

ECONOMIC INTEL. UNIT CASE STUDY SELECT SITES

The Challenge

Our client wanted to build a new facility on an appropriately zoned five acre site, which could be located anywhere within a 113 km² section of a metropolitan area, provided that it was within four kilometres of both an educational institution and employment centre, and one kilometre of a major residential neighbourhood. Development and land costs were also constraining factors. The site selection had to be exhaustive, produce a list of all sites with the required attributes, and be completed in four weeks. The client turned to Turner Drake's Economic Intelligence Unit (EIU) for help.

Turner Drake's Approach

There were 18,000 ownership parcels in the 113 km² Study Area. They fell within one of five separate Land Use By-Laws which contained in aggregate, seventy zoning codes. Each ownership parcel had to be checked to determine if it met the size, zoning, locational and development constraints. Suitable parcels had then to be inspected, valued, and the results presented to the client in a format which would allow them to render a qualitative decision. Turner Drake rolled up their sleeves, fired up their Geographic Information System (GIS) and went to work.

Since parcel size was a constraint our Economic Intelligence Unit (EIU) acquired the PID boundary files from the Province and selected parcels sized 5 acres or greater, which fell within the Study Area. They obtained the Zoning Map files from the Municipality and differentiated zoning areas which (1) permitted the intended use, (2) would permit the intended use by Development Agreement, (3) would prohibit the intended use. This modified zoning map was laid over the PID map, and satellite imagery, to eliminate parcels which did not meet the parcel size and zoning constraints ... or which were already developed. Map layers were also created for the three educational institutions, the six employment centres, the numerous residential neighbourhoods, and their respective catchment areas to identify the selected sites which fell within them. Satellite imagery and ground truthing was then employed to eliminate parcels which were unsuited for development because of ownership, active development plans, community resistance to development, topographic barriers and archaeological concerns. Finally our Compuval™ geocoded transactional database was deployed to research prior sales of the selected parcels, and comparable sales in the locality.

Winning Results

Turner Drake furnished a Site Selection Study containing maps, satellite imagery and a detailed report on the site selection process together with values and details on the eight sites which met the client's constraints ... together with a recommendation on one very suitable site available at a beneficial price.

