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Mississauga Development Profile

Policy Planning Division, Planning and Building Department, City of Mississauga March 2000

RETAIL COMMERCIAL CENTRES DEVELOPMENT

INTRODUCTION

This newsletter reports on existing and proposed retail commercial centres in the City of Mississauga as of December 31, 1999. Data summaries are provided by commercial type and Planning District and are divided into existing development and the development that is anticipated to occur on vacant lands. Retail commercial development on vacant lands is further divided into the following three categories: committed development; development subject to endorsed applications; and estimates of potential development on lands with retail commercial designations.

Erin Mills Town Centre

The data are based on building permit issuances, City Plan designations, zoning, development applications, aerial photos and site checks.

This newsletter provides information on Mississauga's retail commercial centres. It does not include information on City Centre and on retail strip areas such as Dundas Street and Burnhamthorpe Road or on more traditional main street retailing areas like Streetsville, Clarkson Village or Port Credit.

EXISTING DEVELOPMENT

Existing retail commercial development is defined as retail commercial centres built, under construction or for which building permits have been issued as of December 31, 1999.

Mississauga offers a wide range of retailing choices for consumers and satisfies the commercial needs of both residents and non-residents alike. Existing retail development represents 84% of the City's retail

Number of Existing Retail Centres by Type of Centre and Size

Convenience	64	70 800 m^2 (762,000 sq.ft.)
Neighbourhood	55	343 100 m^2 (3,693,000 sq.ft.)
District	11	298 000 m^2 (3,208,000 sq.ft.)
Regional	1	89 000 m^2 (958,000 sq.ft.)
Special Purpose Commercial	2	141 000 m^2 (1,518,000 sq.ft.)
Employment Commercial	3	11 300 m^2 (122,000 sq.ft.)
TOTAL	**136**	**953 200 m^2 (10,260,000 sq.ft.)**

New Retailing Trends

Retailing is in a constant state of flux and continuously reinvents itself to satisfy the needs of consumers.

Some of the more recent retailing trends have included the expansion of various centres to focus on both retailing and entertainment (e.g. the proposed expansion of Square One, Yorkdale etc.). Other trends include the expected influx of U.S. retailers for the first time with the development of the Mills Mall in Vaughan, the demalling of centres like the Meadowvale Town Centre as anchors move away from the main building into free-standing units, and the introduction of a more mixed use concept at centres like Sheridan Centre.

Existing power centres are also proposing expansions to enhance and broaden their popularity and selection of retailers. Applications have recently been submitted for the expansion of the

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commercial capacity and includes built retail centres and three centres under construction.

Each planning district within the City is well served by existing retail facilities with the exception of Churchill Meadows and Meadowvale Village which are currently being developed extensively for new residential development.

Figures for Square One have not been included as commercial development in City Centre is not governed by the City's existing retail hierarchy as detailed in City Plan. However, it should be noted that Square One is 130 000 m^2 (1,400,000 sq.ft.) in size and is proposed to be expanded by 28 000 m^2 (300,000 sq.ft.) to include new movie theatres and additional retail and restaurant space. In addition, the City has approximately 660 000 m^2 (7,000,000 sq.ft.) of retail commercial development in retail strip and traditional main street retail areas.

COMMITTED DEVELOPMENT

Committed development refers to vacant lands that are designated and zoned for retail commercial uses and for which no building permit has been issued.

The majority of planned commercial developments have been built in the City with the exception of some commercial developments in newer areas of the City such as the Hurontario, East Credit and Lisgar Planning Districts. All but one of the unbuilt sites are at the convenience commercial level. The exception is an unbuilt district commercial centre in Mavis-Erindale, an employment district.

The total amount of committed retail commercial space is 46 600 m^2 (502,000 sq.ft.) which represents just 4% of total retail commercial centre capacity in the City. The majority of committed development is in newer planning districts just reaching their total built capacities such as East Credit, Hurontario, and Lisgar. Some additional development is also proposed in older planning districts and reflects anticipated long term development and the intensification of existing commercial sites. For instance, space is proposed to be added to existing neighbourhood centres in both the Cooksville and Hurontario Planning Districts.

Number of Committed Retail Centres by Type of Centre and Size

Convenience	16	21 900 m^2 (236,000 sq.ft.)
Neighbourhood	4	1 900 m^2 (20,000 sq.ft.)
District	2	21 000 m^2 (226,000 sq.ft.)
Regional	0	0
Special Purpose Commercial	0	0
Employment Commercial	1	1 800 m^2 (19,000 sq.ft.)
TOTAL	**23**	**46 600 m^2 (502,000 sq.ft.)**

ENDORSED APPLICATIONS

Endorsed applications refers to vacant land subject to a development application for which City Council has adopted a recommendation approving the application. While approved by City Council, these applications have not completed the development application process and are still subject to appeal to the Ontario Municipal Board.

Endorsed applications represent 5% of the total retail commercial centre capacity. This activity is concentrated in one project, a proposed power centre at

Winston Churchill Boulevard and Highway 401 in the Meadowvale Business Park Planning District. The application anticipates the development of retail and office uses on the site with the initial phase concentrating on retail space. The proposed power centre will be approximately 54 000 m^2 (581,000 sq.ft.) in size and will increase the number of power centres in the City from two to three. The two existing power centres are the Heartland Town Centre at the southeast quadrant of Mavis Road and Britannia Road West, and the concentration of commercial developments along the north side of Dundas Street West, west of Winston Churchill Boulevard.

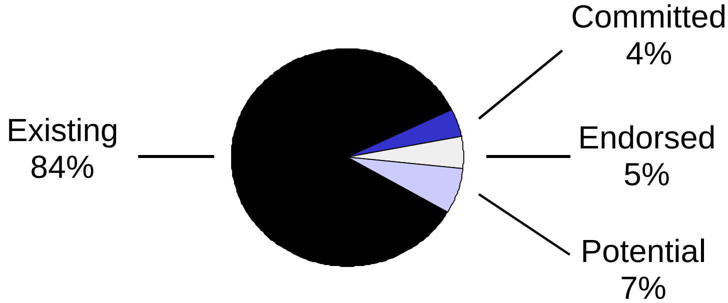
Number of Potential Retail Centres by Type of Centre and Size		
Convenience	5	9 000 m^2 (97,000 sq.ft.)
Neighbourhood	4	18 700 m^2 (201,000 sq.ft.)
District	1	32 000 m^2 (344,000 sq.ft.)
Regional	0	0
Special Purpose Commercial	0	0
Employment Commercial	7	15 500 m^2 (167,000 sq.ft.)
TOTAL	**17**	**75 200 m^2 (809,000 sq.ft.)**

POTENTIAL DEVELOPMENT

Potential development refers to vacant lands where the zoning does not conform to City Plan and a development application, if submitted, has not been endorsed by City Council. The amount of development estimated to occur is based on what would be permitted by City Plan.

This category represents 7% of total retail commercial centre capacity. The total amount of commercial space in this category is 75 200 m^2 (809,000 sq.ft.). In the Churchill Meadows and Meadowvale Village Planning Districts development is anticipated in the form of designated new convenience and neighbourhood commercial centres. The other lands included in the potential category include an additional district commercial centre in the Hurontario Planning District immediately east of the existing Mississauga Marketplace at the southeast corner of Hurontario Street and Eglinton Avenue, and a number of small employment commercial centres in the Gateway and Northeast Planning Districts.

An application has also been submitted for further expansion of the Regional Centre node surrounding the Erin Mills Town Centre. This application is seeking to increase the maximum commercial space on the entire site and to expand the permitted uses on the site. As of December 31, 1999, Council had not made a decision on this application.



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Heartland Town Centre to double its current size.

The other trend in retailing has been the introduction of retail over the internet, or e-retailing, and its impact on traditional retail outlets and store formats. Although some experts suggest that e-retailing is simply the latest form of catalogue shopping, it has been predicted that internet shopping will grow by 72.7% per annum to 2003 in Canada[1].

The future of retailing is unpredictable and ever-changing to meet consumers' needs and desires. The City is aware of these trends and the need to position itself to react to these changes in a timely and proactive way.

1 e-Retail: The Race is On: Who Will Win Canada's Internet Shoppers, IBM and Retail Council of Canada, June, 1999.

Retail Commercial Centres Development By Planning District

Planning District	Existing m^2 (sq.ft.)	Committed m^2 (sq.ft.)	Endorsed Applications m^2 (sq.ft.)	Potential m^2 (sq.ft.)	Total m^2 (sq.ft.)
Applewood	41 600 (448,000)	200 (2,000)	0	0	41 800 (450,000)
Central Erin Mills	104 100 (1,121,000)	1 800 (19,000)	0	0	105 900 (1,140,000)
Churchill Meadows	0	1 800 (19,000)	0	18 000 (194,000)	19 800 (213,000)
Clarkson-Lorne Park	32 500 (350,000)	0	0	0	32 500 (350,000)
Cooksville	52 800 (568,000)	3 600 (39,000)	0	0	56 400 (607,000)
Creditview	12 600 (136,000)	0	0	0	12 600 (136,000)
Dixie	21 000 (226,000)	0	0	0	21 000 (226,000)
East Credit	30 600 (329,000)	6 700 (72,000)	0	0	37 300 (402,000)
Erin Mills	52 200 (562,000)	0	0	0	52 200 (562,000)
Erindale	25 000 (269,000)	600 (6,000)	0	0	25 600 (276,000)
Fairview	8 700 (94,000)	0	0	0	8 700 (94,000)
Gateway	76 800 (827,000)	0	0	5 400 (58,000)	82 200 (885,000)
Hurontario	61 200 (659,000)	5 600 (60,000)	0	32 000 (344,000)	98 800 (1,064,000)
Lakeview	69 800 (751,000)	0	0	200 (2,000)	70 000 (753,000)
Lisgar	13 100 (141,000)	3 500 (38,000)	0	0	16 600 (179,000)
Malton	40 000 (431,000)	0	0	0	40 000 (431,000)
Mavis - Erindale	0	21 000 (226,000)	0	0	21 000 (226,000)
Meadowvale	56 100 (604,000)	0	0	0	56 100 (604,000)
Meadowvale Business Park	4 300 (46,000)	1 800 (19,000)	54 000 (581,000)	0	60 100 (647,000)
Meadowvale Village	0	0	0	9 500 (102,000)	9 500 (102,000)
Mississauga Valleys	13 200 (142,000)	0	0	0	13 200 (142,000)
Northeast	200 (2,000)	0	0	10 100 (109,000)	10 300 (111,000)
Port Credit	8 500 (91,000)	0	0	0	8 500 (91,000)
Rathwood	56 100 (604,000)	0	0	0	56 100 (604,000)
Sheridan	68 900 (742,000)	0	0	0	68 900 (742,000)
Streetsville	14 100 (152,000)	0	0	0	14 100 (152,000)
Western Business Park	89 800 (967,000)	0	0	0	89 800 (967,000)
City Total	**953 200 (10,260,000)**	**46 600 (502,000)**	**54 000 (581,000)**	**75 200 (809,000)**	**1 129 000 (12,153,000)**

Numbers have been rounded to the nearest hundred for Neighourhood, Convenience and Employment Commercial centres, and to the nearest thousand for Regional, District and Special Purpose Commercial centres. Numbers may not add due to rounding.

MISSISSAUGA
Planning and Building