

1025 ELGIN STREET WEST

Market Demand and Impact Analysis Brief

Town of Cobourg, Ontario

Prepared for **Westdell Development Corp.**

April 12, 2021



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April 12, 2021

Mr. Dave Traher
Vice President, Planning/Development
Westdell Development Corp.
782 Richmond Street
London, Ontario N6A 3H5

Dear Dave:

RE: Market Demand and Impact Analysis Brief (Town of Cobourg, Ontario)

urbanMetrics inc. is pleased to submit this Market Demand and Impact Analysis Brief in support of your rezoning application for a new 6,950 square foot commercial building on a free-standing pad that will consist of multiple tenants, a number of which are restaurant uses located at 1025 Elgin Street West in the Town of Cobourg, Ontario. In fact, we understand that Mary Brown's Chicken and Fat Bastard Burrito have already signed leases to locate in the project. This brief builds on a number of recent retail market demand and impact analyses that we had prepared for a number of other clients that addressed similar issues. Portions of this earlier research have been used as input to this analysis.

Based on your discussions with Town Planning Staff we understand that the use of your building for 100% restaurant space (multi-unit or otherwise) would already be permitted without an amendment to the SC-1 Zone where your project is located. Any CRU space within the building that is retail would require modification to the SC-1 Zone either through a re-zoning or potentially a minor variance.

As noted by Town staff, to permit any retail CRU you are required to provide a *Retail Market Impact Brief* which provides an expert opinion on conformity with the Town's Official Plan and addresses if there would be any potential impact on other commercial areas in the Town and specifically those located in the downtown. Recognizing that you already have a number of restaurants committed to the project that are currently permitted we could have confined our analysis to the balance of the CRU space, however in the interests of caution and to maintain flexibility for your leasing program we have assumed that the entire 6,950 square feet would be available to non-restaurant retail/service tenants.



Based on the analysis that follows in this report, it is our professional opinion that from a market perspective your development, if it was to be developed entirely with non-restaurant retail/service space, is supportable and will not compromise or jeopardise the viability of existing commercial facilities in the Town of Cobourg, and in particular those located in the Main Central Area.

We have appreciated the opportunity to conduct this assignment on your behalf and we look forward to discussing the results of our report with you.

Yours truly,

A handwritten signature in black ink, reading "D. R. Annand". The signature is fluid and cursive, with the first letters of each name being capitalized and prominent.

Douglas R. Annand CMC, PLE
Partner
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Executive Summary

urbanMetrics inc. has been retained by Westdell Development Corp. to conduct a Market Demand and Impact Brief for a 6,950 square foot (648 square metre) commercial building on a free-standing pad that will consist of multiple tenants, a number of which have already been leased to restaurant uses. The subject site is located at 1025 Elgin Street West in the Town of Cobourg within Northumberland County. This proposal to date already includes signed leases with two food operators: Mary Brown's Chicken and Fat Bastard Burrito.

Although this proposal already includes the restaurant uses noted above (which are already permitted), this study has assumed that all 6,950 square feet of the proposed space will be built-out with Non-Food Store Retail ("NFSR") uses. This is a conservative approach in that it provides for flexibility should the proposed tenant mix noted above change over time.

Retail Demand

The retail demand analysis completed as part of this study builds on earlier market studies completed by urbanMetrics in support of a nearby development application on the western end of DePalma Drive to the northwest of the subject site, and a small expansion of 10,000 square feet that is proposed at Northumberland Mall.

The Primary Trade Area delineated for this analysis, which includes Cobourg, is anticipated to grow by about 5,620 people between 2020 and 2034. The broader trade area (which includes all areas in Northumberland County except Trent Hills) is anticipated to grow by 11,290 people over the same period.

As noted in the following table, by 2034, market demand will exist for some 307,800 square feet of Non-Food Store Retail ("NFSR") space in Cobourg. This demand is higher than the 255,427 square feet of NFSR space that could potentially be added to the market by 2034.¹ In fact, there is a shortfall of warranted NFSR space as early as 2022 of 43,375 square feet, which more than supports the 6,950 square feet of potential NFSR space that might locate on the subject site. The proposed 6,950 square feet of NFSR space will therefore have no impact on existing commercial facilities, including those located in the Cobourg Main Central Area, and will not restrict other proposed commercial developments or any existing commercially designated vacant lands from ultimately developing.

¹ Anticipated NFSR development includes active development applications, an uptake of vacant retail storefronts and the possible development of vacant commercially designated land, which may or may not develop during the study period examined in this report.

Figure ES-1: Warranted NFSR Space Summary

	2022	2026	2034
Warranted Space (sq. ft.)	90,800	157,800	307,800
Proposed Retail Space (sq. ft.)	47,426	123,419	255,427
Shortfall (Surplus) (sq. ft.)	43,375	34,381	52,373
Proposed Retail on Subject Site (sq. ft.)	6,950	6,950	6,950

SOURCE: urbanMetrics inc. based on data available through the Town of Cobourg.

Official Plan Market Study Criteria

This study brief has been undertaken to support a zoning by-law amendment or minor variance which satisfies the Official Plan requirements for a market impact study (Brief). New development in existing shopping nodes is evaluated based on criteria (Policy 3.8.3) found in the Cobourg Official Plan (2010). In this study we have summarized how the proposed expansion meets the criteria related to market impacts (Policy 3.8.3.i) which states:

Applications for official plan amendments for new shopping nodes or expansion of existing nodes, or zoning by-law amendments for the expansion of existing nodes or, zoning by-law amendments for new development within existing nodes shall be evaluated based on conformity with the Growth Management Strategy in Section 3.2 and following criteria:

- i. There will be no significant impact by the proposed development on the viability of established commercial areas within the community, particularly the commercial component of the Main Central Area, as demonstrated by a market study in accordance with the requirements of Section 3.8.3.2 and the policies for the Main Central Area including Section 3.7.5.*

Based on our analysis, it is our professional opinion that from a market perspective should the subject development include 100% retail commercial space (“NFSR”) it is supportable and will not compromise or jeopardise the viability of existing commercial facilities in the Town of Cobourg, and particularly those located in the Main Central Area. There is sufficient market demand to support this additional NFSR space, as illustrated above in Figure ES-1, as well as other proposed or designated commercial developments in the community.

There is an additional set of Market Impact Study policy criteria in the Cobourg Official Plan that do not necessarily apply to the subject site (Policy 3.8.3.2) because the proposed development is less than 15,069 square feet. However, in the interests of caution and to ensure maximum flexibility when leasing this project, we have addressed these additional market tests in this study.

i) an assessment of the present and future population to be served by the proposed development including a detailed explanation of the sources, techniques and assumptions used in arriving at any population projections.

Section 3.4 of this study outlines the current and forecast population for the trade area, which are based on Statistics Canada Census data and the official Northumberland County population forecast.

ii) an evaluation of the primary and secondary trade areas to be served by the proposed development, including any assumptions used and an explanation of the characteristics of the population to be served, as may be relevant to the proposal.

Section 3.1 defines the primary and secondary trade areas (PTA and STA), which were based on license plate surveys from 2016. This license plate survey found that the Northumberland Mall attracted 40% of its customers from Cobourg, 46% from the PTA/STA) and 14% from residents living outside the PTA/STA. As the subject site is located in close proximity to Northumberland Mall the results of this earlier survey are still considered relevant in this market review.

iii) a review and analysis of the existing level of retail commercial space within the community and the basis for the justification of additional floor space in the context of either a new shopping node or the expansion of an existing facility.

Section 3.2 summarizes the inventory of retail and service facilities in Cobourg and specifically in the Main Central Area, while Section 3.6 outlines the expenditure analysis that has been used to assess the future warranted NFSR space in the Primary Trade Area. Based on this analysis the proposed development can be supported as there is a NFSR market shortfall throughout the study period based on the future expenditure patterns of a growing population.

iv) the amount, mix, location and phasing of the proposed retail floor space and the implications for the Main Central Area with respect to any use which has been or has the potential to be an anchor use for the Main Central Area.

Given the small size of the proposed commercial development, and considerations regarding the amount, mix, and location of this space, plus the small size of any individual tenant, it is very unlikely that any of the potential tenants could become a major anchor for the Main Central Area. In terms of the tenant mix, this retail market analysis brief has taken a conservative approach by assuming that the entire 6,950 square feet will be occupied by Non-Restaurant Retail uses, when it is very likely that much of this space will be occupied by restaurant tenants which are already permitted.

v) verification through such studies that the proposal will not jeopardize the viability of the Main Central Area and thus undermine the intent of this Plan, particularly where such a use has been or has the potential to be an anchor use for the Main Central Area.

As discussed, the proposed development represents a very small amount of retail space and is supported based on our warranted NFSR space analysis.

Policy 3.7.5 (Anchor Uses) restricts some uses to the Main Central Area. Restricted uses include: banks, government facilities, cultural and entertainment uses and certain specialized retail uses (e.g.

LCBO, drug stores, minor department and/or food stores under 1,400 sq. m.). In our opinion none of the tenants noted above would likely locate in the amount of space provided in the subject development, and particularly in light of the fact that a number of restaurant tenants have already committed to the site.

Conclusion

In summary, based on our study findings there will be no impact created by the proposed development on the viability of established commercial areas within the community, and particularly the Main Central Area.

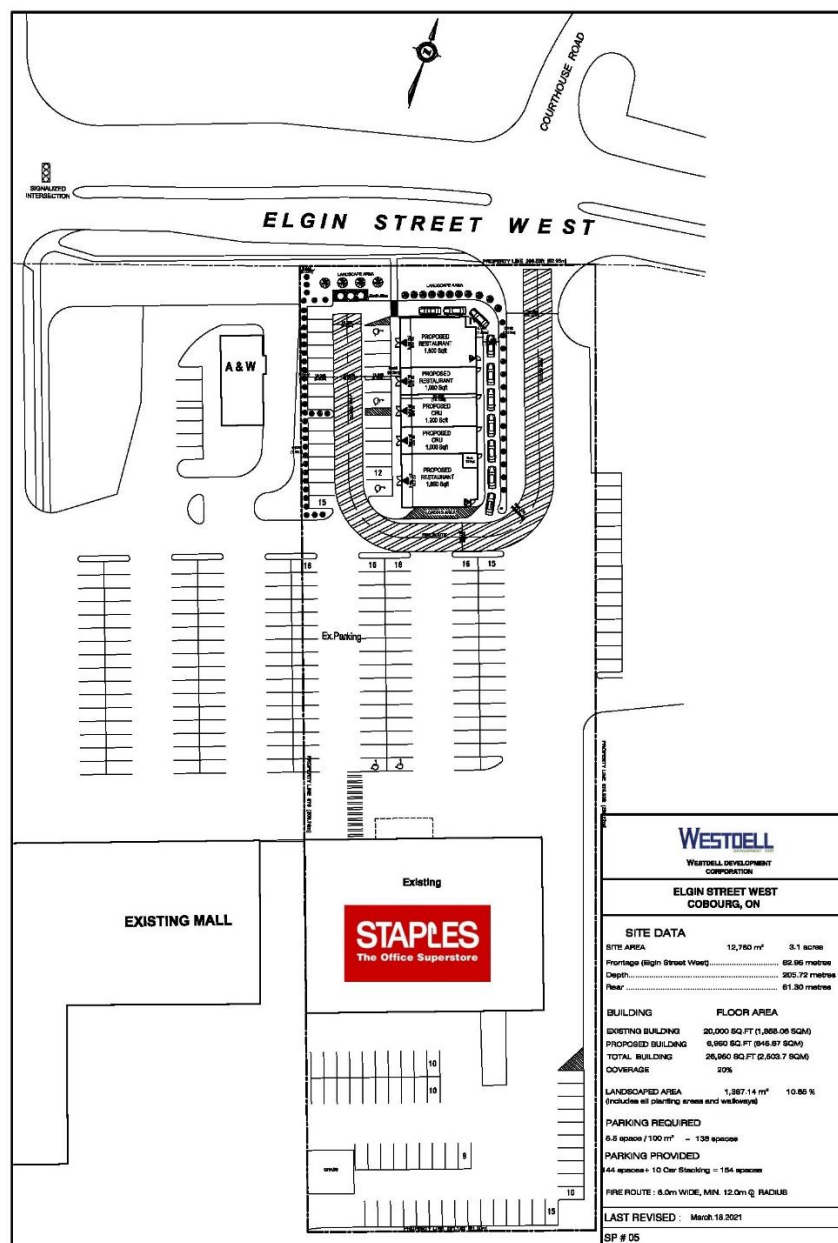
1.0 Introduction

1.1 Background

urbanMetrics inc. has been retained by Westdell Development Corp. to conduct a Market Demand and Impact Brief for a 6,950 square foot (648 square metre) commercial building on a free-standing pad that will consist of multiple tenants, a number of which have already been leased to restaurant uses. The subject site, shown in Figure 1-1, is located at 1025 Elgin Street West in the Town Cobourg within Northumberland County. This proposal to date already includes signed leases with two food operators: Mary Brown's Chicken and Fat Bastard Burrito.

Although a mix of retail and service uses are proposed, as described above, this market analysis brief has tested the impact of 6,950 square feet of Non-Food Store Retail (NFSR) space, which is a conservative approach that likely overestimates the amount of retail space that will actually locate in the proposed development.

Figure 1-1: Site Plan



SOURCE: Westdell Development Corporation, March 18, 2021.

1.2 Approach

The objective of this market impact brief has been to determine the amount of additional retail commercial floor space that can be accommodated in the Town of Cobourg and to assess whether the proposed development of the small amount of pad space at 1025 Elgin Street West can be developed

without having an undue adverse impact on existing commercial facilities in Cobourg, including the Main Central Area. The following summarizes our approach:

- **Location and Access Characteristics:** We have assessed the location of this commercial development in terms of its suitability for the retail and restaurant uses proposed.
- **Trade Area Delineation:** We have defined a Trade Area applicable to the Town of Cobourg, based on previous license plate research carried out by urbanMetrics and other consultants in May 2016 and 2012.
- **Population Forecast:** Based on Statistics Canada Census data, the official population forecasts for the Town of Cobourg and other portions of Northumberland County that are in the Trade Area, we have calculated the historical, current, and future population levels in Cobourg and the balance of the Trade Area to 2034. From this data we have determined the expected population growth that will support new retail facilities in Cobourg and throughout the community.
- **Expenditure Analysis:** Utilizing the telephone survey results contained in the *Retail Market Opportunity and Impact Study*, completed by Robin Dee in June 2012, and our previous work undertaken by urbanMetrics in 2016 and 2019, we have prepared a high-level expenditure analysis that has determined the amount of Non-Food Store Retail (NFSR) space that is warranted in the Trade Area to 2034, and in a number of intervening years, 2022 and 2026. The NFSR categories comprise most the retail space that might chose to locate in the proposed pad development should it not be built out entirely with restaurant/food service facilities.
- **Main Central Area Inventory:** As the main concern regarding impact is any potential negative affects on the Cobourg Main Central Area, we have updated our 2019 inventory in this important commercial area to include both retail and service uses. We have assessed any changes that have transpired within the Main Central Area between 2019 and 2021. This has helped us establish the downtown's current health and its ability to withstand new retail space entering the market. From this inventory we were also able to determine whether the type of retail space that could locate in the proposed development will be differentiated from the existing retail/service space in the Main Central Area.
- **Policy Review:** Recognizing that the Town has required various floor area restrictions and special parameters in commercial developments located elsewhere in the community, we have assessed whether this approach is warranted or not with this specific proposal. In addition, we have determined whether the proposed expansion meets the various Official Plan test for new and expanded commercial facilities.

1.3 Assumptions

There are a number of underlying and basic assumptions upon which the validity of the findings presented in this market study brief depend. Based on our considerable and long-term experience in the retail planning process, we recognize and appreciate the problems associated with making broad and generalized assumptions about future conditions. In undertaking a retail market and impact analysis, the intent is to make future assumptions that are a consultant's best estimate given their market knowledge and use of empirical research. Any prediction of the future is inherently imprecise; however, it is important that the assumptions made are realistic and based on a thorough understanding of existing shopping patterns, inflow sales opportunities, market characteristics, and prevailing economic conditions.

Undoubtedly, deviations from historical and current trends will take place in the future. Nonetheless, basic assumptions are required regarding the possible extent of such deviations. These assumptions include the following:

- During the forecast period discussed in this report, a reasonable degree of economic stability will prevail in the Province of Ontario, and Northumberland County;
- Estimates of future population growth in the Trade Area have been based on available information provided from the Northumberland County Official Plan and the Northumberland Housing Forecast. These are assumed to be acceptable for the purposes of this study;
- The official statistical sources utilized in this report (based largely on Statistics Canada publications, which have been footnoted where utilized) are considered sufficiently accurate for the purposes of this analysis (i.e., for historical population, income and expenditures levels);
- References to the Canadian dollar in this report, dealing with present and future periods, reflect its 2020 value. It is recognized that fluctuations in the absolute value and purchasing power of the dollar will likely occur during the period covered by this report. It is assumed, however, that the relationship between per capita income and expenditure levels and the value of the dollar will remain more or less constant during the period analyzed. Since this report deals with future space additions, inflation must be eliminated since it has no influence on the physical space used in retail facilities. However, real growth (excluding inflation) in expenditures has been acknowledged in the analysis; and,
- The first full year of operation for the proposed commercial development would be 2022.

If for any reason major changes occur which would influence the basic assumptions stated above, the recommendations or conclusions contained in this report should be reviewed in light of such changed conditions and revised, if necessary.

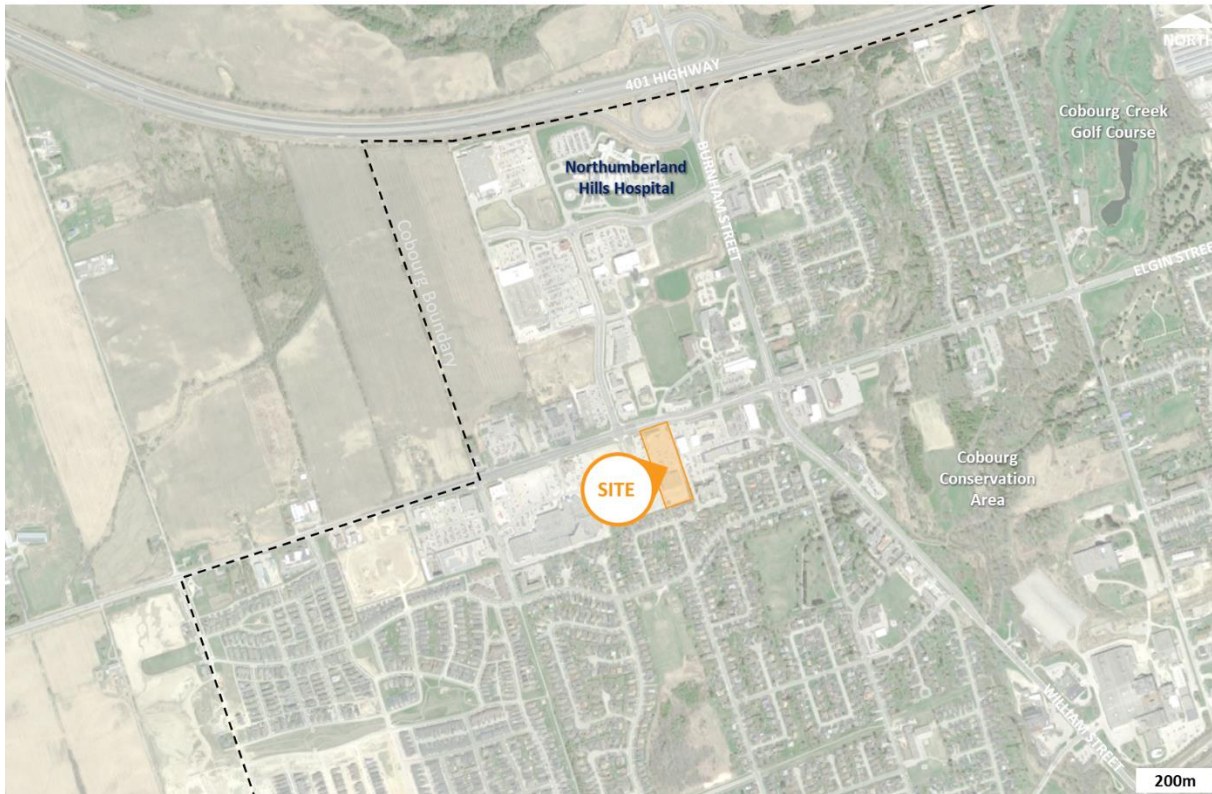
2.0 Site Access and Land Use

Key Findings

- From a market perspective, the proposed retail commercial development would enjoy excellent accessibility and would complement nearby land uses.
- The site is located in an important retail concentration within the Town, surrounded by a number of retail plazas. Additionally, the accessibility to Highway 401 allows the uses in this area to serve a broad market well beyond the Town limits.
- In addition to serving nearby residential communities, the retail activities proposed for the subject site will also serve the nearby employment uses, such as Northumberland Hills Hospital and the Northumberland County administrative headquarters.
- The subject site is served by both Cobourg Transit routes, with two stops near the proposed development. The Strathy Road signalized intersection, as well as four additional entrances, also provide easy access for people driving to the area.

2.1 Site Location

As illustrated in Figure 2-1, the subject site is located in northwest Cobourg near the Town's boundary. The site sits adjacent to Northumberland Mall, an important retail node that serves the surrounding residential area, as well as a larger regional population. There is an existing plaza to the west, anchored by a Canadian Tire, and three plazas to the north anchored by the Home Depot, Wal-Mart Supercentre and Winners. This is in addition to other smaller plazas located along Elgin Street West and Strathy Road.

Figure 2-1: Site Location

SOURCE: urbanMetrics inc., based on Google imagery.

2.2 Surrounding Land Uses

The following provides an overview of the major land uses in proximity to the subject site:

- To the North** – North of Elgin Street there are commercial uses (e.g., car repair shops, dealerships, and a variety of commercial and retail uses). Further north is the SmartCentres Cobourg development, which includes a Walmart and the Home Depot as anchor tenants, and approximately 282,000 square feet of retail and service GFA. Further east of Home Depot is the Northumberland Hills Hospital, a regional hospital serving Cobourg and the surrounding area.

Highway 401 is located further north of the subject site and provides accessibility to the subject site from the regional market. Further to the north of Highway 401 are agricultural lands located within the Township of Hamilton.

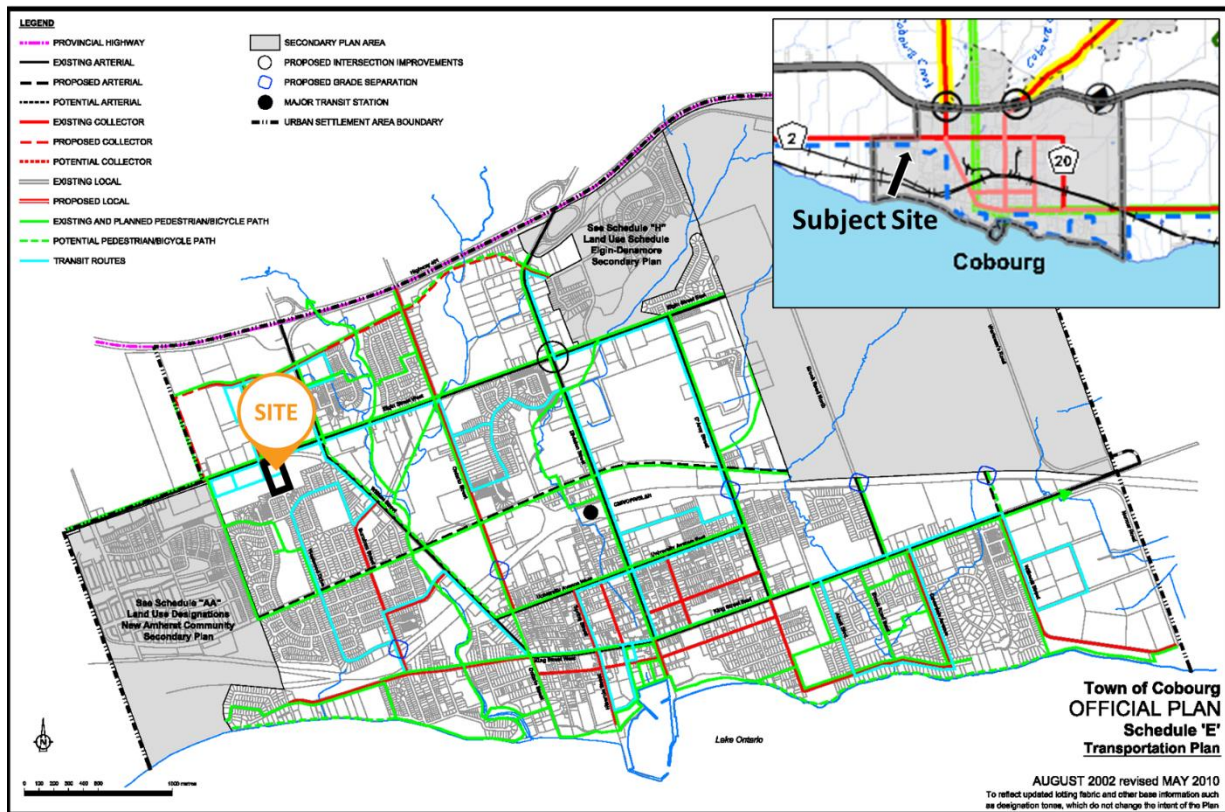
- **To the East** – To the east of the subject site are retail entities, including a thrift store, restaurants, and a convenience store, among other smaller retail/service commercial stores. East of William Street is a Best Western hotel and the Cobourg Conservation Area.
- **To the West** – West of the subject site is Northumberland Mall, a key community and retail offering for the Town of Cobourg and Northumberland County more generally. This mall is home to over 40 tenants, including a movie theatre, a variety of restaurants and a Goodlife Fitness. Further west of the site is the Town boundary, beyond which there are agricultural lands.
- **To the South** – To the south of the subject site is a growing residential neighbourhood with a school and parks. Southwest of the subject site is the New Amherst community, adding to the population that may more frequently access and utilize commercial development on the subject site.

A review of the land uses surrounding the subject site indicates that the proposed pad development on the subject site would be compatible and complementary to the existing surrounding uses, which are largely commercial in nature. The proposed 6,950 square foot commercial building represents an insignificant increase to the amount of regional serving retail located in this area.

2.3 Transportation and Access

Access is an integral part in the evaluation of retail market demand. The subject site has excellent regional accessibility with a location near to the Burnham Street exit off Highway 401. Burnham Street is also identified as a County Arterial Road in the draft Northumberland Official Plan and Elgin Street West is an Arterial Road in the Town of Cobourg Official Plan. In addition to vehicle accessibility, the subject site would also be served by the two Cobourg Transit bus routes, which currently stop at Northumberland Mall, as well as at Elgin Street West and Strathy Road.

Figure 2-2: Town of Cobourg Transportation Plan (Schedule E, Revised May 2010)



SOURCE: The Town of Cobourg Official Plan (2010); Northumberland County Official Plan (2016).

2.4 Land Use Planning Framework

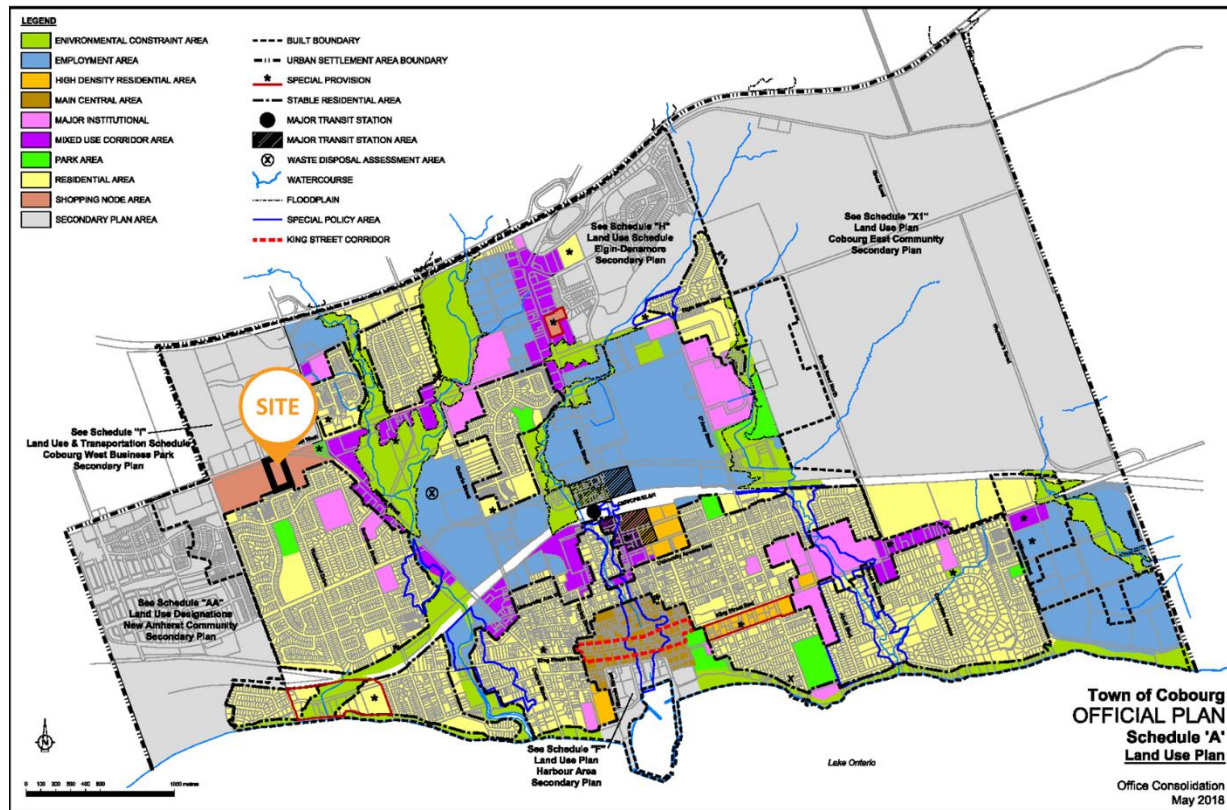
Northumberland County Official Plan (2014)

The subject site is identified in Schedule A of the Northumberland County Official Plan as being within the Built Boundary.

Town of Cobourg Official Plan (2018)

The subject site is designated *Shopping Node Area*. This designation permits “commercial including department stores and supermarkets.”

Figure 2-3: Cobourg Official Plan Land Use (2018)



SOURCE: Town of Cobourg, Official Plan, May 2018.

Expansions of existing Shopping Node Areas are subject to Policy 3.8.3.1, which outlines five criteria that must be assessed as detailed below.

3.8.3 Land Use Policies

3.8.3.1 New Shopping Node Facilities

Applications for official plan amendments for new shopping nodes or expansion of existing nodes, or zoning by-law amendments for the expansion of existing nodes or, zoning by-law amendments for new development within existing nodes shall be evaluated based on conformity with the Growth management Strategy in Section 3.2 and following criteria in 3.8.3.1:

- i) there will be no significant impact by the proposed development on the viability of established commercial areas within the community, particularly the commercial component of the Main Central Area, as demonstrated by a market study in accordance with the requirements of Section 3.8.3.2., and the policies for the Main Central Area including Section 3.7.5;*

- ii) the site is located on an arterial road or collector road and traffic volumes generated by the proposal can be safely accommodated by the existing or proposed transportation network as demonstrated by the submission of a traffic impact study;*
- iii) adequate off-street parking, service and loading areas will be provided for all permitted uses, and access points to and from such areas shall be limited in number and designed in a manner which will minimize the danger to both pedestrian and vehicular traffic as demonstrated by the submission of a traffic impact study;*
- iv) the proposed development can be appropriately integrated with adjacent existing and proposed uses and can be buffered from any adjacent Stable Residential Areas as demonstrated by the submission of a conceptual site plan;*
- v) the proposed development incorporates a mixed-use component including high density residential and/or office uses; and,*
- vi) the development is street and transit oriented with parking being kept to the minimum.*

Section 3.8.3.2 of the Town's Official Plan requires the completion of a comprehensive retail market analysis for new shopping nodes that would result in an additional 1,400 square metres (15,069 square feet) or more of gross floor area. Section 3.8.3.2 goes on to specify the matters that the retail market analysis must include:

- i. An assessment of the present and future population to be served by the proposed development including a detailed explanation of the sources, techniques and assumptions used in arriving at any population projections;*
- ii. An evaluation of the primary and secondary trade areas to be served by the proposed development, including any assumptions used and an explanation of the characteristics of the population to be served, as may be relevant to the proposal;*
- iii. A review and analysis of the existing level of retail commercial space within the community and the basis for the justification of additional floor space in the context of either a new shopping node or the expansion of an existing facility;*
- iv. The amount, mix, location and phasing of the proposed retail floor space and the implications for the Main Central Area with respect to any use which has been or has the potential to be an anchor use for the Main central Area; and*
- v. Verification through such studies that the proposal will not jeopardize the viability of the Main Central Area and thus undermine the intent of this Plan, particularly where such a use has been or has the potential to be an anchor use for the Main Central Area.*

Since your proposed development is less than the 1,400 square metres (15,069 square feet) noted above in Section 3.8.3.2 of the Official Plan, it is unclear whether our retail market impact analysis must include the level of detail described in the various tests outlined above. Therefore, in the work plan described in the next section of this report, we have outlined a simplified type of impact analysis largely due to the limited scale of your entire development and the limited portion of the project that may include retail tenants, which is less than the 1,400 square metre threshold that is noted in Official Plan Section 3.8.3.2.

- Section 3.4 of this report summarizes the current and forecast population for the trade area (Policy 3.8.3.2.i).
- Section 3.1 outlines the primary and secondary trade areas (Policy 3.8.3.2.ii);
- Section 3.2 summarizes the existing retail/service in Cobourg and identifies any recent changes that have occurred in the Main Central Area since 2019, and Section 3.6 includes a expenditure analysis that has been used to assess the future warranted NFSR space in the Primary Trade Area (Policy 3.8.3.2.iii);
- Section 4.0 outlines our recommendations and conclusions regarding the proposed development (Policy 3.8.3.2.iv and v).

Given the small size of this retail development, and considerations regarding the amount, mix, and location of the proposed retail space, plus the small size of any individual tenant, it is very unlikely that any of the potential tenants could become a major anchor for the Main Central Area. In terms of the tenant mix, this retail market analysis brief has taken a conservative approach by assuming that the entire 6,950 square feet will be occupied by non-food store retail uses, when it is very likely that much of this space will be occupied by restaurants and other services (which are permitted).

3.0 Retail Impact Analysis

Key Findings

- The delineation of the primary and secondary trade areas has been based on a 2012 study completed by Robin Dee, and a May 2016 license plate survey.
- The Primary Trade Area, which includes Cobourg, is anticipated to grow by about 5,620 people between 2020 and 2034. The broader trade area (which includes all areas in Northumberland County except Trent Hills) is anticipated to grow by 11,290 people over the same period. As a result, there will be significant increased demand for additional retail and service space to serve this new population.
- The Main Central Area (MCA) attracts both local Cobourg residents as well as regional residents due to its diversity in retail and service offerings. The MCA is characterized by its fine-grained storefronts and heritage buildings. This pedestrian friendly downtown is also strategically located near Cobourg Beach, Victoria Park and the marina, which are regional attractions.
- Based on our updated inventory the health of the Main Central Area is similar to what was apparent when our last inventory was undertaken in 2019. Over this three-year period, the vacancy rate decreased by 1.9%, which indicates that the Main Central Area remains an attractive retail/service environment.
- By 2034, market demand will increase for some 307,800 square feet of additional non-food store retail space (NFSR) in Cobourg. This is above the 255,427 square feet of retail/service space that potentially could be added to the market, in other projects that are either approved or designated. This shortfall in commercial space will result in a need for additional commercial development of some 52,373 square feet of NFSR to serve growth to 2034, a portion of which can be supplied by the proposed pad development.

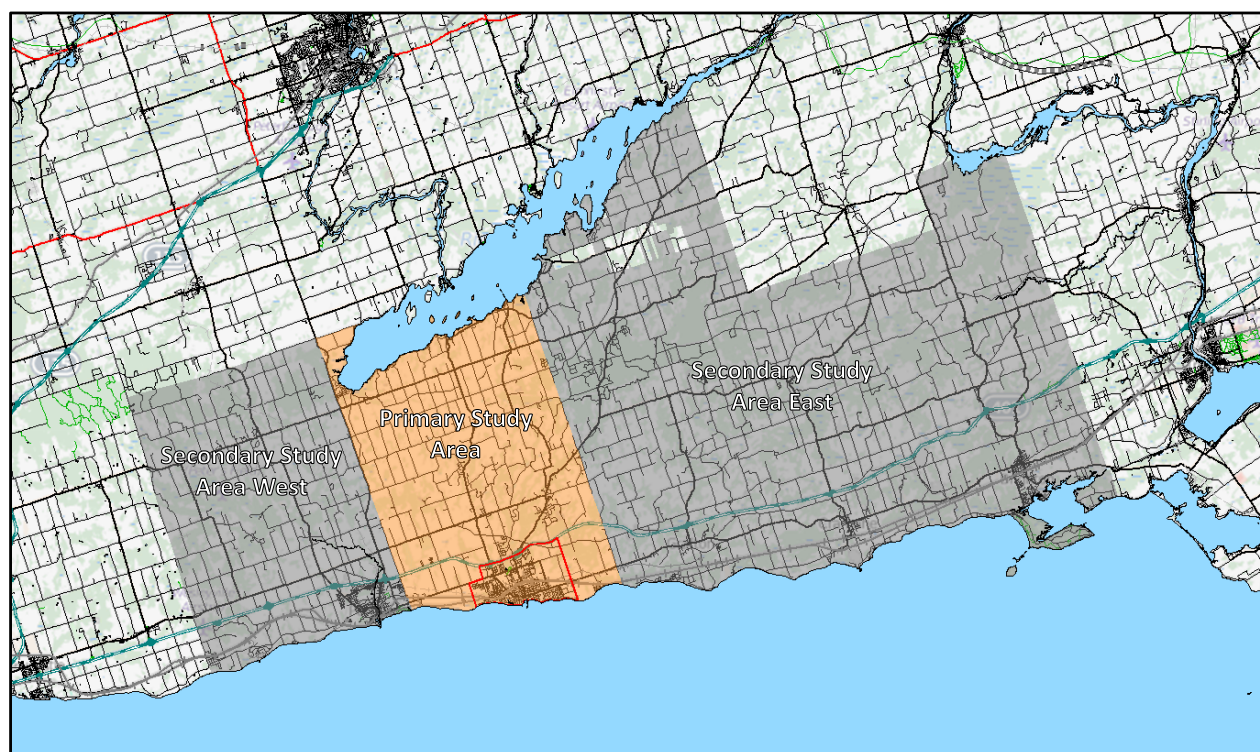
3.1 Trade Area

The total market influence attributed to a retail commercial development typically extends over a wide area beyond any precise boundary that can be drawn. In many cases, the existing retail chain representation in a market, the shopping environment, and the range of goods and services offered in a project will affect the extent of this market influence. For the purpose of making reliable estimates about the market support available to support the proposed commercial development, a specific Trade Area has been defined based on prior work undertaken by urbanMetrics in Cobourg—*Retail Market Demand and Impact Analysis* (2018) for the DePalma site—and a 2012 study completed by Robin Dee.

As noted above, the primary and secondary trade areas have been delineated based on a 2012 study completed by Robin Dee, which was later re-validated by a May 2016 license plate survey completed by urbanMetrics inc. For the purposes of this analysis, three Trade Area zones have been delineated; a

Primary Trade Area (PTA), a Secondary Trade Area East (STA East) and a Secondary Trade Area West (STA West), as illustrated in Figure 3-1.

Figure 3-1: Trade Area

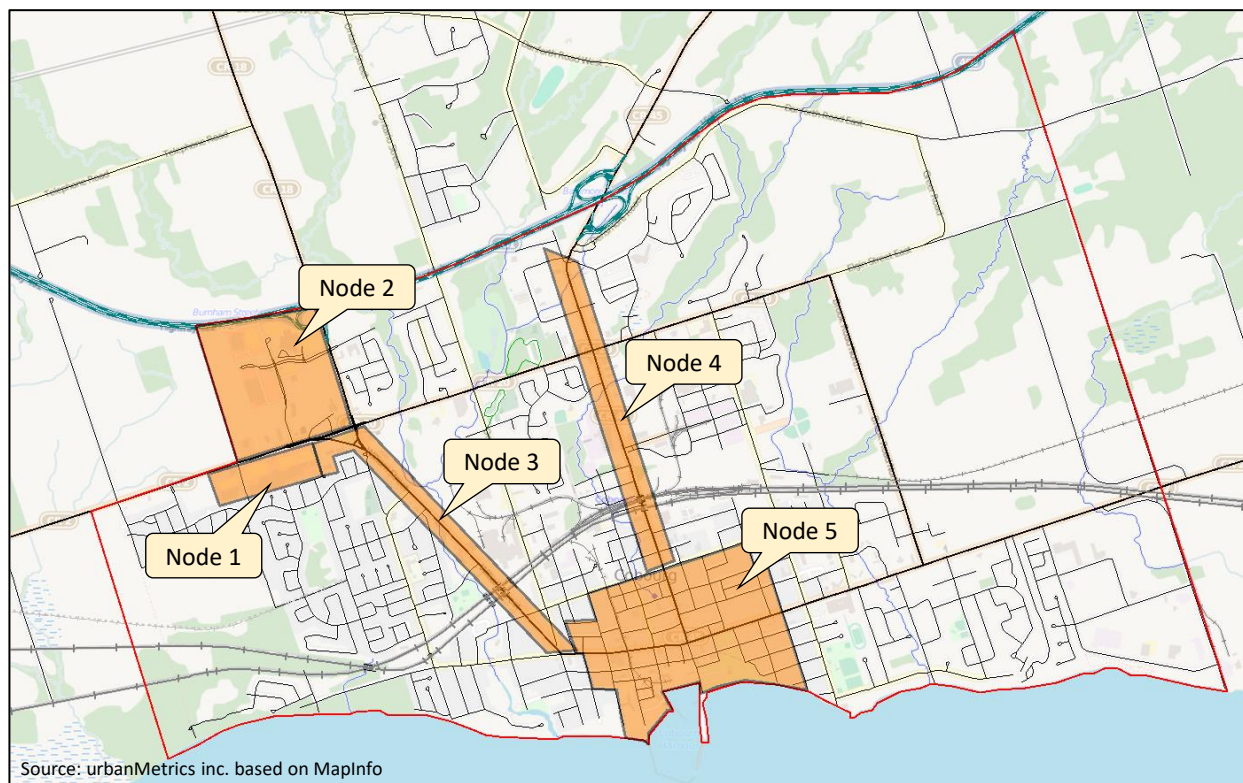


SOURCE: urbanMetrics inc, based on MapInfo.

3.2 Inventory

A comprehensive review of competitive retail/service facilities is an essential component of a retail market and impact analysis and provides an understanding of the current commercial environment. A complete retail and service space inventory was conducted by urbanMetrics inc. in the Primary Trade Area during March 2016, and 2019. The Main Central Area (MCA) retail and service inventory was updated in March 2021 as part of this study. This inventory was undertaken to assess the current vacancy rate, and the general health of the MCA.

For the purpose of summarizing the Primary Trade Area inventory, we have utilized the commercial nodes identified by Robin Dee in his analysis, which are illustrated in Figure 3-2. Node 5 delineates the Main Central Area.

Figure 3-2: Cobourg Primary Trade Area Commercial Nodes

SOURCE: urbanMetrics inc., based on MapInfo.

As the main concern in this market brief is the potential impact of the proposed expansion on the health of the MCA, in Figure 3-3 we have compared the 2019 inventory with the current inventory of space undertaken as of March 2021. Figure 3-3 through Figure 3-5 (below) summarizes the Main Central Area inventory (Node 5).

Figure 3-3: Main Central Area Trade Area Commercial Service Space (Square Feet), 2019 and 2021

Store Category	2019		2021		Change	
	#	%	#	%	#	%
Convenience & Specialty Food	10,100	2.4%	10,100	2.3%	-	0.0%
FSR Total	10,100	2.4%	10,100	2.3%	-	0.0%
Clothing Stores	19,600	4.6%	18,400	4.2%	- 1,200	-6.1%
Furniture	3,800	0.9%	3,800	0.9%	-	0.0%
Home Electronics & Appliance Stores	1,100	0.3%	1,100	0.3%	-	0.0%
Home Furnishings Stores	2,300	0.5%	1,100	0.3%	- 1,200	-52.2%
Miscellaneous Store Retailers	44,600	10.4%	41,900	9.6%	- 2,700	-6.1%
Other General Merchandise Stores	-	0.0%	-	0.0%	-	0.0%
Pharmacies & Personal Care Stores	27,800	6.5%	26,500	6.1%	- 1,300	-4.7%
Shoe, Clothing Accessories & Jewellery Stores	8,700	2.0%	10,400	2.4%	1,700	19.5%
Specialized Building Materials & Garden Stores	5,100	1.2%	5,100	1.2%	-	0.0%
Sporting Goods, Hobby, Music & Book Stores	3,500	0.8%	5,800	1.3%	2,300	65.7%
NFSR Total	116,500	27.3%	114,100	26.3%	- 2,400	-2.1%
Beer, Wine & Liquor	3,800	0.9%	3,800	0.9%	-	0.0%
Other Total	3,800	0.9%	3,800	0.9%	-	0.0%
Banks/Credit Unions	23,100	5.4%	24,100	5.5%	1,000	4.3%
Cultural, Entertainment & Recreation	6,800	1.6%	6,800	1.6%	-	0.0%
Food Services & Drinking Places	66,400	15.5%	71,900	16.5%	5,500	8.3%
Health Care	31,500	7.4%	32,100	7.4%	600	1.9%
Insurance & Real Estate	15,600	3.6%	16,900	3.9%	1,300	8.3%
Other Financial	18,700	4.4%	18,900	4.3%	200	1.1%
Personal Care	34,700	8.1%	36,500	8.4%	1,800	5.2%
Professional, Scientific & Technical Services	22,700	5.3%	23,800	5.5%	1,100	4.8%
Selected Civic & Social Organizations	1,300	0.3%	2,500	0.6%	1,200	92.3%
Selected Educational Services	1,200	0.3%	2,500	0.6%	1,300	108.3%
Selected Office Administrative Services	4,900	1.1%	3,600	0.8%	- 1,300	-26.5%
Social Services	1,600	0.4%	5,100	1.2%	3,500	218.8%
Services Total	228,500	53.5%	244,700	56.3%	16,200	7.1%
Vacant	61,100	14.3%	53,700	12.4%	- 7,400	-12.1%
Grand Total	427,400		434,500		7,100	1.7%

SORUCE: urbanMetrics inc., based on 2019 inventory and 2021 Main Central Area inventory update.

The vacancy rate and the total number of vacant units has slightly decreased over the past two years, from 14.3% (34 units) to 12.4% (31 units) in the Main Central Area (MCA). Services are the primary store type in the MCA (over 50% of GLA), with an increase in the amount of service space since 2019. This is a trend in downtowns throughout the province where the offerings tend to be oriented more towards services than retail facilities.

As shown in Figure 3-4 the amount of occupied retail and service space in the MCA has increased slightly, indicating a reasonably healthy and stable commercial area. The vacancy rate has also decreased since 2019.

Figure 3-4: Main Central Area (Node 5) Inventory Summary, 2019 and 2021

	2019	2021
Occupied Commercial Space (SF)	358,900	369,600
Vacancy Rate	14.3%	12.4%
Vacant Units	34	31
Average Size of Units (SF)	1,900	1,900
Average Size of Vacant Units (SF)	1,800	1,800

SOURCE: urbanMetrics inc.

We should emphasize that it is not uncommon for older Main Central Areas to have above average vacancy levels owing to a number of factors, such as difficulties in demising space to suit tenant needs, awkward space configurations, absentee landlords, lack of certainty with regards to parking, traffic, general store hours, etc. A vacancy rate of 12% in a Main Central Area setting is not unusual and not necessarily representative of an unhealthy commercial area. Furthermore, some of the vacant units identified in the MCA are anticipated to be occupied in the near future due to evidence of posted building permits and/or active renovations (e.g., 10 King Street West & 239 Division Street). The existing vacancy rate also encompasses some atypical vacant spaces in the Main Central Area (e.g., the Park Theatre and a vacant auto shop), which will be difficult to re-lease on account of their unique retail format and original function. Finally, we note that the existing vacancy rate in the Town may be influenced by the ongoing COVID-19 pandemic and more temporary impacts to the retail sector that are likely in the shorter term.

Figure 3-5: Examples of Vacant Storefronts in the Main Central Area, 2021



3.3 Proposed NFSR

Based on discussions with Town of Cobourg planning staff, urbanMetrics has gathered information on any other planned or proposed commercial developments in the Town of Cobourg. Where relevant, this information has been incorporated into our analysis. Recognizing that some of these sites may not be built-out during the study period, our analysis of future warranted space can be considered as extremely conservative. Further detail related to current and ongoing development applications in the Town of Cobourg is included in Appendix A.

Figure 3-6: Proposed NFSR (Square Feet)

	2022	2026	2034
Vacant Space Uptake	10,000	22,000	54,000
Active Development Applications	35,404	69,393	81,893
Vacant Commercial Sites Not Under Application	-	30,000	117,500
Total	47,426	123,419	255,427

SOURCE: Based on Town of Cobourg development application data, and discussions with Town Planning staff.

3.4 Population Growth

To determine the potential demand and market support for retail uses on the subject site, it is necessary to estimate the future population within the defined Trade Area. Population changes, in addition to income, represent the most significant factor influencing the level of future retail sales in an area and the retail space warranted in a market. Figure 3-7 summarizes historical population for 2006 to 2016, the current year 2020, and the forecast population to 2034 for the Primary Trade Area (Cobourg and Hamilton Township) and the Secondary Trade Area East and the Secondary Trade Area West.

The forecast population in the Trade Area is based on Statistics Canada Annual Demographic Estimates and Tables A and C in the Northumberland County Official Plan, which provides forecasts for the Urban Areas and Rural Areas of the County to 2034, and the Northumberland County Housing Forecast by Area Municipality, 2011-2041.

Population growth rates in the intermediate years (i.e., 2022 & 2026) have been estimated based on average annual growth estimates included in the Northumberland County Housing Forecast by Area Municipality, 2011-2041. In our opinion these population forecasts are considered reasonable for the purposes of this analysis.

Figure 3-7: Historical and Future Population in the Primary and Secondary Trade Areas

	Historical ¹			Current ²	Forecasts ³		
	2006	2011	2016	2020	2022	2026	2034
Primary Trade Area	30,100	30,270	30,900	32,840	34,000	35,380	38,460
Average Annual Growth		34	126	485	387	428	414
Average Annual Growth Rate		0.1%	0.4%	1.5%	1.2%	1.3%	1.1%
Secondary Trade Area West	16,910	16,800	17,050	17,360	19,240	20,130	22,150
Average Annual Growth		-22	50	78	257	286	283
Average Annual Growth Rate		-0.1%	0.3%	0.5%	1.4%	1.5%	1.4%
Secondary Trade Area East	23,350	24,460	25,500	26,420	25,750	26,230	27,300
Average Annual Growth		222	208	230	130	146	111
Average Annual Growth Rate		0.9%	0.8%	0.9%	0.5%	0.6%	0.4%
Total Trade Area	70,360	71,530	73,450	76,620	78,990	81,740	87,910
Average Annual Growth		234	384	793	774	860	808
Average Annual Growth Rate		0.3%	0.5%	1.1%	1.0%	1.1%	1.0%

SOURCE: urbanMetrics inc. Rounded to the nearest 10 residents.

¹ Based on the 2006, 2011 and 2016 Census of Canada and adjusted for net undercoverage.

² urbanMetrics inc. estimates based on Statistics Canada Annual Demographic Estimates (CSD Level).

³ Based on Northumberland County Official Plan (2016) and the Northumberland County Housing Forecast by Area Municipality, 2011-2041.

3.5 Per Capita Income

Per capita income levels provide a reasonable guide for determining the expenditure habits of the local population living within a defined Trade Area. Although certain intervening variables such as age and geographic location can influence consumer expenditure habits and shopping preferences, population groupings with similar income characteristics tend to exhibit similar expenditure habits for broad merchandise groupings. As detailed in Figure 3-8, we have calculated per capita income levels for residents of the Trade Area based on 2016 Statistics Canada Census data.

Figure 3-8: Trade Area Per Capita Income, 2015

Zone	2015 Per Capita Income	Income Index to Province
Primary Trade Area	\$38,548	102.5
Secondary Trade Area West	\$37,392	99.4
Secondary Trade Area East	\$34,300	91.2
Province of Ontario	\$37,614	100.0

SOURCE: 2016 Statistics Canada Census data.

3.6 NFSR Demand Analysis

In this section, we have analyzed the requirements for additional warranted NFSR space to serve the Trade Area based on an expenditure approach. This approach is limited to NFSR expenditures, which includes: pharmacy and personal care stores, building and outdoor home supplies stores and GAFO stores (General Merchandise, Apparel & Accessories, Furniture & Appliances, and Other Specialty Retail). The full list of stores included in the NFSR category are illustrated in Appendix B. We have focused our analysis on the NFSR store types as these are the most likely type of tenants that will occupy future space in the proposed pad development should it not lease up with restaurants or other uses that are already permitted.

Utilizing Statistics Canada Retail Trade data, we have estimated the per capita expenditures in Ontario for Non-Food Store Retail (NFSR) in accordance with the North American Industry Classification System (NAICS). This data has been utilized as the basis for the per capita expenditure estimates for the various zones of the Trade Area.

This section of the report details the estimated retail expenditures of Trade Area residents, taking into consideration per capita expenditure patterns and population estimates. This analysis has been used to determine the incremental impact of the potential NFSR component of the proposed development on existing and other proposed commercial facilities in the PTA, and particularly those located in the Main Central Area.

Based on Statistics Canada Retail Trade data, the 2020 average per capita NFSR expenditure in Ontario is estimated at \$6,560. For each Trade Area zone, per capita NFSR expenditures for 2020 have been estimated based on their per capita income levels relative to the province and regression equations. These regression equations have been developed utilizing Statistics Canada 2014 Household Survey data for Ontario residents by income quartile. The use of the regression equation recognizes that spending by store category can vary based on income levels.

Figure 3-9: Trade Area Base Year (2020) NFSR Expenditures

	Income Index to Province	NFSR Index	2020 NFSR Per Capita
Primary Trade Area	102.5	101.0	\$6,626
Secondary Trade Area West	99.4	99.8	\$6,547
Secondary Trade Area East	91.2	96.5	\$6,330
Ontario	100.0		

SOURCE: urbanMetrics inc., based on Statistics Canada, 2016 Census.

An average annual real growth rate, excluding inflation, has been applied to the base year (2020) per capita expenditures for each Trade Area zone. We have assumed an average annual real growth of 1.0% for NFSR.

We also note that merchants in the Trade Area also obtain sales from persons residing outside the Trade Area, such as visitors, tourists, and local employees living outside this area. These expenditures by non-Trade Area residents at stores in the Primary Trade Area are termed inflow. Further, we recognize that Trade Area residents will continue to make expenditures in stores located outside the Trade Area. These expenditures are termed outflow. We have recognized both outflow and inflow in our market demand analysis in the following sections of the report.

The total NFSR expenditure potential of Trade Area residents over the study period has been calculated by multiplying the annualized average per capita NFSR expenditures for each zone by the current and projected population residing in the Trade Area. As indicated in Figure 3-10, the total NFSR expenditure potential available from Trade Area residents is estimated at \$498.5 million in 2020, increasing to \$652.8 million by 2034. This represents a growth of \$154.3 million (expressed in 2020 dollars).

Figure 3-10: Trade Area NFSR Expenditure Potential

2020 Dollars	2020			
Province of Ontario				
Per Capita NFSR Expenditures	\$ 6,560	(1)		
2020 Dollars	2020	2022	2026	2034
Primary Trade Area				
Income Index to Province	102.5			
NFSR Expenditure Index to Province	101.0			
Per Capita NFSR Expenditures 2)	\$ 6,626	\$ 6,759	\$ 7,024	\$ 7,554
Population	32,840	34,000	35,380	38,460
Total NFSR Expenditures (\$Millions)	\$ 217.6	\$ 229.8	\$ 248.5	\$ 290.5
Secondary Trade Area West				
Income Index to Province	99.4			
NFSR Expenditure Index to Province	99.8			
Per Capita NFSR Expenditures 2)	\$ 6,547	\$ 6,678	\$ 6,940	\$ 7,464
Population	17,360	19,240	20,130	22,150
Total NFSR Expenditures (\$Millions)	\$ 113.7	\$ 128.5	\$ 139.7	\$ 165.3
Secondary Trade Area East				
Income Index to Province	91.2			
NFSR Expenditure Index to Province	96.5			
Per Capita NFSR Expenditures 2)	\$ 6,330	\$ 6,457	\$ 6,710	\$ 7,216
Population	26,420	25,750	26,230	27,300
Total NFSR Expenditures (\$Millions)	\$ 167.2	\$ 166.3	\$ 176.0	\$ 197.0
TOTAL TRADE AREA				
Total NFSR Expenditures (\$Millions)	\$ 498.5	\$ 524.6	\$ 564.2	\$ 652.8
<i>Cumulative Growth</i>		\$ 26.1	\$ 65.7	\$ 154.3

SOURCE: urbanMetrics inc.

¹ Based on Statistics Canada Retail Trade data.² Real Growth in Per Capita NFSR Expenditures is based on 1.0% growth.

We have maintained the capture rates in each of the Trade Area Zones over the forecast period to recognize the addition of a number of new stores in the PTA, including those at the subject site/other developments. As shown in Figure 3-11, this results in a forecasted PTA share of 77%, a 4.7% increase from the estimated current level (72.3%). The increase in the PTA and the two STA shares reflect the ability to recapture spending in NFSR store categories such as clothing, shoes and accessories, general merchandise stores, and home furnishings and electronics stores, where a large share of expenditures are made outside of the PTA. Therefore, there is the ability to recapture some of these expenditures if these types of stores were to locate in new NFSR space in the Primary Trade Area, and specifically on the subject site.

Figure 3-11: NFSR Demand Analysis & Warranted Space Estimates

2020 Dollars	2020	2022	2026	2034
Primary Trade Area				
NFSR Expenditures (\$Millions)	\$ 217.6	\$ 229.8	\$ 248.5	\$ 290.5
Estimated Primary Trade Area Share (%) (1)	72.3%	77.0%	77.0%	77.0%
Estimated Primary Trade Area Share (\$Millions)	\$ 157.3	\$ 176.9	\$ 191.3	\$ 223.7
Residual Potential (\$Millions)		\$ 19.6	\$ 34.0	\$ 66.4
Secondary Trade Area West				
NFSR Expenditures (\$Millions)	\$ 113.7	\$ 128.5	\$ 139.7	\$ 165.3
Estimated Primary Trade Area Share (%) (1)	47.9%	50.0%	50.0%	50.0%
Estimated Primary Trade Area Share (\$Millions)	\$ 54.5	\$ 64.3	\$ 69.9	\$ 82.7
Residual Potential (\$Millions)		\$ 9.8	\$ 15.4	\$ 28.2
Secondary Trade Area East				
NFSR Expenditures (\$Millions)	\$ 167.2	\$ 166.3	\$ 176.0	\$ 197.0
Estimated Primary Trade Area Share (%) (1)	39.8%	42.0%	42.0%	42.0%
Estimated Primary Trade Area Share (\$Millions)	\$ 66.5	\$ 69.8	\$ 73.9	\$ 82.7
Residual Potential (\$Millions)		\$ 3.3	\$ 7.4	\$ 16.2
TOTAL TRADE AREA				
NFSR Expenditures (\$Millions)	\$ 498.5	\$ 524.6	\$ 564.2	\$ 652.8
Total Estimated Primary Trade Area Share (\$Millions)	\$ 278.3	\$ 311.0	\$ 335.1	\$ 389.1
Estimated Primary Trade Area Share (%)	55.8%	59.3%	59.4%	59.6%
Existing Sales from Trade Area Residents (\$Millions)	\$ 278.3	\$ 278.3	\$ 278.3	\$ 278.3
Residual Potential (\$Millions)		\$ 32.7	\$ 56.8	\$ 110.8
<div>Existing NFSR (891,800 sq. ft.) Sales per Square Foot Levels (including average inflow of 20%):\$ 390</div>				
WARRANTED ADDITIONAL SPACE - Primary Trade Area (including inflow, excluding sales transfers)				
Additional Residual Potential Available		\$ 32.7	\$ 56.8	\$ 110.8
Plus Inflow Sales @ 20.0% (2)		\$ 8.2	\$ 14.2	\$ 27.7
TOTAL ADDITIONAL SALES POTENTIAL AVAILABLE		\$ 40.9	\$ 71.0	\$ 138.5
WARRANTED ADDITIONAL SQUARE FEET (3)				
@ \$400 per sq. ft.		102,200	177,500	346,300
@ \$450 per sq. ft.		90,800	157,800	307,800
@ \$500 per sq. ft.		81,800	142,000	277,000

SOURCE: urbanMetrics inc.

¹ Based on an evaluation of our March 2016 inventory of commercial space in the Primary Trade Area (and a 2021 update in the Downtown) and previous consumer survey research.² urbanMetrics inc. estimates, based on licence plate survey results.³ Rounded to the nearest 100 square feet.

- **PTA Residual Potential** – Based on the opportunity to recapture sales from elsewhere in the Trade Area and beyond, as well as market growth, we have estimated there will be \$19.6 million of additional sales volume available by 2022 for new/existing NFSR stores in the Primary Trade Area, increasing to \$66.4 million by 2034 (expressed in 2020 dollars). This additional sales volume is referred to as “residual potential”.
- **Inflow** – For the warranted space calculation, an average inflow of 20% has been assumed over the study period, which is in line with the average inflow rate identified in the license

plate survey results. Average inflow sales have also been estimated at 20% for new NFSR on the subject site and other new NFSR space in the Primary Trade Area.

- **Total Sales Potential Available Based on Residual** – Based on residual sales potential and estimated inflow sales, an estimated \$40.9 million would be available for existing/new NFSR space in the PTA/STA by 2022, increasing to \$138.5 million by 2034 (expressed in 2020 dollars). This would exclude any sales transfers from existing stores in the Primary Trade Area but includes sales recapture of Trade Area residents' expenditures made outside the Primary Trade Area.
- **Additional Space Warranted** – The average sales performance for new NFSR space has been tested at various sales levels ranging between \$400 and \$500 per square foot. It should be recognized that NFSR store sales by specific store type and store can vary. These average sales levels are intended to represent typical, if not higher, industry averages as we are not aware of any specific tenants at the subject site or other proposed sites in the PTA that might have different sales performance levels.

At these sales levels and excluding any sales transfers from existing Primary Trade Area NFSR stores, up to 90,800 square feet of additional NFSR space would be warranted in the Primary Trade Area by 2022 (at \$450 per square foot), increasing to 307,800 square feet by 2034 at the same sales level.

Therefore, with some 47,426 square feet potentially being added in the PTA by 2022, based on existing plans and inclusion of a portion of the designated sites for which development applications have not been submitted there is sufficient opportunity to accommodate the potential 6,950 square feet of space being proposed on the subject site if it is ultimately built for, or occupied by, non-restaurant NFSR tenants. Our analysis demonstrates that there is also the potential to accommodate an additional 34,381 square feet of NFSR space in 2026 without transferring sales from existing stores.

Figure 3-12: Warranted NFSR Space Summary

	2022	2026	2034
Warranted Space (sq. ft.)	90,800	157,800	307,800
Proposed Retail Space (sq. ft.)	47,426	123,419	255,427
Shortfall (Surplus) (sq. ft.)	43,375	34,381	52,373
Proposed Retail on Subject Site (sq. ft.)	6,950	6,950	6,950

SOURCE: urbanMetrics inc.

NOTE: The proposed space includes our estimates of NFSR space in both current commercial development applications and designated sites for which applications have not been submitted, plus some uptake of existing commercial space in the community.

It is also notable that the additional space assumptions we have used in our analysis are very conservative. We have assumed full build-out of the remaining space in the SmartCentres development and uptake of additional vacant space in the PTA. It is unlikely that both of these assumptions will take place over the study period, therefore, any potential impact would be reduced, beyond what we have indicated.

4.0 Conclusions and Recommendations

4.1 Summary of Conclusions

- The subject site is located in northwest Cobourg near the Town's boundary and is located in an important retail node that serves the surrounding residential area, as well as a larger regional population. The accessibility of the site to Highway 401 allows the uses in this area to serve a broad market well beyond the Town limits.
- The Primary Trade Area, that includes Cobourg is anticipated to grow by about 5,620 people between 2020 and 2034. The broader trade area (which includes all areas in Northumberland County except Trent Hills) is anticipated to grow by 11,290 people over the same period.
- The 2016 license plate survey found that the Northumberland Mall attracted 40% of its customers from Cobourg, 46% from the broader trade area and 14% from outside the Trade Area. It is expected that retail facilities at the subject site, with their location as part of this major commercial node would be able to attract similar customer draws.
- By 2034, market demand will exist for some 307,800 square feet of non-food retail space (NFSR) in Cobourg. This is in comparison to 255,427 square feet of NFSR space that we have assumed will be added to the market. This shortfall in commercial space will result in a need for additional commercial development of some 52,373 square feet of NFSR space to serve the market growth to 2034. A portion of this space could effectively be developed on the subject lands without impacting existing commercial facilities and without restricting existing vacant lands from ultimately developing.
- The Main Central Area (MCA) attracts both local Cobourg residents as well as regional residents because of its diversity of retail and service facilities. The MCA is characterized by its fine-grained storefronts and heritage buildings. This pedestrian friendly downtown is strategically located near Cobourg Beach, Victoria Park and the marina, which is a regional attraction. The 2021 Main Central Area retail health is relatively consistent with the 2019 inventory. Over this three-year period, the vacancy rate has decreased by 1.9% indicating that the MCA remains an attractive retail environment.

4.2 Recommendation

Given the small size of the subject retail pad development, and considerations regarding the amount, mix, and location, plus the small size of any individual tenant, it is very unlikely that any of the potential tenants could become a major anchor for the Main Central Area. In terms of the tenant mix, we note that this retail market analysis brief has taken a conservative approach by assuming that the entire 6,950 square feet will be occupied by Non-Food Store Retail uses, where it is in fact very likely

that much of this space will be occupied by services, which are permitted (i.e., existing leases with restaurants like Fat Bastard Burrito).

Based on our analysis there will be no significant impact created by the proposed development on the viability of established commercial areas within the community, and particularly the Main Central Area. Furthermore, the commercial space included as part of the proposed development will support local businesses and enhance the range of retail uses and services available to local employees and employers.

Based on our analysis and the findings of this study, it is our professional opinion from a market perspective that the proposed pad development should be approved.

Appendix A Development Applications

Figure A- 1: Commercial Development Applications (Square Footage), Town of Cobourg

	Proposed Commercial Space (2021)	Estimated NFSR	Phasing Estimates		
	Total	Total	2022	2026	2034
545 King Street East (Shops at Sedona Springs)	55,574	27,787	13,894	13,894	
428-432 King Street East	10,473	5,237		5,237	
1100 Elgin Street West (WestPark Village Plaza)	14,000	7,000			7,000
66-75 Strathy Road (SmartCentres)	25,539	20,000	10,000	10,000	
65 Strathy Road (Loblaws)	80,000	-			
900-1000 Division Street (Sobeys Foodland)	27,857	-			
202 Second Street (Cobourg Harbourpark)	5,000	2,500			2,500
New Amherst on the Boulevard	3,380	1,500			1,500
185 Division Street and 9 Albert Street	9,719	4,860		4,860	
727-737 William Street	3,949	1,500	1,500		
1111 Elgin Street West	10,010	10,010	10,010		
22-36 Queen Street	5,130	1,500			1,500
185 First Street	2,100	-			
1043 Division Street	2,260	-			
Total	254,991	81,893	35,404	33,990	12,500

SOURCE: urbanMetrics inc., based on Town of Cobourg development application data, and discussions with Town Planning Staff.

NOTE: NFSR estimates are based on existing application information and urbanMetrics experience. Similarly, development timelines are based on application data and status.

Appendix B NAICS

Figure B- 1: North American Industry Classification System (NAICS) Categories

Trade Group	NAICS	Description
FOOD STORE RETAIL (FSR)		
90	Supermarkets	
	44511	Supermarkets and Other Grocery (except Convenience) Stores
100	Convenience and Specialty Food Stores	
	44512	Convenience Stores
	44521	Meat Markets
	44522	Fish and Seafood Markets
	44523	Fruit and Vegetable Markets
	44529	Other Specialty Food Stores, including Baked Goods Stores, & Confectionary & Nut
BEVERAGE STORES		
110	Beer, Wine and Liquor Stores	
	44531	Beer, Wine and Liquor Stores
NON-FOOD STORE RETAIL (NFSR)		
Automotive		
20	Used and Recreational Motor Vehicle and Parks Dealers (Tires, Batteries, Automotive Accessories component)	
	44131	Automotive Parts and Accessories Stores
	44132	Tire Dealers
Furniture, Home Furnishings and Electronics Stores		
30	Furniture Stores	
	44211	Furniture Stores
40	Home Furnishings Stores	
	44221	Floor Covering Stores (excludes retailers or only ceramic or only hardwood flooring which are in Building Supply)
	44229	Other Home Furnishings Stores (e.g. window treatments, fireplace/accessories, kitchen and tableware, bedding and linens, brooms and brushes, lamps and shades, and prints and picture frames).
50	Computer and Software Stores	
	44312	Computer and Software Stores (includes retailing new computers, computer peripherals, pre-packaged software, game software and related products)
60	Home Electronics and Appliance Stores	
	44311	Appliance, Television and other Electronics Stores
	44313	Camera and Photographic Supplies Stores
Building and Outdoor Home Supplies Stores		
70	Home Centres and Hardware Stores	
	44411	Home Centres
	44413	Hardware Stores (includes tool stores)
80	Specialized Building Materials and Garden Stores	
	44412	Paint and Wallpaper Stores
	44419	Other Building Material Dealers (excluding manufacturing and construction firms) (includes doors, windows, kitchen cabinets, electrical, glass, plumbing, ceramic floor, roofing materials, fencing)
	44421	Outdoor Power Equipment Stores (lawn mowers, tractors, hedge trimmers, snow blowers)
	44422	Nursery Stores and Garden Centres
Pharmacies and Personal Care Stores		
120	Pharmacies and Personal Care Stores	
	44611	Pharmacies and Drug Stores
	44612	Cosmetics, Beauty Supplies and Perfume Stores
	44613	Optical Goods Stores
	44619	Other Health and Personal Care Stores (includes stores retailing health and personal care items, such as vitamin supplements, hearing aids, and medical equipment and supplies)

Continued....

Trade Group	NAICS	Description
NON-FOOD STORE RETAIL (NFSR) (Continued)		
Clothing and Accessories Stores		
140	Clothing Stores	
	44811	Men's Clothing Stores
	44812	Women's Clothing Stores
	44813	Children's and Infant's Clothing Stores
	44814	Family Clothing Stores
	44819	Other Clothing Stores
150	Shoe, Clothing Accessories and Jewellery Stores	
	44815	Clothing Accessories Stores
	44821	Shoe Stores (includes athletic shoe retailers)
	44831	Jewellery Stores
	44832	Luggage and Leather Goods Stores
General Merchandise Stores		
170	Department Stores	
	45211	Department Stores
175	45211	Department Stores with a Large food component (i.e. Walmart Supercentres)
180	Other General Merchandise Stores	
	45291	Warehouse Clubs and Superstores
	45299	All Other General Merchandise Stores: <i>Home & Auto (i.e. Canadian Tire)</i> <i>Other General Merchandise Stores (e.g. general stores, variety stores, "dollar" stores)</i>
Miscellaneous Retailers		
160	Sporting Goods, Hobby, Music and Book Stores	
	45111	Sporting Goods Stores (excludes athletic shoe retailers)
	45112	Hobby, Toy and Game Stores (excludes computer games and software)
	45113	Sewing, Needlework and Piece Goods Stores
	45114	Musical Instrument and Supplies Stores
	45121	Book Stores and News Dealers
	45122	Pre-Recorded Tape, Compact Disc and Record Stores
190	Miscellaneous Store Retailers	
	45311	Florists
	45321	Office Supplies and Stationery Stores
	45322	Gift, Novelty and Souvenir Stores
	45331	Used Merchandise Stores
	45391	Pet and Pet Supplies Stores
	45392	Art Dealers (excludes art galleries)
	45399	All Other Miscellaneous Store Retailers (e.g. tobacco supplies, artist supplies, collectors items, beer & wine making, swimming pool/spas/accessories, religious goods and accessories)

Continued....

Trade Group	NAICS	Description
SERVICES		
200	Consumer Goods Rental	
	53221	Consumer Electronics and Appliance (Appliance rental and leasing, rental of consumer audio-visual equipment (including rent-to-own), Television rental and leasing, Video recorder and player rental and leasing, Washers and dryers rental)
	53222	Formal Wear and Costume Rental
	53223	Video Tape and Disc Rental
	53229	Other Rental (sporting goods, garden equipment, home health, fitness etc.)
	53231	General Rental Centres (including contractors' and builders' tools and equipment, home repair tools, lawn and garden equipment, moving equipment and supplies, and party and banquet equipment and supplies)
210	Finance	
	52211	Banks
	52213	Credit Unions
215	52239	Other Financial (including cheque cashing, mortgage brokers, other financial services (e.g. Edward Jones))
220	Insurance and Real Estate	
	52421	Insurance Agencies and Brokerages
	53121	Offices of Real Estate Agents and Brokers
	53132	Office of Real Estate Appraisers
230	Professional, Scientific & Technical Services	
	54111	Offices of Lawyers
	54119	Other Legal Services (e.g.. Paralegal, Title search, immigration consultation, notaries)
	54121	Offices of Accountants, Tax Preparation Services, Bookings, Payroll
	54131	Architectural Services
	54132	Landscape Architecture (includes urban planners, industrial development planning, landscape architects)
	54134	Drafting Services
	54137	Survey and Mapping Services
	54138	Testing Labs (excluding medical, auto, veterinary)
	54141	Interior Design Services
	54143	Graphic Design Services (includes art studios)
	54149	Other Specialized Design Services (e.g. clothing, jewellery, fashion)
	54151	Computer Systems Design and Related Services (e.g. computer consulting and programming)
	54161	Management Consulting Services
	54162	Environmental Consulting Services
	54169	Other Scientific and Technical Consulting (e.g. economic, hydrology, safety)
	54171	Research & Development in the Physical, Engineering and Life Sciences (includes medical research labs)
	54172	Research & Development in the Social Sciences and Humanities (e.g.. demographic, education, psychology research)
	54181	Advertising Agencies
	54182	Public Relations Services (e.g. lobbyists, political consultants)
	54191	Marketing Research & Public opinion polling
	54192	Photographic Services (e.g. passport photography, photo studios portrait photography studies)
	54193	Translation and Interpretation Services
	54194	Veterinary Services (excludes pet care (81291))
	54199	All Other Professional, Scientific and Technical Services (includes consumer credit counselling)
240	Selected Office Administrative Services	
	56131	Employment Services (includes placements, executive search, casting agencies etc.)
	56141	Document Preparation Services (proofreading, word processing, desktop publishing etc.)
	56142	Telephone Call Centres
	56143	Business Service Centres (e.g.. printing, copying, mail centres) (excludes commercial printing)
	56144	Collection Agencies
	56145	Credit Bureaus
241	56151	Travel Agencies
	56159	Other Travel Arrangement & Reservation Services (e.g.. ticket sales agency, tourist info, bus ticket offices, etc.)
	56162	Security Systems (includes security system sales, installation and monitoring; locksmiths (excluding key duplication - 81149))
245	Selected Educational Services	
	61161	Fine Arts Schools (e.g. dance, drama, music, art, handicrafts)
	61162	Athletic Instruction (e.g. aerobic dance, gymnastics, judo, karate, martial arts, scuba, swimming) (excludes athletic instruction in sport and recreation facility)
	61163	Language Schools
	61169	All Other Schools and Instruction (e.g. driving instruction, public speaking, Kumon, Oxford)

Continued....

Trade Group	NAICS	Description
SERVICES (Continued)		
250	Health Care	
	63111	Offices of Physicians
	62121	Offices of Dentists
	62131	Offices of Chiropractors
	62132	Offices of Optometrists (excludes eyeglass stores - 44613)
	62133	Offices of Mental Health Practitioners (psychologists, psychiatric social workers)
	62134	Offices of Physical, Occupational, Speech Therapists and Audiologists
	62135	Offices of Other Health Practitioners (e.g.. acupuncturists, dental hygienists, dieticians, naturopath, podiatrists)
	62141	Family Planning Centres
	62142	Outpatient Mental Health and Substance Abuse Centres
	62149	Other Outpatient Care Centres (e.g. public health clinics, hearing testing, dialysis)
	62151	Medical and Diagnostic Laboratories (e.g. medical, x-ray, dental lab (excluding making of dentures, ortho appliances, teeth)
255	Social Services	
	62411	Child and Youth Social Services (e.g. Children's aid, youth centres, adoption)
	62149	Other Individual and Family Services (e.g.. AA, marriage counselling, outreach)
	62441	Child Day Care
260	Cultural, Entertainment and Recreation	
261	71312	Amusement Arcades (e.g. indoor play areas, pinball arcades, video game arcades)
262	71394	Fitness & Recreational Sports Centres (includes athletic clubs, spas (w/o accommodation), aerobic dance centres, health clubs)
263	71395	Bowling Centres
264	71399	All other Amusement and Recreation Industries (includes billiards parlours)
265	51213	Motion Picture and Video Exhibition (includes cinemas)
270	Food Services and Drinking Places	
271	72211	Full-Service Restaurants
272	72221	Limited-Service Eating Places
273	72232	Caterers (includes banquet halls)
274	72241	Drinking Places (Alcoholic Beverages) -(includes night clubs, bars (including those with gaming), pubs, taverns
280	Personal and Household Goods Repair and Maintenance	
281	81111	Automotive Mechanical & Electrical Repair & Maintenance (includes engine repair, exhausts, transmission, electrical system repair)
281	81112	Automotive Body, Paint, Interior and Glass Repair (includes collision repair, auto upholstery, paint & body shops)
281	81119	Other Automotive Repair & Maintenance (includes auto detail, washing, diagnostic centres, lube, rust proofing, undercoating, emissions testing)
282	81121	Electronic and Precision Equipment Repair and Maintenance (includes ink jet cartridges (cleaning and refilling), TV repair)
	81141	Home and Garden Equipment and Appliance Repair & Maintenance (e.g. small engine repair)
	81142	Reupholstery and Furniture Repair
	81143	Footwear and Leather Goods Repair (e.g. shoe repair)
282	81149	Other Personal and Household Goods Repair and Maintenance (includes key cutting, china firing/decorating, jewellery repair, sharpening of knives, skate sharpening, watch repair etc.)
290	Personal Care Services	
	81211	Hair care and Esthetic Services (includes barber, beauty, hair salons)
	81219	Other Personal Care services (includes day spa, diet centres, hair removal, massage parlours, tanning salons, tattoo parlours, weight reduction centres)
	81231	Coin-operated Laundries and dry cleaners (self service)
	81232	Dry Cleaning and Laundry services (except coin operated)
	81233	Linen and Uniform Supply (includes work clothing supply services - industrial)
	81291	Pet Care (except veterinary)
	81292	Photofinishing Services
	81299	All other Personal Services (e.g. fortune tellers, dating services, psychic services, shoeshine)
295	Civic and Social Organizations	
	81341	Civic and Social Organizations (includes clubs)
	81391	Business Associations (includes board of trade, real estate boards etc.)
	Transportation	
296	49111	Postal Service (post office)
300	VACANT	
	9999	VACANT RETAIL/SERVICE SPACE

SOURCE: urbanMetrics inc., based on the North American Industry Classification System ('NAICS').