

## Parkland County Industrial and Employment Land Strategy

### Terms of Reference Outline

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1. Understanding of Industrial / Employment terminologies
  - Defining terms such as Knowledge-based; Lower-order; Prestige Industrial; Business Employment; and Shovel ready.
2. Competitiveness and market Readiness
  - Examine Provincial, Regional, and County economic contexts and market trends by sectors;
  - Comparative and competitive benchmarking of other municipalities;
  - Regional and County gap analysis by sector;
  - Review existing area structure plans relative to market potential and policy compatibility;
  - Land use bylaw regulations relative to market enablers and deterrents;
  - General physical and land use characteristics;
  - Transportation and general access characteristics and availability ;
  - General servicing characteristics availability; and
  - Strengths, weaknesses, opportunities and threats analysis.
3. Industrial and Business Employment Land Inventory
  - Overview of the types of industrial and employment areas found in County and compared regionally;
  - Recent activities and trends in those industrial and employment areas;
  - County employment structure on industrial and employment lands;
  - Evaluate lands in County that have barriers to development and long-term vacant lands; and
  - Evaluate the industrial and employment land supply in the County relative to market choice and desirability.
4. Employment Forecast and Land Needs Analysis
  - Evaluate the employment forecasts for the region and County within the forecast period of the Capital Region Growth Plan;
  - Determine the projected land needs in the County for the period of the Capital Region Growth Plan;
  - Forecast the employment densities on industrial and employment lands; and
  - Examine potential and market desirable lands for expansion or development within the County.
5. Strategic directions and recommendations
  - Provide strategic direction and recommendations for the long-term industrial and employment needs for the County.