

Our File/N/Réf. 18-86-62101-002  
Your File/V/Réf.

DATE 4 June 1996

TO/DEST. The Chair and Members of Council

FROM/EXP. Planning and Property Commissioner

SUBJECT/OBJET **MARKETING STRATEGY FOR CLYDE/MERIVALE LANDS**

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### BACKGROUND

On February 14th, 1996, Regional Council declared the 91 acre Clyde/Merivale site surplus to the needs of the Corporation. Corporate Services and Economic Development Committee requested that staff develop a strategy for the disposal of the property. This report outlines the proposal for the marketing and disposing of the Clyde/Merivale lands.

Block 32, which contains 3 acres, is currently leased to Besner-Vered & London Life, the owners of the adjacent lands. They have expressed a strong interest in acquiring this parcel for continued use as a parking lot for their tenant Nortel. The Block has services available through the owner's adjoining holdings. The proposed purchase will be based on fully serviced land values. As a result, Regional staff will be entering into negotiations with this owner for the sale of Block 32.

The Clyde/Merivale site was acquired with anticipation of using a portion of the property for a Homes for the Aged facility. Based on a recent survey and review of site requirements for the Island Lodge Replacement (Phase I) project, other sites, including lands owned by the Region are considered to be more suitable. Therefore, this site is no longer required for this purpose.

The remaining 88 acres are to be marketed at this time. During the past several months, there has been significant interest shown in acquiring the property from local builders, developers and abutting land owners. A review of current and anticipated real estate market conditions suggests that increases in the value of development lands will be low to moderate for the foreseeable future. Therefore, disposal at this time will maximize the financial return to the Region. The sale of the site will result in the lands being developed in the near future. This will allow the Region to realize the benefit from the expenditure of the Canada-Ontario Infrastructure funding that was utilized for the external services for the Clyde/Merivale lands and is consistent with our Regional Development Strategy of maximizing the use of existing infrastructure. Development of the site in the foreseeable future will result in employment opportunities, revenues from future Regional Development Charges and additional realty tax revenues.

Based on the level of interest shown by the private sector, the property will be marketed through a “proposal call process”. This process will involve advertising of the property through appropriate signage on the site, placing notices in local, regional and national newspapers and direct notification of parties that have expressed interest in the lands. Proposals are to be received in July and staff will review the proposals and make a recommendation to Corporate Services and Economic Development Committee and Council in September.

#### PUBLIC CONSULTATION

Public consultation meetings have been conducted in connection with the Official Plan Amendment and re-zoning of this property. Disposal of these lands will involve additional public exposure through the marketing process.

#### FINANCIAL COMMENT

Any sale of the property will represent a revenue to the Corporation from both the sale proceeds and the future Regional Development Charges. As well, it will create revenue from realty taxes and will generate employment opportunities. It will also allow the Region to realize the benefit from the expenditure of the Canada-Ontario Infrastructure funding.

*Approved by  
Nick Tunnacliffe, MCIP, R.P.P.*

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