



THE CORPORATION OF THE CITY OF BRAMPTON

BY-LAW

Number 229-86

To adopt Amendment Number 99
and Amendment Number 99 A to
the Official Plan of the City of
Brampton Planning Area

The council of The Corporation of the City of Brampton, in accordance with the provisions of the Planning Act, 1983, hereby ENACTS as follows:

1. Amendment Number 99 and Amendment Number 99 A to the Official Plan of the City of Brampton Planning Area are hereby adopted and made part of this by-law.
2. The Clerk is hereby authorized and directed to make application to the Minister of Municipal Affairs for approval of Amendment Number 99 and Amendment Number 99 A to the Official Plan of the City of Brampton Planning Area.

READ a FIRST, SECOND and THIRD TIME, and PASSED, in OPEN COUNCIL,

this 11th day of August, 1986.

APPROVED AS TO FORM LAW DEPT. BRAMPTON
<i>[Signature]</i>
DATE

[Signature]
KENNETH G. WHILLANS - MAYOR

[Signature]
LEONARD J. MIKULICH - CLERK

AMENDMENT NUMBER 99

and

Amendment Number 99 A

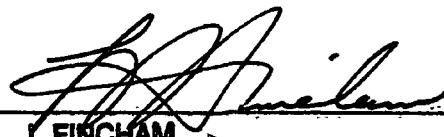
to the Official Plan of the
City of Brampton Planning Area

21-OP - 0031 - 099 - /

Amendment No. 99
to the
Consolidated Official Plan for the
City of Brampton Planning Area and
Amendment No.99A to the
Official Plan for the
City of Brampton Planning Area

This amendment to the Consolidated Official Plan for the City of Brampton, which has been adopted by the Council of the Corporation of the City of Brampton, is hereby approved in accordance with Section 21 of the Planning Act 1983 as Amendment No.99 to the Consolidated Official Plan and Amendment No.99A to the Official Plan for the Brampton Planning Area.

Date *Sept. 18, 1986*.....


L. J. FINCHAM
Director
Plans Administration Branch
Central and Southwest
Ministry of Municipal Affairs



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LEONARD J. MIKULICH - CLERK

CERTIFIED A TRUE COPY

[Signature]
City of
AUG 14 1986 19

AMENDMENT NUMBER 99 AND
AMENDMENT NUMBER 99 A
TO THE OFFICIAL PLAN OF THE
CITY OF BRAMPTON PLANNING AREA

1.0 Purpose:

The purpose of this amendment is to change the land use designation of land from Residential to Commercial on Schedule "A" - General Land Use Designations and from Residential High Density to Highway Commercial and Convenience Commercial on the applicable secondary plan.

2.0 Location:

The land subject to this amendment is located at the southeast corner of the intersection of Steeles Avenue and Highway Number 10 and is described as part of Lot 15, Concession 1, East of Hurontario Street in the geographic Township of Toronto. The property has an area of 1.422 hectares.

3.0 Amendments and Policies Relative Thereto:

3.1 Amendment Number 99 :

The document known as the Official Plan of the City of Brampton Planning Area is hereby amended:

- (1) by adding, to the list of amendments pertaining to Secondary Plan Area Number 24 set out subsection 7.2.7.24, Amendment Number 99 A.
- (2) by changing, on Schedule "A" thereto, the land use designation of the land shown outlined on Schedule A to this amendment from "RESIDENTIAL" to "COMMERCIAL".
- (3) by adding on Schedule "F" thereto, for the land shown outlined on Schedule A to this amendment, the land use designations of "HIGHWAY AND SERVICE COMMERCIAL" and "CONVENIENCE COMMERCIAL."

3.2 Amendment Number 99 A:

The document known as the Consolidated Official Plan of the City of Brampton Planning Area, as it relates to the Fletchers Creek South Secondary Plan (being Amendment Number 61 to the Consolidated Official Plan, as amended), is hereby further amended:

- (1) by changing, on Plate 43 (being Schedule A to Amendment Number 61 to the Consolidated Official Plan) thereof, the land use designation of the land outlined on Schedule A to this amendment, from "RESIDENTIAL HIGH DENSITY" to "HIGHWAY COMMERCIAL" and "CONVENIENCE COMMERCIAL".

- (2) by deleting therefrom, the last sentence of subsection 6.2 of Chapter A21 of Section A of Part C, and substituting therefor the following:

"Four Convenience Commercial areas are designated in the Fletchers Creek South Area."

BACKGROUND MATERIAL TO
AMENDMENT NUMBER 99
AND
AMENDMENT 99 A

Attached is a copy of a planning report dated April 18, 1986, including the notes of a Public Meeting held on May 7, 1986, after notification in the local newspapers and the mailing of notices to assessed owners of properties within 120 metres of the subject lands.

INTER-OFFICE MEMORANDUM

Office of the Commissioner of Planning & Development

April 18, 1986

TO: Chairman of the Development Team
FROM: Planning and Development Department
RE: Application to Amend the Official Plan
and Zoning By-law
Part of Lot 15, Concession 1, E.H.S.
Ward Number 3
KANEFF PROPERTIES LTD.
Our File Number: T1E15.6

1.0 INTRODUCTION

An application to amend the official plan and zoning by-law has been received to permit retail and highway commercial uses on the above noted property.

2.0 PROPERTY DESCRIPTION AND SURROUNDING LAND USES

The subject property:

- o is located on the southeast corner of Steeles Avenue and Highway Number 10;
- o has an area of 1.3 hectares (3.2 acres) with a frontage of 93.75 metres on Steeles Avenue and a flankage along Highway Number 10 of 103.38 metres;
- o is currently occupied by a parking lot and two residential structures, one of which has been previously used as a golf club pro shop; and,

- o contains significant coniferous trees, randomly situated on the site.

The property slopes with a fall of approximately 0.6 metres (2.0 feet) towards the east where the property boundary is traversed by a steep embankment associated with the valleylands of the Etobicoke Creek.

Surrounding land uses are as follows:

- To The North: gas bar and neighbourhood shopping centre (Bartley's Square);
- To The East: recreational-commercial (golf course) and future residential (Westchester Estates subdivision - Our File Number: T1E15.4);
- To The South: institutional, residential and developing commercial;
- To The West: gas bar, car wash and residential properties with frontage on Highway Number 10; and,
- To The Northwest: gas bar and regional shopping centre (Shopper's World).

3.0 PROPOSAL

The applicant proposes that the subject lands be used for:

- o gas bar; and,
- o a convenience commercial shopping centre with a gross commercial floor area of approximately 2,344.7 square metres (25,238.4 square feet).

It is intended that the gas bar be situated on a self-contained parcel of land (0.6 acres in area) at the corner of the intersection of Steeles Avenue and Highway Number 10. The parcel containing the convenience commercial centre is "L" shaped with exposure and access to both Steeles Avenue and Highway Number 10.

To implement the proposal, the applicant has requested:

- o the Highway Commercial Two (HC2) Zone for the gas bar; and,
- o the Commercial One (C1) Zone for the convenience commercial facility.

The uses permitted within the Commercial One (C1) Zone of By-law 139-84 include:

- o a retail establishment having no outside storage;
- o a convenience store;
- o a personal service shop;
- o a bank, trust company or finance company;
- o an office;
- o a dry cleaning and laundry distribution station;
- o a parking lot, and
- o a dining room restaurant, a standard restaurant, a take-out restaurant.

In addition the following uses are specifically requested:

- o drug store, and
- o grocery (food) store.

The applicant has submitted a site plan in support of the application (Map 2) which indicates:

- o 3 separate buildings forming the convenience commercial component of the development;
- o 4 access driveways (2 separate driveways for the gas bar and shopping centre uses, including a directional driveway for the shopping centre on Highway Number 10) with right-in, right-out turns only from Steeles Avenue and Highway Number 10;
- o 126 parking spaces;
- o 2 loading spaces;
- o landscaped areas of 3.0 metres in width abutting Steeles Avenue and Highway Number 10; and,
- o a 9.0 metre (30.0 feet) buffer strip and walkway along the easterly limit of the property.

4.0 OFFICIAL PLAN AND ZONING STATUS

Schedule "A" of the Official Plan designates the property as "Residential".

The Fletchers Creek South Secondary Plan (Official Plan Amendment Number 61 to the Consolidated Official Plan) designates the subject lands as "High Density Residential".

By-law 139-84 zones the subject lands as:

- o Recreational Commercial (RC);
- o Residential Estate One (RE1), and
- o Residential Estate Two (RE2).

5.0 COMMENTS

The application was circulated to a number of departments and agencies and the following comments were obtained:

5.1 The Regional Municipality of Peel - Public Works Department has advised that:

- o sanitary sewer and water service is available on Steeles Avenue and Highway Number 10;
- o frontage charges also apply on both the roadways;
- o an 11.28 metre road widening along the Steeles Avenue frontage is required;
- o a 15.0 metre daylight triangle is required on the southeast corner of Steeles Avenue and Highway Number 10;
- o the two access points to Steeles Avenue meet with their approval, in principle. These accesses will be restricted to right-turns-in and right-turns-out only and will be controlled by the extension of the centre median on Steeles Avenue. As the westerly access is located near the extreme west limit of the property, it may be necessary to carry out additional road construction to provide sufficient centre island to control turning movement. The cost of the centre median and related works shall be borne by the applicant, at an estimated cost of

\$21,500.00. They will require a letter of credit in this amount;

- o with respect to drainage, the applicant is advised that the storm sewer on Steeles Avenue was designed to accommodate road drainage only. A study shall be carried out with respect to drainage for this development and submitted to the Region and City for approval; and,
- o (revised) site plans which reflect the centre island construction and related works along with grading and drainage plans shall be submitted to the Region for comments.

5.2 The Ministry of Transportation and Communications has advised that:

- o this section of Highway Number 10 has been designated as a controlled access highway and under prevailing criteria direct access cannot be recommended. However, this section of roadway will be transferred to municipal jurisdiction in 1986, and the intersection to the Regional Municipality of Peel. In view of this, this Ministry is prepared to abide by the municipality's decision regarding access to this property.

5.3 The Metropolitan Toronto and Region Conservation Authority has advised that:

- o although the property is situated outside of the regional storm floodplain, the southeast portion of the property is within an area regulated by this Authority with respect to the placement of fill. Accordingly, a permit would be required from this Authority to place fill below the fill regulation line; and,
- o have no objections to the proposed amendment; however, request the opportunity to review the site and grading plan prior to

site plan approval, and at that time can more definitely assess the need for a fill permit and ensure that proposed grading/filling does not detract from the nature of the valley.

5.4 The Public Works and Building Department - Zoning and By-law Enforcement Division has advised that:

- o the property has frontage on Steeles Avenue, by definition, therefore building "B" would be required to provide a rear yard of 9.0 metres (30 feet), whereas the plan shows only 4.5 metres; and,
- o the proposed uses may be accommodated by the Highway Commercial Two (HC2) Zone of By-law 139-84.

5.5 The Public Works and Building Department - Development and Engineering Services Division has advised that:

- o they require a 3.0 metre road widening along the east side of Highway Number 10 where abutting the property;
- o they require a grading and drainage plan and cash-in-lieu of a sidewalk on Steeles Avenue and Highway Number 10;
- o the location of the proposed driveway on the site plan is suitably spaced from Steeles Avenue (approximately 100.0 metres) to function as a right-in/right-out access if a suitable facility can be installed to prevent left turns for south bound traffic.
- o the plan indicates a connection between the gas bar and the plaza, and a separate gas bar access. To prevent plaza patrons from using the gas bar driveway for egress onto Highway Number 10 the gas bar should be either isolated

totally from the plaza; or denied separate access to the street.

5.6 The Community Services Department has advised that:

- o they require a 9.1 metre (30 feet) buffer strip between the top-of-bank as determined by a site walk, and the easterly limit of the development. This buffer strip will be conveyed to the City for public open space purposes and utilized to make provision for a walkway system similar to that provided to the south of these lands;
- o in the event that approval for rezoning is given, then a 1.8 metre high brick masonry wall would be required on the southerly and easterly portion of the approved development;
- o the proposed 3.0 metre (9.8 feet) landscape and strip along the frontage is insufficient, given the importance of this intersection, therefore we would recommend a minimum of 5.0 metres (16.4 feet) with an agreement requirement for boulevard landscaping and tree planting on both Steeles Avenue and Highway Number 10;
- o sidewalks, a bus stop pad and shelter would be required on both Highway Number 10 and Steeles Avenue. At least 24.4 metres (80.0 feet) of space would be required for a bus stop area that is unimpeded by any access points into the site, and
- o the Fire Department has no comments.

6.0 DISCUSSION

Due to the location, scale, and nature of the application, there are numerous factors involved in the planning evaluation of this proposal; namely land use, transportation and accessibility, site

plan design and market demand. These elements are interrelated, though some components can be reviewed independently.

A note worthy factor is the degree of isolation that the subject site presents. To the north and west are major arterial roads, while providing accessibility to the property, are also barriers. To the east, is the Etobicoke Creek and its steep valley walls. The valley plays two roles, provides a visual separation and a communication barrier. On the south, is an institutional use of a church and its related facilities, which insofar as the subject land is concerned, performs a separation or barrier function.

6.1 Land Use

To assess the appropriateness of the proposed land use, reference should be made to Council's policy as reflected by the Official Plan and the applicable secondary plan. It was previously noted that the subject lands are designated as "Residential" on Schedule "A" of the Official Plan. This is supported by a corresponding "High Density Residential" designation in the Fletchers Creek South Secondary Plan. This designation would represent approximately 110 apartment units in accordance with the housing mix provisions of the secondary plan. If the subject application is approved and the high density residential designation is not realized, then the apartment units will have to be reallocated to other lands within the Fletchers Creek South Secondary Plan Area.

The intent of the high density residential designation, beyond the provision of the required apartment units, was to take advantage of the locational attributes of the subject lands, in particular, accessibility to major roads, exposure to significant topographic features, and proximity to major public transportation facilities.

Thus, the subject lands are suited to high density residential development from a locational perspective. The site abuts the

valleylands of the Etobicoke Creek which affords maximum amenity for residential activities. The proposed commercial development will entail alteration to the topography of the valley (substantial fill is required to achieve the desired development envelope, see Map 2), and will not take full advantage of the natural amenity of the area.

6.2 Transportation and Accessibility

The intersection of Steeles Avenue and Highway Number 10 is an important transportation mode in handling large volumes of inter/intra regional vehicular traffic within the City. Thus abutting land uses must be carefully planned to minimize impact on the vehicular function of the intersection. To this end, appropriate land uses should characteristically be low traffic generators, with restricted points of ingress and egress. In this regard, the proposed highway and convenience commercial development will be dependent on passing vehicular traffic, with resultant high activity rates, accommodated through four separate accesses.

To lessen traffic impacts, only right-turns-in and right-turns-out are acceptable on both Steeles Avenue and Highway Number 10. Such access arrangements will necessitate the extension of the existing traffic island on Steeles Avenue and a directional ramp driveway entrance/exit on Highway Number 10 for the shopping centre. To avoid improper use of accesses, there should be no driveway connection between the gas bar and the shopping centre. With access restricted to right-turns-in and right-turns-out only, travel to the south along Highway Number 10 from the site is handicapped, unless a motorist achieves the change in direction by using other lands such as Bartley's Square or Shopper's World.

6.3 Site Plan Design

The Fletchers Creek South Secondary Plan provides that in the Highway Number 10 Policies, 7.1 Lands, abutting the Highway shall be

developed in such a manner as to create a high quality, harmonious and attractive Gateway to Brampton, and 7.2, Special setbacks and a comprehensive landscaping plan will be required on private lands to achieve a uniform theme and visual continuity along the full length of Highway Number 10 between the Highway Number 407 exit ramps and Steeles Avenue.

The intersection of Highway Number 10 and Steeles Avenue is obviously a major focal point in this "gateway" concept and it is of paramount importance that the subject lands are developed to achieve a high degree of visual and aesthetic amenity. Important elements to be considered include the massing and conceptual design of the site, the provision of landscaping and site amenities, and the mix and physical relationship of proposed uses.

Preliminary impressions of the proposed site plan may suggest a unique architectural concept, involving three separate commercial buildings. However, the Public Works and Building Department has noted that the required setback between Building "B" and the rear property line should be 9.0 metres (30 feet), in accordance with the provisions of By-law 139-84, whereas only 4.5 metres is proposed. At the present time the rear yard abuts a parking lot of Calvary Baptist Church to the south and to lessen the visual intrusion upon the church site in general, landscaping and privacy fencing should be provided to lessen the negative impact.

In terms of landscaping, a 3.0 metre landscaped strip is proposed around the periphery of the site. However, it has been previously noted that the site contains significant vegetation in the form of mature coniferous trees. The proposed site plan does not indicate a method of preserving and incorporating this vegetation in the development of the site. Accordingly, if this proposal is to be approved, the applicant should be required to submit a tree inventory plan to the satisfaction of the Planning and Development Department.

The site plan indicates the provision of a 9.14 metre (30.0 feet) open space corridor along the easterly property boundary of the site. This is intended to satisfy the requirements of the Community Services Department regarding the provision of a buffer strip for the continuation of a walkway system established to the south. As a condition of development approval, satisfactory arrangements should be made for the conveyance to the City of this 9.14 metre buffer strip, which shall be regraded, fenced and provided with a walkway facility to the satisfaction of the Commissioner of Community Services.

Another area of concern is the acceptability of the proposed gas bar abutting the intersection. There is no apparent functional relationship between the gas bar and shopping centre. However, there are urban design implications of introducing another gas bar at this intersection. Currently, the three other quadrants of the intersection are occupied by gas bars, two of them with ancillary automotive service uses. Notwithstanding the visual impact of such a concentration of automotive service uses, there is concern regarding the need for an additional facility of this nature.

The applicant has strongly emphasized that a gas bar facility is essential for the economic well-being of the project and is unwilling to consider any proposal that does not permit a gas bar.

However, from a staff perspective, deletion of the gas bar would be preferable to reduce the number of access points to the site, thereby improving the vehicular function of the abutting intersections, to lessen the intensity of development to permit the retention of some existing vegetation, to improve internal traffic circulation patterns, and to enhance the general amenity and aesthetics of the locality.

6.4 Market Demand

Planning Committee has recently considered other convenience

commercial proposals in the immediate vicinity (southwest corner of Steeles Avenue and Kennedy Road). In the consideration of such proposals, a recurring theme is the questionable need for additional commercial facilities.

The Official Plan requires a detailed market feasibility and impact study for Regional, District or Neighbourhood Commercial developments. The size of the proposed development is near the lower range of a neighbourhood commercial shopping centre, but is not deemed as such because it is not proposed to contain a supermarket. The zoning by-law defines a supermarket as a retail establishment having a gross commercial floor area greater than 600 square metres. However, the proposal as originally submitted did include a grocery store, (having a floor area of less than 600.0 square metres), and retail stores that could include the retail of additional food items. The potential combination of these food-related retail stores could have a similar impact as a supermarket. Under these circumstances, and in response to the question regarding the commercialization of this vicinity, the applicant undertook to submit a retail market appraisal of the proposal. The Summary of Findings is attached as an appendix to this report.

The Retail Market Appraisal concluded that there is sufficient short term market potential to support the development of between 2,424.7 square metres (26,100 square feet) and 2,889.2 square metres (31,100 square feet) of food and convenience commercial type merchandising (FCTM) and for Confectionery; ancillary department store type merchandise; personal service, restaurant and bank space. Of this, between 464.5 square metres (5,000 square feet) and 929.0 square metres (10,000 square feet) of gross leasable area may be devoted to a "Mini Food Mart" or alternatively up to 464.5 square metres to a jug milk store and a small number of specialty food outlets.

TABLE ONE

PROPOSED USE	FLOOR AREA(SQUARE FEET)	FLOOR SPACE ALLOCATION ²
<u>Food and Convenience Commercial Merchandise</u> ¹	5,000 - 10,000	33.2%
Mini Food Mart		
Jug Milk Store		
Bakery Goods		
Specialty Food		
Health Food/Dry Goods		
Deli		
Health and Beauty Aids		
Care/Gift Shop		
Fabric/Sewing Outlet		
Video Sales		
Wire Outlet		
Wine Making Equipment		
Drug Store		
Hardware Store		
<u>Specialized Retail (D.S.T.M.)</u>	2,800	9.4%
Photo/Camera Store		
Hobby/Craft Store		
Picture Framing		
Sporting Goods		
Fashion & Accessories		
Drapery Outlet		
Radio/Television Repair		
Florist		
Speciality Gift		
Discount Store		
<u>Personal Service</u>	2,300	7.6%
Financial Institution		
Dry Cleaner		
Laundromat		
Barber Shop/Beauty Salon		
Shoe Repair		
Portrait Studio		
<u>Restaurant</u>	15,000	49.8%
Sit-Down		
Take-Out		
TOTAL	30,100	100%

NOTES: 1. May substitute for a Jug Milk @ 3,200 square feet and Speciality Food @ 1,800 square feet
 Mini Food Mart may range from 5,000 to 10,000 square feet
 2. Based on maximum floor space allocations

In determining potential market support for the proposal, the Retail Market Appraisal identifies a "transient" and "local" demand area as shown on Map 3. Essentially, the proposed commercial uses would derive its local population support from the Peel Village area, north of Steeles Avenue and east of Main Street to Kennedy Road.

With access restricted to right-turns-in and right-turns-out only, residents from the local demand area are accessible to the subject land only through a circuitous route involving Highway Number 10 and Steeles Avenue, except for incoming or returning residents. Thus the project's local trade area potential will be significantly affected.

The Retail Market Appraisal also produced greater specificity with respect to proposed commercial uses, relative to anticipated market support. In this regard, Table One itemizes leasing prospects identified by the Market Appraisal, and their maximum floor space allocations.

The Appraisal, supports the development of a convenience commercial development at a maximum of 2,889.2 square metres (31,100 square feet) of gross leaseable floor area. However, due to access restrictions and limitations on local demand area, the floor space allocation would be strongly oriented to transient trade, with characteristically high traffic generation potential and vehicular turnover rates with a significant proportion of transit trade likely occurring as work oriented trips at peak periods.

The locality is already well served by nearby commercial facilities, as indicated on Map 4, and will be well served by future commercial development on existing designated sites.

7.0 CONCLUSION

The discussion has included a review of the land use, transportation

and accessibility, site plan design, and market demand consideration of the proposal. High Density Residential use could have less negative impact on natural elements, have a lesser impact on the functioning of the abutting arterial roads, and more likely would conform to the Official Plan policies. On the other hand, a High Density Residential development at this location would be inconvenient to residents because of restricted traffic movements, and would be subject to a high level of highway traffic noise from the abutting arterial roads. Commercial development, particularly the design submitted by the applicant, would have a more negative impact upon the natural environment, have a more pronounced effect upon the traffic function of the arterial roads, and would less likely conform to the Official Plan policies. However, on the positive side of Commercial development, only employees and their employers need to be inconvenienced by restricted accessibility and by highway noise. Customers, if of a transit nature, would not be inconvenienced by accessibility and not likely by highway noise. Commercial development, through a sensitive approach to good development principles, can be made more acceptable by respecting the existing (treed) vegetation, traffic requirements and Official Plan policies.

Related to the land use issue is the question of need for additional commercial facilities. The applicant's Retail Market Appraisals contends that a market exists and that a commercial development of 2425 to 2889 square metres (26,100 - 31,000 square feet) can be supported by a local and transient market. During the processing of the Westlodge Holdings Inc. application to amend the Official Plan and zoning by-law for a convenience commercial plaza at the southwest corner of the intersection of Steeles Avenue and Kennedy Road, planning staff expressed the opinion that there was adequate existing or potential commercial facilities in the locality. Planning staff is of the opinion that existing and designated commercial developments are adequate to serve the defined local market area.

Disregarding the matter of need, it is concluded that the merits of either High Density Residential or Commercial development are approximately equal, if the commercial development were modified to be sympathetic to environmental concerns, Official Plan policies and public requirements. Further processing of the application may be considered on the basis that the applicant submit an amended site plan and will agree to the land use controls of a site plan schedule zoning by-law. The existing site plan should be amended to incorporate the following:

- (1) a 3 metre wide road widening of Highway Number 10 is to be provided;
- (2) a landscaped open space area along Highway Number 10 with a minimum width of 5 metres is to be provided;
- (3) if a gas bar facility is to be provided, no access is to be provided between the gas bar and the shopping centre;
- (4) provision for bus stops on Steeles Avenue and on Highway Number 10, at the intersection corner with a minimum curb length of 24.4 metres (80 feet) each to be provided with a bus stop pad and shelter;
- (5) shopping centre buildings are to be set back further from the road allowances, as widened, to provide space for enhanced boulevard landscaping and to provide a visual distance between the roadway and shopping centre buildings;
- (6) existing viable trees are to be identified and procedures for their conservation or replacement are to be indicated for approval of the City, and
- (7) perimeter screening along the south and east property limits to be provided in the form of either a masonry wall, or an


acoustic quality fence or a six metre wide, fenced, densely landscaped, buffer area.

Other development requirements with respect to grading, drainage, provision of pedestrian, transit and vehicular facilities would also apply and be detailed in the development agreement, or site plan approval process, for subsequent implementation at the construction stage, or be shown on the amended site plan.


It is recommended that Planning Committee after considering the necessity of a gas bar and a convenience commercial plaza at the southeast corner of the intersection of Highway Number 10 and Steeles Avenue recommend to City Council:

- (1) that Kaneff Properties Ltd. be requested to submit an amended site plan incorporating the items outlined herein, and
- (2) upon receipt of a site plan satisfactory to the Commissioner of Planning and Development, a Public Meeting be held in accordance with City Council's procedures.

AGREED:



F. R. Dalzell
Commissioner of Planning
and Development



L. W. H. Laine
Director, Planning and
Development Services Div.

Attachments (5)

LHWL/thk/12

RETAIL MARKET APPRAISAL

**KANEFF PROPERTIES LIMITED
PROPOSED CONVENIENCE COMMERCIAL CENTRE**

**SOUTHEAST QUADRANT
HIGHWAY 10 & STEELES AVENUE EAST
CITY OF BRAMPTON, ONTARIO**

1985

C2-20

RETAIL MARKET APPRAISAL
PROPOSED CONVENIENCE COMMERCIAL CENTRE
SOUTHEAST QUADRANT
HIGHWAY 10 AND STEELES AVENUE EAST
CITY OF BRAMPTON, ONTARIO

DEFINITIONS

DSTM: Department Store Type Merchandise
FCTM: Food and Convenience Type Merchandise
TBA: Tires, Batteries and Accessories
GLA: Gross Leasable Area
NSA: Net Selling Area
CRU: Commercial Rental Unit

INTRODUCTION

The following retail market appraisal was commissioned by Kaneff Properties Limited to assess the 1986 market opportunity for a combined Gas Bar and Convenience Commercial Centre proposed on a 3.8 acre site in the southeast quadrant of the intersection of Highway 10 and Steeles Avenue East.

A Local Demand Area within a larger Transient Demand Area is illustrated in the accompanying Trade Area map. Populations residing within the Local Demand Area provide the principal source of sales revenue for the proposed project, while Transient Demand Area populations provide a measure of sales inflow to all retail facilities enumerated in the impact analysis section of the report.

The report essentially analyzes the magnitude of site shares for the FCTM (Food and Convenience Type Merchandise) and DSTM (Department Store Type Merchandise) components proposed at this site, as well as the implications for the future distribution of FCTM sales within the Local and Transient Demand Areas.

In the last section of the report, attention is directed towards measuring the competitive effects of the proposed FCTM facilities on existing food retailers in the larger Transient Demand Area. A similar analysis for the proposed DSTM facilities is not indicated or pursued since extremely small DSTM site shares preclude meaningful calculations of impact.

The gas bar, bank, restaurant and personal service components, which collectively absorb a significant portion of site development capacity, are excluded from the analysis of sales and impact due to the non-retail nature of these operations.

Within the bounds of fair competition in the marketplace, this report demonstrates that reasonably competitive circumstances provide

sufficient market potential to support the proposal without inducing major sales realignments in the Transient Demand Area space. The scale of the individual components contemplated in the development is illustrated in the table entitled PROPOSED DEVELOPMENT COMPONENTS.

The study is largely in tabular form.

Population data and projections reflect current estimates supplied by the City of Brampton Planning Department.

Assumptions regarding per capita income and expenditure levels are supported by Appendix tables.

DSTM and FCTM expenditure and sales projections are made in terms of 1984 constant dollars.

The retail floorspace inventory was compiled by detailed measurement using a rototape device for FCTM and DSTM facilities within the Local and Transient Demand Areas.

ASSUMPTIONS

General assumptions underlying this study reflect general marketplace expectations, namely that significant deviations from the population, income and expenditure estimates will not emerge as a result of economic instability.

Market entry calculations for 1986 are made without allowance for future real growth in the income and the DSTM and FCTM expenditure levels of Local and Transient Demand Area residents.

Other assumptions clarifying specific estimates within the analysis are discussed at appropriate points within the text.

METHODOLOGY

The methodology for measuring the market opportunity for the proposed Convenience Commercial Centre utilizes a market share approach in tandem with a residual approach. Together, the two approaches compare the expected DSTM and FCTM sales volumes at all locations within the Market Demand or Trade Area with the available DSTM and FCTM expenditure potential (i.e. a product of population multiplied by per capita DSTM and FCTM expenditure levels).

The market share approach assesses the magnitude of the proposal's site shares of the DSTM and FCTM expenditure potential within the Local Demand Area on the basis of it's anticipated sales. This approach by itself has limitations in it's ability to measure potential impact on existing (or proposed) facilities within or beyond the Local Demand Area.

The residual approach on the other hand, provides a direct means of assessing impact by calculating (in this case) the proportion of FCTM expenditure that would be available to new FCTM facilities within the

C2-22
Transient Demand Area or that would otherwise consume FCTM dollar outflow.

The residual is calculated by subtracting from the available expenditure potential, the gross market shares (sales) of all existing or proposed competitive retail facilities other than the proposed FCTM facilities. The residual amount "left over", and hence available to the subject development, must be of sufficient magnitude to allow for realistic levels of unavoidable outflow.

Hence, the study proceeds through a number of analytical steps:

- description of the subject development in terms of its DSTM and FCTM components.
- derivation of a Local Demand (Trade) Area for the subject development, together with the current supporting population base.
- multiplication of the current supporting population base by the appropriate per capita DSTM and FCTM expenditure levels to yield estimates of the available DSTM and FCTM expenditure potential within the Local Demand Area.
- estimation of individual market shares for the proposal's DSTM and FCTM components on the basis of anticipated start-up sales volumes, and
- calculation of the FCTM residual shares featured in the FCTM Impact Analysis table in order to assess the FCTM sales transfer implications within the wider Transient Demand Area.

SUMMARY OF FINDINGS

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A number of conclusions can be drawn regarding the market support available to the FCTM and ancillary DSTM facilities in the proposed development:

1. A 1986 market entry threshold population base of 10,367 persons provides sufficient short term market support to support the development of between 26,100 and 31,100 square feet of gross leasable FCTM and/or Confectionery, ancillary DSTM, Personal Service, Restaurant and Bank space. Of this, between 5,000 and 10,000 square feet GLA may be devoted to a Mini Food Mart, or alternatively up to 5,000 square feet GLA to a Jug Milk Store and a small number of specialty food outlets. Up to 2,800 square feet GLA would be utilized by ancillary DSTM uses.
2. The maximum building area (33,100 square feet GLA) is equivalent to maximum site coverage of approximately 24% calculated on the basis of 3.8 acres less the .667 acres proposed for gas bar and related uses. Expanded parking-to-building ratios to accommodate the higher parking requirements for restaurant uses, would vary according to the split between sit-down and take-out restaurant space.
3. The market entry composite site share of available DSTM, FCTM and Personal Service expenditure potential amounts to 8.5%. The individual components of this composite site share consist of a 13.5% site share of the FCTM Potential for FCTM (Mini Food Mart and/or Confectionery) space, a further 13.5% site share of the Convenience DSTM Potential for the balance of the FCTM Space, a 3% site share for the Non-Convenience DSTM Potential (excluding TBA Potential) for ancillary DSTM uses, and an 8% site share of the Personal Care Expenditure Potential.

These individual site shares are calculated on the basis of the Peel Village Local Demand Area population base of 10,367 persons in 1986.

4. A population base of 34,000 persons is featured in the numerical analysis of the competitive effects of the proposed FCTM space. All existing FCTM facilities as well as anticipated food facilities at Kennedy and Steeles are included in this analysis.

The numerical analysis indicates that a population base of 34,000 is capable of supporting a Mini Food Mart of up to 10,000 square feet GLA at the subject site, while providing sufficient latitude for existing supermarkets and other FCTM facilities to maintain current sales operating levels. FCTM outflow in the order of 12% would approach, but not attain market equilibrium levels in the range of 10%, suggesting a further modest residual development opportunity even after the Kennedy and Steeles FCTM facilities are developed (i.e. estimated at 5,000 square feet GLA).

Residual levels exceed 14% without the development of the Kennedy and Steeles FCTM facilities.

C2-24

Hence, the effect of the proposed Mini Food Mart is to cause outflow to fall from a 1985 level of 20% to 14%, assuming a 1986 market entry.

Population growth within the Transient Demand Area averaging 700 persons per year between 1985 and 1988 provides additional warranted FCTM space of approximately 2,700 square feet GLA per year.

CONCLUSIONS

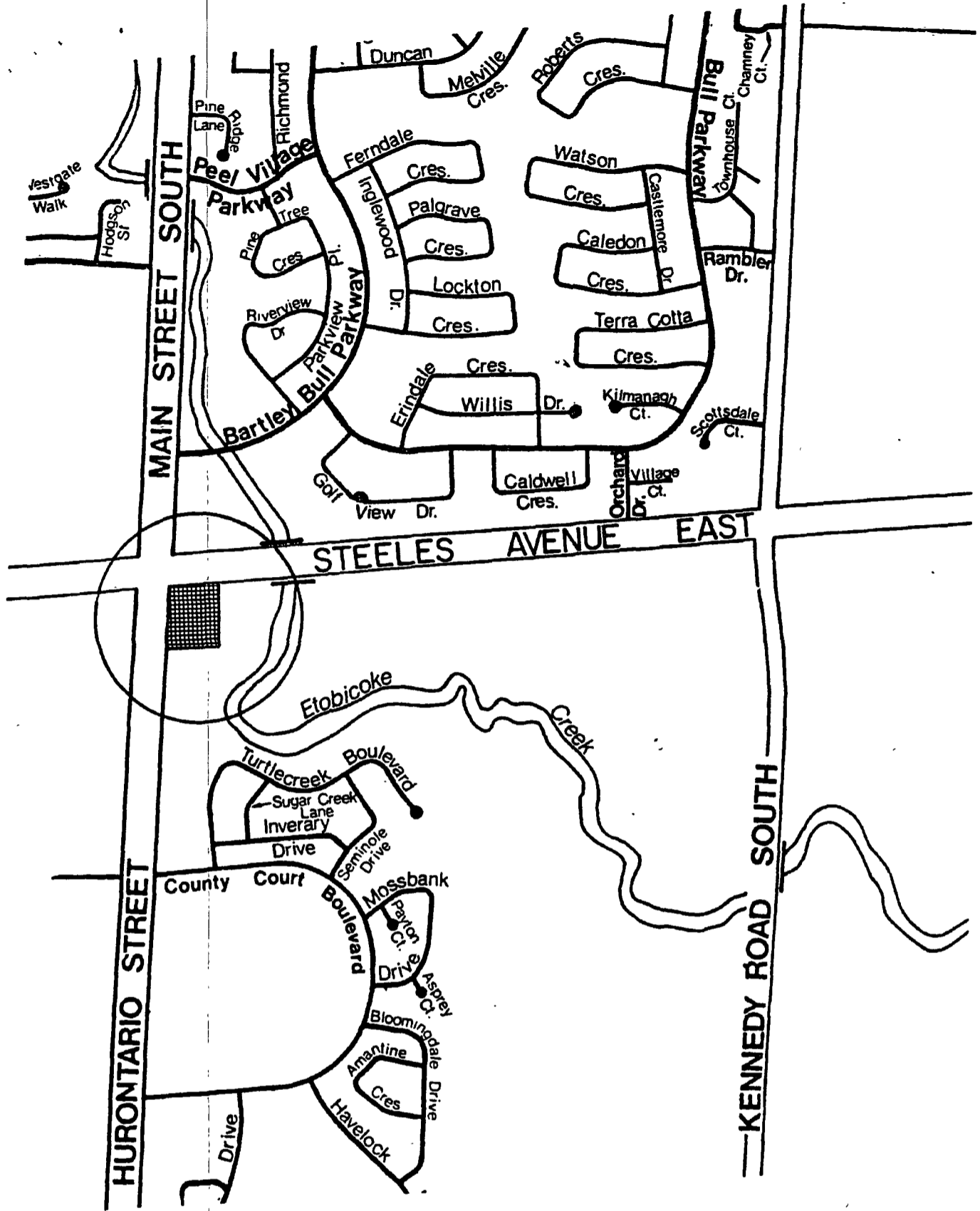
The retail market appraisal suggests that the site shares drawn down by the proposed FCTM, DSTM and Personal Service components in the subject development are of modest proportion in comparison to the market potential available within the Peel Village Local Demand Area.

The DSTM and Personal Service site shares are so small as to preclude meaningful calculations of possible sales realignments caused by their market introduction.

The FCTM site share for a Mini Food Mart of up to 10,000 square feet GLA is sufficiently large to facilitate a residual calculation within a larger Transient Demand Area encompassing a number of competitive facilities.

Under the assumptions specified in the FCTM Impact Analysis table, the Mini Food Mart cannot be demonstrated to imply major sales realignments or sales transfers away from competitive supermarkets or specialty food outlets. Rather, the reduction of residual or outflow potential from 20% to 14% by the market entry of the proposed Mini Food Mart in 1986, does not place the combined draw-down of available market potential by all Transient Demand Area FCTM facilities beyond what can be considered normal ranges of outflow.

Lower draw-downs of Local and Transient Demand Area FCTM potential are possible to the extent that higher levels of inflow accrue to the Kaneff proposal than assumed in the FCTM Impact Analysis table.



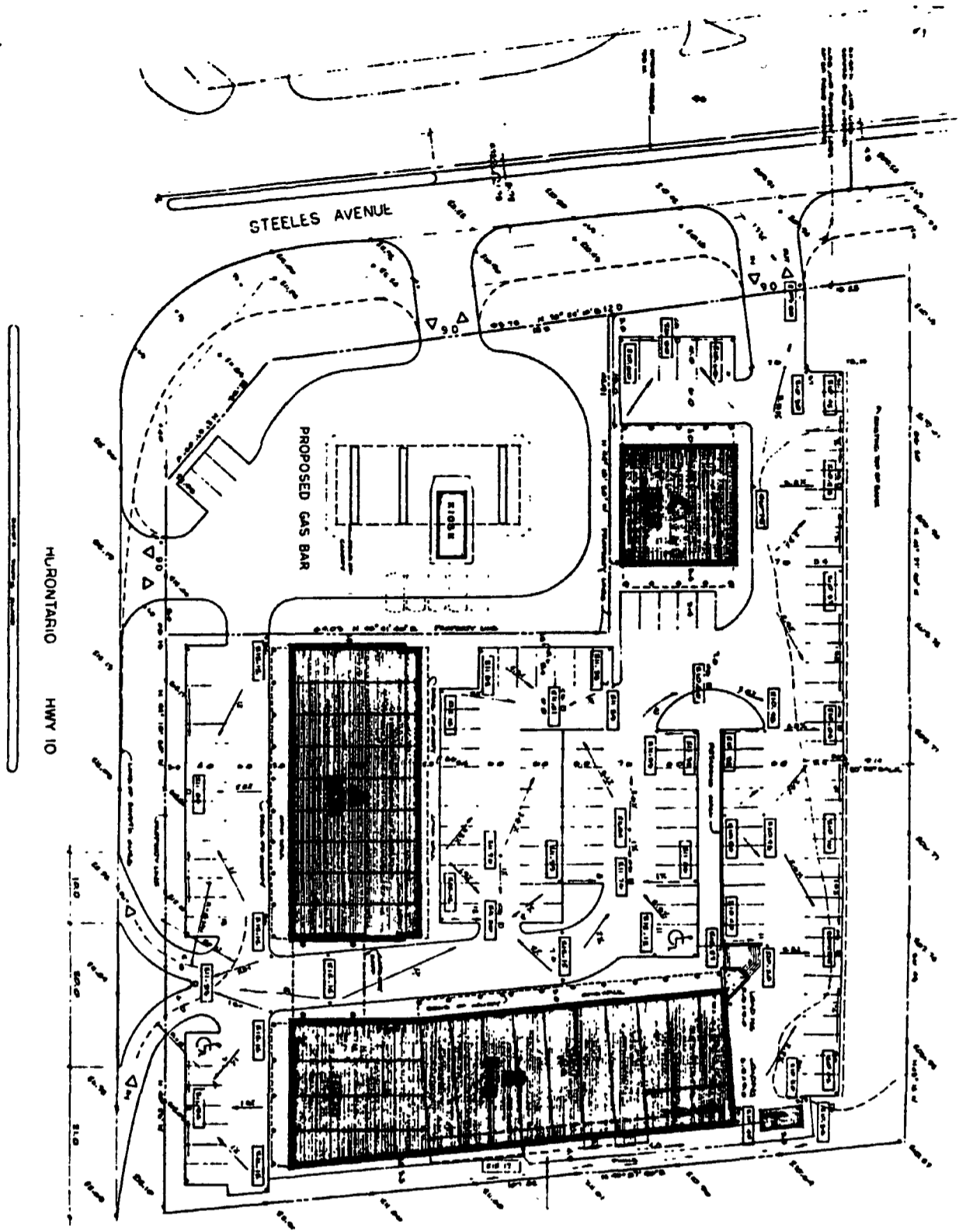
KANEFF PROPERTIES
 Location Map (MAP 1)



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 Planning and Development

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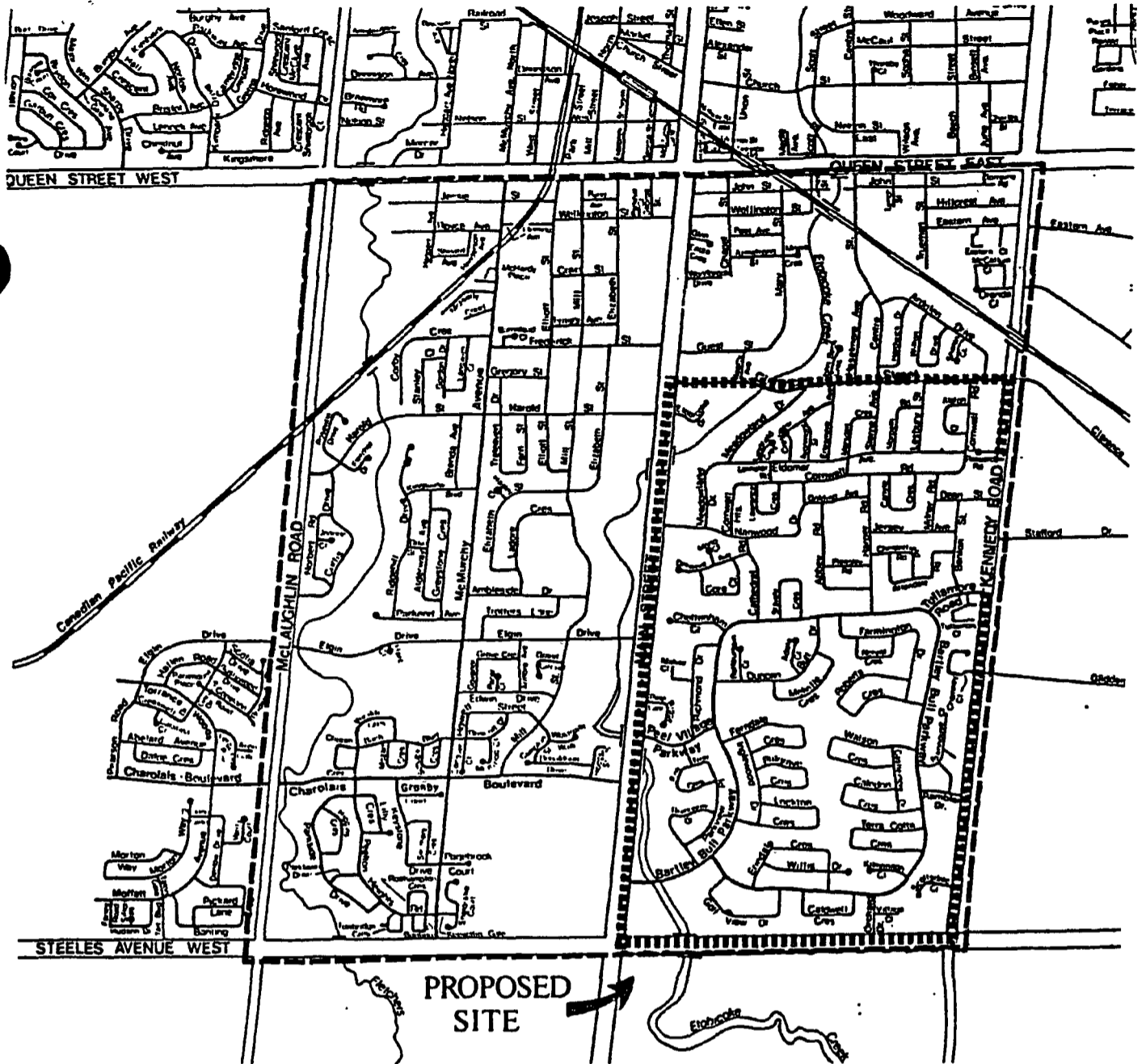
KANEFF PROPERTIES
 Site Plan (MAP 2)



1:850

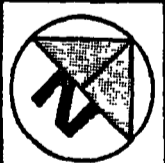
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 Planning and Development

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 File no. TIE15.6 Map no. 76-18E



Transient Demand Area - - - - -
 Local Demand Area ■■■■■■■■

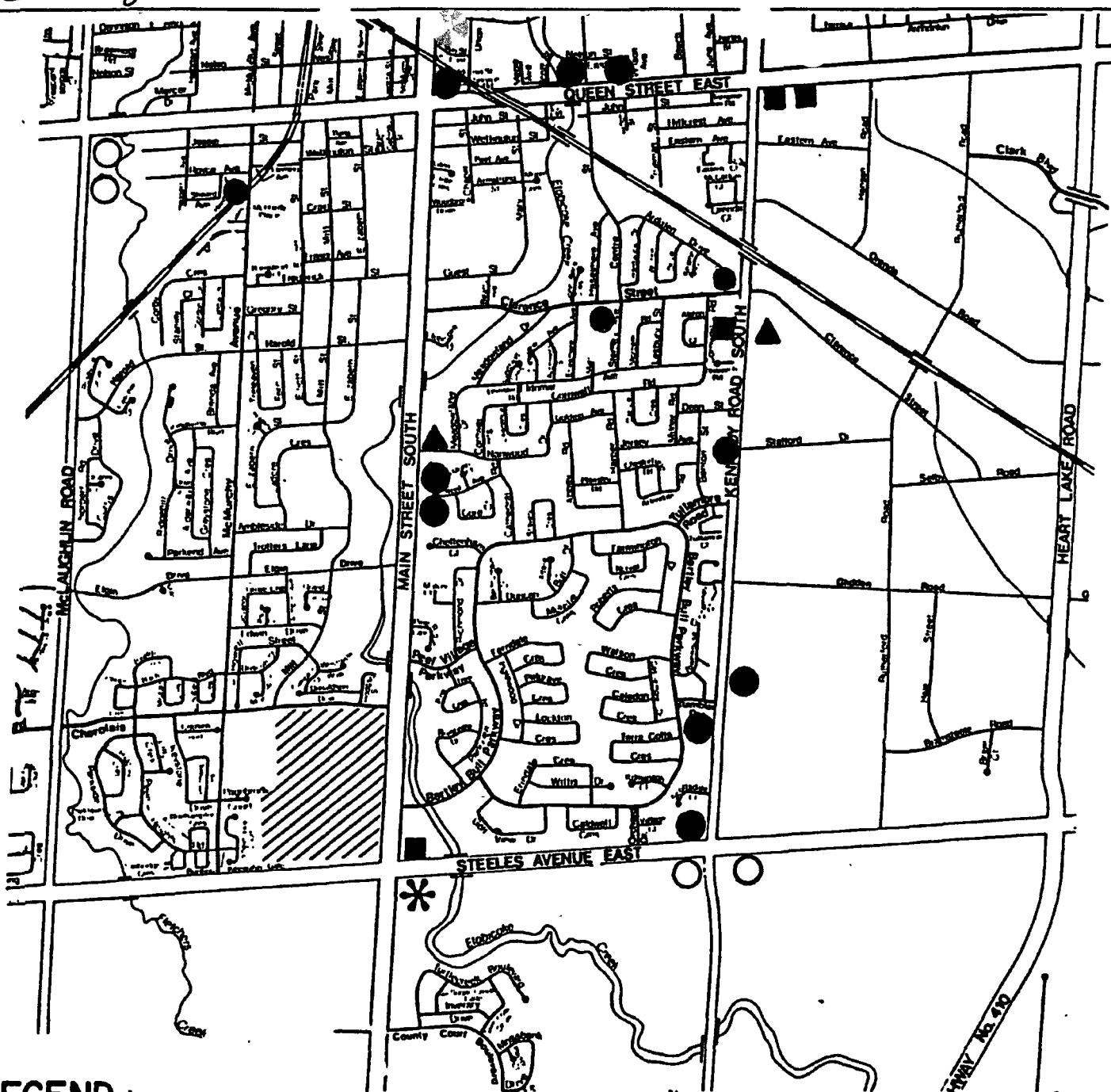
KANEFF PROPERTIES
TRANSIENT AND LOCAL
DEMAND AREAS (MAP 3)









1:25000

CITY OF BRAMPTON
 Planning and Development

Date: 86 03 11 Drawn by: K.L.
 File no. TIE15.6 Map no. 76-18C



LEGEND

-  SUBJECT LANDS
-  REGIONAL COMMERCIAL
-  CONVENIENCE COMMERCIAL
-  DISTRICT COMMERCIAL
-  NEIGHBOURHOOD COMMERCIAL
-  PROPOSED CONVENIENCE COMMERCIAL

KANEFF PROPERTIES
EXISTING COMMERCIAL
FACILITIES (MAP 4)



1:2000

CITY OF BRAMPTON
 Planning and Development

Date: 86 03 11 Drawn by: K.L.
 File no. TIE15.6 Map no. 76-18D

INTER-OFFICE MEMORANDUM

Office of the Commissioner of Planning & Development

1986 05 15

To: The Chairman and Members of Planning Committee
From: Planning and Development Department Services
RE: Application to Amend the Official Plan
and Zoning By-law
Part of Lot 15, Concession 1, E.H.S.
Ward 3
KANEFF PROPERTIES LTD.
Our File: T1E15.6

Attached are the notes of the Public Meeting held on Wednesday, May 7, 1986 with respect to the above noted application.

One citizen appeared at the meeting to raise an objection to the commercial proposal, noting that the existing Bartley's Square Plaza driveway facility off Steeles Avenue does not prohibit left turn movements. He indicated his preference for an apartment building rather than commercial development.

The prohibition of left turn vehicular movements on Steeles Avenue will be enhanced by extending the existing median easterly to obstruct left turns into and out of the Bartley's Square site. With respect to left turn prohibitions on Highway Number 10, Hurontario Street, it is intended that the design of the turn directional island and its related signs will be improved, over that currently existing at Bartley's Square, by lengthening the entrance and exit ramps through the creation of a larger island.

IT IS RECOMMENDED THAT Planning Committee recommend to City Council that:

- cont'd. -

- 1) the notes of the Public Meeting be received, and
- 2) staff be directed to prepare the appropriate documents for the consideration of City Council.

AGREED



F. R. Dalzell,
Commissioner of Planning
and Development



L.W.H. Laine,
Director, Planning and
Development Services

LWHL/ec
attachment

PUBLIC MEETING

A Special Meeting of Planning Committee was held on Wednesday, May 7, 1986 in the Municipal Council Chambers, 3rd Floor, 150 Central Park Drive, Brampton, Ontario, commencing at 7:32 p.m. with respect to an application by KANEFF PROPERTIES LIMITED (File: T1E15.6 - Ward 3) to amend both the Official Plan and the Zoning By-law to permit the development of a commercial shopping centre and gas bar.

Members Present: Alderman P. Beisel - Chairman
Alderman H. Chadwick
Alderman J. Shadrach
Alderman L. Bissell
Alderman T. Piane
Alderman P. Palleschi
Alderman S. DiMarco

Staff Present: F. R. Dalzell, Commissioner of Planning and Development
L.W.H. Laine, Director, Planning and Development Services Division
J. Robinson, Development Planner
C. Brawley, Development Planner
J. Corbett, Policy Planner
P. Schwartzberg, Policy Planner
E. Coulson, Secretary

The Chairman enquired if notices to the property owners within 120 metres of the subject site were sent and whether notification of the public meeting was placed in the local newspapers. Mr. Dalzell replied in the affirmative.

One interested member of the public was in attendance.

Mr. Laine outlined the proposal and explained the intent of the application. After the conclusion of the presentation, the Chairman invited questions and comments from the members of the public in attendance.

- cont'd. -

Mr. R. Murphy, 12 Golf View Drive, voiced objection to the proposal, noting that this is the same type of strip plaza that he has previously voiced objection to. He noted that the right-in, right-out access does not work at the existing plaza, north of Steeles and east of Highway 10, and that he would prefer a high rise apartment building to the commercial proposal.

There were no further questions or comments and the meeting adjourned at 7:40 p.m.

Mr. R. Murphy, 12 Golf View Drive, voiced objection to the proposal, noting that this is the same type of strip plaza that he has previously voiced objection to. He noted that the right-in, right-out access does not work at the existing plaza, north of Steeles and east of Highway 10, and that he would prefer a high rise apartment building to the commercial proposal.

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