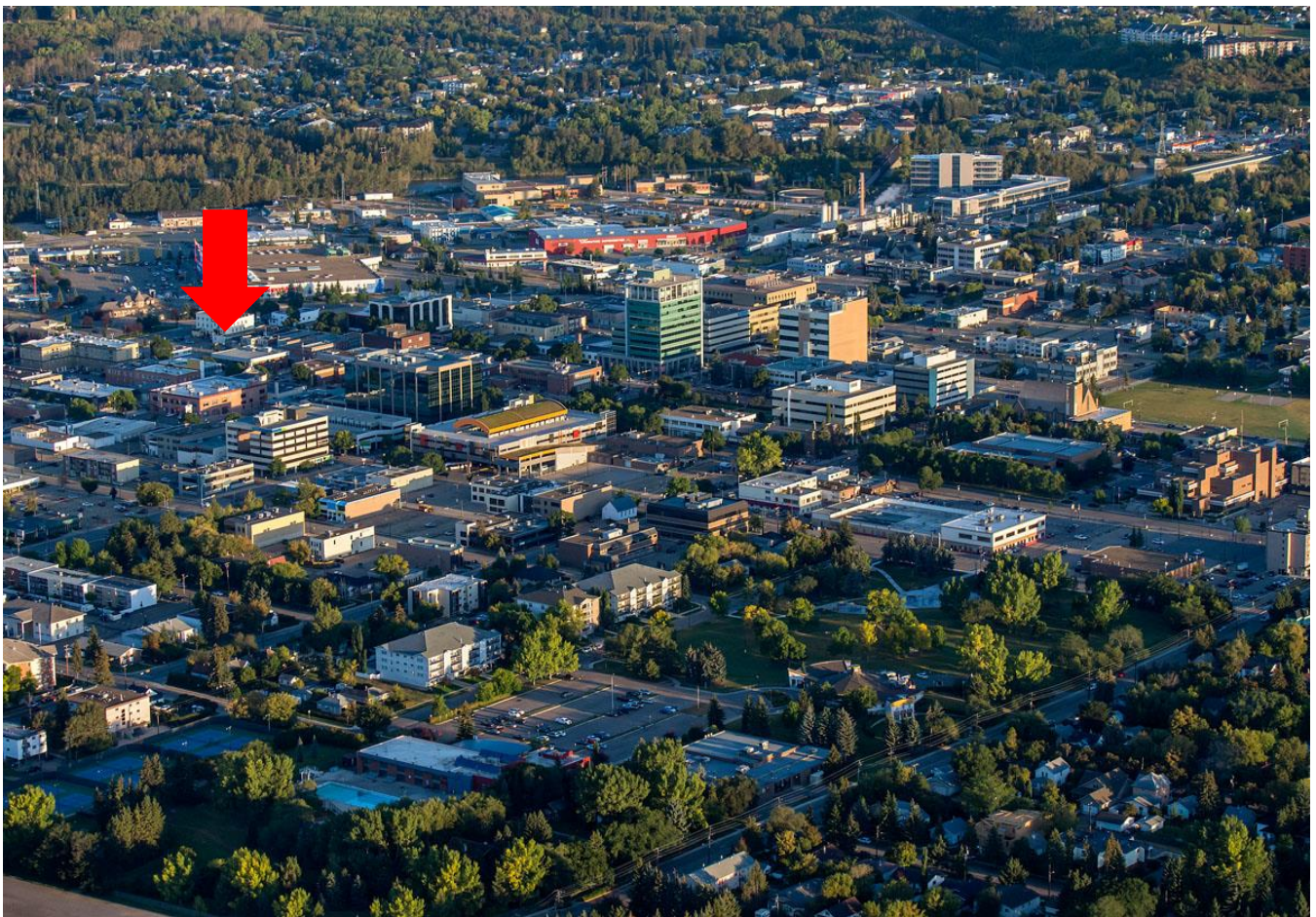


# Greater Downtown Redevelopment Site Information Package

Site Address: 5031 - 50 Street, Red Deer, Alberta

Date Released: May 2025



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## Foreword: Welcome to the Greater Downtown Redevelopment Site

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This marketing package has been created to provide valuable insights for qualified developers interested in exploring development opportunities for the Greater Downtown Redevelopment Site (**5031 - 50 Street, Red Deer, Alberta**). The information included herein is designed to guide you through the key features of the site and the process for submitting a proposal.

The City of Red Deer is actively marketing the Greater Downtown Redevelopment Site located in historic downtown and seeking a qualified developer (or development group) who can successfully deliver on the community objectives and development targets as stated in the “*Land Use & Development Priorities*” section below. The city aims to select a developer who will contribute to realizing the Cities development goals within a timeframe that aligns with the overall buildout plan for the City of Red Deer. If selected, the chosen developer will be invited to enter into a formal purchase and sale agreement. The specific terms and conditions of this agreement will be negotiated at the appropriate stage.

Please note that proposal submissions are voluntary and must be made by the developer at their own cost. Formal architectural designs or engineered drawings are not required at this stage. Instead, development concepts can be explained through visuals from portfolio work or other illustrative materials.

A recommended proposal format is outlined below. We encourage you to use this format to submit your proposal.

Note: The Land and Economic Development department has approved the Downtown Red Deer Market to operate at the Greater Downtown Redevelopment Site from May 28, 2025, to October 1, 2025. However, if the City receives a suitable development proposal for this site during this period, the Downtown Red Deer Market will continue to operate at an alternative location.



***It is important to note that the City of Red Deer is under no obligation to sell its land. This process is intended to identify a suitable development partner whose vision and approach align with the City's goals.***

## 1. Invitation to Developers

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The City of Red Deer (Land and Economic Development Department) is seeking an experienced development partner or group with proven expertise in commercial, multi-family residential, or mixed-use development. Developers interested in the acquisition and development of the Greater Downtown Redevelopment Site are invited to submit a formal, non-binding proposal. This document provides essential information and proposal guidelines.



**Google Maps Link:** <https://maps.app.goo.gl/4FMaDXyJ2DARLu8Y7>

## 2. Prime Development Opportunity

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The Greater Downtown Redevelopment Site is approximately a 1-acre, consolidated commercial parcel, located within the historic Gaetz-Ross Heritage overlay. This parcel offers an excellent opportunity for a developer or development group, looking to develop City Center Commercial. The development can be executed in either a single phase or multiple phase process, depending on market conditions and demand. The vision for these parcels is to create a sustainable, vibrant project that aligns with the City’s zoning requirements and design standards (see [Land Use Bylaw](#) for full details). This prime piece of land serves as a key entryway into downtown, connecting both north-south and east-west corridors. Located kitty-corner to the historic Train Station, built in 1910, it offers a unique blend of history and modern convenience. Situated in Red Deer’s ever-evolving downtown, the site provides seamless access to grocery stores, artisan shops, healthcare services, entertainment, and other essential amenities. Just a 15-minute walk away is Capstone, a vibrant and growing community, while the Red Deer River and its extensive trail network are only 10 minutes on foot. With over 110 kilometers of soft and hard surface trails winding through the Waskasoo Park System, residents can enjoy scenic pathways perfect for walking, cycling, or simply unwinding in nature—right in their backyard.

## 3. Land Use & Development Priorities

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The development of the Greater Downtown Redevelopment Site should align with the below documents while adhering to the City’s zoning requirements and design standards:

- [Greater Downtown Action Plan \(2008\)](#)
- [Downtown Investment Attraction Plan \(2016\)](#)
- [Municipal Development Plan \(2021\)](#)
- [Downtown Activation Playbook \(2022\)](#)
- [Vision 2050](#)

## 4. Why Red Deer

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Red Deer provides opportunities for any type of business. Known for being one of Canada's most entrepreneurial cities, Red Deer is proud to be competitive with other large cities in Alberta and Western Canada. As of 2024, Red Deer is Alberta's third-largest city, with a current estimated population of 112,000 residents. Strategically located between Edmonton and Calgary along the Queen Elizabeth II (QEII) Highway, the City offers a competitive business environment with a provincial corporate income tax rate of 8% and a small business rate of 2%. Additionally, Red Deer has no taxes on capital, machinery, equipment, or payroll, and no business taxes beyond property taxes.

To learn more about Red Deer visit <http://www.reddeer.ca/>

## 5. Proposal Format & Submission Requirements

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To ensure a comprehensive evaluation, all proposals must follow the format outlined below. Please submit your non-binding proposal by September 19<sup>th</sup>, 2025.

### A. Company Profile

Provide a brief background, including your team's qualifications and relevant commercial, multi-family residential, or mixed-use development experience. Limit up to 1 page.

### B. Project Description/ Vision

Detail your overall project vision for the Greater Downtown Redevelopment Site. Clearly articulate how your project fits within the documents below. Limit (2 pages).

- [Greater Downtown Action Plan \(2008\)](#)
- [Downtown Investment Attraction Plan \(2016\)](#)
- [Municipal Development Plan \(2021\)](#)
- [Downtown Activation Playbook \(2022\)](#)
- [Vision 2050](#)

### C. Architectural Details

Highlight any key or distinctive design features including material selection, building orientation, residential amenities, and other notable elements. All development must comply with C-1 City Commercial zoning, the Gaetz-Ross Heritage Overlay regulations, and all other applicable development regulations and zoning bylaws. All development is subject to the [Zoning Bylaw](#). Limit up to 1 page.

### D. Financial Profile

Demonstrate your financial capacity to successfully deliver the proposed development. Please provide a clear outline of how the project will be funded, including whether any grants or alternative funding sources will be utilized or are required. Limit up to 1 page.

### E. Business Terms

Detail the core business terms important for your development including: ideal purchase price, diligence requirements, deposit structure, closing schedule, program/market threats, or any other pertinent considerations. Limit up to 2 pages.

### F. Capacity to Engage

Define your preferred timing for commencement, considering operational, approval, and market factors. Limit up to 1 page.

## 6. Deadline and Submission Instructions

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**Deadline:** All proposals must be submitted by September 19<sup>th</sup>, 2025.

Submission Instructions: Please submit your proposal in PDF format to [econdev@reddeer.ca](mailto:econdev@reddeer.ca).

**Next steps following proposal submission:** The City of Red Deer will carefully review all proposals and meet with developers to discuss their plans. After these meetings, an internal review will determine how each proposal aligns with the City's goals. Developers whose proposals best meet these objectives will be invited to begin formal discussions and negotiations.

For additional questions or clarification, please contact the Land and Economic Development Department at 403-342-8106 or email [econdev@reddeer.ca](mailto:econdev@reddeer.ca).