



26 N. Railway

61 McRae

67 McRae

COMPARISON FACTORS			26 N. Railway		61 McRae		67 McRae		Ranking Rationale
Name	Description	Weight (1-5)	Score 1-4	Total	Score 1-4	Total	Score 1-4	Total	
TOWN VISION: The Town of Okotoks fosters a culture of resiliency - where people, businesses, ideas and sense of community thrive. Grounded by the Sheep River valley and supported by thoughtful planning and design, a strong local economy and a vibrant civic culture, Okotoks offers exceptional quality of life at every stage of life. Respect for each other and the natural environment makes Okotoks home.	How well does the concept align with the Town Vision?	5	3	15	3	15	3	15	The proposed Eastern Gateway concept largely aligns with the Town Vision. The proposal will foster a sense of place and community, will providing a opportunities for business investment.  The acquisition of these parcels aligns with the Town Mission by providing additional commercial and residential opportunities in the downtown.  The Eastern Gateway concept aligns with Guiding Principle #1 by increasing commercial and residential opportunities, adding to the vibrancy and connections on the east side of the downtown.  The Eastern Gateway aligns with Guiding Principle #2 by increasing densities and utilizing existing infrastructure, thereby reducing the ecological footprint of the Town.  The Eastern Gateway concept generally aligns with Guiding Principle #3.  The Eastern Gateway concept aligns with Guiding Principle #4.  The concept generally aligns with the Municipal Development Plan.  The land use designations in the proposed Land Use Bylaw align with the proposed redevelopment scenario.  Development of these lands presents an excellent opportunity to create revenue through land sales, development or partnering in future developments.  Successful development of these lands would serve as a excellent example of developmental leadership.  The concept generally aligns with this value.  Community Services are not proposed as part of the Eastern Gateway concept.  With the exception of being located in the Floodplain, the land fits the intended use.  The Eastern Gateway concept would result in increased revenue to the Town through the sale or development of land and through future tax lift.  The Eastern Gateway concept would unfold over fairly long period of time, therefore a score of 3.  The parcels were scored based on assessed value per square metre, the lower the assessed value per square metre the higher the ranking.  If a parcel is required to complete a larger development it would receive a higher score.
TOWN MISSION: The Town of Okotoks strives to create and nurture an environment in which people are able to pursue the fulfilment of their outcomes, in harmony with the community.	How well does the concept align with the Town Mission?	5	4	20	4	20	4	20	
G.P.1. OKOTOKS IS A HEALTHY, SAFE, INCLUSIVE COMMUNITY. Policies, developments, and design prioritize the safety, wellbeing, connectedness and prosperity of our residents.	How well does the concept support this Guiding Principle?	5	4	20	4	20	4	20	
G.P.2. OKOTOKS IS A SUSTAINABLE, GREEN AND RESILIENT COMMUNITY. Okotoks is supported by infrastructure, buildings, ecological systems and community networks that can withstand and adapt to changes in climate and extreme weather, and contribute to community sustainability and resilience.	How well does the concept support this Guiding Principle?	5	4	20	4	20	4	20	
G.P.3. OKOTOKS HAS A VITAL, PROSPEROUS, INNOVATIVE ECONOMY. Okotoks has the means to attract, retain and support economic development that promotes health, well-being, learning, sustainability, and builds community resiliency.	How well does the concept support this Guiding Principle?	5	2	10	2	10	2	10	
G.P.4. OKOTOKS COUNCIL IS A FISCALLY RESPONSIBLE AND RESPONSIVE GOVERNMENT. The local government of Okotoks is fiscally stable, has well-managed assets and works in the best interests of its environment, residents and businesses.	How well does the concept support this Guiding Principle?	5	4	20	4	20	4	20	
Alignment with MDP	How well does the concept align with the MDP policies?	5	4	20	4	20	4	20	
Alignment with Draft LUB	How well does the concept align with the draft Land Use Bylaw?	5	4	20	4	20	4	20	
Create revenue for the Ratepayers	How well does the concept support this land development value?	4	4	16	4	16	4	16	
Demonstrate developmental Leadership	How well does the concept support this land development value?	4	4	16	4	16	4	16	
Retain the identity of Okotoks	How well does the concept support this land development value?	4	3	12	3	12	3	12	
Provide Community Services	How well does the concept support this land development value?	4	0	0	0	0	0	0	
Land Evaluation	How well does the land fit the intended use?	4	4	16	4	16	4	16	
Fiscal Responsibility	The concept is a fiscally responsible use of public monies, including debt.	4	4	16	4	16	4	16	
Project Scope of Work	The scope of work is achievable?	4	3	12	3	12	3	12	
Assessed Value of Land	Assessed value of land per acre	4	2	8	3	12	2	8	
Required parcel	Is the parcel need to complete a larger development?	4	4	16	4	16	4	16	
			0	0	0	0	0	0	
			257		261		257		

**3 South Railway**     **5 South Railway**     **7 South Railway**     **9 South Railway**     **12 South Railway**     **30 South Railway**     **29-35 South Railway**

COMPARISON FACTORS			3 South Railway		5 South Railway		7 South Railway		9 South Railway		12 South Railway		30 South Railway		29-35 South Railway		Ranking Rationale
Name	Description	Weight (1-5)	Score 1-4	Total	Score 1-4	Total	Score 1-4	Total	Score 1-4	Total							
TOWN VISION: The Town of Okotoks fosters a culture of resiliency - where people, businesses, ideas and sense of community thrive. Grounded by the Sheep River valley and supported by thoughtful planning and design, a strong local economy and a vibrant civic culture, Okotoks offers exceptional quality of life at every stage of life. Respect for each other and the natural environment makes Okotoks home.	How well does the concept align with the Town Vision?	5	4	20	4	20	4	20	4	20	4	20	4	20	4	20	The proposed South Railway Waterfront concept fully aligns with the Town Vision. The proposal will foster a sense of place and community, it will also provide business opportunities and all within the Sheep River Valley.
TOWN MISSION: The Town of Okotoks strives to create and nurture an environment in which people are able to pursue the fulfilment of their outcomes, in harmony with the community.	How well does the concept align with the Town Mission?	5	4	20	4	20	4	20	4	20	4	20	4	20	4	20	The acquisition of these parcels aligns with the Town Mission as development of the South Railway Waterfront will generate future business opportunities.
G.P.1. OKOTOKS IS A HEALTHY, SAFE, INCLUSIVE COMMUNITY. Policies, developments, and design prioritize the safety, wellbeing, connectedness and prosperity of our residents.	How well does the concept support this Guiding Principle?	5	2	10	2	10	2	10	2	10	4	20	4	20	4	20	The Proposed South Railway Waterfront concept aligns with GP1, providing an extension of the downtown area and connection with the Sheep River and the river pathway system. As 3, 5, 7 & 9 South Railway Street are not a required to fulfill the South Railway Waterfront vision.
G.P.2. OKOTOKS IS A SUSTAINABLE, GREEN AND RESILIENT COMMUNITY. Okotoks is supported by infrastructure, buildings, ecological systems and community networks that can withstand and adapt to changes in climate and extreme weather, and contribute to community sustainability and resilience.	How well does the concept support this Guiding Principle?	5	2	10	2	10	2	10	2	10	2	10	2	10	2	10	All parcels are located with the present flood fringe area, therefore the ranking of 2.
G.P.3. OKOTOKS HAS A VITAL, PROSPEROUS, INNOVATIVE ECONOMY. Okotoks has the means to attract, retain and support economic development that promotes health, well-being, learning, sustainability, and builds community resiliency.	How well does the concept support this Guiding Principle?	5	3	15	3	15	3	15	3	15	4	20	4	20	4	20	The South Railway Waterfront will attract new economic development and could leverage its river adjacent location to promote health, wellbeing and sustainability.
G.P.4. OKOTOKS COUNCIL IS A FISCALLY RESPONSIBLE AND RESPONSIVE GOVERNMENT. The local government of Okotoks is fiscally stable, has well-managed assets and works in the best interests of its environment, residents and businesses.	How well does the concept support this Guiding Principle?	5	3	15	3	15	3	15	3	15	3	15	3	15	3	15	As with all development undertakings there would be some level of risk for the Town.
Alignment with MDP	How well does the concept align with the MDP policies?	5	3	15	3	15	3	15	3	15	3	15	3	15	3	15	The business case generally aligns with the Municipal Development Plan.
Alignment with Draft LUB	How well does the concept align with the draft Land Use Bylaw?	5	4	20	4	20	4	20	4	20	4	20	4	20	4	20	The land use designations in the proposed Land Use Bylaw align with the proposed redevelopment scenario.
Create revenue for the Ratepayers	How well does the concept support this land development value?	4	2	8	2	8	2	8	2	8	4	16	4	16	4	16	Development of these lands presents an excellent opportunity to create revenue through land sales, development or partnering in future developments. Parcels 3, 5, 7 & 9 were scored at a 2 because they already accommodate existing businesses and the potential for the creation of increased revenue is less than for a vacant parcel.
Demonstrate developmental Leadership	How well does the concept support this land development value?	4	4	16	4	16	4	16	4	16	4	16	4	16	4	16	Successful development of these lands would serve as an excellent example of developmental leadership.
Retain the identity of Okotoks	How well does the concept support this land development value?	4	4	16	4	16	4	16	4	16	4	16	4	16	4	16	Showcasing the river valley and connecting with the historic downtown would capture and retain the identity of Okotoks.
Provide Community Services	How well does the concept support this land development value?	4	2	8	2	8	2	8	2	8	3	12	3	12	3	12	A proposed component of the South Railway Waterfront is the development of a performing arts centre which would be considered a Community Service.
Land Evaluation	How well does the land fit the intended use?	4	4	16	4	16	4	16	4	16	3	12	3	12	3	12	With the exception of being located in the Floodplain, the land fits the intended use.
Fiscal Responsibility	The concept is a fiscally responsible use of public monies, including debt.	4	4	16	4	16	4	16	4	16	4	16	4	16	4	16	As 12, 30, and 29-35 South Railway are presently undeveloped parcels with limited redevelopment potential, acquisition for sale or development and future tax lift, would be fiscally responsible.
Project Scope of Work	The scope of work is achievable?	4	4	16	4	16	4	16	4	16	3	12	3	12	3	12	The South Railway Waterfront concept would unfold over a fairly long period of time, therefore a score of 3.
Assessed Value of property	Cost to acquire the property.	4	3	12	2	8	2	8	3	12	4	16	4	16	3	12	The parcels were scored based on assessed value per square metre, the lower the assessed value per square metre the higher the ranking.
Required parcel	Is the parcel needed to complete a larger development?	4	2	8	2	8	2	8	2	8	4	16	4	16	4	16	If a parcel is required to complete a larger development it would receive a higher score.
			0	0	0	0	0	0	0	0	0	0	0	0	0	0	
			241		237		237		241		272		272		268		