

First Place Program

Edmonton Homebuilders Presentation
September 21, 2011



City Strategic Directions

- Council has endorsed a series of new strategic directions represented in “The Ways” plans.
- First Place Program supports City strategic directions related to ‘transforming urban form’ and “improving livability”.

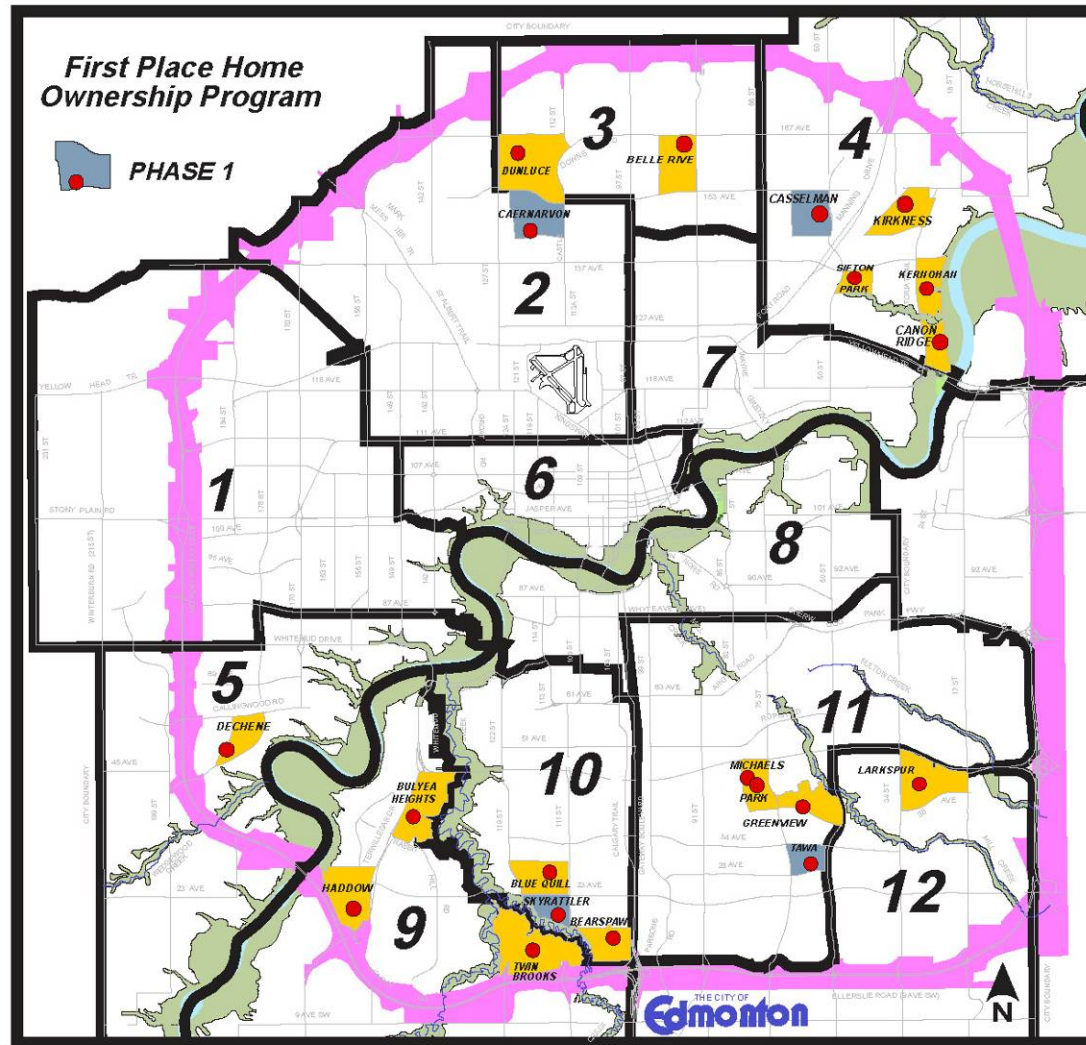


Program Background

- Program is part of the City strategy to attract & retain young people to Edmonton.
- Program provides entry-level market housing for employed, first time home buyers with modest incomes.
- http://www.edmonton.ca/for_residents/programs/first-place.aspx



Site Locations



Sample Site



Pilot Sites

Greenview

- Southeast Edmonton
- 43 units
- Builder - Rohit Group.



Pilot Sites

Canon Ridge

- Northeast Edmonton
- 42 units
- Builder - Landmark



Pilot Site Findings

- Pilot projects achieved Program objectives
- Support for Program continues
- Consultation process was very successful
- Projects are well integrated within Greenview and Canon Ridge communities
- Continued demand for modestly priced entry-level housing



Housing Market Analysis

- Anticipated demand of 540-633 town home units per year
- Currently oversupply of condominium apartments, not town homes (CMHC)
- Town homes are more affordable due to lower condo fees and provide more equity
- Town homes provide family oriented design
- Review and update market analysis every 3 years



Program Enhancements

1. Adopt a two-staged approach for builder selection and site allocation. Use RFQ process to select 3-4 qualified builders, followed by RFP to allocate remaining sites.
2. Allow builders to assume responsibility for unit marketing on the remaining sites, while acknowledging City Program and web site.
3. Develop remaining 18 sites in 4 phases, making 4-5 sites available concurrently across city in each phase of development.

Builder Selection Criteria

Builders Experienced in:

1. developing affordable well designed multiple family friendly projects within established communities
2. projects involving a significant level of community public consultation
3. establishing condominium governance structure supporting new owners
4. using build green construction technology and products
5. using social media in support of public consultation and/or marketing activities

Builder Selection Criteria

Builders with a Strong Record of:

1. Quality construction & customer satisfaction
2. Maintaining positive working relationships with partners
3. Innovative site & building design features
4. “Fitting” new homes within existing neighbourhood

Builder Selection Criteria

Builders Possessing:

- Peer recognition as an industry leader in the development of multiple family projects
- Financial capacity to support these proposed new home developments over several phases.

Closing



Discussion of proposed process & criteria to select new home builders for remaining 18 First Place Program sites.