



February 1, 2017

RE: IMAGINE JASPER

Dear Mayor Iveson and members of Council,

On behalf of NAIOP Edmonton, we would like to relay the comments of our members on the proposed Imagine Jasper Plan and suggest alternatives which we believe will encourage both greater walkability of Jasper Avenue, and future development.

Since 1967, NAIOP, the Commercial Real Estate Development Association, has become the leading organization for developers, owners and investors of office, industrial, retail and mixed-use real estate in North America with over 18,000 members. The Edmonton Chapter was established in 2013 and has seen tremendous growth in membership (over 40% in 2016) led by some of the largest and most active commercial real estate developers, landlords and investors in the Edmonton Metro area.

Please see our four major concerns and recommended alternatives below:

Consultation with businesses: We understand that this consultation has been ongoing since late 2015 and has been conducted thoroughly. However in casual conversation with our membership in late 2016, few knew about the proposed changes. This indicates the scope of the consultation may have been limited to the immediate area of the activity, rather than the larger downtown developments which will be affected by these changes. A major concern is in commute times for employees and customers of adjacent businesses. An open consultation which includes the breadth of local businesses is important.

Consultation with commuters: Similarly, west end residents will be facing longer traffic times into downtown. The potential traffic delay from the west end would discourage future downtown development and occupancy, not aid it as the city seems to suggest. An open consultation which includes commuters is important, and also appears to have been lacking.

Compounding effects: Reducing Jasper avenue from seven lanes to four or five, should be considered in the context of other projects (specifically the LRT 104 avenue, and bike lanes down 102 avenue). NAIOP would recommend that these projects be piloted, or staged, and their effects considered before proceeding. Pilot projects could include bus only lanes on 104th avenue, or temporary curb bump-

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outs on Jasper Avenue; This time could also be used for further consultation, to reduce the risks associated with permanent changes in infrastructure.

High costs for traffic delays: While the city struggles to find money to reduce traffic delays in some areas, the final costs and traffic impacts are unclear for this project. Streets can be enlivened at a lower cost and with lower traffic impacts, for example by:

- Maintaining curb bump-outs while making the proposed “flex lanes” wide enough for busses to stop in (without stopping traffic flow behind them), cars to park off peak, or boardwalk patios, based on context;
- Signals and signal prioritization only where and when appropriate;
- A higher priority on main street road repair and landscaping

Ultimately, we all want a vibrant and functional main street that encourages development and business. As a council, we know that your leadership can help expand the scope of this project so that it considers citizens, businesses, and major projects, outside the project area. For these reasons, we request a rethink of the consultation, timing, and alternatives, and would like to be included in the consultations, to assist in any way possible.

We look forward to your response to this letter and the ongoing relationship between the City of Edmonton and NAIOP Edmonton on this topic and upcoming topics which influence the commercial development industry in Edmonton.

Sincerely,

NAIOP Edmonton

&

The undersigned

NAIOP

COMMERCIAL REAL ESTATE
DEVELOPMENT ASSOCIATION

EDMONTON ★ CHAPTER

<p>Shaun Wuschke Senior Vice President, Alberta Bentall Kennedy (Canada) LP</p> 	<p>Mike Saunders Vice President, Development Qualico Commercial</p> 
<p>David G. Routledge Vice President, Real Estate Management West Oxford Properties Group</p> 	<p>Dean Wulf Vice President, Leasing & Kevin McKee President Pangman Development Corporation</p> 
<p>Paul Allard Vice President Allard Developments</p> 	<p>Ryan Brown Vice President Canterra Developments Corp</p> 
<p>David B. Young Executive Vice President & Managing Director Brokerage Services CBRE</p> 	<p>Kelly Pawlik Vice President, Leasing - Edmonton ONE Properties</p> 

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