1999 that has contributed more than \$38.8 Million in non-tax revenue to the city\*. In fact, that revenue contribution number to the community will continue to grow with the new development plus there will be additional revenues from local municipal property taxes and the wages and benefits that will accrue to the new employees Gateway will hire.

gatewaycasinos.com | 103-256 Pall Mall Street  
London, ON N6A 5P6

# PARTNERSHIPS

The Kingsway Entertainment District and Integrated Site Plan is a partnership between:

-  City of Greater Sudbury
-  Gateway Casinos & Entertainment Ltd. >
-  Dario Zulich & Company



The role of the existing casino in the Greater Sudbury economy has been significant. Wages and benefits for gaming employees since the casino came to Sudbury have totalled \$124.7 Million. The new planned casino, sports and entertainment and hotel complex will add more new, local jobs – not reduce employment in the city as some are suggesting. Purchases from local and regional vendors since November 1999 have totalled over \$24 Million in the greater Sudbury area. Again, this contribution will grow with our new planned investment.

Gateway is committed to continue local sourcing of goods and services within the community, wherever possible. That number will increase with enhanced food and beverage options on site and other amenities, many of which will be family friendly.

*“Gateway is planning to spend in the order of \$60 Million to build this new facility and create more than 250 NEW jobs in Sudbury.”*

Sincerely,

Keith Andrews  
Senior Vice President & Managing Director  
Gateway Casinos, Ontario

# PARTNERSHIPS

Other partnerships being explored:



Greater Sudbury Sports Hall of Fame



Sudbury District Motorsports Assoc.



Other Partners



November 16, 2017

Mayor Brian Bigger  
The Greater City of Sudbury  
200 Brady St.  
Sudbury, ON  
P3A 5P3

RE: Letter from the Sudbury District Motorsports Association "SDMA"

To: Mayor and Council Members,

*"We believe the opportunity to be located next to the proposed sports and entertainment district provides a win/win scenario for all parties."*

In order to answer your question, let's look at some facts:

- Because the SDMA is looking at Treaty/Crown land acquisition, our process is different than the process involved in the development of the sports and entertainment district, however, progress is being made.
- The SDMA has met with the MNR and outlined what our plans for the proposed site are. The consultation process with MNR was commenced on June 23rd by way of a letter of notification to the respective parties. The Treaty/Crown land acquisition process requires us to meet and consult with the local indigenous groups. We have started dialogue and will begin consultation in the coming weeks.

The SDMA wants to be very clear that the Kingsway location continues to be our preferred location. As stated at the press release, the Kingsway location was identified as a preferred location through a site vetting process carried out with the assistance and guidance of the Greater Sudbury Development Corporation.

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# WHAT WE HEARD

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The draft Integrated Site Plan was shaped with the help of hundreds of residents

# WHAT WE HEARD:

20 open house sessions with over **500 residents** providing feedback to project team.

Over **500 responses** submitted online.

Popular topics such as cost, timing, project completion date, and traffic flow were also discussed.



## ENVIRONMENT

Environmentally Conscious  
Green Space  
Future Development  
Location



## ENTERTAINMENT

Space for Large Events/Sports  
Full-day Destination  
Motorsports Park  
Casino/Gaming



## AMENITIES

Active Transportation  
Restaurants  
Ample Parking  
Hotel/Resort  
Twin Pads/Rec Centre

# PROGRAMMING & SITE FEATURES

## The first phase of the Kingsway Entertainment District encompasses:

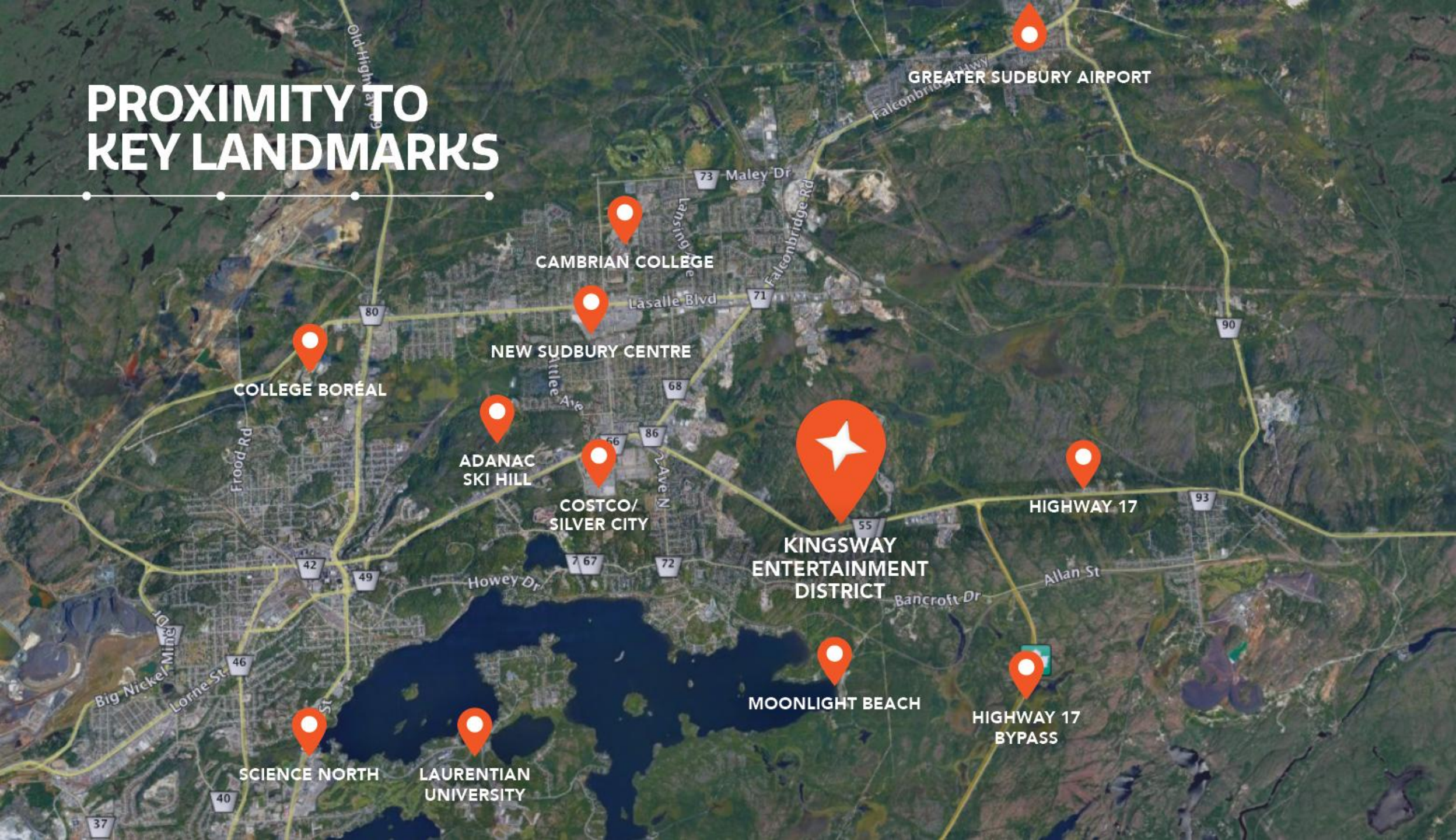
- » **City-owned Arena/Event Centre.**
- » Privately-owned Casino with food and beverage options connected to the Festival Square.
- » Hotel with exceptional banquet and meeting facilities.
- » Festival Square hosting year-round activities, performances and events.
- » Feature Pond acting as gateway to Entertainment District.
- » Ample green space for seasonal activities.
- » Pedestrian bridge as interior link between arena, hotel, casino and restaurants.
- » Walking and biking opportunities.
- » Lower Plaza for hosting smaller gatherings (i.e. corporate events, weddings).



CREATING A  
SPACE FOR ALL  
TO ENJOY.



# PROXIMITY TO KEY LANDMARKS



GREATER SUDBURY AIRPORT

CAMBRIAN COLLEGE

NEW SUDBURY CENTRE

COLLÈGE BORÉAL

ADANAC  
SKI HILL

COSTCO/  
SILVER CITY

KINGSWAY  
ENTERTAINMENT  
DISTRICT

HIGHWAY 17

MOONLIGHT BEACH

HIGHWAY 17  
BYPASS

SCIENCE NORTH

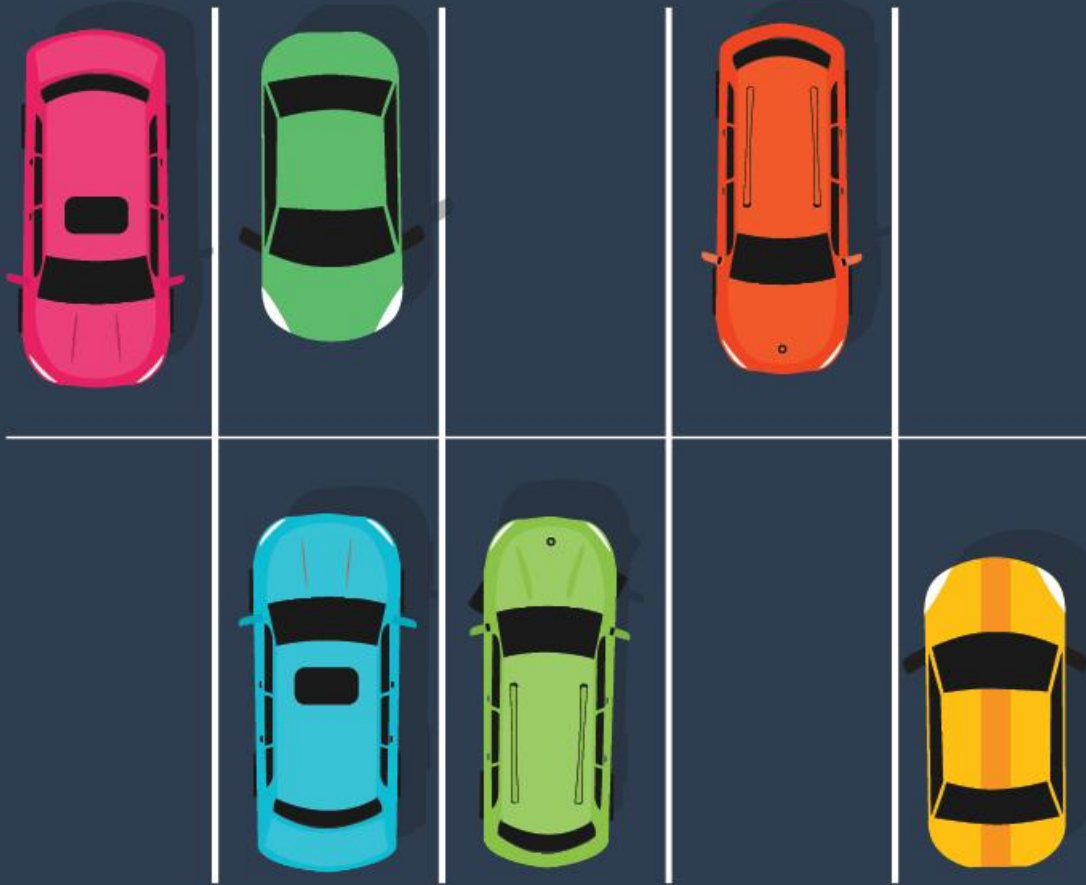
LAURENTIAN  
UNIVERSITY

# ACCESSIBILITY OF SITE

## Creating direct access to the site.

- » Access through two signalized intersections from the Kingsway.
- » Adjacent to the Ramsey Lake Cycle Tour de Sudbury.
- » On-site bicycle parking.
- » Trails, cycling, and walking paths.
- » **Dedicated transit drop-off right at the front door and additional trip frequency will be explored.**
- » Separate loading facilities, away from pedestrian activities.
- » Opportunities to link to Sudbury Trail Plan snowmobile trails.





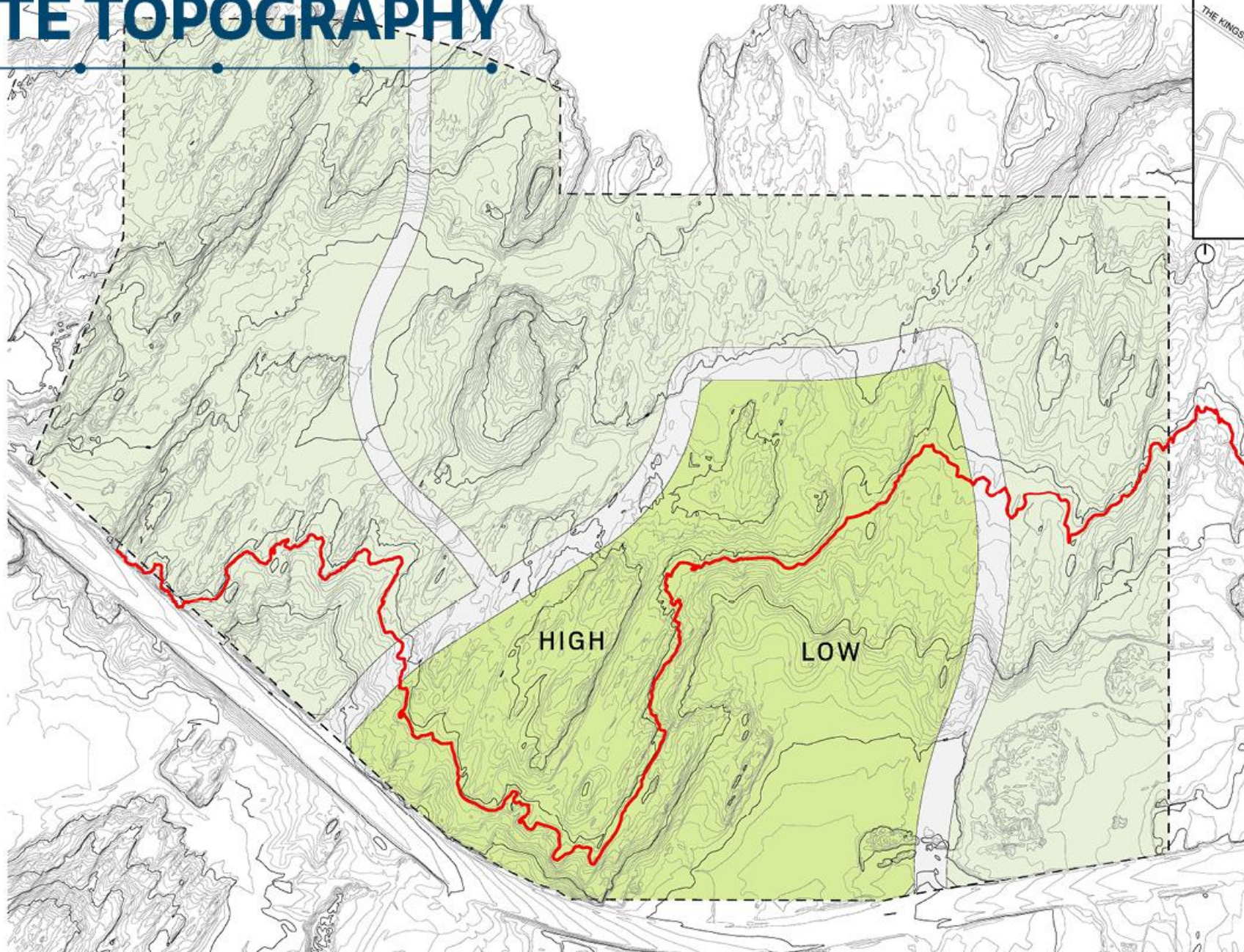
# PARKING

- » **Exceeds** parking requirements under the zoning by-law
- » **1,250 dedicated** spaces for the Arena/Event Centre
- » **1,400 additional dedicated spaces** north of the site within 400m of the entrance
- » **3,475 total spaces on site**



# FINAL INTEGRATED SITE PLAN

# SITE TOPOGRAPHY



Key Plan

# PROGRAM ELEMENTS



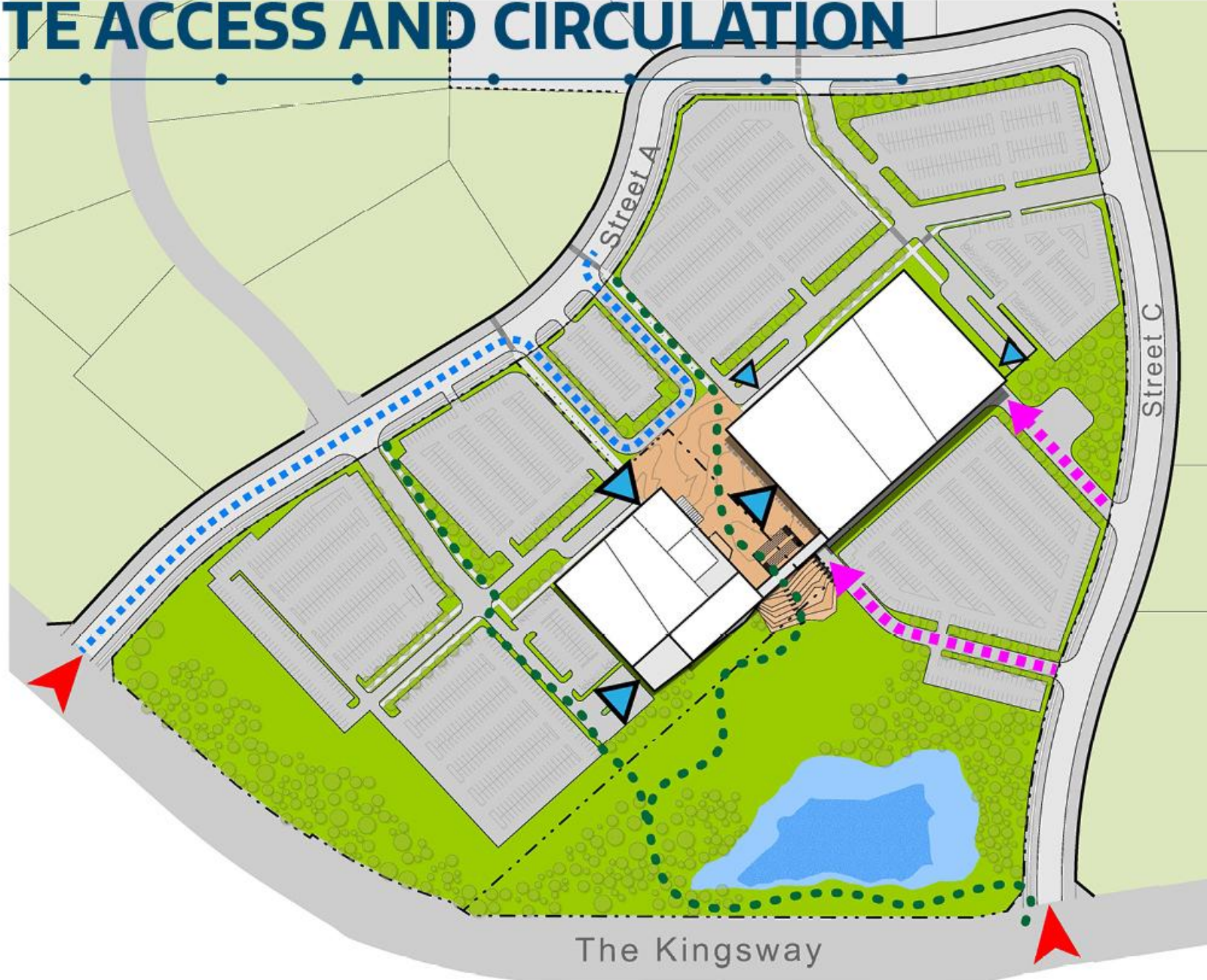
①

Key Plan

## Legend

- ① ARENA / EVENT CENTRE
- ② CASINO & RESTAURANTS
- ③ HOTEL
- ④ PEDESTRIAN BRIDGE
- CITY PROPERTY
- GATEWAY PROPERTY
- ZULICH PROPERTY

# SITE ACCESS AND CIRCULATION



Key Plan

## Legend

-  ENTRANCE
-  DISTRICT ENTRY
-  TRANSIT ROUTE
-  ACTIVE TRANSPORTATION
-  SERVICE/LOADING ROUTE

# PARKING STRATEGY



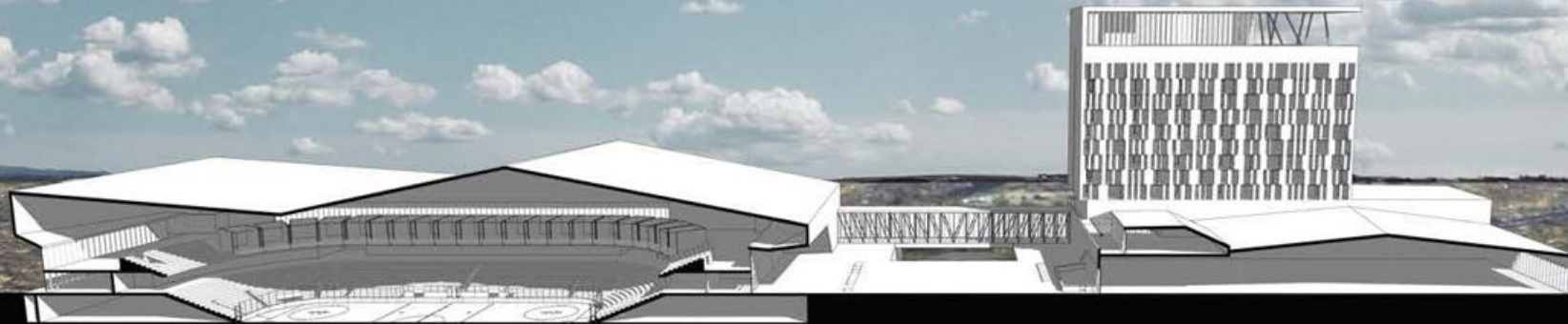
① Key Plan

## Legend

- ① ARENA / EVENT CENTRE
- ② FESTIVAL SQUARE
- ③ CASINO & RESTAURANTS
- ④ HOTEL
- ⑤ PEDESTRIAN BRIDGE
- ⑥ GREEN SPACE
- ⑦ FEATURE POND



# SECTION VIEW



# KINGSWAY VIEW



# FESTIVAL SQUARE WINTER



# FESTIVAL SQUARE SUMMER



KINGSWAY CENTRE

Casino

# NEXT STEPS

## Achieving the vision of a Kingsway Entertainment District.

- » A decision of Planning Committee regarding zoning is expected in the first four months of 2018. The zoning approval process will include an opportunity for public comment to the Planning Committee.
- » Financing for this project will be considered during the 2018 Budget process in December.
- » Evaluation Criteria for Design- Build RFP
- » **Targeted Opening 2020**



A SPACE THAT  
REPRESENTS  
OUR NORTHERN  
LIFESTYLE.



KINGSWAY ENTERTAINMENT DISTRICT

# QUESTIONS?

CENTRE

