

City Wide Approach to Retail/Commercial Planning and Development

PFC 2016-0878
2016 November 15



Notice of Motion (NM2012-46)

“Establish a Comprehensive Citywide Approach to Retail Centres”

2013 July – Council Direction

Authorize funding through the Council Innovation Fund to select a consultant and undertake a City Wide Retail and Commercial study

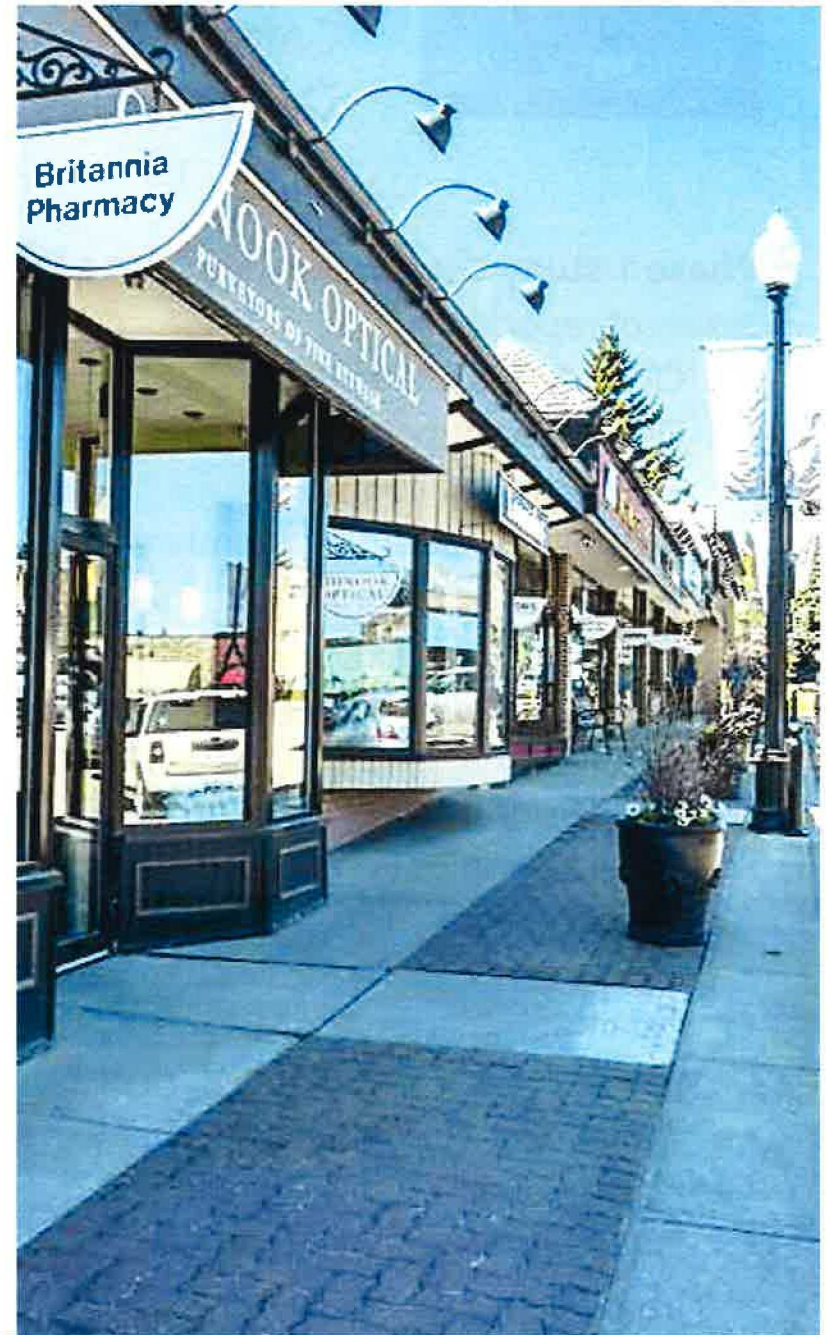
City Wide Retail/Commercial Study

- 1) A citywide retail/commercial assessment and strategy document to support better informed planning and decision making and business coordination related to retail/commercial areas in Calgary, and;
- 2) A focus on retail/commercial areas in activity centres and main streets, including opportunities for mixed-use development in strategic locations.



Desired Objectives and Outcomes

- Gain a better understanding of current retail/commercial conditions.
- Direction for policy formulation, implementation strategies for local area plans and studies.
- Guidance for priority planning retail areas.
- Identification of strategies to encourage, facilitate commercial development along main streets and within activity centres.
- Provide research to inform planning, support innovation and respond to needs of the evolving market.





Calgary Retail/Commercial Study Timeline and Deliverables

Phase 1 Study Completed - May 2014 – January 2015

Series of reports:

- Citywide Evaluation Demographics and Retail Audit
- Online Consumer Survey
- Retail Trends Report
- Existing Conditions – Secondary Research
- Retail Demand Report

Phase 2 Study Completed February 2015 – April 2016

May 2015

- Retail Priorities Report
- Retail Principles Report

August 2015

- Planning and Policy Review Report
- Retail/Commercial Toolkit

December 2015

- Phase 1 & 2 Final Draft Consolidation Report

April 2016

- Summary Report with Strategy Recommendations



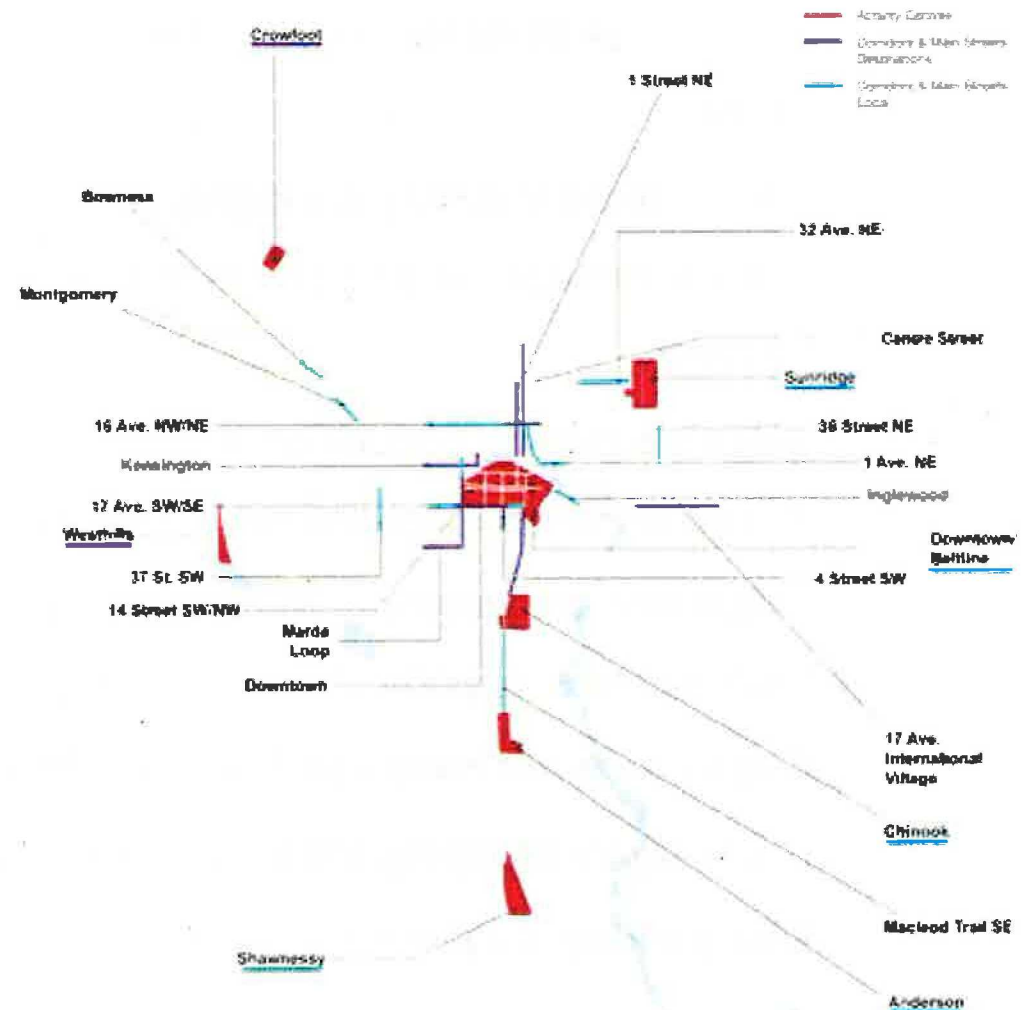


Key Research Findings

- **Calgary has 36 million square feet** or 31 square feet of retail commercial space per capita.
- While a **retail industry is a highly competitive market** in Calgary, Calgary has many advantages when it comes to attracting and retaining commercial retail business.
- **Calgary's** growing population, with good household incomes make it particularly **attractive to retailers and retail real estate developers.**
- **Calgarians are generally well served by retail** in every sector of the city with slightly greater opportunities for future growth in the west and southeast sectors.
- Calgary does **not have significant outflow** of retail sales.
- Most Calgary **shopping trips are made close to home** (4km or less) in a car.
- **Free parking is a priority.** Regardless of what kind of retail location.
- **Business Revitalization Zones (BRZs) play a critical role** in supporting retail areas.

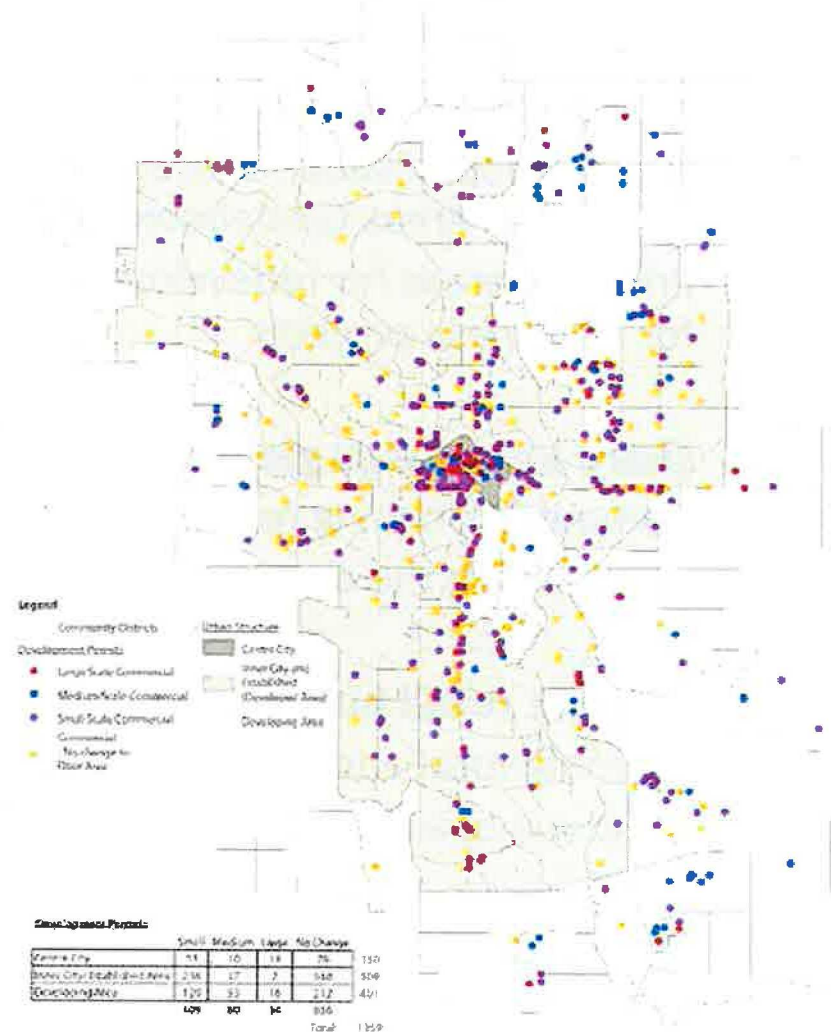
Phase 2 Priority Areas

- Developed retail principles for strong retail cores and vibrant main streets
- Identified priority areas for retail/commercial



City Planning and Policy Conditions Review

- The City's current planning processes are supportive of maintaining and building strong retail and commercial services throughout the city
- Urban development costs in established areas vary considerably
- Considerable interest in centrally located development



Calgary Development Permit Activity 2013-2016



Resulting Key Focus Areas

1. Incorporate retail strategy in policy initiatives

- Support established retail commercial areas through Main Streets, Green Line, Developed Areas Guidebook and new mixed use districts in Land Use Bylaw
- Prioritize areas for redevelopment and support greater flexibility in planning for mixed use projects

2. Share knowledge gained

- Commit to ongoing research and to communicate findings
- Consult with the development industry to better understand barriers

3. Support retail business and mixed use development

- Promote local and small scale retail through City initiatives
- Continue to support application process improvements

4. Continue monitoring

- Maintain the inventory of retail businesses
- Track commercial development projects

Conclusion

The **Innovation Fund** supported study provides:

- Proactive, coordinated approach to retail development; and
- Clear and consistent direction for planners, developers and communities who are advancing retail across the city.

Work will be implemented through Planning & Development projects.

Recommendation:

That PFC Receive this Report for Information

Thank you

Questions?