

A Retail and Service Needs Study

A Retail and Service Needs Study is used to examine market demand and potential impacts of the proposed development.

Required by Legislation

The Local Official Plan.

Who should prepare this study?

A Retail and Service Needs Study must be completed and signed by a qualified market consultant.

Why do we need this study?

A Retail and Service Needs Study is required to demonstrate the demand for the proposed commercial development, and to evaluate its anticipated impact on existing or planned commercial areas.

How should this study be prepared?

A Community Services and Facilities Study should at a minimum contain:

Introduction

- › Address of the property
- › General site location of the subject property
- › Project name (if applicable)
- › Applicant and owner's contact information
- › Author name, title, qualifications, company name and appropriate stamp
- › Brief description of the proposed development
- › Overview of the study area
- › Purpose of the study
- › Location and context map.

Proposal Description and Context

- › Description of the proposal, development stats (such as number of units, site area) type of development proposed, height, parking areas, access points, location of amenity areas, proposed phasing
- › Description of the existing on-site conditions as well as surrounding areas, buildings, structures, roads, active transportation facilities, parks, natural areas, buildings, parking areas
- › Concept Plan for the development including building location, parking, access, amenity areas, grading and natural features and any natural hazards.

How should this study be prepared? (continued)

Investigation/Evaluation

- › Introduction of the study approach and methods, with a review of background, issues, objectives, assumptions and rationale
 - › Review of the trade area and surroundings, evaluate the site location, size and use, determine the study area and its form and function and assess the market competition
 - › Inventory of retail space and site suitability, with a customer and/or license plate survey (if the vehicles cross municipal boundaries) and an inventory of competitive space
 - › Forecast of population levels across the municipality
 - › Analysis of the feasibility for additional retail/commercial space, the competition, with a projection of market growth and potential.
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Impacts and Mitigation Measures

- › Demonstration of market demand and impact analysis.
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Recommendations

- › Summary and conclusions of the studies and how they support the development and any special considerations or conditions that should be imposed to address short and long term provisions
 - › Any recommendations, or conditions that should form part of a decision on the matter.
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Drawings and Supporting Information

- › See above for location map, concept plans and study area.
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What else should we know?

The scope of work should be discussed with the community planner, urban designer and or other staff or agencies as part of the pre-consultation process.

Additional Terms

To be identified by the local municipality where proposed development is located.

Study Submission Instructions

To be identified by the local municipality where proposed development is located.

What other resources are there?

Ontario Professional Planners Institute (OPPI) – [Hire an RPP](#)

About these Terms of Reference

These Terms of Reference were developed as a joint effort with participation by representatives from all York Region municipalities and the Region. The Terms of Reference are in widespread use across the Region, with local requirements added as prescribed by each municipality at the pre-consultation stage.

The need and scope for this study will be decided by a municipality during initial pre-consultation process with input from partner agencies. This pre-consultation process may include:

- Determination if this study is applicable
- Confirmation of criteria within these Terms of Reference that are appropriate for your development project
- Identification of specific technical components that need to be addressed
- Identification of detailed standards to be met

Notes:

If the proposed development is revised, the study/report shall reflect the revisions by an updated report or letter from the author indicating the changes and whether or not the recommendations and conclusions are the same (Note: this is subject to the extent of the revisions).

A peer review may be required. The cost of the peer review will be borne by the applicant.

If the submitted study is incomplete, is authored by an unqualified individual or does not contain adequate analysis, the applications will be considered incomplete and returned to the applicant.