

TO:	CHAIR AND MEMBERS STRATEGIC PRIORITIES AND POLICY COMMITTEE
FROM:	JOHN M. FLEMING MANAGING DIRECTOR, PLANNING AND CITY PLANNER
SUBJECT:	INDUSTRIAL LAND DEVELOPMENT STRATEGY 2013 – 2023 MEETING ON MONDAY, NOVEMBER 18, 2013

RECOMMENDATION

That, on the recommendation of the Managing Director, Planning and City Planner, with the concurrence of the Managing Director, Environmental and Engineering Services and City Engineer:

- i. the DRAFT 2014 Industrial Land Development Strategy, attached as Appendix 2, which is to serve as the basis to plan, acquire, service, and market industrial land for the City of London over the next 10 years, **BE RECEIVED**;

IT BEING NOTED THAT the final 2014 Industrial Land Strategy will be brought to the December 16th meeting of the Strategic Priorities and Policy Committee;

- ii. Civic Administration **BE DIRECTED** to bring forward an acquisition and servicing plan to implement the 2014 Industrial Land Strategy for consideration at the December 16th Strategic Priorities and Policy Committee meeting and to bring forward the associated financial plan in January, 2014;
- iii. The London Economic Development Corporation **BE DIRECTED** to create an aggressive marketing plan that implements the Industrial Land Development Strategy, focusing on London’s target industrial sectors and taking advantage of past investments and existing supporting resources.

IT BEING NOTED THAT the General Manager of the London Economic Development Corporation has played a large role on the team that formulated this Draft Industrial Land Development Strategy.

PREVIOUS REPORTS PERTINENT TO THIS MATTER
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April 23, 2013	Public meeting of the Planning and Environment Committee – Expansion of the Urban Growth Boundary for Industrial Uses
December 18, 2012	Investment and Economic Prosperity Committee, “A Path to Prosperity: Community Business Ideas to Stimulate our Economy”
December 4, 2012	Strategic Priorities and Policy Committee, “O-8014: Industrial Lands Review Study”
September 25, 2012	Investment and Economic Prosperity Committee, “A Paradigm for Economic Prosperity”
March 5, 2012	Strategic Priorities and Policy Committee, “Status of the 2011

	Industrial Land Development Strategy Update”
January 23, 2012	Investment and Economic Prosperity Committee, “Developing a Strategic Investment and Economic Prosperity Plan”
November 16, 2011	Finance and Administration Committee, “Industrial Land Purchase Strategy – Confidential”
September 20, 2011	Committee of the Whole, “Industrial Land Development Strategy Update” R. Panzer, Consultant

PURPOSE

The attached Industrial Land Development Strategy (ILDS) provides and analysis and direction forward on the following:

1. The City of London’s future role in developing industrial land;
2. Our target industrial sectors
3. What our target sectors are looking for
4. Evaluating our current supply of well-located, serviced industrial land
5. A plan to increase our supply
6. Creation of an Industrial Land Development Action Team
7. A approach for aggressive marketing, including consideration of a Community Improvement Plan with incentives
8. Establishing a London identity – creating a 401/402 Investment Corridor
9. Next steps

BACKGROUND

For more than a decade, the City of London has facilitated growth in its industrial sector through a comprehensive long-term strategy for the planning, acquisition, servicing and marketing of industrial lands. However, through the success of the ILDS in facilitating development of industrial land, there is now a significant deficiency in the supply of City-owned industrial land.

An analysis of the city’s industrial land demand and supply factors, titled *Industrial Lands Study*, and approved in December 2012, also found that the industrial market’s interest in London is for increasingly larger parcels of land. Prospective industrial enterprises also require that their lands meet certain locational requirements, which include excellent access to the provincial Highway system.

Recent economic challenges beyond the control of the municipality, including global recessions, the high relative value of the Canadian dollar, the melt-down of the automobile sector, and globalization of industrial production, have also had significant impacts on London’s industrial economy and industrial employment. Industrial employment is of particular importance to London because almost 30 % of total employment in the city is located in industrial-designated lands. In an effort to remain competitive with other regional, national, and global cities, the attached Industrial Land Development Strategy provides an updated comprehensive, long-term strategy that is reflective of the changing needs of our target industrial sectors.

SUMMARY OF INDUSTRIAL LAND DEVELOPMENT STRATEGY
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Appendix 1 of this report provides a summary of the Industrial Land Development Strategy, in a presentation format that is easy to “digest”. The full Strategy is provided in Appendix 2.

NEXT STEPS

Following this submission of the DRAFT 2014 Industrial Land Development Strategy the following will be brought forward:

- A revised 2014 Industrial Land Development Strategy, reflecting the feedback received from Municipal Council.
- A land acquisition strategy – including a servicing strategy that will inform acquisition
- A financial strategy – which will articulate a plan for financing the Industrial Land Development Strategy over the next 10 years, considering opportunities for senior government funding.

The land acquisition strategy will be brought forward within a confidential session of Council.

PREPARED BY:	SUBMITTED BY:
TRAVIS MACBETH PLANNER II POLICY PLANNING & PROGRAMS	GREGG BARRETT, AICP MANAGER POLICY PLANNING & PROGRAMS
RECOMMENDED BY:	CONCURRED WITH BY:
JOHN M. FLEMING, MCIP, RPP MANAGING DIRECTOR, PLANNING AND CITY PLANNER	JOHN BRAAM, P. ENG. MANAGING DIRECTOR, ENVIRONMENTAL AND ENGINEERING SERVICES AND CITY ENGINEER

November 11, 2013

Appendix 1

Summary of Industrial Land Development Strategy

Appendix 2

DRAFT 2014 Industrial Land Development Strategy