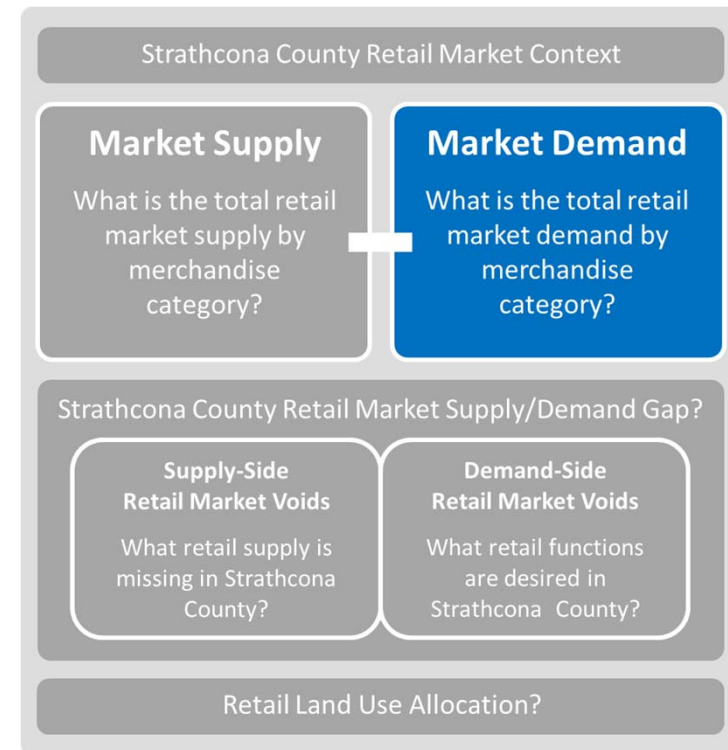


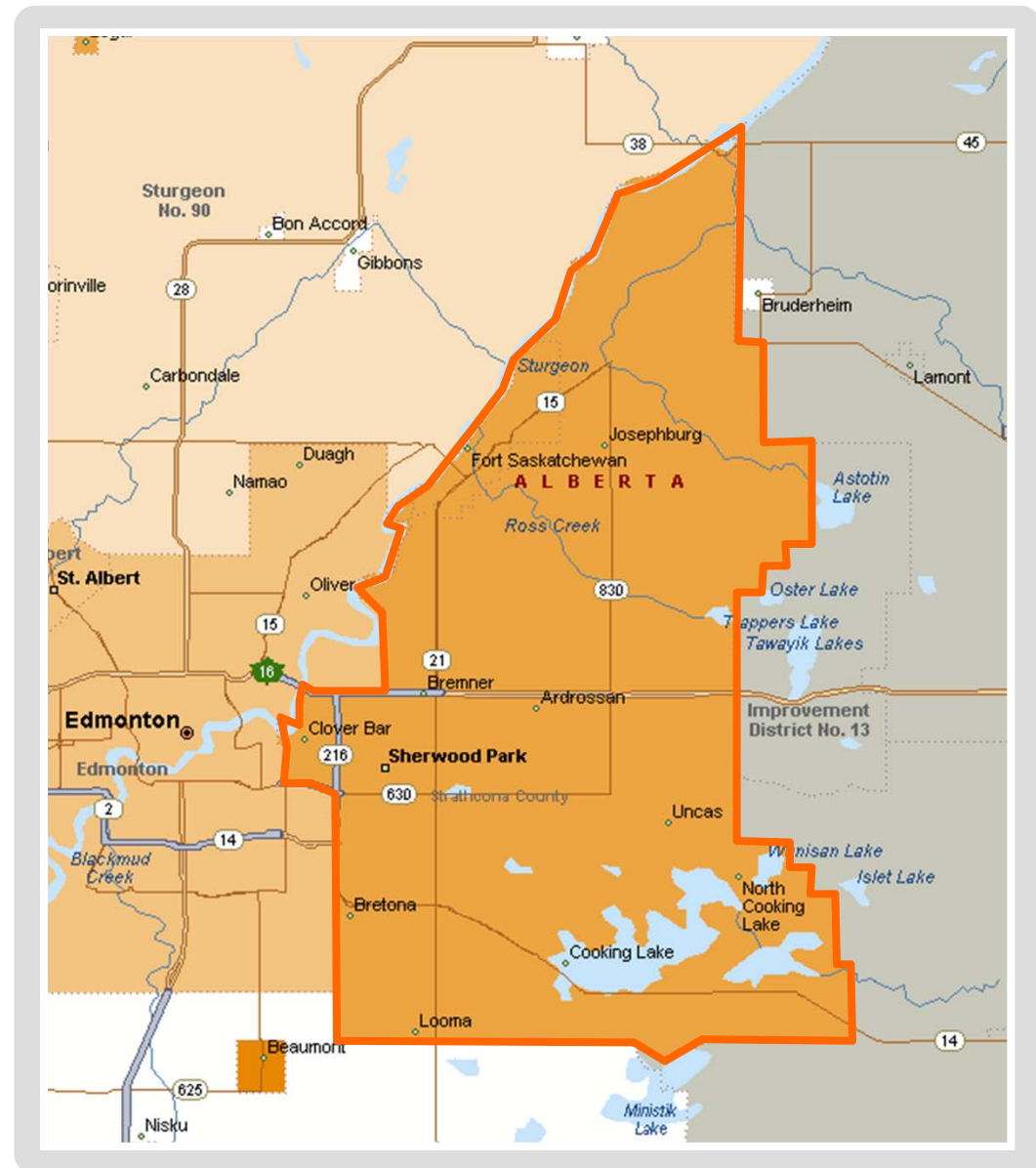
4.0 Retail Market Demand Analysis

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4.1 Strathcona County Demographic Overview

- The following section outlines the Strathcona County Retail Trade area for the purposes of identifying total market demand for retail goods in the County.
- Key to this analysis is determining the demographic make-up and retail spending patterns of residents shopping within the County.
- This includes assessing both Strathcona County residents as well as some degree of inflow.



4.2 Strathcona County: Projected Population

- Tables 5.1 and 5.2 outline the projected Strathcona County household and population projections.
- In 2010 Strathcona County is projected to total 92,600 residents and 33,000 households.
- The County's population is expected to grow at just over 2%* per annum and household growth at 2.5% per annum (indicative of an expectation in shrinking household size).
- Both of these grow rates are significantly above the City of Edmonton average of 1.1% and 1.6% respectively.
- Based on these growth figures, the Strathcona County population is expected to grow to over 138,000 residents by 2030.

*This growth figure is based on Canex 2010 Data projections, which sees Strathcona County population growth decelerating from historical rates, but still maintaining a stronger pace than Edmonton proper (since 2000, Strathcona County population has grown roughly 3% per annum).

According the Alberta Infrastructure and Transportation's Capital Region Integrated Growth Management Plan Final Report on Land Use produced in 2007, Strathcona County is expected to reach a population of 108,482 by 2016 (higher than Canex projections) and 153,264 by 2041 for a total annualized growth rate of 1.8%. The Canex forecast of 2.0% through 2030 computes a slightly lower population by 2016, as the rates decelerate further in later years

While forecasting beyond 10 years is a challenging exercise and includes many assumptions, there is a general consensus amongst area planners that sustaining growth rates above area Edmonton averages within Strathcona County is going to require residential growth patterns to alter based on the current stock of available land and prevailing development formats. In spite of this fact, Thomas Consultants uses Canex growth projections through 2030 for the purposes of this report.

Table 4.1: Population Projections

	Strathcona County (SM), AB	Edmonton (CY), AB
Population*		
2010 Projection	92,613	790,500
2012 Projection	96,558	809,790
2014 Projection	100,490	828,424
2016 Projection	104,503	846,673
2018 Projection	108,677	865,324
2020 Projection	113,174	885,448
2022 Projection	117,858	906,039
2024 Projection	122,735	927,110
2026 Projection	127,814	948,670
2028 Projection	133,103	970,732
2030 Projection	138,611	993,307
Annual Growth	2.03%	1.14%
* Based on CANEX Canadian 2010 Estimates / 2030 Projections		

Table 4.2: Household Projections

	Strathcona County (SM), AB	Edmonton (CY), AB
Households*		
2010 Projection	33,013	329,652
2012 Projection	34,733	340,900
2014 Projection	36,448	351,750
2016 Projection	38,216	362,382
2018 Projection	40,069	373,335
2020 Projection	42,091	385,370
2022 Projection	44,215	397,794
2024 Projection	46,446	410,618
2026 Projection	48,790	423,855
2028 Projection	51,252	437,519
2030 Projection	53,839	451,624
Annual Growth	2.47%	1.58%
* Based on CANEX Canadian 2010 Estimates / 2030 Projections		

4.3 Strathcona County Demographics: Household Composition

- Table 5.3 below outlines some of the key household composition features for Strathcona County households and illustrates how they compare to the City of Edmonton.
- Strathcona County features larger household sizes, more children per household and a higher proportion of married households than the Edmonton average.
- Married families with children are a key group in this target region.

Table 4.3: 2010 Household Composition

	Strathcona County (SM), AB	Edmonton (CY), AB	SC v Edmonton
Household Composition*			
Total Households	33,013	329,652	
Average Household Size	2.83	2.42	1.17
Family Households			
Average Persons Per Family	3.06	2.92	1.05
Average Children Per Family	1.16	1.10	1.05
Marital Status (Population 15+)			
Single (never married)	22%	31%	0.71
Married (not separated)]	62%	46%	1.36
Widowed	3%	5%	0.67
Divorced	4%	7%	0.67
Separated (legally married)	2%	3%	0.69
* Based on CANEX Canadian 2010 Estimates / 2030 Projections			

4.4 Strathcona County Demographics: Age & Gender Characteristics

- Table 5.4 illustrates an age and gender breakdown of Strathcona County residents.
- As expected from a community characterized by families with children, there is a high representation of children under the age of 19 and adults from the age of 40 to 60 living in the area.
- Strathcona County features a low representation of males and females in their 20's, as well as seniors above the age of 70 years.
- The median age for males and females is slightly above the City average.

Table 4.4: 2010 Age & Gender Characteristics

	Strathcona County (SM), AB	Edmonton (CY), AB	SC v Edmonton
Age Profile*			
Age Breakdown			
Age 0 to 9 (Male)	7%	6%	1.18
Age 0 to 9 (Female)	6%	5%	1.19
Age 10 to 19 (Male)	8%	6%	1.27
Age 10 to 19 (Female)	7%	6%	1.24
Age 20 to 29 (Male)	5%	9%	0.60
Age 20 to 29 (Female)	5%	8%	0.60
Age 30 to 39 (Male)	7%	8%	0.89
Age 30 to 39 (Female)	8%	8%	1.01
Age 40 to 49 (Male)	9%	8%	1.13
Age 40 to 49 (Female)	9%	8%	1.16
Age 50 to 59 (Male)	8%	7%	1.15
Age 50 to 59 (Female)	8%	7%	1.17
Age 60 to 69 (Male)	5%	4%	1.26
Age 60 to 69 (Female)	4%	4%	1.07
Age 70 to 79 (Male)	2%	2%	0.75
Age 70 to 79 (Female)	2%	3%	0.62
Age 80+ (Male)	1%	1%	0.55
Age 80+ (Female)	1%	2%	0.55
Population By Sex			
Male Population	50%	50%	1.00
Female Population	50%	50%	1.00
Median Age			
Male	37.9	35.6	1.06
Female	38.4	37.3	1.03
Male & Female	38.2	36.4	1.05
*Based on CANEX Canadian 2010 Estimates / 2030 Projections			

4.5 Strathcona County Demographics: Household Characteristics

- Tables 4.5 and 4.6 outline the educational profile and labor force composition of Strathcona County residents.
- In terms of educational attainment, “Trades Certificates or Diplomas” feature widely in Strathcona, while those “Without High School Diplomas” are less represented.
- Business, Finance & Management employees make-up a strong proportion of the labour force.

**Table 4.5:
Strathcona
County
Education
Profile**

	Strathcona County (SM), AB	Edmonton (CY), AB	SC v Edmonton
Education Profile*			
Educational Attainment (20+)			
Without High School Diploma	19%	25%	0.76
With high school graduation certificate	12%	11%	1.11
Trades certificate or diploma	16%	13%	1.30
College - without certificate or diploma	7%	7%	0.97
College - with certificate or diploma	20%	17%	1.18
University - without degree	8%	8%	0.94
University - Bachelors degree or higher	18%	20%	0.93
* Based on CANEX Canadian 2010 Estimates / 2030 Projections			

**Table 4.6:
Strathcona
County
Labor Force
Composition**

	Strathcona County (SM), AB	Edmonton (CY), AB	SC v Edmonton
Labor Force Composition*			
Employment by Occupation			
Business, finance & management	34%	28%	1.21
Natural & applied sciences, health, education, government, culture, recreation	23%	24%	0.98
Sales and service	20%	25%	0.83
Primary industry and trades	22%	22%	0.99
Occupation - Not applicable	1%	1%	0.58
* Based on CANEX Canadian 2010 Estimates / 2030 Projections			

4.6 Strathcona County Demographics: Household Income

- In 2010, average household income in Strathcona County is estimated at roughly \$123,000 per annum.
- This is 43% higher than the City of Edmonton average.
- Annual growth is forecasted at 2.6%.
- Based on this growth, average incomes are forecasted to grow to \$158,000 by 2020 and over \$200,000 by 2030.

Table 4.7: Household Income Distribution

	Strathcona County (SM), AB	Edmonton (CY), AB	SC v Edmonton
Household Income*			
2010 Projection	\$ 122,787	\$ 85,683	1.43
2012 Projection	\$ 129,255	\$ 90,203	1.43
2014 Projection	\$ 135,833	\$ 94,806	1.43
2016 Projection	\$ 142,745	\$ 99,645	1.43
2018 Projection	\$ 150,009	\$ 104,730	1.43
2020 Projection	\$ 157,819	\$ 110,182	1.43
2022 Projection	\$ 166,035	\$ 115,918	1.43
2024 Projection	\$ 174,678	\$ 121,953	1.43
2026 Projection	\$ 183,772	\$ 128,302	1.43
2028 Projection	\$ 193,340	\$ 134,982	1.43
2030 Projection	\$ 203,405	\$ 142,009	1.43
Annual Growth	2.56%	2.56%	1.00
* Based on CANEX Canadian 2010 Estimates / 2030 Projections			
	Strathcona County (SM), AB	Edmonton (CY), AB	SC v Edmonton
Households by Income*			
Less than \$20,000	3%	16%	0.21
\$20,000 - 39,999	7%	19%	0.40
\$40,000 - 59,999	9%	16%	0.61
\$60,000 - 79,999	12%	13%	0.88
\$80,000 - 99,999	18%	12%	1.63
\$100,000 and over	51%	24%	2.18
Median Household Income	\$104,597	\$59,537	1.76
* Based on CANEX Canadian 2010 Estimates / 2030 Projections			

4.7 Strathcona County Demographics: Per Capita Income

- In 2010, per capita income in Strathcona County is estimated at just over \$44,000 per annum.
- This is 22% higher than the City of Edmonton average.
- Annual growth is forecasted at 3.0%.
- Based on this growth, average incomes are forecasted to grow to \$59,000 by 2020 and close to \$79,000 by 2030.

Table 4.8: Per Capita Income Distribution

	Strathcona County (SM), AB	Edmonton (CY), AB	SC v Edmonton
Per Capita Income*			
2010 Projection	\$ 43,770	\$ 35,731	1.22
2012 Projection	\$ 46,494	\$ 37,973	1.22
2014 Projection	\$ 49,267	\$ 40,255	1.22
2016 Projection	\$ 52,200	\$ 42,649	1.22
2018 Projection	\$ 55,308	\$ 45,185	1.22
2020 Projection	\$ 58,688	\$ 47,955	1.22
2022 Projection	\$ 62,274	\$ 50,896	1.22
2024 Projection	\$ 66,079	\$ 54,016	1.22
2026 Projection	\$ 70,117	\$ 57,328	1.22
2028 Projection	\$ 74,402	\$ 60,843	1.22
2030 Projection	\$ 78,948	\$ 64,573	1.22
Annual Growth	2.99%	3.00%	1.00
*Based on CANEX Canadian 2010 Estimates / 2030 Projections			

4.8 Strathcona County Demographics: Per Capita Retail Spending

- Table 4.10 breaks down how Strathcona County residents allocate their spending by retail goods and services¹.
- **Total per capita retail spending:** \$11,234 per annum (16% higher than City average)
 - **Convenience spending:** \$4,052 per annum (10% higher than City average)
 - **Comparison spending:** \$5,606 per annum (21% higher than City average)
 - **Food & Beverage spending:** \$964 per annum (16% higher than City average)
 - **Leisure & Entertainment spending:** \$612 per annum (13% higher than City average)

Table 4.9: 2010 Per Capita Retail Spending

Per Capita Expenditures	Strathcona County (SM), AB	Edmonton (CY), AB	SC v Edmonton
Retail Categories			
Convenience	\$ 4,052	\$ 3,688	1.10
Grocery & Specialty Food	\$ 2,822	\$ 2,552	1.11
Pharmacy	\$ 302	\$ 272	1.11
Alcohol & Tobacco	\$ 565	\$ 530	1.07
Services	\$ 363	\$ 335	1.09
Comparison	\$ 5,606	\$ 4,638	1.21
Apparel	\$ 1,037	\$ 880	1.18
Footwear, Luggage & Fashion Accessories	\$ 311	\$ 268	1.16
Cosmetics, Health, Bath & Beauty	\$ 614	\$ 542	1.13
Jewelry, Watches & Accessories	\$ 124	\$ 100	1.24
Home Improvement	\$ 953	\$ 714	1.33
Home Furnishings & Accessories	\$ 981	\$ 782	1.26
Electronics & Appliances	\$ 811	\$ 720	1.13
Toys, Hobbies & Pets	\$ 306	\$ 222	1.37
Sports & Recreational Goods	\$ 184	\$ 146	1.26
Multimedia, Books & Music	\$ 285	\$ 262	1.08
Food & Beverage	\$ 964	\$ 834	1.16
Casual / Sit Down Restaurants	\$ 964	\$ 834	1.16
Leisure & Entertainment	612	\$ 542	1.13
Entertainment	\$ 343	\$ 331	1.03
Leisure	\$ 269	\$ 210	1.28
Total Per Capita Retail Expenditures	\$ 11,234	\$ 9,702	1.16
* Based on CANEX Canadian 2010 Estimates / 2030 Projections			

¹ Entertainment spending includes alcohol away from home and is therefore merged with Food & Beverage during analysis stage.

4.9 Strathcona County Total Retail Spending

- Based on projected population and retail expenditure growth, total retail spending is expected to grow from \$1.04 billion in 2010 to just over \$2.8 billion in 2030 (in nominal dollars).

Table 4.10: Strathcona County Total Retail Spending

Trade Area Total Expenditures*	Strathcona County (SM), AB	Strathcona County (SM), AB	Strathcona County (SM), AB	Strathcona County (SM), AB	Strathcona County (SM), AB
	2010	2015	2020	2025	2030
Retail Categories					
Convenience	\$ 375,267,778	\$ 481,606,858	\$ 616,894,194	\$ 791,830,515	\$ 1,016,374,560
Grocery & Specialty Food	\$ 261,393,207	\$ 335,463,816	\$ 429,698,367	\$ 551,550,465	\$ 707,956,879
Pharmacy	\$ 27,926,885	\$ 35,840,485	\$ 45,908,373	\$ 58,926,881	\$ 75,637,124
Alcohol & Tobacco	\$ 52,286,418	\$ 67,102,743	\$ 85,952,457	\$ 110,326,502	\$ 141,612,438
Services	\$ 33,661,269	\$ 43,199,813	\$ 55,334,997	\$ 71,026,668	\$ 91,168,119
Comparison	\$ 519,191,872	\$ 666,314,511	\$ 853,487,750	\$ 1,095,516,299	\$ 1,406,178,311
Apparel	\$ 96,081,524	\$ 123,308,004	\$ 157,946,239	\$ 202,735,985	\$ 260,227,022
Footwear, Luggage & Fashion Accessories	\$ 28,786,004	\$ 36,943,052	\$ 47,320,660	\$ 60,739,658	\$ 77,963,961
Cosmetics, Health, Bath & Beauty	\$ 56,839,969	\$ 72,946,628	\$ 93,437,937	\$ 119,934,684	\$ 153,945,269
Jewelry, Watches & Accessories	\$ 11,517,538	\$ 14,781,245	\$ 18,933,419	\$ 24,302,480	\$ 31,194,078
Home Improvement	\$ 88,306,362	\$ 113,329,606	\$ 145,164,826	\$ 186,330,071	\$ 239,168,787
Home Furnishings & Accessories	\$ 90,881,819	\$ 116,634,867	\$ 149,398,563	\$ 191,764,393	\$ 246,144,152
Electronics & Appliances	\$ 75,112,519	\$ 96,397,044	\$ 123,475,768	\$ 158,490,519	\$ 203,434,609
Toys, Hobbies & Pets	\$ 28,294,737	\$ 36,312,576	\$ 46,513,077	\$ 59,703,065	\$ 76,633,414
Sports & Recreational Goods	\$ 17,011,185	\$ 21,831,620	\$ 27,964,302	\$ 35,894,303	\$ 46,073,062
Multimedia, Books & Music	\$ 26,360,214	\$ 33,829,870	\$ 43,332,959	\$ 55,621,141	\$ 71,393,956
Food & Beverage	\$ 89,281,519	\$ 114,581,091	\$ 146,767,864	\$ 188,387,693	\$ 241,809,900
Casual / Sit Down Restaurants	\$ 89,281,519	\$ 114,581,091	\$ 146,767,864	\$ 188,387,693	\$ 241,809,900
Leisure & Entertainment	\$ 56,679,026	\$ 72,740,079	\$ 93,173,367	\$ 119,595,087	\$ 153,509,371
Entertainment	\$ 31,720,039	\$ 40,708,500	\$ 52,143,853	\$ 66,930,593	\$ 85,910,495
Leisure	\$ 24,958,987	\$ 32,031,579	\$ 41,029,514	\$ 52,664,495	\$ 67,598,876
Total Retail Expenditures	\$ 1,040,420,196	\$ 1,335,242,539	\$ 1,710,323,175	\$ 2,195,329,595	\$ 2,817,872,143

*Based on CANEX Canadian 2010 Estimates / 2030 Projections



4.10 Existing Retail Sales Performance

Table 4.11: Existing Retail Sales Performance Estimate

- In order to determine existing floorspace demand, a sales performance figure is attributed to each retail merchandise category, which is outlined in Table 4.11.
- Sales performance estimates are based on:
 - Local market conditions
 - Local market benchmarks; and
 - Anticipated required performance by merchandise category and retail formats (based on an understanding of conservative gross retail occupancy costs by merchandise category for each format).
- Based on a weighted average of existing supply sales performance estimates in Strathcona County, the following estimates have been deduced:
 - **Convenience:** \$470 /sf /annum
 - **Comparison:** \$254 /sf /annum
 - **Food & Beverage:** \$316 /sf /annum
 - **Leisure & Entertainment:** \$179 /sf /annum

	Community / Power Centres	Neighborhood Centres	Ancillary Retail	% of Existing Supply	% of Existing Supply	% of Existing Supply	% of Existing Supply	Weighted Average of Existing SC Retail
Retail Categories*	2010	2010	2010					
Convenience	\$ 547	\$ 425	\$ 298	54%	35%	11%	100%	\$ 470
Grocery & Specialty Food	\$ 549	\$ 504	\$ 403	65%	29%	6%	100%	\$ 528
Pharmacy	\$ 690	\$ 603	\$ 482	84%	16%	0%	100%	\$ 676
Alcohol & Tobacco	\$ 796	\$ 670	\$ 536	34%	49%	18%	100%	\$ 688
Services	\$ 212	\$ 185	\$ 148	18%	56%	26%	100%	\$ 181
Comparison	\$ 287	\$ 254	\$ 197	61%	23%	16%	100%	\$ 254
Apparel	\$ 280	\$ 182	\$ 146	83%	11%	7%	100%	\$ 260
Footwear, Luggage & Fashion Accessories	\$ 215	\$ 166	\$ 133	56%	15%	29%	100%	\$ 184
Cosmetics, Health, Bath & Beauty	\$ 337	\$ 294	\$ 235	50%	31%	18%	100%	\$ 305
Jewelry, Watches & Accessories	\$ 333	\$ 291	\$ 233	50%	36%	14%	100%	\$ 305
Home Improvement	\$ 422	\$ 329	\$ 264	50%	38%	12%	100%	\$ 368
Home Furnishings & Accessories	\$ 207	\$ 181	\$ 145	65%	27%	7%	100%	\$ 195
Electronics & Appliances	\$ 384	\$ 329	\$ 264	50%	10%	40%	100%	\$ 330
Toys, Hobbies & Pets	\$ 174	\$ 152	\$ 121	53%	5%	42%	100%	\$ 151
Sports & Recreational Goods	\$ 243	\$ 213	\$ 170	50%	31%	20%	100%	\$ 220
Multimedia, Books & Music	\$ 281	\$ 234	\$ 187	88%	0%	12%	100%	\$ 269
Food & Beverage	\$ 405	\$ 312	\$ 250	30%	33%	38%	100%	\$ 316
Casual / Sit Down Restaurants	\$ 405	\$ 312	\$ 250	30%	33%	38%	100%	\$ 316
Leisure & Entertainment	\$ 239	\$ 165	\$ 132	44%	21%	35%	100%	\$ 179
Entertainment	\$ 352	\$ 220	\$ 176					\$ -
Leisure	\$ 127	\$ 111	\$ 89	44%	21%	35%	100%	\$ 110
All Categories	\$ 384	\$ 335	\$ 226	55%	28%	17%	100%	\$ 302
* Based on TCI database information & local market comparables.								

4.11 Future Retail Sales Performance

- In order to determine future floorspace demand, a sales performance figure is attributed to each retail merchandise category, which is outlined in Table 4.11.
- These sales performance estimates are also based on local market conditions but have been altered to anticipate required performance by merchandise category and retail formats of newer Class B & Class A retail developments (netting out for lower quality community, neighborhood and ancillary retail).
- As such, these estimates are based on an understanding of conservative gross retail occupancy costs by merchandise category for each format for future Strathcona County retail product.
- Grown at same rate as spending, and therefore assuming that Strathcona County retail businesses retain their regional competitive positioning over time, sales performance is expected to achieve between:
 - \$212 - \$796 per sf for Convenience
 - \$174 - \$422 per sf for Comparison
 - \$405 per sf for Food & Beverage
 - \$127 - 352 per sf for Entertainment

Table 4.12: Future Retail Sales Performance

	2010	2015	2020	2025	2030
Retail Categories*					
Convenience	\$ 501	\$ 582	\$ 676	\$ 784	\$ 910
Grocery & Specialty Food	\$ 549	\$ 637	\$ 739	\$ 857	\$ 994
Pharmacy	\$ 690	\$ 800	\$ 928	\$ 1,076	\$ 1,248
Alcohol & Tobacco	\$ 796	\$ 923	\$ 1,071	\$ 1,242	\$ 1,440
Services	\$ 212	\$ 246	\$ 285	\$ 331	\$ 384
Comparison	\$ 282	\$ 326	\$ 379	\$ 439	\$ 509
Apparel	\$ 280	\$ 324	\$ 376	\$ 436	\$ 506
Footwear, Luggage & Fashion Accessories	\$ 215	\$ 249	\$ 289	\$ 335	\$ 388
Cosmetics, Health, Bath & Beauty	\$ 337	\$ 390	\$ 453	\$ 525	\$ 609
Jewelry, Watches & Accessories	\$ 333	\$ 387	\$ 449	\$ 520	\$ 603
Home Improvement	\$ 422	\$ 489	\$ 568	\$ 658	\$ 764
Home Furnishings & Accessories	\$ 207	\$ 240	\$ 279	\$ 323	\$ 375
Electronics & Appliances	\$ 384	\$ 445	\$ 516	\$ 599	\$ 694
Toys, Hobbies & Pets	\$ 174	\$ 201	\$ 234	\$ 271	\$ 314
Sports & Recreational Goods	\$ 243	\$ 282	\$ 327	\$ 380	\$ 441
Multimedia, Books & Music	\$ 281	\$ 326	\$ 378	\$ 438	\$ 508
Food & Beverage	\$ 405	\$ 470	\$ 545	\$ 632	\$ 733
Casual / Sit Down Restaurants	\$ 405	\$ 470	\$ 545	\$ 632	\$ 733
Leisure & Entertainment	\$ 191	\$ 222	\$ 259	\$ 301	\$ 350
Entertainment	\$ 352	\$ 408	\$ 473	\$ 549	\$ 636
Leisure	\$ 127	\$ 148	\$ 171	\$ 199	\$ 230
All Categories	\$ 302	\$ 354	\$ 414	\$ 484	\$ 566
* Based on TCI database information & local market comparables.					

4.12 Strathcona County Total Retail Floorspace Demand

- Table 4.12 illustrates the retail floorspace demand for Strathcona County from 2010 through to 2030.
- Overall retail floorspace demand is expected to grow from close to 3.5 million sf to 5.0 million sf over the next 20 years.

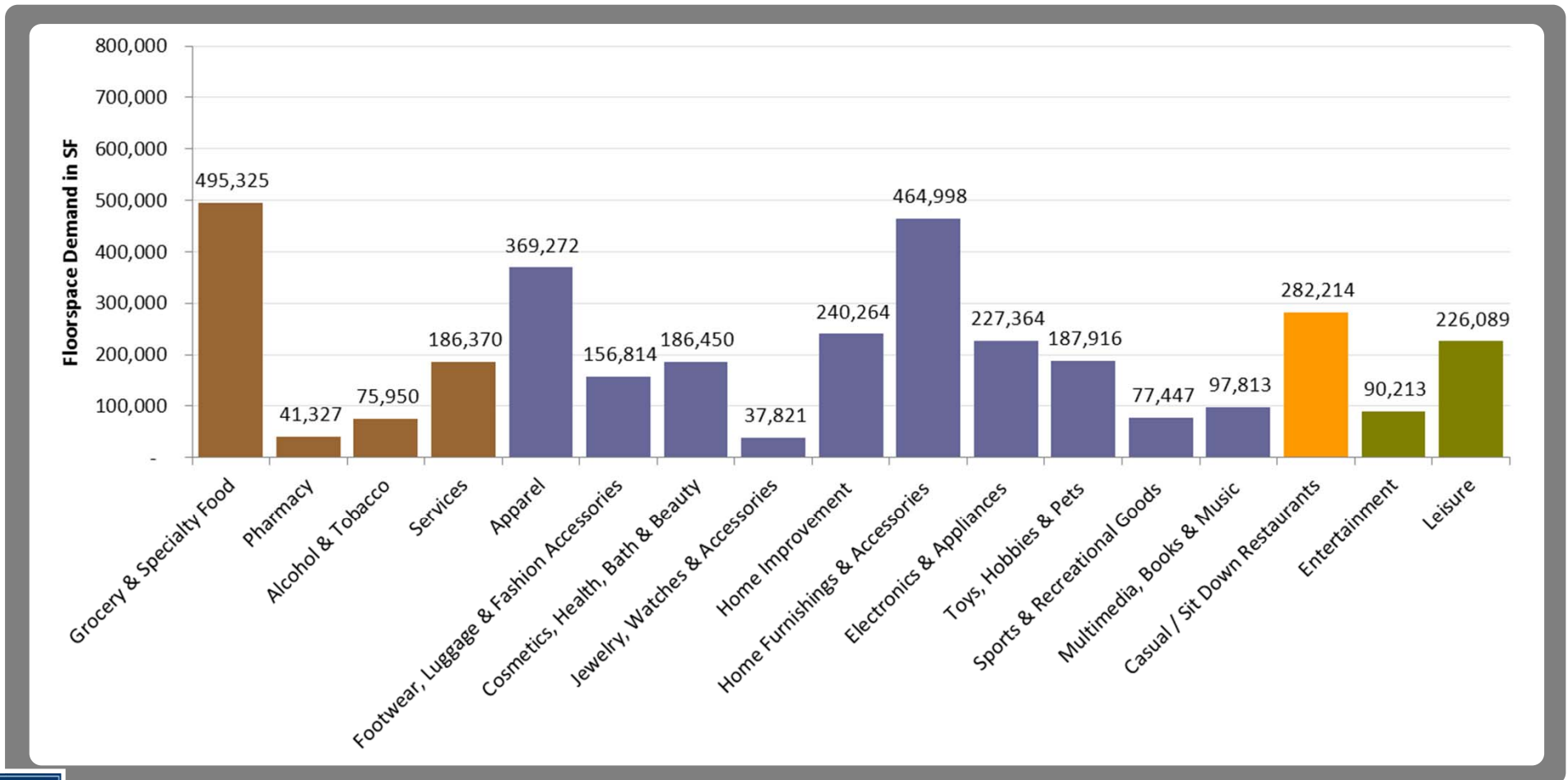
Table 4.13:
Retail
Floorspace
Demand

Retail Floorspace Demand	2010		2015		2020		2025		2030	
Retail Categories	SF GLA	%	SF GLA	%	SF GLA	%	SF GLA	%	SF GLA	%
Convenience	798,972	23%	877,845	23%	963,381	23%	1,059,926	23%	1,166,772	23%
Grocery & Specialty Food	495,325	14%	545,995	14%	600,944	15%	662,967	15%	731,607	15%
Pharmacy	41,327	1%	45,639	1%	50,316	1%	55,595	1%	61,437	1%
Alcohol & Tobacco	75,950	2%	82,947	2%	90,536	2%	99,102	2%	108,581	2%
Services	186,370	5%	203,264	5%	221,584	5%	242,263	5%	265,148	5%
Comparison	2,046,158	59%	2,243,349	59%	2,457,196	59%	2,698,571	59%	2,965,696	60%
Apparel	369,272	11%	405,883	11%	445,587	11%	490,401	11%	539,997	11%
Footwear, Luggage & Fashion Accessories	156,814	5%	171,097	5%	186,586	5%	204,070	4%	223,418	4%
Cosmetics, Health, Bath & Beauty	186,450	5%	204,434	5%	223,937	5%	245,951	5%	270,313	5%
Jewelry, Watches & Accessories	37,821	1%	41,500	1%	45,490	1%	49,994	1%	54,978	1%
Home Improvement	240,264	7%	262,555	7%	286,727	7%	314,012	7%	344,207	7%
Home Furnishings & Accessories	464,998	14%	511,699	14%	562,345	14%	619,511	14%	682,775	14%
Electronics & Appliances	227,364	7%	248,214	7%	270,825	7%	296,347	7%	324,591	7%
Toys, Hobbies & Pets	187,916	5%	205,267	5%	224,084	5%	245,323	5%	268,829	5%
Sports & Recreational Goods	77,447	2%	84,890	2%	92,961	2%	102,072	2%	112,155	2%
Multimedia, Books & Music	97,813	3%	107,810	3%	118,653	3%	130,890	3%	144,434	3%
Food & Beverage	282,214	8%	305,698	8%	331,165	8%	359,911	8%	391,723	8%
Casual / Sit Down Restaurants	282,214	8%	305,698	8%	331,165	8%	359,911	8%	391,723	8%
Leisure & Entertainment	316,301	9%	346,800	9%	379,874	9%	417,206	9%	458,521	9%
Entertainment	90,213	3%	99,821	3%	110,241	3%	122,002	3%	135,018	3%
Leisure	226,089	7%	246,979	7%	269,633	7%	295,204	7%	323,503	6%
Total Retail Floorspace	3,443,645	100%	3,773,691	100%	4,131,617	100%	4,535,614	100%	4,982,713	100%

4.13 Strathcona County Total Retail Floorspace Demand: 2010

- Figure 4.1 illustrates retail floorspace demand by merchandise category for 2010.
- This demand is allocated into 800,000 sf of Convenience (23%); 2 million sf of Comparison (59%); 280,000 sf of Food & Beverage (8%) and 320,000 sf of Leisure & Entertainment retail (9%).

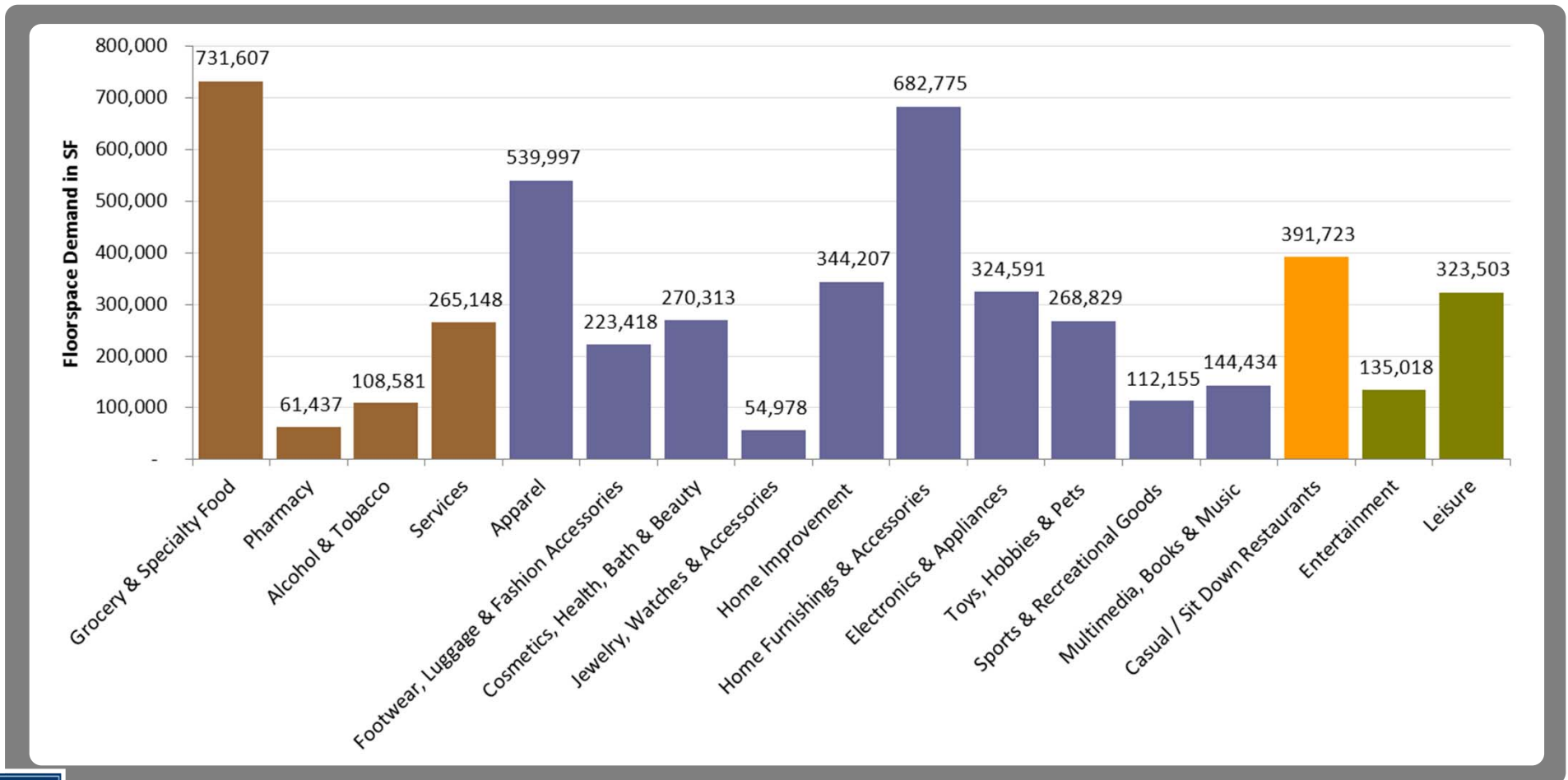
Figure 4.1: Retail Floorspace Demand by Merchandise Category 2010



4.14 Strathcona County Total Retail Floorspace Demand: 2030

- Figure 4.2 illustrates retail floorspace demand by merchandise category for 2030.
- This demand is allocated into 1.2 million sf of Convenience (23%); 3 million sf of Comparison (60%); 390,000 sf of Food & Beverage (8%) and 460,000 sf of Leisure & Entertainment retail (9%).

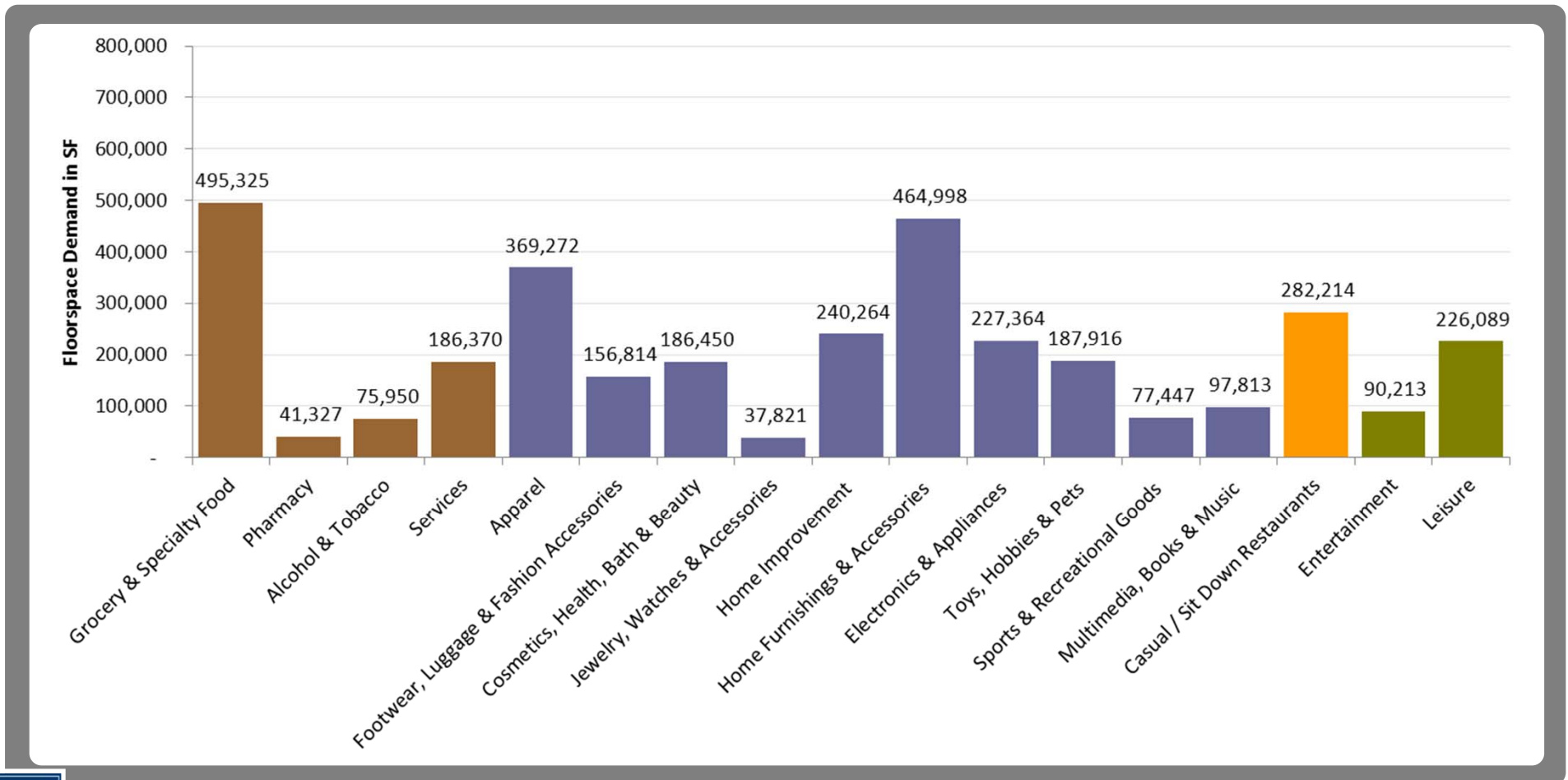
Figure 4.2: Retail Floorspace Demand by Merchandise Category 2030



4.13 Strathcona County Total Retail Floorspace Demand: 2010

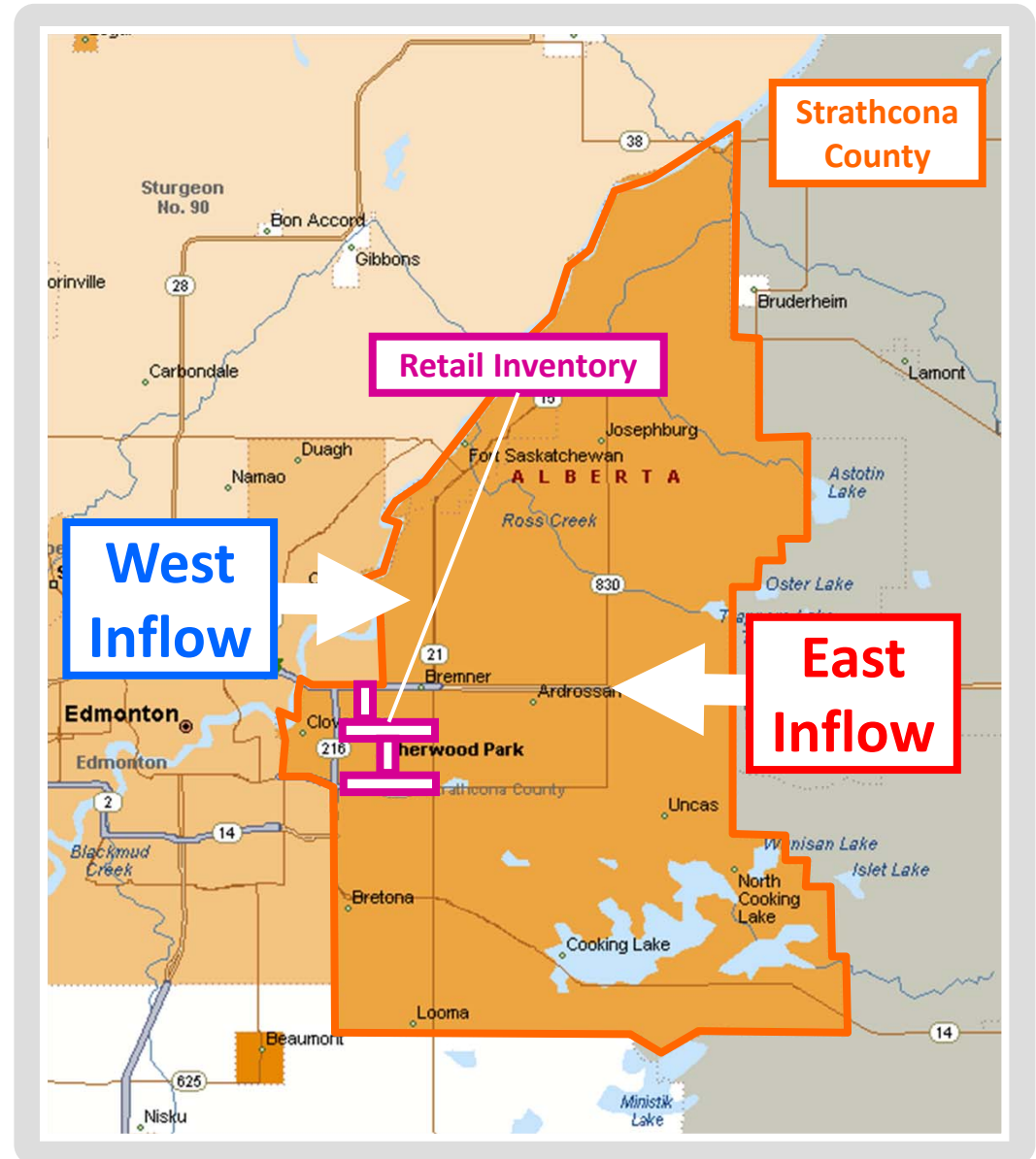
- Figure 4.1 illustrates retail floorspace demand by merchandise category for 2010.
- This demand is allocated into 800,000 sf of Convenience (23%); 2 million sf of Comparison (59%); 280,000 sf of Food & Beverage (8%) and 320,000 sf of Leisure & Entertainment retail (9%).

Figure 4.1: Retail Floorspace Demand by Merchandise Category 2010



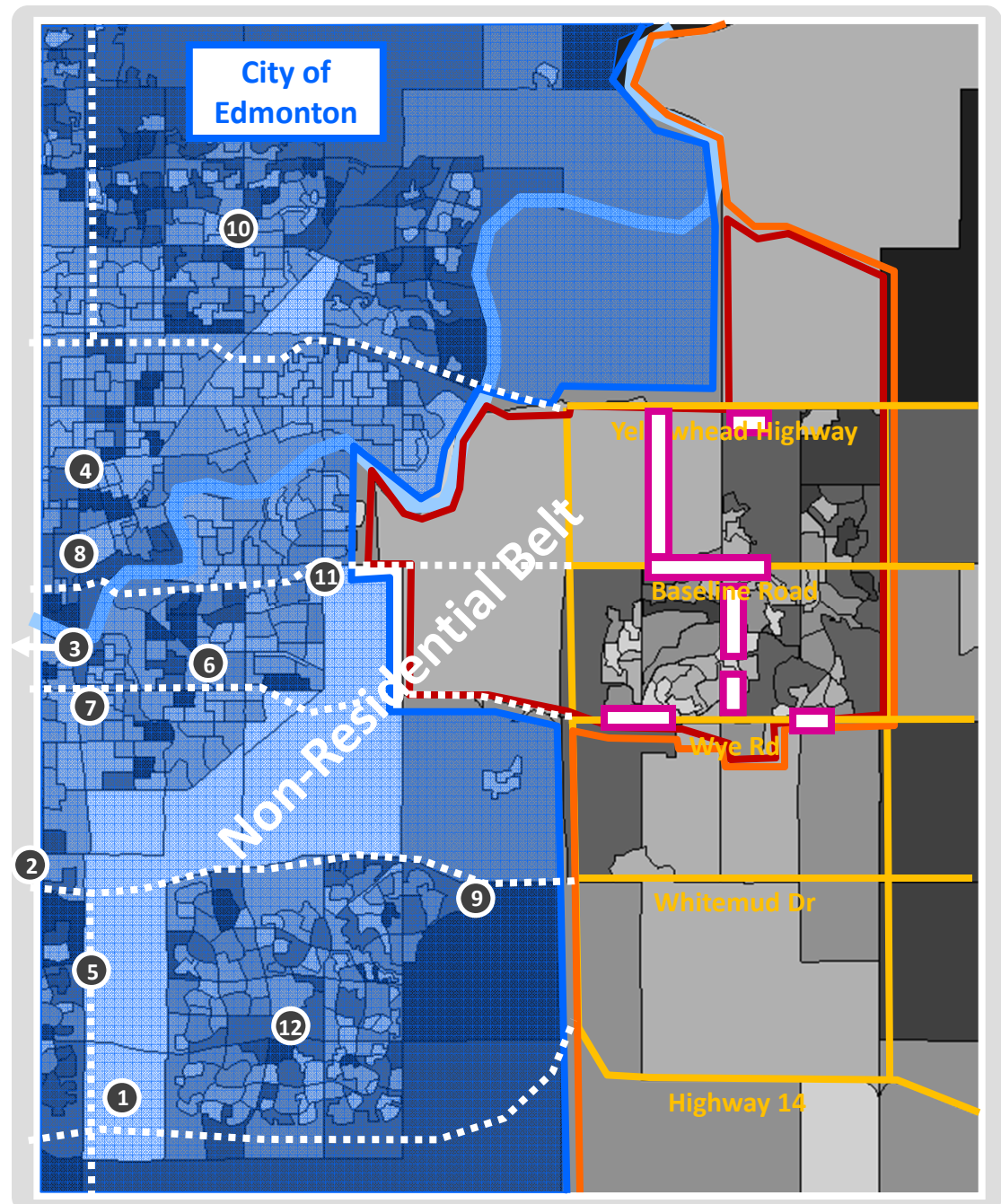
4.16 Strathcona County Inflow Analysis

- In addition to sourcing business from Strathcona County residents, retail businesses within the County also source some business from outside of the County, both from the West & East.
- This has been largely determined through discussions with local area retail centre owners and operators.
- This inflow is expected to continue into the future.
- While no primary research has been conducted on this level of inflow, the following pages provide a basis for which to estimate the general level of future inflow from the West and East.



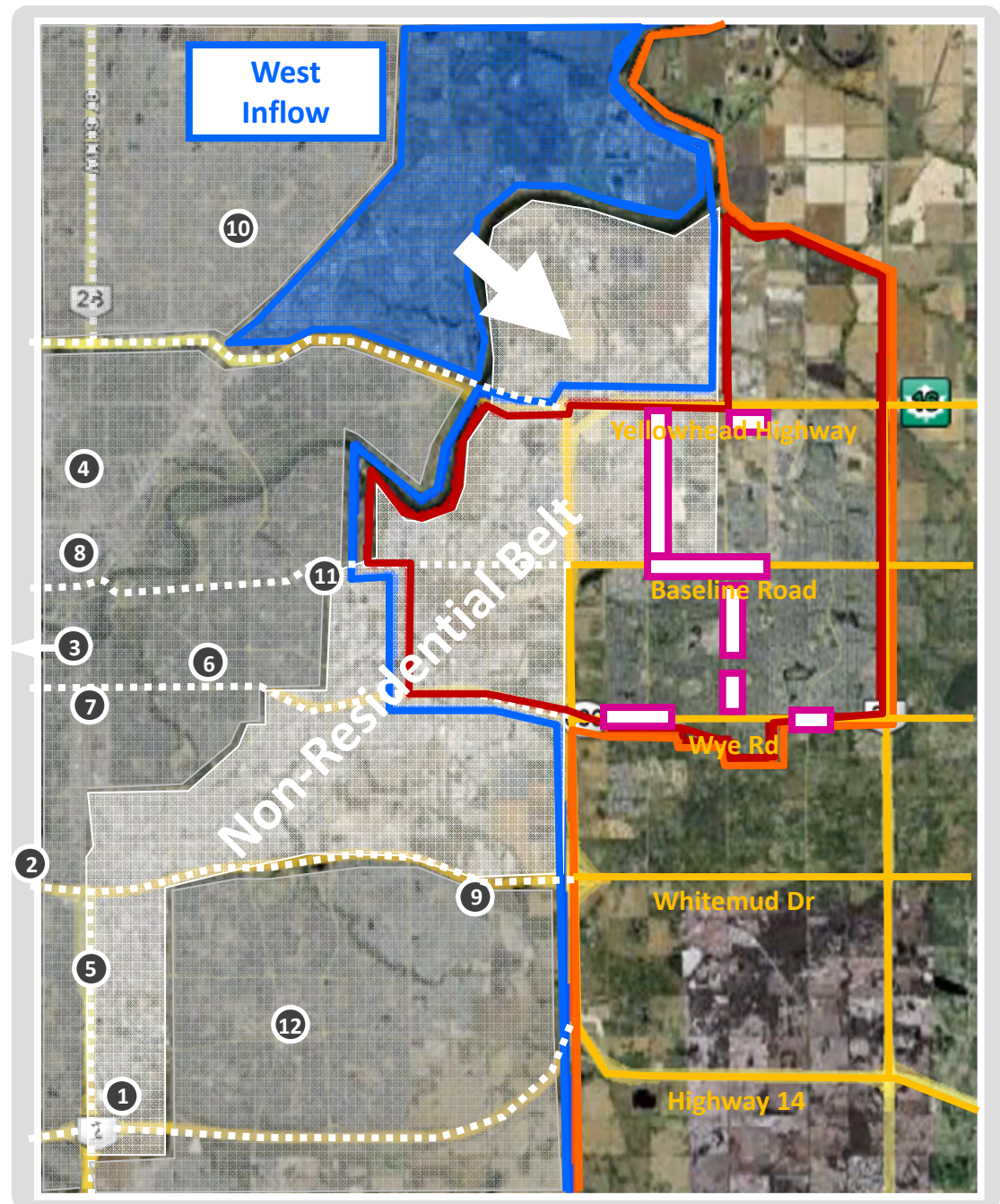
4.17 West Inflow Estimate

- The figure to the right illustrates the spatial relationship between the area of potential inflow from the City of Edmonton and Strathcona in terms of:
 - Population densities
 - Transportation Network; and
 - Retail Inventory
- Directly to the west of Strathcona County lies a large commercial/industrial belt, with very low population densities.
- Coupled with retail projects located along the edge of this belt at interceptory locations to Edmontonians travelling eastbound, this separation acts as a significant barrier to potential inflow.



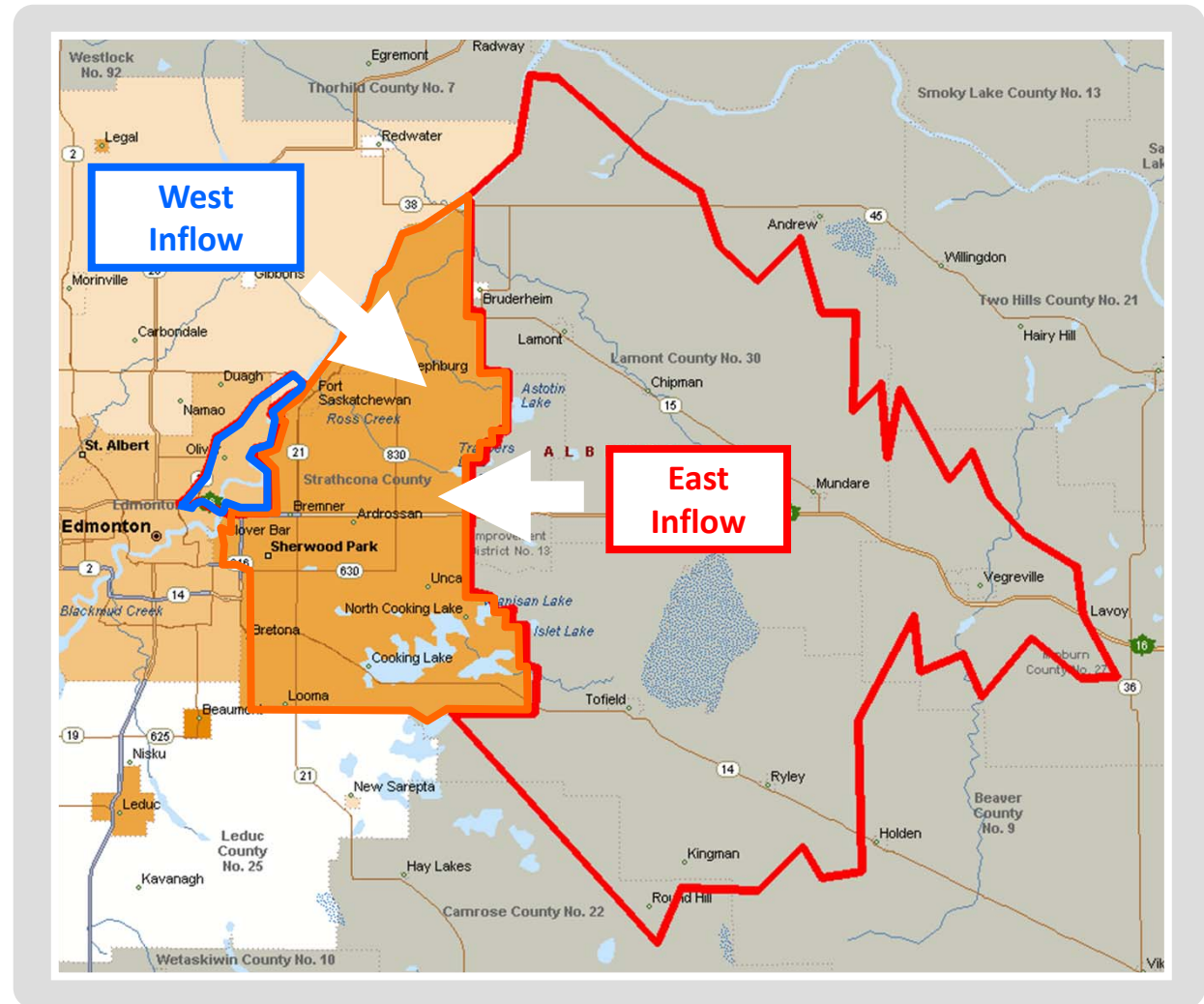
4.18 West Inflow Estimate

- Inflow from the West is largely expected to continue to come from communities in Northeast Edmonton, which are able to conveniently access Strathcona County via the Yellowhead Highway and are not subject to larger retail projects at interceptory locations.
- These populations and their retail spending potential has been factored into the inflow analysis.



4.19 East Inflow Estimate

- Populations from the east, to which Strathcona County is interceptory, have also been factored into the inflow analysis.
- Accordingly, all populations within a 1 hour drive, that would flow through Strathcona County in reaching commercial areas of the City have been determined to be a source of potential inflow.
- While residential densities are very low in this area of the greater region, they are still expected to contribute to Strathcona County retail demand today and into the future.



4.20 Strathcona County Inflow: Baseline Capture

- According to a Baseline Capture of 20% of the total spending of both East & West inflow markets an additional 280,000 sf of retail is demanded in 2010, climbing to just under 350,000 sf in 2030.
- This amounts to an overall inflow source of sales estimate at between 7% - 8%.

Table 4.15: Inflow Retail Floorspace Demand – Baseline Capture

Retail Floorspace Demand	2010 East Inflow @ 20% Capture		2010 West Inflow @ 20% Capture		2010		Inflow Assumption	2030		Inflow Assumption
	SF GLA	%	SF GLA	%	SF GLA	%		SF GLA	%	
Retail Categories										
Convenience	26,363	26%	45,717	26%	72,080	26%	8.5%	90,754	26%	7.3%
Grocery & Specialty Food	17,079	17%	30,157	17%	47,236	17%	9.5%	59,601	17%	8.1%
Pharmacy	2,289	2%	2,319	1%	4,607	2%	8.4%	5,409	2%	6.6%
Alcohol & Tobacco	3,034	3%	4,107	2%	7,140	3%	9.2%	8,716	2%	7.7%
Services	3,961	4%	9,135	5%	13,097	5%	6.0%	17,027	5%	5.5%
Comparison	60,184	60%	104,651	59%	164,835	60%	8.1%	207,606	59%	7.0%
Apparel	10,836	11%	20,537	12%	31,373	11%	8.5%	39,915	11%	7.4%
Footwear, Luggage & Fashion Accessories	4,027	4%	8,044	5%	12,071	4%	7.7%	15,450	4%	6.9%
Cosmetics, Health, Bath & Beauty	5,262	5%	10,714	6%	15,976	6%	8.6%	20,492	6%	7.6%
Jewelry, Watches & Accessories	920	1%	1,881	1%	2,800	1%	7.4%	3,593	1%	6.5%
Home Improvement	7,107	7%	11,060	6%	18,167	7%	7.6%	22,574	6%	6.6%
Home Furnishings & Accessories	13,188	13%	23,036	13%	36,224	13%	7.8%	45,648	13%	6.7%
Electronics & Appliances	6,622	7%	12,681	7%	19,303	7%	8.5%	24,588	7%	7.6%
Toys, Hobbies & Pets	6,324	6%	7,911	4%	14,236	5%	7.6%	17,199	5%	6.4%
Sports & Recreational Goods	2,734	3%	3,234	2%	5,969	2%	7.7%	7,157	2%	6.4%
Multimedia, Books & Music	3,164	3%	5,552	3%	8,717	3%	8.9%	10,990	3%	7.6%
Food & Beverage	6,172	6%	12,336	7%	18,508	7%	6.6%	23,690	7%	6.0%
Casual / Sit Down Restaurants	6,172	6%	12,336	7%	18,508	7%	6.6%	23,690	7%	6.0%
Leisure & Entertainment	6,801	7%	14,346	8%	21,147	8%	6.7%	27,231	8%	5.9%
Entertainment	2,647	3%	5,295	3%	7,942	3%	8.8%	10,166	3%	7.5%
Leisure	4,154	4%	9,051	5%	13,205	5%	5.8%	17,065	5%	5.3%
Total Retail Floorspace	99,521	100%	177,049	100%	276,570	100%	7.9%	349,282	100%	6.9%

4.21 Strathcona County Inflow: High Capture

- According to a High Capture of 40% of the total spending of both East & West inflow markets an additional 550,000 sf of retail is demanded in 2010, climbing to just under 700,000 sf in 2030.
- This amounts to an overall inflow source of sales estimate at between 14% - 16%.

Table 4.16: Inflow Retail Floorspace Demand – High Capture

Retail Floorspace Demand	2010 East Inflow @ 40% Capture		2010 West Inflow @ 40% Capture		2010		Inflow Assumption	2030		Inflow Assumption
	SF GLA	%	SF GLA	%	SF GLA	%		SF GLA	%	
Retail Categories										
Convenience	52,726	26%	91,434	26%	144,160	26%	17.1%	181,509	26%	14.7%
Grocery & Specialty Food	34,158	17%	60,313	17%	94,472	17%	19.1%	119,203	17%	16.3%
Pharmacy	4,578	2%	4,637	1%	9,215	2%	16.7%	10,819	2%	13.2%
Alcohol & Tobacco	6,067	3%	8,213	2%	14,280	3%	18.3%	17,432	2%	15.4%
Services	7,923	4%	18,271	5%	26,194	5%	12.1%	34,055	5%	11.0%
Comparison	120,368	60%	209,301	59%	329,670	60%	16.1%	415,213	59%	14.0%
Apparel	21,671	11%	41,075	12%	62,746	11%	17.0%	79,831	11%	14.8%
Footwear, Luggage & Fashion Accessories	8,054	4%	16,087	5%	24,142	4%	15.4%	30,899	4%	13.8%
Cosmetics, Health, Bath & Beauty	10,525	5%	21,428	6%	31,953	6%	17.1%	40,984	6%	15.2%
Jewelry, Watches & Accessories	1,839	1%	3,761	1%	5,600	1%	14.8%	7,187	1%	13.1%
Home Improvement	14,214	7%	22,121	6%	36,334	7%	15.1%	45,148	6%	13.1%
Home Furnishings & Accessories	26,375	13%	46,072	13%	72,447	13%	15.6%	91,296	13%	13.4%
Electronics & Appliances	13,244	7%	25,361	7%	38,606	7%	17.0%	49,175	7%	15.1%
Toys, Hobbies & Pets	12,648	6%	15,823	4%	28,471	5%	15.2%	34,397	5%	12.8%
Sports & Recreational Goods	5,468	3%	6,469	2%	11,937	2%	15.4%	14,315	2%	12.8%
Multimedia, Books & Music	6,329	3%	11,104	3%	17,433	3%	17.8%	21,981	3%	15.2%
Food & Beverage	12,344	6%	24,671	7%	37,016	7%	13.1%	47,380	7%	12.1%
Casual / Sit Down Restaurants	12,344	6%	24,671	7%	37,016	7%	13.1%	47,380	7%	12.1%
Leisure & Entertainment	13,603	7%	28,692	8%	42,294	8%	13.4%	54,462	8%	11.9%
Entertainment	5,294	3%	10,590	3%	15,884	3%	17.6%	20,333	3%	15.1%
Leisure	8,309	4%	18,102	5%	26,411	5%	11.7%	34,129	5%	10.5%
Total Retail Floorspace	199,041	100%	354,099	100%	553,140	100%	15.8%	698,564	100%	13.8%

4.22 Total Floorspace Demand: Strathcona County + Baseline Capture Inflow

- Table 4.17 summarizes the retail floorspace demand for Strathcona County, including Baseline capture inflow assumptions, from 2010 through to 2030.
- Overall retail floorspace demand is expected to grow from 3.7 million sf to 5.3 million sf over the next 20 years.

Table 4.17: Retail Floorspace Demand – Strathcona County + Baseline Capture Inflow

Retail Floorspace Demand	2010		2015		2020		2025		2030	
Retail Categories	SF GLA	%	SF GLA	%	SF GLA	%	SF GLA	%	SF GLA	%
Convenience	871,052	23%	955,895	23%	1,044,917	24%	1,145,806	24%	1,257,527	24%
Grocery & Specialty Food	542,561	15%	597,181	15%	654,443	15%	719,342	15%	791,208	15%
Pharmacy	45,934	1%	50,512	1%	55,327	1%	60,791	1%	66,846	1%
Alcohol & Tobacco	83,090	2%	90,598	2%	98,472	2%	107,403	2%	117,297	2%
Services	199,467	5%	217,605	5%	236,675	5%	258,270	5%	282,176	5%
Comparison	2,210,992	59%	2,421,856	59%	2,643,690	59%	2,895,012	59%	3,173,303	60%
Apparel	400,645	11%	439,977	11%	481,288	11%	528,091	11%	579,912	11%
Footwear, Luggage & Fashion Accessories	168,885	5%	184,242	5%	200,370	5%	218,640	4%	238,868	4%
Cosmetics, Health, Bath & Beauty	202,426	5%	221,845	5%	242,203	5%	265,268	5%	290,805	5%
Jewelry, Watches & Accessories	40,621	1%	44,552	1%	48,692	1%	53,381	1%	58,571	1%
Home Improvement	258,432	7%	282,138	7%	307,124	7%	335,432	7%	366,781	7%
Home Furnishings & Accessories	501,222	13%	550,935	14%	603,342	14%	662,699	14%	728,423	14%
Electronics & Appliances	246,667	7%	269,200	7%	292,806	7%	319,558	7%	349,179	7%
Toys, Hobbies & Pets	202,151	5%	220,467	5%	239,815	5%	261,741	5%	286,027	5%
Sports & Recreational Goods	83,415	2%	91,247	2%	99,529	2%	108,915	2%	119,312	2%
Multimedia, Books & Music	106,529	3%	117,253	3%	128,521	3%	141,287	3%	155,424	3%
Food & Beverage	300,722	8%	325,854	8%	352,300	8%	382,252	8%	415,414	8%
Casual / Sit Down Restaurants	300,722	8%	325,854	8%	352,300	8%	382,252	8%	415,414	8%
Leisure & Entertainment	337,448	9%	369,878	9%	404,107	9%	442,856	9%	485,752	9%
Entertainment	98,154	3%	108,470	3%	119,310	3%	131,590	3%	145,184	3%
Leisure	239,294	6%	261,408	6%	284,796	6%	311,266	6%	340,568	6%
Total Retail Floorspace	3,720,215	100%	4,073,483	100%	4,445,014	100%	4,865,926	100%	5,331,995	100%

4.23 Total Floorspace Demand: Strathcona County + High Capture Inflow

- Table 4.18 summarizes the retail floorspace demand for Strathcona County, including High Capture inflow assumptions, from 2010 through to 2030.
- Overall retail floorspace demand is expected to grow from 4 million sf to 5.7 million sf over the next 20 years.

Table 4.18: Retail Floorspace Demand – Strathcona County + High Capture Inflow

Retail Floorspace Demand	2010		2015		2020		2025		2030	
Retail Categories	SF GLA	%	SF GLA	%	SF GLA	%	SF GLA	%	SF GLA	%
Convenience	943,132	24%	1,033,946	24%	1,126,453	24%	1,231,685	24%	1,348,281	24%
Grocery & Specialty Food	589,797	15%	648,367	15%	707,941	15%	775,716	15%	850,809	15%
Pharmacy	50,542	1%	55,385	1%	60,337	1%	65,987	1%	72,256	1%
Alcohol & Tobacco	90,230	2%	98,248	2%	106,408	2%	115,705	2%	126,013	2%
Services	212,564	5%	231,945	5%	251,767	5%	274,277	5%	299,203	5%
Comparison	2,375,827	59%	2,600,364	59%	2,830,184	59%	3,091,454	59%	3,380,909	60%
Apparel	432,017	11%	474,071	11%	516,990	11%	565,781	11%	619,827	11%
Footwear, Luggage & Fashion Accessories	180,955	5%	197,387	5%	214,154	5%	233,210	4%	254,317	4%
Cosmetics, Health, Bath & Beauty	218,403	5%	239,257	5%	260,469	5%	284,586	5%	311,297	5%
Jewelry, Watches & Accessories	43,421	1%	47,604	1%	51,895	1%	56,768	1%	62,165	1%
Home Improvement	276,599	7%	301,721	7%	327,520	7%	356,853	7%	389,355	7%
Home Furnishings & Accessories	537,445	13%	590,171	13%	644,338	14%	705,887	14%	774,071	14%
Electronics & Appliances	265,970	7%	290,185	7%	314,787	7%	342,769	7%	373,767	7%
Toys, Hobbies & Pets	216,387	5%	235,667	5%	255,545	5%	278,158	5%	303,226	5%
Sports & Recreational Goods	89,384	2%	97,604	2%	106,097	2%	115,759	2%	126,470	2%
Multimedia, Books & Music	115,246	3%	126,697	3%	138,389	3%	151,684	3%	166,414	3%
Food & Beverage	319,230	8%	346,009	8%	373,435	8%	404,594	8%	439,104	8%
Casual / Sit Down Restaurants	319,230	8%	346,009	8%	373,435	8%	404,594	8%	439,104	8%
Leisure & Entertainment	358,595	9%	392,956	9%	428,339	9%	468,505	9%	512,983	9%
Entertainment	106,096	3%	117,119	3%	128,380	3%	141,177	3%	155,351	3%
Leisure	252,499	6%	275,837	6%	299,959	6%	327,328	6%	357,632	6%
Total Retail Floorspace	3,996,785	100%	4,373,274	100%	4,758,412	100%	5,196,238	100%	5,681,277	100%

4.24 Total Incremental Floorspace Demand: Strathcona County + Baseline Capture Inflow

- Table 4.19 illustrates the incremental retail floorspace demand for Strathcona County, including Baseline Capture inflow assumptions, over the next 2 decades.
- By 2030, it is estimated that an additional 1.6 million sf will be demanded.

Table 4.19: Incremental Retail Floorspace Demand – Strathcona County + Baseline Capture Inflow

Retail Floorspace Demand	2012	2014	2016	2018	2020	2022	2024	2026	2028	2030
Retail Categories	SF GLA	SF GLA	SF GLA	SF GLA	SF GLA	SF GLA	SF GLA	SF GLA	SF GLA	SF GLA
Convenience	32,986	68,357	101,657	136,308	173,865	212,989	253,744	296,197	340,416	386,475
Grocery & Specialty Food	21,220	44,016	65,435	87,722	111,882	137,049	163,266	190,574	219,019	248,647
Pharmacy	1,784	3,687	5,487	7,360	9,393	11,511	13,718	16,018	18,415	20,912
Alcohol & Tobacco	2,919	6,050	8,994	12,059	15,382	18,845	22,453	26,212	30,128	34,207
Services	7,063	14,604	21,742	29,167	37,209	45,584	54,307	63,392	72,854	82,709
Comparison	82,167	169,770	252,772	339,135	432,698	530,161	631,684	737,433	847,582	962,310
Apparel	15,304	31,680	47,137	63,219	80,644	98,794	117,700	137,393	157,904	179,267
Footwear, Luggage & Fashion Accessories	5,975	12,370	18,404	24,683	31,485	38,571	45,951	53,638	61,644	69,983
Cosmetics, Health, Bath & Beauty	7,543	15,648	23,265	31,189	39,777	48,722	58,039	67,743	77,851	88,379
Jewelry, Watches & Accessories	1,533	3,164	4,714	6,326	8,072	9,890	11,784	13,756	15,811	17,951
Home Improvement	9,253	19,077	28,426	38,154	48,692	59,670	71,105	83,017	95,425	108,350
Home Furnishings & Accessories	19,406	40,004	59,616	80,021	102,120	125,139	149,117	174,092	200,106	227,201
Electronics & Appliances	8,749	18,161	26,992	36,180	46,139	56,514	67,320	78,577	90,301	102,512
Toys, Hobbies & Pets	7,164	14,732	21,970	29,503	37,663	46,165	55,023	64,250	73,862	83,876
Sports & Recreational Goods	3,066	6,297	9,396	12,621	16,114	19,754	23,545	27,495	31,610	35,897
Multimedia, Books & Music	4,174	8,637	12,853	17,239	21,991	26,942	32,100	37,471	43,067	48,895
Food & Beverage	9,795	20,231	30,129	40,426	51,578	63,194	75,294	87,896	101,021	114,692
Casual / Sit Down Restaurants	9,795	20,231	30,129	40,426	51,578	63,194	75,294	87,896	101,021	114,692
Leisure & Entertainment	12,671	26,085	38,899	52,230	66,658	81,686	97,339	113,641	130,620	148,304
Entertainment	4,016	8,307	12,364	16,584	21,156	25,918	30,878	36,045	41,426	47,030
Leisure	8,655	17,778	26,535	35,646	45,502	55,768	66,461	77,597	89,195	101,274
Total Retail Floorspace	137,619	284,444	423,457	568,098	724,799	888,031	1,058,061	1,235,167	1,419,640	1,611,781
Annual Floorspace Demand	67,769	77,647	70,189	73,022	79,151	82,449	85,882	89,456	93,176	97,048

4.25 Total Incremental Floorspace Demand: Strathcona County + High Capture Inflow

- Table 4.19 illustrates the incremental retail floorspace demand for Strathcona County, including High Capture inflow assumptions, over the next 2 decades.
- By 2030, it is estimated that an additional 1.7 million sf will be demanded.

Table 4.18: Incremental Retail Floorspace Demand – Strathcona County + High Capture Inflow

Retail Floorspace Demand	2012	2014	2016	2018	2020	2022	2024	2026	2028	2030
Retail Categories	SF GLA	SF GLA	SF GLA	SF GLA	SF GLA	SF GLA	SF GLA	SF GLA	SF GLA	SF GLA
Convenience	34,428	73,729	108,241	144,166	183,321	224,122	266,634	310,927	357,074	405,149
Grocery & Specialty Food	22,176	47,568	69,792	92,926	118,144	144,422	171,802	200,329	230,050	261,012
Pharmacy	1,844	3,931	5,775	7,696	9,796	11,985	14,267	16,647	19,128	21,714
Alcohol & Tobacco	3,039	6,513	9,554	12,721	16,178	19,782	23,538	27,453	31,532	35,783
Services	7,370	15,717	23,120	30,823	39,203	47,933	57,026	66,498	76,364	86,639
Comparison	85,470	182,072	267,851	357,135	454,357	555,659	661,207	771,173	885,735	1,005,082
Apparel	15,966	34,124	50,143	66,815	84,972	103,891	123,601	144,135	165,526	187,810
Footwear, Luggage & Fashion Accessories	6,237	13,333	19,592	26,106	33,198	40,588	48,286	56,306	64,660	73,362
Cosmetics, Health, Bath & Beauty	7,894	16,935	24,851	33,090	42,066	51,418	61,160	71,309	81,882	92,894
Jewelry, Watches & Accessories	1,595	3,390	4,992	6,660	8,474	10,363	12,332	14,383	16,519	18,744
Home Improvement	9,591	20,355	29,984	40,008	50,921	62,294	74,144	86,490	99,354	112,756
Home Furnishings & Accessories	20,133	42,713	62,938	83,988	106,893	130,758	155,622	181,527	208,513	236,626
Electronics & Appliances	9,158	19,672	28,851	38,405	48,818	59,667	70,971	82,748	95,017	107,797
Toys, Hobbies & Pets	7,388	15,609	23,025	30,748	39,158	47,924	57,060	66,580	76,501	86,839
Sports & Recreational Goods	3,156	6,651	9,820	13,120	16,713	20,459	24,362	28,430	32,669	37,086
Multimedia, Books & Music	4,350	9,291	13,654	18,195	23,143	28,298	33,669	39,265	45,095	51,169
Food & Beverage	10,197	21,709	31,950	42,608	54,205	66,288	78,875	91,987	105,646	119,874
Casual / Sit Down Restaurants	10,197	21,709	31,950	42,608	54,205	66,288	78,875	91,987	105,646	119,874
Leisure & Entertainment	13,144	27,815	41,035	54,792	69,744	85,320	101,545	118,446	136,051	154,388
Entertainment	4,188	8,942	13,146	17,521	22,284	27,246	32,416	37,801	43,411	49,255
Leisure	8,956	18,874	27,890	37,271	47,460	58,074	69,129	80,645	92,640	105,133
Total Retail Floorspace	143,240	305,325	449,078	598,700	761,627	931,388	1,108,261	1,292,533	1,484,506	1,684,493
Annual Floorspace Demand	70,526	90,081	72,588	75,545	82,301	85,752	89,343	93,080	96,968	101,015