

Media Release

October 29, 2020

Public-Private Development Opportunity in Grande Prairie City Centre

An Expression of Interest (EOI) is open for two parcels of City-owned land, providing unique opportunities to explore innovative funding models and partnerships with the City of Grande Prairie.

The first land development opportunity is approximately 2.5 Acres located in Grande Prairie's vibrant City Centre, just south of Montrose Cultural Centre. The Expression of Interest presents a unique opportunity as the City is open to exploring options that benefit the community and align with strategic priorities. Proponents interested in this parcel of land should be familiar with the [South Montrose Site Masterplan](#) as this conceptual design has been identified as a key priority by City Council.

Zoned as Central Commercial (CC), the [South Montrose Parcel](#) supports a variety of uses, including but not limited to mixed-use, retail, office, entertainment, government service, and hotel. While the zoning allows for a variety of uses, submissions identifying community benefit and innovative solutions to integrating with the South Montrose Site Masterplan will be favourable.

A second parcel is also open for Expression of Interest ([Resources Road Parcel](#)) which is 17.83 Acres located on Resources Road between 68th Avenue and 76th Avenue. The Resources Road Parcel is zoned as Arterial Commercial (CA) and is located on a high traffic corridor which sees annual average weekday traffic of 52,846. Approximately 778 meters of land has frontage on Resources Road which supports high visibility for diverse commercial opportunities.

Overall, the EOI process allows the City to maintain equitable disposal of municipally owned land while ensuring broad market exposure to attract investment in the community. Additionally, it allows the city to solicit interest in the land and utilize discretion for its final sale to ensure it meets strategic municipal goals.

As a youthful and business friendly community with a total trading area population of nearly 289,000, the City of Grande Prairie presents opportunities for a variety of viable business opportunities. City administration looks forward to reviewing the EOIs and working with potential successful proponents. To access the EOI, visit cityofgp.com/commercialland

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Media enquiries may be directed to:

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About Grande Prairie:

Located in northwestern Alberta in the heart of the Peace Region, Grande Prairie is a vibrant regional service hub with a population of 69,000 and a trading area of 289,000 people. As a strategic regional hub for retail and industrial trade and commerce, Grande Prairie is a lucrative market for local and multi-national retailers. Retail spending in the city represents \$4.7 billion, spread over a retail inventory of 5.2 million square feet. Along with retail and trade, the region’s abundance of natural resources lends to the City’s economic diversity and prosperity.

The city has nearly doubled in the last 20 years and has sustained a steady growth rate of over 3.69% from 2000-2018 with a youthful average age of 31.9, making it one of the youngest cities in Canada.





Lot 8, Block 1, Plan 062 3325
 SW Section 18, Township 71, Range 5, W6M &
 SE Section 13, Township 71, Range 6, W6M



LEGEND
 — Property Boundary

The aerial data shown applies only to content of this map and is not intended to be used for any other purpose.

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