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Anmore South Village Retail Market Analysis
Final Report

May 2024

icona

icona properties

Contents

1   Introduction

Placemark Design is working with icona properties to develop a land use plan for a mixed-use community in the Village of Anmore. The project is called Anmore South and will be located on a 150 acre parcel of land in the southwest corner of the Village. The vision for the project is 'a community in nature', and aims to enliven Anmore with new vitality, housing diversity and self-sufficiency. It is anticipated the plan will accommodate mixed-use apartment, townhouse, recreation facilities, retail, service space and more, with a build-out horizon of 20 years. The current land use plan contemplates approximately 3,300 residential units.

A cornerstone of the existing land use plan is a village retail node at the centre of the community. The existing community of Anmore does not have neighbourhood retail services, so the village retail node would serve both existing and future residents. icona envisions the village retail node as mixed use and pedestrian focused, with unique tenants. While parking will be available nearby, the primary exposure will be via pedestrian routes and walkways. As such, wayfinding and signage will play a role in guiding residents to retail areas.

icona properties and Placemark Design retained City Squared Consulting to undertake a retail market study for the Anmore South Neighbourhood Plan. This report represents an update of the March 2022 Retail Market Analysis for Phase 1 of the Neighbourhood Plan process. This report will be finalized in Phase 3 of the Neighbourhood Plan once the preferred plan unit mix, population projections, and conceptual phasing have been determined.

2 Methodology

2.1 Approach

To complete the market study, we projected demand based on the build-out population of the project and the demographic profile of the community. This includes identifying the total floorspace which could be supported by residents of the community and the likely types of stores (retail and service space[1]) which would locate in the node.

2.2 Work Plan

We undertook the following work plan to complete the project:

1. Reviewed project documentation provided by the client, including location of the planned retail, the anticipated number of units by type and project build-out/phasing schedule.
2. Delineated a trade area for the village retail node.
3. Calculated the existing and future population of the trade area.
4. Reviewed transportation statistics to estimate tourism/visitors the area.
5. Reviewed provincial expenditure data and adjusted retail expenditures for existing and future residents of Anmore. Translated expenditure data into supportable retail floorspace by category.
6. Estimated the supportable floorspace by category which could be captured in a retail village node in the community.
7. Reviewed the types of retail stores which would likely locate in the village retail node in the community.
8. Confirmed typical tenant mix and recommended size of retail units.
9. Reviewed the physical characteristics of the proposed land use plan and provided recommendations for the location of the retail component.

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[1] Including any demand for local serving office floorspace.

3   Project Description

Exhibit 1 shows the location of the proposed land use plan in the Village of Anmore. The project is located directly to the north of Port Moody, and is accessible by road via Ioco Road and First Avenue.

Exhibit 1: Location of Anmore South Land Use Plan

Source: icona properties

Exhibit 2 shows a preliminary land use plan for Anmore South and the locations of planned retail. The village retail node is anticipated to be centrally located at the project, setback from Sunnyside Road. A smaller retail component is contemplated at the westernmost edge of the plan area.

Exhibit 2: Preliminary Land Use Plan for Anmore South

Source: Placemark

Exhibit 3 summarizes the build-out schedule for Anmore South. The project is anticipated to begin construction in 2023 and will be built over five phases to be completed in 2043. The project includes 3,294 units, including 15% rental homes, of which a 15% share are affordable rental homes.

Exhibit 3: Build-Out Schedule for Anmore South

Project Phase	Timing	Cumulative Units	Total Units	Strata Homes	Rental Homes	Market Rental Homes	Affordable Rental Homes
Site Prep & Infrastructure	2023 to 2024	-	-	-	-	-	-
Phase 1	2024 to 2027	550	450	383	68	57	10
Phase 2	2028 to 2031	1,000	550	468	83	70	12
Phase 3	2032 to 2036	1,550	880	748	132	112	20
Phase 4	2037 to 2040	2,860	880	748	132	112	20
Phase 5	2041 to 2043	3,294	534	454	80	68	12
Total	**2023 to 2043**	**3,294**	**3,294**	**2,800**	**494**	**420**	**74**

Source: icona properties

4 Population Projections

Exhibit 4 summarizes population projections for Anmore South based on the build-out schedule in Exhibit 3. The population projection is based on a persons per unit assumption of 3.5 persons per single family dwelling, 2.8 residents per townhouse unit and 1.7 residents per apartment unit. The build-out schedule anticipates a 2043 population of 5,892 residents in the Anmore South community.

Exhibit 4: Population Projections for Anmore South

| Project Phase	Persons Per Unit	Phase 1 - 2024 to 2027	Phase 2 - 2028 to 2031	Phase 3 - 2032 to 2036	Phase 4 - 2037 to 2040	Phase 5 - 2041 to 2043	Total
Units							
Single Family Units		5	7	10	10	8	40
Townhouse Units		50	50	-	50	50	200
Apartment Units		390	495	870	820	479	3,054
Population							
Single Family Units	3.5	18	25	35	35	28	140
Townhouse Units	2.8	140	140	-	140	140	560
Apartment Units	1.7	663	842	1,479	1,394	814	5,192
Total Population		**821**	**1,006**	**1,514**	**1,569**	**982**	**5,892**

Source: icona properties

5 Trade Area for Retail in the Subject Area

5.1 Delineation of the Trade Area

The trade area for a retail village in Anmore South was influenced by the following:

- Proximity to residential areas
- Relative proximity, scale and quality of competitive retail projects
- Transportation network
- Site size and general scale of anticipated retail node

Exhibit 5: Trade Area for a Retail Node at Anmore South
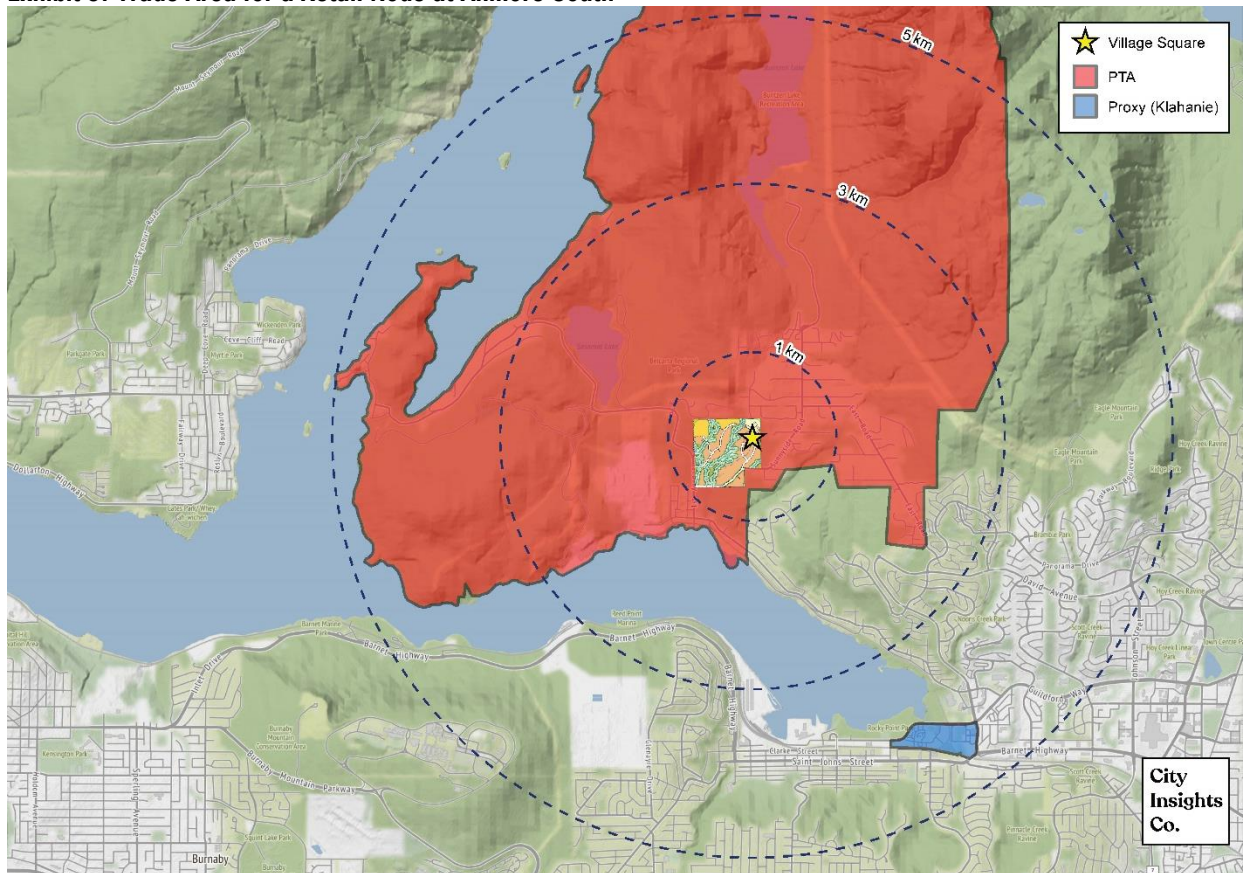
Source: City Insights Consulting

Particularly, we reviewed the transportation network and the location of neighbourhood centres in the immediate area. Given the distance to other retail centres, a retail node in Anmore South would capture the majority of spending from residents in the area delineated in red.

5.2 Population Projections for the Trade Area

Exhibit 6 summarizes the projected population of the trade area, which includes residents from the existing community and future residents of Anmore South.

Exhibit 6: Projected Population of the Trade Area

	2022	2027	2031	2036	2040	2043
Existing Trade Area Population	3,494	3,682	3,839	4,045	4,217	4,351
Anmore South Population		821	1,827	3,341	4,910	5,892
Total Trade Area Population		**4,503**	**5,666**	**7,386**	**9,127**	**10,243**

Source: City Insights Consulting, City Squared Consulting, Statistics Canada

The population of existing residents in the trade area will increase from 3,494 in 2022 to 4,351 by 2043, growing at an average annual rate of 1.03%. The Anmore South population is anticipated to increase from 821 by the end of 2027, to 5,892 by 2043. The population of both existing and future residents will reach 10,243 by 2043.

5.3 Trade Area Demographic Snapshot

Exhibit 7 summarizes demographics of the existing population in the trade area. Residents of the trade area have a higher PPU (persons per household) than comparison areas, likely due to the large share of single family homes. The median age is about 5 years older than other areas in Vancouver, and the household income is close to double the average household income. The total number of children per family is similar to other areas in Vancouver, while the level of post secondary attainment is slightly higher.

Exhibit 7: Trade Area Demographic Snapshot

	Existing Trade Area	Port Coquitlam	Coquitlam	Vancouver
Average Persons per Household	3.0	2.66	2.69	2.53
Median Age	45.6	40.2	40.5	40.3
Avg Household Income	$238,400	$119,247	$117,496	$121,325
Avg # children /Family	1.1	1.2	1.2	1.1
% with Post Secondary	84%	74%	90%	78%

Source: City Insights Consulting

Of particular importance for the retail analysis is average household income. This will influence total expenditure per capita and supportable floorspace in the community.

6 Retail Demand

6.1 Retail Categories

Within the retail category there are two types of stores which differ based on characteristics of demand, location and trade area. The two types of retail include:

Local Retail

- Community serving retail and service space includes businesses that meet the daily needs of residents. Tenants include supermarkets, small restaurants and cafes, drycleaners, hair salons, pharmacies, liquor stores, small pet supply stores, local hardware stores, and banks or credit unions.

Regional Retail

- Region serving retail and service space includes businesses that serve a large trade area and including tourism and destination retail. These types of stores locate in urban centres, malls or large format/big box locations with highway or rapid transit access. Types of tenants include a range of specialty stores, homewares, clothing and accessories, car dealerships, department stores, electronic stores, chain restaurants and building supply stores.

Anmore South is a candidate for local serving retail floorspace, including convenience retail or a neighbourhood centre, which is anchored by a grocery store.

Anmore South is largely not a candidate for region serving retail. The trade area population is insufficient to support the types of stores that would locate in a regional centre. However, due to the location of the village adjacent to a regional tourism destination (Belcarra Regional Park[2]) there is an opportunity to capture some of this inflow traffic to support retail that serves both local and regional visitors.

6.2 Approach to Estimating Retail Demand in Anmore South

To understand the share of retail which can be captured in the plan area, we will examine several indicators of demand. These include:

1. Supportable retail per capita based on expenditure data.
2. Population in the trade area.
3. A review of case studies and neighbourhood centre retail per capita in similar communities.

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[2] Belcarra Regional Park attracted 1,175,400 visitors in 2020.

6.3 Supportable Local Retail Floorspace in the Trade Area based on Expenditure Data

Exhibit 8 summarizes the total supportable floorspace per capita in the trade area.

The first column shows total expenditure per capita in British Columbia by expenditure category. This is adjusted to account for the average household income of both future and existing residents of the trade area. An industry standard sales efficiency factor is used to translate expenditure into supportable floorspace.

Exhibit 8: Supportable Local Retail Floorspace Per Capita in the Trade Area

		Existing Residents			Future Residents		
	BC Expenditure/ Capita	Anmore Existing/ Capita	Sales Efficiency	Supportable Retail Per Capita	Anmore Future/ Capita	Sales Efficiency	Supportable Retail Per Capita
Supermarkets	$2,892	1.40	$800	5	1.05	$800	4
Convenience stores	$136	1.40	$800	0	1.05	$800	0
Specialty food stores	$148	1.40	$650	0	1.05	$650	0
Beer, wine and liquor stores	$1,038	1.60	$1,000	2	1.20	$1,000	1
Health & personal care stores	$1,216	1.40	$750	2	1.00	$750	2
Miscellaneous store retailers	$574	1.00	$400	1	1.00	$400	1
Services				8			8
Local Sub-total (SF)				**19**			**17**

Source: City Squared Consulting

Exhibit 8 shows that each resident of the trade area supports between 17 and 19 square feet per capita of local serving retail floorspace. Anmore South could capture a share of this demand.

6.4 Population and Tourism in the Trade Area

Based on our analysis of expenditure data and experience with retail demand, each resident supports about 4 to 5 square feet of grocery store retail. About half of this retail is captured in neighbourhood centres, with the remaining half going to larger grocery store chains, Costco, or stores in regional locations. If residents of the trade area in Anmore support 4 to 5 square feet per capita, we can assume about 2 to 2.5 square feet would be captured at a neighbourhood retail node in Anmore, if the population threshold is met and sufficient access is provided.

Since grocery stores are typically a minimum of 10,000 square feet, and more likely 15,000 to 20,000 square feet, we can deduce that a threshold population of about 5,000 to 7,500 residents is required to support a grocery store. Since Anmore South will have a trade area population of 7,500 in 2037 and 10,000 by 2043, Anmore South will have sufficient population to support a grocery store.

If there is sufficient demand for a grocery store, there will be a range of other local serving retail which will co-locate with the grocery anchor to capitalize on foot traffic and exposure to the grocery. We will review case studies of neighbourhood centres with similar trade area populations to Anmore to get a sense of the amount of floorspace and the types of stores which could be captured in Anmore South.

6.5   Case Studies

We reviewed case studies to get a sense of the total supportable retail floorspace in a village node in Anmore South and the types of stores which would locate at the project. Both case studies were selected due to a mixed-use format in a suburban context that was anchored by a grocery store. The projects were characterized by unique design, ground floor retail and residential apartment development on upper floors.

The case studies include:

1. Northwoods Village

2. Willoughby Town Centre

We also reviewed case studies for unique village retail destinations that were included in an earlier memo. These were not driven by market factors, but rather urban design and typology elements which would act as a regional draw to Anmore South.

6.5.1   Northwoods Village

Northwoods Village is a mixed use retail and residential community located in North Vancouver along Dollarton Highway. The neighbourhood centre is designed with a mountain-inspired architectural style, reminiscent of Whistler or other ski resort towns. The project includes 64,000 square feet of retail anchored by Stong's grocery.

Exhibit 9: Northwoods Village in North Vancouver

There is a wide range of tenants at the project, including Buddha-Full, Colony Bar and Pink Door Clothing which have made the centre a destination for the community. The neighbourhood centre also captures significant inflow traffic from visitors to Seymour Mountain and Deep Cove.

The total list of tenants at the project is shown in Exhibit 10.

Exhibit 10: Northwoods Tenant Mix and Floorspace

Tenant	Category	Floorspace (SF)
Colony Northwoods	F&B	3,500
Starbucks	F&B	1,200
Buddha Full	F&B	1,500
Panago	F&B	1,500
Barcelos Flame Grilled Chicken	F&B	3,000
Sophia's Nail Spa	Services	874
Techniks Hair Salon	Services	800
Waypoint Insurance	Services	893
CIBC	Services	8,500
Eye Craft Optometry	Services	916
Dental	Services	3,800
Anytime Fitness	Services	3,200
Vitae Health & Sport	Health	1,746
Aquatic Supplies	Hobbies	874
Little Pink Door Boutique	Clothing	970
M&M Food	Spec. Food	1,400
Stong's Market	Grocery	22,000
Dollarton Liquor Store	Liquor	4,500
Bosley's	Pet	3,200
Total		**64,373**

Source: City Squared Consulting

The project has a range of food and beverage offerings, several services, health, hobby, clothing, specialty food, liquor, pet stores and a full service grocery. Stong's grocery is 22,000 square feet and is adjacent to a 4,500 square foot liquor store.

6.5.1.1   Floorspace per Capita

A review of the primary trade area of Northwoods Village shows a population of 10,205 residents. This allows us to calculate the amount of supportable floorspace per resident of the trade area by expenditure category, particularly in an area with inflow visitor traffic.

Exhibit 11: Northwoods Floorspace by Category

|	Floorspace (SF)	Population	SF/Capita
Food & Beverage	11,000	10,205	1.08
Services	11,983	10,205	1.17
Pharmacy	1,746	10,205	0.17
Clothing	1,844	10,205	0.18
Specialty Food	1,400	10,205	0.14
Grocery	22,000	10,205	2.16
Liquor Store	4,500	10,205	0.44
Pet Food	3,200	10,205	0.31
Total			**5.7**

Source: City Squared Consulting

Each resident of the trade area supports **5.7 square feet** of retail floorspace at the Northwoods Village neighbourhood commercial node.

6.6   Willoughby Town Centre

Willoughby Town Centre is an award winning greenfield project in a suburban context, with a retail high street that remains walkable while accommodating a large parking requirement. The first phase of development at Willoughby Town Centre was completed in 2012, when Hakam's Independent Grocer opened. The project includes a mix of building types and uses, including mixed use residential, mixed use retail and office, stand-alone office and multifamily development.

Exhibit 12: Willoughby Town Centre
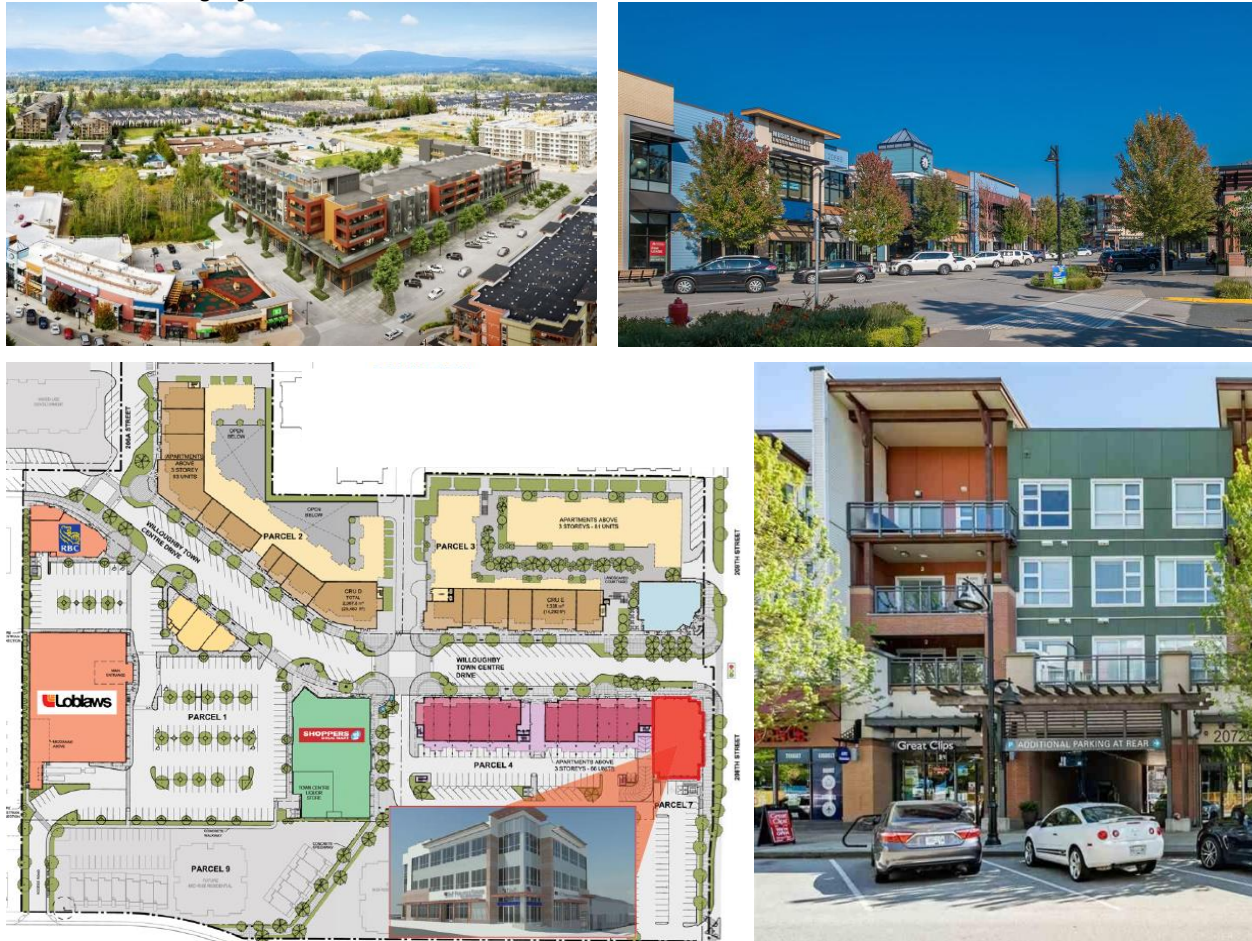
Source: Cushman & Wakefield

Exhibit 12 shows the layout of Willoughby Town Centre and the form of buildings in each area. This includes ground floor retail along the retail promenade, second storey office space (highlighted in yellow), and a stand-alone office building. The retail promenade to the east is fronted by mixed use development on both sides of the street, with ground floor retail and residential on upper floors. There is street front parking, underground parking, and parking at the rear of buildings. At the centre point of the project, there is a traditional single storey neighbourhood centre with surface parking. This has been designed to form a contiguous promenade with the retail high street.

6.6.1   Tenants

Exhibit 13 shows tenants and occupied floorspace at Willoughby Town Centre. Anchor tenants include Hakam's Independent Grocer (27,000 square feet) and Shoppers Drug Mart (15,600 square feet). The project has total occupied retail floorspace of 87,430 square feet.

Exhibit 13: Willoughby Town Centre Tenant Mix and Floorspace

Tenant	Category	Floorspace (SF)
Hakam's Your Independent Grocer (Loblaws)	Grocery	27,000
Prime Farm Market	Grocery	1,275
Town Centre Liquor Store	Liquor	4,500
Shoppers Drug Mart	Pharmacy	15,600
The Bone & Biscuit Co	Pet	900
YourOh! Deli	Specialty Food	890
Candy Store	Specialty Food	790
BanChan Korean Bistro	F&B	950
Dairy Queen	F&B	2,400
# Hashtag Donair	F&B	890
Mad Italian Pizza Company	F&B	1,100
Mattu's Coffee & Tea	F&B	1,300
Noma Sushi	F&B	1,250
strEATS Willoughby Kitchen	F&B	1,000
Woking Dragon	F&B	1,800
DLUX Treasures for the Home	Furnishing	890
Wildflowers Style & Co	Clothing	800
Willoughby Doctors of Optometry	Services	1,065
Era Hair Studio	Services	890
G&F Financial Group	Services	2,700
Great Clips	Services	1,020
Infinite Serenity Holistic Spa	Services	1,338
Oxygen Yoga & Fitness	Services	1,224
Sassy Nail Salon & Spa	Services	600
AMC Insurance Services (2008) Ltd	Services	1,300
TD Canada Trust	Services	3,800
Willoughby Town Centre Dental	Services	3,358
Yorkson Dental	Services	1,200
RBC Royal Bank	Services	3,500
SmileTown Dentistry Langley	Services	1,200
Yorkson Creek Veterinary Hospital	Services	900
Vacant		12,570
Total		**87,430**

6.6.1.1 Floorspace per Capita

Exhibit 14 summarizes total floorspace by expenditure category per resident of the trade area for Willoughby Centre.

Exhibit 14: Willoughby Town Centre Floorspace By Category

	Floorspace (SF)	Population	SF/Capita
Grocery	28,275	13,658	2.07
Food & Beverage	10,690	13,658	0.78
Services	24,095	13,658	1.76
Pharmacy	15,600	13,658	1.14
Clothing	800	13,658	0.06
Specialty Food	1,680	13,658	0.12
Liquor Store	4,500	13,658	0.33
Pet	900	13,658	0.07
Total			**6.3**

Source: City Squared Consulting

Each resident of the trade area supports **6.3 square feet** of retail floorspace at the Willoughby Centre neighbourhood commercial node.

6.7 Conclusion from Demand Assessment

A review of our demand assessment shows that Anmore South has a sufficient population to support a neighbourhood centre. The trade area has the population threshold to support a grocery store, which would attract a range of other local serving retail. In addition, there is significant visitor inflow to the area's parks and trails, which could help support larger food and beverage retail and some region serving retail stores (small clothing, hobby, homewares stores).

Case studies showed that neighbourhood centres captured between 5.7 and 6.3 square feet per capita of retail demand, or about one third of total supportable local serving retail floorspace. Based on a trade area population of 10,243 Anmore South could support about 56,000 to 65,000 square feet of local serving retail.

7   Conclusions

Our demand assessment for a retail node at Anmore South showed supportable retail floorspace ranges between 5.7 square feet and 6.3 square feet per capita. Based on our population projection for the trade area, we have outlined a demand schedule below.

Exhibit 15: Projected Floorspace Demand at Anmore South Village

	2027	2031	2036	2040	2043
Existing Resident Population Growth	3,682	3,839	4,045	4,217	4,351
Anmore South Population	821	1,827	3,341	4,910	5,892
Total Trade Area Population	**4,503**	**5,666**	**7,386**	**9,127**	**10,243**
Retail Demand Low (SF)		*31,160*	*40,620*	*50,196*	*56,335*
Retail Demand High (SF)		*35,693*	*46,529*	*57,497*	*64,530*

Source: City Squared Consulting

Our case study analysis informed our demand estimate of between 56,000 to 64,500 square feet of supportable retail floorspace at Anmore South. However, since existing and future residents of Anmore have higher expenditure potential which translates into more supportable retail floorspace, we recommend a retail component at the high end of the range, or **between 60,000 to 65,000 square feet of retail floorspace.**

In addition to case studies and expenditure potential, we reviewed the population thresholds that are needed for different types of retail. A minimum population of 5,000 is recommended before introduction of a small format grocery store (10,000 square feet), and 7,500 for a small/medium grocery storey (15,000 square feet). A grocery store could be introduced earlier for non-economic reasons (site animation, servicing existing residents) but some form of subsidy would likely be required in the initial years.

We also recommend the retail to be in one location which maximizes visibility to passing vehicle and foot traffic.

Specific recommendations by expenditure category are outlined below:

- **Grocery Store – 15,000 to 22,000 SF:** the projected trade area population would support a small to mid-sized grocery store ranging from 15,000 to 22,000 square feet. The grocery store is likely supportable in 2031, but reduced rents may be required until the population in the trade area reaches 7,500 residents.
- **Food & Beverage – 10,000 SF:** we recommend about 10,000 square feet of food and beverage retail at the project. Case studies showed about 1 square feet per capita of the trade area is supportable in neighbourhood centres, particularly with tourism inflow. To establish a destination and attract visitors from Belcarra Regional Park, we would recommend two larger stand-alone unique restaurants/bars, in addition to smaller quick service options of 800 to 1,500 square feet.
- **Services – 12,000 to 15,000 SF:** services make up a large share of retail offerings at neighbourhood centres, and provide necessary functions for day-to-day resident needs. Services which could locate in Anmore South could include financial services, insurance, hair, nail, spas, medical, yoga and other fitness outlets. Commercial retail unit (CRU) sizes for services range from 800 to 1,500 square feet.
- **Pharmacy – 10,000 SF:** the project trade area build-out population could support a small pharmacy or wellness store.
- **Clothing, Hobby or Homewares – 1,000 to 2,000 SF:** this expenditure category is primarily found in regional destinations. However, successful mixed use neighbourhood centres with some tourism inflow can often support

a small amount of clothing, hobby and homeware floorspace. However, we would recommend small CRUs to minimize monthly lease payments (risk) to the tenant and these uses are not guaranteed.

- **Specialty Food – 1,000 to 2,000 SF:** specialty food includes smaller deli's, grocers, produce markets, etc. We would recommend one to two smaller retail units to accommodate specialty food.
- **Liquor Store – 2,500 to 3,500 SF:** neighbourhood centres typically support one liquor store which can range in size.
- **Pet – 1,000 to 1,500 SF:** specialty pet stores are increasingly found in neighbourhood centres, particularly in high income areas.

In addition to local serving retail, there is an opportunity for some local serving office;

- **Local Serving Office – 10,000 SF:** local serving office space accommodates professional services and does not necessarily need streetfront exposure. However, lease rates are typically lower than ground floor retail so financial viability given project creation costs must be taken into consideration.

This information is provided to support Phase 1 of the Anmore South neighbourhood plan. The Retail Market Analysis will be updated during the Phase 3 planning process once the preferred plan unit mix, population projections, and conceptual phasing have been determined.