

NAIOP

COMMERCIAL REAL ESTATE
DEVELOPMENT ASSOCIATION

EDMONTON  CHAPTER

GROWING EDMONTON TOGETHER:

**A PLATFORM FOR A
RESILIENT, COMPETITIVE,
AND INCLUSIVE CITY**

NAIOP Edmonton is a Commercial Real Estate Development Association that represents professionals who build our City from the ground up: developers, architects, planners, engineers, investors, and brokers. These are the people who shape our neighbourhoods, strengthen our economy, and grow our tax base.

TOGETHER, WE ENVISION A CITY THAT:

- ▶ Attracts strategic investment and talent
- ▶ Delivers reliable infrastructure
- ▶ Promotes fiscal responsibility
- ▶ Builds up, not away, from a strong vibrant downtown
- ▶ Supports housing and job creation

This platform outlines clear steps to position Edmonton for long-term fiscal health, economic competitiveness, and urban vibrancy, through meaningful partnerships with those who are already building it.



587-416-1534



WWW.NAIOPEDMONTON.COM



11150 JASPER AVE, EDMONTON

1

DIVERSIFY EDMONTON'S TAX BASE:

MAKE NON-RESIDENTIAL GROWTH A CIVIC PRIORITY

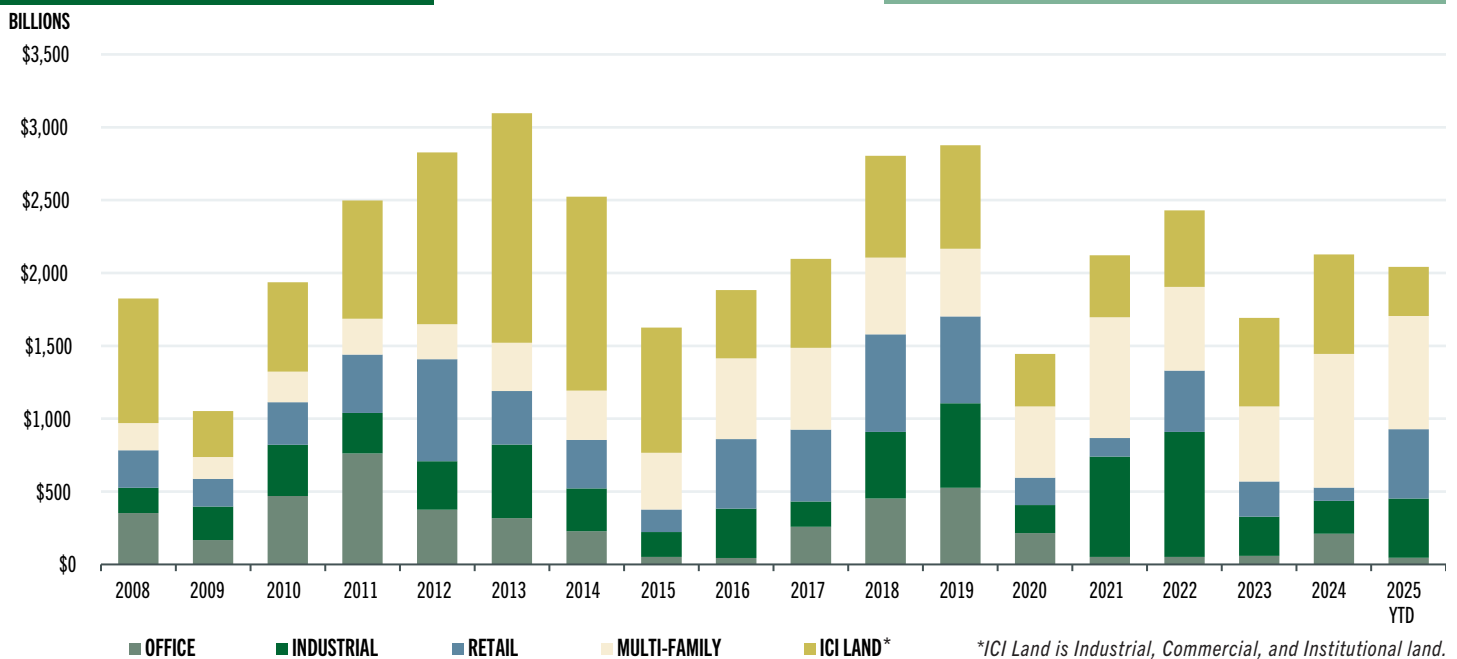
We cannot continue to rely primarily on residential property taxes to fund our City's future. If Edmonton fails to grow its non-residential and industrial tax base, the pressure will increasingly fall on homeowners. This is not sustainable. Non-residential development funds vital city services, creates jobs, and helps balance the fiscal equation.

TO GROW THIS BASE, WE MUST:

- ❑ Prioritize shovel ready land in regions of the city boundaries based on market demand and end user needs.
- ❑ Activate and adequately fund the Industrial Investment Action Plan.
- ❑ Deliver on the 40-Day permit approval commitment.
- ❑ Modernize and align zoning and policy to market realities.
- ❑ Align incentives with market fundamentals to drive lasting economic impact.
- ❑ Define, resource, and prioritize customer service at each stage of commercial growth including support for pre-application meetings, development, servicing, construction, safety codes, and business licensing applications.

2025 EDMONTON INVESTMENT VOLUME

Source: CBRE Research, Q1 2025



*ICI Land is Industrial, Commercial, and Institutional land.

2

REINVEST IN DOWNTOWN AS EDMONTON'S ECONOMIC AND CULTURAL CORE

A strong downtown is not a luxury, it's a necessity. Downtown Edmonton is the heart of our regional economy, our arts and culture scene, and our hospitality and tourism industries. We must treat downtown revitalization as a citywide priority.

CORE PRIORITIES FOR ACTION:

- ❑ Ongoing engagement with private industry and the allocation of sufficient funding to maximize on CRL Extension investment and ensure its successful delivery.
- ❑ Implement incentives to encourage mixed-use development that attracts investment, following Calgary's proven approach to drive sustainable economic growth.
- ❑ Revisit the zoning approach to mandatory ground floor commercial spaces for residential towers.
- ❑ Commit to a full return to office.
- ❑ Execute well-communicated infrastructure planning while maintaining reliable access to the core.
- ❑ Build a strategy to incentivize action on abandoned or underdeveloped sites.
- ❑ Increase downtown foot traffic through engaging events, programming, and activations to ensure the retention and growth of the business community and to attract new investment.
- ❑ Enhance cleanliness, safety, and transit access.



3

GROW EDMONTON WITH COMMUNITY BUILDERS

ENABLE THE DEVELOPMENT INDUSTRY TO DELIVER

City builders aren't just responding to growth, they are driving it. We need to move from a regulatory mindset to one of collaborative facilitation.

CORE PRIORITIES FOR ACTION:

- ❑ Approach the development sector as a strategic partner.
- ❑ Proactively plan and service lands that align with market demand and support sustainable growth.
- ❑ Develop balanced standards between quality and cost efficiency.
- ❑ Prioritize unlocking land and being shovel ready through clear policy.
- ❑ Invest in projects that deliver an ROI through new tax assessment uplift.
- ❑ Protect infrastructure investments with life cycle management strategies and a tiered approach to construction and capital projects.
- ❑ Design and prioritize a P3 approach to guide investment attraction, land development, and stewardship.

COMMERCIAL REAL ESTATE DEVELOPMENT IN EDMONTON CONTRIBUTED:

\$3.9 BILLION
to Canadian GDP.

30,310
jobs created and supported.

\$2 BILLION
in labour earnings.

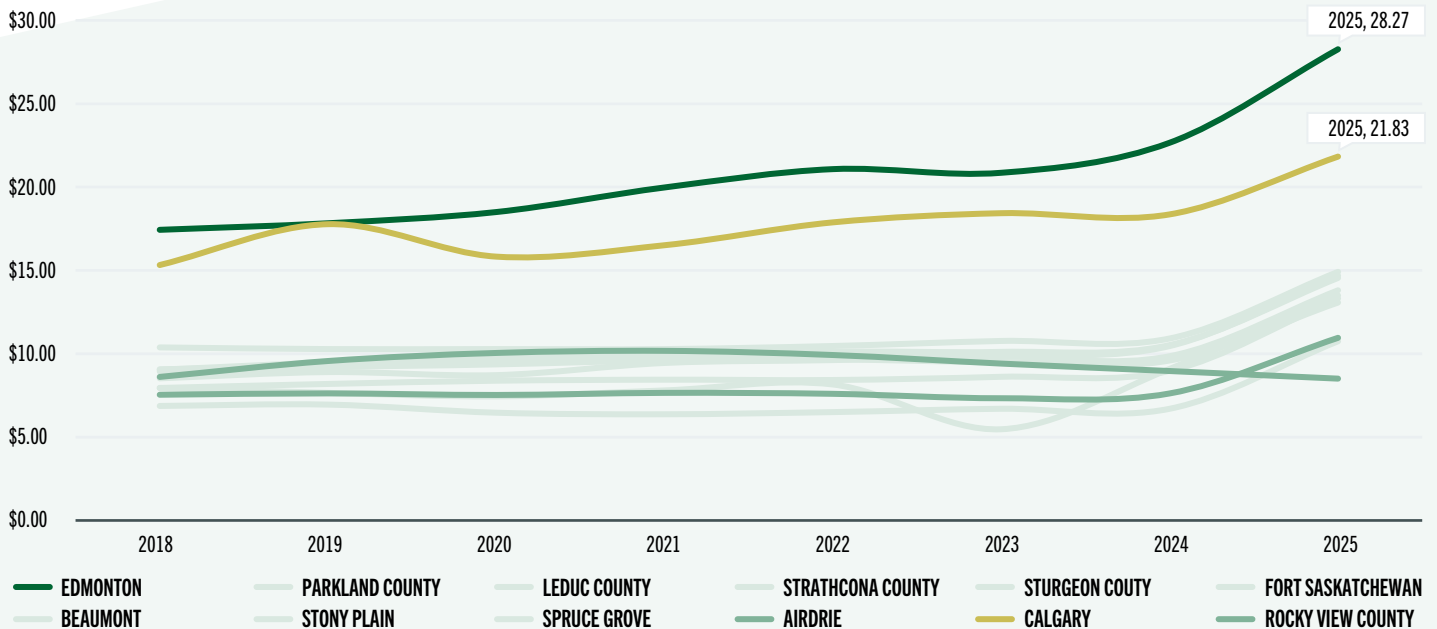
4 ENSURE FISCAL RESPONSIBILITY AND MARKET COMPETITIVENESS

Sustainable growth requires disciplined investment and a focus on economic fundamentals. Edmonton must remain a competitive and desirable market by committing to predictable, transparent governance that inspires investor confidence.

CORE PRIORITIES FOR ACTION:

- ❑ Aligning operating and capital budgets with long-term growth goals. Conduct full life-cycle cost analysis on every major project including maintenance, renewal, and eventual replacement before committing funds.
- ❑ Target infrastructure where it delivers most. Update infrastructure prioritization framework to rank by tax base growth, job creation, and transit-oriented development.
- ❑ Offer targeted non-residential tax relief in high vacancy corridors, tied to vacancy reduction benchmarks.
- ❑ Align the non-residential tax and assessment model to true market conditions, with a balanced approach on value assessments between new and existing properties.
- ❑ Streamline processes and remove unnecessary red tape to match or exceed approval speeds in surrounding municipalities. Guarantee decision timelines for rezoning, subdivisions, permit approvals, and development agreements.

CALGARY & EDMONTON NON-RESIDENTIAL MILL RATES



5

A BOLD VISION, BUILT TOGETHER.

Edmonton has long been defined by its grit, innovation, and collective drive to build something greater for our community. This platform is a call to action for civic leadership that values collaboration, data-driven planning, and long-term thinking.

BY PARTNERING WITH NAIOP EDMONTON, CITY LEADERSHIP WILL:

- Bring ambitious ideas to life, faster and smarter
- Align development policy with investment confidence
- Leverage a trusted forum for public-private collaboration
- Connect strategy and policy with economic reality

**TOGETHER, WE CAN
BUILD A COMPETITIVE,
RESILIENT, AND
INCLUSIVE EDMONTON,
FOR GENERATIONS
TO COME.**

NOW'S THE TIME TO ACT. NAIOP Edmonton is a trusted partner ready to continue the conversation and align on a strategy that drives results.



587-416-1534



WWW.NAIOPEDMONTON.COM



11150 JASPER AVE, EDMONTON