



Growth is City Building

KEY MESSAGES

- The expert view of our industry is that we need responsible, strategic developments of all kinds, including infill *and* suburban development, to ensure Edmonton’s future success.
 - We need to make both infill and suburban development desirable.
 - Creating the conditions for growth cannot come at the expense of restricting choice, and needs to consider the investments in infrastructure required to facilitate successful growth. Restricting choice would harm the long-term wellbeing of Edmonton and the people who choose to live here.
- The most important factor to consider when determining what to build is market demand.
 - Our industry are experts in the evaluation of market demand - including consumer preferences (location, build form, and experience).
- Growth should pay for growth.
- When compared with other major Canadian cities, the availability and affordability of these homes gives Edmonton a key strategic advantage. We know what homebuyers are looking for, and Edmonton offers those options – including market affordable home purchases and rental - at a reasonable price, where many other large cities can’t. As markets become less competitive, their ability to attract and retain both investment and talent becomes compromised, also further challenging social and non-market housing.
- Part of doing urban development well is looking at the real-world results of different approaches and applying best practices.
 - In many case studies of cities that have been successful in transformation and attracting business and investment, there are three common drivers of success: Vibrancy, Cost of Business (i.e. property tax), and Ease of Doing Business.
 - One of the main effects where growth has been restricted is that housing prices increase for everyone.
 - We should focus on making infill and redevelopment as robust as Edmonton’s suburban development has been.
- Edmonton’s suburban communities defy suburban development stereotypes.
 - Suburban communities are already being built with the City Plan’s ideal of the “15-minute district” in mind.
 - Several suburban communities in Edmonton have received national recognition as great places to live.
- The way to achieve smart growth is by listening to market demand and consumer preference.
 - Smart growth pays for itself.