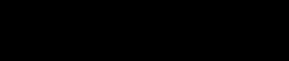

DOWNTOWN CIP and BROWNFIELD CIP APPLICATIONS - 185 Lorne Street - 01.2018

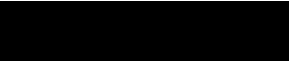
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Tuesday January 9, 2018.

 City of Greater Sudbury
200 Brady Street East, 3rd Floor
Sudbury, Ontario
P3A 5P3

Re: 185 Lorne - BROWNFIELD STRATEGY COMMUNITY IMPROVEMENT PROGRAM



Further to the BSCIP application last October, and the subsequent and failed presentation to council in December to ratify the request, please accept this application. A revised Downtown CIP application will follow though the values for the DCIP are included in this document.

The application provided last October ticked all of the boxes outlined in the Brownfield Strategy CIP. These programs have been heavily promoted by the Director of Planning in a previous role of Senior Planner going back several years which indicated the clear and true intention of rehabilitating a number of brownfield properties in Sudbury (see attached press and media). OLDENBURGinc. has spent substantial time, money and efforts to address ALL criteria for the BSCIP, to the extent that we followed the specific requests made by you to complete the BSCIP application (with substantial costs) in the weeks leading up to the application being delivered to your office in October.

As stated previously and based on the statements made to the media by the current Director of Planning and information on CGS website indicating the desire of staff and council (Downtown Master Plan, Downtown CIP, Brownfield Strategy CIP, CGS Master Plan, etc) the purchase and development of the property would not have been considered. At no time did I indicate in our discussions or documents last year that CGS would be ‘funding 48%’ of the project - this is simply not how it works or anything communicated to you. As you will see in the pages that follow, no monies will be forwarded to TBL LP until occupancy and for a period of 10 years afterward (for both DCIP and BSCIP). These programs were key items in the business plan and our decision making. Without the combination of these programs and incentives within, there would not have been a business case which would have made sense to redevelop this property. As reported by Bloomberg News ‘The solution, Ferrigan said, is to stimulate interest in these properties and allay fears about development costs. The brownfield strategy would offer financial incentives to reduce the up-front costs to developers, including a tax assistance program, landfill tipping fee rebates, planning and building fee rebates and a tax increment equivalent grant program. All of these incentives will be recoverable by the city when the property is fully developed and paying property taxes, he said.’ This statement cannot be any clearer. That said, the remediation of the site,the construction, the residential increases, commercial business, employment, economic growth, etc, are clearly aligned with the Downtown Master Plan, the vision of the Brownfield Strategy Program and the Downtown CIP.

Specifically for this property, CGS continues to use in their marketing brochure for the Brownfield Strategy Program a silhouette of the Brewhouse as the cover image of this communication piece - the property is the BSCIP “Poster Child’. With a clear vision of how the Downtown and Brownfield Strategy is for CGS, this particular brochure is a succinct indication of the importance of this property in the fabric of the city and its history. Much has been written and documented about CGS desire to have Brownfield’s rehabilitated in the city. City’s like Ottawa and Hamilton have wholeheartedly supported developers with their vision to transform land which has served a previous life(s) in order to build upon existing infrastructure and services in order to achieve the mandates set out by their Master Plans, ‘Place to Grow’ Act and Provincial Policy Statement (Ontario 2014).

Without the will, desire and clout and to ratify these programs - the financial benefits to CGS, Council and its citizens, will never realize the benefits you desire. Communicating the financial benefits to all stakeholders in the process is key to realizing the ultimate goal of rehabilitating these properties at risk, which as noted by Bloomberg News ‘the catch is that these properties are damaged and repurposing them will be expensive -- possibly cost prohibitive, Ferrigan said.’

The Brewer Lofts project addresses the clear priorities and objectives for the Brownfield Strategy and Downtown Sudbury CIP to rehabilitate and redevelop the original West End neighbourhood from which Sudbury built it self upon. We have done everything that you have asked for and expect to have you and the city to do the same in return.

As stated and requested previously, it is imperative that Finance and Tax Departments need to be included in these discussions in order to fully understand the offering and unsure why at every turn those opportunities were denied despite their lingering questions. The only reason that the TIEG value based on MPAC review was a substantial value is because the Municipal Tax base will grow 3,464% from its current level in perpetuity. Simple math indicates 100% of nothing happening is zero.

If there is anything that needs to be clarified, please do not delay in contacting us. You have the updated Ont Reg Phase II in hand.

Regards,

The TBL LP Partnership

ENDORSED PROGRAMS AND QUALIFICATIONS FOR SUBJECT PROPERTY

Downtown CIP

The purpose of the CIP is to:

1. Revitalize Downtown Sudbury; ✓
2. Increase the residential population of the downtown; ✓
3. Create and retain employment opportunities; ✓
4. Grow the municipal assessment base; ✓
5. Grow the municipal property tax revenue; ✓
6. Repair and intensify the existing urban fabric with compatible projects; ✓
7. Take advantage of existing infrastructure; and, ✓
8. Enhance the quality of the public realm ✓

<https://www.greatersudbury.ca/play/downtown-sudbury/the-downtown-sudbury-master-plan/>

<https://www.greatersudbury.ca/play/downtown-sudbury/the-downtown-sudbury-master-plan/downtown-community-improvement-plan/>

Brownfield Strategy CIP

To be eligible, the property must:

- Be located in the community improvement project area; ✓
- Be an urban property; ✓
- Have been previously used for commercial or industrial purposes; ✓
- Be vacant, derelict or at risk; ✓
- Be the subject of a residential or mixed use re-use or redevelopment proposal; and, ✓
- Have a "failed" Phase 2 Environmental Site Assessment. ✓

<https://www.greatersudbury.ca/do-business/planning-and-development/community-improvement-plans/brownfields/>





Oldenburg Inc.

PROPERTY 185 LORNE STREET	SIZE (sq ft.)	MARKET PRICE (As is/ As built)	MPAC VALUE* (\$)	TAX % (Total Sudbury)	TAX RATE % (Less Education)	TAX RATE % (Education)	TAX \$ (Total)	TAX \$ (less Education)	TAX \$ (Education)	TAX INCREASE (Year Total)	TAX INCREASE (Year Sudbury)	TAX INCREASE (Year Education)
MPAC VALUE (AS IS)												
Property Evaluation (2016)	55321 (1.27 Acres)	N/A	\$359,000	3.705850%			\$13,304	\$9,068	\$4,236			
CURRENT STATE												
Existing Land	55,321	-----	Combined in MPAC									
Existing Building	60,256	-----	Combined in MPAC									
Just Land (2017)	<25,000	Less than	\$359,000.00									
PRE CONSTRUCTION												
Residential (Based on 2016)*	76821	\$20,723,310	\$19,500,302	1.388801%	1.200001%	0.188800%	\$270,820	\$234,004	\$36,817			
Commercial (Based on 2016)*	18620	\$3,351,600	\$3,173,000	3.705908%	2.525908%	1.180000%	\$117,588	\$80,147	\$37,441			
Total	95441	\$24,074,910	\$22,673,302				\$388,409	\$314,151	\$74,258	\$375,105	\$305,082.87	\$70,022
							Tax Multiplier as %	Tax Multiplier as %	Tax Multiplier as %			
							2,919%	3,464%	1,753%			
*MPAC ASSESSED												

BROWNFIELD PROGRAM	TERM (Years/Timeline)	INCENTIVE (Details)	INCENTIVE (REQUEST VALUE)	NEW TAX VALUE (Total Year 2016)	NEW TAX VALUE (Total 10 Years)	TAX INCREASE (Year 2016)	TAX INCREASE (10 Years)	TIEG VALUE	QUALIFYING STATEMENT			
1 - BROWNFIELD TIEG (Municipal Portion)	5/5 Years	100% of Municipal incremental increase for 5 years	see TIEG VALUE	\$388,409	\$3,884,089	\$305,083	\$3,050,829	\$1,525,414	Municipal Tax Portion		1	\$1,525,414
1a - BROWNFIELD TIEG (Education Portion)		100% of Education incremental increase for 5 years	see TIEG VALUE			\$70,022	\$700,220	\$350,110	Education Tax Portion			\$350,110
2 -ZONING BY-LAW AMENDMENT	one time/rebate	N/A - application prior	N/A	-----	-----	-----	-----	-----			2	N/A
3 - SITE PLAN CONTROL	one time/rebate	At occupancy	\$1,750	-----	-----	-----	-----	-----			3	\$1,750
4 - PLAN OF CONDOMINIUM	one time/rebate	At occupancy	\$2,900	-----	-----	-----	-----	-----			4	\$2,900
5 - BUILDING PERMIT REBATE	one time/rebate	1% of anticipated construction costs	\$145,000	-----	-----	-----	-----	-----			5	\$145,000
OCCUPANCY PERMIT	one time	inc. with Building Permit	N/A	-----	-----	-----	-----	-----				N/A

SUBJECT PROPERTY - 185 LORNE ST: THE BREWER LOFTS	INCENTIVE VALUE Paid over a period of 10 years	Use of Funds and Payout of Incentives	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029
DOWNTOWN CIP (program written and promoted by staff under the direction of current and previous councils)												
Downtown Tax Incremental Exemption Grant (DTIEG) - provides rebate back to proponent (or designated benefactor) based on the increase of municipal tax value that the proponent provides to the City of Greater Sudbury. (100% of increase for 4 years and 50% of increase for 6 years)	\$2,135,581		\$305,083	\$305,083	\$305,083	\$305,083	\$152,542	\$152,542	\$152,542	\$152,542	\$152,542	\$152,542
Facade Improvement Rebate - one time maximum of \$15,000 upon completion	\$15,000		\$15,000	-----	-----	-----	-----	-----	-----	-----	-----	-----
Planning Fee Rebate - one time maximum of \$5,000	\$5,000		\$5,000	-----	-----	-----	-----	-----	-----	-----	-----	-----
Building Fee Rebate - N/A as Brownfield Strategy will cover this	N/A		N/A									
Residential Per Door Program Incentive - limit of \$200,000	\$200,000		\$200,000	-----	-----	-----	-----	-----	-----	-----	-----	-----
Feasibility Study Grant - Not applied for - N/A	N/A											
INTEREST FREE LOAN - DELETE FROM REQUEST	N/A											
BROWNFIELD CIP (program written and promoted by staff under the direction of previous councils - Stackable with other Incentive Programs)												
Brownfield Tax Incremental Exemption Grant (BSTIEG) - provides rebate back to proponent (or designated benefactor) based on the increase of municipal and education tax that the proponent provides to the City of Greater Sudbury. (100% of increase for 5 years)	\$1,875,525		\$375,105	\$375,105	\$375,105	\$375,105	\$375,105	-----	-----	-----	-----	-----
Zoning By-law Amendment - Not applicable as application came after amendment to Site Plan Control - \$1,750	N/A											
Site Plan Control - \$1,750	\$1,750		\$1,750	-----	-----	-----	-----	-----	-----	-----	-----	-----
Plan of Condominium - \$2,900	\$2,900		\$2,900	-----	-----	-----	-----	-----	-----	-----	-----	-----
Building Fee Rebate - 1% of Construction Costs	\$150,000		\$150,000	-----	-----	-----	-----	-----	-----	-----	-----	-----
Property Tax Holiday - 36 months during development period (Municipal Portion)	\$27,204		\$27,204	-----	-----	-----	-----	-----	-----	-----	-----	-----
TOTAL INCENTIVES	\$4,412,960	YEARLY PAYOUT AFTER COMPLETION	\$1,082,042	\$680,188	\$680,188	\$680,188	\$527,647	\$152,542	\$152,542	\$152,542	\$152,542	\$152,542
ASSUMPTIONS												
Current Property Value (2016 MPAC Assessment)	\$359,000											
Future Property Value (Based on MPAC Assessment)	\$22,673,302											
INCREASE IN PROPERTY VALUE	\$22,314,302											
Current Tax Value (Municipal and Education) (YEAR)		\$13,304										
Current Municipal Portion (YEAR)		\$9,068										
Current Education Portion (YEAR)		\$4,236										
New Tax Value (Municipal and Education) (YEAR)			\$388,409 ***									
New Tax Value Municipal Portion (YEAR)			\$314,151									
New Tax Value Education Portion (YEAR)			\$70,021									
INCREASED PROPERTY TAX (YEAR)												
Differential in Tax Value (Municipal and Education) - positive increase in tax				\$375,105 ***		2,819.49% increase						
Differential in Tax Value Municipal - positive increase in tax				\$305,083		3,364.39% increase						
Differential in Tax Value Education - positive increase in tax				\$65,785		1,553.00% increase						
INCREASED PROPERTY TAX (10 YEARS)												
Differential in Tax Value (Municipal and Education) - positive increase in tax						\$3,751,050 ***						
Differential in Tax Value Municipal - positive increase in tax						\$3,050,830						

**TBL LP MAY WORK WITH THE CITY TO EQUALIZE TIEG AND INCENTIVE PAYMENTS OVER THE 10 YEAR PERIOD

** TBL LP ANTICIPATES THAT THE INCREASED MILL RATE BASED ON THE NEW MPAC ASSESSMENT TO CAN BE ABSORBED FOR 0.122%/YR

(ASSUMPTION +\$305K TAX INCREASE AND \$250.0M BUDGET, \$305,000/\$25,000,000 = 0.122%/yr absorption rate)

Brownfield strategy kickstarting development in Sudbury

Sudbury is being lauded for its efforts to reclaim brownfield sites across the city, and in the process is attracting new interest in development for sites that have otherwise been overlooked.

May 14, 2013 5:19 PM by: Lindsay Kelly

[Sudbury](#) is being lauded for its efforts to reclaim brownfield sites across the city, and in the process is attracting new interest in development for sites that have otherwise been overlooked.

In January, the [city received a Sustainable Communities Award](#) from the [Federation of Canadian Municipalities](#) (FCM) for its brownfield strategy and community improvement plan, Reclaiming Our Urban Places. The FCM awards, given to 12 municipalities across Canada, recognize innovation and excellence in sustainable local development.

Created over a three-year period, Sudbury’s brownfield strategy offers incentives to developers who are interested in repurposing vacated properties that were previously used for commercial or industrial purposes, but hold back because of financial barriers tied to the remediation, reuse and development of the properties.

“It’s been really positively received, and so we have a lot of interest from the development community now that this program is in place,” said Jason Ferrigan, a senior planner with Sudbury, of the plan. “What you’re seeing is the development industry, because of the program, taking another look at these properties, which haven’t been looked at in a long time.”

Based on the geography of the city, the strategy applies to the downtown, town centres, mixed use corridors, and living area designations.

When developing the strategy, Ferrigan said, development professionals agreed that certain major barriers were holding them back from looking at brownfields.

Absentee ownership made it difficult to track down property owners; real or perceived contamination of a property deterred interest; provincial regulations made the process expensive; and there was a lack of awareness within the broader community about brownfield reclamation.

In response, the city developed a four-part strategy tailored to those issues. To combat absentee ownership, the city enacted a new tax-sale procedure that outlines the steps the city can take to recover losses once a property goes into tax arrears.

To assist with the cost of remediation, the city offers four financial incentive programs: tax deferrals, landfill tipping fee rebates, planning and building permit fee rebates, and tax increment equivalent grants. Properties have to meet certain criteria to qualify for the incentives, which apply at different points during the development cycle.

And, there is an ongoing marketing strategy to attract interest and increase community awareness of the issue.

Sudbury has about 80 brownfield sites spread throughout the community, so the impact isn’t insignificant.

“These sites will be redeveloped one at a time, over a period of five to 10 years,” Ferrigan said. “We won’t see change happen overnight, but we’ll see change happen on individual sites as those decisions are made to bring them back on-stream to the development cycle.”

The city received its first application under the program last year—the conversion of a former industry property to residential property, what Ferrigan calls a “classic” example of a brownfield—and it will come to council soon for approval. Other developers have indicated their interest as well.

“We’re seeing activity beginning to solidify on two other sites, and now we’re working out the program details with potential applicants to see how the program would fit on their property,” Ferrigan said. “Hopefully those will be positive discussions at the end of the day, and we’ll have at least two more applications under the brownfield program at the end of this year.”

Ferrigan said that, during the city’s Brownfield Symposium in 2009, it was noted that developers seek out proactive communities actively trying to attract investment by offering incentives like the ones offered in Sudbury. He believes the brownfield strategy and community improvement plan helps position Sudbury to be competitive in this field.

Sudbury earns nod for brownfield strategy

Sudbury has received a Sustainable Communities Award from the Federation of Canadian Municipalities (FCM) for its brownfield strategy and community improvement plan.

Feb 15, 2013 7:55 PM by: Northern Ontario Business Staff

The FCM awards, awarded to 12 municipalities across Canada, recognize innovation and excellence in sustainable local development.

"Sudbury has again demonstrated leadership in facing environmental challenges and developing economic opportunities," Mayor Marianne Matichuk said in a news release. "I commend city staff and council for being proactive and seizing these opportunities. It's projects such as these that make Greater Sudbury a world-class city in which to live, work and play."

Reclaiming Our Urban Places, Sudbury's brownfield strategy and community improvement plan, offers financial incentives to redevelop vacated properties that were previously used for commercial or industrial purposes. The plan is designed to reduce the number of vacated, underused and derelict urban properties in the community by offering potential purchasers assistance with upfront costs associated with remediation, reuse and redevelopment.

"I am very proud that the excellent work of our municipal planning staff has achieved recognition in a national forum," Bill Lautenbach, general manager of growth and development, said in the release. "Reclaiming Our Urban Places has economic, environmental and social benefits that can return many vacant properties to full and productive urban uses."

Brownfield strategy garners national nod

Reclaiming Our Urban Places, Greater Sudbury’s Brownfield Strategy and Community Improvement Plan has been recognized as a national leading example by the Canadian Urban Institute’s (CUI) Brownie Awards.

Oct 11, 2012 8:43 PM by: Sudbury.com Staff

Reclaiming Our Urban Places, Greater Sudbury’s Brownfield Strategy and Community Improvement Plan has been recognized as a national leading example by the Canadian Urban Institute’s (CUI) Brownie Awards.

The strategy was named as a finalist in Category 1: Legislation, Policy and Program Development. Awards were presented late last week at the annual Canadian Brownfields conference, Gala Dinner in Niagara Falls.

“I’m proud of the dedicated and committed team behind this project,” said Bill Lautenbach, City of Greater Sudbury General Manager of Growth and Development. “To have this strategy recognized at a National Level and judged by peer experts in the industry, shows our ideas are among the best in the country.”

The CUI Brownie Awards, now in its 12th year, recognized winners in seven categories from across Canada for their leadership, innovation and commitment to building sustainable communities. The Brownie Awards jury is made up of representatives from ten professional and industry associations from across Canada.

The goal of the City of Greater Sudbury’s Brownfield Strategy and Community Improvement Plan is to breathe new life into already-used and now vacant commercial properties, known as brownfields.

Plan looks to spur redevelopment

By [Bloomberg News](#)

Wednesday, February 15, 2012 8:23:08 EST AM

The City of Greater Sudbury is offering financial incentives redevelop underused properties.

The plan is designed to encourage owners of vacated or derelict urban properties by offering assistance with the upfront costs of remediation, reuse and redevelopment.

The city's new brownfield strategy was approved last year, but the city was in a position to accept applications starting this week.

The city has identified 60 brownfield properties, such as old gas stations and storage yards, and 16 more such properties in danger of falling into tax arrears. Together, these properties have an assessed value of \$16.1 million and pay \$675,000 a year in property taxes. But they can be so much more valuable and improve the quality of life in neighbourhoods communities at the same time, senior planner Jason Ferrigan said.

He gave the example of a derelict gas station somewhere in the city. The property is assessed at \$169,000 and generates \$7,965 in taxes for the city every year.

However, fully developed as a 20-home neighbourhood, the same property would be assessed at \$4.6 million and generate \$77,300 a year in taxes for the city.

The catch is that these properties are damaged and repurposing them will be expensive -- possibly cost prohibitive, Ferrigan said.

Thus, the city will offer financial incentives to the owners or potential owners of these properties to get the ball rolling.

Financial incentives include:

- * Tax deferrals or cancellations during property rehabilitation and development for up to 36 months;
- * Rebates on landfill tipping fees up to \$40,000;
- * Planning and building permit fees rebates of up to \$70,000;
- * A deferral of tax increases that result from property improvements for up to five years.

"The Brownfield Strategy and Community Improvement Plan is already generating interest within the local development community," Bill Lautenbach, general manager of growth and development, said.

"Brownfield redevelopment has many economic, environmental and social benefits. Removing barriers and unlocking the latent potential of these properties is another step to creating a stronger, healthier and better-looking Greater Sudbury."

Interested parties are invited to learn more by dialing 3-1-1 to speak Ferrigan at the City of Greater Sudbury. Information and application forms are also available online at www.greatersudbury.ca/brown fields.

City to launch brownfield financial incentives

The city's planning committee will be getting a look at four financial incentive programs to help reduce upfront costs associated with remediation, reuse and redevelopment as part of its Brownfield Strategy and Community Improvement Plan.

Feb 9, 2012 7:56 PM by: Sudbury.com Staff

The city's planning committee will be getting a look at four financial incentive programs to help reduce upfront costs associated with remediation, reuse and redevelopment as part of its Brownfield Strategy and Community Improvement Plan.

Brownfields are described as property previously used for commercial or industrial purposes that is vacant, derelict or at risk that a private proponent proposes to re-use for residential use or mixed use. They are usually, but not exclusively, former industrial or commercial properties. In 2008, city council set staff on a path to develop the Brownfield CIP.

Since this time, city staff formed an interdepartmental staff team, conducted research, consulted with the local development community, as well as community and brownfield industry stakeholders, and developed a draft strategy and community improvement plan to guide the revitalization of brownfields across the city.

There are about 60 brownfields located in the city, according to a report presented to the city's policy committee in March 2011. About 16 of them have been identified as “at-risk” properties, with an accumulated \$1.9 million in arrears. The majority of all brownfields have a good redevelopment potential.

The financial incentive component is the second step of a four-step strategy. This component is being launched at the Feb. 13 planning committee meeting. Parts three and four will be marketing and attracting investment, and education and building capacity, respectively.

All applications will be reviewed by city staff and considered by city council.

- The four incentive programs include:
- Tax assistance program: This program defers or cancels 100 per cent of the municipal and education portion of the property tax (education portion subject to Minister of Finance approval) during the rehabilitation period (up to 18 months) and development period (a time period approved by council, up to 18 months). The amount of assistance provided under this program varies depending on existing assessment and taxation, as well as the duration of rehabilitation and development periods.
 - Landfill tipping fee rebate program: This program reduces landfill tipping fees from \$72 to \$36 per metric tonne for impacted soil being removed from a brownfield, provided that it can be used as cover material at the city’s landfill site. The City will provide approximately \$200,000 in funding under this program annually. The total amount of funding provided to each property will be \$40,000.
 - Planning and building permit fee rebate program: This program refunds all or part of planning and building permit fees collected as part of the reuse or redevelopment of a brownfield, after certain performance criteria are met. The city will provide approximately \$350,000 in funding under this program annually. The total amount of funding provided to each property will be \$70,000.
 - Tax increment equivalent grant program: This program grants 100% of the incremental increase in the municipal portion of the property tax revenue associated with a project for a period of up to five years. The amount of assistance provided under this program varies depending on existing assessment and taxation, the value of the project and its impact on assessment and taxation.
- These programs can be used in conjunction with other incentive programs offered by the city or other levels of government. The total amount of incentives shall not exceed eligible costs.

More information can be found by clicking [here](#).

Turning industrial eyesores into new tax revenue

By [Bloomberg News](#),

Thursday, September 8, 2011 8:58:21 EDT AM

The two abandoned gas stations on Regent Street at the corner of McLeod and Hyland have long annoyed Ward 9 Coun. Doug Craig.

The two pie-shaped wedges of land on one of Sudbury's busiest stretches of road are ideal for development, but instead have sat empty for 10 years, he says.

The reason properties like these two sit empty for so long, and possible solutions to redeveloping them, were approved to the city's planning committee Tuesday in the form of the Brownfield Community Improvement Plan.

The goal is to breathe new life into the many vacant commercial and industrial properties spread across the city, like the two on Regent Street.

The problem, says city planner Jason Ferrigan, is that the owners of these abandoned properties would rather walk away from them than go through the process of rehabilitating and reusing or marketing them.

The two sites on Regent, for example, have been abandoned by large petroleum companies that are not, traditionally, in the land development business. If someone wanted those sites, they could inquire about them, but the likely rehabilitation costs scare potential developers away.

The solution, Ferrigan said, is to stimulate interest in these properties and allay fears about development costs. The brownfield strategy would offer financial incentives to reduce the up-front costs to developers, including a tax assistance program, landfill tipping fee rebates, planning and building fee rebates and a tax increment equivalent grant program.

All of these incentives will be recoverable by the city when the property is fully developed and paying property taxes, he said.

The report gave the example of a former gas station on a key corner lot in a town centre surrounded by homes and businesses. The now-vacant property is assessed at \$69,000 and generates \$2,276 in annual tax revenue.

If the property were developed into a one-storey commercial building, its assessed value would jump to \$467,000 and annual tax revenue to the city would rise to \$22,000.

A staff survey found 66 vacant and abandoned commercial and industrial properties in the city. As well, there are another 17 commercial or industrial properties in tax arrears and eligible to proceed to a failed tax sale.

Mostly, these properties were once automobile service and repair shops, dry cleaners, coal and fuel storage yards, concrete batching operations, warehousing and transport terminals. Most were gas stations -- 14% of the properties surveyed were once or still are owned by major petroleum companies.

The assessed value of these 83 properties was \$16 million in 2009, generating \$674,711 in municipal tax revenue. Therein lies the incentive for a brownfield strategy: Redevelopment results in increased assessment, increased property value and increased tax revenue for the city.

The environmental integrity of these 83 brownfield sites is unknown, Ferrigan said, creating an obstacle.

If the brownfield strategy can encourage someone to buy and build on either or both properties on Regent, then Craig says he's all for it.

"They're eyesores right now, and they don't do anything for the community," he said. "If we can turn them into viable businesses, then everybody wins."

Much to the surprise of the planning committee, a local environmental consultant asked to address the committee about the plan.

Carole Henri, a local environmental and health and safety consultant, lavished praise on the plan. Henri told the committee she's worked with many municipalities on industrial site rehabilitation work and finds Sudbury's approach refreshing.

She also suggested the city set up a citizen's task force, not unlike the city's Lake Improvement Advisory Panel, to help work on specific sites in various communities.

Deal with vacant, abandoned properties, city urged

By [Bloomberg News](#), Sudbury Star wire service

Monday, March 28, 2011 6:10:44 EDT AM

Greater Sudbury is missing out on an opportunity to restore town centres and neighbourhoods and generate needed revenue, city councillors have been told.

City planner Jason Ferrigan presented council with the outline of a Brownfield Community Improvement Plan, a strategy to breathe new life into the many vacant commercial and industrial properties spread across the city and the communities they blight.

"Economically, brownfields have a negative effect on property values, assessment, taxation and municipal revenues," Ferrigan told councillors.

"As commercial or industrial properties that are not being used, brownfields represent a lost opportunity in terms of jobs and productivity. They also contribute to the underutilization of existing infrastructure."

In many ways, Greater Sudbury is fortunate the demise of a large industry has not left swaths of vacant land next to waterfront or urban centres like so many other communities in Ontario's manufacturing belt, Ferrigan said.

Instead, Sudbury's brownfields are in pockets in almost every community, along main roads and at key intersections.

A staff survey found 66 vacant and abandoned commercial and industrial properties in the city. As well, there are another 17 commercial or industrial properties in tax arrears and eligible to proceed to a failed tax sale.

The environmental integrity of these 83 brownfield sites is unknown, Ferrigan said.

Mostly, these properties were once automobile service and repair shops, dry cleaners, coal and fuel storage yards, concrete batching operations, warehousing and transport terminals. Most were gas stations -- 14% of the properties surveyed are owned by major petroleum companies.

The assessed value of these 83 properties was \$16 million in 2009, generating \$674,711 in municipal tax revenue. Therein lies the incentive for a brownfield strategy: Redevelopment results in increased assessment, increased property value and increased tax revenue for the city.

For example, in Guelph, the redevelopment of four industrial sites for residential/commercial uses resulted in \$26.7 million increase in assessment and a corresponding \$569,000 increase in annual tax revenue.

Ferrigan's report gave the example of a former gas station on a key corner lot in a town centre surrounded by homes and businesses. The now-vacant property is assessed at \$69,000 and generates \$2,276 in annual tax revenue.

If the property were developed into a one-storey commercial building, its assessed value would jump to \$467,000 and tax revenue to the city would rise to \$22,000.

Just as important, the redevelopment would repair the gap in the community's urban fabric and strengthen the gateway into the town centre.

"Socially, the condition and quality of brownfields can detract from a neighbourhood's quality of place," Ferrigan said.

Left alone, these properties could sit derelict forever, he said.

The city can get the ball rolling by marketing brownfield sites in the city and attracting investment to them.

Ferrigan also suggests financial incentives to reduce the up-front costs to developers, including a tax assistance program, landfill tipping fee rebate program, planning and building fee rebate program and a tax increment equivalent grant program.

Councillors accepted the report with little discussion.

The city will hold open houses for public input on the Brownfield Community Improvement Plan later this spring with a view to council passing it next fall.

COVER LETTER

Friday January 12, 2018.

[REDACTED] City of Greater Sudbury
200 Brady Street East, 3rd Floor
Sudbury, Ontario
P3A 5P3

Re: 185 Lorne - DOWNTOWN COMMUNITY IMPROVEMENT PROGRAM APPLICATION

[REDACTED]

Further to the DCIP application last year, and the subsequent misrepresented business case and failed presentation to council in December to ratify the request, please accept this application. A revised Brownfield Strategy CIP application (a stackable program based on the policy of CGS) was sent on January 9, 2018.

The application provided last October ticked all of the boxes outlined in the Downtown CIP. These programs have been heavily promoted by the city, its Director of Planning in his current and previous role of Senior Planner going back several years which indicated the clear and true intention of the Downtown Sudbury Master Plan and the Official Plan for the City of Greater Sudbury (see attached press and media). OLDENBURGinc. has spent substantial time, money and efforts to address ALL criteria for the DCIP, to the extent that we followed the specific requests made by you to complete the DCIP application (with substantial costs) in the weeks leading up to the application being delivered to your office in September. [REDACTED]

As stated previously and based on the statements made to the media by the current Director of Planning and information on CGS website indicating the desire of staff and council (Downtown Master Plan, Downtown CIP, Brownfield Strategy CIP, CGS Master Plan, etc) the purchase and development of the property would not have been considered by us. At no time did I indicate in our discussions or documents last year that CGS would be ‘funding 48%’ of the project - this is simply not how it works or anything communicated to you. As you will see in the pages that follow, no monies will be forwarded to TBL LP until occupancy and for a period of 10 years afterward (for both DCIP and BSCIP). These programs were key items in the business plan and our decision making. Without the combination of these programs and incentives within, there would not have been a business case which would have made sense to redevelop this property from our point of view. As the BSCIP and DCIP are closely aligned in their intention and wording - the reports by Bloomberg News regarding the BSCIP ring true for the DCIP as promoted - ‘The solution, Ferrigan said, is to stimulate interest in these properties and allay fears about development costs. The brownfield strategy would offer financial incentives to reduce the up-front costs to developers, including a tax assistance program, landfill tipping fee rebates, planning and building fee rebates and a tax increment equivalent grant program. All of these incentives will be recoverable by the city when the property is fully developed and paying property taxes, he said.’ This statement is very very clear and a guideline for our interest in investing into Sudbury. That said, the remediation of the site,the construction, the residential increases, commercial business, employment, economic growth, etc, are clearly aligned with the Downtown Master Plan, the vision of the Brownfield Strategy Program and the Downtown CIP.

Uniquely, the new DCIP presented to planning in November 2016 as it relates to this subject property is greater than the previous program which we built our financial model around. The TBL LP partnership did not create the DCIP or BSCIP programs but used their guides and the expressions from your department that they are available for developers like us. In meeting with prospective investors to subordinate our equity investment we brought to Sudbury, Jason Ferrigan indicated in these meeting that ‘the sky is the limit’ and that the programs ‘prime the pump’ to revitalize the CIP areas whether in the downtown or as a brownfield.

As the subject property is the BSCIP “Poster Child”, it effectively is the poster child for the policies that the Planning Department has written, based on significant public consultations, fees for outside (specialized) consultants not to mention the internal costs associated with city administration and management . Based on clear indications from Planning and CGS - we decided to purchase the property to develop. The indications are available to view on CGS website:

1. Downtown Visions - 2005
2. City of Greater Sudbury Official Plan - 2006-present
3. 2004-2006: Revision of the Official Plan to allow this property and others in CGS to rezone to a new use without proponents having to go thorough an Official Plan Amendment
4. Development and Council approval of BSCIP and DCIP programs (pre-dating 2014 and purchase of subject property)
5. Expansion and Approval of Downtown CIP area - June 2014
6. www.gs2025.ca
7. Planning department presentation of revised (and expanded DCIP) in November 2016 and ratified by Council in December 2016.
8. Heavy promotion of DCIP programs to press, landowners, developers in 2017

Without the will, desire and clout from Planning to communicate to council and to ratify these programs - the financial benefits to CGS, Council and its citizens, will never realize the benefits you desire. Communicating the financial benefits to all stakeholders in the process is key to realizing the ultimate goal of rehabilitating these properties at risk, if you have a policy written to encourage the very thing you want to have happen and don't' have the ability to fulfill the mandate, then why bother with the charade. If we knew that the words and policies brought forward by Planning would not be properly reviewed or presented - then we would not have invested in Sudbury. [REDACTED]

The Brewer Lofts project addresses the clear priorities and objectives for the Brownfield Strategy and Downtown Sudbury CIP to rehabilitate and redevelop the original West End neighbourhood from which Sudbury built it self upon. We have done everything that you have asked for and expect to have you and the city to do the same in return. As stated and requested previously, it is imperative that Finance and Tax Departments need to be included in these discussions in order to fully understand the offering and unsure why at every turn those opportunities were denied by Planning despite their lingering questions. The only reason that the TIEG value based on MPAC review was a substantial value is because the Municipal Tax base will grow 3,464% from its current level in perpetuity. Simple math indicates 100% of nothing happening is zero.

If there is anything that needs to be clarified, please do not delay in contacting us.

Regards,

The TBL LP Partnership



Oldenburg Inc.

As requested, the Municipal Property Assessment Corporation (MPAC) has completed an assessment estimate for the proposed mixed use condominium complex located on [REDACTED]

The estimated [REDACTED] Assessment is:

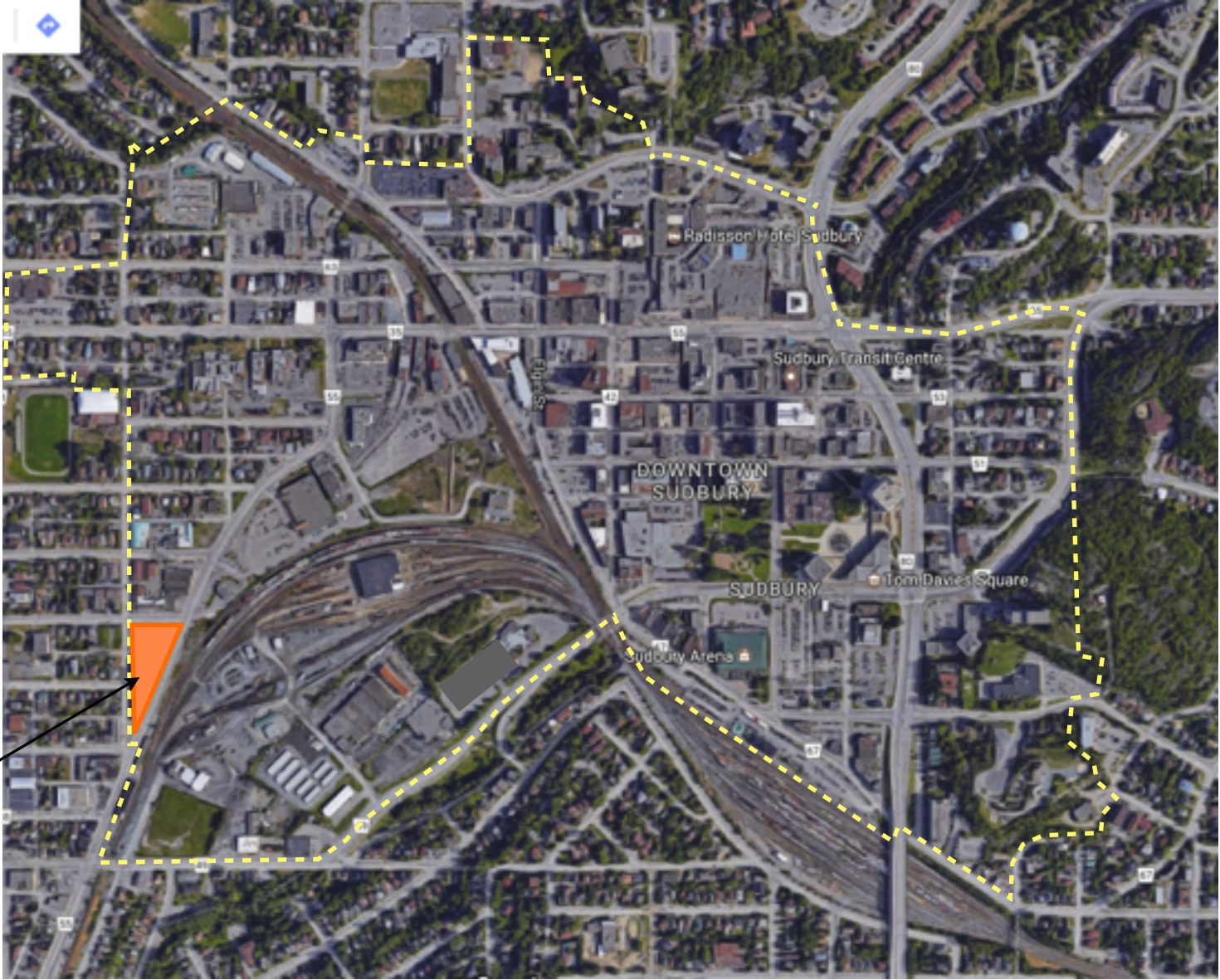
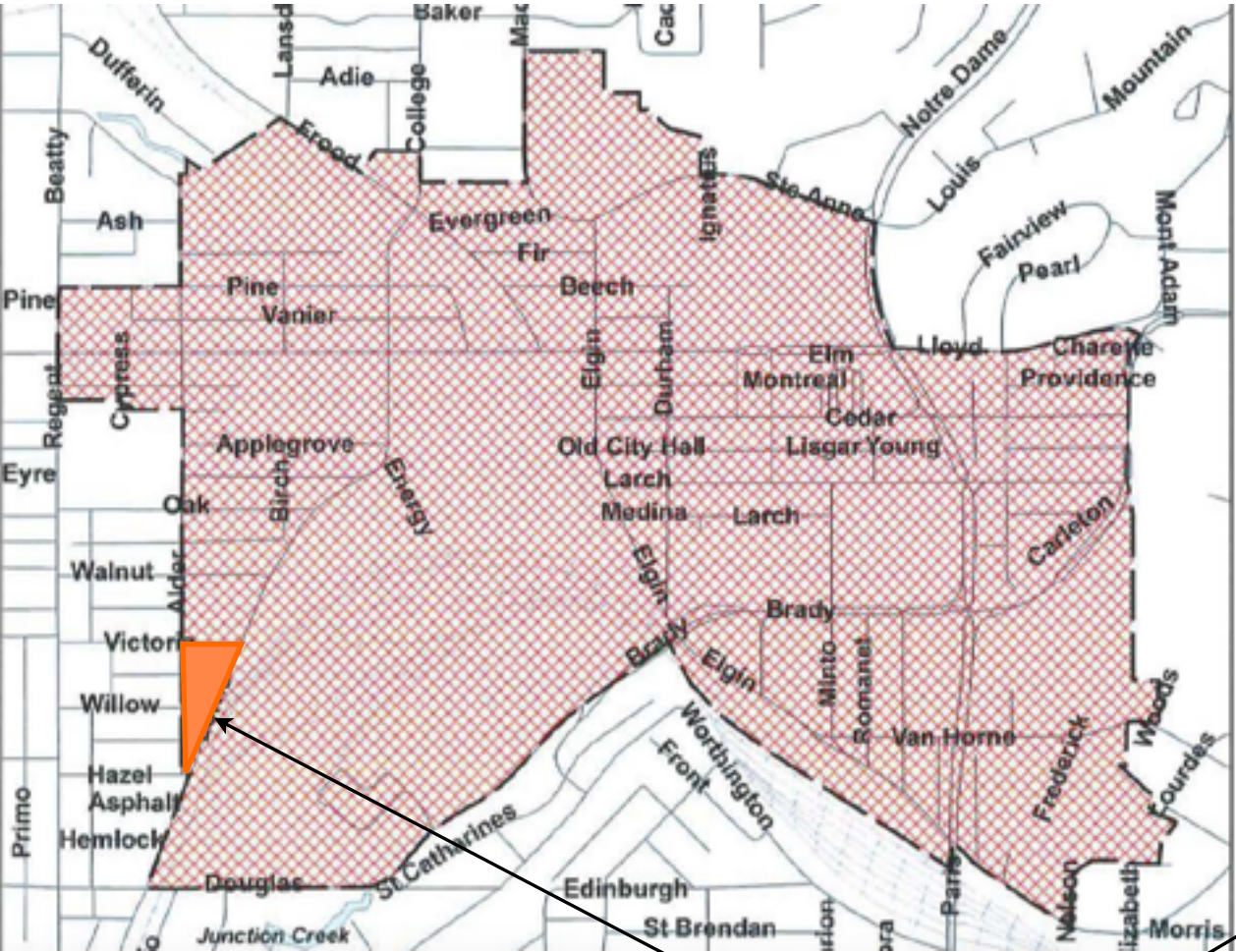
\$ 19,500,302	Residential
\$ 3,170,000	Commercial

The client acknowledges that the data and assumptions relied upon in the Estimate are inherently subject to uncertainty and variation. Actual results may vary from the projections provided in the Estimate. The client acknowledges that an inspection of the property will be required upon completion of the project to verify the property and land characteristics necessary to determine a proper assessment and that MPAC reserves the right to revise the amount of the assessment provided in the Estimate as required. In the event of any discrepancy between the Estimate and the actual assessment of the property, the actual assessment of the property shall prevail.

Sincerely,

OLDENBURGinc.
A RENAISSANCE COMPANY

DOWNTOWN CIP AREA



Subject Property

PROJECT DESCRIPTION

Existing Properties

- 185-227 Lorne Street (abandoned building), Victoria Street at Alder Lots (2 empty lots) and the purchase and closure of Alder Street (as per rezoning approval) - 2.1 Acres
- Property is derelict, vacant and abandoned
 - MPAC values as vacant land
 - Historic neighbourhood
 - Closing of city street to create public park and private right of way.

Proposed Development (Zoning Approved)

- 50 residential condominium lofts and 18,620 sqft of commercial condominium space, 82 indoor parking spaces, 40 outdoor parking spaces (see PL2016-190)
 - build new 36,500 sqft of new residential in abandoned building (includes hallways)
 - build new 40,000 sqft of new residential tower (includes lobby, hallways and elevator tower)
 - residential lofts will be sized from 550 sqft to over 2000 sqft
 - existing infrastructure is capable of handling all requirements of development
 - Walk Score of 75 - Most errands can be accomplished on foot.

Objectives (Stated in CGS Downtown CIP Documents)

Revitalize Downtown

- Downtown Sudbury Master Plan aims to double number of people living downtown over next 20 years
- combination of residential and commercial property in a fully walkable neighbourhood
- showcase Sudbury to the world - OLDENBURGinc has hired aPR agency to promote the property in its current and finished state to the international Architectural and Design community
- The Brewer Lofts and Sudbury, Canada are promoted together

Increase Residential Population of Downtown

- addition of 50 residential units will add anywhere between 75 and 112 people to the downtown population
- significant redevelopment of this land will encourage other infill development and investment

Create and Retain Employment Opportunities

- 18,620 sqft commercial space as approved by Planning Committee creates opportunities for new and established business to move into the downtown
- expect anywhere from 40 to 120+ people to be employed by businesses that operate out of this building
- see page 10 for approved uses ranging from retail, office and light industrial

Grow Municipal Assessment Base

- significant and substantial redevelopment of vacant, derelict and abandoned property will increase value of these existing properties and surrounding neighborhood

Grow Municipal Property Tax Revenue

- this project with residential and commercial occupancy will increase Municipal Property Tax Revenue >18x its current municipal tax rate
- ancillary tax revenue from adjacent properties will follow as land values increase

Repair and Intensify the Existing Urban Fabric

- will rehabilitate a derelict and vacant property
- reconnect established West End neighbourhood with the city by building on the nostalgia of this property and the immense value to the city
- does not burden undeveloped green space and adds new recreational and neighbourhood common spaces
- reduce dependence of car and greenhouse gases

Take Advantage of Existing Infrastructure

- existing infrastructure in the form of electricity, gas, water, sanitary and storm sewers, road network are currently in place and have significant/abundant capacity for the approved plan
- existing sidewalks, transit, schooling, emergency services and other municipal services are in place
- GSU has begun a substantial upgrade of hydro services and assets along Lorne corridor, next light standards installed Winter 2017 between Victoria and Hazel
- Lorne Street has been identified as a corridor which will be updated and refined

Enhance Quality of Public Realm

- new urban park and art to be created along closed section of Alder Street between Victoria and Willow
- programming of new space allows for public events and festivals to be considered
- enhanced pedestrian experience on Alder, Victoria and Lorne Streets

ENDORSED PROGRAMS AND QUALIFICATIONS FOR SUBJECT PROPERTY

Downtown CIP

The purpose of the CIP is to:

1. Revitalize Downtown Sudbury; ✓
2. Increase the residential population of the downtown; ✓
3. Create and retain employment opportunities; ✓
4. Grow the municipal assessment base; ✓
5. Grow the municipal property tax revenue; ✓
6. Repair and intensify the existing urban fabric with compatible projects; ✓
7. Take advantage of existing infrastructure; and, ✓
8. Enhance the quality of the public realm ✓

<https://www.greatersudbury.ca/play/downtown-sudbury/the-downtown-sudbury-master-plan/>

<https://www.greatersudbury.ca/play/downtown-sudbury/the-downtown-sudbury-master-plan/downtown-community-improvement-plan/>

Brownfield Strategy CIP

To be eligible, the property must:

- Be located in the community improvement project area; ✓
- Be an urban property; ✓
- Have been previously used for commercial or industrial purposes; ✓
- Be vacant, derelict or at risk; ✓
- Be the subject of a residential or mixed use re-use or redevelopment proposal; and, ✓
- Have a "failed" Phase 2 Environmental Site Assessment. ✓

<https://www.greatersudbury.ca/do-business/planning-and-development/community-improvement-plans/brownfields/>



185 LORNE STREET - - CITY OF GREATER SUDBURY DOWNTOWN CIP

PROPERTY 185 LORNE STREET	SIZE (sq ft.)	MARKET PRICE (As is/ As built)	MPAC VALUE* (\$)	TAX % (Total Sudbury)	TAX RATE % (Less Education)	TAX RATE % (Education)	TAX \$ (Total)	TAX \$ (less Education)	TAX \$ (Education)	TAX INCREASE (Year Total)	TAX INCREASE (Year Sudbury)	TAX INCREASE (Year Education)
MPAC VALUE (AS IS)												
Property Evaluation (2016)	55321 (1.27 Acres)	N/A	\$359,000	3.705850%			\$13,304	\$9,068	\$4,236			
CURRENT STATE												
Existing Land	55,321	-----	Combined in MPAC									
Existing Building	60,256	-----	Combined in MPAC									
Just Land (2017)	<25,000	Less than	\$359,000.00									
PRE CONSTRUCTION												
Residential (Based on 2016)*	76821	\$20,723,310	\$19,500,302	1.388801%	1.200001%	0.188800%	\$270,820	\$234,004	\$36,817			
Commercial (Based on 2016)*	18620	\$3,351,600	\$3,173,000	3.705908%	2.525908%	1.180000%	\$117,588	\$80,147	\$37,441			
Total	95441	\$24,074,910	\$22,673,302				\$388,409	\$314,151	\$74,258	\$375,105	\$305,082.87	\$70,022
							Tax Multiplier as %	Tax Multiplier as %	Tax Multiplier as %			
							2,919%	3,464%	1,753%			
*MPAC ASSESSED												

CGS CIP PROGRAMS	TERM (Years/Timeline)	INCENTIVE (Details)	INCENTIVE (REQUEST VALUE)	NEW TAX VALUE (Total Year 2016)	NEW TAX VALUE (Total 10 Years)	TAX INCREASE (Sudbury Year 2016)	TAX INCREASE (Sudbury 10 Years)	TIEG VALUE	QUALIFYING STATEMENT			
1 - DOWNTOWN CIP TIEG	10/10 Years	100% of Sudbury tax incremental increase for 5 yrs, 50% for 5 yrs	see TIEG VALUE	\$388,409	\$3,884,089	\$305,083	\$3,050,829	\$2,135,580	Sudbury Municipal Tax Portion	1	\$2,135,580	
2 - FACADE IMPROVEMENT	one time/max	up to \$15,000	\$15,000	-----	-----	-----	-----	-----		2	\$15,000	
3 - PLANNING FEE REBATE	one time/max	up to \$5,000	\$5,000	-----	-----	-----	-----	-----		3	\$5,000	
4 - BUILDING PERMIT REBATE	use Brownfield Application Values	up to \$30,000	N/A	-----	-----	-----	-----	-----		4	\$0	
5 - RESIDENTIAL INCENTIVE	completion/maximum	\$200,000	\$200,000	-----	-----	-----	-----	-----	50 New Residences	5	\$200,000	
6 - FEASIBILITY STUDY GRANT	one time	Not Applying	N/A	-----	-----	-----	-----	-----		6	N/A	
7 - DOWNTOWN CIP INTEREST FREE LOAN	60/80/100% completion (use as loan or covenant)	\$250,000 (request 20% of costs >\$4,500,000)	N/A	-----	-----	-----	-----	-----	20% of Costs, Paid put at Registration	7	N/A	
8 - BROWNFIELD TIEG (See Brownfield Application)	5/5 Years	100% of Sudbury and Education tax incremental increase for 5 years	see TIEG VALUE	-----	-----	-----	-----	See Brownfield Application	Sudbury and Education Tax Portion	8	See Brownfield Application	
9 - DEVELOPMENT CHARGES EXEMPT AREA	qualified	ref. By-Law 14-151	-----	-----	-----	-----	-----	-----	Within Downtown CIP Area	9	incl.	

SUBJECT PROPERTY - 185 LORNE ST: THE BREWER LOFTS	INCENTIVE VALUE Paid over a period of 10 years	Use of Funds and Payout of Incentives	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029
DOWNTOWN CIP (program written and promoted by staff under the direction of current and previous councils)												
Downtown Tax Incremental Exemption Grant (DTIEG) - provides rebate back to proponent (or designated benefactor) based on the increase of municipal tax value that the proponent provides to the City of Greater Sudbury. (100% of increase for 4 years and 50% of increase for 6 years)	\$2,135,581		\$305,083	\$305,083	\$305,083	\$305,083	\$152,542	\$152,542	\$152,542	\$152,542	\$152,542	\$152,542
Facade Improvement Rebate - one time maximum of \$15,000 upon completion	\$15,000		\$15,000	-----	-----	-----	-----	-----	-----	-----	-----	-----
Planning Fee Rebate - one time maximum of \$5,000	\$5,000		\$5,000	-----	-----	-----	-----	-----	-----	-----	-----	-----
Building Fee Rebate - N/A as Brownfield Strategy will cover this	N/A		N/A									
Residential Per Door Program Incentive - limit of \$200,000	\$200,000		\$200,000	-----	-----	-----	-----	-----	-----	-----	-----	-----
Feasibility Study Grant - Not applied for - N/A	N/A											
INTEREST FREE LOAN - DELETE FROM REQUEST	N/A											
BROWNFIELD CIP (program written and promoted by staff under the direction of previous councils - Stackable with other Incentive Programs)												
Brownfield Tax Incremental Exemption Grant (BSTIEG) - provides rebate back to proponent (or designated benefactor) based on the increase of municipal and education tax that the proponent provides to the City of Greater Sudbury. (100% of increase for 5 years)	\$1,875,525		\$375,105	\$375,105	\$375,105	\$375,105	\$375,105	-----	-----	-----	-----	-----
Zoning By-law Amendment - Not applicable as application came after amendment to Site Plan Control - \$1,750	N/A											
Site Plan Control - \$1,750	\$1,750		\$1,750	-----	-----	-----	-----	-----	-----	-----	-----	-----
Plan of Condominium - \$2,900	\$2,900		\$2,900	-----	-----	-----	-----	-----	-----	-----	-----	-----
Building Fee Rebate - 1% of Construction Costs	\$150,000		\$150,000	-----	-----	-----	-----	-----	-----	-----	-----	-----
Property Tax Holiday - 36 months during development period (Municipal Portion)	\$27,204		\$27,204	-----	-----	-----	-----	-----	-----	-----	-----	-----
TOTAL INCENTIVES	\$4,412,960	YEARLY PAYOUT AFTER COMPLETION	\$1,082,042	\$680,188	\$680,188	\$680,188	\$527,647	\$152,542	\$152,542	\$152,542	\$152,542	\$152,542
ASSUMPTIONS												
Current Property Value (2016 MPAC Assessment)	\$359,000											
Future Property Value (Based on MPAC Assessment)	\$22,673,302											
INCREASE IN PROPERTY VALUE	\$22,314,302											
Current Tax Value (Municipal and Education) (YEAR)		\$13,304										
Current Municipal Portion (YEAR)		\$9,068										
Current Education Portion (YEAR)		\$4,236										
New Tax Value (Municipal and Education) (YEAR)			\$388,409 ***									
New Tax Value Municipal Portion (YEAR)			\$314,151									
New Tax Value Education Portion (YEAR)			\$70,021									
INCREASED PROPERTY TAX (YEAR)												
Differential in Tax Value (Municipal and Education) - positive increase in tax				\$375,105 ***		2,819.49% increase						
Differential in Tax Value Municipal - positive increase in tax				\$305,083		3,364.39% increase						
Differential in Tax Value Education - positive increase in tax				\$65,785		1,553.00% increase						
INCREASED PROPERTY TAX (10 YEARS)												
Differential in Tax Value (Municipal and Education) - positive increase in tax						\$3,751,050 ***						
Differential in Tax Value Municipal - positive increase in tax						\$3,050,830						

**TBL LP MAY WORK WITH THE CITY TO EQUALIZE TIEG AND INCENTIVE PAYMENTS OVER THE 10 YEAR PERIOD

** TBL LP ANTICIPATES THAT THE INCREASED MILL RATE BASED ON THE NEW MPAC ASSESSMENT TO CAN BE ABSORBED FOR 0.122%/YR

(ASSUMPTION +\$305K TAX INCREASE AND \$250.0M BUDGET, \$305,000/\$25,000,000 = 0.122%/yr absorption rate)

Sudbury introduces financial incentives for downtown development

Sudbury recently passed its revamped Community Improvement Plan, which includes financial incentives for development in the downtown core.

Jan 4, 2017 9:00 AM by: Lindsay Kelly

The Downtown Village Development Corp. (DVDC) in Sudbury is cheering a decision by city council to pass new guidelines for its Community Improvement Plan, which it says will help pave the way for more mixed-use development, like the one proposed by the DVDC.

The [Downtown Village Development Corp.](#) (DVDC) in Sudbury is optimistic about new development in the downtown, after the city approved its expanded Community Improvement Plan (CIP) in November.

Under the plan’s new iteration, developers looking to build in the downtown core would be eligible for incentives to help give them a break on the cost of development. Previously, the downtown neighbourhood was locked out of those incentives.

The upgrade means the DVDC is one step closer to getting approval for a smart growth mixed-use development it conceptualized and presented to council last year, said Susan Thompson, the DVDC’s manager.

Smart growth mixed-use development, the latest trend in urban design, comprises a mix of retail, residential and parking options, building urban areas up instead of out. You live, work, and recreate all in the same area, and it's pedestrian-friendly and close to transit, environmentally friendly and healthy; it's sustainable,” Thompson said. “It just ticks all the boxes as an approach.” But, to date, mixed-used development hasn’t happened much in Sudbury, she added, because the risk of investment is too high for private developers to take on.

The last mixed-use building added to the downtown was St. Andrew’s Place, which includes 30,000 square feet of retail space, event rooms, and seniors’ apartments on the upper level. It was built in the 1970s.

Unlike money that goes into roads, which is a one-time expenditure with no return on investment, building incentives garner future returns for the city, Thompson said.

“The municipality will reap the money back over so many years in a new tax base, in jobs that are created by these new people that are either living or doing business in the downtown core,” she said.

But adopting the plan is only the first step, she added. Next, the city has to allocate money to the plan for it to work.

There are recent examples of cities that have used incentives to success. In London in 2000, incentives introduced as part of that city’s Downtown Millennium Plan resulted in investment in the John Labatt Centre event venue (now Budweiser Gardens), Covent Garden Market, Forks of the Thames community plaza and more.

In Hamilton, an interest-free loan program targeted at multi-residential development provides up to 25 per cent of the project’s value as an interest-free loan for five years. Private sector investment and hundreds of residential units followed.

Thompson believes investment in Sudbury is well overdue.

After an extended period without upgrades, the downtown is now in dire need of more residential units, has very little retail, and suffers from a chronic lack of parking. If the city wants to attract new business and spur economic development — and jobs with it — it needs to start investing, she argues.

“It’s not that Sudbury’s uniquely ugly and dirty, and that there’s some serious problem with our downtown core,” Thompson said. “It’s nothing that investment won’t fix, and we’re a victim of the city not having invested for political reasons.”

But there are signs of a turnaround.

At the rehabilitated 73 Elm Street, a building Thompson purchased with partners to save it from demolition; a creative hub has emerged, with companies like TimeHero and design firm Studio123 taking up residence.

“So you’ve got this spark of an industry that, if the city were to choose to invest, the better we can make the downtown look and feel, and the easier it’s going to be to attract talent and keep it in the city,” Thompson said.

And retail is returning to Elm Street — something Thompson attributes to the installation of parking meters along that thoroughfare — including a women’s clothing store and a hair studio.

She’s optimistic that council sees the value in incentivizing downtown development projects and believes the downtown’s time has finally come. “Our downtown has not been competitive with other cities for attracting private sector investment, and so we have to compete,” she said. “Because people can build and invest their money anywhere.”

Sudbury city council is expected to allocate money to the CIP during 2017 budget deliberations.

Want to help improve Sudbury's downtown?

Downtown Sudbury Community Improvement Plan expression of interest period begins

Apr 20, 2017 4:05 PM by: Sudbury.com Staff

The City has launched an Expression of Interest (EOI) period as of April 18 for owners or tenants who wish to invest in a downtown property. (File photo). The City of Greater Sudbury has adopted a new Community Improvement Plan (CIP) for Downtown Sudbury.

Through this plan, financial assistance may be available to owners or tenants who wish to invest in a Downtown property.

The CIP provides funds for:

- Feasibility studies (maximum grant of \$5,000)
- Façade improvement (maximum grant of \$15,000)
- Planning Fee Rebates (maximum grant of \$5,000)
- Building Permit Fee Rebates (maximum grant of \$30,000)
- Residential Incentives (maximum grant of \$200,000)
- Multi-residential Interest Free Loan (maximum loan of \$250,000)
- Tax Increment Equivalent Grants
-

The City has launched an Expression of Interest (EOI) period as of April 18.

The EOI document is available online at www.greatersudbury.ca/dscip or can be picked up in person at the Planning Services desk on the 3rd Floor of Tom Davies Square.

All submissions that meet the eligibility criteria will be brought forward to Council for its consideration.

An information session will occur on May 2 from 5 p.m. - 7 p.m. in room C-12 at Tom Davies Square. At this session, information regarding timelines, program objectives and application requirements will be provided.

All interested individuals are encouraged to attend.

City looking for downtown Sudbury ideas

By [Sudbury Star Staff](#)

Saturday, April 29, 2017 4:17:53 EDT AM

City council has adopted the downtown community improvement plan.

The community improvement plan -- or CIP -- aims to address challenges facing downtown Sudbury by using financial mechanisms, such as grants and loans, to reduce the cost of development and redevelopment in downtown Sudbury. The purpose of this CIP is to:

- Revitalize downtown Sudbury.
- Increase the residential population of the downtown.
- Create and retain employment opportunities.
- Grow the municipal assessment base.
- Grow the municipal property tax revenue.
- Repair and intensify the existing urban fabric with compatible projects.
- Take advantage of existing infrastructure.
- Enhance the quality of the public realm.

Through this plan, financial assistance may be available to owners or tenants, located in downtown Sudbury, who wish to invest in a property in the core. People can contact the City of Greater Sudbury planning services department to verify if their property is eligible. The CIP provides money for feasibility studies (up to \$5,000); façade improvement (\$15,000); planning fee rebates (\$5,000); building permit fee rebates (\$30,000); residential incentives (\$200,000); and tax increment equivalent grants.

These programs can be used in conjunction with other incentive programs offered by the city or other levels of government. The total amount of incentives shall not exceed eligible costs. The city has launched an expression of interest (EOI) period, which runs until May 26 at 4 p.m. Submit your proposal to: Planning services, City of Greater Sudbury, PO Box 5000, Stn A, 200 Brady St., 3rd floor, Sudbury, ON P3A 5P3.

The EOI document is available online at www.greatersudbury.ca/dscip or can be picked up at planning services, on the third floor at Tom Davies Square. All submissions that meet the eligibility criteria will be brought forward to council for consideration.

An information session takes place on Tuesday from 5-7 p.m. in room C-12 at Tom Davies Square. At this session, information regarding timelines, program objectives and application requirements will be provided. For further information, contact Ed Landry, senior planner, at 705-674-4455, ext. 4298, or ed.landry@greatersudbury.ca.

Funds available for downtown investors

By [Sudbury Star Staff](#)

Friday, April 21, 2017 10:46:08 EDT PM

The City of Greater Sudbury has adopted a new community improvement plan (CIP) for downtown Sudbury.

Through this plan, financial assistance may be available to owners or tenants who wish to invest in a downtown property.

The CIP provides funds for:

- Feasibility studies (maximum grant of \$5,000)
- Facade improvement (\$15,000)
- Planning fee rebates (\$5,000)
- Building permit fee rebates (\$30,000)
- Residential incentives (\$200,000)
- Multi-residential interest-free loans (\$250,000)
- Tax increment equivalent grants

The city has launched an expression of interest period. The EOI document is available online at www.greatersudbury.ca/dscip or can be picked up in person at the planning services desk on the third floor of Tom Davies Square.

Expressions of interest must be received by May 26 at 4 p.m., and should be submitted to: Planning Services, City of Greater Sudbury, P.O. Box 5000, Station A, 200 Brady St., third floor, Sudbury ON P3A 5P3.

All submissions that meet the eligibility criteria will be brought forward to council for consideration. An information session will take place on May 2 from 5-7 p.m. in room C-12 at Tom Davies Square.

At this session, information regarding timelines, program objectives and application requirements will be provided. All interested individuals are encouraged to attend.

Downtown Sudbury Community Improvement Plan expression of interest period begins

Apr 20, 2017 4:05 PM by: Sudbury.com Staff

The City has launched an Expression of Interest (EOI) period as of April 18 for owners or tenants who wish to invest in a downtown property.

The City of Greater Sudbury has adopted a new Community Improvement Plan (CIP) for Downtown Sudbury.

Through this plan, financial assistance may be available to owners or tenants who wish to invest in a Downtown property.

The CIP provides funds for:

- Feasibility studies (maximum grant of \$5,000)
- Façade improvement (maximum grant of \$15,000)
- Planning Fee Rebates (maximum grant of \$5,000)
- Building Permit Fee Rebates (maximum grant of \$30,000)
- Residential Incentives (maximum grant of \$200,000)
- Multi-residential Interest Free Loan (maximum loan of \$250,000)
- Tax Increment Equivalent Grants

The City has launched an Expression of Interest (EOI) period as of April 18.

The EOI document is available online at www.greatersudbury.ca/dscip or can be picked up in person at the Planning Services desk on the 3rd Floor of Tom Davies Square.

All submissions that meet the eligibility criteria will be brought forward to Council for its consideration.

An information session will occur on May 2 from 5 p.m. - 7 p.m. in room C-12 at Tom Davies Square. At this session, information regarding timelines, program objectives and application requirements will be provided.

All interested individuals are encouraged to attend.

Boom time: \$1.2 billion in building permits expected for downtown Kitchener

News Dec 29, 2017 by [Terry Pender](#) Waterloo Region Record

KITCHENER — Astonishing. Extraordinary. A model for the continent and the world.

That's how Rick Haldenby — a professor of architecture who's lived near Victoria Park for nearly 30 years and is a longtime adviser to city officials — describes the changing fortunes of downtown Kitchener.

By the end of February 2019 the city expects to issue building permits worth \$1.2 billion for 20 new developments in the city core. And 10 of the projects will be the same size or larger than the condo tower at King and Victoria streets.

"If somebody told me this was going to happen, even five years ago, I would have said they were on drugs like a lot of people in downtown Kitchener," said Haldenby. "The truth of the matter is, it is astonishing."

That coming building boom, which is unprecedented in the city's history, will dwarf the list of developments completed since 2007.

That list includes the Kaufman Lofts, the Breithaupt Block, the Tannery, the University of Waterloo School of Pharmacy, the Arrow Lofts on Benton, the City Centre condos next to City Hall, the condo tower One Victoria and the complete restorations of the Walper Hotel, the old Goudies Department Store, 305 King St. W. and 117 King St. W., among others.

Many of the developments won awards for urban design, and Haldenby wants the city to maintain those high standards during the next few years as work begins on the next 20 projects.

"If they apply the same principles that they have been, and the same quality of review, I think we should be looking forward to a really vibrant, successful core area that is really going to be a model for the continent," said Haldenby.

"I think we are in a position to make this city an example, a really positive example, for the rest of the continent and the world."

He has three concerns. First, affordable housing must be built as poor people are pushed out by what he calls "the juggernaut" of new development. Second, what is left of the heritage architecture in the downtown must be protected. Third, the new centre of gravity in the downtown is around King and Victoria streets, and that area needs a beautiful, public focal point.

Haldenby's short list of concerns is nothing to compared to the many challenges plaguing the downtown in the past 20 years.

Crack cocaine and later, crystal meth. Prostitution. Abandoned buildings. Absentee landlords who did not care about their buildings or tenants. A declining population. Two failed shopping malls. For a long time that's what people saw downtown.

"It was a pretty depressing landscape, not just here but everywhere," said Haldenby. "The big impact on mid-sized cities was the triumph of the automobile, the migration of retail to suburban shopping malls, and the migration of industry to suburban sites through the postwar period."

Those mega-trends started the spiral of decline for virtually every mid-sized city across North America, he said.

What made Kitchener different is how it responded. It developed a plan, funded it and stuck with it.

The farmers market on King Street East was the first high-profile project. It helped stabilize the east end after opening in 2004. Within a few years the dozen or so abandoned homes within a few blocks of the market had been renovated and occupied. The market attracts about 10,000 people every Saturday morning. When the city heard a porn theatre was about to open on King Street West, it purchased about 13 properties on what was called Centre Block, which is bounded by King, Young, Duke and Ontario streets. The second phase of the City Centre condos on that block will be part of the coming building boom.

The city gave the University of Waterloo a \$30-million grant for a school of pharmacy at King and Victoria streets. Before work even started on that school, Andrin Homes announced a \$200-million conversion of the empty Kaufman factory into condos. During five days in March 2005 Andrin sold 41 of the 69 units in the first phase. The city also gave a \$500,000 grant to Communitech to set up in the Tannery. After that, Google moved into the Tannery in 2011. Haldenby called Google's move an iconic moment in downtown's history.

The internet is the defining technology of the 21st century, and Google is the internet economy's biggest and most influential corporation. Google's move downtown underscores the city core's transformation. Its first home downtown was once the biggest tannery in the British Empire. Its current home on Breithaupt Street is a former rubber factory and auto-parts maker. No other corporation better symbolizes the full flowering of the digital revolution and the Information Age.

Haldenby remembers the day in 2011 when he heard Google was coming to the city core. "When I heard that I thought: 'This is a kind of watershed moment,' said Haldenby. "It would be hard to pick a more significant turn of events."

A package of incentives that saved developers millions on the construction of new buildings and the restoration of old ones was created by the City of Kitchener. The incentives expire at the end of February 2019, and that's driving the rush to get developments approved, and building permits issued before then.

"This is just extraordinary, 20 projects is just extraordinary," said Haldenby. "It is going to transform the landscape."

The city's manager of business development, Brian Bennett, said those 20 developments are a mixture of high-density residential buildings with ground-floor retail, and office buildings with ground-floor retail. The new buildings will be located in an area bordered by Cameron, Victoria, Joseph and Weber streets. They will include 1,000 apartments, and 1,800 condos. That is expected to increase the number of residents in the city core to about 6,000, up from the current 2,400, said Bennett.

The developments will add 100,000 square feet of new retail space during the next five years, and 350,000 square feet of office space, he said.

Cory Bluhm is the city's director of economic development. An urban planner by training, he worked on downtown economic development for years. It was a high-profile assignment as the city created a \$110-million fund to make key investments in the city core. That started in 2004, and was called the Economic Development Investment Fund, or EDIF. The pharmacy school, the Wilfrid Laurier University graduate School of Social Work on Duke Street, the Downtown Community Centre, redevelopment of King Street, the redevelopment of Hall's Lane, Centre Block, Communitel, the central library expansion and the medical school all benefited from that fund.

"I think it has been more successful than even the council at the time anticipated," said Bluhm.

"Looking back, the biggest reason for the success wasn't necessarily the money invested — it obviously had a lot to do with it — but it was the approach," said Bluhm. "It was no small feat for our council to stick to its guns and keep going."

City council heard from taxpayers opposed to the downtown investments. For 10 consecutive years a portion of the tax increases paid for that fund. The city had \$70 million on hand, and it borrowed \$40 million on the bond market to create EDIF. With interest, the total cost for the fund will be about \$144 million.

A stalwart and vocal defender of the fund and its many investments was the city's longest serving mayor, Carl Zehr. Downtown revitalization was the major focal point of Zehr's time in the mayor's office. Visitors judge a city on its downtown, he said repeatedly.

"We have other cities come for visits to see what's happened, and we remind them — what you are seeing now is not an overnight success, we are going on 15 years now," said Bluhm.

And during that time the Region of Waterloo was planning and then building Ion — the light rail transit line that runs from Conestoga Mall to Fairview Park mall. It has 13 stops in and around downtown Kitchener. It clearly attracted new development to the city core, said Haldenby.

The new central transit station at King and Victoria streets will be built in 2020 or 2021 and cost about \$43 million. The province is covering that cost. The multimodal station will service Ion, GO trains and buses, Via trains, Greyhound buses and Grand River Transit buses.

Preliminary plans call for at least two towers to rise above the central station. In total, that 3.5-acre site will have up to one million square feet of residential-retail-office space. The private-sector partners are building that part of the central transit hub.

"It is quite an astonishing time in the history of our community," said Rod Regier, the region's commissioner of planning, development and legislative services.

"I think it's pretty clear that we are undergoing a pretty fundamental change in the way the community works," said Regier.

Before Regier went to work for the region, he was the head of economic development for Kitchener. He came to the city in 2005, just as the city was implementing its downtown development fund. Based on the data he's collected, Ion will benefit the central transit corridor the way downtown Kitchener benefited from the city's development fund.

Since Ion was approved in 2009, the region has issued \$2.4 billion in building permits within the LRT corridor. That is the urban spine of the region that falls within 800 metres of every Ion station.

"My back-of-the-envelope estimate is that the private sector developers have invested almost double the full cost of the Ion itself in the transit corridor," said Regier. "That for me is really astonishing."

Downtown Kitchener benefits directly from apartment buildings and condos that are built elsewhere along the transit line. Future residents will be able to ride the LRT to work or play in the city core.

During the next 18 to 24 months, the region expects to issue building permits for 6,500 new apartments, he said. About 3,500 of those apartments are in downtown Kitchener. And that does not include the 1,300 units slated for Block Line Road and Courtland Avenue or the 800 units in SIXO, a big development outside the downtown core, just west of the train tracks.

All of this development will be high-density, transit-oriented and much of it will include retail, commercial and personal services.

"We are fundamentally building a new city here," said Regier. "It is really exciting. It is a really unusual period in our history."

Downtown Master Plan receives honourable mention

The City of Greater Sudbury's Downtown Master Plan and Action Strategy has received honourable mention at the Canadian Institute of Planners (CIP) annual Awards Gala, the city said in a news release.

Oct 13, 2012 7:55 PM by: Sudbury.com Staff

The CIP annual Awards for Planning Excellence honours planning projects, judged on excellence, innovation, impact on the profession, implementation potential and overall presentation.

“I'm very proud of the work that council, staff and the community have done to move this vision for downtown forward, and proud that the city has received this honourable mention for it,” said Mayor Marianne Matichuk. “This plan is a wonderful example of our commitment to the revitalization of the downtown area and the spirit and commitment of the people who live, work and play in Greater Sudbury.”

The Downtown Master Plan and Action Strategy functions as a blue print to guide the revitalization of Downtown Sudbury over the next 10 years and beyond, detailing a series of actions and initiatives needed for the transformation.

“An immense amount of hard work has gone into planning the future of our city's downtown,” said Paul Baskcomb, City of Greater Sudbury Director of Planning Services. “It's been a team effort involving council, city staff, the community liaison group and residents. Everyone involved should be proud to be receiving this recognition and commended for their dedication and commitment to making our community an even more beautiful place to live.”

Sudbury's downtown revitalization enters new chapter

It’s been 10 years since Susan Thompson and the Downtown Village Development Corp. (DVDC) embarked on an ambitious plan to revitalize Sudbury ’s downtown core with new business and resident activity.

Oct 2, 2012 2:24 PM by: Lindsay Kelly

The pending arrival of the Laurentian School of Architecture is boosting interest in development in downtown Sudbury. The Downtown Village Development Corporation is spearheading a campaign to identify buildings for redevelopment as office and residential space.

It’s been 10 years since Susan Thompson and the [Downtown Village Development Corp.](#) (DVDC) embarked on an ambitious plan to revitalize [Sudbury](#)’s downtown core with new business and resident activity. Things are finally starting to pay off following the completion of the city’s master plan and the looming opening of the [Laurentian School of Architecture](#).

After the success of its streetscape improvement pilot project, which included the installation of new street lights, benches and bicycle racks, the DVDC has focused on developing relationships with property owners and developers interested in transforming underutilized space, Thompson said.

The upper floors of older buildings are particularly attractive for repurposing as residences or office space, but they come with their own set of challenges. About four or five projects are ready to go, but Thompson said developers are “gun shy” about moving forward.

“There are reasons why it hasn’t happened,” she said. “People want to do the projects, but they’re very costly to do.”

Older buildings typically need extensive updating to meet current Ontario Building Code standards, which hikes the cost to redevelop properties. Add to that a lack of parking space, and developers are reticent to move forward because they aren’t seeing a feasible return on their investment, Thompson said.

The DVDC is actively working to develop financial incentive programs, which Thompson believes could provide the impetus needed to get some projects going. She points to other cities, such as North Bay or London, that have been successful with redevelopment because of initiatives like upgrading loans or per-unit cash grants.

Naysayers criticize the use of taxpayers’ money to develop private-sector projects, but Thompson said studies show the money is paid back in about seven years, in the form of increased property assessments.

“We’re focused on reaching a point where the investors who are interested in doing the projects get out of the gate with them and helping them through all these hurdles, and hopefully help to facilitate the right climate for these investors,” she said.

Introduced by city council in January, the Downtown Master Plan and Action Strategy proposes 61 actions that can improve the downtown core. Included is a plan for an “innotech park,” which would house a cluster of office spaces in the downtown.

Thompson said there is a host of stakeholders eager to invest should the park go ahead; their enthusiasm is bolstered by the placement of the Laurentian School of Architecture in the downtown core. All that’s needed is support from council to make the project a priority. Council was expected to prioritize items in the master plan near the end of August.

In the meantime, thanks to some funding from the [Northern Ontario Heritage Corp.](#), the DVDC is going ahead with a new, multi-media marketing campaign that includes improving its website. On it, investors can find an inventory of available properties in the downtown core. The DVDC acts as a mediator, referring any inquiries back to the property owners.

The organization is also teaming up with [Downtown Sudbury](#), the [Greater Sudbury Development Corp.](#) and the private sector to establish protocols and priorities for downtown development. By determining what types of businesses the downtown wants to attract and the appropriate places for them to go, Sudbury can have a functioning downtown, Thompson said.

Though the work has been long and often challenging, with Sudbury on the cusp of a mining boom, and the architecture school arriving next year, she’s optimistic that the downtown will soon finally get its due. “In 10 years, we’ve seen positive changes; the momentum is building,” she said. “I think we’re just about at the tipping point, and if we make the right decisions and we’re successful in implementing and prioritizing these projects, they’ll be game changers. They’ll totally transform the downtown and that’s what we need.”

Sudbury's downtown revitalization enters new chapter.

Next steps taken in Downtown Master Plan

City council has set staff on the next leg of their journey to transform downtown Sudbury into the biggest, brightest and best downtown in northern Ontario.

Apr 19, 2012 6:44 PM by: [Arron Pickard](#)

<p>Councillors gave staff the green light to implement 25 low to no-cost action items within the next 12 months, including the preparation of a detailed 10-year implementation plan, that would be brought back to council for consideration prior to the 2013 Budget.</p>
<p>The Downtown Master Plan and the work done by staff to get to this point was commended by all councillors. There was no opposition to the request to adopt the list of what was called the “low-hanging fruit” by city planner Jason Ferrigan. Ward 11 Coun. Terry Kett called the plan a “remarkable document,” adding it is something that will appeal to longtime residents. While it’s “likely the best report I’ve been party to in my career, the problem I’m seeing is it doesn’t fit the priorities of council.”</p>
<p>Kett requested that the the city’s planning department, specifically Ferrigan, sit down with council in a priority-setting situation in an effort to “sell” to council what is doable. He said council needs to be convinced this won’t break the bank, as the city’s financial situation isn’t great.</p>
<p>Ward 5 Coun. Ron Dupuis said there’s no doubt the Master Plan is an expensive proposition, but there’s a lengthy list of projects that can be taken on over the next year that are very achievable, and all that is needed from council is a commitment right now. “There’s no doubt in my mind that we won’t regret adopting this tonight,” Dupuis said. “This plan is aggressive, and it will spark a lot of conversation over the next few days. The downtown has always been a priority for council, and we are doing everything we can to ensure its revitalization.”</p>
<p>The plan to extend Larch Street to Lorne Street will create a lot of room for development, from residential to retail, which will only translate into revenue for the city, he said. Along those same lines, Ward 10 Coun. Frances Caldarelli said tackling the smaller projects will pay off in the long run, because once they are completed and the private sector starts to take note of those changes, businesses will be more inclined to set up shop in the downtown, where they will experience more success. The more money businesses make, the more they will reinvest that money into the downtown. She called it a “snowball” effect.</p>
<p>Ferrigan reiterated his point that the plan paints a compelling picture of how the city and its community partners see the downtown next year, in 10 years and 30 years from now. The draft Master Plan and Action Strategy was presented to the planning committee January 23. Since then, it has been presented to more than 15 organizations including the Greater Sudbury Chamber of Commerce, Downtown Sudbury BIA, Rotary Club of Sudbury, Rotary Sunrisers, Art Gallery of Sudbury, EarthCare, Rainbow Routes and Sudbury Cyclists Union. The Greater Sudbury Chamber of Commerce, Downtown Sudbury BIA and La Galerie du Nouvel-Ontario have expressed their support for the Master Plan and Action Strategy. The Master Plan presents a long-term strategy to improve the quality and character of Downtown Sudbury, while the Action Strategy provides a blueprint to begin implementation.</p>
<p>The Action Strategy is flexible. It maps out major projects that could be realized by the city and community over the next decade as opportunities emerge, subject to economic conditions. These catalytic interventions have the capacity to bring significant spin-off benefits downtown and for the city. To view the new Vision, Plan and Action Strategy developed for Downtown Sudbury, by the City of Greater Sudbury, Greater Sudbury Development Corporation and the community, visit greatersudbury.ca and search: downtown master plan strategy. The first year will see the implementation of 25 action items to kick things off. They are as follows:</p>
<p>General:</p> <ul style="list-style-type: none">- Council should endorse the Master Plan and Action Strategy, prepared in consultation with the community.- Staff should prepare an implementation plan for council’s consideration. This implementation plan would focus on the City of Greater Sudbury’s downtown revitalization priorities over the next 10 years and be brought forward before the next municipal budget.- Council may consider and approve the implementation plan, referring approved projects to relevant departments for inclusion in their 10-year capital planning processes.- The city and community should explore the creation of a Downtown Master Plan implementation team with the mandate to maintain, build momentum and bring forward priority initiatives identified in this plan. This team would consist of project stakeholders, city representatives and community partners.- The city should consider all relevant policy recommendations emanating from this plan in the five-year review of its Official Plan. It should also consider all relevant updates to the city’s zoning bylaw and Downtown Community Improvement Plan.
<p>Activity and Growth:</p> <ul style="list-style-type: none">- The city and Greater Sudbury Development Corporation should begin to explore the opportunities and constraints associated with the Inno-Tech and Multi-Use Destination proposals.- The city, Greater Sudbury Development Corporation, Downtown Sudbury Business Improvement Area Association and Downtown Village Development Corporation, and others should begin to implement the recommended Retail Strategy.- The Places des Arts project partners should finalize their functional program and feasibility study.- The Art Gallery of Sudbury will continue to implement its plans to open the new Franklin Carmichael Art Gallery downtown.- The city should continue to work with the Market Square Renewal Advisory Panel to formulate a plan to create a strong and sustainable downtown market. The city should begin the work necessary to see the new market open for the 2013 season.- Laurentian University should continue to work the city and its partners to design and initiate construction of the Laurentian School of Architecture so that it is ready to accept its first class of students in the Fall of 2013.- The city should continue discussions with Cambrian College about how it can help Cambrian grow its downtown presence.- The Greater Sudbury Public Library Board should explore the viability of building a new central library downtown.- The city, Laurentian University, Downtown Sudbury Business Improvement Area Association and Downtown Village Development Corporation should meet with current and future residential property owners to discuss current and future housing opportunities downtown. The city and Greater Sudbury Development Corporation should examine opportunities to create a residential incentive package for downtown, including liaising with other municipalities who have successfully implemented these types of programs, such as Saskatoon, Winnipeg and Regina.- The Synergy Centre project proponents should undertake an operational and feasibility study.
<p>Access and Connectivity:</p> <ul style="list-style-type: none">- The city should continue its discussions with CP around the Larch Street Extension, Elgin Greenway, Riverside Pedestrian Underpass, Nelson Street Bridge, Cedar Street Pedestrian Bridge and Station Plaza projects.- The city should consider this plan in the Transportation Background Study update, currently underway. As part of this process, the city, Rainbow Routes, Sustainable Mobility Advisory Panel and Sudbury Cyclists Union should explore immediate actions, such as the painting of sharrows (shared-lane markers), to improve on-street cycling infrastructure, where appropriate.- The city should make one municipal parking facility available for overnight parking to support residential growth and test market interest in structured parking solutions for downtown.- The city should work with the Downtown Sudbury Business Improvement Area and Downtown Village Development Corporation to develop a phased, multi-year capital plan to upgrade all downtown streetlights.- The city should consider this plan in the Water Wastewater Master Plan for the City of Greater Sudbury to ensure that there is adequate capacity to serve future growth.
<p>Beauty and Pride:</p> <ul style="list-style-type: none">- The city, Downtown Sudbury Business Improvement Area and Downtown Village Development Corporation should implement the Elm Street Parking Pilot.- The city should begin the calming of Brady Street, with pedestrian improvements at the intersection of Brady and Minto Street including the installation of zebra stripes and pedestrian countdown timers.- The city, Rainbow Routes, Downtown Sudbury Business Improvement Area Association and Downtown Village Development Corporation should begin to take the steps necessary to achieve a design and implementation plan for the Elgin Greenway.- The city should prepare the necessary information to administer a design competition for Tom Davies Square and Memorial Park.- The city and Heritage Advisory Panel should consider the existing and potential properties with cultural heritage value or interest identified in this plan as part of their mandates.

Downtown Master Plan

By [Sharleen Sissons](#) on February 21, 2012

The Downtown Master Plan was completed in four phases. Phase One was initiated in September 2010 and Phase Four concluded in February 2012. In January, the draft master plan and action strategy was released.

The Board of Directors of the Greater Sudbury Chamber of Commerce unanimously supports the recently released draft Downtown Master Plan and Action Strategy.

The motion approved by the Board is as follows;

Moved THAT *Whereas Downtown Sudbury is the heart of Greater Sudbury and an important centre for government and business services, retail, arts and culture, recreation and entertainment; and*

Whereas the City of Greater Sudbury and Greater Sudbury Development Corporation have, in concert with many community partners, including the Greater Sudbury Chamber of Commerce, prepared a new vision, plan and action strategy to guide the ongoing revitalization of Downtown Sudbury; and

Whereas the vision paints an ambitious and compelling picture of what Downtown Sudbury could look like 30 years from now; and

Whereas the master plan and action strategy lays out a comprehensive series of actions and initiatives that the City and community can advance to continue to transform the core into an active, safe and diverse destination for people, businesses, not-for-profits, agencies and new investments in all forms; and

Therefore, be it resolved that the Greater Sudbury Chamber of Commerce endorses the Downtown Sudbury Vision, Plan and Action Strategy...CARRIED UNANIMOUSLY.



Downtown Master Plan: A 10 year development strategy

The new Downtown Master Plan has been a highly collaborative process and partnership between the project team, the City, the downtown communities and other interested stakeholders. The plan has been presented to City Council and been approval in April 2012. The plan will function as the blue print to guide the revitalization of Downtown Sudbury over the next ten years and beyond.



7. Sustainability

A key consideration for the Downtown Sudbury Master Plan is sustainability and providing the means to accomplish balanced growth. The inter-related elements of our approach was rooted at the land use level: sustainability begins at the master planning stage – by creating sufficient densities to support transit, by providing opportunities for development to share infrastructure and innovative energy systems (such as district energy), by building in a spectrum of housing choices, by providing a mix of uses that include employment, social services, community uses and open spaces, and by introducing actions to begin to reclaim derelict and under-utilized brownfield lands and bring them back into a more productive and sustainable use. These are essential ingredient for the downtown to achieve social, economic and environmental well-being.

The Downtown Sudbury plan recommends more efficient land use policies that will help attract more people to live and work downtown. The plan proposes a target population for the downtown of between 3,000 and 5,000 residents by 2021 and directs those to specific locations across the downtown in a variety of forms. In addition, three employment growth initiatives are proposed, including nurturing the growth of downtown's existing office hub to the expansion of employment lands on a brownfield site to the protection of prestige sites for their longer term redevelopment for Class A office product. These initiatives are in keeping with the Province's Northern Growth Plan objectives for Downtown Sudbury, where a significant portion of future residential and employment development are to be directed.

The Master Plan recognizes that a great city is a sustainable city, and that a sustainable City must improve the quality of life for its citizens while it addresses social, economic and environment issues through the following:

- offering a growth management strategy that uses land efficiently by effectively allowing for a shift to intensification;
- delineating a natural heritage network across the downtown and tying it into the wider city-wide system;
- protecting existing employment areas and the introduction of new employment focused districts;
- creating greater housing choice by providing private sector incentives to deliver downtown housing and earmarking zones for residential intensification;
- expanding mobility choice, including the cycling and public transit networks and facilities;
- providing a focus on public realm and streetscape improvements to create a more walkable downtown;
- improving connections to adjacent communities to allow the downtown to be better utilized as both a regional destination as well as a local community service centre;
- increasing safety and the perceptions of safety in the downtown through targeted environmental improvements;
- introducing built form and open space guidelines to help ensure new developments and park spaces are designed to the highest standards of quality possible.
- highlighting the social importance of preserving buildings, monuments and landscapes of historical significance and placing an emphasis on telling the 'Sudbury Story' through public art, building materials, landscape treatments and signage.
- Supporting the provision of community and social services to better meet the needs of citizens. The plan solidifies the downtown's role as a service centre for the region and places an emphasis on targeting and expanding support services for the substantial first nations and Franco - Ontarian cultural groups that are make the downtown home.



A detail of the Downtown Sudbury Master Plan

Explanation

1. Innovation & Contribution to the Profession

Urban Strategies' work represents the highest standards of quality for community-led regeneration and has been very well received by the City of Greater Sudbury. By building trust, rallying stakeholder support and creating a clear vision and implementation plan, the Downtown Master Plan and Action Strategy has already had a significant impact on planning in Sudbury and is already working to reshape the landscape of the downtown.

Never before had such a comprehensive and forward thinking plan been prepared for the downtown. The comprehensiveness of the Master Plan through the inclusion of physical, social and economic strategies within a single place-based study was the first for the City of Greater Sudbury. The scale of the study area, combined with its role as the political, commercial and recreational heart of the Greater Sudbury presented an opportunity to reinvent this area at a scale and diversity not before seen in the city.

To encourage ownership of the plan, the City demanded that a significant emphasis be placed on stakeholder engagement and public consultation. Working in partnership with the City to promote events and engage the community in the master planning process, Urban Strategies' successfully attracted between 100-150 participants to each of our major events. With fewer than 600 residents living downtown, attracting almost 400 participants to the downtown consultation events was a significant achievement. Never before had the City been able to attract this level of community representation to a City study held in the downtown.

Many of the ideas and concepts contained in the ultimate plan were derived from the community through a three year process of communication, dialogue, presentations and feedback. This process involved regular consultation and feedback from the project steering committee (the Community Liaison Group), other community groups, downtown organizations – such as the Chamber of Commerce and the BIA, the client team, the City of Greater Sudbury, university partners, private land owners and developers and a myriad of other advisors and stakeholders. Consensus planning played a critical role in the design and planning process and a considerable amount of community input was reflected in the final plan.

Although considered quite radical by some Councillors, City Departments and stakeholders, the Master Plan and Action Strategy developed by Urban Strategies for Downtown Sudbury presented the opportunity to reinvent this area at a scale not before seen to create a contemporary and more sustainable downtown. Controversial as some aspects of the plan were, due to the trust developed throughout the project and the genuine relationship forged between the consultant team, the client group, local politicians and key stakeholder, the plan has garnered significant political and public support and is expected to be formally approved by Council in April 2012.



Targeted youth engagement at the N'Swakamok Native Friendship Centre



Consultation summaries were prepared following all community engagement events

2. Methodology

The plan was firmly rooted in the context of the City of Greater Sudbury and within the qualities of the downtown's particular location. From that initial analysis of opportunities and constraints, we began with a Vision statement which underpinned all that followed. The plan was tested and modified in an iterative process which resulted in the final plan, one that was an optimal solution for the downtown's growing potential.

The Downtown Master Plan and Action Strategy was prepared across four phases. Phase 1 develops an in-depth understanding of where Sudbury has been, where it is now and where it could go in the future through a strategic overview of the area and analysis of social, economic and physical conditions of the study area and its wider context. Phase 2 synthesized the analysis and focused discussions on the future opportunities for Downtown Sudbury to cement a compelling and implementable Vision. Phase 3 translated the Vision into a structured Master Plan for Downtown Sudbury, supported by actionable projects to guide public and private investment over the next 10 years. The final phase, Phase 4, finalized the information collected throughout into a succinct Master Plan and Action Strategy for Downtown Sudbury - a plan that is ambitious, clear, forward thinking and fully reflects the aspirations of its communities.

The team that Urban Strategies assembled for this project combined local, national and international experience in urban planning, urban design, downtown retail strategy, innovative outreach and communications, and multi-modal transportation consulting. The ongoing involvement of the community and the private sector was critical to the success of the plan, as we realized that this support was essential for project delivery and passing on ownership to the wider community.

As this plan and project were created for a public sector client, it should be noted that its financial feasibility was a principal underlying requirement. Marrying that economic necessity with the higher guiding Vision statements, as well as planning and design principles, a plan emerged that was both visionary and achievable over a phased time line.

3. Clarity of Goals and Objectives

A healthy downtown is integral to a city's overall social and economic success. With the over-arching goal of providing the City of Greater Sudbury with a blueprint to guide future growth and attract investment to the downtown, the Master Plan and Action Strategy was structured around delivering a series of objectives, all squarely set on a framework of implementation. The plan articulates a series of increasingly specific objectives: first, the Vision, which set out to prioritize high-level ideas that would enhance the downtown and the city as a whole, positioning it as the 'Centre of the North'; second, the Master Plan outlines three central directives that comprise the strategy and are the primary objectives of the plan; and, finally, each of the three directives is supported by targeted objectives that, when realized, will deliver the Vision. The three central directives include:

Create a Downtown that is a Destination for the City and the Region

As Sudbury's economy continues to evolve and its cultural offer develops further, the downtown will play an increasingly important role in providing the place for that continued economic and cultural growth. The strategy for creating a downtown that is a destination for the City and the Region is supported by the following four objectives:

- Grow Employment in the Downtown
- Create Destination Attractions in the Downtown
- Make the Downtown a Centre for Learning
- Make the Downtown a Centre for Living



Participants in the Downtown Design Charette

The Downtown Sudbury Master Plan

Downtowns are important, historic and symbolic. They are the heart of a community, the reflection of a city's image, pride and prosperity. They are the meeting place for the entire city, where people come together to celebrate and share experiences. A healthy, active, successful downtown makes a positive statement about the prosperity of a city, sending an encouraging message to future residents, businesses and investors. The reverse is also true, which is why a strong, implementable vision for Downtown Sudbury is critical to the future of our community.

While Downtown Sudbury has a number of strengths, there is great potential for improvement. The Downtown Sudbury Master Plan presents a series of recommendations to reinforce the Downtown's role as the biggest, brightest and best downtown in northern Ontario. It outlines strategies for improving the downtown's level of economic, cultural and retail activity, its sense of place and its role as the urban centre for the region. Indeed, The Downtown Sudbury Master Plan suggests ways in which the City of Greater Sudbury can position itself as the "Capital of the North."

- Downtown Master Plan - Executive Summary (pdf, 27 Mb)
- Downtown Master Plan - Part 1 (pdf, 30 Mb)
- Downtown Master Plan - Part 2 (pdf, 47Mb)
- Downtown Master Plan - Part 3 (pdf, 17 Mb)

Project Status Updates

Project Name	Project #	Description	Status
Tom Davies Square Redesign	37	Redesign of the courtyard area to create an attractive and multifunctional public space, with an environmentally-friendly design.	In progress
Brady Green Stairs (info coming soon)	40	This will create a new green space on Durham Street and facilitate the opportunity for events and people to flow between Durham and Elgin Streets, and Memorial Park.	In progress
Elgin Street Greenway	35	A new linear park and multi-use pathway is proposed at the edge of the south-western side of Downtown Sudbury to create an expansive shared-use trail connecting the downtown to Ramsey Lake, the hospital, Laurentian University and beyond.	In progress
Downtown Community Improvement Plan	13	<p>The Downtown CIP will outline concrete actions and initiatives to ensure the future of our downtown is bright.</p> <p>Some of the highlights of the proposed Downtown CIP include:</p> <ul style="list-style-type: none">• A revised Tax Increment Equivalent Grant framework• Residential Development Incentives• A Façade Improvement Grant• A Feasibility Grant Program• A Planning and Building Permit Fee Rebate Program	In progress

In this Section

- Elgin Street Greenway
- Brady Green Stairs Design Concept
- Downtown Community Improvement Plan
- Tom Davies Square Redesign

Contact the City

311@greatersudbury.ca
Local: Dial 311
Long Distance: 705-671-2489
TTY (Hearing Impaired): 705-688-3919

Twitter Feed

Follow us on Twitter

6.1.3 Building Momentum: Year 1 Actions

The following twenty-five actions should be undertaken by the City and its partners within the first 12 months of Master Plan implementation. These actions will ensure that momentum is carried forward and a solid foundation for future change is established.

Endorse and Action

1. City Council should endorse the Master Plan and Action Strategy, prepared in consultation with the community, and implement Year 1 Action Items as outlined in this section.
2. City Staff should prepare an Implementation Plan for City Council's consideration. This Implementation Plan would focus on the City of Greater Sudbury's downtown revitalization priorities over the next ten years and be brought forward before the next municipal budget.
3. City Council should consider and approve the Implementation Plan, referring approved projects to relevant departments for inclusion in their ten-year capital planning processes.
4. The City and community should explore the creation of a Downtown Master Plan Implementation Team with the mandate to maintain, build momentum and bring forward priority initiatives identified in this plan. This team would consist of project stakeholders, city representatives and community.
5. The City should consider all relevant policy recommendations emanating from this plan in the 5 year review of its Official Plan. It should also consider all relevant updates to the City's Zoning By-law and Downtown Community Improvement Plan.

Activity and Growth

6. The City and Greater Sudbury Development Corporation should begin to explore the opportunities and constraints associated with the Inno-Tech and Multi-use meeting projects.
7. The City, GSDC, Downtown Sudbury BIA and DVDC, and others should begin to implement the recommended Retail Strategy.
8. Continue to support the Places des Arts project partners as they finalize their functional program and feasibility study. .
9. The Art Gallery of Sudbury will continue to implement its plans to open the new Franklin Carmichael Art Gallery Downtown.
10. The City should continue to work with the Market Square Renewal Advisory Panel to formulate a plan to create a strong downtown market. The City should begin the work necessary to see the market open for the 2013 season.
11. Laurentian University should continue to work with the City and its partners to design and initiate construction of the Laurentian School of Architecture. Expected opening in 2013.
12. The City should continue discussions with Cambrian College about how it can help Cambrian grow its downtown presence.
13. The Greater Sudbury Public Library Board should explore the viability of building a new Central Library Downtown.
14. The City, Laurentian University, Downtown Sudbury BIA and the DVDC should meet with current and future residential property owners to discuss housing opportunities in the Downtown. The City and Greater Sudbury Development Corporation should examine opportunities to create a residential incentive package for the Downtown, including liaising with other municipalities who have successfully implemented these types of programs, such as Saskatoon, Winnipeg and Regina, amongst others
15. The Synergy Centre project proponents should undertake an operational and feasibility study.

#	Project	Phase (years)	Related Projects	Suggested Project Lead & Partners
Beauty & Pride 				
31	Elm Street Greening and On-Street Parking Pilot	1 to 5	St Anne Extension, Rainbow Centre Improvements, Retail Opportunity Sites, Mixed-use Infill, Heritage Strategy, Celebrate the Creek	City BIA, DVDC, Private
32	Paris Street Beautification - Planting	1 to 5	Carleton Street Park, Celebrate the Creek	City BIA, Connect the Creek
37	Tom Davies Square Upgrade	1 to 5	Memorial Park Expansion, Minto Civic Corridor, Visitor Centre, Celebrate the Creek Water Features	City
39	Station Plaza	1 to 5	Elgin Greenway, Minto Civic Corridor, Bridge of Nations Upgrades, Nelson Street Bridge Upgrades, Farmers' Market	City CP Rail
44	Bridge of Nations security upgrade and lighting improvement	1 to 5	Elgin Greenway, Nelson Street Bridge Upgrade	City Police Service, BIA, Lions, Private
45	Carleton Street Park	1 to 5	Paris Street Beautification, Downtown Planting Program, Celebrate the Creek Water Features	City Horticulture Society, Connect the Creek
46	Larch Street Plaza	1 to 5	Laurentian School of Architecture, Elgin Greenway	City Laurentian University
50	Heritage Strategy	1 to 5	Residential Infill, Mixed Use Infill, Retail Strategy	City Municipal Heritage Advisory Panel, Private
35	Elgin Greenway	1 to 5	Laurentian School of Architecture, Station Plaza, Riverside Pedestrian Tunnel Upgrade, Nelson Street Bridge Upgrades	City Laurentian University, Sust. Mobility Advisory Panel, Rainbow Routes, Others
31	Elm Street Rebuild	10+	St Anne Extension, Rainbow Centre Improvements, Retail Opportunity Sites, Mixed-use Infill, Heritage Strategy, Celebrate the Creek Water Features	City BIA, DVDC, Private
33	Durham Shared Street Upgrade	6 to 10	Mixed-use Infill, Retail Opportunity Sites, Laneway Upgrade Strategy, Heritage Strategy, Brady Green Stair	City BIA, DVDC, Private
36	Memorial Park Expansion	6 to 10	Brady Green Stair, Grey Street Pedestrian Connection, Minto Civic Corridor, Tom Davies Square Upgrade, Celebrate the Creek Water Features	City Various Military Organizations, Private, Other

6.2.3

Metro Centre Community Improvement Plan

The Metro Centre Community Improvement Plan was first approved by the Council for the former City of Sudbury in the late 1980's and amended over time to respond to new issues and opportunities. This CIP is the legislative vehicle through which the city created and administered its successful Tax Increment Finance Program and Financial Incentives for Downtown Renewal (e.g facade improvement grants) Pilot Program. This latter program was recently wound down, with a program evaluation report to Council earlier this year. The City is also in the process of developing a new Community Improvement Plan for its Town Centres and there is some thought to harmonize the financial incentives offered in the Downtown and Town Centres.

Community Improvement Plans are very unique and useful tools and the City of Greater Sudbury should clearly continue use this tool to stimulate change, consistent with the recommendations of the Master Plan and Action Strategy.

To this end, the Metro Centre Community Improvement Plan should be updated to:

1. Re-brand the Community Improvement Plan as an implementation vehicle of this Master Plan;
2. Harmonize the boundaries of the Tax Increment Finance component of the plan as well as the Development Charge By-law with the Financial Incentives for Downtown Renewal component, to reflect the boundaries recommended by the Master Plan and Action Strategy.
3. Adjust the existing Tax Increment Finance (now more commonly known as Tax Increment Equivalent Grants - TIEG) to provide the incentive to developers earlier in the process by reducing the grant period from its existing ten year period to a shorter time frame (e.g. five years) with a corresponding adjustment to the grant sliding scale.
4. Refocus the TIEG Program to match some of the key planning objectives of the Master Plan and Action Strategy, namely the creation of new residential, office and retail space, as well as new structured car parks.

5. Create a per-unit grant program to kick start the residential construction market, as recommended in the Master Plan and Action Strategy.
6. Realign the existing Facade Improvement Grant Program and Building/Planning Fee Grant Program in line above programs.
7. Expand the formal boundary of the Downtown to the north, as illustrated in the Master Plan, and bring it in line with the Official Plan.

All other elements of the Plan, including the Building Improvement Loan Program, should be removed.

Similar programs could be considered for use in the Town Centres through the Town Centre Community Improvement Plan.

6.2.4

Growth Plan for Northern Ontario

The Growth Plan for Northern Ontario is a strategic framework that will guide decision-making and investment planning in Northern Ontario over the next 25 years. The goal of the plan is to build stronger, prosperous northern communities by better managing growth, making more efficient use of infrastructure and directing investment to create a globally competitive regional economy.

The regional importance of Downtown Sudbury has been formally recognized by the Province in its Growth Plan for Northern Ontario, which identifies the Downtown as one of five "strategic core areas" in the North where a significant portion of future residential and employment development is to be directed. The Plan calls for revitalization strategies to be prepared for strategic core areas to facilitate growth and investment and capitalize on future government funding opportunities.

PROJECT TEAM

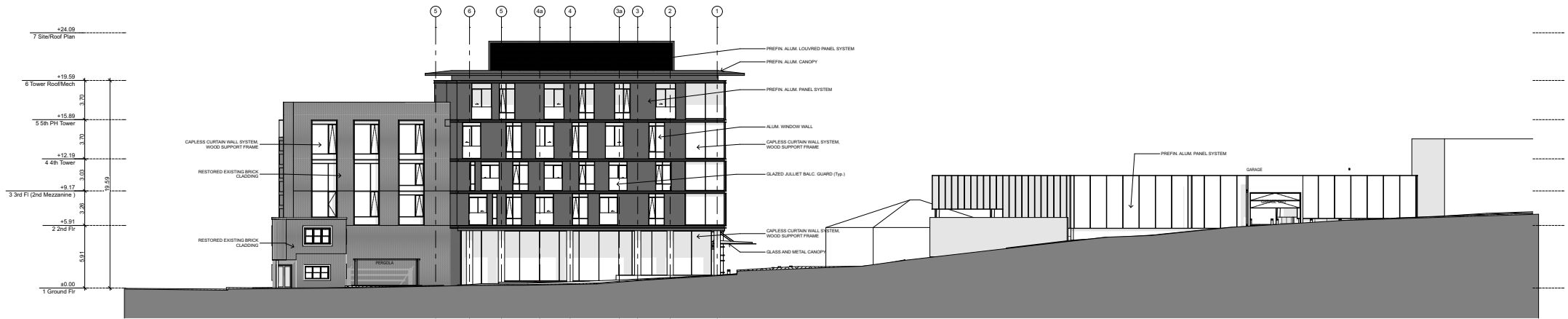
Construction	Engineering	Design	Service Consultants	Marketing/Sales
Construction Manager TRIBURY CONSTRUCTION Sudbury, Ontario	Structural Engineer [REDACTED] Toronto, Ontario	Architect [REDACTED] Toronto, Ontario	Condo Doc Legal [REDACTED] Toronto, Ontario	Real Estate Representation [REDACTED] Sudbury, Ontario
	Environmental Engineer [REDACTED] Sudbury - Brampton, Ontario	3D As-Built Drawings [REDACTED] Mississauga, Ontario	Plan of Condominium Survey [REDACTED] Woodbridge, Ontario	Collateral Material Design [REDACTED] Sudbury, Ontario
	M&E Engineer [REDACTED] Sudbury, Ontario	Landscape Design [REDACTED] Toronto - Sudbury, Ontario	CAM Review/Survey [REDACTED] Toronto, Ontario	Marketing Strategy Development OLDENBURGinc. Sudbury - Toronto, Ontario
	Civil Engineer [REDACTED] Sudbury, Ontario	Kitchen Supplier [REDACTED] Sudbury - Mississauga, Ontario	Corporate Accounting [REDACTED] Toronto, Ontario	
	Geotechnical Engineer [REDACTED] Sudbury - Toronto, Ontario	Interior Design OLDENBURGinc. Sudbury - Toronto, Ontario	Local Legal Services (Sudbury) [REDACTED] Sudbury, Ontario	
	Acoustic Engineer [REDACTED] Vaughan, Ontario		Site Surveys [REDACTED] Sudbury, Ontario	
	Traffic Study [REDACTED] Sudbury, Ontario		Development Consultant [REDACTED] Toronto, Ontario	



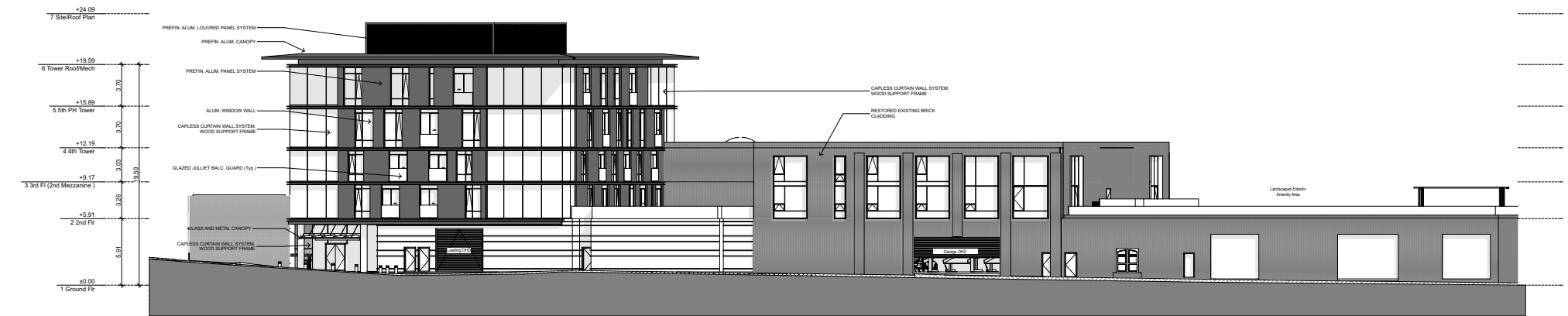




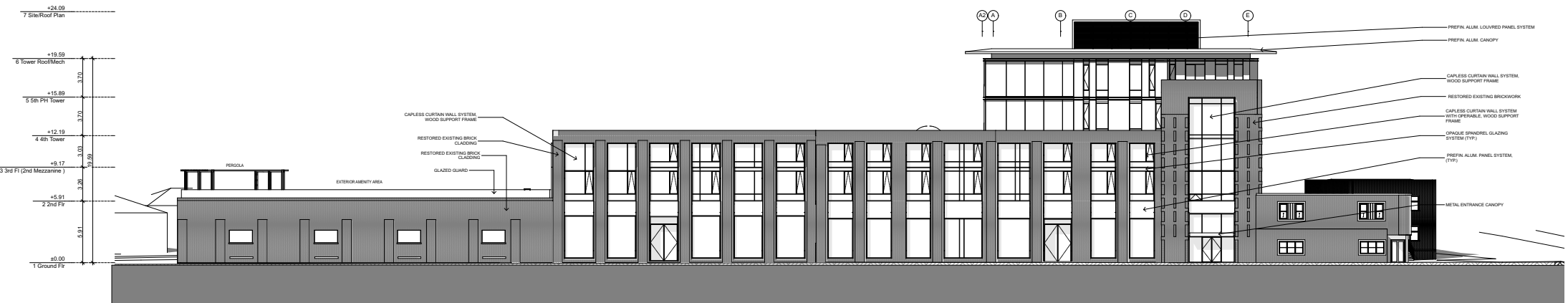
ELEVATIONS AND MASSING



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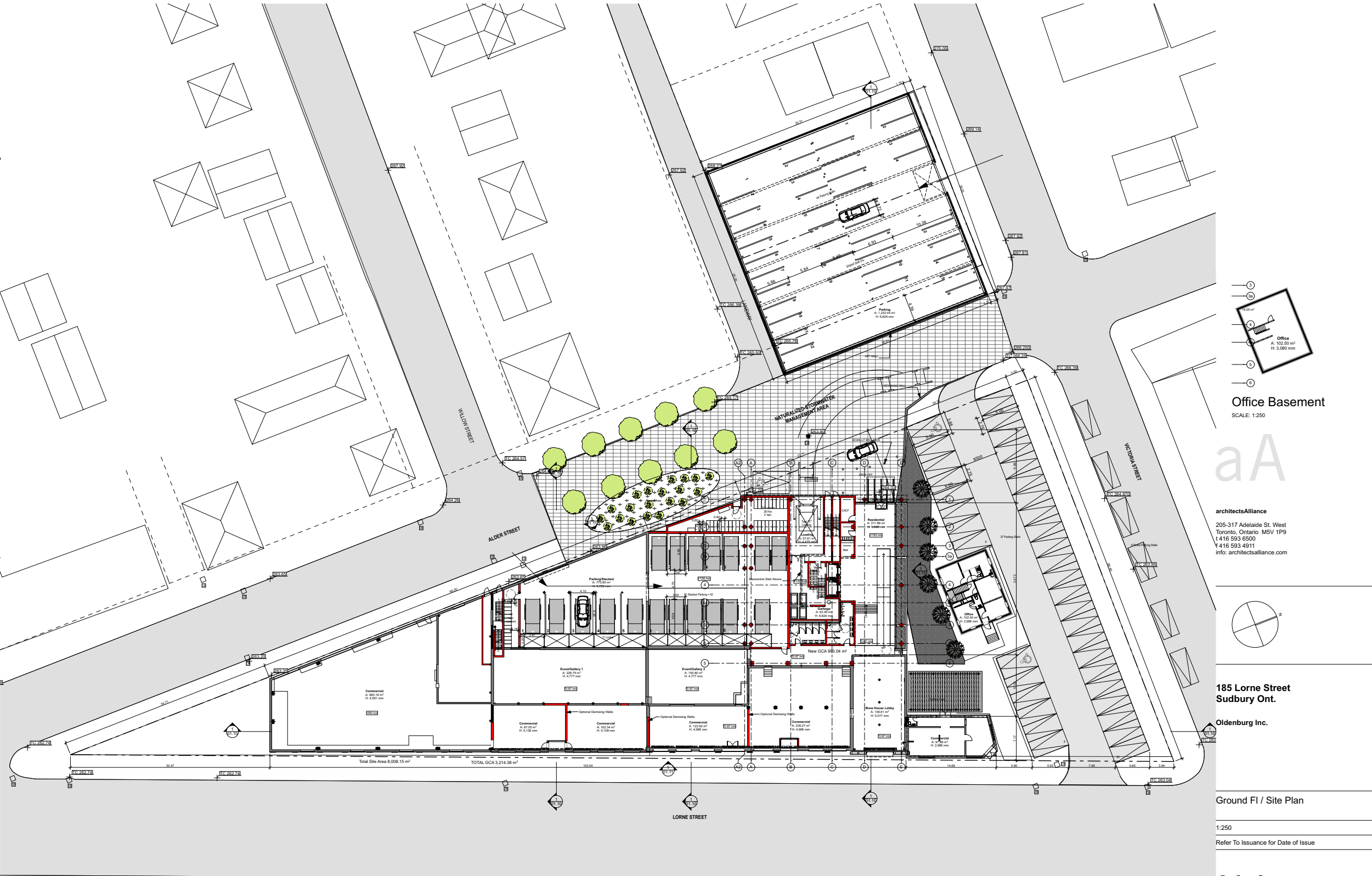


West Elevation
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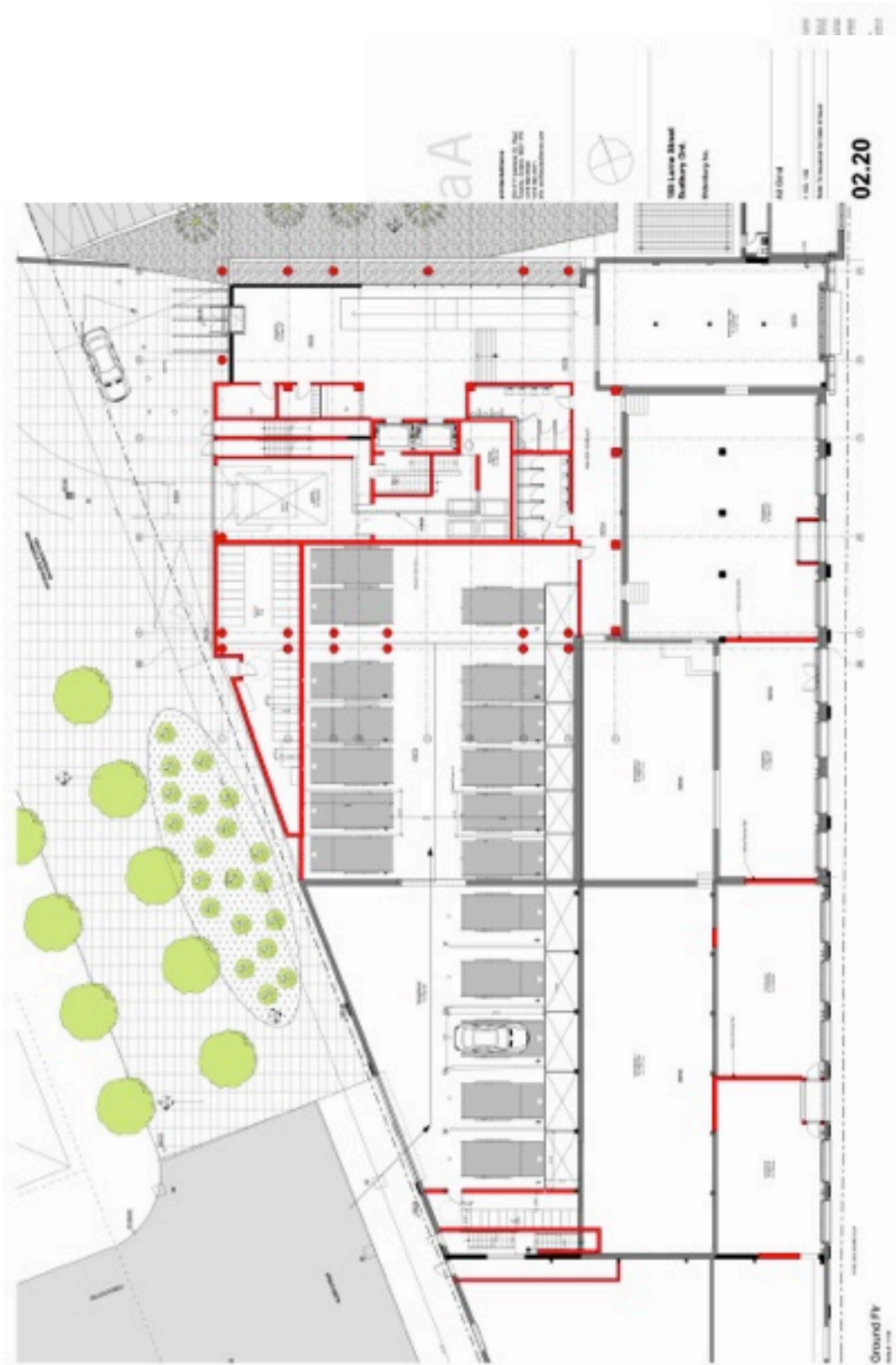
East Elevation
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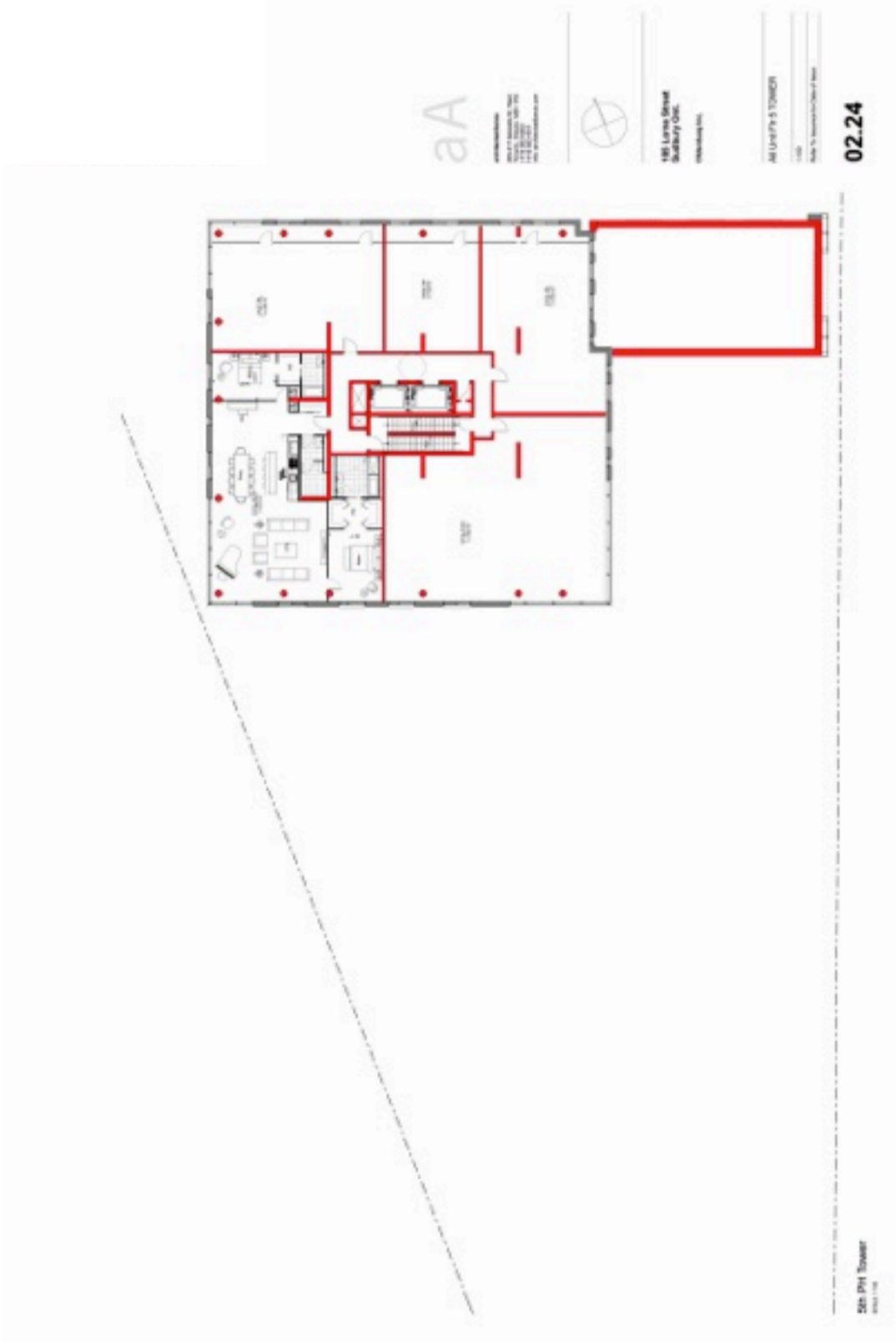
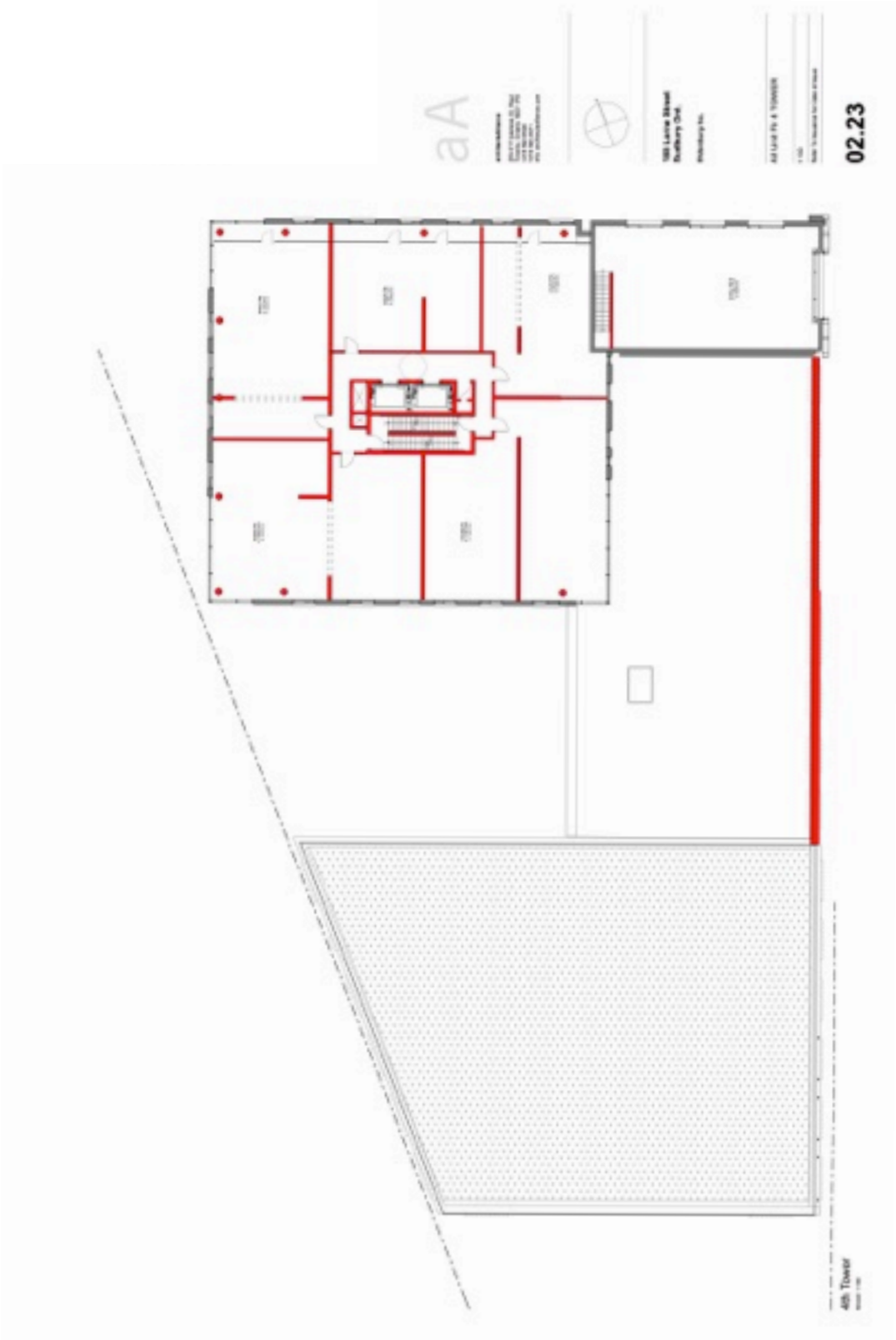
SITE PLAN



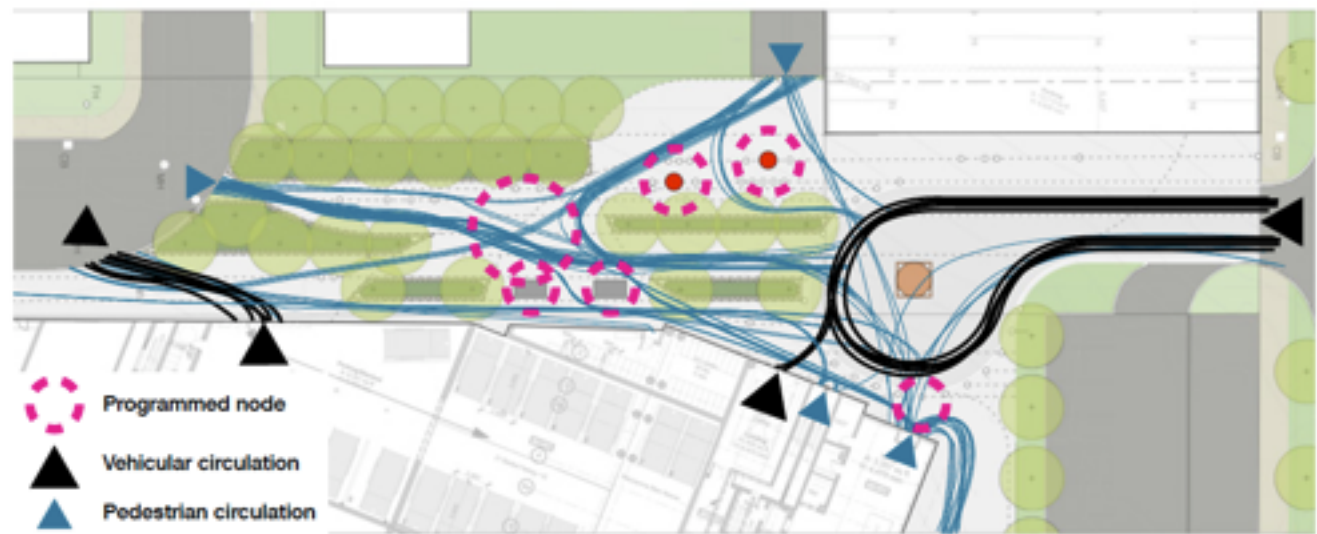
Ground Flr
SCALE: 1:250

01.4





PUBLIC REALM - ALDER STREET CLOSURE - PUBLIC PARK AND EXPERIENCE



Existing Brewery Tank



Proposed Fountain

THE BREWER LOFTS

Competitive Advantage

- Access to untapped market
- Few condominium developments in city
- High awareness of project and property
- Support of neighbours and city staff

Limited Offering and Authenticity

- 50 Lofts For Sale (Condo Corp Structure)
- Exclusive and authentic
- 110 year old historic property
- Lack of Condominium options in city

Location, Location, Location!

- Very walkable. Basic errands can be accomplished on foot.
- Front door access to transit routes, major highways and residential amenities

Stable Housing and Rental Market

- Continued demand for new housing
- Strong rental market for investor units
- Local desire from all age groups for options other than a house or rental apartment
- Vacancy rate < 3%

Revitalization of Downtown

- City plan amended in 2000's to allow Mixed-use residential development at this property
- Tax benefits to developer and purchasers
- Most significant historical building in city



OLDENBURGinc.

Innovation Through Design

- Experience developing and managing projects with International Corporations, Design Firms and Contractors
- Career working in and with Marketing, Design and Architectural professionals

Family History and Ties

- The Oldenburg's immigrated to Sudbury - Canada in the earliest days of the 1900's, fought and died in WWI for Canada, settled and worked in this original Sudbury neighbourhood

Design Based Development

- Developing the project is an expression of lifestyle through architecture and design
- Build a building that aims to improved the quality of life for residents and the community

Research and Response

- City Of Sudbury official plan calls for the development of 3000-5000 residential properties in the Downtown area
- 25% of lofts reserved even before rezoning completed

Awarded

- Collaborated on projects that have won ARIDO Interior Design Awards and have been published in various International Design magazines and reviews

