MEDIA RELEASE
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BILD EDMONTON METRO AND BUSINESS LEADERS URGE CITY COUNCIL TO AUTHORIZE PLANNING SOUTH OF 41ST AVENUE

***This Is Where We Land* campaign highlights the opportunity to prepare for Edmonton's future homes, jobs, and investment**

Edmonton, Alberta — BILD Edmonton Metro, joined by the Edmonton Chamber of Commerce and CREDA Edmonton Region, are calling on City Council to authorize planning for the lands south of 41st Avenue when the decision returns to City Hall in early 2027.

At a media conference today, BILD Edmonton Metro launched its *This Is Where We Land* campaign, highlighting the opportunity to plan for Edmonton's future homes, jobs, and investment.

The call comes as City Council considers Edmonton's proposed 2027-2030 budget, including a proposed 4.9 per cent municipal property tax increase for 2027. The organizations say spending discipline must be accompanied by long-term planning for opportunities that could strengthen Edmonton's economy and tax base.

The Chamber's *Back on Track* recommendations emphasize core responsibilities, maintaining existing infrastructure, and value for public spending. These priorities also provide a framework for assessing future growth: understanding infrastructure needs, funding responsibilities, costs and potential returns before further commitments are made.

"Edmontonians are concerned about their property taxes and affordability in our city. The decisions we make today will shape both for years to come," **said Kalen Anderson, CEO of BILD Edmonton Metro.** "Thoughtful, long-term planning can help grow Edmonton's tax base, support local businesses and generate revenue to help fund citywide services. It can take a decade to go from starting a community plan to welcoming people into their homes, with infrastructure designed, servicing requirements understood, investment coordinated and approvals secured. We are already behind. Through our advocacy campaign, we're asking Council to start planning now so we can support future housing, jobs, and investment before the choices become urgent."

The lands were annexed from Leduc County in 2019 and identified in The City Plan to accommodate future growth. Authorizing planning would allow demand, infrastructure, servicing, costs, funding responsibilities, and potential returns to be assessed. It supports timely infrastructure expansion, industrial revenue growth, and opportunities for more housing close to employment nodes in the long-term.

Protecting Edmonton's affordability advantage

BILD Edmonton Metro says planning ahead helps maintain a full range of housing choices. Continued investment in downtown, established neighbourhoods, and well-planned new suburban communities is essential to serving different household needs and budgets.

Council approved planning frameworks for Heritage Valley in 2001 and Windermere in 2004. BILD Edmonton Metro points to those decisions as examples of how preparing land ahead of demand helped Edmonton accommodate growth and provide housing choice.

BILD Edmonton Metro's 2025 *Urban Growth Case Study* found that Heritage Valley and Windermere generated more than $163 million in municipal property tax revenue in 2024, excluding provincial education taxes. At full build-out, the two areas are projected to accommodate approximately 171,000 residents and generate approximately $309 million annually in municipal property tax revenue, before the costs of providing services.

Creating room for jobs and investment

The Future Growth Area also includes opportunities for employment and commercial development near major transportation routes. Planning residential and employment lands together is required to unlock new industrial areas and new housing. Infrastructure that supports one will support the other. Planning in a coordinated way helps push our new revenue generation opportunities and housing attainability goals.

"Edmonton's growth presents an important opportunity, but we need to plan today to secure the jobs, investment, and economic prosperity of tomorrow," **said Robynn Holstein, Executive Director of CREDA Edmonton Region.** "The lands south of 41st Avenue offer significant potential to attract industrial and commercial investment, create jobs, and strengthen the City's long-term financial sustainability. By coordinating future residential and employment growth with strategic infrastructure planning, we can create the conditions for investment, support a more sustainable municipal tax base and ensure Edmonton remains competitive for decades to come."

New development brings infrastructure and service obligations alongside revenue opportunities. Authorizing planning would allow the City, industry and community to assess those requirements and determine how and when the lands should develop. Construction would follow further planning and approvals.

"The budget puts Edmonton's financial pressures in focus today," **said Anderson.** "We need to plan for a future where people can afford to live here, and businesses can invest and grow. South of 41st Avenue is an opportunity to do both."

– 30 –

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