# Strathcona County Retail Market Update

Final Report – Jan 23rd, 2018

Client: Strathcona County

STRATHCONA COUNTY

# Executive Summary

**1.0 Study Overview & Objectives**

- Thomas Consultants Inc. were appointed by Strathcona County Economic Development and Tourism to update a Retail Market Analysis that was originally conducted in 2010 and 2014. The Mustel Group was used as a sub consultant to conduct a telephone survey in order to sample population behavior in 2010.
- The objective of this study is to identify the supportable retail supply; optimal retail role & function; retail market voids; retail land use allocation, and consumer behavior in Strathcona County for the purposes of informing the County's economic development policy with respect to future retail land use.

**2.0 Strathcona County Retail Market Context**

- Strathcona County has a sizable population of high income households (nationwide it ranks as the 24th highest income census subdivision) with a significant per capita retail spend. The population of Strathcona County is well educated and employed across various professional career fields.
- With five thoroughfares connecting to Edmonton a large number of Strathcona residents work in the City, and due to the close proximity would drive specifically to Edmonton to meet retail needs that are underserved in the County.
- Determining the level of 'retail leakage' and how to curb it if it exists, is a fundamental question of this study.

**3.0 Real Market: Supply Analysis**

- Strathcona County features a total of 4.1 million sf of retail operating primarily within 7 key concentrated retail zones: Broadmoor Boulevard; Wye Road; Sherwood Drive South; Clover Bar Road; Baseline Road, Emerald Hills District, and Aspen Plaza.
- This retail is separated into 4 distinct formats: regional shopping centres; community-oriented centres; neighborhood centres and ancillary retail.
- The majority of this retail is identified as Comparison retail (1.5 million sf); followed closely by Convenience retail (1.5 million sf); Food & Beverage retail (450,000 sf); and Leisure & Entertainment (230,000 sf).

**4.0 Retail Market: Demand Analysis**

- Total retail floor space demanded from Strathcona County residents in 2017 is calculated at 4.3 million sf. This is forecasted to grow to 5.9 million sf by 2037.
- When adding inflow from communities to the east and west of the County, a baseline capture scenario adds an additional 420,000 sf of retail in 2018, climbing to just under 560,000 sf in 2037.
- It is important to note that long-term retail floorspace projections may vary with changing real estate, market conditions, and economic growth trends in Strathcona County and Edmonton as a whole.

# Executive Summary

**5.0 Retail Sales Gap Analysis & Recommendations**

- Based on the Retail Supply and Retail Demand analysis, it has been determined that Strathcona County retail market in 2017 experienced a retail sales leakage of roughly 13%. This figure increased to 20% when accounting for inflow from north eastern Edmonton communities, as well as consumers in the rural populations west of Strathcona County.
- Retail leakage varies considerably across different retail categories. Some categories, such as "electronics and appliances" (65% of spending outflow) and "apparel" (36% of spending outflow) are underrepresented, while other categories such as "multimedia, books & music" and "home improvement" are overrepresented and oversupplied (88% and 18% negative outflow respectively). "Grocery & specialty retail" has a surplus of demand of 57,000 sf, while home improvement has a surplus supply of 70,000 sf.
- The gap analysis shows an overall retail oversupply in 2017 of 126,000 sf, however a significant portion of this oversupply is in the "services" category, and represents lower-order retail tenancies. Additional floorspace is supportable in several key categories. Categories that are underrepresented include comparison retail ('apparel,' 'cosmetics, health, bath & beauty,' 'electronics & appliances,' 'sports & recreational goods,') and food and beverage.
- An additional enclosed regional mall format is not recommended for the County, as it is expected that sales leakage into Edmonton for more sought out regional shipping centres would occur.
- Recommended retail formats for Strathcona County include hybrid or town centre-formats that include placemaking elements, encourage walkability throughout the development, and incorporate a variety of experience-driven destinations and community-oriented uses to draw customers in for different purposes.
- In terms of land use requirements at 0.3 FSR, a total of 95 acres in 2037. At 0.4 FSR, a total of 71 acres in 2037.

**Retail Inventory Changes as of June, 2017**

- Strathcona County Economic Development diligently tracks and analyzes commercial development in order to accommodate economic growth through attracting and expanding business activity.
- At the end of Q2 2017, there was an 11.3% vacancy rate overall (including new-to-market developments and existing inventory).
    - 129,985 square feet of gross leasable area was completed and available for occupancy during the first half of the year.
    - 53,000 square feet of retail developments remained under construction.
    - Notable retail developments completed (or under completion) include: Aspen Plaza' Emerald Hills District (Emerald Hills Centre, Emerald Hills Site E, Emerald Hills Corner); and Broadmoor Heritage Plaza.
    - Notable new retail tenants include: Lowe's, Sofa Land, River City Games, Bar Burrito, Bone & Biscuit, Fire Crust, Q-Nails, Wok Box, Tommy Guns, Peavy Mart, Canadian Tire.

# 1.0 Study Overview and Objectives

## 1.1 Study Objectives

- Thomas Consultants Inc. was commissioned by the Municipality of Strathcona County to conduct a retail strategy analysis.
- This analysis is an update of work done in 2011 and 2014.
- The purpose of this study is to identify the following:

  a) **Supportable Retail Supply in Strathcona County:** Assess the retail market potential from a quantitative perspective by way of a supply/demand analysis. This will allow for an estimate of the magnitude of retail uses and floor space that the County could realistically support.

  b) **Optimal Retail Role & Function in Strathcona County:** Assess the retail market potential for Strathcona County from a qualitative perspective and determine the role/function of the County's retail infrastructure.

  c) **Strathcona County Retail Market Voids**: Isolate the retail or market voids for the community in order to better serve County residents and promote new business opportunities. Determine the appropriate retail tenant types and potential brands for the commercial districts.

  d) **Strathcona County Retail Land Use Allocation**: Identify a high-level strategy which could be utilized for 'maturing' the County's retail sector over the next 3 to 5 years; and

  e) **Strathcona County Retail Consumer Behavior:** Identify the characteristics of local trade area residents, with the intention of equipping local businesses to better serve their needs and wants (i.e. to minimize the incentives for shopping outside of the local area). This is addressed in the Mustel Survey (2013).

# 1.0 Study Overview and Objectives

## 1.2 Study Overview

**A) Trade Area Demographics and Retail Spending Analysis**

- Evaluate population and other demographic changes reflected in the 2016 Census, compared to 2011.
- Quantification of retail expenditure potential and update of expenditures by category.
- Update of sales performance and commercial lease rates .

**B) Market Analysis – Retail Supply**

- Re-assess the role and function of retail centres in Strathcona County.
- Overview of retail projects under planning and development.
- Retail tenant inventory and gap analysis.

**C) Retail Demand and Sales Gap Analysis**

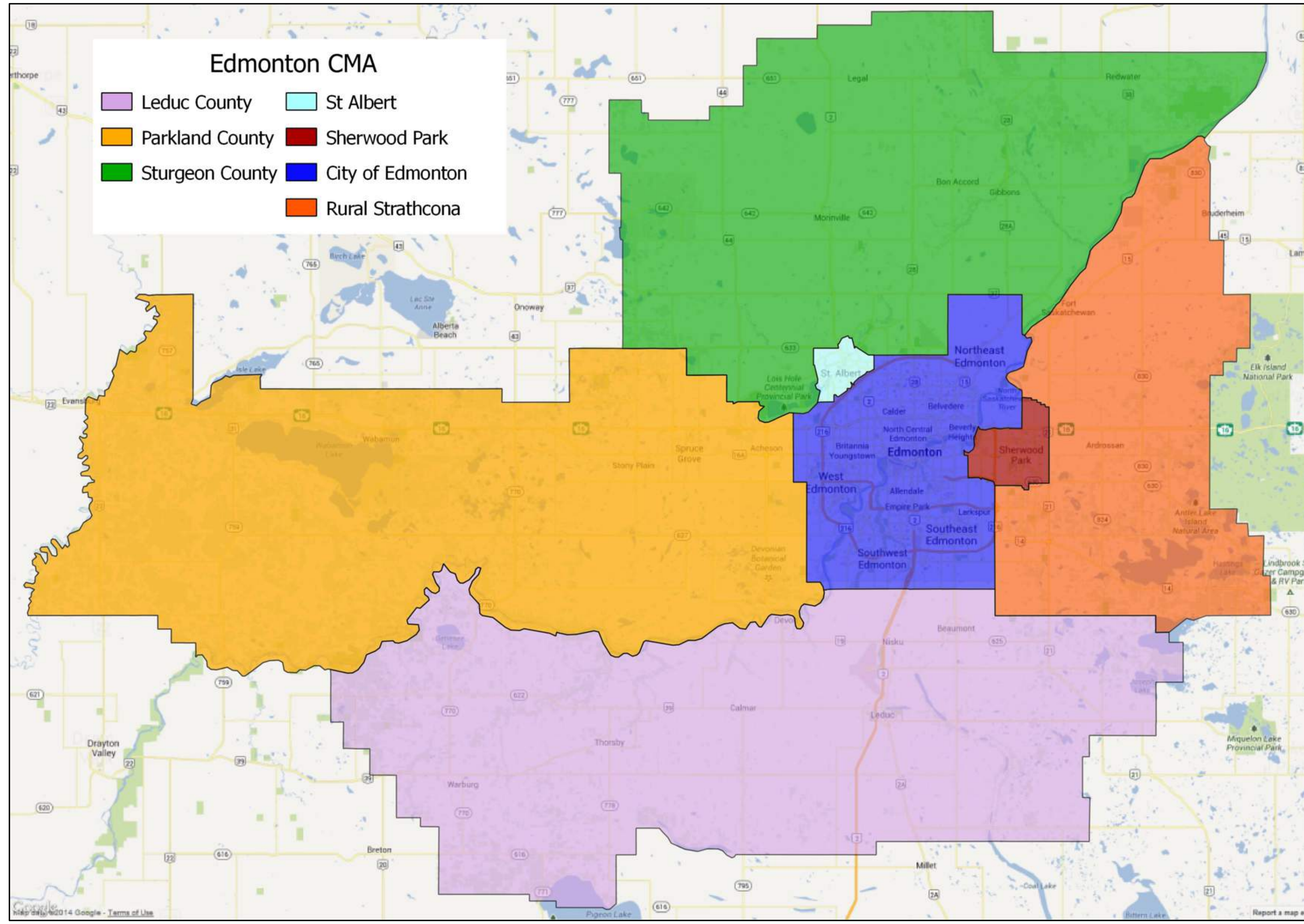
- Quantification of retail expenditure based on previously delineated trade area.
- Application of results of 2015 telephone survey (Mustel) to verify retail outflow issues.
- Update local retail sales performance levels.
- Estimate magnitude of sales outflow and inflow.
- Estimate supportable retail floor space over the medium and long term.
- Update overall positioning for Strathcona County.
- Provide list of retailers, along with general unit sizes and categories that would enhance the retail offering in the County.

# 2.0 Strathcona County Retail Market Context

# 2.0 Strathcona County Retail Market Context

## 2.1 Regional Context

- Located east of Edmonton, Strathcona County occupies 1,180 $km^2$ 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.

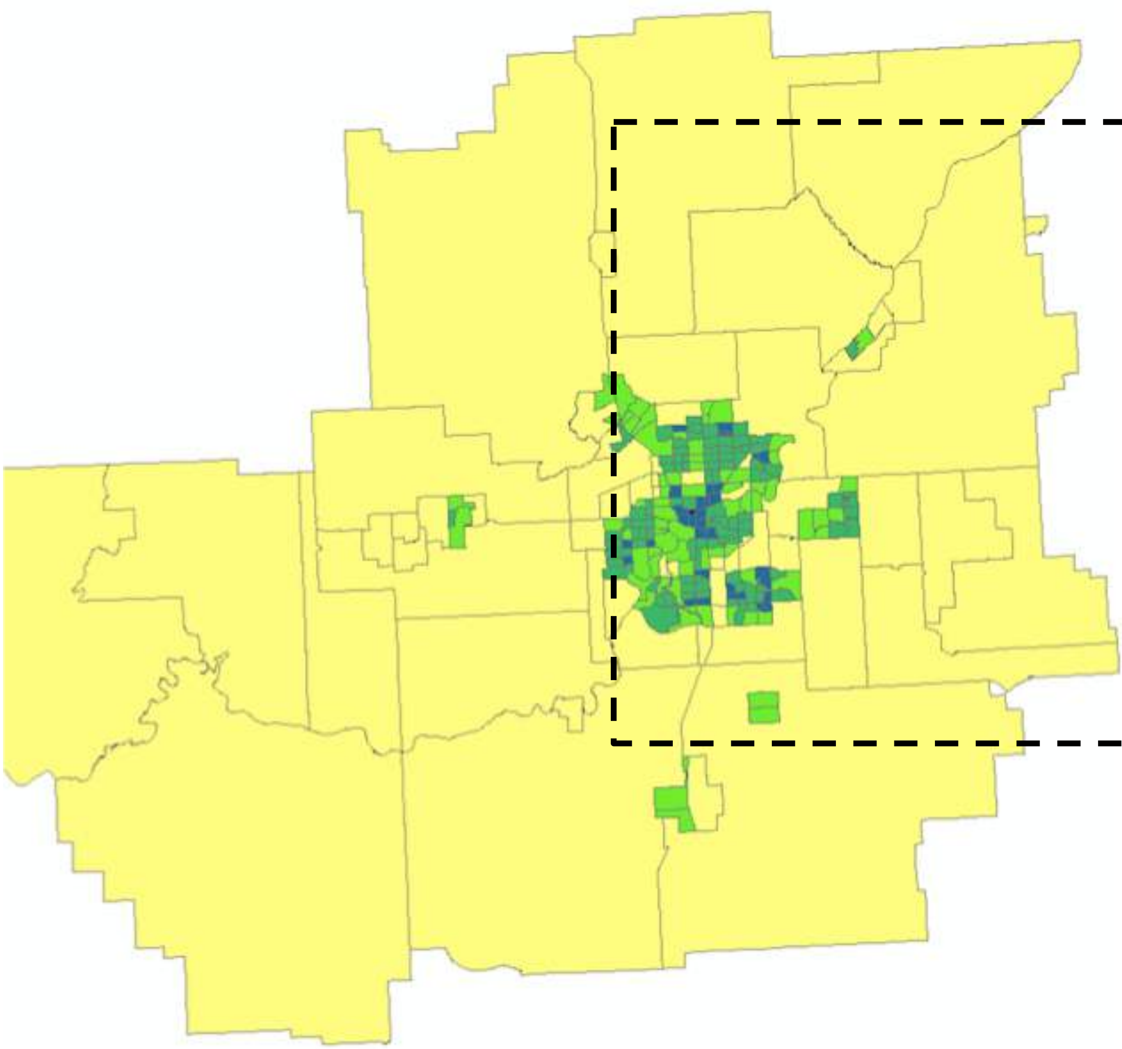


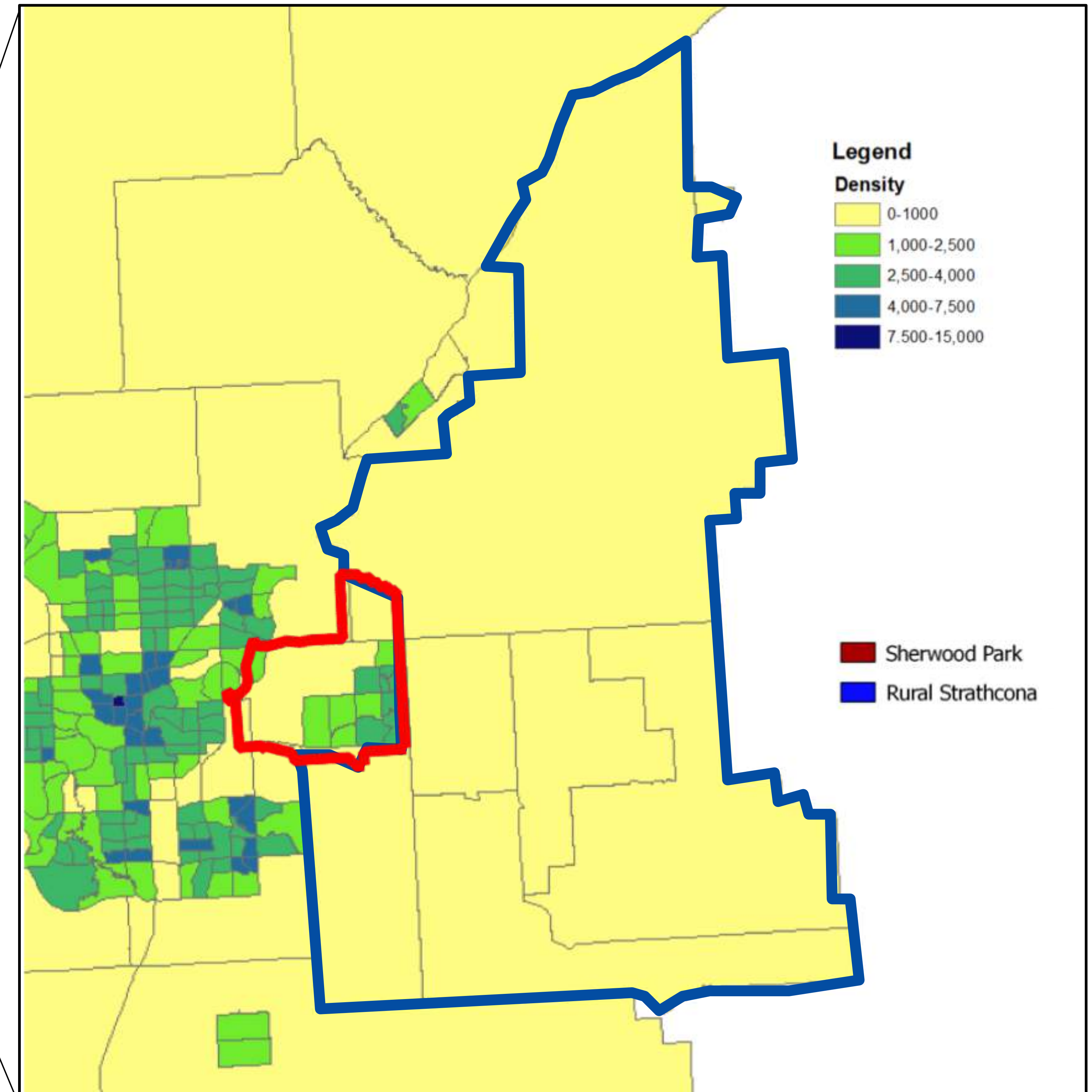
# 2.0 Strathcona County Retail Market Context

## 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).

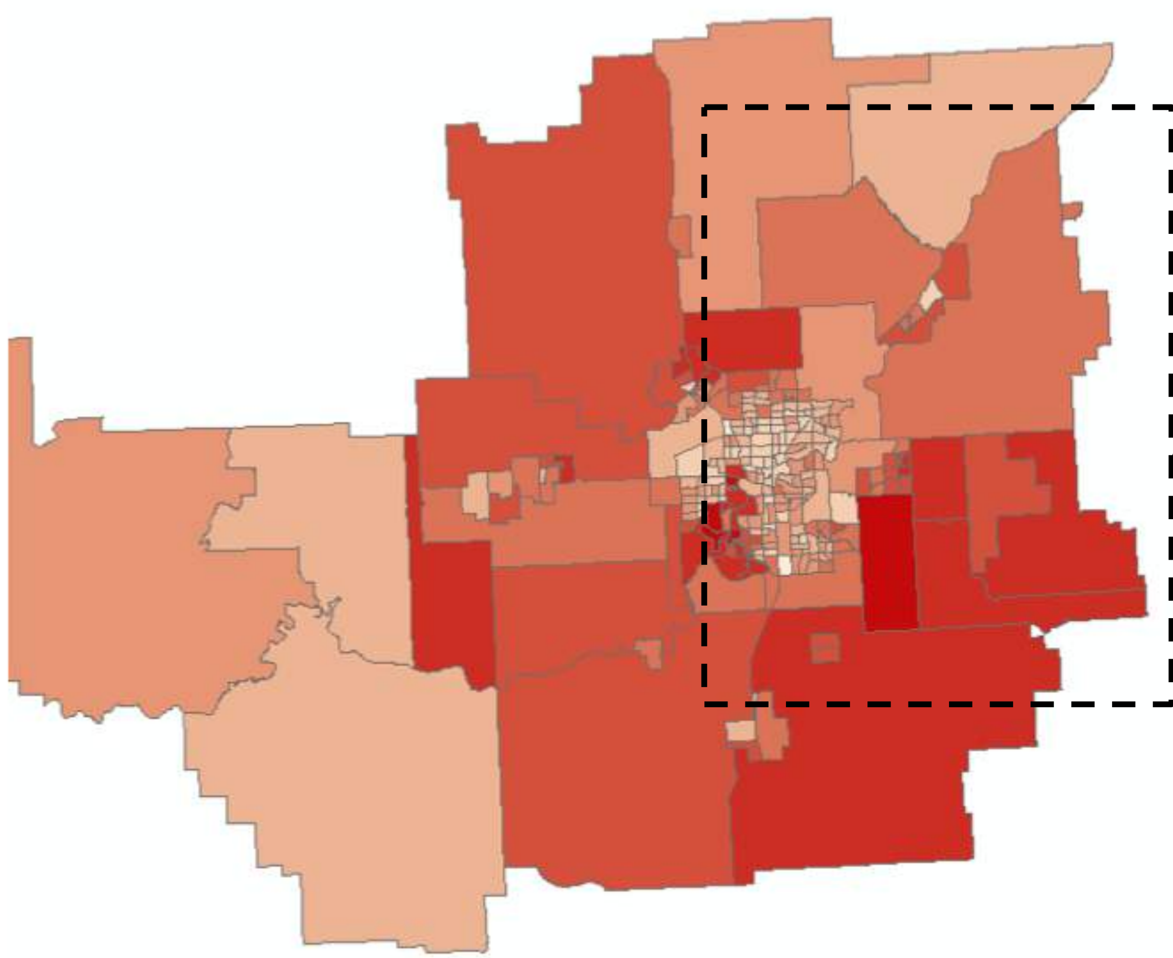
| Demographic Characteristics | | | |
|---|---|---|---|
| | Edmonton CMA | City of Edmonton | Strathcona County |
| | | | |
| *Population* | | | |
| 2016 Estimation | 1,321,426 | 932,546 | 98,044 |
| Annual Growth Rate (2011-2016) | 2.64% | 2.80% | 1.17% |
| | | | |
| *Households* | | | |
| 2016 Estimation | 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 |

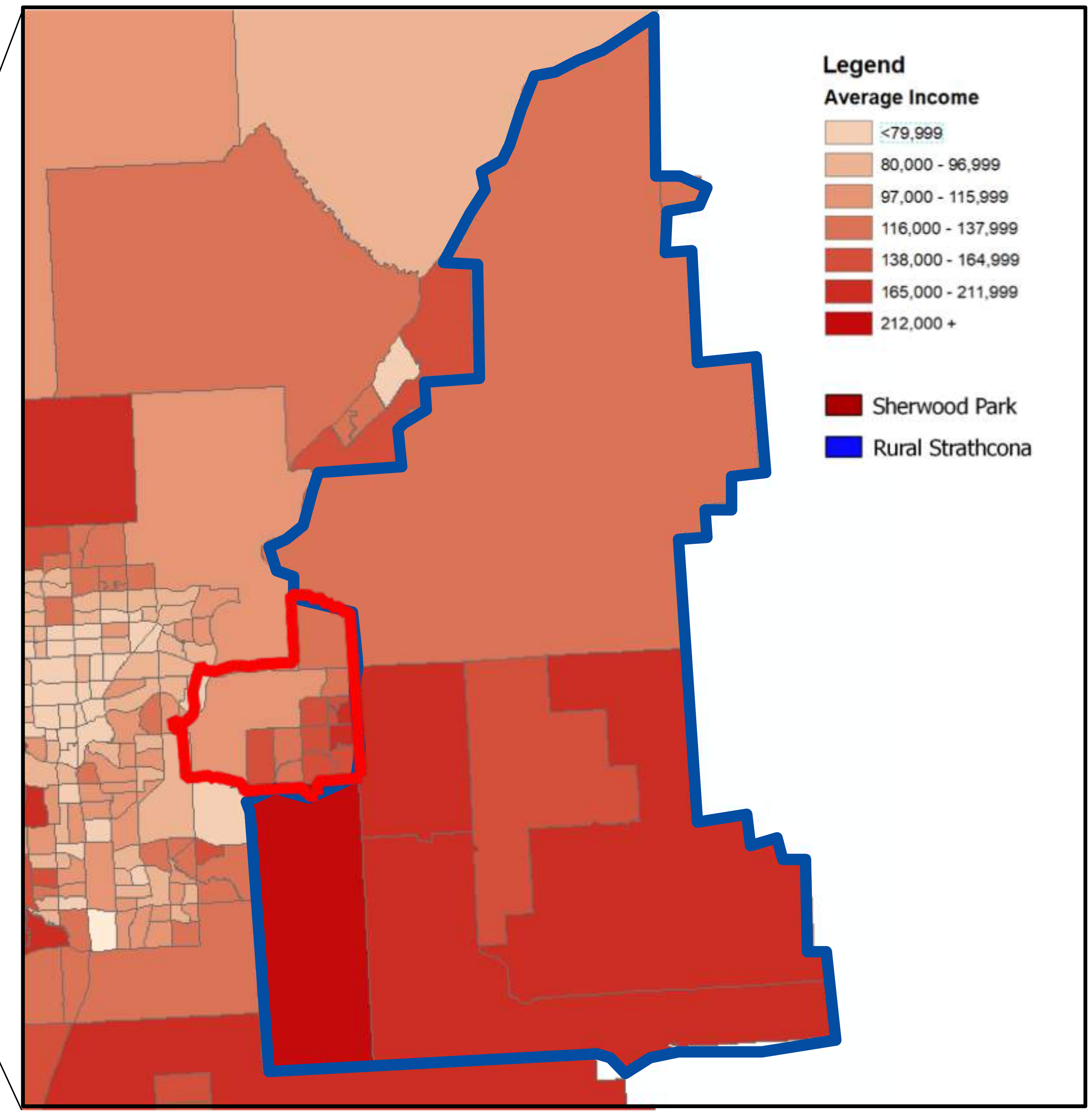
*This value is the *Average Income of Economic Families* for 2015, which excludes households of less than two persons, and households of more than one unrelated persons.

# 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.

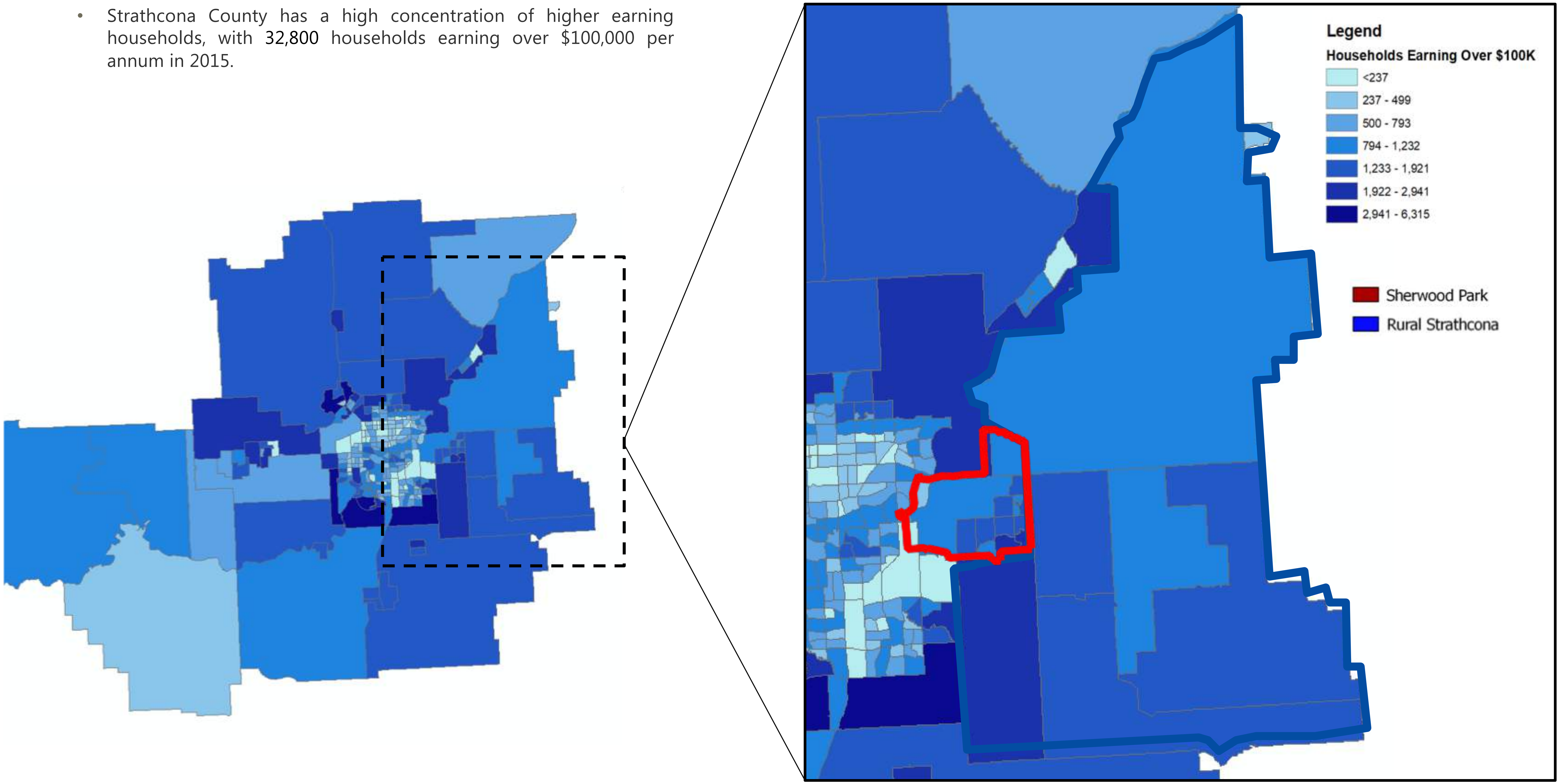




# 2.0 Strathcona County Retail Market Context

## 2.4 Regional Population Context

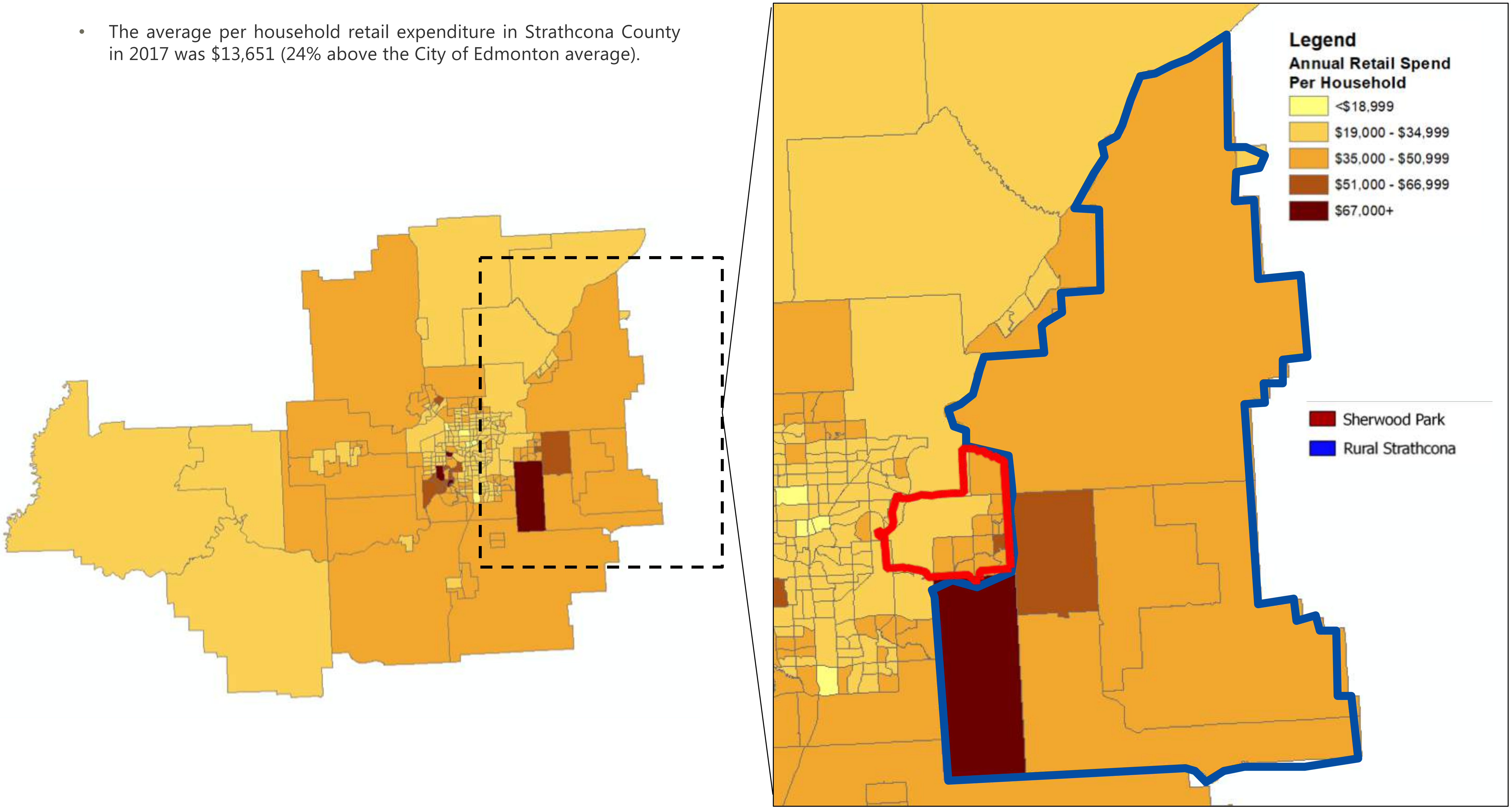
- Strathcona County has a high concentration of higher earning households, with 32,800 households earning over $100,000 per annum in 2015.



# 2.0 Strathcona County Retail Market Context

## 2.4 Regional Population Context

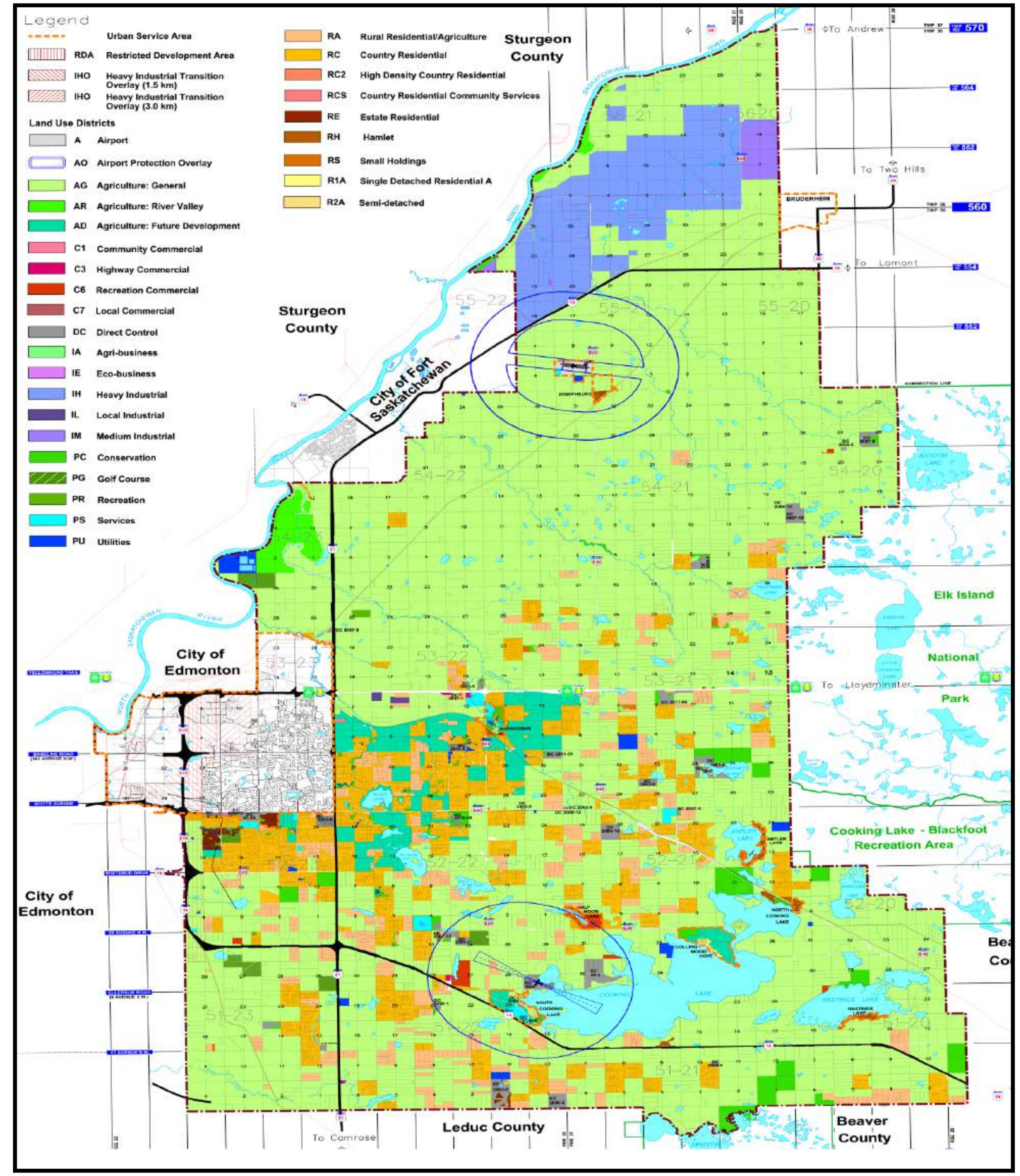
- The average per household retail expenditure in Strathcona County in 2017 was $13,651 (24% above the City of Edmonton average).



# 2.0 Strathcona County Retail Market Context

## 2.5 Rural Land Use Context

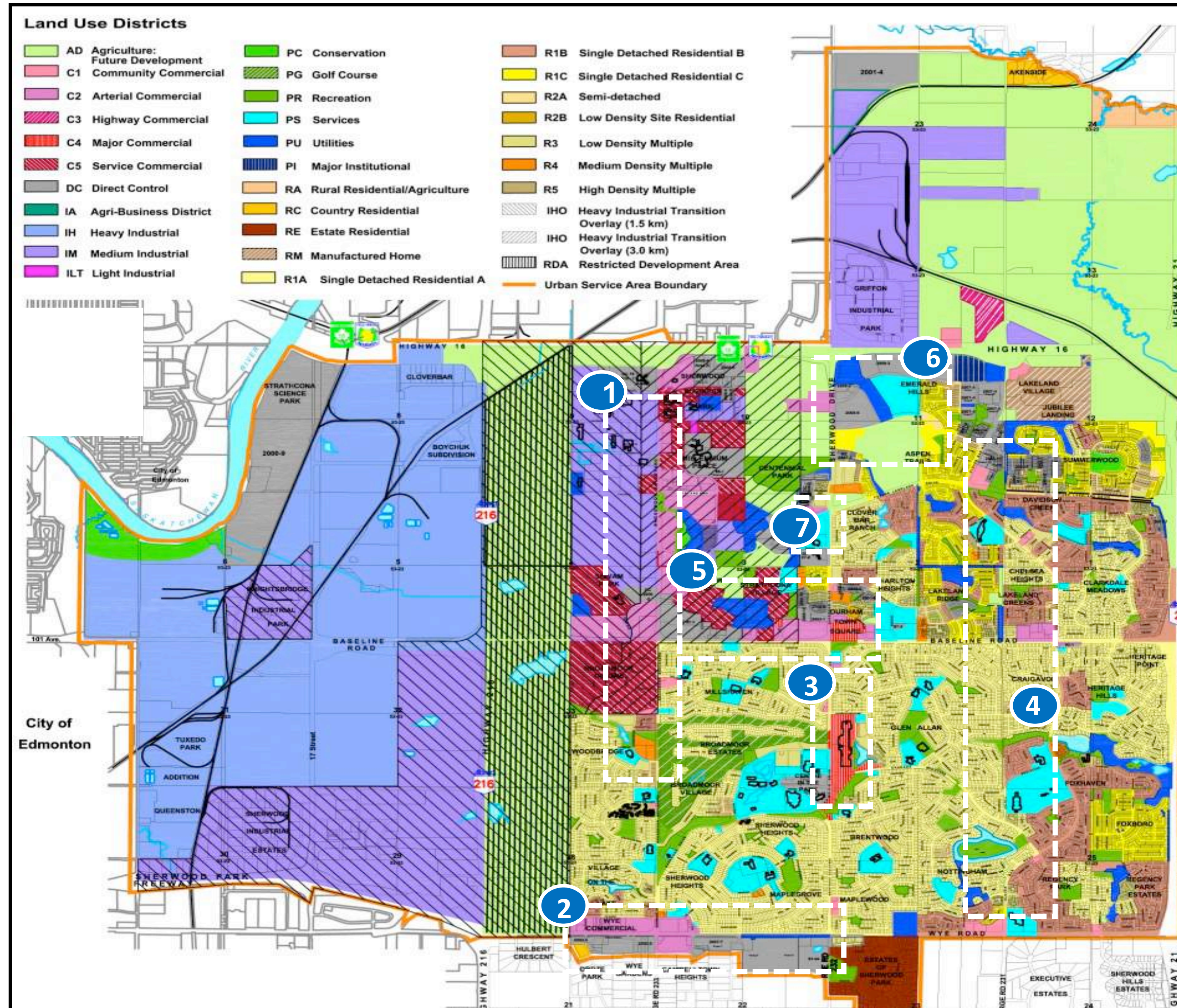
- As illustrated in the Strathcona County rural land use map to the right, the majority of land in the district is allocated to agricultural land & low density residential uses.
- Accordingly, residents conduct almost all of their retail shopping, outside of the rural county, in either Sherwood Park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



# 2.0 Strathcona County Retail Market Context

## 2.6 Sherwood Park Commercial Inventory Context

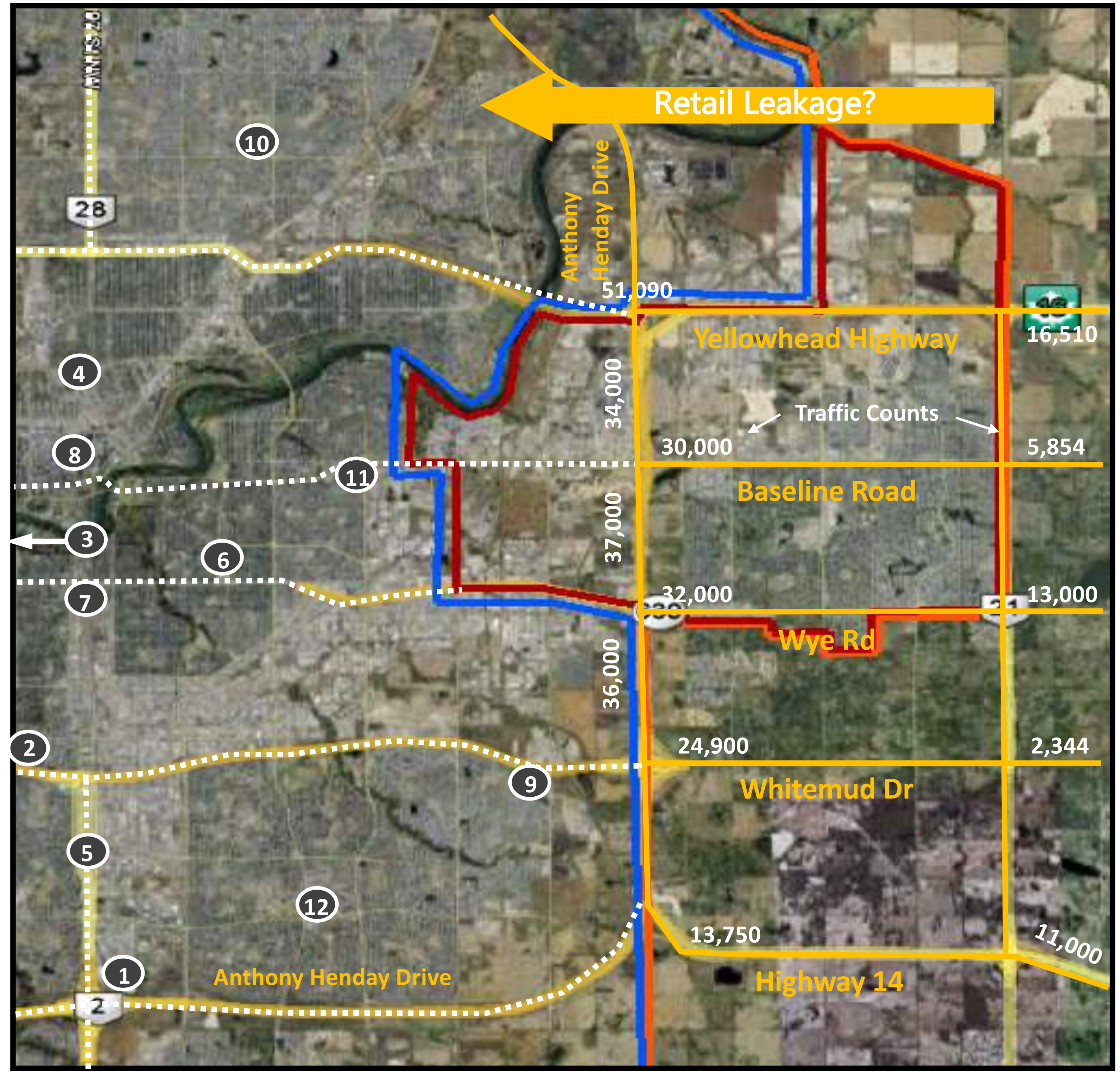
- As illustrated in the map to the right, the majority of existing commercial inventory in Sherwood Park is located along the main arterials and in 7 key areas:
  1. Broadmoor Boulevard
  2. Wye Road
  3. Sherwood Drive South
  4. Clover Bar Road
  5. Baseline Road
  6. Emerald Hills District
  7. Aspen 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 right[2]:
  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

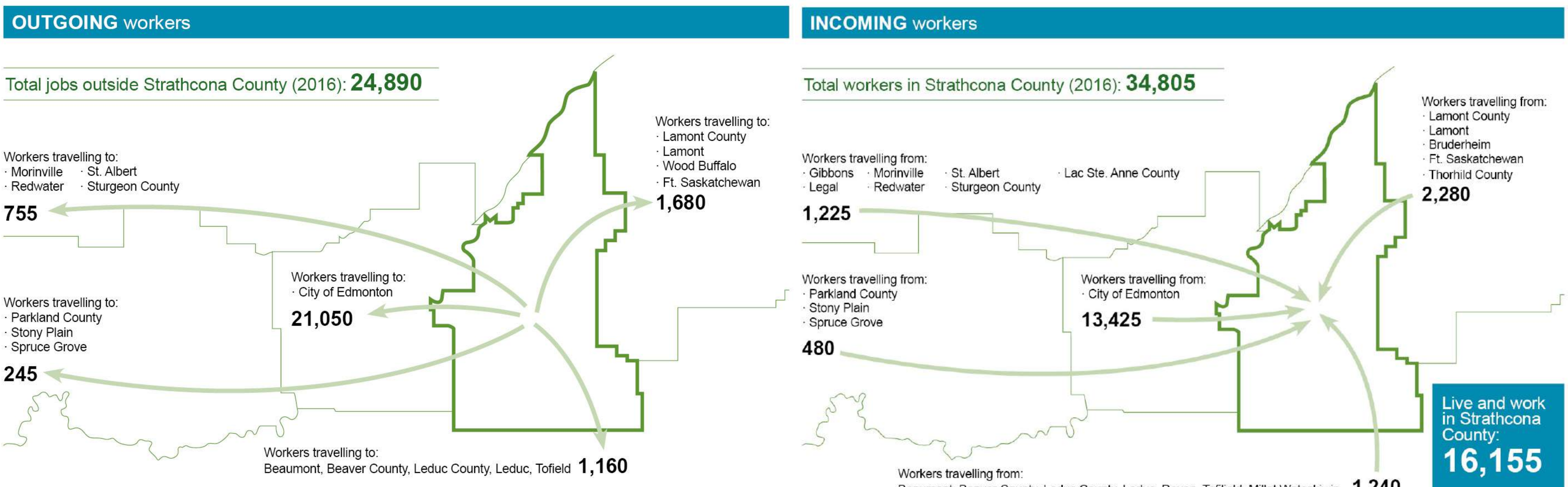



[1]Traffic Counts are 2-way AADT, from 2011-2015(*1-way).
[2]As determined by the Mustel's market survey.

# 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:

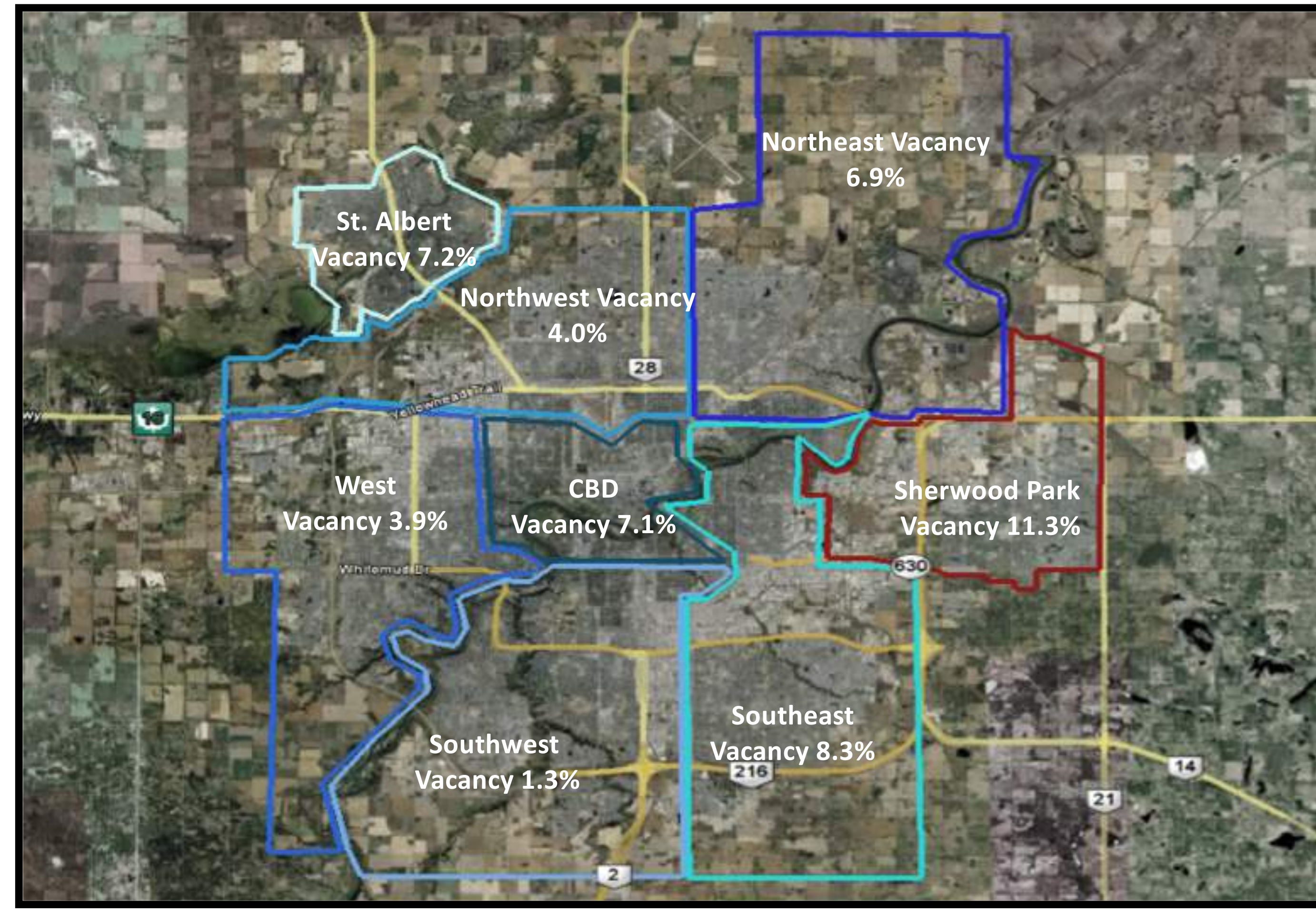
- Thomas Consultants Study (Sections 3-5)

# 3.0 Retail Market: Supply Analysis

# 3.0 Retail Market: Supply Analysis

## 3.1 Strathcona County Retail Market Overview

- Edmonton's vacancy levels have increased due to the new supply of retail and lower net absorption rates. Many new-to-market retailers continue to be introduced to Alberta, and despite the economic downturn, retail sales have been steadily increasing since Q3 2016.
- According to CBRE research, overall Edmonton retail vacancies witnessed a 30 basis point decline in H1 2017, and presently sits at 4.9%. Vacancy within Sherwood park is 11.3%, allowing tenants greater choice and negotiating power due to the abundance of inventory on the market. According to brokers in the Edmonton area, retail floorspace in larger community centres, as well as new-to-market inventory is highly sought out by tenants.
- There has been a notable increase in retail inventory for Sherwood Park in 2017, with 130,000 sf of new retail construction completed, and another 50,000 sf of retail inventory currently under construction.
- A significant number of commercial retail units in new-to-market developments in the Greater Edmonton Area are pre-leased prior to opening, signaling value in the new inventory. New retail developments, along with anchored centres are seeing higher lease rates, around $30 - $40 per square foot, while smaller strip centres and neighborhood retail are overall seeing lower rental rates.
- Notable additions include Aspen Plaza, adding 97,000 sf of GLA to the County in 2018, along with The Market at Centre in the Park, Salisbury Market, and Emerald Hills Centre developments (all currently under construction).
- In spite of challenges, developers will likely continue to seek to take advantage of retail market voids in the County in coming years.





Source: CBRE Research, H1 2017. (H1 = half year)

# 3.0 Retail Market: Supply Analysis

## 3.2 Retail Market Supply Map by Retail Sub District

Sherwood Park features a total of 4 million sf of retail[1] operating in the 7 key retail zones below:

**Baseline Road**

- Comprising of over 1 million sf of retail in Strathcona County, Baseline Road runs through the centre of the County between Sherwood Drive and Broadmoor Blvd.

**Wye Road**

- 700,000 sf of retail between the Anthony Henday Dr. and Brentwood Blvd.

**Sherwood Drive South**

- Just over 500,000 sf of retail including Sherwood Park Mall (upgraded in 2012) and the surrounding ancillary retail centres.

**Clover Bar Road**

- 300,000 sf of retail across several neighborhood centres serving communities to the east of Sherwood Park.

**Broadmoor Boulevard**

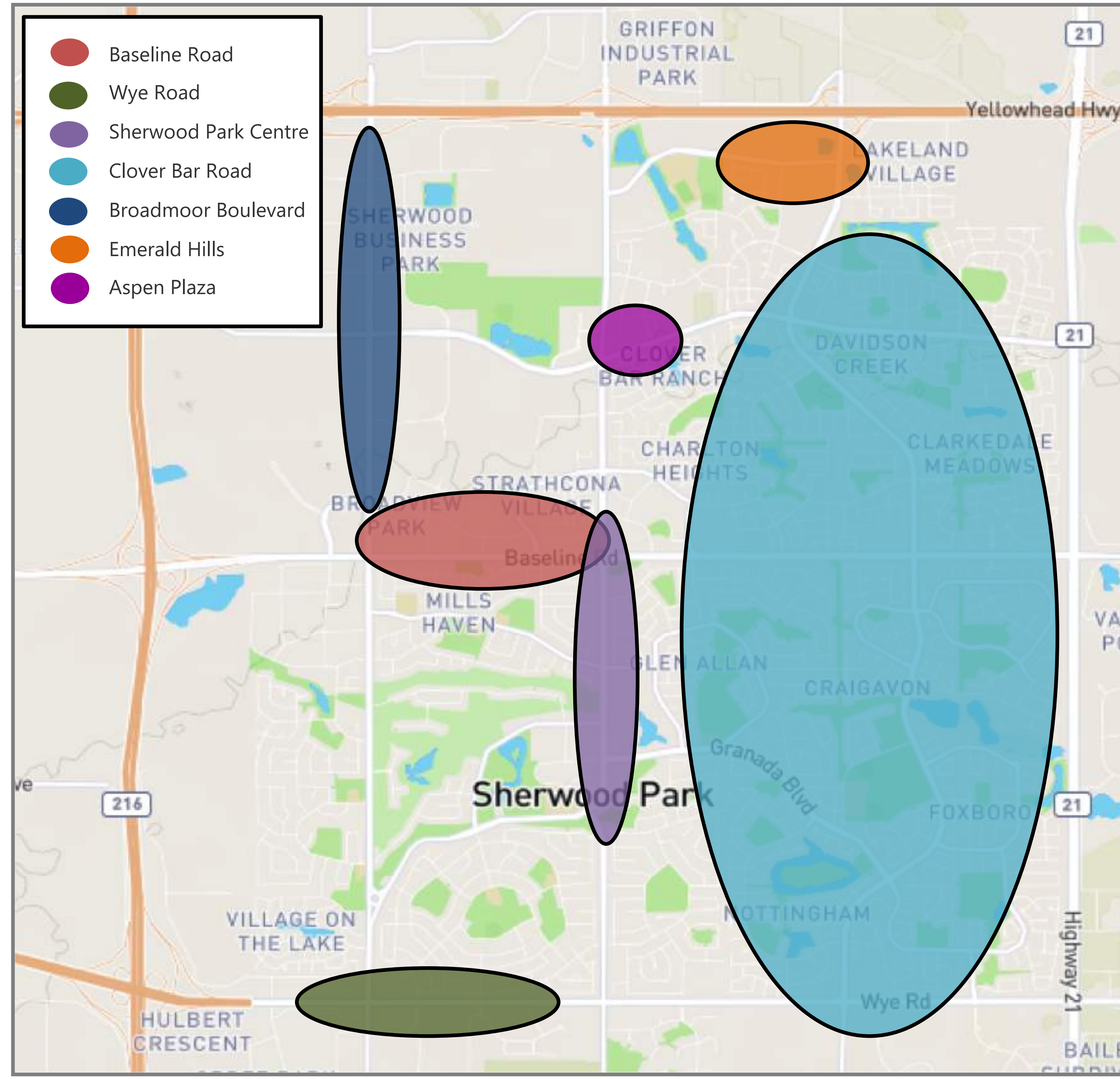
- 660,000 sf of retail as part of newly developed mixed-use projects that comprise of office, light industrial, and retail tenancies.

**Emerald Hills District**

- A new area of continuing growth within Sherwood Park currently contains 680,000 sf of retail in Emerald Hills Centre and Emerald Hills Urban Village.

**Aspen Plaza**

- The latest development area in the County to be under construction, Aspen Plaza contains 97,000 sf of retail amenities.




[1]Based on TCI retail categories, and retail development data provided by Strathcona County.

Retail sub districts are intended to show general regional areas and are for illustrative purposes only.

# 3.0 Retail Market: Supply Analysis

## 3.3 Retail Market Supply by Merchandise District

The Strathcona County retail supply has been tabulated by retail category* and summarized in the table to the right. The total retail supply includes major retail inventory and ancillary retail in the County.

**Convenience**

- 1.4 million sf of convenience-oriented retail, including grocery, pharmacy, alcohol and tobacco, and services, totaling 41% of all retail.

**Comparison**

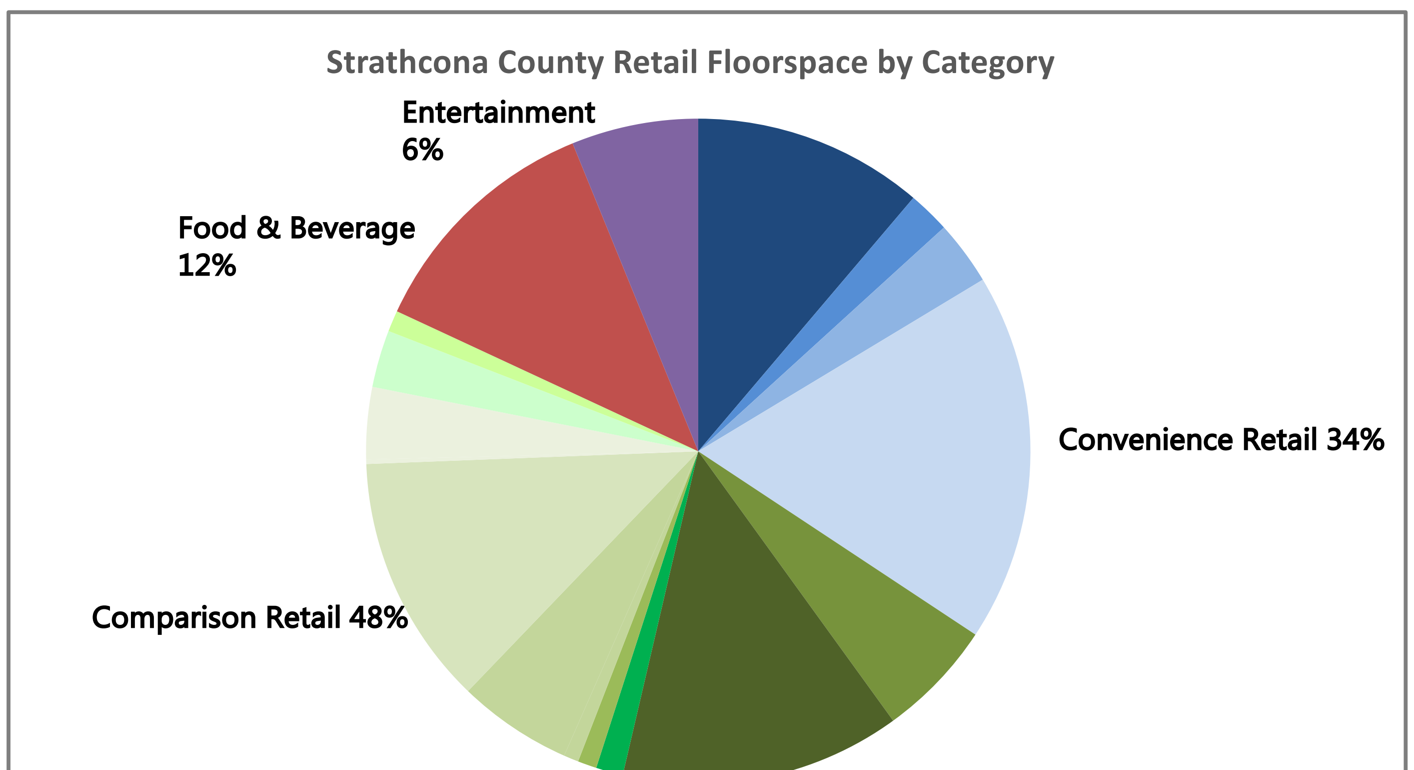
- 1.7 million sf of comparison shopping retail, among 11 different categories, totaling 41% of all retail.

**Food & Beverage**

- 450,000 sf of food and beverage oriented retail, including quick-service restaurants, cafés, and full service dining restaurants, for a total of 12% of all retail.

**Entertainment & Leisure**

- 230,000 sf of leisure, entertainment, and fitness venues, comprising of 6% of the total retail in the County.




| Retail Categories | GLA (sf) | % |
|---|---|---|
| **Convenience** | **1,282,820** | **33.9%** |
| Grocery & Specialty Food | 426,245 | 11.2% |
| Pharmacy | 77,771 | 2.0% |
| Alcohol & Tobacco | 115,488 | 3.1% |
| Services | 666,316 | 17.6% |
| **Comparison** | **1,818,055** | **48.0%** |
| General Merchandise | 518,247 | 13.7% |
| Apparel | 217,879 | 5.8% |
| Electronics & Appliances | 50,005 | 1.3% |
| Footwear, Luggage, Accessories | 35,004 | 0.9% |
| Cosmetics, Health, Bath, Beauty | 27,537 | 0.7% |
| Home Furnishings & Accessories | 211,821 | 5.6% |
| Home Improvement | 463,928 | 12.3% |
| Jewelry, Watches, Accessories | 8,285 | 0.1% |
| Multimedia | 132,992 | 3.5% |
| Toys, Hobbies, Pets | 113,283 | 3.0% |
| Sports Goods & Recreation Goods | 39,075 | 1.0% |
| **F&B** | **452,802** | **12.0%** |
| Casual & Sit-down | 452,802 | 12.0% |
| **Entertainment & Leisure** | **234,677** | **6.2%** |
| Entertainment, Leisure, Fitness | 234,677 | 6.2% |
| **Total Retail** | **3,785,066** | **100.0%** |
| **Automotive Retail** | 72,599 | |
| **Vacancy**** | 226,035 | 6.0% |
| **Total Floorspace** | **4,086,988** | |

*TCI has defined retail tenancies into specific retail categories. Large format "big box" retailers with multiple merchandise categories fall under "general merchandise" comparison category for this chart.

**Vacancy has been determined through the inventory supplied and methodology used in the retail supply analysis.

# 3.0 Retail Market: Supply Analysis

## 3.4 Retail Market Supply Map by Format

In terms of hierarchy, retail centres in Strathcona County are features in 4 distinct formats that are spread throughout the County. The map to the right displays major retail centres:

**Regional Enclosed Shopping Centre**

- Sherwood Park Mall is the only enclosed regional shopping mall in the County, at 457,000 sf.

**Community-Scale Centres, Power Centres, and Big Box Retailers**

- There are 1.8 million sf of retail within community-scale centres, power centres and stand alone large format retailers in the County. The majority of the retail centres in this format are found along Baseline Road, Wye Road, and the Emerald Hills District and each project is larger than 120,000 sf.

**Neighborhood Centres**

- 940,000 sf of smaller neighborhood-scale centres that are often anchored by a grocer or pharmacy are found throughout Sherwood Park. Neighborhood centre developments are between 30,000 sf – 120,000 sf.

**Ancillary Retail**

- Throughout the County there is 880,000 sf of ancillary retail, which includes stand alone retailers, small strip centres, and retail in mixed-use office and light industrial projects.


Sherwood Park Retail Aerials 2017 Map

# 3.0 Retail Market: Supply Analysis

## 3.4 Retail Market Supply by Format

The table to the right summarizes existing Strathcona County retail supply by format and the breakdown of merchandising categories for each development type.

- Community/power centres have the most retail floor space by format. These centres are designed to allow retailers of many different categories to co-tenant in a specific area to draw customers for different purposes.
- The largest floor space of convenience retail is found in community centres/power centres and neighborhood centres in order to provide an ease of access to basic everyday necessities that all customers need, including grocery, pharmacy, alcohol stores, and a variety of services. As per the map on the previous page, these centres are spread throughout Strathcona County.
- Large format "big box" retailers are a major source of comparison retail within Strathcona County, and offer one-stop shopping for a variety of merchandise. Large format retailers within the County include Walmart, Costco, and Superstore.
- Ancillary retail is a large proportion of the total floor space, however retail tenants in these locations are non-destinational, and are largely represented by of the services category (due to service tenancies in mixed-use business centres).

| Retail Categories | Total GLA* | Community/Power Centres | Enclosed Shopping Centre | Big Box Retailers | Neighborhood Centres | Ancillary Centres |
|---|---|---|---|---|---|---|
| **Convenience** | **1,553,468** | **396,163** | **99,362** | **215,133** | **451,607** | **391,203** |
| Grocery & Specialty Food | 580,507 | 177,673 | 57,997 | 158,944 | 147,281 | 38,612 |
| Pharmacy & Convenience | 124,734 | 39,454 | 5,117 | 24,350 | 31,296 | 24,517 |
| Alcohol & Tobacco | 123,117 | 40,381 | - | 14,369 | 36,896 | 31,471 |
| Services | 676,797 | 98,986 | 27,604 | 17,470 | 236,134 | 296,603 |
| **Comparison** | **1,548,425** | **718,919** | **202,420** | **329,479** | **162,891** | **134,716** |
| Apparel | 309,699 | 182,234 | 28,906 | 59,986 | 10,384 | 28,189 |
| Footwear, Luggage, Accessories | 47,875 | 4,869 | 25,428 | 12,871 | 2,174 | 2,533 |
| Cosmetics, Beauty, Health | 53,165 | 15,019 | 11,843 | 19,061 | 7,242 | |
| Jewelry, Watches | 23,909 | 6,567 | 6,967 | 9,057 | 1,318 | - |
| Electronics | 69,322 | 38,663 | 6,335 | 14,299 | 5,025 | 5,000 |
| Multimedia, Books | 154,805 | 16,643 | 117,988 | 15,246 | - | 4,928 |
| Home Furnishings | 279,561 | 141,280 | 11,032 | 49,540 | 55,451 | 22,258 |
| Home Improvement | 475,737 | 241,436 | - | 125,942 | 63,506 | 44,853 |
| Toys, Hobbies, Pets | 117,594 | 70,030 | 977 | 10,608 | 13,991 | 21,988 |
| Sporting Goods | 58,513 | 35,284 | 1,588 | 12,871 | 3,800 | 4,970 |
| **F&B** | **451,732** | **119,095** | **12,143** | **4,653** | **154,688** | **161,153** |
| **Entertainment & Leisure** | **231,009** | **28,345** | **72,437** | **-** | **47,401** | **82,826** |
| Vacant | 226,035 | 28,421 | 32,254 | - | 103,994 | 61,366 |
| Auto | 72,899 | 2,500 | - | - | 18,537 | 51,862 |
| **Total Floorspace** | **4,086,988** | **1,293,443** | **418,616** | **549,264** | **942,539** | **883,126** |

Retail categories used in Retail Market Supply by Format chart amended for the Demand Analysis. Large format retail tenant floorspace is broken down into categories.

# 3.0 Retail Market: Supply Analysis

## 3.5 Strathcona County Retail Market Supply Major Inventory

The below table outlines the floorspace by retail merchandise category for major regional shopping centres, community centres, big box retailers, and neighborhood centres in Strathcona County.

| Retail Centre | | | Retail GLA | Convenience Retail | | | | | Comparison Retail | | | | | | | | | | | F&B | Entertainment | Vacant | Auto |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Location | Centre Format | Retail GLA | Grocery & Specialty Food | | Pharmacy & Convenience | Alcohol & Tobacco | Services | Apparel | General Merchandiser | Footwear, Luggage, Accessories | Cosmetics, Beauty, Health | Jewelry, Watches | Electronics | Multimedia, Books | Home Furnishings | Home Improvement | Toys, Hobbies, Pets | Sporting Goods | F&B | Entertainment, Leisure | Vacant | Auto |
| **Emerald Hills Centre** | Emerald Hills District | Community Centre | 510,688 | 38,782 | | 6,567 | 17,998 | 21,056 | 160,328 | | 11,436 | 6,567 | 6,567 | 18,072 | 14,147 | 77,179 | 36,567 | 27,193 | 27,784 | 33,138 | | 7,307 | - |
| **Sherwood Park Mall** | Sherwood Drive | Enclosed Format | 418,616 | 53,675 | | 18,083 | - | 27,604 | 28,906 | - | 25,428 | 3,199 | 6,967 | 6,335 | 117,988 | 11,032 | - | 977 | 1,588 | 12,143 | 72,437 | 32,254 | - |
| **Sherwood Town Square** | Baseline Road | Community Centre | 221,120 | 2,350 | | | 1,575 | 12,203 | 14,325 | - | - | - | - | 19,325 | - | 30,181 | 100,550 | 22,744 | - | 17,867 | - | - | - |
| **Baseline Village** | Baseline Road | Community Centre | 219,342 | 42,558 | | 10,000 | 12,000 | 24,774 | 1,600 | - | - | - | - | 1,266 | - | 30,600 | - | 7,928 | 7,500 | 40,101 | 25,000 | 16,015 | - |
| **Costco** | Baseline Road | Big Box Retailer | 152,580 | 68,661 | | 7,629 | 7,629 | - | 15,258 | | 7,629 | 7,629 | 3,815 | 3,815 | 3,815 | 15,258 | - | 3,815 | 7,629 | - | - | - | - |
| **Superstore Centre** | Baseline Road | Big Box Retailer | 146,363 | 74,199 | | 5,879 | 6,740 | 3,890 | 18,517 | | - | 6,190 | - | - | 6,190 | 18,556 | - | 1,551 | - | 4,653 | - | - | - |
| **Village Market** | Wye Road | Community Centre | 134,168 | 46,527 | | 32,465 | 4,100 | 19,807 | 4,976 | - | - | - | - | - | - | - | - | 4,669 | - | 17,019 | 2,545 | 2,060 | - |
| **Broadmoor Place 1-8, Broadmoor Plaza A&B** | Broadmoor Blvd | Neighborhood Centre | 119,818 | 2,675 | | - | - | 35,132 | 6,050 | - | - | | - | - | - | 11,864 | 7,361 | - | - | 3,896 | 15,750 | 31,982 | 5,108 |
| **Walmart on Wye** | Wye Road | Big Box Retailer | 107,474 | 10,484 | | 5,242 | - | - | 26,211 | - | 5,242 | 5,242 | 5,242 | 10,484 | 5,242 | 15,726 | 5,242 | 5,242 | 5,242 | | - | - | - |
| **Emerald Hills Site E** | Emerald Hills District | Community Centre | 104,319 | - | | - | - | - | - | - | - | - | - | - | - | - | 104,319 | - | - | - | - | - | - |
| **Sherwood Centre** | Wye Road | Community Centre | 103,810 | 103,810 | 42,456 | 422 | 4,708 | 17,342 | 1,005 | - | - | 8,452 | - | - | 2,496 | 3,320 | - | 2,496 | - | 10,970 | 800 | 3,039 | 2,500 |
| **Lakeland Ridge Plaza** | Clover Bar Rd | Neighborhood Centre | 100,504 | 34,716 | | 18,202 | 5,346 | 15,047 | - | - | - | - | - | - | - | 2,595 | - | - | - | 16,227 | 1,473 | 5,234 | 1,664 |
| **Aspen Plaza** | Aspen Plaza | Neighborhood Centre | 96,330 | - | | 3,677 | 3,242 | 43,282 | - | - | - | - | - | - | - | - | - | 3,160 | - | 8,701 | 1,993 | 32,275 | - |
| **Wye Crossing** | Wye Road | Neighborhood Centre | 96,101 | - | | 11,200 | - | 16,751 | - | - | - | - | - | - | - | 6,808 | 52,695 | 2,344 | - | 6,303 | - | - | - |
| **Summerwood Centre** | Clover Bar Rd | Neighborhood Centre | 83,904 | 41,265 | | 16,911 | 2,201 | 18,821 | - | - | - | - | - | - | - | - | - | - | - | 2,345 | - | 2,361 | - |
| **Canadian Tire** | Wye Road | Big Box Retailer | 80,700 | - | | - | - | - | - | - | - | - | - | - | - | - | 80,700 | - | - | - | - | - | - |
| **Nottingham Centre** | Clover Bar Rd | Neighborhood Centre | 76,684 | 42,537 | | - | 9,710 | 13,513 | - | - | - | - | - | - | - | 5,394 | - | - | - | - | - | 5,530 | - |
| **Wye & Odze** | Wye Road | Neighborhood Centre | 73,032 | 2,000 | | - | 4,234 | 8,286 | - | - | 885 | 1,642 | - | 1,654 | - | 3,465 | - | 2,323 | 3,800 | 20,239 | 19,964 | - | 4,540 |
| **Rona Baseline Centre** | Baseline Road | Big Box Retailer | 62,780 | - | | 11,200 | - | 11,580 | - | - | - | - | - | - | - | - | 40,000 | - | - | - | - | - | - |
| **Emerald Hills Urban Village** | Emerald Hills District | Neighborhood Centre | 57,200 | 1,069 | | 3,050 | 3,100 | 25,710 | - | - | - | - | - | 875 | - | - | - | 2,200 | - | 12,146 | - | 9,050 | - |
| **Broadmoor/Baseline Crossing** | Baseline Road | Neighborhood Centre | 53,136 | - | | - | 2,340 | 9,373 | 3,106 | - | - | - | - | 2,496 | - | 11,458 | 3,450 | - | - | 16,377 | - | 4,536 | - |
| **Millennium Ridge** | Broadmoor Blvd | Neighborhood Centre | 48,119 | - | | - | 2,428 | 9,567 | 1,228 | - | 1,289 | - | - | - | - | 4,948 | - | - | - | 19,035 | 1,082 | 8,542 | - |
| **Heritage Plaza** | Baseline Road | Neighborhood Centre | 42,906 | - | | - | 3,936 | 11,718 | - | - | - | - | 1,318 | - | - | | - | - | - | 15,304 | 10,635 | | |
| **Broadview Plaza** | Baseline Road | Neighborhood Centre | 42,137 | - | | 2,290 | 1,057 | 5,613 | - | - | - | - | - | - | - | 8,919 | - | - | - | 15,787 | - | 1,246 | 7,225 |

# 3.0 Retail Market: Supply Analysis

## 3.6 Retail Market Supply by Sub District

### 3.6.1 Overview

Each sub district in Strathcona County features a distinct retail offering with a concentration of specific merchandise categories to reflect the residential population, traffic routes, and customer needs:

**Baseline Road**

- Baseline Road is the main arterial entryway into Strathcona County. This is reflected with the largest amount of retail floor space in community centres, neighborhood centres, and big box retailers, offering customers a strong balance of convenience, comparison, and food and beverage options.

**Wye Road**

- Wye Road is another gateway into Strathcona County from Edmonton, and has a similar merchandise offering as Baseline Road. This road has a slightly smaller floor space area, but still offers  community centres and neighborhood centre formats.

**Sherwood Drive South**

- Sherwood Drive South consists of Sherwood Park Mall, offering a high concertation of specialty comparison retail, and surrounding ancillary stand alone retailers and smaller strip centres.

**Clover Bar Road**

- Clover Bar Road is largely comprised of convenience oriented retail, with a heavy focus on grocery, pharmacy, and services to offer necessities  for the smaller communities east of the County.

**Broadmoor Boulevard**

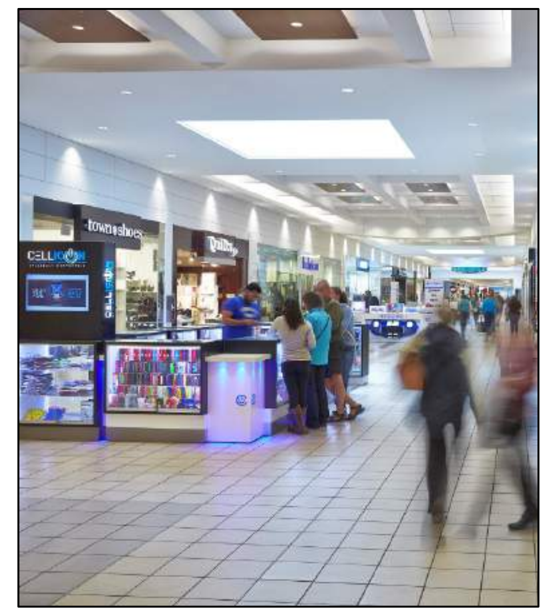
- Retail along Broadmoor Boulevard serves the large working population of in the surrounding business parks, and consists of a strong offering of food and beverage and services retailers in ancillary mixed-use and smaller strip centres.

**Emerald Hills District**

- The growing Emerald Hills District has highest proportion of comparison retail, and offers multiple comparison shopping retailers in the community power centre format. The area is directly off the Yellowhead Hwy and is expected to see significant future development.

**Aspen Plaza**

- Aspen Plaza is the newest development in the County, to be completed in 2018. The neighborhood centre is service-oriented, and provides retail amenities to the surrounding community.


# 3.0 Retail Market: Supply Analysis

## 3.6 Retail Market Supply by Sub District

### 3.6.2 Baseline Road

- Baseline Road consists of just over 1 million sf of retail running through the centre of Sherwood park between Broadmoor Boulevard and Sherwood Drive. This district has the largest amount of retail, due to easy access and high traffic counts into Edmonton via the Anthony Henday Drive.
- Majority of the retail in this area is on the northern side of the road, with residential to the southern side. The format in this area is focused on community centres and big box retailers, along with ancillary mixed-use office/industrial retail pockets.
- The retailers in this area represent a strong mix of convenience, dining, and services, along with big box home improvement and general merchandisers. There is potential for this area to grow, especially with new commercial areas for development available.




**Floor Space Breakdown**

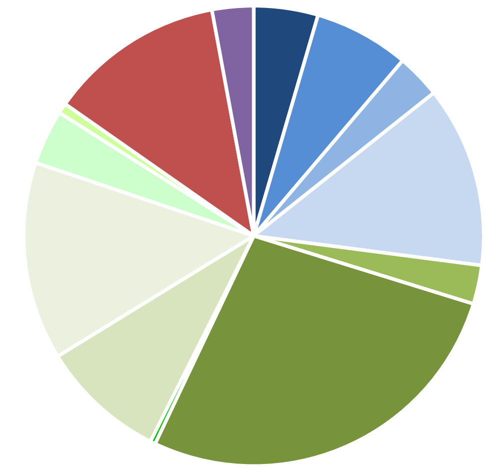
**Convenience:** 220,000 sf (21%)

**Comparison:** 630,000 sf (61%)

**Food & Beverage:** 14,000 sf (14%)

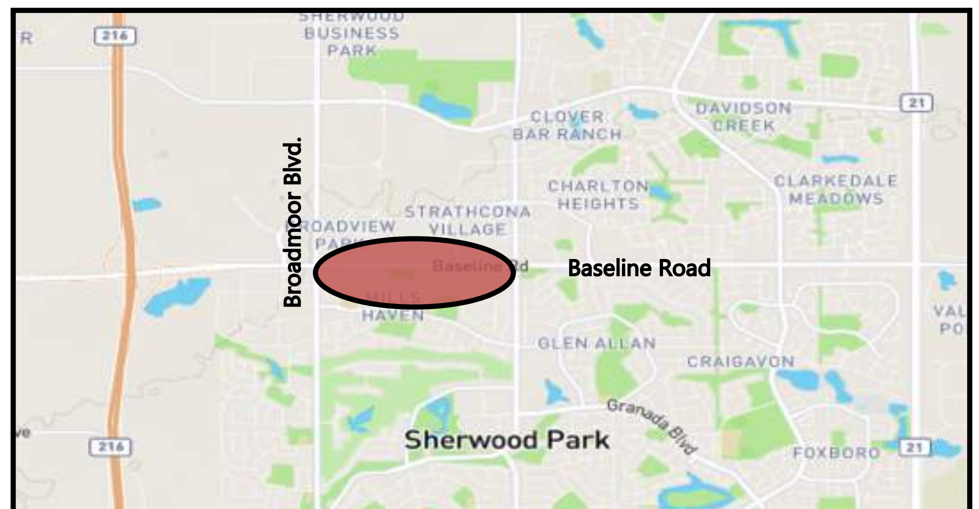
**Entertainment:** 38,000 sf (4%)

**Vacancy:** 29,000 sf (3%)



**Key Centres:**

Baseline Village
Beaverbrook Plaza
Broadmoor/Baseline Crossing
Broadview Plaza
Graham Road
Heritage Hills Crossing
Mills Haven Centre
Sherwood Towne Square
Broadview Business Park
Heritage Plaza




**Anchor Tenants**

**Key Tenants**

**Retail Centres:**

**Community & Big Box Retail**: 740,000 sf of total retail (66%) in Baseline Village, Sherwood Town Square, and big box retailers Costco, Superstore, and Rona.
**Neighborhood Retail**: 155,000 sf of retail (13%) in 3 neighborhood centres.
**Ancillary Retail**: 160,000 sf of retail in strip centres and stand alone tenancies.

# 3.0 Retail Market: Supply Analysis

## 3.6 Retail Market Supply by Sub District

### 3.6.3 Wye Road

- Wye Road comprises of 720,000 sf of retail floorspace between the Anthony Henday Drive and Brentwood Blvd. This area is the second largest retail node, likely due to the close connections and strong traffic count entering Edmonton.
- Community and neighborhood centre formats surround both the northern and southern sides of Wye Road, and provide a mix of convenience retail (grocery, services, pharmacy) and comparison options (general merchandise, home improvement, home furnishings). This area also has select restaurants and the Sherwood Bowl entertainment area.
- The Wye Road area has experienced growth with new low-rise dwellings, which will add to the future population and create the potential need for retail amenities.





Floor Space Breakdown

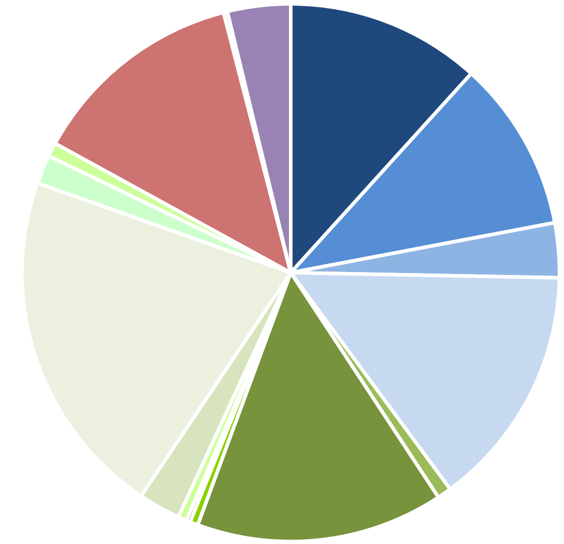
**Convenience:** 245,000 sf (35%)

**Comparison:** 340,000 sf (48%)

**Food & Beverage:** 91,000 sf (13%)

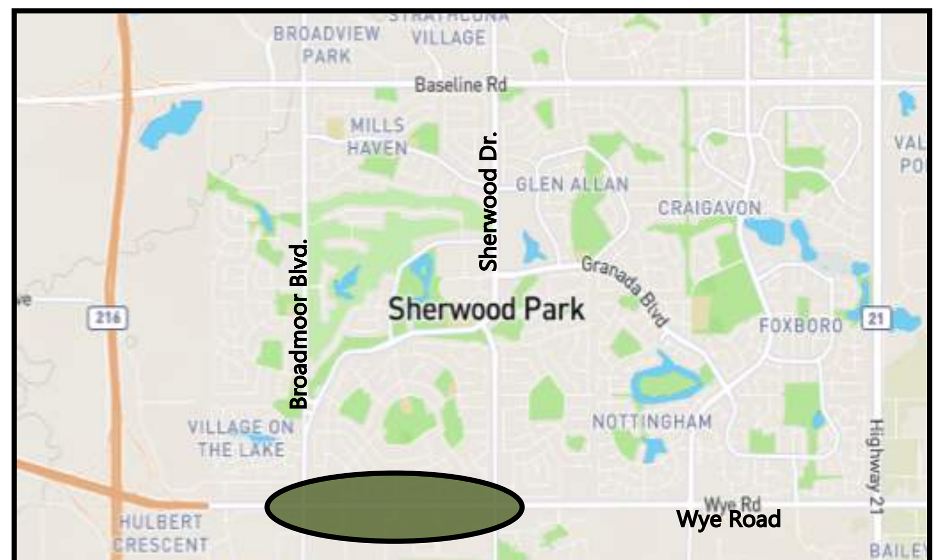
**Entertainment:** 26,000 sf (4%)

**Vacancy:** 7,000 sf (1%)



**Key Centres:**

1000 Sherwood Centre
Ash Street Centre
Maplewood Plaza
Midas Centre
Sherwood Centre
Village Market
Wye and Odze
Wye Road Crossing
Salisbury Gate




**Retail Centres:**

**Community Retail & Big Box**: 430,000 sf of retail (60%) within the Village Market, Sherwood Centre, and big box retailers, Canadian Tire and Walmart.
**Neighborhood Retail**: 170,000 sf of retail within two neighborhood centres (24%)
**Ancillary Retail:** 125,000 sf within smaller retail strip centres and stand alone tenancies.

**Anchor Tenants**

Canadian Tire
Save on Foods
Walmart
Sherwood Bowl
Shoppers Drug Mart
London Drugs
Safeway
RONA

**Key Tenants**

Earls Kitchen + Bar
Dollarama
Mattress Mattress
IHOP
Liquor Depot Cold Beer Wine + Spirits
Original Joe's Restaurant + Bar
Urban Barn Right at Home

# 3.0 Retail Market: Supply Analysis

## 3.6 Retail Market Supply by Sub District

### 3.6.4 Sherwood Drive South

- Sherwood Drive south includes 530,000 sf of retail, and comprises of Sherwood Park Mall and the surrounding ancillary stand-alone retail strip centres.
- The 420,000 sf of retail in Sherwood Park Mall accounts for 79% of the retail in this sub district. The shopping centre is anchored by entertainment, (Galaxy Cinema), comparison retailers (Indigo, DSW, Pier 1 Imports), and a fitness centre (Goodlife), as well as multiple well-known shopping brands.
- For future use, new-to-market fashion and specialty retailers or full service restaurants would position the centre as a shopping and entertainment destination within the County, and decrease outflow to regional shopping centres within Edmonton.
- The surrounding smaller ancillary centers in the area focus on retail services, and primarily provide healthcare related offerings.





**Floor Space Breakdown**

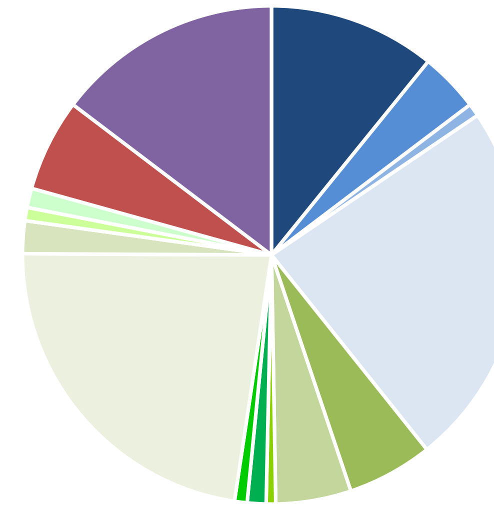
**Convenience:** 155,000 sf (32%)

**Comparison:** 225,000 sf (46%)

**Food & Beverage:** 34,000 sf (7%)

**Entertainment:** 78 ,000 sf (16%)

**Vacancy:** 38,000 sf (7%)



**Key Centres:**

Sherwood Park Mall
Sherwood Park Plaza
Hakim Centre
Brentwood Centre
Park Centre & Hotel
Taylor Made


**Retail Centres:**

**Regional Mall:** 420,000 sf is in Sherwood Park Mall (79% of the total retail).
**Neighborhood Retail**: 40,000 sf of retail is in the neighborhood centre of Sherwood Park Plaza.
**Ancillary Retail**: 70,000 sf of retail is in smaller ancillary strip centres and stand alone retailers.

**Anchor Tenants**

SAFEWAY, GALAXY CINEMA, DSW, GoodLife FITNESS, Indigo, Pier 1 imports, SHOPPERS DRUG MART

**Key Tenants**

Bath & Body Works, MONTANA'S BBQ & BAR, town shoes, La Senza, LE CHÂTEAU

# 3.0 Retail Market: Supply Analysis

## 3.6 Retail Market Supply by Sub District

### 3.6.5 Clover Bar Road

- Along the Clover Bar Road area there is 300,000 sf of retail that spans across three neighborhood centres to serve the growing communities east of Sherwood Park.
- Retail in these centres focuses heavily on convenience, with three large grocers, two major pharmacies, and many service providers.
- This area has a smaller concentration of retail compared to other sub districts, as major retail centres are adjacent to arterial roads, and future retail nodes are developed with closer connections to Edmonton.





**Floor Space Breakdown**

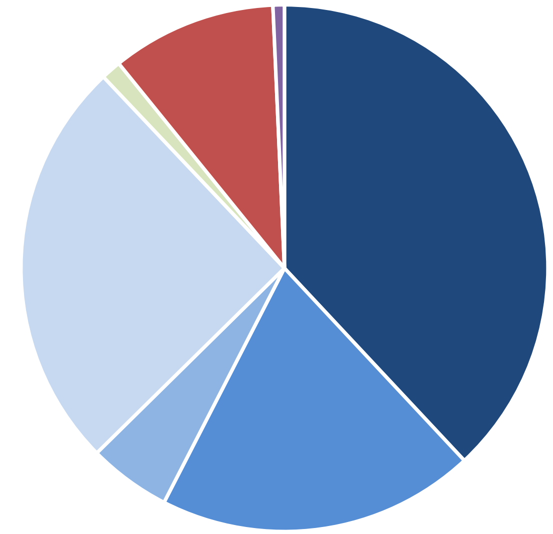
**Convenience:** 250,000 sf (89%)

**Comparison:** 8,000 sf (3%)

**Food & Beverage:** 21,000 sf (8%)

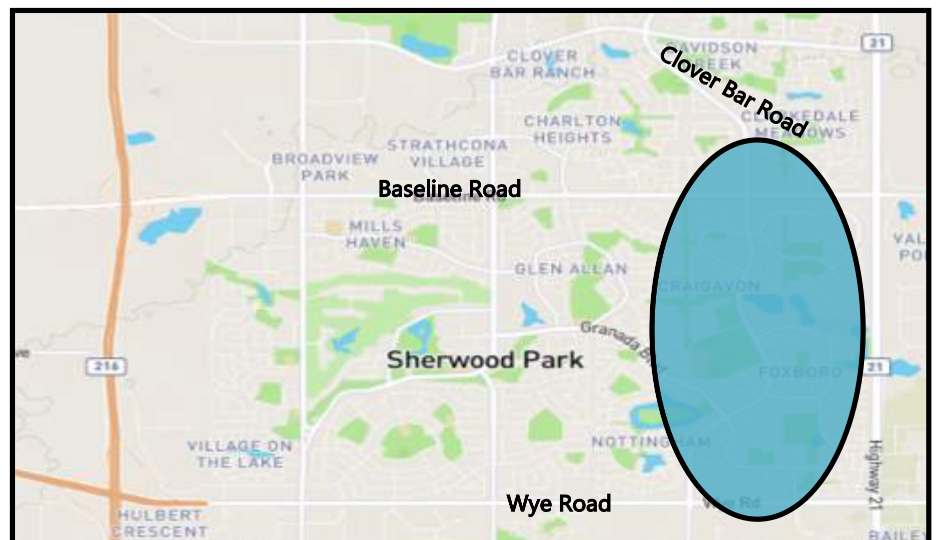
**Entertainment:** 2,000 sf (1%)

**Vacancy:** 15,000 sf (5%)



**Key Centres:**

Heritage Hills Crossing
Lakeland Ridge Plaza
Summerwood Centre
The Ridge
Nottingham Centre




**Retail Centres:**

**Neighborhood Retail**: 260,000 sf of retail (87%) is in the three centres (Lakeland Ridge, Summerwood Centre, and Nottingham Centre).
**Ancillary Retail**: 37,000 sf of retail (13%) is in standalone and smaller retail strip plazas.

**Anchor Tenants**

Sobeys inc.
Shoppers Drug Mart
save on foods

**Key Tenants**

State & Main Kitchen + Bar

# 3.0 Retail Market: Supply Analysis

## 3.6 Retail Market Supply by Sub District

### 3.6.6 Broadmoor Boulevard

- Along Broadmoor Blvd. there is an estimated 660,000 sf of retail. A majority of the retail is in ancillary strip centres and part of mixed-use projects that also contain office and light industrial tenants. There are also two neighborhood centres that offer a mix of convenience and comparison retailers.
- New ancillary neighbourhood-scale retail continues to emerge alongside office developments, and a majority of these retailers cater to a variety of services, including automotive offerings, medical centres, dental centres, realty offices, and beauty services.
- Broadmoor Blvd. also offers entertainment options (FunPark, 360 Fitness, and the UFC Gym), as well as full service restaurants.


**Floor Space Breakdown**

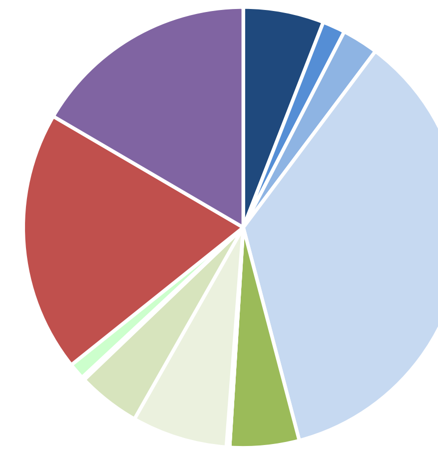
**Convenience:** 246,000 sf (46%)

**Comparison:** 98,000 sf (18%)

**Food & Beverage:** 102,000 sf (19%)

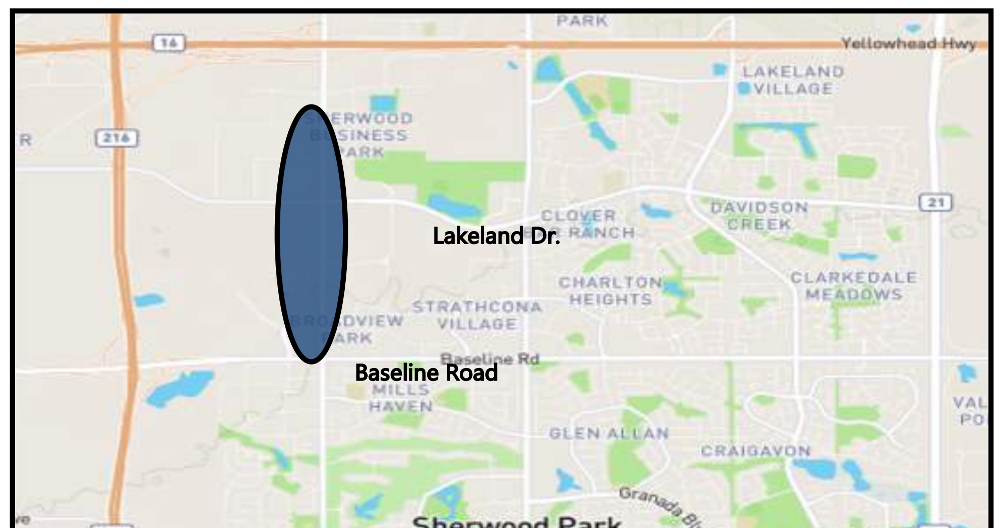
**Entertainment:** 89,000 sf (17%)

**Vacancy:** 87,000 sf (13%)



**Key Centres:**

Broadmoor Place 1,2,3,4,5,6,7
Broadmoor Plaza A & B
Broadmoor Square
Broadmoor Strip Mall
Broadmoor Business Centre
Euro Village
Millennium Ridge
Woodbridge Gardens
Blackfoot Road Business Centre
Broadmoor Business Park
Fun Park
Pembina Road & Provincial Avenue
Buckingham Business Park




**Retail Centres:**

**Neighborhood Retail**: 170,000 sf (25%) of retail is in neighborhood centres (including the Broadmoor Place buildings and Millennium Ridge).
**Ancillary Retail**: 495,000 sf (77%) of retail is in mixed-use business centres, medical buildings, and business parks.

**Key Tenants**

Boston Pizza
Fountain Tire
360 Fitness
SleepCountry
KalTire
Lolë
FunPark Amusement Center
UFC Gym
Peavey Mart Hardware & A Whole Lot More!

# 3.0 Retail Market: Supply Analysis

## 3.6 Retail Market Supply by Sub District

### 3.6.7 Emerald Hills District

- The Emerald Hills District currently has 680,000 sf of retail, with additional retail units to be added in future phases. This area is a strong future retail growth area, with potential for commercial development in the adjacent lands.
- Emerald Hills is directly off the Yellowhead Hwy, and serves the residential communities in northern Strathcona County and northeastern Edmonton.
- The two community centres are anchored by Walmart (general merchandiser), as well as two large home improvement retailers (Canadian Tire and Lowe's).
- The area has considerable comparison shopping retailers, and offers basic fashion, home furnishings, and home furnishing essentials.




**Floor Space Breakdown**

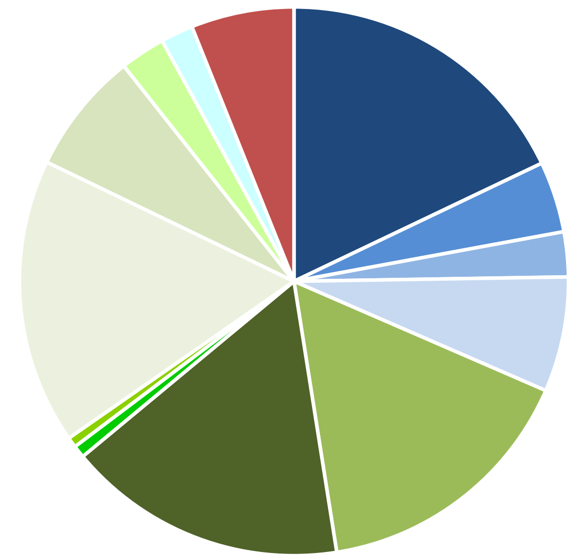
**Convenience:** 105,000 sf (16%)

**Comparison:** 510,000 sf (77%)

**Food & Beverage:** 48,000 sf (7%)

**Entertainment:** -

**Vacancy:** 16,000 sf (3%)



**Key Centres:**

Emerald Hills Centre
Emerald Hills Site E
Emerald Hills Urban Village


**Retail Centres:**

**Community & Big Box Retail**: 615,000 sf of retail (92% of total) in Emerald Hills Centre & Lowe's.
**Neighborhood Retail**: 57,000 sf in the Emerald Hills Urban Village.

**Anchor Tenants**

Canadian Tire
Lowe's
Walmart

**Key Tenants**

Golf Town
bulk barn
OshKosh B'gosh
Marshalls
la Vie en Rose
Sofa Land - Everybody's Sofa Shop -
PetSmart
SportChek
Addition Elle
Dollarama
town shoes
Winners
The Keg Steakhouse + Bar

# 3.0 Retail Market: Supply Analysis

## 3.6 Retail Market Supply by Sub District

### 3.6.8 Aspen Plaza

- Aspen Plaza is one of the newest retail development areas in Sherwood Park, with the majority of the 97,000 sf of retail scheduled to open in 2018. As of November 2017, the neighborhood centre was 85% leased, mainly with convenience oriented retail (convenience store, dental centre, medical services, childcare services, etc.), along with a few full service and quick service restaurants.
- The area is quickly growing due to new multifamily residential developments in the area, as well as its close proximity to the Yellowhead Hwy and the Emerald Hills District.

**Floor Space Breakdown**

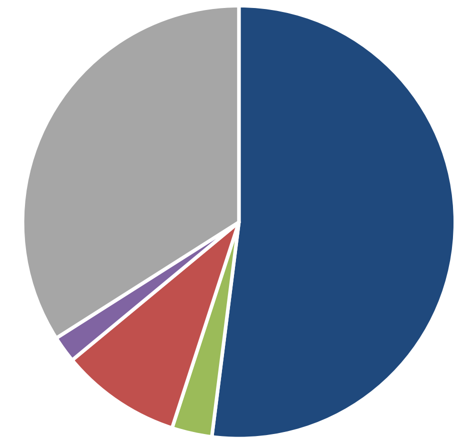
**Convenience:** 47,000 sf (52%)

**Comparison:** 3,000 sf (3%)

**Food & Beverage:** 9,000 sf (7%)

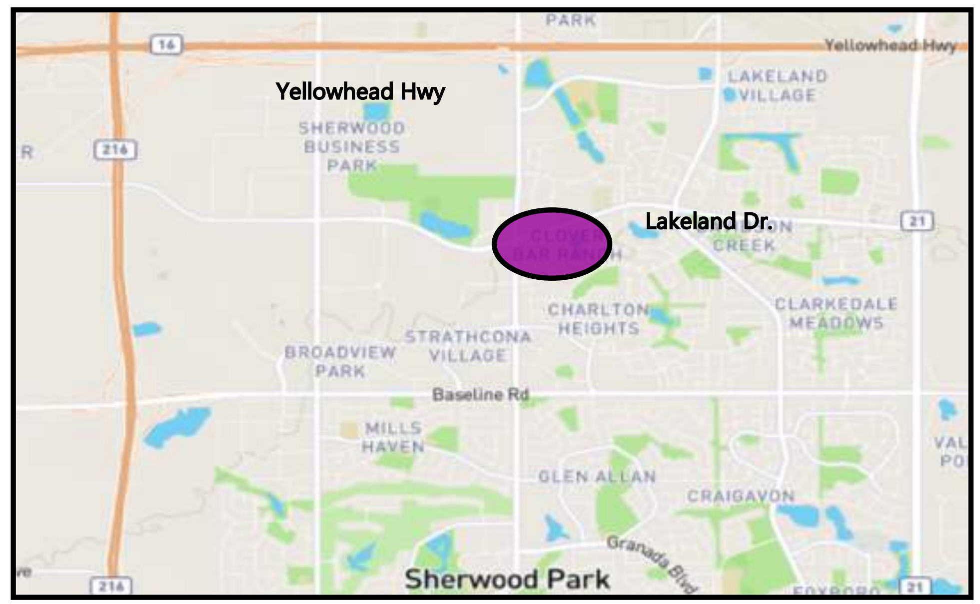
**Entertainment:** 2,000 sf (2%)

**TBD:** 32,000 sf (34%)



**Key Centres:**

Aspen Plaza





**Retail Centres:**

**Neighborhood Retail**: 97,000 sf (100% of retail in Aspen Plaza).

**Key Tenants**

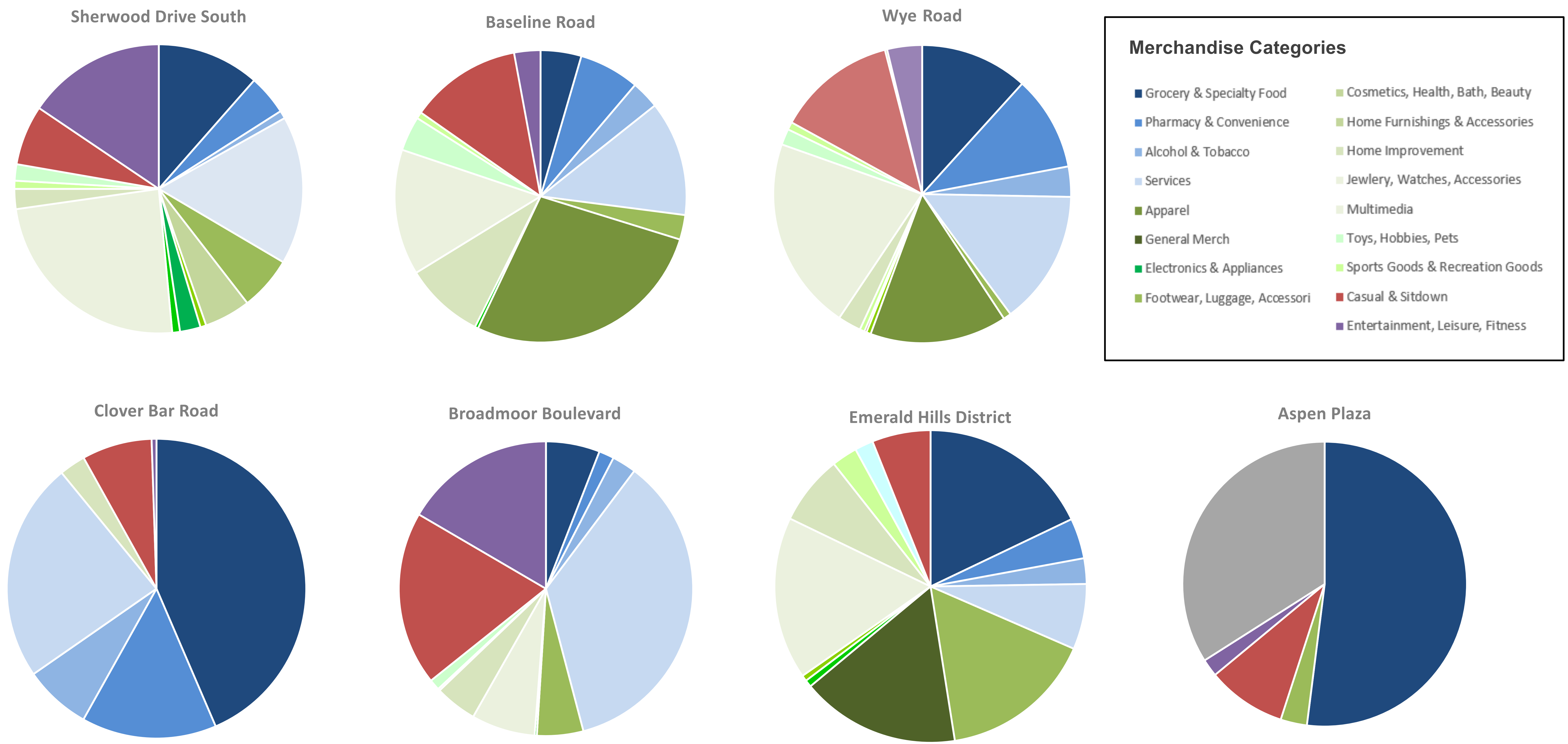
- Car Wash
- Pharmacy
- Thai & Japanese Restaurant
- Convenience Store
- Childcare Centre

# 3.0 Retail Market: Supply Analysis

## 3.6 Retail Market Supply by Sub District

### 3.6.9 Retail Supply Summary

Below is a summary of the merchandise categories* for each retail district within Strathcona County.

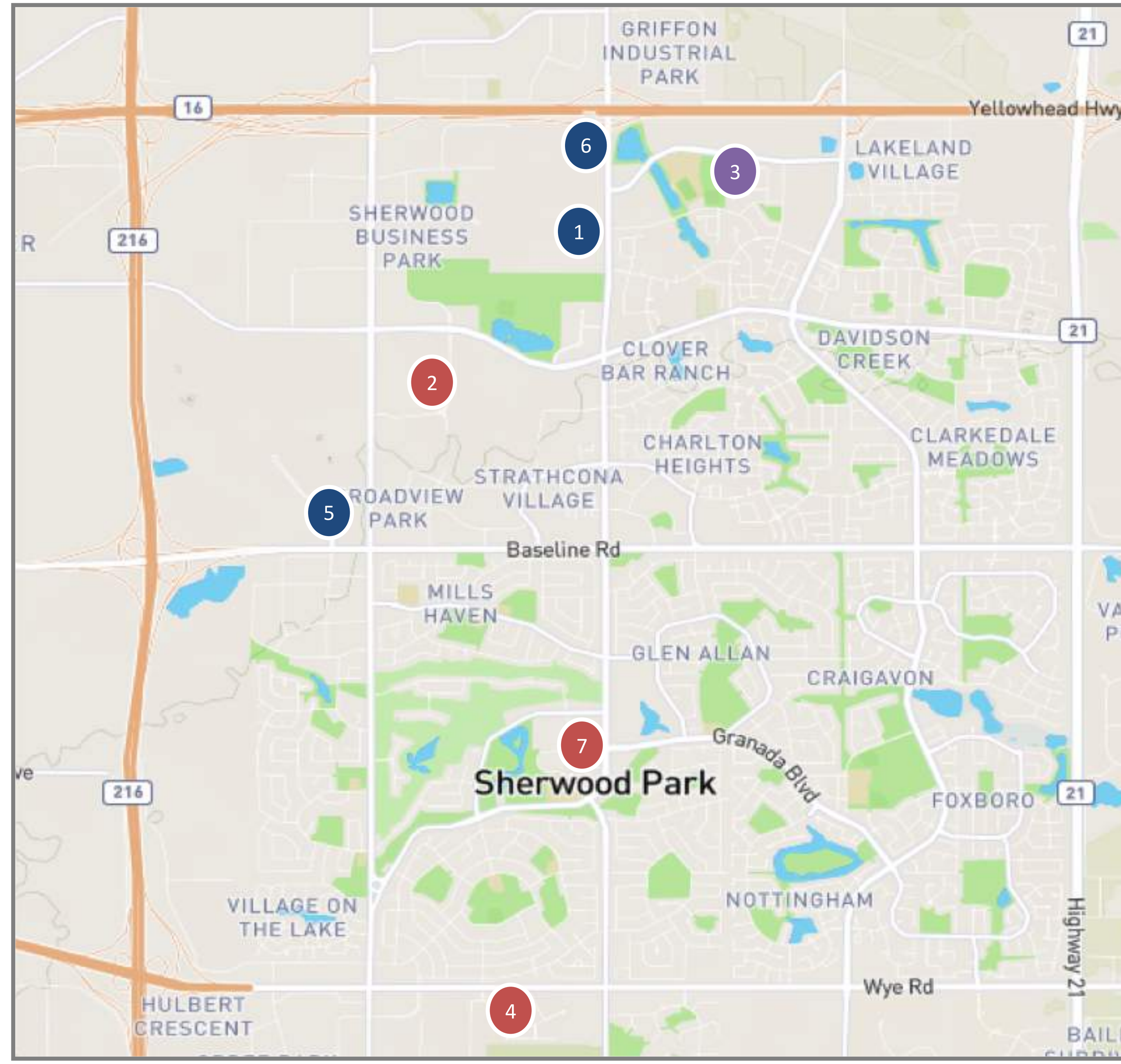



*Vacancies and auto retail not included in merchandise categories by sub district. Large format retailers in “general merchandise” category.

# 3.0 Retail Market: Supply Analysis

## 3.7 Future Retail Supply

In addition to the existing retail inventory, below are future retail and mixed-use commercial projects within Strathcona County that are anticipated to add to the retail market over the short to medium term. These developments include, but are not limited to:




**Strathcona County Future Retail Inventory**
- Future Commercial Development Site
- Commercial Development (under construction)
- Commercial Development (part of existing development)

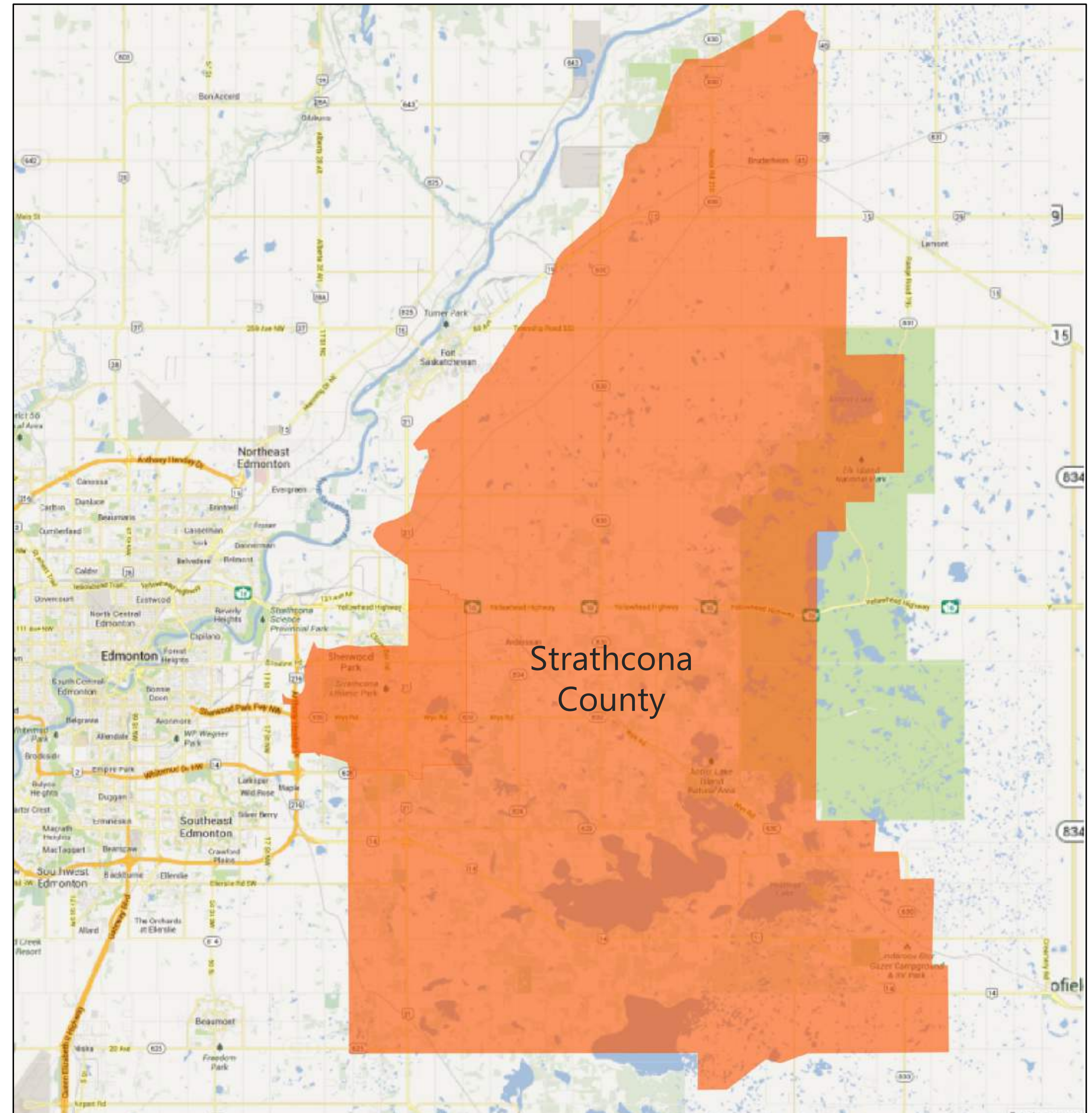
1. **Sherwood Drive North Retail**: 9.88 acres of vacant land available for commercial redevelopment directly across from the Emerald Hills District development area and adjacent to the Sandman, Four Points by Sheraton, and Marriott Towne Place hotels.
2. **Buckingham Business Park:** 42,000 sf business park bordering Broadmoor Blvd. and Lakeland Dr., comprising of two buildings, and up to 24 retail, light industrial, or office tenancies. The park has future potential for large format entertainment and retail amenities.
3. **Emerald Hills District**: 172,000 sf of additional retail is planned for the Emerald Hills District, and will add to the community centre within three development sites; Emerald Hills Centre, Emerald Hills Corner, and Emerald Hills Site E. Additional multifamily residential developments is also planned for the area.
4. **Salisbury Market Shopping Centre**: 63,000 sf neighborhood retail centre comprising of four buildings, and adjacent to the larger community retail centres along Wye Road.
5. **Shivam Park Commercial Land**: 23 acres of commercially zoned land, available for a wide range of mixed uses, and is directly adjacent to the busiest retail district and intersection within the County (Baseline Road and Broadmoor Blvd).
6. **Sherwood Common:** Four development sites (totaling 75 acres) of commercially zoned land for future retail and mixed-use projects across from the Emerald Hills District development.
7. **"The Market", at Centre in the Park**: The Market is a 43,000 sf grocery anchored strip centre directly across from Sherwood Park Mall with leased tenancies.

# 4.0 Retail Market: Demand Analysis

# 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 |
| *Family Households* | | | |
| Average Household Size | 2.6 | 2.5 | 2.7 |
| Average Persons Per Family | 3 | 2.9 | 3 |
| *Marital Status (Population 15+) (2016)* | | | |
| 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 |
|---|---|---|
| *Age Breakdown* | | |
| 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% |
| *Median Age* | | |
| 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 |
| *Annual Growth* | *2.97%* | *2.64%* |

*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**

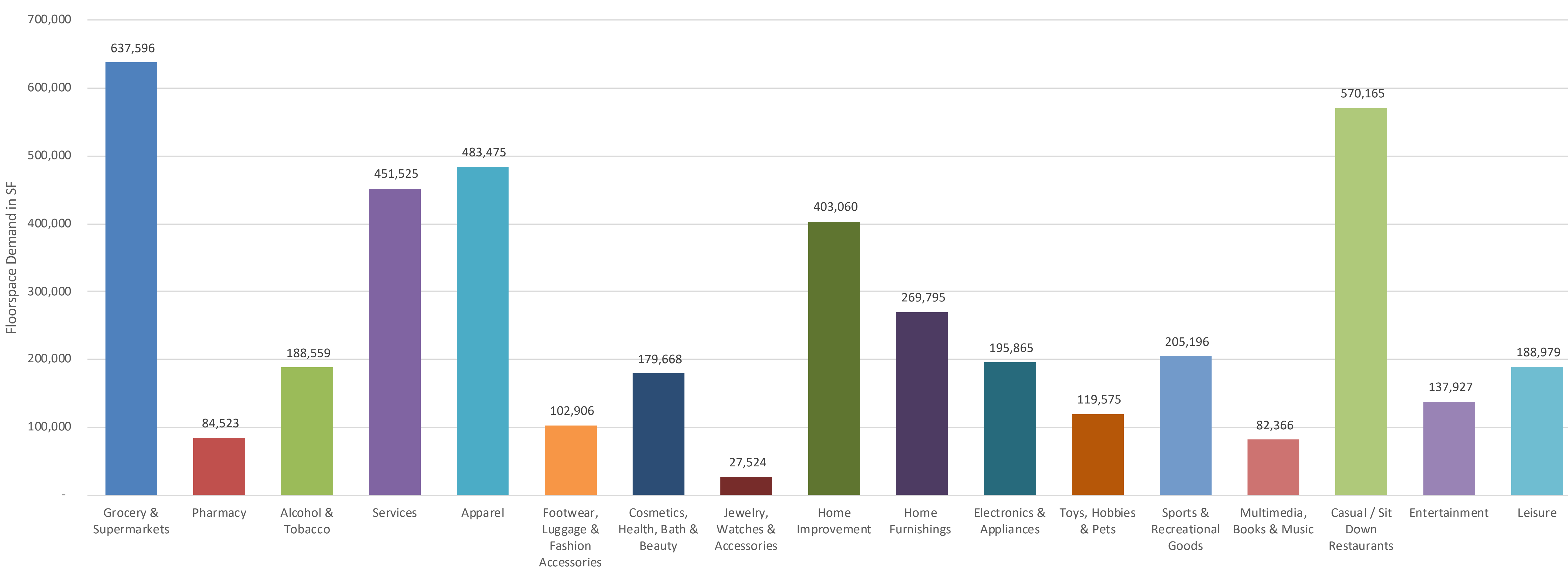
| | 2017 | | 2021 | | 2027 | | 2031 | | 2037 | |
|---|---|---|---|---|---|---|---|---|---|---|
| **Retail Categories** | **SF GLA** | **%** | **SF GLA** | **%** | **SF GLA** | **%** | **SF GLA** | **%** | **SF GLA** | **%** |
| **Convenience** | **1,362,202** | **31%** | **1,468,158** | **31%** | **1,620,457** | **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

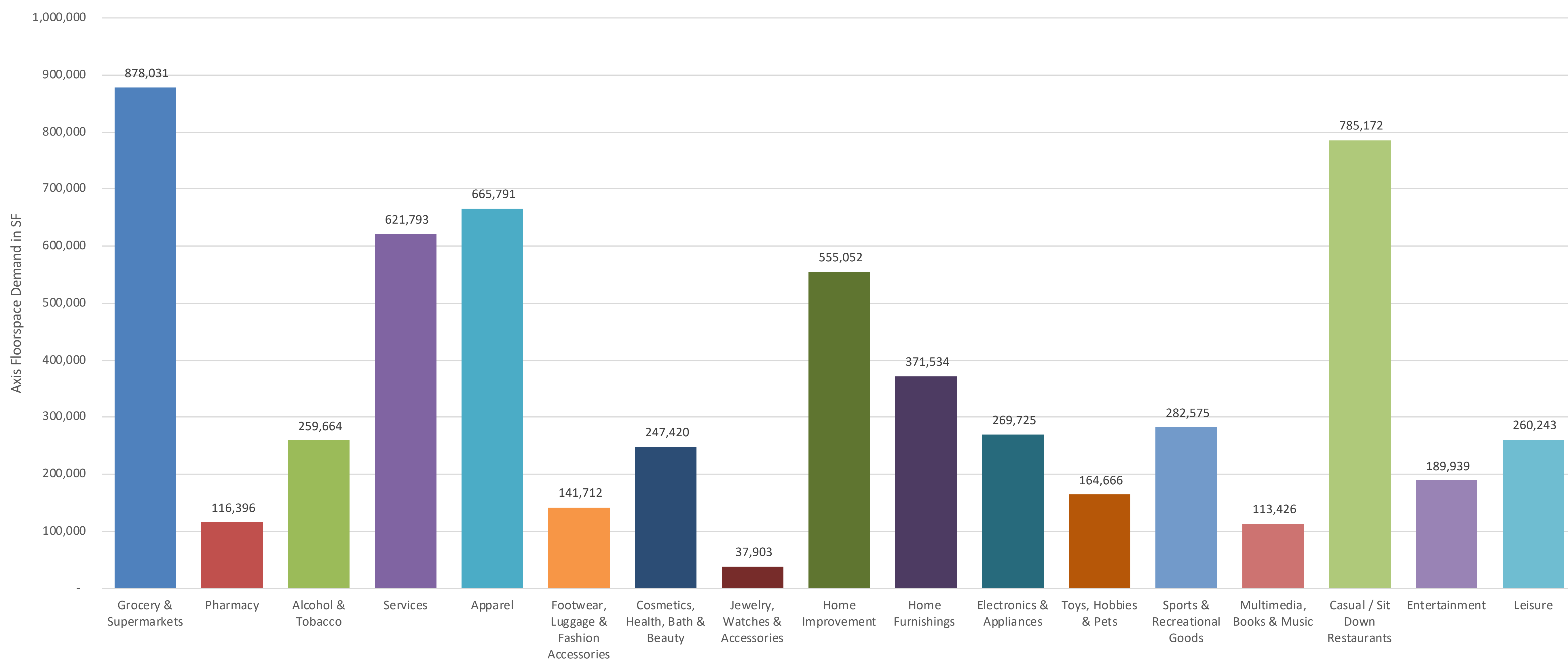
- The graph below illustrates retail floor space demand by merchandise category for 2017.
- This demand is allocated into 1.4 million sf of Convenience (31%); 2 million sf of Comparison (48%); 570,000 sf of Food & Beverage (13%) and 320,000 sf of Leisure & Entertainment retail (8%).



# 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

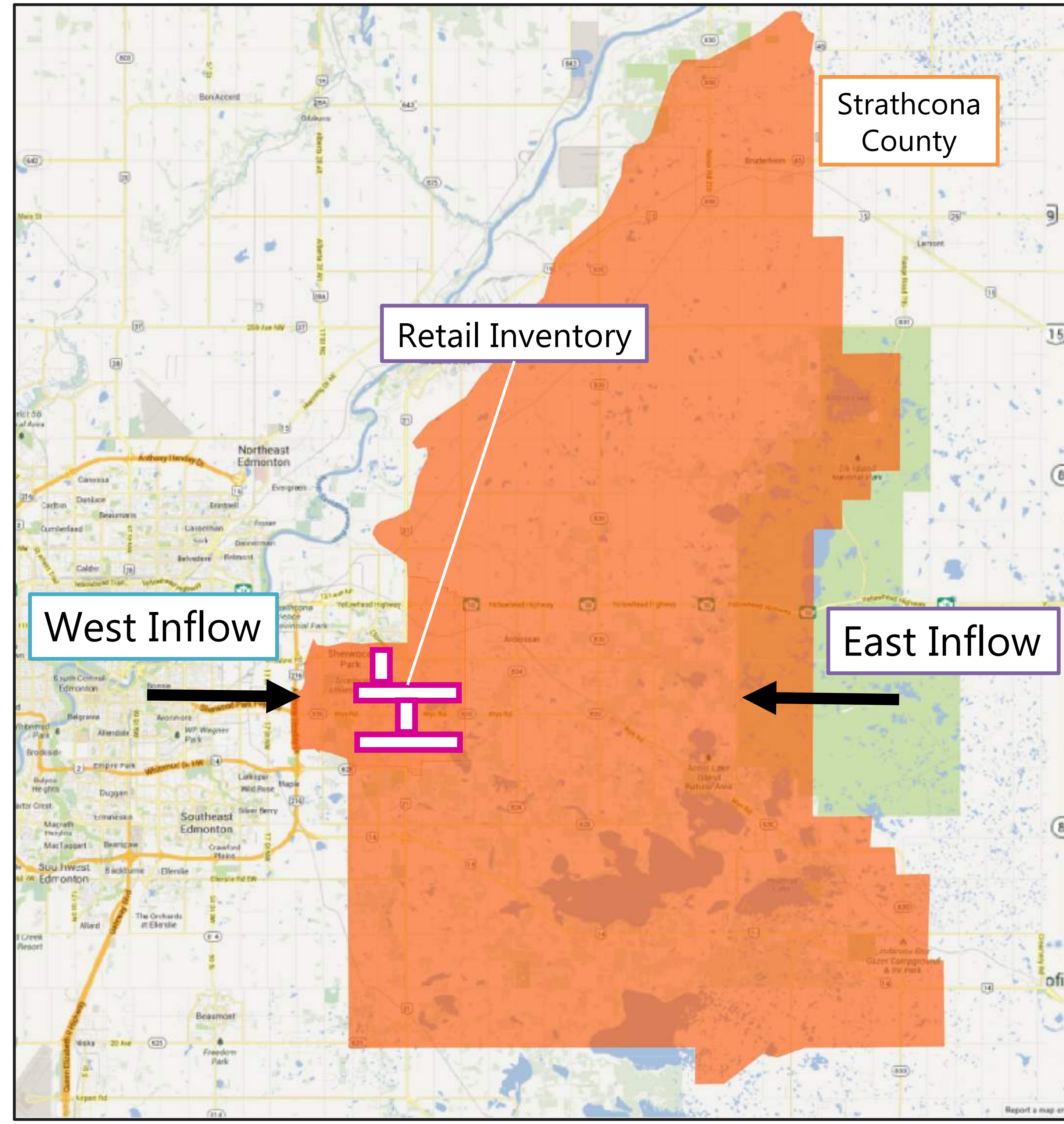
The table below illustrates the incremental retail floor space demand for Strathcona County over the next 2 decades. Beginning in 2017, it is estimated that the annual incremental demand of Strathcona County residents is roughly 85,000 sf of additional retail floor space per annum. Total incremental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

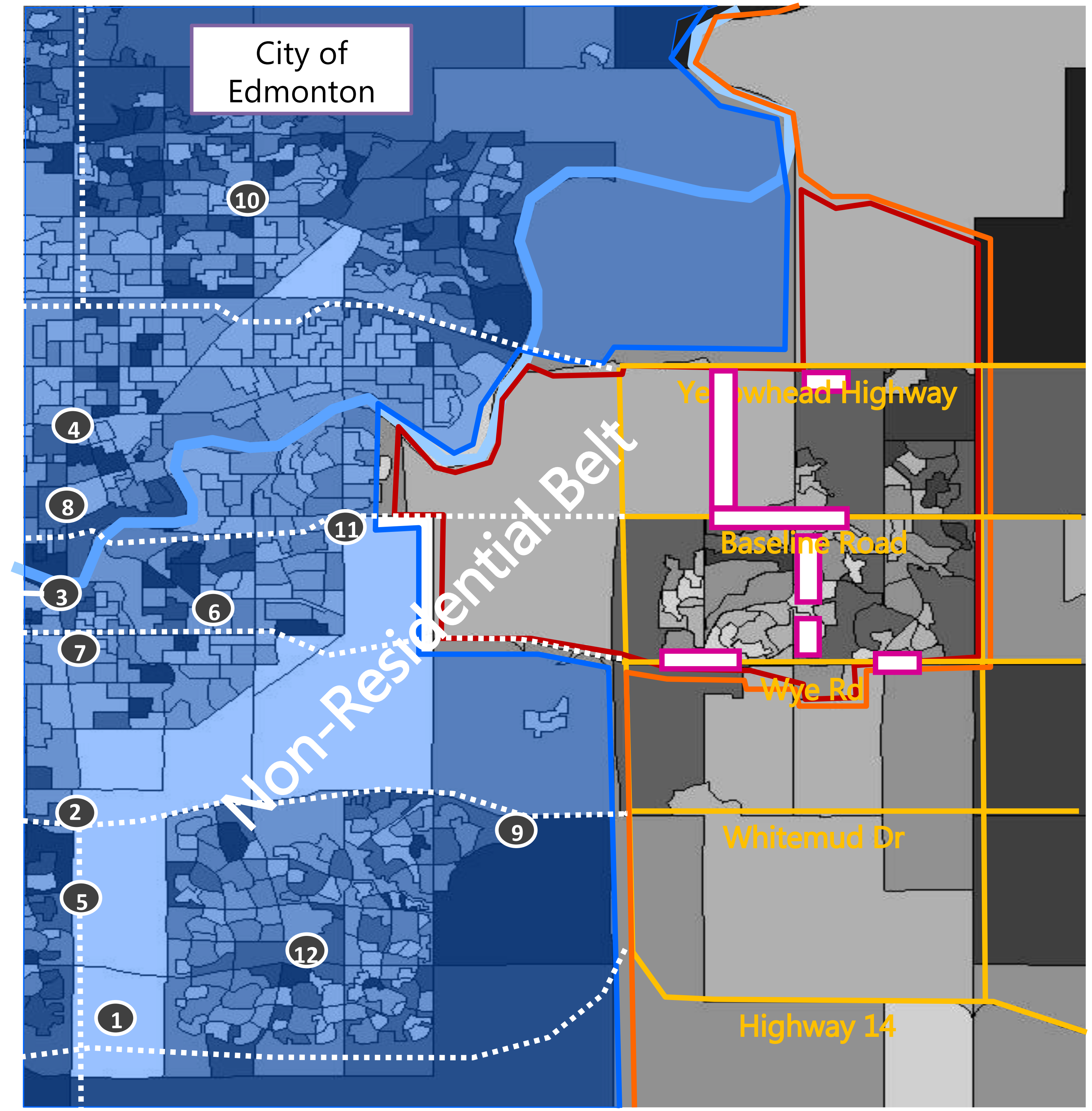
- In addition to sourcing business from Strathcona County residents, retail businesses within the County also source some business from outside of the County, both from the West & East.
- The West inflow area correspond to the neighbourhoods of the City of Edmonton that border Strathcona County. The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

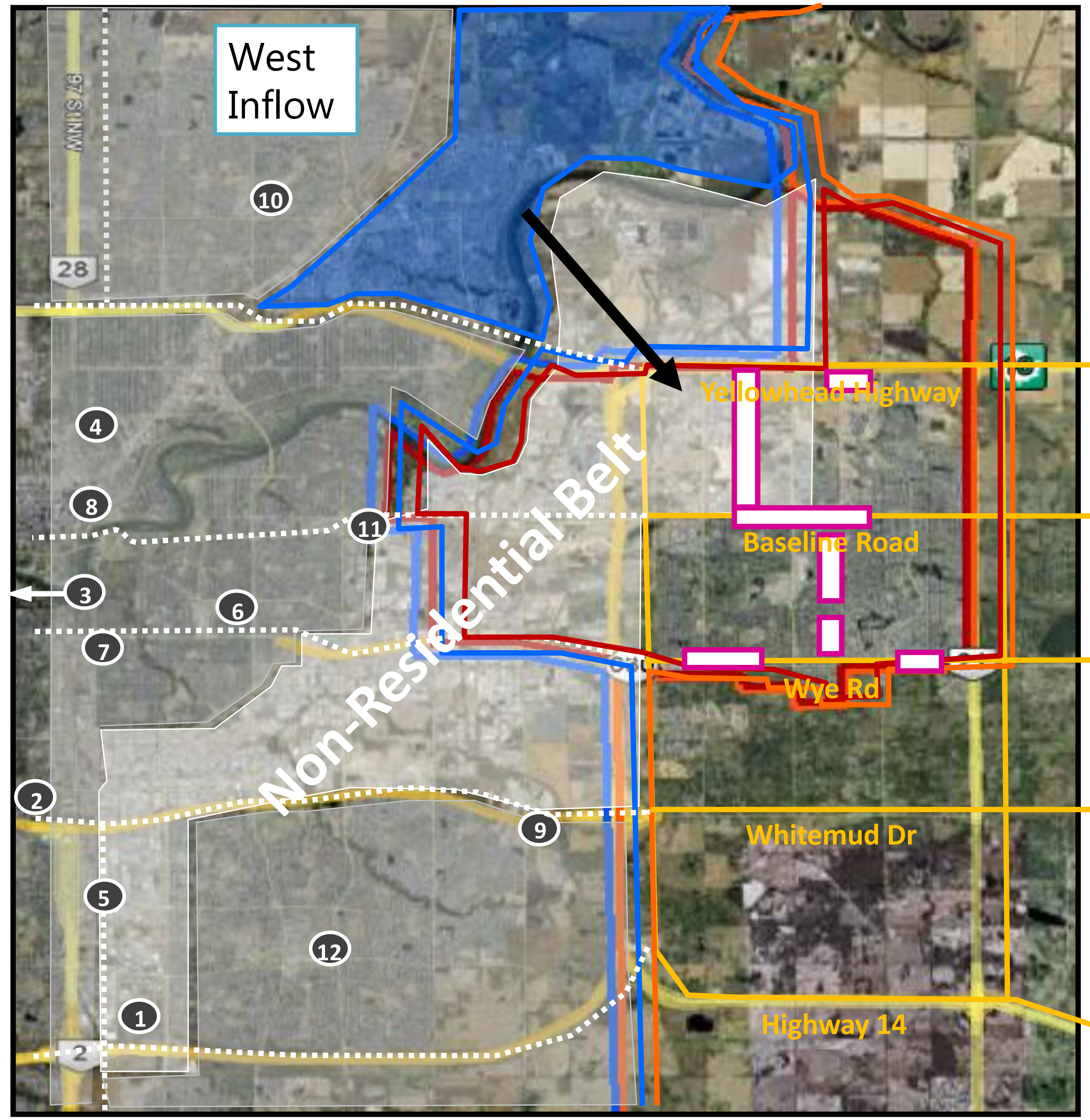
- The figure to the right illustrates the spatial relationship between the area of potential inflow from the City of Edmonton and Strathcona County in terms of:
    - Population densities
    - Transportation network; and
    - Retail inventory
- Directly to the west of Strathcona County lies a large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

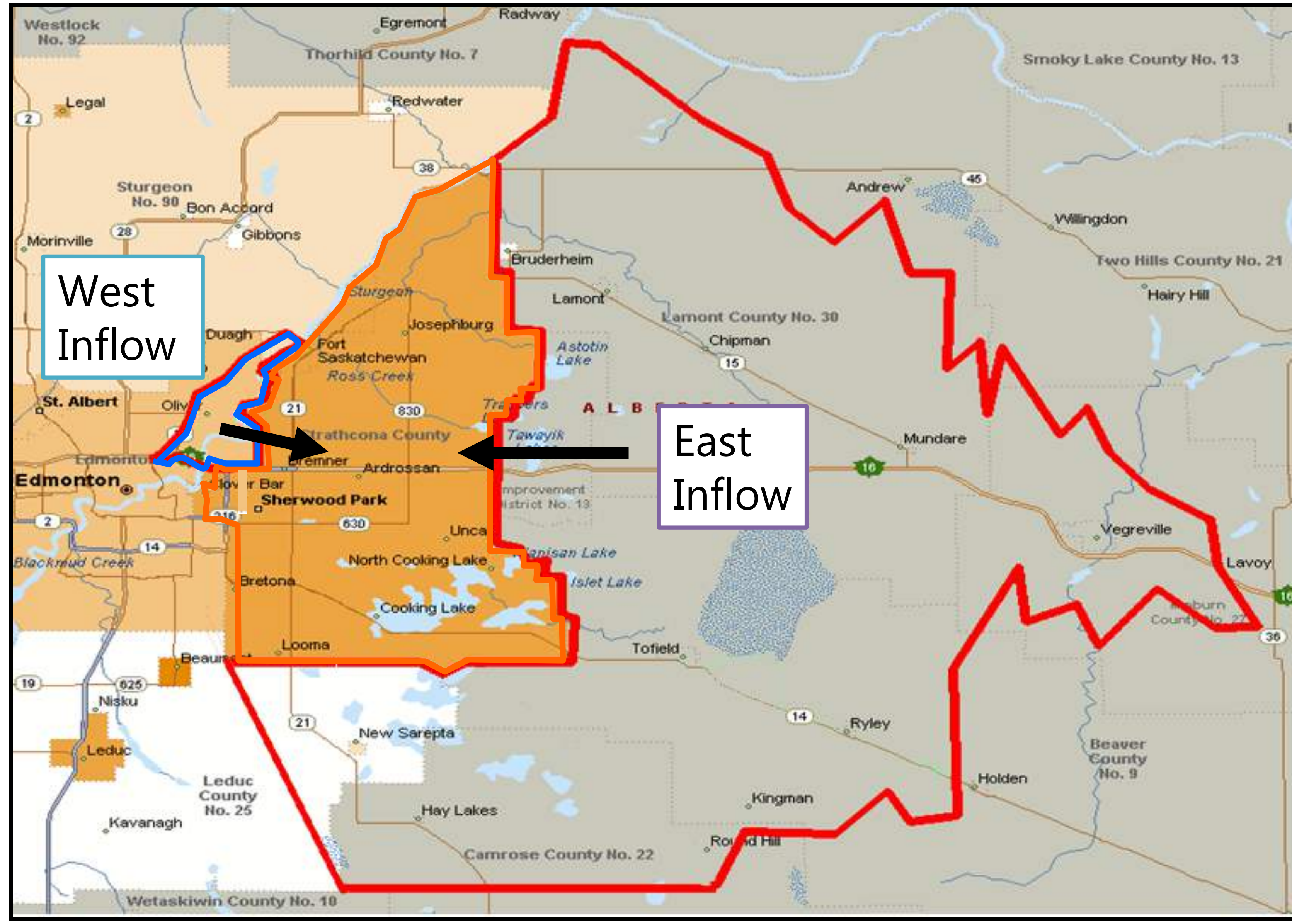
- Inflow from the West is largely expected to continue to come from communities in Northeast Edmonton, which are able to conveniently access Strathcona County via the Yellowhead Highway and are not subject to larger retail projects at interceptory locations.
- These populations and their retail spending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

# 5.0 Retail Sales Gap Analysis

# 5.0 Retail Sales Gap Analysis

## 5.1 Retail Sales Gap Analysis Introduction

The following section summarizes the market supply/demand gap for the purposes of identifying the following recommendations:

- Supportable Retail Supply in Strathcona County;
- Optimal Retail Role & Function in Strathcona County;
- Strathcona County Retail Market Voids;
- Strathcona County Retail Land Use Allocation.

# 5.0 Retail Sales Gap Analysis

## 5.2 Supply/Demand Gap Quantification 2017

Based on the above Supply and Demand analysis it has been estimated that Strathcona County retail market in 2017 experienced a retail sales leakage of roughly 13%. When factoring in for inflow, this figures increases to 20% and 27% respectively depending on the estimated source of sales from inflow. While it is estimated that convenience goods have a varying degree of outflow, comparison sale leakage for categories such as sports & recreational goods are at 71.5%; Food & Beverage and Leisure & Entertainment are at 20.8% and 29.3% respectively.

| Retail Floor Space Demand | 2017 Total Supply | | 2017 Total Strathcona County Demand | | Supply Demand Gap | Outflow | 2017 Total SC Demand + Baseline Inflow | | Supply Demand Gap | Outflow | 2017 Total SC Demand + High Inflow | | Supply Demand Gap | Outflow |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Retail Categories** | **SF GLA** | **%** | **SF GLA** | **%** | **SF** | **%** | **SF GLA** | **%** | | | **SF GLA** | **%** | | |
| **Convenience** | **1,553,468** | **41.0%** | **1,362,202** | **31.5%** | **(142,952)** | **-10.5%** | **1,505,759** | **32%** | **605** | **0%** | **4,711,305** | **91.1%** | **1,306,271** | **28%** |
| Grocery & Supermarkets | 580,507 | 15.3% | 637,596 | 14.7% | 57,089 | 9.0% | 708,211 | 15% | 127,704 | 18% | 778,825 | 15.1% | 198,318 | 25% |
| Pharmacy | 124,734 | 3.3% | 84,523 | 2.0% | (40,211) | -47.6% | 95,197 | 2% | (29,537) | -31% | 105,871 | 2.0% | (18,863) | -18% |
| Alcohol & Tobacco | 123,117 | 3.3% | 188,559 | 4.4% | 65,442 | 34.7% | 210,167 | 4% | 87,050 | 41% | 231,774 | 4.5% | 108,657 | 47% |
| Services | 676,797 | 17.9% | 451,525 | 10.4% | (225,272) | -49.9% | 492,185 | 10% | (184,612) | -38% | 532,845 | 10.3% | (143,952) | -27% |
| **Comparison** | **1,548,425** | **40.9%** | **2,069,431** | **47.8%** | **479,251** | **23.2%** | **2,275,775** | **48%** | **685,595** | **30%** | **2,482,119** | **48.0%** | **891,939** | **36%** |
| Apparel | 309,699 | 8.2% | 483,475 | 11.2% | 173,776 | 35.9% | 531,672 | 11% | 221,973 | 42% | 579,870 | 11.2% | 270,171 | 47% |
| Footwear, Luggage & Fashion Accessories | 47,875 | 1.3% | 102,906 | 2.4% | 55,031 | 53.5% | 112,887 | 2% | 65,012 | 58% | 122,868 | 2.4% | 74,993 | 61% |
| Cosmetics, Health, Bath & Beauty | 53,165 | 1.4% | 179,668 | 4.2% | 126,503 | 70.4% | 199,234 | 4% | 146,069 | 73% | 218,800 | 4.2% | 165,635 | 76% |
| Jewelry, Watches & Accessories | 23,909 | 0.6% | 27,524 | 0.6% | 3,615 | 13.1% | 29,934 | 1% | 6,025 | 20% | 32,345 | 0.6% | 8,436 | 26% |
| Home Improvement | 475,737 | 12.6% | 403,060 | 9.3% | (72,677) | -18.0% | 439,326 | 9% | (36,411) | -8% | 475,591 | 9.2% | (146) | 0% |
| Home Furnishings | 279,561 | 7.4% | 269,795 | 6.2% | (9,766) | -3.6% | 295,638 | 6% | 16,077 | 5% | 321,480 | 6.2% | 41,919 | 13% |
| Electronics & Appliances | 69,322 | 1.8% | 195,865 | 4.5% | 126,543 | 64.6% | 213,907 | 5% | 144,585 | 68% | 231,950 | 4.5% | 162,628 | 70% |
| Toys, Hobbies & Pets | 117,594 | 3.1% | 119,575 | 2.8% | 1,981 | 1.7% | 130,194 | 3% | 12,600 | 10% | 140,812 | 2.7% | 23,218 | 16% |
| Sports & Recreational Goods | 58,513 | 1.5% | 205,196 | 4.7% | 146,683 | 71.5% | 233,335 | 5% | 174,822 | 75% | 261,473 | 5.1% | 202,960 | 78% |
| Multimedia, Books & Music | 154,805 | 4.1% | 82,366 | 1.9% | (72,439) | -87.9% | 89,648 | 2% | (65,157) | -73% | 96,930 | 1.9% | (57,875) | -60% |
| **Food & Beverage** | **451,732** | **11.9%** | **570,165** | **13.2%** | **118,433** | **20.8%** | **620,730** | **13%** | **168,998** | **27%** | **671,294** | **13.0%** | **219,562** | **33%** |
| Casual / Sit Down Restaurants | 451,732 | 11.9% | 570,165 | 13.2% | 118,433 | 20.8% | 620,730 | 13% | 168,998 | 27% | 671,294 | 13.0% | 219,562 | 33% |
| **Entertainment + Leisure** | **231,009** | **6.1%** | **326,907** | **7.6%** | **95,898** | **29.3%** | **347,984** | **7%** | **116,975** | **34%** | **369,061** | **7.1%** | **138,052** | **37%** |
| Entertainment + Leisure | 231,009 | 6.1% | 326,907 | 7.6% | 95,898 | 29.3% | 347,984 | 7% | 116,975 | 34% | 369,061 | 7.1% | 138,052 | 37% |
| **Total Retail Floor Space** | **3,784,633** | **100%** | **4,328,706** | **100%** | **550,630** | **12.7%** | **4,750,248** | **100%** | **972,172** | **20%** | **5,171,790** | **100%** | **1,393,714** | **27%** |

# 5.0 Retail Sales Gap Analysis

## 5.3 Supply/Demand Gap Quantification 2037

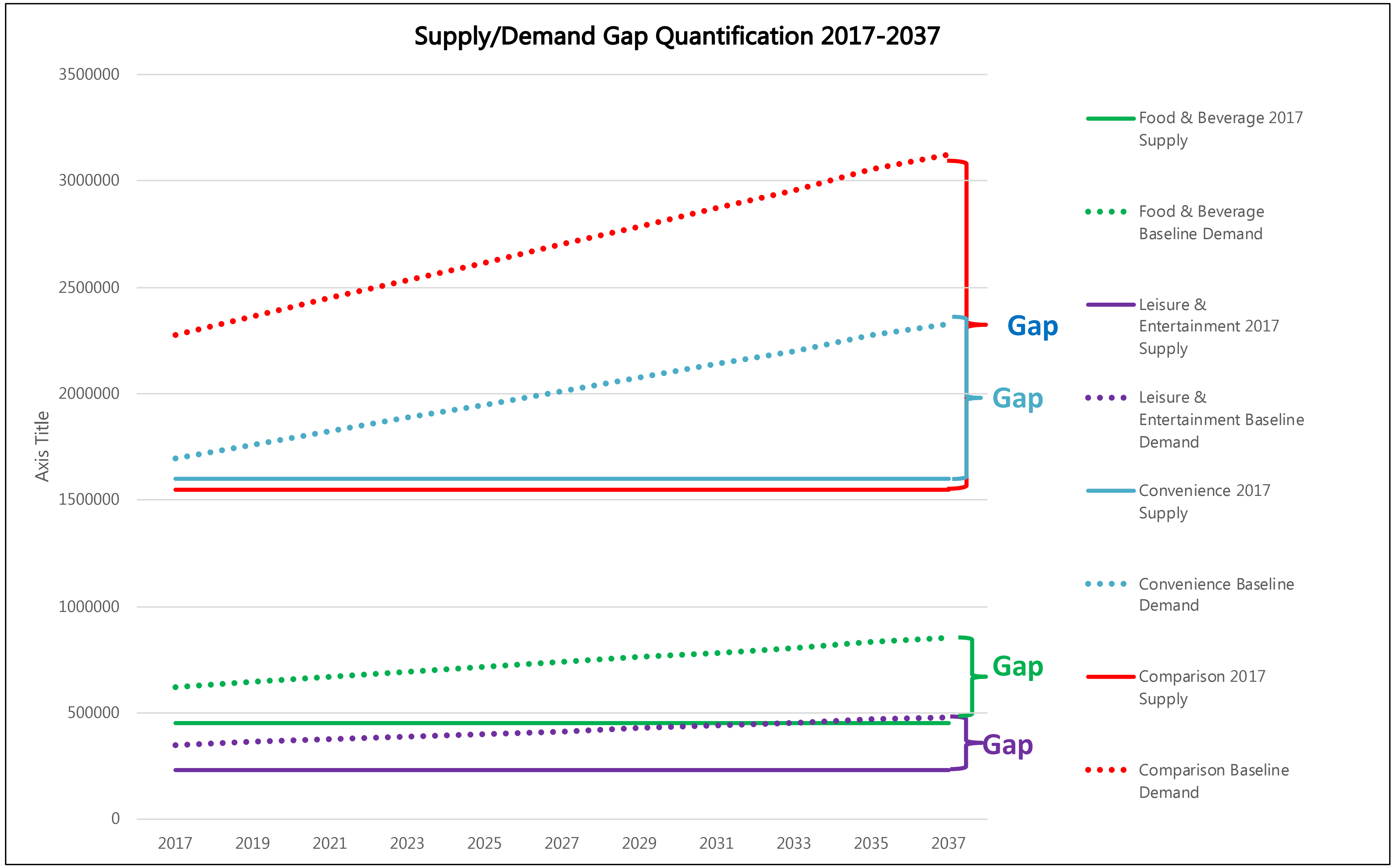
Assuming there are no increases to retail supply, the retail market in 2037 is expected to experience retail sales leakage of 36%. When factoring in for inflow, this figure increases to 40% and 44% respectively depending on the estimated source of sales from inflow. Outflow in 2037 for Convenience goods & services is estimated at 19.8%; Comparison at 44.2%; Food & Beverage at 42.5% and Leisure & Entertainment at 48.7%.

| Retail Floor Space Demand | 2017 Total Supply | | 2037 Total Strathcona County Demand | | Supply Demand Gap | Outflow | 2037 Total SC Demand + Baseline Inflow | | Supply Demand Gap | Outflow | 2037 Total SC Demand + High Inflow | | Supply Demand Gap | Outflow |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Retail Categories** | **SF GLA** | **%** | **SF GLA** | **%** | **SF** | **%** | **SF GLA** | **%** | | | **SF GLA** | **%** | | |
| **Convenience** | **1,553,468** | **41.0%** | **1,875,883** | **43.3%** | **370,728** | **19.8%** | **2,066,898** | **44%** | **561,744** | **27%** | **6,450,225** | **124.7%** | **3,045,191** | **47%** |
| Grocery & Supermarkets | 580,507 | 15.3% | 878,031 | 20.3% | 297,524 | 33.9% | 972,213 | 20% | 391,706 | 40% | 1,066,395 | 20.6% | 485,888 | 46% |
| Pharmacy | 124,734 | 3.3% | 116,396 | 2.7% | (8,338) | -7.2% | 130,611 | 3% | 5,877 | 4% | 144,825 | 2.8% | 20,091 | 14% |
| Alcohol & Tobacco | 123,117 | 3.3% | 259,664 | 6.0% | 136,547 | 52.6% | 288,375 | 6% | 165,258 | 57% | 317,086 | 6.1% | 193,969 | 61% |
| Services | 676,797 | 17.9% | 621,793 | 14.4% | (55,004) | -8.8% | 675,700 | 14% | (1,097) | 0% | 729,608 | 14.1% | 52,811 | 7% |
| **Comparison** | **1,548,425** | **40.9%** | **2,849,804** | **65.8%** | **1,259,624** | **44.2%** | **3,123,844** | **66%** | **1,533,664** | **49%** | **3,397,885** | **65.7%** | **1,807,705** | **53%** |
| Apparel | 309,699 | 8.2% | 665,791 | 15.4% | 356,092 | 53.5% | 730,109 | 15% | 420,410 | 58% | 794,426 | 15.4% | 484,727 | 61% |
| Footwear, Luggage & Fashion Accessories | 47,875 | 1.3% | 141,712 | 3.3% | 93,837 | 66.2% | 155,042 | 3% | 107,167 | 69% | 168,372 | 3.3% | 120,497 | 72% |
| Cosmetics, Health, Bath & Beauty | 53,165 | 1.4% | 247,420 | 5.7% | 194,255 | 78.5% | 273,680 | 6% | 220,515 | 81% | 299,940 | 5.8% | 246,775 | 82% |
| Jewelry, Watches & Accessories | 23,909 | 0.6% | 37,903 | 0.9% | 13,994 | 36.9% | 41,139 | 1% | 17,230 | 42% | 44,375 | 0.9% | 20,466 | 46% |
| Home Improvement | 475,737 | 12.6% | 555,052 | 12.8% | 79,315 | 14.3% | 602,766 | 13% | 127,029 | 21% | 650,479 | 12.6% | 174,742 | 27% |
| Home Furnishings | 279,561 | 7.4% | 371,534 | 8.6% | 91,973 | 24.8% | 405,859 | 9% | 126,298 | 31% | 440,185 | 8.5% | 160,624 | 36% |
| Electronics & Appliances | 69,322 | 1.8% | 269,725 | 6.2% | 200,403 | 74.3% | 293,955 | 6% | 224,633 | 76% | 318,185 | 6.2% | 248,863 | 78% |
| Toys, Hobbies & Pets | 117,594 | 3.1% | 164,666 | 3.8% | 47,072 | 28.6% | 178,794 | 4% | 61,200 | 34% | 192,922 | 3.7% | 75,328 | 39% |
| Sports & Recreational Goods | 58,513 | 1.5% | 282,575 | 6.5% | 224,062 | 79.3% | 319,361 | 7% | 260,848 | 82% | 356,146 | 6.9% | 297,633 | 84% |
| Multimedia, Books & Music | 154,805 | 4.1% | 113,426 | 2.6% | (41,379) | -36.5% | 123,140 | 3% | (31,665) | -26% | 132,854 | 2.6% | (21,951) | -17% |
| **Food & Beverage** | **451,732** | **11.9%** | **785,172** | **18.1%** | **333,440** | **42.5%** | **852,785** | **18%** | **401,053** | **47%** | **920,399** | **17.8%** | **468,667** | **51%** |
| Casual / Sit Down Restaurants | 451,732 | 11.9% | 785,172 | 18.1% | 333,440 | 42.5% | 852,785 | 18% | 401,053 | 47% | 920,399 | 17.8% | 468,667 | 51% |
| **Entertainment + Leisure** | **231,009** | **6.1%** | **450,182** | **10.4%** | **219,173** | **48.7%** | **478,509** | **10%** | **247,500** | **52%** | **506,837** | **9.8%** | **275,828** | **54%** |
| Entertainment + Leisure | 231,009 | 6.1% | 450,182 | 10.4% | 219,173 | 48.7% | 478,509 | 10% | 247,500 | 52% | 506,837 | 9.8% | 275,828 | 54% |
| **Total Retail Floor Space** | **3,784,633** | **100%** | **5,961,040** | **138%** | **2,182,965** | **36.6%** | **6,522,038** | **100%** | **2,743,962** | **42%** | **7,083,035** | **137%** | **3,304,959** | **47%** |

# 5.0 Retail Sales Gap Analysis

## 5.4 Strathcona County Supply/Demand Gap Quantification 2017-2037

- The figure to the right illustrates the Supply/ Demand gap for each major retail category over the next 2 decades.
- It has been determined that there is a:
  - Small but positive gap for Convenience in 2017 (i.e. insufficient supply), growing even larger over the medium term.
  - A positive gap for Comparison in 2017, growing larger by 2037.
  - A small but positive gap for Food & Beverage exists that may persist into 2037, and a small but positive gap for Entertainment uses, both also growing over time.



# 5.0 Retail Sales Gap Analysis

## 5.5 Supply/Demand Gap Interpretation: Qualitative Consumer Research Survey Overview

- In order to interpret this retail leakage data and vet it with the qualitative experience of Strathcona County residents themselves, and determine what type of retail could ‘fill this gap’, a consumer market research study was conducted by the Mustel Group in November 2013.
- This study consisted of a survey conducted on 500 Strathcona County residents aged 18 or over (proportionate representation of the Urban and Rural portions of the County was employed).
- Key objectives of the survey include:
  - Frequency of shopping outside of the County;
  - Specific destinations visited;
  - Types of Merchandise sought;
  - Reasons for shopping elsewhere;
  - Approximate amount of expenditure made outside of the County?
- This study, along with interviews conducted with local market experts, retail brokers, retail centre developers, owners and operators, have all been used to inform the strategy recommendations found on the following pages.

# 5.0 Retail Sales Gap Analysis

## 5.6 Recommendation A: Supportable Retail Supply

- The purpose of the table below is to identify which retail categories would support additional floor space, taking into consideration warranted outflow and inflow.
- The warranted retail supply for Strathcona County here is based on a reasonable level of outflow with a weighted average of 23% (more for Comparison (30%) and Leisure & Entertainment (40%) and less for Convenience and Food & Beverage (10%).
- According to this estimated level of outflow, as well as demand coming from Strathcona County plus Baseline Inflow scenario, additional grocery, alcohol & tobacco, apparel, footwear, cosmetics, electronics, sports & recreational goods stores, as well as food and beverage floor space may be supportable in the future.
- Pharmacies, services, jewelry, home improvement, home furnishings, toys, hobbies & pets, multimedia, books & music, and entertainment & leisure may be in an oversupply scenario as of 2017.
- Although the summarized figure in the 2017 "difference" category suggests an overall retail oversupply in Strathcona County, a significant portion of this oversupply is in the services category, and represents lower-order retail (ex. Class B and below, strip malls, and independent operators).

| Retail Floor Space Demand | 2017 Total Supply | Warranted Outflow | 2017 Total SC Demand + Baseline Inflow | % | Warranted Supply 2017 | Difference | 2021 Total SC Demand + Baseline Inflow | % | Warranted Supply 2021 | Difference | 2027 Total SC Demand + Baseline Inflow | % | Warranted Supply 2027 | Difference |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Retail Categories** | | | | | | | | | | | | | | |
| **Convenience** | **1,553,468** | **10%** | **1,505,759** | **32%** | **1,355,183** | **(198,284)** | **1,620,765** | **32%** | **1,458,689** | **(94,779)** | **1,787,363** | **32%** | **1,608,627** | **55,159** |
| Grocery & Supermarkets | 580,507 | 10% | 708,211 | 15% | 637,390 | 56,883 | 762,326 | 15% | 686,093 | 105,586 | 840,705 | 15% | 756,634 | 176,128 |
| Pharmacy | 124,734 | 10% | 95,197 | 2% | 85,677 | (39,057) | 102,448 | 2% | 92,203 | (32,531) | 112,964 | 2% | 101,668 | (23,066) |
| Alcohol & Tobacco | 123,117 | 10% | 210,167 | 4% | 189,150 | 66,033 | 226,183 | 4% | 203,565 | 80,448 | 249,406 | 4% | 224,465 | 101,348 |
| Services | 676,797 | 10% | 492,185 | 10% | 442,967 | (233,830) | 529,809 | 10% | 476,828 | (199,969) | 584,288 | 10% | 525,859 | (150,938) |
| **Comparison** | **1,548,425** | **30%** | **2,275,775** | **48%** | **1,593,043** | **44,618** | **2,449,588** | **48%** | **1,714,712** | **166,287** | **2,701,370** | **48%** | **1,890,959** | **342,534** |
| Apparel | 309,699 | 30% | 531,672 | 11% | 372,171 | 62,472 | 572,375 | 11% | 400,662 | 90,963 | 631,280 | 11% | 441,896 | 132,197 |
| Footwear, Luggage & Fashion Accessories | 47,875 | 30% | 112,887 | 2% | 79,021 | 31,146 | 121,536 | 2% | 85,075 | 37,200 | 134,049 | 2% | 93,834 | 45,959 |
| Cosmetics, Health, Bath & Beauty | 53,165 | 30% | 199,234 | 4% | 139,464 | 86,299 | 214,513 | 4% | 150,159 | 96,994 | 236,610 | 4% | 165,627 | 112,462 |
| Jewelry, Watches & Accessories | 23,909 | 30% | 29,934 | 1% | 20,954 | (2,955) | 32,236 | 1% | 22,565 | (1,344) | 35,561 | 1% | 24,893 | 984 |
| Home Improvement | 475,737 | 30% | 439,326 | 9% | 307,528 | (168,209) | 472,795 | 9% | 330,956 | (144,781) | 521,324 | 9% | 364,927 | (110,810) |
| Home Furnishings | 279,561 | 30% | 295,638 | 6% | 206,946 | (72,615) | 318,234 | 6% | 222,763 | (56,798) | 350,955 | 6% | 245,669 | (33,892) |
| Electronics & Appliances | 69,322 | 30% | 213,907 | 5% | 149,735 | 80,413 | 230,349 | 5% | 161,244 | 91,922 | 254,105 | 5% | 177,874 | 108,552 |
| Toys, Hobbies & Pets | 117,594 | 30% | 130,194 | 3% | 91,135 | (26,459) | 140,163 | 3% | 98,114 | (19,480) | 154,590 | 3% | 108,213 | (9,381) |
| Sports & Recreational Goods | 58,513 | 30% | 233,335 | 5% | 163,334 | 104,821 | 250,866 | 5% | 175,606 | 117,093 | 276,433 | 5% | 193,503 | 134,990 |
| Multimedia, Books & Music | 154,805 | 30% | 89,648 | 2% | 62,754 | (92,051) | 96,522 | 2% | 67,565 | (87,240) | 106,462 | 2% | 74,524 | (80,281) |
| **Food & Beverage** | **451,732** | **10%** | **620,730** | **13%** | **558,657** | **106,925** | **668,370** | **13%** | **601,533** | **149,801** | **737,243** | **13%** | **663,519** | **211,787** |
| Casual / Sit Down Restaurants | 451,732 | 10% | 620,730 | 13% | 558,657 | 106,925 | 668,370 | 13% | 601,533 | 149,801 | 737,243 | 13% | 663,519 | 211,787 |
| **Entertainment + Leisure** | **231,009** | **40%** | **347,984** | **7%** | **208,790** | **(22,219)** | **374,828** | **7%** | **224,897** | **(6,112)** | **413,553** | **7%** | **248,132** | **17,123** |
| Entertainment + Leisure | 231,009 | 40% | 347,984 | 7% | 208,790 | (22,219) | 374,828 | 7% | 224,897 | (6,112) | 413,553 | 7% | 248,132 | 17,123 |
| **Total Retail Floor Space** | **3,784,633** | **23%** | **4,750,248** | **100%** | 3,657,691 | (126,943) | **5,113,551** | **100%** | 3,937,434 | 152,801 | **5,639,529** | **100%** | 4,342,437 | 557,804 |

# 5.0 Retail Sales Gap Analysis

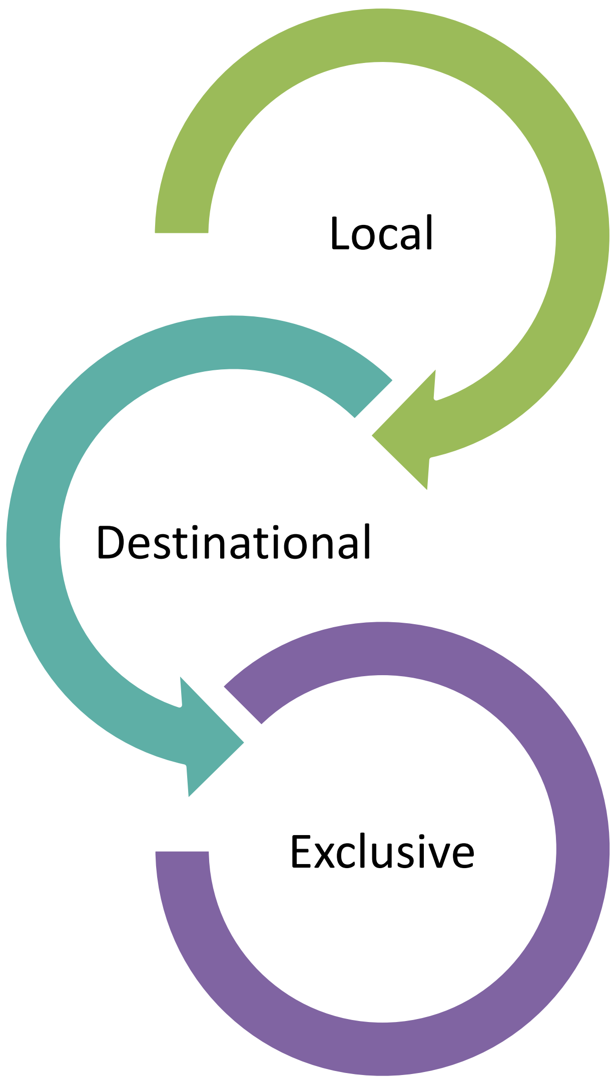
## 5.6 Recommendation A: Supportable Retail Supply

By 2037, Strathcona County has been determined to be able to support up to an additional 1.2 million sf of retail. Over this 20 year time horizon, grocers, electronics, food & beverage and apparel spending are expected to drive demand for retail space in Strathcona County.

| Retail Floor Space Demand | 2017 Total Supply | Warranted Outflow | 2031 Total SC Demand + Baseline Inflow | % | Warranted Supply 2031 | Difference | 2037 Total SC Demand + Baseline Inflow | % | Warranted Supply 2017 | Difference |
|---|---|---|---|---|---|---|---|---|---|---|
| **Retail Categories** | | | | | | | | | | |
| **Convenience** | **1,553,468** | **10%** | **1,899,191** | **32%** | **1,709,272** | **155,804** | **2,066,898** | **32%** | **1,860,209** | **306,741** |
| Grocery & Supermarkets | 580,507 | 10% | 893,314 | 15% | 803,983 | **223,476** | 972,213 | 15% | 874,992 | **294,485** |
| Pharmacy | 124,734 | 10% | 120,024 | 2% | 108,021 | **(16,713)** | 130,611 | 2% | 117,550 | **(7,184)** |
| Alcohol & Tobacco | 123,117 | 10% | 264,995 | 4% | 238,496 | **115,379** | 288,375 | 4% | 259,537 | **136,420** |
| Services | 676,797 | 10% | 620,857 | 10% | 558,772 | **(118,025)** | 675,700 | 10% | 608,130 | **(68,667)** |
| **Comparison** | **1,548,425** | **30%** | **2,870,380** | **48%** | **2,009,266** | **460,841** | **3,123,844** | **48%** | **2,186,691** | **638,266** |
| Apparel | 309,699 | 30% | 670,816 | 11% | 469,571 | **159,872** | 730,109 | 11% | 511,076 | **201,377** |
| Footwear, Luggage & Fashion Accessories | 47,875 | 30% | 142,447 | 2% | 99,713 | **51,838** | 155,042 | 2% | 108,529 | **60,654** |
| Cosmetics, Health, Bath & Beauty | 53,165 | 30% | 251,440 | 4% | 176,008 | **122,843** | 273,680 | 4% | 191,576 | **138,411** |
| Jewelry, Watches & Accessories | 23,909 | 30% | 37,793 | 1% | 26,455 | **2,546** | 41,139 | 1% | 28,797 | **4,888** |
| Home Improvement | 475,737 | 30% | 553,905 | 9% | 387,733 | **(88,004)** | 602,766 | 9% | 421,936 | **(53,801)** |
| Home Furnishings | 279,561 | 30% | 372,920 | 6% | 261,044 | **(18,517)** | 405,859 | 6% | 284,102 | **4,541** |
| Electronics & Appliances | 69,322 | 30% | 270,047 | 5% | 189,033 | **119,711** | 293,955 | 5% | 205,769 | **136,447** |
| Toys, Hobbies & Pets | 117,594 | 30% | 164,272 | 3% | 114,991 | **(2,603)** | 178,794 | 3% | 125,156 | **7,562** |
| Sports & Recreational Goods | 58,513 | 30% | 293,606 | 5% | 205,524 | **147,011** | 319,361 | 5% | 223,552 | **165,039** |
| Multimedia, Books & Music | 154,805 | 30% | 113,134 | 2% | 79,194 | **(75,611)** | 123,140 | 2% | 86,198 | **(68,607)** |
| **Food & Beverage** | **451,732** | **10%** | **783,466** | **13%** | **705,119** | **253,387** | **852,785** | **13%** | **767,507** | **315,775** |
| Casual / Sit Down Restaurants | 451,732 | 10% | 783,466 | 13% | 705,119 | **253,387** | 852,785 | 13% | 767,507 | **315,775** |
| **Entertainment + Leisure** | **231,009** | **40%** | **439,539** | **7%** | **263,723** | **32,714** | **478,509** | **7%** | **287,106** | **56,097** |
| Entertainment + Leisure | 231,009 | 40% | 439,539 | 7% | 263,723 | **32,714** | 478,509 | 7% | 287,106 | **56,097** |
| **Total Retail Floor Space** | **3,784,633** | **23%** | **5,992,575** | **100%** | **4,614,283** | **829,650** | **6,522,038** | **100%** | 5,021,969 | **1,237,336** |

# 5.0 Retail Sales Gap Analysis

## 5.7 Recommendation B: Retail Role & Function




Future retail development planning should take into consideration the surrounding market opportunities and respond to changes in demand that stem from the current market outflow and future population growth.

There are 3 distinct types of retail formats that should be implemented in the future planning for Strathcona County:

**Local & Convenience-Oriented**

- The future demand for convenience retail will increase proportionally with the population and income growth for Strathcona County. As there is currently a demand for grocery, pharmacy, and alcohol and tobacco, these retail necessities should be added accordingly to anchor neighborhood or community centres, and allow easy access to these retailers to all community members.

**Destination Retail**

- Sherwood Park Mall is the only regional shopping centre in the County, and given the population and demographics of residents, there is not sufficient demand for another regional mall format in the medium term. In order to decrease outflow to the competitive power centres and super-regional shopping centres in Edmonton (Southgate Centre, Kingsway Mall, West Edmonton Mall, South Edmonton Common), the Mall add include specialty, fashion, homewares, gifts, sporting, and other tenants that are new to Sherwood Park, however widely available in the surrounding areas. This could help adapt the positioning and perception of the centre, and allow easier access to sought out brands within the community.
- Future destination retail in Sherwood Park should be entertainment based to offer a new outlet for residents and their families, decreasing the need to go to Edmonton for popular dining concepts, public houses, or family entertainment. Innovative and experience-oriented concepts are highly sought after by customers, and could also bring an inflow of patrons from the city or surrounding communities for specific attractions.

**Exclusive to Strathcona County**

- Future neighborhood and community retail centres should look to offer walkability in a town centre format, and incorporate a variety of uses that are community-oriented to draw customers in for different purposes. Currently in Strathcona County most developments are only accessible via vehicle, and there are few high street retail areas that offer double loaded tenancies. A development with a cohesive format, with placemaking and additional public uses would set apart from the conventional retail amenities in the County, and encourage customers to patronize and the centre for not only shopping, but community gathering.

# 5.0 Retail Sales Gap Analysis

## 5.8 Recommendation C: Retail Market Opportunities

Based on the findings of the Retail Supply Analysis and Retail Demand Analysis, the following brand considerations could be added to fill market gaps, and have the potential to curb some retail outflow in the future. A focus on new retailers with mid to high price point offerings could be added in response to the high average and median incomes of Strathcona County residents.

**Grocery & Specialty Food**

Sunterra
the Wine Cellar
Loblaws CityMarket
Acme Meat Market
Duchess Bake Shop
Blush Lane Organic Market
Italian Centre Shop

**Services**

Aveda
Float House

**Comparison Retailers**

Best Buy
Gap
MEC
Lolë
RW&CO.

**F&B**

transcend coffee + roastery
Remedy Licensed Chai Bar
Cactus Club Cafe
Chipotle Mexican Grill
Nando's
credo
Splash Poke fun fresh fish bowl
the old spaghetti factory
The Cheesecake Cafe

**Fitness**

Rock Jungle Fitness
YYoga
Barre Body Studio
trūride

**Entertainment**

Brewsters
Gateway Entertainment
Breakout Entertainment
Hudsons
Central Social Hall

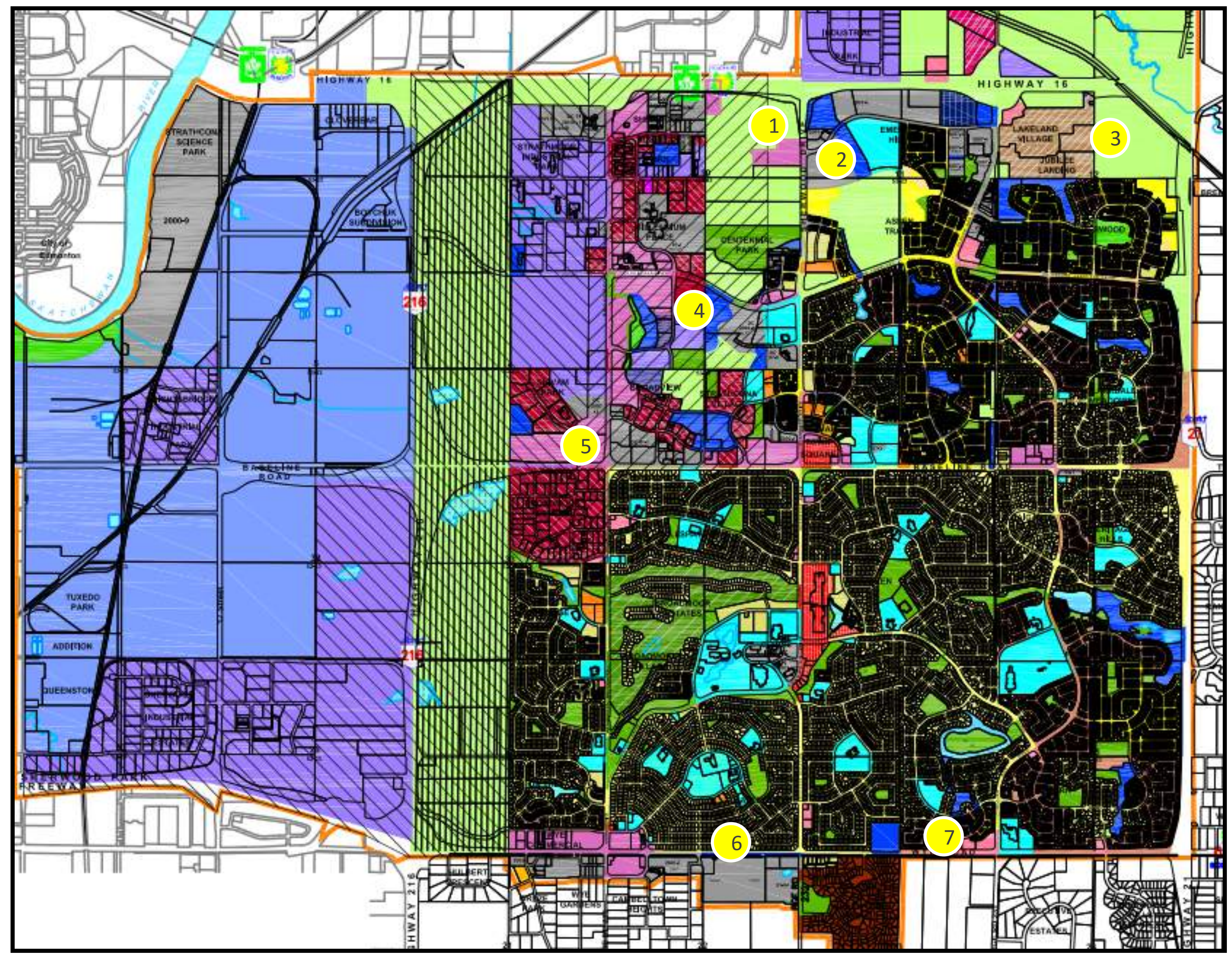
# 5.0 Retail Sales Gap Analysis

## 5.9 Recommendation D: Retail Land Use Allocation

Additional warranted retail GLA floor space demand amounts to the following in terms of land use:

- At 0.3 FSR, a total of 94 acres in 2037.
- At 0.4 FSR, a total of 71 acres in 2037.
- Land parcels to be utilized for this development are outlined in the 7 nodes identified in the figure below.

| | Total Additional Warranted Demand | Acreage @ 0.3 FSR | Acreage @ 0.4 FSR |
|---|---|---|---|
| 2017 | 0 | 0 | 0 |
| 2021 | 152,801 | 11.7 | 8.8 |
| 2027 | 557,804 | 42.7 | 32.0 |
| 2031 | 829,650 | 63.5 | 47.6 |
| **2037** | **1,237,336** | **94.7** | **71.0** |



# Appendix A

## Retail Changes in Strathcona County

In order to provide a brief update to this report, TCI has used CBRE Edmonton Retail Market Update H1 2017 to provide an update of retail floorspace inventory changes:

- New inventory added in 2017: 129,985 sf
- New inventory under construction: 53,000 sf
- Vacancy rate: 11.3%

Since the 2014 Strathcona County Retail Market Update Report, the following retail developments have been completed:

- Emerald Hills District (2017): 190,000 sf of retail added to inventory (with future tenancies under construction) along three development sites
- Broadmoor Heritage Plaza (2017): 42,000 sf of retail added to inventory
- Aspen Plaza (2018): 97,000 sf of retail (85% pre-leased)

The following retailers are new to Strathcona County in 2017-2018:

| Retailer | Development |
|---|---|
| River City Games | Aspen Plaza |
| Bright Horizons Childcare | Aspen Plaza |
| Drealee Fitness | Aspen Plaza |
| Bar Burrito | Superstore (Baseline) |
| Bone & Biscuit | Superstore (Baseline) |
| Fire Crust | Superstore (Baseline) |
| Q-Nails | Superstore (Baseline) |
| Wok Box | Superstore (Baseline) |
| Tommy Guns | Village Market |
| Peavey Mart | Stand Alone (Broadmoor) |
| Sofa Land | Emerald Hills Centre |
| Canadian Tire | Emerald Hills Centre |

# Appendix B

## Retail Inventory Size Chart

Below is a summary of estimated floorspace for different types of retail tenants.

| Tenant Type | Category | Suggested Size per Retailer (sf) |
|---|---|---|
| Alcohol | Convenience | 2,000 – 7,000 |
| Grocery | Convenience | 20,000 – 45,000 |
| Pharmacy | Convenience | 10,000- 20,000 |
| Services | Convenience | 1,000 – 4,000 |
| Comparison Box Retailer | Comparison | 10,000 – 50,000 |
| Comparison Boutiques | Comparison | 1,500 – 4,000 |
| Big Box General Merchandiser | Comparison | 70,000 – 100,000 |
| Quick Service Restaurants | Food & Beverage | 500 – 2,500 |
| Full Service Restaurants | Food & Bevearge | 4,000 – 10,000 |
| Fitness | Leisure | 2,000 – 20,000 |
| Entertainment | Entertainment | 5,000 – 30,000 |

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