



Wildfield Village Secondary Plan

Commercial Impact Study

June 27, 2024

Parcel

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Executive Summary

Parcel Economics Inc. ("Parcel") has been retained by the Wildfield Village Landowners Group Inc. (the "landowners") to complete a *Commercial Impact Study* in preparation of their upcoming Official Plan Amendment application for the Wildfield Village Secondary Plan.

The primary purpose of this *Commercial Impact Study* has been to satisfy the requirements identified in the Terms of Reference for a Commercial Impact Study that has been provided by the Town of Caledon. Our Commercial Market Impact Study has determined the amount of retail / service commercial space warranted in the Wildfield Village Secondary Plan and identified any potential impact of the potential development on the Town's planned commercial structure.

As part of the Official Plan Amendment application, the Wildfield Landowners Group has not yet identified the amount of retail / service commercial space, merchandise categories or tenants that could be accommodated on lands designated *Neighbourhood Centre* and *Urban Corridor*, which are identified in the land use concept plan for the secondary plan.

Below is a summary of our findings:

- The land use concept plan identifies 42.2 hectares of lands that could accommodate retail / service commercial space developed in conjunction with residential uses. This space is distributed on lands designated *Neighbourhood Centre* and *Urban Corridor*. The *Neighbourhood Centre* is concentrated in the south-west corner of the community, at the intersection of Mayfield Road and Centreville Creek Road. The *Urban Corridor* lands are generally concentrated along the proposed major east-west collector road, as well as along Mayfield Road and Centreville Creek Road.
- Retail / service commercial uses accommodated on the *Neighbourhood Centre* and *Urban Corridor* lands as identified in the new Future Caledon Official Plan are intended to satisfy policies in the PPS, Growth Plan and Peel Region Official Plan by allowing the Wildfield Village Secondary Plan to develop as complete communities that meet people's daily living needs throughout an entire lifetime.
- Based on our inventory of surrounding retail / service commercial facilities, many of the existing shopping centres include a range of regional-serving, large-format commercial tenants, such as Walmart, Canadian Tire, Home Depot, etc. The presence of these tenants in neighbouring commercial nodes will likely influence the amount and type of tenants ultimately accommodated in the Wildfield Village Secondary Plan. Therefore,

it is likely that future retail / service commercial tenants in the Wildfield Village Secondary Plan will be local and convenience-oriented businesses serving the future population in the secondary plan.

- Based on population growth, expenditure potential, as well as assumed local area shares and inflow, we have estimated that there is market demand for 35,100 to 40,300 square metres of new retail / service commercial space in the Wildfield Village Secondary Plan. To put this in context, based the number of residents anticipated in the community, this amounts to some 1.5 to 1.7 square metres of retail / service commercial space per capita.
- Forecasting demand based solely on population growth in the Trade Area mitigates the impact that new space could have on existing and planned retail / service commercial uses operating in Caledon. This analysis also assumes that a portion of future residents' retail / service commercial needs will continue to be met outside the Trade Area. In aggregate, we anticipate that approximately half of all expenditures by Trade Area residents are expected to be made outside the Trade Area. This will result in additional demand for retail / service commercial facilities elsewhere in Caledon and Brampton.
- The lack of commercial impact demonstrates that the development of as much as 40,300 square metres of retail / service commercial space in the Wildfield Village Secondary Plan is appropriate to serve the daily and weekly shopping needs of local residents and will not have an impact on the existing commercial structure in the Town of Caledon.

1.0

Introduction

Key Findings

- The Wildfield Village Secondary Plan comprises approximately 355.9 hectares of gross land area at the south end of Caledon, directly north of Mayfield Road and west of the Bolton Community.
- Future development of these lands is proposed to include residential uses in addition to park space, elementary schools and retail / service commercial development.
- In addition to lands designated *Neighbourhood Area*, Wildfield Village also contains some 42.2 hectares of net developable lands, that are designated *Neighbourhood Centre* and *Urban Corridor* and will be the focus of retail / service commercial uses.
- Future retail / service commercial development is anticipated to support the creation of a walkable urban environment that caters towards meeting the needs of individuals in the immediate area.
- This Commercial Impact Study is key to determining the amount of retail / service commercial space that could be supported in the Wildfield Village Secondary Plan from a market perspective.
- It is also key in determining the potential impact—if any—this amount of retail / service commercial space could have on the Town's commercial structure.

Parcel Economics Inc. ("Parcel") has been retained by the Wildfield Village Landowners Group Inc. (the "landowners") to complete a *Commercial Impact Study* in preparation of their upcoming Official Plan Amendment application for the Wildfield Village Secondary Plan.

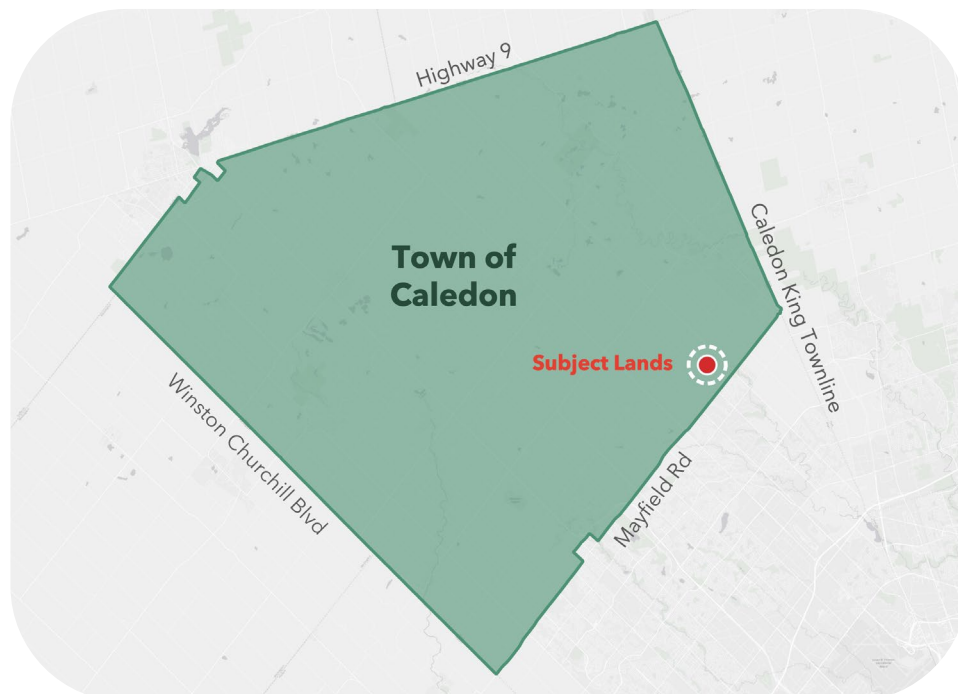
1.1 Site Location & Context

Location

The lands comprising the Wildfield Village Secondary Plan (the "subject lands") are located at the south end of the Town of Caledon (Figure 1-1). The proposed Wildfield Village Secondary Plan is comprised of approximately 355.9 hectares of land and is anticipated to host a range of residential uses, park space, school space and retail / service commercial development.

Figure 1.1

Site Context - Town of Caledon



Source: Parcel.

Figure 1-2 shows the boundaries of the Wildfield Village Secondary Plan. As shown, the subject lands are situated directly north of Mayfield Road, extending to The Gore Road in the east and the Greenbelt, Centreville Creek Road in the west and the proposed GTA West corridor in the north. Slightly east of the subject lands, less than five kilometres—is the Bolton Community, which has an existing concentration of residential, industrial and commercial uses.

Figure 1.2
Location of Wildfield Village Secondary Plan



Source: Parcel.

Surrounding Land Uses

The Wildfield Village Secondary Plan is located in a growing area of Caledon, surrounded by a mix of residential uses, parks and open space and commercial uses of varying scale. Future residents will benefit from access to a range of different facilities, including existing and proposed development along Mayfield Road and across the Bolton Community.

- Directly **north** of the subject lands is the planned route for the GTA West Corridor, beyond which is Healey Road. Lands to the north are otherwise comprised of Prime Agricultural lands and are largely undeveloped. A lack of existing development, combined with the absence of individuals living north of the subject lands, will influence market demand for retail / service commercial space within the Wildfield Village Secondary Plan.
- To the **east** is a natural heritage system, designated Environmental Policy Area in the *Future Caledon Official Plan adopted in March 2024*. Further east is the Bolton Community and Secondary Plan Area, which hosts a range of residential, commercial and industrial uses.
- **South** of the subject lands is Mayfield Road, the dividing boundary between the Town of Caledon and the City of Brampton. South of Mayfield Road is an existing residential community that includes primarily low-density residential uses, existing schools, parks and open space and retail plazas. Existing residents living on the south side of Mayfield Road will likely provide additional support to retail / service commercial tenants located within the Wildfield Village Secondary Plan, particularly those located along Mayfield Road.
- Directly **west** of the subject lands are undeveloped lands also designated New Community Area in Schedule B4 of COP 2024. Further west is the Tullamore Secondary Plan Area, that includes primarily industrial uses with some limited highway commercial uses that front on Mayfield Road. Further west and south of Mayfield Road is the Brampton Northeast Smart Centres node that includes some 26,000 square metres of local and regional serving retail uses.

Access

Vehicular

Transportation and access are key when evaluating the retail/service commercial potential of a site or area. Access to Wildfield Village is provided through two Regional Arterial roads, Mayfield Road to the south and the Gore Road to the east. These roadways are designed to carry medium to high volumes of traffic and future retail/service commercial with frontage on these roadways will benefit from exposure and visibility to heightened levels of pass-by traffic.

Centreville Creek Road, a Town Arterial also runs parallel to the site along the west side and is positioned to accommodate moderate levels of traffic.

Roadways surrounding the subject lands are intended to accommodate the highest degree of separation for cycling facilities and sustain pedestrian facilities on both sides. While this may increase the likelihood for people to pass or access the site, active transportation surrounding the subject lands is otherwise limited due to the lack of other offerings in the immediate area.

Transit

The subject lands are not directly served by public transit but benefit from some connectivity via the Brampton Transit System.

Specifically, the closest bus stops to the subject lands are currently located along Mayfield Road (Brampton Transit Route 36 and 50A). Route 36 connects immediately south of the subject lands at Gore Road and Mayfield Road and extends south to Queen Street East at McVean Drive in Brampton. Route 50A connects slightly further south of the subject lands at Squire Ellis Drive, extending primarily along the Gore Road to Humber College in Brampton.

Bussing will support future residents and visitors to the subject lands by enabling people to navigate to and from the subject lands more easily. However, the lack of immediate transit connectivity will likely limit the amount of visitor and pass by traffic utilizing future retail/service commercial space on the subject lands.

1.2 Proposed Secondary Plan Overview

The Wildfield Landowners Group has prepared a land use plan for the Wildfield Village Secondary Plan which supports the objectives contained in the COP 2024 and population growth anticipated in the Town to 2051.

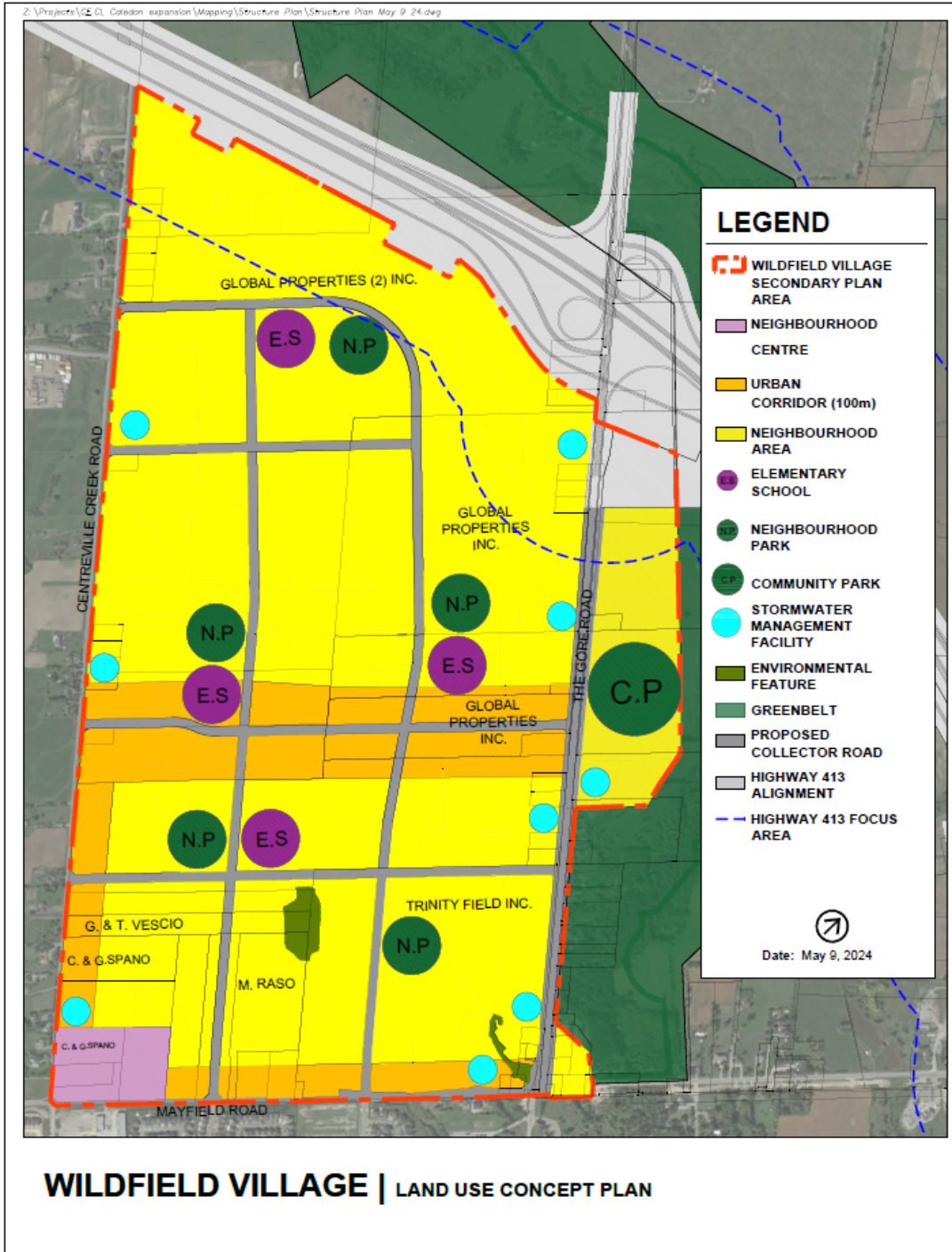
Figure 1-3 shows that the Wildfield Village Secondary Plan is proposed to be developed with a range of residential uses, including single-detached housing, townhomes, and apartment units. Commercial space, community space, neighbourhood park space and elementary schools are also envisioned as part of the land use concept plan for the Wildfield Village Secondary Plan.

In total, the Wildfield Village Secondary Plan includes a net developable area of 328.1 hectares. These lands will accommodate the development of approximately 7,550 housing units, four elementary schools (comprising 12.8 hectares of land) and approximately 10.1 hectares of neighbourhood and community park land.

The concept plan also includes 42.2 hectares of lands that could accommodate retail / service commercial space developed in conjunction with residential uses. This space is distributed on lands designated *Neighbourhood Centre*

and *Urban Corridor*. As shown in Figure 1-3, the *Neighbourhood Centre* is concentrated in the south-west corner of the community, at the intersection of Mayfield Road and Centreville Creek Road. The *Urban Corridor* lands are generally concentrated along the proposed major east-west collector road, as well as along Mayfield Road and Centreville Creek Road.

Figure 1.3
Wildfield Village - Proposed Concept Plan



Source: Based on concept plan prepared for the Wildfield Village Lands in May 2024.

At the time of writing this report, the Wildfield Landowners Group has not yet identified the amount of retail / service commercial space, merchandise categories or tenants that could be accommodated on lands designated Neighbourhood Centre and Urban Corridor.

1.3 Purpose

As part of Peel Region's Municipal Comprehensive Review, lands comprising the Wildfield Village Secondary Plan were identified for inclusion within the Region's Settlement Area Boundary. Schedule E-1 of the recently approved Peel Region Official Plan identifies the Wildfield Village lands as being designated 2051 New Urban Area and required to support population growth to 2051.

The primary purpose of this Commercial Impact Study is to determine the amount of retail / service commercial space warranted in the Wildfield Village Secondary Plan from a market demand perspective and determine the potential impact - if any - of the proposed development on the Town's planned commercial structure.

2.0

Supporting Studies

This section of the Commercial Impact Study has been included to address the requirements of the *Terms of Reference: Commercial Impact Study*, which was provided by the Town of Caledon.

As part of the Official Plan Amendment application being prepared for the Wildfield Village Secondary Plan, a range of studies are being submitted. Due to the stage of the development process, these supporting studies for the Official Plan Amendment application for the Wildfield Village Secondary Plan are not related specifically to new retail / service commercial space that could ultimately be accommodated within the Secondary Plan. Therefore, to date, there are no supporting studies that are relied upon in the completion of this Commercial Impact Study.

3.0

Planning Policy Framework

Key Findings

- The Peel Region Official Plan designates the subject lands as *2051 New Urban Area*, meaning they are required to support population growth to 2051.
- In accordance with the Growth Plan, the Wildfield Village Secondary Plan is intended to develop as complete communities that supports healthy and active living but also meet people’s daily living needs throughout an entire lifetime. Incorporating retail / service commercial space within the Secondary Plan will assist in meeting these objectives in the Growth Plan.
- The Wildfield Village community is proposed to include lands designated *Neighbourhood Centre* and *Urban Corridor*, both of which are permitted to include retail / service commercial uses.
- Retail /service commercial uses across these designations are intended to offer a range of goods and services to support the daily needs of residents and workers.

Parcel has assessed the provincial, regional and municipal policy context and regulatory framework as it applies to the proposed development of the Wildfield Village Secondary Plan. In particular, focus has been given to the importance and impact of potential commercial development that could be accommodated within the Secondary Plan area.

3.1 Provincial Policy Context

The Provincial Policy Statement

The *Provincial Policy Statement, 2020* (“PPS”) identifies the need for an appropriate mix of uses, including commercial uses, to achieve and promote efficient and resilient land use and development patterns. Additionally, it supports the idea of a mix of uses in order to encourage complete communities that are healthy, livable and safe.

Key policies guiding and supporting development, specifically commercial development, include:

Ensuring sufficient lands and accommodating a mix of uses, including residential, employment and institutional types (1.1.1.b, 1.1.2)

Providing for an appropriate mix and range of employment, institutional, and broader mixed uses to meet long-term needs (1.3.1 a);

Encouraging compact and mixed-use development to support livable and resilient communities, as well as promote economic development and competitiveness (1.3.1 d).

The *Neighbourhood Centre* and *Urban Corridor* lands proposed within the Wildfield Village Secondary Plan are intended to support these policies in the PPS by providing opportunities for an appropriate range and mix of retail / service commercial uses. These retail / service commercial uses are likely to be provided in stand-alone and mixed-use developments that are intended to support the daily and weekly shopping needs of new residents within the community.

A Place to Grow: Growth Plan for the Greater Golden Horseshoe 2020

A Place to Grow: Growth Plan for the Greater Golden Horseshoe 2020 (the "Growth Plan") emphasizes the importance of supporting and achieving the development of complete communities that both support healthy and active living but also meet people's daily living needs throughout an entire lifetime. The Growth Plan also encourages flexibility in order to capitalize on new economic and employment opportunities as they emerge.

As it relates to retail uses, Section 2.2.5 Employment, of the Growth Plan states:

2.2.5.3 *Retail and office uses will be directed to locations that support active transportation and have existing or planned transit.*

...

2.2.5.15 *The retail sector will be supported by promoting compact built form and intensification of retail and service uses and areas and encouraging the integration of those uses with other land uses to support the achievement of complete communities.*

Retail and service commercial uses within the Wildfield Village Secondary Plan, which are proposed in the *Neighbourhood Centre* and *Urban Corridor* lands are intended to support the policies in the Growth Plan by being developed in areas that support active transportation and promote a compact built-form.

Proposed Provincial Planning Statement, 2023

The Ministry of Municipal Affairs and Housing (MMAH) is proposing to create a province-wide land use planning document that would replace both the Growth Plan and the PPS.

The proposed planning statement centers on five pillars; the generation of housing supply, land availability, the provision of infrastructure, the balance of housing and resources and implementation. It aims to support the achievement of livable communities, a thriving economy, a healthy and clean environment and social equity such that the quality of life for all Ontarians is improved.

The proposed provincial planning statement prioritizes complete community development, with growth allocated to settlement areas that can support its achievement.

Section 2.3 addresses development within Settlement Areas, including:

2.3.1.2 *Land use patterns within settlement areas should be based on densities and a mix of land uses which:*

- a) efficiently use land and resources;*
- b) optimize existing and planned infrastructure and public service facilities*
- c) support active transportation*
- d) are transit support, as appropriate; and*
- e) are freight-supportive.*

The importance of planning for a range and mix of uses as part of New Settlement Areas and Settlement Boundary Expansions is also address in Section 2.3.2.

2.3.1.1 *In identifying a new settlement area or allowing a settlement area boundary expansion, planning authorities shall consider the following:*

- a) the need to designate and plan for additional land to accommodate an appropriate range and mix of land uses;*

Retail and service commercial uses within the Wildfield Village Secondary Plan will contribute to integrating a range and mix of uses as part of higher density development, helping support and enhance the development of a complete, livable community.

3.2 Regional Policy Context

Peel Region Official Plan (Applicable up to July 1, 2024)

The *Peel Region Official Plan, April 2022* ("PROP") guides long-term planning for growth and development within the Region and the lower-tier municipalities, including the Town of Caledon. It includes population and employment growth forecasts for lower-tier municipalities to 2051. Based on the forecasts contained in Table 3 of the PROP, Caledon is expected to accommodate 300,000 residents, 90,000 households and 125,000 jobs by 2051. A portion

of these jobs will include retail / service commercial jobs that will ultimately be accommodated within the Wildfield Village Secondary Plan.

The Wildfield Village community is identified in the *PROP* as being within the Designated Greenfield Area (“DGA”). Per Section 2.2.7.1 of the Growth Plan, lands designated within the DGA are to be planned in a manner that:

- a) supports the achievement of complete communities;*
- b) supports active transportation; and*
- c) encourages the integration and sustained viability of transit services.*

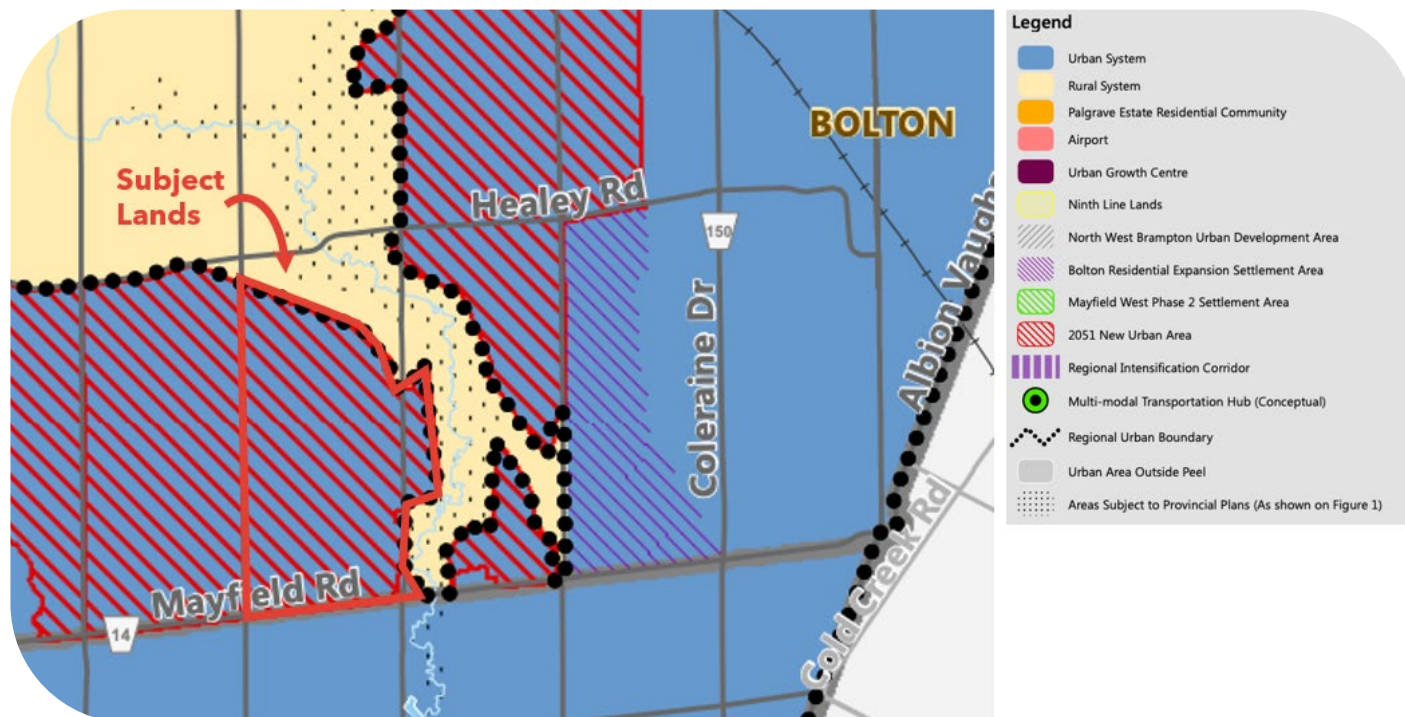
Furthermore, Schedule E-1 of the *PROP* identifies the lands comprising the Wildfield Village Secondary Plan as being designated *2051 New Urban Area*, detailing that they are required to accommodate growth in the municipality to 2051. The *2051 New Urban Area* designation is identified as being within the DGA in Schedule E-3.

Policy 5.6.20.14 *2051 New Urban Area* of the *PROP* states that:

Development of the 2051 New Urban Area will address the protection of cultural heritage and archaeological resources, support energy and emission reductions, develop healthy communities with neighbourhood centres and high quality urban form and coordinate the location of retail and Employment Areas to multi-modal transportation options.

Figure 3.1

2051 New Urban Area – Schedule E-1 of the Peel Official Plan



Source: Parcel based on Peel Region Official Plan - Schedule E-1.

As it relates to Growth Management, Section 5.4 of the PROP states:

5.4.8 To support planning for complete communities in Peel that are compact, well-designed, transit-supportive, offer transportation choices, include a diverse mix of land uses, accommodate people at all stages of life and have an appropriate mix of housing, a good range of jobs, high quality open space, and easy access to retail and services to meet daily needs.

The *Neighbourhood Centre* and *Urban Corridor* lands proposed within the Wildfield Village Secondary Plan are intended to support these policies in the PROP by providing opportunities for both population and job growth, while ensuring that the Wildfield Village Secondary Plan develops as a complete community and provides easy access to retail and service commercial uses to meet the daily needs of new residents.

3.3 Municipal Policy Context

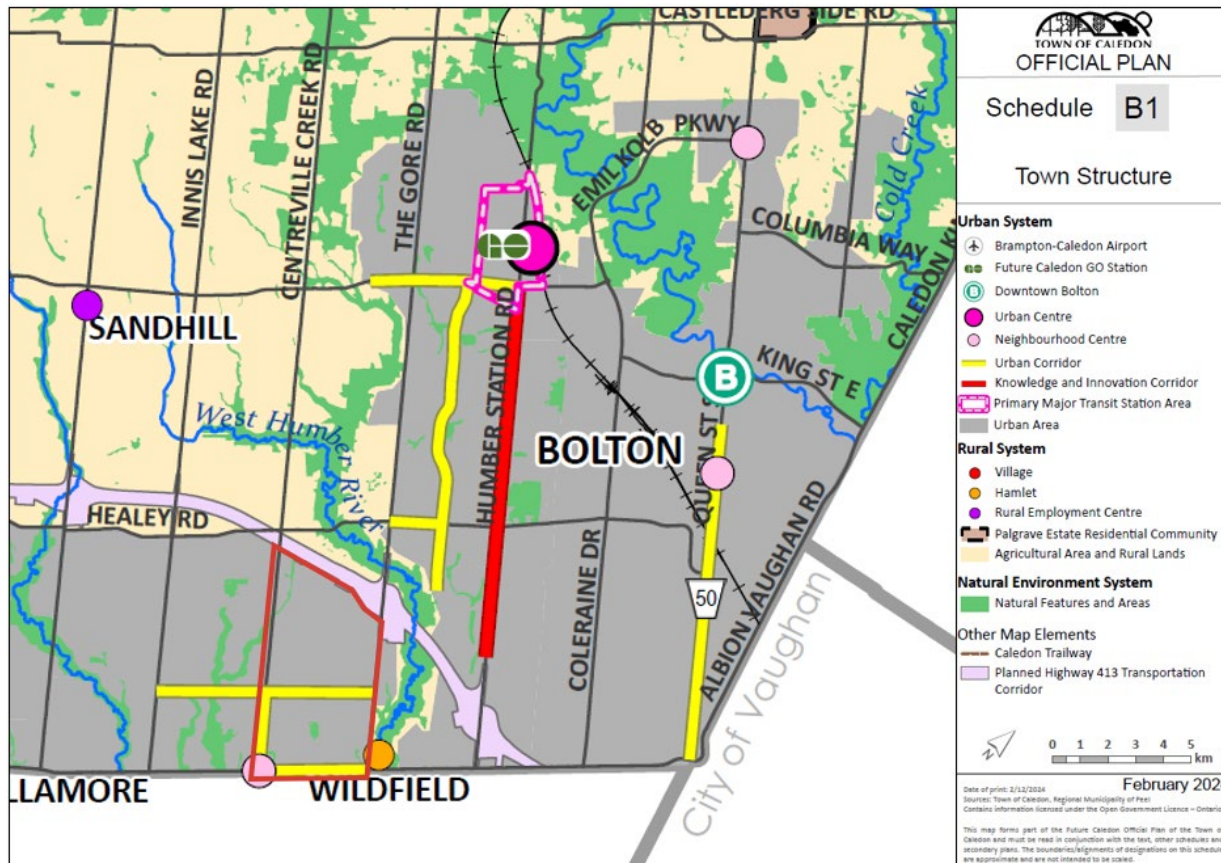
Caledon Official Plan

The existing *Caledon Official Plan* includes commercial policies in Section 5.4. Section 5.3 includes a range of policies that apply to retail / service commercial development on a range of lands, including *General Commercial*, *Highway Commercial*, *Community Shopping Centre Commercial*, *Local Commercial* and *Village Commercial*.

On March 26th, 2024, the Town of Caledon adopted *Future Caledon Official Plan (COP 2024)*, to help shape Caledon over the next 30-years. The COP 2024 places increased emphasis on mid-and-high density development, which integrate opportunities for a range of uses. It also replaces and updates many of the land use designations included in the existing *Caledon Official Plan*.

As it relates to the Wildfield Village Secondary Plan, Schedule B1, Town Structure identifies Wildfield Village as being within the *Urban Area*. As shown in Figure 3-2, the community is also identified as having a *Neighbourhood Centre*, as well as *Urban Corridor* along Mayfield Road, Centreville Creek Road and an east-west collector road through the middle of the community. The *Neighbourhood Centre* and *Urban Corridor* are identified in the Land Use Concept Plan prepared as part of the Official Plan Amendment application for the Wildfield Village Secondary Plan, as shown previously in Figure 1-3.

Figure 3.2
Town of Caledon Official Plan - Schedule B1



Source: Parcel based on Draft Town of Caledon Official Plan, Version 4, February 2024.

Section 22.4 of the COP 2024 includes policies pertaining to lands designated *Neighbourhood Centre*. Designed to include a range of mid-rise mixed-use buildings, the *Neighbourhood Centres* are directed to be planned as neighbourhood focal points that offer a range of goods and services to support the daily needs of residents and workers. With a focus on mid-rise mixed-use buildings, the intent is for development on these lands to support a mix of residential, commercial, office and service uses.

More specifically, Section 22.4.1 indicates that lands designated *Neighbourhood Centre* are intended to:

- f) *Provide a range of retail and service experiences that serve local needs and draw customers from wider catchment, with particular focus on creating spaces for independent small businesses.*

Permitted uses on lands designated *Neighbourhood Centre* are detailed in 22.4.2 of the COP 2024, stating:

- a) *A broad range of residential, retail, mixed-use, service, office, cultural, institutional, educational, hospitality, entertainment, recreational and other related uses may be permitted.*

As it relates to lands designated *Urban Corridor*, the COP 2024 identifies these lands as developing with primarily high-density forms of development that provide a range of activities to meet the needs of individuals living in Corridors and in surrounding neighbourhoods. These uses are intended to include retail/service commercial uses, offices, residential apartments and community facilities.

In addition to medium and high-density residential uses, a broad range of uses are permitted on these lands:

- 22.5.2 *A broad range of retail, service, office, cultural, institutional, educational, hospitality, entertainment, recreational and other related uses may be permitted.*

The form and function of permitted uses are detailed in Section 22.5.3 of the COP 2024. Generally, development is encouraged to be mid-rise and mixed-use with the integration of higher building heights depending on location. However, as identified in policy 22.5.3.b):

The development of mixed-use buildings is encouraged; however, stand-alone commercial and residential buildings are permitted.

4.0

Trade Area

Key Findings

- A Trade Area represents the primary geographic area from which future retailers and service-providers on the subject lands are anticipated to derive most of their customer support and sales volume.
- Recognizing the location of the subject lands, in addition to anticipated future development, the Trade Area used in this analysis is consistent with the boundary of the Wildfield Village Secondary Plan.
- In basing future demand for retail / service commercial uses on population growth within the Wildfield Village Secondary Plan, it is unlikely new retail / service commercial facilities proposed will have any impact on existing and planned commercial development elsewhere in the Town.
- Furthermore, basing demand off future growth within the Wildfield Village Secondary Plan is consistent with the types of commercial uses anticipated in this predominantly residential area, including local or neighbourhood-serving convenience uses.

For the purposes of this assessment, the Wildfield Village Secondary Plan (shown in Figure 4-1) represent the “Trade Area” or primary geographic area from which future retailers and service-providers located within the community are expected to derive most of their customer support and sales volume. This Trade Area has been delineated—in part—due to the size of the Wildfield Village Secondary Plan which includes some 355.5 hectares of land, or some 328.1 hectares of net developable area.

Furthermore, a Trade Area is often delineated or impacted by surrounding uses, including physical barriers, municipal boundaries and other factors. Excepting residential development at the north end of Brampton, there is currently limited development in the immediate vicinity of the Wildfield Village Secondary Plan. This minimizes the likelihood that people living outside the area will regularly rely on retail / service commercial uses at this location.

The Trade Area is located just north of the boundary to the City of Brampton. While Brampton residents represent additional persons who could support commercial uses accommodated within the Secondary Plan area, they are separated by a proposed four-lane arterial roadway which ultimately limits the likelihood or frequency at which these residents will visit the retail / service commercial tenants that could ultimately locate within the Secondary Plan.

Future residents of the Wildfield Village Secondary Plan represent the primary population anticipated to support future retailers and service-providers in the Trade Area.

In determining future retail / service commercial needs strictly on population and employment growth within the Wildfield Village Secondary Plan it also mitigates the potential impact of the proposed development—specifically new retail and service commercial space—on the Town’s existing and developing commercial structure.

Further Justification for this Trade Area is Included in **Section 6.0.**

Figure 4.1
Wildfield Village Secondary Plan - Trade Area



Source: Parcel.

5.0

Population & Employment Allocations

Key Findings

- Development of over 7,500 housing units within the Wildfield Village Secondary Plan is anticipated to occur by 2030, including a range of single-detached, townhome and apartment units.
- Future housing growth within the Secondary Plan is anticipated to generate a population of nearly 24,000 persons. This population—in addition to future visitors and employees—will generate demand for a range of retail / service commercial facilities.
- In basing future demand for retail / service commercial uses on population growth within the Secondary Plan area, this will effectively mitigate the impact of new retail / service commercial facilities on existing and planned commercial development in the Town.

The complete build-out of the Wildfield Village Secondary Plan could include the development of over 7,500 residential units distributed between single-detached units, townhomes and apartment units. For the purposes of this Commercial Impact Study, we have utilized a 2030 forecast horizon to be consistent with the anticipated build-out of the secondary plan.

Future housing units at Wildfield Village are anticipated to accommodate nearly 24,000 persons. This population and unit estimate is based on unit forecasts included as part of the most recent concept plan for the Secondary Plan, in addition to Person Per Unit (PPU) estimates—by unit type—included in the Town of Caledon’s draft 2024 Development Charges Background Study (2024 Draft DCBS).

In 2051, the Trade Area will represent 8% of the Town of Caledon’s forecast population. This means that Wildfield Village is anticipated to account for over 11% of the Town’s population growth between 2023 and 2051.

Figure 5.1

Current & Anticipated Population of the Trade Area

	<u>Current¹</u>	<u>Forecast²</u>
	2023	2051
Trade Area	100	24,000
<i>Average Annual Growth</i>		854
<i>Average Annual Growth Rate</i>		853.6%
Town of Caledon	84,900	300,000
<i>Average Annual Growth</i>		7,682
<i>Average Annual Growth Rate</i>		9.0%

Source: Parcel. Rounded to the nearest 100 residents.

¹ Statistics Canada Census data, adjusted for net under coverage.

² Based on the existing concept plan for Wildfield Village and PPU estimates included in the Town of Caledon’s draft 2024 Development Charges Background Study. Population forecasts for the Town of Caledon are based on Peel Region’s Official Plan – 2051 Scenario Community Tables.

6.0

Existing Supply of Retail / Service Commercial Space

Key Findings

- Future residents of the Wildfield Village Secondary Plan will benefit from access to a range of regional-serving amenities in the Bolton Community and other commercial nodes concentrated along Mayfield Road.
- Like other residents in Caledon, the Bolton Community serves as a Town-wide amenity, that hosts a range of larger-scale retail uses, food stores and a range of commercial services.
- In addition to the significant amount of retail / service commercial space concentrated near the Wildfield Village Secondary Plan, there is also new space being developed just south of Mayfield Road, in Brampton.
- Neighbourhood nodes in Caledon support the more regular retail/service commercial needs of those living in the local area, with uses that are more convenience oriented.
- Owing to the location of the Wildfield Village Secondary Plan and the significant population anticipated, it is likely future retail/service commercial uses will cater to the more immediate needs of residents, drawing less from pass-by traffic, including visitors and those living elsewhere in Caledon and beyond.
- The convenience-oriented function of retail/service commercial uses anticipated in the Wildfield Village Secondary Plan is also likely given the proximity to a range of regional-serving uses.

In determining the amount of retail/service commercial space required to support future residents in the Wildfield Village Secondary Plan, Parcel has conducted an inventory of existing commercial nodes in Caledon and the City of Brampton to determine the extent by which retail /service commercial needs of future residents in the community can be met at other locations.

6.1 Surrounding Commercial Nodes

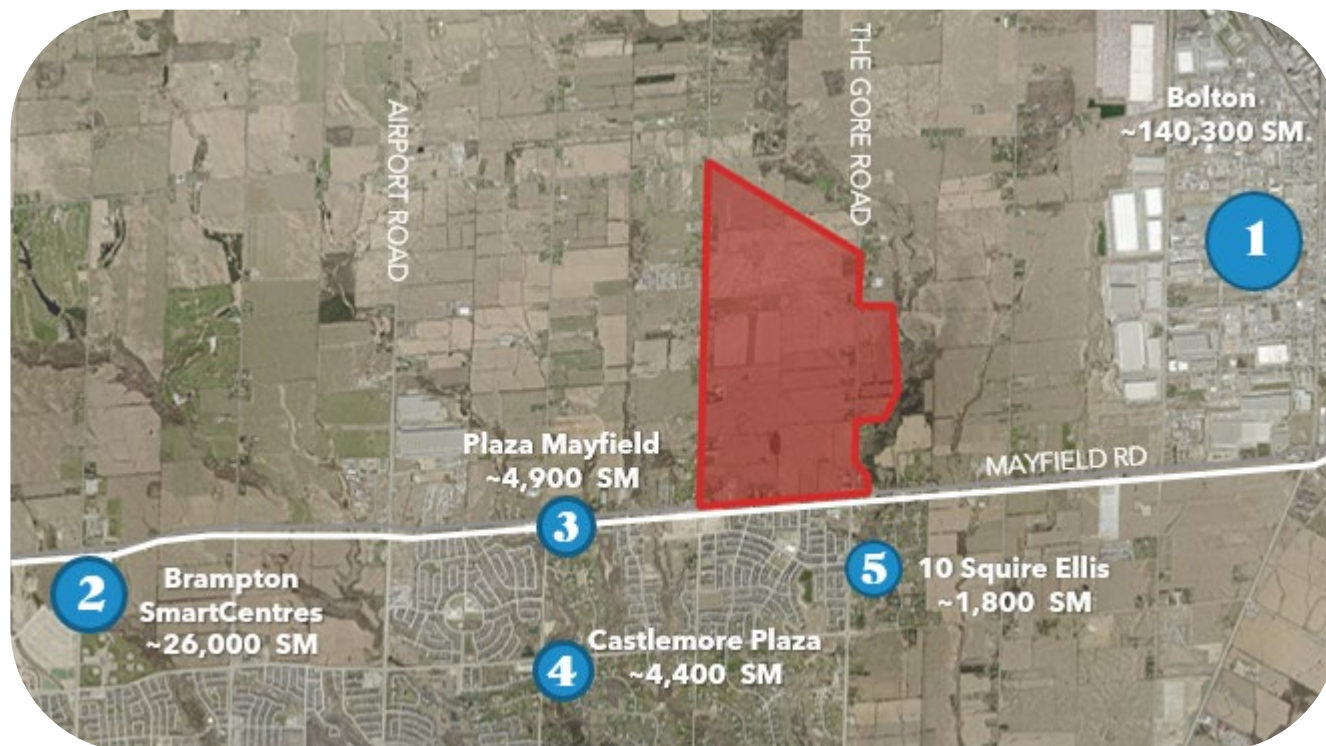
It is likely that future residents of the Wildfield Village Secondary Plan will fulfill a significant share of their shopping needs at existing retail / service commercial nodes in the Town of Caledon and the City of Brampton, particularly as the Secondary Plan area is unlikely to accommodate some large-scale, regional serving tenants that are already located in the surrounding community (e.g. Walmart, Canadian Tire, Home Depot, Costco, etc.).

To this end, Parcel has conducted an inventory of existing commercial nodes near the Wildfield Village Secondary Plan. This inventory includes the identification of larger regional-serving nodes situated at highly densified areas of the Town, which include tenants such as Walmart, Canadian Tire, Home Depot, Giant Tiger, a Food Basics and larger supermarkets (i.e., Fortino's etc.). It also includes more prominent areas of concentrated retail activity near the Secondary Plan area, including primarily existing development in the Bolton Community.

Figure 6-1 shows the location and scale of prominent and existing commercial sites in the vicinity of the Wildfield Village Secondary Plan. As shown, future residents will benefit from proximity to Bolton—which is only a six-minute drive east—in addition to a range of other retail plazas located in northeast Brampton, immediately west of Goreway Drive.

Figure 6.1

Location of Existing Nearby Commercial Nodes



Source: Parcel.

Existing Commercial Space

Bolton Community (1)

As the most significant and established commercial core near the Wildfield Village Secondary Plan, Parcel has assessed the quantum and type of retail / service commercial space available in Bolton.

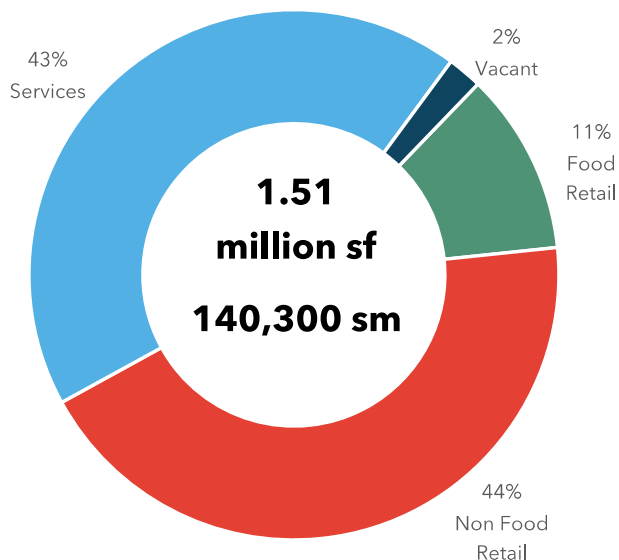
As detailed in Figure 6-2, Bolton hosts some **140,300 square metres of retail / service commercial space**, a significant share of which is concentrated along the Queen Street Corridor (some 76,200 square metres). Additional space is also located in Bolton Square (4,200 square metres), the Bolton County Shopping Centre (7,700 square metres) and within the Bolton SmartCentres (22,500 square metres).

Existing space includes a range of regional serving uses in addition to local businesses, commercial services and more speciality food stores. Larger supermarkets and other food stores are also located in Bolton. Not only are these

facilities key to supporting the growing number of residents in the community, but they also support a number of visitors from other areas of Caledon and beyond.

Figure 6.2

Bolton – Tenants by Category



Source: Parcel based on inventory completed in early 2024.

Some major tenants in Bolton include:

- **Supermarkets** (10,600 square metres)
 - Food Basics
 - Fortinos
- **General Merchandise** (31,500 square metres)
 - Walmart Supercentre
 - Canadian Tire
 - Dollarama
 - Giant Tiger
- **Building Materials & Outdoor Home Supplies** (12,900 square metres)

- Home Depot
- Home Hardware
- **Food & Drinking Places** ((18,500 square metres)
 - Chucks Roadhouse
 - Bolton Jack's Restaurant
 - Sunset Grill
 - Kelsey's
 - All Time Creek
 - All major fast-food restaurants

At the time of our inventory, only 2% ((3,000 square metres) of retail/service commercial space in Bolton was vacant. Recognizing that a healthy vacancy rate typically ranges between 4 - 6% depending on the context and location, the current vacancy rate is relatively low.

A low vacancy rate is often an indicator of commercial demand. However, in the context of Bolton, it could also reflect the changing and growing nature of the community, which includes a gradual transition to medium and higher density, mixed-use development. As new commercial supply generally lags behind residential development, it is likely low vacancy is an interim result of shifting retail availability in the market.

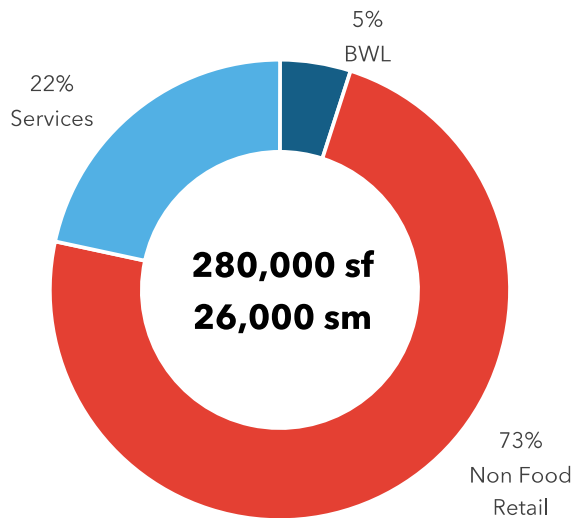
SmartCentres Brampton Northeast (2)

Situated at the northeast corner of Mayfield Road and Bramlea Road, the SmartCentres Brampton plaza hosts some 26,000 square metres of retail / service commercial space. Most commercial space is currently comprised of Non-Food Retail Space (e.g., Wal-Mart, Dollarama, etc.), in addition to some Services (e.g., Banks, Personal Services, Goodlife Fitness etc.) space as summarized in Figure 6-3.

Conveniently accessible by public transit, and directly accessible from Mayfield Road, there is no vacancy at this site currently. Furthermore, commercial uses at this location are accommodated in standalone buildings. Traditional in its function and format, this means residents and visitors have access to ample surface parking.

Figure 6.3

SmartCentres Commercial Node by Category



Source: Parcel based on CoStar Realty Inc. data.

Some major tenants include:

- **General Merchandise** (12,800 square metres)
 - Walmart Supercentre
 - Dollarama
- **Beer, Wine, Liquor** (900 square metres)
 - LCBO
- **Arts, Entertainment & Recreation** (13,000 square metres)
 - Goodlife Fitness
- **Finance** (1,000 square metres)
 - RBC
 - Scotiabank
 - CIBC

Planned & Proposed Commercial Development

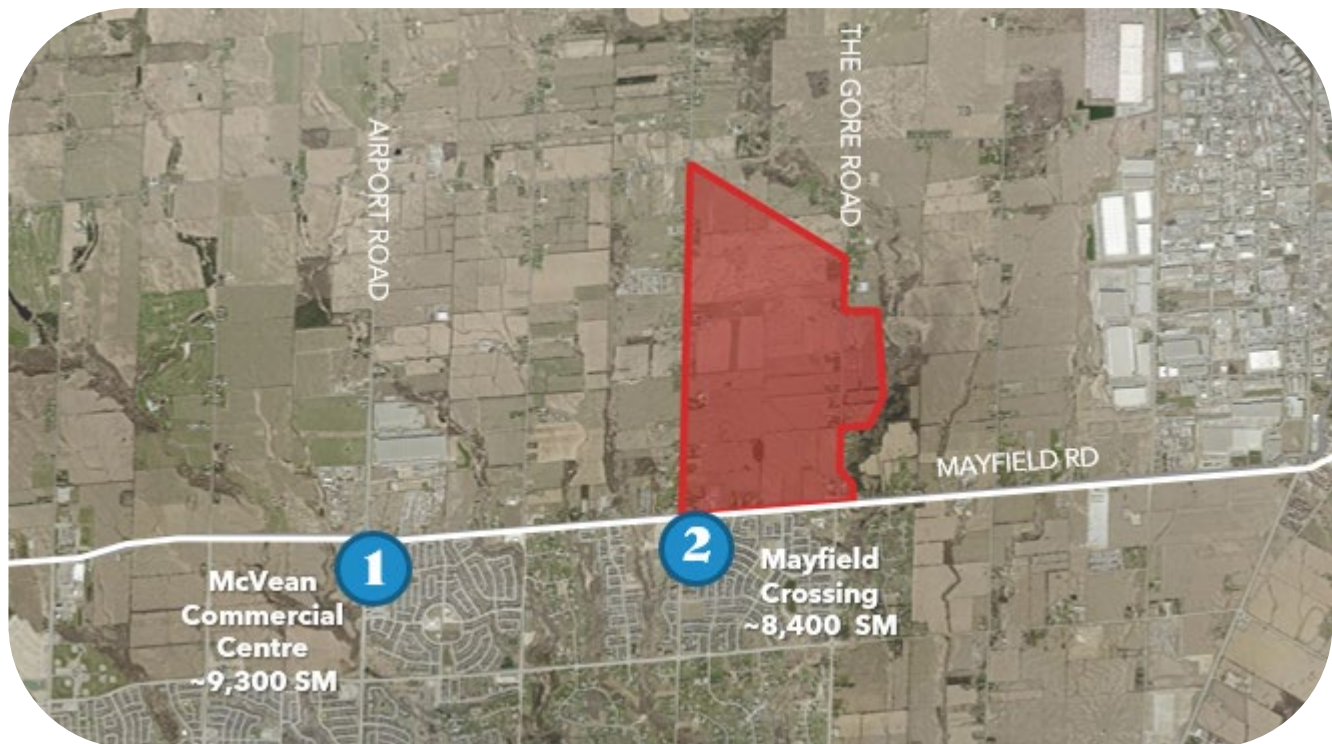
In examining the extent by which the retail / service commercial needs of Wildfield Village Secondary Plan residents could be met by proposed developments in the surrounding area, Parcel has also examined the quantum, scale and location of any new retail / service commercial space being introduced or proposed in the vicinity of the Secondary Plan area.

While there are no applications that currently propose to introduce new large format retail uses (i.e., broader serving regional uses including Wal-Mart, Home Depot etc.), there are two developments approved and under construction at locations just south of the Secondary Plan. Both developments propose to introduce commercial space distributed across several smaller retail units.

The scale of these developments means there is opportunity for a range of retailers, including larger format retail uses, furniture and electronics stores and other general merchandise stores in the vicinity of the Wildfield Village Secondary Plan.

Figure 6.4

Location of Forthcoming Commercial Developments



Source: Parcel.

McVean Commercial Centre (6045 Mayfield Road)

Located at Airport Road and Mayfield Road, this development is anticipated to host a range of commercial units, including a total of some 9,300 square metres. Anticipated uses at this location include medical uses, food services, a large format grocery store, furniture and electronics stores and personal care services, with units ranging from 65 to 2,300 square metres.

Brampton Mayfield Crossing (7209 Mayfield Road)

Located at McVean Drive and Mayfield Road, this plaza is anticipated to develop with nearly 90,000 square feet (8,400 square metres) of retail / service commercial space. Units introduced as part of this development are anticipated to range from 55 to 1,000 square metres.

While still developing, this centre already contains a range of food services, health and personal care services and limited office uses. It is anticipated to build-out with a grocery store, a range of general merchandise, fitness facilities and electronics stores in addition to other restaurants and fast-food establishments.

Location, parking and the quantity of commercial space proposed at these locations is likely to limit demand generated for similar stores within the Wildfield Village Secondary Plan. While not necessarily within walking distance to all future residents of the subject lands, parking opportunities included as part of this retail area will undoubtedly draw regular visits from people living in the Secondary Plan.

6.2 Customer Origins

Parcel has examined the volume of visitation to select commercial areas to understand how—or if—commercial locations with differing formats and functions differ in their respective drawing power.

Customer origin data has also been used to understand the shopping behaviours and preferences of people in Caledon, including where shopping trips originate from and in what frequency. The findings from this analysis have also been useful in understanding the function, role and future space needs of future residents in the Wildfield Village Secondary Plan and beyond.

Note: Customer Origins Source Data

This research has involved partnering with a third-party data provider to determine the travel behaviours and estimated geographic origins of residents, employees, and other individuals who visited the selected commercial areas near the subject site over a full one-year period. For the purposes of this analysis, this full year period includes visitation patterns that occurred between May 2021 and April 2022, the latest full year of data available.

The analytics data employed for this analysis is based on the traffic volume of an average day in the defined study period, or average annual daily traffic (AADT) estimate. Location based services from smartphones and global positioning points are collected and normalized through various algorithms to estimate AADT. This estimate is then adjusted to represent real-world count data.

Based on this process, the bulk of our analysis below is **reported in percentage terms**. Trip counts have been aggregated to assess the home location of visitors to existing retail locations at a macro-level.

Analyzed Commercial Areas

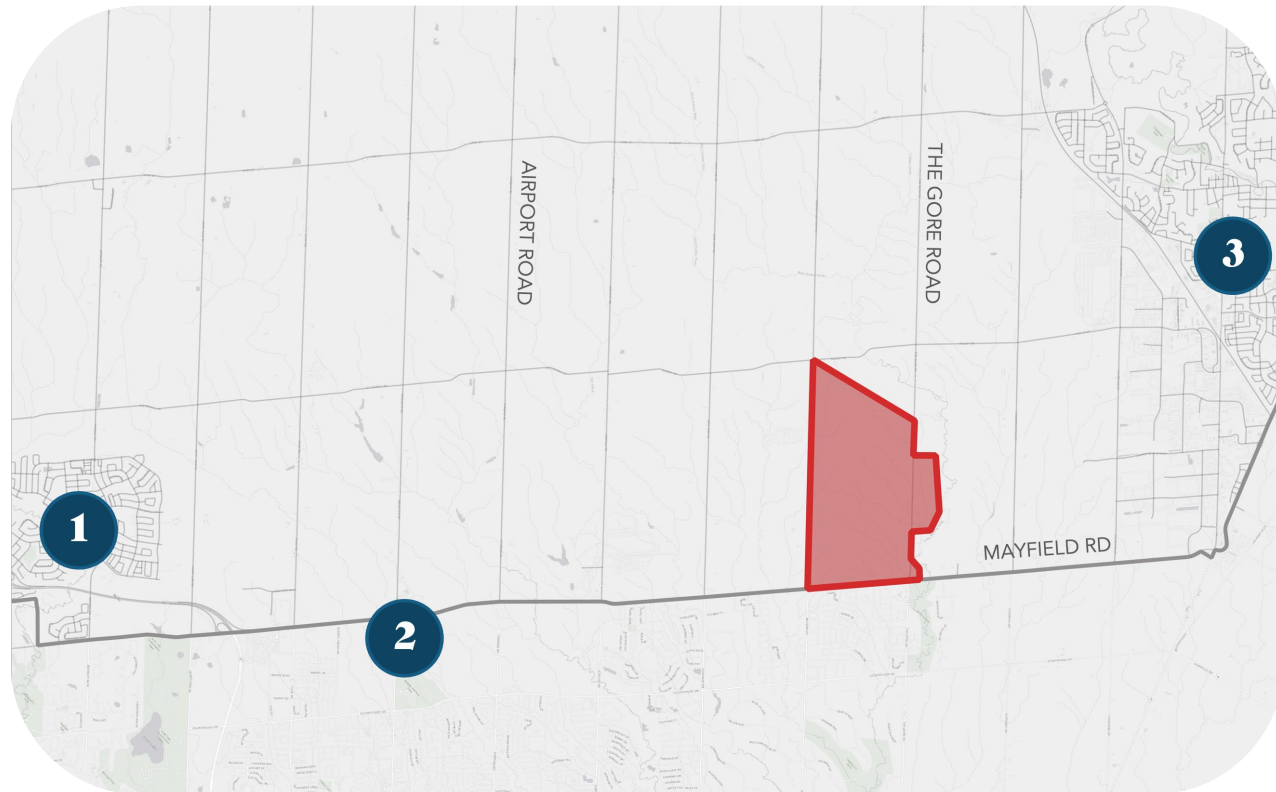
For the purposes of this analysis, Parcel has analyzed customer origins for **three** commercial locations near the Wildfield Village Secondary Plan, in order to understand the travel patterns and behaviours of local shoppers. Put another way, different retail locations were chosen to assess how the amount, location, type, and format of retail provided at a given location impacts capture rates and inflow, and how each may—or may not—impact the draw of residents.

Figure 6-5 shows the retail locations that have been analyzed, those being:

- **(1) 12570 Kennedy Rd (Fresh Food Centre)** – General Commercial Lands in Mayfield West that host a wide range of retail and service commercial uses to support the daily and weekly needs of residents in the local community.
- **(2) SmartCentres Brampton Northeast** – District Retail Commercial land per the Countryside Villages Secondary Plan that is intended to develop with significant retail / service commercial uses.
- **(3) Bolton Commercial** – Highway 50 Commercial Area which functions as the primary location for commercial and recreational uses in Bolton.

Figure 6.5

Survey Retail Locations



Source: Parcel.

Customer Origins Summary (Geography)

Figure 6-6 details the capture patterns of each node. This includes trips made by **“locals”** or those who reside in the more immediate area surrounding each site (i.e., in Caledon) in addition to trips made by **“visitors”** including people residing beyond Caledon, including elsewhere in Peel Region and beyond.

This figure is based on total visits by proxy commercial node. It also deliberately includes repeat visitation to highlight how the function of commercial nodes in Caledon meet the daily shopping needs of residents.

Bolton Commercial & Smart Centres

- Individuals residing in immediate proximity to Bolton (i.e., within 2 km) represent a relatively small share of visits to retail / service commercial establishments in Bolton. Similarly, local residents (i.e. those living within 2 km) represent only 16% of visits to the Brampton SmartCentres development.
- These nodes clearly serve as a destination for a broader range of visitors and employees. This is likely due to the range of regional serving retail / service commercial tenants, such as Walmart Supercentre, Home Depot, Canadian Tire etc.
- Like other residents across Caledon, future residents of the Wildfield Village Secondary Plan will be able to rely on these locations to support their less frequent retail needs.

12570 Kennedy Road

- Local residents (i.e., within 2 km) account for a 55% of visits to this node. By comparison to the other nodes examined, retail / service commercial uses at 12570 Kennedy Road function as a local amenity that caters to supporting the daily and weekly need of more immediate residents. As a smaller retail area, located at the centre of a growing residential community, this location provides a more targeted range of services and convenience uses that benefit those residing in proximity to the site.
- Individuals living outside of Peel Region represent a comparably small share of visits to this node. While there is some presence of visitation by these individuals, they represent a much smaller share of overall visitation due to the more occasional nature of these visits. This is likely due to the scale, location and format of retail development integrated at this location, which is convenience-oriented and not notably different from other local serving nodes across Caledon.
- Given the size and location of Neighbourhood Centre and Urban Corridor lands in Wildfield Village, it is anticipated that new retail / service commercial space will ultimately cater towards those living nearby, particularly given proximity to existing regional-serving commercial uses.

Figure 6.6

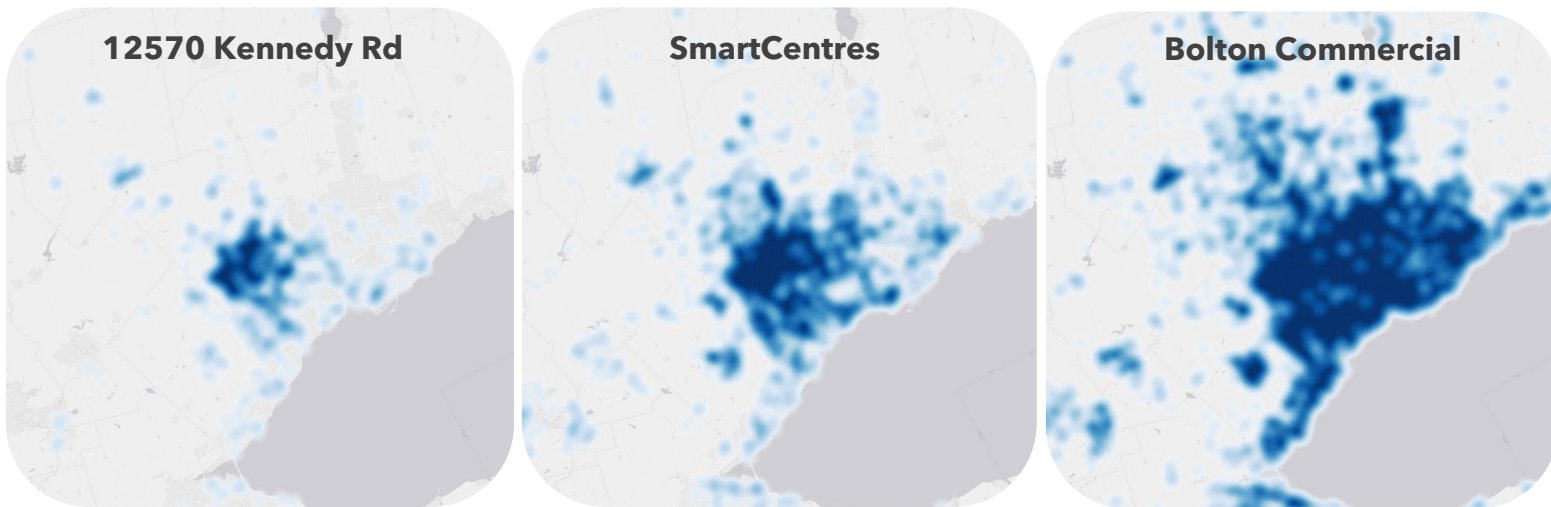
Summary of Visitation by Node (Common Evening Location)

	Bolton	SmartCentres	12570 Kennedy Rd	
Within 2 km	19%	16%	55%	"Local" Residents
Within 2-5 km	30%	50%	7%	
Town of Caledon	11%	6%	2%	"Regional & Other" Residents
Peel Region	16%	22%	27%	
Outside Peel Region	24%	5%	9%	
Total	100%	100%	100%	

Source: Parcel based on mobile analytics data.

Figure 6.7

Distribution of Trips to Each Commercial Node



Source: Parcel based on mobile analytics data.

7.0

Market Demand & Impact Analysis

Key Findings

- Future demand for retail / service commercial space within the Secondary Plan has been based on the build-out population of Wildfield Village.
- Based on the analysis included herein, there is anticipated to be demand for as much as 8,100 square metres of Food Store space, including at least 1,300 square metres of Beer, Wine and Liquor store space within the Wildfield Village Secondary Plan.
- There is also anticipated to also be demand for as much as 14,200 square metres of Non-Food Retail space.
- Service commercial uses are forecast to comprise the largest share of future demand. This includes demand for nearly 18,000 square metres of space.
- Service uses are anticipated to account for a significant share of space, recognizing the proximity of Wildfield Village to a range of existing regional-serving Food and Non-Food stores that will serve the retail needs of future residents.

7.1 Expenditure Potential (Food & Non-Food)

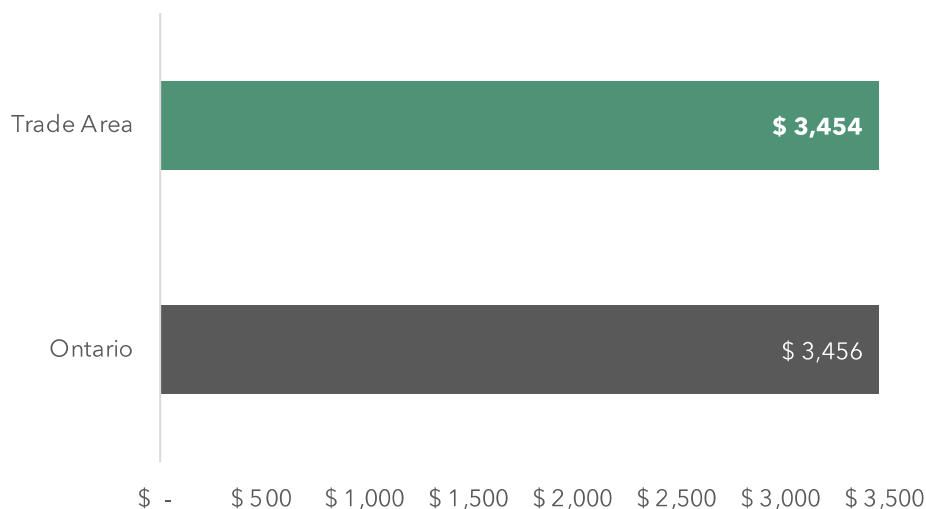
Food Retail

The average Ontario resident spends approximately \$2,800 annually at Supermarkets, Convenience and Specialty Food Stores, with an additional \$660 per year spent at Beer, Wine and Liquor Stores. Income elasticity of demand for Food Retail is “low” meaning that spending by income is inelastic and does not necessarily rise significantly with income. As a basic necessity without many substitutes, Food Retail expenditures therefore remain relatively constant regardless of the income capacities of individuals.

Recognizing the relationship between Caledon residents per capita income to the provincial average and based on a regression analysis of Ontario household spending by income quintile, we have adjusted Food Retail spending per person to reflect local conditions. Figure 7-1 shows that this adjustment results in per capita expenditures that are consistent with the provincial average.

Figure 7.1

Annual Food Retail Spending Per Capita (Including BWL)



Source: Parcel, based on Statistics Canada Retail Trade (20-10-0008-01) and Household Spending by Household Income Quintile (11-10-0223-01) data. **Includes an adjustment for e-commerce on food retail spending.**

Parcel has relied on trends in Food Retail spending identified in Figure 7-1 and population estimates from Figure 5-1 to determine the current and potential future spending potential of Trade Area residents, both locally in the Trade Area and elsewhere. This includes spending at Supermarket & Grocery Stores, Convenience & Specialty Food Stores, in addition to Beer, Wine & Liquor Stores.

Analysis: Dependency on Town-Wide Trends

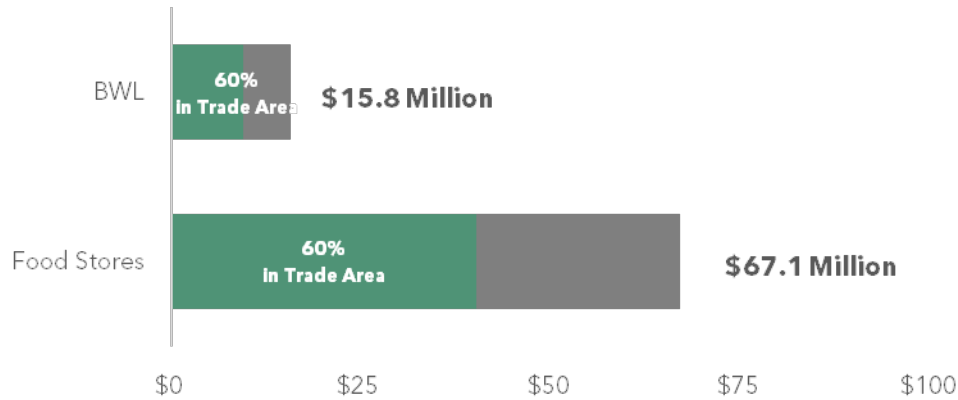
Recognizing the Wildfield Village Secondary Plan is currently undeveloped, this analysis—including additional details included herein—is based on existing and anticipated trends across the Town (i.e., residents spending patterns, growth etc.). This information has been key in determining the potential retail / service commercial space that could be required to support future residents, employees and visitors to the Wildfield Village Secondary Plan. As a growth area in Caledon, it is also key in ensuring future residents and employees are well served over the forecast period and beyond.

Expenditure Potential

Total Food Store expenditures have been estimated by multiplying average per capita retail expenditures by the projected population of the Wildfield Village Secondary Plan. Based on this approach, total Food Store expenditures have been estimated to reach **\$82.9 million** at full build-out in 2030, approximately 16.0 million of which is associated with spending at Beer, Wine and Liquor Stores.

Informed by our customer origin surveys (as summarized in Figure 6-6), some 60% of this spending is anticipated to occur in the Secondary Plan area, ultimately driving demand for Food Store establishments in the area overtime. The 60% capture rate assumes that new food stores will locate in the Wildfield Village Secondary Plan to serve the needs of new residents, with 40% of local resident spending occurring outside the community. This assumption is generally consistent with the observations from visitation statistics for 12570 Kennedy Road, where 55% of visitors resided within 2 kilometres of the commercial node.

Figure 7.2
Forecast Food Retail Expenditures



Source: Parcel based on population forecasts in Figure 5-1, food retail spending in Figure 7-1 and estimations of current and future capture and inflow rates in the Trade Area.

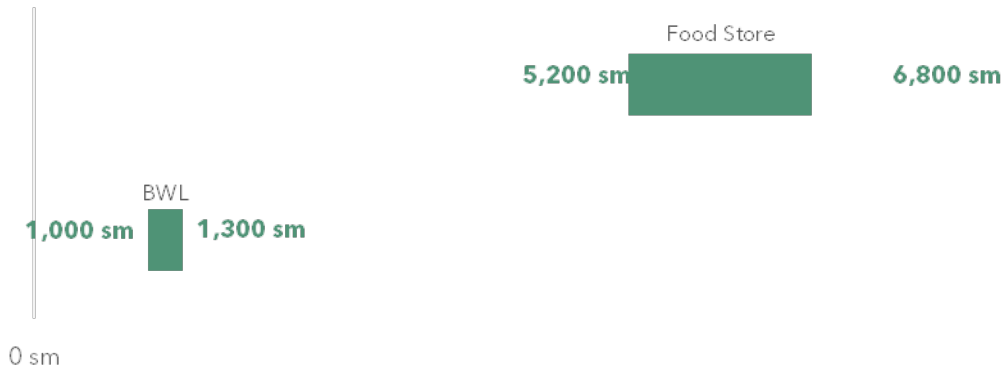
Anticipated Food Store Space Required

To determine the quantum of future Food Store space required based on retail expenditures, Parcel has relied on expected store performance levels. These performance levels reflect industry averages, the likely type and format of future stores and are adjustments made by Parcel to reflect the more specific locational and geographic factors of the Trade Area, in the broader context of Caledon and Ontario more generally.

Based on these assumptions, we anticipate that at build-out, there will be demand for between 6,200 and 8,100 square metres of Food Store space (including demand for between 1,000 and 1,300 square metres of beer, wine and liquor store space) to support growth in the Wildfield Village Secondary Plan to 2030. This estimate assumes that future food stores in the community will attain 15% of their sales from residents living outside the Trade Area (i.e., inflow from elsewhere in Caledon and beyond).

Figure 7.3

Forecast Need for New Food Store Space



Source: Parcel based on Figure 7-2 and average food store sales ranging between \$650 PSF for Supermarket and Grocery Stores, to a maximum of \$1,000 PSF for Beer, Wine and Liquor Stores.

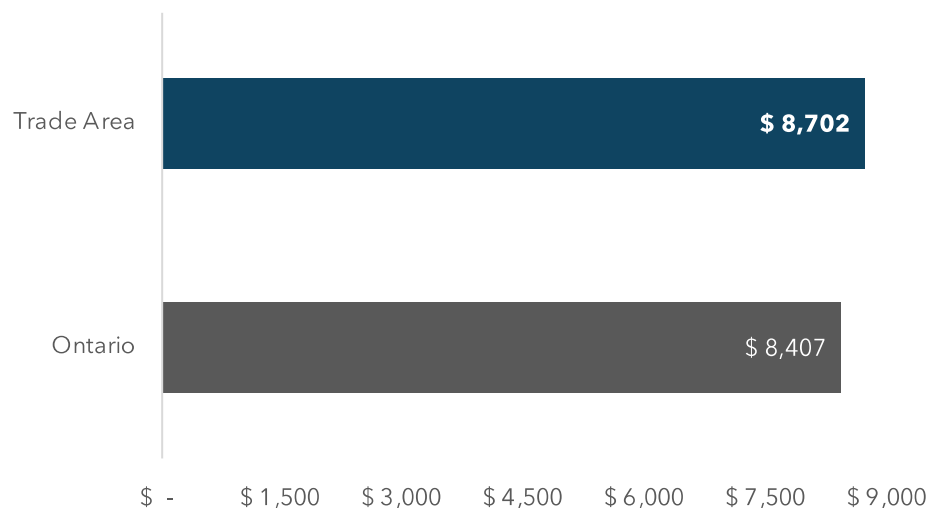
Non-Food Retail

The average Ontarian spends some \$8,400 annually on Non-Food Retail expenditures, including items such as sporting goods, clothing, home goods, electronics and health stores (e.g., pharmacies, supplement stores etc.).

Unlike Food Retail spending, spending on these types of Non-Food Store goods are much more elastic, rising considerably with income. The higher income elasticity of Non-Food Store demand will benefit future Non-Food Store retailers in the Trade Area due to the higher spending capacities of individuals who reside in Caledon. As shown in Figure 7-4, the annual Non-Food Store expenditures per capita of a Caledon resident is estimated to be approximately \$300 higher than the Ontario average.

Figure 7.4

Annual Non-Food Retail Spending Per Capita



Source: Parcel, based on Statistics Canada Retail Trade (20-10-0008-01) and Household Spending by Household Income Quintile (11-10-0223-01) data. **Includes an adjustment for e-commerce spending by store type from between 5% - 22%.**

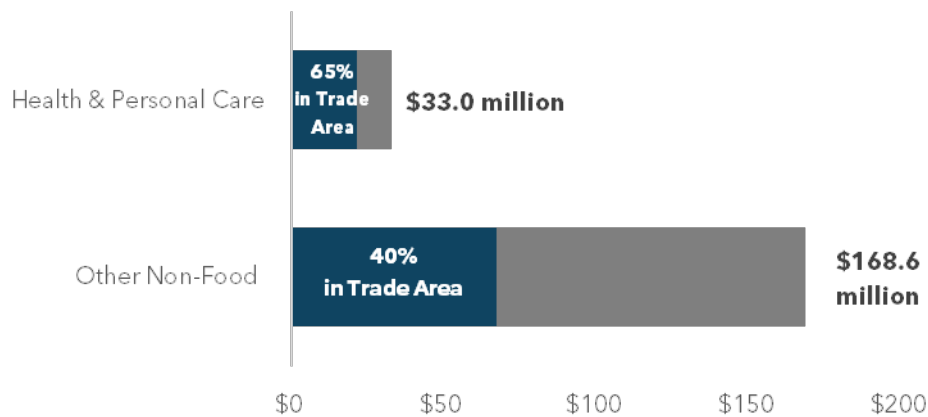
Parcel has relied on trends in Non-Food Retail spending identified above, in addition to population estimates in Figure 5-1 to determine the potential future spending potential of Trade Area residents, both locally and at locations outside the Trade Area. This includes spending across all Non-Food Stores, including health and personal care stores, clothing stores, electronic stores etc. Like above, the analysis detailed below focuses on anticipated growth in the Trade Area and the potential amount of Non-Food Store space that will be required to support future residents, employees and visitors of the area.

Expenditure Potential

The total Non-Food Store expenditures of future Wildfield Village Secondary Plan residents have been estimated by multiplying the Town of Caledon's average per capita retail expenditure by the projected population in the Trade Area. Based on this approach, total Non-Food Store expenditures have been estimated to reach some \$201.5 million at full build-out, some \$33.2 million (16%) of which is tied to spending at health and personal care stores.

Informed by our customer origin surveys, we have estimated that some 44% of Non-Food Store spending is anticipated to occur in the Trade Area. Our estimated capture rates vary by store category, ranging from a 65% capture rate for Health and Personal Care stores to 40% for other Non-Food Store spending.

Figure 7.5
Forecast Non-Food Retail Expenditures



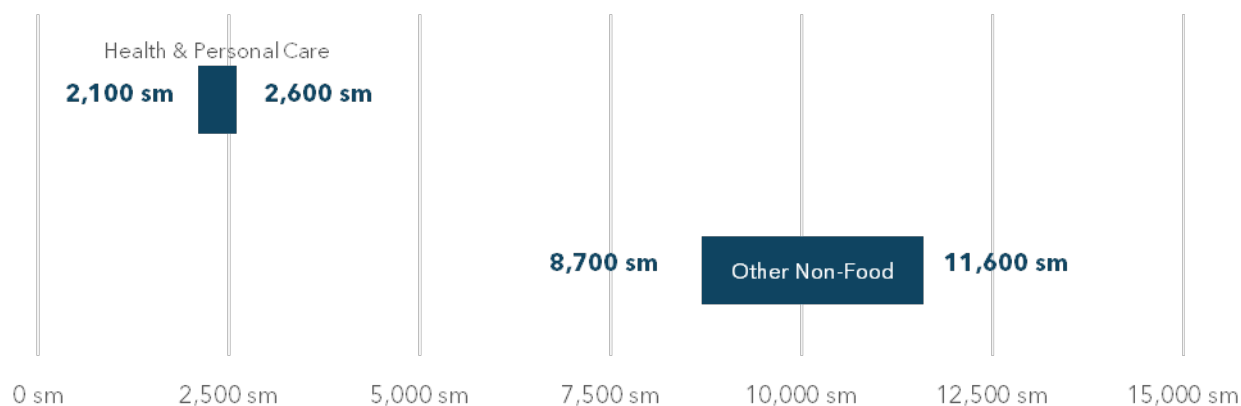
Source: Parcel based on population forecasts in Figure 5-1, food retail spending in Figure 7-4 and estimations of current and future capture and inflow rates in the Trade Area.

Anticipated Non-Food Store Space Required

To determine the quantum of future Non-Food Store space required based on retail expenditures, Parcel has relied on anticipated store performance levels. These performance levels are based on industry averages for various store categories and have been adjusted by Parcel to reflect the more specific location, type, scale and geographic context inherent to the Trade Area, in both the broader context of Caledon and Ontario more generally.

Based on these assumptions, we anticipate that at build-out, there will be demand for between 10,800 and 14,200 square metres of Non-Food Store space to support future residents, employees and visitors to the Wildfield Village Secondary Plan. This includes between 2,100 and 2,600 square metres of space for Health and Personal Care stores.

Figure 7.6
Forecast Non-Food Store Space Required



Source: Parcel based on Figure 5-1 and average Non-Food Store sales ranging between \$600 PSF for Non-Food Stores, to a maximum of \$1,100 PSF for Health and Personal Care Stores.

7.2 Market Demand for Commercial Services

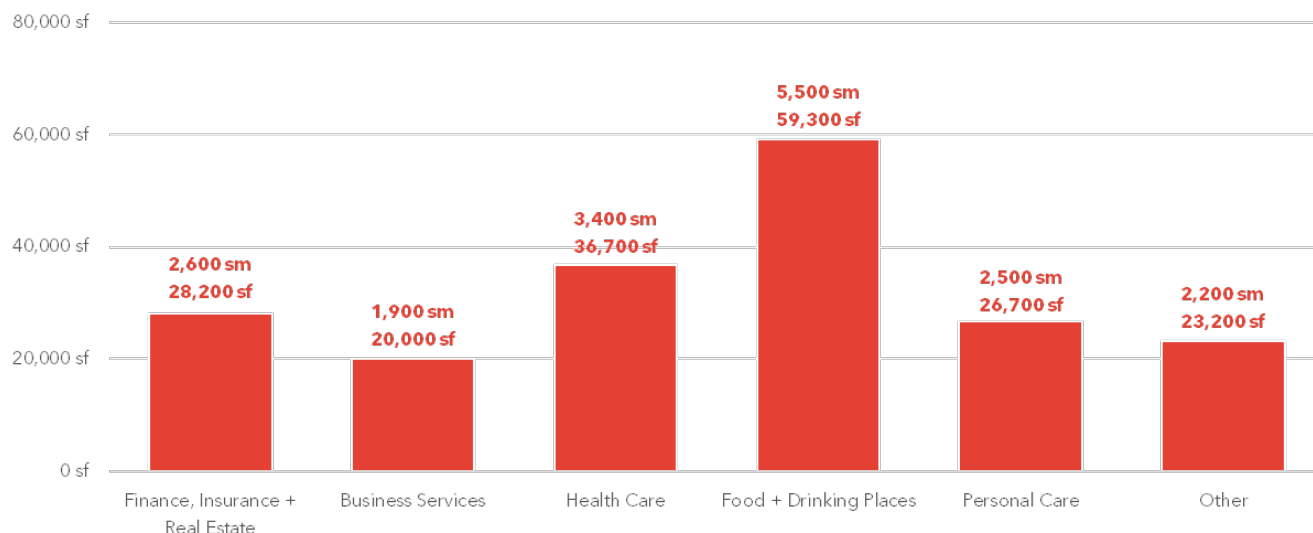
Our extensive experience inventorying commercial space in communities across Southern Ontario has yielded a typical amount of service commercial space that can be estimated or expressed on a per capita basis. This 'per capita' approach has been used to estimate the amount of new Services space that will be necessary to support future residents in the Trade Area.

Like our analysis above, forecast demand for Service space in the Trade Area has been based on anticipated population growth in the Wildfield Village Secondary Plan to 2030.

Based on this approach, it is estimated that future residents of the Trade Area could support nearly 18,000 square metres of Services space. Figure 7-7 illustrates the more detailed results of our per capita analysis, including what type of Service space is warranted over this period.

Figure 7.7

Forecast Service Commercial Space Required



Source: Parcel.

Business Services include: Professional + Scientific Services; Selected Office Administrative Services; Selected Educational Services.

Other includes: Cultural, Entertainment & Recreation, Consumer Goods Rental; Personal + Household Goods Repair + Maintenance; Selected Civic + Social Organizations; Transportation.

7.3 Summary of Demand

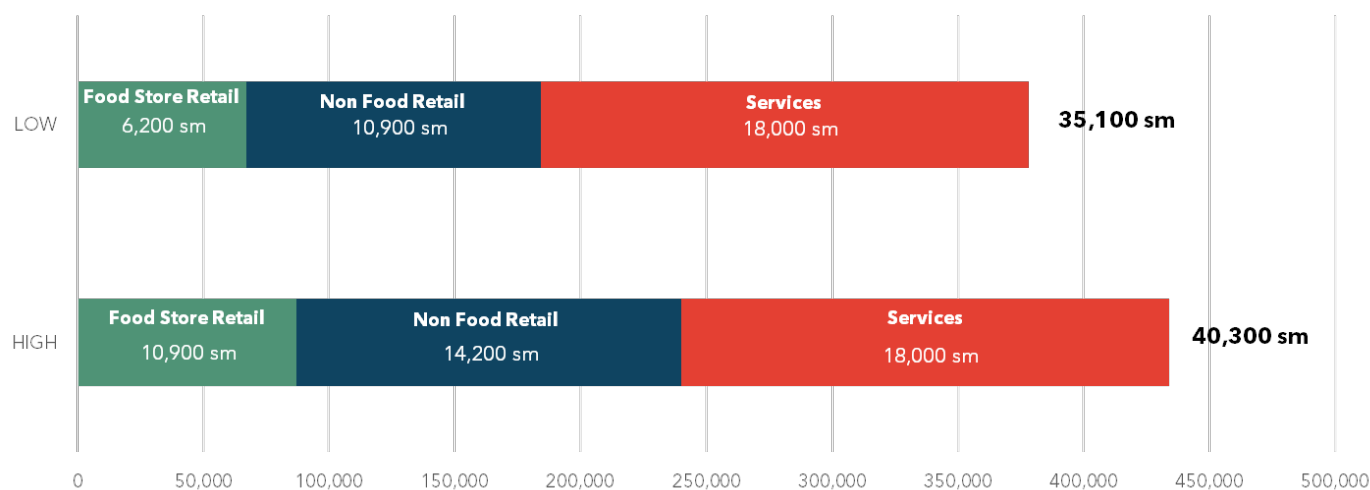
Aggregating the distinct analyses by store category detailed above, it is estimated that future residents, as well as inflow traffic, will generate demand for between 35,100 and 40,300 square metres of new retail / service commercial space in the Wildfield Village Secondary Plan at build-out. Figure 7-8 also shows that Services is anticipated to account for the largest share of demand.

Recognizing the proximity of the Trade Area to a range of larger regional-serving retail uses, services are anticipated to account the largest share of future demand.

The anticipated build-out population of the Wildfield Village Secondary Plan is approximately 24,000 persons. Based on forecasted retail / service commercial demand, this amounts to some 1.5 to 1.7 square metres of retail / service commercial space per capita. While this square foot per capita ratio is lower than what may typically be required on a per capita basis, our analysis reconciles market demand in the Trade Area based on its proximity to other significant regional serving uses (i.e., the Bolton Commercial area, SmartCentres development etc.), where future residents will meeting their weekly shopping needs.

Figure 7.8

Total Demand at Build-Out (2030)



Source: Parcel.

It also recognizes that the Trade Area is unlikely to support a broader range of regional serving uses, such as larger department stores, general merchandise stores and cultural, entertainment and recreation services. These uses would not be supportable by future residents and visitors to the Trade Area owing to the accessibility, location and size of the development proposed. Furthermore, as evidenced by our customer origins analysis, demand for these uses will be supported through the regional commercial facilities (i.e., Walmart, Home Depot etc.) that exist in other nearby areas of Caledon, in addition to the growing amount of commercial space being developed on the south side of Mayfield Road.

Impact on Other Commercial Developments

Forecasting demand based solely on population growth in the Trade Area mitigates the impact that new space could have on existing and planned retail / service commercial uses operating in Caledon. This analysis also assumes that a portion of future residents’ retail / service commercial needs will continue to be met outside the Trade Area. For example, while we have estimated that a significant share of residents spending at Food and Drinking Places will be met at restaurants in the Trade Area, this analysis also acknowledges that the Wildfield Village Secondary Plan will not capture 100% of residents’ purchases, as people often travel to restaurants outside their own community.

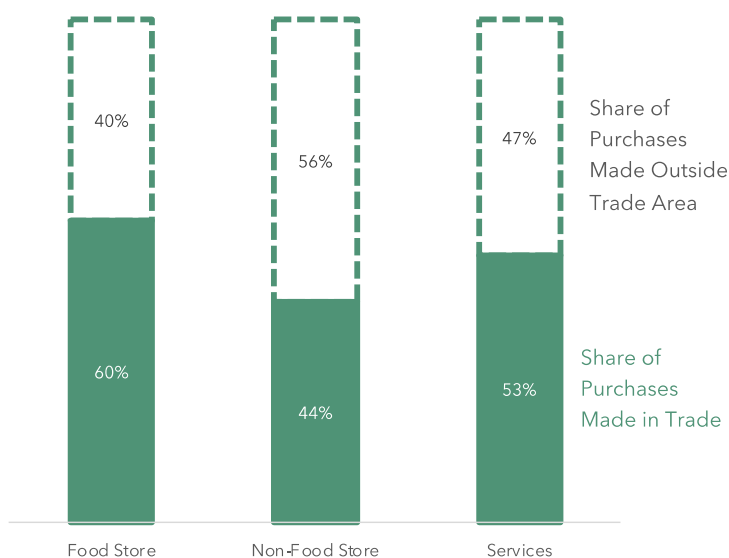
This is summarized in Figure 7-9 which shows that approximately half of all expenditures by Trade Area residents are expected to be made outside the Trade Area. This will result in additional demand for retail / service commercial facilities elsewhere in Caledon and Brampton.

Forecasted demand for new retail / space on the Trade Area reflects how much local serving space is required to support population growth. It does not assume or rely on significant support from those living elsewhere in Caledon and is not contingent on acquiring sales currently being distributed at other retail/service commercial uses in the Town.

Future residents of the Wildfield Village Secondary Plan are anticipated to support existing regional shopping facilities in Caledon while benefiting from local-serving, convenience-based uses in proximity to their homes.

Figure 7.9

Summary of Trade Area Resident Purchases Made in Trade Area



Source: Parcel.

As stated in our policy discussion in Section 3.0, the specific types and format of retail space will ultimately be determined based on the more detailed planning analysis that continues over the planning application process. However, per existing land use designations and associated planning policy this space is likely to be distributed across stand-alone commercial buildings and within the ground floor of mixed-use buildings on land designated *Neighbourhood Centre* and *Urban Corridor*.

Relative to *Urban Corridor* lands, *Neighbourhood Centre* lands benefit from a larger, contiguous parcel size and visibility and access of Mayfield Road. This will likely increase the range of tenants drawn to this location, including but not limited to large format food stores, health and personal care stores, general merchandise stores and/or financial institutions.

Within the *Urban Corridor* lands, a range of other local-serving and convenience-oriented uses including financial and business services, convenience stores and health and personal care services could be integrated on these lands as stand-alone developments or at grade of larger medium and higher density residential uses. This space will assist in providing the community with access to a range of retail / service commercial uses within a convenient walking or cycling trip. It will also contribute to creating quality-built form amidst a populated residential area, simultaneously enhancing walkability and neighbourhood vibrancy.

Recognizing the location of the *Urban Corridor* lands, it is probable that future retail/service commercial space on these lands is likely to serve the daily and weekly needs of future residents in the Wildfield Village Secondary Plan. By comparison the *Neighbourhood Centre* lands, located at the intersection of Mayfield Road and Centreville Creek Road, have the potential to serve a greater share of pass-by traffic, as well as existing residents living in Brampton.

8.0

Summary & Conclusion

Conclusion

The primary purpose of this Commercial Impact Study has been to satisfy the requirements identified in the Terms of Reference for a Commercial Impact Study that has been provided by the Town of Caledon. Our Commercial Market Impact Study has determined the amount of retail / service commercial space warranted in the Wildfield Village Secondary Plan and identified any potential impact of the potential development on the Town's planned commercial structure.

As part of the Official Plan Amendment application, the Wildfield Landowners Group has not yet identified the amount of retail / service commercial space, merchandise categories or tenants that could be accommodated on lands designated *Neighbourhood Centre* and *Urban Corridor*, which are identified in the land use concept plan for the secondary plan.

The land use concept plan identifies 42.2 hectares of lands that could accommodate retail / service commercial space developed in conjunction with residential uses. This space is distributed on lands designated *Neighbourhood Centre* and *Urban Corridor*. The *Neighbourhood Centre* is concentrated in the south-west corner of the community, at the intersection of Mayfield Road and Centreville Creek Road. The *Urban Corridor* lands are generally concentrated along the proposed major east-west collector road, as well as along Mayfield Road and Centreville Creek Road.

Retail / service commercial uses accommodated on the *Neighbourhood Centre* and *Urban Corridor* lands are intended to satisfy policies in the PPS, Growth Plan and Peel Region Official Plan by allowing the Wildfield Village Secondary Plan to develop as complete communities that meet people's daily living needs throughout an entire lifetime.

In determining future demand for retail / service commercial space, we have identified a Trade Area, which is consistent with the boundaries of the Wildfield Village Secondary Plan. In basing future demand for retail / service commercial uses on population growth within the Wildfield Village Secondary Plan, it is unlikely new retail / service commercial facilities within the community will have any impact on existing and planned commercial development elsewhere in the Town.

Furthermore, basing demand off future growth within the Wildfield Village Secondary Plan is consistent with the types of commercial uses anticipated in this predominantly residential area, including local or neighbourhood-serving convenience uses.

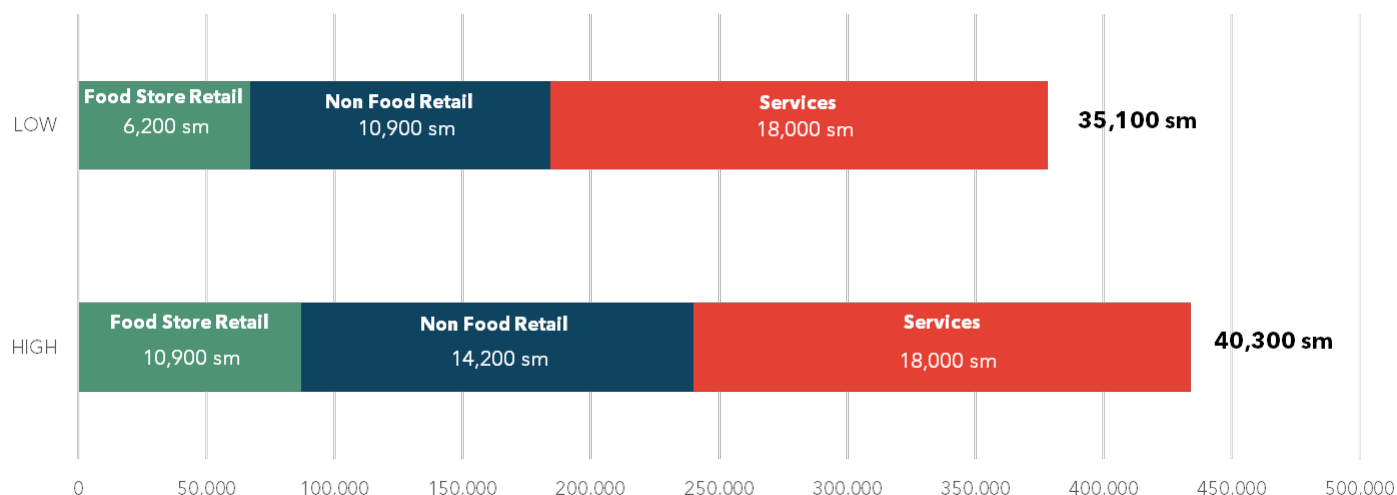
Based on our inventory of surrounding retail / service commercial facilities, many of the existing shopping centres include a range of regional-serving, large-format commercial tenants, such as Walmart, Canadian Tire, Home Depot, etc. The presence of these tenants in neighbouring commercial nodes will likely influence the amount and type of tenants ultimately accommodated in the Wildfield Village Secondary Plan. Therefore, it is likely that future retail /

service commercial tenants in the Wildfield Village Secondary Plan will be local and convenience-oriented businesses serving the future population in the secondary plan.

Based on population growth, expenditure potential, as well as assumed local area shares and inflow, we have estimated that there is market demand for 35,100 and 40,300 square metres of new retail / service commercial space in the Wildfield Village Secondary Plan. To put this in context, based the number of residents anticipated in the community, this amounts to some 1.5 to 1.7 square metres of retail / service commercial space per capita.

Figure 8.1

Warranted Retail / Service Commercial Space in the Windfield Village Secondary Plan



Source: Parcel.

Forecasting demand based solely on population growth in the Trade Area mitigates the impact that new space could have on existing and planned retail / service commercial uses operating in Caledon. This analysis also assumes that a portion of future residents’ retail / service commercial needs will continue to be met outside the Trade Area. In aggregate, we anticipate that approximately half of all expenditures by Trade Area residents are expected to be made outside the Trade Area. This will result in additional demand for retail / service commercial facilities elsewhere in Caledon and Brampton.

The lack of commercial impact demonstrates that the development of as much as 440,000 square feet (40,300 square metres) of retail / service commercial space in the Wildfield Village Secondary Plan is appropriate to serve

the daily and weekly shopping needs of local residents and will not have an impact on the existing commercial structure in the Town of Caledon.

Recommendations

- The specific types and format of retail space will ultimately be determined based on the more detailed planning analysis that continues over the planning application process. However, per existing land use designations and associated planning policy new retail / service commercial space is likely to be distributed across stand-alone commercial buildings and within the ground floor of mixed-use buildings on land designated *Neighbourhood Centre* and *Urban Corridor*. Therefore, land use permissions should be flexible enough to allow stand-alone commercial uses in the early stages of development, with an opportunity to transition to ground floor commercial uses in mixed use buildings as the community matures.
- *Neighbourhood Centre* lands benefit from a larger, contiguous parcel size and visibility and access of Mayfield Road. These characteristics will likely increase the range of tenants drawn to this location, including but not limited to large format food stores, health and personal care stores, general merchandise stores and/or financial institutions.
- Within the *Urban Corridor* lands, a range of other local-serving and convenience-oriented uses including financial and business services, convenience stores and health and personal care services could be integrated on these lands as stand-alone developments or at grade of larger medium and higher density residential uses. This space will assist in providing the community with access to a range of retail / service commercial uses within a convenient walking or cycling trip. It will also contribute to creating quality-built form amidst a populated residential area, simultaneously enhancing walkability and neighbourhood vibrancy.



Appendix 1.1
Aerial Photograph



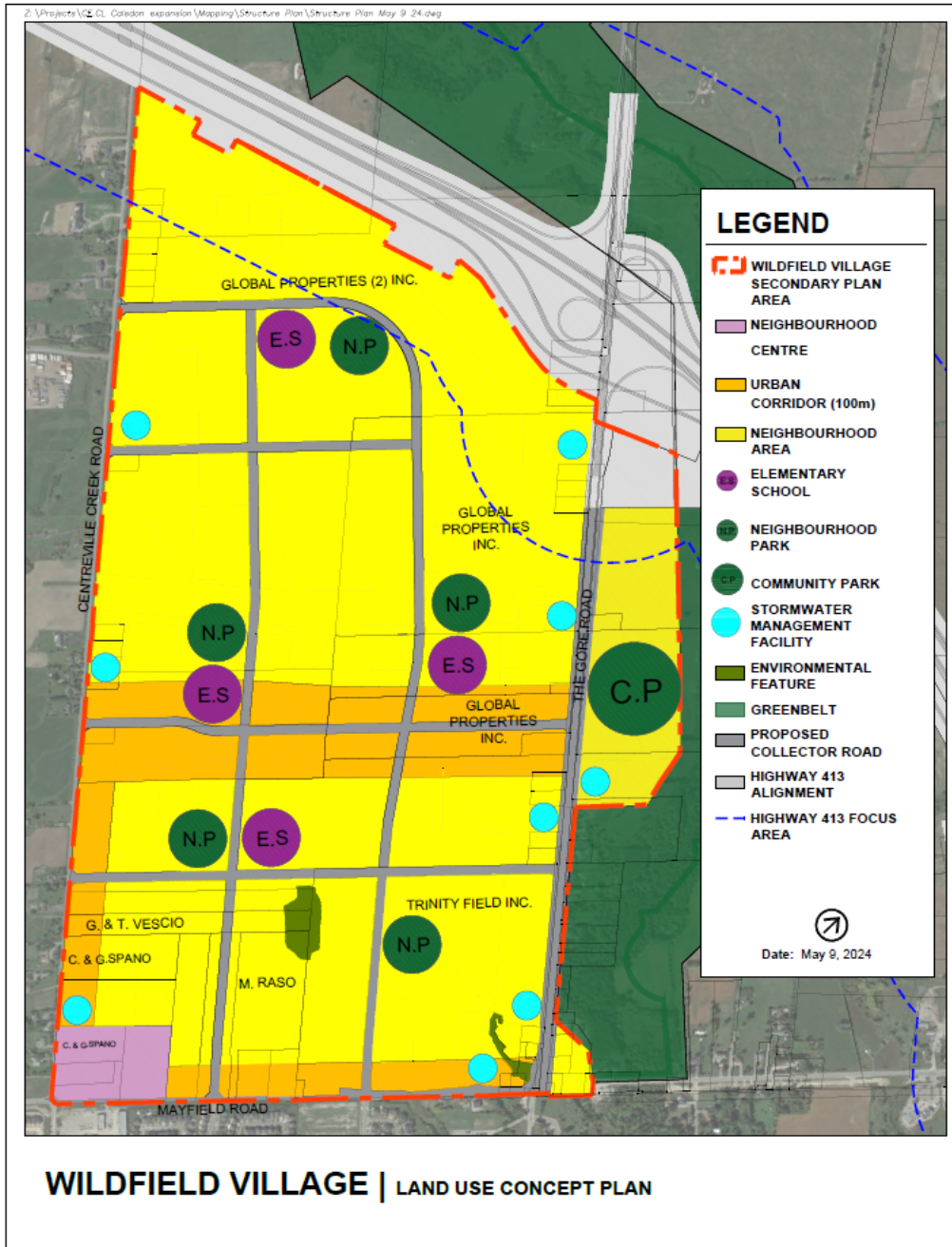
Source: Google Earth.

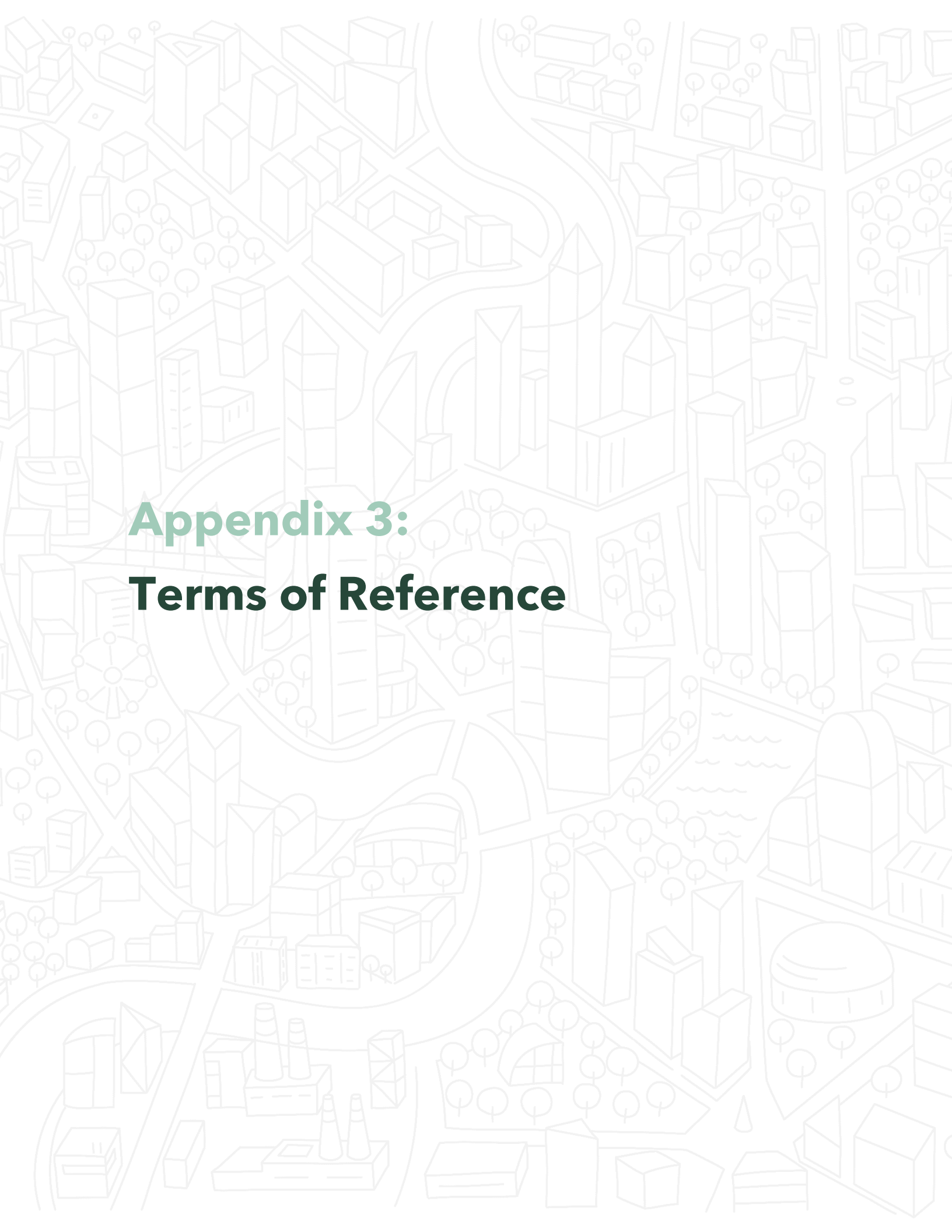


Appendix 2:
**Proposed Land Use Concept
Plan**

Appendix 2.1

Proposed Concept Plan





Appendix 3:
Terms of Reference

Terms of Reference: Commercial Impact Study

Purpose:

- To examine the market demand and potential impacts of the proposed development on the Town's planned commercial structure.
- The results of this Commercial Impact Study will help decision-makers, stakeholders and community members understand current commercial market conditions and the anticipated impacts of the proposed development.

Required in Support of:

- Through an Inquiry Meeting or Preliminary (PARC) Meeting, staff will confirm if a Commercial Impact Study is required.
- These studies will be required in support of applications where a change in land use is proposed, such as:
 - Official Plan Amendments (including Secondary Plans and Block Plans)
 - Zoning By-law Amendments (including Temporary Use By-laws)
 - Minor Variances.

which could result in impacts on the commercial hierarchy of the Official Plan, including planned function, the establishment of new and/or removal of commercial lands, changes in planned intensity (maximum and or minimum floor areas), or other changes.

- At the discretion of the Town, these Studies may be required in support of other development applications. This will be confirmed at an Inquiry Meeting or Preliminary (PARC) Meeting.

Prepared By:

- Qualified market consultant or land use planner with expertise in developing and defending Commercial Impact Assessments.

Peer Review and Scoping:

- The Town will require a peer review of this document at the sole cost of the owner/applicant submitting the development application.
- On a project-by-project basis, the Town will identify any possible scoping of the assessment, or alternatively, other considerations to be incorporated into the assessment.



Terms of Reference: Commercial Impact Study

Content:

- Section 1: Executive Summary
- Section 2: Introduction
 - Site Location and Context: Information on the site (location, property size, existing uses), surrounding land, access, servicing, etc.
 - Description of Proposal: Indicate the proposed development, type of development application and proposed activities and identify a need within the planning horizon of the Official Plan for the proposed use.
 - Site concept plan with phasing of development, if applicable;
 - Proposed gross floor area (GFA);
 - Proposed merchandise category or categories and/or composition of space; and,
 - Known tenant(s), and corresponding square footage/space needs.
 - Purpose: Identify the reason and objectives for the Study, including an explanation of how provincial, regional and municipal planning requirements and other directives will be satisfied.
- Section 2: Supporting Studies/Key Findings
 - Outline relevant supporting studies submitted with the applications for the proposed development and provide a summary of the key findings or outcomes of the assessments.
- Section 3: Planning Policy Framework
 - Review and assess the provincial, regional and municipal policy context and regulatory framework as it applies to the proposed development.
- Section 4: Trade Area
 - Identify a trade area from which the majority of customers of the proposed development would reside.
 - A review of the trade area and surroundings.
 - An evaluation of the site location, size and use, determination of the study area and its form and function.
 - Assess the market competition.
- Section 5: Population and Employment Allocations
 - Identify current population and forecast future population within the trade area and demonstrate how the proposal supports these projections.



Terms of Reference: Commercial Impact Study

Section 6: Existing Supply of Retail/ Commercial Space

- Quantitative and qualitative analysis of the existing supply of retail/commercial space in Caledon and of similar and competitive space within the surrounding market area. The analysis should be focused on relevant categories to the proposed development.
- Assessment of the role and function, and relative health of commercial areas, shopping centers, and commercial designations.
- Identify and summarize planned and proposed retail/commercial developments in Caledon including location, site size, planning status, and where available, development components and timing, as well as those in the surrounding area that would have an influence on the Caledon market and in particular the proposed development.
 - Planned development includes any undeveloped commercial land of relevance.
- An inventory of retail space and site suitability, with a customer and/or license plate survey (if the vehicles cross municipal boundaries) and an inventory of competitive space
- Section 7: Market Demand and Impact Analysis
 - Calculate current and forecast future demand in relevant and corresponding categories to those proposed for development.
 - Assess shopping patterns, retail trends, existing market capture rates, and inflow trade, which may include survey research.
 - Forecast future market captures and inflow trade with the proposed development in combination with any other planned and/or proposed and approved developments.
 - Evaluate the degree of competitive effects and potential impact with the introduction of the proposed development.
 - Assess whether or not the proposed development would have a significant negative impact on the planned function of the existing and planned designated commercial areas and shopping centers.
- Section 8: Summary and Conclusion
 - Summarize the commercial impacts of the proposed development and provide an opinion on whether or not the development is appropriate.
 - Provide recommendations including any potential mitigation to impacts.
- Section 9: Background Information
 - Appendix 1: Aerial Photograph - Identifying the parcel of land and surrounding land uses
 - Appendix 2: Proposed Development or Concept Plan
 - Appendix 3: Applied Terms of Reference and Scope Details
 - Appendix 4: Literature Cited
 - Appendix 5: Other Data Sources Used



Terms of Reference: Commercial Impact Study

- Appendix 6: Methodologies and List of People Contacted
- Appendix 7: Curriculum Vitae (CV) of Those Who Prepared the Study

Resources:

- Town of Caledon Official Plan



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Appendix 4:
Literature Cited

Documents cited as part of the preparation of this Commercial Impact Study include:

- Provincial Policy Statement, 2020
- A Place to Grow: Growth Plan for the Greater Golden Horseshoe
- New Provincial Planning Statement, 2024 (To be approved.)
- Peel Region Official Plan (Applicable up to July 1, 2024.)
- Future Caledon Official Plan, March 2024



Appendix 5: **Other Data Sources Used**

Other data sources used include:

- Statistics Canada Retail Trade Data, 2023
- 2021 Census of Canada
- Mobile Analytics Data



Appendix 6:
Methodologies

Appendix 6.1

Retail Expenditure Analysis

Province of Ontario	2023		e-Commerce Adjustment	Adjusted Expenditures
Food Store Retail (FSR)	\$2,884	22.5%		\$2,797
Supermarket & Grocery	\$ 2,436	19.0%	3.0%	\$ 2,363
Convenience & Specialty Food	\$ 448	3.5%	3.0%	\$ 435
Beer, Wine & Liquor	\$659	5.2%	-	\$ 659
Non-Food Store Retail (NFSR)	\$9,250	72.3%		\$8,407
General Merchandise Stores	\$ 2,698	21.1%	5.0%	\$ 2,563
Clothing & Accessories	\$ 1,137	8.9%	17.5%	\$ 938
Furnishing, Home Furnishing	\$ 551	4.3%	10.0%	\$ 496
Electronics & Appliances	\$ 744	5.8%	22.0%	\$ 580
Miscellaneous Retailers	\$ 1,240	9.7%	11.5%	\$ 1,097
Health & Personal Care	\$ 1,478	11.6%	7.0%	\$ 1,375
Tires/Batteries/Automotive Accessories	\$ 302	2.4%	-	\$ 302
Building & Outdoor Home Supplies	\$ 1,100	8.6%	4.0%	\$ 1,056
Total Retail Expenditures	\$12,793	100%		\$11,864
Wildfield Village	2023			2030
Per Capita Retail Expenditures	\$11,496			\$11,850
Population	100			24,200
Total Retail Expenditure Potential (\$m)	\$1.1			\$286.8
Food Store Retail (FSR)	\$0.3	23.6%	\$67.6	23.6%
Supermarket & Grocery	\$ 0.2	19.9%	\$ 57.1	19.9%
Convenience & Specialty Food	\$ 0.0	3.7%	\$ 10.5	3.7%
Beer, Wine & Liquor	\$0.1	5.6%	\$15.9	5.6%
Non-Food Store Retail (NFSR)	\$0.8	70.9%	\$203.2	70.9%
General Merchandise Stores	\$ 0.2	21.6%	\$62.0	21.6%
Clothing & Accessories	\$ 0.1	7.9%	\$22.7	7.9%
Furnishing, Home Furnishing	\$ 0.0	4.2%	\$12.0	4.2%
Electronics & Appliances	\$ 0.1	4.9%	\$14.0	4.9%
Miscellaneous Retailers	\$ 0.1	9.3%	\$26.5	9.3%
Health & Personal Care	\$ 0.1	11.6%	\$33.2	11.6%
Tires/Batteries/Automotive Accessories	\$ 0.0	2.5%	\$ 7.3	2.5%
Building & Outdoor Home Supplies	\$ 0.1	8.9%	\$25.5	8.9%
Total Wildfield Village Expenditure Potential (\$m)	\$1.1	100%	\$286.8	100%

Cumulative Growth in Expenditure Potential




Food Store Retail (FSR)	\$67.3
Supermarket & Grocery	\$ 56.9
Convenience & Specialty Food	\$ 10.5
Beer, Wine & Liquor	\$15.9
Non-Food Store Retail (NFSR)	\$202.4
General Merchandise Stores	\$ 61.7
Clothing & Accessories	\$ 22.6
Furnishing, Home Furnishing	\$ 11.9
Electronics & Appliances	\$ 14.0
Miscellaneous Retailers	\$ 26.4
Health & Personal Care	\$ 33.1
Tires/Batteries/Automotive Accessories	\$ 7.3
Building & Outdoor Home Supplies	\$ 25.4
Trade Area Retail Expenditures (\$m)	\$285.6

Food Store Retail (FSR)	2023	2030
Wildfield Village		
Food Store Retail (FSR) Expenditures (\$m)	\$ 0.3	\$ 67.1
Estimated Trade Area Share (%)	0.0%	60.0%
Estimated Trade Area Share (\$m)	\$ -	\$ 40.2
Residual Potential (\$m)		\$ 40.2
Trade Area		
Food Store Retail (FSR) Expenditures (\$m)	\$ 0.3	\$ 67.1
Estimated Trade Area Share (\$m)	\$ -	\$ 40.2
Estimated Trade Area Share (%)	-	60.0%
Residual Potential (\$m)		\$ 40.2
Existing Food Store Retail (FSR) Store Space		
Existing Inflow		

Existing Food Store Retail (FSR) Sales Performance		
Trade Area Warranted Additional Food Store Retail (FSR) Space		
Additional Residual Potential from Trade Area Residents		\$ 40.2
Inflow (%)		15%
Inflow (\$m)		\$ 7.1
		\$ 47.3
Space Warranted		
@\$650 per square foot	73,000 sf	6,800 sm
@\$750 per square foot	63,000 sf	5,850 sm
@\$850 per square foot	56,000 sf	5,200 sm

Beer, Wine & Liquor	2023	2030
Wildfield Village		
Beer, Wine & Liquor Expenditures (\$m)	\$ 0.1	\$ 15.8
Estimated Trade Area Share (%)	0.0%	60.0%
Estimated Trade Area Share (\$m)	\$ -	\$ 9.5
Residual Potential (\$m)		\$ 9.5
Trade Area		
Beer, Wine & Liquor Expenditures (\$m)	\$ 0.1	\$ 15.8
Estimated Trade Area Share (\$m)	\$ -	\$ 9.5
Estimated Trade Area Share (%)	-	60.0%
Residual Potential (\$m)		\$ 9.5
Existing Beer, Wine & Liquor Store Space		
Existing Inflow		

Existing Beer, Wine & Liquor Sales Performance




Trade Area Warranted Additional Beer, Wine & Liquor Space		
Additional Residual Potential from Trade Area Residents		\$ 9.5
Inflow (%)		15%
Inflow (\$m)		\$ 1.7
		\$ 11.2
Space Warranted		
@\$800 per square foot	14,000 sf 	1,300 sm
@\$900 per square foot	12,000 sf 	1,100 sm
@\$1000 per square foot	11,000 sf 	1,000 sm

Health & Personal Care	2023	2030
Wildfield Village		
Health & Personal Care Expenditures (\$m)	\$ 0.1	\$ 33.0
Estimated Trade Area Share (%)	0.0%	65.0%
Estimated Trade Area Share (\$m)	\$ -	\$ 21.4
Residual Potential (\$m)		\$ 21.4
Trade Area		
Health & Personal Care Expenditures (\$m)	\$ 0.1	\$ 33.0
Estimated Trade Area Share (\$m)	\$ -	\$ 21.4
Estimated Trade Area Share (%)	-	65.0%
Residual Potential (\$m)		\$ 21.4
Existing Health & Personal Care Store Space		
Existing Inflow		

Existing Health & Personal Care Sales Performance

Trade Area Warranted Additional Health & Personal Care Space		
Additional Residual Potential from Trade Area Residents		\$ 21.4
Inflow (%)		15%
Inflow (\$m)		\$ 3.8
		\$ 25.2
Space Warranted		
@\$900 per square foot	28,000 sf	2,600 sm
@\$1000 per square foot	25,000 sf	2,300 sm
@\$1100 per square foot	23,000 sf	2,150 sm

Non-Food Store Retail (NFSR)	2023	2030
Wildfield Village		
Non-Food Store Retail (NFSR) Expenditures (\$m)	\$ 0.8	\$ 201.5
<i>Less: Health and Personal Care Stores</i>	\$ 0.1	\$ 33.0
Other Non-Food Store Retail (NFSR) Expenditures (\$m)	\$ 0.7	\$ 168.6
Estimated Trade Area Share (%)	0.0%	40.0%
Estimated Trade Area Share (\$m)	\$ -	\$ 67.4
Residual Potential (\$m)		\$ 67.4
Trade Area		
Other Non-Food Store Retail (NFSR) Expenditures (\$m)	\$ 0.7	\$ 168.6
Estimated Trade Area Share (\$m)	\$ -	\$ 67.4
Estimated Trade Area Share (%)	-	40.0%
Residual Potential (\$m)		\$ 67.4

Existing Non-Food Store Retail (NFSR) Sales Performance		
Trade Area Warranted Additional Non-Food Store Retail (NFSR) Space		
Additional Residual Potential from Trade Area Residents		\$ 67.4
Inflow (%)		10%
Inflow (\$m)		\$ 7.5
		\$ 74.9
Space Warranted		
@\$600 per square foot	125,000 sf 	11,600 sm
@\$700 per square foot	107,000 sf 	9,950 sm
@\$800 per square foot	94,000 sf 	8,750 sm

Appendix 6.2

Retail Per Capita Analysis

	Typical Space per Capita		=	Space Req'd by Residents		Target Capture	=	Adjusted Space		Inflow	=	Net New Space
2023 Trade Area Population	100	x	A	B	x	C	=	D	x	E	=	H
Services												
Finance, Insurance + Real Estate	2.0 sf			200 sf		75%		150 sf		20%		188 sf
Business Services ¹	1.5 sf			150 sf		50%		75 sf		20%		94 sf
Health Care	1.5 sf			150 sf		70%		105 sf		20%		131 sf
Food + Drinking Places	3.5 sf			350 sf		65%		228 sf		25%		303 sf
Personal Care	2.0 sf			200 sf		70%		140 sf		15%		165 sf
Cultural, Entertainment + Recreation	1.0 sf			100 sf		40%		40 sf		20%		50 sf
Other ²	2.0 sf			200 sf		40%		80 sf		10%		89 sf
TOTAL	13.5 sf			1,350 sf		61%		818 sf		20%		1,019 sf

¹ Professional + Scientific Services; Selected Office Administrative Services; Selected Educational Services.

² Selected Civic + Social Organizations; Goods, Repair & Maintenance

	Typical Space per Capita		=	Space Req'd by Residents		Target Capture	=	Adjusted Space		Inflow	=	Net New Space
2030 Trade Area Population	24,000	x	A	B	x	C	=	D	x	E	=	H
Services												
Finance, Insurance + Real Estate	2.0 sf			48,000 sf		50%		24,000 sf		15%		28,235 sf
Business Services ¹	1.5 sf			36,000 sf		50%		18,000 sf		10%		20,000 sf
Health Care	2.0 sf			48,000 sf		65%		31,200 sf		15%		36,706 sf
Food + Drinking Places	3.5 sf			84,000 sf		60%		50,400 sf		15%		59,294 sf
Personal Care	2.0 sf			48,000 sf		50%		24,000 sf		10%		26,667 sf
Cultural, Entertainment + Recreation	1.0 sf			24,000 sf		30%		7,200 sf		10%		8,000 sf
Other ²	2.0 sf			48,000 sf		30%		14,400 sf		5%		15,158 sf
TOTAL	36.0 sf			914,400 sf		53%		169,200 sf		50%		194,060 sf



Appendix 7:
Curriculum Vitae



Craig Ferguson, PLE

Principal



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Profile

Craig is a Principal with the real estate advisory firm, Parcel Economics Inc. Craig began his consulting career in 2008 and during this time has worked on a variety of large-scale, public facing projects.

Craig has developed extensive experience in the areas of municipal finance, growth management, demographic forecasting and employment land analysis. Craig has been qualified by the Ontario Land Tribunal (OLT) as a land economist. He is also a member of the Association of Ontario Land Economists (AOLE) and has a Master of Arts degree in Economics as well as a Bachelor of Commerce degree in finance, both from the University of Guelph.

Education

Master of Arts
Economics
University of Guelph

Bachelor of Commerce
Management Economics in Industry and Finance
University of Guelph

Memberships

Association of Ontario Land Economists (AOLE)

Speaking Engagements

Toronto Metropolitan University - Approach to
Economic Impact Analysis



Housing and Growth Management

Growth Allocations & Fiscal Impacts

Town of The Blue Mountains

Northeast Pickering Affordable Housing Strategy

City of Pickering

Review of Niagara Region MCR

Mega Canada Ltd.

City of Guelph Secondary Plan Review

Options for Homes

Residential Justification Study - Adjala-Tosorontio

Far Sight Homes

Residential Needs Study - Meaford

Parkbridge Lifestyle Communities

Student Housing Needs Analysis - Oshawa

6ixDesigns

Waterloo Seniors Housing Needs

Hygate Retirement Communities

Housing Supply and Data Analysis Framework

Ontario Ministry of Municipal Affairs and Housing

Employment Land Studies

Northeast Pickering Employment Lands Strategy

City of Pickering

Markville Secondary Plan Employment Assessment

City of Markham

Waterloo West Side Employment Lands

City of Waterloo

Highway 2 Corridor Employment Land Study

Town of Okotoks, Town of High River and Regional Municipality of Foothills

Fort Erie Industrial Land Supply Analysis

Town of Fort Erie

Bradford West Gwillimbury Employment Land Needs

Town of Bradford West Gwillimbury

Cobourg Employment Land Needs Study

DePalma Developments

Welland Official Plan Review

City of Welland

Dufferin County Municipal Comprehensive Review

Dufferin County

Vulcan (Alberta) Industrial Land Strategy

Town of Vulcan

Commercial and Employment Lands Review

City of Waterloo

Highest and Best Use Studies

Gateway Employment Lands Highest & Best Use

MacDonald-Cartier International Airport Authority

11976 Hwy 50 - Industrial Land Highest & Best Use

Gala Developments

London Gateway Block Highest and Best Use

City of London

530 Tremblay Road (Ottawa)

Canada Lands Corporation

Trinity Hills (Calgary)

Trinity Developments

Scarborough Industrial Highest & Best Use

Diana Distribution

Bramalea GO Mobility Hub

City of Brampton

Centennial Collge Highest and Best Use

Centennial College

Point Edward Highest & Best Use Study

Malleum Developments

Mississauga Hospital Highest & Best Use

Kaneff Properties





Megan Easton, MPI

Associate



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Profile

Megan is an Associate at Parcel and holds a Master of Planning in Urban Development from Toronto Metropolitan University (formerly Ryerson University) and a Bachelor of Arts from Western University. Megan is a knowledgeable market analyst whose project experience and education allows her to provide a variety of qualitative and quantitative insights on a diversity of projects.

She has experience working on a range of assignments, supporting private developments, municipal strategy and other city-building initiatives across small, mid-size and larger communities. Megan has experience across a range of asset classes, with a particular focus on commercial market demand analysis, municipal finance and housing.

Prior to joining Parcel, Megan worked at another land economics firm in Toronto. While completing her Master's, Megan was involved in research around brownfield redevelopment, comparing regional approaches and the role of their various Community Improvement Plans. She has also conducted research on the state of manufacturing in Southern Ontario.

Education

Master of Urban Development (MPI)
Toronto Metropolitan University

Bachelor of Arts (with Honours)
Western University

Memberships

Urban Land Institute (ULI)



Market Analysis

Squamish Expanded Supermarket Analysis *

Walmart

Residentail Market Assessment *

Islamic Shia Ithan-Asheri Jamaat (ISIJ) of Toronto

Retail Market Needs and Gap Analysis *

Town of Penetanguishene

Erin Mills Retail Market Study *

Queenscorp

Newcastle North Village Commercial Study *

Municipality of Clarington

Clarington Commercial Policy Review *

Municipality of Clarington

Commercial Function Study *

City of Guelph / Zelinka Priamo Ltd.

Mapleview & Essa Master Plan, Barrie *

7 Generations

Retail and Housing Analysis *

Crystal Homes

Kingsville Residential and Commercial Needs Study *

Baird AE / Pillon Abbs

Commercial Needs and Hotel Feasibility *

Doug Terry Homes

Cambridge Supermarket Study *

Starbank Development

Toronto Supermarket Study *

Longo Brothers Fruit Markets Ltd.

Angus Commercial and Residential Needs *

Virtus Asset Management Inc.

Retail Market Cap Review *

Town of Orangeville

Westridge Trailside Neighbourhood Commercial Needs *

Charter Development LP

Aurora Retail Market Study *

Shimvest Investment Ltd.

Commercial Market Study *

Freed Developments / Town of Blue Mountains

Retail Market Demand and Impact Study *

Westdell Development Corp.

Lindsay Retail Market Study *

Tribute Communities

Housing and Employment Analysis

Cambridge Residential Needs Analysis *

Starbank Developments

Residential Redevelopment Review *

Canadian Tire REIT

Affordable Housing Study *

Queenscorp

Waterloo Apartment Demand Study *

Hygate Active Retirement Living

Huron Church Road Employment Conversion *

Pillon Abbs / City of Windsor

Leamington Residential Market Assessment *

Parkbridge Communities

Huron Church Road Employment Conversion *

Pillon Abbs / City of Windsor

Langstaff Gateway Affordable Housing Study *

Langstaff Land Holdings Ltd.

Langstaff Gateway Community Services and Retail Study *

Langstaff Land Holdings Ltd.

**completed prior to joining Parcel*



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