



SOURCE: Google Earth



# CORK & VINE

## Retail/Service Commercial Market Study

Wellington (PEC), Ontario

Prepared for Kaitlin Corporation

September 30, 2022



This document is available in alternative formats upon request by contacting:

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September 30, 2022

Devon Daniell  
Kaitlin Corporation  
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Dear Mr. Daniell:

**RE: Cork & Vine – Retail/Service Commercial Market Study (Wellington (PEC), Ontario)**

urbanMetrics inc. is pleased to submit this *Retail/Service Commercial Market Study* in support of the proposed commercial space in the Cork & Vine subdivision.

Our findings conclude that there will be significant population growth in Wellington and the Trade Area, particularly with the addition of the Cork & Vine subdivision, that will warrant additional retail/service space in Wellington. The proposed commercial space on the 1.5 hectare parcel and potential for commercial storefronts on the mixed-use developments would help meet local-serving needs and complement the retail/service facilities nearby on Wellington Main Street.

It has been a pleasure conducting this study on your behalf, and we look forward to discussing the results of our findings with you.

Yours truly,



Peter Thoma, MCIP, RPP, PLE  
Partner  
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# 1.0 Introduction

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# 1.1 Background

urbanMetrics inc. (“urbanMetrics”) has been retained by Kaitlin Corporation (“Kaitlin”) to provide a third-party, independent *Commercial Market Study* for a proposed commercial site within a new subdivision located in the Town of Wellington, Prince Edward County (the “subject site”). This new development which encompasses a full range of housing options is known as Cork & Vine.

The Cork & Vine concept includes a 1.5 hectare (3.7 acre) parcel earmarked for local-serving commercial use, as well as three mixed-use parcels which provide additional opportunities to integrate small scale retail and service commercial uses at grade level.

As part of an active development application by Kaitlin for future phases of the Cork & Vine community, a *Commercial Market Study* has been formally requested by Prince Edward County’s (“PEC”, “the County”) planning staff as a means to ensure that the proposed commercial space are indeed warranted, and that the amount of space contained therein will effectively support local community needs in a manner that is commensurate with exiting and emerging needs of Wellington-area residents.

# 1.2 Approach

urbanMetrics has completed the following work tasks as part of this study:

- **Trade Area Delineation** – We have delineated a Trade Area from which most of the customer support for retail/service commercial space in Wellington is likely derived.
- **Market Profile** – We have estimated the current and future population of the Trade Area based on Census data and available population forecasts.
- **Inventory of Commercial Space** – We have conducted a desktop inventory of all existing retail and commercial space within the Trade Area, current as of June 2022. The inventory includes all food store retail (FSR), non-food store retail (NFSR), beer, wine, and liquor (BWL) stores, and all types of service commercial facilities.
- **Competitive Space Assessment** – We have also gathered research on any planned and proposed commercial development in the Trade Area which would be competitive in nature to the proposed commercial uses on the subject site.
- **Calculate Trade Area Market Need** – We have conducted a per capita space analysis to estimate the volume of warranted retail/service space within the Trade Area, based on current and projected population levels.

## 1.3 Assumptions

The validity of the findings presented in this report depend on several underlying and basic assumptions. Based on our considerable and long-term experience in the retail planning process, we recognize the problems associated with making broad and generalized assumptions about future conditions. Undoubtedly, deviations from historic and current trends will take place in the future; however, basic assumptions are required regarding the possible extent of such deviations.

This analysis is based on the following basic assumptions:

- During the forecast period discussed in this report, a reasonable degree of economic stability will prevail in the Province of Ontario, and specifically in Prince Edward County.
- Further to above, due to the recent and ongoing conditions relating to COVID-19, it is difficult at this time to determine the potential longer-term impacts of the pandemic accurately and reliably on future economic conditions, investment patterns, shopping habits, among various other factors that will directly influence future retail/service commercial market conditions and service levels in Wellington and PEC.
- Estimates of future population growth in the Trade Area are assumed to be sufficiently accurate and are based on our review of Statistics Canada, available municipal projections, and the County's development application database.
- The official statistical sources utilized in this report (based largely on Statistics Canada and Prince Edward County data) are considered sufficiently accurate for the purposes of this analysis.

If, for any reason, major changes occur that could influence the basic assumptions stated above—including ongoing monitoring of any future changes resulting from the COVID-19 pandemic and the future affects of online shopping—the recommendations contained in this report should be reviewed in light of such changed conditions and revised if necessary.

## 2.0 Retail Context

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# Key Findings

- Based on our understanding of Prince Edward County - and Wellington in particular, we have delineated a **Trade Area** which includes all of Wellington and Bloomfield, and parts of Consecon, Hillier, Picton, Milford, and Salmon Point.
- The population of the Trade Area is **forecast to reach ~12,870 persons by 2031**, an increase of ~4,860 persons above current baseline conditions. The existing amount of retail and service commercial space in Wellington is insufficient to support the day-to-day needs of residents and visitors. Population growth within the Trade Area will be warranted to support the convenience needs of residents.
- At present, there is a **total of ~171,000 ft<sup>2</sup> of retail/service commercial space** in the Trade Area, with a vacancy rate of 2.8%. This vacancy rate sits below the standard threshold of 5% to 7% that is indicative of a “balanced” market. A tight (low) vacancy rate can impede business growth because prospective commercial interests are often required to accept expensive or sub-optimal space options. A high vacancy rate (above 8%) presents challenges because papered-up storefronts are often seen as undesirable or poor-performing business areas.
- The **subject site provides an important alternative to Wellington Main Street**. Based on our professional review of the lands and their relationship to the defined Trade Area, we would conclude that: (a) the lands are indeed suitable for commercial uses, (b) the lands earmarked for commercial and mixed use would support the needs of local consumers supported by the anticipated population in the Cork & Vine subdivision, as well as other Trade Area residents, and (c) would not detrimentally impact the planned commercial function or commercial viability of merchants and other businesses along the Main Street of Wellington.

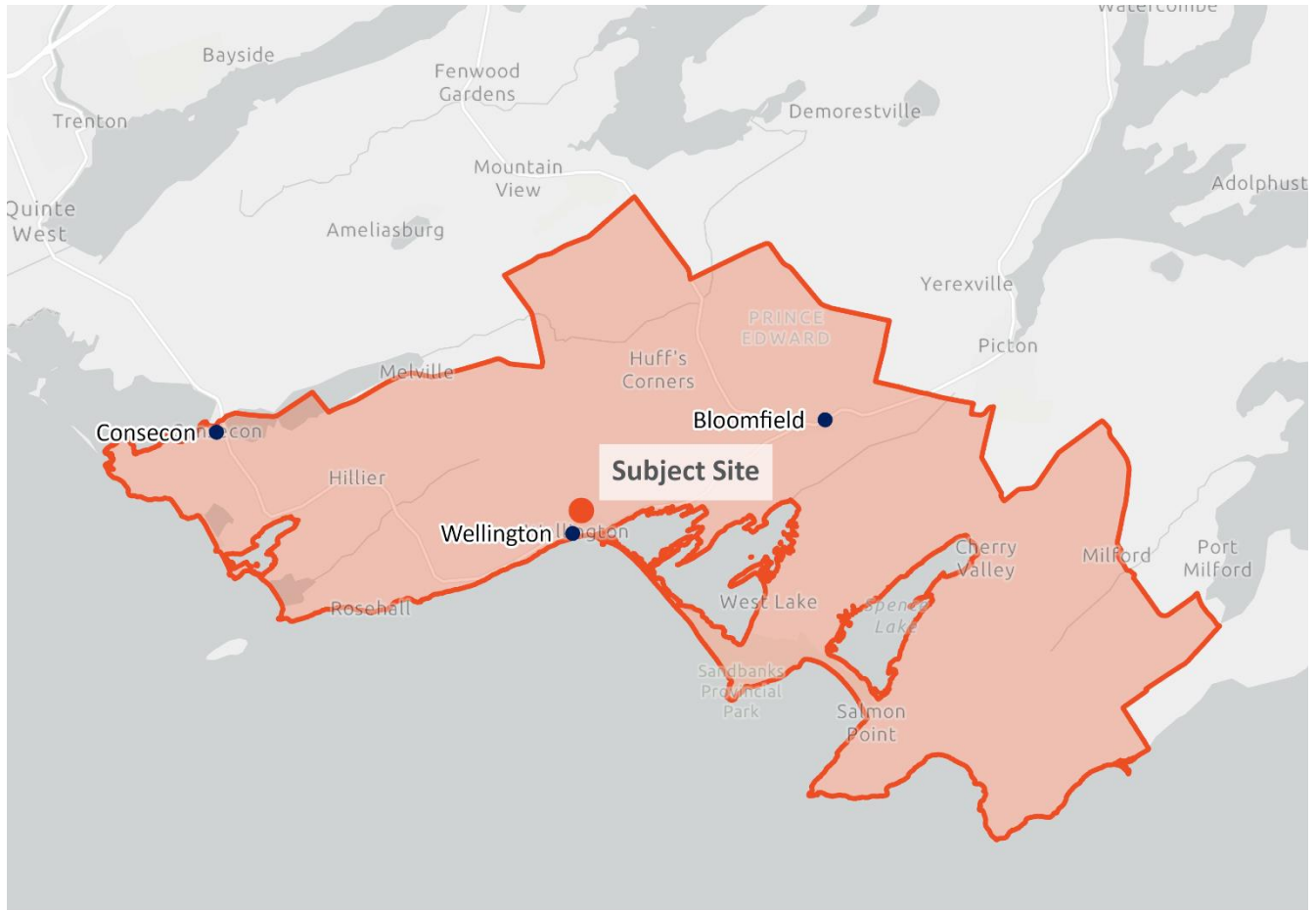
## 2.1 Trade Area

urbanMetrics has delineated a Trade Area (“TA”) that captures most of the customer support for retail/service space in Wellington. The subject site is located off of Wellington’s main commercial corridor and will likely be more ‘local’ serving given its size and location within a subdivision. That said, its proximity to Wellington Main Street offers potential for shared customer support from residents in other parts of the Trade Area.

This Trade Area defined by urbanMetrics recognizes the role and function of Commercial nodes and corridors in Prince Edward County, and other nearby places in Quinte which influence local residents’ shopping patterns such as Trenton, Brighton and Belleville.

The Trade Area, as illustrated in Figure 2-1, includes Wellington, Bloomfield and extends west to the southern portion of Consecon, parts of Hillier and Picton to the north, and Milford and Salmon Point to the east. It is bordered by Lake Ontario to the south. Our commercial space inventory and our assessment of future “need” for retail/service space is based on the geographic boundaries of this Trade Area.

Figure 2-1: Trade Area



SOURCE: urbanMetrics inc.

## 2.2 Population

To determine the potential demand and market support for new commercial space in Wellington, it is necessary to estimate the future population who will live within Trade Area.

From 2011 to 2021, the population within the Trade Area accounted for some 30% of the total population in PEC. We assume the Trade Area will continue to have the same proportional share of PEC’s population in our forecast.

Our 2031 estimate is based on two key inputs:

- Forecasts for PEC from Watson & Associates’ 2017 Development Charges Background Study, adjusted for the proportion of the population within the Trade Area; and,
- The total unit count for proposed residential developments within the Trade Area, multiplied by the respective PPU per unit type according to the 2017 DCBS. We assume that the developments will reach full build out by 2031. These proposed developments are included in addition to Watson & Associates’ growth forecast due to their significant population increase unaccounted for by the forecast.

### See Appendix A for detailed development applications table

As shown in Figure 2-2, the Trade Area has actually experienced a population *decline* between 2011 and 2016 of about 0.3% per year. By 2021 however, the population increased again, nearing 2011 levels. We estimate the 2031 population in the area to be some 12,870 persons, of which some 4,200 will reside on the subject site. This substantial growth in the Trade Area and within Wellington alone represents opportunity for additional retail/service commercial space.

Figure 2-2: Trade Area Population

	Historical <sup>1</sup>		Current <sup>1</sup>	Forecast <sup>2</sup>
	2011	2016	2021	2031
<b>Trade Area</b>	<b>8,070</b>	<b>7,950</b>	<b>8,010</b>	<b>12,870</b>
<i>Avg Annual Growth</i>	-24	12	486	
<i>Avg Annual Growth %</i>	-0.3%	0.2%	6.1%	

SOURCE: urbanMetrics inc., rounded to the nearest 10.

<sup>1</sup> Based on Statistics Canada Census data, adjusted for undercoverage of approximately 2%

<sup>2</sup> Based on Watson & Associates’ “County of Prince Edward 2017 Development Charges Background Study”, adjusted proportionately for the percentage of The County population residing within the Trade Area, and development applications.

## 2.3 Commercial Inventory

A review of existing retail and service commercial facilities is essential in understanding the current retail offerings available to residents and visitors to the Trade Area.

A complete inventory of the commercial landscape serves a two-fold function: assessing the competitive factors that may affect demand for the proposed retail/service commercial uses on the subject site, and in turn, evaluating the effects of the proposed development on existing retail/service facilities.

urbanMetrics conducted a desktop inventory of all retail and service commercial space in the Trade Area in June 2022. This inventory includes:

- Beer, Wine and Liquor (“BWL”), specified here as ‘LCBO’ and ‘Craft’ (including both breweries and vineyards);
- Food Store Retail (“FSR”);
- Non-Food Store Retail (“NFSR”);
- Services; and,
- Vacant space.

**Appendix B** provides a listing of the various store types included in the FSR, NFSR and service categories inventoried.

As summarized in Figure 2-3, there is a total of 171,000 ft<sup>2</sup> of retail/service commercial space in the Trade Area. This includes 24,400 ft<sup>2</sup> of LCBO and Craft space, 28,100 ft<sup>2</sup> of FSR space, 50,500 ft<sup>2</sup> of NFSR space, and 63,200 ft<sup>2</sup> of Services space.

The vacancy rate is 2.8% across the entirety of the Trade Area and 3.9% within Wellington. This is below the 5% to 7% vacancy rate that is typically observed in a healthy market. This indicates that currently, Wellington and the Trade Area is underserved by retail/service commercial space.

Figure 2-3: Current Trade Area Inventory

Category	Wellington	Bloomfield	Consecon	Other	Grand Total
<b>LCBO and Craft</b>	<b>9,400</b>	<b>5,500</b>	<b>500</b>	<b>9,000</b>	<b>24,400</b>
<b>FSR</b>	<b>14,100</b>	<b>5,000</b>	<b>0</b>	<b>9,000</b>	<b>28,100</b>
Convenience & Specialty Food	5,000	5,000	0	9,000	19,000
Supermarkets & Grocery	9,100	0	0	0	9,100
<b>NFSR</b>	<b>20,900</b>	<b>21,000</b>	<b>1,600</b>	<b>7,000</b>	<b>50,500</b>
Apparel and Accessories	1,600	5,200	600	0	7,400
Building and Outdoor Home Supply	6,900	0	0	3,500	10,400
Furniture, Home Furnishings & Electronics Store	4,400	1,200	0	0	5,600
Miscellaneous Retailers	5,100	13,900	1,000	3,500	23,500
Pharmacies & Personal Care	2,600	700	0	0	3,300
Automotive	300	0	0	0	300
<b>SERVICES</b>	<b>32,600</b>	<b>12,500</b>	<b>3,600</b>	<b>14,500</b>	<b>63,200</b>
Finance	2,900	0	0	0	2,900
Food Services & Drinking Places	24,400	7,400	3,600	14,500	49,900
Health Care	2,500	0	0	0	2,500
Insurance and Real Estate	1,000	0	0	0	1,000
Personal Care	1,100	2,700	0	0	3,800
Selected Educational Services	0	2,400	0	0	2,400
Consumer Goods Rental	700	0	0	0	700
<b>VACANT</b>	<b>3,200</b>	<b>0</b>	<b>1,600</b>	<b>0</b>	<b>4,800</b>
<b>Grand Total</b>	<b>81,500</b>	<b>45,000</b>	<b>7,300</b>	<b>40,300</b>	<b>171,000</b>
<b>VACANCY RATE</b>	<b>3.9%</b>	<b>0.0%</b>	<b>21.9%</b>	<b>0.0%</b>	<b>2.8%</b>

SOURCE: urbanMetrics inc., based on desktop inventory completed in June 2022

NOTE: Consecon's vacancy rate is somewhat misleading (high) given only half the village is included in the TA, and in total, there is very little retail/service space throughout the village.

## 2.4 Surrounding Retail/Service Commercial Space

### Key Retail/Service Commercial Space near Subject Site

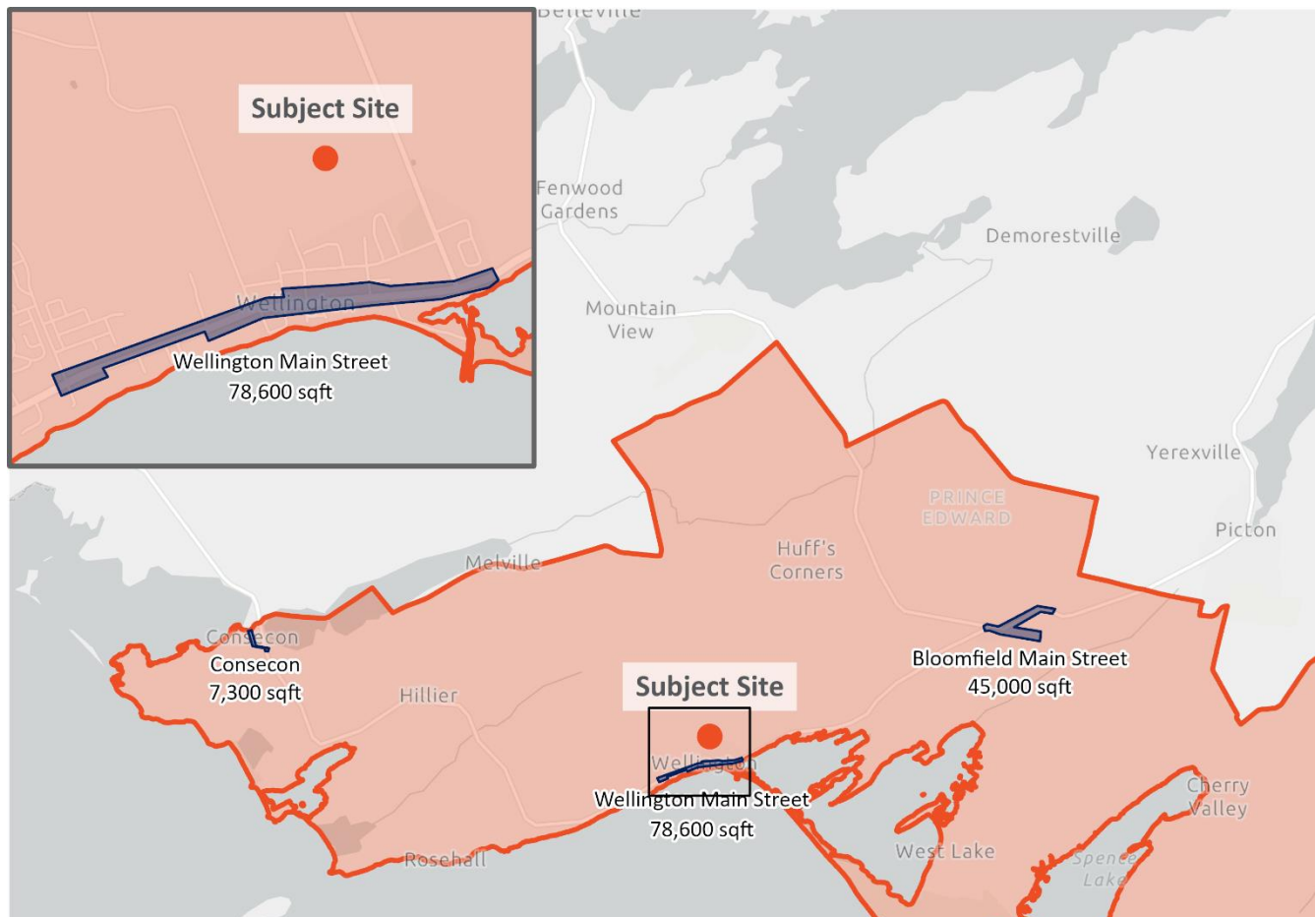
The subject site is located near two main commercial clusters: Wellington Main Street and Bloomfield Main Street.

The subject site is located less than one kilometer from Wellington Main Street, the key commercial node in the Trade Area. In Prince Edward County, Wellington is one of the main destinations for NFSR and restaurants and offers a wide variety of retail/service

needs. Wellington also has population-serving retail/service space such as a grocery store, a chiropractic centre, and a pharmacy. Nearby, Bloomfield offers some local-serving shops, but the orientation of the merchants is more focused on visitors, including giftware, women’s apparel and antique shops.

The existing retail is lacking the broader commercial needs that would support a growing population, such as financial institutions, personal care services, and additional grocery space. Additional retail space would be beneficial in meeting these anticipated needs.

Figure 2-4: Key Retail Nodes in Trade Area



SOURCE: urbanMetrics inc.

NOTE: Square footage noted in map includes wineries and breweries outside of the delineated Main Streets.

## Proposed Retail/Service Commercial Space

We have reviewed PEC development application data to identify proposals of new retail/service commercial space within the Trade Area.

Our review of development application data, as summarized in Figure 2-5, reveals that the proposed commercial uses, while some of which include uses that could be used on the subject site (e.g., spa, restaurant, cafe), are very tourist-centric, and are not intended to serve the day-to-day needs of residents compared to those envisioned on the subject site.

Figure 2-5: Active Development Applications within the Trade Area

Application ID	Application Type	Status	Address	Detail
OPA-01-19 & Z59-19	OPA	On Technical Circulation	North & West of 19314 Loyalist Parkway	Hotel with winery, restaurant, spa, café
Z112-21	Zoning Amendment	Received	186 Wellington Main Street	Conversion from Highway Commercial to Core Commercial - enabling more uses
SP-05-21	Site Plan	On Technical Circulation	South of North Beach Provincial Park, south of County Road 27	Tourist establishment on Alexander Island with spa
Z10-22	Zoning Amendment	On Technical Circulation	1613 County Road 12	Permit on-farm brewery

SOURCE: urbanMetrics inc., based on review of Prince Edward County Development Services Applications Dashboard

The only application that is competitive to the proposed commercial space on the subject site would be 186 Wellington Main Street. Currently, the site is designated Highway Commercial, which permits a convenience store, a laundromat, a snack bar, and a gasoline bar. However, the property has nonconforming current uses, such as a restaurant and a cannabis store. The rezoning of this property to Core Commercial would offer a better fit for retail uses that complement Wellington Main Street. Since this property already has nonconforming uses, the zoning amendment does not fundamentally change the expected supply of retail/service space in Wellington, and as such, does not impact our assessment of warranted commercial space.

## **3.0 Retail/Service Commercial Needs Analysis**

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## 3.1 Per Capita Space Analysis

A per capita space analysis has been conducted to evaluate and test the current supply of space. The per capita approach is also used to help determine the future need for retail/service space in the Trade Area, recognizing the ongoing need to serve the consumer needs of local residents as well as visitors to the County. Our per capita space analysis recognizes the importance of consumer “inflow” to the local economy, and as such, has such been calibrated to recognized future space warranted by a combination of local and non-local consumers.

Our per capita approach relies on three key assumptions:

- Typical per capita space factors for retail/service facilities are based on urbanMetrics’ professional experience in market across Ontario;
- The portion of local residents’ space requirements that are likely to be served directly by retail/service space within the Trade Area; and,
- The amount of additional retail/service space that are likely to be supported by inflow expenditures from persons visiting, but not residing in, the Trade Area.

Figure 3-1 below illustrates the current retail/service space that will be warranted within the Trade Area.

Consistent with the findings from our inventory and the low vacancies throughout the Trade Area, there is a baseline (2021) need for new (additional) commercial space across full spectrum of major retail and commercial categories. Most notably, there is a latent need for ~18,900 ft<sup>2</sup> of new food store retail space in the form of a supermarket or grocery store in the Trade Area. This represents space above and beyond what is currently supported by the Wellington Foodland.

There are currently no general merchandise stores (e.g., department stores, variety stores) within the Trade Area that would support the broad non-food store retail needs of local-area residents and visitors. Given the expected volume of inflow customers, there are also additional opportunities for restaurants and personal care services.

Figure 3-1: Current Per Capita Demand Analysis &amp; Warranted Space Estimates

Commercial Needs - Retail Category	Typical Space Per Capita (Sq Ft)	Total Space Required by Residents (Sq Ft)	Target Capture	Space Required (Sq Ft)	Inflow	Total Warranted Space (Sq Ft)	Less: Existing Space	Total Net New Space Required								
<b>Current Population (2021)</b>	<b>8,010</b>	A	=	B	x	C	=	D	x	E	=	F	-	G	=	H
<b>Store Categories</b>																
<b>Food Store Retail</b>	<b>5.0</b>															
Convenience and Speciality Food	1.5	12,015	80%	9,612	50%	19,200	19,000	200								
Supermarkets & Grocery	3.5	28,035	70%	19,625	30%	28,000	9,100	18,900								
<b>LCBO, Beer Store, and Craft</b>	<b>1.0</b>	8,010	50%	4,005	85%	26,700	24,400	2,300								
<b>Non-Food Store Retail</b>	<b>10.5</b>															
Pharmacies & Personal Care Stores	1.5	12,015	75%	9,011	30%	12,900	3,300	9,600								
Apparel and Accessories	2.0	16,020	40%	6,408	40%	10,700	7,400	3,300								
Building and Outdoor Home Supply	2.0	16,020	50%	8,010	40%	13,400	10,400	3,000								
Furniture, Home Furnishings & Electronics Store	2.0	16,020	40%	6,408	30%	9,200	5,600	3,600								
General Merchandise	1.0	8,010	75%	6,008	50%	12,000	0	12,000								
Miscellaneous Retailers	2.0	16,020	75%	12,015	50%	24,000	23,500	500								
<b>Services</b>	<b>11.0</b>															
Food Services & Drinking Places	3.5	28,035	60%	16,821	75%	67,300	49,900	17,400								
Finance, Insurance and Real Estate	1.5	12,015	80%	9,612	40%	16,000	3,900	12,100								
Health Care	1.5	12,015	80%	9,612	40%	16,000	2,500	13,500								
Personal Care	2.0	16,020	80%	12,816	50%	25,600	3,800	21,800								
Business Services <sup>1</sup>	1.5	12,015	80%	9,612	10%	10,700	2,400	8,300								
Other <sup>2</sup>	1.0	8,010	50%	4,005	40%	6,700	700	6,000								

SOURCE: urbanMetrics inc.

<sup>1</sup> Includes: Professional, Scientific and Technical Services, Select Civic and Social Organizations, Selected Office Administration and Selected Educational Services<sup>2</sup> Includes: Cultural, Entertainment and Recreation, Personal & Household Goods Repair and Maintenance, Consumer Goods Rental & Social Services

Figure 3-2: Projected Per Capita Demand Analysis & Warranted Space Estimates

Commercial Needs - Retail Category	Typical Space Per Capita (Sq Ft)	Total Space Required by Residents (Sq Ft)	Target Capture	Space Required (Sq Ft)	Inflow	Total Warranted Space (Sq Ft)	Less: Existing Space	Total Net New Space Required								
<b>Projected Population (2031)</b>	<b>12,870</b>	A	=	B	x	C	=	D	x	E	=	F	-	G	=	H
<b>Store Categories</b>																
<b>Food Store Retail</b>																
Convenience and Speciality Food	5.0															
Supermarkets & Grocery	1.5	19,305	80%	15,444	50%	30,900	19,000	11,900								
	3.5	45,045	70%	31,532	30%	45,000	9,100	35,900								
<b>LCBO, Beer Store, and Craft</b>	<b>1.0</b>	<b>12,870</b>	<b>50%</b>	<b>6,435</b>	<b>85%</b>	<b>42,900</b>	<b>24,400</b>	<b>18,500</b>								
<b>Non-Food Store Retail</b>																
Pharmacies & Personal Care Stores	10.5															
Apparel and Accessories	1.5	19,305	75%	14,479	30%	20,700	3,300	17,400								
Building and Outdoor Home Supply	2.0	25,740	40%	10,296	40%	17,200	7,400	9,800								
Furniture, Home Furnishings & Electronics Store	2.0	25,740	50%	12,870	40%	21,500	10,400	11,100								
General Merchandise	2.0	25,740	40%	10,296	30%	14,700	5,600	9,100								
Miscellaneous Retailers	1.0	12,870	75%	9,653	50%	19,300	0	19,300								
	2.0	25,740	75%	19,305	50%	38,600	23,500	15,100								
<b>Services</b>																
Food Services & Drinking Places	11.0															
Finance, Insurance and Real Estate	3.5	45,045	60%	27,027	75%	108,100	49,900	58,200								
Health Care	1.5	19,305	80%	15,444	40%	25,700	3,900	21,800								
Personal Care	1.5	19,305	80%	15,444	40%	25,700	2,500	23,200								
Business Services <sup>1</sup>	2.0	25,740	80%	20,592	50%	41,200	3,800	37,400								
Other <sup>2</sup>	1.5	19,305	80%	15,444	10%	17,200	2,400	14,800								
	1.0	12,870	50%	6,435	40%	10,700	700	10,000								

SOURCE: urbanMetrics inc.

<sup>1</sup> Includes: Professional, Scientific and Technical Services, Select Civic and Social Organizations, Selected Office Administration and Selected Educational Services

<sup>2</sup> Includes: Cultural, Entertainment and Recreation, Personal & Household Goods Repair and Maintenance, & Social Services



## Future Demand for Commercial Space

In 2031, the unmet need for additional retail/service commercial space will become more pronounced.

In Figure 3-2, we have evaluated the total additional commercial space warranted in the Trade Area based on a future population of 12,870, an increase of ~4,860 persons.

By 2031, our analysis concludes that there will be a need for some **313,500 ft<sup>2</sup>** of retail/service space:

- **47,800 ft<sup>2</sup>** of total food services space (including supermarkets and specialty foods);
- **18,500 ft<sup>2</sup>** of LCBO, Beer Store, and Craft space;
- **81,800 ft<sup>2</sup>** of Non-Food Store Retail space (including pharmacies and personal care, apparel and accessories, furniture, electronics, building and outdoor home supply, general merchandise, and miscellaneous stores); and,
- **165,400 ft<sup>2</sup>** of Services space (including food services and drinking establishments, professional services, health care, and personal care services).

The expected population within the Cork & Vine subdivision, which accounts for a majority of the projected growth, will likely be permanent residents and will require local-serving retail/service uses. Additional space for financial institutions, personal care services, health care will be necessary to meet these local needs.

## Potential Retail/Service Space on Subject Site

Figure 3-3 provides three potential commercial development scenarios for the Cork & Vine community. The current concept includes a 1.5 hectare (3.71 acre) parcel of land earmarked for commercial uses. Recognizing that any future commercial uses will certainly require adequate parking, we have established three potential building-coverage scenarios (i.e. building to lot coverage @ 25%, 35% and 45%). Based on these assumptions the site could technically support somewhere in the order of ~40,400 to 72,700 total square feet of store space (gross floor area, GFA).

Recognizing that the Cork & Vine concept plan also includes provisions for *three* mixed use parcels, we have made provisions for an additional 10% of retail service uses to be allocated to mixed use. In total the Cork and Vine concept could support ~44,400 to 80,000 ft<sup>2</sup> of new retail and service commercial space. These figures are summarized in the table below.

Figure 3-3: Potential Retail/Service Space on Subject Site

<b>The Cork &amp; Vine Commercial Site</b>			
		1.50 hectare	
		3.71 acre	
		161,458 square feet	
Commercial Site Coverage Assumptions	@	@	@
	25%	35%	45%
Max On-site (SF GFA)	40,400	56,500	72,700
Plus:			
Allocation to Mixed Use Sites (10%)	1.10	1.10	1.10
<b>Total Supportable Retail &amp; Service Commercial (SF)</b>	<b>44,400</b>	<b>62,200</b>	<b>80,000</b>
Total Warranted Retail & Service Commercial (2031, SF)		<b>309,100</b>	
<b>Site Share Capture of Total Trade Area</b>	<b>14.4%</b>	<b>20.1%</b>	<b>25.9%</b>

SOURCE: urbanMetrics inc.

Based on our 10-year market demand calculations, we have determined that the Trade Area warrants upwards of 308,800 ft<sup>2</sup> in total. The provision and build out of commercial uses within the Cork & Vine community would represent somewhere in the order of ~15 to 25% of the total space warranted within the Trade Area. The remaining space provides future commercial development interests sufficient latitude to pursue other avenues to address on-going market need over the next decade and beyond.

**In light of these findings, it is our professional opinion that the proposed commercial space on the subject site is fully supportable from a market perspective.**

**The introduction of new commercial space within the Cork & Vine community will provide important convenience scale uses that are not otherwise available based on current market conditions. Moreover, these new uses are not envisioned to impact—or competitively undermine—the function of other important commercial concentrations, specifically the Main Street areas of Wellington and Bloomfield.**

## 4.0 Conclusion

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This *Retail/Service Commercial Market Study* has examined the potential market support for additional retail/service space to be located on the subject site. The following provides a brief summary of our key research findings and study conclusions:

- The population in the Trade Area will experience considerable growth by 2031, particularly in Wellington, as a result of the proposed Cork & Vine subdivision.
- This additional population will warrant additional retail/service space to support local needs and will complement the commercial uses seen on Wellington Main Street.
- Our inventory reveals that there is ~171,000 ft<sup>2</sup> of retail/service commercial space in the Trade Area, and a low vacancy rate of 2.8% which is indicative of an underserved market.
- The results of our per capita space analysis reveal that even with the *current* Trade Area population, there is additional retail/service space warranted by the existing population and the high volumes of inflow customers that visit Prince Edward County. The warranted commercial space will increase as the Trade Area population grows to 2031.

**Our findings conclude that the proposed commercial space within the Cork & Vine concept are warranted. The addition of ~50,000 to ~70,000 ft<sup>2</sup> of new commercial space would provide sufficient market balance, and at the same time ensure that the day-to-day needs of Wellington-area residents are adequately served by appropriately-scaled localized commercial facilities. In other words, residents would be able to fulfill the commonly cited phrase, “keep it in the County.”**

## **Appendix A** Development Applications

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Figure A-1: Residential Development Applications within Trade Area

	Units				PPU	Population
	Cork & Vine	Huycks Bay Estates	Wellington Bay Estates	230 Niles Street		
<b>Singles</b>	867	9	101		2.56	2,501
<b>Semi Detached</b>			28		2.56	72
<b>Multiples</b>	1,063		80	4	1.47	1,686
<b>Apartments</b>	312			36	1.35	470
<b>TOTAL</b>	<b>2,242</b>	<b>9</b>	<b>209</b>	<b>40</b>		<b>4,729</b>

SOURCE: urbanMetrics inc, Prince Edward County Development Services Applications Dashboard, concept plans from client. PPU from Watson & Associates' 2017 DCBS

## **Appendix B** North American Industry Classification System (NAICS)

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Figure B-1: uMi Retail Store Classifications Based on North American Industry Classification System (NAICS)

Trade Group	NAICS	Description
<b>FOOD STORE RETAIL (FSR)</b>		
90	<b>Supermarkets</b>	
	44511	Supermarkets and Other Grocery (except Convenience) Stores
100	<b>Convenience and Specialty Food Stores</b>	
	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
<b>BEVERAGE STORES</b>		
110	<b>Beer, Wine and Liquor Stores</b>	
	44531	Beer, Wine, and Liquor Stores
<b>NON-FOOD STORE RETAIL (NFSR)</b>		
<b>Automotive</b>		
20	<b>Used and Recreational Motor Vehicle and Parks Dealers (Tires, Batteries, Automotive Accessories component)</b>	
	44131	Automotive Parts and Accessories Stores
	44132	Tire Dealers
<b>Furniture, Home Furnishings and Electronics Stores</b>		
30	<b>Furniture Stores</b>	
	44211	Furniture Stores
40	<b>Home Furnishings Stores</b>	
	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	<b>Computer and Software Stores</b>	
44312	Computer and Software Stores (includes retailing new computers, computer peripherals, pre-packaged software, game software and related products)	
60	<b>Home Electronics and Appliance Stores</b>	
	44311	Appliance, Television and other Electronics Stores
	44313	Camera and Photographic Supplies Stores
<b>Building and Outdoor Home Supplies Stores</b>		
70	<b>Home Centres and Hardware Stores</b>	
	44411	Home Centres
	44413	Hardware Stores (includes tool stores)
80	<b>Specialized Building Materials and Garden Stores</b>	
	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	
<b>Pharmacies and Personal Care Stores</b>		
120	<b>Pharmacies and Personal Care Stores</b>	
	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
<b>NON-FOOD STORE RETAIL (NFSR) (Continued)</b>		
<b>Clothing and Accessories Stores</b>		
140	<b>Clothing Stores</b>	
	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	<b>Shoe, Clothing Accessories and Jewellery Stores</b>	
	44815	Clothing Accessories Stores
	44821	Shoe Stores (includes athletic shoe retailers)
	44831	Jewellery Stores
	44832	Luggage and Leather Goods Stores
<b>General Merchandise Stores</b>		
170	<b>Department Stores</b>	
	45211	Department Stores
175	45211	Department Stores with a Large food component (i.e. Walmart Supercentres)
180	<b>Other General Merchandise Stores</b>	
	45291	Warehouse Clubs and Superstores
	45299	All Other General Merchandise Stores: <i>Home &amp; Auto (i.e. Canadian Tire)</i> <i>Other General Merchandise Stores (e.g. general stores, variety stores, "dollar" stores)</i>
<b>Miscellaneous Retailers</b>		
160	<b>Sporting Goods, Hobby, Music and Book Stores</b>	
	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	<b>Miscellaneous Store Retailers</b>	
	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
<b>SERVICES</b>		
200	<b>Consumer Goods Rental</b>	
	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	<b>Finance</b>	
	52211	Banks
	52213	Credit Unions
215	52239	Other Financial (including cheque cashing, mortgage brokers, other financial services (e.g. Edward Jones))
220	<b>Insurance and Real Estate</b>	
	52421	Insurance Agencies and Brokerages
	53121	Offices of Real Estate Agents and Brokers
	53132	Office of Real Estate Appraisers
230	<b>Professional, Scientific &amp; Technical Services</b>	
	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 studios)
	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	<b>Selected Office Administrative Services</b>	
	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	<b>Selected Educational Services</b>	
	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
<b>SERVICES (Continued)</b>		
250	<b>Health Care</b>	
	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	<b>Social Services</b>	
	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	<b>Cultural, Entertainment and Recreation</b>	
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	<b>Food Services and Drinking Places</b>	
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	<b>Personal and Household Goods Repair and Maintenance</b>	
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	<b>Personal Care Services</b>	
	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	<b>Civic and Social Organizations</b>	
	81341	Civic and Social Organizations (includes clubs)
	81391	Business Associations (includes board of trade, real estate boards etc.)
	<b>Transportation</b>	
296	49111	Postal Service (post office)
300	<b>VACANT</b>	
	9999	VACANT RETAIL/SERVICE SPACE

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