

Terms of Reference: Commercial Impact Study

Purpose:

- To examine the market demand and potential impacts of the proposed development on the Town's planned commercial structure.
- The results of this Commercial Impact Study will help decision-makers, stakeholders and community members understand current commercial market conditions and the anticipated impacts of the proposed development.

Required in Support of:

- Through an Inquiry Meeting or Preliminary (PARC) Meeting, staff will confirm if a Commercial Impact Study is required.
- These studies will be required in support of applications where a change in land use is proposed, such as:
 - Official Plan Amendments (including Secondary Plans and Block Plans)
 - Zoning By-law Amendments (including Temporary Use By-laws)
 - Minor Variances.

which could result in impacts on the commercial hierarchy of the Official Plan, including planned function, the establishment of new and/or removal of commercial lands, changes in planned intensity (maximum and or minimum floor areas), or other changes.

- At the discretion of the Town, these Studies may be required in support of other development applications. This will be confirmed at an Inquiry Meeting or Preliminary (PARC) Meeting.

Prepared By:

- Qualified market consultant or land use planner with expertise in developing and defending Commercial Impact Assessments.

Peer Review and Scoping:

- The Town will require a peer review of this document at the sole cost of the owner/applicant submitting the development application.
- On a project-by-project basis, the Town will identify any possible scoping of the assessment, or alternatively, other considerations to be incorporated into the assessment.



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Content:

- Section 1: Executive Summary
- Section 2: Introduction
 - Site Location and Context: Information on the site (location, property size, existing uses), surrounding land, access, servicing, etc.
 - Description of Proposal: Indicate the proposed development, type of development application and proposed activities and identify a need within the planning horizon of the Official Plan for the proposed use.
 - Site concept plan with phasing of development, if applicable;
 - Proposed gross floor area (GFA);
 - Proposed merchandise category or categories and/or composition of space; and,
 - Known tenant(s), and corresponding square footage/space needs.
 - Purpose: Identify the reason and objectives for the Study, including an explanation of how provincial, regional and municipal planning requirements and other directives will be satisfied.
- Section 2: Supporting Studies/Key Findings
 - Outline relevant supporting studies submitted with the applications for the proposed development and provide a summary of the key findings or outcomes of the assessments.
- Section 3: Planning Policy Framework
 - Review and assess the provincial, regional and municipal policy context and regulatory framework as it applies to the proposed development.
- Section 4: Trade Area
 - Identify a trade area from which the majority of customers of the proposed development would reside.
 - A review of the trade area and surroundings.
 - An evaluation of the site location, size and use, determination of the study area and its form and function.
 - Assess the market competition.
- Section 5: Population and Employment Allocations
 - Identify current population and forecast future population within the trade area and demonstrate how the proposal supports these projections.



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Section 6: Existing Supply of Retail/ Commercial Space

- Quantitative and qualitative analysis of the existing supply of retail/commercial space in Caledon and of similar and competitive space within the surrounding market area. The analysis should be focused on relevant categories to the proposed development.
- Assessment of the role and function, and relative health of commercial areas, shopping centers, and commercial designations.
- Identify and summarize planned and proposed retail/commercial developments in Caledon including location, site size, planning status, and where available, development components and timing, as well as those in the surrounding area that would have an influence on the Caledon market and in particular the proposed development.
 - Planned development includes any undeveloped commercial land of relevance.
- An inventory of retail space and site suitability, with a customer and/or license plate survey (if the vehicles cross municipal boundaries) and an inventory of competitive space
- Section 7: Market Demand and Impact Analysis
 - Calculate current and forecast future demand in relevant and corresponding categories to those proposed for development.
 - Assess shopping patterns, retail trends, existing market capture rates, and inflow trade, which may include survey research.
 - Forecast future market captures and inflow trade with the proposed development in combination with any other planned and/or proposed and approved developments.
 - Evaluate the degree of competitive effects and potential impact with the introduction of the proposed development.
 - Assess whether or not the proposed development would have a significant negative impact on the planned function of the existing and planned designated commercial areas and shopping centers.
- Section 8: Summary and Conclusion
 - Summarize the commercial impacts of the proposed development and provide an opinion on whether or not the development is appropriate.
 - Provide recommendations including any potential mitigation to impacts.
- Section 9: Background Information
 - Appendix 1: Aerial Photograph - Identifying the parcel of land and surrounding land uses
 - Appendix 2: Proposed Development or Concept Plan
 - Appendix 3: Applied Terms of Reference and Scope Details
 - Appendix 4: Literature Cited
 - Appendix 5: Other Data Sources Used



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- Appendix 6: Methodologies and List of People Contacted
- Appendix 7: Curriculum Vitae (CV) of Those Who Prepared the Study

Resources:

- Town of Caledon Official Plan



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