

Alex McMaster MCIP, RPP, PLE Associate



PROFESSIONAL EXPERIENCE

NBLC

Associate (2021-present)
Planner & Real Estate Analyst
(2012-2021)

Malone Given Parsons Ltd.
Planner (2008-2012)

City of Kingston
Student Planner (2005)

ACADEMIC

Queen's University
Master of Planning (2008)

Queen's University
Bachelor of Arts (2005)

PROFESSIONAL AFFILIATIONS

Registered Professional Planner,
Ontario Professional Planners Institute

Member, Canadian Institute of Planners

Member, Professional Land Economists

A graduate of the School of Urban and Regional Planning at Queen's University, Alex is a Planner and Real Estate Analyst with a range of public and private sector experience working on market and land use planning projects. At NBLC, she is responsible for market and demographic research, land use and policy analysis, contributions to the completion of highest and best use feasibility studies, employment land conversion reports and land needs analysis. These projects have been located across Ontario, and range in scale from large master planned to site specific development projects.

Alex also has experience providing real estate strategies, business plan development, and bid advisory services including the management of RFP procurement processes with regard to the selection of developer partners on behalf of many non-profit sector clients.

Some examples of work undertaken by Alex include:

LAND DISPOSITION & PROPOSAL CALL MANAGEMENT

- Midland Bay Landing – Redevelopment Partner RFQ/RFP
- Metrolinx – 433 Front Street West Redevelopment Partner RFQ/RFP
- City of Kingston - Block 4 of the North Block District RFEI
- Community Living Toronto – Redevelopment Partner RFP
- Toronto Badminton & Racquet Club – Redevelopment Partner RFP
- United Church – Multi-Site RFP, Various Ontario Locations
- Halton Catholic District School Board – Hixon Street RFP, Burlington
- Parc Downsview Park – William Baker North RFP, Toronto
- United Jewish Appeal Lebovic Community Centre RFP, Vaughan

REAL ESTATE AND TRANSIT

- Metrolinx – Cooksville GO Market & Disposition Strategy, Mississauga
- Town of Newmarket – Mulock Station Secondary Plan – Commercial Real Estate Market Assessment
- City of Toronto – Eglinton East & West LRT and Smart Track Market Scans
- City of Toronto – Smart Track Market Scans (All Stations)
- Vandyk – Business Case for a TOD Project at Mimico Station, Toronto
- Metrolinx – Retail Program for the Eglinton Crosstown Project, Toronto

LAND USE PLANNING POLICY

- Peel Region and Brampton – Employment Land CIP Review
- Town of Milton – Milton GO MTSA Mobility Hub Planning Study
- Town of Milton –Trafalgar Corridor & Agerton Secondary Planning Areas, Current Value Assessment

- Town of Oakville – Bronte GO Secondary Planning Area: Residential & Non- Residential Growth CVA
- A2A Developments – Wingham Housing Land Need Study
- North Ridge – Residential Market & Land Need Assessment, Former RCA Lands, Owen Sound
- Town of Newmarket – Mulock GO Secondary Plan Study – Commercial Market Assessment

REAL ESTATE ADVISORY

- Leon's Furniture Limited – Masterplan Redevelopment: Market Analysis, Suntract Road Site, Toronto
- City of Kingston – Kingston Penitentiary Preliminary Business Case
- City of Markham – Markham Innovation Exchange Development Model Guidance
- Infrastructure Ontario – Downsview Provincial Campus, Disposition Strategy
- AOA – Spryfield Community – Affordable Housing Need and Financial Feasibility Assessment, Halifax
- Cresco - Ocean Breeze Redevelopment – Real Estate Advisory Services, Halifax
- Cherishome Living – Multi-Site Highest and Best Use Studies, Toronto & Burlington
- Chartered Professional Accountants of Ontario – Land Value Analysis, 69 Bloor Street East, Toronto
- Krugarand Corporation – Land Value Analysis, 80 and 82 Bloor Street West, Toronto
- FJB Capital – Planning Review and Residential Market Feasibility Analysis, 93 Trinity Street, Stratford
- Parkbridge – Residential Land Lease Market Feasibility, 8th Street, Owen Sound
- Edenshaw – Office Market Opinion - 3383 Hurontario St, Mississauga
- LA Development – Oxford Village Residential Market Update, Kemptville, Ontario
- United Church – Surplus Site Market Assessment – Various Locations
- Philmor Group – Richmond Hill Country Club Residential Market Assessment
- Main + Main – Ottawa CMA Rental Apartment Market Overview
- Ellis Don – Woodbine Racetrack – Residential and Non-Residential Market Study
- Bell – Residential Conversion Land Value Opinion, 40 Harvie Road, Barrie
- Harris Consulting – Condo and Rental Market and Financial Feasibility Study, 40 Stevenson Road
- City of Toronto – Billy Bishop Toronto City Airport Condominium Apartment Impact Study, Toronto
- Regent Park – Block 30 Purpose-Built Rental Study, The Daniels Corporation, Toronto
- Infrastructure Ontario/Niagara Parks Commission – Millers Creek Redevelopment Market Study Update
- Trillium Housing – Oxford Village and Heritage Point Residential Market Study, Kemptville
- Forgetstone Capital Management – Residential Market Feasibility, Mapleview, Barrie
- Natura Contracting – Meaford Haven Residential Market Study, Grey County
- Chartwell Retirement Residence – Seniors Residential Market Study - Regent Park, Toronto
- Lemine – Ellesmere Road & Morningside Avenue Student Residential Market Assessment, Scarborough
- Great Eagle – Gerrard Bay Yonge Residential Market Study & Financial Feasibility Analysis, Toronto
- Canada Lands Company – Rockcliffe Residential Market Study Update, Ottawa
- DTZ Barnicke – Masonic Temple Site Highest & Best Use and Market Study, Toronto
- Teddington Ltd. – Coleman Property Market Study Update, Belleville

ECONOMIC IMPACT

- Atria Development – Georgian Court (Barrie), Mary/Bond, 35 Division Street, and 47 Simcoe Street (Oshawa) Economic Impact Studies
- University of Toronto Scarborough Master Plan Economic Impact Update
- Northcrest – Downsview Master Plan Economic Impact