

# **WATERFORD STATION**

## **DEVELOPMENT STRATEGY ADDENDUM**

### **COMMERCIAL DEVELOPMENT & MIXED USE OPPORTUNITY**



**WATERFORD STATION**  
**DEVELOPMENT STRATEGY ADDENDUM**  
*PREPARED FOR BLACKSTONE DEVELOPMENTS INC.*  
*BY MXD DEVELOPMENT STRATEGISTS*  
*AUGUST 2016*





**15,000<sup>+</sup>**  
Estimated  
2015 population

**8,200<sup>+</sup>**  
Residents on the  
west side of  
Sylvan Lake

**1,600<sup>+</sup>**  
Acres of land  
annexed for growth

**85,000**  
SF Retail potential  
by 2021

## PROJECT CONTEXT

In May 2015, MXD Development Strategists prepared a report for the Waterford Station Development Strategy. The report provided an indication of the potential commercial development opportunity at the Development Site, located along Memorial Trail and 60<sup>th</sup> Street in the south west part of the Town of Sylvan Lake.

As part of the Development Strategy report, potential retail demand was estimated through the analysis of previous retail demand studies; projected population; town planning & growth management context and trade area analysis.

Given a 4.8% population growth scenario (based on estimates within the Town of Sylvan Lake, Committee of the Whole 2014 Annexation Discussion); as well as **the potential annexation of lands west of Waterford Station to accommodate residential development; and a lack of retail on the west side, an estimate of approximately 85,000 SF of additional demand was calculated for the year 2016 - 2021.**

Of particular significance, with a current population of approximately 15,000 residents, and an estimated 8,200 residents living west of 50<sup>th</sup> street, a competitive assessment found a lack of retail offering situated on the western side of the Town. This lack of retail offering provides potential opportunity for Waterford Station to act as a Neighbourhood Retail Center (40,000 to 125,000, ICSC) for its on-site population of 1,700+, the existing 8,200+ residents of the west side, the future residential base located within the annexation and the wider area.

Following the Waterford Station Development Strategy, a two-phase retail gap analysis was conducted to assess potential gaps in retail offering. It was estimated that there was approximately 551,000 SF of occupied space and 45,000 SF vacant, (vacancy of 10 %), and 38 SF of retail per capita. While vacancy is low and the per capita is high, strong inflow expenditure from the approximately 1 million annual visitors contributes 13% to overall retail expenditure.

The study found an estimated retail shortage of 48,086 SF with personal services, grocery, home electronics & appliances, and family entertainment & concessions the most under supplied. The highest “leakage” retail categories to other markets were nearly identical, with the exception of family entertainment & concessions. Given proximity to Red Deer, some categories will continue to exhibit “leakage”, however, potential for a “right-sized” and tailored Neighborhood Centre remains.

### KEY TAKEAWAYS:

- The growth of the Town of Sylvan Lake is likely to be focused on the western and southern areas of the jurisdiction.
- This growth is likely to increase pressure on the existing transportation network with more residents driving to destinations if there are no closer alternatives.
- **Waterford Station presents an opportunity to serve the existing population of the west side as well as the future growth areas that will be built out as part of the annexation.**

# WATERFORD STATION – DEVELOPMENT STRATEGY ADDENDUM



WEST ANNEXED LANDS IDENTIFIED FOR RESIDENTIAL GROWTH (WEST AREA STRUCTURE PLAN)  
**6,000+ RESIDENTS AT BUILD-OUT**

**FUTURE RESIDENTIAL**  
TRIPPS LANDS OUTLINE PLAN (LAMONT DEVELOPMENT LTD) 2,000+ RESIDENTS AT BUILD-OUT  
**FUTURE RESIDENTIAL**

**8,200+ EXISTING RESIDENTS LIVING WEST OF 50TH STREET (APPROX.)**

**WATERFRONT COMMERCIAL DISTRICT**

**EXISTING COMMERCIAL & RETAIL CENTRE**

**PRIMARY INDUSTRIAL EMPLOYMENT CENTRE**

**EAST ANNEXED LANDS**  
IRON GATE OUTLINE PLAN 1,600+ RESIDENTS AT FULL BUILD-OUT

**SIXTY WEST 1,700+ RESIDENTS AT BUILD-OUT**  
18.3 ACRES COMMERCIAL/RETAIL CENTRE

**CURRENT RESIDENTIAL EXPANSION AREA**

**80+ ACRES OF PROPOSED MUNICIPAL TOURNAMENT SPORTS CENTRE**

60 STREET

50 STREET/ CENTENNIAL STREET

MEMORIAL TRAIL

HWY 20

HWY 11

**FUTURE INTERCHANGE**



**WATERFORD STATION**

FOR ILLUSTRATIVE PURPOSES ONLY: PLEASE NOTE, ALL GEOGRAPHIC BOUNDARIES ARE APPROXIMATE AND NOT ALL ANNEXATION LANDS ARE SHOWN ON THE MAP  
PREPARED BY MXD DEVELOPMENT STRATEGISTS



## RECENT/NOTABLE DEVELOPMENTS & INITIATIVES

**Annexation** – Further strengthening the potential opportunity at Waterford Station, on February 1st, 2016, the Town of Sylvan Lake annexed 1,675 acres of land in the western and eastern parts of town. Notably, the Waterford Development Site formed part of the annexed lands on the western edge.

As per the inter-municipal development plan, the western annexation lands will serve as a growth area for the town’s growing residential base. As illustrated in the geographic and spatial context of the Town of Sylvan Lake, **the eastern edge acts as the primary commercial retail centre with a smaller retail node at the Downtown Waterfront Commercial District, highlighting a lack of retail on the western and growing side of the Town of Sylvan Lake.**

**The development of the western annexation lands will result in growing pressure on the jurisdiction’s transportation network, increasing the need for a balanced approach to commercial development on both the west side and east side.**

**Waterford Station Outline Plan Approval** – In addition to the annexation of the western lands (which included the Waterford Station Development Site), the Town of Sylvan Lake approved the Outline Plan for Waterford Station. This approval provides the necessary rezoning to implement the proposed land uses at the Waterford Station Development Site. Grading and clearing on the initial phase of the site has begun with an expected full-residential build-out 1,600+ residents.

**Tournament Sports Centre** – Directly south of the recently approved Waterford Station Development Site, the Town of Sylvan Lake has expressed its desire for a Tournament Sports Area to be developed. This Tournament Sports Area would serve the existing and growing population of the west side and the wider Town of Sylvan Lake. Furthermore, the presence of a Tournament Sports Area may potentially add to the “critical mass” of the project area, enhancing the mix of land uses within proximity to Waterford Station, allowing a more walkable Town, while drawing people from the wider trade area and encouraging shopping while in the area.

**Ongoing Residential Development** - North of Waterford Station, Lamont Land Development has recently submitted an Outline Plan primarily consisting of residential development, thus adding to the number of residents in the west side that may frequent a Neighbourhood Centre.

### KEY TAKEAWAYS:

- **Annexation of the west lands and approval of the Waterford Outline Plan position it well to act as a neighbourhood shopping center for the growing population of the west side.**
- **The potential is further strengthened by the Town’s plans for a Tournament Sports Centre. If the centre is developed this would act as significant catalyst in attracting visitors and residents to the area. Furthermore, it would increase the walkability of the Town as it aims to manage growth**

**1 million<sup>+</sup>**

Estimated  
annual visitors

**12<sup>+</sup>**

Outline plans  
approved with a  
focus on residential

**385**

Building permits in  
2015

**75% APPROX.**

of retail  
located  
in East Sylvan Lake



**NEXT STEPS**

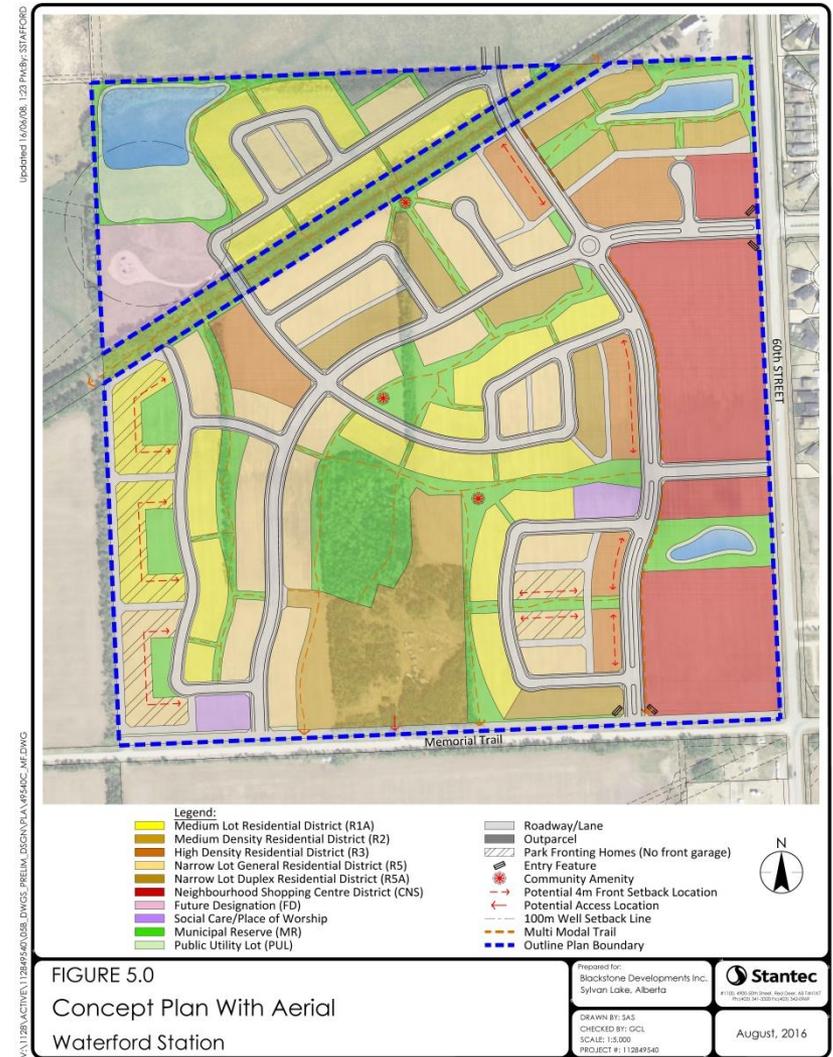
As part of defining the role of commercial retail development in the Town of Sylvan Lake, the municipality is also preparing to conduct a Consumer Intercept Survey. This survey would further define the potential types of tenants, end users and brands that residents would like to see available within the Town.

This initiative would build on the integrated platform of planning and development strategies already underway by the private sector and public sector to aid in further defining the target audience for a “right-sized” Neighbourhood Center.

Importantly, the positioning of Waterford Station as a Neighborhood Shopping Center also drives its viability as a destination while differentiating it from the existing retail context. At Waterford Station, retail development in keeping with consumer demand and context ultimately supplements key anchors, while adding to the daily life of residents.

**KEY TAKEAWAYS:**

- “Right-Sized Development” to serve the growing west side of the Town of Sylvan Lake.
- Ongoing refinement of the retail tenants, brands and end-users through consumer intercept survey anticipated.
- Unique retail offering and opportunity for a multi use development act as key differentiator for attracting residents to Waterford Station and phasing in tandem with on-site population works to strengthen development potential.



WATERFORD STATION OUTLINE PLAN (CONCEPT PLAN) – STANTEC INC.



**WATERFORD**  
STATION

## **WATERFORD STATION DEVELOPMENT STRATEGY ADDENDUM**

*PREPARED FOR BLACKSTONE DEVELOPMENTS INC.*

*BY MXD DEVELOPMENT STRATEGISTS*

*AUGUST 2016*

**FOR ANY QUESTIONS REGARDING WATERFORD STATION, PLEASE CONTACT:**

***DOUG MCGILL***

***BLACKSTONE DEVELOPMENTS INC.***

***TELEPHONE: 1-(403)-505-9982***

***EMAIL: BLACKSTONEINC@SHAW.CA***

Reference material used for this report was derived from the project team, as well as from the public and private sectors and government publications. This information was supplemented by our experience in the planning and development of real estate projects throughout North America and around the world. The figures presented in the previous report and this addendum are based on an evaluation of the current general level of the economy in the local market, and neither take into account, nor make provisions for the effect of any sharp rise or decline in local or general economic conditions. MXD Development Strategists, Ltd. do not warrant that any estimates contained within the study will be achieved, but that they have been prepared conscientiously on the basis of information obtained during the course of this market analysis.

As is customary in an assignment of this type, neither our name nor the material submitted may be included in a prospectus, or part of any printed material, or used in offerings or representations in connection with the sale of securities or participation interest to the public, without the expressed permission of MXD Development Strategists, Ltd.