



## Priority Growth Area Selection Criteria

The technical review to select the five shortlist Priority Growth Areas involved a two-phase approach. A screening phase eliminated Priority Growth Areas that require specialized zoning, already have ongoing City led projects, or where the City is a significant landowner. Based on this screening, the following 5 Priority Growth Areas were removed from the list of potential candidates:

- Blatchford-NAIT-Kingsway - Major Node
- Rossdale - Centre-City Node
- Downtown - Centre-City
- Quarters - Centre-City
- Exhibition - District Node

Following the screening phase, the remaining Priority Growth Areas were evaluated based on opportunities to implement The City Plan, existing land use conditions, and market factors. Within each of these broad categories, the following criteria were assessed:

### 1) Opportunities to implement The City Plan

- *Land use complexity:* Analysis of special area/direct control zones, areas with cultural significance, heritage considerations, and high volumes of small land holdings.
- *Existing zoning alignment:* Review of the existing zoning to evaluate opportunities to align with the anticipated scale of nodes and corridors.
- *Activation approach:* Consideration of The City Plan's activation approach and levers of change.

### 2) Existing land use conditions

- *Vacant land availability:* City's data on vacant land within each Priority Growth Area.
- *Housing stock requiring major repairs:* Canada Mortgage and Housing Corporation's (CMHC) data on the percentage of housing stock requiring significant repairs.
- *Street pattern:* Street pattern potential for ease of redevelopment.
- *Planned Capital City investment:* Value of investments in the Priority Growth Areas based on the 2023-2026 Capital Budget.
- *City-wide mass transit:* Evaluation of Priority Growth Areas with funded or planned city-wide mass transit connections.

### 3) Market Factors

- *Vacancy rates:* CMHC's data on vacancy rates.
- *Housing starts:* New housing starts (tracked as building permits from 2018-2022).
- *Rezoning Applications:* Rezoning applications submitted within the Priority Growth Area.
- *Market study:* A third-party market study ranking Priority Growth Areas based on market activity.

The greatest emphasis in the analysis was placed on the existing zoning alignment, a third-party market study, and the City's mass transit investments.