Pitt Meadows Commercial & Industrial Lands Analysis

For: City of Pitt Meadows

March 2019

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Executive Summary

This document reflects two distinct research assignments: a retail study and an industrial demand and taxation analysis.

The industrial demand and taxation analysis portion of the report is intended to update a report from 2013, also by GP Rollo and Associates (GPRA). The 2013 report was commissioned as background research to support the original application to exclude the North Lougheed study area from the Agricultural Land Reserve and to amend the Regional Growth Strategy to permit the eventual development of the area. It was also commissioned by the City to understand the impacts of larger scale commercial development on the city's tax base.

It is important to note that the 2013 analysis for the North Lougheed Lands was based on the land use concept put forward at the time which included mixed employment / light industrial areas and a retail shopping centre component. The new report uses the same land use assumptions as the 2013 report as a basis for comparison. This commercial analysis is intended as a part of a platform to help guide Council, public and staff discussion about the balance of all land uses in the municipality as a whole, and is not intended to be a land use plan for the municipality.

INTRODUCTION – RETAIL AND SERVICE COMMERCIAL

The City of Pitt Meadows (the City) is in the process updating its OCP policies regarding commercial development with particular focus on the Harris Road mixed use and commercial area. Specifically the City wishes to understand policies and circumstances that may facilitate successful development and uptake of commercial uses in the Harris Road area, as well as to identify policies and issues that may act as a barrier to full occupancy of commercial space.

G. P. Rollo & Associates (GPRA) has completed this Commercial Lands Study which aims to provide valuable information to assist the City in promoting and planning successful commercial areas that can meet the needs of the community.

RETAIL AND SERVICE COMMERCIAL INVENTORY

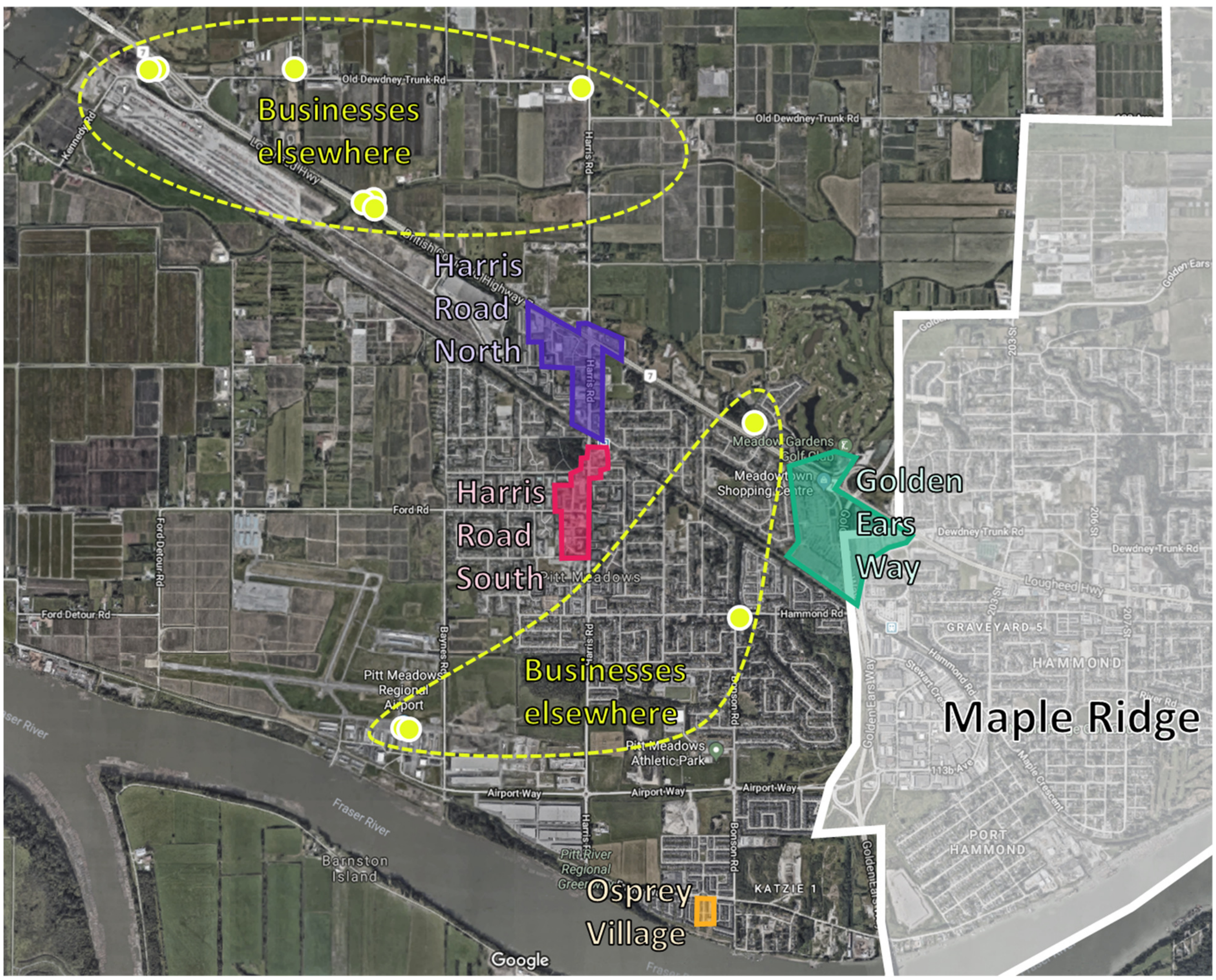
GPRA has identified four distinct commercial areas, each with unique characteristics. Two of the four areas are contiguous and comprise the Harris Road commercial area. The four areas are defined as follows (in order of descending magnitude):

- Golden Ears Way: The commercial areas adjacent to Golden Ears Way, including Meadowtown Shopping Centre, the West Coast Auto Mall, and the Meadow Gardens Golf Club. A small part of this commercial area is in Maple Ridge, namely the Staples and Canadian Tire, but these outlets share a parking lot with the West Coast Auto Mall and are considered part of Pitt Meadows' commercial supply for the purposes of this analysis.
- Harris Road North: This is the commercial area on both sides of Harris Road, bordered to the south by the Canadian Pacific Railway. It extends several blocks to the west as far as Roosters Country Cabaret, and as much as a block to the east as far as Samz Neighbourhood Pub

- Harris Road South: This is the commercial area on both sides of Harris Road, bordered to the north by the Canadian Pacific Railway. It extends about a block to the west
- Osprey Village: The commercial area at the intersection of Fraser Way and Barnston View Road.
- There are a handful of retail and service commercial locations outside of these main commercial areas
- There are some retail and service commercial occupants at Golden Ears Business Park, but this space is excluded from the inventory and following analysis because its built form is closer to light industrial than retail commercial. Demand for business park space of this type is addressed below.

The four commercial areas are discussed in more detail in Section 3, and are mapped in Figure A below.

Figure A: Retail and service commercial areas in Pitt Meadows



GPRA has created an inventory of existing retail and service commercial space in Pitt Meadows based on the following sources of data:

- A walking and driving inventory of the entire City performed by GPRA
- Online sources such as Google Maps, Google Streetview, and business websites
- Leasing information from malls
- Interviews with local building managers and business owners.

Table A below is a high-level summary of the inventory.

Table A: High-level summary of Pitt Meadows retail floor space (m^2) [1]

Type	Golden Ears Way	Harris Road North	Harris Road South	Osprey Village	Elsewhere	TOTAL
Convenience retail	17,185	7,606	2,217	431	710	**28,149**
Comparison retail	21,002	4,202	371	338	1,500	**27,413**
Services	2,000	5,320	3,837	1,373	70	**12,600**
Food & beverage	2,565	3,000	2,187	412	841	**9,005**
Entertainment & leisure	5,418	2,131	471	-	-	**8,020**
Automotive	3,477	1,288	489	-	1,791	**7,045**
Vacant or non-retail	1,161	856	3,040	-	-	**5,057**
TOTAL RETAIL	**51,647**	**23,546**	**9,572**	**2,554**	**4,913**	**92,232**
TOTAL OCCUPIED	**51,647**	**24,290**	**11,453**	**2,554**	**4,913**	**94,857**
GRAND TOTAL	**52,809**	**24,402**	**12,612**	**2,554**	**4,913**	**97,289**

[1] In cases where a business sells multiple categories of retail, its floor space is split between separate categories.

PRESENT MARKET CONDITIONS

Pitt Meadows' retail and service commercial market offers a wide variety of goods and services with few gaps. The market's extremely low vacancy rate of 2% indicates that retail and service commercial space is not currently over-supplied. At the same time, stakeholders report that in many parts of the City rent is almost too high for the existing tenant community, and realtors typically have a hard time filling space quickly. This indicates that retail and service commercial space is not currently under-supplied. The combination of these factors suggests that at present Pitt Meadows' retail and service commercial market is balanced, with just about the right amount of space overall. Within this overall state of balance, however, some commercial areas are slightly over-supplied while others are slightly under-supplied.

The Golden Ears Way commercial area accounts for the majority (54%) of the City's retail space and consists principally of Meadowtown Shopping Centre and the West Coast Auto Mall. These are large subregional centres serving Pitt Meadows as well as adjacent Maple Ridge and even the more distant population centres of Langley and Port Coquitlam. A population of more than one million people lives within a 20-minute drive of this location, and demand for more retail in this area will depend on overall population growth throughout Maple Ridge and Pitt Meadows. Retail tenants in Meadowtown Shopping Centre generally report that business is good and improving as the region grows.

The remaining 46% of the City's retail space is located mostly near Harris Road and in Osprey Village. These are neighbourhood-serving commercial areas with customers drawn mostly from Pitt Meadows. Because there are no significant gaps in the retail market today, demand for retail growth in these areas will depend mostly on population growth in Pitt Meadows itself. Stakeholders associated with these areas report that Pitt Meadows is a saturated market, and that businesses here enjoy little drive-by traffic and a small catchment hemmed in by well-developed commercial areas in Maple Ridge, Coquitlam, and Langley. Other than Golden Ears Way, Pitt Meadows is not a retail destination. The prospect for new retail centres in Pitt Meadows is seriously limited by the fact that all national grocery chains already have locations within a five-minute drive of the City.

Although retail in Pitt Meadows appears to be saturated (ie. there are no major gaps), stakeholders report that in recent years with population growth business has steadily improved, rents have increased, and vacancy has decreased. This improvement is expected to continue.

At more than 500,000 ft^2, the Golden Ears Business Park (GEBP) – which is still under construction – is expected to have a significant impact on Pitt Meadows. The employees and customers who use the Business Park will bring additional retail spending to the City, particularly in the southern areas of Osprey Village and Harris Road South. This is expected to have a positive impact on these areas. On the other hand, many retail businesses can make use of business park space, particularly comparison retailers and fitness clubs. The impact of this additional space availability will be to reduce demand for space elsewhere in the City, lower rents, and disincentivize new development, which may have a negative impact, particularly on Harris Road South. Ultimately the impact of the GEBP on Pitt Meadows' retail market is difficult to predict as it will depend on the project's tenant mix. The more complimentary the tenant mix (fewer retailers, more office and industrial operations) and less competitive, the more positive its impact will be.

FUTURE RETAIL DEMAND

By combining the retail inventory presented in Sections 2 & 3 with local demographic, sales performance, and spending data, GPRA has created a commercial demand model to identify existing commercial trade areas and to forecast future demand for new commercial floor space in Pitt Meadows.

The resulting commercial demand forecast suggests that no large new retail developments are needed in Pitt Meadows in the next twenty years, although slow and steady retail development combined with renovation and renewal will keep the City's commercial market balanced.

By 2041 the following quantities of new space will be warranted:

- Golden Ears Way: 4,500 m^2 of new space made up mostly of services, restaurants, fitness centres, liquor stores, and pharmacies. Comparison retail is expected to contract due to online shopping, with these expanding retail categories filling in the old space

- Harris Road North:
  - 2,950 m^2 of services
  - 1,100 m^2 of comparison retail
  - 1,000 m^2 of restaurants, bars, and performance space
  - 900 m^2 of liquor stores
  - 750 m^2 of fitness centres
  - 750 m^2 of automotive parts and services
  - A 550 m^2 of grocery store
  - A 300 m^2 pharmacy
  - A 50 m^2 gas station

- Harris Road South:
  - 1,150 m^2 of services
  - 500 m^2 of restaurants, bars, and performance space
  - A 400 m^2 grocery store
  - 400 m^2 of fitness centres
  - 300 m^2 of automotive parts and services
  - 100 m^2 each of liquor store, pharmacy, and comparison retail space

- Osprey Village:
  - 600 m^2 of services
  - 150 m^2 of restaurants, bars, and performance space
  - 100 m^2 of comparison retail
  - 50 m^2 each of liquor store and pharmacy space.

INDUSTRIAL LANDS & TAX ANALYSIS

G.P. Rollo & Associates (GPRA) has conducted an assessment of commercial development potential, in particular at Golden Ears Business Park (GEBP) Phases 3 & 4 (formerly known as the Cardiff Lands) and North Lougheed Lands, in Pitt Meadows in order to explore how such development might change the nature of property tax revenue distribution between non-residential (industrial, business park, office and retail) and residential taxpayers in the years to come. GPRA has examined absorption potential for non-residential lands based first on Metro Vancouver's employment projections and then based on changing nature of market trends and dynamics in the region's northeast sector, arriving at a likely future scenario of growth. GPRA has examined how the total assessed value of non-residential and residential lands – and by extension property tax revenue – will likely evolve (in constant dollars and current tax rates) both with and without non-residential development taking place at GEBP Phases 3 & 4 and North Lougheed. GPRA has forecast the distribution of tax revenues, and the generation of future revenues and funding for the City's municipal services.

GPRA's core conclusions are as follows:

Jobs and absorption estimates:

- Based on Metro Vancouver's employment projections for Pitt Meadows from 2016 to 2051, we would expect to see 32 year demand for approximately 225,000 – 253,000 ft^2 of office space in business parks and an additional 622,000 ft^2 of light industrial space
- We believe that Metro's forecasts would need to be revised upward if GEBP Phases 3 & 4 and North Lougheed become commercial hubs, given the shifting patterns of demand and past growth limited primarily by constrained supply
- Our market research leads us to conclude that absorption of business park/light industrial space in Pitt Meadows could proceed at a pace of 250,000 ft^2 per year

Property Tax Implications:

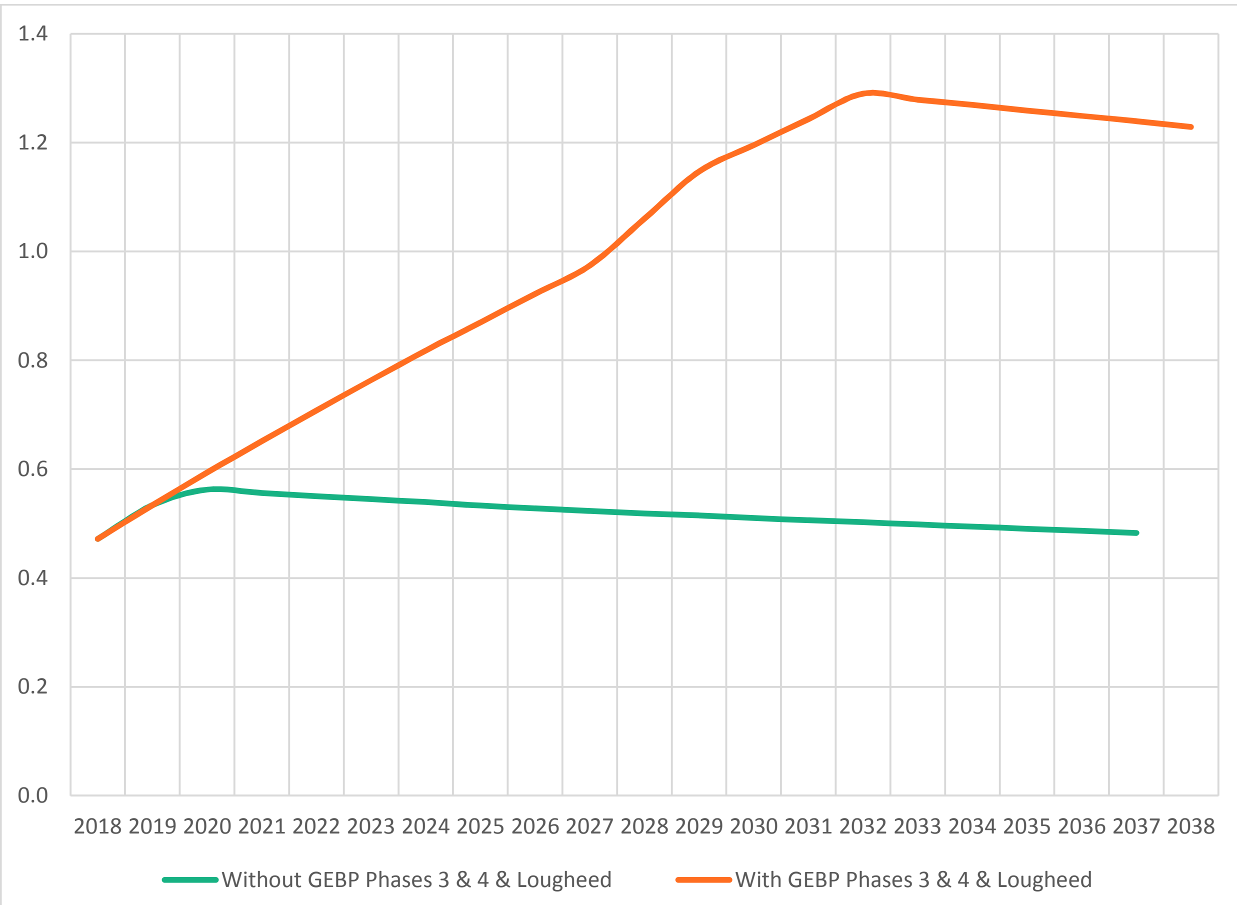
- In 2018, Pitt Meadows' tax revenue breakdown between commercial and residential categories and its position vis-à-vis its neighbouring municipalities was as follows:

Table B: Comparative tax revenue ratios (for more explanation, see pg. 68)

Municipality	Commercial / total	Commercial / residential
City of Langley	0.49	0.95
Port Coquitlam	0.35	0.54
Pitt Meadows	0.32	0.47
Coquitlam	0.31	0.45
Township of Langley	0.29	0.41
Surrey	0.28	0.39
Maple Ridge	0.17	0.20

- If development proceeds over the next 20 years with the GEBP Phases 3 & 4 and North Lougheed lands remaining in their current state, the commercial / residential property tax revenue ratio is likely to rise from 0.32 at present to 0.36 in the next several years before falling back gradually to about 0.32
- However, if GEBP Phases 3 & 4 and North Lougheed become commercial properties and are built-out with a combined 3.11 million ft^2 of business / industrial and 340,000 ft^2 of retail space, the commercial / residential property tax revenue ratio will likely reach 1.29 by 2032 before falling back to 1.2 by 2038
- Essentially, with GEBP Phases 3 & 4 and the North Lougheed Lands being developed for non-residential use (industrial, business park, office, and retail), the revenue from non-residential property taxes will surpass residential property tax revenues by 2028 and will account for 56% of tax revenues by 2032, after which they will gradually decline to 55% by 2038.

Figure B: Commercial / residential property tax revenue ratio



- By pursuing OCP policies that support commercial development at the GEBP Phases 3 & 4 and North Lougheed lands, the proportion of municipal operating costs supported by non-residential lands will increase significantly over time vis-à-vis residential lands. Without pursuing such policies, residential property owners will continue to bear about the same share of the property tax burden as today.

Table of Contents

1 Introduction

Note that this document contains a commercial analysis and an industrial analysis. Commercial analysis sections have a black page header (above) and industrial sections have an orange page-header.

1.1 2018 Commercial Lands Analysis

The City of Pitt Meadows (the City) is in the process updating its OCP policies regarding commercial development with particular focus on the Harris Road mixed use and commercial area. Specifically the City wishes to understand policies and circumstances that may facilitate successful development and uptake of commercial uses in the Harris Road area, as well as to identify policies and issues that may act as a barrier to full occupancy of commercial space.

In 2018 G. P. Rollo & Associates (GPRA) completed this Commercial Lands Study which aims to provide valuable information to assist the City in promoting and planning successful commercial areas that can meet the needs of the community. To this end, GPRA completed the following tasks:

- GPRA visited all of the City's commercial areas and has produced an inventory of existing retail and service commercial space, organized according to type, size, and location.
- Through a series of retailer, realtor, and developer interviews conducted primarily by phone, GPRA has assessed commercial development trends, and opportunities for commercial development throughout Pitt Meadows.
- GPRA has estimated the current demand for retail space in Pitt Meadows in order to identify any areas of oversupply or undersupply in the City's retail and service commercial market.
- GPRA has created a projection of demand for retail space in the City from 2018 to 2041 in order to anticipate which kinds of retail might require additional space, how much space, and when.

Sections 2 – 5 of this report pertain to the 2018 Commercial Lands Analysis.

1.2 2019 Industrial Lands and Tax Analysis

In 2019 GPRA was also retained to update the industrial portion of the Commercial & Industrial Lands Development Analysis originally completed in 2013. The purpose of the original study and of this update is to examine the implications of industrial development at the Golden Ears Business Park (GEBP) Phases 3 & 4 (formerly known as the Cardiff Lands) and North Lougheed Lands for the future property tax revenue structure in the City. To that end, GPRA has undertaken this study to examine the following issues:

1) What has been the recent history of Pitt Meadows' employment structure and growth within a Metro Vancouver context, and what are the implications of Metro Vancouver's job projections for Pitt Meadows on the future of office, industrial and retail development on the GEBP Phases 3 & 4 and North Lougheed lands?

2) Do the Metro Vancouver employment projections sufficiently account for the potential to absorb indsutrial space at GEBP Phases 3 & 4 and North Lougheed? And if not, what is the revised absorption potential and implications for employment growth?

3) Having adopted a likely absorption scenario for industrial space at GEBP Phases 3 & 4 and North Lougheed, what are the implications for property tax revenues and thus relative burden to fund future municipal services?

    a. What is the likely property tax revenue distribution between residential and businesses with and without industrial going to GEBP Phases 3 & 4 and North Lougheed?

    b. How does Pitt Meadows property tax structure stack up against nearby municipalities?

Sections 6 – 8 of this report pertain to the 2019 Industrial Lands and Tax Analysis.

2 Retail and Service Commercial Inventory

This section presents GPRA's research on existing retail usage and supply in Pitt Meadows.

2.1 Definition and Types of Retail and Service Commercial

Retail and service commercial businesses (sometimes simply called "retail") are businesses where customers walk into the commercial area to be served. This category of commerce *excludes*:

- Accommodation, including inns and bed & breakfasts
- Marinas
- Business services such as industrial equipment rental
- Care facilities
- Construction and trades
- Logistics operations such as shipping and storage
- Above-ground office space.

Most businesses with storefronts or "public" offices can be considered retail. With that said, the aim of this research is to create an inventory not only of businesses but of all space available to retail users, and consequently space has been included in this inventory that would be appropriate for retail use, but is currently used for something else (mostly social organizations like churches, and business services).

The six primary categories of retail are:

- Convenience retail, including grocery stores, food stores, pharmacies, convenience stores, and liquor stores. This type of retail serves "everyday needs"
- Comparison retail, which sells large, expensive, or specialized merchandise. This type of retail serves unusual or infrequent needs
- Service commercial, which includes banks, medical services, personal care, animal services, etc.
- Food & beverage, which includes restaurants and bars
- Entertainment & leisure, which includes movie theatre, private fitness facilities, and live performance venues
- Automotive, including dealerships, auto parts and servicing, and gas stations.

2.2 Definition of Pitt Meadows Commercial Areas

In the process of creating an inventory of Pitt Meadows' retail space, GPRA identified four distinct commercial areas, each with unique characteristics. These four zones form the basis of the analysis of commercial trends and forces presented in Section 3 and function as the geographic variable used in GPRA's inventory. Two of the four areas are contiguous and comprise the Harris Road commercial area. The four areas are defined as follows (in order of descending magnitude):

- Golden Ears Way: The commercial areas adjacent to Golden Ears Way, including Meadowtown Shopping Centre, the West Coast Auto Mall, and the Meadow Gardens Golf Club. A small part of this commercial area is in Maple Ridge, namely the Staples and Canadian Tire, but these outlets share a parking lot with the West Coast Auto Mall and are considered part of Pitt Meadows' commercial supply for the purposes of this analysis.
- Harris Road North: This is the commercial area on both sides of Harris Road, bordered to the south by the Canadian Pacific Railway. It extends several blocks to the west as far as Roosters Country Cabaret, and as much as a block to the east as far as Samz Neighbourhood Pub
- Harris Road South: This is the commercial area on both sides of Harris Road, bordered to the north by the Canadian Pacific Railway. It extends about a block to the west
- Osprey Village: The commercial area at the intersection of Fraser Way and Barnston View Road.
- There are a handful of retail and service commercial locations outside of these main commercial areas
- There are some retail and service commercial occupants at Golden Ears Business Park, but this space is excluded from the inventory and following analysis because its built form is closer to light industrial than retail commercial. Demand for business park space of this type would be a worthwhile subject of a separate analysis, however.

The four commercial areas are discussed in more detail in Section 3, and are mapped in Figure 1, pg. 9.

2.3 Existing Retail Floor Space

GPRA has created an inventory of existing retail and service commercial space in Pitt Meadows based on the following sources of data:

- A walking and driving inventory of the entire City performed by GPRA
- Online sources such as Google Maps, Google Streetview, and business websites
- Leasing information from malls
- Interviews with local building managers and business owners.

Table 1 below is a high-level summary of the inventory.

Table 2, pg. 5 presents the complete inventory of retail space in Pitt Meadows, divided into the six primary categories as well as 28 secondary categories. It is an approximate estimation of currently used space, with vacant space and space occupied by non-retail businesses shown as separate items. The amount of space used in each retail category is indicated for Pitt Meadows generally, and also for each of four commercial areas.

Table 3, pg. 6 shows each retail category's share of its commercial area, and Table 4, pg. 7 shows each commercial area's share of the City's total floor space. Table 5, pg. 8 shows the number of businesses in each area in each category.

Figure 1 on pg. 9 indicates the locations and boundaries of the four commercial areas.

Table 1: High-level summary of Pitt Meadows retail floor space (m^2) [2]

Type	Golden Ears Way	Harris Road North	Harris Road South	Osprey Village	Elsewhere	TOTAL
Convenience retail	17,185	7,606	2,217	431	710	28,149
Comparison retail	21,002	4,202	371	338	1,500	27,413
Services	2,000	5,320	3,837	1,373	70	12,600
Food & beverage	2,565	3,000	2,187	412	841	9,005
Entertainment & leisure	5,418	2,131	471	-	-	8,020
Automotive	3,477	1,288	489	-	1,791	7,045
Vacant or non-retail	1,161	856	3,040	-	-	5,057
TOTAL RETAIL	51,647	23,546	9,572	2,554	4,913	92,232
TOTAL OCCUPIED	51,647	24,290	11,453	2,554	4,913	94,857
GRAND TOTAL	52,809	24,402	12,612	2,554	4,913	97,289

[2] In cases where a business sells multiple categories of retail, its floor space is split between separate categories.

Table 2: Pitt Meadows retail floor space by type and location (m^2)

	Golden Ears Way	Harris Road North	Harris Road South	Osprey Village	Elsewhere	TOTAL
Grocery	16,037	5,839	1,524	398	710	24,508
Liquor	1,004	463	302	-	-	1,769
Pharmacy	145	1,304	390	33	-	1,873
Convenience total	17,185	7,606	2,217	431	710	28,149
Clothing & accessories	3,125	-	169	163	-	3,457
Electronics	1,201	-	-	-	-	1,201
Eyewear	-	-	-	-	-	-
Garden store	755	361	-	-	806	1,922
Hobbies, toys, books, etc.	2,869	183	202	-	45	3,299
Home furnishings and equipment	6,666	2,294	-	33	-	8,993
Home improvement	3,018	652	-	-	649	4,319
Pet food & supplies	486	548	-	-	-	1,034
Sports & recreation equipment	2,881	165	-	142	-	3,188
Comparison total	21,002	4,202	371	338	1,500	27,413
Animal care services	-	728	435	76	-	1,239
Clothing services	-	-	183	0	-	183
Daycare	-	1,090	959	354	-	2,404
Financial services	1,393	820	461	-	-	2,675
Legal services	-	-	-	-	-	-
Medical services	134	602	879	186	70	1,871
Personal care services	473	2,080	918	478	-	3,949
Photography services	-	-	-	278	-	278
Services total	2,000	5,320	3,837	1,373	70	12,600
Food & beverage total	2,565	3,000	2,187	412	841	9,005
Fitness clubs, etc.	1,624	892	471	-	-	2,987
Live events	-	357	-	-	-	357
Movie theatre	3,794	882	-	-	-	4,676
Entertainment & leisure total	5,418	2,131	471	-	-	8,020
Automotive parts & services	507	1,112	419	-	-	2,038
Automotive sales	2,907	-	-	-	1,108	4,015
Gas	62	176	70	-	201	509
Recreational vehicles	-	-	-	-	482	482
Automotive total	3,477	1,288	489	-	1,791	7,045
Non-retail	-	744	1,881	-	-	2,625
Vacant	1,161	112	1,159	-	-	2,432
TOTAL RETAIL	51,647	23,546	9,572	2,554	4,913	92,232
TOTAL OCCUPIED	51,647	24,290	11,453	2,554	4,913	94,857
GRAND TOTAL	52,809	24,402	12,612	2,554	4,913	97,289

Table 3: Retail categories by share of respective commercial area

	Golden Ears Way	Harris Road North	Harris Road South	Osprey Village	Elsewhere	TOTAL
Grocery	30%	24%	12%	16%	14%	25%
Liquor	2%	2%	2%	-	-	2%
Pharmacy	0%	5%	3%	1%	-	2%
Convenience total	33%	31%	18%	17%	14%	29%
Clothing & accessories	6%	-	1%	6%	-	4%
Electronics	2%	-	-	-	-	1%
Eyewear	-	-	-	-	-	-
Garden store	1%	1%	-	-	16%	2%
Hobbies, toys, books, etc.	5%	1%	2%	-	1%	3%
Home furnishings and equipment	13%	9%	-	1%	-	9%
Home improvement	6%	3%	-	-	13%	4%
Pet food & supplies	1%	2%	-	-	-	1%
Sports & recreation equipment	5%	1%	-	6%	-	3%
Comparison total	40%	17%	3%	13%	31%	28%
Animal care services	-	3%	3%	3%	-	1%
Clothing services	-	-	1%	-	-	0%
Daycare	-	4%	8%	14%	-	2%
Financial services	3%	3%	4%	-	-	3%
Legal services	-	-	-	-	-	-
Medical services	0%	2%	7%	7%	1%	2%
Personal care services	1%	9%	7%	19%	-	4%
Photography services	-	-	-	11%	-	0%
Services total	4%	22%	30%	54%	1%	13%
Food & beverage total	5%	12%	17%	16%	17%	9%
Fitness clubs, etc.	3%	4%	4%	-	-	3%
Live events	-	1%	-	-	-	0%
Movie theatre	7%	4%	-	-	-	5%
Entertainment & leisure total	10%	9%	4%	-	-	8%
Automotive parts & services	1%	5%	3%	-	-	2%
Automotive sales	6%	-	-	-	23%	4%
Gas	0%	1%	1%	-	4%	1%
Recreational vehicles	-	-	-	-	10%	0%
Automotive total	7%	5%	4%	-	36%	7%
Non-retail	-	3%	15%	-	-	3%
Vacant	2%	0%	9%	-	-	2%
TOTAL RETAIL	98%	96%	76%	100%	100%	95%
TOTAL OCCUPIED	98%	100%	91%	100%	100%	98%
GRAND TOTAL	100%	100%	100%	100%	100%	100%

Table 3 shows how each commercial area is divided by retail type, so the columns sum to 100%. For example, Golden Ears Way is 30% grocery and Harris Road North is 17% comparison retail. As a whole, the City's retail floor space is 2% vacant.

Table 4: Commercial areas by share of retail category

	Golden Ears Way	Harris Road North	Harris Road South	Osprey Village	Elsewhere	TOTAL
Grocery	65%	24%	6%	2%	3%	100%
Liquor	57%	26%	17%	-	-	100%
Pharmacy	8%	70%	21%	2%	-	100%
Convenience total	61%	27%	8%	2%	3%	100%
Clothing & accessories	90%	-	5%	5%	-	100%
Electronics	100%	-	-	-	-	100%
Eyewear	n/a	n/a	n/a	n/a	n/a	n/a
Garden store	39%	19%	-	-	42%	100%
Hobbies, toys, books, etc.	87%	6%	6%	-	1%	100%
Home furnishings and equipment	74%	26%	-	0%	-	100%
Home improvement	70%	15%	-	-	15%	100%
Pet food & supplies	47%	53%	-	-	-	100%
Sports & recreation equipment	90%	5%	-	4%	-	100%
Comparison total	77%	15%	1%	1%	5%	100%
Animal care services	-	59%	35%	6%	-	100%
Clothing services	-	-	100%	0%	-	100%
Daycare	-	45%	40%	15%	-	100%
Financial services	52%	31%	17%	-	-	100%
Legal services	n/a	n/a	n/a	n/a	n/a	n/a
Medical services	7%	32%	47%	10%	4%	100%
Personal care services	12%	53%	23%	12%	-	100%
Photography services	-	-	-	100%	-	100%
Services total	16%	42%	30%	11%	1%	100%
Food & beverage total	28%	33%	24%	5%	9%	100%
Fitness clubs, etc.	54%	30%	16%	-	-	100%
Live events	-	100%	-	-	-	100%
Movie theatre	81%	19%	-	-	-	100%
Entertainment & leisure total	68%	27%	6%	-	-	100%
Automotive parts & services	25%	55%	21%	-	-	100%
Automotive sales	72%	-	-	-	28%	100%
Gas	12%	35%	14%	-	39%	100%
Recreational vehicles	-	-	-	-	100%	100%
Automotive total	49%	18%	7%	0%	25%	100%
Non-retail	-	28%	72%	-	-	100%
Vacant	48%	5%	48%	-	-	100%
TOTAL RETAIL	56%	26%	10%	3%	5%	100%
TOTAL OCCUPIED	54%	26%	12%	3%	5%	100%
GRAND TOTAL	54%	25%	13%	3%	5%	100%

Table 4 shows how each retail type is divided by commercial area, so the rows sum to 100%. For example, Golden Ears Way contains 65% of the City's grocery floor space and Harris Road North contains 15% of the City's comparison retail. Osprey Village contains 3% of the City's total floor space.

Table 5: Pitt Meadows retail businesses by type and location[3]

	Golden Ears Way	Harris Road North	Harris Road South	Osprey Village	Elsewhere	TOTAL
Grocery	3	9	8	3	1	24
Liquor	1	2	1	-	-	4
Pharmacy	1	6	3	1	-	11
Convenience total	5	15	11	3	1	35
Clothing & accessories	5	-	1	2	-	8
Electronics	4	-	-	-	-	4
Eyewear	-	-	-	-	-	-
Garden store	1	1	-	-	1	3
Hobbies, toys, books, etc.	2	1	2	-	1	6
Home furnishings and equipment	4	1	-	1	-	6
Home improvement	1	2	-	-	2	5
Pet food & supplies	1	3	-	-	-	4
Sports & recreation equipment	3	1	-	1	-	5
Comparison total	16	7	3	3	4	33
Animal care services	-	3	3	1	-	7
Clothing services	-	-	1	-	-	1
Daycare	-	2	2	1	-	5
Financial services	4	3	2	-	-	9
Legal services	-	-	-	-	-	-
Medical services	1	4	3	3	1	12
Personal care services	2	13	5	4	-	24
Photography services	-	-	-	2	-	2
Services total	7	25	16	10	1	59
Food & beverage total	7	13	11	4	2	37
Fitness clubs, etc.	1	4	2	-	-	7
Live events	-	1	-	-	-	1
Movie theatre	1	1	-	-	-	2
Entertainment & leisure total	2	6	2	-	-	10
Automotive parts & services	1	3	1	-	-	5
Automotive sales	4	-	-	-	1	5
Gas	1	2	1	-	1	5
Recreational vehicles	-	-	-	-	2	2
Automotive total	6	5	2	-	4	17
Non-retail	-	2	5	-	-	7
Vacant	1	1	1	-	-	3
TOTAL RETAIL	39	67	41	19	11	177
TOTAL OCCUPIED	39	69	46	19	11	184
GRAND TOTAL	40	70	47	19	11	187

[3] Columns totals do not always equal the sum of column entries in Table 5 because some businesses fall into multiple categories.

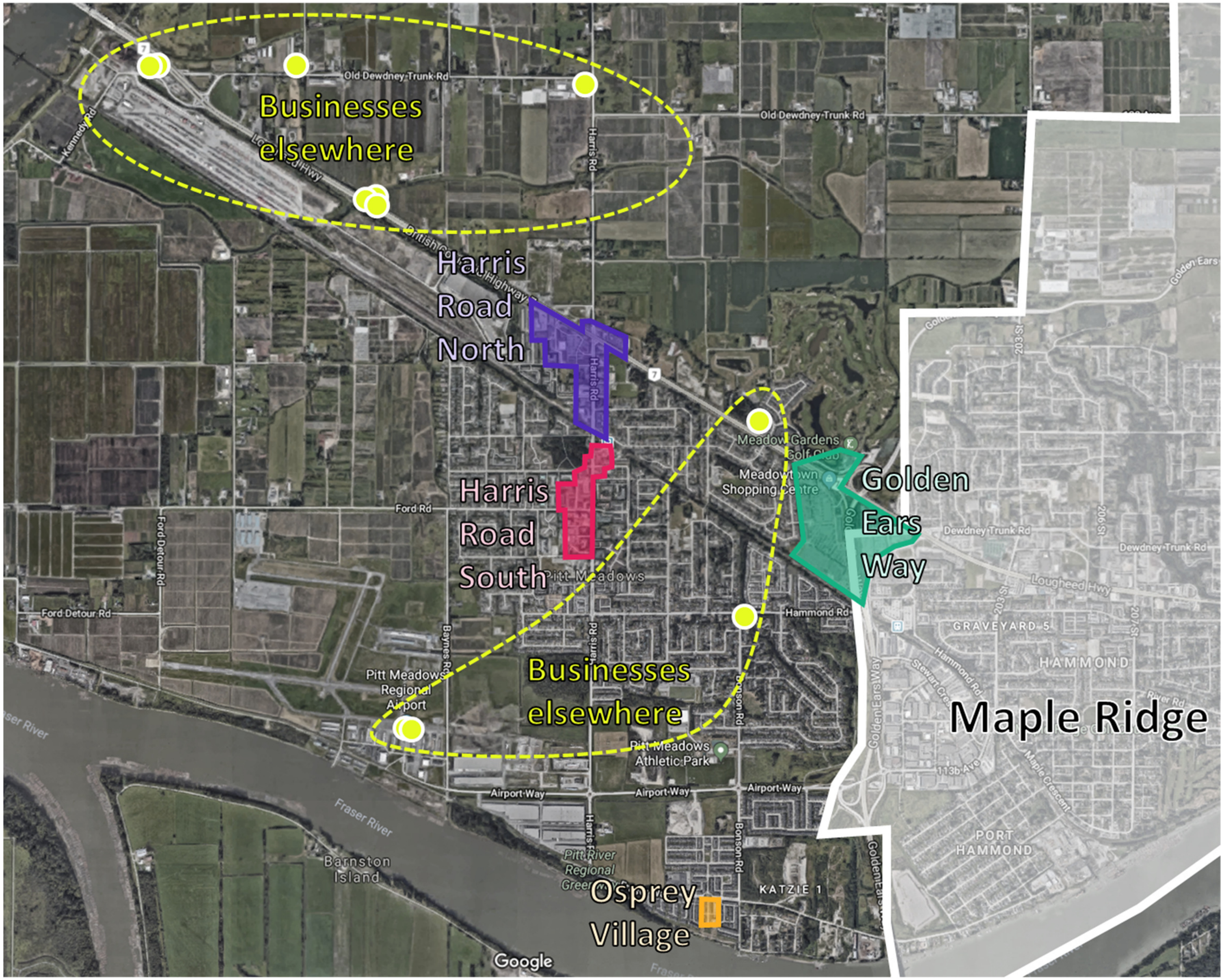


Figure 1: Retail and service commercial areas in Pitt Meadows

The distribution of retail categories within and between the four commercial areas defined here is described and analyzed in greater detail in Section 3: Trends and Forces Analysis.

3 Trends and Forces Analysis

This section discusses the distribution of retail space in Pitt Meadows in more detail, and explores the unique strengths and weaknesses of each of the four commercial areas defined in Section 2 in order to evaluate their health and vitality as retail destinations. The analysis draws primarily on two sources of information:

- GPRA's in-person evaluation of all commercial areas in Pitt Meadows, completed during the inventory process
- Phone interviews with 20 local stakeholders representing a cross-section of retail types, locations, and sizes, as well as several commercial realtors and one commercial developer familiar with Pitt Meadows.

3.1 Overall Retail and Service Commercial Market

Pitt Meadows contains about 97,000 m^2 of retail and service commercial space, consisting of:

- Convenience retail: 28,000 m^2; 29%
- Comparison retail: 27,000 m^2; 28%
- Services: 13,000 m^2; 13%
- Food & beverage: 9,000 m^2; 9%
- Entertainment & leisure: 8,000 m^2; 8%
- Automotive: 7,000 m^2; 7%
- Retail space used by non-retail tenants: 2,600 m^2; 3%
- Vacant space: 2,400 m^2; 2%.

Pitt Meadows' retail and service commercial market offers a wide variety of goods and services with few gaps. The market's extremely low vacancy rate of 2% indicates that retail and service commercial space is not currently over-supplied. At the same time, stakeholders report that in many parts of the City rent is almost too high for the existing tenant community, and realtors typically have a hard time filling space quickly. This indicates that retail and service commercial space is not currently under-supplied. The combination of these factors suggests that at present Pitt Meadows' retail and service commercial market is balanced, with just about the right amount of space overall. Within this overall state of balance, however, some commercial areas are slightly over-supplied while others are slightly under-supplied.

The Golden Ears Way commercial area accounts for the majority (54%) of the City's retail space and consists principally of Meadowtown Shopping Centre and the West Coast Auto Mall. These are large subregional centres serving Pitt Meadows as well as adjacent Maple Ridge and even the more distant population centres of Langley and Port Coquitlam. A population of more than one million people lives within a 20-minute drive of this location, and demand for more retail in this area will depend on overall population growth throughout Maple Ridge and Pitt Meadows. Retail tenants in Meadowtown Shopping Centre generally report that business is good and improving as the region grows.

The remaining 46% of the City's retail space is located mostly near Harris Road and in Osprey Village. These are neighbourhood-serving commercial areas with customers drawn mostly from Pitt Meadows.

Because there are no significant gaps in the retail market today, demand for retail growth in these areas will depend mostly on population growth in Pitt Meadows itself. Stakeholders associated with these areas report that Pitt Meadows is a saturated market, and that businesses here enjoy little drive-by traffic and a small catchment hemmed in by well-developed commercial areas in Maple Ridge, Coquitlam, and Langley. Other than Golden Ears Way, Pitt Meadows is not a retail destination. The prospect for new retail centres in Pitt Meadows is seriously limited by the fact that all national grocery chains already have locations within a five-minute drive of the City.

Although retail in Pitt Meadows appears to be saturated (ie. there are no major gaps), stakeholders report that in recent years with population growth business has steadily improved, rents have increased, and vacancy has decreased. This improvement is expected to continue. Especially since the toll was removed from the Golden Ears Bridge, business at Meadowtown Shopping Centre has increased but so has shoplifting, stakeholders there report.

In 2010 or so, a retail void existed in Pitt Meadows and at least one commercial developer was considering opening a new shopping centre near the intersection of Harris Road and Lougheed Highway. Since then, several commercial areas have opened in surrounding communities, most notably Haney Place in Maple Ridge and Fremont Village in Port Coquitlam. The void that existed at one time is now filled, and retail growth in Pitt Meadows should wait until population growth supports it. However, demand does exist for additional light industrial or business park space like Golden Ears Business Park, although this type of commercial product is outside the purview of this study.

Other trends that have negatively impacted Pitt Meadows' retail and service commercial market include:

- The ongoing growth of online shopping which has mostly impacted comparison retail
- The Lower Mainland's emerging labour shortage, which is the result of the region's high cost of living, especially housing. This is felt particularly in the daycare business, according to stakeholders
- Rising construction costs, particularly in the last 20 months or so. New development may be difficult in the near future until costs and revenues return once more to a balanced state
- Some developments have excluded restaurant tenants by not incorporating appropriate venting. This may be mitigated by City policy or on a case-by-case basis.

At more than 500,000 ft^2, the Golden Ears Business Park (GEBP)– which is still under construction – is expected to have a significant impact on Pitt Meadows. The employees and customers who use the Business Park will bring additional retail spending to the City, particularly in the southern areas of Osprey Village and Harris Road South. This is expected to have a positive impact on these areas. On the other hand, many retail businesses can make use of business park space, particularly comparison retailers and fitness clubs. The impact of this additional space availability will be to reduce demand for space elsewhere in the City, lower rents, and disincentivize new development, which may have a negative impact, particularly on Harris Road South. Ultimately the impact of the GEBP on Pitt Meadows' retail market is difficult to predict as it will depend on the project's tenant mix. The more complimentary the tenant mix (fewer retailers, more office and industrial operations) and less competitive, the more positive its impact will be.

3.2 Golden Ears Way

Figure 2: Meadowtown Centre, in the Golden Ears Way commercial area

The Golden Ears Way commercial area consists of the three commercial areas adjacent to Golden Ears Way (on both the east and west side), including Meadowtown Shopping Centre, the West Coast Auto Mall, and the Meadow Gardens Golf Club. A small part of this commercial area is in Maple Ridge, namely the Staples and Canadian Tire, but these outlets share a parking lot with the West Coast Auto Mall and are considered part of Pitt Meadows' commercial supply for the purposes of this analysis.

Golden Ears Way contains almost 53,000 m^2 of retail and commercial space, which is 56% of the City's total, consisting of:

- Convenience retail: 17,000 m^2; 33% of Golden Ears Way; 61% of Pitt Meadows' total
- Comparison retail: 21,000 m^2; 40% of Golden Ears Way; 77% of Pitt Meadows' total
- Services: 2,000 m^2; 4% of Golden Ears Way; 16% of Pitt Meadows' total
- Food & beverage: 2,600 m^2; 5% of Golden Ears Way; 28% of Pitt Meadows' total
- Entertainment & leisure: 5,400 m^2; 10% of Golden Ears Way; 68% of Pitt Meadows' total
- Automotive: 3,500 m^2; 7% of Golden Ears Way; 49% of Pitt Meadows' total
- Vacant space: 1,200 m^2; 2% of Golden Ears Way; 48% of Pitt Meadows' total
- No retail space used by non-retail tenants.

Golden Ears Way specializes in comparison retail and automotive sales.

Golden Ears Way businesses and tenants are listed in Table 6 below.

Table 6: Golden Ears Way businesses and tenants

Name	Primary type	Secondary type	Floor space (m²)
Real Canadian Superstore	Convenience	Grocery	14,480
Canadian Tire	Comparison	Home improvement	3,018
		Garden store	755
		Home furnishings & equipment	755
		Sports & recreation equipment	755
	Convenience	Grocery	755
Winners / HomeSense	Comparison	Home furnishings & equipment	3,159
		Clothing & accessories	1,053
Cineplex Odeon	Entertainment & leisure	Movie theatre	3,794
Meadow Gardens Golf Club	Entertainment & leisure	Fitness clubs, etc.	1,624
	Food & beverage	Food & beverage	1,218
	Comparison	Sports & recreation equipment	406
Staples	Comparison	Electronics	802
		Hobbies, toys, books, etc.	802
	Convenience	Grocery	802
Michael's Arts & Crafts	Comparison	Hobbies, toys, books, etc.	2,066
JYSK	Comparison	Home furnishings & equipment	1,858
Sportchek	Comparison	Sports & recreation equipment	1,721
West Coast Toyota	Automotive	Automotive sales	1,171
Vacant space	Vacant or non-retail	Vacant	1,161
West Coast Kia	Automotive	Automotive sales	1,007
BC Liquor Store	Convenience	Liquor	1,004
Pier 1 Imports	Comparison	Home furnishings & equipment	895
La Vie en Rose Outlet	Comparison	Clothing & accessories	806
West Coast Mazda	Automotive	Automotive sales	608
Reitmans	Comparison	Clothing & accessories	580
Boston Pizza	Food & beverage	Food & beverage	534
Lordco Auto Parts	Automotive	Automotive parts & services	507
Bosley's by Pet Valu	Comparison	Pet food & supplies	486
Scotiabank	Services	Financial services	464
Vancity	Services	Financial services	460
Addition Elle	Comparison	Clothing & accessories	445
Zennkai & Eccotique Salon	Services	Personal care services	357
Coast Capital Savings	Services	Financial services	325
Tim Horton's	Food & beverage	Food & beverage	283
Payton & Buckle Footwear	Comparison	Clothing & accessories	242
Blenz Coffee	Food & beverage	Food & beverage	145
Sally Beauty Supply	Convenience	Pharmacy	145
Insure BC	Services	Financial services	145
EB Games	Comparison	Electronics	140
OPA! of Greece	Food & beverage	Food & beverage	138
Telus	Comparison	Electronics	138
Sango Sushi	Food & beverage	Food & beverage	134
Meadowtown Dental	Services	Medical services	134
Cypress Auto Brokers	Automotive	Automotive sales	122
Bell Mobility	Comparison	Electronics	121
Sunscape Tanning Salon	Services	Personal care services	116
Vera's Burger Shack	Food & beverage	Food & beverage	113
Mobil Gas	Automotive	Gas	63
TOTAL	**39 retailers + 1 vacant unit**		**52,809**

The Golden Ears Way commercial area accounts for the majority (54%) of the City's retail. It contains two busy and successful subregional commercial centres serving Pitt Meadows as well as adjacent Maple Ridge and even the more distant population centres of Langley and Port Coquitlam. A population of more than one million people lives within a 20-minute drive of this location, and demand for more retail in this area will depend on overall population growth throughout Maple Ridge and Pitt Meadows.

Retail tenants in Meadowtown Shopping Centre generally report that business is good and improving as the region grows. More than other parts of Pitt Meadows, this commercial area has benefited from the removal of the Golden Ears Bridge toll, but has also seen the greatest increase in shoplifting.

3.3 Harris Road North

Figure 3: Meadowvale Shopping Centre, in Harris Road North commercial area

Harris Road North is the commercial area on both sides of Harris Road, bordered to the south by the Canadian Pacific Railway. It extends several blocks to the west as far as Roosters Country Cabaret, and as much as a block to the east as far as Samz Neighbourhood Pub. Major commercial developments in this area include Meadowvale Shopping Centre and the Keystone mixed-use building, although there are many streetfront and strip mall businesses outside of these.

Harris Road North contains about 24,000 m^2 of retail and commercial space, which is 26% of the City's total, consisting of:

- Convenience retail: 7,600 m^2; 31% of Harris Road North; 27% of Pitt Meadows' total
- Comparison retail: 4,200 m^2; 17% of Harris Road North; 15% of Pitt Meadows' total
- Services: 5,300 m^2; 22% of Harris Road North; 42% of Pitt Meadows' total
- Food & beverage: 3,000 m^2; 12% of Harris Road North; 33% of Pitt Meadows' total
- Entertainment & leisure: 2,100 m^2; 9% of Harris Road North; 27% of Pitt Meadows' total
- Automotive: 1,300 m^2; 5% of Harris Road North; 18% of Pitt Meadows' total
- Retail space used by non-retail tenants: 744 m^2; 3% of Harris Road North; 28% of City total
- Vacant space: 112 m^2; 0% of Harris Road North; 5% of Pitt Meadows' total.

Harris Road North specializes in pharmacy goods, pet food and supplies, animal care services, personal care services, and automotive services. It also specializes in entertainment, as the home to the City's only live performance venue (Roosters Country Cabaret) and a movie theatre.

Businesses and tenants in Harris Road North are listed in Table 7.

Table 7: Harris Road North businesses and tenants (continued on pg. 16)

Name	Primary type	Secondary type	Floor space (m^2)
Save-On-Foods	Convenience	Grocery	2,715
The Brick	Comparison	Home furnishings and equipment	2,294
Shoppers Drug Mart	Convenience	Grocery	1,011
		Pharmacy	505
Langley Farm Market	Convenience	Grocery	977
Beginner's Kollege Childcare	Services	Daycare	977
Otter Co-op	Comparison	Home improvement	361
		Garden store	361
		Pet food & supplies	181
Hollywood 3 Cinemas	Entertainment & leisure	Movie theatre	882
Pharmasave	Convenience	Grocery	357
		Pharmacy	357
Roosters Country Cabaret	Food & beverage	Food & beverage	357
	Entertainment & leisure	Live events	357
Fix Auto	Automotive	Automotive parts & services	662
Soojung Presbyterian Church	Vacant or non-retail	Non-retail	578
Anytime Fitness	Entertainment & leisure	Fitness clubs, etc.	562
McDonald's	Food & beverage	Food & beverage	539
Kisoji Japanese Kitchen	Food & beverage	Food & beverage	478
Dollar Plus	Convenience	Grocery	425
CIBC	Services	Financial services	403
Samz Neighbourhood Pub	Food & beverage	Food & beverage	193
	Convenience	Liquor	193
West Coast Detailing	Automotive	Automotive parts & services	376
Pitt Meadows Animal Clinic	Services	Animal care services	339
AJR Tattoo & Gallery	Services	Personal care services	332
Great Haircuts	Services	Personal care services	332
Refreshing Spa	Services	Personal care services	332
Sherwin Williams Paint	Comparison	Home improvement	291
Enjoy Garden Restaurant	Food & beverage	Food & beverage	278
Michael Chow Dentist	Services	Medical services	274
Lougheed Liquor Store	Convenience	Liquor	270
Pet Planet	Comparison	Pet food & supplies	265
Muddy Pawz Doggy Daycare	Services	Animal care services	245
J. Fitzpatrick & Associates, CGAs	Services	Financial services	232
CosmoProf	Convenience	Pharmacy	228
Pad Thai	Food & beverage	Food & beverage	202
Lan's Unisex Hair Salon	Services	Personal care services	202

Name	Primary type	Secondary type	Floor space (m^2)
Shell	Convenience	Grocery	98
	Automotive	Gas	98
Johnston & Meier Insurance	Services	Financial services	185
Kellie's Bead Boutique	Comparison	Hobbies, toys, books, etc.	183
Kabuki Sushi	Food & beverage	Food & beverage	183
Esthetique Day Spa	Services	Personal care services	173
Pitt Meadows Lions Club	Vacant or non-retail	Non-retail	166
Pitt Meadows Cycle	Comparison	Sports & recreation equipment	165
Austin Fish & Chips	Food & beverage	Food & beverage	161
Petro-Can	Convenience	Grocery	78
	Automotive	Gas	78
Tuscany Salon	Services	Personal care services	151
Envision Fitness	Entertainment & leisure	Fitness clubs, etc.	151
Starbucks	Food & beverage	Food & beverage	150
Subway	Food & beverage	Food & beverage	146
Meadowvale Animal Hospital	Services	Animal care services	145
Harris Road Dental	Services	Medical services	129
Meadowvale Family Dental Centre	Services	Medical services	127
Cutting Room Hair Salon	Services	Personal care services	122
Pita Pit	Food & beverage	Food & beverage	122
Vacant	Vacant or non-retail	Vacant	112
AJ Mona Pizza	Food & beverage	Food & beverage	112
On Guard Brazilian Jiu-Jitsu	Entertainment & leisure	Fitness clubs, etc.	112
Bark Avenue Holistic Pet Supplies	Comparison	Pet food & supplies	102
Starlite Nails	Services	Personal care services	97
Kumon	Services	Personal care services	96
Meaningful Minds Childcare	Services	Daycare	93
Meadows Flowers	Convenience	Grocery	92
The Naked Truth Laser Hair Removal	Services	Personal care services	87
Canadian Aqua Fresh	Convenience	Grocery	86
Inviva	Convenience	Pharmacy	85
Domo Sushi House	Food & beverage	Food & beverage	80
Diplomat Window Tinting	Automotive	Automotive parts & services	74
Rejuv-Innate Naturopathic Clinic	Services	Medical services	72
Believe Yoga	Entertainment & leisure	Fitness clubs, etc.	68
Mint	Convenience	Pharmacy	68
Ultimate Health	Convenience	Pharmacy	61
Bluestone Spa	Services	Personal care services	56
Iconic Hair	Services	Personal care services	52
Great Clips	Services	Personal care services	46
TOTAL	**67 retailers + 2 non-retailers + 1 vacant unit**		**24,402**

The intersection of Harris Road and Lougheed Highway, which is occupied by Meadowvale Shopping Centre, is one of the City's major access points, and is basically ideal for all kinds of retail and service commercial operations. Meadowvale Shopping Centre draws business from throughout Pitt Meadows as well as highway traffic from Maple Ridge and Port Coquitlam, although to a much lesser extent than Meadowtown Shopping Centre to the east. While Meadowtown Shopping Centre on Golden Ears Way is a subregional comparison shopping hub and destination, Meadowvale Shopping Centre is a local convenience hub with only one destination tenant, namely Hollywood 3 Cinemas, a discount theatre. Business at Meadowvale Shopping Centre is good and has improved in recent years, spurred on in part by renovation and rebranding. The large shopping centre currently has no ground-floor vacancy.

Further from the critical intersection with Lougheed Highway, traffic on Harris Road to the north of the Canadian Pacific Railway is of lower volume, and businesses have a more difficult time attracting customers. One issue that this area shares with Harris Road South is a lack of parking and inconsistent parking enforcement, according to stakeholders. Some businesses in this area also worry that the proposed rail underpass will negatively impact business by reducing parking and creating a less pleasant aesthetic environment. GPRA believes that an underpass to facilitate traffic will generally help businesses on both sides of the rail line because it will remove a barrier to potential customers accessing each area. For the specific businesses immediately adjacent to the intersection, the impact is harder to predict and would depend on the specifics of the design, specifically in regard to sightlines, parking, and aesthetics.

3.4 Harris Road South

Figure 4: Pitt Meadows Centre, in Harris Road South commercial area

Harris Road South is the commercial area on both sides of Harris Road, bordered to the north by the Canadian Pacific Railway. From about City Hall to 122A Avenue, retail and service commercial is limited to the west side of Harris Road and extends about one block to the west. From 122A Avenue to the Railway, there are retailers on both sides of the street. The area contains the Pitt Meadows Centre strip mall, the City's civic core (Pitt Meadows City Hall, Family Recreation Centre, and Elementary School), and the Solaris mixed-use building, along with many other retail and service commercial businesses.

Harris Road South contains almost 13,000 m^2 of retail and commercial space, which is 13% of the City's total, consisting of:

- Convenience retail: 2,200 m^2; 18% of Harris Road South; 8% of Pitt Meadows' total
- Comparison retail: 371 m^2; 3% of Harris Road South; 1% of Pitt Meadows' total
- Services: 3,800 m^2; 30% of Harris Road South; 30% of Pitt Meadows' total
- Food & beverage: 2,200 m^2; 17% of Harris Road South; 24% of Pitt Meadows' total
- Entertainment & leisure: 471 m^2; 4% of Harris Road South; 6% of Pitt Meadows' total
- Automotive: 489 m^2; 4% of Harris Road South; 7% of Pitt Meadows' total
- Retail space used by non-retail tenants: 1,900 m^2; 15% of Harris Road South; 72% of City total
- Vacant space: 1,200 m^2; 9% of Harris Road South; 48% of Pitt Meadows' total.

Harris Road South specializes in services of all kinds. Compared to the rest of Pitt Meadows it also exhibits a much higher rate both of vacancy (9%) and of retail space being used by non-retail tenants (15%). Both of these are indicators of an oversupplied or struggling commercial area.

Businesses and tenants in Harris Road South are listed in Table 8 below.

Table 8: Harris Road South businesses and tenants

Name	Primary type	Secondary type	Floor space (m²)
Vacant medical space	Vacant or non-retail	Vacant	1,159
The Jolly Coachman Pub & Liquor Store	Convenience	Liquor	302
	Food & beverage	Food & beverage	302
Physiotherapy Clinic	Services	Medical services	598
Love 2 Learn Daycare	Services	Daycare	564
Frazer Excavation	Vacant or non-retail	Non-retail	556
Food Bazaar	Convenience	Grocery	514
Grace Community Church	Vacant or non-retail	Non-retail	448
Charlton Automotive Repair	Automotive	Automotive parts & services	419
Midland Exteriors	Vacant or non-retail	Non-retail	409
Best Friend's Children's Centre	Services	Daycare	395
In the Zone Fitness	Entertainment & leisure	Fitness clubs, etc.	388
Pitt Meadows Travel	Services	Personal care services	355
Express News Convenience	Convenience	Grocery	316
Quickpass Customer Service Centre	Vacant or non-retail	Non-retail	301
The Firehall Bistro	Food & beverage	Food & beverage	278
The Other Guys Pizza	Food & beverage	Food & beverage	278
Edward Jones Investments	Services	Financial services	278
Pharmasave	Convenience	Grocery	137
		Pharmacy	137
Waves Coffee	Food & beverage	Food & beverage	231
7-11	Convenience	Grocery	230
Sharpe's Insurance	Services	Financial services	183
Bayanihan Pinoy Foodmart	Convenience	Grocery	183
Pappa Leo's Pizza	Food & beverage	Food & beverage	183
Meadows Cleaners	Services	Clothing services	183
Studio Two Salon & Spa	Services	Personal care services	183
Meadows Massage & Beauty Centre	Services	Personal care services	182
Cedar Valley K-9	Services	Animal care services	177
Meadows Pharmacy	Convenience	Pharmacy	170
Little Savages Clothing	Comparison	Clothing & accessories	169
Meadows Sushi	Food & beverage	Food & beverage	169
The Original Lunch Doctor	Food & beverage	Food & beverage	169
Coastal Church	Vacant or non-retail	Non-retail	168
Active Body Nutrition & Scorpion Martial Arts	Convenience	Pharmacy	84
	Entertainment & leisure	Fitness clubs, etc.	84
Akasaka Japanese Restaurant	Food & beverage	Food & beverage	158
Foamer's Folly Brewing	Food & beverage	Food & beverage	155
Marigold Dental	Services	Medical services	150
Chevron	Convenience	Grocery	70
	Automotive	Gas	70
Tomes & Tales	Comparison	Hobbies, toys, books, etc.	99
	Convenience	Grocery	33
Artista Pizzeria	Food & beverage	Food & beverage	132
DT Coffee & Vietnamese Noodle House	Food & beverage	Food & beverage	132
Ola Puppy Dog Grooming	Services	Animal care services	132
Free Motion Chiropractic & Wellness	Services	Medical services	132
The Sudsy Dog Grooming Company	Services	Animal care services	127
Bergthorson Academy of Musical Arts	Services	Personal care services	113
Dinkydoo Modern Fabrics	Comparison	Hobbies, toys, books, etc.	103
Newly Nails & Waxing	Services	Personal care services	85
Vape Street	Convenience	Grocery	42
TOTAL	41 retailers + 5 non-retailers + 1 vacant unit		12,612

Harris Road South is Pitt Meadows' most challenged commercial area. It has the highest vacancy rate (9%) and the highest rate of retail space being used by non-retail tenants (15%). Like the stretch of Harris Road immediately to the north of the tracks but more so, Harris Road South has limited through-traffic and circulation challenges caused by the Canadian Pacific Railway, and the perceived lack of parking is an issue for retailers as well. The area's challenges arise from parking and traffic pressures, but also from the fact that it is less centrally located and less accessible than the City's other commercial areas: the Golden Ears Way commercial area benefits from traffic on Golden Ears Way and Lougheed Highway. Harris Road North benefits from traffic on Lougheed Highway as well. Even Osprey Village is located close to the Golden Ears Bridge. Harris Road North, on the other hand, is relatively hemmed in by competing commercial areas with better access, limiting its target market mostly to Pitt Meadows.

But even a vacancy rate of 9% is only slightly high (the "healthy range" is usually considered to be from 5% - 8%), and many businesses in Harris Road South report success and satisfaction with the location. Services in particular – including animal care, daycares, medical services, and personal services – report high business volume.

The retail market in this area today may be somewhat oversupplied, but as the City and especially this particular neighbourhood grow, the demand for service, convenience retail, and restaurant space will increase. Policy approaches suggested by stakeholders including focusing on residential rather than mixed-use development for the next few years to help demand "catch up" with supply, and completing the rail underpass, which may improve traffic.

3.5 Osprey Village

Figure 5: Osprey Village

Osprey Village is the commercial area at the intersection of Fraser Way and Barnston View Road. It is a self-contained street front retail hub in the “new urbanist” style, with parking mostly behind the main buildings. It contains about 2,600 m^2 of retail and service commercial space, which is about 3% of the City’s total, consisting of:

- Convenience retail: 431 m^2; 17% of Osprey Village; 2% of Pitt Meadows’ total
- Comparison retail: 338 m^2; 13% of Osprey Village; 1% of Pitt Meadows’ total
- Services: 1,400 m^2; 54% of Osprey Village; 11% of Pitt Meadows’ total
- Food & beverage: 412 m^2; 16% of Osprey Village; 5% of Pitt Meadows’ total
- No entertainment & leisure space
- No automotive space
- No retail space used by non-retail tenants
- No vacant space.

Osprey Village specializes in clothing & accessories, daycare, medical and wellness services, and photography studios (it has the only two studios in Pitt Meadows).

Businesses and tenants in Osprey Village are listed in Table 9 below.

Table 9: Osprey Village businesses and tenants

Name	Primary type	Secondary type	Floor space (m^2)
KinderHeart Montessori	Services	Daycare	354
Osprey Village Market	Convenience	Grocery	230
Sour Apple Beauty Bar	Services	Personal care services	178
Slyce Studio	Services	Personal care services	160
Sole Experience Running Company	Comparison	Sports & recreation equipment	142
Capture Studios Video & Photography	Services	Photography services	142
Sugarlily Studios	Services	Photography services	137
Ode to a Bloom Floral Boutique	Convenience	Grocery	134
Coastal Collective + Co	Convenience	Grocery	33
		Pharmacy	33
	Comparison	Clothing & accessories	33
		Home furnishings & equipment	33
Marcus O'Broin Jewellery	Comparison	Clothing & accessories	129
Refresh Evolution	Services	Medical services	65
		Personal care services	65
Sweet Tooth Creamery	Food & beverage	Food & beverage	126
Osprey Express	Food & beverage	Food & beverage	123
Stomping Grounds Café	Food & beverage	Food & beverage	88
The Posh Pooch Doggie Daycare	Services	Animal care services	76
Pitt Meadows Barber	Services	Personal care services	76
Jia Plus Fusion Café	Food & beverage	Food & beverage	76
Quiet Owl Wellness	Services	Medical services	69
Case Family Chiropractor	Services	Medical services	52
TOTAL	**19 retailers**		**2,554**

Osprey Village is a charming and successful commercial hub serving southern Pitt Meadows. It benefits from its riverside location. Osprey Village stakeholders uniformly praise the development and commonly mention its "community feeling", "small town vibe", and pleasant aesthetics. Business is good and improving.

Issues that were mentioned were minor, including:

- The lack of parking, and particularly the need for a 15-minute drop-off zone, rather than the 2-hour zone that presently exists
- A 7 am parking cut-off, rather than the current 9 am cut-off
- More garbage cans are needed, mostly due to high dog-walking traffic
- More public playground space is needed
- Improved signage would be of benefit
- More walkways would be of benefit.

3.6 Other Businesses

Not all of Pitt Meadow's retail and service commercial space is located within the four commercial areas defined above. There are eleven other locations with retail or rentable space, which collectively contain about 4,900 m^2 of space, which is 5% of the City's floor space, consisting of:

- Convenience retail: 710 m^2, 3% of Pitt Meadows' total
- Comparison retail: 1,500 m^2, 5% of Pitt Meadows' total
- Services: 70 m^2, 1% of Pitt Meadows' total
- Food & beverage: 841 m^2, 9% of Pitt Meadows' total
- Automotive: 1,800 m^2, 25% of Pitt Meadows' total
- No entertainment & leisure space
- No vacant space or retail space used by non-retail tenants.

Businesses and tenants located outside of the four commercial areas are listed in Table 10.

Table 10: Retail businesses and tenants located outside commercial areas

Name	Primary type	Secondary type	Floor space (m^2)
Hopcott Premium Meats	Convenience	Grocery	710
	Food & beverage	Food & beverage	710
West Coast Nissan	Automotive	Automotive sales	1,108
Amsterdam Greenhouse & Garden Centre	Comparison	Garden store	806
Pitt Meadows Lumber	Comparison	Home improvement	329
Nuconcept Countertop & Kitchen	Comparison	Home improvement	320
Westfalia Campers	Automotive	Recreational vehicles	320
Esso	Automotive	Gas	201
Spirit of the North Campers	Automotive	Recreational vehicles	162
Runway Café	Food & beverage	Food & beverage	131
Pitt Meadows Dental Clinic	Services	Medical services	70
Pilot Gift Shop	Comparison	Hobbies, toys, books, etc.	45
TOTAL	11 retailers		4,913

Of the eleven retail locations outside of the four commercial areas, there is:

- One car dealership (Nissan) and two recreational vehicle dealers. All three of these are located on Lougheed Highway
- A dental office
- A large garden centre and two businesses related to home improvement
- Two small businesses serving the Pitt Meadows airport, namely a restaurant and a gift shop
- A large restaurant and retail operation associated with a farm specializing in meat
- A gas station.

4 Commercial Demand Model

By combining the retail inventory presented in Sections 2 & 3 with local demographic, sales performance, and spending data, GPRA has created a commercial demand model to identify existing commercial trade areas and to forecast future demand for new commercial floor space in Pitt Meadows. This section describes the methodology and results of the commercial demand model.

4.1 Historic Population

Retail and service commercial spending in Pitt Meadows comes mostly from the residents of Pitt Meadows, but also from the residents of Maple Ridge, Port Coquitlam, and Langley to a lesser extent. This retail spending model uses a trade area basis, meaning that the population and affluence of these communities (trade areas) is forecast in order to give a more precise sense of how much spending comes from each of these areas and therefore how much commercial space Pitt Meadows can be expected to support over time. There is also a certain amount of spending from drive-by highway traffic. The amount of this spending will depend on the overall population and affluence of the Metro Vancouver and Fraser Valley regions. These much larger areas are therefore treated altogether as a fifth trade area called "the Environs", albeit a trade area with much less per capita impact on Pitt Meadows than the other four. To avoid double-counting, the Environs excludes the four municipalities listed above.

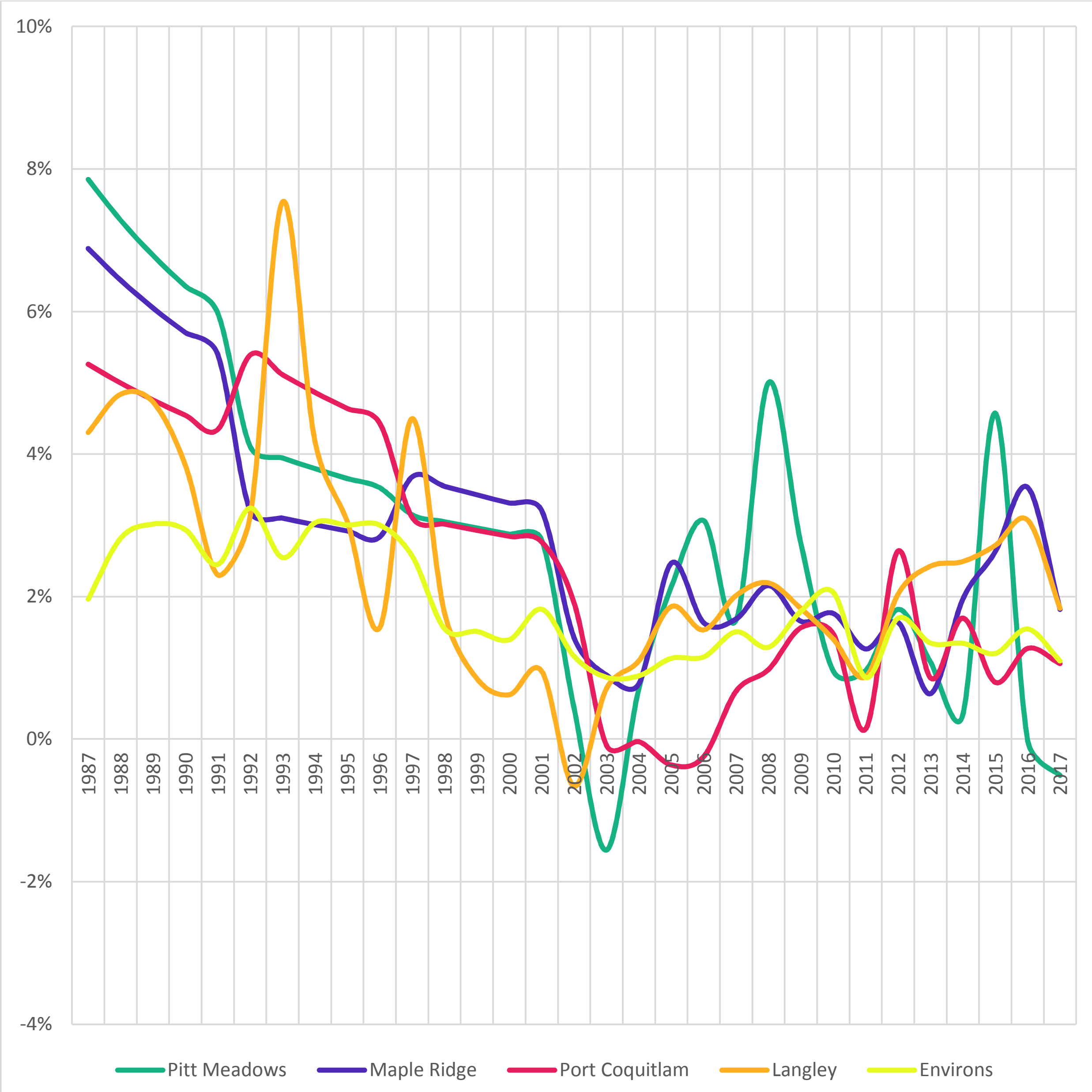
BC Statistics provides population estimates for Metro Vancouver (previously called the Greater Vancouver Regional District or GVRD), the Fraser Valley Regional District (FVRD), Pitt Meadows, Maple Ridge, Port Coquitlam, and Langley (including both Township and City) from 1986 to 2017. From these, GPRA can infer the population trends in each of the five trade areas, as shown in Table 11 and Figure 6 below.

Table 11: Historic population by area over time[4]

Trade area		1986	1991	1996	2001	2006	2011	2016
Pitt Meadows	Population	8,004	11,147	13,436	15,551	16,300	18,224	19,680
	Annual growth		6.8%	3.8%	3.0%	0.9%	2.3%	1.5%
Maple Ridge	Population	36,023	48,422	56,173	66,507	71,430	77,730	86,144
	Annual growth		6.1%	3.0%	3.4%	1.4%	1.7%	2.1%
Port Coquitlam	Population	29,115	36,773	46,682	53,944	54,576	57,262	61,541
	Annual growth		4.8%	4.9%	2.9%	0.2%	1.0%	1.5%
Langley	Population	72,851	88,632	107,178	116,770	122,153	132,657	150,446
	Annual growth		4.0%	3.9%	1.7%	0.9%	1.7%	2.5%
Environs	Population	1,451,979	1,653,827	1,914,176	2,089,555	2,200,692	2,371,069	2,545,287
	Annual growth		2.6%	3.0%	1.8%	1.0%	1.5%	1.4%

[4] Source: BC Statistics

Figure 6: Historic annual population growth by area over time[5]



Population growth in the trade area was rapid in the late 80s (3% - 9% per year) but slowed down throughout the 90s, reaching a standstill in 2003. Since then, population growth has fluctuated but generally proceeded at about 1% - 2% annually. From 1987 – 1998 the immediate trade areas including Pitt Meadows generally grew faster than the region as a whole (represented by the Environs category), but from 1999 to 2017 the local trade areas have grown at about the same rate as the Environs, exceeding it in some years and falling short in others. Generally the five trade areas have grown at similar rates during this period, and all five trade areas have occupied the "fastest growth" and "slowest growth" positions at some point.

[5] Source: BC Statistics

4.2 Future Population

To create a forecast of trade area population, GPRA has combined population forecasts from BC Statistics and Environics Analytics, giving equal weight to the two sources. Environics population forecasts are generally more conservative than BC Statistics forecasts.

BC Statistics forecasts the populations of Metro Vancouver, the FVRD, and Langley, as well as the populations of School Districts 42 (Pitt Meadows and Maple Ridge) and 43 (Port Coquitlam, Coquitlam, Port Moody, Anmore, and Belcarra). GPRA has derived a BC Statistics forecast for Pitt Meadows, Maple Ridge, and Port Coquitlam by applying a shift-share method to the school district projections.[6]

Analytics Environics estimates and forecasts populations for each trade area from 2012 – 2027. GPRA extends these population forecasts linearly to derive an Environics population forecast to 2041.

Averaging the forecasts derived from these two data sources produces the population forecast that GPRA uses for this analysis, shown in Table 12.

Table 12: Forecast population by area over time

Trade area		2018	2021	2026	2031	2036	2041
Pitt Meadows	Population	20,284	21,222	22,717	24,303	25,820	27,298
	Annual growth		1.5%	1.4%	1.4%	1.2%	1.1%
Maple Ridge	Population	87,983	90,882	97,191	103,752	110,030	116,119
	Annual growth		1.1%	1.4%	1.3%	1.2%	1.1%
Port Coquitlam	Population	62,408	63,994	67,143	70,319	73,137	75,631
	Annual growth		0.8%	1.0%	0.9%	0.8%	0.7%
Langley	Population	153,565	158,879	170,792	183,254	195,398	207,337
	Annual growth		1.1%	1.5%	1.4%	1.3%	1.2%
Environs	Population	2,599,287	2,705,428	2,867,046	3,039,160	3,202,333	3,359,051
	Annual growth		1.3%	1.2%	1.2%	1.1%	1.0%

The region's population is expected to grow at a rate of about 1.3% per year, slowing gradually to 1.0% by 2041. Pitt Meadows and Langley are expected to grow somewhat faster (1.5% - 1.1%), followed by Maple Ridge (1.4% - 1.1%). Port Coquitlam is expected to grow more slowly than the region as a whole (1.0% - 0.7%).

[6] The shift-share method of population projection uses the projected population of a larger area (for instance, School District 43) to infer the projected population of one or more component areas (for instance, Port Coquitlam) by assuming that the component area's share of the larger area's population will continue changing at the rate it has in the past. For instance, in this case, Port Coquitlam made up 26.7% of School District 43 in 2001 but only 24.9% in 2017. GPRA assumes that Port Coquitlam will continue decreasing as a total share of the School District, reaching 21.4% in 2041.

GPRA applies this method to the population estimates from 2001 to 2017 to forecast the populations of Pitt Meadows, Maple Ridge, and Port Coquitlam based on BC Statistics' forecast of their respective School Districts from 2018 – 2041.

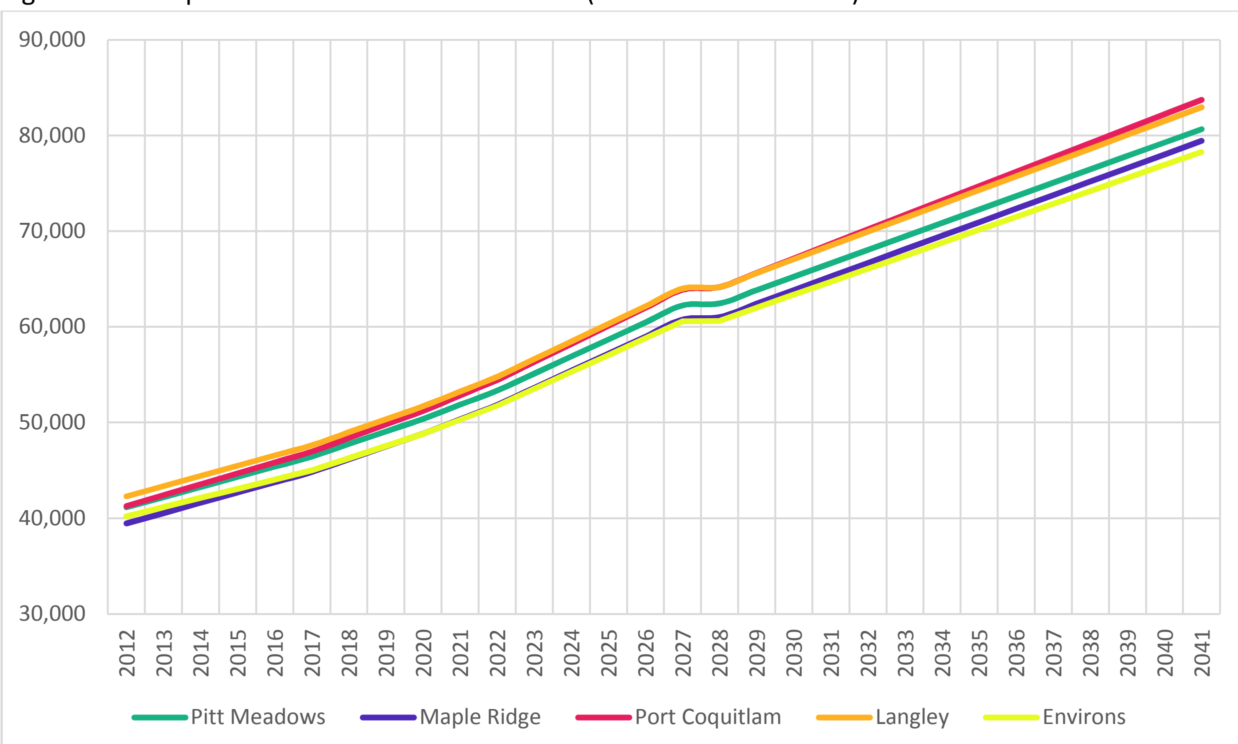
4.3 Income

Environics Analytics has estimated and forecast the per capita household income of each trade area from 2012 to 2027. GPRA has extended the forecast growth in per capita income linearly to 2041. All dollar figures are in constant 2017 dollars, removing the impact of inflation. The forecast is shown in Table 13 and Figure 7.

Table 13: Per capita household income over time (constant 2017 dollars)

Year	Pitt Meadows	Maple Ridge	Port Coquitlam	Langley	Environs
2012	$41,133	$39,449	$41,263	$42,276	$40,200
2017	$46,438	$44,821	$46,960	$47,620	$44,994
2021	$51,856	$50,335	$52,827	$53,238	$50,284
2026	$60,455	$58,975	$61,982	$62,147	$58,810
2031	$66,645	$65,263	$68,667	$68,503	$64,695
2036	$73,652	$72,350	$76,191	$75,725	$71,478
2041	$80,659	$79,436	$83,715	$82,948	$78,262

Figure 7: Per capita household income over time (constant 2017 dollars)



The real (that is, uninflated) per capita household income of all trade areas is estimated to have increased from about $40,000 in 2012 to about $45,000 in 2017. It is expected to continue rising to about $80,000 by 2041.

In relative terms, in 2012 Langley was the wealthiest trade area, followed by Port Coquitlam, Pitt Meadows, the Environs, and finally Maple Ridge. By about 2020 Langley is expected to overtake the Environs, and by 2029 Port Coquitlam is expected to overtake Langley for first place. Pitt Meadows remains in the middle position throughout the study period.

4.4 Household Spending

Environics Analytics has estimated the total household income and total household spending in 2017 for every forward sortation area (FSA) in British Columbia. An FSA is a postal area represented by the first three digits of a postal code. GPRA has compared the per capita household spending and per capita household income of every FSA in metropolitan British Columbia (including Metro Vancouver, the FVRD, the Capital Regional District, and the Central Okanagan Regional District) to understand how spending changes as income changes in metropolitan areas like Pitt Meadows' trade area.

GPRA has divided household spending into 28 categories corresponding to the 28 "secondary categories" shown in Tables 2 – 5, pg. 5 – 8, and compared spending in each of these categories to per capita household income. Two examples of this comparison are shown in Figures 8 & 9.

Figure 8: Per capita annual grocery spending versus household income in metropolitan BC, 2017[7]

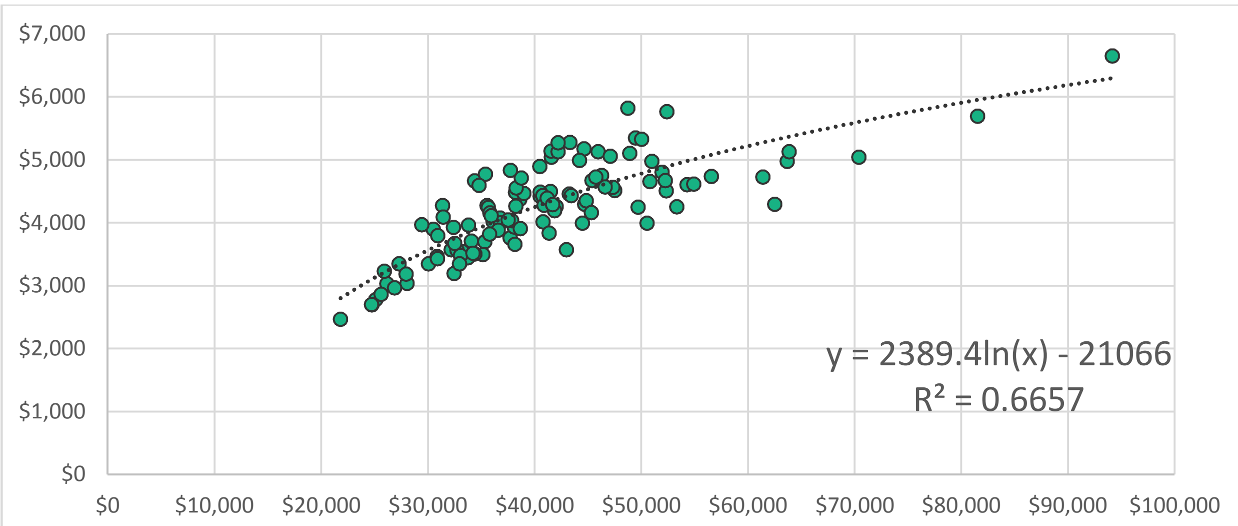
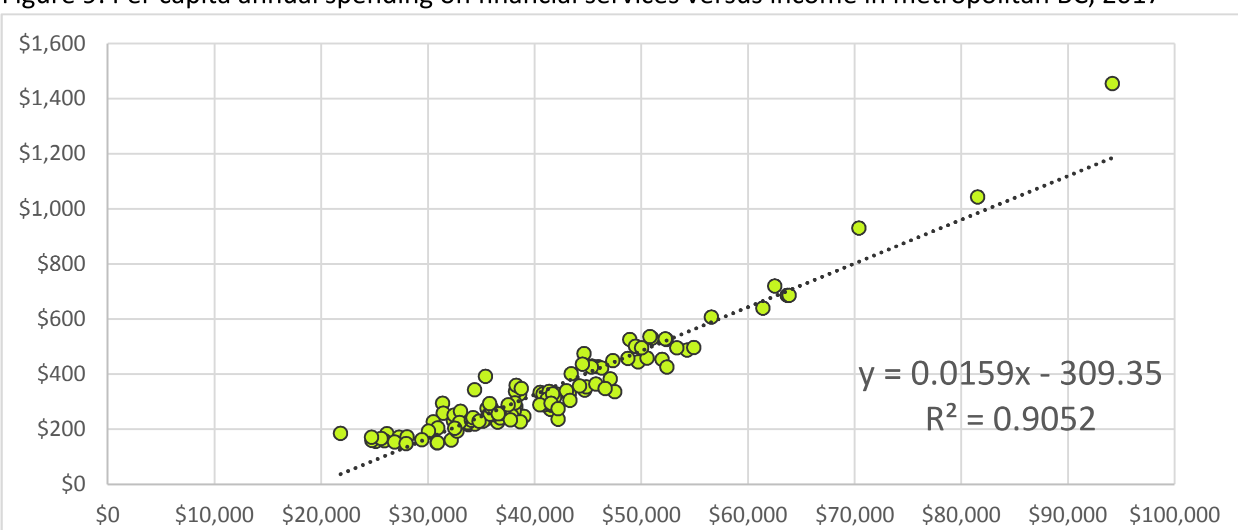


Figure 9: Per capita annual spending on financial services versus income in metropolitan BC, 2017[6]



[7] Source: Environics Analytics

Every point in Figures 8 & 9 is an FSA. A point's position indicates its per capita household income and per capita household spending in the given spending category. The dotted line is a function that approximates the relationship between income and spending in that category. The formula of the function is included at the lower-right, with the R^2 indicating how closely the distribution of points is approximated by the curve. GPRA tested linear, logarithmic, and exponential curves with all 28 spending types and in each case picked the curve that best approximated the data.

This exercise allows GPRA to estimate spending as a function of income. As income increases in the trade areas over time, spending will increase according to the identified curves. Some areas spent more in 2017 than these models would predict, and some areas spent less (represented by a point's vertical distance from the curve). For the Pitt Meadows trade areas, GPRA identified this deviation and assumes that it will persist as income increases. For sake of reference, the estimated per capita spending in each trade area in 2017 is indicated in Table 14; and forecast 2041 spending is shown in Table 15.

Table 14: Estimated per capita retail and service commercial spending by trade area in 2017[8]

	Pitt Meadows	Maple Ridge	Port Coquitlam	Langley	Environs
Grocery	4,487	4,336	4,390	4,306	3,847
Liquor	705	711	698	737	609
Pharmacy	1,084	971	1,070	1,014	969
Convenience total	**6,277**	**6,019**	**6,158**	**6,057**	**5,425**
Clothing & accessories	1,431	1,359	1,480	1,441	1,493
Electronics	383	347	442	396	351
Eyewear	138	134	138	141	133
Garden store	106	118	114	121	91
Hobbies, toys, books, etc.	270	256	285	272	246
Home furnishings and equipment	1,153	1,119	1,073	1,161	970
Home improvement	425	487	443	496	369
Pet food & supplies	114	112	107	116	100
Sports & recreation equipment	608	681	419	534	554
Comparison total	**4,627**	**4,613**	**4,501**	**4,676**	**4,307**
Animal care services	99	106	98	109	82
Clothing services	52	48	50	53	66
Daycare	102	92	94	91	76
Financial services	249	263	279	293	302
Legal services	111	125	127	142	108
Medical services	646	657	672	680	652
Personal care services	274	252	277	270	261
Photography services	29	27	32	31	25
Services total	**1,561**	**1,569**	**1,627**	**1,669**	**1,574**
Food & beverage total	**2,024**	**1,953**	**2,026**	**2,019**	**2,177**
Fitness clubs, etc.	171	157	221	202	181
Live events	44	43	53	53	49
Movie theatre	39	30	44	37	40
Entertainment & leisure total	**254**	**230**	**317**	**292**	**270**
Automotive parts & services	823	885	846	902	645
Automotive sales	2,242	2,203	2,009	2,287	1,769
Gas	1,213	1,229	1,169	1,221	905
Recreational vehicles	31	40	32	43	23
Automotive total	**4,308**	**4,356**	**4,056**	**4,453**	**3,342**
GRAND TOTAL	**19,052**	**18,740**	**18,685**	**19,165**	**17,095**

8 Source: Environics Analytics

Table 15: Forecast per capita retail and service commercial spending by trade area in 2041 (2017 $)

	Pitt Meadows	Maple Ridge	Port Coquitlam	Langley	Environs
Grocery	5,806	5,704	5,771	5,632	5,170
Liquor	1,223	1,248	1,240	1,258	1,128
Pharmacy	1,483	1,384	1,487	1,414	1,368
Convenience total	**8,512**	**8,336**	**8,498**	**8,304**	**7,666**
Clothing & accessories	2,540	2,481	2,671	2,585	2,571
Electronics	626	600	697	640	595
Eyewear	244	242	252	250	236
Garden store	164	178	175	179	150
Hobbies, toys, books, etc.	447	440	470	450	423
Home furnishings and equipment	1,901	1,894	1,856	1,913	1,720
Home improvement	839	906	888	923	771
Pet food & supplies	147	146	142	150	134
Sports & recreation equipment	810	885	636	743	750
Comparison total	**7,719**	**7,771**	**7,787**	**7,834**	**7,351**
Animal care services	142	151	142	152	124
Clothing services	165	158	179	176	170
Daycare	115	106	109	105	90
Financial services	793	814	863	855	831
Legal services	214	228	237	248	208
Medical services	1,184	1,200	1,249	1,234	1,175
Personal care services	425	409	435	422	414
Photography services	47	45	51	49	43
Services total	**3,085**	**3,111**	**3,265**	**3,242**	**3,055**
Food & beverage total	**3,352**	**3,329**	**3,416**	**3,353**	**3,508**
Fitness clubs, etc.	514	504	589	556	514
Live events	82	82	93	92	88
Movie theatre	67	60	74	65	69
Entertainment & leisure total	**663**	**646**	**755**	**713**	**670**
Automotive parts & services	1,163	1,238	110	1,244	986
Automotive sales	3,460	3,435	1,202	3,545	2,954
Gas	1,488	1,514	1,457	1,497	1,181
Recreational vehicles	100	106	3,318	118	86
Automotive total	**6,211**	**6,293**	**6,087**	**6,404**	**5,206**
GRAND TOTAL	**29,542**	**29,487**	**29,808**	**29,849**	**27,457**

4.5 Spending Splits, Capture Rates, and Floor Space Performance

In addition to the population and spending estimates presented above, GPRA has made use of the following sources of information to understand spending patterns in Pitt Meadows:

- The split of retail spending between residents of the five trade areas, as reported by local business owners in telephone interviews with GPRA. For example, how much spending comes from residents of Pitt Meadows versus Maple Ridge (Section 4.5.1)
- The share of trade area household spending captured by Pitt Meadows businesses (rather than captured elsewhere, for example in Maple Ridge), informed by stakeholder interviews and GPRA's experience in other projects (Section 4.5.2)

- The sales performance of commercial floor space in Pitt Meadows, that is the total volume of sales required to support a given amount of floor space, informed by GPRA's experience in other projects (Section 4.5.4).

A combination of industry standard statistics, stakeholder interviews, and triangulation between variables has allowed GPRA to estimate each of the above numbers for each sub-category of retail.

4.5.1 Spending Splits

GPRA has estimated the share of each commercial area's captured spending that comes from each trade area. This is indicated in Tables 16 – 19. Note that where a commercial area does not contain any of a particular retail type, it is not included in the respective table (as there is no spending of that category to split).

Table 16: Golden Ears Way spending splits, 2018

	Pitt Meadows	Maple Ridge	Port Coquitlam	Langley	Environs	TOTAL
Grocery	60%	35%	2%	2%	2%	100%
Liquor	60%	35%	2%	2%	2%	100%
Pharmacy	60%	35%	2%	2%	2%	100%
Convenience total	60%	35%	2%	2%	2%	100%
Clothing & accessories	45%	45%	3%	3%	3%	100%
Electronics	45%	45%	3%	3%	3%	100%
Garden store	57%	38%	2%	2%	2%	100%
Hobbies, toys, books, etc.	30%	40%	10%	10%	10%	100%
Home furnishings and equipment	60%	35%	2%	2%	2%	100%
Home improvement	60%	35%	2%	2%	2%	100%
Pet food & supplies	60%	35%	2%	2%	2%	100%
Sports & recreation equipment	45%	45%	3%	3%	3%	100%
Comparison total	50%	40%	3%	3%	3%	100%
Financial services	60%	35%	2%	2%	2%	100%
Medical services	60%	35%	2%	2%	2%	100%
Personal care services	50%	40%	3%	3%	3%	100%
Services total	58%	36%	2%	2%	2%	100%
Food & beverage total	60%	35%	2%	2%	2%	100%
Fitness clubs, etc.	60%	35%	2%	2%	2%	100%
Movie theatre	20%	50%	10%	10%	10%	100%
Entertainment & leisure total	36%	44%	7%	7%	7%	100%
Automotive parts & services	60%	35%	1%	3%	1%	100%
Automotive sales	60%	35%	2%	2%	2%	100%
Gas	60%	35%	2%	2%	2%	100%
Automotive total	60%	35%	2%	2%	2%	100%
GRAND TOTAL	56%	37%	2%	2%	2%	100%

Table 17: Harris Road North spending splits, 2018

	Pitt Meadows	Maple Ridge	Port Coquitlam	Langley	Environs	TOTAL
Grocery	55%	30%	5%	5%	5%	100%
Liquor	80%	10%	5%	3%	2%	100%
Pharmacy	90%	5%	3%	2%	1%	100%
Convenience total	66%	22%	4%	4%	4%	100%
Garden store	58%	32%	4%	4%	2%	100%
Hobbies, toys, books, etc.	50%	30%	7%	7%	7%	100%
Home furnishings and equipment	80%	10%	5%	3%	2%	100%
Home improvement	80%	10%	5%	3%	2%	100%
Pet food & supplies	75%	15%	5%	3%	2%	100%
Sports & recreation equipment	80%	10%	5%	3%	2%	100%
Comparison total	77%	13%	5%	3%	3%	100%
Animal care services	62%	28%	5%	3%	2%	100%
Daycare	30%	30%	13%	13%	13%	100%
Financial services	70%	20%	5%	3%	2%	100%
Medical services	90%	5%	2.5%	1.5%	1%	100%
Personal care services	50%	30%	7%	7%	7%	100%
Services total	60%	22%	6%	6%	5%	100%
Food & beverage total	80%	10%	5%	3%	2%	100%
Fitness clubs, etc.	80%	10%	5%	3%	2%	100%
Live events	50%	30%	7%	7%	7%	100%
Movie theatre	20%	50%	10%	10%	10%	100%
Entertainment & leisure total	56%	26%	7%	6%	6%	100%
Automotive parts & services	80%	15%	1%	1%	3%	100%
Gas	90%	5%	3%	2%	1%	100%
Automotive total	83%	12%	1%	1%	2%	100%
GRAND TOTAL	70%	19%	4%	4%	4%	100%

Table 18: Harris Road South spending splits, 2018

	Pitt Meadows	Maple Ridge	Port Coquitlam	Langley	Environs	TOTAL
Grocery	65%	20%	5%	5%	5%	100%
Liquor	80%	10%	5%	3%	2%	100%
Pharmacy	95%	2%	1%	1%	1%	100%
Convenience total	75%	14%	4%	4%	4%	100%
Clothing & accessories	55%	30%	5%	5%	5%	100%
Hobbies, toys, books, etc.	50%	30%	7%	7%	7%	100%
Comparison total	54%	30%	5%	5%	5%	100%
Animal care services	70%	20%	5%	3%	2%	100%
Clothing services	90%	5%	3%	1%	1%	100%
Daycare	30%	20%	10%	15%	25%	100%
Financial services	70%	20%	5%	3%	2%	100%
Medical services	95%	2%	1%	1%	1%	100%
Personal care services	50%	30%	7%	7%	7%	100%
Photography services	90%	5%	3%	1%	1%	100%
Services total	71%	13%	4%	5%	6%	100%
Food & beverage total	80%	15%	3%	1%	1%	100%
Fitness clubs, etc.	80%	15%	3%	1%	1%	100%
Entertainment & leisure total	80%	15%	3%	1%	1%	100%
Automotive parts & services	80%	17%	1%	1%	1%	100%
Gas	95%	2%	1%	1%	1%	100%
Automotive total	84%	13%	1%	1%	1%	100%
GRAND TOTAL	75%	14%	4%	3%	4%	100%

Table 19: Osprey Village spending splits, 2018

	Pitt Meadows	Maple Ridge	Port Coquitlam	Langley	Environs	TOTAL
Grocery	70%	3%	3%	20%	3%	100%
Pharmacy	70%	3%	3%	20%	3%	100%
Convenience total	70%	3%	3%	20%	3%	100%
Clothing & accessories	55%	7%	4%	30%	4%	100%
Home furnishings and equipment	70%	3%	3%	20%	3%	100%
Sports & recreation equipment	60%	7%	4%	25%	4%	100%
Comparison total	57%	7%	4%	28%	4%	100%
Animal care services	70%	3%	3%	20%	3%	100%
Daycare	30%	20%	13%	25%	13%	100%
Medical services	90%	2%	2%	5%	2%	100%
Personal care services	50%	10%	5%	30%	5%	100%
Photography services	58%	10%	8%	17%	8%	100%
Services total	59%	9%	6%	19%	6%	100%
Food & beverage total	70%	3%	3%	20%	3%	100%
GRAND TOTAL	62%	8%	5%	20%	5%	100%

Tables 16 – 19 indicate that spending by Pitt Meadows residents makes up the majority of spending in all four commercial areas, especially Harris Road South (75%). Spending from Maple Ridge residents is especially important to Golden Ears Way (37% of spending) and spending by Langley residents is particularly important to Osprey Village (20% of spending). This is intuitive, given the areas' geographic locations.

4.5.2 Present Capture Rates

Combining the total household spending discussed in Section 4.4 with the commercial area spending splits discussed in Section 4.5.1 allows GPRA to estimate the share of each trade area's household spending captured by each of Pitt Meadows' commercial areas. Whereas Tables 16 – 19 above divvy up customer spending by trade area of residence, Tables 20 – 23 below divvy up customer spending by commercial area where the spending takes place.

Table 20: Golden Ears Way household spending capture rates, 2018

	Pitt Meadows	Maple Ridge	Port Coquitlam	Langley	Environs
Grocery	47%	7%	0%	0%	0%
Liquor	28%	4%	0%	0%	0%
Pharmacy	3%	0%	0%	0%	0%
Convenience total	37%	5%	0%	0%	0%
Clothing & accessories	23%	5%	1%	0%	0%
Electronics	25%	6%	1%	0%	0%
Eyewear	0%	0%	0%	0%	0%
Garden store	29%	4%	0%	0%	0%
Hobbies, toys, books, etc.	23%	7%	2%	1%	0%
Home furnishings and equipment	38%	5%	0%	0%	0%
Home improvement	38%	5%	0%	0%	0%
Pet food & supplies	25%	3%	0%	0%	0%
Sports & recreation equipment	23%	5%	1%	0%	0%
Comparison total	28%	5%	1%	0%	0%
Animal care services	0%	0%	0%	0%	0%
Clothing services	0%	0%	0%	0%	0%
Daycare	0%	0%	0%	0%	0%
Financial services	31%	4%	0%	0%	0%
Legal services	0%	0%	0%	0%	0%
Medical services	3%	0%	0%	0%	0%
Personal care services	8%	2%	0%	0%	0%
Photography services	0%	0%	0%	0%	0%
Services total	8%	1%	0%	0%	0%
Food & beverage total	11%	2%	0%	0%	0%
Fitness clubs, etc.	31%	5%	0%	0%	0%
Live events	0%	0%	0%	0%	0%
Movie theatre	70%	51%	10%	5%	0%
Entertainment & leisure total	32%	10%	2%	1%	0%
Automotive parts & services	12%	2%	2%	0%	0%
Automotive sales	30%	4%	1%	0%	0%
Gas	2%	0%	0%	0%	0%
Recreational vehicles	0%	0%	0%	0%	0%
Automotive total	19%	3%	0%	0%	0%
GRAND TOTAL	27%	4%	0%	0%	0%

Golden Ears Way captures about a quarter of retail and service commercial spending from Pitt Meadows residents, but less than 5% of Maple Ridge residents' spending, and a negligible share of spending from other trade areas, although the area captures relatively large shares of spending in the movie theatre and hobbies, toys, books etc. categories (due to Cineplex Odeon and Michael's respectively). Maple Ridge does not have a movie theatre of its own.

Table 21: Harris Road North household spending capture rates, 2018

	Pitt Meadows	Maple Ridge	Port Coquitlam	Langley	Environs
Grocery	16%	2%	0%	0%	0%
Liquor	17%	0%	0%	0%	0%
Pharmacy	40%	1%	0%	0%	0%
Convenience total	20%	2%	0%	0%	0%
Clothing & accessories	0%	0%	0%	0%	0%
Electronics	0%	0%	0%	0%	0%
Eyewear	0%	0%	0%	0%	0%
Garden store	14%	2%	0%	0%	0%
Hobbies, toys, books, etc.	2%	0%	0%	0%	0%
Home furnishings and equipment	17%	1%	0%	0%	0%
Home improvement	11%	0%	0%	0%	0%
Pet food & supplies	35%	2%	1%	0%	0%
Sports & recreation equipment	2%	0%	0%	0%	0%
Comparison total	7%	0%	0%	0%	0%
Animal care services	44%	4%	1%	0%	0%
Clothing services	0%	0%	0%	0%	0%
Daycare	32%	8%	5%	2%	0%
Financial services	21%	1%	0%	0%	0%
Legal services	0%	0%	0%	0%	0%
Medical services	20%	0%	0%	0%	0%
Personal care services	36%	5%	2%	1%	0%
Photography services	0%	0%	0%	0%	0%
Services total	23%	2%	1%	0%	0%
Food & beverage total	17%	1%	0%	0%	0%
Fitness clubs, etc.	23%	1%	0%	0%	0%
Live events	21%	3%	1%	0%	0%
Movie theatre	16%	12%	2%	1%	0%
Entertainment & leisure total	22%	3%	1%	0%	0%
Automotive parts & services	37%	1%	4%	0%	0%
Automotive sales	0%	0%	0%	0%	0%
Gas	10%	0%	0%	0%	0%
Recreational vehicles	0%	0%	0%	0%	0%
Automotive total	10%	0%	0%	0%	0%
GRAND TOTAL	15%	1%	0%	0%	0%

Harris Road North captures about 15% of retail and service commercial spending from Pitt Meadows residents, but only about 1% of Maple Ridge residents' spending, and a negligible share of spending from other trade areas, although the area captures relatively large shares of spending in the pet food & supplies, daycare, personal care, movie theatre, and auto service categories. The area is a services hub.

Table 22: Harris Road South household spending capture rates, 2018

	Pitt Meadows	Maple Ridge	Port Coquitlam	Langley	Environs
Grocery	5%	0%	0%	0%	0%
Liquor	11%	0%	0%	0%	0%
Pharmacy	13%	0%	0%	0%	0%
Convenience total	7%	0%	0%	0%	0%
Clothing & accessories	1%	0%	0%	0%	0%
Electronics	0%	0%	0%	0%	0%
Eyewear	0%	0%	0%	0%	0%
Garden store	0%	0%	0%	0%	0%
Hobbies, toys, books, etc.	3%	0%	0%	0%	0%
Home furnishings and equipment	0%	0%	0%	0%	0%
Home improvement	0%	0%	0%	0%	0%
Pet food & supplies	0%	0%	0%	0%	0%
Sports & recreation equipment	0%	0%	0%	0%	0%
Comparison total	1%	0%	0%	0%	0%
Animal care services	30%	2%	1%	0%	0%
Clothing services	65%	1%	1%	0%	0%
Daycare	28%	5%	3%	2%	0%
Financial services	12%	1%	0%	0%	0%
Legal services	0%	0%	0%	0%	0%
Medical services	31%	0%	0%	0%	0%
Personal care services	16%	2%	1%	0%	0%
Photography services	0%	0%	0%	0%	0%
Services total	23%	1%	0%	0%	0%
Food & beverage total	12%	1%	0%	0%	0%
Fitness clubs, etc.	12%	1%	0%	0%	0%
Live events	0%	0%	0%	0%	0%
Movie theatre	0%	0%	0%	0%	0%
Entertainment & leisure total	8%	0%	0%	0%	0%
Automotive parts & services	14%	1%	1%	0%	0%
Automotive sales	0%	0%	0%	0%	0%
Gas	4%	0%	0%	0%	0%
Recreational vehicles	0%	0%	0%	0%	0%
Automotive total	4%	0%	0%	0%	0%
GRAND TOTAL	7%	0%	0%	0%	0%

Harris Road South captures about 7% of retail and service commercial spending from Pitt Meadows residents, but a negligible share of spending from other trade areas, although the area captures a relatively large share of spending on services, which it specializes in.

Table 23: Osprey Village household spending capture rates, 2018

	Pitt Meadows	Maple Ridge	Port Coquitlam	Langley	Environs
Grocery	1%	0%	0%	0%	0%
Liquor	0%	0%	0%	0%	0%
Pharmacy	1%	0%	0%	0%	0%
Convenience total	1%	0%	0%	0%	0%
Clothing & accessories	1%	0%	0%	0%	0%
Electronics	0%	0%	0%	0%	0%
Eyewear	0%	0%	0%	0%	0%
Garden store	0%	0%	0%	0%	0%
Hobbies, toys, books, etc.	0%	0%	0%	0%	0%
Home furnishings and equipment	0%	0%	0%	0%	0%
Home improvement	0%	0%	0%	0%	0%
Pet food & supplies	0%	0%	0%	0%	0%
Sports & recreation equipment	1%	0%	0%	0%	0%
Comparison total	1%	0%	0%	0%	0%
Animal care services	5%	0%	0%	0%	0%
Clothing services	0%	0%	0%	0%	0%
Daycare	10%	2%	1%	1%	0%
Financial services	0%	0%	0%	0%	0%
Legal services	0%	0%	0%	0%	0%
Medical services	6%	0%	0%	0%	0%
Personal care services	8%	0%	0%	1%	0%
Photography services	67%	3%	3%	2%	0%
Services total	6%	0%	0%	0%	0%
Food & beverage total	2%	0%	0%	0%	0%
Fitness clubs, etc.	0%	0%	0%	0%	0%
Live events	0%	0%	0%	0%	0%
Movie theatre	0%	0%	0%	0%	0%
Entertainment & leisure total	0%	0%	0%	0%	0%
Automotive parts & services	0%	0%	0%	0%	0%
Automotive sales	0%	0%	0%	0%	0%
Gas	0%	0%	0%	0%	0%
Recreational vehicles	0%	0%	0%	0%	0%
Automotive total	0%	0%	0%	0%	0%
GRAND TOTAL	1%	0%	0%	0%	0%

Osprey Village is very small and does not capture an appreciable share of any trade area's overall spending, but it does capture reasonably large shares of spending in the daycare, personal care, and photography categories, in which it specializes.

4.5.3 Future Capture Rates

The capture rates indicated in Section 4.5.2 above reflect the existing distribution of spending in Pitt Meadows. To forecast future demand, GPRA assumes that capture rates will remain fairly similar to their present levels, but will balance out overall, with retail categories that are under-served at present growing somewhat more and retail categories that are over-developed growing somewhat less. Certain comparison retail categories are expected to decrease significantly as online shopping captures a larger share of trade area spending. The capture rates that GPRA forecasts for 2041 are indicated in Tables 24 – 27.

Table 24: Golden Ears Way household spending capture rates, 2041 forecast

	Pitt Meadows	Maple Ridge	Port Coquitlam	Langley	Environs
Grocery	45%	7%	0%	0%	0%
Liquor	28%	4%	0%	0%	0%
Pharmacy	5%	2%	0%	0%	0%
Convenience total	36%	5%	0%	0%	0%
Clothing & accessories	8%	3%	0%	0%	0%
Electronics	8%	3%	0%	0%	0%
Eyewear	8%	3%	0%	0%	0%
Garden store	30%	5%	1%	0%	0%
Hobbies, toys, books, etc.	8%	3%	0%	0%	0%
Home furnishings and equipment	30%	5%	1%	0%	0%
Home improvement	30%	5%	1%	0%	0%
Pet food & supplies	30%	5%	1%	0%	0%
Sports & recreation equipment	8%	3%	0%	0%	0%
Comparison total	17%	4%	0%	0%	0%
Animal care services	10%	1%	0%	0%	0%
Clothing services	10%	1%	0%	0%	0%
Daycare	10%	1%	0%	0%	0%
Financial services	20%	4%	0%	0%	0%
Legal services	10%	1%	0%	0%	0%
Medical services	10%	1%	0%	0%	0%
Personal care services	10%	1%	0%	0%	0%
Photography services	10%	1%	0%	0%	0%
Services total	13%	2%	0%	0%	0%
Food & beverage total	15%	2%	0%	0%	0%
Fitness clubs, etc.	30%	5%	0%	0%	0%
Live events	5%	5%	0%	0%	0%
Movie theatre	40%	45%	10%	5%	0%
Entertainment & leisure total	28%	8%	1%	1%	0%
Automotive parts & services	10%	2%	2%	0%	0%
Automotive sales	22%	4%	1%	0%	0%
Gas	2%	0%	0%	0%	0%
Recreational vehicles	5%	2%	1%	0%	0%
Automotive total	15%	3%	1%	0%	0%
GRAND TOTAL	21%	4%	0%	0%	0%

Table 25: Harris Road North household spending capture rates, 2041 forecast

	Pitt Meadows	Maple Ridge	Port Coquitlam	Langley	Environs
Grocery	20%	2%	0%	0%	0%
Liquor	20%	2%	0%	0%	0%
Pharmacy	20%	2%	0%	0%	0%
Convenience total	**20%**	**2%**	**0%**	**0%**	**0%**
Clothing & accessories	4%	0%	0%	0%	0%
Electronics	4%	0%	0%	0%	0%
Eyewear	4%	0%	0%	0%	0%
Garden store	14%	2%	0%	0%	0%
Hobbies, toys, books, etc.	4%	0%	0%	0%	0%
Home furnishings and equipment	17%	0%	0%	0%	0%
Home improvement	7%	0%	0%	0%	0%
Pet food & supplies	35%	2%	1%	0%	0%
Sports & recreation equipment	4%	0%	0%	0%	0%
Comparison total	**8%**	**0%**	**0%**	**0%**	**0%**
Animal care services	44%	4%	1%	0%	0%
Clothing services	23%	2%	1%	0%	0%
Daycare	32%	8%	5%	2%	0%
Financial services	23%	2%	1%	0%	0%
Legal services	23%	2%	1%	0%	0%
Medical services	23%	2%	1%	0%	0%
Personal care services	36%	5%	2%	1%	0%
Photography services	23%	2%	1%	0%	0%
Services total	**26%**	**3%**	**1%**	**0%**	**0%**
Food & beverage total	**17%**	**1%**	**0%**	**0%**	**0%**
Fitness clubs, etc.	23%	1%	0%	0%	0%
Live events	21%	3%	1%	0%	0%
Movie theatre	10%	10%	2%	1%	0%
Entertainment & leisure total	**21%**	**2%**	**1%**	**0%**	**0%**
Automotive parts & services	37%	1%	4%	0%	0%
Automotive sales	0%	0%	0%	0%	0%
Gas	10%	0%	0%	0%	0%
Recreational vehicles	0%	0%	0%	0%	0%
Automotive total	**9%**	**0%**	**0%**	**0%**	**0%**
GRAND TOTAL	**15%**	**1%**	**0%**	**0%**	**0%**

Table 26: Harris Road South household spending capture rates, 2041 forecast

	Pitt Meadows	Maple Ridge	Port Coquitlam	Langley	Environs
Grocery	7%	0%	0%	0%	0%
Liquor	7%	0%	0%	0%	0%
Pharmacy	7%	0%	0%	0%	0%
Convenience total	**7%**	**0%**	**0%**	**0%**	**0%**
Clothing & accessories	0%	0%	0%	0%	0%
Electronics	0%	0%	0%	0%	0%
Eyewear	0%	0%	0%	0%	0%
Garden store	1%	0%	0%	0%	0%
Hobbies, toys, books, etc.	0%	0%	0%	0%	0%
Home furnishings and equipment	1%	0%	0%	0%	0%
Home improvement	1%	0%	0%	0%	0%
Pet food & supplies	1%	0%	0%	0%	0%
Sports & recreation equipment	0%	0%	0%	0%	0%
Comparison total	**0%**	**0%**	**0%**	**0%**	**0%**
Animal care services	30%	2%	0%	0%	0%
Clothing services	23%	1%	0%	0%	0%
Daycare	28%	5%	3%	2%	0%
Financial services	23%	1%	0%	0%	0%
Legal services	23%	1%	0%	0%	0%
Medical services	23%	1%	0%	0%	0%
Personal care services	23%	1%	0%	0%	0%
Photography services	23%	1%	0%	0%	0%
Services total	**24%**	**1%**	**1%**	**0%**	**0%**
Food & beverage total	**12%**	**1%**	**0%**	**0%**	**0%**
Fitness clubs, etc.	12%	1%	0%	0%	0%
Live events	0%	0%	0%	0%	0%
Movie theatre	0%	0%	0%	0%	0%
Entertainment & leisure total	**9%**	**0%**	**0%**	**0%**	**0%**
Automotive parts & services	14%	1%	1%	0%	0%
Automotive sales	0%	0%	0%	0%	0%
Gas	4%	0%	0%	0%	0%
Recreational vehicles	0%	0%	0%	0%	0%
Automotive total	**4%**	**0%**	**0%**	**0%**	**0%**
GRAND TOTAL	7%	0%	0%	0%	0%

Table 27: Osprey Village household spending capture rates, 2041 forecast

	Pitt Meadows	Maple Ridge	Port Coquitlam	Langley	Environs
Grocery	1%	0%	0%	0%	0%
Liquor	1%	0%	0%	0%	0%
Pharmacy	1%	0%	0%	0%	0%
Convenience total	1%	0%	0%	0%	0%
Clothing & accessories	0%	0%	0%	0%	0%
Electronics	0%	0%	0%	0%	0%
Eyewear	0%	0%	0%	0%	0%
Garden store	1%	0%	0%	0%	0%
Hobbies, toys, books, etc.	0%	0%	0%	0%	0%
Home furnishings and equipment	1%	0%	0%	0%	0%
Home improvement	1%	0%	0%	0%	0%
Pet food & supplies	1%	0%	0%	0%	0%
Sports & recreation equipment	0%	0%	0%	0%	0%
Comparison total	0%	0%	0%	0%	0%
Animal care services	6%	0%	0%	0%	0%
Clothing services	6%	0%	0%	0%	0%
Daycare	10%	2%	1%	1%	0%
Financial services	6%	0%	0%	0%	0%
Legal services	6%	0%	0%	0%	0%
Medical services	6%	0%	0%	0%	0%
Personal care services	6%	0%	0%	0%	0%
Photography services	6%	0%	0%	0%	0%
Services total	6%	0%	0%	0%	0%
Food & beverage total	2%	0%	0%	0%	0%
Fitness clubs, etc.	0%	0%	0%	0%	0%
Live events	0%	0%	0%	0%	0%
Movie theatre	0%	0%	0%	0%	0%
Entertainment & leisure total	0%	0%	0%	0%	0%
Automotive parts & services	0%	0%	0%	0%	0%
Automotive sales	0%	0%	0%	0%	0%
Gas	0%	0%	0%	0%	0%
Recreational vehicles	0%	0%	0%	0%	0%
Automotive total	0%	0%	0%	0%	0%
GRAND TOTAL	1%	0%	0%	0%	0%

4.5.4 Floor Space Performance

The final step in forecasting the demand for floor space is to convert spending totals into supportable floor areas. Through industry standard metrics and previous experience, GPRA knows the appropriate range for sales performance in each category. Table 28 below shows GPRA's estimate of Pitt Meadows' present sales performance, derived by triangulating with the household spending and capture rate information presented above. Also included is GPRA's forecast of how sales performance will change over time (measured in 2017 dollars).

Table 28: Annual sales per m^2 of floor space by type and year in Pitt Meadows, (constant 2017 dollars)

	2018	2021	2026	2031	2036	2041
Grocery	$4,500	$4,863	$5,467	$6,071	$6,676	$7,280
Liquor	$7,000	$7,227	$7,605	$7,983	$8,362	$8,740
Pharmacy	$7,650	$7,650	$7,650	$7,650	$7,650	$7,650
Convenience total	$4,867	$5,253	$5,833	$6,394	$6,945	$7,485
Clothing & accessories	$4,800	$4,840	$4,908	$4,975	$5,043	$5,110
Electronics	$3,700	$4,183	$4,987	$5,791	$6,596	$7,400
Eyewear	$4,800	$4,800	$4,800	$4,800	$$4,800	$4,800
Garden store	$1,500	$1,675	$1,966	$2,257	$2,549	$2,840
Hobbies, toys, books, etc.	$1,500	$1,696	$2,022	$2,348	$2,674	$3,000
Home furnishings and equipment	$2,300	$2,560	$2,992	$3,425	$3,857	$4,290
Home improvement	$1,900	$2,062	$2,331	$2,601	$2,870	$3,140
Pet food & supplies	$2,000	$2,157	$2,417	$2,678	$2,939	$3,200
Sports & recreation equipment	$2,200	$2,487	$2,965	$3,443	$3,922	$4,400
Comparison total	$2,438	$2,667	$3,032	$3,375	$3,698	$4,005
Animal care services	$2,000	$2,222	$2,591	$2,961	$3,330	$3,700
Clothing services	$4,300	$4,708	$5,389	$6,069	$6,750	$7,430
Daycare	$2,000	$2,085	$2,226	$2,367	$2,509	$2,650
Financial services	$2,000	$2,522	$3,391	$4,261	$5,130	$6,000
Legal services	$7,430	$7,430	$7,430	$7,430	$7,430	$7,430
Medical services	$5,100	$5,100	$5,100	$5,100	$5,100	$5,100
Personal care services	$2,000	$2,248	$2,661	$3,074	$3,487	$3,900
Photography services	$2,500	$2,826	$3,370	$3,913	$4,457	$5,000
Services total	$2,505	$2,830	$3,365	$3,870	$4,351	$4,802
Food & beverage total	$3,000	$3,300	$3,800	$4,300	$4,800	$5,300
Fitness clubs, etc.	$1,200	$1,357	$1,617	$1,878	$2,139	$2,400
Live events	$1,100	$1,126	$1,170	$1,213	$1,257	$1,300
Movie theatre	$750	$848	$1,011	$1,174	$1,337	$1,500
Entertainment & leisure total	$933	$1,065	$1,288	$1,500	$1,710	$1,917
Automotive parts & services	$7,000	$7,110	$7,292	$7,475	$7,657	$7,840
Automotive sales	$8,090	$8,730	$9,798	$10,865	$11,933	$13,000
Gas	$15,000	$15,652	$16,739	$17,826	$18,913	$20,000
Recreational vehicles	$2,500	$3,217	$4,413	$5,609	$6,804	$8,000
Automotive total	$7,892	$8,370	$9,115	$9,845	$10,550	$11,239
GRAND TOTAL	$3,531	$3,829	$4,303	$4,776	$5,232	$5,676

Table 28 shows that there is a wide range of sales performance among the different types of retail in Pitt Meadows. Sales performance reflects the health of a retail sector (retail sectors with higher performance tend to be doing better) but it also reflects the cost of operation (businesses with more specialized equipment and labour tend to require greater sales per square foot of floor space). Given the cost of operation, it is unsurprising that businesses in the automotive category require greater sales per square foot, for instance.

Although it is normal for sales performance to vary between categories, overly low sales performance can indicate that a category of retail is oversupplied or that business is not doing well. GPRA assumes that as the trade area population grows, retail spending in Pitt Meadows will grow and that although some of this spending will go towards supporting new space, some of it will go towards renovating existing space, paying higher rents, supporting higher profit margins, etc. This is indicated here by rising sales performance over time, especially in the lower-performance categories. Floor space performance tends to improve as business improves, or as a sector of retail shifts from marginal to more secure.

GPRA has projected the increase of floor space performance for each type of retail in Pitt Meadows. Current retail performance has been compared to industry standards, and Pitt Meadows retail sectors that fall short are projected to increase their performance more than those that do not. This reflects the fact that growth in some sectors will require additional floor space, whereas growth in other sectors will simply make existing floor space more viable.

Retail types in Pitt Meadows that are expected to improve their floor space performance fastest as they catch up with industry standards, rather than requiring a large amount of new space include:

- Electronics
- Financial services
- Recreational vehicles

Retail types that are expected to improve their floor space performance the slowest, as they already meet or exceed industry standards, and therefore will require more new space include:

- Pharmacy
- Eyewear
- Legal services
- Medical services

With forecasts of trade area population (Table 12, pg. 26), trade area spending (Tables 14 & 15, pg. 29 - 30), capture rates (Tables 20 – 27, pg. 34 – 41), and floor space performance (Table 28, pg. 42), GPRA can forecast the future demand for retail space by category in each of Pitt Meadows' commercial areas, and compare this to the existing inventory.

4.6 Future Retail Floor Space Needs

GPRA has forecast the amount of floor space that can be support in each category of retail and service commercial in each of Pitt Meadows' four commercial areas. This is accomplished in each year by multiplying the trade area populations (Table 12, pg. 26) by the trade area per capita spending (Tables

14 & 15, pg. 29 - 30) and the capture rates (Tables 20 – 27, pg. 34 – 41), then dividing this total by the floor space performance (Table 28, pg. 42). The results are shown and compared to the existing inventory, below. Note that some retail categories can operate in similar types of built space, so these categories are grouped together for ease of understanding.

Table 29: Projected supportable vs. existing floor space in Pitt Meadows (m^2)

		Total supportable floor space						Growth since 2018 (rounded)				
		2018	2021	2026	2031	2036	2041	2021	2026	2031	2036	2041
Golden Ears Way	Grocery	16,037	15,744	16,087	16,121	16,189	16,217	-300	50	100	150	200
	Liquor	1,004	1,215	1,456	1,629	1,804	1,965	200	450	650	800	950
	Pharmacy	145	205	332	477	649	845	50	200	350	500	700
	Comparison retail	21,002	20,785	20,963	20,194	19,435	18,443	-200	-50	-800	-1,550	-2,550
	Services	2,000	2,106	2,444	2,684	3,023	3,419	100	450	700	1,000	1,400
	Restaurants, bars, live performance	2,565	2,776	3,220	3,552	3,922	4,297	200	650	1,000	1,350	1,750
	Fitness Centres	1,624	1,832	2,270	2,498	2,756	2,993	200	650	850	1,150	1,350
	Movie theatres	3,794	3,789	3,813	3,772	3,798	3,800	0	0	0	0	0
	Automotive parts & services	507	543	611	658	704	743	50	100	150	200	250
	Automotive sales	2,907	2,921	3,021	3,027	3,046	3,050	0	100	100	150	150
	Gas Stations	62	64	67	68	70	71	0	0	0	0	0
	RV sales	0	48	114	169	225	283	50	100	150	250	300
	TOTAL	51,647	52,028	54,397	54,849	55,621	56,126	350	2,700	3,250	4,000	4,500
Harris Road North	Grocery	5,839	5,693	5,951	6,096	6,256	6,403	-150	100	250	400	550
	Liquor	463	672	850	1,006	1,176	1,348	200	400	550	700	900
	Pharmacy	1,304	1,376	1,494	1,553	1,588	1,590	50	200	250	300	300
	Comparison retail	4,202	4,327	4,646	4,813	5,040	5,285	100	450	600	850	1,100
	Services	5,320	5,560	6,221	6,754	7,460	8,277	250	900	1,450	2,150	2,950
	Restaurants, bars, live performance	3,356	3,525	3,869	4,034	4,209	4,359	150	500	700	850	1,000
	Fitness Centres	892	1,006	1,245	1,373	1,519	1,655	100	350	500	650	750
	Movie theatres	882	863	903	892	884	871	0	0	0	0	0
	Automotive parts & services	1,112	1,214	1,404	1,557	1,714	1,865	100	300	450	600	750
	Gas Stations	176	182	193	201	209	215	0	0	50	50	50
	TOTAL	23,546	24,417	26,777	28,279	30,055	31,868	800	3,200	4,800	6,550	8,350
Harris Road South	Grocery	1,524	1,522	1,647	1,744	1,846	1,945	0	100	200	300	400
	Liquor	302	393	411	399	405	403	100	100	100	100	100
	Pharmacy	390	413	450	469	481	484	0	50	100	100	100
	Comparison retail	371	390	428	443	453	452	0	50	50	100	100
	Services	3,837	4,074	4,640	5,074	5,596	6,147	0	0	100	600	1,150
	Restaurants, bars, live performance	2,187	2,274	2,456	2,526	2,603	2,665	100	250	350	400	500
	Fitness Centres	471	533	661	730	809	882	50	200	250	350	400
	Automotive parts & services	419	457	528	586	645	702	50	100	150	250	300
	Gas Stations	70	72	77	80	83	85	0	0	0	0	0
	TOTAL	9,572	10,126	11,298	12,050	12,920	13,764	300	850	1,300	2,200	3,050
Osprey Village	Grocery	398	389	399	401	404	406	0	0	0	0	0
	Liquor	0	6	18	32	49	68	0	0	50	50	50
	Pharmacy	33	39	49	59	71	83	0	0	50	50	50
	Comparison retail	338	353	390	412	431	440	0	50	50	100	100
	Services	1,373	1,412	1,539	1,645	1,797	1,982	50	150	250	400	600
	Restaurants, bars, live performance	412	478	516	531	547	561	50	100	100	150	150
	TOTAL	2,554	2,676	2,911	3,080	3,298	3,539	100	300	500	750	950

Supportable commercial space means commercial space that could be filled if it were built. If the amount of space falls short of these targets, vacancy rates will be low, stores will be busy, and customers will have to go elsewhere for some types of retail. But if these targets are exceeded, old tenants may switch to new space, leaving older space vacant, which tends to have deleterious effects on existing commercial areas. For this reason, GPRA recommends erring on the side of caution and expanding the City's floor space inventory only slowly to allow existing businesses and residents to adapt.

4.6.1 Golden Ears Way

GPRA believes that Golden Ears Way is nearly "built out" and is unlikely to support a large increase in floor space by 2041. Overall, GPRA forecasts demand for an additional 45,000 m^2 (48,400 ft^2) by 2041, but this represents an increase of less than 9%.

The area may be somewhat overbuilt in the grocery category at present, and this is likely to remain true through the early 2020s. By 2026 the market will be fairly balanced, and by 2041 200 m^2 (2,150 ft^2) of additional grocery space may be supportable. But even this represents growth of only 1% compared to what currently exists. By comparison, the liquor and pharmacy categories are underdeveloped in this area. Demand for both types of space is expected to grow continuously, supporting 950 m^2 of liquor space and 700 m^2 of pharmacy space by 2041.

With the advent of online shopping, comparison retail is expected to take up less and less space, shrinking by 2,550 m^2 or 12% of the existing total by 2041. GPRA anticipates that other retail and service commercial categories will expand to fill this space.

Demand for services, restaurants, and fitness centres is expected to increase steadily, supporting new space of 1,400 m^2, 1,750 m^2, and 1,350 m^2, respectively. No new movie theatre space is called for.

The automotive category is expected to grow modestly, supporting 250 m^2 of servicing and parts space, 150 m^2 of auto sales space, and 300 m^2 of recreational vehicle space, all by 2041.

4.6.2 Harris Road North

Harris Road North is smaller than Golden Ears Way, but is expected to support considerably more growth in the coming years. By 2041 8,350 m^2 of new space is expected to be supportable, representing growth of more than 35%. Finding land for this new space may be challenging, but developing some of the lands north of Lougheed Highway may be an appropriate option.

Demand for all types of retail and service commercial in this area is expected to increase continuously until 2041, with the exception of the movie theatre, auto sales, and recreational vehicle categories. Demand for more grocery space is not expected until 2026, and demand for more gas stations is not expected until 2031.

4.6.3 Harris Road South

Demand for retail and service commercial space in Harris Road South is expected to grow, but not as soon or as rapidly as in Golden Ears Way or Harris Road North. By 2021 new liquor store and restaurant space may be supportable. By 2026 new grocery space, fitness centres, and auto servicing will be supportable, by 2031 new pharmacy and service space will be supportable. No new gas stations will be called for before 2041. New space in most categories should be limited to 100 – 400 m^2. This is a recommendation for slow and steady growth rather than large new developments.

The slow anticipated pace of new development in Harris Road South reflects the area's high vacancy rate; old space should be filled before new space is required.

4.6.4 Osprey Village

Unlike the other three commercial areas, no new space is expected to be supportable in Osprey Village until about 2026, and even then the supportable amount will be fairly limited (about 300 m^2). Demand for considerable amounts of new space is expected to rise to 500 m^2 by 2031 and then to 950 m^2 by 2041.

Of the supportable new space, services are expected to make up the majority followed by restaurants and comparison retail – all categories in which Osprey Village currently specializes. Extremely limited growth in convenience retail is warranted, if any. Categories of retail that are currently absent such as automotive and fitness/leisure are assumed to be uncalled-for.

4.6.5 Other Areas in Pitt Meadows

Retail and service commercial businesses tend to benefit from locating near other, similar businesses. Clustering allows complementary retail categories to form appealing commercial centres or hubs that encourage customers to combine trips. Smaller retailers in particular usually seek locations near larger destination or "anchor" retailers. For all of these reasons, and to ensure that Pitt Meadows' commercial areas are as complete and walkable as possible, it may be worthwhile to limit retail and service commercial development to the four areas identified.

When communities do create all-new retail areas, this often results in existing tenants moving from the old space to the new space, which causes high vacancy and neighbourhood deterioration in the older commercial areas. To avoid this, Pitt Meadows should focus new retail development in existing retail areas, or at least wait until new space is more urgently needed. Periodic analysis is useful as it allows the City to understand the ongoing and changing conditions of the retail market.

5 Commercial Lands Analysis Conclusion

5.1 Present Conditions

Pitt Meadows' retail and service commercial market offers a wide variety of goods and services with few gaps. The market's extremely low vacancy rate of 2% indicates that retail and service commercial space is not currently over-supplied. At the same time, stakeholders report that in many parts of the City rent is almost too high for the existing tenant community, and realtors typically have a hard time filling space quickly. This indicates that retail and service commercial space is not currently under-supplied. The combination of these factors suggests that at present Pitt Meadows' retail and service commercial market is balanced, with just about the right amount of space overall. Within this overall state of balance, however, some commercial areas are slightly over-supplied while others are slightly under-supplied.

The Golden Ears Way commercial area accounts for the majority (54%) of the City's retail space and consists principally of Meadowtown Shopping Centre and the West Coast Auto Mall. These are large subregional centres serving Pitt Meadows as well as adjacent Maple Ridge and even the more distant population centres of Langley and Port Coquitlam. A population of more than one million people lives within a 20-minute drive of this location, and demand for more retail in this area will depend on overall population growth throughout Maple Ridge and Pitt Meadows. Retail tenants in Meadowtown Shopping Centre generally report that business is good and improving as the region grows.

The remaining 46% of the City's retail space is located mostly near Harris Road and in Osprey Village. These are neighbourhood-serving commercial areas with customers drawn mostly from Pitt Meadows. Because there are no significant gaps in the retail market today, demand for retail growth in these areas will depend mostly on population growth in Pitt Meadows itself. Stakeholders associated with these areas report that Pitt Meadows is a saturated market, and that businesses here enjoy little drive-by traffic and a small catchment hemmed in by well-developed commercial areas in Maple Ridge, Coquitlam, and Langley. Other than Golden Ears Way, Pitt Meadows is not a retail destination. The prospect for new retail centres in Pitt Meadows is seriously limited by the fact that all national grocery chains already have locations within a five-minute drive of the City.

Although retail in Pitt Meadows appears to be saturated (ie. there are no major gaps), stakeholders report that in recent years with population growth business has steadily improved, rents have increased, and vacancy has decreased. This improvement is expected to continue.

5.2 Future Retail Demand

By combining the retail inventory presented in Sections 2 & 3 with local demographic, sales performance, and spending data, GPRA has created a commercial demand model to identify existing commercial trade areas and to forecast future demand for new commercial floor space in Pitt Meadows.

The resulting commercial demand forecast suggests that no large new retail developments are needed in Pitt Meadows in the next twenty years, although slow and steady retail development combined with renovation and renewal will keep the City's commercial market balanced.

By 2041 the following quantities of new space will be warranted:

- Golden Ears Way: 4,500 m^2 of new space made up mostly of services, restaurants, fitness centres, liquor stores, and pharmacies. Comparison retail is expected to contract due to online shopping, with these expanding retail categories filling in the old space

- Harris Road North:
    - 2,950 m^2 of services
    - 1,100 m^2 of comparison retail
    - 1,000 m^2 of restaurants, bars, and performance space
    - 900 m^2 of liquor stores
    - 750 m^2 of fitness centres
    - 750 m^2 of automotive parts and services
    - A 550 m^2 of grocery store
    - A 300 m^2 pharmacy
    - A 50 m^2 gas station

- Harris Road South:
    - 1,150 m^2 of services
    - 500 m^2 of restaurants, bars, and performance space
    - A 400 m^2 grocery store
    - 400 m^2 of fitness centres
    - 300 m^2 of automotive parts and services
    - 100 m^2 each of liquor store, pharmacy, and comparison retail space

- Osprey Village:
    - 600 m^2 of services
    - 150 m^2 of restaurants, bars, and performance space
    - 100 m^2 of comparison retail
    - 50 m^2 each of liquor store and pharmacy space.

6 Pitt Meadows' Economy, Employment Outlook, and Land Use Demand Implications

The industrial analysis portion of the report (Sections 6 – 8) is intended to update a report from 2013, also by GPRA. The 2013 report was commissioned as background research to support the original application to exclude the North Lougheed study area from the Agricultural Land Reserve and to amend the Regional Growth Strategy to permit the eventual development of the area. It was also commissioned by the City to understand the impacts of larger scale commercial development on the city's tax base.

It is important to note that the 2013 analysis for the North Lougheed Lands was based on the land use concept put forward at the time which included mixed employment / light industrial areas and a retail shopping centre component. The new report uses the same land use assumptions as the 2013 report as a basis for comparison. This commercial analysis is intended as a part of a platform to help guide Council, public and staff discussion about the balance of all land uses in the municipality as a whole, and is not intended to be a land use plan for the municipality.

6.1 Regional Trends

Table 30: Regional population and employment trends (estimated and forecast)[9]

Year	Population	Average annual population growth	Employment	Average annual employment growth
2001	2,093,125		901,780	
2006	2,198,235	1.0%	1,158,509	5.1%
2011	2,373,037	1.5%	1,260,293	1.7%
2016	2,570,000	1.6%	1,338,000	1.2%
2021	2,754,000	1.4%	1,421,000	1.2%
2026	2,942,000	1.3%	1,505,000	1.2%
2031	3,118,000	1.2%	1,580,000	1.0%
2036	3,276,000	1.0%	1,645,000	0.8%
2041	3,423,000	0.9%	1,703,000	0.7%
2046	3,557,000	0.8%	1,752,000	0.6%
2051	3,684,000	0.7%	1,796,000	0.5%

[9] Sources:
BC Statistics (2018). BC Regional District Population Estimates 2001 – 2011
Metro Vancouver (2012). Employment Model
Metro Vancouver (2019). Baseline Scenario, "Mid Range".

Note: Metro Vancouver's forecast only goes to 2050, so the 2051 population is inferred by GPRA from the growth rate of 27,000 per year that is forecast to take place from 2041 to 2050.

From 2001 to 2016 Metro Vancouver's population grew from about 2.1 million to almost 2.6 million, achieving average annual growth of about 1.4%, somewhat slower at first and then somewhat faster later. Over the same time period, the Metro Vancouver employment base grew from an estimated 0.9 million to 1.3 million, achieving average annual growth of about 2.7%. Metro Vancouver's employment projections indicate that the region will have 1.6 million employees by 2036 and 1.8 million by 2051, while growing in population to almost 3.7 million people.

Some of the prominent development and employment trends across the region include[10]:

- As of 2015, the Metro Vancouver region had 11,331 ha of industrial lands, of which 80% (9,071 ha) were developed and 20% (2,261 ha) were vacant. Most of the lands in the 2015 Inventory were located in municipalities in the southern and eastern parts of the region: 23% in Surrey, 16% in Richmond, and 14% in Delta / Tsawwassen First Nation
- Particularly in some parts of the region such as Vancouver and the North Shore, high demand for residential development has created significant pressure for conversion of industrial and commercial lands to residential and mixed-use lands. From 2010 to 2015, there was a net reduction of 350 ha of industrial lands
- A notable amount of industrial land is used for non-industrial purposes, largely through mixed-use development that combines industrial, retail, office, and other commercial uses
- Demand for industrial space – and the rental rates and prices of that space – in the region's outlying areas such as Pitt Meadows and Langley has increased substantially in the last decade as industrial businesses and jobs are forced out of more central areas by market forces
- Intensification potential is limited on lands that are fully utilized; 93% of lands classified as "General Industrial" – which make up nearly half (47%) of the 2015 industrial lands inventory – are "fully utilized"
- Over the 2010 – 2015 period, net industrial land absorption in the region was 75 ha per year, so vacant supply might be substantially absorbed by the 2030s
- There are few available large sites for 'trade-enabling' logistics uses in the region. In particular, the region lacks large sites close to transportation infrastructure that would allow for efficient day trips
- Given the overall lack of industrial land, relatively low interest rates, continually rising lease rates, and a general desire on the part of industrial occupants to build equity, strata developments have become very popular, often representing the highest and best use of development sites.

[10] Sources:
Metro Vancouver (2015). Industrial Lands Inventory.
Colliers International (2019). Metro Vancouver Industrial Market Report Q4 2018.

6.2 Population and Employment

Table 31: Population Growth in Pitt Meadows and Metro Vancouver[11]

Year	Pitt Meadows		Metro Vancouver		Pitt Meadows share of Metro population
	Population	Average annual growth	Population	Average annual growth	
2001	15,551		2,093,125		0.74%
2006	16,300	0.9%	2,198,235	1.0%	0.74%
2011	18,224	2.3%	2,373,037	1.5%	0.77%
2016	19,500	1.4%	2,570,000	1.6%	0.76%

From 2001 to 2016 Pitt Meadows grew in population from 15,551 to 19,500, achieving average annual growth of 1.5%, slightly faster than the region as a whole (1.4% per year). As the City slightly outpaced the region in terms of growth, the City's share of regional population increased slightly from 0.74% in 2001 to 0.76% in 2016.

Table 32: Employment Growth in Pitt Meadows and Metro Vancouver[12]

Year	Pitt Meadows		Metro Vancouver		Pitt Meadows share of Metro employment
	Employment	Average annual growth	Employment	Average annual growth	
2001	3,205		901,780		0.36%
2006	5,238	10.3%	1,158,509	5.1%	0.45%
2011	6,201	3.4%	1,260,293	1.7%	0.49%
2016	6,900	2.2%	1,338,000	1.2%	0.52%

From 2001 to 2016 employment in Pitt Meadows grew quickly from 3,205 to 6,900, achieving average annual growth of 5.2%, almost twice the pace of the region as a whole (2.7% per year). Consequently, the City's share of regional employment increased from 0.36% to 0.52%. This suggests that Pitt Meadows has rapidly increased as an employment destination within the region, although on balance it still has fewer jobs per capita than the region as a whole: the ratio of employment to residents in Pitt Meadows in 2016 was 35%, which is lower than the regional ratio of 52%.

[11] Sources:
BC Statistics (2018). BC Regional District Population Estimates 2001 – 2011
Metro Vancouver (2019). Baseline Scenario, "Mid Range".

[12] Sources:
Metro Vancouver (2012). Employment Model
Metro Vancouver (2019). Baseline Scenario, "Mid Range".

6.3 Employment by Sector

Table 33 below shows employment by industry sector located in Pitt Meadows and Metro Vancouver in 2018. Due to data availability, employment is grouped into four high-level sectors, defined as follows:

- Primary, which includes:
  - Agriculture
  - Forestry
  - Fishing & hunting
  - Mining & quarrying
  - Oil & gas extraction
- Industry, which includes:
  - Utilities
  - Construction
  - Manufacturing
  - Wholesale trade
  - Transportation & warehousing
- Commercial services, which includes:
  - Retail trade
  - Information & cultural industries
  - Finance & insurance
  - Real estate, rental, & leasing
  - Professional, scientific, & technical services
  - Management
  - Administration & support of waste management & remediation services
  - Arts, entertainment, & recreation
  - Accommodation & food services
  - Other services
- Social institutional, which includes:
  - Educational services
  - Health care & social assistance
  - Public administration.

Table 33: Employment by sector in 2018[13]

Year	Pitt Meadows		Metro Vancouver	
	Employment	Share	Employment	Share
Primary	403	6%	15,690	1%
Industry	2,338	33%	334,436	24%
Commercial services	3,253	46%	717,230	52%
Social institutional	1,006	14%	302,644	22%
TOTAL	7,000	100%	1,370,000	100%

Commercial services are the largest sector, followed by industry, then social institutional, and finally the primary sector. This is true both in Pitt Meadows and in Metro Vancouver as a whole. However, Pitt Meadows has:

- A much greater share of employment in the primary sector (6% versus 1%), presumably because of its prominent agricultural industry
- A lower share of social institutional employment (14% versus 22%), presumably because the City contains no hospitals or post-secondary institutions
- A higher share of industrial employment (33% versus 24%), in part because industrial operations have relocated from places like Vancouver and the North Shore to places like Golden Ears Business Park
- A slightly lower share of commercial services (46% versus 52%) because Pitt Meadows lacks a central office district.

6.4 Trends in Employment by Sector

Table 34: Employment by sector over time[14]

	Year	Primary	Industry	Commercial services	Social institutional	TOTAL
Pitt Meadows	2001	630	685	1,290	600	3,205
	2006	788	1,234	2,502	713	5,237
	2011	828	1,445	2,990	939	6,202
	2016	396	1,952	3,558	994	6,900
	Average annual growth	-3.1%	7.2%	7.0%	3.4%	5.2%
Metro Vancouver	2001	11,910	223,465	466,325	200,080	901,780
	2006	17,274	307,596	592,192	241,446	1,158,508
	2011	18,138	329,013	648,177	264,966	1,260,294
	2016	15,328	326,660	700,484	295,528	1,338,000
	Average annual growth	1.7%	2.6%	2.7%	2.6%	2.7%

[13] Sources:
Metro Vancouver (2019). Baseline Scenario, "Mid Range".
Metro Vancouver (2012). Employment Model
[14] Sources:
Metro Vancouver (2019). Baseline Scenario, "Mid Range".
Metro Vancouver (2012). Employment Model

Figure 10: Employment by sector over time in Pitt Meadows[14]

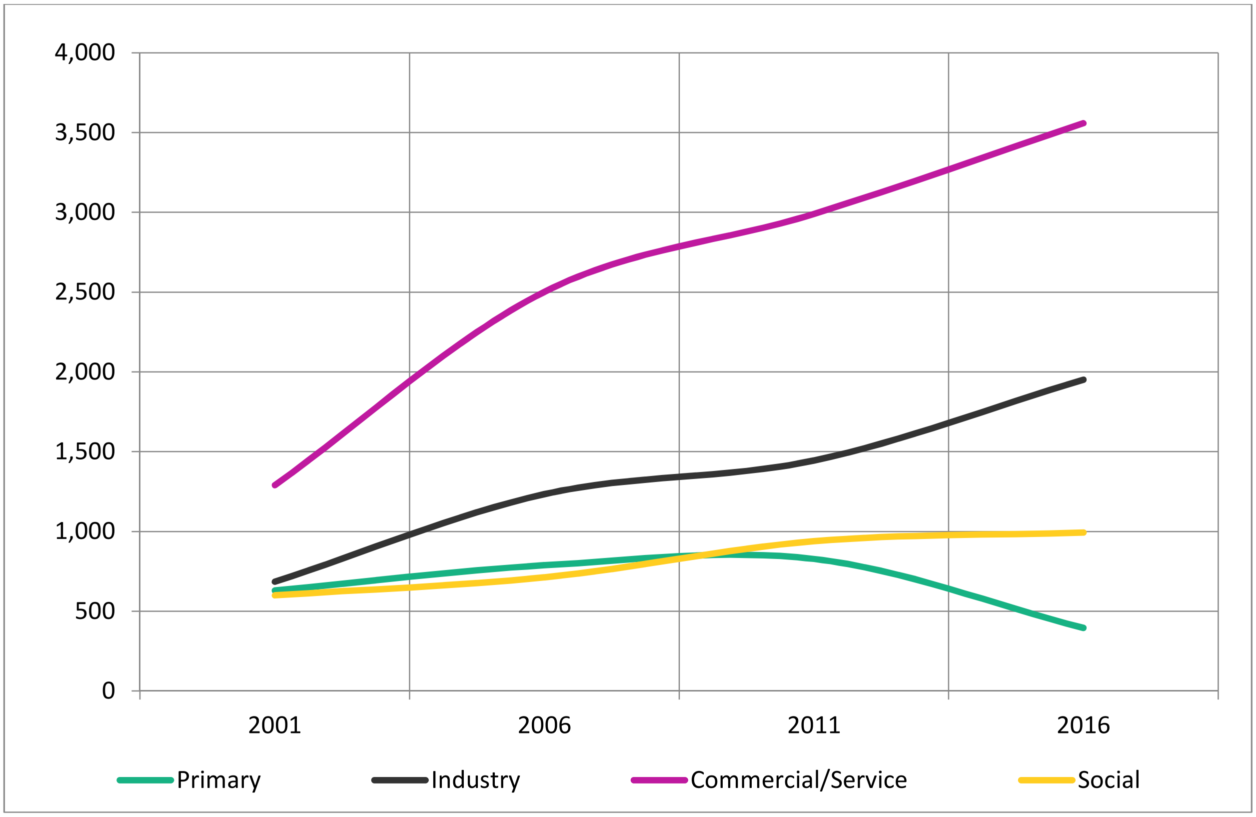
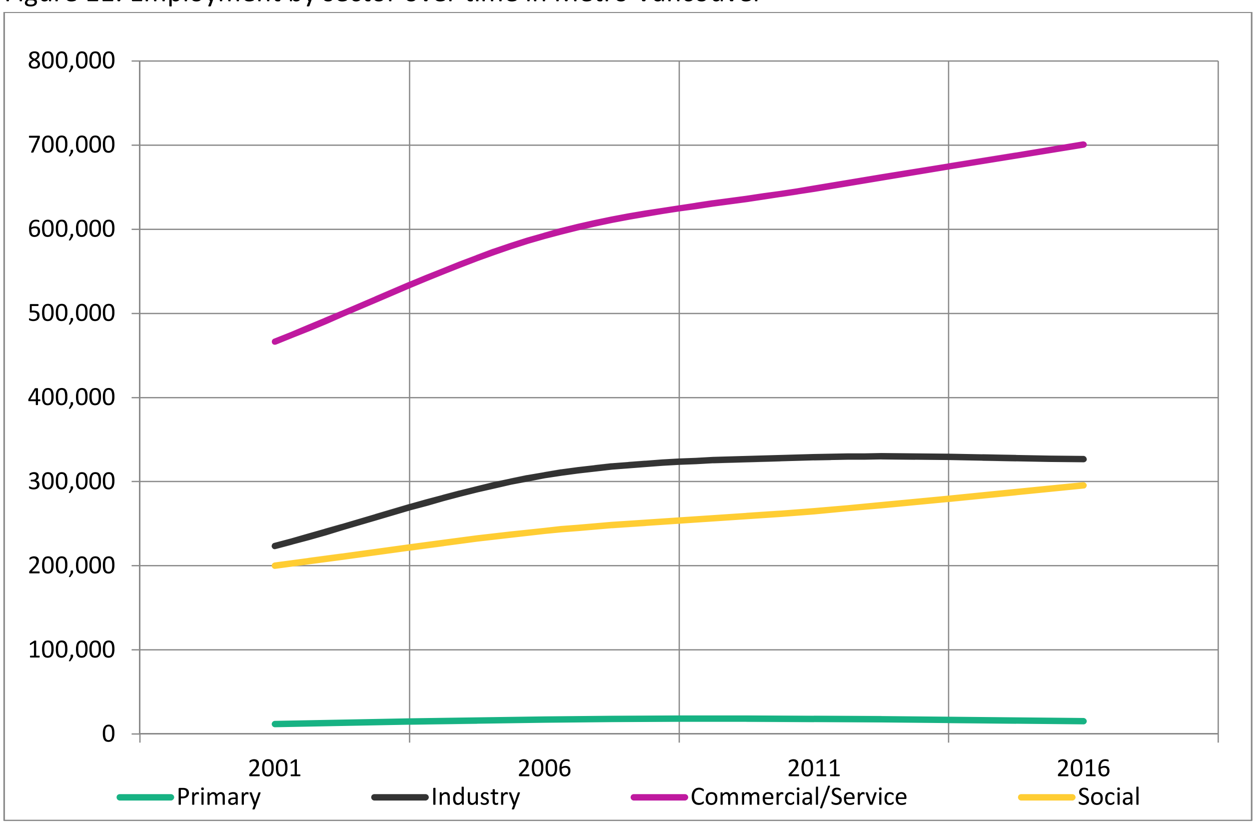


Figure 11: Employment by sector over time in Metro Vancouver



From 2001 to 2016, employment in Pitt Meadows more than doubled from 3,205 to 6,900. In Metro Vancouver during this period, all four sectors grew by 1.7% - 2.7% per year. By comparison, the industry and commercial services sectors in Pitt Meadows grew much faster (at approximately 7% per year) and social institutional services grew somewhat faster at 3.4%, but the primary sector actually shrank by 3.1% per annum, most of which occurred between 2011 and 2016.

In general, Pitt Meadows is transitioning from an agricultural community to a more industrial focus. In other areas it is growing to resemble the region as a whole.

6.5 Employment Outlook

6.5.1 Methodology

Metro Vancouver has produced job sector employment forecasts for the region as a whole and each member municipality, including Pitt Meadows. We present these forecasts here as a starting point for gauging future demand for employment space in Pitt Meadows overall and at the Golden Ears Business Park (GEBP) Phases 3 & 4 (formerly known as the Cardiff Lands) and North Lougheed Lands specifically. This is done to answer the following key question:

IF: **Metro Vancouver's jobs forecasts for Pitt Meadows is accurate…**

THEN: **What are the implications for absorption of future office & industrial and space at the GEBP Phases 3 & 4 and North Lougheed Lands?**

At the regional level, the Metro employment growth model – projecting out to 2051 – uses a rigorous and conservative approach to forecasting potential changes in future employment. The model is built around the following central assumptions:

- Marginal decrease in the ratio of employment to population region wide
- Component employment sectors shifting generally toward increases in service industries
- Modest changes in the share of employment within the individual sectors.

In conducting municipal employment share forecasts, Metro's method is based on a "regional share" method which relates employment distribution to:

1. Municipal shares of regional population growth and current employment by industry sector
2. Municipal shares of regional industrial land capacity. This method uses statistical analysis to assess the strength of relationship between each job sector and population growth vs. locational requirements, and uses an assessment of land availability to allocate accordingly.

6.5.2 Job Forecast by Sector

The Metro Vancouver employment model projects that Pitt Meadows will add about 2,500 new jobs by 2051, increasing its share of the region's job base from 0.51% (2018) to 0.53% (2051). Across all sectors, average annual growth is expected to be 0.9% versus 0.8% for Metro Vancouver overall. Table 35 shows anticipated job growth by sector for Pitt Meadows versus Metro Vancouver.

Table 34: Employment by sector over time[15]

	Year	Primary	Industry	Commercial services	Social institutional	TOTAL
Pitt Meadows	2016	396	1,952	3,558	994	6,900
	2021	414	2,463	3,362	1,061	7,300
	2026	439	2,705	3,588	1,168	7,900
	2031	454	2,876	3,727	1,242	8,300
	2036	471	3,045	3,871	1,314	8,700
	2041	483	3,177	3,973	1,367	9,000
	2046	496	3,305	4,079	1,420	9,300
	2051	503	3,393	4,144	1,459	9,500
	Average annual growth	0.7%	1.1%	0.7%	1.1%	0.9%
Metro Vancouver	2016	15,328	326,660	700,484	295,528	1,338,000
	2021	16,259	346,735	743,901	314,106	1,421,000
	2026	17,170	366,743	787,781	333,306	1,505,000
	2031	17,954	384,326	826,906	350,814	1,580,000
	2036	18,609	399,321	860,767	366,302	1,645,000
	2041	19,172	412,491	890,941	380,396	1,703,000
	2046	19,628	423,426	916,396	392,551	1,752,000
	2051	20,020	433,083	939,222	403,674	1,796,000
	Average annual growth	0.7%	0.8%	0.8%	0.9%	0.8%

Between 2018 and 2051, Metro Vancouver forecasts that Pitt Meadows will add about 2,500 new jobs while growing its residential base by about 4,600 residents for a residential/employment growth ratio of 1.84. Metro Vancouver is projected to add 426,000 new jobs while growing its residential base by 1,043,000 residents for a residential/employment growth ratio of 2.45.

In Metro Vancouver as a whole employment is expected to increase at an annual rate of about 0.8%. The social institutional sector is expected to grow slightly faster (0.9%) and the primary sector slightly slower (0.7%). This is intuitive since the region is shifting away from agriculture and towards seniors care.

Pitt Meadows' overall rate of employment growth is expected to be slightly faster than the region as a whole (0.9%), but particularly in the industry and social institutional sectors (both 1.1%).

6.6 Land Use Implications of Employment Projections

Each employment sector has various propensities to locate in office space, industrial space, institutional space and retail space. Some jobs are located at home, while others typically have no fixed address. Using industry-standard land utilization factors along with employment density figures calculated specifically for the Ridge Meadows region, GPRA has allocated future jobs by land use categories to explore *one potential demand scenario*. These calculations are contrasted with an alternate projection of demand in Section 7 (one based on emerging trends and the place of Pitt Meadows' new employment lands within a regional context) in order to determine the most likely land demand scenarios for Pitt Meadows.

[15] Sources: Metro Vancouver (2019). Baseline Scenario, "Mid Range".

6.6.1 Jobs and Office Space

Of the 2,500 new jobs forecast to come to Pitt Meadows by 2051, we estimate that 42% or 1,058 jobs will require some form of office space.[16] Based on typical employment densities, this would translate into demand for 264,500 square feet of office space.

A healthy office market should provide both choice and flexibility. Healthy conditions are therefore typically identified by an overall vacancy rate between 5% and 8%. Prior to the completion of Phase 1 of the Golden Ears Business Park, the Pitt Meadows office vacancy rate stood at near 0%. With the completion of GEBP Phase 1 (approx. 599,000 square feet) vacancy rates have come up.

With a 6% vacancy factor, overall demand for new office space in Pitt Meadows by 2051 would be 281,500 square feet. Over the next 13 years (to 2031), absorption would be nearly 147,000 square feet.

Table 35: Summary of New Office Requirements to 2051 (ft^2)

Average annual demand, 2019 – 2021	11,330
Average annual demand, 2022 – 2031	11,323
Average annual demand, 2032 – 2041	7,825
Average annual demand, 2042 – 2051	5,587
TOTAL OFFICE DEMAND, 2019 – 2051	**281,339**

Pitt Meadows does not have a long history of business park development, so past absorption trends for business parks versus town centre are not useful predictors for the future allocation of office space. In order to determine how office demand may be allocated to different areas, we look to regional trends both historic and emerging:

From 1990 to 2006 (the last time data was available), areas of Metro Vancouver *outside* of the Core (i.e. Downtown Vancouver and the downtown fringe) added 11.2 million square feet of office space (700,000 square feet per year). Over 81% of this growth was directed toward business/industrial parks, with the remainder largely going to regional town centres or strip developments, as shown in Table 36.

Table 36: Suburban Metro Vancouver office space distribution

Year	Regional town centres		Business/industrial parks		Total
	Office space (ft^2)	Share	Office space (ft^2)	Share	
1990	3,536,328	36%	6,336,220	64%	**9,872,548**
2000	4,473,528	25%	13,086,865	75%	**17,560,393**
2006	5,636,328	27%	15,436,220	73%	**21,072,548**
16 year growth (ft^2)	**2,100,000**	**19%**	**9,100,000**	**81%**	**11,200,000**

[16] Based on office space utilization ratios presented in the following: J. Kimball & B. Bloomberg. Office Space Demand Analysis, *Appraisal Journal*, Oct. 1987. And M. Howland & D. Wessel. Projecting Suburban Office Space Demand: Alternative Estimates of Employment in Offices. *Journal of Real Estate Research*, 1994.

Demand for office space in business/industrial parks is driven by a number of factors:

- Large site under single ownership, where a master planned phased project can be developed
- Slab-on-grade construction with surface parking enables faster timelines, thereby decreasing development risk and capital requirements
- Large floor plates important for many major suburban tenants
- Large parcels and lower densities allow for flexible building design and 'built to suit' structures
- Overall lower development costs. Possibilities for multiple floor plates and sizes
- Ability to offer lower net effective rents
- Access to regional highway system
- Ability to mix sales, service lab, warehouse, production as well as office space.

More recently, firms are becoming interested in business parks that offer good transit access (ideally rapid transit), green buildings, and a range of amenities such as proximity to cycling routes, parks/open space and nearby services (e.g. gyms, restaurants).

On a regional level and in Pitt Meadows, many of the sectors that include firms that often locate in business parks (business commercial services, info and cultural services, food services, transportation, manufacturing, and wholesale) will grow at a relatively strong rate over the long term. A significant share of office space demand in all of these categories would be expected to locate in business parks.

Total demand for new office space from 2019 to 2031 in Pitt Meadows is expected to be about 147,000 ft^2, and total demand for office space from 2019 to 2051 is expected to be about 281,500.

In Pitt Meadows, we estimate that between 80% and 90% of office space demand in the next 33 years will go to business park space. This is based on both general regional trends and the fact that Golden Ears Business Park is the only currently proposed employment project in the City. Future industrial development at the North Lougheed is likely to take the form of business park development as market demand for this format is very high.

At 80% - 90% of new office development, office space in business/industrial parks would total:

- 118,000 ft^2 – 132,500 ft^2 from 2019 – 2031, and
- 225,000 ft^2 – 253,000 from 2019 – 2051.

And the other component of office space, located in more urban formats such as strip and office buildings would be:

- 14,500 ft^2 – 29,000 ft^2 from 2019 – 2031, and
- 28,000 ft^2 – 56,000 ft^2 from 2019 – 2051.

If all of the 2nd – 4th floor space in Golden Ears Business Park is considered potential office space, it would more than cover Pitt Meadows' business park office needs from now until 2051. For the other component of office space sought out in more urban formats, infill and redevelopment in mixed-use projects throughout Pitt Meadows' existing commercial areas should more than suffice.

6.6.2 Jobs and Industrial Space

To forecast the industrial land demand implications of the Metro employment forecasts, a number of factors were considered:

- Review of which sectors typically seek out industrial land, based on current business license data in the Maple Ridge/Pitt Meadows area;
- Employment densities (ft^2 per employee) for each job sector;
- Typical built densities (FSR) by sector.

GPRA estimates that between 2018 and 2051, about **1,240 jobs** will require industrial space at various densities. This includes jobs in manufacturing, transportation, communication, utilities, construction, wholesale, business & commercial services, and a variety of industrial park spaces for service sector employment. There will also be a portion of primary industry jobs allocated to industrial parks.

Over 33 years, land demand derived from the industrial jobs forecast is as follows:

Table 37: Built area and land demand estimates to 2051 (based on Metro jobs)

	Built space (ft^2)	Land area (ac)
Light industrial park space[17]	378,500	5 – 8 ac
Other industrial space[18]	243,500	41 – 45 ac
TOTAL	622,000	46 – 53 ac

Note that since the 2013 version of this analysis, the need for light industrial park space has decreased from 600,000 ft^2 over 30 years to 378,500 ft^2 over 33 years. This simply reflects the fact that in 2012 Metro Vancouver projected employment growth of 3,200 over 30 years whereas today they project growth of only 2,500 over 33 years.

6.6.3 Jobs and Retail Space

Metro Vancouver did not give GPRA an updated projection of employment in the retail sector in particular, but assuming that retail continues to make up 21% of the commercial services category as it did in 2016 (according to the Census of Canada), then job growth in the retail sector is projected to be about 190 jobs between now and 2051. After discounting the 'office' portion of this workforce (about 20%) and allocating an additional 20% to industrial space (warehousing, distribution, etc.), we are left with 114 jobs over 33 years.

At typical employment densities and building densities, this translates to about 4.1 acres of space.

[17] Housing sectors such as business commercial, information industries, health and welfare, and food services

[18] Due to data availability issues, this category of space combines the following four categories used in the 2013 version of this report: construction-related yard space; manufacturing; transportation, communication, and utilities; and warehousing.

6.7 Summary: Land Demand Implications of Employment Forecast

Using Metro Vancouver's forecasts of employment in Pitt Meadows as a predictor of future land use demand, we find that between now and 2051 Pitt Meadows will see demand for the following amounts of built space and land area for office and industrial use:

Table 38: Land Demand implications of Metro Vancouver employment projections

Use	New built space demand to 2051 (ft^2)	New land area demand to 2051 (ac)	Average annual land absorption 2019 – 2051 (ac)	Average annual land absorption 2019 – 2031 (ac)
Office outside of business/industrial parks	28,000 – 56,000	1 – 3	0.04 – 0.08	0.1
Office in business/industrial parks	225,000 – 253,000	10 - 12	0.3 – 0.4	0.8 – 0.9
Industrial space	622,000	46 – 53	1.4 – 1.6	2
Retail space	58,500	4	0.1	0.2
TOTAL	**961,500**	**61 – 72**	**1.8 – 2.2**	**3.1 – 3.2**

In terms of built space over the period between now and 2031, job forecasts translate to total demand for:

- 147,000 ft^2 of office space (118,000 – 132,500 ft^2 in business/industrial parks)
- 323,500 ft^2 of industrial space
- 30,500 ft^2 of retail space.

But does this jobs-based forecast paint an accurate picture of a likely future scenario for Pitt Meadows?

It is possible that, by continuing to bring to market significant new employment lands at Golden Ears Way, the jobs forecast would be altered significantly.

The next section explores the level of congruency between Metro job forecast-based demand projections and demand based on other factors such as absorption trends at new office/industrial projects in Pitt Meadows (e.g. at Golden Ears Business Park).

7 Land Use Demand – Trends Analysis

Employment forecasts in Section 6 provide us with one future absorption scenario for Pitt Meadows. However, concerns have been raised that these forecasts do not sufficiently account for the quality or quantity of potential employment lands in the City, the degree of pent-up market demand in the north-east sector, the changing nature of market demand distribution in the Region, and the rapid absorption of recently built products at Golden Ears Business Park. In light of these concerns, GPRA has 'reality-tested' the employment-based absorption forecasts.

7.1 Industrial/Business Park Market Activity

7.1.1 Historic Market Absorption

Table 39: Pitt Meadows and Maple Ridge historical annual industrial market activity (2001 to 2018)[19]

Year	Inventory (ft^2)	New supply (ft^2)	Absorption (ft^2)	Vacancy	Vacant space (ft^2)
2001	1,370,950	-	-85,316	9.1%	124,756
2002	1,370,950	-	79,515	3.3%	45,241
2003	1,370,950	-	-65,806	8.1%	111,047
2004	1,625,968	255,018	340,050	1.6%	26,015
2005	1,687,540	61,572	31,898	3.3%	55,689
2006	1,753,112	65,572	52,890	3.9%	68,371
2007	1,810,984	57,872	57,426	3.8%	68,817
2008	1,810,984	-	7,244	3.4%	61,573
2009	1,810,984	-	20,070	2.3%	41,503
2010	1,810,984	-	15,903	1.4%	25,600
2011	1,886,666	75,682	-32,181	7.1%	133,463
2012	1,886,666	-	43,203	4.8%	90,260
2013	2,245,748	359,082	388,825	2.7%	60,517
2014	2,899,266	653,518	530,272	6.3%	183,763
2015	2,899,266	-	134,527	1.7%	49,236
2016	3,360,335	461,069	278,836	6.9%	231,469
2017	3,863,757	503,422	715,392	0.5%	19,499
2018[20]	3,863,757	-	-	0.5%	19,499
Average		**138,489**	**139,597**	**3.9%**	

[19] Source: Colliers International (2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018). Metro Vancouver Industrial Market Statistics, 2001 – 2018.

[20] As of Q3 2018, there was an additional 220,416 ft^2 of industrial space under construction in Ridge Meadows

Figure 12: Pitt Meadows and Maple Ridge industrial inventory over time (ft^2) [21]

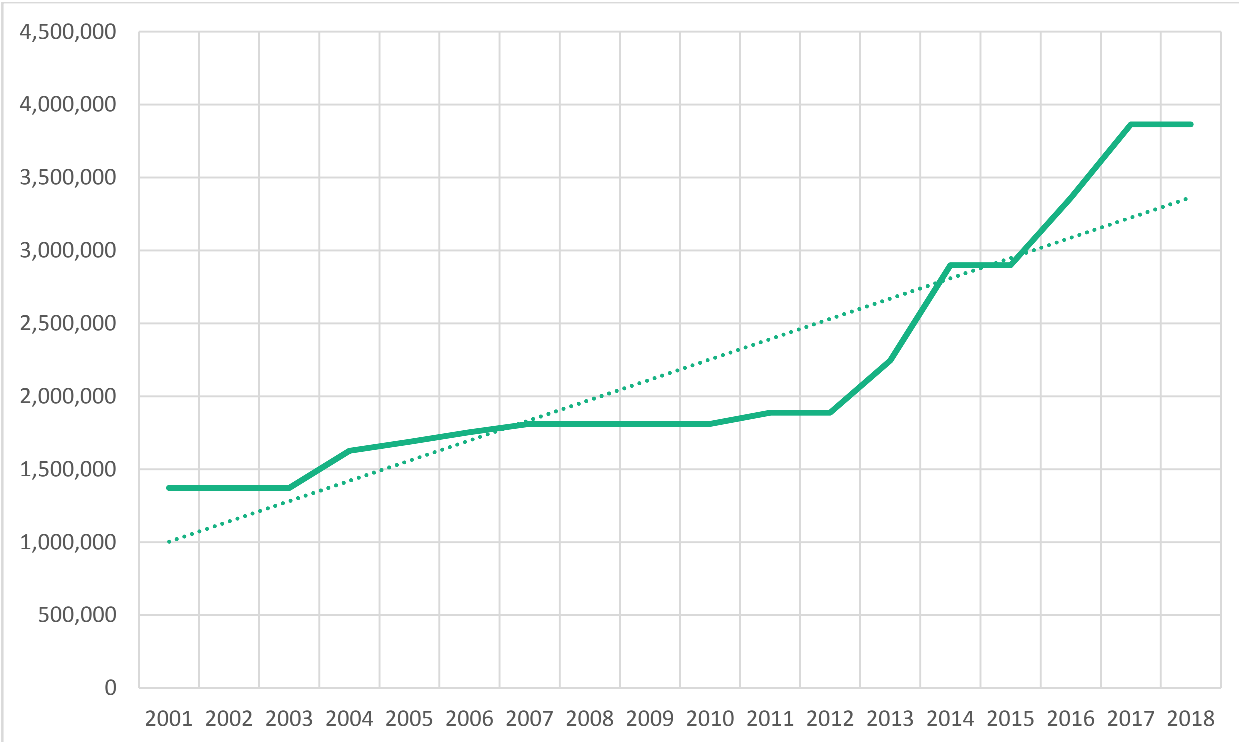
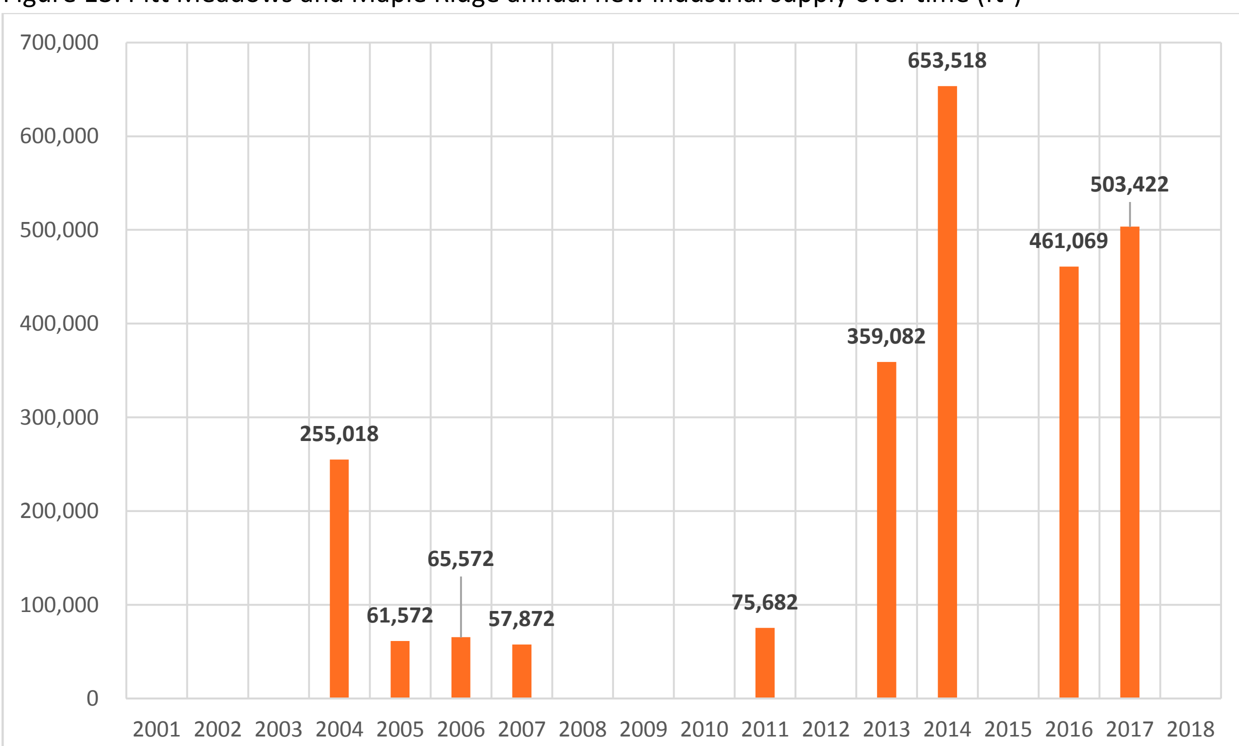
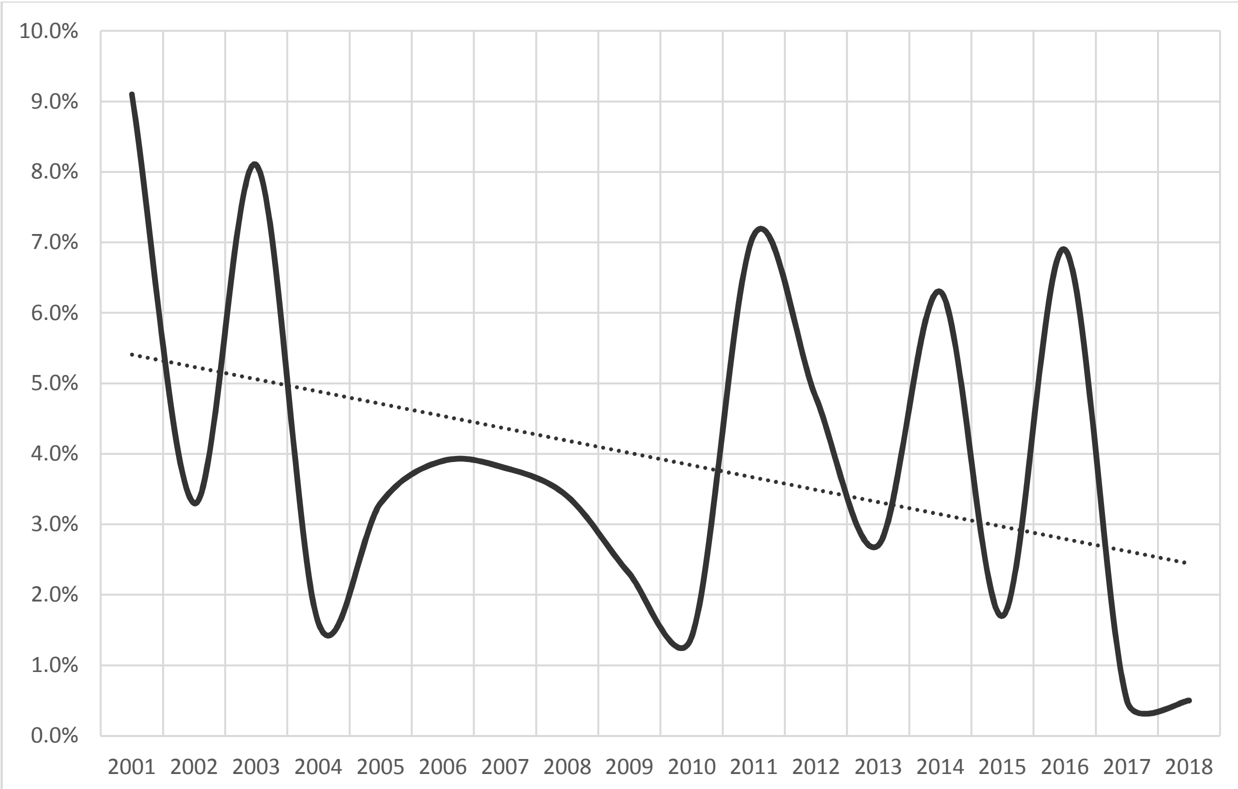


Figure 13: Pitt Meadows and Maple Ridge annual new industrial supply over time (ft^2) [21]



[21] Source: Colliers International (2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018). Metro Vancouver Industrial Market Statistics, 2001 – 2018.

Figure 14: Pitt Meadows and Maple Ridge industrial vacancy rate over time[22]



From 2001 to 2012 the pace of industrial development in Pitt Meadows and Maple Ridge was slow due to constrained land supply – about 43,000 ft^2 per year. But from 2013 to 2018 the pace increased by more than 650%, achieving almost 330,000 ft^2 per year. Indeed, the last six years of industrial development in Pitt Meadows and Maple Ridge have been so intense that 51% of the area's existing industrial space was built during this period. Overall industrial inventory growth from 2001 to 2018 was 2.5 million ft^2, or about 138,000 ft^2 per year.

In line with established trends, industrial activity has shifted within Metro Vancouver away from the central municipalities of Vancouver and the North Shore and towards more outlying areas such as Maple Ridge and Pitt Meadows. Consequently, from 2011 to 2018, industrial built space increased by 105% whereas in Metro Vancouver overall it increased by only 16%. At almost 600,000 ft^2, Phase 1 of Golden Ears Business Park makes up a considerable portion of this new development in the "Ridge Meadows" area, and is only 17% completed with another 2.9 million ft^2 expected in Phases 2, 3, and 4; or 9 years of supply at the pace observed from 2012 – 2018 if it were the only property in Ridge Meadows that was leasing at the time. Realistically, this is more like 12 years of supply at recent growth rates.

Despite this extremely rapid industrial development in Pitt Meadows and Maple Ridge, the industrial vacancy rate has tended to decrease during this period, from about 5% in 2001 to about 2.5% today (in reality the vacancy rate fluctuates considerably, but this reflects the general trends as shown in Figure 14 above).

[22] Source: Colliers International (2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018). Metro Vancouver Industrial Market Statistics, 2001 – 2018.

7.1.2 Perspectives on Future Market Absorption in Pitt Meadows

GPRA has interviewed several local experts and stakeholders including industrial realtors, developers, and property owners.

Colliers believes that in the present context of regional industrial space shortage, new industrial space in Pitt Meadows could be absorbed even more rapidly than was observed in the last few years. Probably the factor limiting the pace of growth will be available supply in a given year rather than demand, and this is likely to be true for at least five more years. This pace of growth would significantly exceed Metro Vancouver's employment projections presented in Section 6.

As mentioned above, the amount of industrial space in Pitt Meadows and Maple Ridge has more than doubled in the last six years, but despite that the industrial vacancy rate in the area has been extremely low at about 0.5% since 2017. The first phase of Golden Ears Business Park is sold out, and so is the second phase which is not even fully constructed yet. This suggests extremely high unmet demand which is likely to continue for some time as all of Metro Vancouver has a shortage of industrial land. Further industrial development at Golden Ears Business Park and North Lougheed would likely succeed. New industrial space at North Lougheed would also diversify the local industrial market's ownership. This might be wise since Onni nearly has a monopoly on new space, which tends to produce artificially high land prices, which is bad for industrial occupants.

Pitt Meadows is a very attractive location for industrial development because it strikes the right balance between accessibility and affordability. It also has excellent highway access, particularly Golden Ears Business Park. North Lougheed, by comparison, has more traffic barriers at present, but this challenge could be addressed with the proposed North Lougheed Connector, which would give industrial traffic access to Golden Ears Way without disrupting Lougheed Highway. Other recent and proposed transportation improvements that make Pitt Meadows an increasingly attractive location for industrial development include the removal of the Port Mann and Golden Ears bridge tolls and the creation of a new B-line rapid bus service on Lougheed Highway.

All sizes and formats of industrial space are in demand, but that medium-to-large units of 2,000 – 6,000 ft^2 are a particular market gap at the moment. Occupants are looking for 18 – 21 ft ceilings with attached showroom space and office above. As for tenure, strata warehouse units are still in high demand but with interest rates expected to increase, industrial rental may become more popular again, which would bring the market into a more balanced state.

Industrial occupants moving to new space in Pitt Meadows tend to be existing businesses from communities further to the west, seeking newer and more affordable space in a convenient location. Logistics and distribution is a common industry.

Overall, GPRA anticipates that Pitt Meadows could see absorption of 250,000 ft^2 of industrial space per year. This will be distributed between development sites as availability dictates.

7.2 Market Trends' Implications

7.2.1 Implications for Jobs Forecast

GPRA believes that the Metro Vancouver jobs forecasts for Pitt Meadows will need to be revised to properly account for the additional employment potential at both the GEBP Phases 3 & 4 and North Lougheed lands.

Table 40: Land use and employment density assumptions and resulting employment implications

Site	Gross building area (ft^2)	Built space per employee (ft^2) [23]	Employment
GEBP Phase 2 (remaining space)	378,240	480	788
GEBP Phases 3 & 4	1,756,339 [24]	480	3,659
North Lougheed Business Park	1,353,845 [24]	450	3,009
North Lougheed Retail	340,200 [24]	450	756
TOTAL	3,828,624	466	8,212

With potentially more than 3.8 million ft^2 of business / industrial park and retail space potentially developable at Golden Ears Business Park and the North Lougheed Lands, about 8,212 jobs of new employment could be created at these three sites alone in the next 15 years. This would exceed by more than 5 times the modest job growth of 1,500 for all of Pitt Meadows forecast by Metro Vancouver for the same period.

7.2.2 Implications for Absorption of Industrial Space

GPRA anticipates that Pitt Meadows could see absorption of 250,000 ft^2 of industrial space per year. This will be distributed between development sites as availability dictates.

As indicated in Table 40 above, developing Golden Ears Business Park and the North Lougheed Lands would produce about 3.8 million ft^2 of new business / industrial park space. At the absorption rate listed above, this would take about 14 years to absorb. Table 41 summarizes this result.

Table 41: Absorption of industrial / business park space

	GEBP Phase 2 (remaining space)	GEBP Phases 3 & 4	North Lougheed Industrial	TOTAL
Gross land area (ac)	7.6	96	74	178
Net land area (ac)	7.6	67	52	127
Floor space ratio	1.1	0.6	0.6	0.6
Built space potential (ft^2)	378,240	1,756,339	1,353,845	3,488,424
Years to absorb	1.5	7.0	5.4	14.0

These absorption figures are adopted in the property tax projections presented in Section 8.

[23] These are the same rates used in the 2013 version of this report

[24] This is the same built area assumptions used in the 2013 version of this report

8 Implications for Property Taxes and Municipal Services

In this section we examine the property tax implications of future business park / light industrial and retail development at the GEBP Phases 3 & 4 and North Lougheed Lands between 2019 and 2039. Specifically, we explore the following questions:

- What is the current ratio of commercial to residential (and commercial to total) property tax revenue in Pitt Meadows, and how does it compare to neighbouring municipalities?
- Under a scenario of 'no GEBP Phases 3 & 4 & no North Lougheed' development, how would the property tax ratio likely evolve over the next 20 years?
- What property tax revenues would the GEBP Phases 3 & 4 and North Lougheed developments likely generate? How would this change the residential/commercial property tax ratios?

8.1 Property Tax Rates

Pitt Meadows currently has a commercial property tax mill rate of 8.98 and a residential mill rate of 2.64 for a ratio of 3.40. While this ratio of relative burden is well below nearby municipalities such as Abbotsford (2.99) and Chilliwack (2.01), it ranks well ahead of New Westminster (4.16), Burnaby (4.19) and Coquitlam (4.38). Table 42 shows a comparison of tax rates across municipalities.

Table 42: 2018 property tax rate comparison (per mill)

Rank	Municipality	Commercial rate	Residential rate	Commercial to residential tax ratio
1	Chilliwack	2.51	1.25	2.01
2	White Rock	5.76	2.17	2.66
3	West Vancouver	3.43	1.25	2.74
4	Port Moody	4.45	1.59	2.80
5	Abbotsford	3.66	1.22	2.99
6	Langley (City)	7.68	2.49	3.09
7	Richmond	2.87	0.90	3.19
8	Maple Ridge	9.56	2.91	3.29
9	Surrey	1.34	0.41	3.30
10	Delta	7.26	2.16	3.37
11	Pitt Meadows	8.98	2.64	3.40
12	North Vancouver (D)	5.60	1.59	3.52
13	Langley (Township)	5.34	1.42	3.75
14	Port Coquitlam	9.16	2.44	3.76
15	North Van (City)	6.18	1.60	3.85
16	Mission	7.51	1.88	4.00
17	Vancouver	5.03	1.24	4.04
18	New Westminster	10.43	2.51	4.16
19	Burnaby	6.31	1.51	4.19
20	Coquitlam	8.58	1.96	4.38

8.2 Current Comparative Tax Revenue Ratios

In 2018 BC Assessment recorded net taxable property values of $5.239 billion in Pitt Meadows, of which $4.431 billion (85%) is residential and $615.3 million (12%) is commercial.[25]

Using 2018 property tax mill rates[26], Pitt Meadows will accrue $11.7 million from residential property tax and $5.52 million from commercial property tax in 2018 for a business/residential revenue ratio of 0.47 and a 'commercial / (commercial + residential)' revenue ratio of 0.32. These ratios place Pitt Meadows mid-pack vis-à-vis neighbouring and nearby municipalities, as shown in the table below.

Table 43: Comparative tax revenue ratios

Municipality	Commercial / total	Commercial / residential
City of Langley	0.49	0.95
Port Coquitlam	0.35	0.54
Pitt Meadows	0.32	0.47
Coquitlam	0.31	0.45
Township of Langley	0.29	0.41
Surrey	0.28	0.39
Maple Ridge	0.17	0.20

The question now is:

- Can this ratio be improved to lessen the burden on residential property tax payers over time?
- And if so, what is the contribution that GEBP Phases 3 & 4 and the North Lougheed Lands will make towards that end given commercial property's potential to generate higher tax revenues?

8.3 Property Tax Revenue Projections

To forecast future property tax implications of development at the GEBP Phases 3 & 4 and North Lougheed Lands, GPRA first projected what future property taxes may accrue through 'standard course' development (i.e. without future development at the subject lands). This is followed by an assessment of the changes likely brought by development at the subject sites.

[25] The remaining 4% is comprised of utilities, major and light industry, recreational/non-profit, and farm.

[26] 2018 Residential Mill Rate: 2.6419; 2018 Business Mill Rate: 8.9782

8.3.1 Dwelling Unit Projection and Residential Taxes Accrued

Pitt Meadows recorded a 2016 population of 19,500 residents, and a dwelling unit count of 3,065 single family dwellings (SFD) and 3,975 multi-family dwellings (MFD). Using a forecast methodology that takes into account the 10-year trend of SFD vs. MFD construction and absorption (2008 to 2018) and Metro Vancouver population projections for Pitt Meadows, GPRA forecasts 2019 to 2041 residential unit demand at 265 SFD and 1,824 MFD. This translates to average annual demand of 12 SFD and 79 MFD over the next 23 years.

Holding constant both average unit prices (2018 values) and tax rates, we forecast an increase in residential assessed values and property taxes accrued as follows:

Table 44: Residential property tax projections, constant dollars

Year	Total assessed value	Total tax
2018	$4,431,635,625	$11,707,938
2023	$4,646,769,008	$12,276,299
2028	$4,881,853,209	$12,897,368
2033	$5,080,770,272	$13,422,887
2038	$5,287,987,552	$13,970,334
20-year change	$856,351,927	$2,262,396

8.3.2 Commercial Development and Taxes Accrued

In contrast to the 2013 version of this report, Pitt Meadows staff presently report that the only pending development opportunities are the North Lougheed Lands, the GEBP Phases 3 & 4, and of course GEBP Phase 2, which is still under construction. GPRA has forecast a build-out schedule based on absorption estimates discussed previously.

Properties are valued using a blended market lease rate of $12 per ft^2 for new business park space and a current market capitalization rate of 3.5%. This suggests that when Golden Ears Business Park Phase 2 is operational and fully leased, probably by the end of 2020, it will generate annual property tax revenue of $3,556,000 at current tax rates. According to BC Assessment, in 2018 GEBP Phase 2 was assessed at about 67% of its market value when completed, meaning that of the $5,524,000 in commercial property tax that Pitt Meadows received in 2018, about $2,392,000 was from Golden Ears Business Park Phase 2. By the time the Phase is completed, it will contribute another $1,164,000 annually, for a City-wide commercial property tax total of $6,688,000 by the end of 2020.

8.3.3 GEBP Phases 3 & 4 & North Lougheed Property Tax Projections

As detailed previously, the GEBP Phases 3 & 4 and North Lougheed lands are expected to evolve into a combination of retail, light industrial, and business park. We have assumed that GEBP Phases 3 & 4 will come to market around 2021 after the industrial market has adjusted to the presence of GEBP Phase 2, and build out at 250,000 square feet per year. The North Lougheed employment node is assumed to come to market around 2028 after GEBP Phases 3 & 4 have been absorbed, and also build out at 250,000 square feet per year. The North Lougheed Shopping Centre is expected to be 340,000 square feet – as per Colliers' assessment.

The business / industrial park projects have been valued based on market lease rates, strata unit prices (per ft^2) and market capitalization rates. The North Lougheed shopping centre has been valued based on a combination of unit leases and land leases, and reflects the space parcelization assumptions for a 340,000 square foot centre as outlined in Section 6.1 of the 2013 version of this report, escalated with inflation to approximate a 2018 land value. Note that this development approach is included here for maximum comparability between the 2013 and 2019 reports, and does not necessarily reflect the City's current policy or GPRA's recommended approach. Indeed, as reported in Table 29, pg. 45, GPRA forecasts that only about 90,000 ft^2 (reported there as 8,350 m^2) of new retail space will be supportable in the North Harris area between 2018 and 2041, so this 340,000 ft^2 option is quite large.

GPRA projects that GEBP Phases 3 & 4 will have a value (constant 2018 dollars) of $299 million in 2023 and $602 million by 2028. The North Lougheed lands' combined business centre and shopping centre is projected to have a value of $176 million in 2028 and $565 million by 2033. Property tax revenues accruing from these properties are expected to be as follows.

Table 45: Business property tax from North Lougheed and GEBP Phases 3 & 4 Lands

Year	Assessed value	Total tax (2018 tax rate)
2023	$298,889,035	$2,683,468
2028	$777,937,621	$6,984,480
2033	$1,167,303,114	$10,480,281

8.3.4 Property Tax Revenue Synopsis

Residential property tax revenue is expected to grow from $11.7 million in 2018 to $14.0 million by 2038 for 19% growth over 20 years.

Commercial property tax revenue *without* development at GEBP Phases 3 & 4 and North Lougheed is expected to grow from $5.52 million in 2018 to $6.69 million after GEBP Phase 2 is fully leased, in other words 21% growth.

The additional commercial property tax revenues accrued from GEBP Phases 3 & 4 and North Lougheed are expected to be $2.68 million in 2023, growing to $6.98 million by 2028 and to $10.5 million by 2033. The combined business property tax revenues of all properties including GEBP Phases 3 & 4 and North Lougheed is expected to reach $17.2 million by 2033, or 211% growth over 15 years.

Table 46: Property tax revenue synopsis

Year	Residential	Commercial *without* GEPB Phases 3 & 4 or Lougheed Development	Commercial *with* GEBP Phases 3 & 4 & Lougheed Development
2018	$11,707,938	$5,524,114	$5,524,114
2023	$12,276,299	$6,688,428	$9,371,914
2028	$12,897,368	$6,688,428	$13,672,908
2033	$13,422,887	$6,688,428	$17,168,709
2038	$13,970,334	$6,688,428	$17,168,709
20 year growth	**$2,262,396**	**$1,164,314**	**$11,644,595**

8.4 Tax Ratio Projections and Implications

The charts below show how the commercial / residential and commercial / (commercial + residential) property tax ratios will change over the next 20 years both with and without the proposed GEBP 3 & 4 and North Lougheed commercial developments.

Figure 15: Commercial / residential property tax revenue ratio

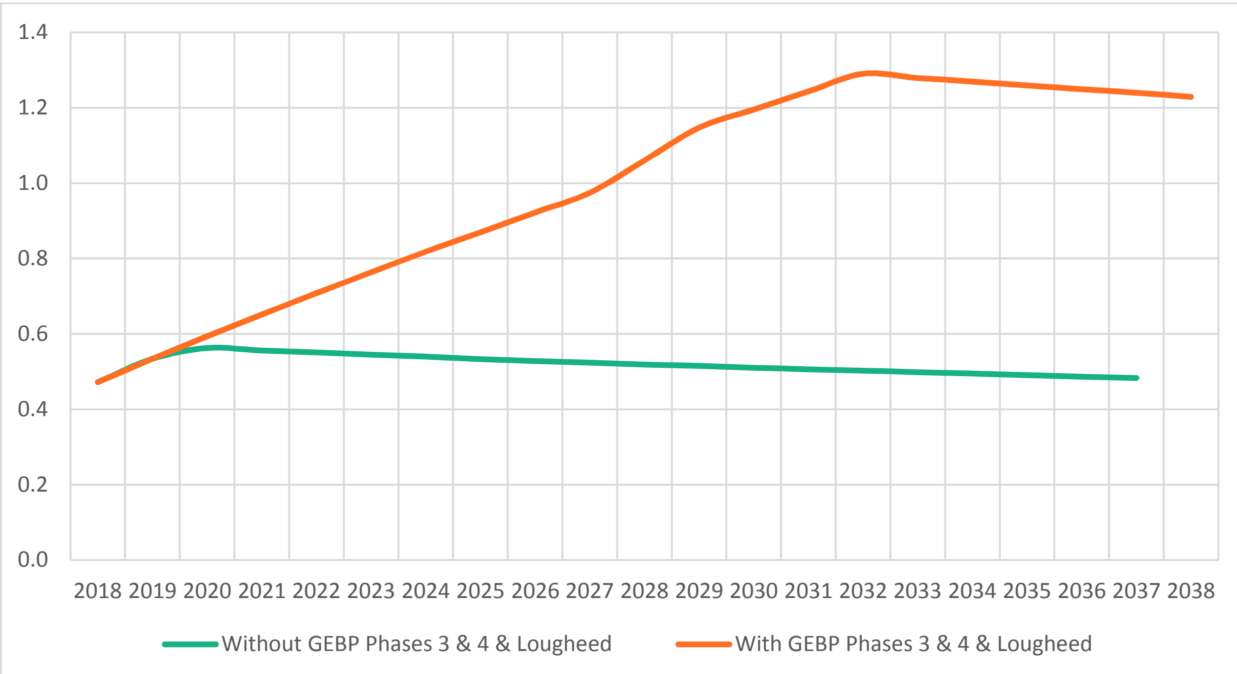
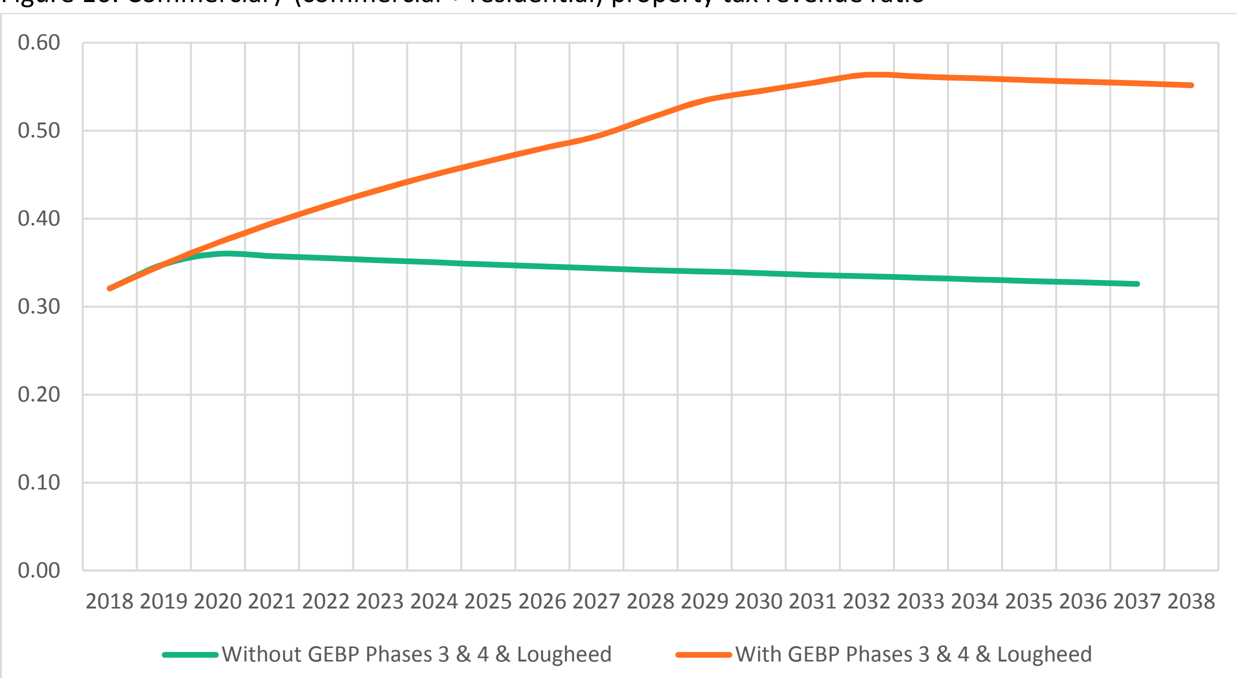


Figure 16: Commercial / (commercial + residential) property tax revenue ratio



Without GEBP Phases 3 & 4 & North Lougheed commercial development, commercial property tax revenue will reach a peak of 36% of the total tax take within the next several years, and then return to its 2018 value of 32% by 2038.

However, if the GEBP Phases 3 & 4 & North Lougheed Lands develop as mixed employment hubs, commercial tax revenues will surpass residential revenues by 2028 and will account for 56% of tax revenues by 2032, after which they will gradually decline to 55% by 2038.

By pursuing OCP policies that support commercial development at the GEBP Phases 3 & 4 and North Lougheed lands, the proportion of municipal operating costs supported by non-residential lands will increase significantly over time vis-à-vis residential lands. Without pursuing such policies, residential property owners will continue to bear about the same share of the property tax burden as today.