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Mississauga Development Profile

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

March 2001

RETAIL COMMERCIAL CENTRES DEVELOPMENT

INTRODUCTION

This newsletter reports on existing and proposed retail commercial centre development in the City of Mississauga as of December 31, 2000. Data summaries are provided by commercial type and Planning District and are divided into existing centres and the development of retail centres that is anticipated to occur on vacant lands. Retail commercial centre 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 a retail commercial centre designation. The data are based on building permit issuances, City Plan designations, zoning, development applications, aerial photos and site checks.

While the focus of this newsletter is on Mississauga's retail commercial centres, information on the estimated amount of existing retail development outside of these centres is provided on page 3.

EXISTING DEVELOPMENT

Existing retail commercial centre development is defined as retail commercial centres which are built, under construction or for which building permits have been issued as of December 31, 2000.

Existing retail centre development totalled 1 139 400 m² (12,265,000 sq.ft.) or 85% of the City's retail centre commercial capacity. 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. A number of new convenience and neighbourhood commercial centres were built or issued permits in 2000. As well, the first phase of a new special purpose commercial centre at Winston Churchill Boulevard and Highway 401 commenced in 2000 and the Heartland Power Centre expanded on the west side of Mavis Road.



Heartland Power Centre

**Number of Existing Retail Centres
by Centre Type and Floor Area**

Centre Type	#	Floor Area
Convenience	66	73 100 m ² (787,000 sq.ft.)
Neighbourhood	57	349 500 m ² (3,762,000 sq.ft.)
District	11	281 100 m ² (3,026,000 sq.ft.)
Regional	1	91 400 m ² (984,000 sq.ft.)
City Centre (Square One only)	1	158 000 m ² (1,700,000 sq.ft.)
Special Purpose Commercial	4	175 000 m ² (1,884,000 sq.ft.)
Employment Commercial	3	11 300 m ² (122,000 sq.ft.)
TOTAL	143	1 139 400 m² (12,265,000 sq.ft.)

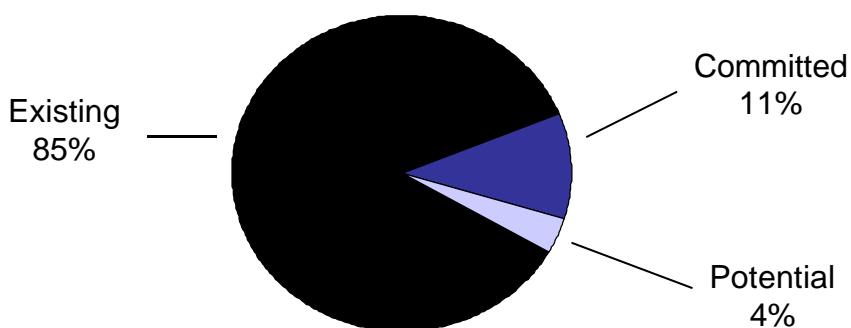
Retail Trends

The retail industry continues to change and adapt to consumer needs, demands and desires. E-retailing continues to shed new light on the retailing industry and has forced many traditional bricks and mortar retailers to rethink how they do business and provide customers with the best possible product and service in a timely manner. Increasingly, more Canadian retailers are developing virtual retail sites on the World Wide Web and entering the realm of virtual retailing in tandem with their existing bricks and mortar operations. However, many retailers are now concentrating their efforts on simply providing websites that provide information to customers as e-commerce has presented some problems in the delivery of goods for many retailers.

Consolidation within the retail industry continued in 2000 and the impact is being felt in various parts of the retail sector. The recent merger of Chapters and Indigo books was seen by many as inevitable and necessary in order to maintain a healthy book industry in Canada. Other mergers similar to this

(Continued on next page)

Retail Commercial Centre Capacity by Development Status



There are no Endorsed Applications for 2000

COMMITTED DEVELOPMENT

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

The total amount of committed retail commercial space is 143 800 m² (1,548,000 sq.ft.) which represents 11% of total retail commercial centre capacity in the City.

The majority of planned commercial centres have been built in the City with the exception of some commercial centres in newer areas of the City such as the East Credit, Hurontario and Lisgar Planning Districts.

Capacity also exists at retail centres such as Erin Mills Town Centre which currently has a number of undeveloped blocks which are designated and zoned for commercial uses. The second phase of the new power centre at Winston Churchill Boulevard and Highway 401 in the

Meadowvale Business Park Planning District, is also captured in the committed category.

Some additional development capacity also exists in older planning districts and reflects anticipated long term development on sites either currently not developed for commercial uses or on sites currently underdeveloped for commercial uses.

Number of Committed Retail Centres by Centre Type and Floor Area

Centre Type	#	Floor Area
Convenience	13	19 700 m ² (212,000 sq.ft.)
Neighbourhood	6	10 900 m ² (117,000 sq.ft.)
District	2	21 400 m ² (230,000 sq.ft.)
Regional	1	50 000 m ² (538,000 sq.ft.)
Special Purpose Commercial	1	40 000 m ² (431,000 sq.ft.)
Employment Commercial	1	1 800 m ² (19,000 sq.ft.)
TOTAL	24	143 800 m² (1,547,000 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.

At year end 2000 no endorsed applications for retail centres were in process.

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 4% of total retail commercial centre capacity. The total

amount of commercial space in this category is 49 700 m² (535,000 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 include two additional neighbourhood centres in the East Credit Planning District which were redesignated from residential to commercial land uses as part of the Council approval of the East Credit District Policies in mid-2000. A number of small employment commercial centres are also designated in the Gateway and Northeast Planning District.

Number of Potential Retail Centres by Centre Type and Floor Area		
Centre Type	#	Floor Area
Convenience	5	9 000 m ² (96,900 sq.ft.)
Neighbourhood	5	25 200 m ² (271,300 sq.ft.)
District	0	0
Regional	0	0
Special Purpose Commercial	0	0
Employment Commercial	7	15 500 m ² (166,800 sq.ft.)
TOTAL	17	49 700 m² (536,000 sq.ft.)

EXISTING RETAIL COMMERCIAL DEVELOPMENT OUTSIDE OF CENTRES

In addition to the 158 000 m² (1,700,000 sq.ft.) of floor area in the Square One Shopping Centre, City Centre currently has another 44 000 m² (473,600 sq.ft.) in the entertainment focused uses along Rathburn Road and retail commercial uses within the various office towers located throughout City Centre. In total, City Centre has approximately 202 000 m² (2.2 million sq.ft.) of retail space.

Retail commercial development also exists outside of centres and includes the traditional mainstreet areas, other concentrations of retail development, and isolated retail sites throughout the residential and employment planning districts. Together these areas and sites add approximately 2 million m² (21 million sq.ft.) of retail commercial space to the City's inventory.

Adding the space in retail commercial centres (approximately 1.14 million m² /12.3 million sq.ft.) to the retail commercial space outside of centres (approximately 2.04 million m² /21.5 million sq.ft.), Mississauga has a total of approximately 3.2 million m² (34 million sq.ft.) of existing retail commercial space.

(Continued from previous page)

have occurred in recent years in both the grocery industry and the home improvement sectors with fewer retailers, particularly Canadian, now in business. Business has embraced the idea of the global economy and national borders no longer represent the barriers they once did.

The continued introduction of U.S. retailers into the Canadian marketplace is another trend and is expected to result in profound changes in the Canadian retailing landscape over time.

Other trends include the development of more mall kiosk retail space which traditionally was primarily seasonally based (e.g. Christmas) and intended to be temporary. This type of space allows smaller retailers into the mall's retail market at a more price conscious entry point.¹

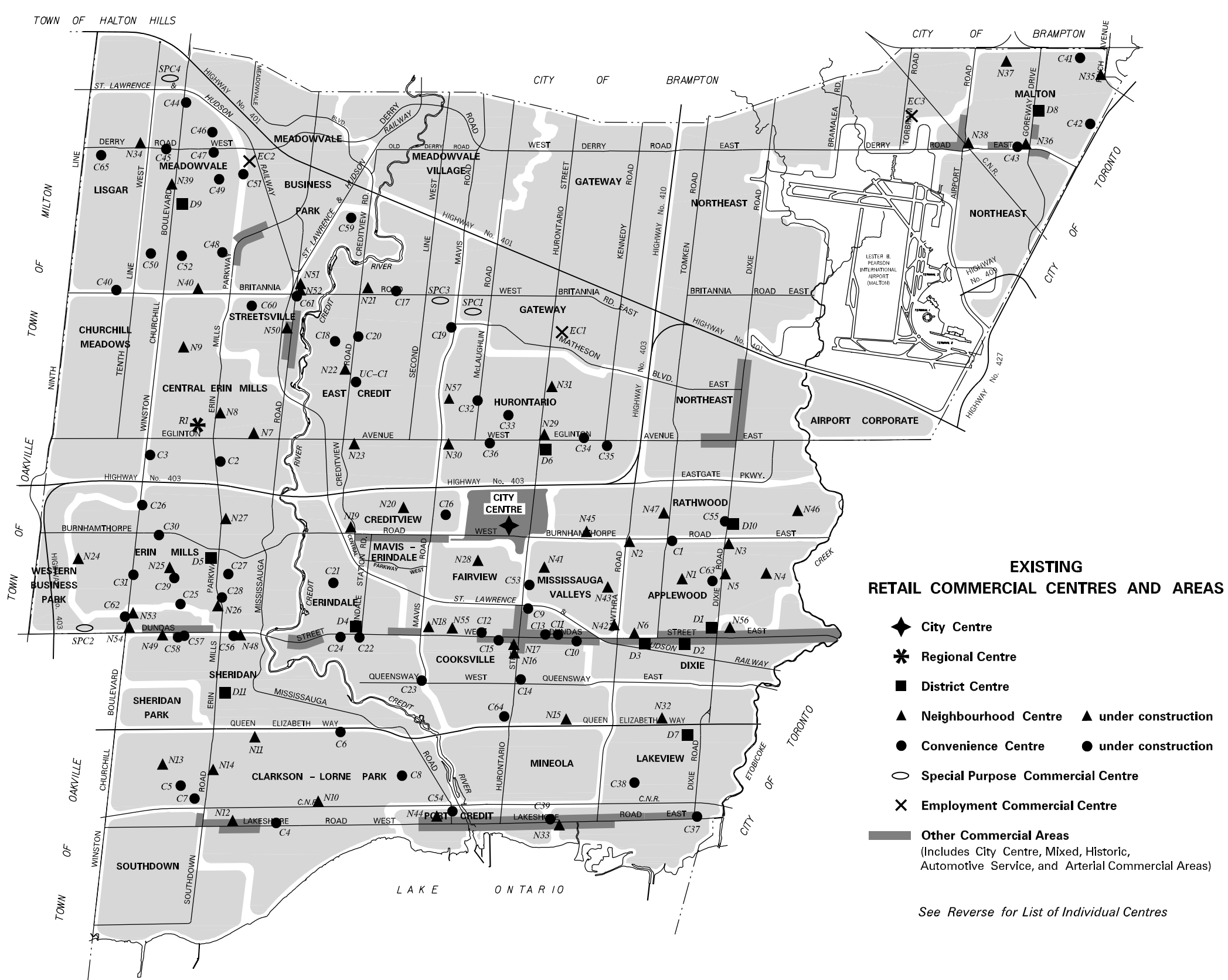
¹ Respect: Specialty Leasing Veteran Sees an Industry Change its Tune, Shopping Centres Today (February 2001)

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	42 000 (452,000)	200 (2,000)	0	0	42 200 (454,000)
Central Erin Mills	106 500 (1,146,000)	51 800 (558,000)	0	0	158 300 (1,704,000)
Churchill Meadows	0	1 800 (19,000)	0	18 000 (194,000)	19 800 (213,000)
City Centre	158 000 (1,700,000)	0	0	0	158 000 (1,700,000)
Clarkson-Lorne Park	32 500 (350,000)	0	0	0	32 500 (350,000)
Cooksville	56 300 (606,000)	1 800 (19,000)	0	0	58 100 (625,000)
Creditview	12 600 (136,000)	0	0	0	12 600 (136,000)
Dixie	25 500 (275,000)	0	0	0	25 500 (275,000)
East Credit	44 600 (480,000)	15 300 (165,000)	0	6 700 (72,000)	66 600 (717,000)
Erin Mills	52 200 (562,000)	400 (4,000)	0	0	52 600 (566,000)
Erindale	25 000 (269,000)	600 (6,000)	0	0	25 600 (273,000)
Fairview	8 700 (94,000)	0	0	0	8 700 (94,000)
Gateway	84 800 (913,000)	0	0	5 400 (58,000)	90 200 (971,000)
Hurontario	61 200 (659,000)	5 600 (60,000)	0	0	66 800 (719,000)
Lakeview	69 800 (751,000)	0	0	0	69 800 (751,000)
Lisgar	13 400 (144,000)	3 500 (38,000)	0	0	16 900 (182,000)
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	16 300 (175,000)	41 800 (450,000)	0	0	58 100 (625,000)
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 (110,000)	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	52 000 (560,000)	0	0	0	52 000 (560,000)
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	1 139 400 (12,265,000)	143 800 (1,547,000)	0 (0)	49 700 (536,000)	1 332 900 (14,348,000)

Numbers have been rounded to the nearest hundred for Neighbourhood, 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.





EXISTING RETAIL COMMERCIAL CENTRES BY PLANNING DISTRICT

District/Map Identifier/Centre Name/Centre Address/Centre Size (m2/sq.ft.)*

Applewood

D1 - Dixie Plaza - 3100 Dixie Road (16 000/172,000)
N1 - Applewood Hills Plaza - 1125 Bloor Street East (5 100/54,900)
N2 - Cawthra Village Square and Shops - 700-714 Burnhamthorpe Road East/3635-3643 Cawthra Road (4 800/51,700)
N3 - Dixie Carriage Works - 3613-3615 Dixie Road(2 800/30,100)
N4 - Fieldgate Plaza - 3405-3445 Fieldgate Drive (4 100/44,100)
N5 - High Point Mall - 3415 Dixie Road (4 500/48,400)
N6 - Pavillion - 799-805 Dundas Street East (2 500/26,900)
C1 - Tomken Plaza - 988-1040 Burnhamthorpe Road East (1 800/19,400)
C63 3380 Dixie Road (200/2,200)

Central Erin Mills

R1 - Erin Mills Town Centre/Erin Mills Plaza/Revy Home Centre
5100 Erin Mills Parkway/2670-2690 Erin Centre Boulevard/2933 Eglinton Avenue West (91 400/984,000)
N7 - Beauchamp Mews - 1675 The Chase (5 000/53,800)
N8 - Erin Centre Plaza - 2555 Erin Centre Boulevard (2 100/22,600)
N9 - Glen Erin Centre - 5636 Glen Erin Drive (6 000/64,600)
C2 - Woodland Chase Plaza - 2180 Credit Valley Road (1 000/10,800)
C3 - 2691 Credit Valley Road (1 000/10,800)

City Centre

Square One Shopping Centre - 100 City Centre Drive (158 000/1,700,000)

Clarkson-Lorne Park

N10 - Centennial Plaza - 1150 Lorne Park Road (4 900/52,700)
N11 - Clarkmore Plaza - 1603 Clarkson Road North (3 500/37,700)
N12 - Clarkson Village Shops - 1865 Lakeshore Road West (6 500/70,000)
N13 - Park Royal Shopping Centre - 2425 Truscott Drive (9 300/100,100)
N14 - Southdown Plaza - 1375 Southdown Road (3 900/42,000)
C4 - Banaf Plaza - 1020 Johnson's Lane (1 300/14,000)
C5 - Bostock Plaza - 2201 Bostock Crescent (900/9,700)
C6 - Lornewood Shopping Centre - 1200 Vanier Drive (1 800/19,400)
C7 - 2120 Bromsgrove Road (200/2,200)
C8 - 713 Indian Road (200/2,200)

Cooksville

N15 - Cliffway Plaza - 2021-2041 Cliff Road (11 900/128,000)
N16 - Huron Square Shopping Centre - 2500 Hurontario Street (5 400/58,100)
N17 - King-Ten Plaza - 2550 Hurontario Street (4 400/47,400)
N18 - 675 Dundas Street West/3065 Mavis Road (Loblaws/Home Depot) (19 700/212,100)
N55 - 3021/3029/3037 Clayhill Road (1 700/18,300)
C9 - Fabricland Centre - 25 John Street (1 600/17,200)
C10 - Cooksville Landing - 400 Dundas Street East (1 000/10,800)
C11 - Given Park Plaza - 257 Dundas Street East (1 800/19,400)
C12 - Parkerhill Centre - 255 Dundas Street West (2 100/22,600)
C13 - Price Mews - 169 Dundas Street East (1 400/15,100)
C14 - Queentario Plaza - 2325 Hurontario Street (2 400/25,800)
C15 - Zoe Centre - 134-144 Dundas Street West (1 100/11,800)
C64 - 2090/2100 Hurontario Street (1 700/18,300)

Creditview

N19 - Deer Run Shopping Centre - 4040 Creditview Road (7 800/84,000)
N20 - Rathburn Square - 900 Rathburn Road West (3 700/39,800)
C16 - Westburn Village Plaza - 592 Rathburn Road West (1 100/11,800)

Dixie

D2 - Canadian Tire/Mississauga Bowl - 1156 Dundas Street East/2561 Stanfield Road (12 000/129,000)
D3 - Mississauga Chinese Centre - 888 Dundas Street East (9 000/97,000)
N56 - 1475 Dundas Street East (4 500/48,400)

* Numbers have been rounded to the nearest hundred for Neighbourhood (N), Convenience (C) and Employment Commercial (EC) centres, and to the nearest thousand for Regional (RC), District (D) and Special Purpose Commercial (SPC) centres

East Credit

N21 - Credit Valley Town Plaza - 6045-6085 Creditview Road (8 000/86,100)
N22 - River Run Shopping Centre - 1525 Bristol Road West (4 600/49,500)
N23 - Roseborough Centre - 1220-1256 Eglinton Avenue West (10 000/107,600)
C17 - Britannia Village - 1201 Britannia Road West (2 800/30,100)
C18 - Creditview Market - 5695 River Grove Avenue (300/3,200)
C19 - Crossroads Centre - 5700 Mavis Road (2 000/21,500)
C20 - Pickwick Plaza - 1474 Pickwick Drive (900/9,700)
UCC1 - 1460-1470 Bristol Road West (2 000/21,500) - under construction - permit issued Dec.'99
SPC3 - Heartland Town Centre expansion (14 000/150,700)

Erindale

D4 - Westdale Mall - 1151 Dundas Street West (20 000/215,000)
C21 - Credit Woodlands Shopping Centre - 3353 The Credit Woodlands (900/9,700)
C22 - Erindale Place - 1100 Dundas Street West (1 700/18,300)
C23 - Huron Park Plaza - 649 Queensway West (1 000/10,800)
C24 - Old Carriage Place - 1224 Dundas Street West (1 400/15,100)

Erin Mills

D5 - South Common Mall - 2150 Burnhamthorpe Road West (26 000/280,000)
N24 - Collegeway Centre - 3355 The Collegeway (5 600/60,300)
N25 - Glen Erin Commons - 3476 Glen Erin Drive (6 700/72,100)
N26 - Millway Shopping Centre - 3200 Erin Mills Parkway (4 400/47,400)
N27 - Michael Angelos Market - 4099 Erin Mills Parkway (6 500/70,000)
C25 - Council Ring Place - 2340 Council Ring Road (800/8,600)
C26 - Unity Gate Plaza - 2979 Unity Gate (700/7,500)
C27 - Yorkstar Plaza - 3405 South Millway (700/7,500)
C28 - 3233 Erin Mills Parkway (200/2,200)
C29 - 3405 Glen Erin Drive (300/3,200)
C30 - 3675 Tamarack Gate (100/1,100)
C31 - 2686 The Collegeway (200/2,200)

Fairview

N28 - Parkways West Shoppes - 325 Central Parkway West (8 700/93,600)

Gateway

SPC1 - Heartland Power Centre - S/E Britannia Road and Mavis Road (78 000/840,000)
EC1 - 75 Watline Avenue (6 800/73,200)

Hurontario

D6 - Mississauga Marketplace - 4555-4559 Hurontario Street (24 000/258,000)
N29 - Cityside Shopping Centre - 5029-5035 Hurontario Street (4 300/46,300)
N30 - Mavis Mall - 620-660 Eglinton Avenue West (9 300/100,100)
N31 - Sandalwood Square - 30 Bristol Road East (10 400/111,900)
N57 - 720-728 Bristol Road West (4 600/49,500)
C32 - Bristol Place - 512 Bristol Road West (1 800/19,400)
C33 - Ceremonial Plaza - 223 Ceremonial Drive (900/9,700)
C34 - Delaware Square - 295 Eglinton Avenue East (1 800/19,400)
C35 - Huron Heights Market - 4665 Central Parkway East (1 900/20,500)
C36 - Kee Square - 4646 Heritage Hills Boulevard (2 200/23,700)

Lakeview

D7 - Dixie Outlet Mall - 1250 South Service Road (48 000/517,000)
N32 - Applewood Village Plaza - 1077 North Service Road (16 700/179,800)
N33 - Lakeshore Plaza - 374-406 Lakeshore Road East (3 400/36,600)
C37 - Dixielake Plaza - 1381 Lakeshore Road East (700/7,500)
C38 - 1254/1261 Alexandra Avenue (400/4,300)
C39 - 347 Lakeshore Road East (600/6,500)

Lisgar

N34 - 3221-3235 Derry Road West (10 300/110,900)
C40 - Britannia Convenience - 5925 Grossbeak Drive (1 200/12,900)
C65 - 6980 Lisgar Drive (1 600/17,200)

Malton

D8 - Westwood Mall - 7205 Goreway Drive (27 000/291,000)
N35 - Brandon Gate Fair - 4025 Brandon Gate Drive (2 300/24,800)
N36 - Derry Plaza - 3417-3437 Derry Road East (3 600/38,800)
N37 - Netherwood Plaza - 3233 Brandon Gate Drive (2 500/26,900)
N38 - Ruby Queen Plaza - 7071 Airport Road (3 000/32,300)
C41 - Rockhill Plaza - 7633 Rockhill Road (800/8,600)
C42 - 4365 Brandon Gate Drvie (500/5,400)
C43 - 3375/3383 Derry Road East (300/3,200)

Meadowvale Business Park

EC2 - 6905 Millcreek Drive (4 300/46,300)
SPC4 - 7330 Winston Churchill Boulevard (12 000/129,000)

Meadowvale

D9 - Meadowvale Town Centre - 6677/6740/6760 Meadowvale Town Centre Circle (39 000/420,000)
N39 - Aquitaine Shopping Plaza - 6750 Winston Churchill Boulevard (3 200/34,400)
N40 - Glen Erin Shopping Centre - 6040 Glen Erin Drive (5 800/62,400)
C44 - Crosscurrent Centre - 2980 Crosscurrent Drive (1 200/12,900)
C45 - Danton Plaza - 7025 Danton Promenade (1 100/11,800)
C46 - Eden Park Market - 7205 Copenhagen Road (500/5,400)
C47 - Glen Derry Plaza - 2760 Derry Road West (1 800/19,400)
C48 - Linden Plaza - 6120 Montevideo Road (600/6,500)
C49 - Maplewood Market - 6700 Montevideo Road (500/5,400)
C50 - Miller's Grove Convenience - 6285 Miller's Grove (400/4,300)
C51 - Simanic Plaza - 6900 Millcreek Drive (1 000/10,800)
C52 - Windwood Market - 3080 Windwood Drive (1 000/10,800)

Mississauga Valleys

N41 - Iona Plaza - 1585 Mississauga Valley Boulevard (4 900/52,700)
N42 - Silvercreek Plaza - 680 Silver Creek Boulevard (4 200/45,200)
N43 - The Bloor Valley Centre - 620-660 Bloor Street (2 200/23,700)
C53 - Fairview Ten Plaza - 3355 Hurontario Street (1 900/20,500)

Northeast

EC3 - 7255 Torbram Road (200/2,200)

Port Credit

N44 - Credit Landing Shopping Centre - 220-252 Lakeshore Road West (7 800/84,000)
C54 - Park Place - 49 Mississauga Road North (700/7,500)

Rathwood

D10 - Rockwood Mall - 4141 Dixie Road (27 000/291,000)
N45 - Central Parkway Mall - 377 Burnhamthorpe Road East (12 500/134,600)
N46 - Kingsbury Centre - 1891 Rathburn Road East (6 500/70,000)
N47 - Tomken Shopping Centre - 925 Rathburn Road East (8 100/87,200)
C55 - Golden Plaza - 4120 Dixie Road (2 000/21,500)

Sheridan

D11 - Sheridan Place - 2225 Erin Mills Parkway (33 100/356,000)
N48 - Sherwood Forrest Shops - 1900 Dundas Street West (4 200/45,200)
N49 - Woodchester Mall - 2400-2458 Dundas Street West (11 600/124,900)
C56 - King Forest Shoppes - 1960 Dundas Street West (1 300/14,000)
C57 - Liruma Plaza - 2645-2655 Liruma Road (1 300/14,000)
C58 - 2642 Liruma Road (500/5,400)

Streetsville

N50 - Streetsville Centre Plaza - 128 Queen Street South (6 800/73,200)
N51 - Streetsville Plaza - 25-53 Queen Street North (2 900/31,200)
N52 - Streetsville Square - 1965 Britannia Road West (2 200/23,700)
C59 - Meadowgreen Market - 6611 Falconer Drive (1 600/17,200)
C60 - Turney Drive Plaza - 5920 Turney Drive (500/5,400)
C61 - 3 Queen Street South (100/1,100)

Western Business Park

N53 - Churchill Plaza - 3115 Winston Churchill Boulevard (14 000/150,700)
N54 - Winston Churchill Plaza - 2681 Dundas Street West/3015 Winston Churchill Boulevard (3 400/36,600)
C62 - Winston Mills - 3100 Winston Churchill Boulevard (1 400/15,100)
SPC2 - Dundas/403 Power Centre - North side of Dundas Street between Highway 403 and Winston Churchill Boulevard (71 000/764,000)

See Reverse for Map of Individual Centres



March 2001