

A Viable Industrial Land Needs Strategy

City and Region

1. **Employment Lands – What Are They?:** According to Provincial Planning documents, Employment Lands can be considered any area designated in an Official Plan for clusters of business and economic activities including, but not limited to, manufacturing, warehousing, assembly, food processing, and offices together with other types of supplementary services to support business activity. Typically, the office facilities within a Prestige Industrial Park could include Architects, Engineers, Geoscientists, and activities in reference to particular types of research, including Scientists. The lands are defined and designated in such an Official Plan, with a complimentary Zoning document which prescribes the permitted uses within a specific Employment Lands category. A Prestige Industrial Park sometimes will exclude the manufacturing, processing, or types of assembly work, requiring large outside storage.

2. **Employment Lands – Why Are They Needed?:** Despite the fact that we are now living in what can be considered a post-industrial period, the subject of Employment Lands continues to be controversial. Many diminish the role and importance of Employment Lands within a community or ignore the need for Employment Lands. Various studies have clearly identified the reasons why Employment Lands remain important drivers of creating strong communities. They are obviously:
 - An important source of jobs;
 - Are a source of income for government and the community at large;
 - They are the location for activities and services that support the local population, and compliment other types of service activities, including automotive and household repair services, and complimentary warehousing and distribution operations..
 - Employment Lands have consequently been recognized as an essential component for the strength of a community, and in part, this is recognized by the tax revenue which is produced for the benefit of other community and government objectives. A shortage of Employment Lands adds “stress” to other aspects of community wealth and services.

3. **Industrial Lands – The Assessment Base and Property Tax Revenue:** Members of Council need only acquaint themselves with their specific and applicable mill rates. In analyzing the mill rates, one derives a clear appreciation as to the property tax revenue generated by industrial lands. Typically, they are far in excess of those generated by most other categories of land use. For example, many studies have demonstrated that the property tax revenue generated by industrial lands is significantly better than that of most types of land use when one considers the demand upon the municipal service system associated with specific activities. For example, single family homes rate low on the list in reference to a cost benefit assessment which considers demand upon municipal services, in relation to the actual property tax paid. As a consequence,

the assessment base associated with industrial lands, and the property tax revenue generated from such industrial land use is a significant revenue producer for communities. It assists in providing revenue that is often redirected to the benefit of other municipal activities.

4. **Employment Lands – The Benefits/Jobs:** It is now well recognized that industrial lands produce good or relatively good, or even high paying jobs for the community. The jobs are typically full time, and provide an excellent compliment within the context of the economic wealth associated with a community. However, some may not be aware that studies have also established a correlation between industrial land jobs, and educational requirements. In that context, the following is noted:
 - a) Cutting edge employment lands research can provide opportunities to those who have higher academic qualifications, including university, post-degree, and college educations;
 - b) Studies have established that the standard jobs available in industrial facilities can provide good paying opportunities for those who do not have degrees associated with higher education. In essence, the employment and industrial lands provide well-paying jobs, and provides the same to those who do not have university or college degrees. This provides a specific and important benefit to the social fabric of a community, and helps to retain labour within the community.
5. **Market Opportunities – Industrial Land – The Demand/The Scarcity:** Politicians now recognize that there is a scarcity of industrial lands within the City and the Region. In particular, the City is now not able to provide feasible serviced industrial land to potential industrial users. Needless to say, the foregoing is highly problematic. Various studies have established that there is virtually no available land in the GTA. The market demand for serviced industrial property is now acute. Evaluations done by those participating in the sale or purchase of industrial lands has recognized that warehousing opportunities will likely be exhausted by the end of 2022. As a consequence, the increasing market demand outside of the GTA has become evident, and represents a clear opportunity to benefit from the subject circumstance. However, if potential proponents for industrial use evaluate the availability of our market opportunities, then they will soon come to a definitive conclusion that the opportunity cannot be realized in the Peterborough area, and they will go elsewhere. In essence, the anticipated opportunities will effectively be lost to the Region, and likely lost forever.
6. **Industrial Site Selection:** Appropriate industrial site selection has to be based upon established and recognized criteria. This includes the following:
 - a) The need for a proper evaluative framework for the identification of industrial sites;

- b) A proper quantitative and qualitative assessment and background information to evaluate appropriate industrial site selection. This includes a multitude of factors that have been recognized in established studies dealing with industrial site selection. Throughout the last decade, there have been several evaluations of criteria that would form the basis of proper industrial site selection;
 - c) It represents the need for the development of good Land Use Planning, in order to select the appropriate location for clusters of industrial users;
 - d) The site selection process must be feasible, and have achievable goals. Proper implementation programs need to be undertaken and completed. This includes the construction of appropriate infrastructure, servicing, and proper supply of electricity and potentially gas to service those industrial parks.
7. **Synchronicity With Transportation and Infrastructure Planning:** There is a definite need to synchronize the site selection for industrial uses with proper transportation corridors and infrastructure planning. Existing infrastructure needs to be recognized as an important evaluation component within the context of any industrial park. Water supply must be feasible and satisfy insurance requirements for the specific industry.
8. **The Highway 115 Corridor and Peterborough Airport – Industrial Strategy:** There is a need for both the City and the County to align their objectives in such a manner to achieve feasible goals in reference to any siting or location of an industrial park. The Highway 115 corridor will represent the backbone for future industrial development. This constitutes an alignment of market demand with proper planning. The infrastructure that presently exists by way of the Highway 115 corridor needs to be recognized as the best opportunity for future industrial development. There is an need, in order to avoid financial stress, and negate adverse impact, to have industrial uses located in close proximity to the Highway 115 corridor. For many reasons, the Highway 115 corridor represents the best location for future industrial development within the region. The Peterborough Airport should be viewed as the heart in relation to this economic backbone.

Recognition by both the City and the County that the Highway 115 corridor and Peterborough Airport should constitute the backbone and heart for future industrial development within the area is imperative. It is the best location to avoid adverse impacts upon other land uses. It is a major transportation network that presently exists, but would need to be supplemented by appropriate infrastructure planning for this region.

9. **A Strategy for Moving Forward:** On several occasions, and on behalf of my client who is interested in industrial development west of Airport Road, it is important for the City and the County to collaborate within the context of the development of a viable Industrial Land Needs Strategy. Various political impediments obviously exist to the achievement of that goal. We

have advocated the use of a professional Mediator, from Global Resolutions, to achieve the commencement of evaluation and discussion related to the development of a viable Land Use Strategy. Please reference the enclosed advertisement associated with a professional Mediator who is skilled in Land Use Development, and has the background associated with mediation that represents skills which could facilitate the proper engagement between the City, County and Township representatives on this project.

Respectfully submitted,

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on behalf of 2340981 Ontario Inc.