

Background

At the March 7 City Council meeting, inquiries were made about the proposed Site Evaluation Matrix presented by PWC to evaluate potential Event Centre sites. Although Council approved the evaluation tool as presented, comments by several councilors indicated an expectation to further review and perhaps adjust elements of it. Specifically, there was some interest in confirming the scope of each evaluation category and the relative weight all categories had on the overall evaluation result.

When selecting a site, it is important that City Council and the community feel comfortable that the criteria used to evaluate and select a location are relevant to CGS and appropriately weighted. The process should reflect community values, a recognition of what is in the best financial interests of the City, and recognize the level of investment, both from a construction and operating perspective that the project and the various sites present.

Given the above information and based on feedback at the March 7 Council meeting, PWC has prepared four scenarios for use in comparing and evaluating potential sites.

For each scenario, criteria within “Of Highest Importance” will be weighted equally but given the highest percentage weighting, criteria within “Extremely Important” will be weighted equally and given the second highest percent weighting and criteria within “Important” will be weighted equally but given the least percentage weighting.

- The first scenario assumes that “cost” and “economic impact” will be of greatest importance, followed by “parking” and “access” (extremely important), followed by “vision”, “complimentary benefits”, “ease of development” and “city building” (important).
- The second assumes that each of “cost”, “economic impact”, “parking” and “access” are equally of highest importance, while “complimentary benefits” and “ease of development” would be extremely important while “vision” and “city building” would be important.
- The third assumes each of “cost”, “economic impact” and “parking” are equally of highest importance, while “complimentary benefits”, “access” and “ease of development” would be extremely important and “vision” and “city building” would continue to be important.
- The fourth assumes that “cost” and “economic impact” will be of greatest importance, while each of “vision”, “complimentary benefits”, “ease of development”, “access”, “parking” and “city building” would all be of secondary importance.

Prior to commencing any formal evaluation and ranking of sites, direction will be required in terms of which of the four aforementioned grouping should be considered, if any.

The preferred evaluation site matrix selected by Council will be used to evaluate sites by a site evaluation team comprised of the following senior City staff and PWC.

Ron Henderson, Special Advisor to the CAO
 Keith Forrester, Acting Director of Asset Services/Manager of Real Estate
 Jason Ferrigan, Director of Planning Services
 Ian Wood, Director of Economic Development
 Ron Bidulka, Consultant PWC

Outlined below are the four proposed groupings, following which is a description of each of the site selection criterion.

Scenario 1

Of Highest Importance	Extremely Important	Important
Cost Impact	Parking	Vision
Economic Impact	Access	Complimentary Benefits
		Ease of Development
		City Building

Scenario 2

Of Highest Importance	Extremely Important	Important
Cost Impact	Complimentary Benefits	Vision
Economic Impact	Ease of Development	City Building
Parking		
Access		

Scenario 3

Of Highest Importance	Extremely Important	Important
Cost Impact	Complimentary Benefits	Vision
Economic Impact	Ease of Development	City Building
Parking	Access	

Scenario 4

Of Highest Importance	Extremely Important	Important
Cost Impact		Vision
Economic Impact		Complimentary Benefits
		Ease of Development
		Access
		Parking
		City Building

Criteria Description

1 Vision

- a Will the development of a SEC on this site be seen by the residents as appropriate?
- b Is a SEC one of the highest and best uses of this site?
- c Does a SEC on this site reflect the City's vision and City's Official Plan?
- d Will this development stimulate future growth/expansion consistent with the City's vision?
- e Does the development of this site strike an appropriate balance between public and private sector benefits both short and long term?

2 Complimentary Benefits

- a Will the surrounding neighbourhood/area be positively impacted by this development?
- b Can this site support the development/expansion of an event/entertainment zone?
- c Will this project help develop or advance existing infrastructure expansion plans?
- d Are there additional benefits not necessarily associated with entertainment/event activity?

3 Ease of Development

- a Is the site well-serviced and can existing servicing handle the added requirements of a SEC?
- b Are there issues that would prolong the development or approval process?
- c Are there environmental issues or concerns associated with the site?
- d Are there significant geotechnical or topographic issues with the site specifically for a SEC?
- e Would development generate local area reaction/controversy?

4 Access

- a Does the site have easy vehicular access and egress for event setup?
- b Does the site have appropriate vehicular access and egress for spectators at events?
- c Does transit currently service the site and/or would service be provided?
- d Can transit reduce car dependent travel to this site?
- e Is this site accessible by patrons walking to the event (hotel, restaurants, etc.)?

5 Parking

- a Is there the potential for adequate parking on or near the site?
- b Is there existing parking in the area that can be used for events?
- c Does the event centre parking also effectively support other uses during non-event days?
- d Is there appropriate space for event loading/busing?

6 Cost Impact

- a Is there a cost premium for developing the spectator component on this site?
- b Is there a cost premium for overall site development?
- c Are there funding opportunities associated with the development of this site?
- d Are there partnering opportunities associated with the development of this site?

7 Economic Impact

- a Does the development of this site have a positive economic impact on the surrounding area?
- b Would this site become an entertainment/event destination?
- c Is this site positively impacted by the existing surrounding development?

8 City-building

- a Does the development on this site enhance the profile of Greater Sudbury as a destination?
- b Would the development of this site enhance the quality of life for the community?
- c Would the development as envisioned foster pride by the residents of Greater Sudbury?

Reference: City Council, March 7th, 2017, Arena Presentation report
<http://agendasonline.greatersudbury.ca/index.cfm?pg=feed&action=file&agenda=report&itemid=1&id=1124>