

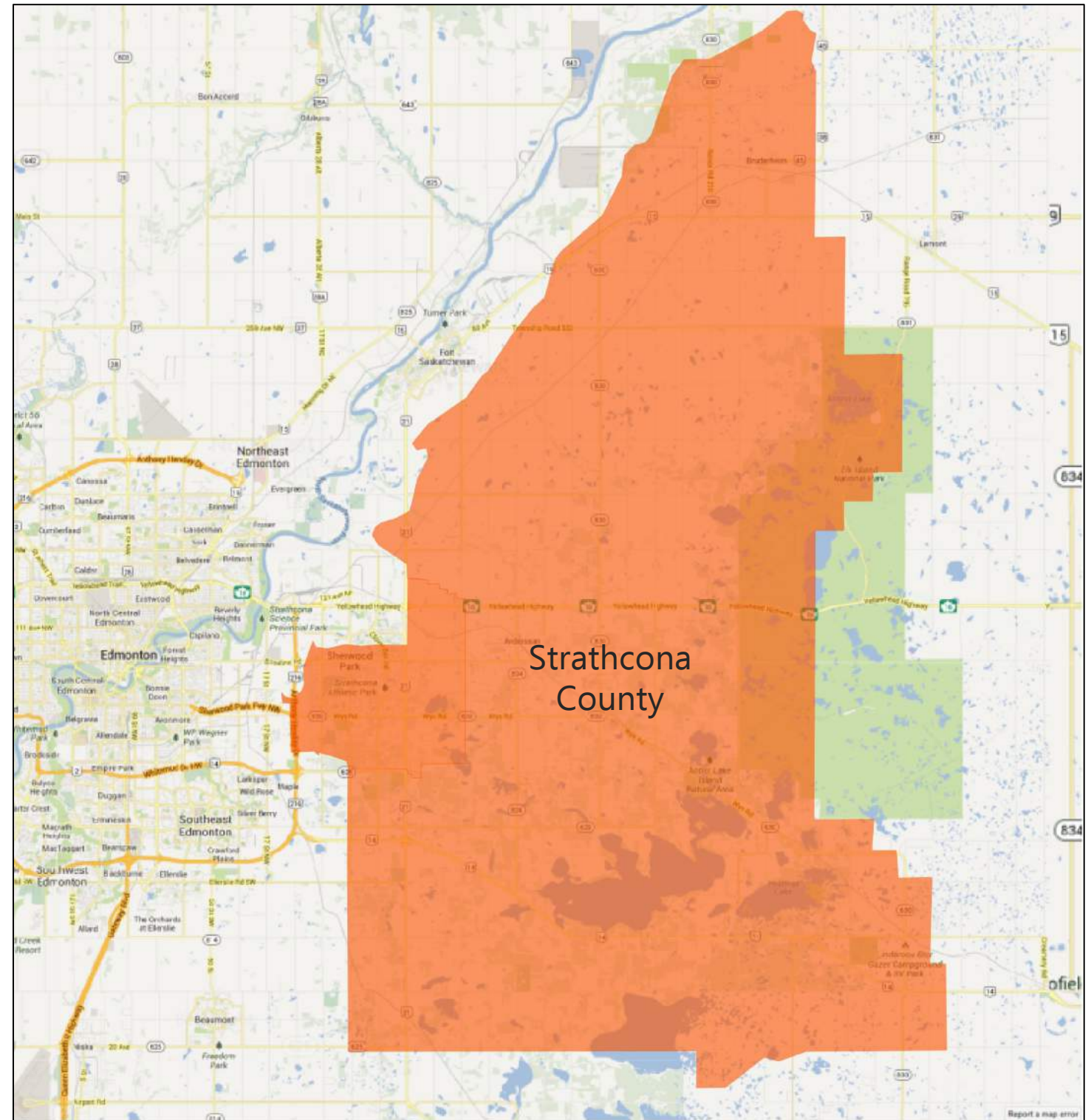
4.0 Retail Market: Demand Analysis

- 4.1 Strathcona County Demographic Overview
- 4.2 Strathcona County: Projected Population
- 4.3 Strathcona County Demographics: Household Composition
- 4.4 Strathcona County Demographics: Age & Gender Characteristics
- 4.5 Strathcona County Demographics: Household Characteristics
- 4.6 Strathcona County Demographics: Household Income
- 4.7 Strathcona County Demographics: Per Capita Income
- 4.8 Strathcona County Demographics: Per Household Retail Spending
- 4.9 Strathcona County Total Retail Spending
- 4.10 Future Retail Sales Performance
- 4.11 Strathcona County Total Retail Floor Space Demand
- 4.12 Strathcona County Total Retail Floor Space Demand: 2017
- 4.13 Strathcona County Total Retail Floor Space Demand: 2037
- 4.14 Strathcona County Inflow Analysis
- 4.15 West Inflow Estimate
- 4.16 East Inflow Estimate
- 4.17 Strathcona County Inflow: Baseline Capture
- 4.18 Strathcona County Inflow: High Capture
- 4.19 Total Floorspace Demand: Strathcona County and Baseline Capture Inflow
- 4.20 Total Floorspace Demand: Strathcona County and High Capture Inflow
- 4.21 Total Incremental Floorspace Demand: Strathcona County and Baseline Capture Inflow
- 4.22 Total Incremental Floorspace Demand: Strathcona County and High Capture Inflow

4.0 Retail Market: Demand Analysis

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.
- The purpose of this analysis is in 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.



4.0 Retail Market: Demand Analysis

4.2 Strathcona County: Projected Population

- The tables below outline the projected Strathcona County household and population projections.
- In 2017, Strathcona County had approximately 99,000 residents and 36,000 households.
- Population growth across Strathcona County is expected to grow at 1.74% with an anticipated household growth rate of around 1.89% (a figure reflecting shrinking household sizes).
- Strathcona County demonstrates a population growth rate slightly lower than the City of Edmonton average, which is around 1.78%.
- Current and projected growth rates will increase the Strathcona County population to just over 130,000 by 2037.

| Population Projections for Strathcona County and Edmonton* | | |
|--|-------------------|------------------|
| | Strathcona County | City of Edmonton |
| 2017 Estimate | 99,097 | 949,219 |
| 2019 Estimate | 102,480 | 966,189 |
| 2021 Estimate | 105,863 | 1,016,479 |
| 2023 Estimate | 109,292 | 1,049,811 |
| 2025 Estimate | 112,765 | 1,083,775 |
| 2027 Estimate | 116,239 | 1,117,739 |
| 2029 Estimate | 119,713 | 1,151,703 |
| 2031 Estimate | 123,187 | 1,185,667 |
| 2033 Estimate | 126,661 | 1,219,631 |
| 2035 Estimate | 130,134 | 1,253,595 |
| 2037 Estimate | 133,608 | 1,287,559 |
| Averaged Growth Rate | 1.74% | 1.78% |

| Household Projections for Strathcona County and Edmonton* | | |
|---|-------------------|------------------|
| | Strathcona County | City of Edmonton |
| 2017 Estimate | 35,788 | 394,506 |
| 2019 Estimate | 37,213 | 407,838 |
| 2021 Estimate | 38,572 | 421,125 |
| 2023 Estimate | 39,889 | 434,696 |
| 2025 Estimate | 41,231 | 448,596 |
| 2027 Estimate | 42,573 | 462,495 |
| 2029 Estimate | 43,915 | 476,395 |
| 2031 Estimate | 45,257 | 490,294 |
| 2033 Estimate | 46,599 | 504,194 |
| 2035 Estimate | 47,941 | 518,093 |
| 2037 Estimate | 49,283 | 531,993 |
| Averaged Growth Rate | 1.89% | 1.74% |

*Long term growth rates provided by Environics. Growth rates may change depending on economic conditions.

4.0 Retail Market: Demand Analysis

4.3 Strathcona County Demographics: Household Composition

- Key household composition for Strathcona County and Edmonton is outlined in the table to the right.
- Strathcona County features slightly larger households and a significantly higher proportion of married households than the City of Edmonton average.

| Household Composition for Strathcona County and Edmonton | | | |
|--|-------------------|------------------|-----------------|
| | Strathcona County | City of Edmonton | SC vs. Edmonton |
| Total Households | 35,405 | 387,950 | N/A |
| Average Household Size | 2.7 | 2.5 | 1.08 |
| <i>Family Households</i> | | | |
| Average Household Size | 2.6 | 2.5 | 2.7 |
| Average Persons Per Family | 3 | 2.9 | 3 |
| <i>Marital Status (Population 15+) (2016)</i> | | | |
| Single (never married) | 23.1% | 31.3% | 0.74 |
| Married (not separated) | 58.0% | 46.0% | 1.26 |
| Living common law | 7.7% | 9.4% | 0.82 |
| Widowed | 4.0% | 4.5% | 0.88 |
| Divorced | 5.1% | 6.4% | 0.81 |
| Separated (legally married) | 2.0% | 2.4% | 0.84 |

4.0 Retail Market: Demand Analysis

4.4 Strathcona County Demographics: Age & Gender Characteristics

- The table to the right illustrates the age and gender breakdown of Strathcona County residents.
- Within Strathcona County there is a high representation of children under the age of 19 and adults between 40-69.
- There is a low representation of both males and females in the 20-39 age range.
- Median age in Strathcona County is greater than the City of Edmonton by just over one year.

| Age & Gender Characteristics for Strathcona County and Edmonton | | |
|---|-------------------|------------------|
| | Strathcona County | City of Edmonton |
| <i>Age Breakdown</i> | | |
| 0-9 Years | 12.1% | 12.5% |
| 10-19 Years | 13.6% | 10.6% |
| 20-29 Years | 11.3% | 12.9% |
| 30-39 Years | 12.8% | 16.9% |
| 40-49 Years | 14.5% | 13.0% |
| 50-59 Years | 15.6% | 13.0% |
| 60-69 Years | 11.3% | 9.3% |
| 70-79 Years | 6.0% | 4.7% |
| 80+ | 2.7% | 3.4% |
| <i>Median Age</i> | | |
| Male | 35.7 | 35.2 |
| Female | 37.0 | 36.4 |
| Male + Female | 36.3 | 35.7 |

4.0 Retail Market: Demand Analysis

4.5 Strathcona County Demographics: Household Characteristics

- The Tables below outline the educational profile and labor force composition of Strathcona County residents.
- Strathcona County demonstrates a similar educational profile to the City of Edmonton – however residents of Strathcona County are more likely to have completed some form of education.
- Almost one third of Strathcona County residents are employed in “Business, Finance & Management”.

Educational Attainment Levels for Strathcona County and Edmonton

| | Strathcona County | City of Edmonton | SC vs. Edmonton |
|--|-------------------|------------------|-----------------|
| No certificate, diploma or degree | 12.7% | 15.4% | 0.82 |
| High school certificate or equivalent | 28.4% | 27.4% | 1.04 |
| Apprenticeship or trades certificate or diploma | 24.3% | 17.0% | 1.43 |
| College, CEGEP or other non-university certificate or diploma | 22.6% | 18.0% | 1.26 |
| University certificate or diploma below bachelor | 3.2% | 3.4% | 0.97 |
| University certificate, diploma or degree at bachelor level or above | 20.9% | 19.9% | 1.05 |

Labour Force Composition for Strathcona County and Edmonton

| | Strathcona County | City of Edmonton | SC vs. Edmonton |
|--|-------------------|------------------|-----------------|
| Business, Finance and Management | 31.6% | 25% | 1.24 |
| Natural & Applied Sciences, Health, Education, Government, Culture, Recreation | 27.6% | 29% | 0.95 |
| Sales and Service | 18.1% | 23% | 0.78 |
| Primary Industry and Trades | 22.7% | 22% | 1.03 |

4.0 Retail Market: Demand Analysis

4.6 Strathcona County Demographics: Household Income

- Average household income across Strathcona County in 2017 was just over \$160,000 in 2017.
- This is nearly 50% higher than the City of Edmonton average.
- Household income growth is anticipated to be 2.86% per annum.
- Based on this growth, average household incomes are forecasted to grow to nearly \$200,000 by 2023 and over \$280,000 by 2037.

| Household Income for Strathcona County and Edmonton* | | | |
|--|-------------------|------------------|-----------------|
| | Strathcona County | City of Edmonton | SC vs. Edmonton |
| 2017 Estimate | \$160,655 | \$107,683 | 1.49 |
| 2019 Estimate | \$171,150 | \$114,888 | 1.49 |
| 2021 Estimate | \$182,142 | \$122,423 | 1.49 |
| 2023 Estimate | \$194,196 | \$130,675 | 1.49 |
| 2025 Estimate | \$206,816 | \$139,315 | 1.48 |
| 2027 Estimate | \$219,436 | \$147,955 | 1.48 |
| 2029 Estimate | \$232,056 | \$156,595 | 1.48 |
| 2031 Estimate | \$244,676 | \$165,235 | 1.48 |
| 2033 Estimate | \$257,296 | \$173,875 | 1.48 |
| 2035 Estimate | \$269,916 | \$182,515 | 1.48 |
| 2037 Estimate | \$282,536 | \$191,155 | 1.48 |

*Note, long term household income projections are from Environics and based off of the 2011 Census, as more recent projections were unavailable.

| Households by Income** | | | |
|--------------------------|-------------------|------------------|-----------------|
| | Strathcona County | City of Edmonton | SC vs. Edmonton |
| Less than \$20,000 | 1.50% | 6.70% | 0.22 |
| \$20,000-\$39,999 | 4.40% | 13.00% | 0.34 |
| \$40,000-\$59,999 | 8.80% | 16.40% | 0.54 |
| \$60,000-\$79,999 | 5.70% | 10.90% | 0.52 |
| \$80,000-\$99,999 | 11.60% | 12.60% | 0.92 |
| \$100,000 and over | 68.00% | 40.30% | 1.69 |
| Average Household Income | \$160,655 | \$107,683 | 1.49 |

**Includes all households in Strathcona County.

4.0 Retail Market: Demand Analysis

4.7 Strathcona County Demographics: Per Capita Income

- Per capita income in 2017 was slightly over \$58,000 per annum across Strathcona County .
- This is quite similar to the City of Edmonton average.
- Annual growth is forecasted at 2.97%, with per capita income forecast to \$76,000 by 2025 rising to \$105,000 in 2037.

| Per Capita Income for Strathcona County and Edmonton* | | |
|---|-------------------|--------------|
| | Strathcona County | Edmonton |
| 2017 Estimate | 58,773 | 58,345 |
| 2019 Estimate | 62,956 | 63,222 |
| 2021 Estimate | 67,226 | 66,122 |
| 2023 Estimate | 71,797 | 70,541 |
| 2025 Estimate | 76,601 | 75,177 |
| 2027 Estimate | 81,413 | 79,812 |
| 2029 Estimate | 86,232 | 84,446 |
| 2031 Estimate | 91,058 | 89,078 |
| 2033 Estimate | 95,890 | 93,708 |
| 2035 Estimate | 100,728 | 98,338 |
| 2037 Estimate | 105,571 | 102,967 |
| <i>Annual Growth</i> | <i>2.97%</i> | <i>2.64%</i> |

*Note, long term household income projections are from Environics and based off of the 2011 Census, as more recent projections were unavailable.

4.0 Retail Market: Demand Analysis

4.8 Strathcona County Demographics: Per Household Retail Spending

- Per household retail spending throughout Strathcona County is broken down in the accompanying table demonstrating how Strathcona County residents allocate their spending by retail goods and services.
- Total per household retail spending: \$49,570 per annum (42% higher than City of Edmonton average)
 - Convenience spending: \$20,670 per annum (39% higher than City of Edmonton average)
 - Comparison spending: \$18,928 per annum (46% higher than City of Edmonton average)
 - Food & Beverage spending: \$7,402 per annum (38% higher than City of Edmonton average)
 - Leisure & Entertainment* spending: \$2,570 per annum (51% higher than City of Edmonton average)

| Trade Area Per Household Expenditures | Strathcona County | Edmonton (CY), AB | SC vs. Edmonton |
|---|-------------------|-------------------|-----------------|
| Retail Categories | | | |
| Convenience | \$20,670 | \$14,897 | 1.39 |
| Grocery & Supermarkets | \$11,809 | \$8,544 | 1.38 |
| Pharmacy | \$1,646 | \$1,308 | 1.26 |
| Alcohol & Tobacco | \$4,284 | \$3,148 | 1.36 |
| Services | \$2,931 | \$1,897 | 1.55 |
| Comparison | \$18,928 | \$13,009 | 1.46 |
| Apparel | \$3,923 | \$2,831 | 1.39 |
| Footwear, Luggage & Fashion Accessories | \$1,002 | \$718 | 1.40 |
| Cosmetics, Health, Bath & Beauty | \$2,041 | \$1,599 | 1.28 |
| Jewelry, Watches & Accessories | \$402 | \$298 | 1.35 |
| Home Improvement | \$3,271 | \$1,829 | 1.79 |
| Home Furnishings | \$2,627 | \$1,779 | 1.48 |
| Electronics & Appliances | \$2,225 | \$1,603 | 1.39 |
| Toys, Hobbies & Pets | \$970 | \$626 | 1.55 |
| Sports & Recreational Goods | \$1,665 | \$1,157 | 1.44 |
| Multimedia, Books & Music | \$802 | \$570 | 1.41 |
| Food & Beverage | \$7,402 | \$5,366 | 1.38 |
| Casual / Sit Down Restaurants | \$7,402 | \$5,366 | 1.38 |
| Leisure & Entertainment | \$2,570 | \$1,703 | 1.51 |
| Leisure | \$1,343 | \$777 | 1.73 |
| Entertainment | \$1,227 | \$926 | 1.32 |
| Total Per Capita Retail Expenditures | \$49,570 | \$34,975 | 1.42 |

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

4.0 Retail Market: Demand Analysis

4.9 Strathcona County Total Retail Spending

Based on projected population and retail expenditure growth, total retail spending is expected to grow from \$2 billion in 2017 to just over \$4.6 billion in 2037 (in nominal dollars).

| Trade Area Total Expenditures | | | | | |
|---|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|
| Retail Categories | 2017 | 2021 | 2027 | 2031 | 2037 |
| Convenience | \$ 836,018,820 | \$ 1,001,201,565 | \$ 1,294,337,580 | \$ 1,528,899,721 | \$ 1,950,075,015 |
| Grocery & Supermarkets | \$ 477,626,814 | \$ 571,997,546 | \$ 739,469,399 | \$ 873,477,349 | \$ 1,114,099,460 |
| Pharmacy | \$ 66,574,116 | \$ 79,728,001 | \$ 103,071,101 | \$ 121,749,828 | \$ 155,288,992 |
| Alcohol & Tobacco | \$ 173,270,664 | \$ 207,505,927 | \$ 268,260,387 | \$ 316,875,008 | \$ 404,166,491 |
| Services | \$ 118,547,226 | \$ 141,970,091 | \$ 183,536,693 | \$ 216,797,537 | \$ 276,520,071 |
| Comparison | \$ 765,551,777 | \$ 916,811,462 | \$ 1,185,239,387 | \$ 1,400,030,561 | \$ 1,785,705,484 |
| Apparel | \$ 158,669,658 | \$ 190,020,016 | \$ 245,654,878 | \$ 290,172,889 | \$ 370,108,577 |
| Footwear, Luggage & Fashion Accessories | \$ 40,526,892 | \$ 48,534,299 | \$ 62,744,376 | \$ 74,115,023 | \$ 94,531,938 |
| Cosmetics, Health, Bath & Beauty | \$ 82,550,286 | \$ 98,860,783 | \$ 127,805,660 | \$ 150,966,828 | \$ 192,554,577 |
| Jewelry, Watches & Accessories | \$ 16,259,292 | \$ 19,471,845 | \$ 25,172,893 | \$ 29,734,770 | \$ 37,925,987 |
| Home Improvement | \$ 132,278,643 | \$ 158,414,597 | \$ 204,795,890 | \$ 241,909,363 | \$ 308,549,605 |
| Home Furnishings | \$ 106,251,642 | \$ 127,245,114 | \$ 164,500,475 | \$ 194,311,542 | \$ 247,839,722 |
| Electronics & Appliances | \$ 89,992,350 | \$ 107,773,270 | \$ 139,327,582 | \$ 164,576,772 | \$ 209,913,735 |
| Toys, Hobbies & Pets | \$ 39,242,732 | \$ 46,996,411 | \$ 60,756,219 | \$ 71,766,568 | \$ 91,536,540 |
| Sports & Recreational Goods | \$ 67,342,590 | \$ 80,648,312 | \$ 104,260,865 | \$ 123,155,202 | \$ 157,081,514 |
| Multimedia, Books & Music | \$ 32,437,692 | \$ 38,846,814 | \$ 50,220,549 | \$ 59,321,605 | \$ 75,663,288 |
| Food & Beverage | \$ 299,392,212 | \$ 358,546,894 | \$ 463,523,766 | \$ 547,524,361 | \$ 698,354,222 |
| Casual / Sit Down Restaurants | \$ 299,392,212 | \$ 358,546,894 | \$ 463,523,766 | \$ 547,524,361 | \$ 698,354,222 |
| Leisure & Entertainment | \$ 103,935,300 | \$ 124,471,103 | \$ 160,914,277 | \$ 190,075,447 | \$ 242,436,684 |
| Entertainment | \$ 54,318,978 | \$ 65,051,461 | \$ 84,097,502.17 | \$ 99,337,800 | \$ 126,702,987 |
| Leisure | \$ 49,616,322 | \$ 59,419,642 | \$ 76,816,775 | \$ 90,737,647 | \$ 115,733,697 |
| Total Per Capita Retail Expenditures | \$ 2,004,898,109 | \$ 2,401,031,024 | \$ 3,104,015,010 | \$ 3,666,530,090 | \$ 4,676,571,405 |

4.0 Retail Market: Demand Analysis

4.10 Future Retail Sales Performance

- In order to determine future floor space demand, a sales performance figure is attributed to each retail merchandise category, which is outlined in the table to the right.
- These sales performance estimates are also based on local market conditions but have been adjusted 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 retail format for future Strathcona County floor space.
- These performance rates increase at the 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:
 - \$594 - \$1,151 per sf for Convenience
 - \$371 - \$629 per sf for Comparison
 - \$487 per sf for Food & Beverage
 - \$304-516 per sf for Entertainment & Leisure

| Sales Performance Projections for Strathcona County | | | | | |
|---|---------------|---------------|---------------|---------------|-----------------|
| Retail Categories | 2017 | 2021 | 2027 | 2031 | 2037 |
| Convenience | \$ 640 | \$ 711 | \$ 833 | \$ 925 | \$ 1,084 |
| Grocery & Supermarkets | \$ 749 | \$ 832 | \$ 884 | \$ 983 | \$ 1,151 |
| Pharmacy | \$ 788 | \$ 875 | \$ 1,025 | \$ 1,139 | \$ 1,334 |
| Alcohol & Tobacco | \$ 919 | \$1,021 | \$ 1,196 | \$ 1,329 | \$ 1,557 |
| Services | \$ 263 | \$ 292 | \$ 342 | \$ 380 | \$ 445 |
| Comparison | \$ 400 | \$ 445 | \$ 521 | \$ 579 | \$ 678 |
| Apparel | \$ 328 | \$ 365 | \$ 427 | \$ 475 | \$ 556 |
| Footwear, Luggage & Fashion Accessories | \$ 394 | \$ 438 | \$ 513 | \$ 570 | \$ 667 |
| Cosmetics, Health, Bath & Beauty | \$ 459 | \$ 511 | \$ 598 | \$ 664 | \$ 778 |
| Jewelry, Watches & Accessories | \$ 591 | \$ 656 | \$ 769 | \$ 854 | \$ 1,001 |
| Home Improvement | \$ 328 | \$ 365 | \$ 427 | \$ 475 | \$ 556 |
| Home Furnishings | \$ 394 | \$ 438 | \$ 513 | \$ 570 | \$ 667 |
| Electronics & Appliances | \$ 459 | \$ 511 | \$ 598 | \$ 664 | \$ 778 |
| Toys, Hobbies & Pets | \$ 328 | \$ 365 | \$ 427 | \$ 475 | \$ 556 |
| Sports & Recreational Goods | \$ 328 | \$ 365 | \$ 427 | \$ 475 | \$ 556 |
| Multimedia, Books & Music | \$ 394 | \$ 438 | \$ 513 | \$ 570 | \$ 667 |
| Food & Beverage | \$ 525 | \$ 583 | \$ 556 | \$ 618 | \$ 889 |
| Casual / Sit Down Restaurants | \$ 525 | \$ 583 | \$ 556 | \$ 618 | \$ 889 |
| Leisure & Entertainment | \$ 328 | \$ 365 | \$ 427 | \$ 475 | \$ 556 |
| Entertainment | \$ 394 | \$ 438 | \$ 513 | \$ 570 | \$ 667 |
| Leisure | \$ 263 | \$ 292 | \$ 342 | \$ 380 | \$ 445 |

4.0 Retail Market: Demand Analysis

4.11 Strathcona County Total Retail Floor Space Demand

The table below illustrates the retail floor space demand for Strathcona County from 2017 through to 2037. It is important to note that long term retail floor space projections may vary with changing real estate market conditions and economic growth trends in Strathcona County and Edmonton as a whole. Overall retail floor space demand is expected to grow from 4.5 million sf to 5.9 million sf over the next 20 years. Since 2017, there has been a notable increase in food and beverage demand, which is reflective of a larger trend towards increased spending towards experiential retail offerings.

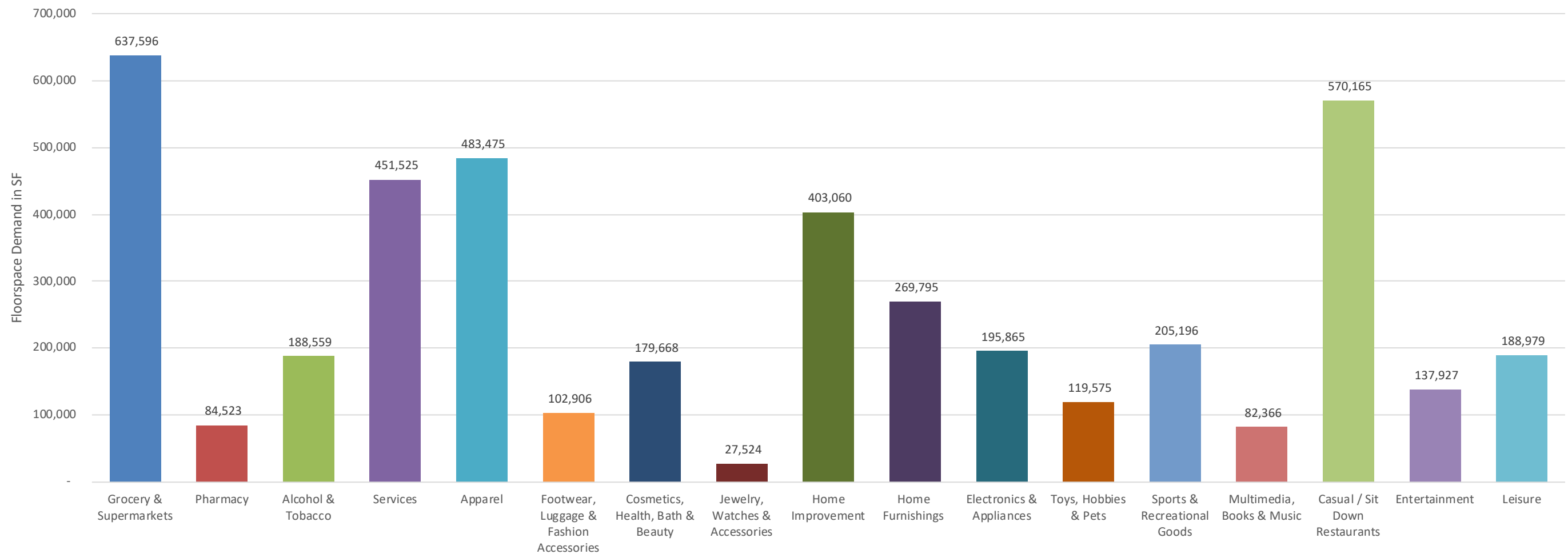
| Retail Floor Space Demand Projection for Strathcona County | | | | | | | | | | |
|--|------------------|-------------|------------------|-------------|------------------|-------------|------------------|-------------|------------------|-------------|
| | 2017 | | 2021 | | 2027 | | 2031 | | 2037 | |
| Retail Categories | SF GLA | % | SF GLA | % | SF GLA | % | SF GLA | % | SF GLA | % |
| Convenience | 1,362,202 | 31% | 1,468,158 | 31% | 1,620,457 | 31% | 1,722,641 | 31% | 1,875,883 | 31% |
| Grocery & Supermarkets | 637,596 | 15% | 687,190 | 15% | 758,475 | 14% | 806,304 | 14% | 878,031 | 15% |
| Pharmacy | 84,523 | 2% | 91,097 | 2% | 100,547 | 2% | 106,888 | 2% | 116,396 | 2% |
| Alcohol & Tobacco | 188,559 | 4% | 203,226 | 4% | 224,307 | 4% | 238,452 | 4% | 259,664 | 4% |
| Services | 451,525 | 10% | 486,645 | 10% | 537,127 | 10% | 570,998 | 10% | 621,793 | 10% |
| Comparison | 2,069,431 | 48% | 2,230,397 | 48% | 2,461,767 | 46% | 2,617,002 | 46% | 2,849,804 | 48% |
| Apparel | 483,475 | 11% | 521,081 | 11% | 575,135 | 10% | 611,402 | 10% | 665,791 | 11% |
| Footwear, Luggage & Fashion Accessories | 102,906 | 2% | 110,911 | 2% | 122,416 | 2% | 130,135 | 2% | 141,712 | 2% |
| Cosmetics, Health, Bath & Beauty | 179,668 | 4% | 193,643 | 4% | 213,730 | 4% | 227,208 | 4% | 247,420 | 4% |
| Jewelry, Watches & Accessories | 27,524 | 1% | 29,665 | 1% | 32,742 | 1% | 34,807 | 1% | 37,903 | 1% |
| Home Improvement | 403,060 | 9% | 434,411 | 9% | 479,475 | 9% | 509,710 | 9% | 555,052 | 9% |
| Home Furnishings | 269,795 | 6% | 290,781 | 6% | 320,945 | 6% | 341,183 | 6% | 371,534 | 6% |
| Electronics & Appliances | 195,865 | 4% | 211,100 | 4% | 232,999 | 4% | 247,691 | 4% | 269,725 | 4% |
| Toys, Hobbies & Pets | 119,575 | 3% | 128,876 | 3% | 142,244 | 3% | 151,214 | 3% | 164,666 | 3% |
| Sports & Recreational Goods | 205,196 | 5% | 221,157 | 5% | 244,099 | 4% | 259,491 | 4% | 282,575 | 5% |
| Multimedia, Books & Music | 82,366 | 2% | 88,773 | 2% | 97,982 | 2% | 104,160 | 2% | 113,426 | 2% |
| Food & Beverage | 570,165 | 13% | 614,514 | 13% | 833,676 | 15% | 885,962 | 15% | 785,172 | 13% |
| Casual / Sit Down Restaurants | 570,165 | 13% | 614,514 | 13% | 833,676 | 15% | 885,962 | 15% | 785,172 | 13% |
| Leisure & Entertainment | 326,907 | 7% | 352,335 | 7% | 388,884 | 7% | 413,406 | 7% | 450,182 | 7% |
| Entertainment | 137,927 | 3% | 148,656 | 3% | 164,076 | 3% | 174,423 | 3% | 189,939 | 3% |
| Leisure | 188,979 | 4% | 203,679 | 4% | 224,807 | 4% | 238,983 | 4% | 260,243 | 4% |
| Total Retail Floorspace | 4,328,706 | 100% | 4,665,404 | 100% | 5,304,783 | 100% | 5,639,011 | 100% | 5,961,040 | 100% |

*Note, long term retail floor space projections may vary with changing real estate market conditions and economic growth of Strathcona County.

4.0 Retail Market: Demand Analysis

4.12 Strathcona County Total Retail Floor Space Demand: 2017

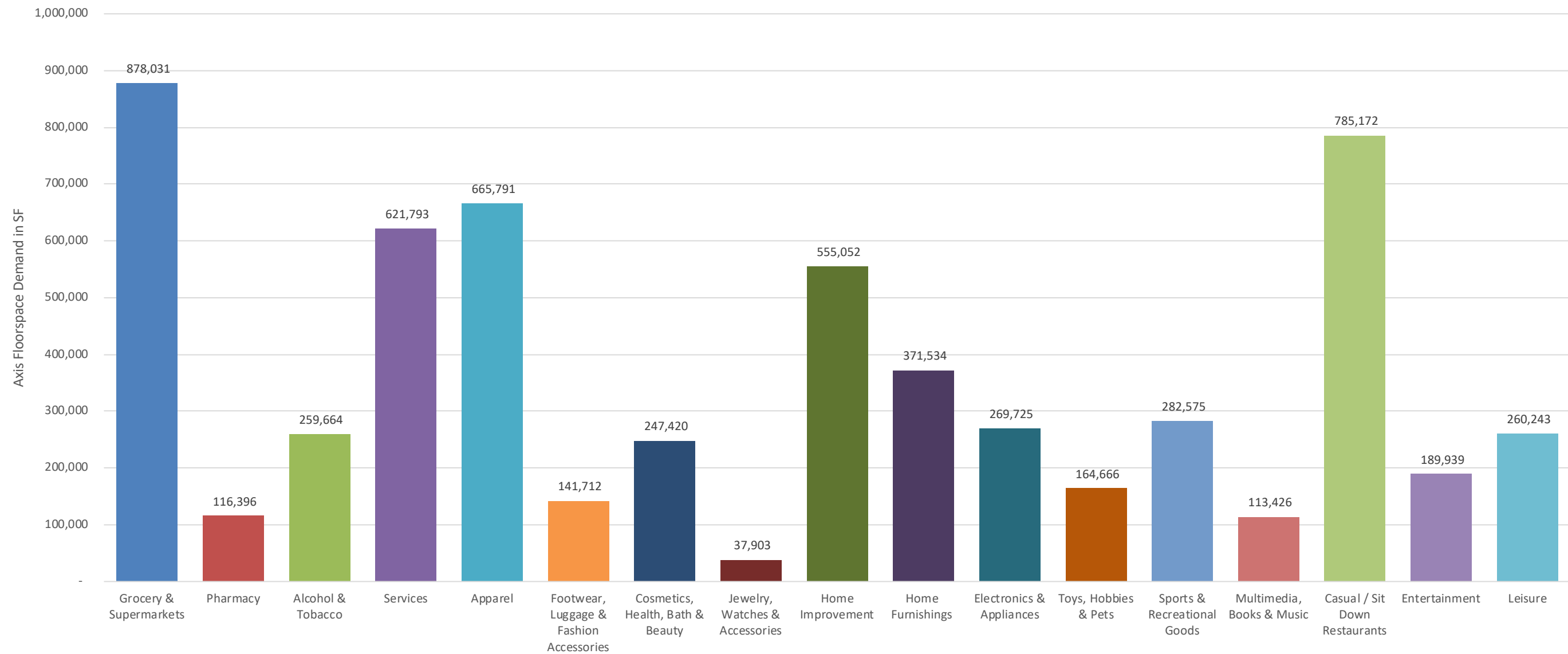
- The graph below illustrates retail floor space demand by merchandise category for 2017.
- This demand is allocated into 1.4 million sf of Convenience (31%); 2 million sf of Comparison (48%); 570,000 sf of Food & Beverage (13%) and 320,000 sf of Leisure & Entertainment retail (8%).



4.0 Retail Market: Demand Analysis

4.13 Strathcona County Total Retail Floor Space Demand: 2037

- The graph below illustrates retail floor space demand by merchandise category for 2037.
- This demand is allocated into 1.9 million sf of Convenience (31%); 2.8 million sf of Comparison (48%); 785,000 sf of Food & Beverage (13%) and 450,000 sf of Leisure & Entertainment retail (8%).



4.0 Retail Market: Demand Analysis

4.13 Strathcona County Total Retail Floor Space Demand: 2037

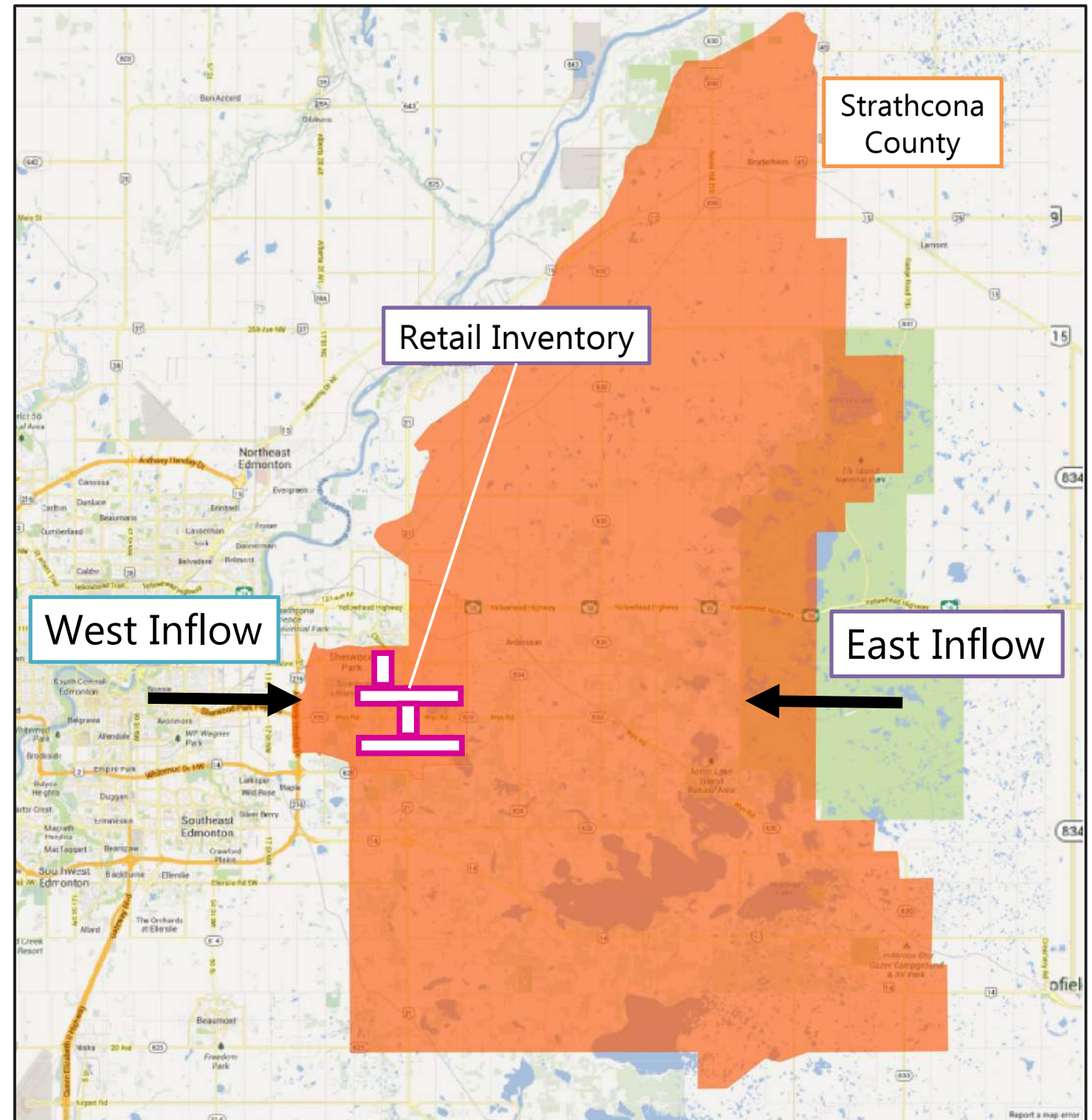
The table below illustrates the incremental retail floor space demand for Strathcona County over the next 2 decades. Beginning in 2017, it is estimated that the annual incremental demand of Strathcona County residents is roughly 85,000 sf of additional retail floor space per annum. Total incremental demand by 2037 is forecasted at just over 1.6 million sf of additional retail floor space.

| Incremental Retail Floorspace Demand Projection for Strathcona County | | | | | | | | | | |
|---|----------------|----------------|----------------|----------------|----------------|----------------|------------------|------------------|------------------|------------------|
| Retail Categories | 2019 | 2021 | 2023 | 2025 | 2027 | 2029 | 2031 | 2033 | 2035 | 2037 |
| Convenience | 51,698 | 103,396 | 153,511 | 204,603 | 255,695 | 306,787 | 357,879 | 408,937 | 470,133 | 511,121 |
| Grocery & Supermarkets | 24,198 | 48,396 | 71,853 | 95,767 | 119,681 | 143,595 | 167,510 | 191,408 | 220,051 | 239,236 |
| Pharmacy | 3,208 | 6,416 | 9,525 | 12,695 | 15,866 | 19,036 | 22,206 | 25,374 | 29,171 | 31,714 |
| Alcohol & Tobacco | 7,156 | 14,312 | 21,249 | 28,322 | 35,394 | 42,466 | 49,538 | 56,606 | 65,077 | 70,750 |
| Services | 17,136 | 34,272 | 50,884 | 67,819 | 84,754 | 101,690 | 118,625 | 135,549 | 155,833 | 169,419 |
| Comparison | 78,539 | 157,077 | 233,211 | 310,829 | 388,447 | 466,065 | 543,682 | 621,249 | 714,216 | 776,484 |
| Apparel | 18,349 | 36,698 | 54,484 | 72,618 | 90,752 | 108,885 | 127,019 | 145,140 | 166,860 | 181,408 |
| Footwear, Luggage & Fashion Accessories | 3,905 | 7,811 | 11,597 | 15,457 | 19,316 | 23,176 | 27,036 | 30,893 | 35,516 | 38,612 |
| Cosmetics, Health, Bath & Beauty | 6,819 | 13,637 | 20,247 | 26,986 | 33,725 | 40,464 | 47,202 | 53,937 | 62,008 | 67,414 |
| Jewelry, Watches & Accessories | 1,045 | 2,089 | 3,102 | 4,134 | 5,166 | 6,199 | 7,231 | 8,263 | 9,499 | 10,327 |
| Home Improvement | 15,297 | 30,594 | 45,422 | 60,540 | 75,657 | 90,775 | 105,892 | 121,000 | 139,107 | 151,235 |
| Home Furnishings | 10,239 | 20,478 | 30,404 | 40,523 | 50,642 | 60,762 | 70,881 | 80,993 | 93,114 | 101,232 |
| Electronics & Appliances | 7,433 | 14,867 | 22,073 | 29,419 | 36,765 | 44,112 | 51,458 | 58,799 | 67,598 | 73,492 |
| Toys, Hobbies & Pets | 4,538 | 9,076 | 13,475 | 17,960 | 22,445 | 26,930 | 31,415 | 35,897 | 41,268 | 44,866 |
| Sports & Recreational Goods | 7,788 | 15,575 | 23,124 | 30,821 | 38,517 | 46,213 | 53,909 | 61,601 | 70,819 | 76,993 |
| Multimedia, Books & Music | 3,126 | 6,252 | 9,282 | 12,371 | 15,461 | 18,550 | 21,639 | 24,727 | 28,427 | 30,905 |
| Food & Beverage | 21,639 | 43,278 | 64,254 | 85,639 | 107,024 | 128,409 | 149,794 | 171,165 | 196,779 | 213,935 |
| Casual / Sit Down Restaurants | 21,639 | 43,278 | 64,254 | 85,639 | 107,024 | 128,409 | 149,794 | 171,165 | 196,779 | 213,935 |
| Entertainment & Leisure | 12,407 | 24,813 | 36,840 | 49,101 | 61,363 | 73,624 | 85,885 | 98,138 | 112,824 | 122,661 |
| Entertainment | 5,235 | 10,469 | 15,544 | 20,717 | 25,890 | 31,063 | 36,236 | 41,406 | 47,602 | 51,753 |
| Leisure | 7,172 | 14,344 | 21,297 | 28,385 | 35,473 | 42,561 | 49,649 | 56,732 | 65,222 | 70,908 |
| Total Retail Floorspace | 164,282 | 328,565 | 487,817 | 650,173 | 812,529 | 974,885 | 1,137,240 | 1,299,489 | 1,493,952 | 1,624,201 |
| Annual Floorspace Demand | 164,282 | 164,282 | 159,252 | 162,356 | 162,356 | 162,356 | 162,356 | 162,249 | 194,463 | 130,249 |

4.0 Retail Market: Demand Analysis

4.14 Strathcona County Inflow Analysis

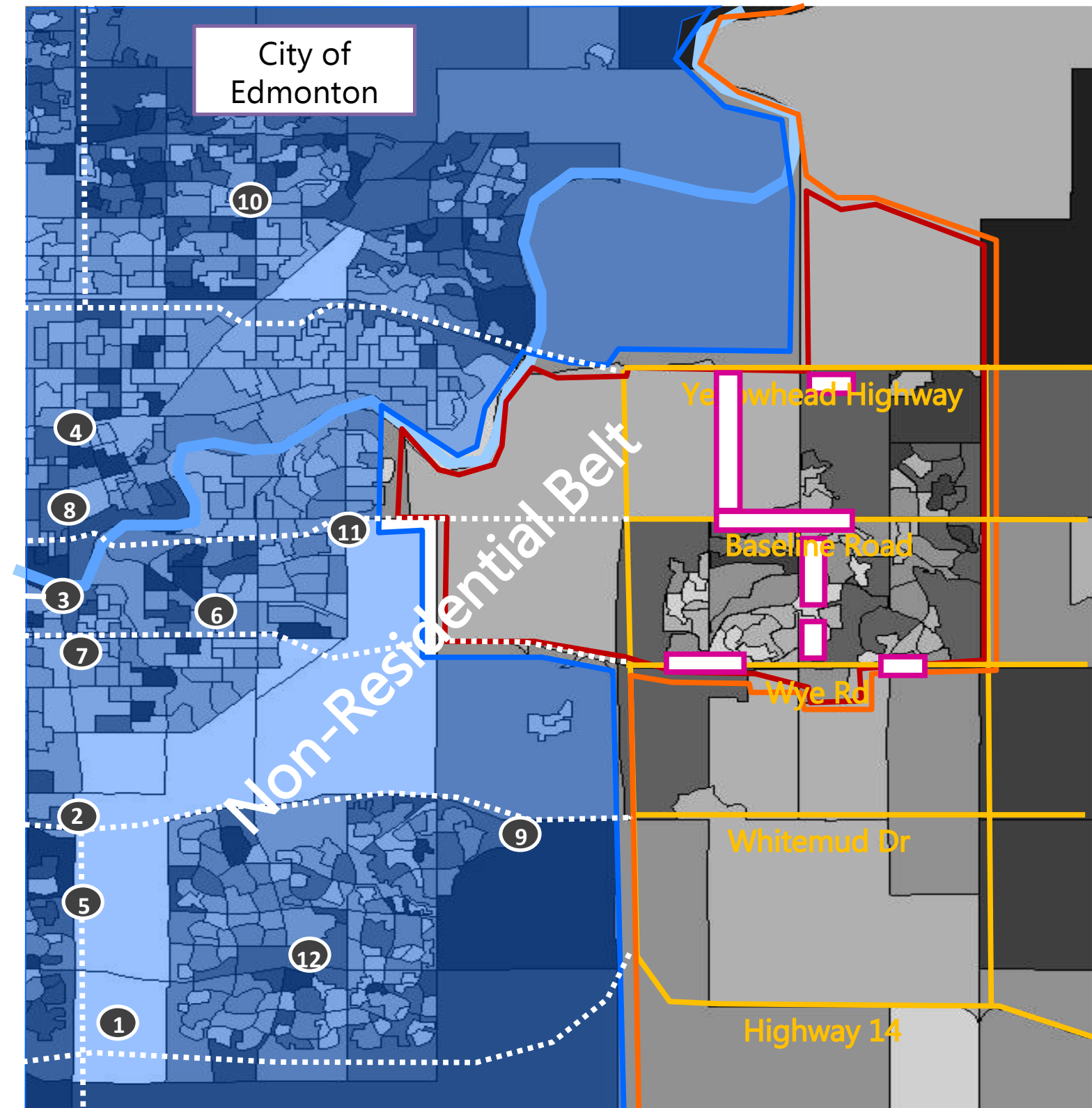
- In addition to sourcing business from Strathcona County residents, retail businesses within the County also source some business from outside of the County, both from the West & East.
- The West inflow area correspond to the neighbourhoods of the City of Edmonton that border Strathcona County. The East inflow area refers to rural Strathcona County outside Sherwood Park.
- 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.



4.0 Retail Market: Demand Analysis

4.15 West Inflow Estimate

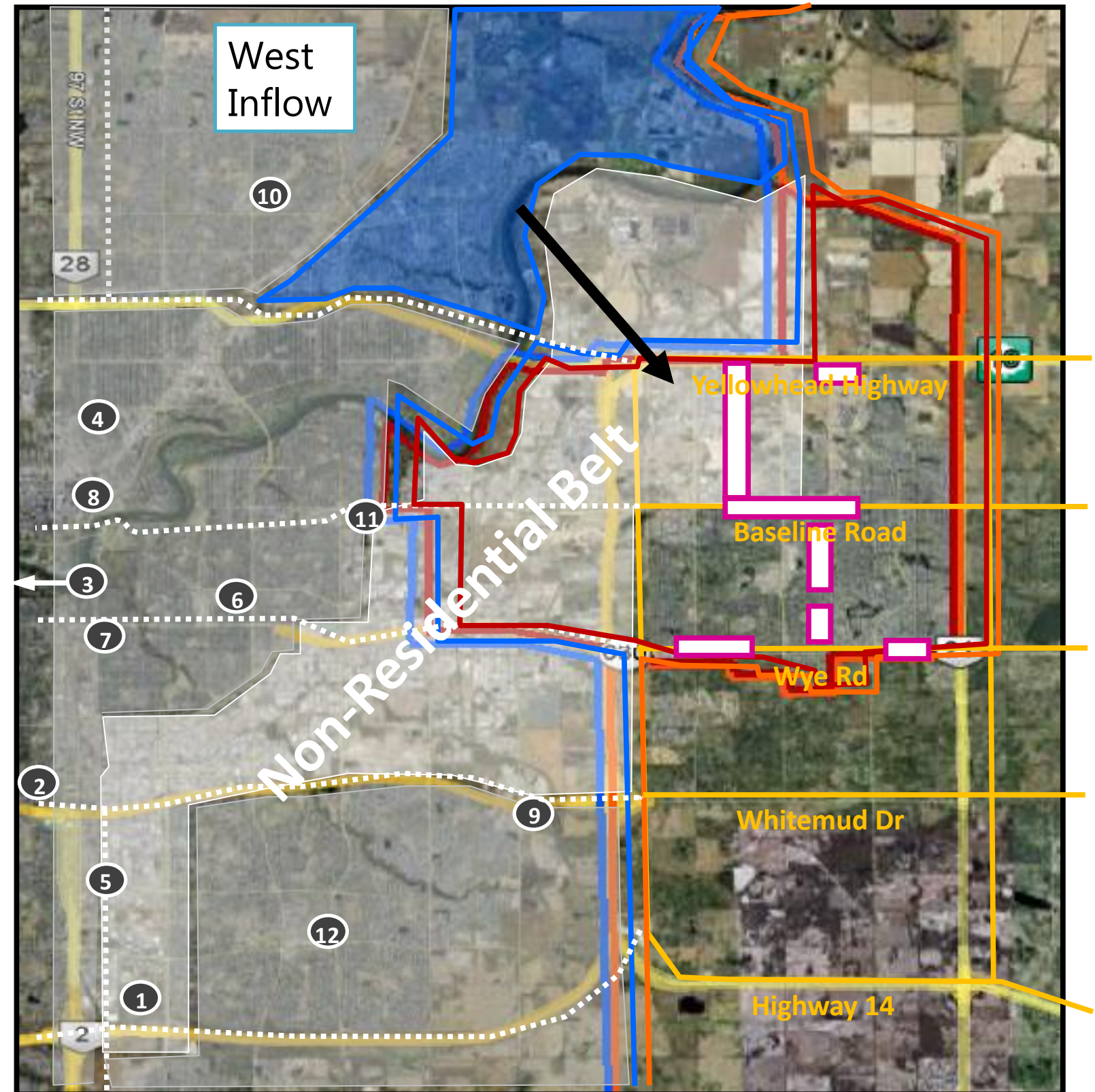
- The figure to the right illustrates the spatial relationship between the area of potential inflow from the City of Edmonton and Strathcona County in terms of:
 - Population densities
 - Transportation network; and
 - Retail inventory
- Directly to the west of Strathcona County lies a large commercial/industrial belt, with 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 barrier to potential inflow.



4.0 Retail Market: Demand Analysis

4.15 West Inflow Estimate

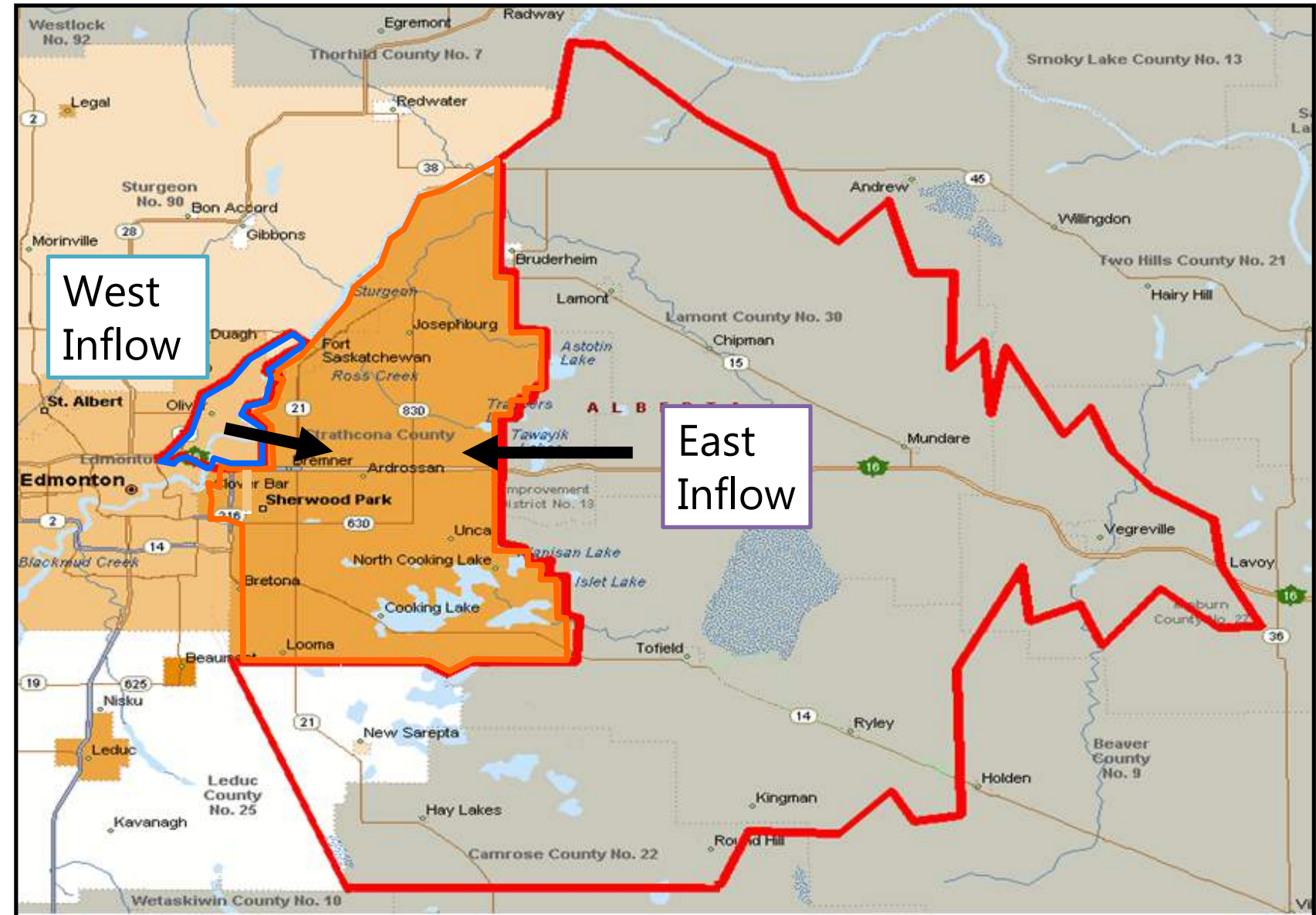
- Inflow from the West is largely expected to continue to come from communities in Northeast Edmonton, which are able to conveniently access Strathcona County via the Yellowhead Highway and are not subject to larger retail projects at interceptory locations.
- These populations and their retail spending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



4.0 Retail Market: Demand Analysis

4.16 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 one 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.



4.0 Retail Market: Demand Analysis

4.17 Strathcona County Inflow: Baseline Capture

According to a Baseline Capture of 20% of the total spending of both East & West inflow markets, an additional 190,000 sf of retail is warranted in 2017, climbing to just over 560,000 sf in 2037. Note: Long term retail floor space projections may vary with changing real estate market conditions and economic growth trends in Strathcona County and Edmonton as a whole. This amounts to an overall inflow source of sales estimate at between 9% - 10%.

| Retail Categories | 2017 East Inflow @ 20% Capture | % | 2017 West Inflow @ 20% Capture | % | 2017 Total Inflow @ 20% Capture | % | Inflow Assumption | 2037 | % | Inflow Assumption |
|---|-----------------------------------|-------------|-----------------------------------|-------------|------------------------------------|-------------|----------------------|----------------|-------------|----------------------|
| Convenience | 65,223 | 34% | 78,334 | 34% | 143,557 | 34% | 10.5% | 191,016 | 34% | 10% |
| Grocery & Supermarkets | 30,502 | 16% | 40,113 | 17% | 70,615 | 17% | 8.7% | 94,182 | 17% | 8.5% |
| Pharmacy | 4,765 | 2% | 5,909 | 3% | 10,674 | 3% | 12.6% | 14,215 | 3% | 12.2% |
| Alcohol & Tobacco | 10,101 | 5% | 11,507 | 5% | 21,608 | 5% | 11.5% | 28,711 | 5% | 11.1% |
| Services | 19,855 | 10% | 20,805 | 9% | 40,660 | 10% | 9.0% | 53,908 | 10% | 8.7% |
| Comparison | 97,439 | 51% | 108,905 | 47% | 206,344 | 49% | 9.9% | 274,040 | 49% | 9.5% |
| Apparel | 20,577 | 11% | 27,621 | 12% | 48,198 | 11% | 10.0% | 64,318 | 11% | 9.7% |
| Footwear, Luggage & Fashion Accessories | 4,183 | 2% | 5,798 | 3% | 9,981 | 2% | 9.7% | 13,330 | 2% | 9.4% |
| Cosmetics, Health, Bath & Beauty | 7,288 | 4% | 12,278 | 5% | 19,566 | 5% | 10.9% | 26,260 | 5% | 10.6% |
| Jewelry, Watches & Accessories | 893 | 0% | 1,517 | 1% | 2,411 | 1% | 8.8% | 3,236 | 1% | 8.5% |
| Home Improvement | 20,317 | 11% | 15,948 | 7% | 36,266 | 9% | 9.0% | 47,713 | 9% | 8.6% |
| Home Furnishings | 12,167 | 6% | 13,675 | 6% | 25,842 | 6% | 9.6% | 34,326 | 6% | 9.2% |
| Electronics & Appliances | 6,615 | 3% | 11,427 | 5% | 18,042 | 4% | 9.2% | 24,230 | 4% | 9.0% |
| Toys, Hobbies & Pets | 4,834 | 3% | 5,785 | 3% | 10,619 | 3% | 8.9% | 14,128 | 3% | 8.6% |
| Sports & Recreational Goods | 17,430 | 9% | 10,708 | 5% | 28,138 | 7% | 13.7% | 36,786 | 7% | 13.0% |
| Multimedia, Books & Music | 3,133 | 2% | 4,149 | 2% | 7,282 | 2% | 8.8% | 9,714 | 2% | 8.6% |
| Food and Beverage | 20,611 | 11% | 29,954 | 13% | 50,565 | 12% | 8.9% | 67,614 | 12% | 8.6% |
| Casual / Sit Down Restaurants | 20,611 | 11% | 29,954 | 13% | 50,565 | 12% | 8.9% | 67,614 | 12% | 8.6% |
| Entertainment & Leisure | 7,572 | 4% | 13,505 | 6% | 21,077 | 5% | 6.5% | 28,327 | 5% | 6.3% |
| Entertainment | 3,516 | 2% | 5,713 | 2% | 9,230 | 2% | 6.7% | 12,376 | 2% | 6.5% |
| Leisure | 4,056 | 2% | 7,791 | 3% | 11,848 | 3% | 6.3% | 15,951 | 3% | 6.1% |
| Total Spending | 190,845 | 100% | 230,697 | 100% | 421,542 | 100% | 9.5% | 560,997 | 100% | 9.2% |

4.0 Retail Market: Demand Analysis

4.18 Strathcona County Inflow: High Capture

According to a High Capture of 40% of the total spending of both East & West inflow markets an additional 840,000 sf of retail is demanded in 2017, climbing to 1,100,000 sf in 2037. This amounts to an overall inflow source of sales estimate at between 15% - 20%.

| Retail Categories | 2017 East Inflow @ 40% Capture | % | 2017 West Inflow @ 40% Capture | % | 2017 Total Inflow @ 40% Capture | % | Inflow Assumption | 2037 Total Inflow @ 40% Capture | % | Inflow Assumption |
|---|--------------------------------|-------------|--------------------------------|-------------|---------------------------------|-------------|-------------------|---------------------------------|-------------|-------------------|
| Convenience | 130,446 | 34% | 156,668 | 34% | 287,113 | 34% | 20.9% | 382,031 | 34% | 20% |
| Grocery & Supermarkets | 61,003 | 16% | 80,226 | 17% | 141,229 | 17% | 17.5% | 188,365 | 17% | 16.9% |
| Pharmacy | 9,530 | 2% | 11,818 | 3% | 21,348 | 3% | 25.3% | 28,429 | 3% | 24.4% |
| Alcohol & Tobacco | 20,202 | 5% | 23,013 | 5% | 43,215 | 5% | 22.9% | 57,422 | 5% | 22.1% |
| Services | 39,710 | 10% | 41,610 | 9% | 81,321 | 10% | 18.0% | 107,815 | 10% | 17.3% |
| Comparison | 194,877 | 51% | 217,811 | 47% | 412,688 | 49% | 19.7% | 548,080 | 49% | 19.0% |
| Apparel | 41,154 | 11% | 55,241 | 12% | 96,395 | 11% | 19.9% | 128,635 | 11% | 19.3% |
| Footwear, Luggage & Fashion Accessories | 8,366 | 2% | 11,596 | 3% | 19,962 | 2% | 19.4% | 26,660 | 2% | 18.8% |
| Cosmetics, Health, Bath & Beauty | 14,576 | 4% | 24,556 | 5% | 39,132 | 5% | 21.8% | 52,520 | 5% | 21.2% |
| Jewelry, Watches & Accessories | 1,786 | 0% | 3,035 | 1% | 4,821 | 1% | 17.5% | 6,472 | 1% | 17.1% |
| Home Improvement | 40,635 | 11% | 31,896 | 7% | 72,531 | 9% | 18.0% | 95,427 | 9% | 17.2% |
| Home Furnishings | 24,335 | 6% | 27,350 | 6% | 51,685 | 6% | 19.2% | 68,651 | 6% | 18.5% |
| Electronics & Appliances | 13,230 | 3% | 22,854 | 5% | 36,084 | 4% | 18.4% | 48,460 | 4% | 18.0% |
| Toys, Hobbies & Pets | 9,669 | 3% | 11,569 | 3% | 21,238 | 3% | 17.8% | 28,256 | 3% | 17.2% |
| Sports & Recreational Goods | 34,860 | 9% | 21,416 | 5% | 56,276 | 7% | 27.4% | 73,571 | 7% | 26.0% |
| Multimedia, Books & Music | 6,267 | 2% | 8,297 | 2% | 14,564 | 2% | 17.7% | 19,428 | 2% | 17.1% |
| Food and Beverage | 41,222 | 11% | 59,907 | 13% | 101,129 | 12% | 17.7% | 135,228 | 12% | 17.2% |
| Casual / Sit Down Restaurants | 41,222 | 11% | 59,907 | 13% | 101,129 | 12% | 17.7% | 135,228 | 12% | 17.2% |
| Entertainment & Leisure | 15,145 | 4% | 27,009 | 6% | 42,154 | 5% | 13.0% | 56,655 | 5% | 12.6% |
| Entertainment | 7,032 | 2% | 11,427 | 2% | 18,459 | 2% | 13.4% | 24,752 | 2% | 13.0% |
| Leisure | 8,112 | 2% | 15,583 | 3% | 23,695 | 3% | 12.5% | 31,903 | 3% | 12.3% |
| Total Spending | 381,690 | 100% | 461,395 | 100% | 843,084 | 100% | 19.1% | 1,121,994 | 100% | 18.5% |

4.0 Retail Market: Demand Analysis

4.19 Total Floor Space Demand: Strathcona County + Baseline Capture Inflow

The table below summarizes the retail floor space demand for Strathcona County, including Baseline capture inflow assumptions, from 2017 through to 2037. Overall retail floor space demand is expected to grow from 4.7 million sf to 6.5 million sf over the next 20 years.

| Retail Floor Space Demand | 2017 | | 2021 | | 2027 | | 2031 | | 2037 | |
|---|------------------|-------------|------------------|-------------|------------------|-------------|------------------|-------------|------------------|-------------|
| Retail Categories | SF GLA | % | SF GLA | % | SF GLA | % | SF GLA | % | SF GLA | % |
| Convenience | 1,505,759 | 32% | 1,620,765 | 32% | 1,787,363 | 32% | 1,899,191 | 32% | 2,066,898 | 32% |
| Grocery & Supermarkets | 708,211 | 15% | 762,326 | 15% | 840,705 | 15% | 893,314 | 15% | 972,213 | 15% |
| Pharmacy | 95,197 | 2% | 102,448 | 2% | 112,964 | 2% | 120,024 | 2% | 130,611 | 2% |
| Alcohol & Tobacco | 210,167 | 4% | 226,183 | 4% | 249,406 | 4% | 264,995 | 4% | 288,375 | 4% |
| Services | 492,185 | 10% | 529,809 | 10% | 584,288 | 10% | 620,857 | 10% | 675,700 | 10% |
| Comparison | 2,275,775 | 48% | 2,449,588 | 48% | 2,701,370 | 48% | 2,870,380 | 48% | 3,123,844 | 48% |
| Apparel | 531,672 | 11% | 572,375 | 11% | 631,280 | 11% | 670,816 | 11% | 730,109 | 11% |
| Footwear, Luggage & Fashion Accessories | 112,887 | 2% | 121,536 | 2% | 134,049 | 2% | 142,447 | 2% | 155,042 | 2% |
| Cosmetics, Health, Bath & Beauty | 199,234 | 4% | 214,513 | 4% | 236,610 | 4% | 251,440 | 4% | 273,680 | 4% |
| Jewelry, Watches & Accessories | 29,934 | 1% | 32,236 | 1% | 35,561 | 1% | 37,793 | 1% | 41,139 | 1% |
| Home Improvement | 439,326 | 9% | 472,795 | 9% | 521,324 | 9% | 553,905 | 9% | 602,766 | 9% |
| Home Furnishings | 295,638 | 6% | 318,234 | 6% | 350,955 | 6% | 372,920 | 6% | 405,859 | 6% |
| Electronics & Appliances | 213,907 | 5% | 230,349 | 5% | 254,105 | 5% | 270,047 | 5% | 293,955 | 5% |
| Toys, Hobbies & Pets | 130,194 | 3% | 140,163 | 3% | 154,590 | 3% | 164,272 | 3% | 178,794 | 3% |
| Sports & Recreational Goods | 233,335 | 5% | 250,866 | 5% | 276,433 | 5% | 293,606 | 5% | 319,361 | 5% |
| Multimedia, Books & Music | 89,648 | 2% | 96,522 | 2% | 106,462 | 2% | 113,134 | 2% | 123,140 | 2% |
| Food and Beverage | 620,730 | 13% | 668,370 | 13% | 737,243 | 13% | 783,466 | 13% | 852,785 | 13% |
| Casual / Sit Down Restaurants | 620,730 | 13% | 668,370 | 13% | 737,243 | 13% | 783,466 | 13% | 852,785 | 13% |
| Entertainment and Leisure | 347,984 | 7% | 374,828 | 7% | 413,553 | 7% | 439,539 | 7% | 478,509 | 7% |
| Entertainment | 147,157 | 3% | 158,497 | 3% | 174,863 | 3% | 185,845 | 3% | 202,315 | 3% |
| Leisure | 200,827 | 4% | 216,331 | 4% | 238,691 | 4% | 253,694 | 4% | 276,194 | 4% |
| Total Retail Floorspace | 4,750,248 | 100% | 5,113,551 | 100% | 5,639,529 | 100% | 5,992,575 | 100% | 6,522,038 | 100% |

4.0 Retail Market: Demand Analysis

4.20 Total Floor Space Demand: Strathcona County + High Capture Inflow

The table below summarizes the retail floor space demand for Strathcona County, including High Capture inflow assumptions, from 2017 through to 2037. Overall retail floor space demand is expected to grow from 5.1 million sf to 7.1 million sf over the next 20 years.

| Retail Floor Space Demand | 2017 | | 2021 | | 2027 | | 2031 | | 2037 | |
|---|------------------|-------------|------------------|-------------|------------------|-------------|------------------|-------------|------------------|-------------|
| Retail Categories | SF GLA | % | SF GLA | % | SF GLA | % | SF GLA | % | SF GLA | % |
| Convenience | 1,649,316 | 32% | 1,773,372 | 32% | 1,954,269 | 32% | 2,075,741 | 32% | 2,257,914 | 32% |
| Grocery & Supermarkets | 778,825 | 15% | 837,461 | 15% | 922,935 | 15% | 980,325 | 15% | 1,066,395 | 15% |
| Pharmacy | 105,871 | 2% | 113,798 | 2% | 125,381 | 2% | 133,160 | 2% | 144,825 | 2% |
| Alcohol & Tobacco | 231,774 | 4% | 249,140 | 4% | 274,505 | 4% | 291,539 | 4% | 317,086 | 4% |
| Services | 532,845 | 10% | 572,972 | 10% | 631,449 | 10% | 670,717 | 10% | 729,608 | 10% |
| Comparison | 2,482,119 | 48% | 2,668,779 | 48% | 2,940,973 | 48% | 3,123,758 | 48% | 5,238,683 | 74% |
| Apparel | 579,870 | 11% | 623,669 | 11% | 687,425 | 11% | 730,230 | 11% | 794,426 | 11% |
| Footwear, Luggage & Fashion Accessories | 122,868 | 2% | 132,162 | 2% | 145,682 | 2% | 154,759 | 2% | 168,372 | 2% |
| Cosmetics, Health, Bath & Beauty | 218,800 | 4% | 235,382 | 4% | 259,490 | 4% | 275,672 | 4% | 299,940 | 4% |
| Jewelry, Watches & Accessories | 32,345 | 1% | 34,808 | 1% | 38,380 | 1% | 40,779 | 1% | 44,375 | 1% |
| Home Improvement | 475,591 | 9% | 511,178 | 9% | 563,173 | 9% | 598,100 | 9% | 650,479 | 9% |
| Home Furnishings | 321,480 | 6% | 345,686 | 6% | 380,966 | 6% | 404,656 | 6% | 440,185 | 6% |
| Electronics & Appliances | 231,950 | 4% | 249,598 | 4% | 275,211 | 4% | 292,403 | 4% | 318,185 | 4% |
| Toys, Hobbies & Pets | 140,812 | 3% | 151,451 | 3% | 166,935 | 3% | 177,331 | 3% | 192,922 | 3% |
| Sports & Recreational Goods | 261,473 | 5% | 280,574 | 5% | 308,767 | 5% | 327,721 | 5% | 356,146 | 5% |
| Multimedia, Books & Music | 96,930 | 2% | 104,270 | 2% | 114,943 | 2% | 122,108 | 2% | 132,854 | 2% |
| Food and Beverage | 671,294 | 13% | 722,226 | 13% | 796,225 | 13% | 845,901 | 13% | 920,399 | 13% |
| Casual / Sit Down Restaurants | 671,294 | 13% | 722,226 | 13% | 796,225 | 13% | 845,901 | 13% | 920,399 | 13% |
| Entertainment and Leisure | 369,061 | 7% | 397,322 | 7% | 438,223 | 7% | 465,672 | 7% | 506,837 | 7% |
| Entertainment | 156,386 | 3% | 168,338 | 3% | 185,649 | 3% | 197,267 | 3% | 214,692 | 3% |
| Leisure | 212,675 | 4% | 228,984 | 4% | 252,574 | 4% | 268,404 | 4% | 292,145 | 4% |
| Total Retail Floor Space | 5,171,790 | 100% | 5,561,698 | 100% | 6,129,690 | 100% | 6,511,071 | 100% | 7,083,035 | 100% |

4.0 Retail Market: Demand Analysis

4.21 Total Incremental Floor Space Demand: Strathcona County + Baseline Capture Inflow

The table below illustrates the incremental retail floor space demand for Strathcona County, including Baseline Capture inflow assumptions, over the next 2 decades. By 2037, it is estimated that an additional 1.75 million sf will be in demand.

| Incremental Retail Floor Space Demand Projection for Strathcona County | | | | | | | | | | |
|--|----------------|----------------|----------------|----------------|----------------|------------------|------------------|------------------|------------------|------------------|
| Retail Categories | 2019 | 2021 | 2023 | 2025 | 2027 | 2029 | 2031 | 2033 | 2035 | 2037 |
| Convenience | 58,795 | 115,006 | 169,776 | 225,690 | 281,604 | 337,518 | 393,432 | 449,312 | 515,329 | 561,139 |
| Grocery & Supermarkets | 27,665 | 54,115 | 79,885 | 106,190 | 132,494 | 158,799 | 185,104 | 211,393 | 242,427 | 264,002 |
| Pharmacy | 3,706 | 7,251 | 10,708 | 14,238 | 17,767 | 21,297 | 24,827 | 28,354 | 32,511 | 35,414 |
| Alcohol & Tobacco | 8,187 | 16,016 | 23,650 | 31,445 | 39,239 | 47,034 | 54,829 | 62,619 | 71,812 | 78,208 |
| Services | 19,237 | 37,624 | 55,534 | 73,818 | 92,103 | 110,388 | 128,672 | 146,946 | 168,580 | 183,515 |
| Comparison | 88,862 | 173,813 | 256,584 | 341,090 | 425,595 | 510,100 | 594,605 | 679,059 | 778,914 | 848,069 |
| Apparel | 20,812 | 40,702 | 60,072 | 79,840 | 99,608 | 119,376 | 139,144 | 158,900 | 182,254 | 198,436 |
| Footwear, Luggage & Fashion Accessories | 4,423 | 8,649 | 12,764 | 16,963 | 21,162 | 25,361 | 29,560 | 33,757 | 38,719 | 42,155 |
| Cosmetics, Health, Bath & Beauty | 7,812 | 15,279 | 22,546 | 29,961 | 37,376 | 44,791 | 52,206 | 59,616 | 68,364 | 74,446 |
| Jewelry, Watches & Accessories | 1,177 | 2,302 | 3,395 | 4,511 | 5,627 | 6,742 | 7,858 | 8,973 | 10,293 | 11,205 |
| Home Improvement | 17,110 | 33,469 | 49,418 | 65,708 | 81,998 | 98,289 | 114,579 | 130,859 | 150,139 | 163,440 |
| Home Furnishings | 11,553 | 22,596 | 33,353 | 44,336 | 55,318 | 66,300 | 77,282 | 88,258 | 101,241 | 110,222 |
| Electronics & Appliances | 8,409 | 16,442 | 24,256 | 32,227 | 40,198 | 48,169 | 56,140 | 64,106 | 73,529 | 80,048 |
| Toys, Hobbies & Pets | 5,098 | 9,970 | 14,713 | 19,555 | 24,396 | 29,237 | 34,079 | 38,917 | 44,646 | 48,600 |
| Sports & Recreational Goods | 8,953 | 17,531 | 25,925 | 34,512 | 43,098 | 51,685 | 60,271 | 68,853 | 78,961 | 86,026 |
| Multimedia, Books & Music | 3,515 | 6,873 | 10,142 | 13,478 | 16,814 | 20,150 | 23,486 | 26,820 | 30,767 | 33,492 |
| Food & Beverage | 24,364 | 47,640 | 70,291 | 93,402 | 116,513 | 139,625 | 162,736 | 185,833 | 213,174 | 232,056 |
| Casual / Sit Down Restaurants | 24,364 | 47,640 | 70,291 | 93,402 | 116,513 | 139,625 | 162,736 | 185,833 | 213,174 | 232,056 |
| Entertainment & Leisure | 11,603 | 22,680 | 33,447 | 44,429 | 55,412 | 66,394 | 77,376 | 88,352 | 101,381 | 110,317 |
| Entertainment | 5,801 | 11,340 | 16,723 | 22,215 | 27,706 | 33,197 | 38,688 | 44,176 | 50,690 | 55,158 |
| Leisure | 7,933 | 15,504 | 22,860 | 30,362 | 37,864 | 45,365 | 52,867 | 60,364 | 69,267 | 75,367 |
| Total Retail Floor Space | 183,624 | 359,139 | 530,098 | 704,611 | 879,124 | 1,053,636 | 1,228,149 | 1,402,556 | 1,608,797 | 1,751,581 |
| Annual Floor Space Demand | 91,812 | 87,757 | 85,480 | 87,256 | 87,256 | 87,256 | 87,256 | 87,203 | 103,121 | 71,392 |

4.0 Retail Market: Demand Analysis

4.22 Total Incremental Floor Space Demand: Strathcona County + High Capture Inflow

The table below illustrates the incremental retail floor space demand for Strathcona County, including High Capture inflow assumptions, over the next 2 decades. By 2037, it is estimated that an additional 1.89 million sf could be supportable.

| Incremental Retail Floor Space Demand Projection for Strathcona County | | | | | | | | | | |
|--|----------------|----------------|----------------|----------------|----------------|------------------|------------------|------------------|------------------|------------------|
| Retail Categories | 2019 | 2021 | 2023 | 2025 | 2027 | 2029 | 2031 | 2033 | 2035 | 2037 |
| Convenience | 63,332 | 124,056 | 183,482 | 244,218 | 304,953 | 365,689 | 426,425 | 487,127 | 557,967 | 608,598 |
| Grocery & Supermarkets | 29,934 | 58,636 | 86,719 | 115,414 | 144,109 | 172,805 | 201,500 | 230,179 | 263,604 | 287,570 |
| Pharmacy | 4,045 | 7,928 | 11,732 | 15,621 | 19,510 | 23,400 | 27,289 | 31,176 | 35,692 | 38,955 |
| Alcohol & Tobacco | 8,863 | 17,366 | 25,696 | 34,213 | 42,731 | 51,248 | 59,765 | 68,277 | 78,193 | 85,311 |
| Services | 20,490 | 40,126 | 59,335 | 78,969 | 98,603 | 118,237 | 137,871 | 157,494 | 180,478 | 196,763 |
| Comparison | 95,298 | 186,660 | 276,069 | 367,461 | 458,854 | 550,246 | 641,639 | 732,980 | 839,722 | 915,765 |
| Apparel | 22,366 | 43,799 | 64,750 | 86,153 | 107,555 | 128,958 | 150,360 | 171,751 | 196,740 | 214,556 |
| Footwear, Luggage & Fashion Accessories | 4,746 | 9,294 | 13,737 | 18,276 | 22,814 | 27,353 | 31,891 | 36,427 | 41,729 | 45,504 |
| Cosmetics, Health, Bath & Beauty | 8,468 | 16,582 | 24,508 | 32,599 | 40,690 | 48,781 | 56,872 | 64,958 | 74,382 | 81,140 |
| Jewelry, Watches & Accessories | 1,258 | 2,463 | 3,637 | 4,836 | 6,035 | 7,234 | 8,433 | 9,632 | 11,035 | 12,030 |
| Home Improvement | 18,166 | 35,587 | 52,656 | 70,119 | 87,582 | 105,045 | 122,508 | 139,962 | 160,414 | 174,888 |
| Home Furnishings | 12,360 | 24,206 | 35,796 | 47,641 | 59,486 | 71,331 | 83,176 | 95,015 | 108,861 | 118,705 |
| Electronics & Appliances | 9,016 | 17,649 | 26,070 | 34,666 | 43,262 | 51,857 | 60,453 | 69,044 | 79,092 | 86,235 |
| Toys, Hobbies & Pets | 5,434 | 10,639 | 15,726 | 20,924 | 26,122 | 31,320 | 36,518 | 41,713 | 47,798 | 52,109 |
| Sports & Recreational Goods | 9,734 | 19,101 | 28,340 | 37,817 | 47,294 | 56,771 | 66,248 | 75,720 | 86,719 | 94,674 |
| Multimedia, Books & Music | 3,749 | 7,340 | 10,848 | 14,430 | 18,013 | 21,596 | 25,178 | 28,759 | 32,952 | 35,924 |
| Food & Beverage | 26,017 | 50,932 | 75,256 | 100,094 | 124,931 | 149,769 | 174,606 | 199,430 | 228,497 | 249,105 |
| Casual / Sit Down Restaurants | 26,017 | 50,932 | 75,256 | 100,094 | 124,931 | 149,769 | 174,606 | 199,430 | 228,497 | 249,105 |
| Entertainment & Leisure | 12,218 | 23,903 | 35,288 | 46,906 | 58,525 | 70,143 | 81,762 | 93,373 | 107,038 | 116,610 |
| Entertainment | 6,109 | 11,951 | 17,644 | 23,453 | 29,262 | 35,072 | 40,881 | 46,687 | 53,519 | 58,305 |
| Leisure | 8,338 | 16,309 | 24,069 | 31,984 | 39,899 | 47,815 | 55,730 | 63,640 | 72,957 | 79,471 |
| Total Retail Floor Space | 196,865 | 385,550 | 570,095 | 758,679 | 947,263 | 1,135,848 | 1,324,432 | 1,512,911 | 1,733,224 | 1,890,079 |
| Annual Floor Space Demand | 98,432 | 94,342 | 92,272 | 94,292 | 94,292 | 94,292 | 94,292 | 94,239 | 110,156 | 78,428 |