

Eco-Industrial Plan Executive Summary

for the

City of Spruce Grove, Alberta

Economic Development Department
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FINAL

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Executive Summary

Overview

The City of Spruce Grove (City) has an overall goal to achieve sustainable economic development. One of the City's key strategic objectives is to "...to encourage development of 'clean' industry in Spruce Grove". Meanwhile, there are private sector plans for significant near-term industrial development. This Plan is intended to facilitate interest by developers in eco-industrial concepts as a strategy for the development or retrofit of industrial lands.

Successful, sustainable industrial development in Spruce Grove can be achieved through *two key means*.

- 1. Strategic Marketing of the City and Industrial Lands.** The Plan includes ways to make the City's sustainable economic development vision and advantages known to residents, developers, and businesses, enabling the City to attract clean and competitive industries. The City can market its availability of industrial land; its supportive culture of sustainability awareness, and its in-house framework for supporting green development. Strategic marketing is aimed at companies currently located in Spruce Grove, eco-minded companies in the traditional industries, and bio-based industries¹.
- 2. Creating Planning Tools that Support Eco-Industrial Development.** The Plan will enable City staff (primarily planning and engineering) to encourage and foster a greener, or eco-industrial, approach to development, or re-development, of industrial lands. The Plan recommends several actions, ranging from educational programs to changes in statutory plans. Staff can choose which actions they pursue, depending on resource availability. However, it should be noted that it is recommended that the City eventually adapt existing statutory policies to better reflect its vision for sustainable industrial development. Such changes would build on a foundation of internal and external education and outreach and create a policy framework that supports eco-industrial activity and discourages 'business-as-usual' industrial activity.

This Eco-Industrial Plan has been organized into a series of specific opportunities, the outcomes and benefits of which overlap significantly. It is recommended that a consistently integrated approach be taken among City departments so as to facilitate successful implementation. Integration must occur both between departments, as well as between the City and industrial land developers and the business community.

Recommendations

The following actions are recommended to achieve sustainable economic development in Spruce Grove:

¹ Biobased industries, in general, consume renewable resources, and tend to create products that can, at the end of their life, easily be recycled or recovered. (E.g. energy, fuels, or value-added chemicals and materials generated from plant, agricultural, forestry or other biological materials.)

Strategic Marketing of the Community and Industrial Lands

- ❖ **Review marketing plans, and prioritize marketing actions, for these three primary² markets:**
 - Companies currently located in Spruce Grove
 - Eco-minded companies in traditional industries
 - Bio-based industries
- ❖ **Develop (and update) marketing tools and use local communication channels for promotion to local companies:**
 - Letter from Mayor
 - Information package
 - Property tax bills
 - Public relations campaign
- ❖ **Attract eco-minded companies in traditional industries by:**
 - Creating a target list of companies from various Top 100 business lists (e.g. those with CSR or sustainability policies)
 - Creating targeted advertisements for industry-specific journals
 - Delivering a moderate PR campaign
 - Permission-based direct marketing
 - Creating local champions in vertical markets
 - Engage local citizenry to bring message to their employers outside of Spruce Grove
 - Modify City website to better reflect City's eco-industrial direction
- ❖ **Reach bio-based companies by:**
 - Creating a database of bio-based Albertan industries, including key contacts
 - Attend world Ag Bio congress trade show (in Calgary September 2007)
 - Attending other related tradeshows to promote to this target audience

Fostering Eco-Industrial Development: Planning-Tools

- ❖ **Communicate Spruce Grove's Support for the eco-industrial approach.**
 - Announce that the City is receptive to innovative approaches to achieve sustainability objectiveness
 - Provide Municipal support for private sector eco-industrial projects in the form of monetary, in-kind, or policy/regulatory support.
- ❖ **Develop educational tools and programming to build in-house and local eco-industrial / green development capacity.**
 - Draft eco-industrial design guidelines to inspire change (do not need to be formally adopted)
 - Organize and host a workshop series and/or participate in integrated design sessions for building & development community
 - Facilitate an eco-industrial retrofit of existing industrial parks
 - Distribute eco-industrial park illustrated concept plan and developers handout
- ❖ **Modify public policies to enhance support for the eco-industrial approach.**
 - Include support for eco-industrial development in amended Municipal Development Plan
 - Revise land use bylaw to include support for eco-industrial development. *Options include:*
 - Amend/create land use district;
 - Adopt eco-industrial Design Guidelines;
 - Revise Engineering Design Standards
 - Revise Engineering Design Standards
 - Incorporate data and information from this Plan into City's Integrated Community Sustainability Plan.

² One can argue that there also is a secondary market: any firm looking for industrial land on which to expand. Successful marketing to the primary markets will result in attraction of the secondary markets as well.