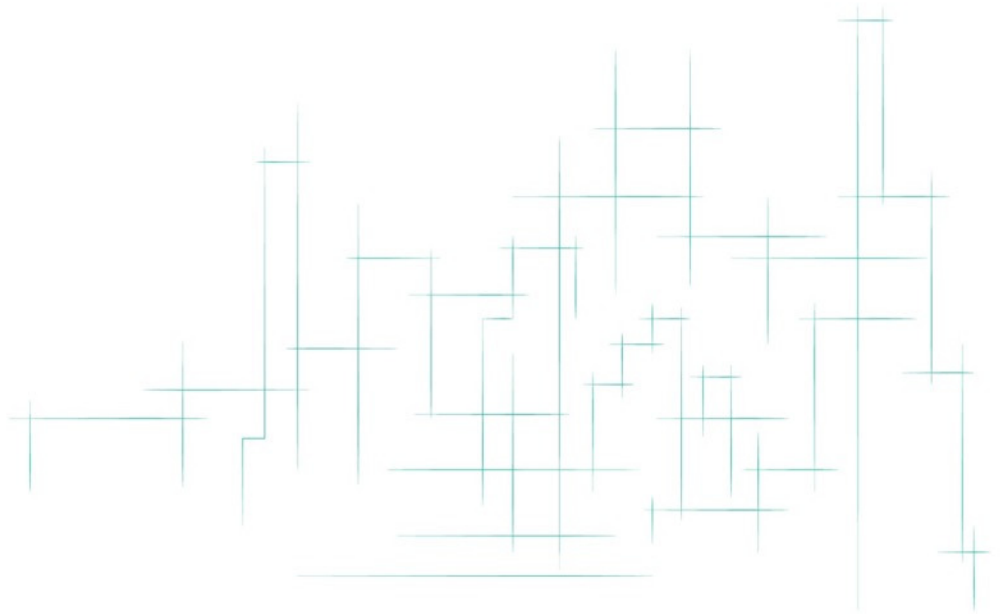


Abbotsford City Centre and Historic Downtown Commercial Market Study

For: City of Abbotsford

February 2017



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Executive Summary

This report has identified the trends and factors that govern the market for commercial space in Abbotsford's City Centre and Historic Downtown. The two neighbourhoods have very different strengths and weaknesses, but both serve unique roles within Abbotsford's economic landscape:

- The City Centre is the City's main commercial hub. It has three large malls and several standalone anchors, which allow it to draw spending from across the City. Its retail market is strong, although its office market is overbuilt and in low demand at present. Although its retail sector is thriving, it is also highly generic and unspecialized, which leaves it vulnerable to competition from new space throughout the City. Its urban design is not conducive to walking, which may stunt its growth in the long run.
- The Historic Downtown is a popular shopping district because of its unique urban-style design and comfortable public realm. It is attractive to small locally owned businesses both in the retail and office sectors, and space in the Historic Downtown is in demand. Although its urban design is good, it could still be improved on Essendene Avenue and around Jubilee Park. More residential development, more restaurants and entertainment, and eventually a grocery store anchor would help the area fulfill its potential.

Within this overall context, GPRA projects demand for the following commercial uses in the Study Areas according to the following timeline:

Demand Summary for the City Centre (Additional per period)

| | 2017 – 2020 | 2021 – 2025 | 2026 – 2030 | 2031 – 2035 | 2036 - 2040 |
|--|------------------------------|--------------------------------|------------------------------|-----------------------------------|-------------------------------|
| Retail Total | 17,800 ft² | 47,900 ft² | 79,500 ft² | 135,800 ft² | 171,600 ft² |
| Convenience Retail | 17,800 ft ² | 40,400 ft ² | 61,800 ft ² | 72,300 ft ² | 85,600 ft ² |
| Comparison Retail | 0 ft ² | 0 ft ² | 0 ft ² | 42,600 ft ² | 56,600 ft ² |
| Restaurants & Entertainment | 0 ft ² | 7,500 ft ² | 17,700 ft ² | 20,900 ft ² | 25,100 ft ² |
| Auto-Related | 0 ft ² | 0 ft ² | 0 ft ² | 0 ft ² | 4,300 ft ² |
| Office Total¹ | 0 ft ² | 1,951 – 16,700 ft ² | | 101,857 – 105,200 ft ² | |
| Accommodation Total | 0 rooms | 0 rooms | 0 rooms | 0 rooms | 100 rooms |

¹ In the office category, the 2021 – 2030 category actually refers to 2021 – 2031 demand, and the 2031 – 2040 actually refers to 2032 – 2041, arising from the City employment estimate used.

Demand Summary for the Historic Downtown (Additional per period)

| | 2017 – 2020 | 2021 – 2025 | 2026 – 2030 | 2031 – 2035 | 2036 - 2040 |
|--|------------------------------|---------------------------------|------------------------------|---------------------------------|------------------------------|
| Retail Total | 12,500 ft² | 9,700 ft² | 38,500 ft² | 49,400 ft² | 55,500 ft² |
| Convenience Retail | 0 ft ² | 1,100 ft ² | 15,000 ft ² | 17,900 ft ² | 21,600 ft ² |
| Comparison Retail | 0 ft ² | 0 ft ² | 7,700 ft ² | 12,700 ft ² | 11,300 ft ² |
| Restaurants & Entertainment | 12,500 ft ² | 8,600 ft ² | 13,800 ft ² | 16,400 ft ² | 19,800 ft ² |
| Auto-Related | 0 ft ² | 0 ft ² | 2,000 ft ² | 2,400 ft ² | 2,800 ft ² |
| Office Total² | 0 ft ² | 34,000 – 44,400 ft ² | | 51,600 – 53,200 ft ² | |
| Accommodation Total | 0 rooms | 100 rooms | 0 rooms | 0 rooms | 0 rooms |

The Historic Downtown exhibits a present shortage of restaurant and entertainment uses, and the City Centre could support additional convenience retail in the next four years. Starting in the 2021 – 2025 period, additional convenience and comparison retail will both be supportable in the Historic Downtown as well as auto-related retail (although this type of commerce is unlikely to suit the neighbourhood from a planning or design perspective, and GPRA does not recommend encouraging it). In the City Centre, new comparison retail uses will not be needed until the early 2030s, as the neighbourhood's three large malls more than accommodate this type of vendor. No additional demand for auto-related commercial space is anticipated in the City Centre.

About 18,000 additional ft² of commercial space is supportable in the City Centre in the next four years, mostly in the convenience retail category. After that present need is met, demand for new space will rise to about 48,000 ft² in the 2021 – 2025 period (made up of convenience retail and restaurant and entertainment space) before accelerating continuously over the next 15 year as a consequence of population and income growth.

In the Historic Downtown, about 12,500 ft² of restaurant and entertainment space is called for in the next four years. After this gap is met, about 10,000 ft² of space will be needed in the 2021 – 2025 period of a mix of types. This number is expected to rise to about 38,500 ft² in the 2026 – 2030 period, and continue rising over the next ten years as Abbotsford grows.

In terms of office space, the City Centre is quite overbuilt, and will only require up to 17,000 ft² before 2030, but in the following 15 years will require more than 100,000 ft², demand having caught up with the present surplus. By comparison, the Historic Downtown is expected to require more office space much sooner. GPRA projects

² In the office category, the 2021 – 2030 category actually refers to 2021 – 2031 demand, and the 2031 – 2040 actually refers to 2032 – 2041, arising from the City employment estimate used.

demand for up to 44,000 ft² of office space before 2030, but only about 53,000 ft² of new space in the following 15 years, the Historic Downtown being small and with lower overall employment than the City Centre.

Finally, GPRA projects demand for one new hotel of about 100 rooms (although this is likely to be quite flexible) in each of the Study Areas. The Historic Downtown is likely to be ready for a new hotel before the City Centre, so GPRA has placed the former in the 2021- 2025 period, and the latter in the 2036 – 2040 period.

Although addressing future supportable retail outside of the Historic Downtown and the City Centre is outside of this report's scope, it is important to acknowledge that development outside of the Study Area can profoundly affect the vitality of retail in the City Centre and the Historic Downtown.

While Abbotsford has limited influence on many internal and external growth factors, the City does have the power to restrict major new retail projects outside of the Study Areas and concentrate future development around existing retail nodes. This report acknowledges that a number of convenience-oriented retail nodes will likely be necessary as Abbotsford's population grows over the next 25 years, but if the City wishes to strengthen existing retail centres such as the Historic Downtown and the City Centre it is important not to dilute the competitive landscape with power centres and shopping centres that draw consumer spending.

Decisions to limit comparison big box & shopping centre development may be fiscally painful in the short-term but will promote long term vitality of the Study Areas.

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1 Introduction

1.1 Project Overview

G. P. Rollo & Associates (GPRA) has been retained by the City of Abbotsford (the City) to complete a Commercial Market Study of the Historic Downtown and City Centre (the Study Areas) with the aim of assessing the current supply and projected demand of commercial uses (retail, service commercial, office, entertainment and tourism uses) in each area to assist in the planning of these areas. As part of this study, GPRA has:

- Assessed commercial development trends, constraints, and opportunities for new and revitalized commercial development in the Historic Downtown and City Centre neighborhoods
- Provided an accurate GIS-based and -illustrated inventory of commercial space which has allowed detailed analysis and understanding of the supply of commercial space in these two neighbourhoods, and has been combined with a City-provided population projection to produce a commercial demand forecast for each
- Created an inventory of office space covering all of Abbotsford, including the Study Areas, with the aim of understanding their importance and role within Abbotsford's office market. Informed by a City-provided employment projection as well as numerous interviews with stakeholders such as realtors and developers, GPRA then used this inventory to create an office demand projection for the Study Areas
- Analyzed Abbotsford's supply of accommodation businesses such as hotels, inns, and bed & breakfasts, including interviews with staff representatives of most large accommodation operations, and used this information to create an accommodation demand projection for Abbotsford, with commentary on its implications for the Study Areas
- Provided analyses and recommendations on land use and urban design that are market-driven.

1.2 Geographical Terminology

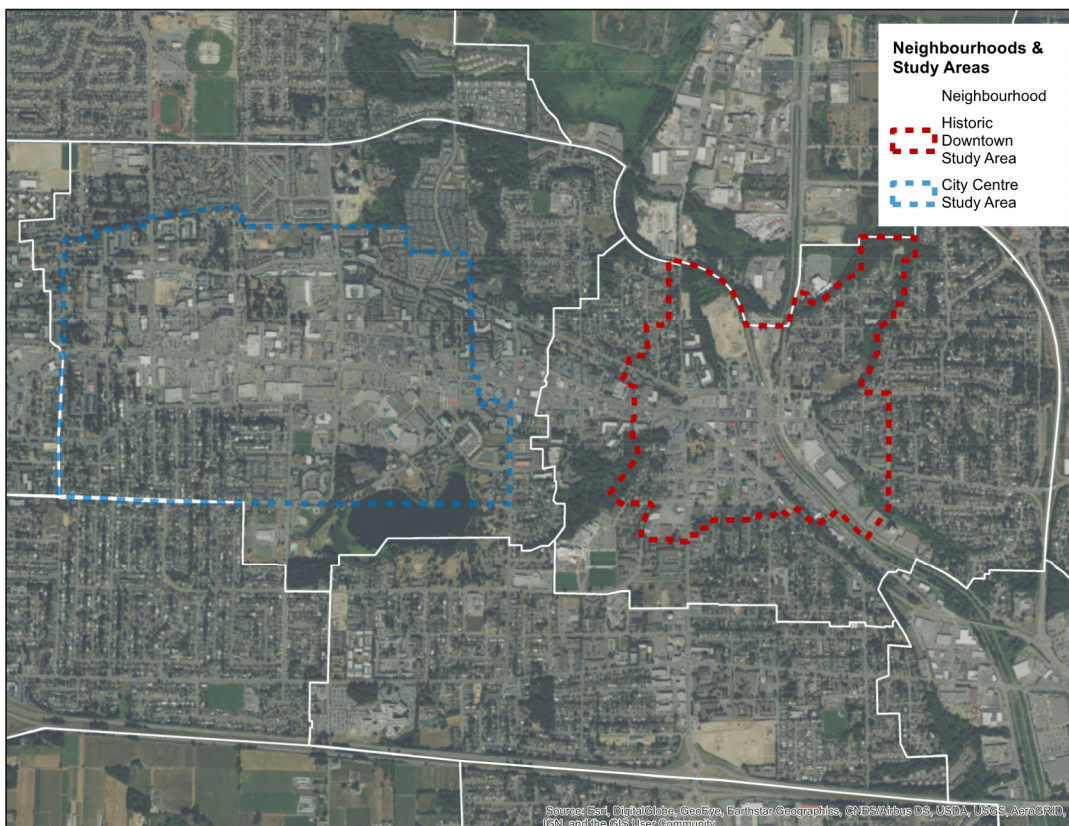
“Study Area” and “Neighbourhood” are two terms that will be frequently referred to throughout this report, especially in Section 3. The Study Areas, or the focus of this study, are the City Centre and the Historic Downtown. It is important to note that although these two study areas share the same name as two of Abbotsford’s Neighbourhoods, they share fundamentally different purposes.

1.2.1 Study Areas

Study Areas refer to the geographical extent or boundaries of the focus of this study. These areas contain some of Abbotsford’s most vibrant commercial areas. In the 21st Century commercial nodes of the magnitude seen in both Study Areas can rarely be sustained on the local community alone, and therefore rely on spending inflow from varying distances that can range from neighbourhood (e.g. convenience store), city-wide (e.g. home improvement store) to even state or province wide (e.g. super regional mall such as Metropolis at Metrotown).

The City Centre and Historic Downtown Study Areas are both contained within their respective Neighbourhoods, as can be seen in Figure 1.

Figure 1: Location of Study Areas within central Abbotsford neighbourhoods

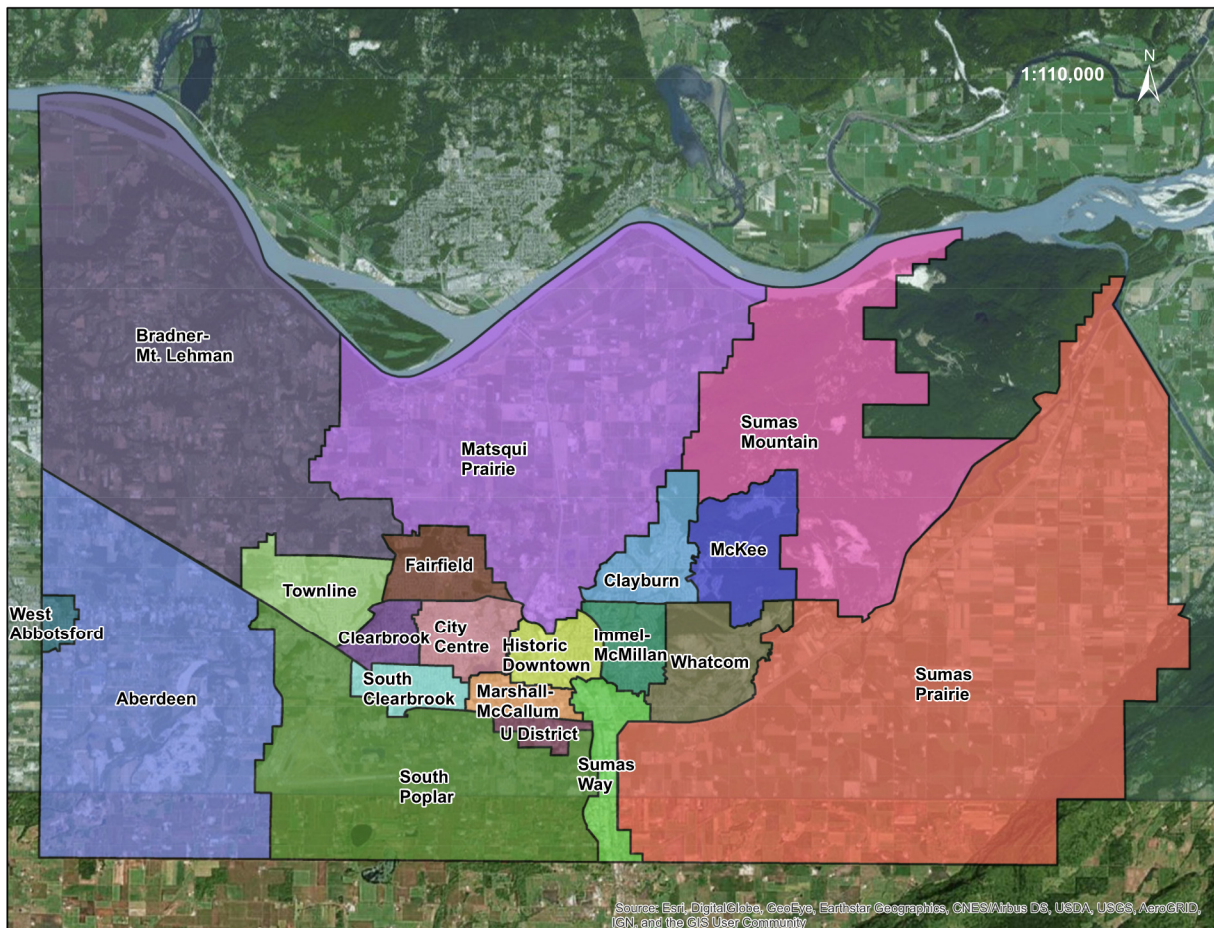


Commercial districts across Abbotsford exert a varying degree of competitive influence on the two Study Areas. This competitive influence is factored into this report, however market demand for commercial growth outside of the two Study Areas is not explored in detail.

1.2.2 Neighbourhoods

Neighbourhoods refer to each of the 20 neighbourhoods as identified by the City of Abbotsford, as shown in Figure 2. For the purpose of this exercise, neighbourhoods serve a primarily demographic function. Neighbourhoods are used to estimate current and future demographics, including population, income, and retail expenditures. The importance of this demographic data is to project where retail expenditures in the Study Areas are sourced from and allows the forecast of retail demand.

Figure 2: City of Abbotsford neighbourhoods



2 Abbotsford City Centre and Historic Downtown

This section defines and describes the two Study Areas after commenting on the general trends and factors that govern commercial development in Abbotsford.

2.1 Overall trends and factors

With a 2016 Census population of 141,397, the City of Abbotsford is the fifth most populous city in British Columbia, and the most populous city outside of Metro Vancouver. It is the most populous municipality in the Fraser Valley Regional District (FVRD), which is the third most populous region in British Columbia after Vancouver and Victoria. Abbotsford makes up about 47% of the District's population.

Abbotsford and the FVRD are immediately to the east of Metro Vancouver, and play an important role as the “next stop” along the Trans-Canada Highway. Consequently, of the non-residents who visit Abbotsford, most stay near Highway 1 and this corridor has emerged as the primary location for hotels. Beyond mere Highway proximity, other activities that bring visitors to Abbotsford include government-related travel, sporting events, concerts and performances (mostly at the Abbotsford Centre) and a growing assortment of festivals and celebrations such as the Tulip Festival in April and the Downtown Christmas Tree Lighting in November. The Fraser Valley Trade & Exhibition Centre (Tradex) is another important event venue. In general, stakeholders such as hotel staff, bed & breakfast operators, and property developers acknowledge that Tourism Abbotsford has done a good job of attracting events to the City, and that the overall impact of this effort has been positive.

Although it is growing, the impact of visitor spending on Abbotsford's commercial sectors remains small. Most spending in Abbotsford is by Abbotsford residents, and therefore the pace of commercial development in the City has been tied to residential growth, a dependency which is expected to continue. Residential development in Abbotsford is in turn tied to the residential market trends of British Columbia's other regions, most notably Metro Vancouver where an ongoing housing shortage has increased residential prices beyond the reach of many residents, driving growth outward, including to the Fraser Valley. For many young people and young families in particular, ownership of a detached house has become unachievable within Metro Vancouver, so purchasing a home in Abbotsford is an attractive alternative. This dynamic has been a key engine of growth in Abbotsford in the last several years,

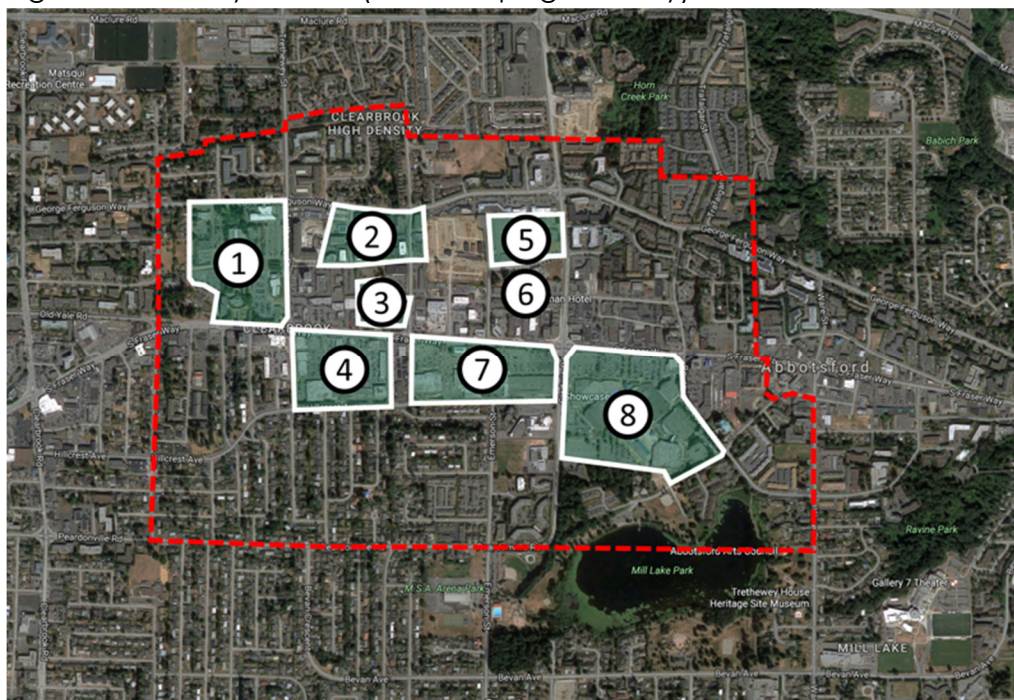
although with recent changes to the Province's foreign purchasing³ and first-time homebuyer lending practices⁴, the near future of the housing market is unclear.

However the market develops in the immediate future, the long-term trend of residential development in Abbotsford is cyclical. With successive waves of development, Abbotsford will densify and mature, making more specialized commercial operations viable.

2.2 The City Centre

2.2.1 City Centre Description

Figure 3: The City Centre (see next page for key)



³ Effective 2 August 2016, a 15% additional transfer tax is applicable to purchases of residential properties in Metro Vancouver by foreign entities.

See Ministry of Finance (2016). Additional Property Transfer Tax on Residential Property Transfers to Foreign Entities in the Greater Vancouver Regional District.

<http://www2.gov.bc.ca/assets/gov/taxes/property-taxes/property-transfer-tax/forms-publications/is-006-additional-property-transfer-tax-foreign-entities-vancouver.pdf>

⁴ Effective 16 January 2017, a loan of up to 5% of the home's price is available to first-time homebuyers in British Columbia under various conditions.

See British Columbia Housing Action (2017). B. C. Home Owner Mortgage and Equity Partnership. <https://housingaction.gov.bc.ca/file/home-owner-mortgage-and-equity-partnership/>

Abbotsford's City Centre (shown in Figure 3 in red) is the roughly rectangular area bordered approximately by Peardonville Road and Mill Lake to the south; Ware Street, Mill Lake Road, and Horn Street to the east; Parkview Street and Tims Street to the west; and to the north by a line running between and roughly parallel to George Ferguson Way and Maclure Road.

The neighbourhood is centred on South Fraser Way which is its commercial backbone and main thoroughfare, and contains:

- Abbotsford's civic core (indicated as point 1 in Figure 3), including:
 - Abbotsford City Hall
 - Abbotsford Court Services
 - Abbotsford School District
 - Abbotsford Police Department
 - Abbotsford Fire Department
 - Clearbrook Library
 - The Reach Museum
 - ICBC Claim Centre
- Three major malls to the south of South Fraser Way:
 - Clearbrook Town Square (indicated as point 4 in Figure 3)
 - West Oaks Mall (indicated as point 7 in Figure 3)
 - Sevenoaks Shopping Centre (indicated as point 8 in Figure 3)
- A number of major retailers to the north of South Fraser Way such as:
 - Canadian Tire (indicated as point 3 in Figure 3)
 - Real Canadian Superstore (indicated as point 5 in Figure 3)
- A community services and health hub centred on Cruickshank Street between George Ferguson Way and Simon Avenue (indicated as point 2 in Figure 3)
- Numerous other restaurants, retailers, offices, and a Sandman Hotel (indicated as point 6 in Figure 3)
- Many residential properties in a range of typologies and ages.

As such, the neighbourhood is among Abbotsford's most important commercial centres, and offers goods and services of every kind. It is a successful commercial neighbourhood because it is central and accessible to most of Abbotsford, and specializes in large "national" retailers and restaurant chains as well as a surplus of well-tenanted mall space with an abundance of parking. It primarily serves Abbotsford residents rather than through-traffic.

2.2.2 City Centre Forces and Trends

The City Centre exhibits a car-oriented built form that privileges certain kinds of activities and development (malls, big box retailers, chain restaurants, etc.) while discouraging others (walkable development, density, mixed-use, etc.). This is expected to remain true for many years, although small interventions to improve the pedestrian realm are possible, most notably beautification and improvements to street lighting for safety.

As is discussed in Section 3, the City Centre exhibits a retail and service commercial vacancy rate of about 5.4%, which is within the normal range of 5% - 8%, and suggests a thriving commercial neighbourhood. Although this is the case, GPRA's interviews with developers and realtors suggest that little to no new space is currently needed, at least for several years. One developer reports that they recently sold two commercial lots across the street from City Hall after more than a year of looking for a purchaser. Similar reports from other realtors and developers suggest that there is no pressing need for new development, although more demand will emerge as Abbotsford grows.

Unlike the Historic Downtown (which is discussed in Section 2.3), the City Centre serves a generalized rather than specialized commercial role, and is therefore sensitive to competing commercial development elsewhere in the City. As such, large developments in other parts of Abbotsford may threaten its commercial vibrancy or at least slow its commercial growth. In fact, this has already occurred in the office sector, as discussed in Section 4.

When demand does emerge, it is likely to seek out affordable land to the north of South Fraser Way where lots are smaller and more fragmented, and where the existing supply of buildings is older and nearer to the end of its economic life. By comparison, the area to the south of South Fraser Way is more fully developed and currently occupied by three successful malls.

Unlike the Historic Downtown, realtors and developers report that there is developable land available in the City Centre, although much of the area's most attractive land has already been developed and therefore development should not be expected to occur rapidly even under ideal market conditions. Although land is available, realtors report that land costs are often prohibitively high due to speculation regarding residential towers on South Fraser Way. Although the concrete tower built form is not yet viable in this location, many land owners believe that it might be. This causes a psychological effect that keeps some developable land beyond the reach of commercial rents.

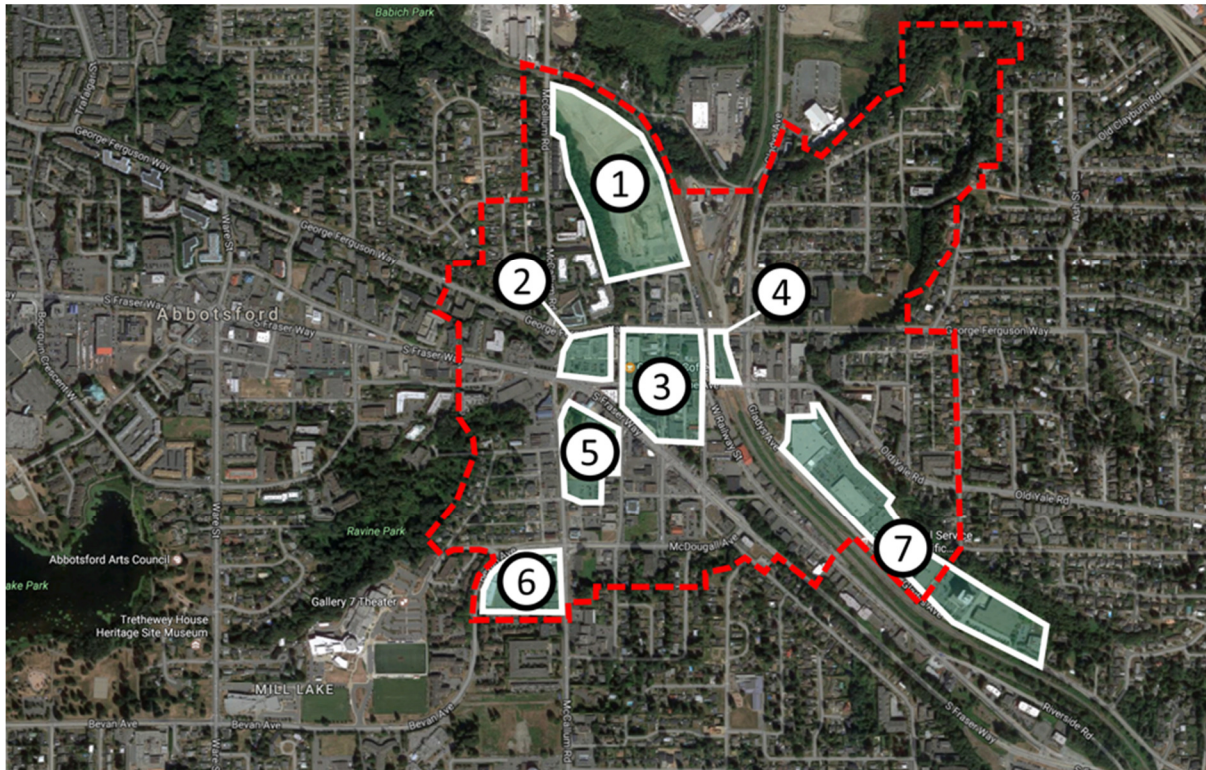
Realtors and developers report that there are no other barriers to commercial development in the City Centre beyond those identified above, and that the City's

policies are favourable to development. It is therefore expected that more development will occur in time.

2.3 The Historic Downtown

2.3.1 Historic Downtown Description

Figure 4: The Historic Downtown (see next page for key)



Abbotsford's Historic Downtown (shown in Figure 4 in red) is the area bordered approximately to the north by Morey Avenue and the green belt south of the Gateway Christian Reformed Church; to the east by green belt west of Sheffield Way, George Ferguson Way, and Park Drive; to the west by McCallum Lane, Ravine Park, Cannon Avenue, and Bevan Avenue; and to the south by a jagged line capturing both the Correctional Services of Canada building on Gladys Avenue and the Fabricland strip mall on Bevan Avenue and McCallum Road.

The neighbourhood is centred on four blocks of high-density urban-style commercial space (bounded by George Ferguson Way to the north, West Railway Street & Montvue Avenue to the east, Gosling Way and South Fraser Way to the south, and Pauline Street to the west), which act as the neighbourhood's commercial and cultural core (indicated as point 3 in Figure 4). These four blocks (which GPRA calls "the Downtown Core") are the location most commonly associated with the name "Historic Downtown" in the minds of stakeholders, and they provide Abbotsford's most walkable commercial

environment which has proven ideal for restaurants, cafés, book stores, food stores, spas, kitchen and home furnishing stores, dance studios, and other establishments generally associated with downtown areas.

The Historic Downtown also contains:

- A City-owned parking lot adjacent to the Downtown Core, on the east side of West Railway Street, between George Ferguson Way and Essendene Avenue (indicated as point 4 in Figure 4)
- A swath of developable land of about 17 acres to the north of the Downtown Core, the former Clayburn Brick Factory (indicated as point 1 in Figure 4)
- A zone with a good location but facing socio-economic challenges (indicated as point 5 in Figure 4), which includes:
 - Jubilee Park
 - A City-owned parking lot
 - Travelodge Abbotsford
- A string of large-footprint office and thrift retail uses, all with significant amounts of parking, in a car-dependent section of Gladys Avenue near the Historic Downtown's southeast corner (indicated as point 7 in Figure 4), including:
 - The Mennonite Central Committee (MCC) Thrift Store complex
 - Canada Post office building
 - Correctional Services of Canada office building
 - The former grain elevator office building
 - An office building at 34079 Gladys Road
 - The Salvation Army complex.
- Two under-utilized strip malls, each with at least 25% vacancy (which is well beyond the healthy range of 5% - 8%):
 - One immediately to the west of the Downtown Core, anchored by a Dollar Tree and a branch of Sprott Shaw College (indicated as point 2 in Figure 4)
 - One in the Historic Downtown's southwest corner, anchored by a Fabricland and SKT Farm Market (indicated as point 6 in Figure 4)

And throughout the area that surrounds the Downtown Core, the following uses are common:

- Government and social services
- Small and medium-sized strip malls, most of them old
- Small restaurants and retail operations
- Single family homes and multi-family residential buildings.

2.3.2 Historic Downtown Forces and Trends

The Historic Downtown uses its built form well: it is walkable and has comfortable building heights and block lengths as well as good overall urban design. It is both central and accessible to the City as a whole, making it an attractive destination. Although it is now considered successful by most of the stakeholders interviewed by GPRC, the Historic Downtown was not always so vibrant. Realtors and developers report that 10 years ago the Downtown Core was aging poorly, had little street life, and attracted only the most cost-sensitive tenants. Since then it has been refurbished, renovated, and revitalized. This process is ongoing, with four or five buildings currently under renovation.

Figure 5: A renovated building in Historic Downtown



According to GPRC's interviewees, this transformation is largely the result of a community of local entrepreneurs who believe in the neighbourhood's potential and have invested in it through renovation (see Figure 5 for an example), opening small businesses, and participating in the Downtown community. This cohort is made up of people aged 30 – 50, many of whom are starting small businesses for the first time. Some

grew up in the Fraser Valley and are now returning from elsewhere, either to start families or for other personal reasons. Others simply see Abbotsford as good place to establish themselves and their careers. It is a diverse and enthusiastic group, and the City should continue to leverage it to drive positive change in the Historic Downtown.

This surge of local enthusiasm has positively impacted the Historic Downtown from a commercial perspective, but growth and change in the area has also been aided by successful City policies. Developers report that the Historic Downtown Revitalization Tax Exemption⁵ and cash-in-lieu of parking policy⁶ have both been critical in enabling development by rendering projects more financially viable. Tourism Abbotsford's efforts to attract events have also been successful at bringing people to the Historic Downtown, which has been noticed and appreciated by local business owners. In summary, the City's focus on the Historic Downtown has paid off, resulting in a good relationship between the City and the Abbotsford Downtown Business Association, at least according to one developer.

The Downtown Core is trendy and appealing to many businesses. According to one realtor, this has resulted in a lower commercial vacancy rate for the Historic Downtown than in Abbotsford generally. Although this may be true for the Downtown Core in particular, GPRA's commercial inventory (see Section 3) reveals that the Historic Downtown actually has a very high retail vacancy rate of about 14%. However, this does not indicate a weak retail market in the Historic Downtown as a whole, but rather reflects very high vacancy in two separate strips malls (indicated in Figure 4, pg. 8 at points "2" and "6"), as mentioned in Section 2.3.1. This is discussed in greater detail in Section 3.

By virtue of its age and urban design, the Historic Downtown is mostly appropriate for small commercial units and firms seeking such units. This is true in both the retail and office sectors. Most businesses in the area are small locally-owned operations with a particular interest in the community and neighbourhood. Larger operations and franchises tend to locate elsewhere in the City. Small businesses are drawn to the Historic Downtown because small units are what is available there, but they have also

⁵ City of Abbotsford (2015). Historic Downtown Revitalization Tax Exemption Application Form.

<https://www.abbotsford.ca/Assets/2014+Abbotsford/Planning+and+Development/Planning/Application+Forms/Historic+Downtown+Revitalization+Tax+Exemption+Application+Form.pdf>

⁶ "Where a new building is constructed on a vacant lot within the area designated Historic Downtown Abbotsford... the owner may remit a cash payment to the City in the amount of \$3,000 per off-street parking space in lieu of the required off-street parking, up to a maximum of 10 spaces." From Abbotsford Zoning Bylaw No. 2400-2014, Section 150.5.1c. <https://abbotsford.civicweb.net/document/11742>

been drawn to the area due to low costs arising from older, less expensive rental space. Insofar as older unrenovated buildings remain in the area, cost-conscious firms will continue to go there. However, if renovation and replacement of older buildings continues apace, this will be less true over time, and cost-conscious firms will need to locate elsewhere. Already a shift has occurred away from lower-end businesses towards higher-end, more boutique operations drawing on the Downtown Core's trendiness, and the supply of old buildings suitable for replacement or refurbishment is dwindling. City policies that promote renovation and redevelopment will tend to expedite this transition.

2.3.3 Barriers to Commercial Development in the Historic Downtown

2.3.3.1 Parking

The most commonly mentioned barrier to commercial development in the Historic Downtown (and to the neighbourhood's success generally) is the perceived lack of parking in the area. One realtor claims that he is losing tenants due to lack of parking, and points to downtowns in other communities that have fared poorly against competing commercial centres with more parking space, for example Downtown Langley with respect to Willowbrook Shopping Centre. Many stakeholders argue that visitors to the Historic Downtown expect to be able to park within a block of their destination and are unwilling to walk further, park underground, or pay very much. Larger commercial tenants may also be unwilling to locate in the Historic Downtown as they typically require a great deal of parking.

Although GPRA recognizes that the perceived lack of street parking can be a barrier to commercial success in multiple ways, there are options for addressing this barrier. Options include:

- Pricing street parking, which would free up parking spaces but increase visitor costs
- Building one or more City-owned parking structures in the Downtown Core
- Requiring more privately owned parking as part of development, either on the street or underground, which would deter development in either case
- Continuing with the current policy, which means some visitors use City-owned lots and walk several blocks to their destinations.

2.3.3.2 Jubilee Park

The Historic Downtown – particularly the area around Jubilee Park – is frequented by a population of vulnerable individuals, many of them homeless. Some stakeholders identified this group and the services that cater to them as a barrier to the neighbourhood's commercial vibrancy, primarily due to security concerns. Addressing this potential barrier goes beyond the scope of this research, though design improvements to Jubilee Park and adjacent areas could go a long way in making it a safer place.

2.3.3.3 Lack of Anchors

One realtor pointed out that unlike the City Centre, the Historic Downtown lacks large retailers or “anchors” that would act as draws on customers, bringing people to the neighbourhood who would then spend time and money there en route. In particular, he recommended placing at least two large anchors in the Historic Downtown – ideally one on either side of the Downtown Core, which would encourage visitors to pass through the Core en route, and would stimulate more spending. Addressing this barriers is complicated by a general lack of large developable lots in the Historic Downtown. Placing more anchor tenants in the Historic Downtown might have the positive impact described here.

2.3.3.4 Design of Essendene Avenue

Some stakeholders identified Essendene Avenue as a challenging location, because it passes right through the Downtown Core but has the width, traffic volume, and traffic speeds of an arterial road. The Avenue is therefore poorly designed for pedestrians and feels unsafe as a consequence. Traffic calming and further pedestrian improvements on Essendene Avenue might improve the Downtown Core from a commercial perspective.

2.3.3.5 Lack of Neighbourhood Residents

There are residences in the Historic Downtown, but there could be more. Adding more residents to the neighbourhood would be a positive change. The financial impact of residential growth on Downtown businesses will be relatively minor, but the psychological impact will be positive, since it will create an established presence, ownership of the neighbourhood, and eyes on the street to enhance safety.

3 Retail and Service Commercial

This section presents GPRA's research on existing retail and service commercial usage, supply, and market conditions in the Study Areas, and then describes our process for producing a 25-year retail and service commercial space projection for each.

3.1 Trends and Factors in Study Area Commercial Space

Retail within the City Centre study area is well established and is a highly successful automobile oriented node. Retail is well built out within this Study Area, and typically development within this neighbourhood involves replacement or renovation of an existing building. The City Centre study area has seen a handful of small retail projects in the past few years including the Wendy's 2015 replacement, the 2014 demolition of former pad tenant Earls replacement by a new two storey CIBC outlet, and the ancillary restaurant operations to Sandman's 2010 hotel development, Denny's and Moxie's. Retail development can also be found at the ground floor level of mixed use projects such as The Mark, Alwood Professional Centre, and the under construction La Galleria which will introduce a further 40,000 SF inventory to the City Centre.

City Centre's major retail centre, Sevenoaks Shopping Centre is currently performing well with a low vacancy rate. Despite the mall's last major renovations occurring in 2000, the centre will likely remain the premier comparison retail destination in Abbotsford for the foreseeable future. To the west of Sevenoaks is the West Oaks Shopping Centre, a convenience oriented strip centre anchored by Save on Foods and London Drugs. The centre contains a small portion of enclosed retail space which is struggling, however the exterior big box units appear to be performing well.

The Historic Downtown is currently seeing a renaissance driven by smaller, locally operated retailers in contrast with the City Centre's predominantly national / international chains. Retailers historically situated in the Historic Downtown due to more affordable rents, although this pattern is reversing quite rapidly with various retailers and restaurateurs opening in the Historic Downtown, driving several small-scale infill developments. Examples of such development can be seen with Yale Crossing (2010), Pioneer Square (2013), and the Flatiron Building (2017), each introducing mixed use development into the area, with at grade retail below residential or office uses.

Although boutique retailing in the Historic Downtown continues to see growth, everyday convenience retail continues to be under represented. As a critical mass of residents emerges over coming years this will likely change as a small format grocery store will likely seek to fill this niche market.

Recent developments outside of the Study Areas include Phase I of McCallum Junction, a 130,000 ft² strip centre anchored by destination hunting, fishing, and outdoor

recreation store Cabela's, a first in the Lower Mainland. Phase II of McCallum Junction is expected to introduce numerous pad units and CRUs with confirmed tenants including McDonald's, Starbucks, and numerous commercial services.

Another major recent development is the High Street, a 600,000 ft² unenclosed shopping centre at Highway 1 and Mt. Lehman Road. Anchor tenants include a Walmart, London Drugs, Old Navy, and Cineplex. The centre's tenant mix has a high proportion of chain food and beverage operators and introduces several first to market casual and quick service eateries including Canadian Brewhouse, Famoso Pizzeria, Mucho Burrito, and Cupcake. Food and beverage outlets are clustered to the west of the project and help to facilitate foot traffic between the centre's convenience uses past low to mid-market apparel, accessories, and cosmetic / beauty retailers.

Other notable retail deals over the past couple of years include the tenanting of the former Target location in Abbotsford Power Centre as part of a national expansion by home improvement store Lowe's, and the shuttering of the adjacent Rona.

3.2 Definition and types of retail and service commercial

Retail and service commercial businesses cater to consumers rather than other businesses. This category of commerce excludes:

- Accommodation
- Business services such as industrial equipment rental
- Care facilities
- Construction and trades
- Logistics operations such as shipping and storage
- Above-ground office space, which is addressed separately in Section 4.

Most businesses with storefronts or "public" offices can be considered retail or service commercial. The four primary categories of retail and service commercial are:

- Convenience retail, typically associated with daily needs including grocery stores, pharmacies, liquor stores, service commercial (businesses selling services rather than tangible goods), healthcare services, and financial services
- Comparison retail, which sells higher order items such as clothing, furniture, household appliances, jewelry and watches etc.
- Automotive, including dealerships, auto parts and servicing, and gas stations
- Food and beverage & entertainment and leisure, which includes restaurants, bars, entertainment (passive e.g. movie theatre), and leisure (active e.g. gymnasium)

3.3 Existing retail and service commercial

GPRA has created an inventory of existing retail and service commercial space in Abbotsford based on the following sources of data:

- The City's business license database
- Colliers' 2015 Commercial Study (OCP)
- Building footprints extracted from Open Street Map data
- A walking inventory of the Study Areas completed by GPRA
- Online sources such as Google Streetview and mall websites
- Interviews with local realtors & developers.

Tables 1, 2, and 3 present the complete inventory of retail and service commercial space in Abbotsford, divided into the four primary categories as well as 22 secondary categories. It is an approximate estimation of currently used space, with vacant space shown as a separate item. The amount of space used by each category of commercial activity is indicated for Abbotsford in general, and for the Study Areas. Figures 6, 7, and 8 on the following pages map the location of retail and service commercial in both Study Areas, City Centre, and Historic Downtown, respectively. Figure 9 outlines key retail nodes within Abbotsford outside of the Study Areas.

Table 1: Retail and service commercial space in Abbotsford by neighbourhood

| | City Centre | Historic Downtown | Marshall-McCallum | U District | Clearbrook | Immel-McMillan | Townline | South Clearbrook | Fairfield | Sumas Way | Clayburn | McKee | Whatcom | Matsqui Prairie | Bradner-Mt. Lehman | Sumas Prairie | South Poplar | Aberdeen | West Abbotsford | Sumas Mountain | Total |
|---|------------------|-------------------|-------------------|----------------|----------------|----------------|----------------|------------------|---------------|----------------|---------------|----------|----------------|-----------------|--------------------|---------------|----------------|---------------|-----------------|----------------|------------------|
| Convenience Retail | 649,200 | 240,400 | 19,200 | 4,900 | 138,700 | 115,100 | 216,100 | 18,100 | 1,200 | 191,600 | 50,400 | - | 130,400 | 10,700 | 10,800 | 23,300 | 9,100 | 3,000 | - | - | 1,832,300 |
| Grocery & Supermarkets | 319,100 | 52,900 | 3,100 | 1,600 | 20,300 | 39,700 | 99,500 | 4,100 | 1,200 | 142,800 | 17,700 | - | 79,400 | 2,600 | 1,700 | 20,000 | 4,400 | 3,000 | - | - | 813,200 |
| Pharmacy | 31,900 | 3,200 | 1,100 | - | 7,100 | 1,600 | 19,500 | - | - | 10,500 | 3,500 | - | 4,600 | - | 2,000 | - | - | - | - | - | 85,000 |
| Alcohol | 16,400 | 11,700 | - | - | 2,700 | 10,100 | 10,500 | - | - | 2,000 | - | - | 7,700 | - | - | - | - | - | - | - | 61,200 |
| Services | 117,300 | 124,300 | 5,300 | 3,300 | 60,600 | 39,000 | 31,600 | 14,000 | - | 11,100 | 14,900 | - | 17,300 | 3,100 | 4,600 | 3,300 | 4,700 | - | - | - | 454,500 |
| Financial Services | 99,500 | 17,100 | - | - | 31,800 | 19,700 | 35,600 | - | - | 25,100 | 3,500 | - | 14,600 | 5,000 | 1,500 | - | - | - | - | - | 253,500 |
| Healthcare Services | 65,000 | 31,200 | 9,700 | - | 16,200 | 5,000 | 19,400 | - | - | - | 10,600 | - | 6,800 | - | 1,000 | - | - | - | - | - | 164,900 |
| Comparison Retail | 879,600 | 264,700 | 70,000 | 16,300 | 168,500 | 13,000 | 252,200 | 18,300 | 9,200 | 525,900 | 3,500 | - | 12,700 | - | 3,800 | - | 10,700 | 500 | - | - | 2,249,000 |
| Apparel | 241,000 | 46,600 | - | - | 45,400 | - | 112,100 | 1,800 | 6,000 | 55,700 | - | - | - | - | - | - | - | - | - | - | 508,500 |
| Cosmetics, Health, Bath & Beauty | 69,400 | 3,000 | - | - | - | 1,600 | 18,000 | - | - | 19,500 | - | - | 5,500 | - | - | - | - | - | - | - | 117,000 |
| Electronics & Appliances | 157,800 | 13,000 | - | - | 9,200 | 7,600 | 36,800 | 2,600 | - | 33,100 | - | - | 2,700 | - | 1,900 | - | - | - | - | - | 264,700 |
| Footwear & Accessories | 29,800 | 2,700 | - | - | 7,600 | - | 3,500 | 400 | 1,400 | 14,600 | - | - | - | - | - | - | - | - | - | - | 60,000 |
| Home Furnishings | 168,500 | 45,800 | - | - | 31,200 | - | 54,400 | 3,100 | 1,800 | 148,500 | - | - | 1,800 | - | - | - | - | - | - | - | 455,300 |
| Home Improvement | 50,000 | 42,700 | - | - | 55,300 | - | - | 2,600 | - | 217,000 | - | - | - | - | - | - | 10,700 | - | - | - | 378,400 |
| Jewellery & Watches | 9,000 | 2,200 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 11,200 |
| Multimedia, Books & Music | 29,800 | 7,800 | - | - | 4,700 | - | - | - | - | 1,200 | - | - | - | - | - | - | - | - | - | - | 43,500 |
| Sports & Recreational Goods | 46,700 | 45,100 | 70,000 | 16,300 | - | 3,800 | - | 7,800 | - | - | - | - | - | - | - | - | - | - | - | - | 189,800 |
| Pet Goods, Toys, Hobbies | 77,700 | 55,700 | - | - | 15,100 | - | 27,400 | - | - | 36,200 | 3,500 | - | 2,600 | - | 1,900 | - | - | 500 | - | - | 220,600 |
| F&B, Entertainment & Leisure | 246,200 | 205,300 | 10,800 | 165,200 | 76,100 | 45,000 | 158,900 | 21,600 | - | 62,900 | 18,500 | - | 15,900 | 1,900 | 11,500 | 8,800 | 25,100 | 6,700 | 2,500 | - | 1,082,900 |
| F&B | 143,300 | 129,400 | 10,800 | 20,200 | 73,800 | 45,000 | 49,000 | 21,600 | - | 61,400 | 14,900 | - | 14,600 | 1,900 | 10,600 | 8,800 | 20,500 | 6,700 | 2,500 | - | 635,000 |
| Entertainment | - | 26,300 | - | 145,000 | - | - | 47,800 | - | - | - | - | - | - | - | - | - | - | - | - | - | 219,100 |
| Leisure | 102,900 | 49,600 | - | - | 2,300 | - | 62,100 | - | - | 1,500 | 3,500 | - | 1,300 | - | 900 | - | 4,700 | - | - | - | 228,800 |
| Auto Related | 161,500 | 53,200 | 9,200 | 9,000 | 50,000 | 3,400 | 8,400 | 93,700 | - | 41,700 | 2,900 | - | 2,400 | 1,200 | 171,300 | 3,900 | 146,300 | 16,400 | 10,300 | - | 785,000 |
| Gas Station | 6,500 | 1,000 | 5,600 | 4,000 | 5,000 | 3,400 | 8,400 | 7,100 | - | 9,100 | 2,900 | - | 2,400 | - | 6,600 | 3,900 | 56,200 | 14,300 | 10,300 | - | 146,700 |
| Motor Vehicles and Parts Dealers | 62,000 | 5,900 | - | - | 32,500 | - | - | 24,700 | - | 12,700 | - | - | - | - | 164,000 | - | 62,800 | - | - | - | 364,400 |
| Auto Service | 93,000 | 46,400 | 3,700 | 5,000 | 12,500 | - | - | 61,900 | - | 19,900 | - | - | - | 1,200 | 800 | - | 27,300 | 2,100 | - | - | 273,800 |
| Vacant | 110,300 | 124,100 | 2,600 | 2,100 | 21,200 | - | 77,300 | - | - | 88,800 | - | - | 9,400 | 2,900 | - | - | - | - | - | - | 438,500 |
| Total Retail | 2,046,800 | 887,700 | 111,900 | 197,500 | 454,400 | 176,600 | 712,800 | 151,800 | 10,500 | 910,900 | 75,300 | - | 170,800 | 16,700 | 197,400 | 36,000 | 191,200 | 26,600 | 12,800 | - | 6,387,600 |

The above table outlines the breakdown of Abbotsford's retail by Neighbourhood. Abbotsford's retail is typically concentrated in the City's more central, urban neighbourhoods. City Centre is Abbotsford's commercial heart containing over 2 million ft² of retail. Sumas Way is home to Abbotsford's second highest amount of retail floorspace, contained primarily in big box retail.

Table 2: Retail and service commercial space in Study Areas (% shown as total of citywide inventory)

| Predominant Retail Category (SF) | City Centre | % | Historic Downtown | % | Non Study Area | Abbotsford Total | | % |
|--|------------------|------------|-------------------|------------|------------------|------------------|------------------|-------------|
| Convenience Retail | 632,200 | 35% | 181,800 | 10% | 1,018,300 | 56% | 1,832,300 | 100% |
| Grocery & Supermarkets | 316,400 | 39% | 35,800 | 4% | 461,000 | 57% | 813,200 | 100% |
| Pharmacy | 30,700 | 36% | 3,200 | 4% | 51,100 | 60% | 85,000 | 100% |
| Alcohol | 16,400 | 27% | 11,700 | 19% | 33,100 | 54% | 61,200 | 100% |
| Services | 110,000 | 24% | 91,000 | 20% | 253,400 | 56% | 454,400 | 100% |
| Financial Services | 99,500 | 39% | 14,800 | 6% | 139,200 | 55% | 253,500 | 100% |
| Healthcare Services | 59,200 | 36% | 25,300 | 15% | 80,400 | 49% | 164,900 | 100% |
| Comparison Retail | 873,300 | 39% | 153,900 | 7% | 1,221,800 | 54% | 2,249,000 | 100% |
| Apparel | 241,000 | 47% | 34,600 | 7% | 233,000 | 46% | 508,600 | 100% |
| Cosmetics, Health, Bath & Beauty | 69,400 | 59% | 3,000 | 3% | 44,600 | 38% | 117,000 | 100% |
| Electronics & Appliances | 156,600 | 59% | 6,900 | 3% | 101,200 | 38% | 264,700 | 100% |
| Footwear & Accessories | 29,800 | 50% | 2,700 | 4% | 27,500 | 46% | 60,000 | 100% |
| Home Furnishings | 168,500 | 37% | 42,300 | 9% | 244,500 | 54% | 455,300 | 100% |
| Home Improvement | 50,000 | 13% | 2,600 | 1% | 325,800 | 86% | 378,400 | 100% |
| Jewellery & Watches | 9,000 | 80% | 2,200 | 20% | - | 0% | 11,200 | 100% |
| Multimedia, Books & Music | 29,800 | 68% | 7,800 | 18% | 5,900 | 14% | 43,500 | 100% |
| Sports & Recreational Goods | 41,500 | 22% | 14,600 | 8% | 133,700 | 70% | 189,800 | 100% |
| Pet Goods, Toys, Hobbies | 77,700 | 35% | 37,200 | 17% | 105,700 | 48% | 220,600 | 100% |
| Restaurants & Entertainment | 241,000 | 22% | 134,000 | 12% | 707,800 | 65% | 1,082,800 | 100% |
| F&B | 138,100 | 22% | 95,400 | 15% | 401,400 | 63% | 634,900 | 100% |
| Entertainment | - | 0% | 21,500 | 10% | 197,600 | 90% | 219,100 | 100% |
| Leisure | 102,900 | 45% | 17,100 | 7% | 108,800 | 48% | 228,800 | 100% |
| Auto Related | 140,800 | 18% | 24,600 | 3% | 619,700 | 79% | 785,100 | 100% |
| Motor Vehicles and Parts Dealers | 56,900 | 16% | 2,200 | 1% | 305,300 | 84% | 364,400 | 100% |
| Auto Service | 77,300 | 28% | 21,400 | 8% | 175,100 | 64% | 273,800 | 100% |
| Gas Station | 6,500 | 4% | 1,000 | 1% | 139,200 | 95% | 146,700 | 100% |
| Vacant | 104,900 | 24% | 101,300 | 23% | 232,300 | 53% | 438,500 | 100% |
| Total Retail | 1,992,200 | 31% | 595,600 | 9% | 3,799,800 | 59% | 6,387,600 | 100% |

Table 2 reveals that the City Centre Study Area contains almost one third of Abbotsford retail, while the Historic Downtown contains just under 10%. The City Centre accounts for over half of citywide inventory levels in many comparison categories (such as cosmetics, electronics, multimedia, and footwear and accessories).

Most auto related retailers can be found outside of the Study Areas (predominantly at Abbotsford's auto mall), along with food and beverage (distributed throughout Abbotsford) and entertainment retailers (including at the High Street).

The above inventory totals are by Study Areas, which are geographically smaller than Neighbourhoods, and therefore differ from inventory numbers seen in Table 1 which shows retail by Neighbourhood.

Table 3: Retail and service commercial space in Study Areas (% shown as total of retail composition by area)

| Predominant Retail Category (SF) | City Centre | % | Historic Downtown | % | Non Study Area | Abbotsford Total | % | |
|--|------------------|-------------|-------------------|-------------|------------------|------------------|------------------|-------------|
| Convenience Retail | 632,200 | 32% | 181,800 | 31% | 1,018,300 | 27% | 1,832,300 | 100% |
| Grocery & Supermarkets | 316,400 | 16% | 35,800 | 6% | 461,000 | 12% | 813,200 | 100% |
| Pharmacy | 30,700 | 2% | 3,200 | 1% | 51,100 | 1% | 85,000 | 100% |
| Alcohol | 16,400 | 1% | 11,700 | 2% | 33,100 | 1% | 61,200 | 100% |
| Services | 110,000 | 6% | 91,000 | 15% | 253,400 | 7% | 454,400 | 100% |
| Financial Services | 99,500 | 5% | 14,800 | 2% | 139,200 | 4% | 253,500 | 100% |
| Healthcare Services | 59,200 | 3% | 25,300 | 4% | 80,400 | 2% | 164,900 | 100% |
| Comparison Retail | 873,300 | 44% | 153,900 | 26% | 1,221,800 | 32% | 2,249,000 | 100% |
| Apparel | 241,000 | 12% | 34,600 | 6% | 233,000 | 6% | 508,600 | 100% |
| Cosmetics, Health, Bath & Beauty | 69,400 | 3% | 3,000 | 1% | 44,600 | 1% | 117,000 | 100% |
| Electronics & Appliances | 156,600 | 8% | 6,900 | 1% | 101,200 | 3% | 264,700 | 100% |
| Footwear & Accessories | 29,800 | 1% | 2,700 | 0% | 27,500 | 1% | 60,000 | 100% |
| Home Furnishings | 168,500 | 8% | 42,300 | 7% | 244,500 | 6% | 455,300 | 100% |
| Home Improvement | 50,000 | 3% | 2,600 | 0% | 325,800 | 9% | 378,400 | 100% |
| Jewellery & Watches | 9,000 | 0% | 2,200 | 0% | - | 0% | 11,200 | 100% |
| Multimedia, Books & Music | 29,800 | 1% | 7,800 | 1% | 5,900 | 0% | 43,500 | 100% |
| Sports & Recreational Goods | 41,500 | 2% | 14,600 | 2% | 133,700 | 4% | 189,800 | 100% |
| Pet Goods, Toys, Hobbies | 77,700 | 4% | 37,200 | 6% | 105,700 | 3% | 220,600 | 100% |
| Restaurants & Entertainment | 241,000 | 12% | 134,000 | 22% | 707,800 | 19% | 1,082,800 | 100% |
| F&B | 138,100 | 7% | 95,400 | 16% | 401,400 | 11% | 634,900 | 100% |
| Entertainment | - | 0% | 21,500 | 4% | 197,600 | 5% | 219,100 | 100% |
| Leisure | 102,900 | 5% | 17,100 | 3% | 108,800 | 3% | 228,800 | 100% |
| Auto Related | 140,800 | 7% | 24,600 | 4% | 619,700 | 16% | 785,100 | 100% |
| Motor Vehicles and Parts Dealers | 56,900 | 3% | 2,200 | 0% | 305,300 | 8% | 364,400 | 100% |
| Auto Service | 77,300 | 4% | 21,400 | 4% | 175,100 | 5% | 273,800 | 100% |
| Gas Station | 6,500 | 0% | 1,000 | 0% | 139,200 | 4% | 146,700 | 100% |
| Vacant | 104,900 | 5% | 101,300 | 17% | 232,300 | 6% | 438,500 | 100% |
| Total Retail | 1,992,200 | 100% | 595,600 | 100% | 3,799,800 | 100% | 6,387,600 | 100% |

Table 3 outlines the retail composition of each Study Area by category. The retail composition of the City Centre Study Area is heavily skewed towards convenience and comparison retail users, while the Historic Downtown Study Area has a more balanced tenant mix featuring a high proportion of F&B.

Figure 6 (page 22) outlines the distribution of retail throughout both the City Centre and Historic Downtown Study Areas. One of the key differences that can be observed when comparing the two Study Areas is that unit sizes within the City Centre are significantly larger than those in the Historic Downtown, mirroring a trend that can be seen across much of North America. As automobile and suburban culture rapidly expanded in the Mid-20th Century retail underwent a seismic shift that saw the development of large scale suburban projects that had few land restraints.

The City Centre Study Area (Figure 7, pg. 23) caters to some of the densest, most populated neighbourhoods in Abbotsford with a diverse convenience retail mix situated along major arterials in the study area. Major national grocery retailers such as Save on Foods, Independent Grocer, and the Real Canadian Superstore can be found alongside ancillary everyday goods and services such as liquor stores, butchers, dry cleaners, hair dressers, shoe repair stores etc. Due in part to its central location the City Centre is also home to a disproportionately high amount of financial services such as banks which benefit from locating along busy thoroughfares.

The City Centre contains 40% of Abbotsford's comparison retail, primarily located south of Fraser Way in the Sevenoaks Shopping Centre, along with several other smaller power centres such as Clearbrook Town Square and West Oaks Mall. Comparison retail within the City Centre contains almost a wide variety of domestic and international retailer such as Hudson's Bay, Sears, Best Buy, Bed, Bath & Beyond, Sports Chek, Canadian Tire, etc. Although these reputable retailers offer a wide selection of products, they are also available in almost every other municipality in the Lower Mainland (particularly Surrey, Langley, and Vancouver), and stock goods widely available online, increasing the likelihood of sales leakage.

Both the City Centre and the Historic Downtown currently have limited entertainment venues, such as theatres and cinemas. Entertainment venues typically draw from a wide distance and can provide surrounding businesses with increased foot traffic (such as theatre patrons eating dinner before a performance). This effect is particularly pronounced in walkable neighbourhoods. Leisure options are well represented in the City Centre, which contains major gyms such as Trevor Linden / She's Fit, Good Life Fitness, and VRC Fitness.

The City Centre's food and beverage offering contains many national and international F&B operators including both full service restaurants (Moxie's, White Spot, Boston Pizza), and quick service restaurants (McDonalds, Wendy's, A&W). These restaurants are concentrated along South Fraser Way. Other locally operated food and beverage operations can be found, particularly quick service restaurants in convenience strip centres.

The City Centre contains just under a fifth of Abbotsford's auto related category. Car dealerships typically prefer to cluster in suburban auto mall type developments which provide larger plots of cheaper land to showcase products. As land values in the City Centre rise it is likely that Auto Related users will transition away from the area.

Vacancy rates in the City Centre currently stand at 5%, which is indicative of a healthy market.

The Historic Downtown Study Area (Figure 8, pg. 24) features significantly less convenience retail than the City Centre study area. This is particularly pronounced in the grocery and supermarket category, which is can be an important asset in creating walkable downtown areas as it reduces the necessity to drive to pick up everyday goods. Major supermarket chains typically prefer to locate on major thoroughfares with large amounts of surface parking except in denser urban cores, such as Downtown Vancouver and Downtown Toronto. One of the potential issues facing the development of even a small supermarket in the Historic Downtown is limited land availability, and to develop a store with a 10,000 ft² floor plate along major arterials land assembly would likely be required.

Although everyday services such as grocery, liquor, and pharmacies are all but absent from the Historic Downtown there is a large portion of service retail including hair salons, dry cleaners, travel agents, etc.

Comparison retail in the Historic Downtown leans towards more niche, locally operated retailers. This concentration of local vendors is likely due to multiple factors including cheaper rents, preferences to the downtown's human scale landscape, and inability to secure mall or big box leases. This diverse tenant mix helps to differentiate the Historic Downtown from regional shopping centres across Abbotsford and the Lower Mainland by offering locally produced goods.

The Historic Downtown currently has a high proportion of food and beverage vendors operating in the study area. In contrast to the City Centre, almost all the F&B operators in the Historic Downtown area are independently owned and operated.

The Historic Downtown contains little in the way of Auto Related retailers, a trend that will almost certainly continue.

Vacancy rates are high at 17%, although it is important to note that the study area encompasses the struggling McCallum Centre south of the Historic Downtown, which has approximately 38,000 ft² vacant, or almost 40% of the Study Area's vacancy.

Figure 6: Retail and service commercial space within both Study Areas

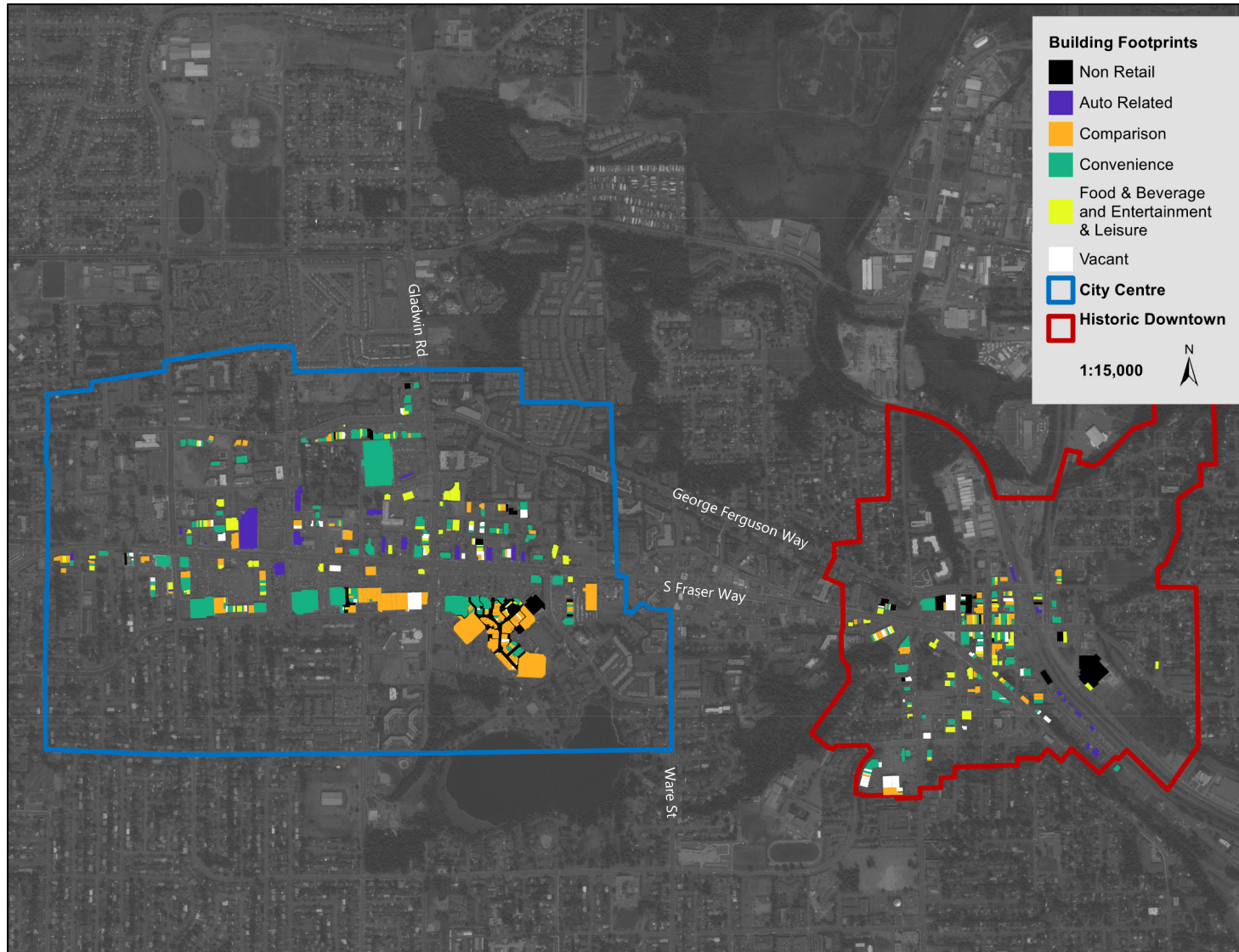


Figure 7: Retail and service commercial space in the City Centre Study Area

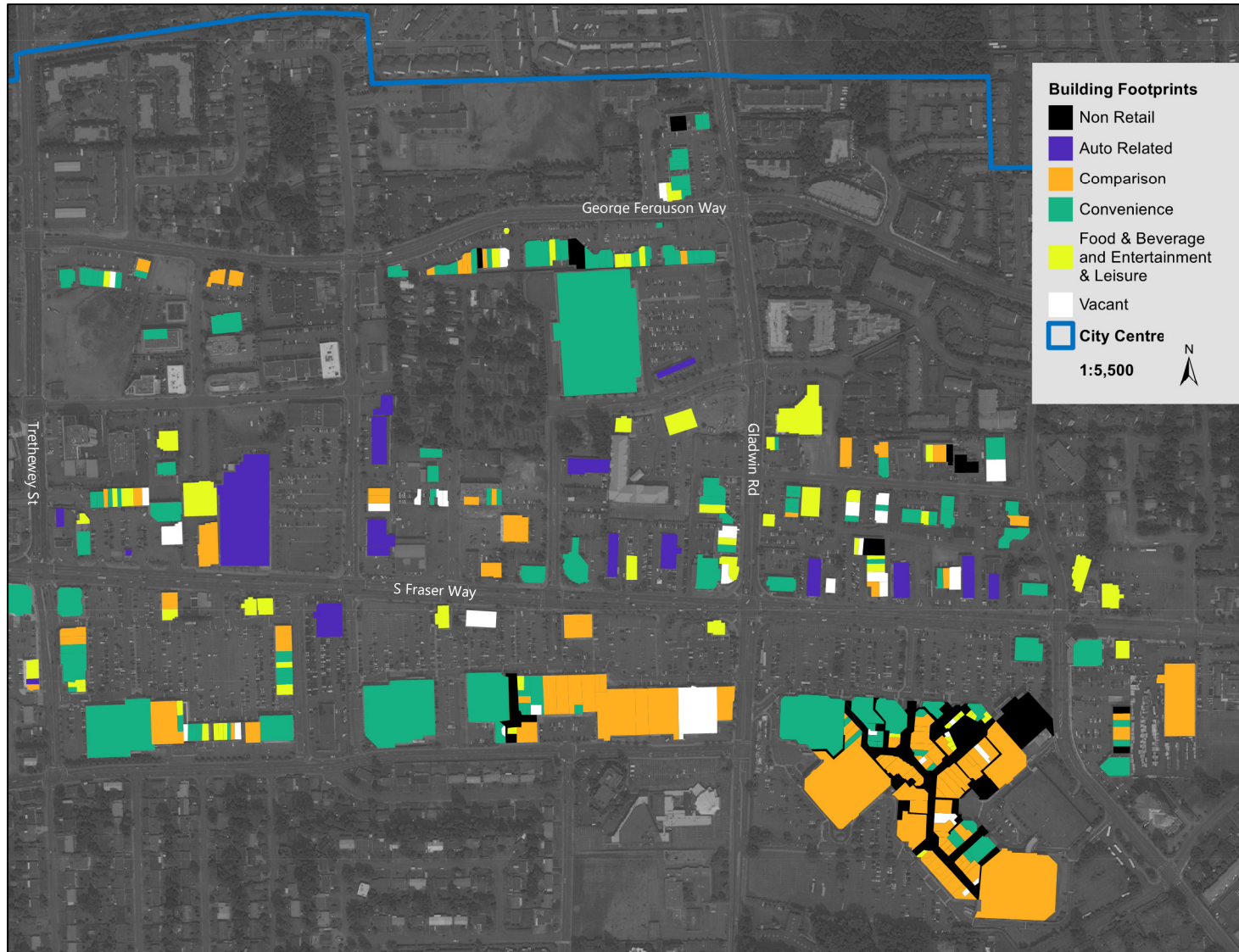
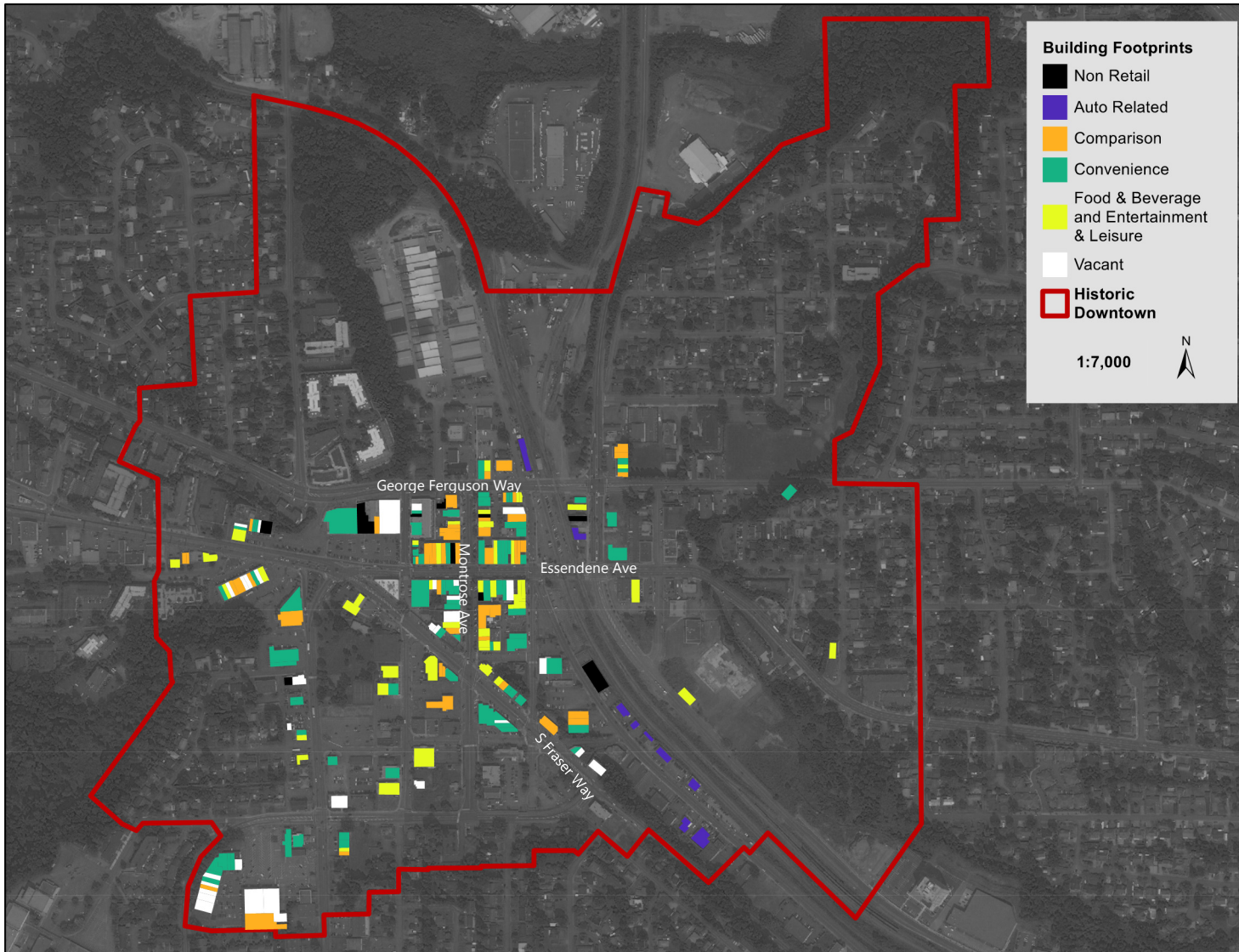


Figure 8: Retail and service commercial space in the Historic Downtown Study Area



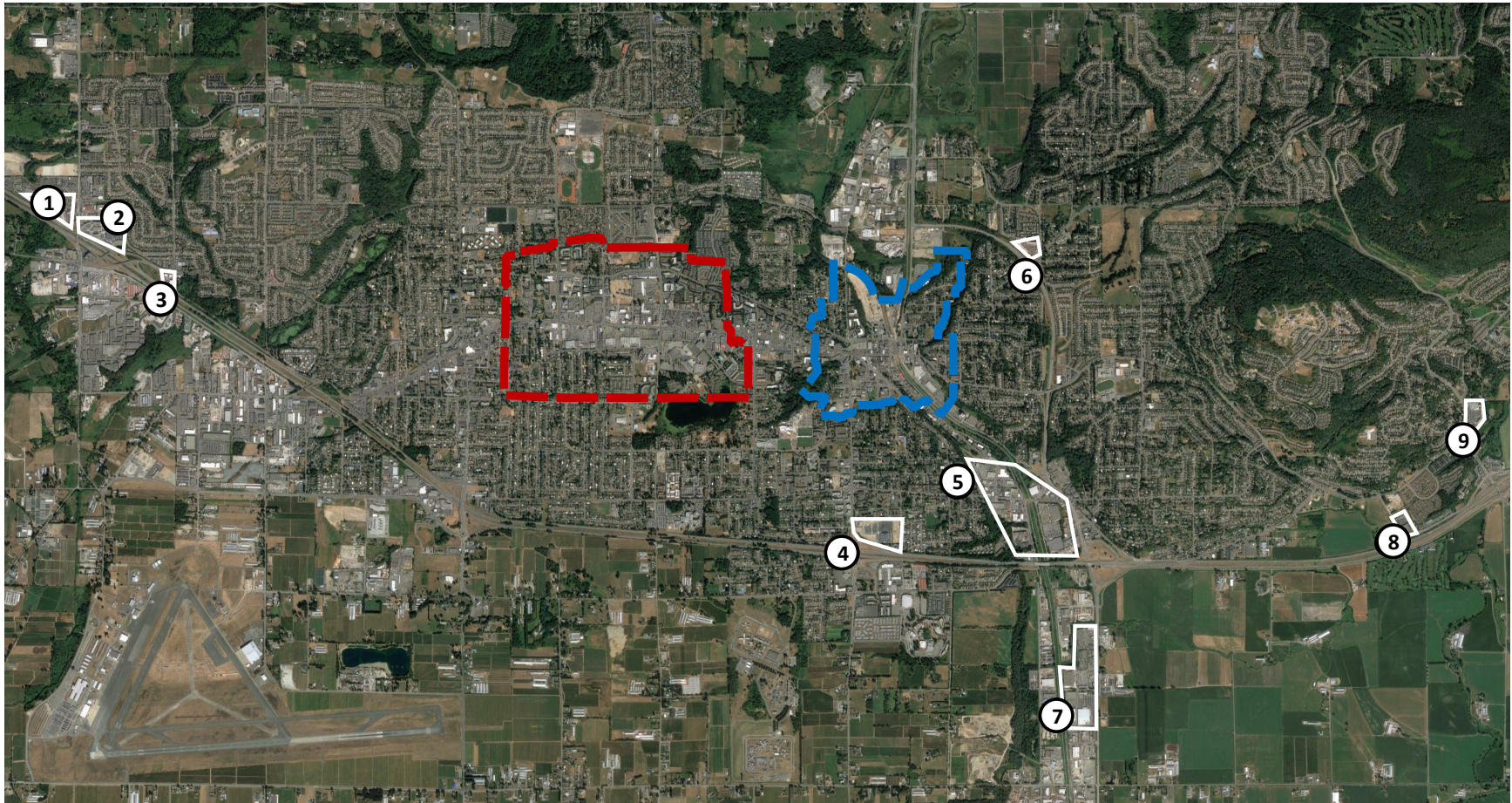
Each letter in Table 4 and Figure 9 represent retail centres of varying competitive influence within the City of Abbotsford but outside of the Historic Downtown & City Centre Study Areas.

Centres outside of the Study Areas are predominantly comprised of automobile oriented retail (big box centres and strip malls), and exert varying levels of competition on retail in the City Centre and Historic Downtown. Many these centres are located along Highway 1 or on alternative major thoroughfares.

Table 4: Competitive retail nodes outside of Study Areas

| Identifier | Key Centre(s) | Approx. ft ² | Anchor Tenants | Predominant Retail Users |
|------------|---|-------------------------|---|---|
| 1 | Abbotsford Auto Mall | 170,000 | N/A | Auto Related |
| 2 | High Street | 600,000 | Walmart, London Drugs, Cineplex, Old Navy | Convenience, Comparison, Food & Beverage, Entertainment & Leisure |
| 3 | Mt Lehman Crossing | 27,000 | Shoppers Drug Mart | Convenience |
| 4 | McCallum Junction | 130,000 (P1&2) | Cabela's | Comparison (P1), Convenience (P2) |
| 5 | Huntingdon Village, Abbotsford Village, Delair Centre | 400,000 | Walmart, Home Depot, Save on Foods, BC Liquor, The Brick, Cactus Club | Convenience, Comparison, Food & Beverage |
| 6 | Clayburn Centre | 70,000 | Choices Market, Pharmasave | Convenience |
| 7 | Abbotsford Power Centre | 600,000 | Costco, Lowe's, Winners, PetSmart | Convenience, Comparison |
| 8 | Parallel Marketplace | 71,000 | Save on Foods, | Convenience |
| 9 | Sumas Mountain Village | 91,000 | Save on Foods, Shoppers Drug Mart | Convenience |

Figure 9: Competitive retail centres outside of Study Areas



3.4 Retail and Service Commercial Projection

To project current and future demand for retail and service commercial floor space within the study areas a model has been developed that factors in a variety of assumptions including population projections, demographics, consumer spending patterns, retail competition both internally and externally, and spending inflow from surrounding communities.

The following section outlines key demographics within Abbotsford to inform existing and future retail demand. The related Figures 10 – 17 follow on pg. 29 – 36.

Figure 10 (pg. 29) outlines Abbotsford neighbourhoods as identified by the City. Each of the 20 neighbourhoods within the City of Abbotsford are treated as individual markets with varying population, income, and retail spending patterns. Both the City Centre and Historic Downtown Study Areas are estimated to achieve varying levels of market penetration from each of these markets. These market penetration estimates vary due to numerous factors (outlined further in this section).

For purposes of demand modelling all 20 neighbourhoods within Abbotsford are expected to exert a uniform sales leakage (i.e. spending by Abbotsford residents outside of Abbotsford), and retail across the city is subject to uniform inflow from passing traffic, and residents of neighbouring municipalities such as Chilliwack, Langley, and Mission.

Both current and forecast population estimates are based on the City of Abbotsford's population projections. This model forecasts growth across the city of Abbotsford on a parcel by parcel basis. The model provides population estimates for 2014 and forecasts population in 2040. This report bases population growth within the City of Abbotsford on these estimates and assumes that growth occurs evenly till 2040.

Much of Abbotsford's current population is clustered in central Abbotsford, in neighbourhoods including City Centre, Townline, Clearbrook, South Clearbrook, Historic Downtown, Marshall-McCallum, and Whatcom. City Centre and Townline neighbourhoods are home to the most sizeable populations at 15,800 and 15,000, respectively (see Figure 11, pg. 30).

By 2040 the population is still predominantly located within Central Abbotsford although neighbourhoods slightly east of the centre, namely McKee and Whatcom, are forecast to see significant growth over the next couple of decades, growing by 14,500 and 6,200 respectively. City Centre is forecast to grow by 18,600 residents during the same period, which will be chiefly from densification. Abbotsford's rural neighbourhoods including Bradner-Mt. Lehman, Aberdeen, South Poplar and Sumas Prairie are forecast to see

minimal growth as they predominantly fall within the ALR (see Figures 12 - 13, pg. 31 - 32).

Abbotsford's citywide median age is currently estimated at 37.8, with the Clearbrook, City Centre, and Whatcom neighbourhoods home to residents the highest median age at 46.2, 42.8, and 40.2, respectively (see Figure 14, pg. 33).

Figure 15 (pg. 34) shows that the average household size across Abbotsford is 2.8. Central neighbourhoods including Clearbrook, the City Centre neighbourhood, and the Historic Downtown neighbourhood are home to the smallest average households, while Townline, Fairfield, and West Abbotsford are home to the largest.

Figures 16 – 17 (pg. 35 – 36) show that there is a notable income divide between east and west Abbotsford, with neighbourhoods in the east having higher per capita incomes and subsequently higher per capita retail expenditures, particularly on non-essential items such as apparel and jewelry. Although these neighbourhoods have high per capita expenditures, the absolute level of spending within the neighbourhood may be not be as high or significant as neighbourhoods in the east. For example, residents of Sumas Mountain demonstrate some of the highest citywide per capita retail spending \$15,000 per annum, but account for only 1% of Abbotsford's total available spending.

Figure 10: City of Abbotsford neighbourhoods

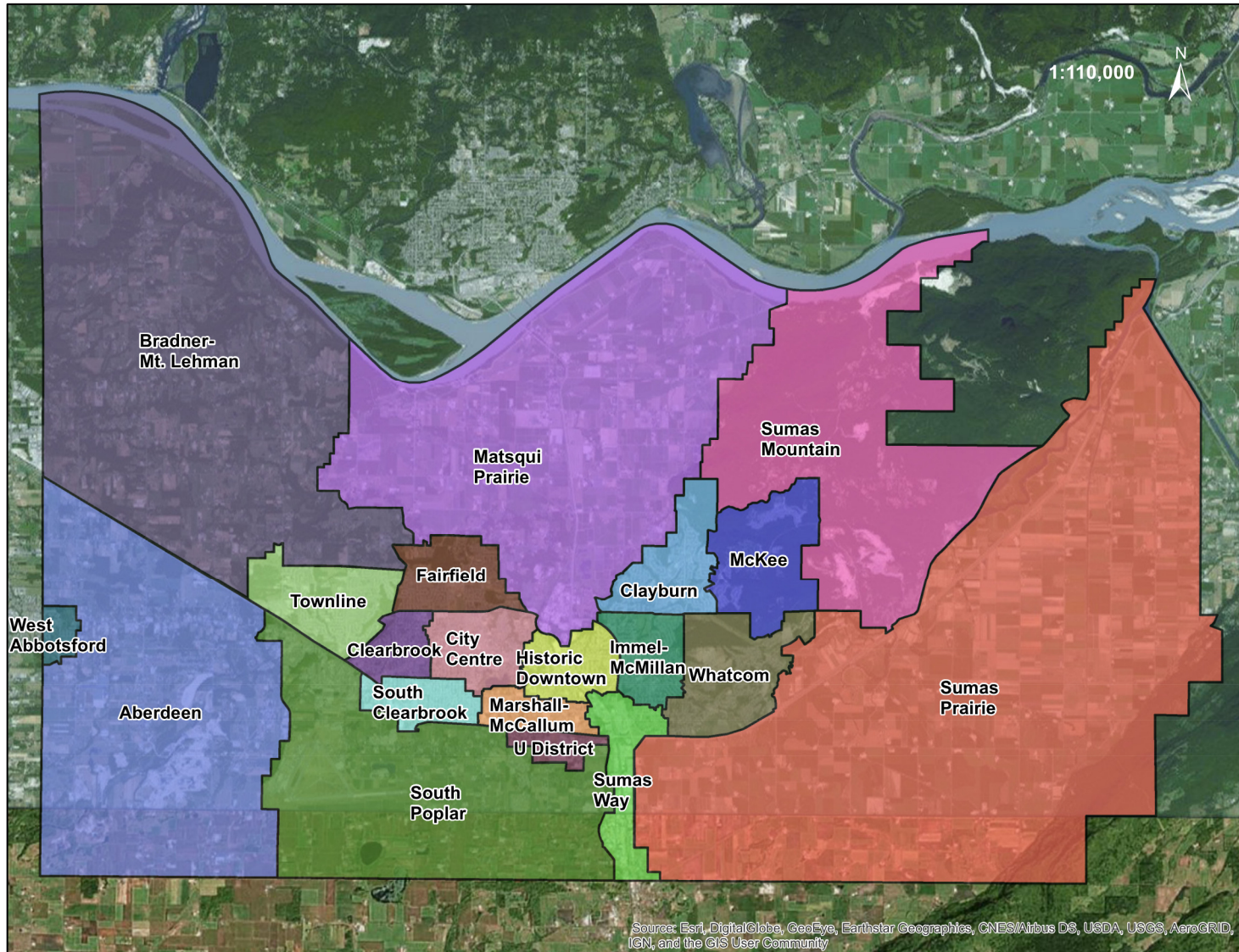


Figure 11: City of Abbotsford population by neighbourhood (2016)

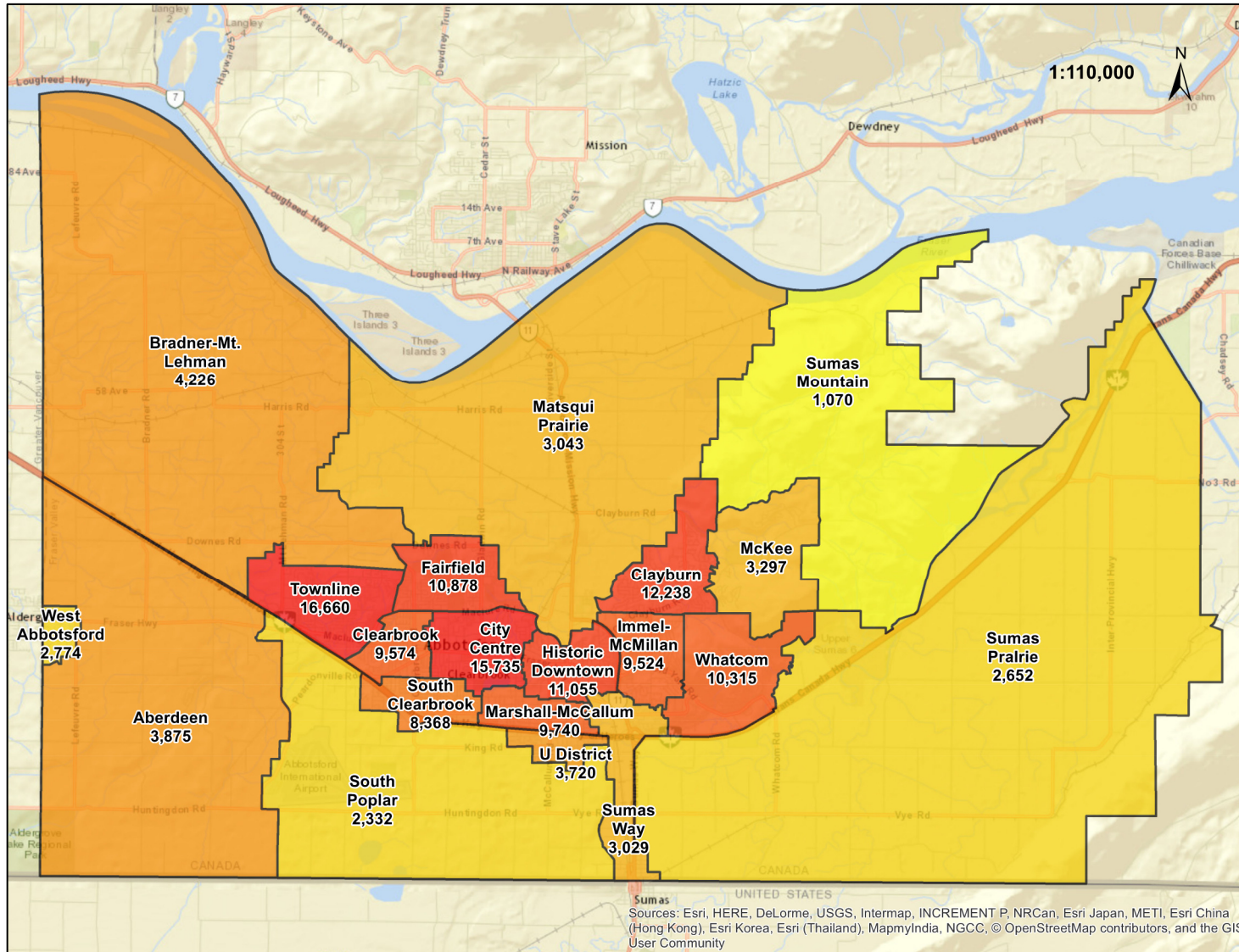


Figure 12: City of Abbotsford population by neighbourhood (2040)

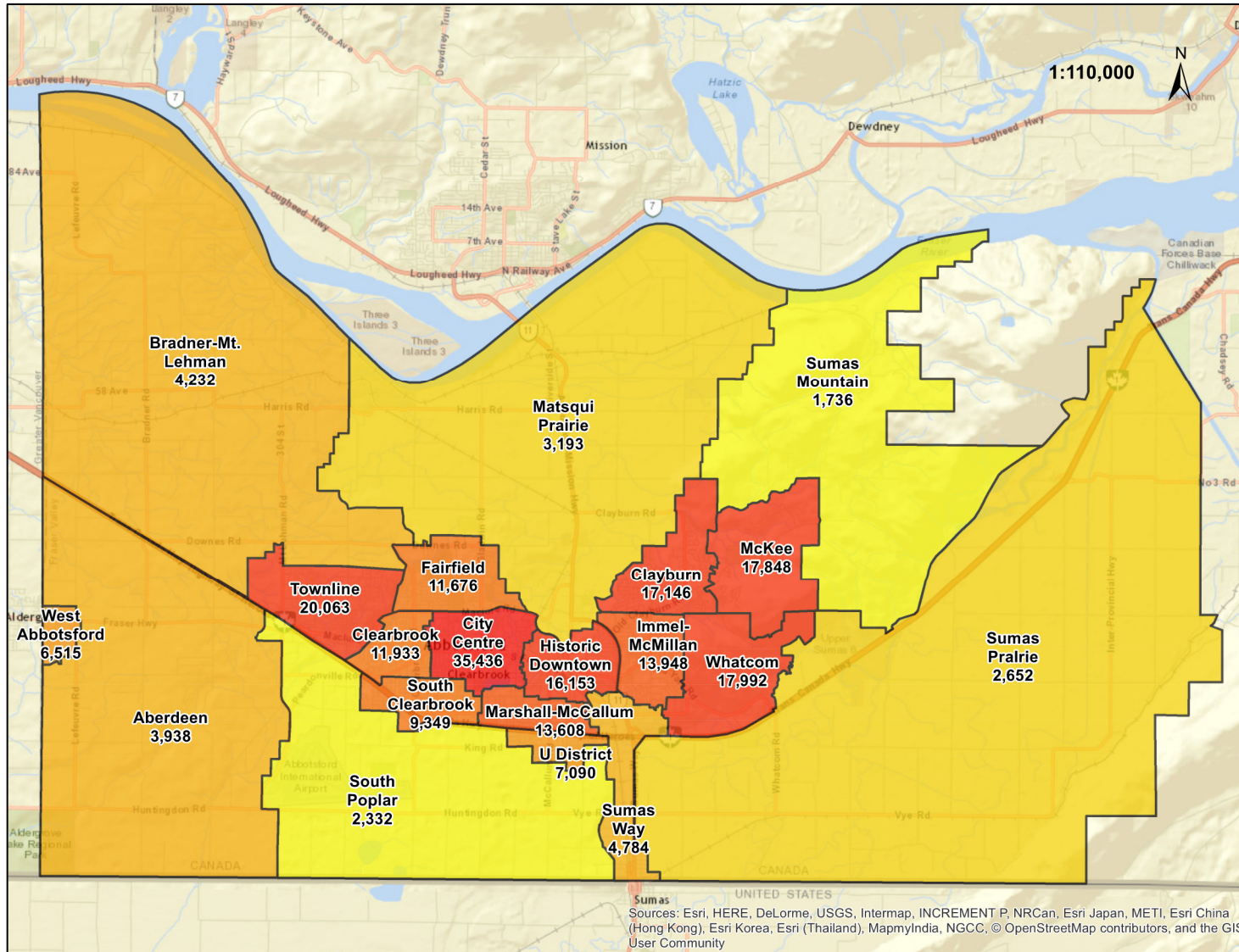


Figure 13: City of Abbotsford aggregate growth by neighbourhood (2016 – 2040)

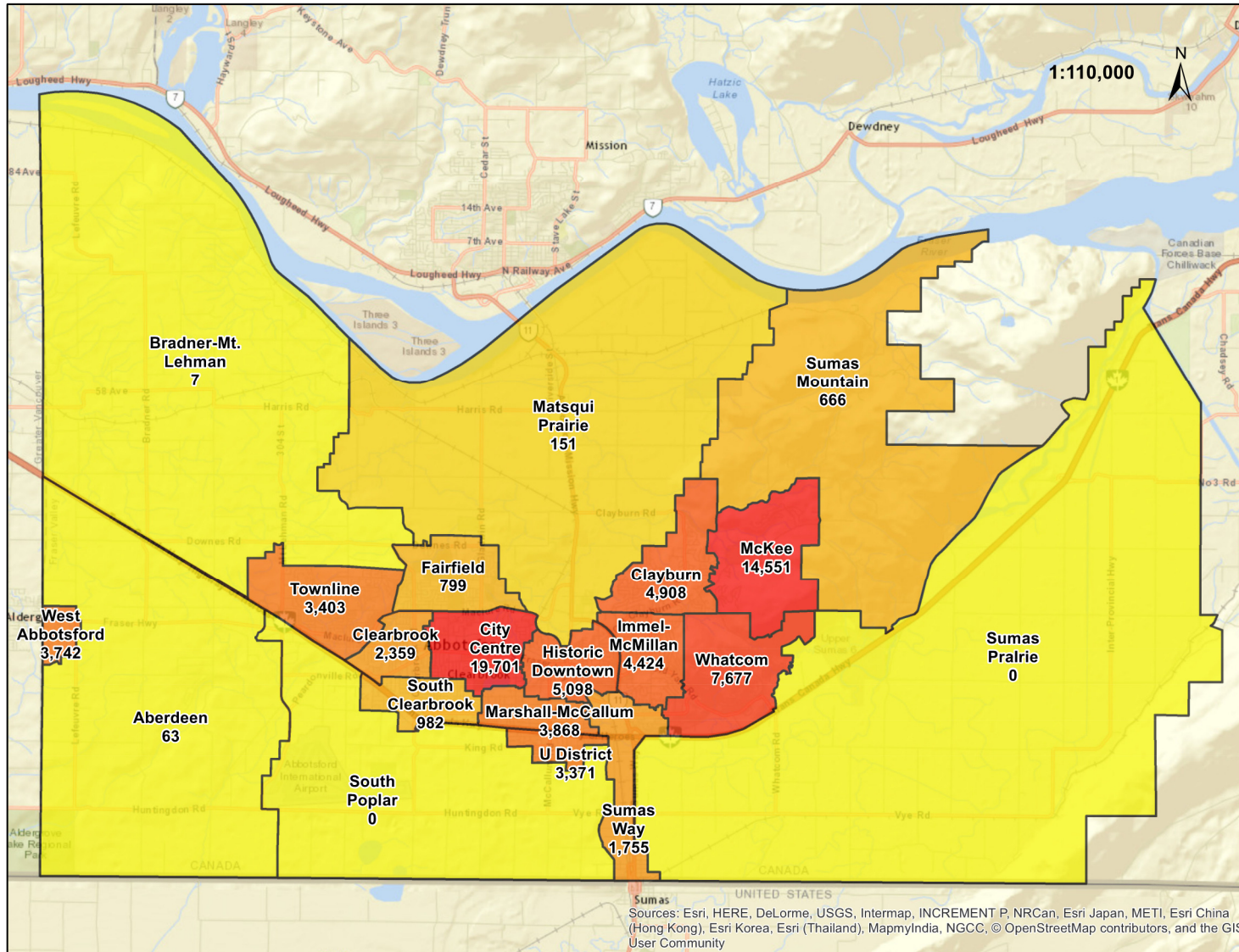


Figure 14: City of Abbotsford median age by neighbourhood (2016)

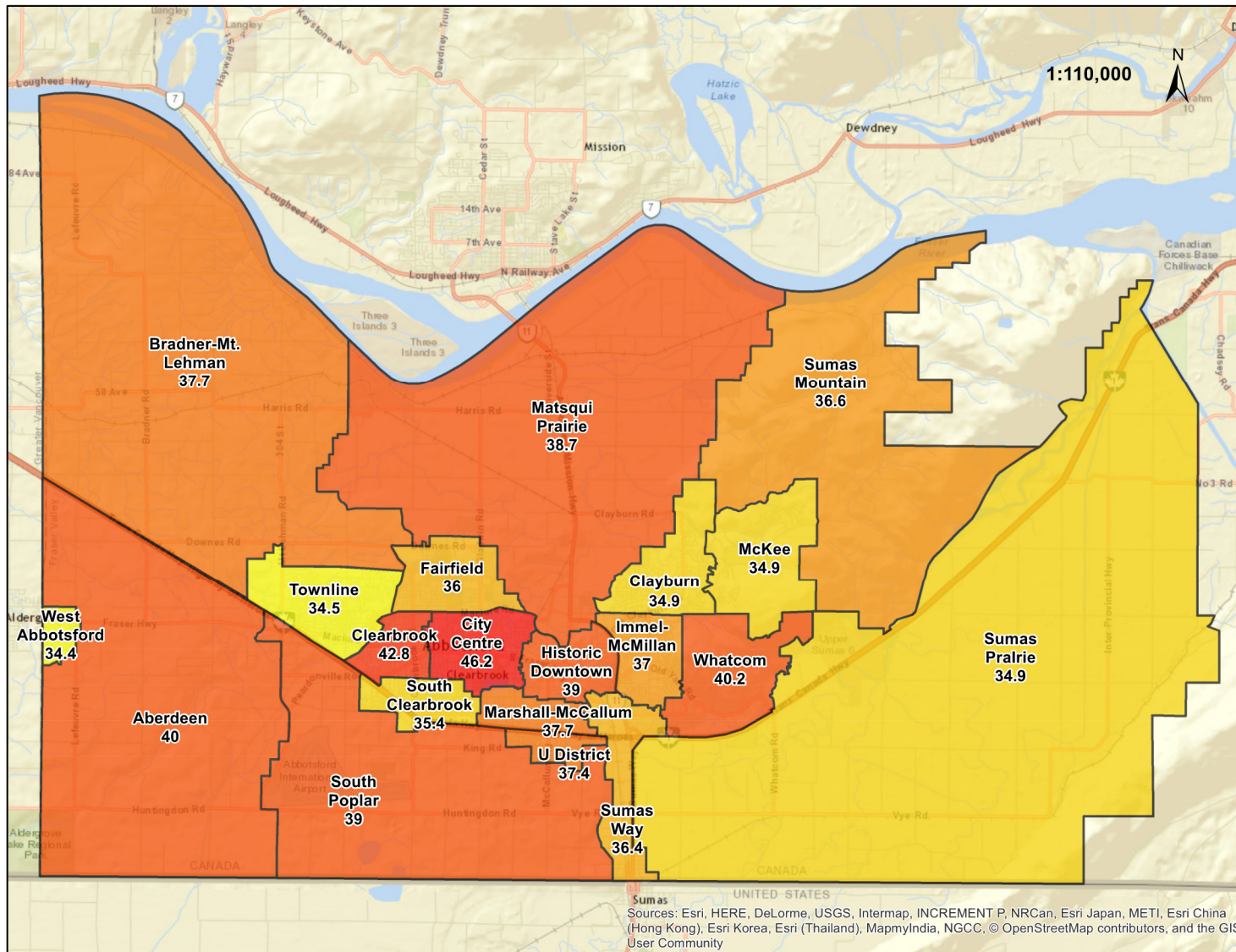


Figure 15: City of Abbotsford average household size by neighbourhood (2016)

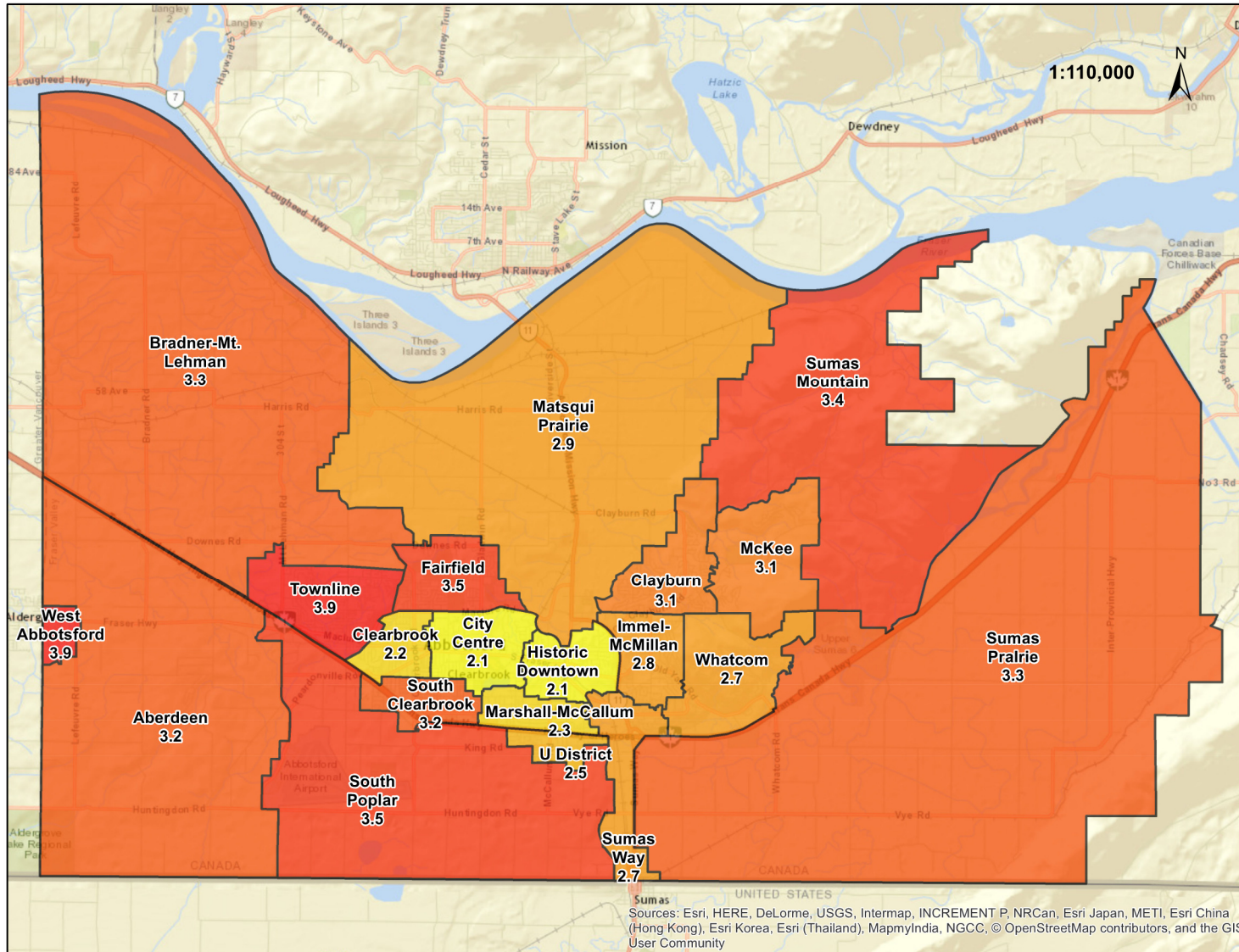


Figure 16: City of Abbotsford per capita retail expenditure by neighbourhood (2016)

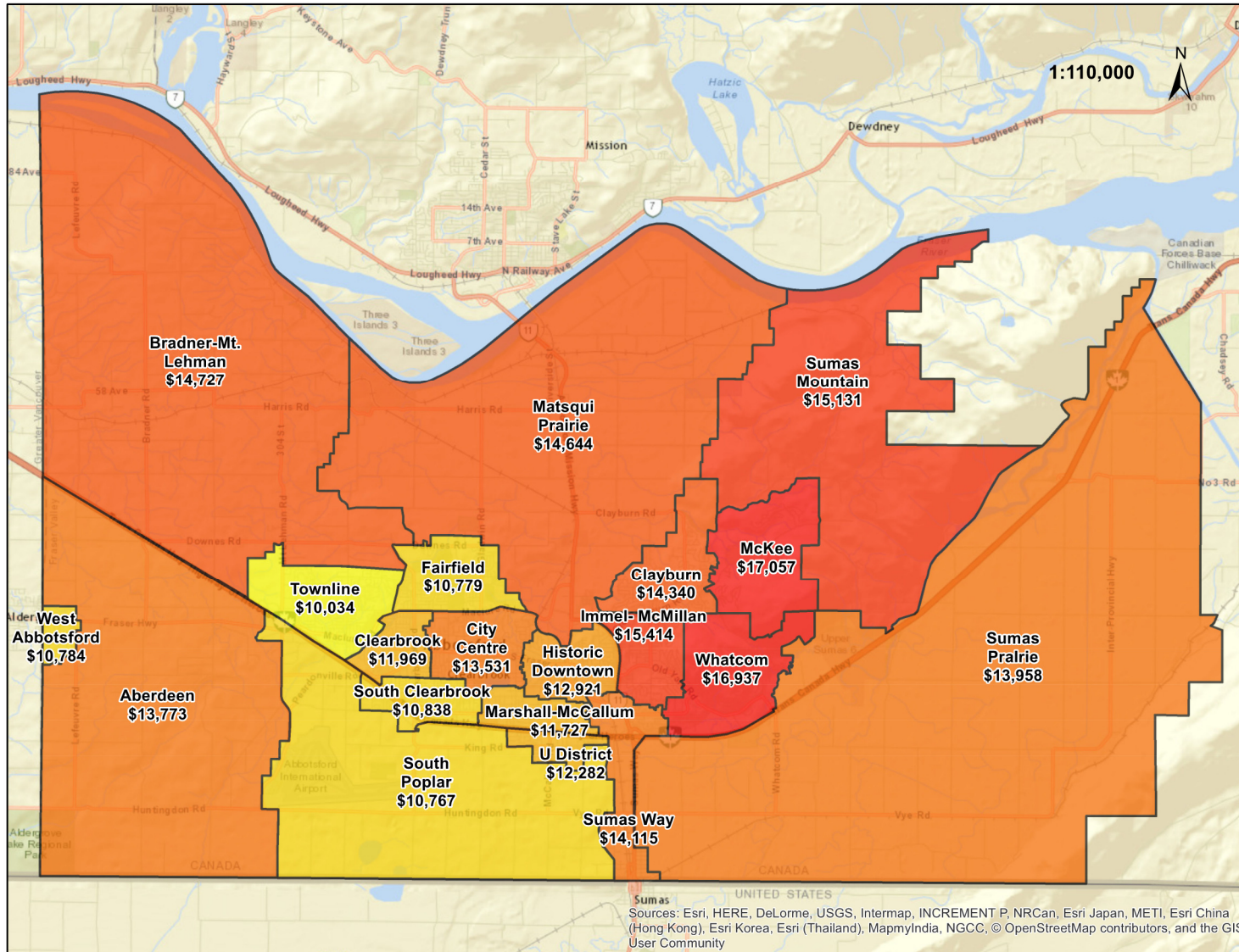


Figure 17: City of Abbotsford source of sales by neighbourhood (2016)

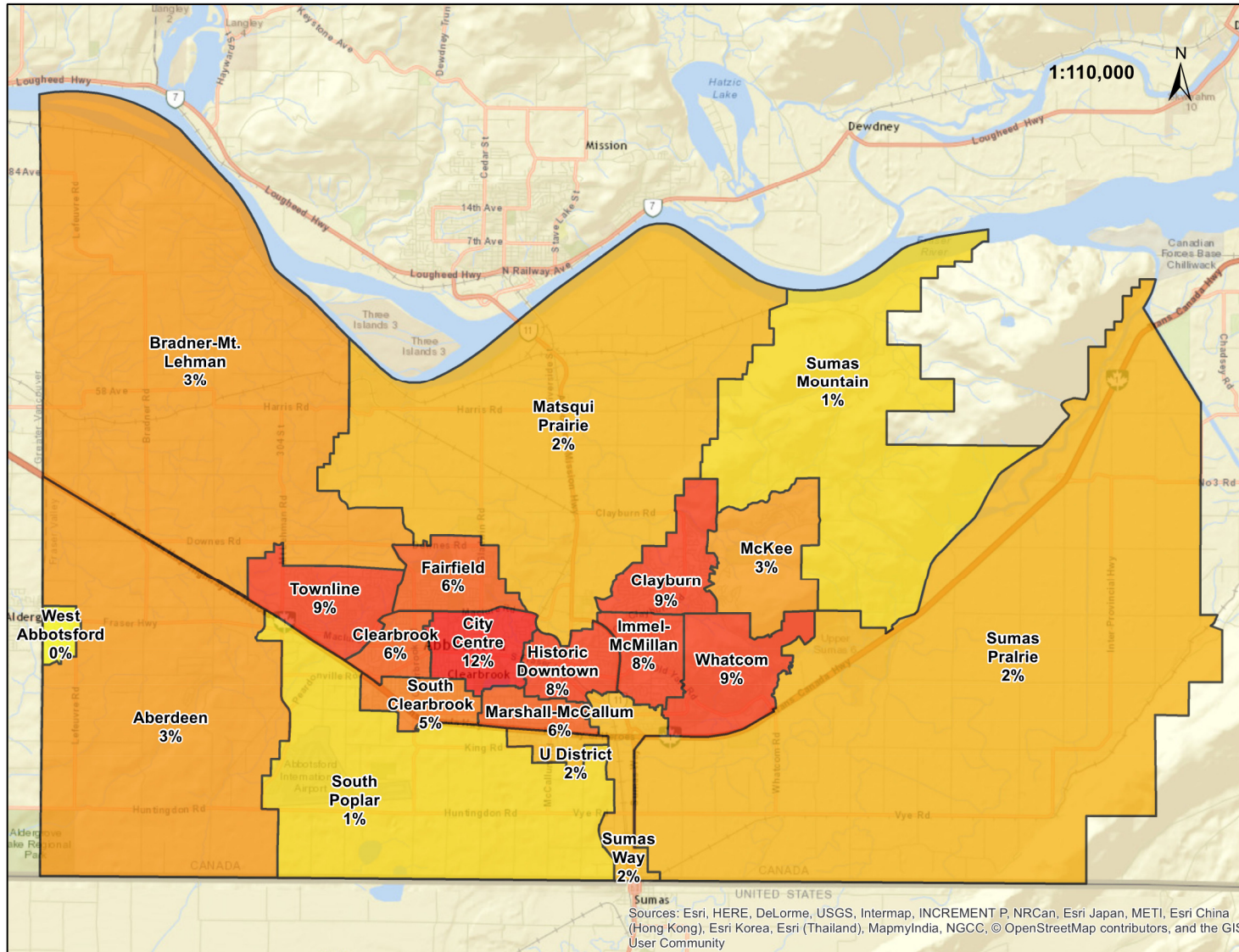


Table 5: Per capita retail expenditures by neighbourhood (2016)

| Per Capita Annual Retail Expenditures by Category (2016) | City Centre | Historic Downtown | Marshall-McCallum | U District | Clearbrook | Immel-McMillan | Townline | South Clearbrook | Fairfield | Sumas Way | Clayburn | McKee | Whatcom | Matsqui Prairie | Bradner-Mt. Lehman | Sumas Prairie | South Poplar | Aberdeen | West Abbotsford | Sumas Mountain | Abbotsford Avg. |
|--|-------------|-------------------|-------------------|------------|------------|----------------|-----------|------------------|-----------|-----------|-----------|-----------|-----------|-----------------|--------------------|---------------|--------------|-----------|-----------------|----------------|-----------------|
| Convenience | \$ 4,727 | \$ 4,455 | \$ 4,022 | \$ 4,149 | \$ 4,231 | \$ 4,684 | \$ 3,174 | \$ 3,476 | \$ 3,455 | \$ 4,430 | \$ 4,391 | \$ 5,165 | \$ 5,172 | \$ 4,595 | \$ 4,453 | \$ 4,428 | \$ 3,384 | \$ 4,236 | \$ 3,316 | \$ 4,692 | \$ 4,170 |
| Grocery | \$ 2,675 | \$ 2,674 | \$ 2,435 | \$ 2,402 | \$ 2,500 | \$ 2,847 | \$ 1,942 | \$ 2,162 | \$ 2,112 | \$ 2,698 | \$ 2,627 | \$ 3,104 | \$ 3,084 | \$ 2,818 | \$ 2,654 | \$ 2,741 | \$ 2,058 | \$ 2,591 | \$ 2,028 | \$ 2,827 | \$ 2,504 |
| Pharmacy | \$ 504 | \$ 399 | \$ 350 | \$ 402 | \$ 416 | \$ 300 | \$ 229 | \$ 267 | \$ 259 | \$ 306 | \$ 297 | \$ 331 | \$ 349 | \$ 320 | \$ 303 | \$ 325 | \$ 252 | \$ 287 | \$ 221 | \$ 332 | \$ 327 |
| Alcohol (Purchased from Stores) | \$ 271 | \$ 280 | \$ 260 | \$ 251 | \$ 252 | \$ 289 | \$ 186 | \$ 230 | \$ 200 | \$ 286 | \$ 266 | \$ 312 | \$ 316 | \$ 285 | \$ 290 | \$ 286 | \$ 228 | \$ 274 | \$ 213 | \$ 301 | \$ 256 |
| Services | \$ 705 | \$ 591 | \$ 521 | \$ 605 | \$ 579 | \$ 710 | \$ 472 | \$ 438 | \$ 509 | \$ 632 | \$ 686 | \$ 814 | \$ 815 | \$ 653 | \$ 678 | \$ 582 | \$ 464 | \$ 597 | \$ 474 | \$ 681 | \$ 605 |
| Financial Services | \$ 175 | \$ 156 | \$ 143 | \$ 152 | \$ 149 | \$ 149 | \$ 98 | \$ 117 | \$ 107 | \$ 151 | \$ 143 | \$ 169 | \$ 174 | \$ 152 | \$ 155 | \$ 151 | \$ 114 | \$ 145 | \$ 113 | \$ 162 | \$ 141 |
| Healthcare Services | \$ 398 | \$ 356 | \$ 313 | \$ 337 | \$ 334 | \$ 387 | \$ 247 | \$ 263 | \$ 268 | \$ 358 | \$ 372 | \$ 436 | \$ 435 | \$ 367 | \$ 373 | \$ 343 | \$ 343 | \$ 267 | \$ 342 | \$ 268 | \$ 337 |
| Comparison | \$ 3,260 | \$ 3,356 | \$ 3,067 | \$ 3,148 | \$ 2,968 | \$ 4,335 | \$ 2,770 | \$ 2,908 | \$ 2,939 | \$ 3,874 | \$ 4,038 | \$ 4,856 | \$ 4,739 | \$ 4,012 | \$ 4,123 | \$ 3,788 | \$ 2,970 | \$ 3,800 | \$ 2,980 | \$ 4,225 | \$ 3,495 |
| Apparel | \$ 815 | \$ 857 | \$ 780 | \$ 784 | \$ 760 | \$ 1,088 | \$ 692 | \$ 729 | \$ 738 | \$ 985 | \$ 1,012 | \$ 1,217 | \$ 1,192 | \$ 1,002 | \$ 1,030 | \$ 937 | \$ 746 | \$ 949 | \$ 745 | \$ 1,048 | \$ 878 |
| Cosmetics, Health, Bath & Beauty | \$ 230 | \$ 252 | \$ 231 | \$ 227 | \$ 221 | \$ 290 | \$ 195 | \$ 216 | \$ 210 | \$ 277 | \$ 269 | \$ 320 | \$ 309 | \$ 276 | \$ 281 | \$ 276 | \$ 214 | \$ 265 | \$ 204 | \$ 284 | \$ 245 |
| Electronics & Appliances | \$ 422 | \$ 440 | \$ 405 | \$ 407 | \$ 394 | \$ 538 | \$ 347 | \$ 373 | \$ 370 | \$ 483 | \$ 496 | \$ 597 | \$ 582 | \$ 501 | \$ 521 | \$ 491 | \$ 380 | \$ 479 | \$ 376 | \$ 525 | \$ 443 |
| Footwear & Accessories | \$ 215 | \$ 232 | \$ 211 | \$ 207 | \$ 203 | \$ 296 | \$ 189 | \$ 198 | \$ 201 | \$ 269 | \$ 274 | \$ 330 | \$ 322 | \$ 273 | \$ 282 | \$ 258 | \$ 203 | \$ 261 | \$ 204 | \$ 283 | \$ 238 |
| Home Furnishings | \$ 389 | \$ 377 | \$ 338 | \$ 364 | \$ 331 | \$ 517 | \$ 316 | \$ 308 | \$ 331 | \$ 451 | \$ 490 | \$ 592 | \$ 578 | \$ 467 | \$ 476 | \$ 415 | \$ 329 | \$ 434 | \$ 349 | \$ 485 | \$ 405 |
| Home Improvement | \$ 468 | \$ 421 | \$ 400 | \$ 445 | \$ 390 | \$ 598 | \$ 387 | \$ 426 | \$ 403 | \$ 514 | \$ 553 | \$ 662 | \$ 659 | \$ 556 | \$ 574 | \$ 520 | \$ 418 | \$ 529 | \$ 412 | \$ 610 | \$ 480 |
| Jewellery & Watches | \$ 68 | \$ 71 | \$ 64 | \$ 71 | \$ 60 | \$ 112 | \$ 69 | \$ 69 | \$ 74 | \$ 93 | \$ 103 | \$ 127 | \$ 125 | \$ 100 | \$ 108 | \$ 90 | \$ 74 | \$ 96 | \$ 76 | \$ 107 | \$ 84 |
| Multimedia, Books, & Music | \$ 224 | \$ 244 | \$ 222 | \$ 218 | \$ 212 | \$ 288 | \$ 188 | \$ 199 | \$ 202 | \$ 268 | \$ 269 | \$ 321 | \$ 312 | \$ 273 | \$ 278 | \$ 265 | \$ 202 | \$ 259 | \$ 200 | \$ 281 | \$ 239 |
| Sports & Recreational Goods | \$ 149 | \$ 160 | \$ 144 | \$ 149 | \$ 136 | \$ 244 | \$ 151 | \$ 147 | \$ 161 | \$ 204 | \$ 227 | \$ 278 | \$ 265 | \$ 219 | \$ 228 | \$ 202 | \$ 155 | \$ 205 | \$ 161 | \$ 230 | \$ 184 |
| Pet Goods, Toys & Hobbies | \$ 280 | \$ 300 | \$ 273 | \$ 277 | \$ 260 | \$ 363 | \$ 234 | \$ 242 | \$ 249 | \$ 330 | \$ 346 | \$ 412 | \$ 397 | \$ 346 | \$ 343 | \$ 334 | \$ 248 | \$ 322 | \$ 252 | \$ 371 | \$ 299 |
| Restaurants & Entertainment | \$ 1,169 | \$ 1,236 | \$ 1,085 | \$ 1,084 | \$ 1,076 | \$ 1,554 | \$ 981 | \$ 971 | \$ 1,056 | \$ 1,415 | \$ 1,438 | \$ 1,740 | \$ 1,723 | \$ 1,449 | \$ 1,449 | \$ 1,377 | \$ 1,001 | \$ 1,329 | \$ 1,068 | \$ 1,446 | \$ 1,247 |
| Food & Beverage | \$ 810 | \$ 852 | \$ 755 | \$ 735 | \$ 752 | \$ 964 | \$ 624 | \$ 639 | \$ 672 | \$ 913 | \$ 890 | \$ 1,073 | \$ 1,082 | \$ 922 | \$ 891 | \$ 871 | \$ 635 | \$ 832 | \$ 673 | \$ 903 | \$ 807 |
| Entertainment | \$ 118 | \$ 141 | \$ 123 | \$ 119 | \$ 117 | \$ 185 | \$ 118 | \$ 108 | \$ 126 | \$ 166 | \$ 175 | \$ 210 | \$ 198 | \$ 166 | \$ 175 | \$ 158 | \$ 119 | \$ 156 | \$ 125 | \$ 169 | \$ 144 |
| Leisure | \$ 241 | \$ 242 | \$ 207 | \$ 231 | \$ 207 | \$ 406 | \$ 239 | \$ 224 | \$ 258 | \$ 337 | \$ 373 | \$ 458 | \$ 443 | \$ 362 | \$ 383 | \$ 347 | \$ 247 | \$ 340 | \$ 270 | \$ 374 | \$ 295 |
| Auto Related | \$ 4,375 | \$ 3,874 | \$ 3,553 | \$ 3,901 | \$ 3,694 | \$ 4,840 | \$ 3,109 | \$ 3,484 | \$ 3,329 | \$ 4,395 | \$ 4,473 | \$ 5,296 | \$ 5,302 | \$ 4,588 | \$ 4,702 | \$ 4,366 | \$ 3,412 | \$ 4,409 | \$ 3,420 | \$ 4,768 | \$ 4,054 |
| Motor Vehicles and Parts Dealers | \$ 2,316 | \$ 1,897 | \$ 1,715 | \$ 1,943 | \$ 1,865 | \$ 2,419 | \$ 1,507 | \$ 1,699 | \$ 1,612 | \$ 2,152 | \$ 2,230 | \$ 2,633 | \$ 2,668 | \$ 2,261 | \$ 2,363 | \$ 2,127 | \$ 1,653 | \$ 2,201 | \$ 1,715 | \$ 2,314 | \$ 2,016 |
| Auto Service | \$ 1,043 | \$ 1,001 | \$ 930 | \$ 993 | \$ 925 | \$ 1,229 | \$ 811 | \$ 904 | \$ 871 | \$ 1,137 | \$ 1,139 | \$ 1,352 | \$ 1,338 | \$ 1,180 | \$ 1,188 | \$ 1,134 | \$ 892 | \$ 1,119 | \$ 865 | \$ 1,244 | \$ 1,033 |
| Gas Station | \$ 1,016 | \$ 977 | \$ 909 | \$ 965 | \$ 903 | \$ 1,192 | \$ 790 | \$ 881 | \$ 846 | \$ 1,105 | \$ 1,105 | \$ 1,311 | \$ 1,296 | \$ 1,147 | \$ 1,152 | \$ 1,105 | \$ 868 | \$ 1,088 | \$ 840 | \$ 1,210 | \$ 1,005 |
| Total | \$ 13,531 | \$ 12,921 | \$ 11,727 | \$ 12,282 | \$ 11,969 | \$ 15,414 | \$ 10,034 | \$ 10,838 | \$ 10,779 | \$ 14,115 | \$ 14,340 | \$ 17,057 | \$ 16,937 | \$ 14,644 | \$ 14,727 | \$ 13,958 | \$ 10,767 | \$ 13,773 | \$ 10,784 | \$ 15,131 | \$ 12,966 |

Table 5 outlines per capita retail spending in 2016 for each Abbotsford neighbourhood. This shows on average how much each resident spends on retail goods by category. Per capita retail expenditures vary across Abbotsford, with residents of Townline exhibiting the lowest per capita spend (\$10,838) vs. the highest per capita spend within the McKee neighbourhood (\$17,057). Average per capita spending city wide was approximately \$13,000.

Table 6: Abbotsford residential market capture and spending inflow

| | Abbotsford Resident Capture | Inflow | 2016 Sales Per SF |
|--|-----------------------------------|--------|----------------------|
| Convenience | | | |
| Grocery | 80% | 10% | \$ 400 |
| Pharmacy | 80% | 10% | \$ 520 |
| Alcohol (Purchased from Stores) | 80% | 10% | \$ 470 |
| Services | 80% | 10% | \$ 190 |
| Financial Services | 80% | 10% | \$ 180 |
| Healthcare Services | 80% | 10% | \$ 260 |
| Comparison | | | |
| Apparel | 50% | 20% | \$ 190 |
| Cosmetics, Health, Bath & Beauty | 50% | 20% | \$ 210 |
| Electronics & Appliances | 50% | 10% | \$ 210 |
| Footwear & Accessories | 40% | 20% | \$ 210 |
| Home Furnishings | 60% | 20% | \$ 160 |
| Home Improvement | 60% | 10% | \$ 160 |
| Jewellery & Watches | 40% | 20% | \$ 420 |
| Multimedia, Books, & Music | 60% | 15% | \$ 260 |
| Sports & Recreational Goods | 70% | 30% | \$ 160 |
| Pet Goods, Toys & Hobbies | 70% | 15% | \$ 260 |
| Restaurants & Entertainment | | | |
| Food & Beverage | 70% | 30% | \$ 200 |
| Entertainment | 60% | 20% | \$ 110 |
| Leisure | 60% | 10% | \$ 110 |
| Auto Related | | | |
| Motor Vehicles and Parts Dealers | 60% | 10% | \$ 720 |
| Auto Service | 60% | 10% | \$ 530 |
| Gas Station | 60% | 10% | \$ 530 |

To project supportable retail floor space several key assumptions must be made based on observed conditions in Abbotsford, surrounding areas, and standard industry metrics. Captured resident spending amounts to spending by Abbotsford residents within Abbotsford. Leakage varies widely depending on category, with resident spending more likely to leak for mall type spending such as apparel, than for everyday convenience goods.

Inflow amounts to spending by non-Abbotsford residents for example residents of Chilliwack or Langley.

Sales performance metrics are based on observed lease rate market conditions, comparables, and discussions with stakeholders.

Table 7: Aggregate spending adjusted for leakage and inflow by neighbourhood (2016)

| Abbotsford - Est Sales by Category 2016 (\$ Millions) | City Centre | Historic Downtown | Marshall-McCallum | U District | Clearbrook | Immel-McMillan | Townline | South Clearbrook | Fairfield | Sumas Way | Clayburn | McKee | Whatcom | Matsqui Prairie | Bradner-Mt. Lehman | Sumas Prairie | South Poplar | Aberdeen | West Abbotsford | Sumas Mountain | Total |
|---|----------------|-------------------|-------------------|----------------|----------------|----------------|----------------|------------------|----------------|----------------|----------------|----------------|----------------|-----------------|--------------------|----------------|----------------|----------------|-----------------|----------------|------------------|
| Convenience | \$ 65.5 | \$ 43.3 | \$ 34.5 | \$ 13.6 | \$ 35.6 | \$ 39.3 | \$ 46.5 | \$ 25.6 | \$ 33.1 | \$ 11.8 | \$ 47.3 | \$ 15.0 | \$ 47.0 | \$ 12.3 | \$ 16.6 | \$ 10.3 | \$ 6.9 | \$ 14.4 | \$ 8.1 | \$ 4.4 | \$ 531.1 |
| Grocery | \$ 37.0 | \$ 26.0 | \$ 20.9 | \$ 7.9 | \$ 21.1 | \$ 23.9 | \$ 28.5 | \$ 15.9 | \$ 20.2 | \$ 7.2 | \$ 28.3 | \$ 9.0 | \$ 28.0 | \$ 7.5 | \$ 9.9 | \$ 6.4 | \$ 4.2 | \$ 8.8 | \$ 4.9 | \$ 2.7 | \$ 318.3 |
| Pharmacy | \$ 7.0 | \$ 3.9 | \$ 3.0 | \$ 1.3 | \$ 3.5 | \$ 2.5 | \$ 3.4 | \$ 2.0 | \$ 2.5 | \$ 0.8 | \$ 3.2 | \$ 1.0 | \$ 3.2 | \$ 0.9 | \$ 1.1 | \$ 0.8 | \$ 0.5 | \$ 1.0 | \$ 0.5 | \$ 0.3 | \$ 42.2 |
| Alcohol (Purchased from Stores) | \$ 3.8 | \$ 2.7 | \$ 2.2 | \$ 0.8 | \$ 2.1 | \$ 2.4 | \$ 2.7 | \$ 1.7 | \$ 1.9 | \$ 0.8 | \$ 2.9 | \$ 0.9 | \$ 2.9 | \$ 0.8 | \$ 1.1 | \$ 0.7 | \$ 0.5 | \$ 0.9 | \$ 0.5 | \$ 0.3 | \$ 32.5 |
| Services | \$ 9.8 | \$ 5.7 | \$ 4.5 | \$ 2.0 | \$ 4.9 | \$ 6.0 | \$ 6.9 | \$ 3.2 | \$ 4.9 | \$ 1.7 | \$ 7.4 | \$ 2.4 | \$ 7.4 | \$ 1.7 | \$ 2.5 | \$ 1.4 | \$ 1.0 | \$ 2.0 | \$ 1.2 | \$ 0.6 | \$ 77.1 |
| Financial Services | \$ 2.4 | \$ 1.5 | \$ 1.2 | \$ 0.5 | \$ 1.3 | \$ 1.3 | \$ 1.4 | \$ 0.9 | \$ 1.0 | \$ 0.4 | \$ 1.5 | \$ 0.5 | \$ 1.6 | \$ 0.4 | \$ 0.6 | \$ 0.4 | \$ 0.2 | \$ 0.5 | \$ 0.3 | \$ 0.2 | \$ 18.0 |
| Healthcare Services | \$ 5.5 | \$ 3.5 | \$ 2.7 | \$ 1.1 | \$ 2.8 | \$ 3.2 | \$ 3.6 | \$ 1.9 | \$ 2.6 | \$ 1.0 | \$ 4.0 | \$ 1.3 | \$ 4.0 | \$ 1.0 | \$ 1.4 | \$ 0.8 | \$ 0.5 | \$ 1.2 | \$ 0.7 | \$ 0.4 | \$ 43.0 |
| Comparison | \$ 33.0 | \$ 23.9 | \$ 19.2 | \$ 7.5 | \$ 18.3 | \$ 26.7 | \$ 29.8 | \$ 15.6 | \$ 20.6 | \$ 7.6 | \$ 31.9 | \$ 10.3 | \$ 31.6 | \$ 7.9 | \$ 11.2 | \$ 6.5 | \$ 4.5 | \$ 9.5 | \$ 5.3 | \$ 2.9 | \$ 323.8 |
| Apparel | \$ 7.7 | \$ 5.7 | \$ 4.6 | \$ 1.7 | \$ 4.4 | \$ 6.2 | \$ 6.9 | \$ 3.7 | \$ 4.8 | \$ 1.8 | \$ 7.4 | \$ 2.4 | \$ 7.4 | \$ 1.8 | \$ 2.6 | \$ 1.5 | \$ 1.0 | \$ 2.2 | \$ 1.2 | \$ 0.7 | \$ 75.8 |
| Cosmetics, Health, Bath & Beauty | \$ 2.2 | \$ 1.7 | \$ 1.3 | \$ 0.5 | \$ 1.3 | \$ 1.7 | \$ 2.0 | \$ 1.1 | \$ 1.4 | \$ 0.5 | \$ 2.0 | \$ 0.6 | \$ 1.9 | \$ 0.5 | \$ 0.7 | \$ 0.4 | \$ 0.3 | \$ 0.6 | \$ 0.3 | \$ 0.2 | \$ 21.1 |
| Electronics & Appliances | \$ 3.7 | \$ 2.7 | \$ 2.2 | \$ 0.8 | \$ 2.1 | \$ 2.8 | \$ 3.2 | \$ 1.7 | \$ 2.2 | \$ 0.8 | \$ 3.3 | \$ 1.1 | \$ 3.3 | \$ 0.8 | \$ 1.2 | \$ 0.7 | \$ 0.5 | \$ 1.0 | \$ 0.6 | \$ 0.3 | \$ 35.0 |
| Footwear & Accessories | \$ 1.6 | \$ 1.2 | \$ 1.0 | \$ 0.4 | \$ 0.9 | \$ 1.4 | \$ 1.5 | \$ 0.8 | \$ 1.1 | \$ 0.4 | \$ 1.6 | \$ 0.5 | \$ 1.6 | \$ 0.4 | \$ 0.6 | \$ 0.3 | \$ 0.2 | \$ 0.5 | \$ 0.3 | \$ 0.1 | \$ 16.4 |
| Home Furnishings | \$ 4.4 | \$ 3.0 | \$ 2.4 | \$ 1.0 | \$ 2.3 | \$ 3.5 | \$ 3.8 | \$ 1.9 | \$ 2.6 | \$ 1.0 | \$ 4.3 | \$ 1.4 | \$ 4.3 | \$ 1.0 | \$ 1.4 | \$ 0.8 | \$ 0.6 | \$ 1.2 | \$ 0.7 | \$ 0.4 | \$ 41.9 |
| Home Improvement | \$ 4.9 | \$ 3.1 | \$ 2.6 | \$ 1.1 | \$ 2.5 | \$ 3.8 | \$ 4.3 | \$ 2.4 | \$ 2.9 | \$ 1.0 | \$ 4.5 | \$ 1.4 | \$ 4.5 | \$ 1.1 | \$ 1.6 | \$ 0.9 | \$ 0.6 | \$ 1.4 | \$ 0.8 | \$ 0.4 | \$ 45.6 |
| Jewellery & Watches | \$ 0.5 | \$ 0.4 | \$ 0.3 | \$ 0.1 | \$ 0.3 | \$ 0.5 | \$ 0.6 | \$ 0.3 | \$ 0.4 | \$ 0.1 | \$ 0.6 | \$ 0.2 | \$ 0.6 | \$ 0.1 | \$ 0.2 | \$ 0.1 | \$ 0.1 | \$ 0.2 | \$ 0.1 | \$ 0.1 | \$ 5.8 |
| Multimedia, Books, & Music | \$ 2.4 | \$ 1.9 | \$ 1.5 | \$ 0.6 | \$ 1.4 | \$ 1.9 | \$ 2.2 | \$ 1.2 | \$ 1.5 | \$ 0.6 | \$ 2.3 | \$ 0.7 | \$ 2.2 | \$ 0.6 | \$ 0.8 | \$ 0.5 | \$ 0.3 | \$ 0.7 | \$ 0.4 | \$ 0.2 | \$ 23.7 |
| Sports & Recreational Goods | \$ 2.1 | \$ 1.6 | \$ 1.3 | \$ 0.5 | \$ 1.2 | \$ 2.1 | \$ 2.3 | \$ 1.1 | \$ 1.6 | \$ 0.6 | \$ 2.5 | \$ 0.8 | \$ 2.5 | \$ 0.6 | \$ 0.9 | \$ 0.5 | \$ 0.3 | \$ 0.7 | \$ 0.4 | \$ 0.2 | \$ 23.9 |
| Pet Goods, Toys & Hobbies | \$ 3.5 | \$ 2.7 | \$ 2.1 | \$ 0.8 | \$ 2.0 | \$ 2.8 | \$ 3.1 | \$ 1.6 | \$ 2.2 | \$ 0.8 | \$ 3.4 | \$ 1.1 | \$ 3.3 | \$ 0.8 | \$ 1.2 | \$ 0.7 | \$ 0.5 | \$ 1.0 | \$ 0.6 | \$ 0.3 | \$ 34.6 |
| Restaurants & Entertainment | \$ 15.4 | \$ 11.5 | \$ 8.9 | \$ 3.4 | \$ 8.7 | \$ 12.2 | \$ 13.5 | \$ 6.8 | \$ 9.5 | \$ 3.6 | \$ 14.5 | \$ 4.7 | \$ 14.6 | \$ 3.6 | \$ 5.0 | \$ 3.0 | \$ 1.9 | \$ 4.2 | \$ 2.4 | \$ 1.3 | \$ 148.7 |
| Food & Beverage | \$ 11.6 | \$ 8.6 | \$ 6.7 | \$ 2.5 | \$ 6.6 | \$ 8.4 | \$ 9.5 | \$ 4.9 | \$ 6.7 | \$ 2.5 | \$ 9.9 | \$ 3.2 | \$ 10.2 | \$ 2.6 | \$ 3.4 | \$ 2.1 | \$ 1.3 | \$ 2.9 | \$ 1.7 | \$ 0.9 | \$ 106.0 |
| Entertainment | \$ 1.3 | \$ 1.1 | \$ 0.9 | \$ 0.3 | \$ 0.8 | \$ 1.3 | \$ 1.4 | \$ 0.7 | \$ 1.0 | \$ 0.4 | \$ 1.5 | \$ 0.5 | \$ 1.5 | \$ 0.4 | \$ 0.5 | \$ 0.3 | \$ 0.2 | \$ 0.4 | \$ 0.2 | \$ 0.1 | \$ 14.8 |
| Leisure | \$ 2.5 | \$ 1.8 | \$ 1.3 | \$ 0.6 | \$ 1.3 | \$ 2.6 | \$ 2.6 | \$ 1.2 | \$ 1.8 | \$ 0.7 | \$ 3.0 | \$ 1.0 | \$ 3.0 | \$ 0.7 | \$ 1.1 | \$ 0.6 | \$ 0.4 | \$ 0.9 | \$ 0.5 | \$ 0.3 | \$ 27.9 |
| Auto Related | \$ 45.4 | \$ 28.3 | \$ 22.8 | \$ 9.6 | \$ 23.3 | \$ 30.4 | \$ 34.2 | \$ 19.2 | \$ 23.9 | \$ 8.8 | \$ 36.1 | \$ 11.5 | \$ 36.1 | \$ 9.2 | \$ 13.1 | \$ 7.6 | \$ 5.3 | \$ 11.3 | \$ 6.3 | \$ 3.4 | \$ 385.9 |
| Motor Vehicles and Parts Dealers | \$ 24.1 | \$ 13.8 | \$ 11.0 | \$ 4.8 | \$ 11.8 | \$ 15.2 | \$ 16.6 | \$ 9.4 | \$ 11.6 | \$ 4.3 | \$ 18.0 | \$ 5.7 | \$ 18.2 | \$ 4.5 | \$ 6.6 | \$ 3.7 | \$ 2.5 | \$ 5.6 | \$ 3.1 | \$ 1.6 | \$ 192.2 |
| Auto Service | \$ 10.8 | \$ 7.3 | \$ 6.0 | \$ 2.4 | \$ 5.8 | \$ 7.7 | \$ 8.9 | \$ 5.0 | \$ 6.3 | \$ 2.3 | \$ 9.2 | \$ 2.9 | \$ 9.1 | \$ 2.4 | \$ 3.3 | \$ 2.0 | \$ 1.4 | \$ 2.9 | \$ 1.6 | \$ 0.9 | \$ 98.2 |
| Gas Station | \$ 10.5 | \$ 7.1 | \$ 5.8 | \$ 2.4 | \$ 5.7 | \$ 7.5 | \$ 8.7 | \$ 4.9 | \$ 6.1 | \$ 2.2 | \$ 8.9 | \$ 2.9 | \$ 8.8 | \$ 2.3 | \$ 3.2 | \$ 1.9 | \$ 1.3 | \$ 2.8 | \$ 1.5 | \$ 0.9 | \$ 95.5 |
| Total | \$159.4 | \$106.9 | \$ 85.4 | \$ 34.1 | \$ 85.9 | \$108.5 | \$124.0 | \$ 67.2 | \$ 87.1 | \$ 31.7 | \$129.8 | \$ 41.6 | \$129.3 | \$ 33.0 | \$ 45.9 | \$ 27.5 | \$ 18.6 | \$ 39.5 | \$ 22.1 | \$ 12.0 | \$1,389.5 |

The aggregate spending adjusted for leakage and inflow represents the total amount dollars spent within Abbotsford. Aggregate retail spending in 2016 is estimated to be \$1.45 billion dollars, with the largest source of expenditures from City Centre (\$160 million), Whatcom (\$149 million), and Historic Downtown (\$116 million). Aggregate spending is calculated by multiplying per capita retail expenditures by population for a given year.

Table 8 (next page) outlines estimated market capture of retail spending within Abbotsford's City Centre Study Area, factoring retail sales leakage by residents and inflow from external sources. These estimates are based on a variety of factors including:

- Distance and accessibility to the study area
- Retail competition within both the study area and each market / neighbourhood
- Geographical / imagined barriers which can be natural (e.g. rivers, terrain, etc.) or manmade (freeways, traffic, safety perceptions)
- Retail voids existing within each neighbourhood (for example lack of convenience retail in the Fairfield neighbourhood implies that 100% of resident convenience spending is spent outside of Fairfield)
- Neighbourhood demographic patterns based on the retail spending characteristics of population
- Proximity of destination retailers (example of convenience destination – Costco)

For example, the City Centre is estimated to have a market penetration of 55% of captured apparel spending within Abbotsford, which is primarily attributable to Abbotsford's largest shopping centre, the Sevenoaks Shopping Centre. The remaining 45% of expenditures on apparel are therefore estimated to take place elsewhere- for example at the High Street, in Historic Downtown Abbotsford or at power centres across Abbotsford.

Retail categories more sensitive to distance decay (such as convenience) can be seen in the estimated market captures, with neighbourhoods near the Study Area subject to far higher market penetration rates than those further away or with competitive centres.

To pursue a conservative estimate for supportable floor space market penetration rates are maintained for future projection. However as both the City Centre and Historic Downtown evolve these market penetration rates will likely fluctuate, with the categories most likely to increase being convenience and food and beverage operators as a critical mass of everyday users builds up.

Table 8: City Centre Study Area estimated market captures by neighbourhood

| | City Centre | Historic Downtown | Marshall-McCallum | U District | Clearbrook | Immel-McMillan | Townline | South Clearbrook | Fairfield | Sumas Way | Clayburn | McKee | Whatcom | Matsqui Prairie | Bradner-Mt. Lehman | Sumas Prairie | South Poplar | Aberdeen | West Abbotsford | Sumas Mountain |
|--|-------------|-------------------|-------------------|------------|------------|----------------|----------|------------------|-----------|-----------|----------|-------|---------|-----------------|--------------------|---------------|--------------|----------|-----------------|----------------|
| Convenience | | | | | | | | | | | | | | | | | | | | |
| Grocery | 60% | 50% | 50% | 50% | 50% | 40% | 30% | 40% | 30% | 20% | 30% | 30% | 30% | 40% | 20% | 30% | 30% | 30% | 30% | 40% |
| Pharmacy | 60% | 50% | 50% | 50% | 50% | 40% | 30% | 40% | 30% | 20% | 30% | 30% | 30% | 40% | 20% | 30% | 30% | 30% | 30% | 40% |
| Alcohol (Purchased from Stores) | 60% | 50% | 50% | 50% | 50% | 40% | 30% | 40% | 30% | 20% | 30% | 30% | 30% | 40% | 20% | 30% | 30% | 30% | 30% | 40% |
| Services | 50% | 40% | 40% | 40% | 40% | 40% | 20% | 30% | 25% | 20% | 25% | 25% | 25% | 30% | 20% | 25% | 25% | 25% | 25% | 25% |
| Financial Services | 60% | 50% | 50% | 50% | 50% | 40% | 30% | 40% | 30% | 20% | 30% | 30% | 30% | 40% | 20% | 30% | 30% | 30% | 30% | 40% |
| Healthcare Services | 60% | 50% | 50% | 50% | 50% | 40% | 30% | 40% | 30% | 20% | 30% | 30% | 30% | 40% | 20% | 30% | 30% | 30% | 30% | 40% |
| Comparison | | | | | | | | | | | | | | | | | | | | |
| Apparel | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% |
| Cosmetics, Health, Bath & Beauty | 60% | 50% | 50% | 50% | 50% | 50% | 50% | 50% | 50% | 50% | 50% | 50% | 50% | 50% | 50% | 50% | 50% | 50% | 50% | 50% |
| Electronics & Appliances | 60% | 60% | 60% | 60% | 60% | 60% | 60% | 60% | 60% | 60% | 60% | 60% | 60% | 60% | 60% | 60% | 60% | 60% | 60% | 60% |
| Footwear & Accessories | 60% | 50% | 50% | 50% | 50% | 50% | 50% | 50% | 50% | 50% | 50% | 50% | 50% | 50% | 50% | 50% | 50% | 50% | 50% | 50% |
| Home Furnishings | 60% | 50% | 50% | 50% | 50% | 50% | 50% | 50% | 50% | 50% | 50% | 50% | 50% | 50% | 50% | 50% | 50% | 50% | 50% | 50% |
| Home Improvement | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% |
| Jewellery & Watches | 60% | 60% | 60% | 60% | 60% | 60% | 60% | 60% | 60% | 60% | 60% | 60% | 60% | 60% | 60% | 60% | 60% | 60% | 60% | 60% |
| Multimedia, Books, & Music | 60% | 40% | 40% | 40% | 40% | 40% | 40% | 40% | 40% | 40% | 40% | 40% | 40% | 40% | 40% | 40% | 40% | 40% | 40% | 40% |
| Sports & Recreational Goods | 40% | 30% | 30% | 30% | 30% | 30% | 30% | 30% | 30% | 30% | 30% | 30% | 30% | 30% | 30% | 30% | 30% | 30% | 30% | 30% |
| Pet Goods, Toys & Hobbies | 50% | 30% | 30% | 30% | 30% | 30% | 30% | 30% | 30% | 30% | 30% | 30% | 30% | 30% | 30% | 30% | 30% | 30% | 30% | 30% |
| Restaurants & Entertainment | | | | | | | | | | | | | | | | | | | | |
| Food & Beverage | 40% | 20% | 20% | 20% | 25% | 15% | 25% | 20% | 30% | 20% | 20% | 20% | 20% | 25% | 25% | 15% | 25% | 25% | 20% | 20% |
| Entertainment | 30% | 20% | 10% | 10% | 10% | 10% | 10% | 10% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% |
| Leisure | 50% | 30% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% |
| Auto Related | | | | | | | | | | | | | | | | | | | | |
| Motor Vehicles and Parts Dealers | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% |
| Auto Service | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% |
| Gas Station | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% |

Table 9: City Centre Study Area estimated retail sales by neighbourhood (2016)

| City Centre - Est Sales by Category 2016 (\$ Millions) | City Centre | Historic Downtown | Rest of Abbotsford | Total |
|--|----------------|-------------------|--------------------|----------------|
| Convenience | \$ 38.3 | \$ 21.1 | \$145.0 | \$204.3 |
| Grocery | \$ 22.2 | \$ 13.0 | \$ 89.8 | \$125.0 |
| Pharmacy | \$ 4.2 | \$ 1.9 | \$ 11.3 | \$ 17.5 |
| Alcohol (Purchased from Stores) | \$ 2.3 | \$ 1.4 | \$ 9.2 | \$ 12.8 |
| Services | \$ 4.9 | \$ 2.3 | \$ 17.7 | \$ 24.9 |
| Financial Services | \$ 1.5 | \$ 0.8 | \$ 5.0 | \$ 7.2 |
| Healthcare Services | \$ 3.3 | \$ 1.7 | \$ 12.0 | \$ 17.0 |
| Comparison | \$ 17.0 | \$ 10.7 | \$118.9 | \$146.5 |
| Apparel | \$ 4.2 | \$ 3.1 | \$ 34.3 | \$ 41.7 |
| Cosmetics, Health, Bath & Beauty | \$ 1.3 | \$ 0.8 | \$ 8.6 | \$ 10.8 |
| Electronics & Appliances | \$ 2.2 | \$ 1.6 | \$ 17.2 | \$ 21.0 |
| Footwear & Accessories | \$ 1.0 | \$ 0.6 | \$ 6.8 | \$ 8.4 |
| Home Furnishings | \$ 2.6 | \$ 1.5 | \$ 17.3 | \$ 21.4 |
| Home Improvement | \$ 1.2 | \$ 0.8 | \$ 9.4 | \$ 11.4 |
| Jewellery & Watches | \$ 0.3 | \$ 0.2 | \$ 2.9 | \$ 3.5 |
| Multimedia, Books, & Music | \$ 1.5 | \$ 0.7 | \$ 7.8 | \$ 10.0 |
| Sports & Recreational Goods | \$ 0.9 | \$ 0.5 | \$ 6.0 | \$ 7.4 |
| Pet Goods, Toys & Hobbies | \$ 1.8 | \$ 0.8 | \$ 8.5 | \$ 11.1 |
| Restaurants & Entertainment | \$ 6.3 | \$ 2.5 | \$ 25.3 | \$ 34.0 |
| Food & Beverage | \$ 4.6 | \$ 1.7 | \$ 18.6 | \$ 25.0 |
| Entertainment | \$ 0.4 | \$ 0.2 | \$ 1.9 | \$ 2.6 |
| Leisure | \$ 1.3 | \$ 0.5 | \$ 4.7 | \$ 6.5 |
| Auto Related | \$ 4.5 | \$ 2.8 | \$ 31.2 | \$ 38.6 |
| Motor Vehicles and Parts Dealers | \$ 2.4 | \$ 1.4 | \$ 15.4 | \$ 19.2 |
| Auto Service | \$ 1.1 | \$ 0.7 | \$ 8.0 | \$ 9.8 |
| Gas Station | \$ 1.1 | \$ 0.7 | \$ 7.8 | \$ 9.5 |
| Total | \$ 66.1 | \$ 37.1 | \$320.3 | \$423.5 |

Table 9 estimates current retail sales within the City Centre Study Area by neighbourhood and retail category. These figures are obtained by applying market capture percentages to aggregate retail sales. Retail sales are estimated at \$424 million, of which \$204 million attributable to convenience retail (e.g. at grocers such as Safeway, the Real Canadian Superstore, Independent Grocer, Save on Foods). Comparison retail such as clothing, electronics, and home furnishings are estimated to achieve sales of \$147 million.

The City Centre neighbourhood is the largest source of sales (\$66 million) within the Study Area, followed by the Historic Downtown neighbourhood (\$37 million), and Clayburn (\$36 million).

Table 10: City Centre Study Area market supportable retail forecast

| City Centre Study Area - Market Supportable Retail Forecast* | Inventory | 2016 | 2020 | 2025 | 2030 | 2035 | 2040 | Avg Growth Per Year (\$F) | Aggregate Incremental Growth | Incremental Growth | Land Required at FSR 0.6 (ha) | Land Required at FSR 0.8 (ha) | Land Required at FSR 1 (ha) |
|--|------------------|------------------|------------------|------------------|------------------|------------------|------------------|---------------------------|------------------------------|--------------------|-------------------------------|-------------------------------|-----------------------------|
| Convenience | 632,200 | 612,200 | 650,000 | 690,400 | 752,200 | 824,500 | 910,100 | 6,950 | 277,900 | 144% | 4.3 | 3.2 | 2.6 |
| Grocery | 316,400 | 313,800 | 334,400 | 357,400 | 390,800 | 429,800 | 475,700 | 3,980 | 159,300 | 150% | 2.5 | 1.8 | 1.5 |
| Pharmacy | 30,700 | 33,400 | 35,900 | 38,700 | 42,800 | 47,500 | 53,100 | 560 | 22,400 | 173% | 0.3 | 0.3 | 0.2 |
| Alcohol (Purchased from Stores) | 16,400 | 27,300 | 29,400 | 31,600 | 35,000 | 39,000 | 43,800 | 690 | 27,400 | 267% | 0.4 | 0.3 | 0.3 |
| Services | 110,000 | 132,900 | 136,900 | 139,600 | 146,300 | 154,300 | 163,700 | 1,340 | 53,700 | 149% | 0.8 | 0.6 | 0.5 |
| Financial Services | 99,500 | 39,800 | 43,600 | 48,100 | 54,500 | 62,200 | 71,300 | (710) | (28,200) | 72% | (0.4) | (0.3) | (0.3) |
| Healthcare Services | 59,200 | 65,000 | 69,800 | 74,900 | 82,700 | 91,800 | 102,500 | 1,080 | 43,300 | 173% | 0.7 | 0.5 | 0.4 |
| Comparison | 873,300 | 748,500 | 778,200 | 804,000 | 854,800 | 915,900 | 972,500 | 2,480 | 99,200 | 111% | 1.5 | 1.2 | 0.9 |
| Apparel | 241,000 | 219,100 | 229,000 | 237,800 | 254,000 | 273,300 | 296,500 | 1,390 | 55,500 | 123% | 0.9 | 0.6 | 0.5 |
| Cosmetics, Health, Bath & Beauty | 69,400 | 51,600 | 55,000 | 58,600 | 64,300 | 70,900 | 78,900 | 240 | 9,500 | 114% | 0.1 | 0.1 | 0.1 |
| Electronics & Appliances | 156,600 | 99,600 | 104,400 | 108,800 | 116,600 | 125,900 | 137,000 | (490) | (19,600) | 87% | (0.3) | (0.2) | (0.2) |
| Footwear & Accessories | 29,800 | 39,600 | 41,600 | 43,400 | 46,600 | 50,400 | 55,000 | 630 | 25,200 | 185% | 0.4 | 0.3 | 0.2 |
| Home Furnishings | 168,500 | 132,500 | 133,700 | 133,000 | 136,000 | 140,200 | 134,000 | (860) | (34,500) | 80% | (0.5) | (0.4) | (0.3) |
| Home Improvement | 50,000 | 70,500 | 71,000 | 70,400 | 71,700 | 73,600 | 70,200 | 510 | 20,200 | 140% | 0.3 | 0.2 | 0.2 |
| Jewellery & Watches | 9,000 | 8,300 | 9,000 | 9,700 | 10,800 | 12,100 | 13,700 | 120 | 4,700 | 152% | 0.1 | 0.1 | 0.0 |
| Multimedia, Books, & Music | 29,800 | 38,100 | 40,800 | 43,600 | 48,000 | 53,100 | 59,200 | 740 | 29,400 | 199% | 0.5 | 0.3 | 0.3 |
| Sports & Recreational Goods | 41,500 | 46,500 | 48,400 | 50,000 | 53,200 | 56,900 | 61,500 | 500 | 20,000 | 148% | 0.3 | 0.2 | 0.2 |
| Pet Goods, Toys & Hobbies | 77,700 | 42,400 | 45,400 | 48,700 | 53,600 | 59,500 | 66,500 | (280) | (11,200) | 86% | (0.2) | (0.1) | (0.1) |
| Restaurants & Entertainment | 241,000 | 228,100 | 238,700 | 248,500 | 266,200 | 287,100 | 312,200 | 1,780 | 71,200 | 130% | 1.1 | 0.8 | 0.7 |
| Food & Beverage | 138,100 | 124,700 | 131,400 | 137,900 | 148,700 | 161,600 | 176,800 | 970 | 38,700 | 128% | 0.6 | 0.4 | 0.4 |
| Entertainment | - | 24,200 | 25,100 | 25,900 | 27,500 | 29,500 | 31,900 | 800 | 31,900 | N/A | 0.5 | 0.4 | 0.3 |
| Leisure | 102,900 | 79,200 | 82,200 | 84,800 | 89,900 | 96,000 | 103,500 | 20 | 600 | 101% | 0.0 | 0.0 | 0.0 |
| Auto Related | 140,800 | 86,400 | 93,400 | 101,400 | 113,300 | 127,600 | 145,100 | 110 | 4,300 | 103% | 0.1 | 0.0 | 0.0 |
| Motor Vehicles and Parts Dealers | 56,900 | 40,200 | 44,800 | 50,300 | 58,200 | 67,700 | 79,500 | 570 | 22,600 | 140% | 0.3 | 0.3 | 0.2 |
| Auto Service | 77,300 | 28,000 | 29,500 | 31,000 | 33,400 | 36,300 | 39,800 | (940) | (37,500) | 51% | (0.6) | (0.4) | (0.3) |
| Gas Station | 6,500 | 18,200 | 19,100 | 20,100 | 21,700 | 23,600 | 25,800 | 480 | 19,300 | 397% | 0.3 | 0.2 | 0.2 |
| Total | 1,887,300 | 1,675,100 | 1,760,400 | 1,844,400 | 1,986,400 | 2,155,200 | 2,339,900 | 11,320 | 452,600 | 124% | 7.0 | 5.3 | 4.2 |

Estimated sales are subsequently divided by sales performance metrics to reveal a supportable floor space. These are then compared to existing inventory numbers to determine whether specific categories are over or under supplied. Incremental demand over the next 25 years is estimated at 453,000 ft². Key categories for growth over the study period include grocery (159,000 ft²), apparel (55,000 ft²), food & beverage (39,000 ft²), and entertainment (32,000 ft²).

Table 11: Historic Downtown Study Area estimated market captures by neighbourhood

| | City Centre | Historic Downtown | Marshall-McCallum | U District | Clearbrook | Immel-McMillan | Townline | South Clearbrook | Fairfield | Sumas Way | Clayburn | McKee | Whatcom | Matsqui Prairie | Bradner-Mt. Lehman | Sumas Prairie | South Poplar | Aberdeen | West Abbotford | Sumas Mountain |
|--|-------------|-------------------|-------------------|------------|------------|----------------|----------|------------------|-----------|-----------|----------|-------|---------|-----------------|--------------------|---------------|--------------|----------|----------------|----------------|
| Convenience | | | | | | | | | | | | | | | | | | | | |
| Grocery | 5% | 10% | 5% | 10% | 0% | 10% | 0% | 0% | 0% | 5% | 5% | 5% | 5% | 5% | 0% | 0% | 0% | 0% | 0% | 5% |
| Pharmacy | 0% | 20% | 5% | 10% | 0% | 10% | 0% | 0% | 0% | 0% | 5% | 5% | 5% | 5% | 0% | 0% | 0% | 0% | 0% | 5% |
| Alcohol (Purchased from St | 15% | 30% | 20% | 15% | 10% | 20% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 20% | 0% | 10% | 10% | 0% | 0% | 10% |
| Services | 15% | 50% | 20% | 20% | 15% | 20% | 10% | 10% | 10% | 30% | 30% | 30% | 20% | 20% | 10% | 30% | 10% | 10% | 10% | 30% |
| Financial Services | 10% | 25% | 15% | 15% | 10% | 20% | 10% | 10% | 10% | 15% | 15% | 15% | 15% | 15% | 0% | 15% | 10% | 0% | 0% | 30% |
| Healthcare Services | 10% | 20% | 20% | 20% | 10% | 20% | 10% | 10% | 10% | 20% | 20% | 20% | 10% | 20% | 10% | 20% | 10% | 10% | 10% | 20% |
| Comparison | | | | | | | | | | | | | | | | | | | | |
| Apparel | 10% | 10% | 5% | 5% | 5% | 10% | 5% | 5% | 5% | 5% | 10% | 10% | 10% | 5% | 5% | 5% | 5% | 5% | 5% | 5% |
| Cosmetics, Health, Bath & f | 5% | 10% | 5% | 5% | 0% | 5% | 0% | 0% | 0% | 5% | 5% | 5% | 5% | 5% | 0% | 0% | 0% | 0% | 0% | 5% |
| Electronics & Appliances | 5% | 10% | 5% | 5% | 0% | 5% | 0% | 0% | 0% | 5% | 5% | 5% | 5% | 5% | 0% | 0% | 0% | 0% | 0% | 5% |
| Footwear & Accessories | 5% | 10% | 5% | 5% | 0% | 5% | 0% | 0% | 0% | 5% | 5% | 5% | 5% | 5% | 5% | 5% | 5% | 5% | 5% | 5% |
| Home Furnishings | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% |
| Home Improvement | 5% | 10% | 5% | 5% | 5% | 5% | 0% | 0% | 0% | 0% | 5% | 5% | 5% | 5% | 0% | 5% | 0% | 0% | 0% | 5% |
| Jewellery & Watches | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% |
| Multimedia, Books, & Music | 5% | 10% | 5% | 5% | 0% | 10% | 0% | 0% | 0% | 5% | 10% | 10% | 10% | 10% | 0% | 10% | 0% | 0% | 0% | 10% |
| Sports & Recreational Goods | 15% | 20% | 10% | 5% | 0% | 10% | 0% | 0% | 0% | 5% | 5% | 20% | 20% | 20% | 5% | 20% | 5% | 0% | 0% | 5% |
| Pet Goods, Toys & Hobbies | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% |
| Restaurants & Entertainment | | | | | | | | | | | | | | | | | | | | |
| Food & Beverage | 20% | 40% | 20% | 10% | 10% | 30% | 5% | 5% | 5% | 10% | 30% | 30% | 30% | 10% | 5% | 10% | 5% | 5% | 5% | 25% |
| Entertainment | 10% | 25% | 20% | 15% | 5% | 20% | 5% | 10% | 5% | 15% | 20% | 20% | 20% | 20% | 5% | 5% | 5% | 5% | 5% | 10% |
| Leisure | 10% | 20% | 10% | 10% | 0% | 10% | 0% | 10% | 0% | 10% | 10% | 10% | 10% | 10% | 0% | 0% | 5% | 0% | 0% | 10% |
| Auto Related | | | | | | | | | | | | | | | | | | | | |
| Motor Vehicles and Parts D | 0% | 10% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Auto Service | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% |
| Gas Station | 0% | 10% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |

As previously addressed the Historic Downtown Study Area has a significantly smaller concentration of retail than the City Centre Study Area, particularly within convenience, comparison, and auto related categories, and as such it achieves far lower market penetration than the City Centre Study Area.

Table 12: Historic Downtown Study Area estimated retail sales by neighbourhood (2016)

| Historic Downtown - Est Sales by Category 2016 (\$ Millions) | City Centre | Historic Downtown | Rest of Abbotsford | Total |
|--|----------------|-------------------|--------------------|-----------------|
| Convenience | \$ 4.7 | \$ 8.1 | \$ 30.2 | \$ 43.0 |
| Grocery | \$ 1.9 | \$ 2.6 | \$ 8.4 | \$ 12.8 |
| Pharmacy | \$ - | \$ 0.8 | \$ 1.0 | \$ 1.7 |
| Alcohol (Purchased from Stores) | \$ 0.6 | \$ 0.8 | \$ 2.9 | \$ 4.3 |
| Services | \$ 1.5 | \$ 2.9 | \$ 11.2 | \$ 15.6 |
| Financial Services | \$ 0.2 | \$ 0.4 | \$ 1.8 | \$ 2.4 |
| Healthcare Services | \$ 0.6 | \$ 0.7 | \$ 4.9 | \$ 6.2 |
| Comparison | \$ 3.3 | \$ 3.0 | \$ 21.2 | \$ 27.5 |
| Apparel | \$ 0.8 | \$ 0.6 | \$ 4.3 | \$ 5.6 |
| Cosmetics, Health, Bath & Beauty | \$ 0.1 | \$ 0.2 | \$ 0.5 | \$ 0.7 |
| Electronics & Appliances | \$ 0.2 | \$ 0.3 | \$ 0.8 | \$ 1.2 |
| Footwear & Accessories | \$ 0.1 | \$ 0.1 | \$ 0.4 | \$ 0.7 |
| Home Furnishings | \$ 0.7 | \$ 0.5 | \$ 5.2 | \$ 6.3 |
| Home Improvement | \$ 0.2 | \$ 0.3 | \$ 0.9 | \$ 1.5 |
| Jewellery & Watches | \$ 0.1 | \$ 0.1 | \$ 1.0 | \$ 1.2 |
| Multimedia, Books, & Music | \$ 0.1 | \$ 0.2 | \$ 1.0 | \$ 1.3 |
| Sports & Recreational Goods | \$ 0.3 | \$ 0.3 | \$ 1.5 | \$ 2.1 |
| Pet Goods, Toys & Hobbies | \$ 0.7 | \$ 0.5 | \$ 5.7 | \$ 6.9 |
| Restaurants & Entertainment | \$ 2.7 | \$ 4.1 | \$ 17.3 | \$ 24.0 |
| Food & Beverage | \$ 2.3 | \$ 3.4 | \$ 14.2 | \$ 19.9 |
| Entertainment | \$ 0.1 | \$ 0.3 | \$ 1.6 | \$ 2.0 |
| Leisure | \$ 0.3 | \$ 0.4 | \$ 1.5 | \$ 2.1 |
| Auto Related | \$ 1.1 | \$ 2.8 | \$ 8.0 | \$ 11.9 |
| Motor Vehicles and Parts Dealers | \$ - | \$ 1.4 | \$ - | \$ 1.4 |
| Auto Service | \$ 1.1 | \$ 0.7 | \$ 8.0 | \$ 9.8 |
| Gas Station | \$ - | \$ 0.7 | \$ - | \$ 0.7 |
| Total | \$ 11.8 | \$ 18.0 | \$ 76.6 | \$ 106.4 |

Table 12 estimates current retail sales within the Historic Downtown Study Area by neighbourhood and retail category. Retail sales are estimated at \$106 million, of which \$43 million attributable to convenience retail. Comparison retail such as clothing, electronics, and home furnishings are estimated to achieve sales of \$28 million.

The Historic Downtown neighbourhood is the largest source of sales (\$18 million) within the Study Area, followed by Clayburn (\$12 million), and City Centre neighbourhood (\$12 million).

Table 13: Historic Downtown Study Area market supportable retail forecast

| Historic Downtown Study Area - Market Supportable Retail Forecast* | Inventory | 2016 | 2020 | 2025 | 2030 | 2035 | 2040 | Avg Growth Per Year | Aggregate Incremental Growth | Incremental Growth (%) | Land Required at FSR 0.6 (ha) | Land Required at FSR 0.8 (ha) | Land Required at FSR 1 (ha) |
|--|----------------|----------------|----------------|----------------|----------------|----------------|----------------|---------------------|------------------------------|------------------------|-------------------------------|-------------------------------|-----------------------------|
| Convenience | 181,800 | 164,700 | 173,800 | 182,900 | 197,900 | 215,800 | 237,400 | 1,390 | 55,600 | 131% | 0.9 | 0.6 | 0.5 |
| Grocery | 35,800 | 32,100 | 34,800 | 37,800 | 42,000 | 47,000 | 52,900 | 430 | 17,100 | 148% | 0.3 | 0.2 | 0.2 |
| Pharmacy | 3,200 | 3,300 | 3,600 | 3,800 | 4,200 | 4,600 | 5,100 | 50 | 1,900 | 159% | 0.0 | 0.0 | 0.0 |
| Alcohol (Purchased from Stores) | 11,700 | 9,200 | 9,900 | 10,600 | 11,700 | 13,000 | 14,500 | 70 | 2,800 | 124% | 0.0 | 0.0 | 0.0 |
| Services | 91,000 | 83,300 | 85,900 | 87,700 | 92,100 | 97,600 | 104,300 | 330 | 13,300 | 115% | 0.2 | 0.2 | 0.1 |
| Financial Services | 14,800 | 13,100 | 14,400 | 15,800 | 17,900 | 20,300 | 23,300 | 210 | 8,500 | 157% | 0.1 | 0.1 | 0.1 |
| Healthcare Services | 25,300 | 23,700 | 25,300 | 27,100 | 29,900 | 33,200 | 37,200 | 300 | 11,900 | 147% | 0.2 | 0.1 | 0.1 |
| Comparison | 153,900 | 137,500 | 143,900 | 149,900 | 160,900 | 174,100 | 186,100 | 810 | 32,200 | 121% | 0.5 | 0.4 | 0.3 |
| Apparel | 34,600 | 29,600 | 31,300 | 32,900 | 35,700 | 39,000 | 42,900 | 210 | 8,300 | 124% | 0.1 | 0.1 | 0.1 |
| Cosmetics, Health, Bath & Beauty | 3,000 | 3,500 | 3,800 | 4,200 | 4,700 | 5,300 | 6,000 | 80 | 3,000 | 200% | 0.0 | 0.0 | 0.0 |
| Electronics & Appliances | 6,900 | 5,800 | 6,200 | 6,700 | 7,300 | 8,100 | 9,000 | 50 | 2,100 | 130% | 0.0 | 0.0 | 0.0 |
| Footwear & Accessories | 2,700 | 3,100 | 3,300 | 3,500 | 3,800 | 4,100 | 4,600 | 50 | 1,900 | 170% | 0.0 | 0.0 | 0.0 |
| Home Furnishings | 42,300 | 38,900 | 39,200 | 38,900 | 39,800 | 40,900 | 39,100 | (80) | (3,200) | 92% | (0.0) | (0.0) | (0.0) |
| Home Improvement | 2,600 | 9,100 | 9,300 | 9,500 | 9,900 | 10,400 | 10,200 | 190 | 7,600 | 392% | 0.1 | 0.1 | 0.1 |
| Jewellery & Watches | 2,200 | 2,800 | 3,000 | 3,200 | 3,600 | 4,000 | 4,600 | 60 | 2,400 | 209% | 0.0 | 0.0 | 0.0 |
| Multimedia, Books, & Music | 7,800 | 4,900 | 5,300 | 5,800 | 6,500 | 7,300 | 8,400 | 20 | 600 | 108% | 0.0 | 0.0 | 0.0 |
| Sports & Recreational Goods | 14,600 | 13,300 | 14,200 | 15,200 | 16,700 | 18,600 | 20,900 | 160 | 6,300 | 143% | 0.1 | 0.1 | 0.1 |
| Pet Goods, Toys & Hobbies | 37,200 | 26,500 | 28,200 | 30,100 | 32,900 | 36,300 | 40,400 | 80 | 3,200 | 109% | 0.0 | 0.0 | 0.0 |
| Restaurants & Entertainment | 134,000 | 138,200 | 146,500 | 155,100 | 168,900 | 185,300 | 205,100 | 1,780 | 71,100 | 153% | 1.1 | 0.8 | 0.7 |
| Food & Beverage | 95,400 | 99,600 | 106,200 | 113,200 | 124,000 | 137,000 | 152,500 | 1,430 | 57,100 | 160% | 0.9 | 0.7 | 0.5 |
| Entertainment | 21,500 | 19,200 | 20,000 | 20,700 | 22,100 | 23,700 | 25,700 | 110 | 4,200 | 120% | 0.1 | 0.0 | 0.0 |
| Leisure | 17,100 | 19,400 | 20,300 | 21,300 | 22,800 | 24,700 | 27,000 | 250 | 9,900 | 158% | 0.2 | 0.1 | 0.1 |
| Auto Related | 24,600 | 22,000 | 23,200 | 24,500 | 26,600 | 29,000 | 31,800 | 180 | 7,200 | 129% | 0.1 | 0.1 | 0.1 |
| Motor Vehicles and Parts Dealers | 2,200 | 1,900 | 2,100 | 2,400 | 2,700 | 3,100 | 3,500 | 30 | 1,300 | 159% | 0.0 | 0.0 | 0.0 |
| Auto Service | 21,400 | 18,700 | 19,700 | 20,600 | 22,300 | 24,200 | 26,500 | 130 | 5,100 | 124% | 0.1 | 0.1 | 0.0 |
| Gas Station | 1,000 | 1,400 | 1,400 | 1,500 | 1,600 | 1,700 | 1,800 | 20 | 800 | 180% | 0.0 | 0.0 | 0.0 |
| Total | 494,300 | 462,400 | 487,400 | 512,400 | 554,200 | 604,200 | 660,400 | 4,150 | 166,100 | 134% | 2.6 | 1.9 | 1.5 |

Incremental demand within the Historic Downtown Study Area over the next 25 years is estimated at 166,000 ft². Key categories for growth over the study period include grocery (17,000 ft²), apparel (8,000 ft²), pet goods, sports & recreational goods (6,000 ft²), food & beverage (57,000 ft²), and leisure (10,000 ft²).

Table 14: Forecast land requirements

| City Centre - Forecast Land Requirements (2040) | | |
|--|--|--------------------|
| | ~ Target CC City Block (m ²) | 15,000 |
| | ~ Efficiency | 0.6 |
| | Land Required (m²) | City Blocks |
| FSR 0.6 | 70,105 | 7.8 |
| FSR 0.8 | 52,579 | 5.8 |
| FSR 1 | 42,063 | 4.7 |

| Historic Downtown - Forecast Land Requirements (2040) | | |
|--|--|--------------------|
| | ~ Target CC City Block (m ²) | 10,000 |
| | ~ Efficiency | 0.6 |
| | Land Required (m²) | City Blocks |
| FSR 0.6 | 25,743 | 4.3 |
| FSR 0.8 | 19,331 | 3.2 |
| FSR 1 | 15,428 | 2.6 |

Additional warranted retail floor space over the next 25 years is explored above.

Although the FSRs used to calculate land requirements are below expected built densities in both Study Areas, it is important to note that this estimate addresses ground floor retail. Therefore, the overall achieved density will likely be significantly higher when introduced as part of mixed use developments with either residential or office uses above podium / ground floor level retail.

Efficiency addresses how much of built ground floor commercial on a given block would be attributed to retail, factoring in building lobbies, alleys, access corridors, ground floor residential, etc.

4 Office

This section describes the economic factors and trends governing the market for office space in the Study Areas as well as Abbotsford generally. It then presents GPRA's inventory of Abbotsford office space as well as a projection of office space demand for the next 25 years.

4.1 Trends and Factors in the Office Market

4.1.1 The Abbotsford Office Market

Suburban office space is a "soft" market generally, exhibiting low demand, low rents, and little growth. According to local realtors and developers there is almost no absorption of Abbotsford office space at present, and when space does get leased, it is because of spillover from areas to the west. In other words, office tenants typically take space in Vancouver if they can afford it, and then settle for areas further out as determined by available rents. Abbotsford would not be the first choice for most businesses (with the possible exception of dedicated locals). For this reason, Abbotsford's office market is likely to remain soft, as it can be undercut quite easily by an increase in supply to the west, over which the City has no control. At best, planning for office space in Abbotsford is a matter of waiting for existing office space to fill up and for new space to be needed, as the market follows its perpetual cycle of undersupply, rising rents, development, and oversupply.

Several large office developments occurred in Abbotsford since 2010, including:

- The Correctional Services of Canada building on Gladys Avenue (73,000 ft²)
- The former grain elevator on Gladys Avenue (64,000 ft²)
- The Mark office condominium on South Fraser Way (18,000 ft²)
- The 6-storey Bank of Montreal office building on South Fraser Way (59,000 ft²)

Between them, these four buildings alone contain almost 214,000 ft² of office space, or about 14% of the City's total. Although this is not an overwhelming amount, it does represent fairly rapid growth in a generally slow market. Realtor interviews suggest that this new space (or the space left vacant by this new space, as in the case of Correctional Services Canada) was absorbed only slowly. The Mark, for instance, took several years to fill despite its high quality, desirable strata tenure, and excellent location.

As it currently stands, the market for office space throughout Abbotsford is still recovering from this recent period of development, and has an extremely high office vacancy rate of about 20%. There is little demand and new office development is uneconomic. According to realtors, there is three to four years of unused supply

available on the market, and this should be filled before new construction is required. The current economic rent⁷ for new office space is about \$20 per ft² per year, which is well above what most office tenants are willing to pay.

Realtors report that they still receive inquiries for some office space, most notably rentable spaces of 2,000 – 3,000 ft² in buildings with elevators. Second-floor office space without elevators is allegedly impossible to lease, even for subsidized rental rates.

Several government agencies use office space in Abbotsford, but the City lacks large private sector office users because they typically prefer locating closer to Vancouver. Private sector office tenants in Abbotsford tend to be smaller, locally-owned operations, including:

- Medical offices
- Lawyers
- Accountants
- Engineering and design firms.

Medical office tenants have largely moved to malls due to financial inducements, or have moved to the Mark. Many are also located along McCallum Road, clustered where the old MSA Hospital once existed. The medical office sector is currently a well-served sector in Abbotsford.

4.1.2 The City Centre Office Market

Due to the period of recent office development in Abbotsford discussed above, there is a large quantity of vacant office space in the City Centre, possibly as much as 25% of the neighbourhood's office supply. The area has little sense of place, unlike the Historic Downtown, and office users who select it are typically driven more by cost concerns.

However, the area is highly central and accessible to Abbotsford, has many amenities, and would be a logical location for future office development once the market recovers.

4.1.3 The Historic Downtown Office Market

As with retail, office tenants that seek out space in the Historic Downtown tend to be smaller businesses, often locally owned. In addition to medical offices (which are ubiquitous throughout Abbotsford), the Historic Downtown is especially appealing to accounting, tech firms, and design firms due to its walkability and urban character. Not a lot of larger institutions or operations can find space in the area due to the smaller

⁷ "Economic rent" is the rental rate that would be required to make new construction financially viable.

spaces available and to lack of convenient parking. But with that being said, large offices are generally falling out of favour everywhere. Smaller spaces are increasing in popularity generally, and the Historic Downtown is ideal for this type of demand.

Historic Downtown has a much lower office vacancy rate than Abbotsford generally and than the City Centre in particular, because its unique urban characteristics make it particularly appealing to certain businesses, as mentioned above. Realtor interviews suggest that it has an office vacancy rate of about 10%, which is still somewhat oversupplied, but not as much as elsewhere in the City.

4.2 Current Office Inventory

GPRA surveyed all of Abbotsford in order to identify buildings with office space. This process included field research to the Study Areas and desktop research covering the rest of the City. The resulting inventory of office space is presented in Figures 18 - 21 on the following pages. Note in Figures 19 - 21 that only the presence of office space is indicated, not the share of office space within each building. So, for example, all of Sevenoaks Mall is shown in magenta, even though only a portion of the building's space is actually office.

Figure 18: Total office space in Abbotsford

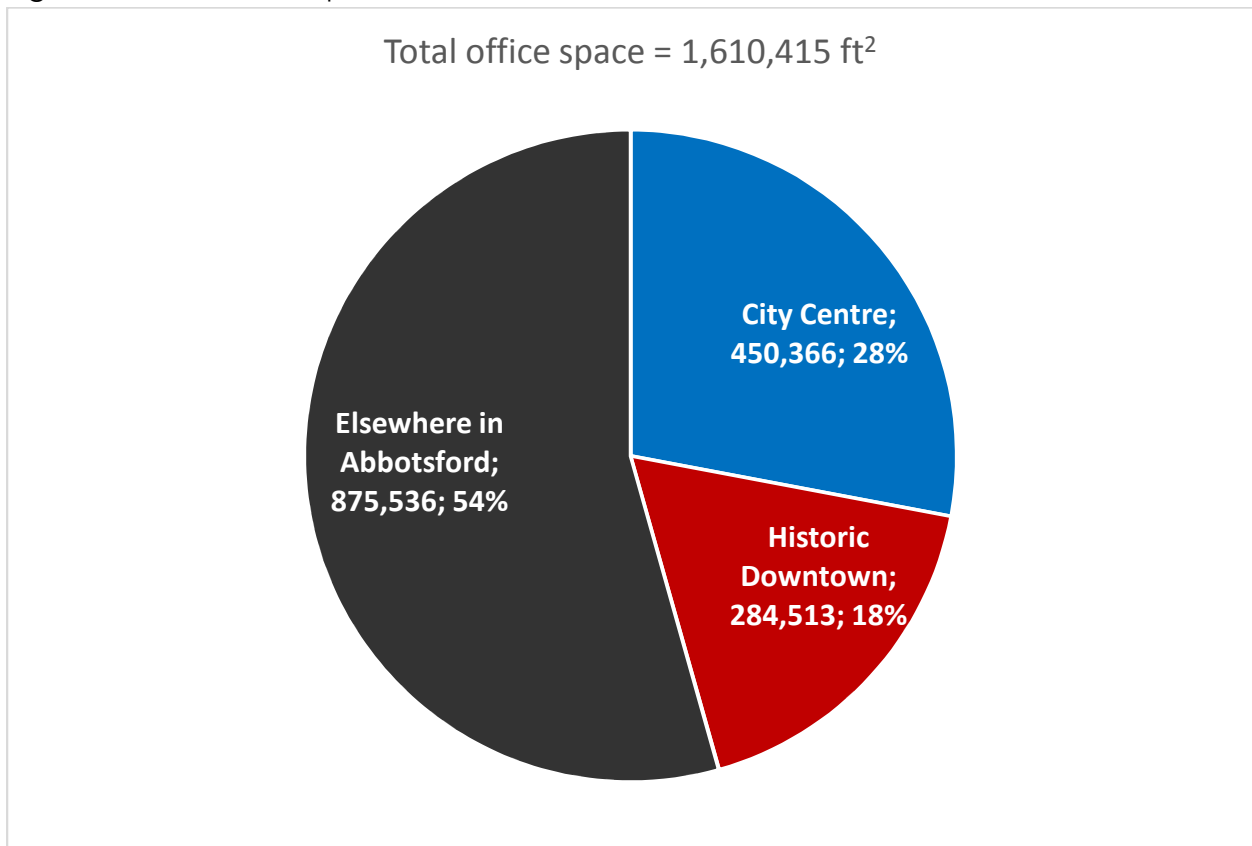


Figure 19: Office space in Abbotsford

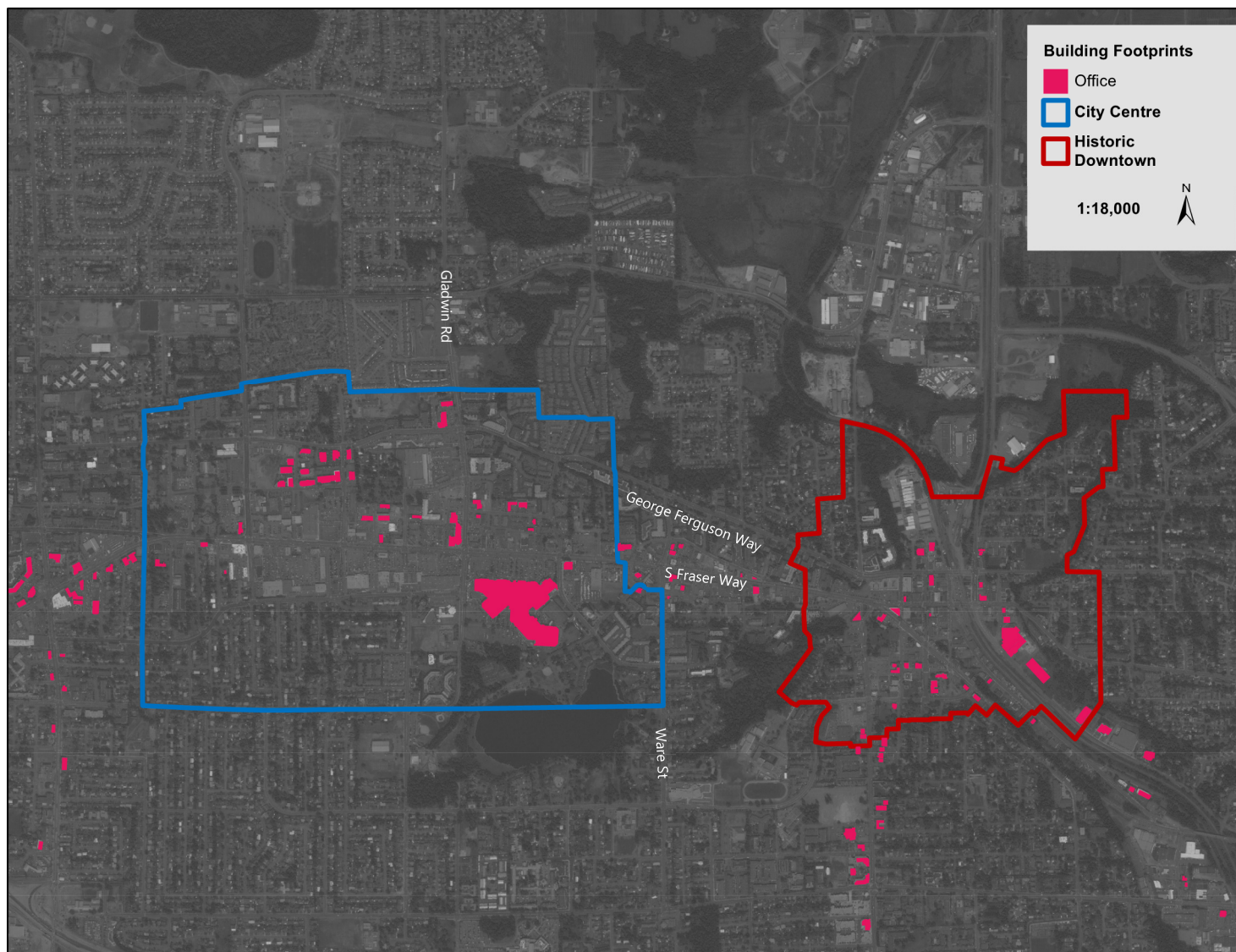


Figure 20: Office space in the City Centre

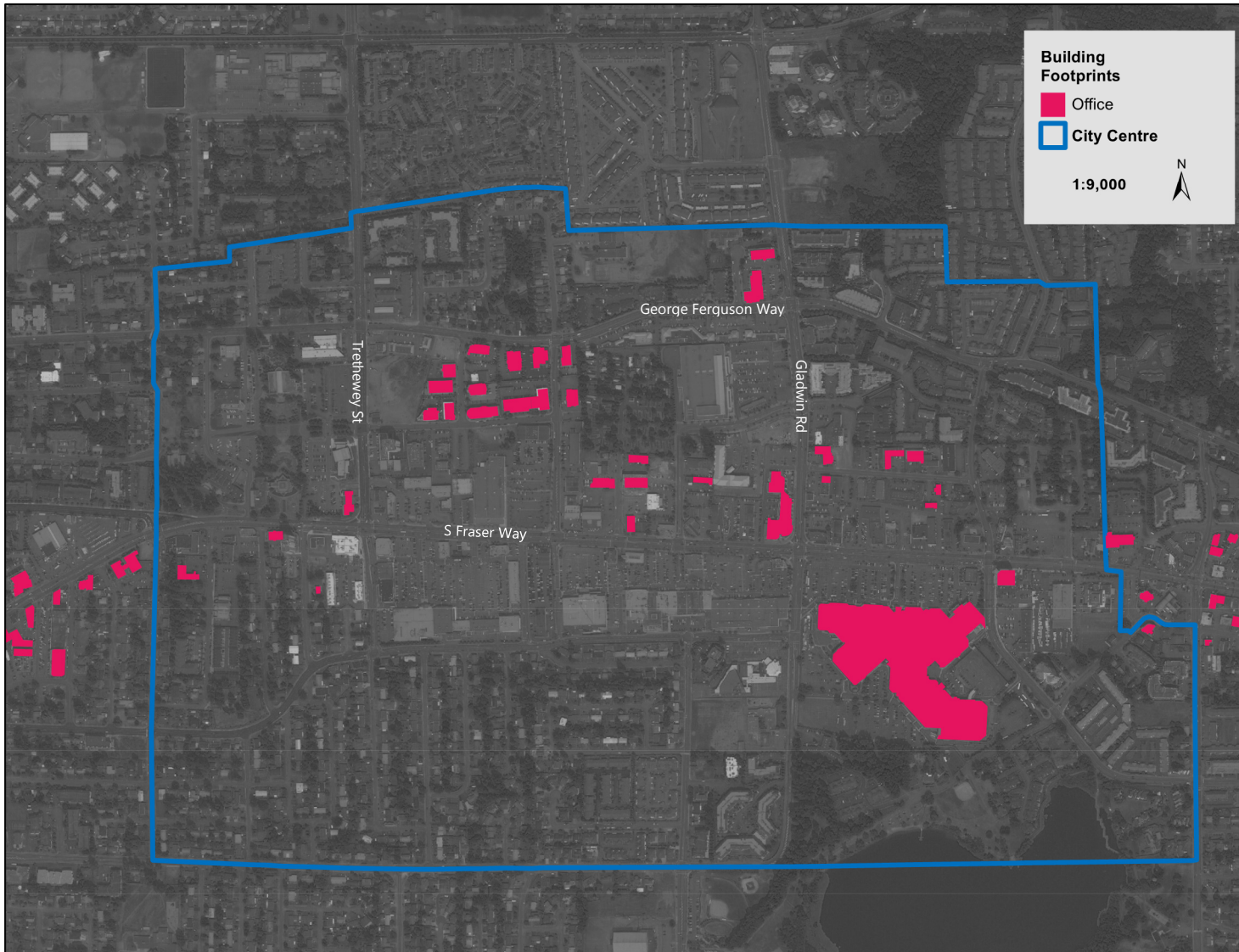
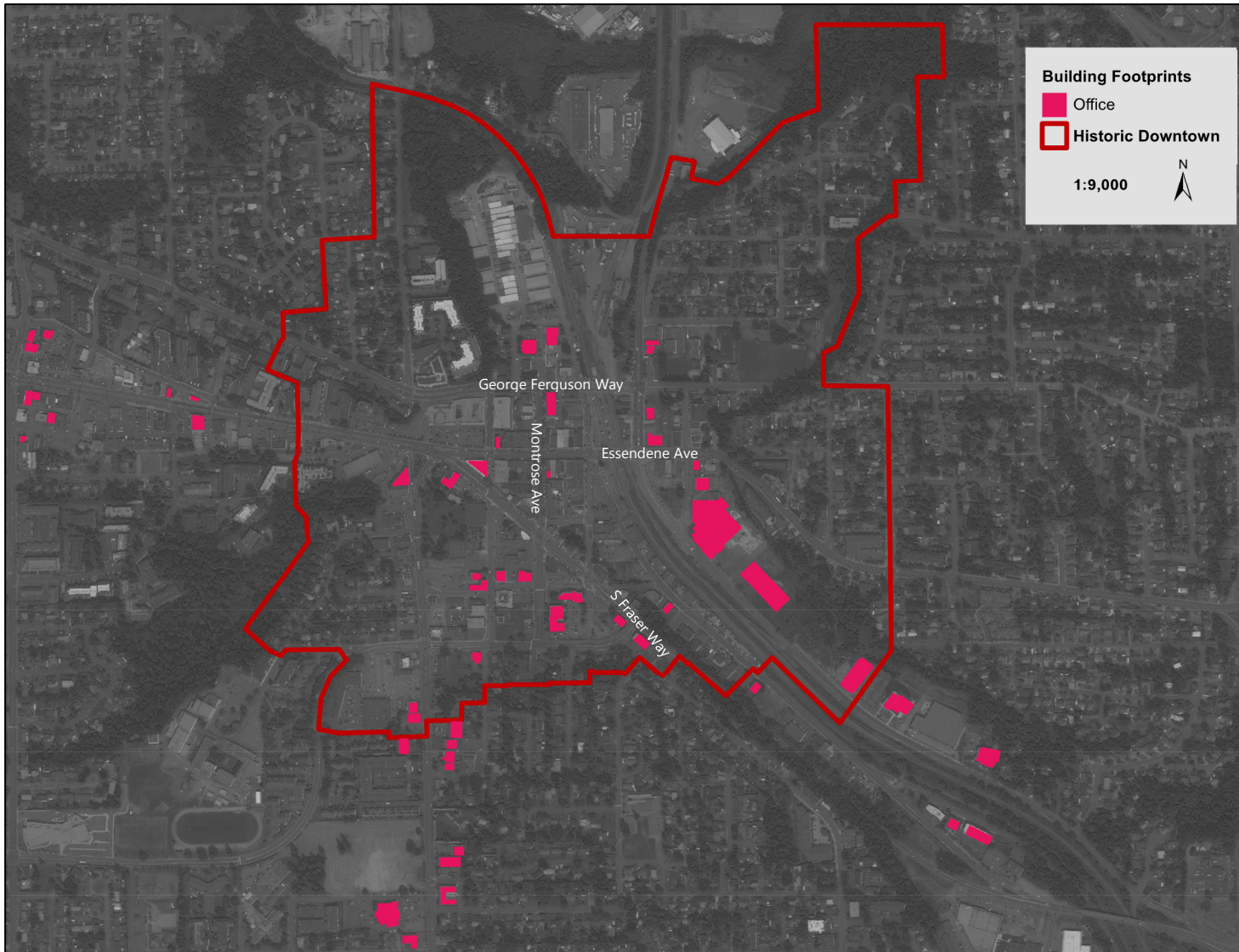


Figure 21: Office space in the Historic Downtown



Figures 18 – 21 indicate more than half (54%) of Abbotsford's office space falls outside of the two Study Areas, mostly in the following zones:

- Along South Fraser Way between Highway 1 and the City Centre
- Along South Fraser Way between the two Study Areas
- Along McCallum Road between Highway 1 and the Historic Downtown
- In a rough cluster following Gladys Avenue and Sumas Way to the southeast of the Historic Downtown.

All of these areas are more or less continuations of office zones with the two Study Areas. In other words, the Study Area boundaries as defined in this work do not relate perfectly to the geography of office space in Abbotsford, and these results should be understood in light of that.

Of the office space that does fall within the Study Areas, about 28% is in the City Centre, and about 18% is in the Historic Downtown. In terms of type, it is distributed as described in Section 4.1.

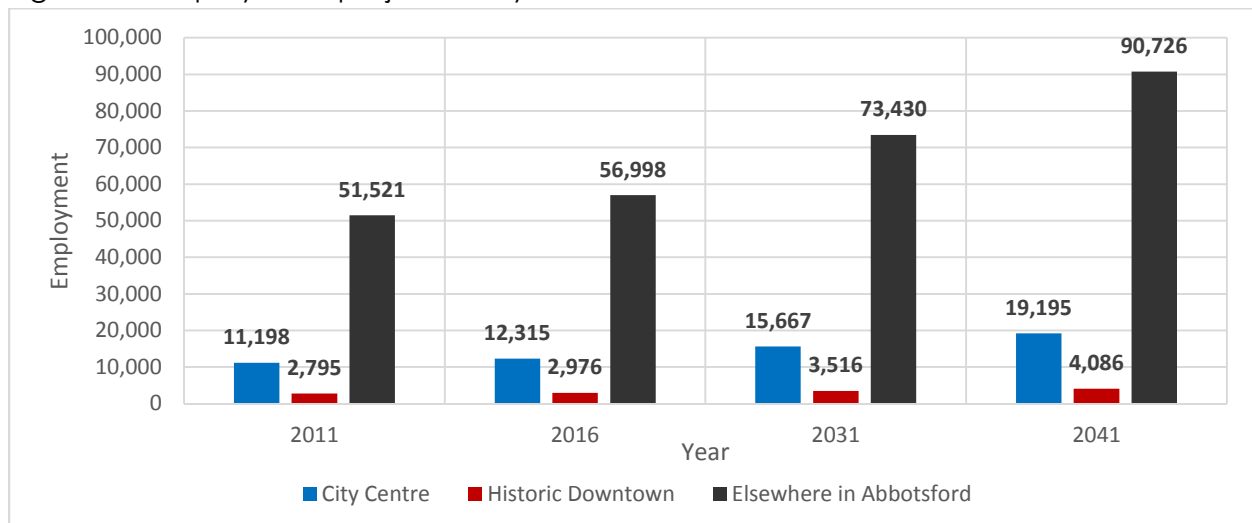
4.3 Office Demand Projection

This section presents GPRA's projection of demand for office space in Abbotsford from the present to 2041.

4.3.1 Employment Projection

The City gave GPRA a geographically indexed projection of employment covering all of the City in the years 2011, 2031, and 2041. Using this projection, GPRA interpolated the geographically indexed employment in 2016, the date of the office inventory discussed in Section 4.2. This projection is shown in Figure 22.

Figure 22: Employment projection by area



4.3.2 Current Office Employment

Combining the total office space of each area in 2016 (Figure 18, pg. 50) with the total employment in each area in 2016 (Figure 22, pg. 54) as well as the estimated office vacancy rate in each zone (taken from realtor interviews), produces an estimate of total office employment in each zone in 2016. It is assumed that each office employee uses 200 ft² of office space on average, which is a standard assumption. This is shown in Table 15.

Table 15: Office employment in 2016 by area

| | Total office space (ft ²) | Office vacancy rate | Office employment | Office share of all employment |
|--------------------------------|---------------------------------------|---------------------|-------------------|--------------------------------|
| City Centre | 450,400 | 25% | 1,689 | 14% |
| Historic Downtown | 284,500 | 10% | 1,280 | 43% |
| Elsewhere in Abbotsford | 875,500 | 21% | 3,472 | 6% |
| Total | 1,610,415 | 20% | 6,442 | 9% |

Table 15 indicates that there were about 6,400 office workers in Abbotsford in 2016, of which about 1,700 worked in the City Centre, about 1,300 worked in the Historic Downtown, and about 3,500 worked elsewhere. This is a fairly even distribution of office jobs between the two study areas. But as a share of all jobs, the two areas perform very differently. Office work made up only 14% of jobs in the City Centre, but about 43% of jobs in the Historic Downtown, probably due to the Historic Downtown capturing the City's largest office building, the Correctional Services building, which at 73,420 ft² accounts for more than a quarter of the Historic Downtown's office space (Figure 23). In general, office employment is not dominant in Abbotsford, at only 9% of jobs.

Figure 23: The Correctional Services of Canada building on Gladys Avenue



4.3.3 Abbotsford Office Demand Projection

Assuming that office employment continues to make up about 9% of total employment as time goes on, and assuming that office space efficiency does not increase (it might increase over time, but constant space per employee is assumed here for the sake of simplicity), then the City's employment projection can be converted to an office space demand projection, as shown in Figure 24 and Table 16.

Figure 24: Abbotsford office demand projection

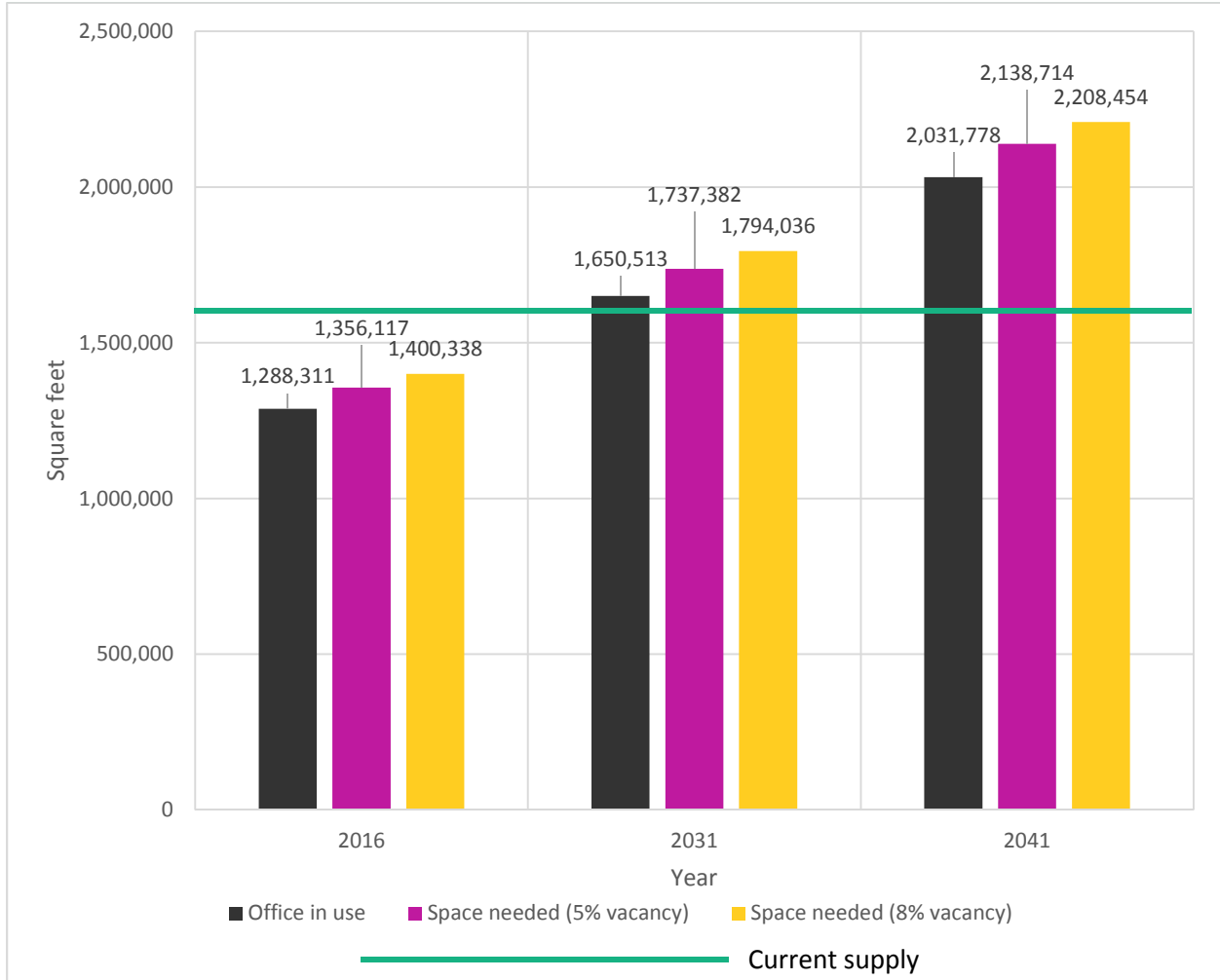


Table 16: Abbotsford office demand projection

| | 2016 | 2031 | 2041 |
|---|-----------|-----------|-----------|
| Office in use | 1,288,300 | 1,650,500 | 2,031,800 |
| Space needed (5% vacancy) | 1,356,100 | 1,737,400 | 2,138,700 |
| Space needed (8% vacancy) | 1,400,300 | 1,794,000 | 2,208,500 |
| Construction required (5% vacancy) | | 127,000 | 401,300 |
| Construction required (8% vacancy) | | 183,600 | 414,400 |

Figure 24 and Table 16 indicate that at the City's current level of office vacancy (about 20%), about 1.29 million of its 1.61 million square feet of office are in use. As employment in the City increases, this amount is expected to increase to 1.65 million ft² in 2031, and then 2.03 million ft² in 2041. A vacancy rate of 5% - 8% is typically considered appropriate in the office sector. To achieve this level of vacancy, the City will therefore need to contain 1.74 – 1.79 million ft² of office in 2031, and 2.14 – 2.21 million ft² of office in 2041.

In other words, there is currently no shortfall of office space in the City, but in the 2020 - 2031 period there will be demand for an additional 127,000 – 184,000 ft² of office space, and in the 2032 - 2041 period there will be demand for an additional 401,000 – 414,000 ft² of office space. GPRA believes that no new space will be required from 2017 – 2019.

4.3.4 Study Area Office Demand Projection

Assuming that office employment continues to make up the same share of total employment in each of the Study Areas as it did in 2016 (14% in the City Centre and 43% in the Historic Downtown, respectively), then the City's employment projection for the Study Areas (Figure 22, pg. 54) can be converted into a projection of required office space. Permitting a range of vacancy rates from 5% - 8% in each Area produces the following demand projections, shown in Tables 17 and 18.

Table 17: City Centre office demand projection

| | 2016 | 2031 | 2041 |
|---|---------|---------|---------|
| Office in use | 337,800 | 429,700 | 526,500 |
| Space needed (5% vacancy) | 355,600 | 452,300 | 554,200 |
| Space needed (8% vacancy) | 367,100 | 467,100 | 572,200 |
| Construction required (5% vacancy) | | 2,000 | 101,900 |
| Construction required (8% vacancy) | | 16,700 | 105,200 |

Table 18: Historic Downtown office demand projection

| | 2016 | 2031 | 2041 |
|---|---------|---------|---------|
| Office in use | 256,100 | 302,600 | 351,600 |
| Space needed (5% vacancy) | 269,500 | 318,500 | 370,100 |
| Space needed (8% vacancy) | 278,300 | 328,900 | 382,100 |
| Construction required (5% vacancy) | | 34,000 | 51,600 |
| Construction required (8% vacancy) | | 44,400 | 53,200 |

Table 17 shows that with its currently high vacancy rate, the City Centre will only need between 2,000 – 17,000 ft² of additional office space from 2020 – 2031, which is easily enough to fit within a small mixed used development. As the market develops and vacancy reaches a more normal level during the 2032 – 2041 period, and additional

102,000 – 105,000 ft² will be required, which is the equivalent of two large office buildings or several smaller ones.

Table 18 shows that with its much lower vacancy rate, the Historic Downtown will need more new office space in the near future than the City Centre: from 34,000 – 44,000 ft² of additional office space between 2020 and 2031, which is the equivalent of one medium-sized or two small office buildings. But over the longer term, it is assumed that the two Areas will have similar vacancy rates, and therefore the Historic Downtown will not need to grow as fast as the larger City Centre during the 2032- 2041 period, requiring only 52,000 – 53,000 new ft² of space, or the equivalent of one large building.

5 Hotel

This section describes the factors and trends governing Abbotsford's accommodation market (hotels, inns, and bed & breakfasts), and then presents GPRA's projection of accommodation demand for the next 25 years.

5.1 Abbotsford Accommodation Supply

According to GPRA's research, there are nine hotels, one inn, and five large or established bed & breakfasts in the City⁸, which are listed in Table 19 and mapped in Figure 25. The total of 881 rooms matches Tourism Abbotsford's estimate for 2016.

Table 19: Accommodation in Abbotsford

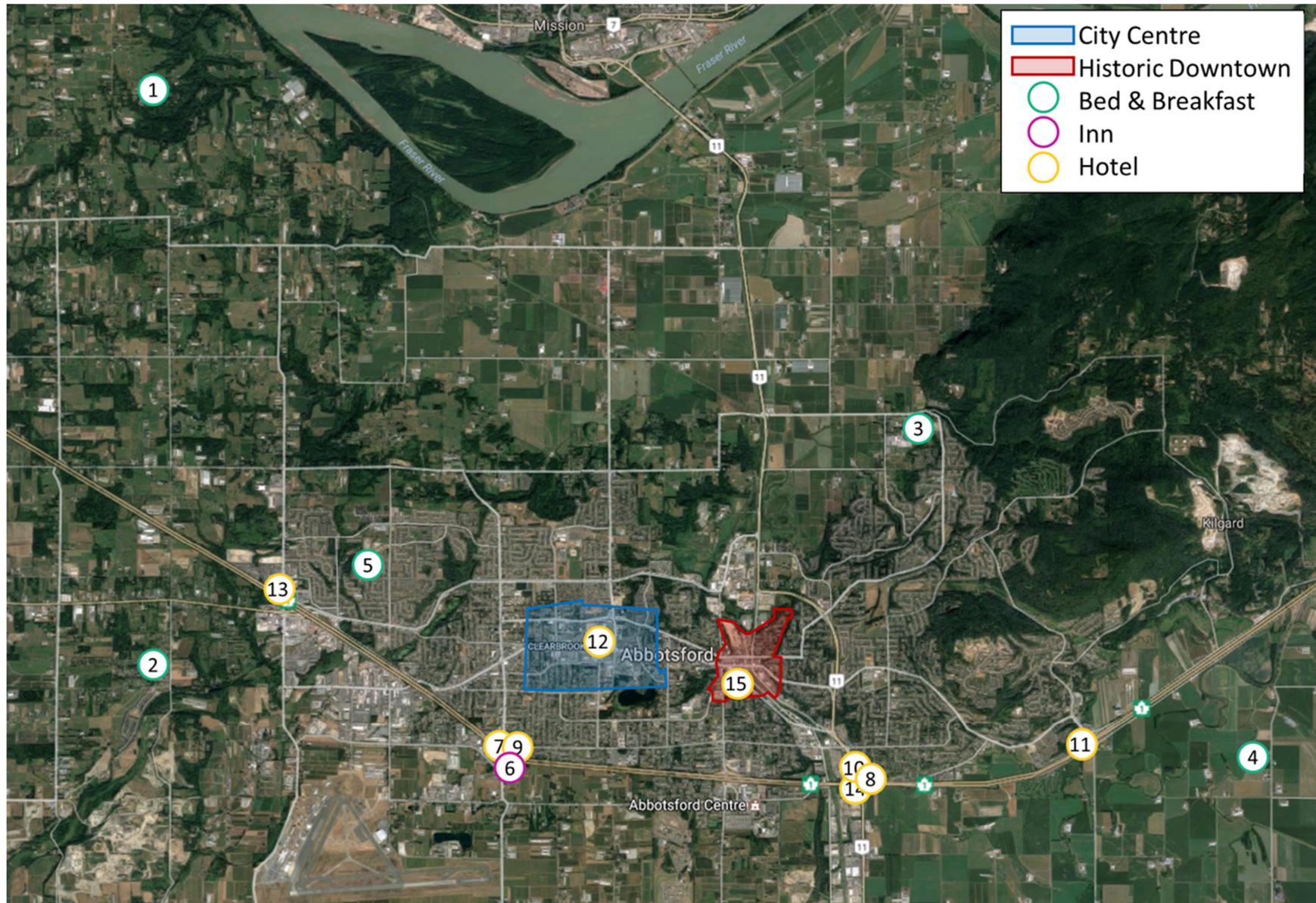
| Name | Figure 25 symbol | Type | Rooms |
|----------------------------------|------------------|-----------------|------------|
| Anam Cara | 1 | Bed & breakfast | 3 |
| Brookside Inn | 2 | Bed & breakfast | 4 |
| Clayburn Village Bed & Breakfast | 3 | Bed & breakfast | 4 |
| Country Charm Bed & Breakfast | 4 | Bed & breakfast | 3 |
| Deer Trail Guest House | 5 | Bed & breakfast | 3 |
| Alpine Inn | 6 | Inn | 43 |
| Abbotsford Hotel | 7 | Hotel | 42 |
| Best Western Bakerview Inn | 8 | Hotel | 61 |
| Best Western Plus Regency Inn | 9 | Hotel | 128 |
| Coast Abbotsford Hotel & Suites | 10 | Hotel | 60 |
| Quality Hotel | 11 | Hotel | 116 |
| Sandman Hotel | 12 | Hotel | 139 |
| Sandman Hotel Airport | 13 | Hotel | 147 |
| Super 8 Abbotsford | 14 | Hotel | 98 |
| Travelodge Abbotsford | 15 | Hotel | 30 |
| TOTAL | | | 881 |

Figure 25 shows that the majority of Abbotsford's accommodation is clustered in four nodes along Highway 1, namely where the Highway crosses Mount Lehman Road, Clearbrook Road, Sumas Way, and Whatcom Road. This string of high-accessibility accommodation businesses accounts for seven of the City's nine hotels as well as the Alpine Inn. Of the other two hotels in Abbotsford, one is in the City Centre (the Sandman Hotel), and one is in the Historic Downtown (the Travelodge).

Bed & breakfasts have a different locational pattern: they tend to locate away from main roads in the City's rural periphery, as shown in Figure 25.

⁸ From this count are excluded all temporary or informal bed & breakfasts (such as AirBNB vendors) as well as all bed & breakfasts with fewer than three rooms, which would appear to match Tourism Abbotsford's count methodology.

Figure 25: Accommodation in Abbotsford (see Table 19 for key)



5.2 Trends and Factors in the Accommodation Market

GPRA interviewed representatives of nearly every hotel, inn, and large bed & breakfast in Abbotsford to gain a sense of the factors and trends that govern Abbotsford's accommodation industry. In the process, the consultant team identified the attractions that draw visitors to Abbotsford, the demographic groups that tend to visit the City, and the recommendations that accommodation industry members have for City policy.

5.2.1 Bed & Breakfasts in Abbotsford

Bed and breakfast operators report that Abbotsford is an excellent place to run this kind of business, that the market is good, and that it is growing fast. Bed & breakfasts typically attract visitors looking for a calm and bucolic experience, who are therefore drawn to rural areas on the outskirts of major cities, which fits much of Abbotsford perfectly. Although it is noteworthy that Abbotsford has several successful bed & breakfasts and will likely be able to support many more in the near to medium future, this sub-market is largely irrelevant to the two Study Areas, both of which are central and urban rather than quiet and rural.

5.2.2 Hotels in Abbotsford

The market for hotel rooms in Abbotsford is more complicated. Aside from the quaint rural appeal of its peripheral areas, Abbotsford is not a major tourist destination. According to local hotel staff Abbotsford's hotels are mostly used as one stop in a longer trip, or en route to somewhere else. Often people stop in Abbotsford before heading into Vancouver the following day, and most people on multi-day trips through Abbotsford don't stop there.

As mentioned in Section 2, activities that bring visitors to Abbotsford in particular include weddings and funerals, government-related travel, sporting events, concerts and performances (mostly at the Abbotsford Arts Centre) and a growing assortment of festivals and celebrations such as the Tulip Festival in April and the Downtown Christmas Tree Lighting in November. The Fraser Valley Trade & Exhibition Centre (Tradex) is another important event venue. In general, hoteliers acknowledge that Tourism Abbotsford has done a good job of attracting events to the City, and that the overall impact of this effort has been positive. Attracting more dedicated visitors and larger events will be an ongoing challenge requiring creativity and cooperation among many stakeholders.

Hoteliers in Abbotsford generally report that room occupancy rates have increased over the last five years, which agrees with GPRA's quantitative findings (see Section 5.3). The Alberta economic downturn of the last year has led to a drop in visits from that province, but this has coincided with a general increase in international tourist visits in

Abbotsford and throughout British Columbia, owing in part to Canada's weak dollar. The number of events in Abbotsford has increased in this time as well, bringing more visitors. Another factor that might be helping Abbotsford's hotel market is the general unaffordability of hotel space in Vancouver, which is yet another outcome of that region's expensive real estate.

5.2.3 Hotels in the Study Areas

Of the 11 major accommodation businesses identified in Abbotsford, only one is located in each Study Area. The City Centre contains a Sandman Inn, although GPRA was unable to reach them for an interview. The Historic Downtown contains a Travelodge adjacent to Jubilee Park, and this interview proved insightful.

By their own admission, Travelodge is one of the City's lower-end hotels as well as its smallest (at only 30 rooms), however as the only hotel in the Historic Downtown, it serves an important role and benefits from the accessible and popular location. Although this is the case, Travelodge staff did highlight Jubilee Park's challenges, particularly around safety. Improving the Park's design and adding more lights may help overcome this obstacle.

5.2.4 Online Accommodation Websites

In GPRA's research throughout Western Canada, many hoteliers and municipalities have identified online accommodation websites such as AirBNB as a threat to established vendors in the industry as these websites typically create uncontrolled and unregulated room supply and also allow small informal bed & breakfasts to operate without paying the commercial property tax rate, which gives them an unfair advantage. In speaking with representatives of Abbotsford's accommodation industry, GPRA noted that two thirds of respondents identified no problem with online accommodation websites, although one third did believe there was a problem. GPRA found less than 10 single-room AirBNB vendors advertising on the website in December 2016, although interviews suggest that this number may double in the summer. This is a relatively small increase in room supply (up from 881 to maybe 901), and clearly the impact of such websites has not prevented growth in this industry.

5.3 Abbotsford Accommodation Demand Projection

Combining annual City-wide data received from Tourism Abbotsford with monthly data covering Abbotsford and Chilliwack⁹, GPRA estimated the monthly accommodation occupancy rate in the City from January 2013 to December 2016, as shown in Figure 26.

Figure 26: Accommodation occupancy rate in Abbotsford

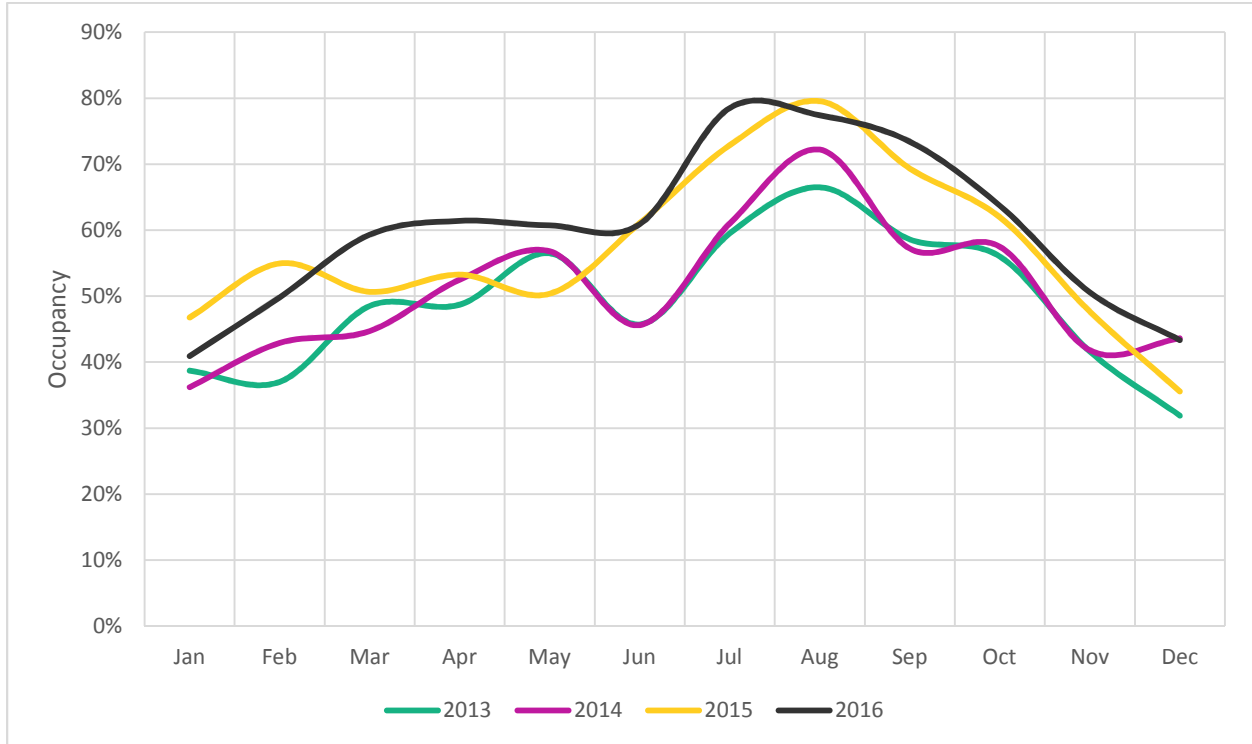
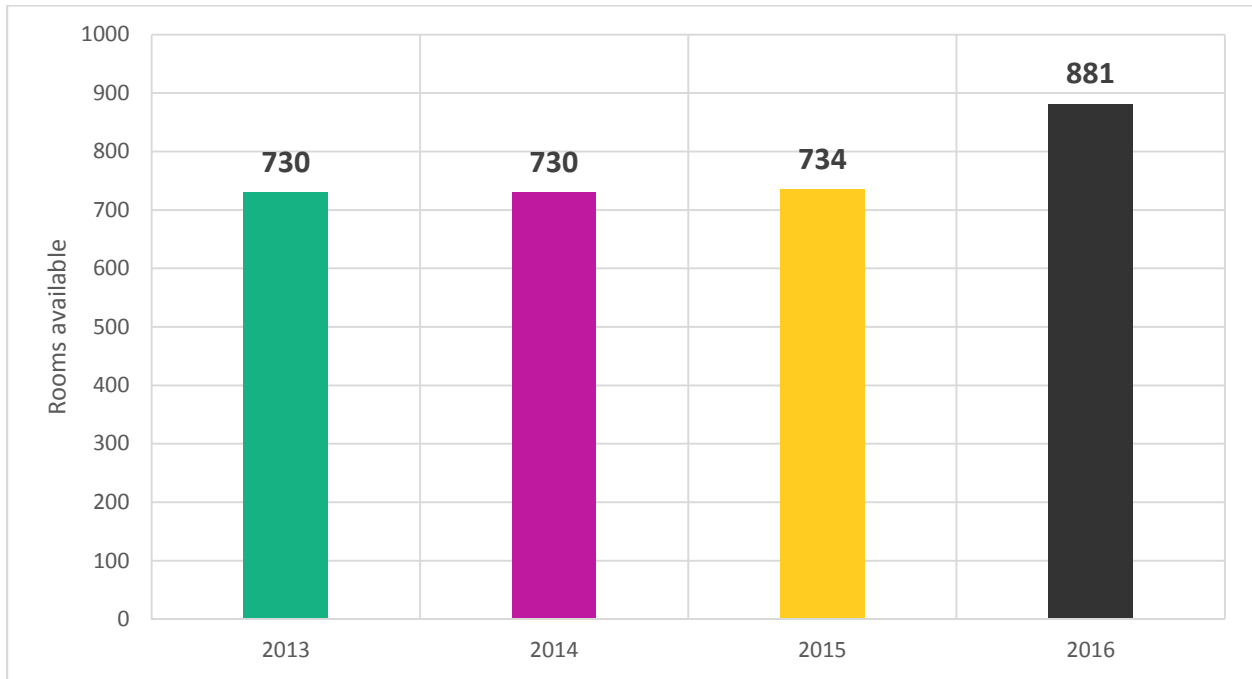


Figure 26 shows a generally positive trend, with each year mostly outperforming the previous year. The best month for the accommodation industry in Abbotsford is August (or July in 2016), and the worst month is December or January. Occupancy rates typically range from 35% - 45% in the worst months to 60% - 80% in the best months, with the obvious caveat that the worst months of all happened in earlier years, and the best months of all happened in recent years. The annual occupancy rate was 49% in 2013, 51% in 2014, 57% in 2015, and 60% in 2016.

Occupancy has consistently increased at Abbotsford's hotels, inns, and bed & breakfasts despite an increase in room supply during the same period, as indicated by data received from Tourism Abbotsford, which is shown in Figure 27. The small jump from 2014 to 2015 is due to the opening of a new bed & breakfast, and the large jump from 2015 to 2016 is due to the arrival of the Sandman Inn Abbotsford Airport.

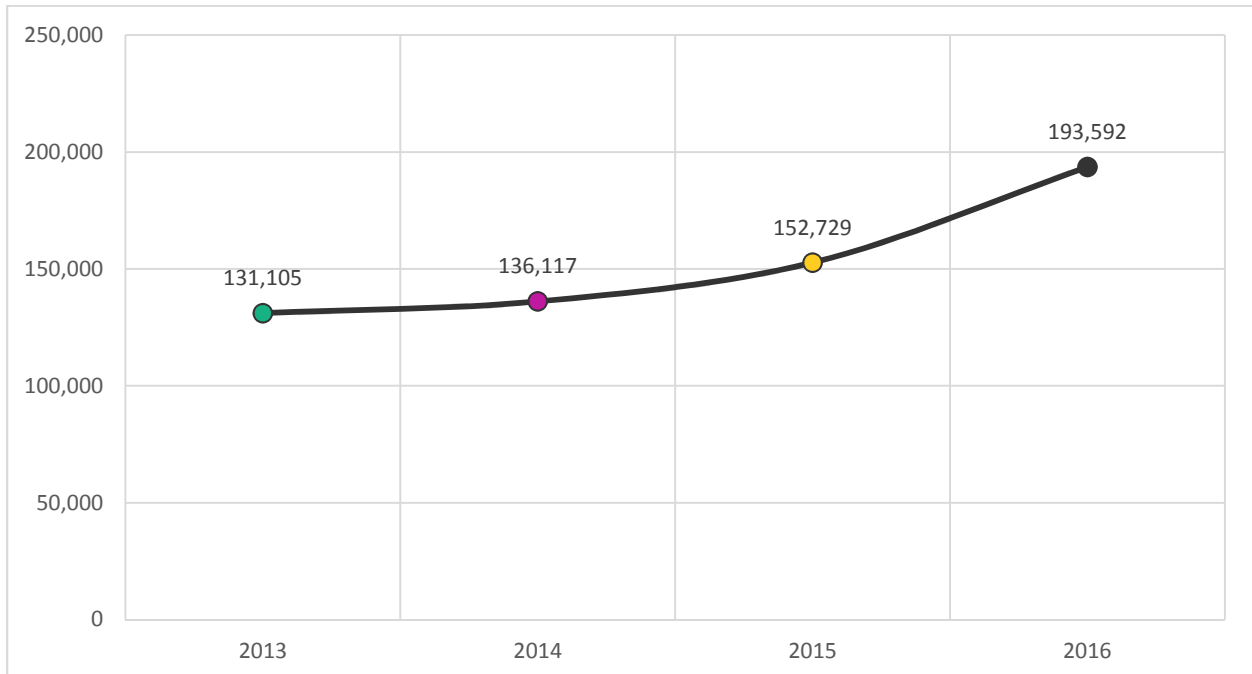
⁹ Destination British Columbia (2016). Tourism Indicators 2013 – 2016. <http://www.destinationbc.ca/Research/Industry-Performance/Tourism-Indicators.aspx>

Figure 27: Accommodation rooms in Abbotsford, 2013 - 2016



Combining Figures 26 and 27 indicates growth in total annual room-nights sold by accommodation vendors in Abbotsford, from about 131,000 room-nights in 2013 to almost 194,000 room-nights in 2016, or an average annual increase of almost 21,000 room-nights, which is equivalent to almost 14% growth in demand per year, as shown in Figure 28.

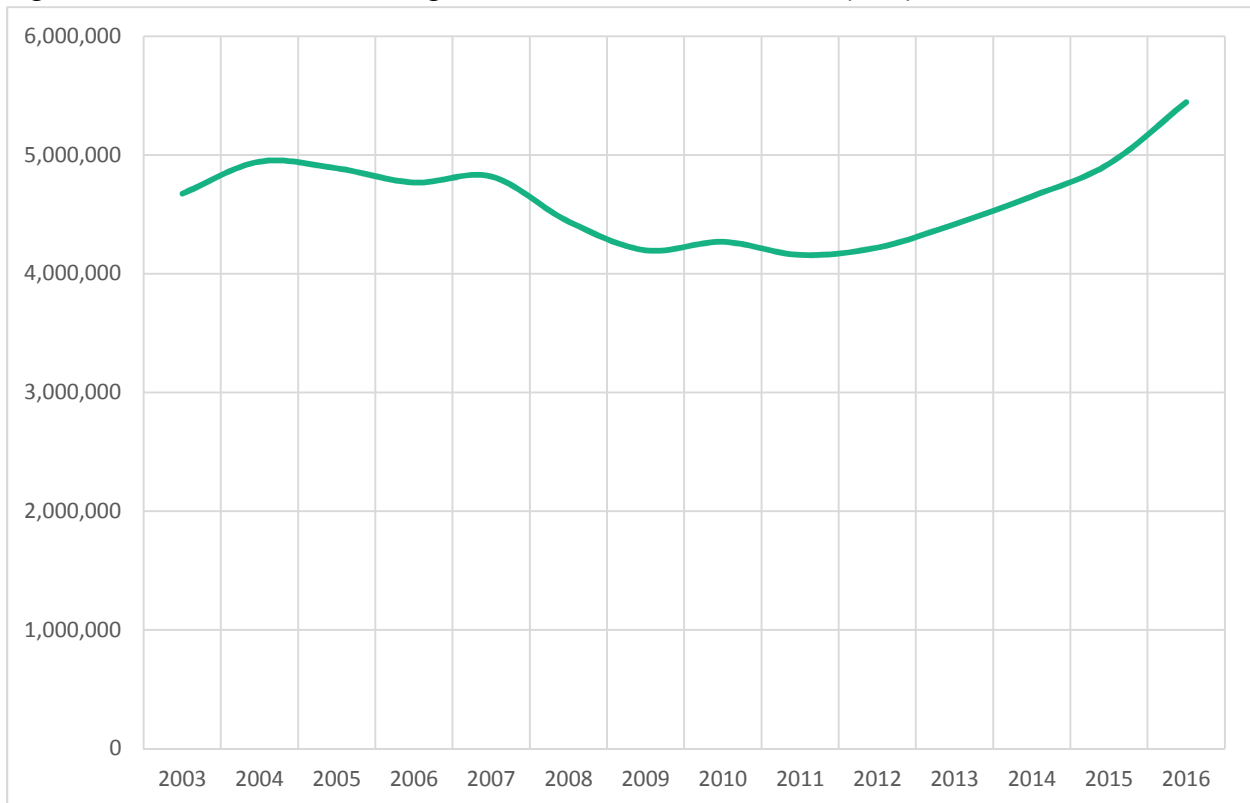
Figure 28: Accommodation room-nights sold in Abbotsford per year



14% annual growth is impressive, especially over a four-year period. Unfortunately, four years of data is not enough to justify long-term conclusions, and there are good reasons to think that more context is needed to fully understand this rapid growth. The most relevant item of context for this data is that British Columbia and the world are still recovering from the Financial Crisis of 2008, which has resulted in some impressive growth statistics in recent years in many industries, especially the accommodation industry, which mask long term trends of slower growth. This would partly explain the 14% annual growth rate observed, which would be implausible as a long-term trend. The 2016 BC Summer Games in Abbotsford might also help to explain the observed growth.

Older visitor statistics for Abbotsford or even Abbotsford and Chilliwack are not available and province-wide statistics are limited to a small selection of variables. One variable that might stand in as a proxy for growth in the accommodation industry is international visitors to British Columbia. Although this is not a perfect indicator of hotel use, it should at least indicate a longer-term trend. This data is shown in Figure 29.

Figure 29: International overnight visitors to British Columbia per year



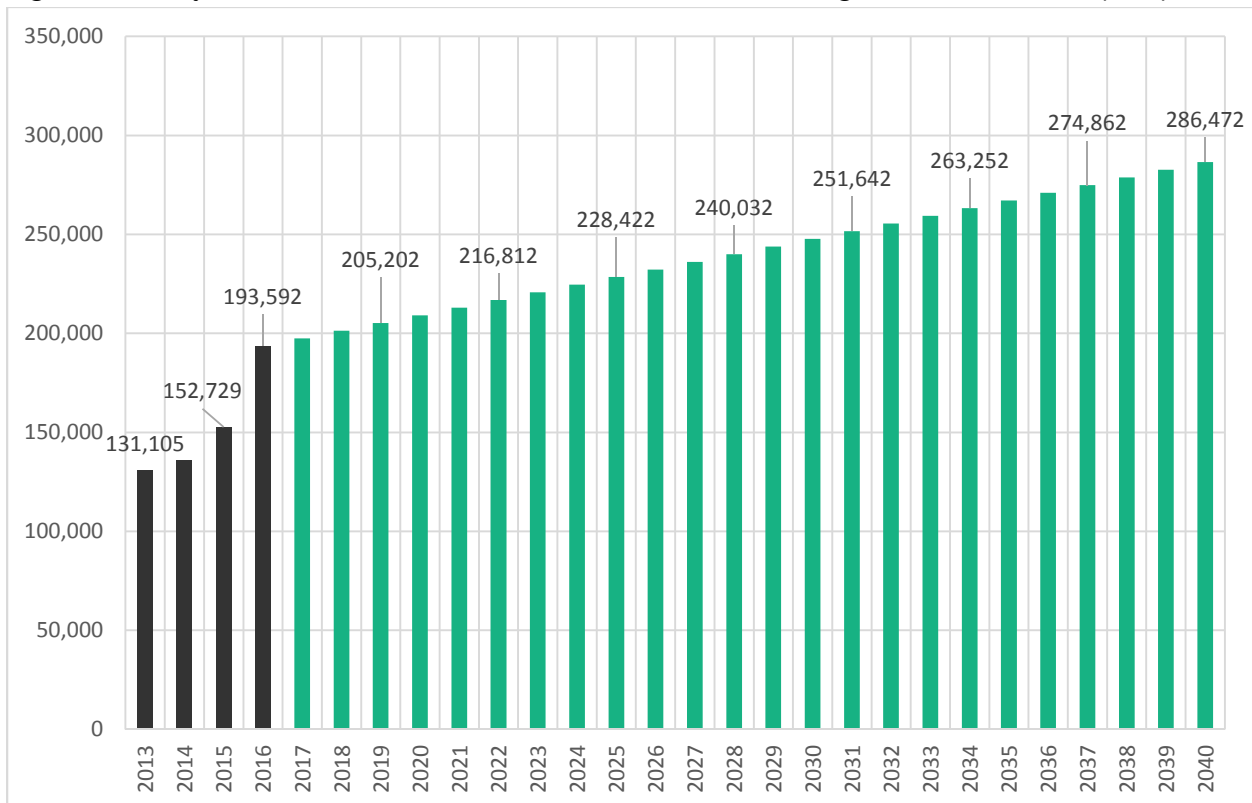
As Figure 29 indicates, there were 4.7 million international overnight visitors (IOVs) to British Columbia in 2003, which increased to 4.9 million in 2004 and remained relatively constant until 2008 – the year of the Financial Crisis – when annual IOVs dropped to 4.4 million, and then 4.2 million in 2009. The rate of IOVs to BC stayed at this lower level until

2012, but has been recovering since then, only surpassing the previous 2004 “high water mark” in 2016 with 5.4 million IOVs.

Treated as a whole, this period saw province-wide average growth in IOVs of about 59,000 per year, or an average growth rate of about 1.2%. By comparison, the 2013 – 2016 average growth rate was almost 343,000 per year, or an average of about 7.2%. In other words, looking at 2013 – 2016 rather than 2003 – 2016 indicates six times the growth rate, and the same would probably be true in Abbotsford if the data existed.

Not all visitors who use accommodation in British Columbia are international visitors, but trends in international overnight visits should be a fair approximation of trends in the industry as a whole, since both respond primarily to the global economic recovery. Insofar as this is true, GPRA assumes that province-wide accommodation room-nights have increased at an average rate of about 1% per year. Interviews with local industry stakeholders suggest that demand for accommodation in Abbotsford has typically grown about twice as fast as that of British Columbia generally, and this is demonstrably supported by the 2013 – 2016 period during which room-nights in Abbotsford grew by 14% annually, compared with IOV growth in British Columbia of 7% annually. For this reason, GPRA assumes that demand for room-nights in Abbotsford will grow linearly at a rate of 2% of the 2016 total, which would be 3,870 additional room-nights sold per year, producing the demand projection shown in Figure 30.

Figure 30: Projected demand for accommodation room-nights in Abbotsford per year



This projection of total room-nights sold can be converted to a projection of total rentable rooms required by assuming a target occupancy rate. In practice, it would be undesirable for vacancy to exceed 85% in the City in a given month, but to produce a maximum monthly occupancy of 85%, the overall annual occupancy rate would need to be much lower. As a rule, annual occupancy in Abbotsford has been about 20% lower than that of the highest month. Therefore GPRA assumes that an annual occupancy rate of 65% would correspond with an August occupancy rate of 85%, so 65% is used as the annual occupancy target for this projection. Combining that parameter with Figure 30 produces the projection of required accommodation rooms shown in Figure 31.

Figure 31: Projected demand for accommodation rooms in Abbotsford

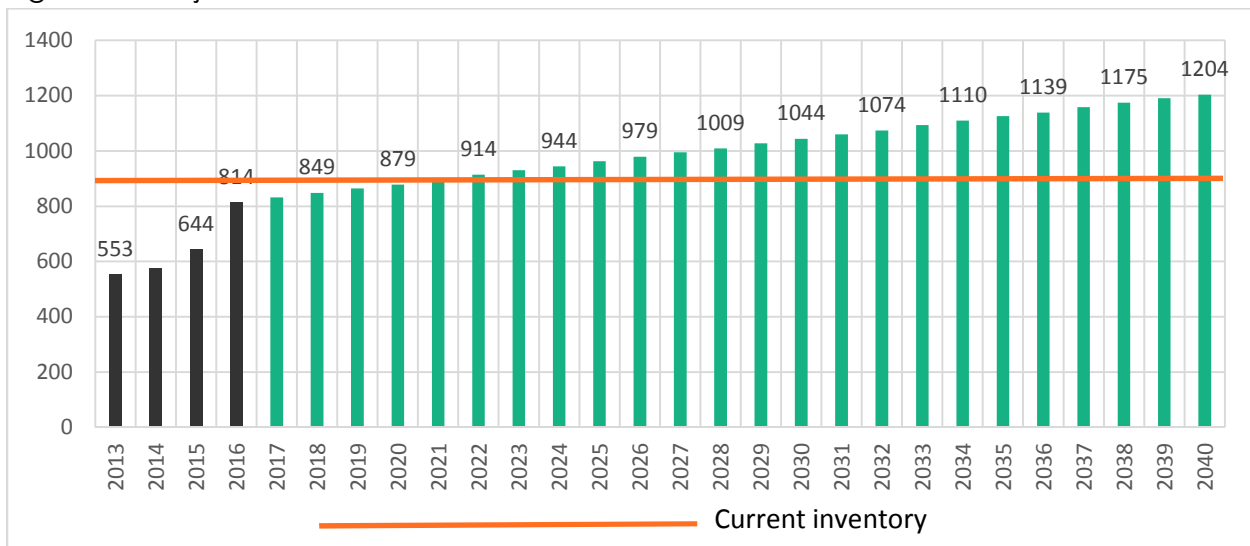


Figure 31 indicates that to hit the target occupancy rate of 65% annually, Abbotsford would only need 814 accommodation rooms at present, compared to the current 881. In other words, there is a small over-supply which demand will fill over time. GPRA projects the following accommodation development timelines, which include both hotels and bed & breakfasts:

Table 20: Accommodation development timeline in Abbotsford

| Time period | Additional rooms |
|-------------|------------------|
| 2017 – 2019 | 0 rooms |
| 2020 – 2024 | 104 rooms |
| 2025 – 2029 | 104 rooms |
| 2030 – 2034 | 104 rooms |
| 2035 – 2039 | 104 rooms |

In practice, this could mean one new hotel of about 100 rooms in each of the Study Areas and two new hotels of 100 rooms elsewhere in the City, probably near Highway 1. Bed & breakfasts are likely to continue locating at the outskirts.

6 Best Practices in Downtown Planning

Before discussing the best way to accommodate the additional commercial uses projected for Abbotsford's City Centre and Historic Downtown in Sections 3 - 5, this Section presents four principles of town centre commercial planning that GPRA has learned from past experience on similar projects throughout Western Canada.

For the two Study Areas to succeed in the future as commercial districts, the City must ensure that existing businesses survive and thrive, and that complementary new businesses are attracted. Both the City Centre and the Historic Downtown must offer existing and prospective businesses the fundamental neighbourhood conditions that they need to succeed. At a minimum, these include a strong customer base and a clean, safe, and attractive commercial environment. Understanding and diagnosing the types of improvements needed to move the Study Areas towards success is a significant part of this research as it sets the stage for commercial tenant recruitment and retention.

6.1 Urban Design

The first principle of town centre planning is high-quality urban design which includes:

- A general orientation prioritizing pedestrian over automobile traffic
- Compelling and interesting storefronts to attract visitors
- Convenience and accessibility, both at the building and neighbourhood scales
- Inviting public spaces such as parks and streets, including greenery, decorations, and outdoor furniture.

In general, the Historic Downtown is a more inviting physical environment with a more urban and walkable built form, although there is still room for improvement especially in the areas of pedestrian safety and parking management. By comparison, the City Centre has an automobile-oriented built form that is not conducive to mixed-use development, pedestrianism, or public gatherings.

6.2 Market Dynamics

Successful town centres are typically supported by a combination of a captive local market and inflow from regional day visitors and tourists. To achieve local market support, downtowns must first have access to a sufficiently sized population or employment base - preferably within close walking distance of businesses. At the same time, minimizing the outflow of consumer expenditures made by adjacent residents and employees requires local businesses to possess a deep understanding of the profile of their customer, as well as the nuances of their consumer preferences (such as matching opening hours with shopping hours).

Drawing visitors from further afield necessitates the town centre to offer compelling reasons for customers to travel past closer, competing retail destinations. One-of-a-kind of businesses, authentic urban experiences, or festivals and events are among the range of drawing factors that successful downtowns leverage to attract non-local visitors.

The final element in the market dynamics of a successful downtown is the level of local and regional awareness of the range of goods and services available. Effective branding and marketing can help better position a downtown as a competitive shopping destination. By leveraging market dynamics and capturing sufficient consumer spending to support local businesses, over the long-term successful town centres are able to thrive and adapt to changing needs.

Abbotsford's City Centre and Historic Downtown have different strengths and weaknesses in terms of market positioning and branding. The City Centre has the advantage of acting as the City's main commercial hub, and draws spending from across the municipality. Its retail market is strong even if its branding is poor. It supports several large malls and many anchor tenants, but is vulnerable to competitors elsewhere in the City. By comparison, the Historic Downtown achieves relatively low market capture in much of Abbotsford, but has a unique identity, strong branding, and appealing venues that bring a unique and dedicated set of tenants and customers to the neighbourhood. The Historic Downtown might achieve better market positioning by adding one or two anchor tenants, and both Study Areas would benefit from increased residential density within the neighbourhood, although this is especially feasible in the Historic Downtown.

6.3 Business Mix

The most important ingredients for commercial success in town centre main street environments are the variety and quality of merchandising offered. To be successful, the town centre must offer a sufficient selection of quality stores and services that can attract residents to shop downtown on a regular basis. Importantly, anchor retail tenants (such as grocery stores) play a critical role in drawing visitors and allowing them to disperse to smaller, adjacent retailers. In town centre environments, this anchoring role can also be performed by non-retail uses such as community centres, public libraries, public spaces, and other institutions.

A town centre must focus on creating a merchandising mix that provides either a unique or complementary shopping experience compared to major shopping centre competition, or must become dominant in one or more merchandising niches compared to other competitive shopping destinations.

Today's consumers are sophisticated and demanding as they are accustomed to high quality shopping experiences outside of their local community. As such, businesses must provide contemporary merchandising, store layout, and store design. Downtown businesses must deliver high quality goods and services, exceptional customer service, and competitive prices. While a degree of transition in tenants enables a downtown to shift to meet changing consumer needs, high turnover indicates unviable economic conditions. Healthy downtowns are grounded in stable market conditions and a merchandising offering that competitively responds to consumer demand.

Both the City Centre and Historic Downtown offer a diverse mix of business types, catering to most consumer needs, with the possible exception of supermarkets in the Historic Downtown, which that neighbourhood will have a shortage of within the next ten years.

6.4 Consistent and Engaged Leadership

In a highly competitive retail environment, success can be difficult to achieve. Town centres are often challenged by the diversity of their many separate stakeholder groups, such as landlords, tenants, business associations, politicians, and planners. The goals and objectives of these separate groups often conflict. In particular, divided land ownership and absentee landlords are frequently a key obstacle transforming a struggling downtown into a successful and vibrant destination.

The successful revitalization of a town centre requires a strong level of partnership and commitment among the various stakeholders, led by the committed leadership of individuals and organizations that can take coordinated action in responding to competition.

GPRA's interviews revealed no coordinated stakeholder effort in the City Centre such as a neighbourhood business association, although notably few outright barriers to growth were identified either. The Historic Downtown has undergone greater change and more coordination has therefore been required, but interviews indicate that the Abbotsford Downtown Business Association already appears to be following many best practices in encouraging visitation to Historic Downtown, including frequent social media outreach, an up-to-date attractive website, organizing frequent events, and having a good online presence. City efforts to promote business success have helped as well. Strengthening the network between the ADBA and other stakeholders such as Tourism Abbotsford, local realtors, entrepreneurs, and land owners could help strengthen awareness of business opportunities in the Historic Downtown.

Innovative leasing solutions can be provided by sites such as Storefront, the commercial equivalent of Airbnb, which allow property owners to lease out temporary retail space. Revolving pop up stores help to bring repeat visitors to the area and reduce unsightly vacant storefronts.

Although local weather patterns may be unreliable during the winter, many cities across Canada are choosing to embrace winter by creating strategies to bring people together year-round, such as Edmonton's WinterCity Strategy. Events scheduled outside of summer would provide an injection of spending that would help balance the year for many businesses. The November Downtown Tree Lighting Ceremony is a step in this direction.

7 Opportunities for Development and Improvement

This Section summarizes the commercial demand projections presented in Sections 3 – 5, and then discusses how the Study Areas might be improved and developed over the next 25 years to achieve vibrancy and commercial success.

7.1 Commercial Demand Projection Summary

Drawing on Sections 3 – 5, GPRA projects demand for the following commercial land uses over the next 25 – 30 years in the City Centre and the Historic Downtown respectively.

Table 21: Demand Summary for the City Centre (Additional per period)

| | 2017 – 2020 | 2021 – 2025 | 2026 – 2030 | 2031 – 2035 | 2036 - 2040 |
|--|------------------------------|--------------------------------|------------------------------|-----------------------------------|-------------------------------|
| Retail Total | 17,800 ft² | 47,900 ft² | 79,500 ft² | 135,800 ft² | 171,600 ft² |
| Convenience Retail | 17,800 ft ² | 40,400 ft ² | 61,800 ft ² | 72,300 ft ² | 85,600 ft ² |
| Comparison Retail | 0 ft ² | 0 ft ² | 0 ft ² | 42,600 ft ² | 56,600 ft ² |
| Restaurants & Entertainment | 0 ft ² | 7,500 ft ² | 17,700 ft ² | 20,900 ft ² | 25,100 ft ² |
| Auto-Related | 0 ft ² | 0 ft ² | 0 ft ² | 0 ft ² | 4,300 ft ² |
| Office Total¹⁰ | 0 ft ² | 1,951 – 16,700 ft ² | | 101,857 – 105,200 ft ² | |
| Accommodation Total | 0 rooms | 0 rooms | 0 rooms | 0 rooms | 100 rooms |

Table 22: Demand Summary for the Historic Downtown (Additional per period)

| | 2017 – 2020 | 2021 – 2025 | 2026 – 2030 | 2031 – 2035 | 2036 - 2040 |
|--|------------------------------|---------------------------------|------------------------------|---------------------------------|------------------------------|
| Retail Total | 12,500 ft² | 9,700 ft² | 38,500 ft² | 49,400 ft² | 55,500 ft² |
| Convenience Retail | 0 ft ² | 1,100 ft ² | 15,000 ft ² | 17,900 ft ² | 21,600 ft ² |
| Comparison Retail | 0 ft ² | 0 ft ² | 7,700 ft ² | 12,700 ft ² | 11,300 ft ² |
| Restaurants & Entertainment | 12,500 ft ² | 8,600 ft ² | 13,800 ft ² | 16,400 ft ² | 19,800 ft ² |
| Auto-Related | 0 ft ² | 0 ft ² | 2,000 ft ² | 2,400 ft ² | 2,800 ft ² |
| Office Total⁹ | 0 ft ² | 34,000 – 44,400 ft ² | | 51,600 – 53,200 ft ² | |
| Accommodation Total | 0 rooms | 100 rooms | 0 rooms | 0 rooms | 0 rooms |

Both Study Areas exhibit a present shortage of restaurant and entertainment uses, and the City Centre could support additional convenience retail in the next four years. Starting in the 2021 – 2025 period, additional convenience and comparison retail will both be supportable in the Historic Downtown as well as auto-related retail (although this type of commerce is unlikely to suit the neighbourhood from a planning or design perspective, and GPRA does not recommend encouraging it. In the City Centre, new

¹⁰ In the office category, the 2021 – 2030 category actually refers to 2021 – 2031 demand, and the 2031 – 2040 actually refers to 2032 – 2041, arising from the City employment estimate used.

comparison retail uses will not be needed until the early 2030s, as the neighbourhood's three large malls more than accommodate this type of vendor. No additional demand for auto-related commercial space is anticipated in the City Centre.

About 18,000 additional ft² of commercial space is supportable in the City Centre in the next four years, mostly in the convenience retail category. After that present need is met, demand for new space will rise to about 48,000 ft² in the 2021 – 2025 period (made up of convenience retail and restaurant and entertainment space) before accelerating continuously over the next 15 year as a consequence of population and income growth.

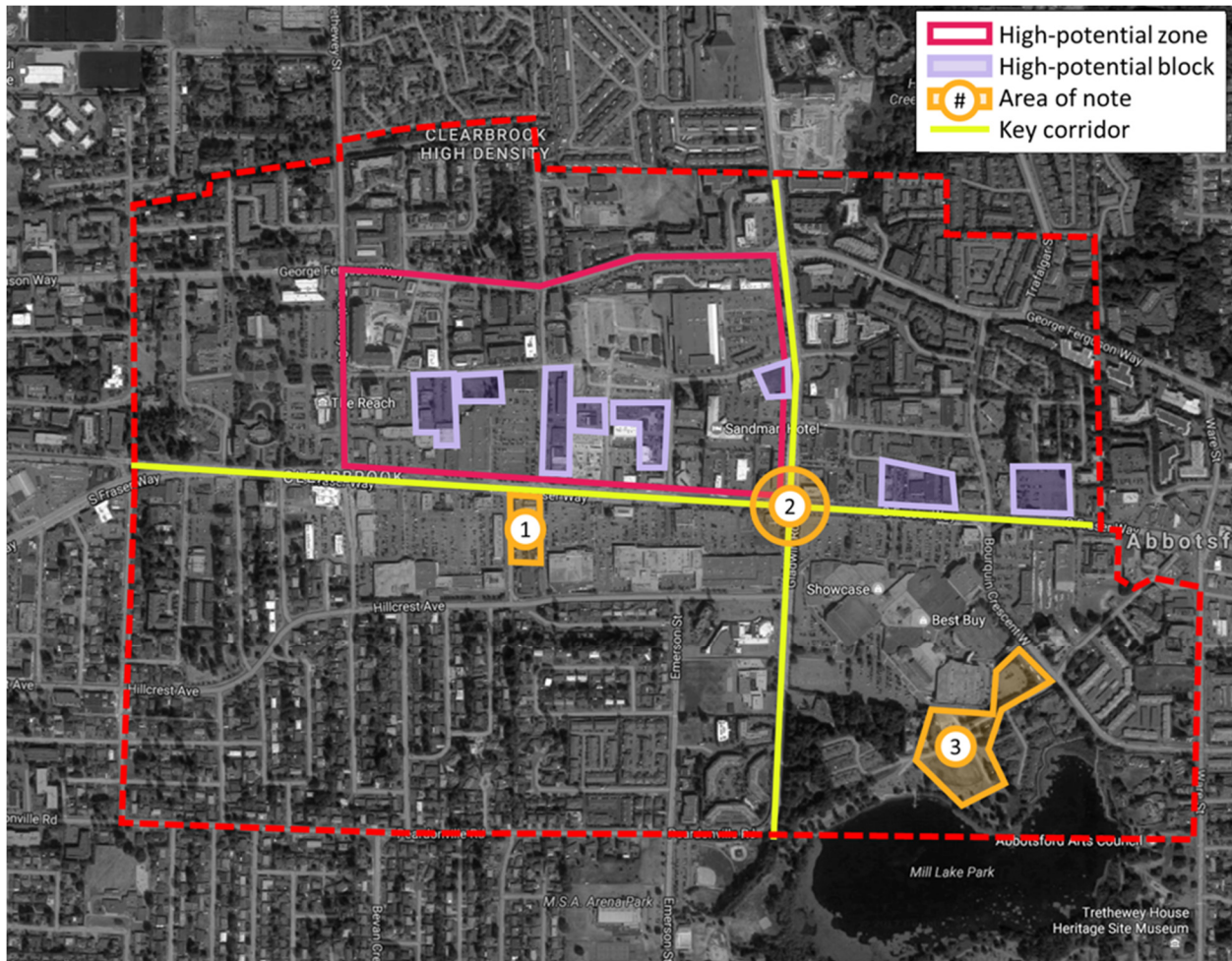
In the Historic Downtown, about 12,500 ft² of restaurant and entertainment space is called for in the next four years. After this gap is met, about 10,000 ft² of space will be needed in the 2021 – 2025 period of a mix of types. This number is expected to rise to about 38,500 ft² in the 2026 – 2030 period, and continue rising over the next ten years as Abbotsford grows.

In terms of office space, the City Centre is quite overbuilt, and will only require up to 17,000 ft² before 2030, but in the following 15 years will require more than 100,000 ft², demand having caught up with the present surplus. By comparison, the Historic Downtown is expected to require more office space much sooner. GPRA projects demand for up to 44,000 ft² of office space before 2030, but only about 53,000 ft² of new space in the following 15 years, the Historic Downtown being small and with lower overall employment than the City Centre.

Finally, GPRA projects demand for one new hotel of about 100 rooms (although this is likely to be quite flexible) in each of the Study Areas. The Historic Downtown is likely to be ready for a new hotel before the City Centre, so GPRA has placed the former in the 2021- 2025 period, and the latter in the 2036 – 2040 period.

7.2 Development and Improvement in the City Centre

Figure 32: Opportunities for development and improvement in City Centre



7.2.1 Developable Land in the City Centre

Within the City Centre, some areas exhibit more potential for redevelopment than others, primarily because they are low-density, vacant, or have older buildings with less remaining economic life. The most promising of these blocks are highlighted in Figure 32 in mauve. GPRA has not investigated the ownership of these high-potential blocks in detail, and some may require rezoning or land assembly to be successfully (re)developed. For the most part, these areas lie to the north of South Fraser Way. As mentioned previously, the three large malls to the south of the main arterial are successful and in high demand and are unlikely be redeveloped in the foreseeable future.

In addition to pointing out some particular blocks of land with high development potential, GPRA has also identified the area bounded by George Ferguson Way,

Trethewey Street, South Fraser Way, and Gladwin Road (shown in magenta in Figure 32) as a zone of generally high redevelopment potential. This area has relatively short blocks, more urban built form, and an existing mix of office, residential, and commercial uses. In other words, it already has many of the ingredients of a successful walkable commercial area. With the right interventions such as residential densification and public realm improvements, it could evolve into a successful mixed-use neighbourhood. A renovation-focused tax incentive similar to the Historic Downtown Revitalization Tax Exemption could be appropriate here. Since office seems to cluster in this area, redevelopment here should include at-grade retail to give office workers increased walkable lunch options. The City might also want to consider strategies for shortening blocks to improve walkability, for example by connecting Garden Street with Emerson Street between Simon Avenue and South Fraser Way.

The auto dealership on the south side of South Fraser Way (indicated as point 1 on Figure 32) is currently successful, but this type of retail is generally incompatible with a denser or more urban town centre concept. In the long run, this business may be drawn to more affordable space at the Fraser Valley Auto Mall or elsewhere, which would free up this land for a more appropriate commercial use.

7.2.2 Other Improvements in the City Centre

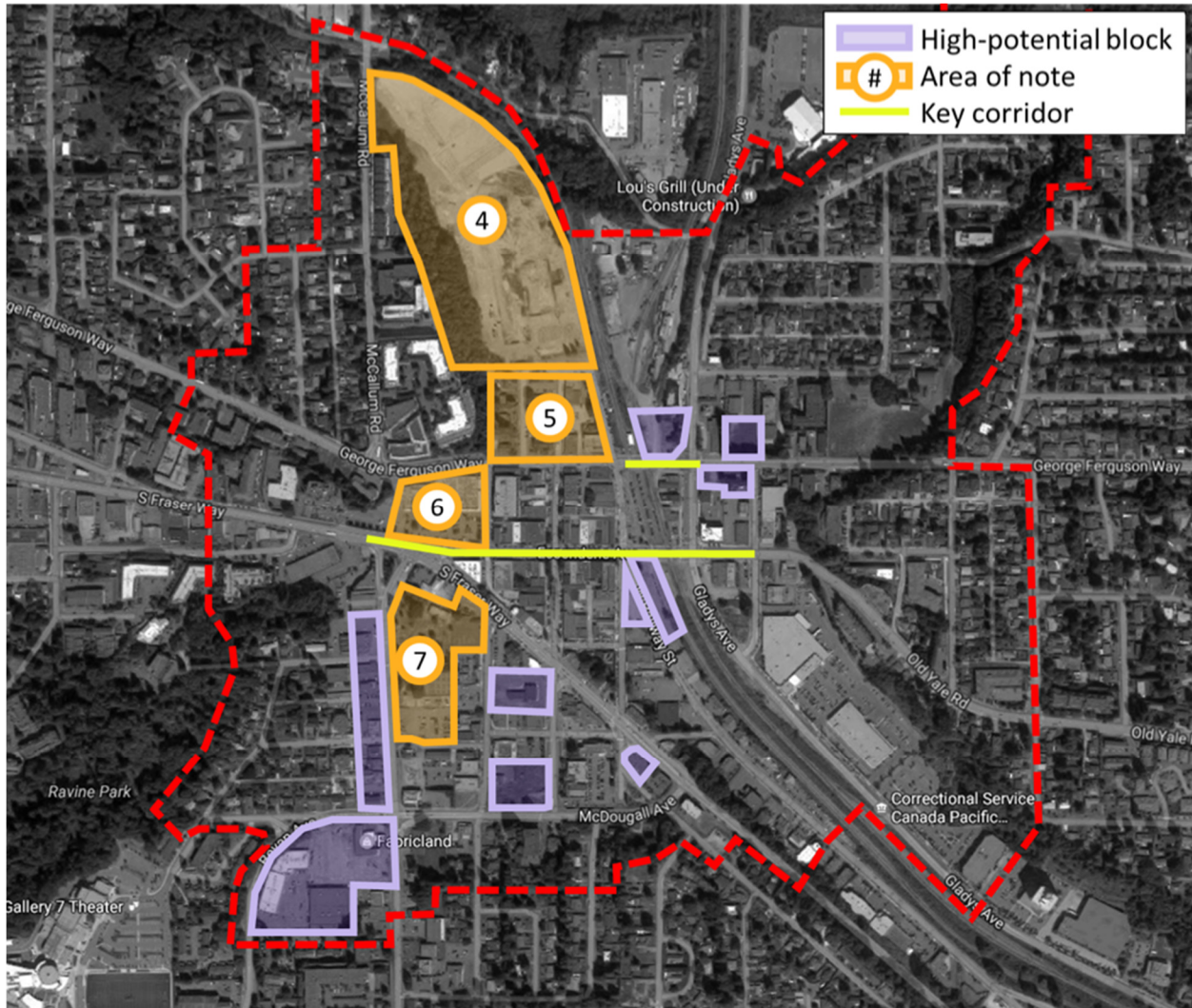
Unlike the Historic Downtown, the City Centre neighbourhood lacks a focal point, a meaningful central point with good public space. The logical location for a neighbourhood focal point would be the intersection of South Fraser Way and Gladwin Road (indicated as point 2 in Figure 32), which presently has few distinguishing features. It could be enhanced by improved pedestrian access, a pedestrian resting area with trees and benches, and generally more signals that it is a meaningful location.

Streetscape improvements to South Fraser Way and Gladwin Road (shown in yellow in Figure 32) would help make the City Centre more attractive to pedestrians and residents, and would also contribute to the creation of a focal point at their intersection. GPRA recommends improvements to the walking environment for pedestrians along Fraser Way and Gladwin Road to connect the residential areas to the north and south of the City Centre and allow residents more enjoyable access to retail and park space. Along South Fraser Way, the City should aim to restrict pad style development in favour of pedestrian-friendly commercial formats that in the long term would create a more urban streetscape. More trees, timed crosswalks, and better lighting should be introduced throughout the City Centre's main streets.

Mill Lake Park could play a larger role in the City Centre neighbourhood. Its presence and accessibility could be improved with better linkages between the park, transit, and Sevenoaks Mall. This is indicated with point 3 in Figure 32.

7.3 Development and Improvement in the Historic Downtown

Figure 33: Opportunities for development and improvement in the Historic Downtown



7.3.1 Developable Land in the Historic Downtown

As mentioned elsewhere, the 17 ac former Clayburn Brick Factory parcel to the north of the Downtown Core (indicated as point 4 in Figure 33) is the most prominent piece of developable land in the Historic Downtown. If properly developed with strong pedestrian access, small blocks, dense zoning, and good landscaping, it could become a valuable extension of the Historic Downtown. It is likely to be appropriate for a mix of residential, office, and ground-floor retail uses.

In developing the Clayburn Brick Factory, the two blocks between the Clayburn Brick Factory and the Downtown Core (the area bounded by Pine Street, West Railway Street, George Ferguson Way, and Trinity Street, indicated as point 5 in Figure 33) would also come under development pressure. There is some vacant land and some under-utilized land in this area, as well as an office of the British Columbia Ministry of Social Services and the Trinity Memorial United Church. Some of this could be preserved, refurbished, or renovated, and some infill is likely to take place, facilitating the integration of the Clayburn Brick Factory development with the existing Downtown Core to create a complete urban fabric.

In addition to the Clayburn Brick Factory, GPRA has also identified a number of locations with high (re)development potential, some of which are mentioned in Section 2.3.4. These areas, which are highlighted in mauve in Figure 33, are either vacant or under-utilized. Their development potential varies considerably based on their different sizes and shapes. The struggling Fabricland and Dollarama strip malls present particularly large opportunities for mixed-use redevelopment. The latter (indicated at point 6 in Figure 33) would make an excellent location for a supermarket anchor, preferably one not currently found in Abbotsford. Demand might exist for such a development in the near future.

In general, the Historic Downtown should be densified through a mix of multi-family infill and mixed-use development. This would add “eyes on the street”, enhance neighbourhood identity, and further create a local market for the neighbourhood’s vendors. The Cash in Lieu of Parking policy and the Historic Downtown Revitalization Tax Exemption are both successful interventions that encourage the right kind of development in the area. They should be continued.

7.3.2 Other Improvements in the Historic Downtown

Although the Historic Downtown is comparatively walkable for Abbotsford, there are a few improvements to the pedestrian realm that would have a positive impact:

- Easier pedestrian connections across the rail line, both at George Ferguson Way and Essendene Avenue (shown in yellow in Figure 33), which would help to activate the eastern side of the Historic Downtown and encourage residential and commercial development there
- Some stakeholders identified Essendene Avenue as a challenging location, because it passes right through the Downtown Core but has the width, traffic volume, and traffic speeds of an arterial road. The Avenue is therefore poorly designed for pedestrians and feels unsafe as a consequence. A “road diet” to calm traffic might address this issue
- The pedestrian accessibility of Essendene Avenue would also be enhanced by improved transit, the introduction of parklets, and better wayfinding
- The large intersection of South Fraser Way, Essendene Avenue, and McCallum Road could be significantly improved for pedestrians, and transformed into a meaningful gateway to the Downtown Core
- The area around Jubilee Park (indicated at point 7 in Figure 33) is struggling, primarily due to safety and security concerns. The City's parking strategy would work better if more visitors were willing to park at the City-owned lot and walk to the Downtown Core. Security concerns in the area around Jubilee Park discourage both parking and walking, especially at night. Interventions could include improved lighting, improved design of the park to create more visibility and better sight-lines, demolition and redesign of the Park's buildings to create fewer enclosed spaces and “blind corners”, and putting more “eyes on the street” through development of more housing in the area
- Supportability or demand for civic uses is not within the study scope, but civic amenities such as libraries, community centres, leisure centres, and theatres help encourage foot traffic and visitation from surrounding communities and give residents places to gather and linger, translating to increased spending potential for surrounding businesses
- It may be worthwhile to create more vacancy among street parking stalls in the Downtown Core, but the only viable way to do this is to introduce metered parking, which may prove to be a challenge

7.4 Policy Outside of Study Areas

Although addressing future supportable retail outside of the Historic Downtown and the City Centre is outside of this report's scope, it is important to acknowledge that development outside of the Study Area can profoundly affect the vitality of retail in the City Centre and the Historic Downtown.

While Abbotsford has limited influence on many internal and external growth factors, the City does have the power to restrict major new retail projects outside of the Study Areas and concentrate future development around existing retail nodes. This report acknowledges that a number of convenience-oriented retail nodes will likely be necessary as Abbotsford's population grows over the next 25 years, but if the City wishes to strengthen existing retail centres such as the Historic Downtown and the City Centre it is important not to dilute the competitive landscape with power centres and shopping centres that draw consumer spending.

Decisions to limit comparison big box & shopping centre development may be fiscally painful in the short-term but will promote long term vitality of the Study Areas.

8 Conclusion

This report has identified the trends and factors that govern the market for commercial space in Abbotsford's City Centre and Historic Downtown. The two neighbourhoods have very different strengths and weaknesses, but both serve unique roles within Abbotsford's economic landscape:

- The City Centre is the City's main commercial hub. It has three large malls and several standalone anchors, which allow it to draw spending from across the City. Its retail market is strong, although its office market is overbuilt and in low demand at present. Although its retail sector is thriving, it is also highly generic and unspecialized, which leaves it vulnerable to competition from new space throughout the City. Its urban design is not conducive to walking, which may stunt its growth in the long run.
- The Historic Downtown is a popular shopping district because of its unique urban-style design and comfortable public realm. It is attractive to small locally owned businesses both in the retail and office sectors, and space in the Historic Downtown is in demand. Although its urban design is good, it could still be improved on Essendene Avenue and around Jubilee Park. More residential development, more restaurants and entertainment, and eventually a grocery store anchor would help the area fulfill its potential.

Within this overall context, GPRA projects demand for the following commercial uses in the Study Areas according to the following timeline:

Table 21: Demand Summary for the City Centre (Additional per period)

| | 2017 – 2020 | 2021 – 2025 | 2026 – 2030 | 2031 – 2035 | 2036 - 2040 |
|--|------------------------------|--------------------------------|------------------------------|-----------------------------------|-------------------------------|
| Retail Total | 17,800 ft² | 47,900 ft² | 79,500 ft² | 135,800 ft² | 171,600 ft² |
| Convenience Retail | 17,800 ft ² | 40,400 ft ² | 61,800 ft ² | 72,300 ft ² | 85,600 ft ² |
| Comparison Retail | 0 ft ² | 0 ft ² | 0 ft ² | 42,600 ft ² | 56,600 ft ² |
| Restaurants & Entertainment | 0 ft ² | 7,500 ft ² | 17,700 ft ² | 20,900 ft ² | 25,100 ft ² |
| Auto-Related | 0 ft ² | 0 ft ² | 0 ft ² | 0 ft ² | 4,300 ft ² |
| Office Total¹¹ | 0 ft ² | 1,951 – 16,700 ft ² | | 101,857 – 105,200 ft ² | |
| Accommodation Total | 0 rooms | 0 rooms | 0 rooms | 0 rooms | 100 rooms |

¹¹ In the office category, the 2021 – 2030 category actually refers to 2021 – 2031 demand, and the 2031 – 2040 actually refers to 2032 – 2041, arising from the City employment estimate used.

Table 22: Demand Summary for the Historic Downtown (Additional per period)

| | 2017 – 2020 | 2021 – 2025 | 2026 – 2030 | 2031 – 2035 | 2036 - 2040 |
|--|------------------------------|---------------------------------|------------------------------|---------------------------------|------------------------------|
| Retail Total | 12,500 ft² | 9,700 ft² | 38,500 ft² | 49,400 ft² | 55,500 ft² |
| Convenience Retail | 0 ft ² | 1,100 ft ² | 15,000 ft ² | 17,900 ft ² | 21,600 ft ² |
| Comparison Retail | 0 ft ² | 0 ft ² | 7,700 ft ² | 12,700 ft ² | 11,300 ft ² |
| Restaurants & Entertainment | 12,500 ft ² | 8,600 ft ² | 13,800 ft ² | 16,400 ft ² | 19,800 ft ² |
| Auto-Related | 0 ft ² | 0 ft ² | 2,000 ft ² | 2,400 ft ² | 2,800 ft ² |
| Office Total¹² | 0 ft ² | 34,000 – 44,400 ft ² | | 51,600 – 53,200 ft ² | |
| Accommodation Total | 0 rooms | 100 rooms | 0 rooms | 0 rooms | 0 rooms |

¹² In the office category, the 2021 – 2030 category actually refers to 2021 – 2031 demand, and the 2031 – 2040 actually refers to 2032 – 2041, arising from the City employment estimate used.