

City of Brantford

Proposed Sports and
Entertainment Centre



Facilitated Workshop - Outputs

Site Selection Criteria

- At the Facilitated Workshop, Council provided direction on prospective site evaluation criteria, identifying which criteria:
 - should rank highest and therefore be of highest importance when evaluating locations and
 - should rank lower and therefore be of lesser importance (but nonetheless still important) when evaluating locations

SEC Location Evaluation Criteria

OF HIGHEST IMPORTANCE	EXTREMELY IMPORTANT	IMPORTANT
City Building	Complementary Benefits	Parking
Cost Impact	Ease of Development	Access
Economic Impact		Vision
52.5% <i>(17.5% each)</i>	25% <i>(12.5% each)</i>	22.5% <i>(7.5% each)</i>

Source: KKR Advisors, based on input provided by Brantford City Council

Site Evaluation Process

- A Site Evaluation Group was struck involving KKR Advisors and individuals from ten city departments
- Information, data and insights were assembled on each site, including information on:
 - ○ parking availability
 - ○ site access (roadway, transit)
 - ○ geotechnical, environmental, heritage,
 - land claim and related information
 - ○ site servicing / municipal infrastructure availability and planned improvements
 - ○ planned and proposed developments
 - ○ zoning / permitted uses
 - ○ economic impact potential
 - ○ supportive planning policies
 - ○ timing implications
 - ○ site acquisition costs
- Sites evaluated on a 1 / 2 / 3 scale

Site Selection Criteria

	Site A	Site B	Site C
1. Vision (7.50%)			
a. Will the development of an SEC on this site be seen by Brantford residents as appropriate?			
b. Is an SEC one of the highest and best uses of this site?			
c. Does an SEC on this site reflect the City's vision and the City's Official Plan?			
d. Can the development of an SEC on this site stimulate future growth / expansion consistent with the City's vision?			
e. Does the development of this site strike an appropriate balance between public and private sector benefits both short and long term?			
Unweighted Score			
Weighted Score			
<i>RANK</i>	X	X	X
2. Complementary Benefits (12.50%)			
a. Will the surrounding neighbourhood / area be positively impacted by this development?			
b. Can this site support the development / expansion of an event / entertainment zone?			
c. Will this project help develop or advance existing infrastructure expansion plans?			
d. Are there additional benefits not necessarily associated with entertainment / event activity?			
Unweighted Score			
Weighted Score			
<i>RANK</i>	X	X	X
3. Ease of Development (12.50%)			
a. Is the site well-serviced and can existing servicing handle the added requirements of a SEC?			
b. Are there issues that would prolong the site planning / zoning approval and / or development process?			
c. Are there environmental issues or concerns associated with the site?			
d. Are there significant geotechnical or topographic issues with the site?			
e. Would development generate local area reaction / controversy?			
Unweighted Score			
Weighted Score			
<i>RANK</i>	X	X	X
4. Access (7.50%)			
a. Does the site have easy vehicular access / egress for event setup?			
b. Does the site have appropriate vehicular access / egress for spectators?			
c. Does transit currently service the site / can service be provided?			
d. Can transit reduce car dependent travel to this site?			
e. Is this site accessible by patrons walking to the event (from hotels, restaurants, etc.)?			
Unweighted Score			
Weighted Score			
<i>RANK</i>	X	X	X

	Site A	Site B	Site C
5. Parking (7.50%)			
a. Is there the potential for adequate parking on or near the site?			
b. Is there existing parking in the area that can be used for events?			
c. Can parking provided on-site also support other uses during non-events?			
d. Is there appropriate space for event loading / busing?			
Unweighted Score			
Weighted Score			
<i>RANK</i>	X	X	X
6. Cost Impact (17.50%)			
a. Is there a cost premium for developing the SEC on this site?			
b. Is there a cost premium for the overall development of the site?			
c. Are there funding opportunities associated with the development of this site?			
d. Are there partnering opportunities associated with the development of this site?			
Unweighted Score			
Weighted Score			
<i>RANK</i>	X	X	X
7. Economic Impact (17.50%)			
a. Does the development of this site have a positive economic impact on the surrounding area?			
b. Can the area surrounding this site become / evolve into an entertainment / event destination?			
c. Can an SEC on this site positively influence the redevelopment of surrounding sites?			
Unweighted Score			
Weighted Score			
<i>RANK</i>	X	X	X
8. City Building (17.50%)			
a. Does the development on this site enhance the profile of Brantford as a destination?			
b. Would the development of this site enhance the quality of life for the community?			
c. Would the development as envisioned foster pride by the residents of Brantford?			
Unweighted Score			
Weighted Score			
<i>RANK</i>	X	X	X
TOTAL UNWEIGHTED SCORE			
<i>RANK</i>	X	X	X
TOTAL WEIGHTED SCORE	0.00	0.00	0.00
<i>RANK</i>	X	X	X

Site Evaluation

Civic Centre

- Site located in a floor plain potentially adding to cost of development
- Likely require upgrades to municipal services
- Site benefits from existing parking and a location in an established commercial node that is well serviced from a transportation and transit perspective
- Located in the area envisioned to be “*the cultural, entertainment and administrative heart of the city, a key shopping district and a destination for residents, students, tourists and businesses*”
- Highest economic impact potential given the critical mass of uses and number of complementary developments that are currently proposed for the area



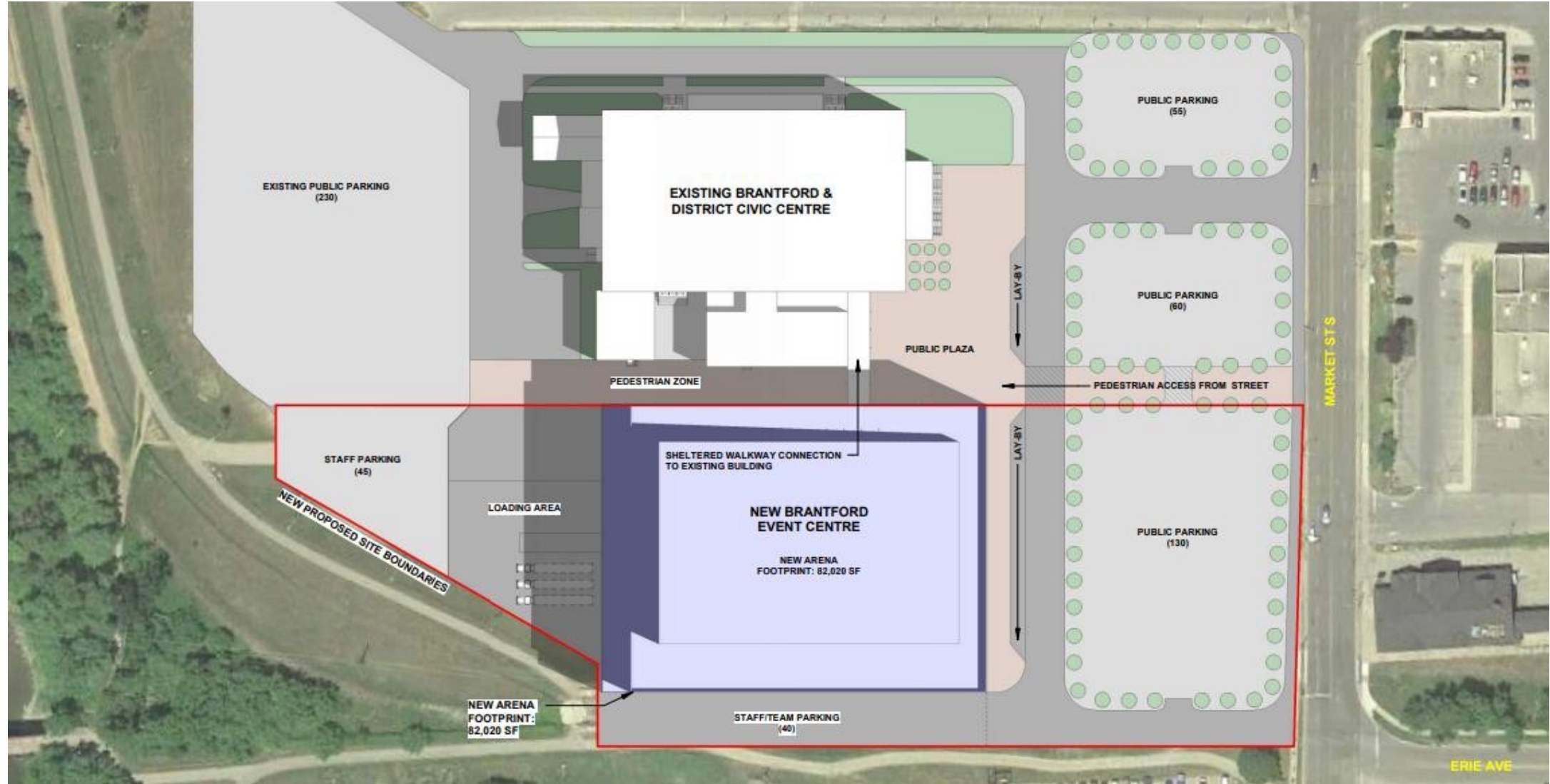
Site Evaluation Results

- In consideration of the individual and relative rankings of each site against the site evaluation criteria, **the recommended location for the SEC is the Civic Centre site.**
- The Civic Centre Site ranked highest in all categories except Parking (where it ranked second) and Ease of Development (where it ranked third);
- The Civic Centre Site ranked highest in all categories deemed to be of Highest Importance to Brantford City Council; and
- The Civic Centre Site ranked highest in all categories deemed to be Extremely Important and of Highest Importance to Brantford City Council.

SEC Illustrative Renditions



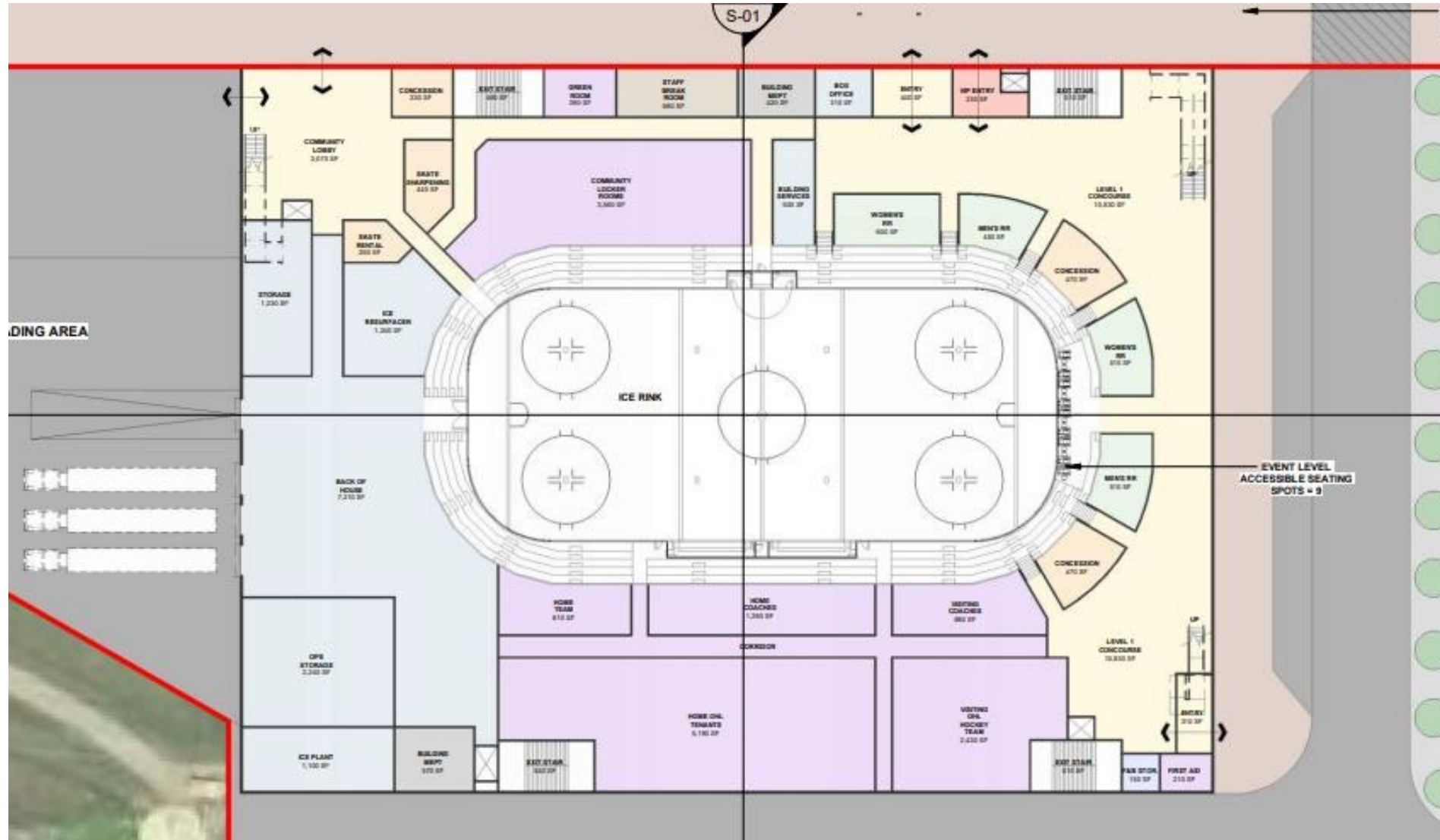
SEC Illustrative Renditions



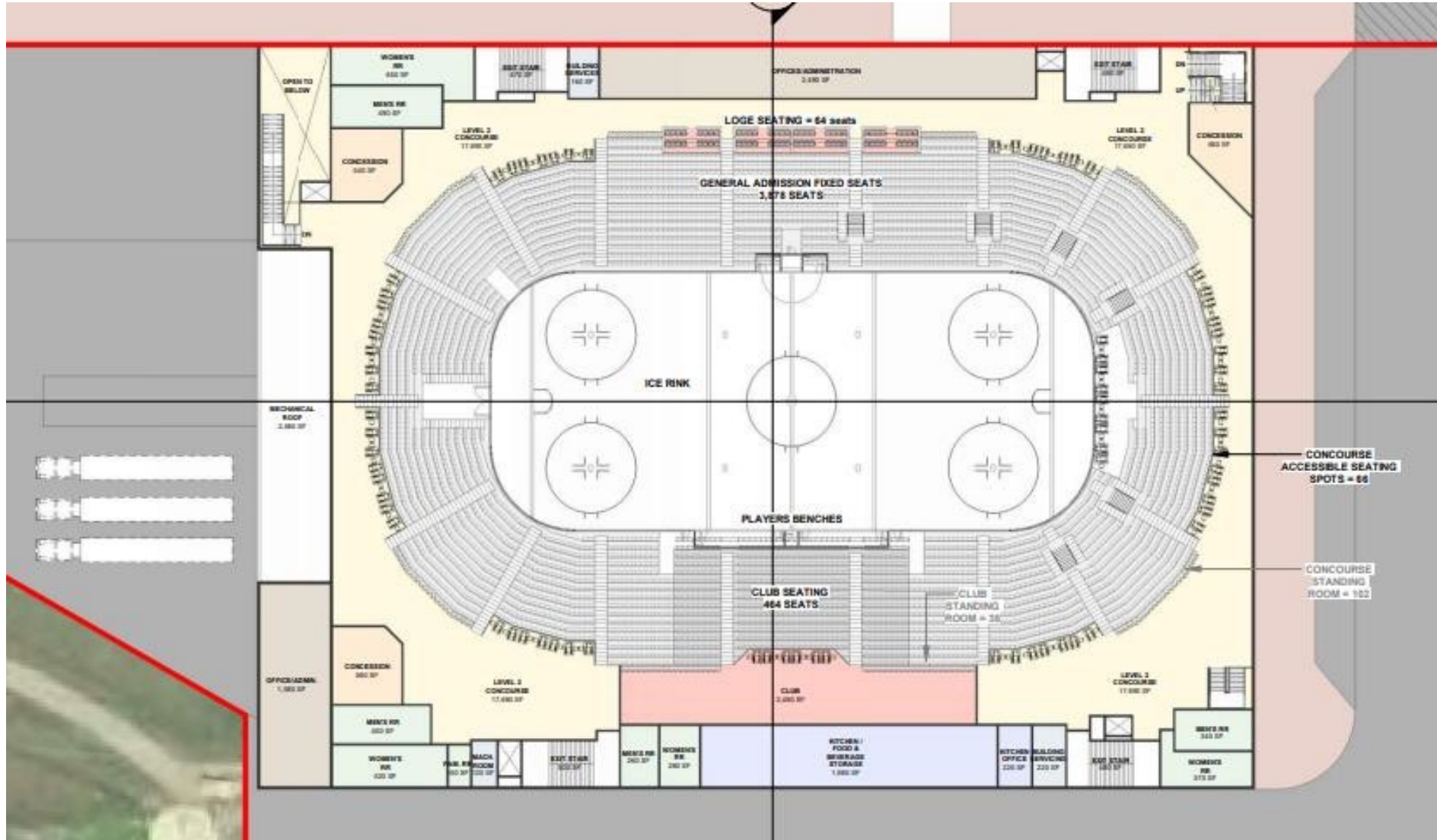
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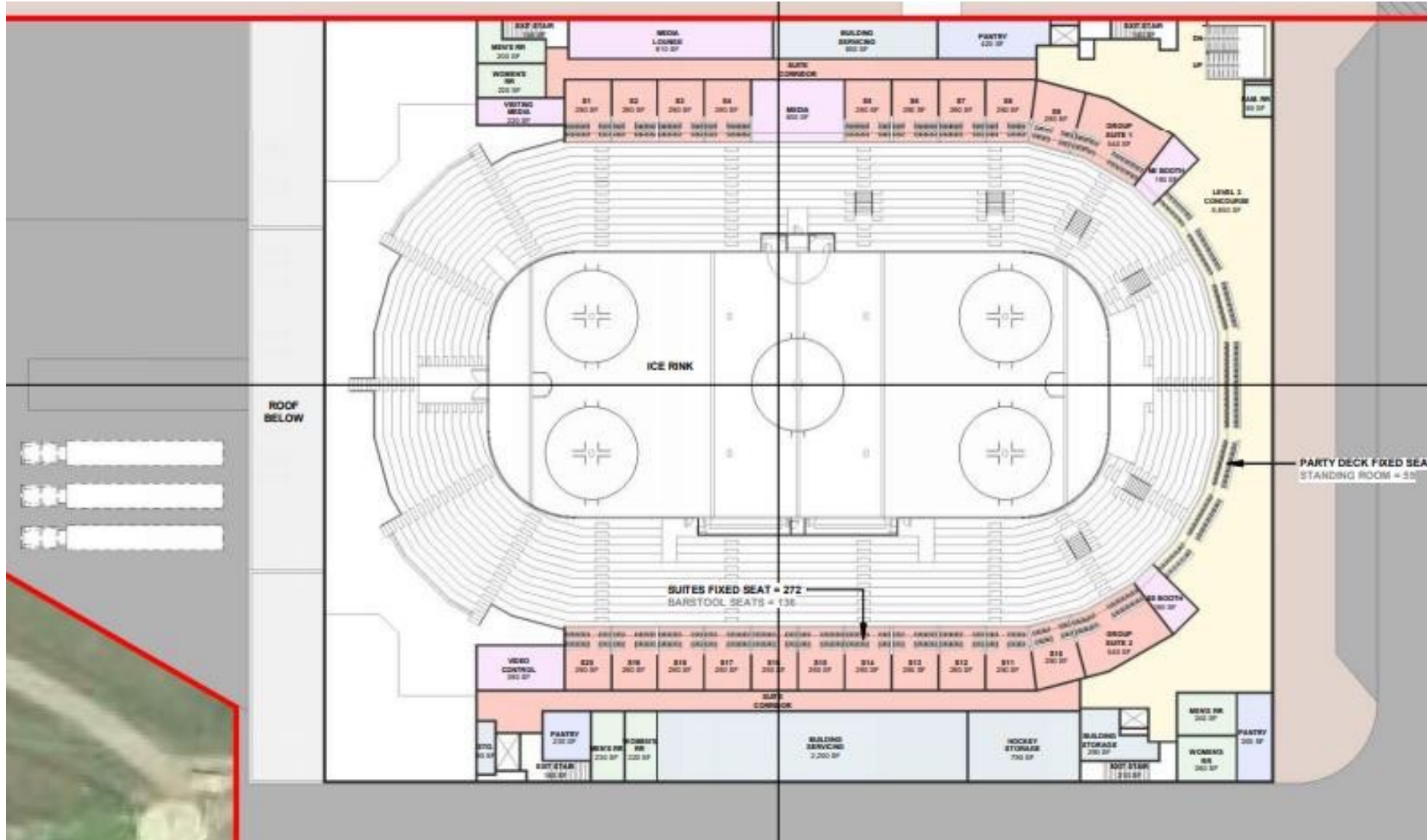
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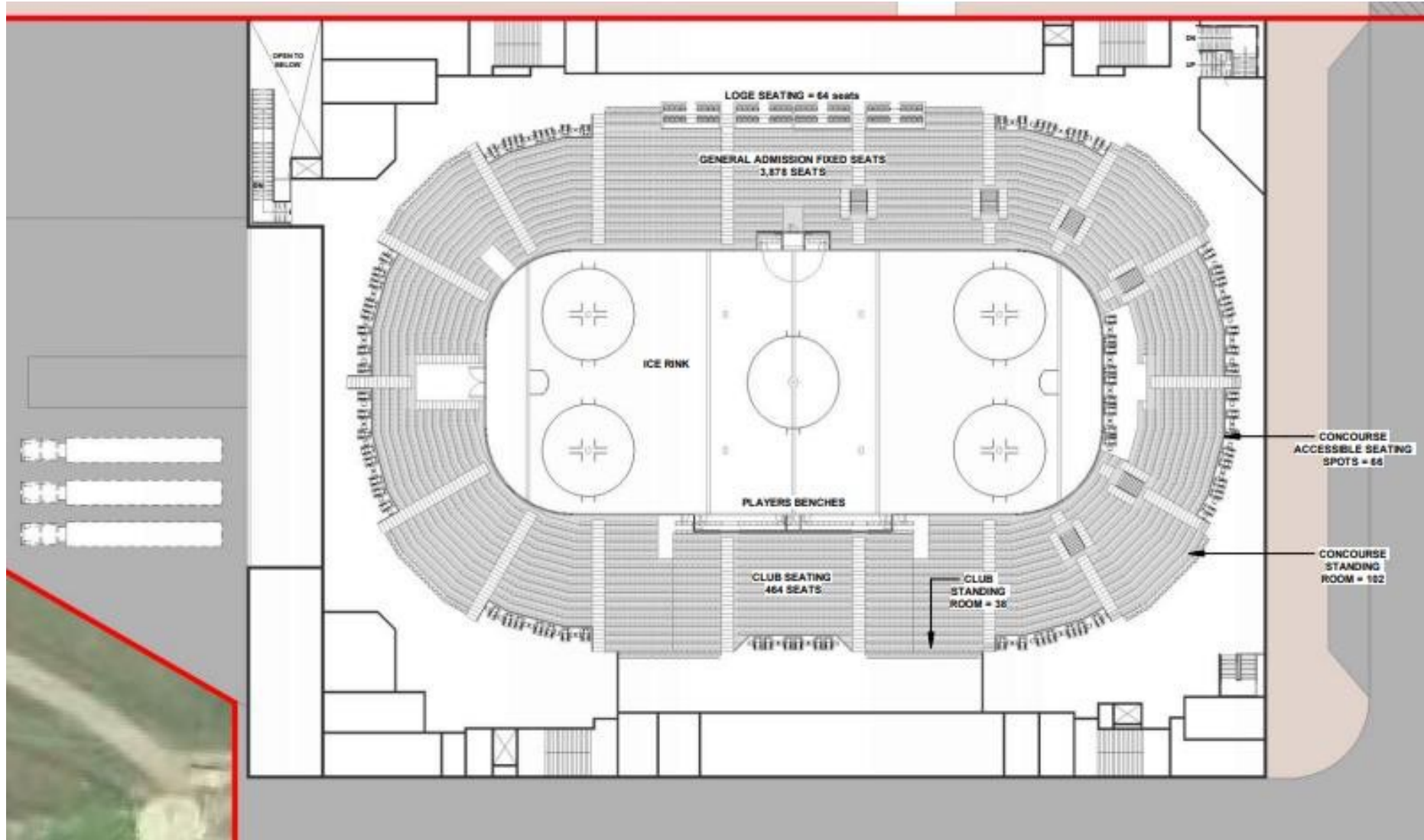
SEC Illustrative Renditions



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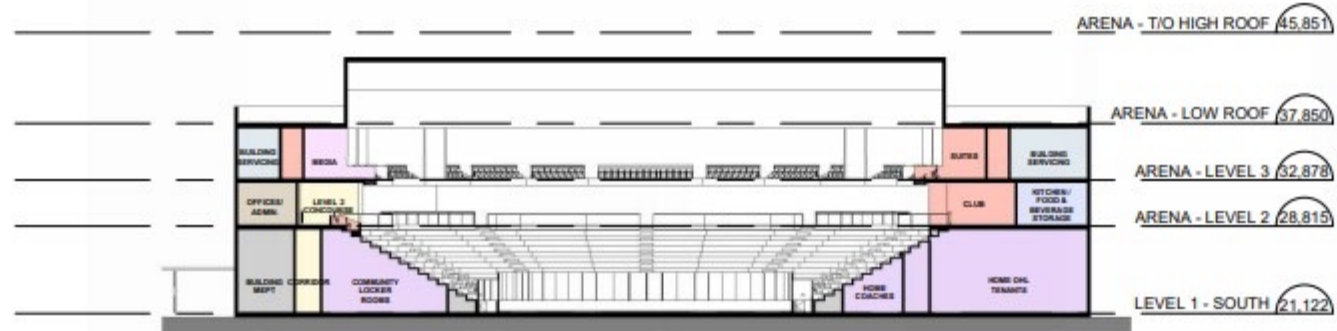
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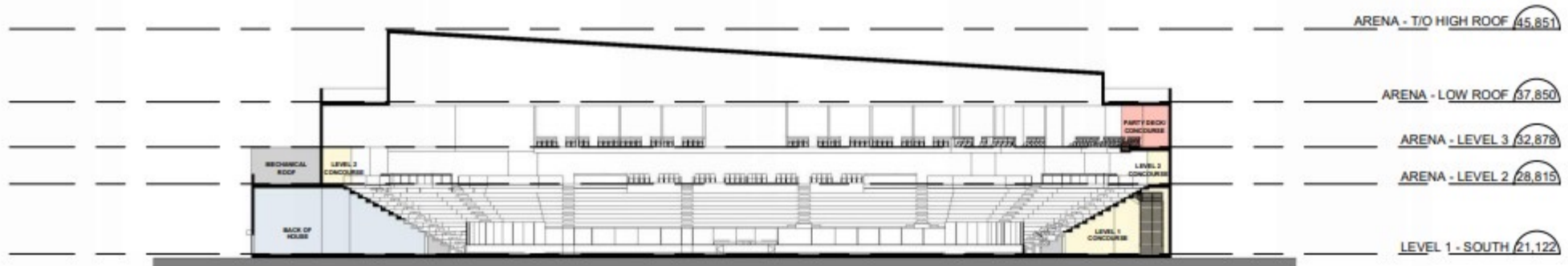


SEC Illustrative Renditions



PROPOSED ARENA - CROSS SECTION

1 : 500



PROPOSED ARENA - LONGITUDINAL SECTION

1 : 500



KKR
ADVISORS