

Project Profile :: Ladysmith Waterfront Lands, Ladysmith

The Town of Ladysmith and Province of British Columbia approached Brook + Associates in late 2005 to craft and manage the strategic disposition of 94-acres of exceptional waterfront property on Vancouver Island.

The Town and Province retained Brook to comprehensively manage the developer selection and disposition, representing the interests of both parties throughout the two-part process and liaising with developer proponents.

The firm crafted the Request for Expressions of Interest (RFEI) and Request for Proposals (RFP) documents on behalf of the Town and Province, collaboratively developing extensive criteria for submission evaluation at each stage of the process. These criteria ensured the interests of both the Town and Province would be maintained in the final selection.

The waterfront opportunity was released to the development industry through a strategic advertisement and media campaign, mail-outs to a database of industry leaders, as well as through email distribution. The RFEI garnered interest from across North America, including proponents in New York, California, Alberta and Ontario, as well as British Columbia. Fourteen submissions were received, and six proponents were invited to submit detailed proposals in an RFP process.

Brook also led a comprehensive citizen engagement process, including regular informational advertisements in the local paper, and a two-part community review of the single proposal received. This process included a public information meeting of nearly 400 attendees, and an extensive roundtable review workshop.

Project: Ladysmith Waterfront Lands
Client: Town of Ladysmith
 Province of British Columbia
Date: 2005 – 2006
Task: Land Disposition
Program: 94-acre site designated for mixed-use, including residential, commercial, public recreation and waterfront amenity

