

PUBLIC
CONSULTATION

- ☑ Session 1 (2PM)
- ☑ Session 2 (7PM)

Commercial Policy Review

Town of Whitchurch-Stouffville

SEPTEMBER 15, 2021



AGENDA

- Introduction & Purpose
- Market Growth (Population & Employment)
- Commercial Supply (Inventory)
- Consumer Research Highlights
- Survey Results
- Engagement Session
- Wrap up

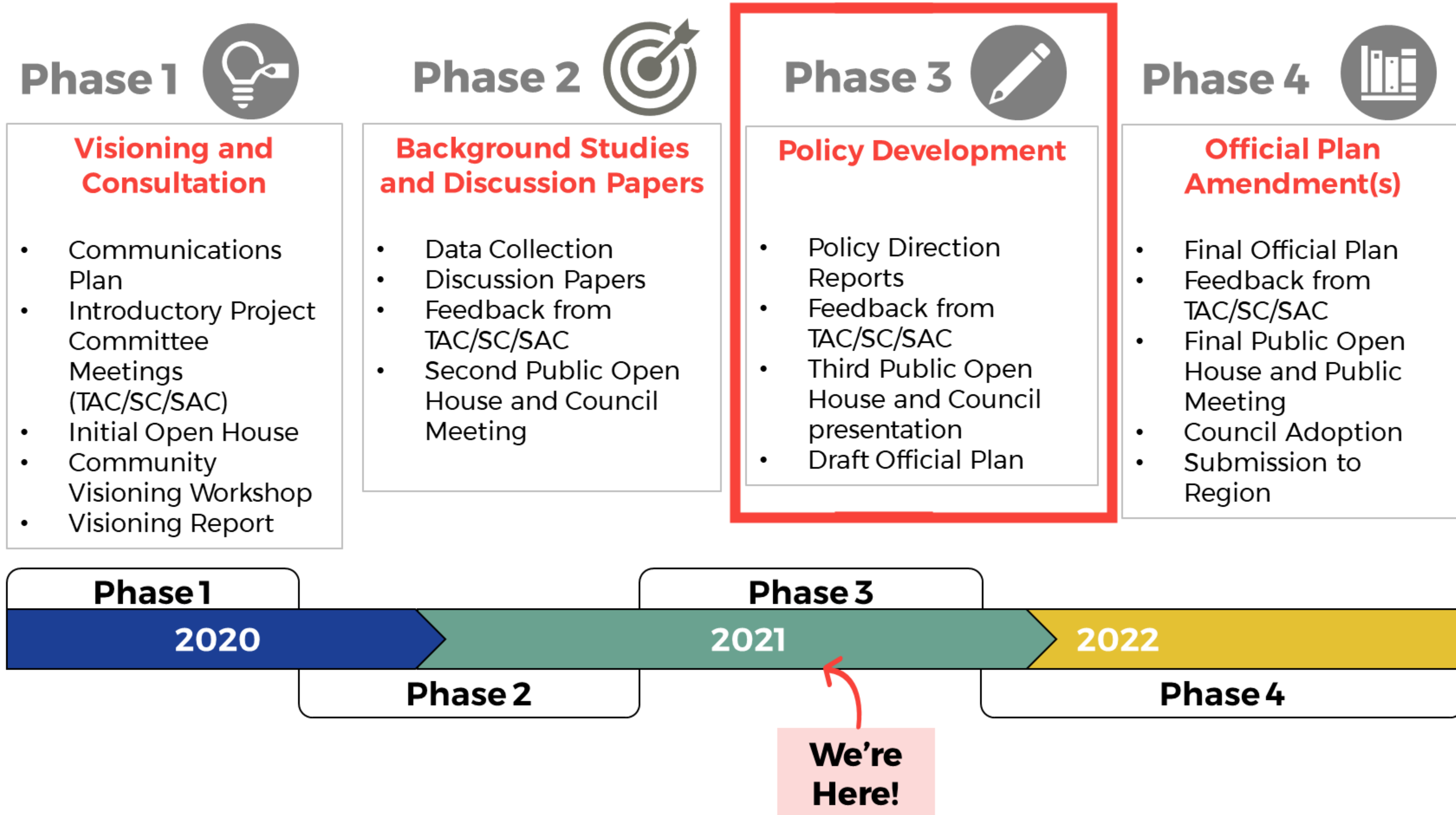


INTRODUCTION & PURPOSE

- **urbanMetrics** and **The Planning Partnership** are preparing a *Commercial Policy Review* to review commercial policies and designations and assess future market demand and opportunity in the Town.
- This analysis serves as important input as Whitchurch-Stouffville conducts an update to its Official Plan.
- Creates guiding direction, recommendations and policies to support growth to 2051, which will be incorporated into the community's Official Plan.
- **Purpose of this session is to obtain community feedback on the Town's existing commercial structure, and how / where / what format of commercial development should be planned to occur.**



This study is part of the TWS Official Plan Review



Scope of the Commercial Policy Review

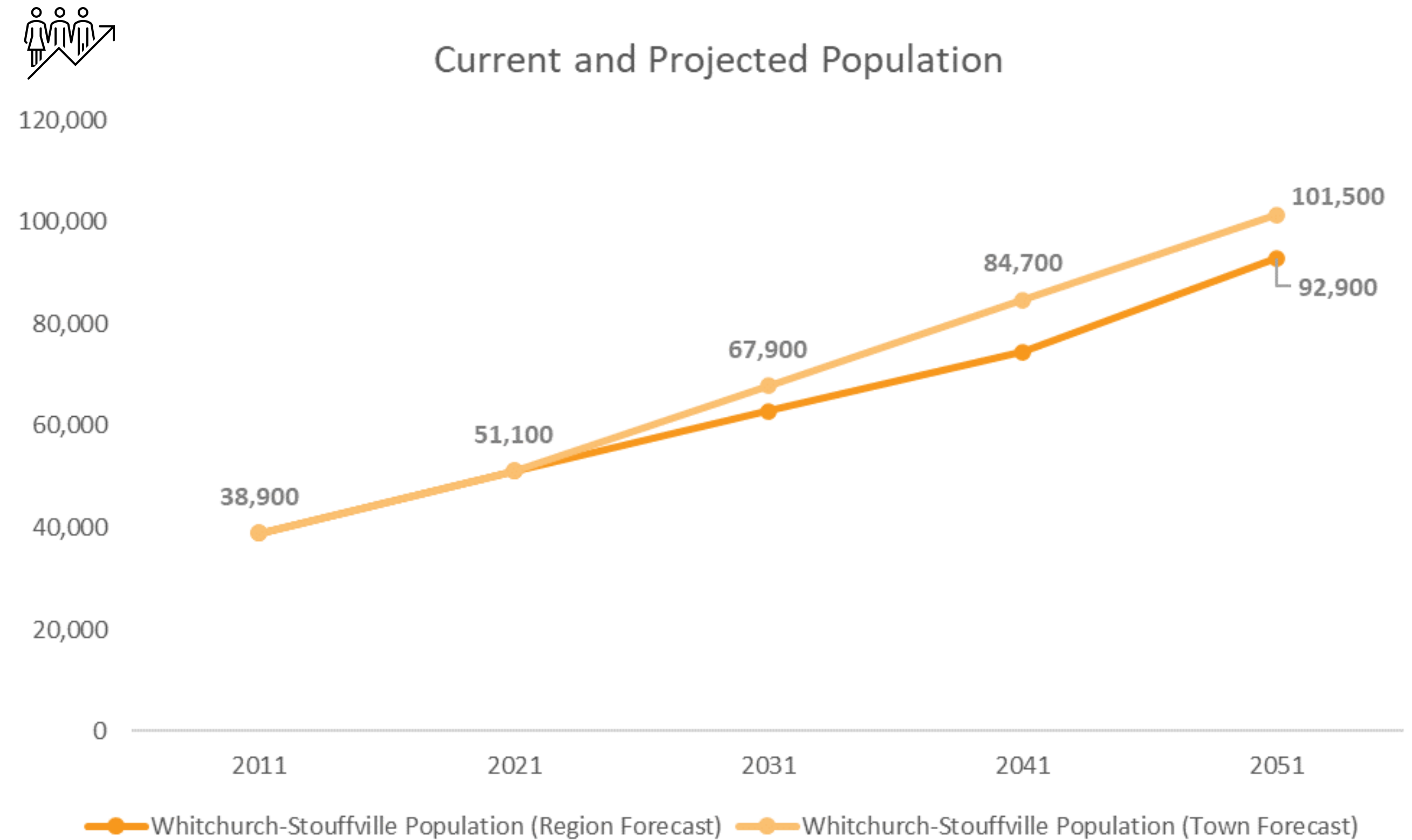


WE ARE HERE (SEPT 2021)

- Background Research & General Data Collection
- Draft Survey Preparation
- Commercial Inventory & Supply Analysis
- Mobile Analytics & Business/Consumer Survey Research
- Commercial Demand Analysis
- Commercial Space Reconciliation & Policy Recommendations
- Iterative Finalization with Project Team
- Final Deliverables

POPULATION PROJECTIONS

- 2021 Population estimated to be **51,100**.
- WS projects higher growth than York Region.
- **WS forecast used as the basis of commercial analysis.**
- Planned 2051 population is **101,400 almost double the current population.**



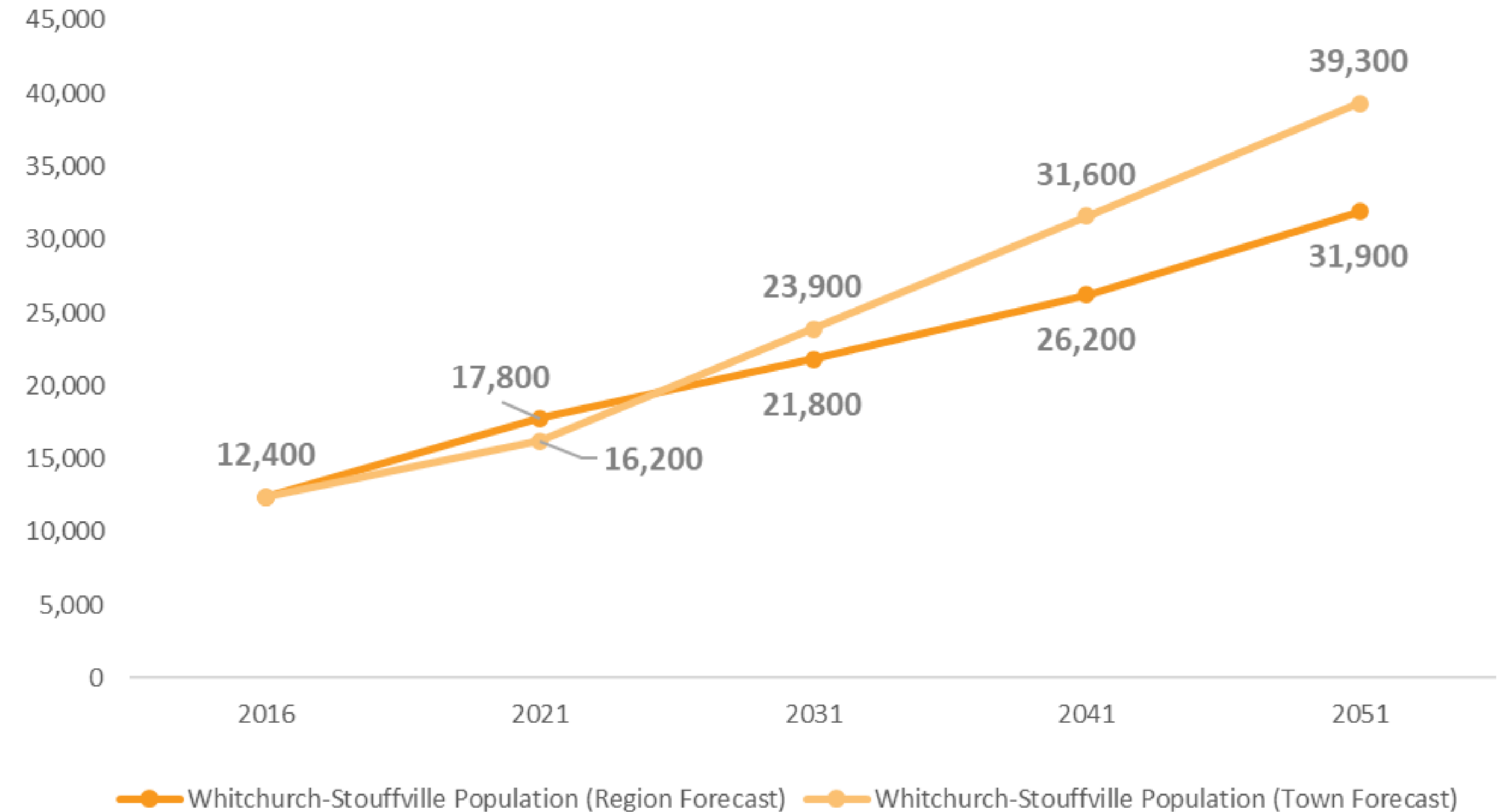
SOURCE: urbanMetrics inc., based on projections prepared by York Region and Town of Whitchurch-Stouffville.

WS periods 2031 and 2041 estimated assuming straight-line growth.

Figures may not sum due to rounding.

EMPLOYMENT PROJECTIONS

- 2021 Employment estimated to be **~17,000**.
- WS projects higher growth than York Region.
- Planned 2051 employment is **39,300**, **almost triple the 2016 level**.

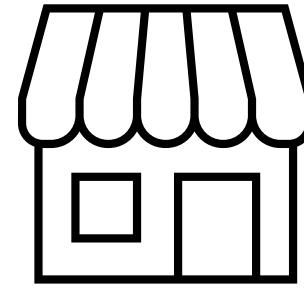


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WS periods 2021, 2031 and 2041 estimated assuming straight-line growth.

Figures may not sum due to rounding.

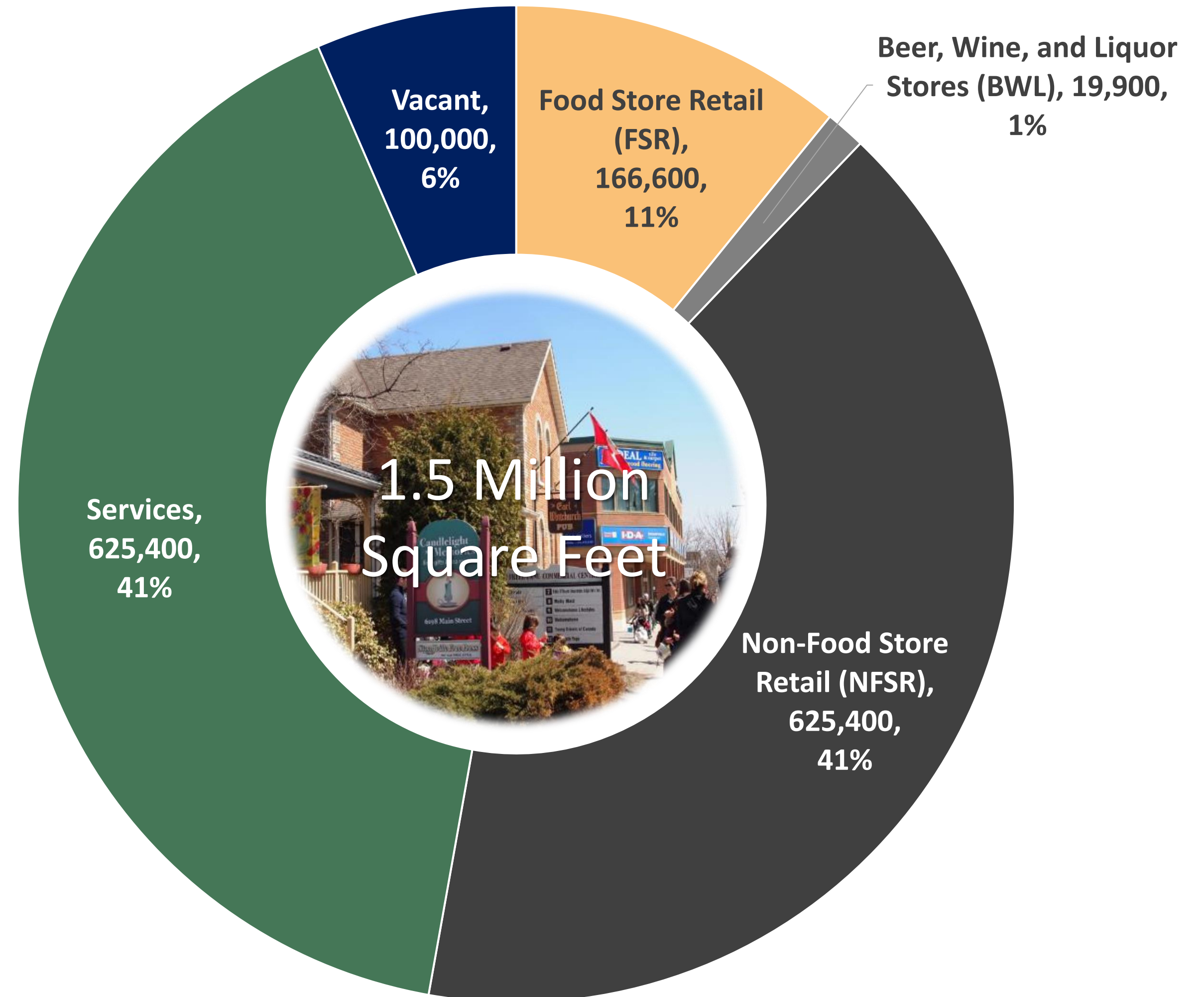
COMMERCIAL INVENTORY



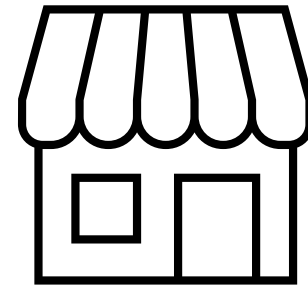
- Completed March 2021
- **1.5 million sq.ft.** of total commercial space
- Town-wide Vacancy Rate of **6.4%**



By comparison ...
CF Toronto Centre
1.7 M Square Feet

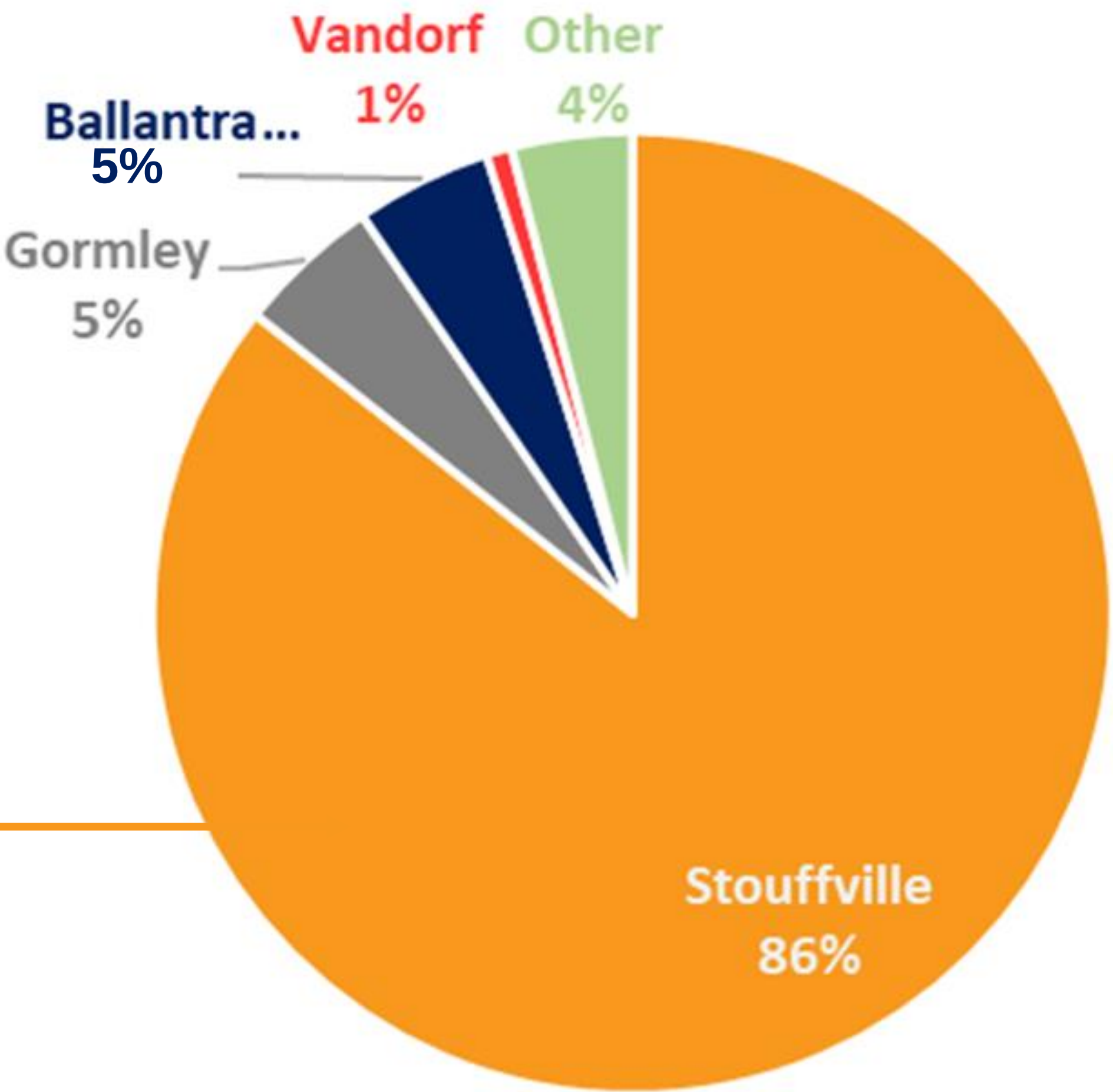


COMMERCIAL INVENTORY

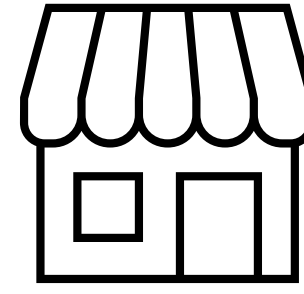


1.5 million square feet (MSF)

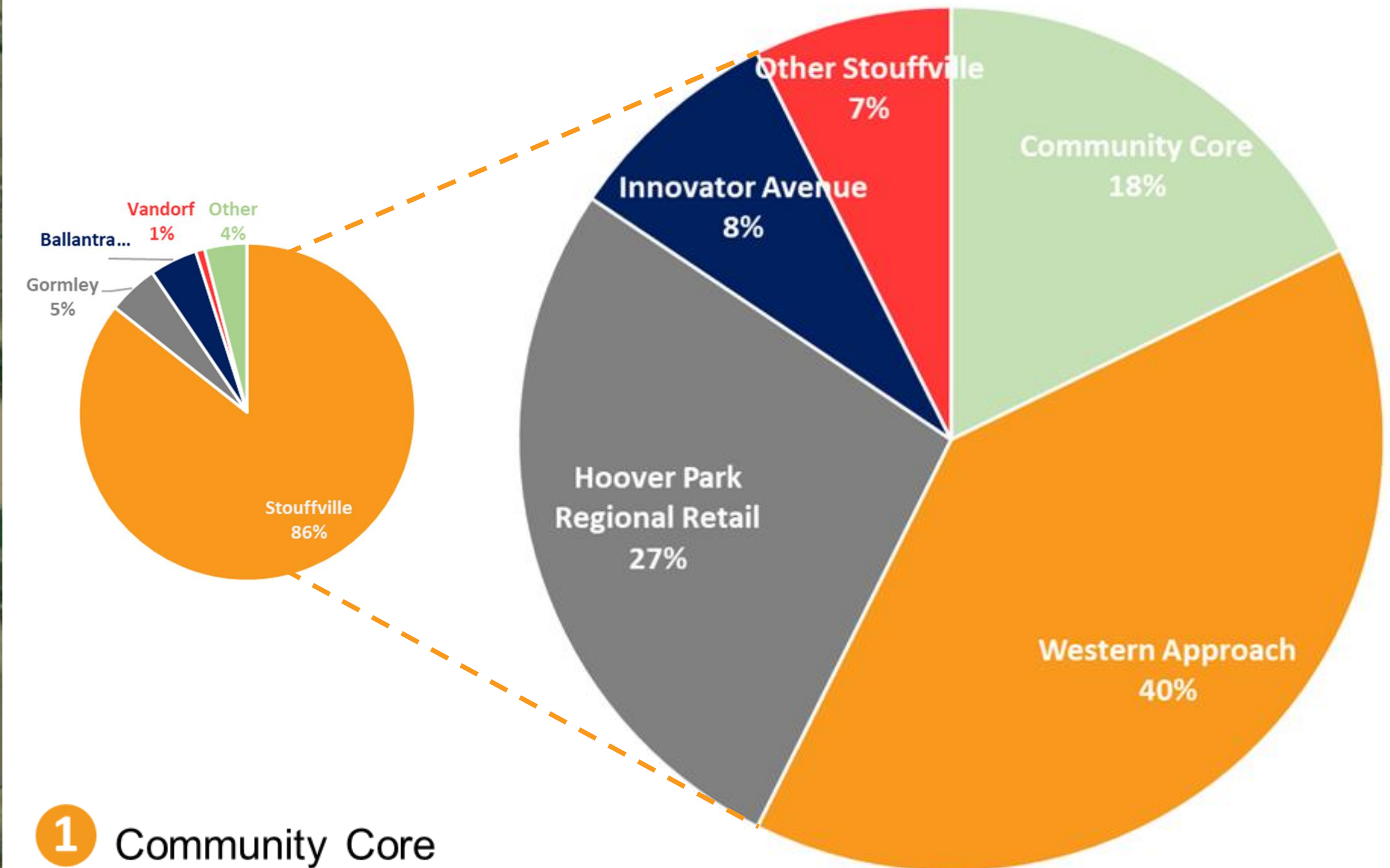
Total commercial space in Whitchurch-Stouffville



COMMERCIAL INVENTORY



1.3 million square feet (MSF)
of commercial space in
Community of Stouffville:



- 1 Community Core
- 2 Western Approach
- 3 Hoover Park Regional Retail
- 4 Innovator Avenue

COMMERCIAL INVENTORY (2021)

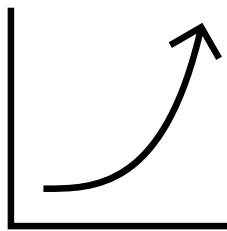
Town of Whitchurch-Stouffville

	Stouffville	Gormley	Ballantrae-Musselman	Vandorf-Preston Lake	Remainder of Town	TOTAL (sq.ft.)
Food Store Retail	150,700 (90%)	2,500 (2%)	7,800 (5%)	3,000 (2%)	2,600 (2%)	166,600
Beer/Wine Liquor	19,900 (100%)	-	-	-	-	19,900
Non-Food Store Retail	556,500 (89%)	16,600 (3%)	3,300 (1%)	4,200 (1%)	44,800 (7%)	625,400
Services	519,100 (83%)	55,200 (9%)	35,400 (6%)	6,000 (1%)	9,700 (2%)	625,400
Vacant Space (Vacancy Rate)	70,500 (5.4%)	0 (0%)	24,100 (34.1%)	0 (0%)	5,400 (6.3%)	100,000
Total	1,316,700 (86%)	74,300 (5%)	70,600 (5%)	13,200 (1%)	62,500 (4%)	1,537,300

COMMERCIAL INVENTORY GROWTH (2005-2021)

Community of Stouffville: Total Commercial Space

	2005	2012	2019	2021	Change (2005-2021)
Total Retail/Service Commercial Space (sq.ft.)	475,300	910,120	1,245,100	1,316,700	841,400

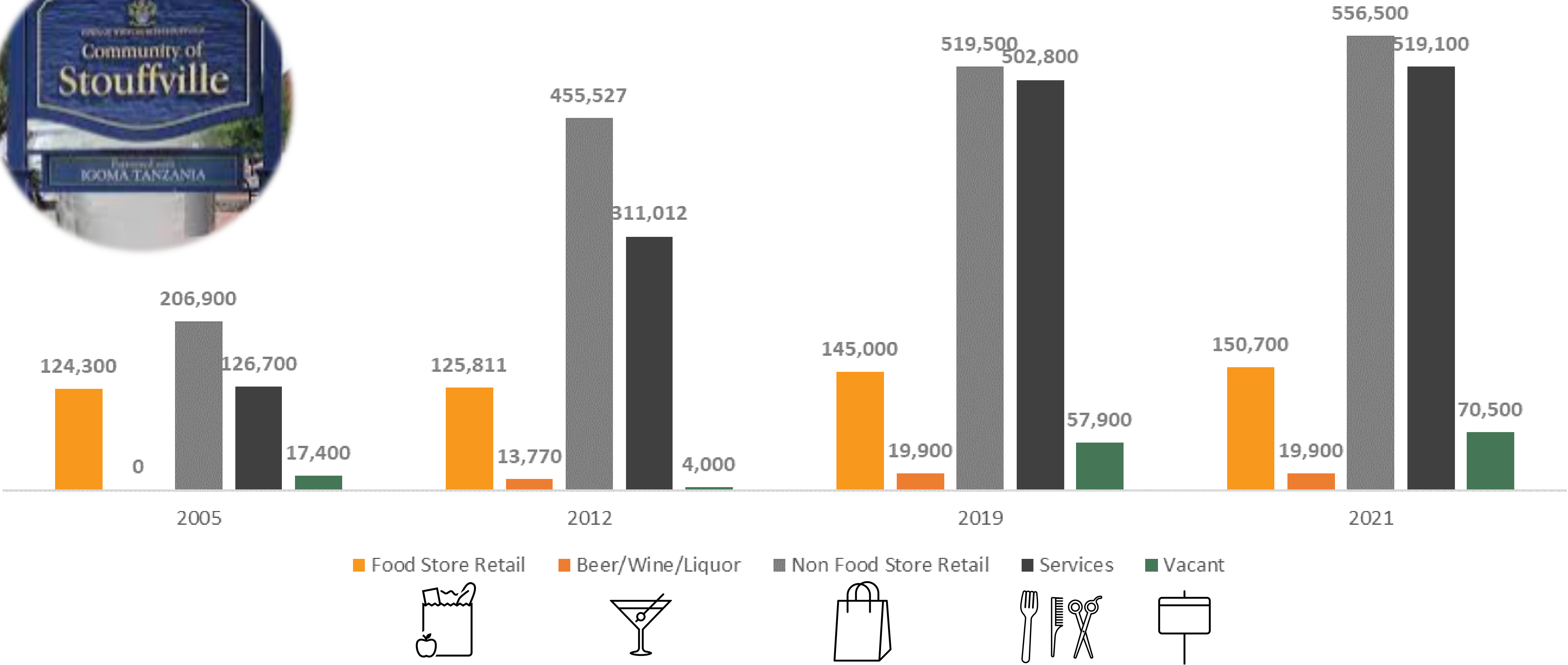


In the past 15 years, Stouffville has added the **equivalent of:**



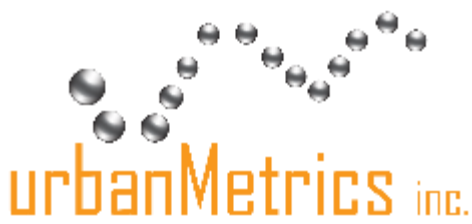
COMMERCIAL INVENTORY CHANGES (2005-2021)

Community of Stouffville*: Store Category





VISITOR ORIGINS SURVEYS



Town of Whitchurch-Stouffville

- Data analyzed from a mobile analytics provider identifies the municipality of origin for visitors to select nodes in Stouffville.
- Downtown Stouffville draws an above average proportion of local residents, whereas Hoover Park is the largest regional draw.
- Markham residents represent the largest non-local source of visitation, representing 15% of all visits.

2020 Visitor Origin	Hoover Park	West-Western Approach	Western Approach	Downtown Stouffville	Total - All Geographies	
Whitchurch Stouffville	55%	60%	63%	66%	61%	Locals
City of Markham	25%	13%	12%	9%	15%	
City of Toronto	4%	6%	5%	5%	5%	Neighbours
Other York Region	7%	11%	9%	7%	9%	
Durham Region	6%	6%	3%	10%	6%	
Other	3%	4%	8%	3%	5%	
Total	100%	100%	100%	100%	100%	

ONLINE SURVEY

Town of Whitchurch-Stouffville



PROJECT TEAM
PREPARED A SURVEY
FOR RESIDENTS AND
BUSINESSES IN
WHITCHURCH-
STOUFFVILLE –
DISSEMINATED BY
STAFF THROUGH
OFFICIAL CHANNELS.
MUNICIPAL



PURPOSE OF THE
SURVEY WAS TO
UNDERSTAND
COMMUNITY
PERSPECTIVES ON THE
EXISTING COMMERCIAL
SERVICES OFFERED IN
TOWN. RESPONSES
WERE USED AS DIRECT
INPUTS INTO RETAIL
MARKET ANALYSIS, AS
WELL AS INFORMING
POLICY DIRECTION.



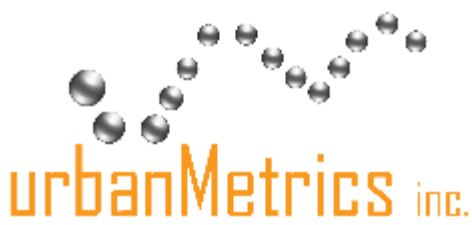
ASKED QUESTIONS
ABOUT SHOPPING
PATTERNS, CONSUMER
PREFERENCES, AND
IMPACT OF CURRENT
TRENDS (E-
COMMERCE, COVID-
19) ON BEHAVIORS.

400+
Residents
25
Businesses



ONLINE RESIDENT SURVEY

Town of Whitchurch-Stouffville



- **Western Approach** is most likely to receive frequent visitors (daily, or 2-5x weekly).

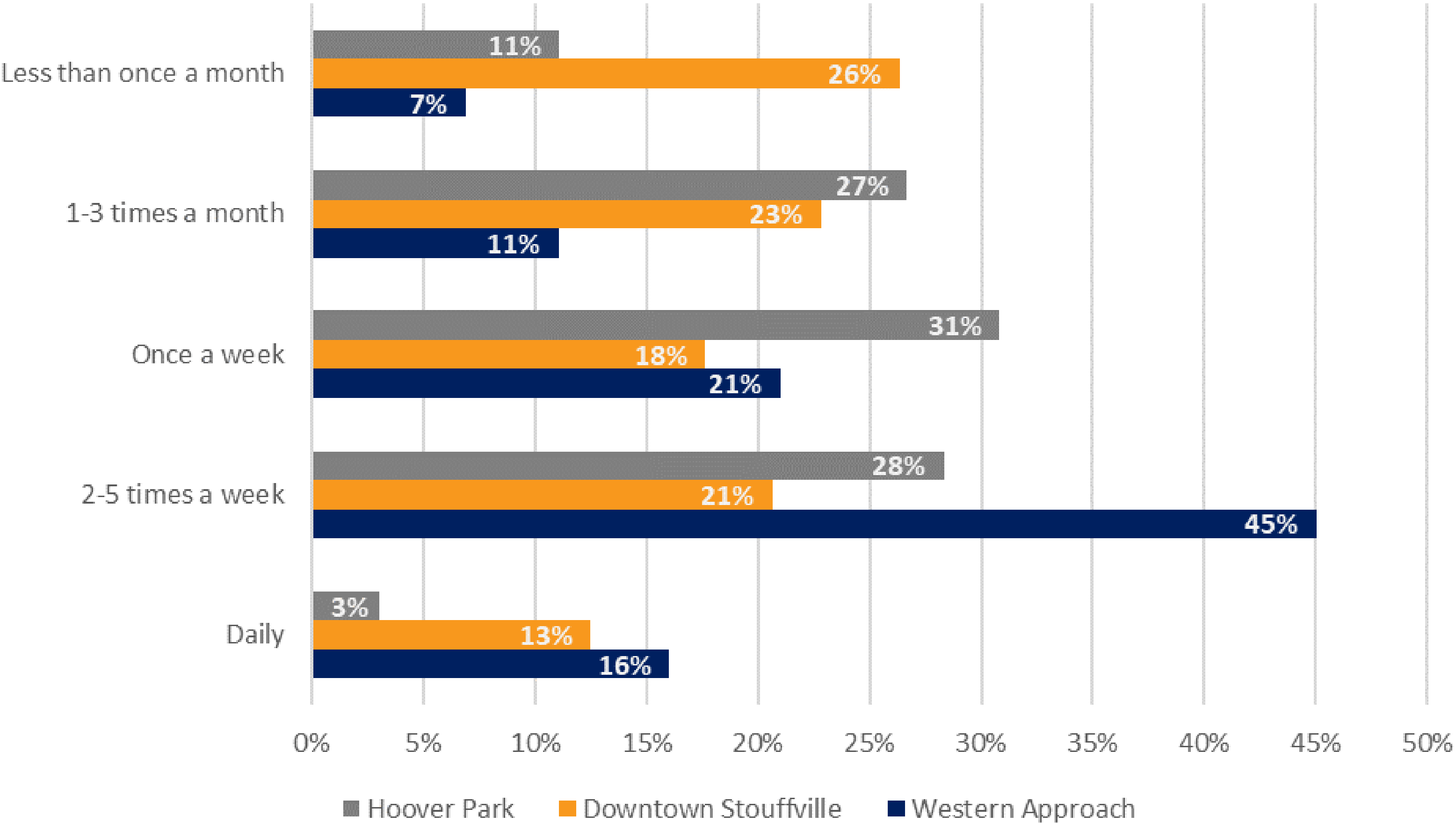


- **Hoover Park** is most likely to be visited on a semi-regular basis (i.e. more than once a month).



- **Downtown Stouffville** reported highly variable visitation patterns.

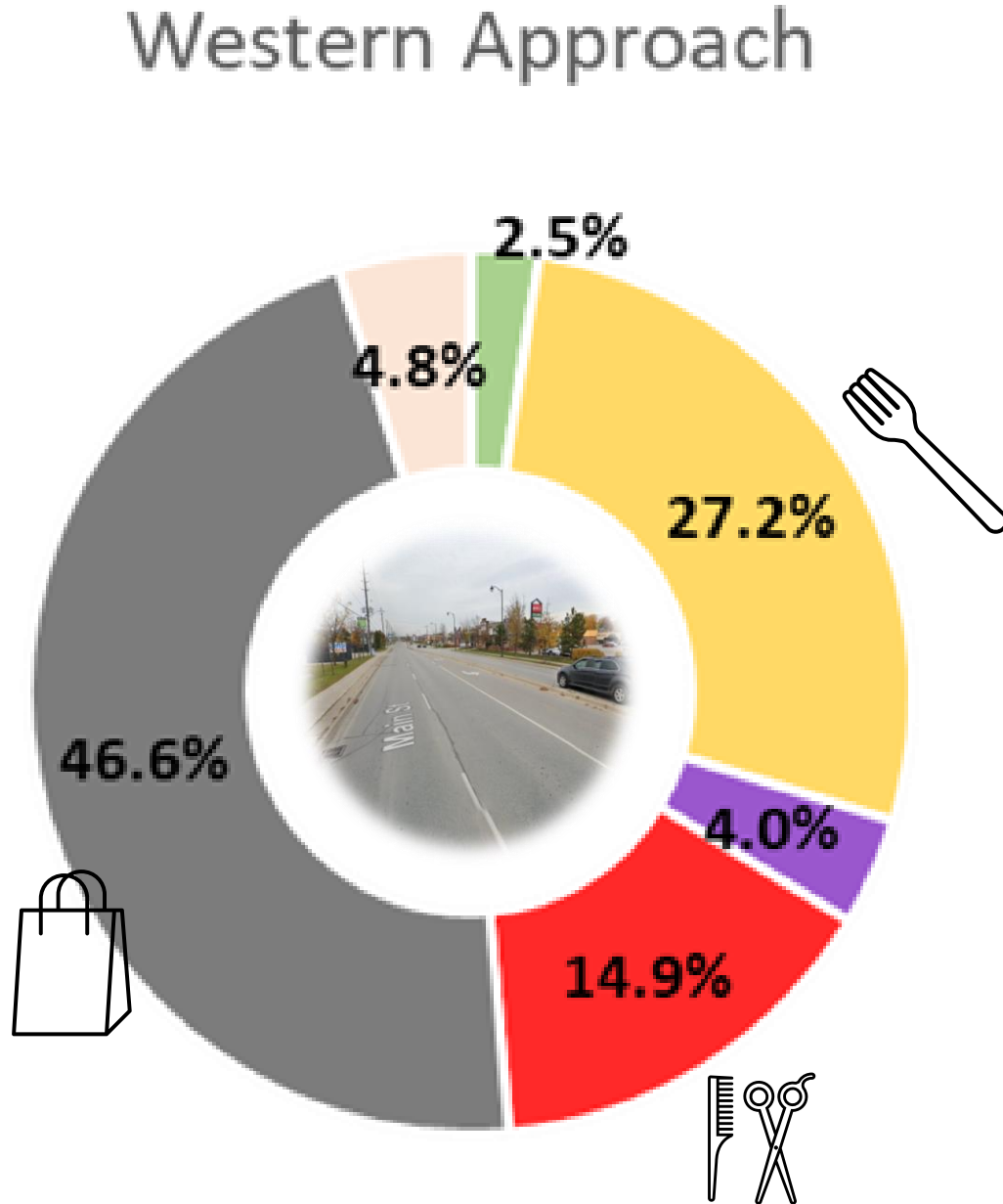
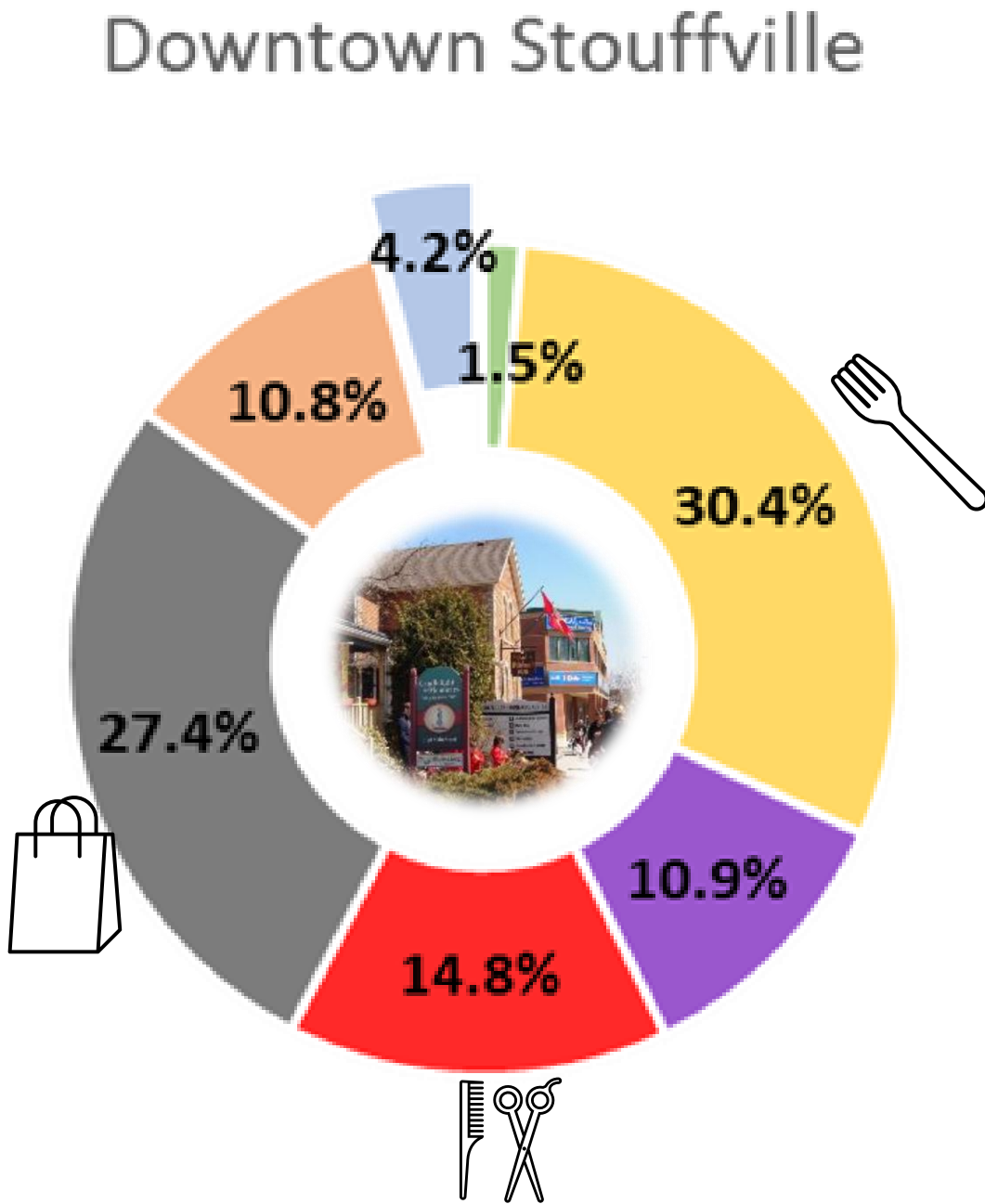
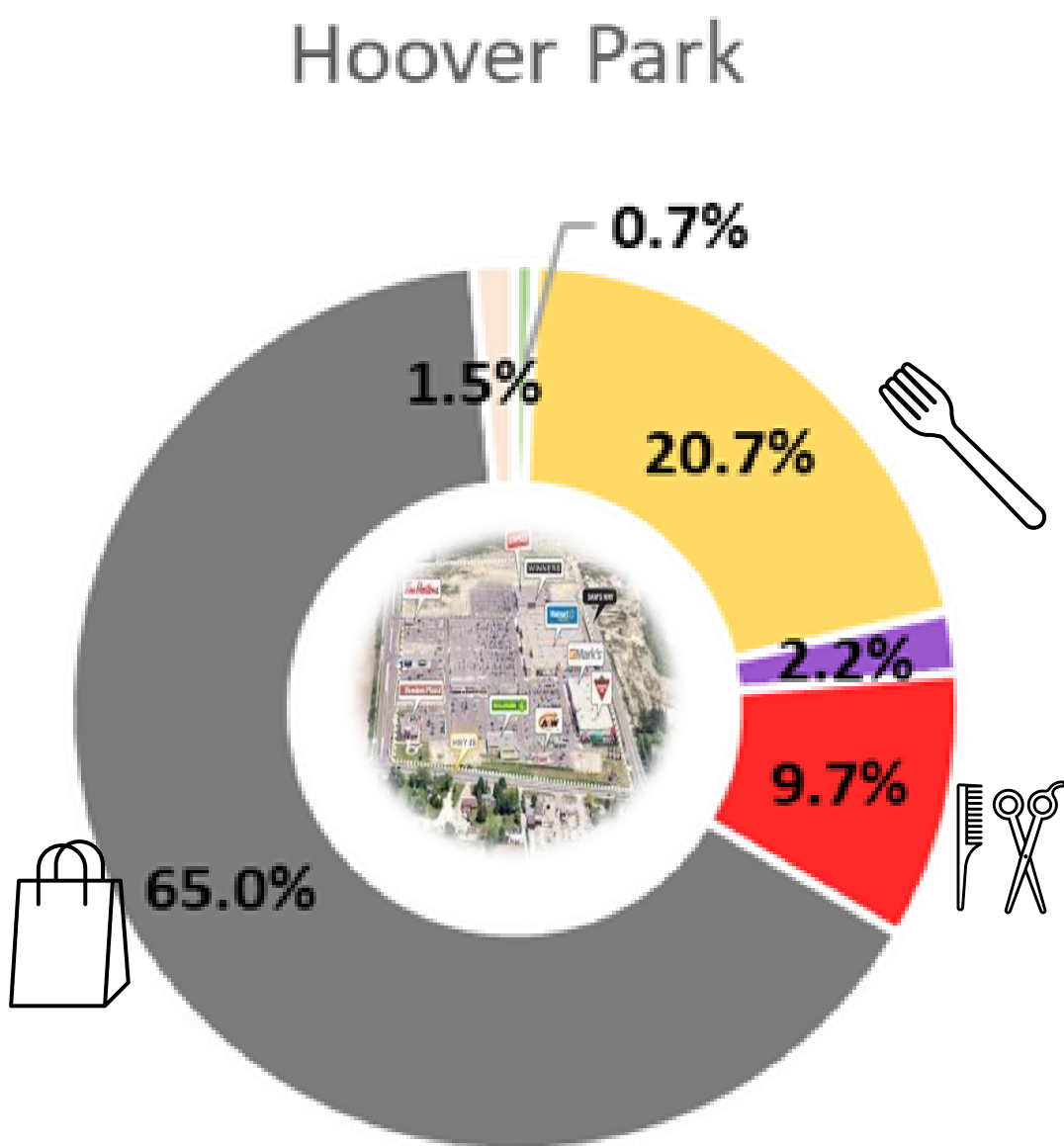
How frequently do you visit each of the following commercial nodes?



ONLINE RESIDENT SURVEY

Town of Whitchurch-Stouffville

What is typically your primary purpose for visiting each of these commercial nodes?



-  Personal Services (barber, nails, dry cleaner, etc.)
-  Shopping
-  Other

-  Work
-  Dining
-  Social & Recreational (meeting friends, gym, etc.)

ONLINE RESIDENT SURVEY

Town of Whitchurch-Stouffville

- Preference for additional commercial facilities at **shopping centres or main street retail areas**.
- Less interest in additional **Neighbourhood Plazas** or **Mixed-Use** developments forms.

Q: If more stores / shopping areas were added to Whitchurch-Stouffville, where would you like to see them located?



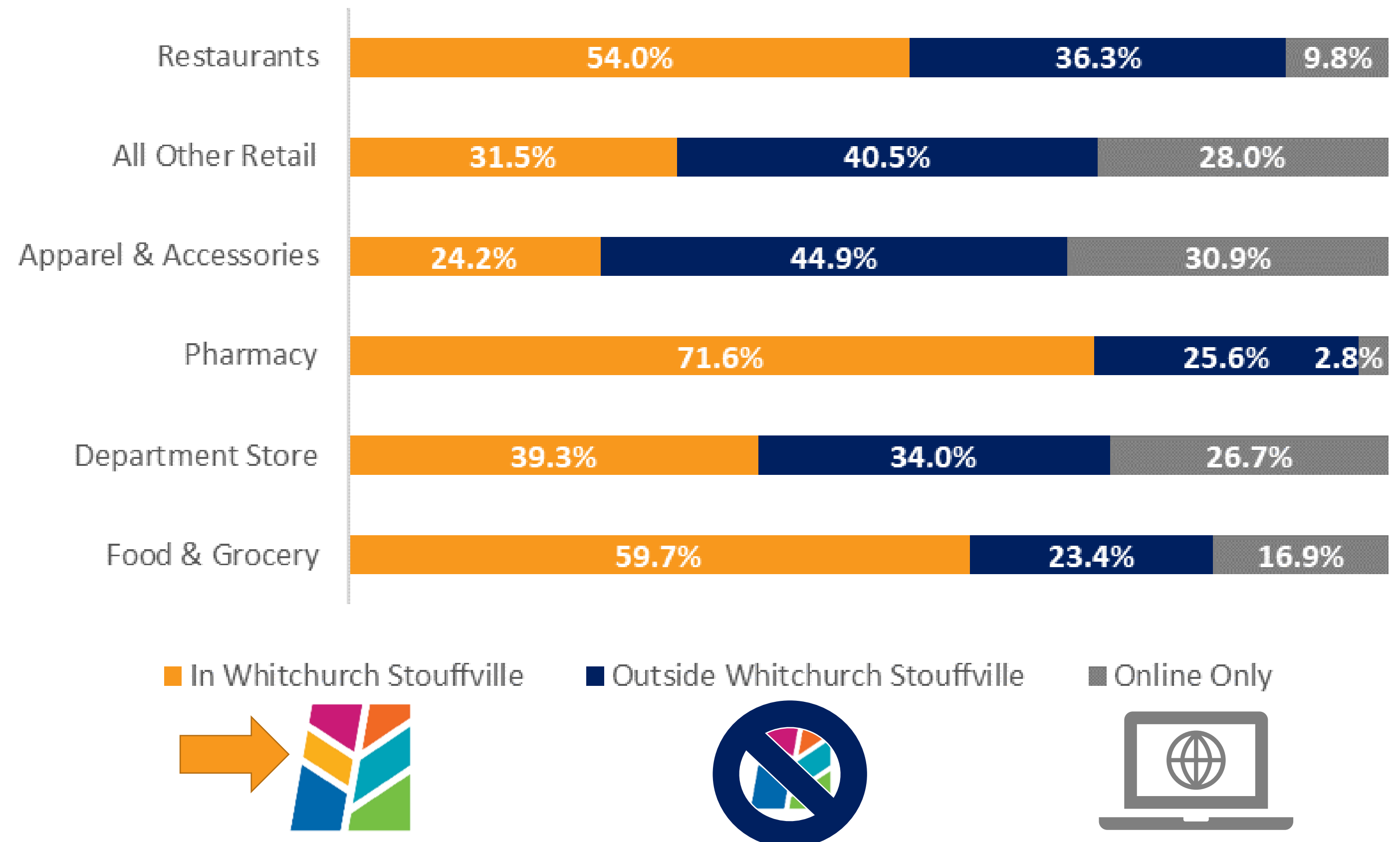
ONLINE RESIDENT SURVEY

Town of Whitchurch-Stouffville

Q: On average, what proportion of spending in each category would you estimate is made online, or at physical stores in or outside Whitchurch-Stouffville?

- 88% of respondents indicated that online purchasing has **risen** as a result of the COVID-19 pandemic.
- The TWS captures higher proportions of spending in day-to-day categories (restaurants, pharmacy, supermarket).
- Data collected used as input into commercial market analysis.

Purchases made by Store Category and Location



Quantified Engagement (Live Audience Polling)

INTERACTIVE

- all participants are actively engaged

INSTANTANEOUS

- results are tabulated on the spot

TRANSPARENT

- the answers are out in the open

EMPOWERING

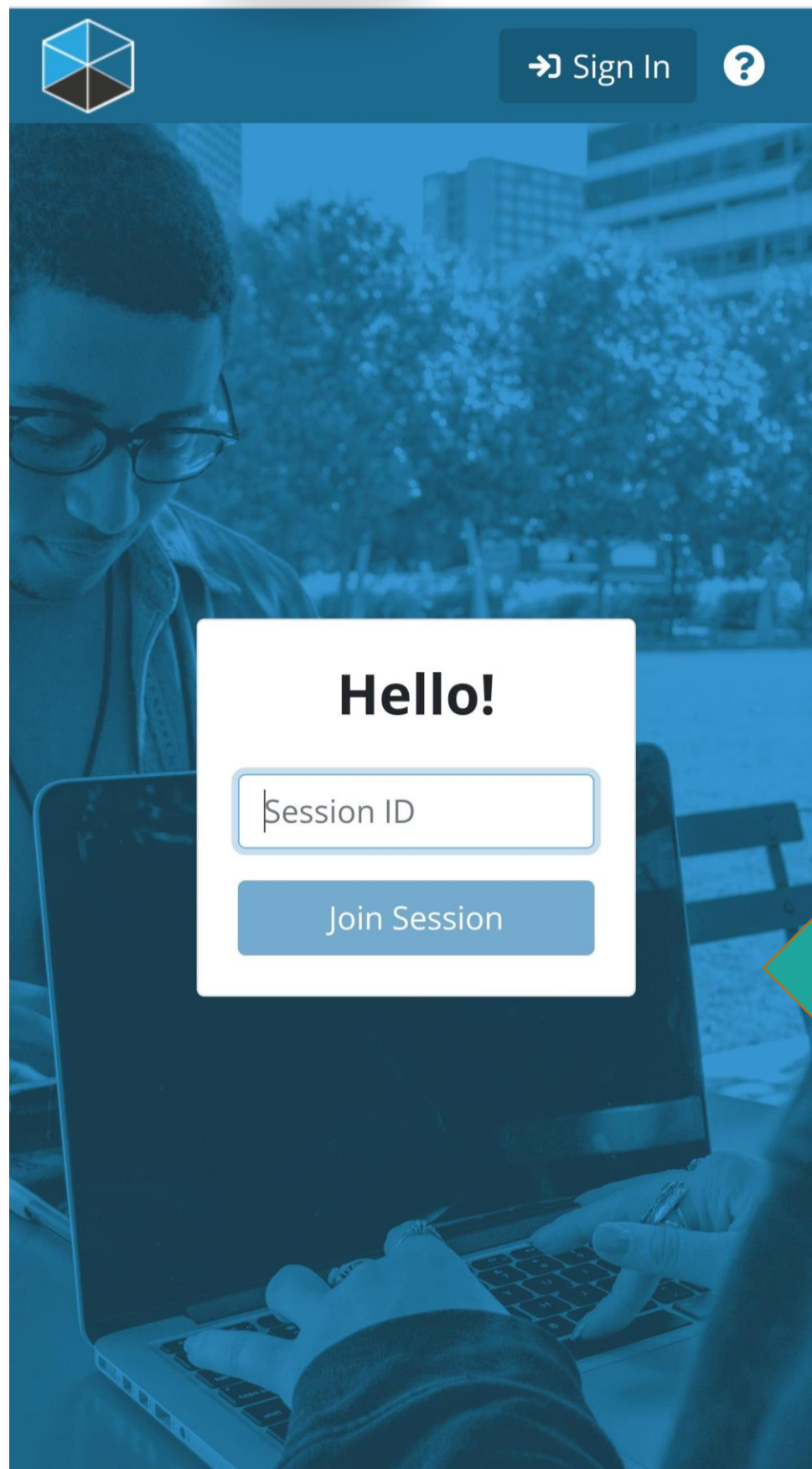
- no voice left behind



The results contained in
this package are based
on the insights of 14
individuals collected over
two virtual consultation
sessions (2PM & 7PM) on
September 15, 2021

You will need your smartphone ...

1.  Go to www.rwpoll.com

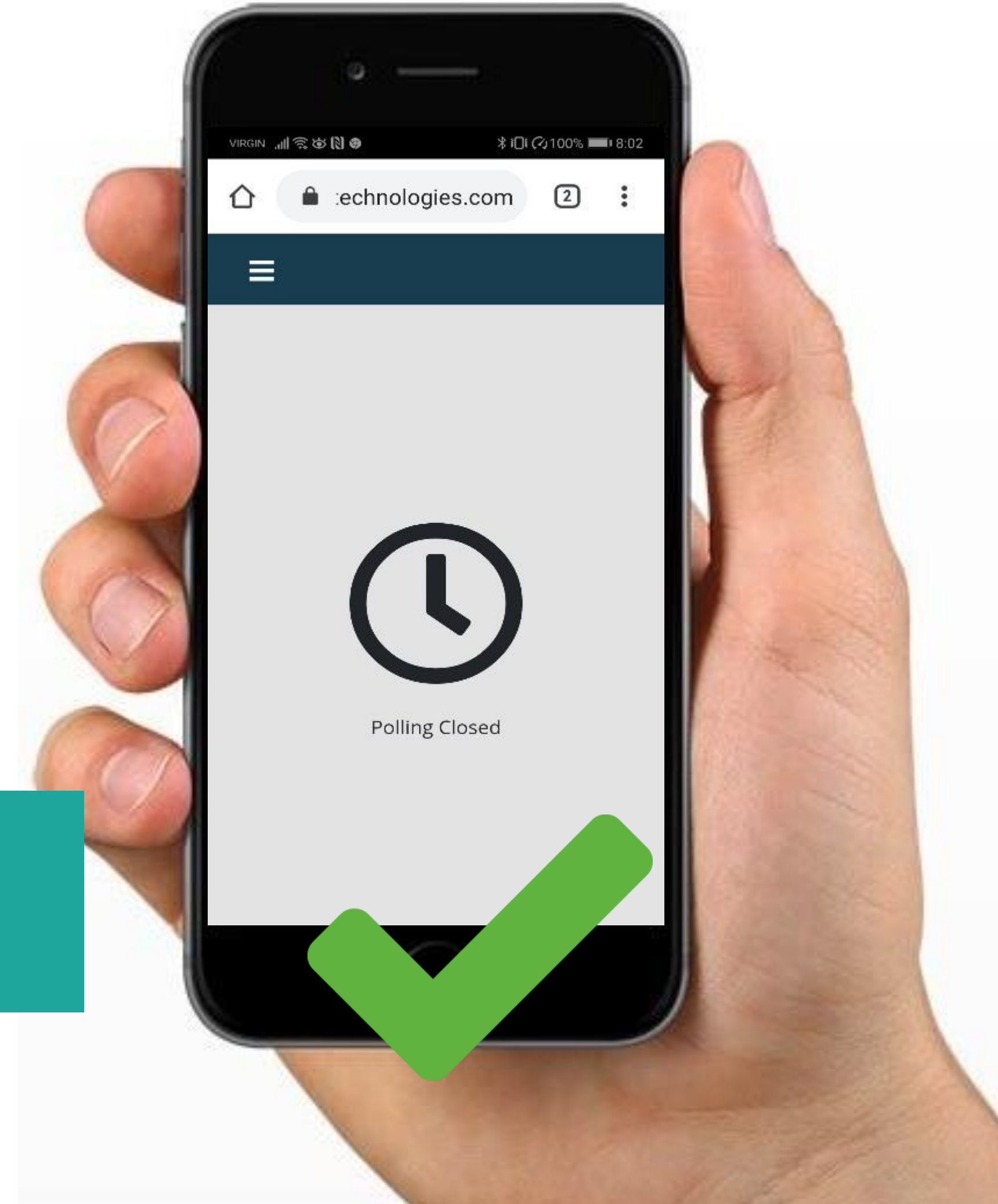


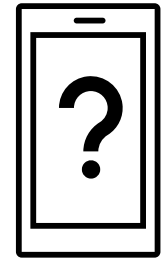
2.

tws1

3.

Enter Your
Details



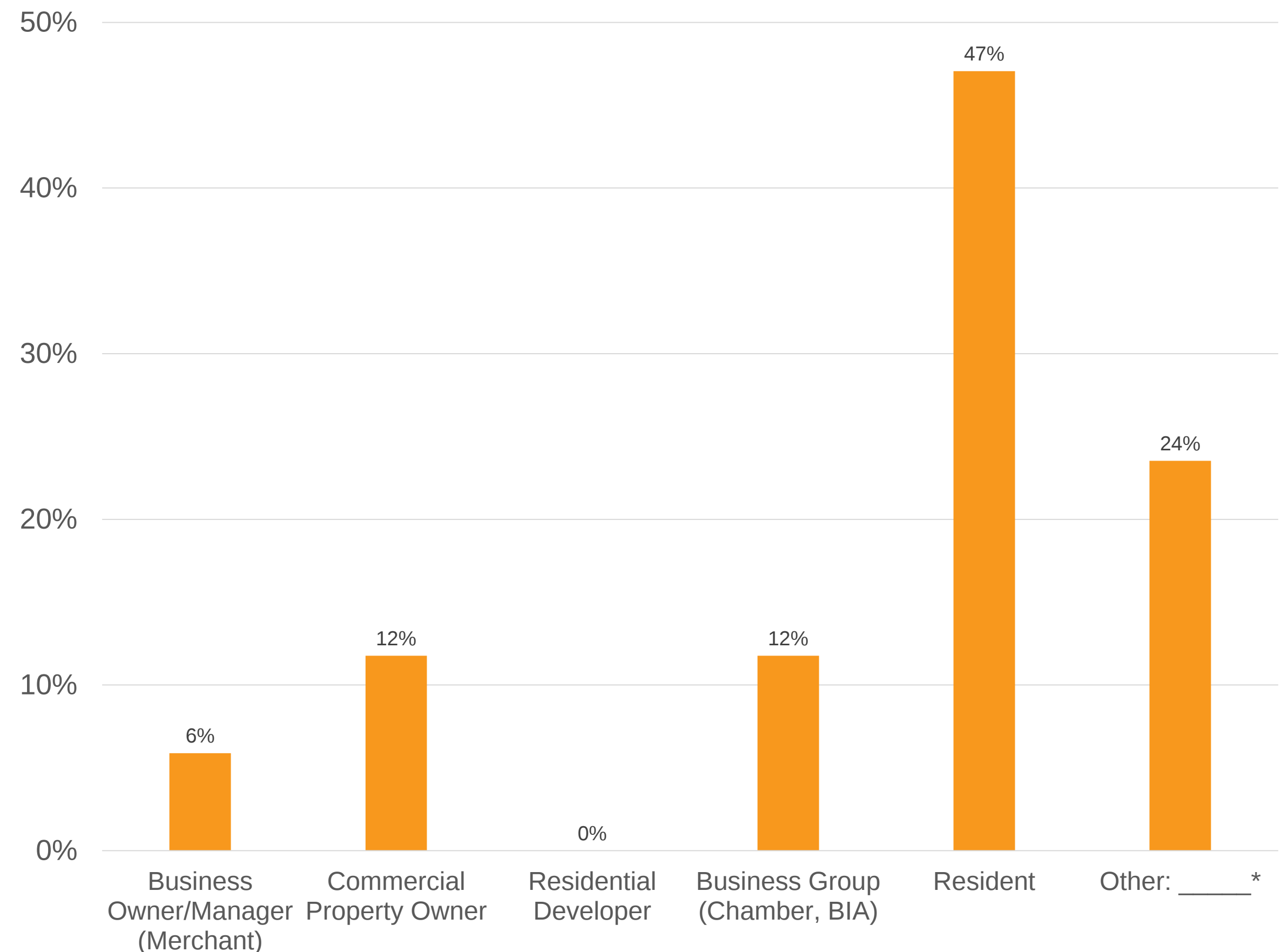


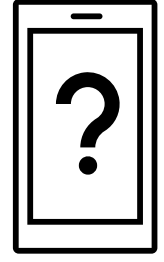
Which of the following best describes your interest in commercial policies in the Town of Whitchurch-Stouffville?

- A. Business Owner/Manager (Merchant)
- B. Commercial Property Owner
- C. Residential Developer
- D. Business Group (Chamber, BIA)
- E. Resident
- F. Other: _____ *

* Tell us in the **chat** feature.

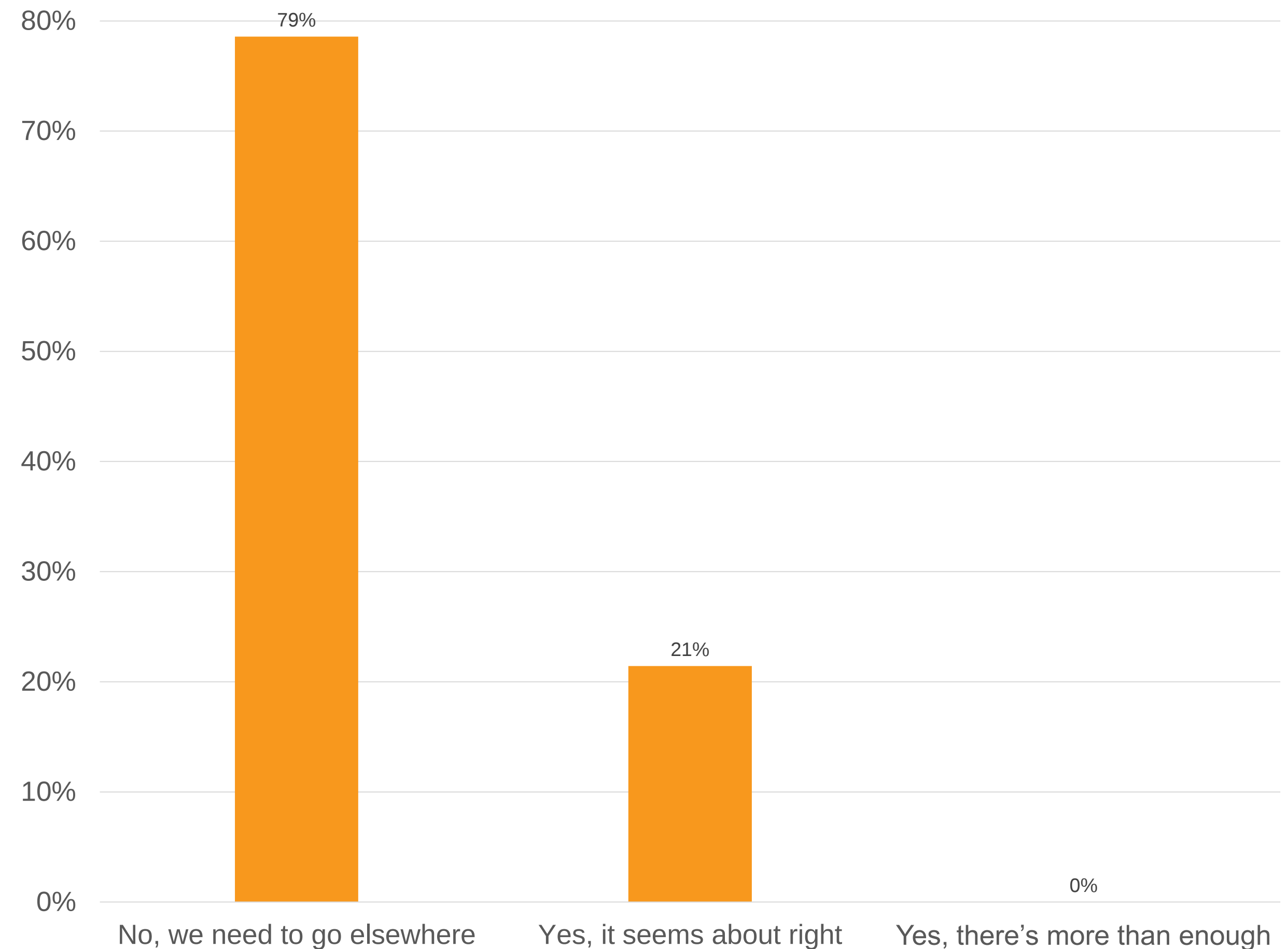
Elected official, real estate consultant, regional staff.

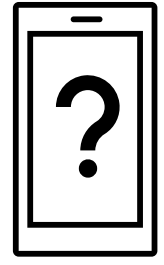




Do you think TWS has “enough” retail space to serve the needs of the community?

- A. No, we need to go elsewhere to shop**
- B. Yes, it seems about right**
- C. Yes, there’s more than enough**

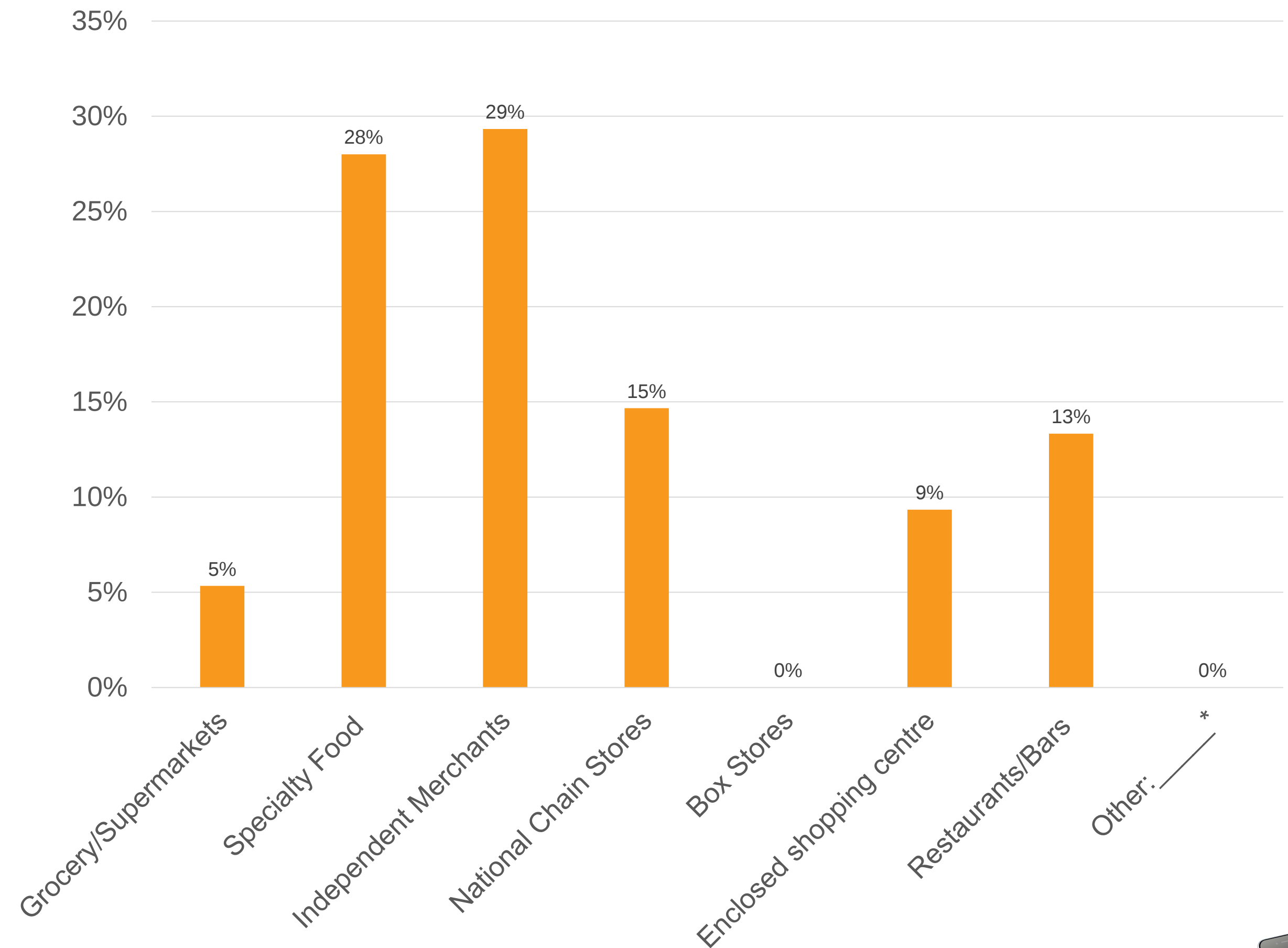


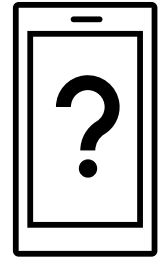


What is missing from Stouffville's retail landscape? (rank your top three)

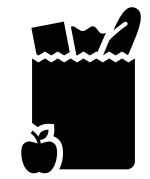
- A. Grocery/Supermarkets
- B. Specialty Food
- C. Independent Merchants
- D. National Chain Stores
- E. Box Stores
- F. Enclosed shopping centre
- G. Restaurants/Bars
- H. Other: _____*

* Tell us in the **chat** feature
Unique Destination retailer(s)



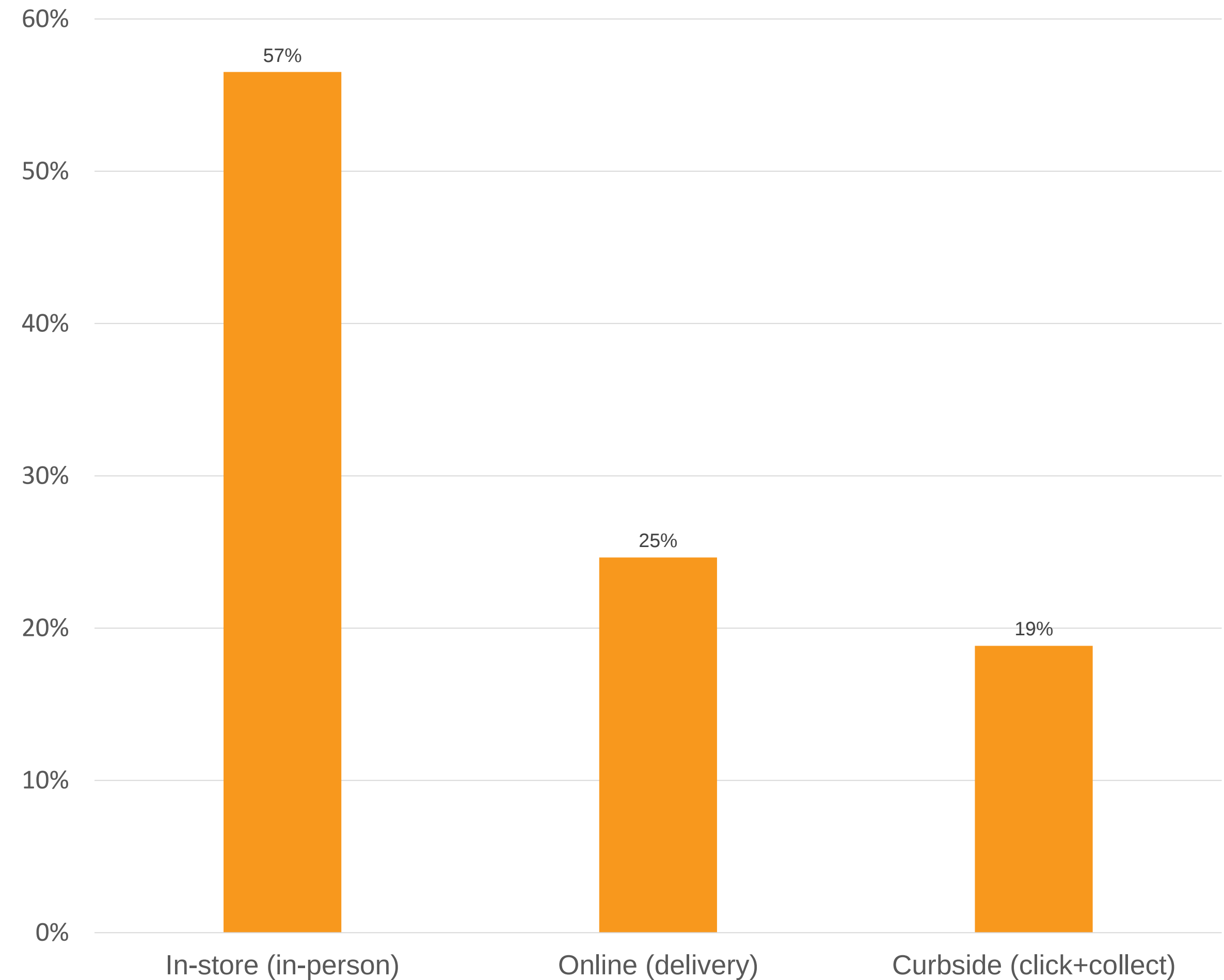


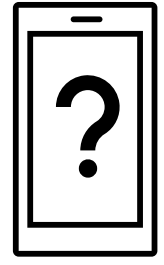
After COVID, what will be your preferred shopping method? (rank order)



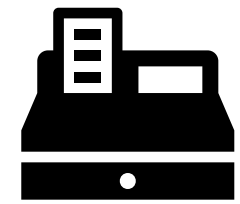
FOOD & GROCERIES

- A. In-store (in-person)
- B. Online (delivery)
- C. Curbside (click+collect)



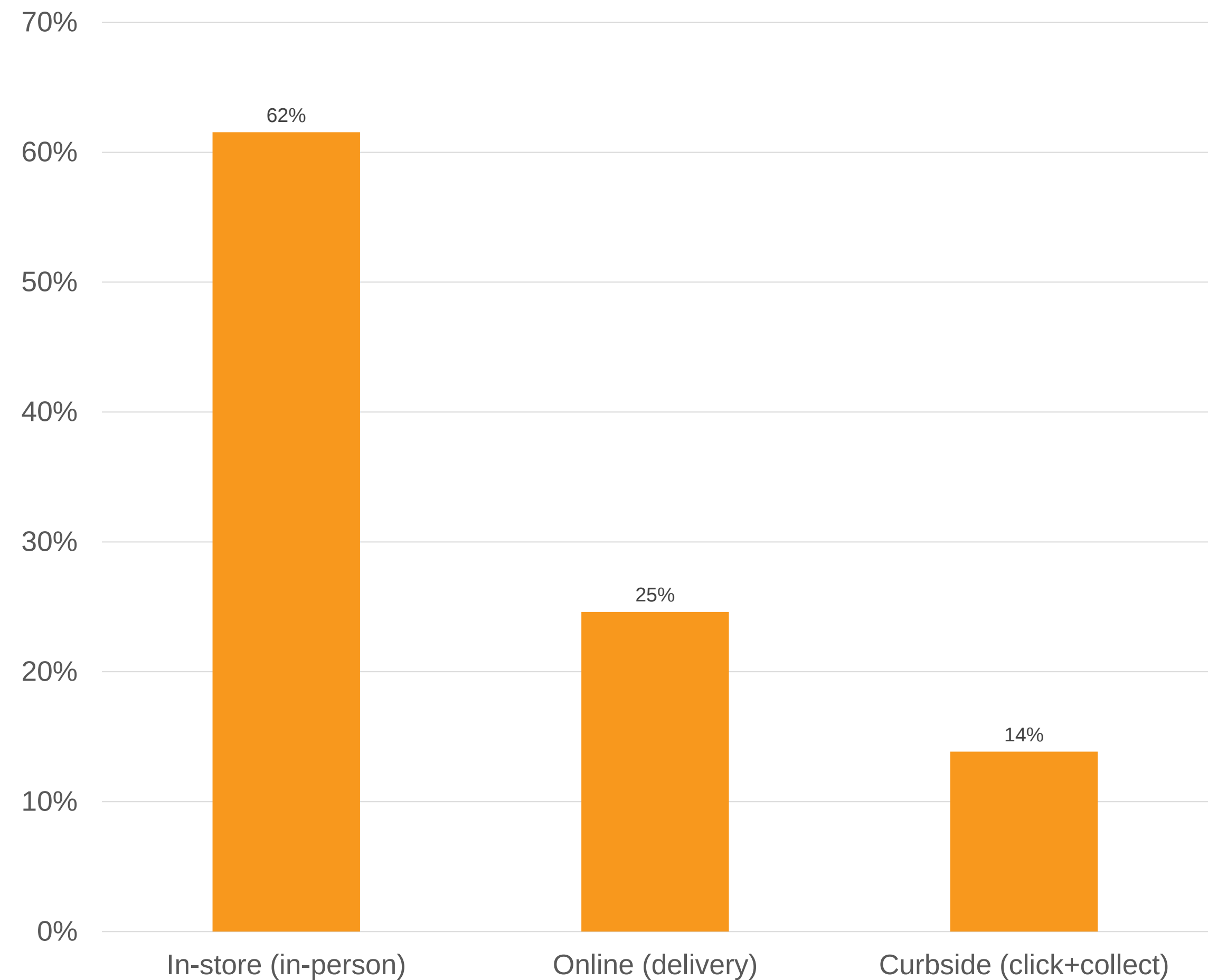


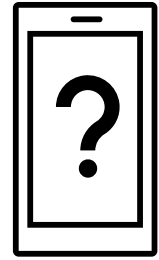
After COVID, what will be your preferred shopping method?



CONSUMER GOODS

- A. In-store (in-person)
- B. Online (delivery)
- C. Curbside (click+collect)

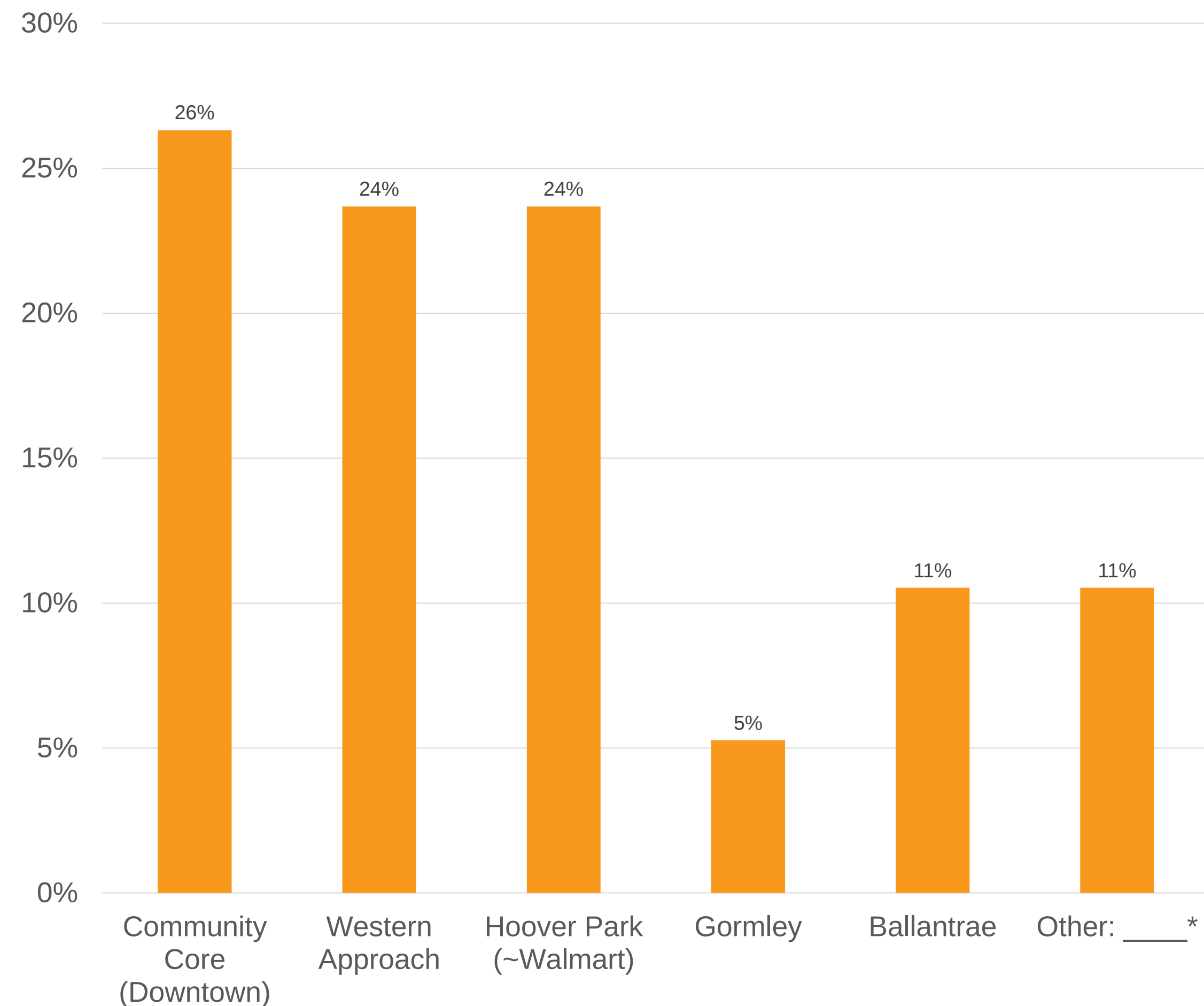


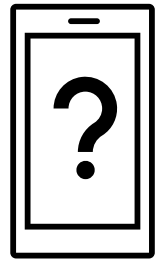


Where would you most like to see new retail space added? (select top 3)

- A. Community Core (Downtown)
- B. Western Approach
- C. Hoover Park (~Walmart)
- D. Gormley
- E. Ballantrae
- F. Other: _____*

* Tell us in the **chat** feature
No detail provided



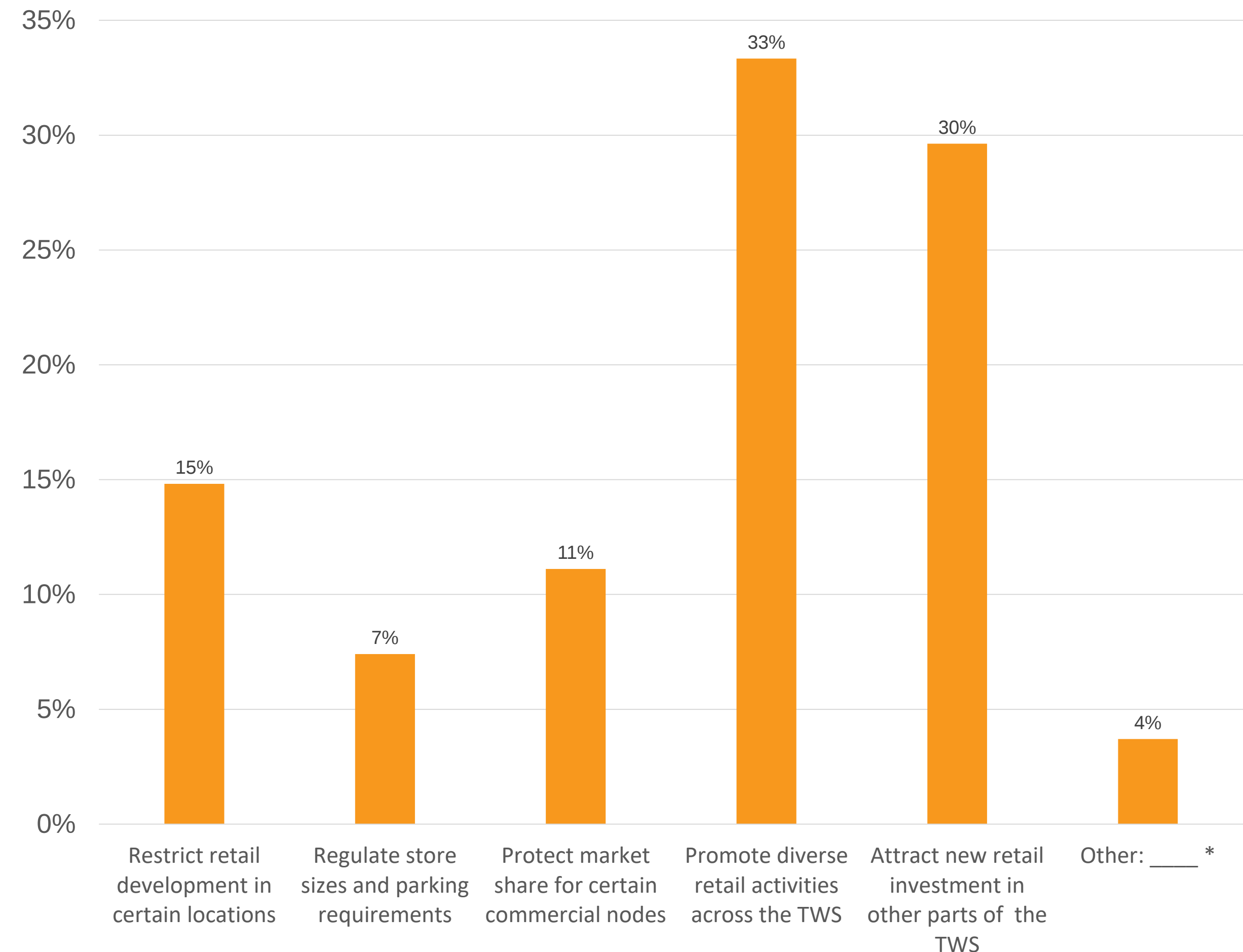


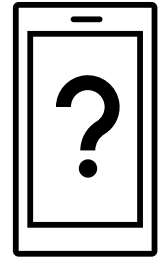
What would you like to see in terms of Official Plan commercial policies? (select two)

The OP should have policies that:

- A. **Restrict** retail development in certain locations
- B. **Regulate** store sizes and parking requirements
- C. **Protect** market share for certain commercial nodes
- D. **Promote** diverse retail activities across the TWS
- E. **Attract** new retail investment in other parts of the TWS
- F. Other: _____ *

* Tell us in the **chat** feature
No detail provided

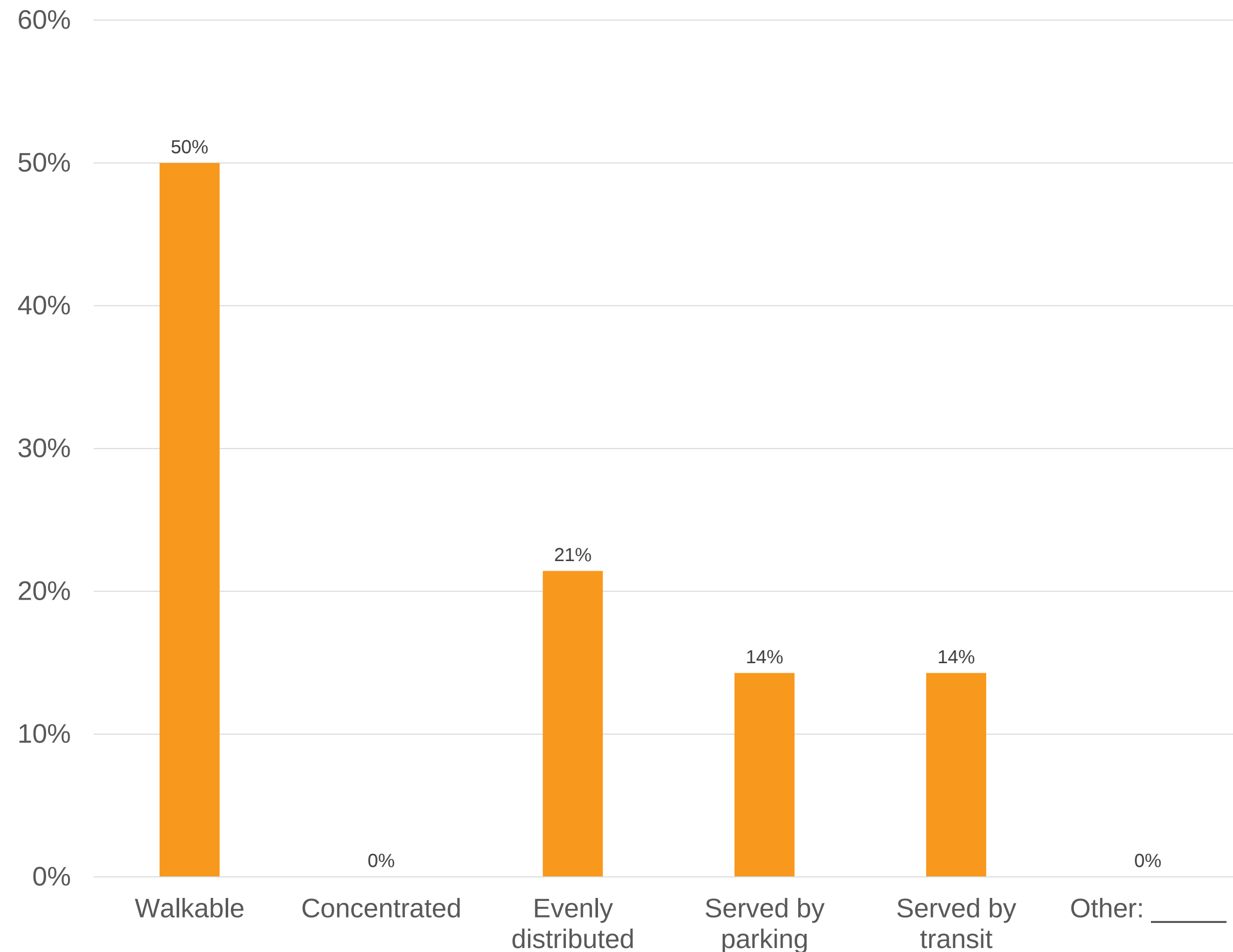


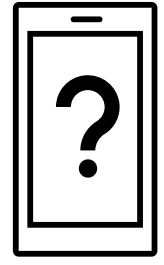


From a policy perspective, what is most important when it comes to planning future retail in TWS?

Retail that is ...

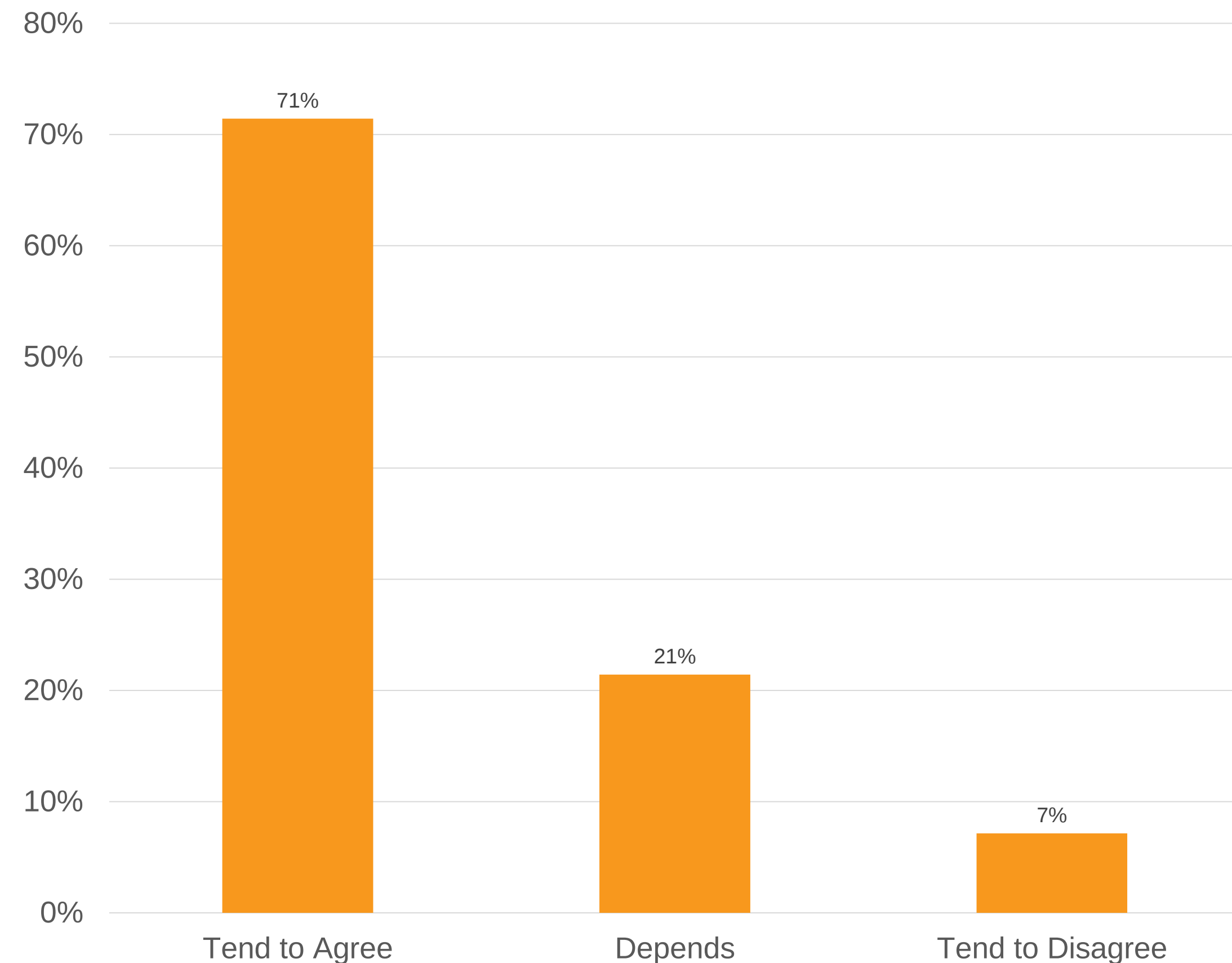
- A. Walkable
- B. Concentrated
- C. Evenly distributed
- D. Served by parking
- E. Served by transit
- F. Other: _____





Should new mid-rise/hi-rise residential include retail uses at grade if they are in nodes/corridors where commercial uses are permitted?

- A. Tend to Agree
- B. Depends
- C. Tend to Disagree



What we heard:

In terms of retail and commercial policy: what **concerns** or **issues** would you like to see addressed or implemented in the Official Plan update?

Focus on *strollability* in the downtown

Reconstruction of the downtown core - as planned (2022-23) - will include curbless and flexible urban design and accessibility features

Parking will be an increasing challenge in the the central part of Stouffville

Downtown needs more “boutique” and “destination” type retail and services

75% of all new dwelling units should be situated within 800 metres (a 10-minute walk) of a range of stores and services

Mix use is the best way to go. Ideally, people live right beside the amenities the use, including retail

Hoover park should have more *urban* density added.

The Hoover Park node needs to have more mixed use built in. More **fun** features need to be added

The Hoover Park node should be more integrated into the trail network

TWS needs policies to better regulate the location of Cannabis stores.

Patio space is always welcome and a great way to animate commercial nodes

Inspiration for Stouffville: Guelph, Bloor West Village, Newmarket, Strattford, Unionville, Kingston

CONNECT WITH US

Commercial Policy Review

Town of Whitchurch-Stouffville



Credit: Matthew Henry / Burst



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