

HERE WE GROW



Retail, commercial &
professional sector opportunities

COMMERCIAL

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One-stop destination of choice...
for shopping and services

SPRUCE GROVE



Spruce Grove serves a trade area of more than 110,000 people, supplying a dynamic mix of commercial and professional services for families, business and industry.

Strategically located within one of Alberta's fastest-growing regions, Spruce Grove has become the shopping and service destination for a vast, and growing, trade area.

Spruce Grove's primary trade area growth forecast through 2016 is more than double Alberta's forecast growth. The city itself has averaged 5% growth annually for the past decade.

Boutique retailers and popular national stores, an extensive professional services sector, entertainment and dining options give families everything they need.

Families have also discovered Spruce Grove is a great place to live and work with quality, affordable housing options, top-notch recreation programming, and sport and cultural amenities.

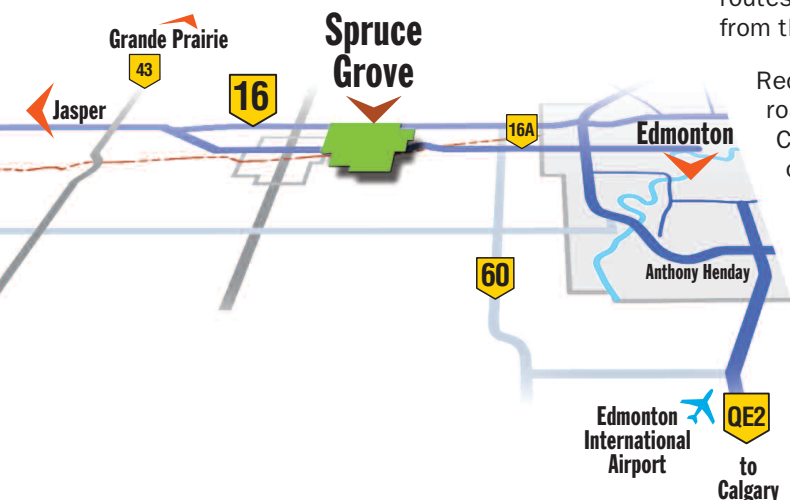
We are proud to be part of a 72,000-strong tri-municipal area that includes the nearby municipalities of Stony Plain and Parkland County.

Located just 11 kilometres west of Edmonton, our city of nearly 30,000 holds a key position within Alberta's Capital Region. As the western gateway, Spruce Grove provides convenient, direct routes west, north and northwest. We're a quick 30-minute drive from the Edmonton International Airport.

Recent completion of Edmonton's Anthony Henday Drive ring road means fast and convenient travel throughout the Alberta Capital Region — for easy access throughout this region of over 1.2 million people.

Guided by the City's vision of environmental stewardship, Spruce Grove takes pride in developing a sustainable future that balances a vibrant economy, a welcoming community and a rich quality of life.

Our City Council and administration work with business to expedite decisions, making Spruce Grove a welcoming place to locate your new or expanding enterprise.





Growing population counts on Spruce Grove services

Spruce Grove retailers benefit from established shopping patterns, identifiable family-oriented needs and **a growing consumer market.**

Strong growth to continue

Spruce Grove's long-established tradition of serving local families and those living north, west and northwest of the city forms the foundation for our successful retail community.

Forecasted growth in the city, the tri-municipal area and the entire trading area all point to continued strong demand for family-oriented and specialty shopping and services.

HIGHLIGHTS:

Spruce Grove has grown an average of 5% annually over the past decade. Current population is nearly 30,000. Assuming the same growth rate, our population would top 42,000 by 2020.

Since 2010, the average annual value of building permits has been \$150 million.

The tri-municipal area — Spruce Grove, Stony Plain and Parkland County — is also experiencing robust growth. The area is home to over 76,000 residents, an increase of more than 10,000 new residents from 2006 to 2011.

Families central to retail success

Spruce Grove acts as the hub of a large trade area, drawing families from the west and northwest who appreciate a mix of urban services without having to deal with big city traffic and crowd congestion.

The primary trade area (PTA) features households larger than the Alberta average and more affluent than Edmonton or Alberta households — with more disposable income.



HIGHLIGHTS:

The PTA included about 27,650 households in 2011, with **growth forecast at 2.0% through 2016** — more than twice the forecast for Alberta.

The secondary trade area contains more than 13,700 households.

Household size in the PTA is 2.74 people per household, higher than Alberta (2.52) and Edmonton (2.46).

The average age in Spruce Grove, 33.7 years, is much younger than the Alberta average of 36.0.

Almost 9% of Spruce Grove's population is aged 4 and under.

These demographics illustrate the younger dynamic of the city and its overall attractiveness for young families.

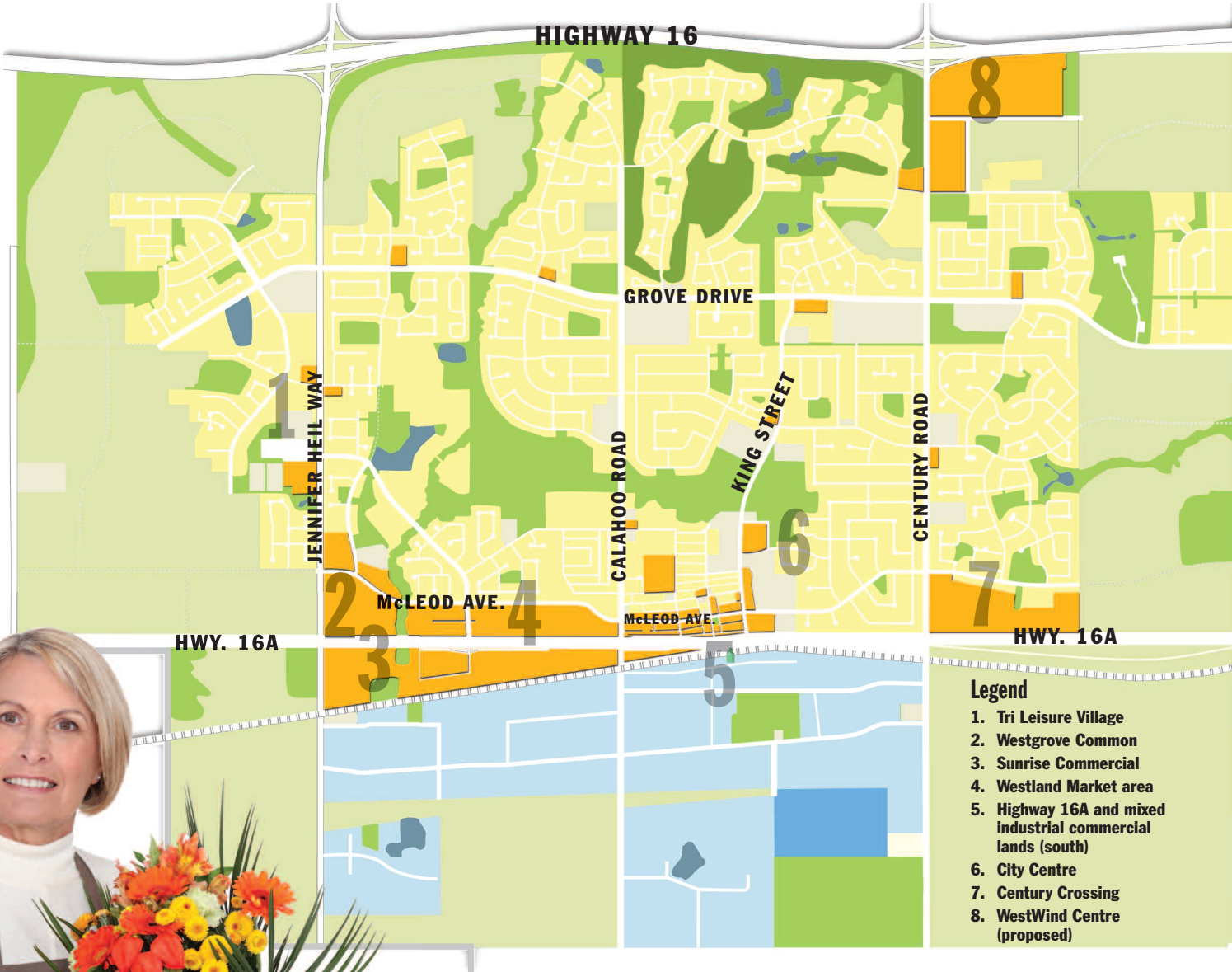
Estimated average household income throughout the trade area is \$119,903, about 9% above Edmonton and slightly higher than the Alberta average of \$117,661.



commercial space

– ready and waiting!

Major retail and commercial areas



DID YOU KNOW?

SPRUCE GROVE'S PRIMARY TRADING AREA OF 110,000 SURPASSES THE CRITICAL RETAIL POPULATION CATCHMENT BENCHMARK OF 100,000 FOR LOCATING IN THE CITY.



1. Tri Leisure Village

- growing area close to large-format retail
- anchored by the TransAlta Tri Leisure Centre
- higher-density residential developments within walking distance
- Holiday Inn Express & Suites under development
- strong opportunity to attract retail, medical offices and personal services



4. Westland Market area

- centrally located with good access and Highway 16A visibility
- indoor shopping centre with Shoppers Drug Mart, Staples and Bulk Barn as anchors
- national retailers in the area include Sobeys and Canadian Tire
- good opportunity for value-oriented or specialized retailers

5. Highway 16A and mixed industrial commercial lands (south)

- strong visibility along Highway 16A
- good potential redevelopment sites
- industrial nature creates opportunities for auto sales and repair, home centres, contractor sales, gardening, etc.
- anchored by Zender Ford and Grove Dodge, well-established dealerships

2. Westgrove Common

- high visibility location between Highway 16A and McLeod Avenue
- the new Nelson Centre on McLeod Avenue
- strategic infill sites offer good opportunity for smaller retailers
- includes major retailers Canadian Tire and Home Depot

3. Sunrise Commercial

- national retailers include Walmart, Superstore and Rona

6. City Centre

- current mix focuses on health and beauty services, personal services and restaurants
- ideal for personal service, and specialty and independent retail
- city centre offers good potential for full-service restaurants and office space
- strong potential for commercial redevelopment



7. Century Crossing

- the largest recent retail development, owned by Camgill Enterprises Ltd.
- added over 250,000 square feet to Spruce Grove's retail inventory
- high visibility and accessible at an entry point to the city
- includes major national chains such as Winners, Sport Chek, Save-On Foods, Peavey Mart and PetSmart



8. WestWind Centre

- in development, a mixed-use commercial and residential development joint venture between WAM & Beaverbrook Development
- will be Spruce Grove's only commercial development on the Yellowhead Highway
- offers strong regional orientation
- will occupy over 40 acres of commercial space when complete
- good potential for auto dealerships, hotels, restaurants, office space and large-format retail



Convenience Retail

- located near established residential and future population growth areas including Hillside Centre, Spruce Ridge Centre and Deer Park Centre





Shopping patterns highlight opportunities

A growing consumer base, defined consumer spending patterns, proven retail successes and available, cost-effective retail space spell opportunity for retailers looking to expand their operations in Spruce Grove.

retail sales strong, and growing



Consumers spent \$727 million in 2012 at retailers throughout the Spruce Grove primary trade area.

There is considerable opportunity to draw even more shoppers to Spruce Grove and capture a larger portion of the retail dollar, creating more opportunities for local business development.

Potential retail sales could have topped \$871 million — showing shoppers in the primary trade area spent \$144 million outside the area, most likely in Edmonton.

These expenditures outside the Spruce Grove primary trade area were particularly high in home electronics and appliances (\$52 million) and home furnishings (\$46 million) followed by clothing, footwear and specialty retail.

Top categories of 2012 retail spending (millions) in the primary trade area

Grocery stores	\$247.8
Clothing	\$84.4
Home electronics	\$72.2
Full-service food & beverage	\$70.4
Home furnishings & accessories	\$58.7
Alcohol and tobacco	\$45.6
Other	\$147.9
TOTAL	\$727.0

Research conducted in 2012 shows consumers want to increase their shopping in Spruce Grove if there were more opportunity. The items that would draw them to spend more in Spruce Grove include:



- clothes and footwear,
- home electronics,
- home furnishings,
- sporting good,
- toys and hobbies,
- full-service restaurants, and
- grocery and drug stores



Attractive options for retail properties

Spruce Grove offers ample space for new or expanding retail operations. From new infrastructure to infill space, retailers can consider new space or can adapt existing space to suit their needs.

Current estimated retail inventory totals about 1.73 million square feet of occupied space (excluding auto dealerships). In addition, Spruce Grove offers an estimated 40,000 square feet of vacant retail space.

Asking lease rates have remained relatively stable over the past few years, with rates in the \$18-\$25 per square foot range, competitive with lease rates in west Edmonton. Older multi-purpose spaces are available for about \$10 per square foot.

Health services in demand

Patients and clients throughout the trade area travel to Spruce Grove for health and health-related services.

Four of Spruce Grove's seven medical clinics are located in the state-of-the-art 80,000-square-foot Queen Street Medical Centre. This facility offers a full range of medical, diagnostic and laboratory services all under one roof.

professional services

“ SPRUCE GROVE BOASTS ONE OF THE HIGHEST NUMBERS OF DOCTORS PER CAPITA IN CANADA. OUR HEALTH TEAM SERVES PATIENTS FROM WITHIN THE CITY TO A RADIUS OF MORE THAN 100 KILOMETRES OUTSIDE OUR COMMUNITY.

– DR. SALIM SOMANI, QUEEN STREET MEDICAL CLINIC



Sector growth opportunities

Demand for more health and health-related services is strong and will continue to grow because of the increasing population in the city and the region. As well, Spruce Grove's expanding retail and industrial sectors mean more employees seeking convenient health services.

More health providers, housing for seniors, rapid emergency response and a short drive to two full-service hospitals — the WestView Health Centre seven kilometres west of Spruce Grove and the Misericordia Hospital in west Edmonton — enhance the lifestyle for new residents while allowing seniors to remain in their home community.

Work close to home

Spruce Grove is becoming increasingly attractive to professionals who want to establish businesses or relocate them to their home community — avoiding commutes and big-city congestion and leaving more time for family and friends.

Professionals from engineers to information technologists have a growing customer base to serve. The expanding residential market and the growing commercial and industrial sectors in Spruce Grove and throughout the region offer strong opportunity.

Spruce Grove offers a range of office space options, from move-in ready to cost-effective space that can be renovated to suit specific requirements.





hospitality services

Restaurant and hotel services



Spruce Grove's expanding dining options reflect the tastes of our increasingly diverse population – and our residents are showing an appetite for more dining and entertainment experiences close to home.

Research shows spending in full-service restaurants increased 9.2% from 2010 to 2012. In a consumer survey, respondents rated full-service restaurants 8 out of 10 for importance, suggesting spending could be increased if there were more such restaurants.

More restaurants and a greater variety of hotels and conference facilities would serve the needs of a growing local and regional population and the expanding commercial and industrial sectors.



For more information

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