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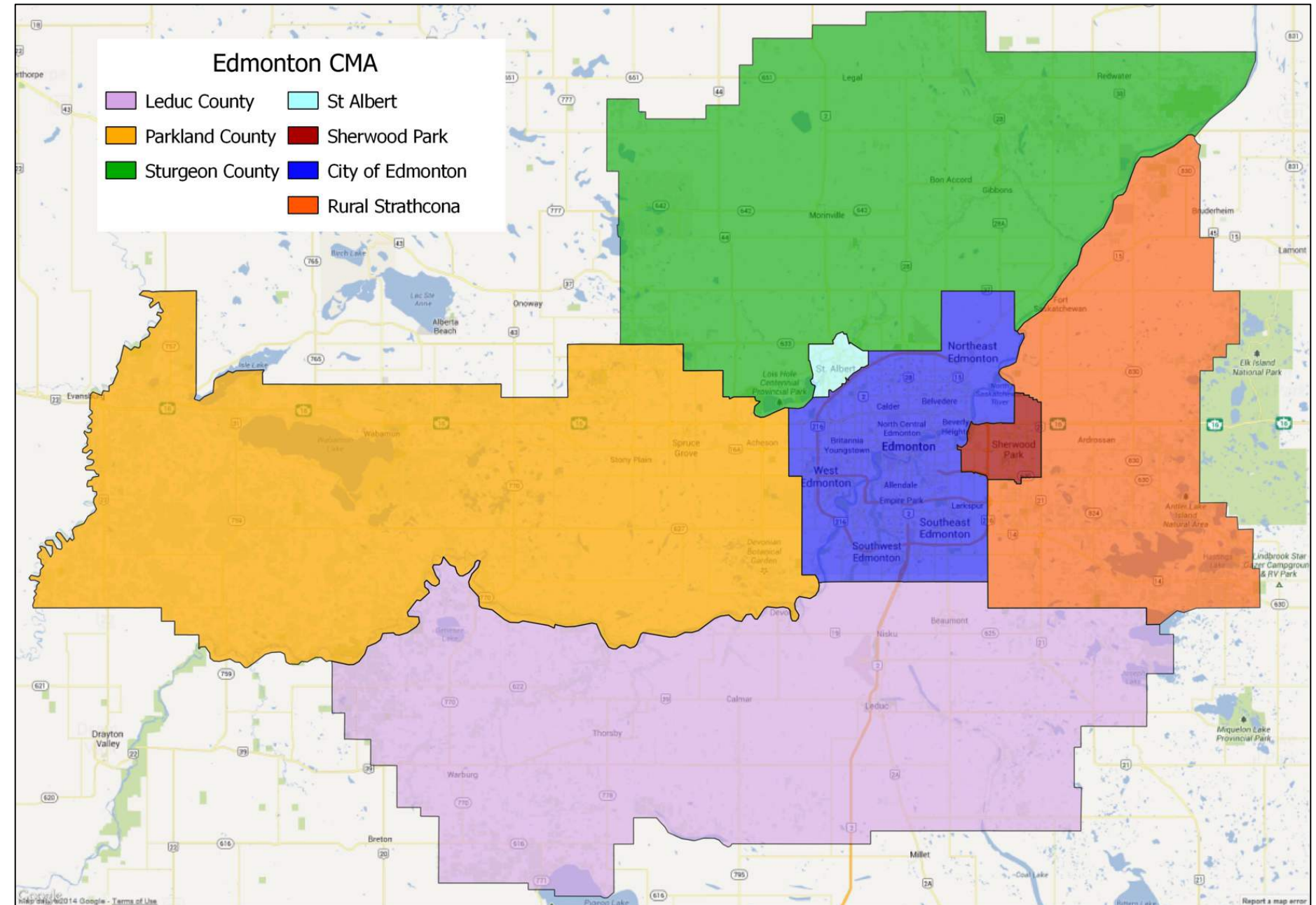
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2.0 Strathcona County Retail Market Context

2.1 Regional Context

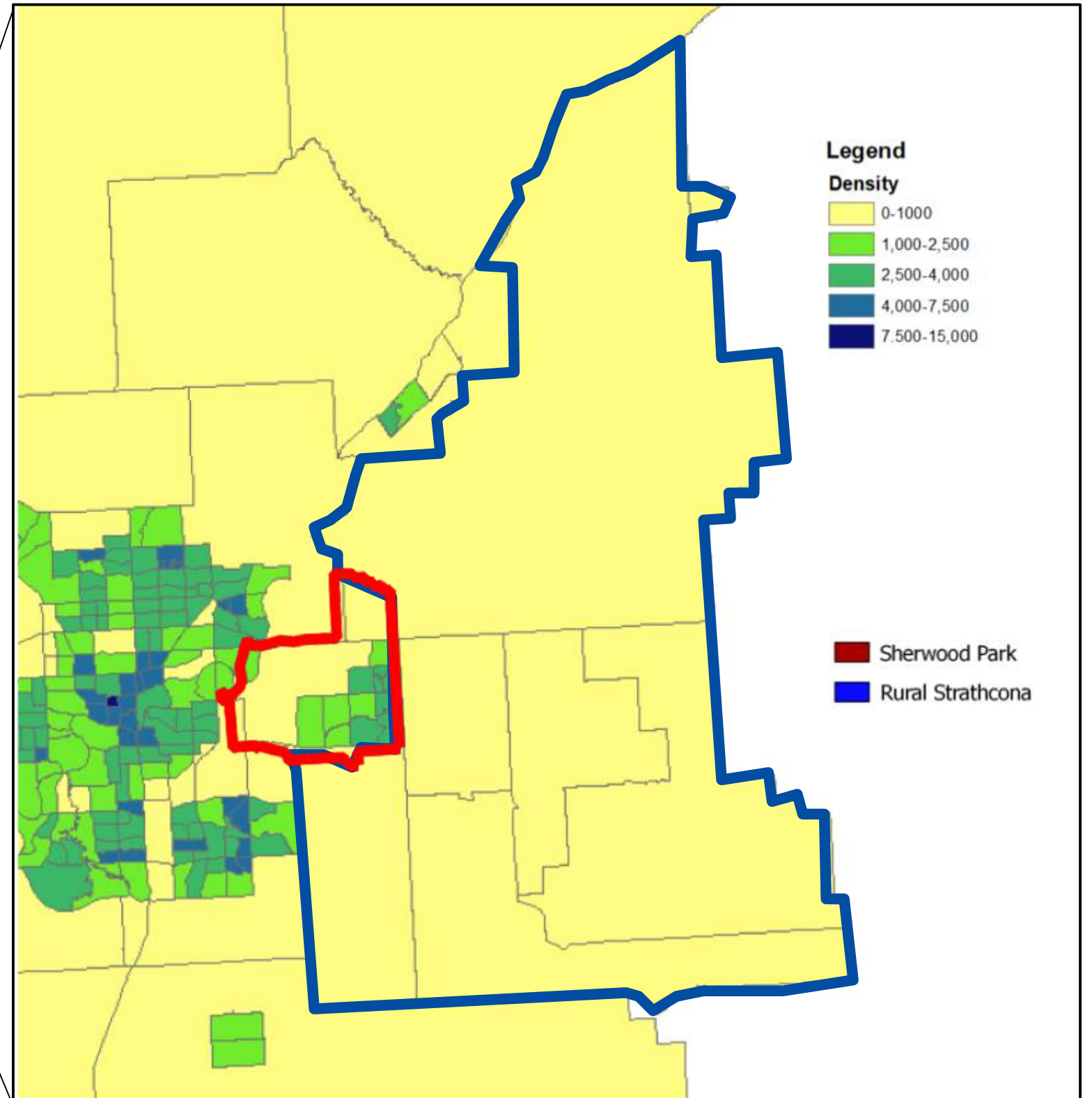
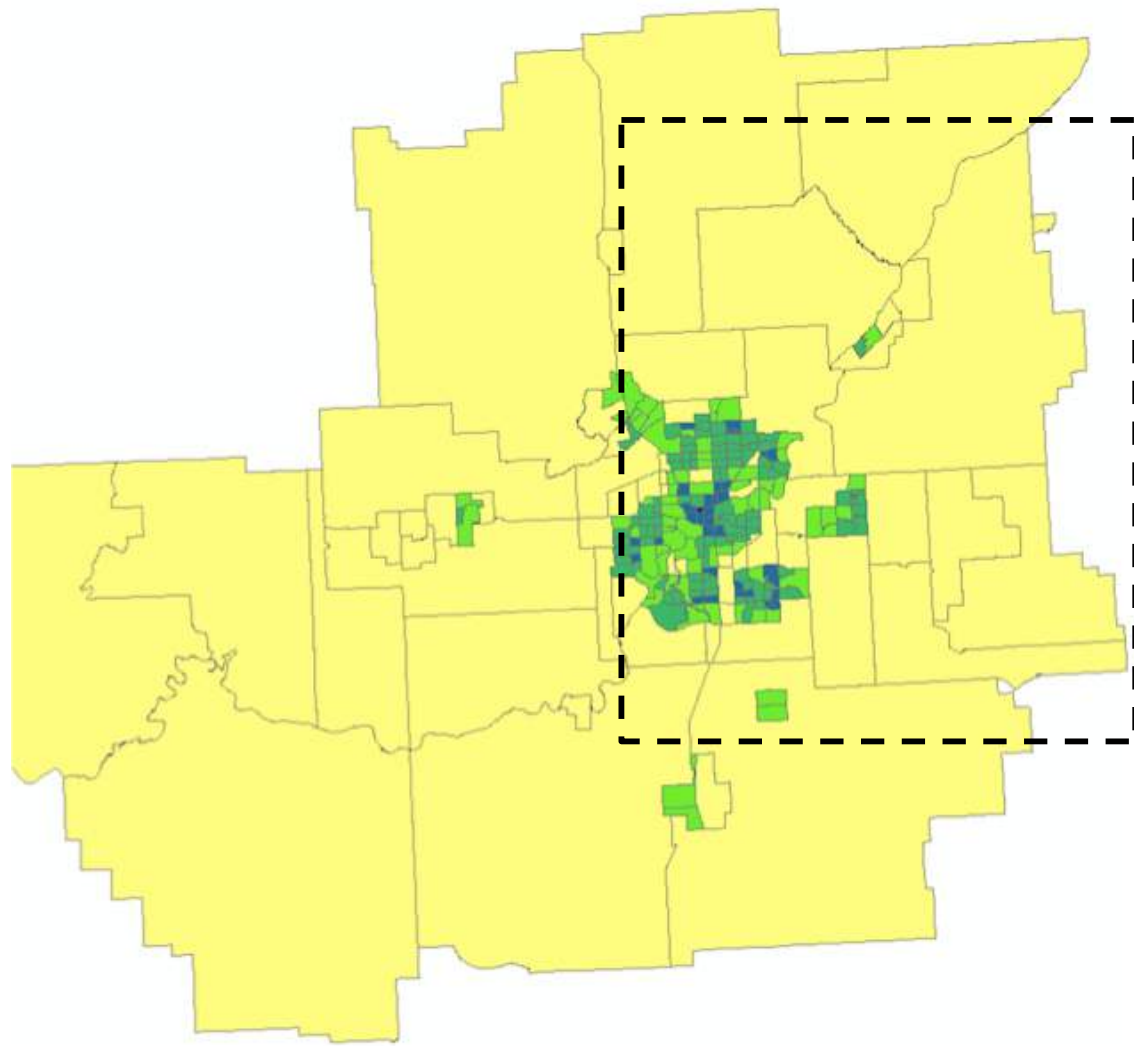
- Located east of Edmonton, Strathcona County occupies 1,180 km² of land and is a specialized municipality within the Edmonton Capital Region (ECR) in Central Alberta.
- Within Strathcona County lies the urban service area of Sherwood Park.



2.0 Strathcona County Retail Market Context

2.2 Regional Population Context

- According to the Municipal Census, the population of Strathcona County was 95,597 in 2015.
- Around 72% of Strathcona County residents live within Sherwood Park with the remaining 28% of residents equally dispersed throughout the rest of the County.



2.0 Strathcona County Retail Market Context

2.3 Regional Demographic Comparison

- Strathcona County is growing at a slightly faster rate than the regional average, and is populated by a well-educated, high-income community.

Population & Household Characteristics

- Strathcona County population growth has grown at 1.17% per annum over the past 5 years.
- Strathcona County has slightly larger household sizes (2.7) than the regional average (2.6).

Income Profile

- Average household incomes are significantly higher than the regional average, with 35.8% of households earning \$100,000 and over.*

Educational, Labour Force Profile & Age Profile

- Over 59% of the labour force work as professionals in business, management, finance, natural & applied sciences, education, health, government positions.
- Residents of Strathcona County are on average slightly older (40.1) than the regional average (35.7).

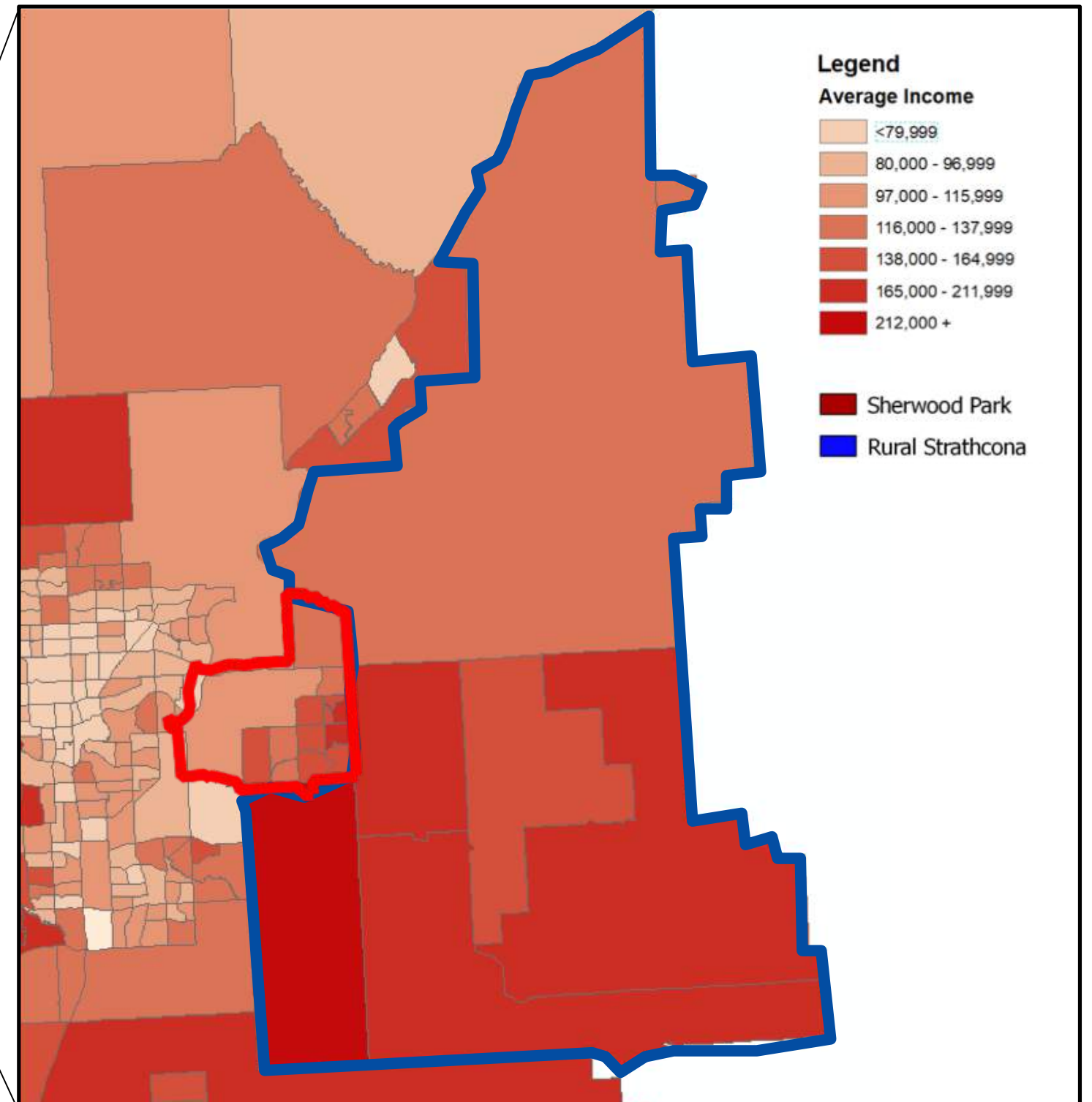
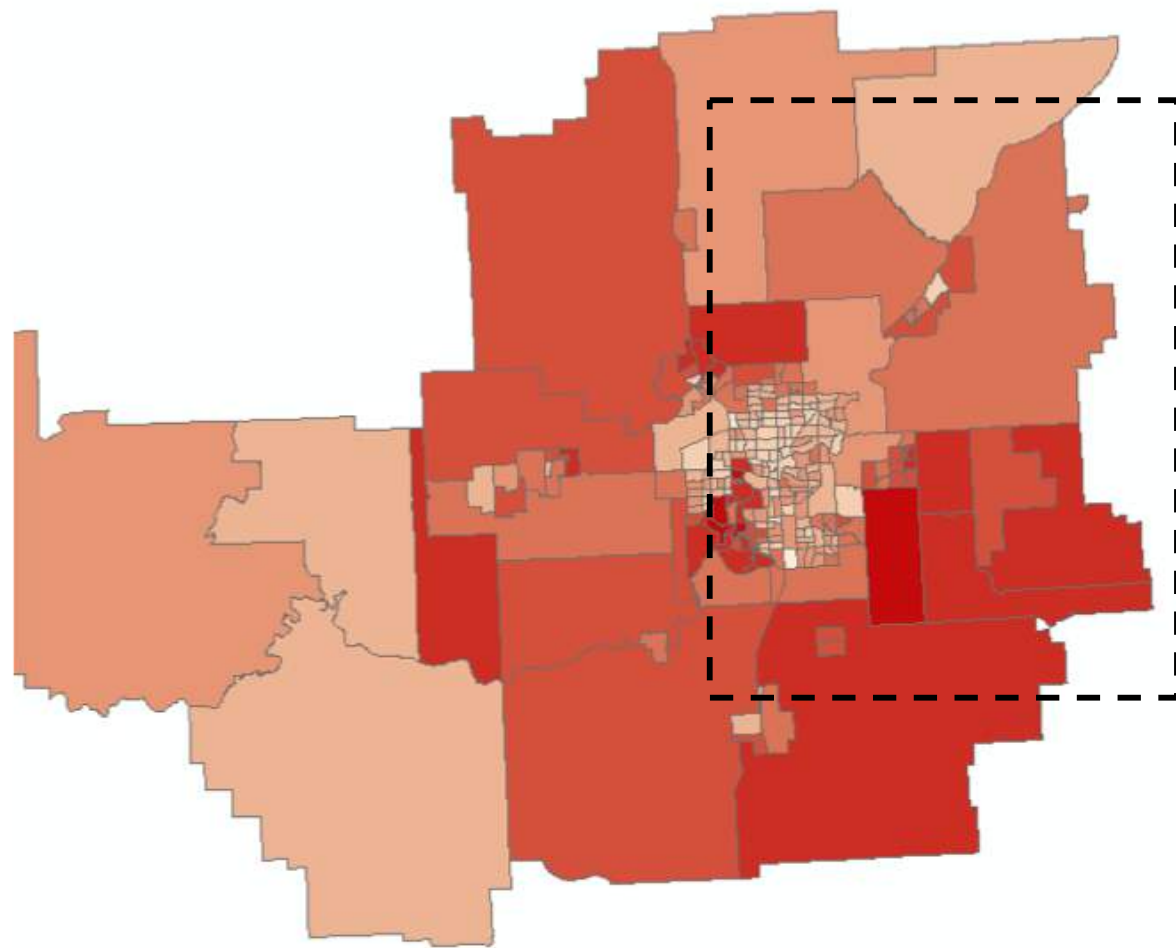
Demographic Characteristics	Edmonton CMA	City of Edmonton	Strathcona County
Population			
2016 Estimation	1,321,426	932,546	98,044
Annual Growth Rate (2011-2016)	2.64%	2.80%	1.17%
Households			
2016 Estimation	537,634	387,950	35,405
Annual Growth Rate (2011-2016)	2.68%	2.13%	1.82%
Household Composition			
Average Household Size	2.6	2.5	2.7
Average Persons Per Family	3	2.9	3
Income Profile			
Average Economic Family Income	\$141,238	\$132,588	\$188,347
Annual Growth Rate	1.94%	1.91%	1.85%
Households by Income			
Less Than \$20,000	21.6%	22.9%	17.5%
\$20,000-\$39,999	18.8%	20.0%	14.5%
\$40,000-\$59,999	15.8%	16.6%	13.2%
\$60,000-\$79,999	11.3%	11.5%	10.7%
\$80,000-\$99,999	7.5%	7.2%	8.3%
\$100,000+	24.9%	21.8%	35.8%
Highest Level Education Attainment (15+)			
No certificate, diploma or degree	15.4%	15.4%	12.7%
High school certificate or equivalent	28.1%	27.4%	28.4%
Apprenticeship or trades certificate or diploma	19.7%	17.0%	24.3%
College, CEGEP or other non-university certificate or diploma	19.2%	18.0%	22.6%
University certificate or diploma below bachelor level	3.2%	3.4%	3.2%
Bachelor's degree	16.8%	18.5%	15.9%
University certificate, diploma or degree above bachelor level	1.3%	1.5%	5.0%
Labour Force By Occupation (2017)			
Business, Finance, and Management	26.6%	25.5%	31.6%
Natural & Applied Sciences, Health, Education, Government, Culture, Recreation	27.9%	29.1%	27.6%
Sales And Service	22.1%	23.3%	18.1%
Trades, Primary Industry, Processing, Manufacturing	23.5%	22.1%	22.7%
Median Age			
Male	35.7	35.2	39.6
Female	37.0	36.4	40.6
Male + Female	36.3	35.7	40.1

*This value is the Average Income of Economic Families for 2015, which excludes households of less than two persons, and households of more than one unrelated persons.

2.0 Strathcona County Retail Market Context

2.4 Regional Population Context

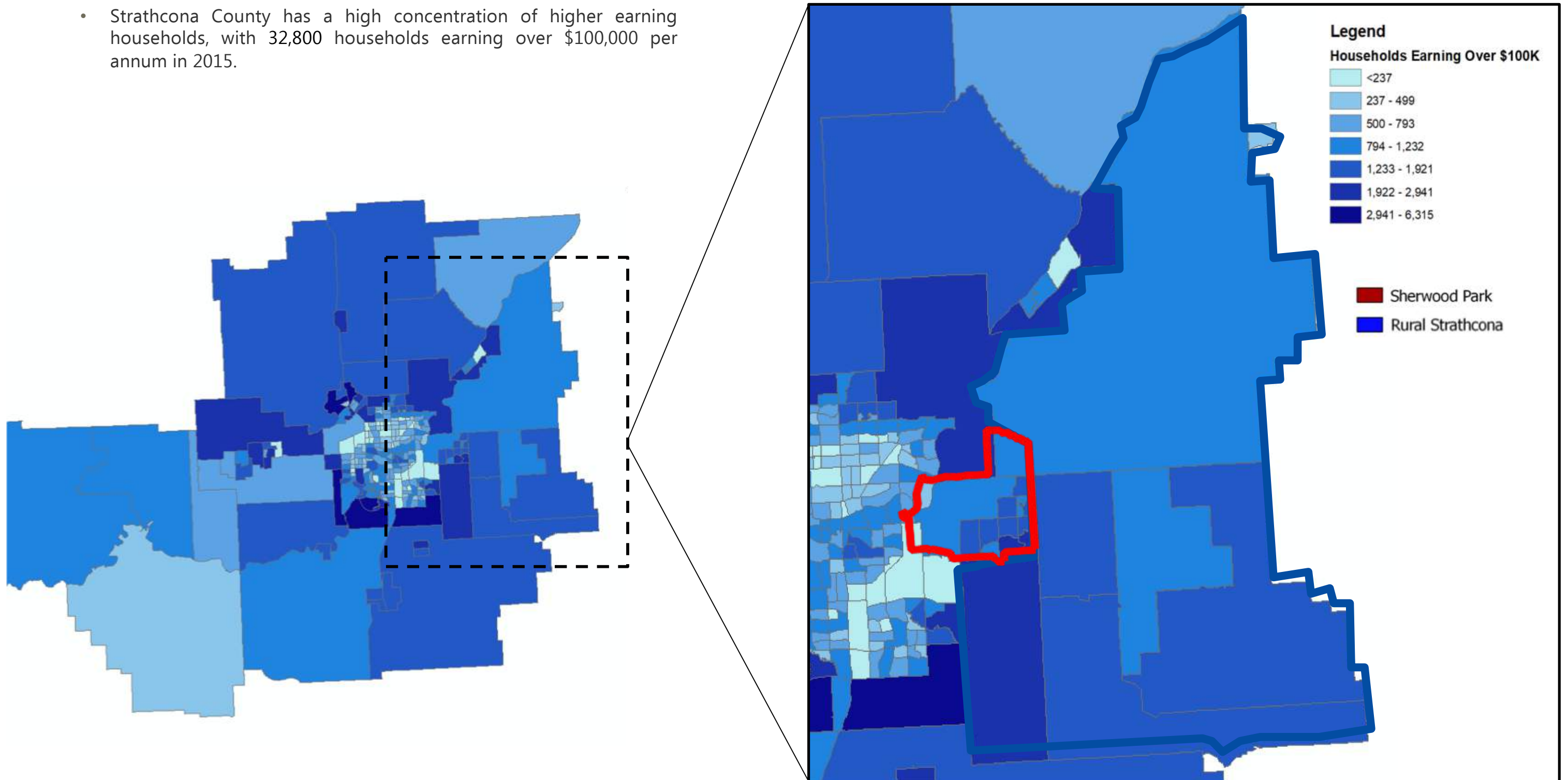
- In 2015, Strathcona County had an average household income of just over \$170,000, one of the highest averages in the region.
- Higher earning households are well distributed throughout the county with the highest earning households located in the south of Strathcona County, including in Sherwood Park.



2.0 Strathcona County Retail Market Context

2.4 Regional Population Context

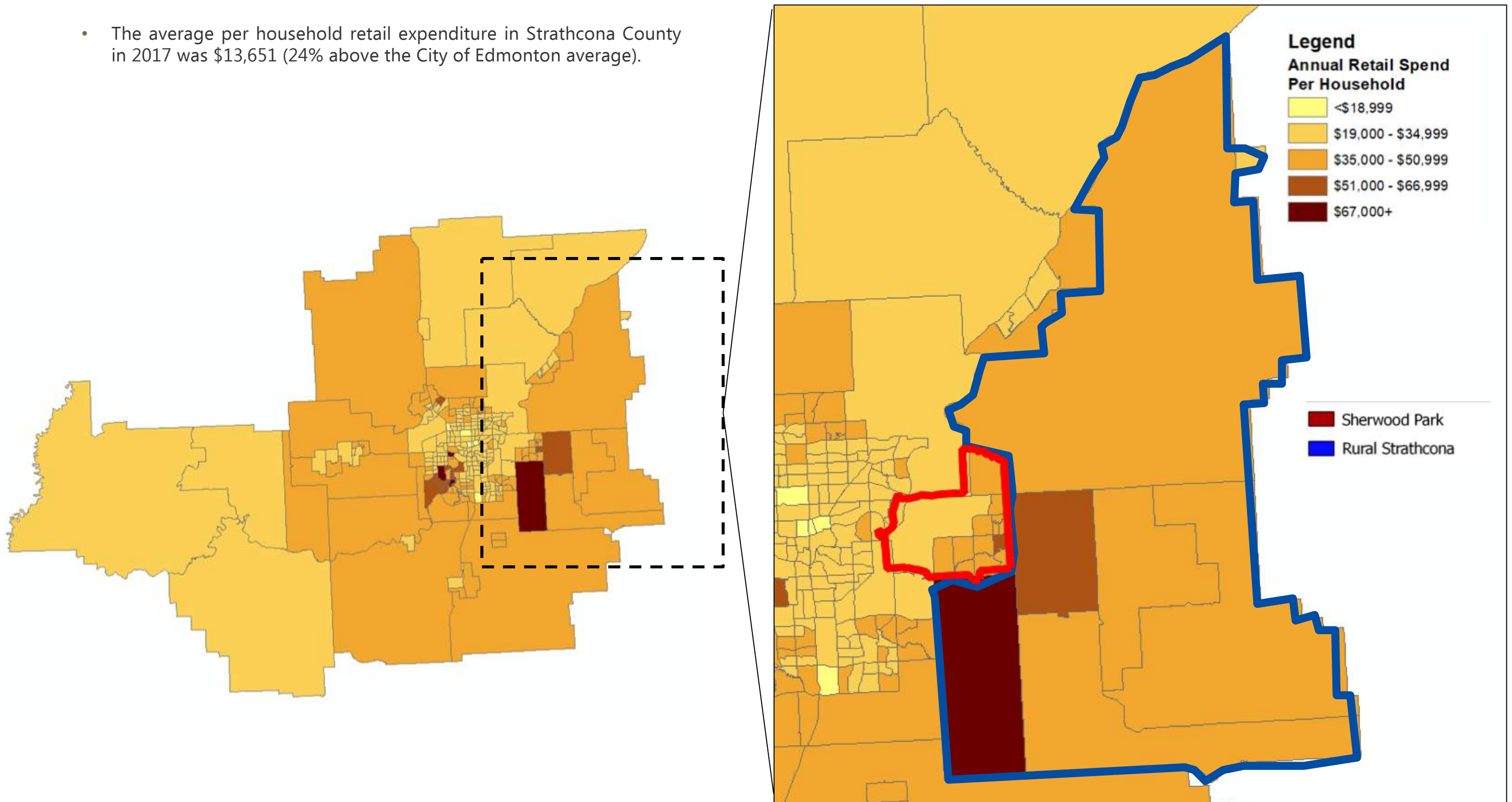
- Strathcona County has a high concentration of higher earning households, with 32,800 households earning over \$100,000 per annum in 2015.



2.0 Strathcona County Retail Market Context

2.4 Regional Population Context

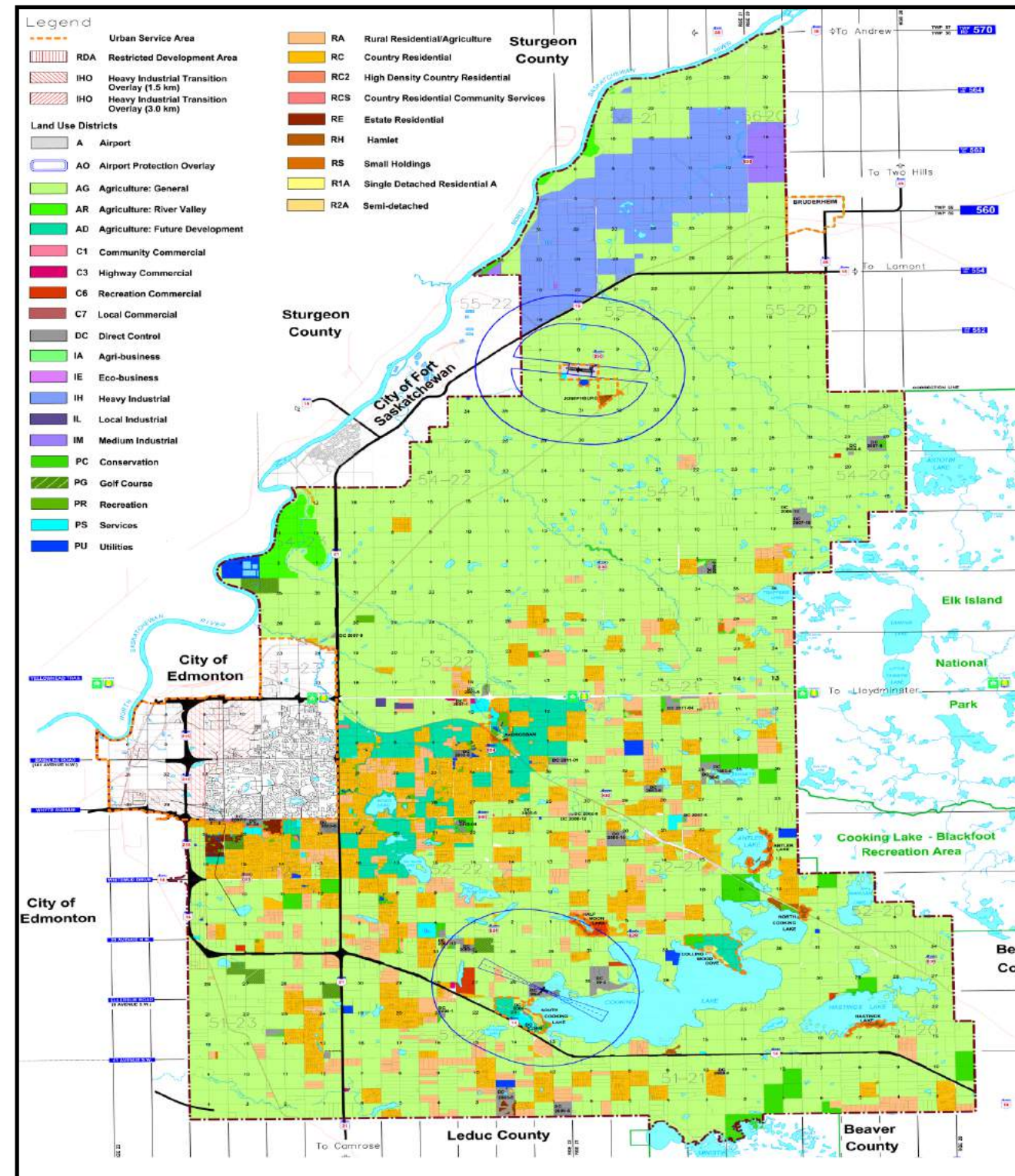
- The average per household retail expenditure in Strathcona County in 2017 was \$13,651 (24% above the City of Edmonton average).



2.0 Strathcona County Retail Market Context

2.5 Rural Land Use Context

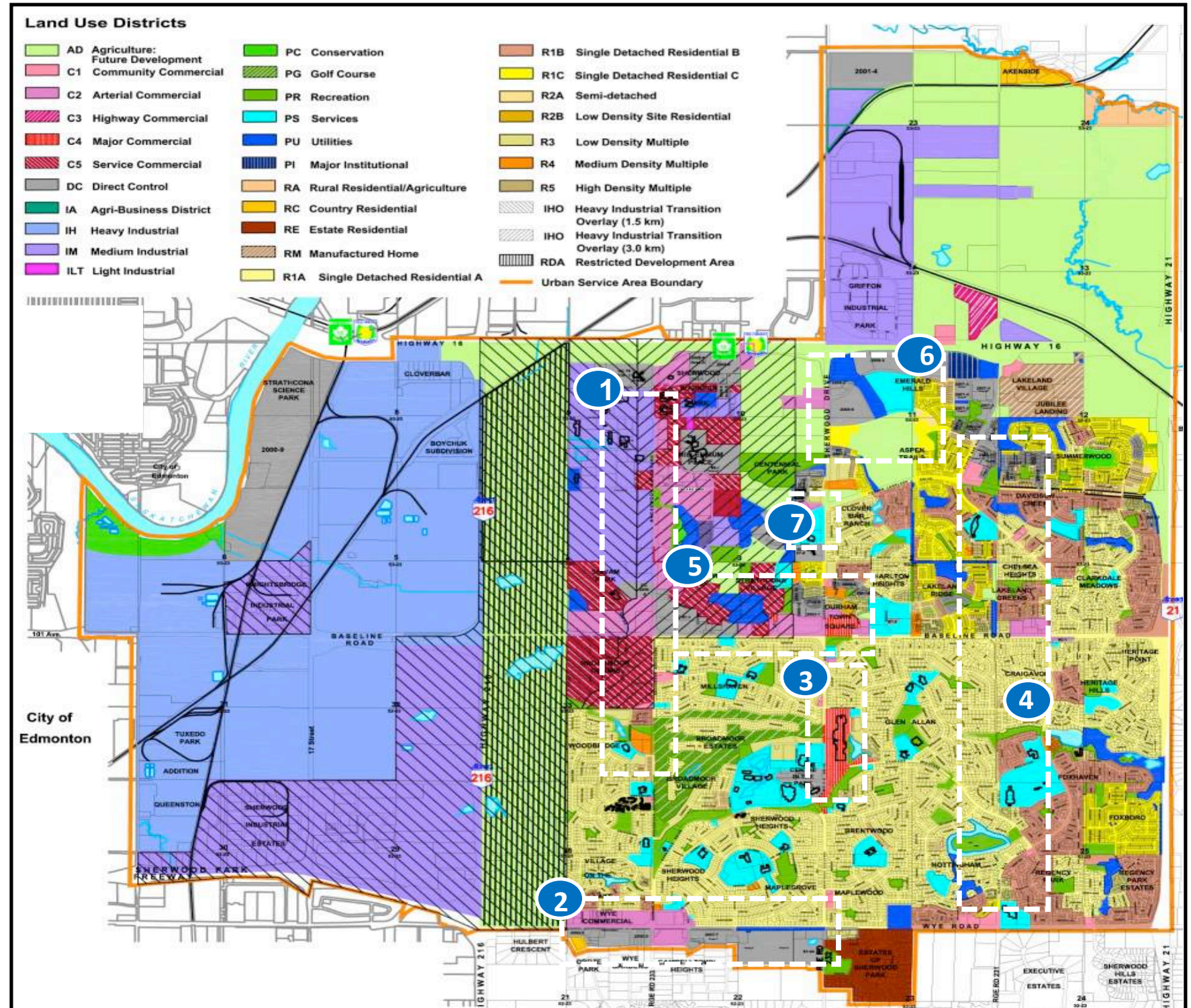
- As illustrated in the Strathcona County rural land use map to the right, the majority of land in the district is allocated to agricultural land & low density residential uses.
- Accordingly, residents conduct almost all of their retail shopping, outside of the rural county, in either Sherwood Park or the City of Edmonton.



2.0 Strathcona County Retail Market Context

2.6 Sherwood Park Commercial Inventory Context

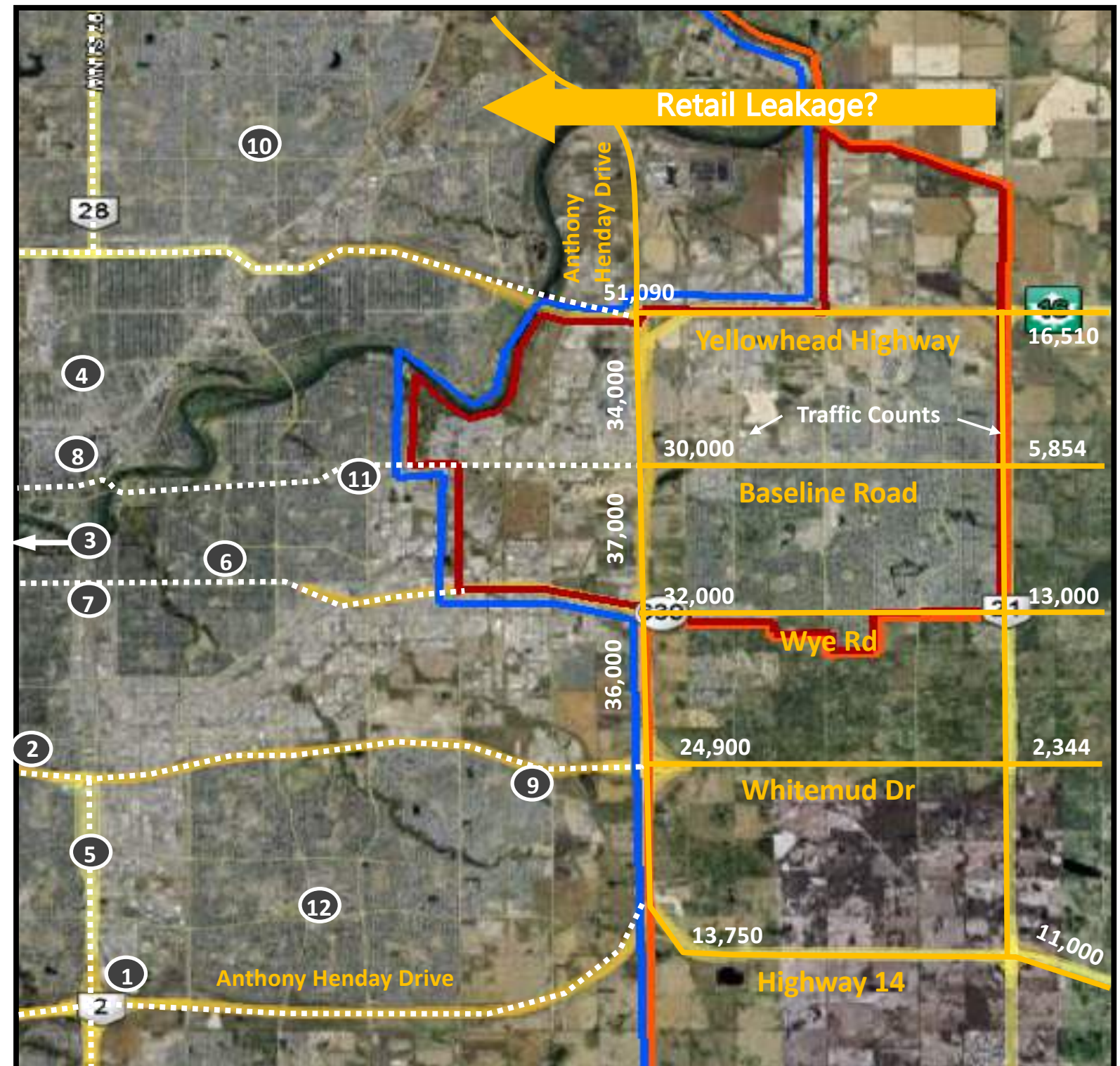
- As illustrated in the map to the right, the majority of existing commercial inventory in Sherwood Park is located along the main arterials and in 7 key areas:
 - Broadmoor Boulevard
 - Wye Road
 - Sherwood Drive South
 - Clover Bar Road
 - Baseline Road
 - Emerald Hills District
 - Aspen Plaza
- A detailed composition of these commercial nodes will be conducted in the following section 3.
- The degree to which these nodes fulfill the needs of Strathcona County residents is a fundamental question of this retail analysis.



2.0 Strathcona County Retail Market Context

2.7 Transportation & Commercial Inventory Context

- In travelling between Strathcona County to Edmonton, there are five major vehicle thoroughfares.
- From north to south (with higher traffic counts found in the north): the Yellowhead Hwy; Baseline Rd; Wye Rd; Whitemud Dr and Hwy 14 all lead directly into the City.
- Anthony Henday Drive, Edmonton's outer ring road, opened in this region in October 2016, and provides a significantly improved access route to neighbourhoods to the southwest and northwest of Sherwood Park.
- The main shopping nodes in Edmonton, which source business from Strathcona County residents are mapped to the right²:
 1. South Edmonton Common
 2. Southgate Centre
 3. West Edmonton Mall
 4. Kingsway Mall
 5. Southside
 6. Bonnie Doon
 7. Whyte Ave/ Old Strathcona
 8. Downtown/ City Centre Mall
 9. RioCan Meadows
 10. Londonderry Mall
 11. Capilano Mall
 12. Millwoods Mall

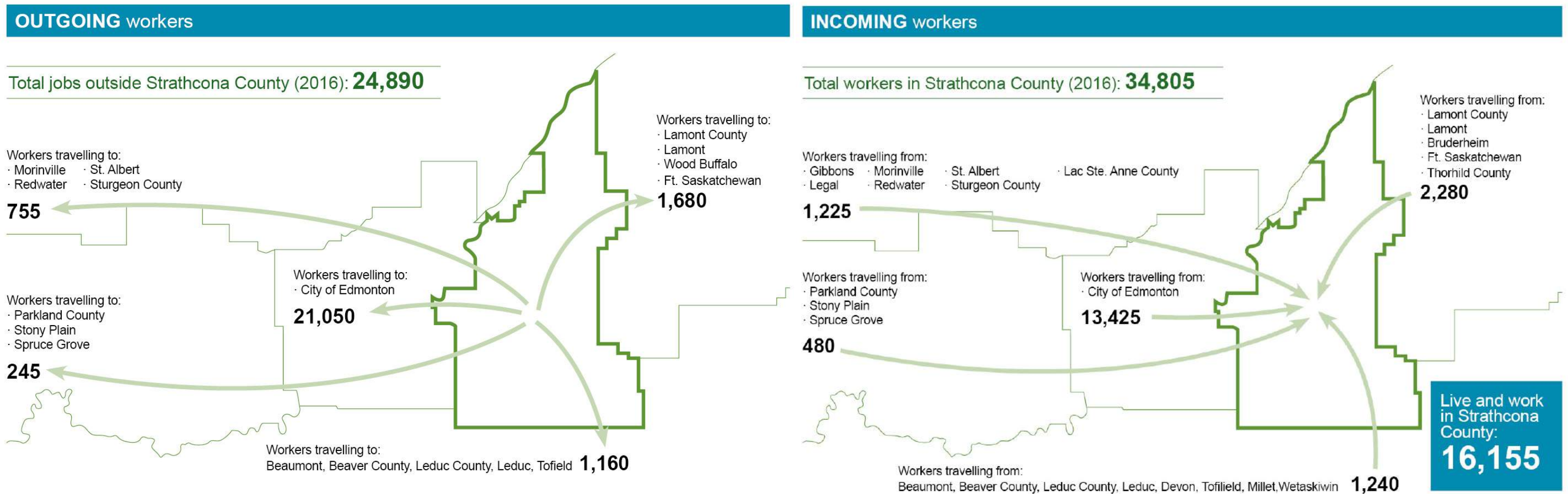


¹Traffic Counts are 2-way AADT, from 2011-2015(*1-way).
²As determined by the Mustel's market survey.

2.0 Strathcona County Retail Market Context

2.8 Employment Exchange Context

- The figure below outlines the exchange of employment between Strathcona County and surrounding areas.
- Based on 2016 data, the total Strathcona County working population is 41,240, while total jobs in Strathcona County number 34,805.
- Not including those working from home, there is an estimated net exodus of roughly 24,890 employees (60.4% of total workforce) leaving the County everyday to work.
- The majority of these commuters travel to Edmonton as their place of employment.



2.0 Strathcona County Retail Market Context

2.9 Strathcona County Summary

Regional Population & Demographic Comparison:

- Strathcona County is located to the east of the Edmonton Capital Region.
- Strathcona County has a small population of 98,000 relative to the 899,000 whom reside in the City of Edmonton, but its urban agglomeration in Sherwood Park has the largest population concentration in the region outside of the City of Edmonton.
- The County has high population growth rates, strong average incomes, high per capita retail spending, and a well-educated population working in various professional career fields.

Land Use & Commercial Inventory Context:

- With the majority of land allocated to agricultural land & low density residential uses, rural residents conduct their retail shopping outside of the rural County, in either Sherwood Park, Fort Saskatchewan or the City of Edmonton.
- Retail in Sherwood Park is concentrated in seven major nodes, along key commercial corridors within the district.

Employment, Transportation & Commercial Inventory Summary:

- With five thoroughfares and a large number of Strathcona County residents working in Edmonton, it is relatively convenient for many County residents to shop in Edmonton either due to proximity to work, and journey to work, or to drive specifically to Edmonton for their retail needs and desires.

Key Questions:

- 1) Is there retail spending “leakage” from Strathcona County into Edmonton? If so how much and what type of spending is being “leaked”?
- 2) Assuming there is latent demand, what retail is missing in Strathcona County? What type of retail do residents want and what retail operators may realistically want to operate there?
- 3) Assuming there is latent demand, where and how should this retail be allocated in Strathcona County?

These questions will be answered in the following pages by:

- Thomas Consultants Study (Sections 3-5)