

# Commercial Land Impact Assessment

20 Jocelyn Road

Municipality of Port Hope

March 23, 2022

Prepared for: Nautical Lands Group

Prepared by: Tate Economic Research Inc.



TATE  
ECONOMIC  
RESEARCH INC.

Angela Mariani, BA  
Development Planner  
Nautical Lands Group  
372 Taunton Road E. Unit #L4B  
Whitby, ON L1R 0H4

March 23, 2022

Re: Commercial Land Impact Assessment  
20 Jocelyn Road  
Municipality of Port Hope, ON

Dear Ms. Mariani:

Tate Economic Research Inc. is pleased to submit this report examining the market implications of the proposed seniors residential development at 20 Jocelyn Road, in the Municipality of Port Hope.

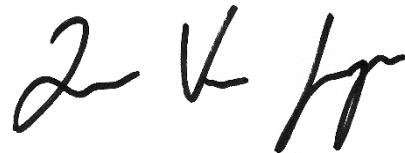
We look forward to discussing the results with you.

Yours truly,

TATE ECONOMIC RESEARCH INC.



James Tate  
President



Ben Van Impe  
Senior Consultant

# Table of Contents

<b>Executive Summary &amp; Conclusions</b> .....	<b>1</b>
Background and Development Concept .....	1
Summary and Conclusion .....	3
<b>1 Introduction &amp; Background</b> .....	<b>6</b>
1.1 Background .....	6
1.2 Development Concept .....	7
1.3 Wellings Community Concept .....	8
1.4 Mandate and Scope of Work.....	10
<b>2 Planning Policy Review</b> .....	<b>11</b>
2.1 Port Hope Urban Area .....	11
2.2 General Commercial Designation .....	11
2.3 General Commercial Zone .....	12
2.4 Official Plan Required Studies .....	13
2.5 Planning Policy Review Conclusion .....	13
<b>3 Location and Access</b> .....	<b>14</b>
3.1 Location Characteristics.....	14
3.2 Access Characteristics.....	16
3.3 Development Concept Access Characteristics.....	17
3.4 Location and Access Conclusion .....	18
<b>4 Population and Demographics</b> .....	<b>19</b>
4.1 Demographic Composition.....	19
4.2 Seniors Demographic Forecast.....	20
4.3 Population and Demographics Conclusion.....	21
<b>5 Commercial Land Analysis</b> .....	<b>22</b>
5.1 Commercial Land Supply.....	22
5.2 Commercial Land Analysis Conclusion .....	24
<b>6 Viability and Benefit Assessment</b> .....	<b>25</b>
6.1 Recognized Demand for Seniors Housing .....	25
6.2 Synergies with Surrounding Uses .....	25
6.3 Development Proposal Benefit Assessment.....	26
6.4 Development Concept Viability Assessment Conclusion.....	27

# Executive Summary & Conclusions

Tate Economic Research Inc. (“TER”) has been retained by Nautical Lands Group (“Nautical”) to prepare a Commercial Land Impact Assessment as part of an application to permit a seniors residential development in the Municipality of Port Hope.

## Background and Development Concept

Choice Properties REIT (“Choice Properties”) owns a 14 acre site, municipally addressed as 2 Jocelyn Street, in the Municipality of Port Hope (“Choice Site”). The Choice Site is occupied by a 50,000 square foot Your Independent Grocer, as well as a gas bar. The “Subject Site” or “Site” represents a 4.5 acre portion of the Choice Site and is located on the west side of Henderson Street, north of Jocelyn Street.

The Choice Site, including the Subject Site, is designated General Commercial in the Municipality of Port Hope Official Plan (“Official Plan”) and is zoned General Commercial in the Municipality of Port Hope Zoning By-law 20/2010 (“Zoning By-law”). An Official Plan and Zoning By-law amendment is required to permit the proposed development.

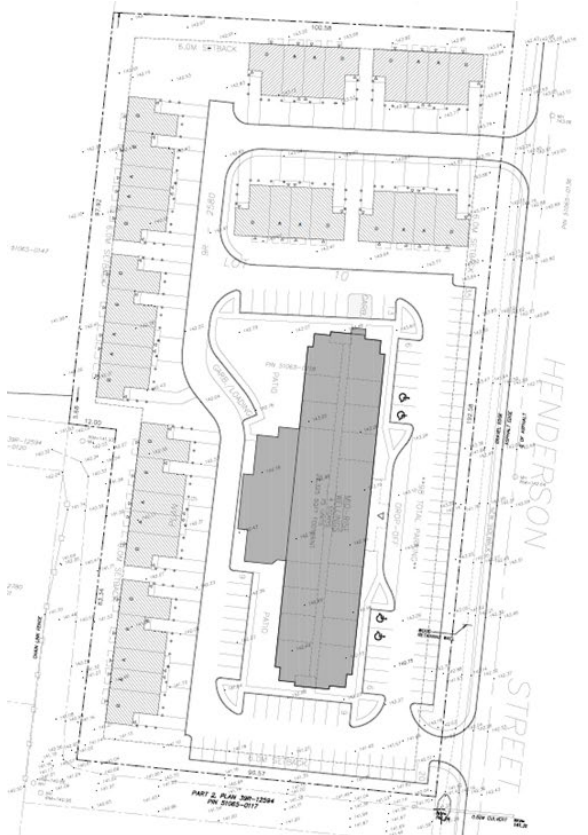
### Subject Site Location



Source: Tate Economic Research Inc.; Basemap: ESRI ArcGIS.

The development concept is indicated below. It is planned to include a four storey building containing 75 seniors rental units, as well as 36 seniors rental townhomes. The proposed development will include a wide range of amenities, such as a fitness centre, restaurant, pet washing station, games and theatre room and furnished guest suites, among others. The majority of the amenities will be located on the ground floor of the four storey building.

### Development Concept



Wellings of Stittsville, Ottawa



Wellings of Stittsville Salon, Ottawa

Source: Tate Economic Research Inc., as provided by Nautical Lands Group.

This Commercial Land Impact Assessment has been prepared as part of the application to permit the proposed development. This report examines the viability of Subject Site for the proposed uses and the potential impact of reducing the commercial land supply in the Municipality by permitting seniors residential uses on the Subject Site.

## Summary and Conclusion

**The proposed development will provide compact residential development within the Urban Area, as intended in the Official Plan.**

- The Official Plan encourages compact development within the Urban Area that is pedestrian friendly and is accessible to a range of amenities.
- The proposed development would transform a vacant commercial site into a functioning community with over 100 residential units. Residents of the proposed development will have access to commercial uses within walking distance, including a grocery store.

**The location and access characteristics of the Subject Site are not conducive to retail commercial development.**

- The Subject Site is located mid-block on a Local Road which provides limited access and visibility to pass-by traffic.
- There are vacant commercial lands in the surrounding area that are better located to accommodate retail commercial uses. As such, if the Subject Site was to be developed with retail commercial uses, it may be challenging to attract retail tenants.

**The development of the Subject Site, as proposed, for seniors residential uses, will not result in a deficiency in the supply of commercial land in the surrounding area or in the Municipality.**

- There is approximately 181 gross acres of zoned commercial land in the Port Hope Urban Area.
- Approximately 35%, or 62 acres, of the commercial land supply is currently vacant. Using a standard coverage ratio, these lands could accommodate 675,000 square feet of retail commercial space. This total does not include the potential intensification of existing underutilized commercial lands. This vacant land represents a significant amount of development potential in the context of the Port Hope commercial structure.
- The Subject Site, at 4.5 acres, represents 2.5% of the total commercial land supply in the Port Hope Urban Area and 7.3% of vacant commercial land.

**The proposed development will not negatively impact the planned function of the surrounding retail commercial node.**

- The area surrounding the Subject Site represents a diversified retail commercial area that serves the entire Municipality and beyond.
- The Subject Site is currently vacant and does not support the existing function of the retail commercial node.
- There are additional vacant retail commercial lands in the surrounding area that could accommodate retail commercial development in the future.
- The proposed development of the Subject Site will support retail commercial space in the surrounding area by adding additional demand generated by the residents of the proposed development.

**The proposed development concept is viable from the perspective of market demand.**

- The aging population of the Municipality will generate demand for different types of seniors housing, including the rental types proposed on the Site.
- The portion of the population in Port Hope aged 55+ is forecast to increase from 42.3% in 2016 to 64.1% in 2031. This represents an increase of approximately 4,800 residents age 55+ over the period of 2016 to 2031.

**There are no current prospects for developing the Subject Site for retail commercial uses.**

- The Subject Site is owned by Choice Properties. Choice Properties is a leading developer and operator of shopping centres in Canada.
- The retail commercial environment is shifting, reflecting the increased role of e-commerce which has resulted in less physical space being required and developed.
- Choice Properties has been unable to market the Subject Site for retail commercial uses. As such, the development of the Subject Site, as proposed, will transform land that is currently underutilized into a functioning component of the broader community.

- The proposed development anticipates the challenges of the retail environment and includes a concept that will enhance the long term viability of the node through the addition of residential uses.

**There are a number of benefits to the Municipality associated with the proposed seniors development.**

- The proposed development will generate employment opportunities and financial benefits including construction costs, development charges and tax revenues.
- The proposed development is an innovative concept that will support the growth and attractiveness of the Municipality.
- The proposed development will result in the intensification of a low density auto-oriented environment. This intensification is consistent with, and supports, the planning objectives of the Municipality.

**It is the professional opinion of Tate Economic Research Inc. that the proposed development will not significantly decrease the supply of commercial lands in the Municipality, and therefore, will not inhibit the ability of the Municipality to adequately meet demand for commercial land in the future. In addition, there are vacant commercial lands in the surrounding area that could accommodate retail commercial development in the future.**

**It is the professional opinion of Tate Economic Research Inc. that the proposed development will not negatively impact the planned function of the surrounding retail commercial node. The proposed development will transform vacant commercial land into a functioning component of the broader community and support the ability of the Municipality to serve its aging population.**



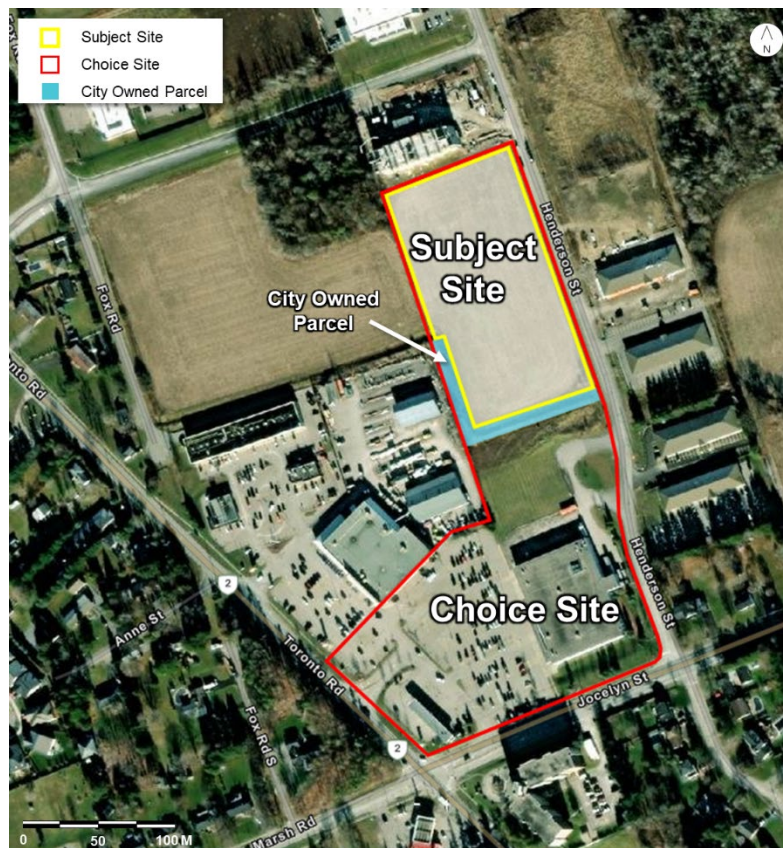
# 1 Introduction & Background

Tate Economic Research Inc. (“TER”) has been retained by Nautical Lands Group (“Nautical”) to prepare a Commercial Land Impact Assessment as part of an application to permit a seniors residential development in the Municipality of Port Hope. The development concept for the Subject Site contemplates a four storey seniors residence and townhouses, as outlined in greater detail in Section 1.2 of this report.

## 1.1 Background

Choice Properties REIT (“Choice Properties”) owns a 14 acre site that is municipally addressed as 2 Jocelyn Street, in the Municipality of Port Hope (“Choice Site”). The Choice Site is occupied by a 50,000 square foot Your

**Figure 1-1: Subject Site Location**



Source: Tate Economic Research Inc.; Basemap: ESRI ArcGIS.

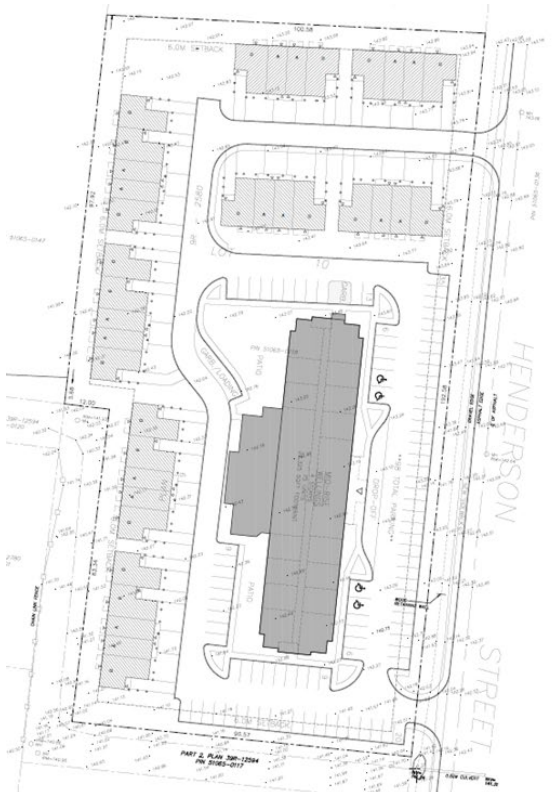
Independent Grocer, as well as a gas bar. The “Subject Site” or “Site” is the 4.5 acre portion of the Choice Site that is located on the west side of Henderson Street, north of Jocelyn Street. The location of the Choice Site and the Subject Site is indicated in Figure 1-1, on the previous page.

The Choice Site, including the Subject Site, is designated General Commercial in the Municipality of Port Hope Official Plan (“Official Plan”). It is zoned General Commercial in the Municipality of Port Hope Zoning By-law 20/2010 (“Zoning By-law”). It is our understanding that the General Commercial designation and zoning may permit limited residential uses in conjunction with commercial uses. However, the residential uses, as proposed, are not currently allowed on the Site. Therefore, an Official Plan and Zoning By-law amendment is required to permit the proposed development.

## 1.2 Development Concept

Nautical is proposing to develop the Subject Site as a ‘Wellings Community’. The Wellings Community concept is a vibrant active lifestyle community for adults aged 55+ wanting a balanced, simplified way of life. The Wellings Community concept is explored in greater detail in the following section of the report.

**Figure 1-2: Development Concept**



Wellings of Stittsville, Ottawa



Wellings of Stittsville Salon, Ottawa

Source: Tate Economic Research Inc., as provided by Nautical Lands Group.

The proposed development comprises a mid-rise, four storey building with 75 seniors rental units and surface parking. In addition, the proposed development includes 36 seniors rental townhomes. The mid-rise building will include a comprehensive amenity offering that serves residents of the building. The amenity offering is anticipated to be similar to other Wellings Communities which are discussed in the following section.

### 1.3 Wellings Community Concept

The Subject Site is being developed by Nautical Lands Group. Nautical is an established developer with over 30 years of experience building and operating retirement communities across Ontario. Nautical has designed, built and managed over 20 communities and continues to innovate and transform the retirement living model.

The Subject Site will be developed as a Wellings Community. Nautical currently operates five Wellings Communities, with more under construction. Wellings Communities are targeted towards active lifestyle adults, aged 55+. They operate a 100% rental model with optional services for residents.

While the amenity offering varies based on the Wellings Community, the following section provides a general description of the amenity offerings.

Whether apartment, townhome or single detached, Wellings units include full sized kitchens and in-suite laundry. These facilities provide residents the option to live independently.

Wellings Communities offer amenities such as 24-hour concierge, fitness centre, restaurant dining, private dining room, licensed bar and



parking. Food and beverage offerings are prepared in house under the guidance of an executive chef.

As an example, the amenity offering at the recently opened Wellings of Stittsville includes an 8,400 square foot atrium, fully licensed pub and 24-hour bistro, outdoor patio with barbeque area, car and pet washing station, private dining room, games area, theatre area, wellness gym and fitness centre, daily concierge, furnished guest suite and various outdoor areas and trails.

Similar to the Subject Site, many of the Wellings developments involve the intensification of existing retail centres, as described below:

- Wellings of Calgary, which is currently under construction, is located directly adjacent an existing retail centre anchored by Save-On-Foods;
- Wellings of Whitby, which is currently under construction, is located within the 500,000 square foot Taunton Gardens shopping centre;
- Wellings of Stittsville is located adjacent The Keg Steakhouse and Bar and the Shoppes at Fairwinds, a 300,000 square foot shopping centre; and,
- Wellings of Corunna is located adjacent a No Frills supermarket, and other retail uses such as The Beer Store.



Wellings of Calgary, Calgary



Wellings of Whitby, Whitby



Wellings of Stittsville, Ottawa



Wellings of Corunna, St. Clair

## 1.4 Mandate and Scope of Work

TER has prepared the following mandate and scope of work to address the requirements of the Official Plan, as discussed in Section 2.4 of this report:

- The viability of retail commercial uses on the Subject Site;
- The impact of adding residential uses on the Site to the planned function of the surrounding retail commercial node;
- The potential impact of reducing the commercial land supply in the Municipality by permitting seniors residential uses on the Subject Site; and,
- Comment on the viability of the proposed seniors residential use and development concept.

In order to examine the potential impact of the proposed development, TER has conducted the following research and analysis:

- Planning policy review;
- Review of location and access characteristics;
- Population and demographic analysis;
- Review of commercial land supply; and,
- Viability and benefit assessment.

## 1.5 Basic Assumptions

The findings of market demand and impact studies, such as the one presented in this report, are dependent on the economic and social paradigm in which they are written. The findings of this report are underpinned by basic assumptions, such as population forecasts. If these forecasts diverge significantly from the population levels realized, the conclusions of this report may require revision.

In addition to the above, the retail market is constantly changing. TER has decades of experience and knowledge in the commercial real estate industry. However, retail trends are impossible to predict with total accuracy. As such, if market trends shift significantly from our understanding today, the conclusions of this report may require revision.

## 2 Planning Policy Review

The following section of the report examines the Official Plan policies applicable to the Subject Site.

### 2.1 Port Hope Urban Area

The Subject Site is located within the Port Hope Urban Area. The Urban Area is intended to accommodate growth in a compact form. Section B4 of the Official Plan states:

*The Municipality of Port Hope shall accommodate new growth through practical and efficient land use management strategies that promote a more compact pattern of development within the existing Urban Area and Hamlet boundaries.*

With respect to compact development, Section B9.2 of the Official Plan states:

*To ensure that all residential areas of the Urban Area are compact, pedestrian friendly, offer a mix of housing types and are accessible to a range of amenities such as community facilities and commercial uses.*

### 2.2 General Commercial Designation

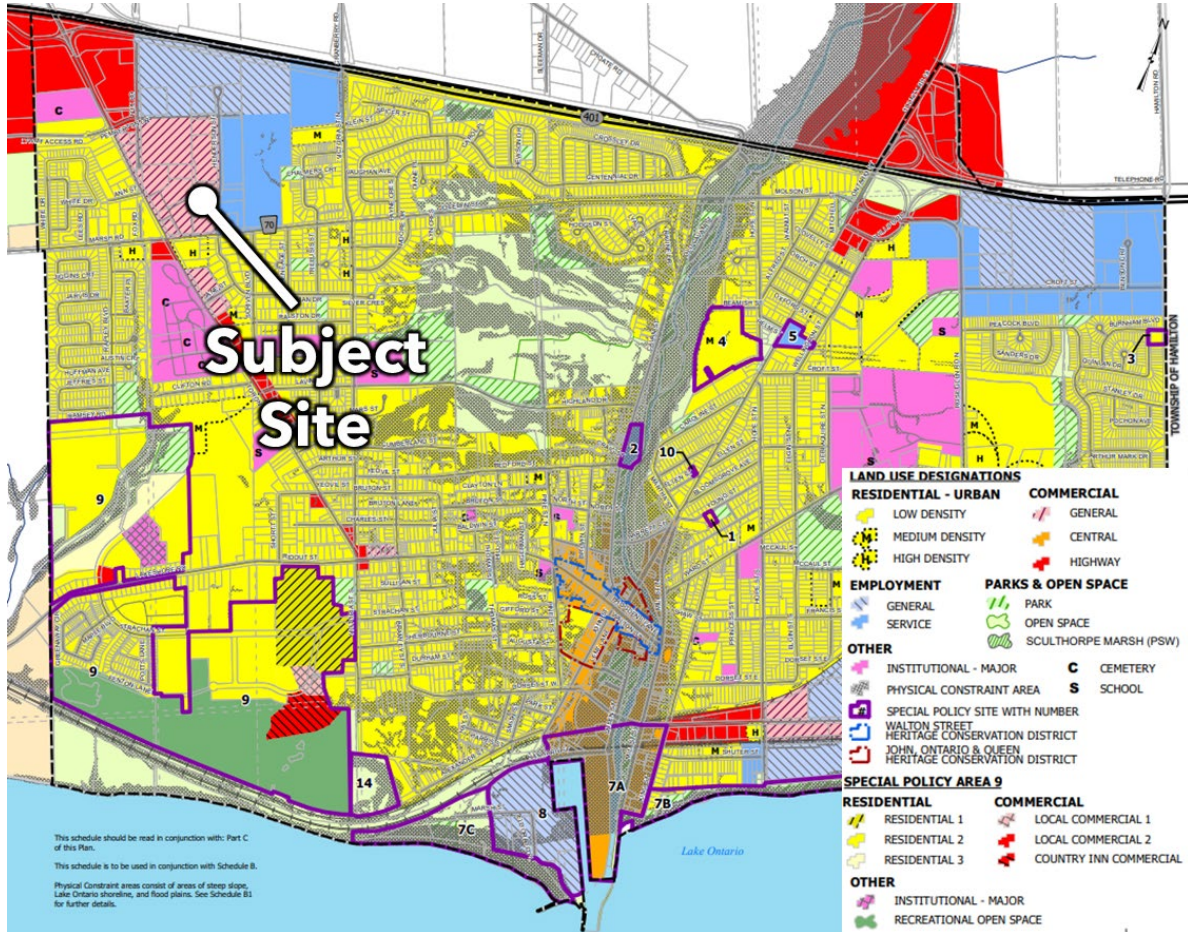
The commercial structure of the Municipality comprises General Commercial, Central Commercial and Highway Commercial designations. The Central Commercial designation represents Downtown Port Hope. There are additional commercial designations within Special Policy Area 9, including Local Commercial 1, Local Commercial 2 and Country Inn Commercial. Special Policy Area 9, or Penryn Park Estates, is a Designated Greenfield Area that is developing as a new neighbourhood located in the southwestern portion of the Municipality.

The Subject Site is designated General Commercial in the Official Plan. The General Commercial designation permits a wide range of uses. Section D3.2.2 states:

*General Commercial shall mean that the predominant use of the lands in the areas so designated shall be for retail and service commercial uses which are owned and operated and designed to function as a unit, with common access points and parking facilities or clusters of individually*

owned retail and service commercial uses. Apartment dwelling units may also be permitted in conjunction with a General Commercial use.

Figure 2-1: Official Plan Designation



Source: Tate Economic Research Inc.; Basemap: Official Plan Schedule C-1.

### 2.3 General Commercial Zone

The Zoning By-law includes five commercial zones: Neighbourhood Commercial, General Commercial, Downtown Commercial, Rural Commercial and Hamlet Commercial. The Subject Site is zoned General Commercial. The General Commercial Zone permits a wide range of retail and service uses, offices, hotel, gas station and car dealerships, places of amusement and entertainment and theatres.

The General Commercial zone permits residential uses in the form of Accessory Dwellings. Section 4.2.2 a) of the Zoning By-law states:

*The maximum number of accessory dwelling units permitted on a lot shall be 1, except in the Downtown Commercial (COM3) Zone, where there is no maximum...*

## 2.4 Official Plan Required Studies

Section C20.9 of the Official Plan states that the Municipality may require additional studies to ensure concerns regarding development are addressed. The list of additional studies includes a “Commercial Inventory Assessment”. The Official Plan does not include detailed criteria for the required components of a “Commercial Inventory Assessment”. However, Section 5 of this report provides an inventory and analysis of commercial land in the Municipality, which TER interprets to be sufficient to address the requirement of a “Commercial Inventory Assessment”.

In addition to the above, Section D3.2.3 e) states:

*Every proposal for new General Commercial development in excess of 1,400 m<sup>2</sup> gross floor area or the redesignation of land to General Commercial may need to be supported by a market analysis study that, reviews the impact of the proposal on the planned function of the General Commercial Area and the other Commercial designations within the Municipality.*

Since the proposed development does not introduce new General Commercial uses to the Municipality, a “Market Analysis Study”, as referenced in Section D3.2.3 e), is not required.

## 2.5 Planning Policy Review Conclusion

Although we are not planners, it is our understanding that the General Commercial designation and zoning may permit limited residential uses in conjunction with commercial uses. However, the residential uses, as proposed, are not currently allowed on the Site. Therefore, an Official Plan and Zoning By-law amendment is required to permit the proposed development.



# 3 Location and Access

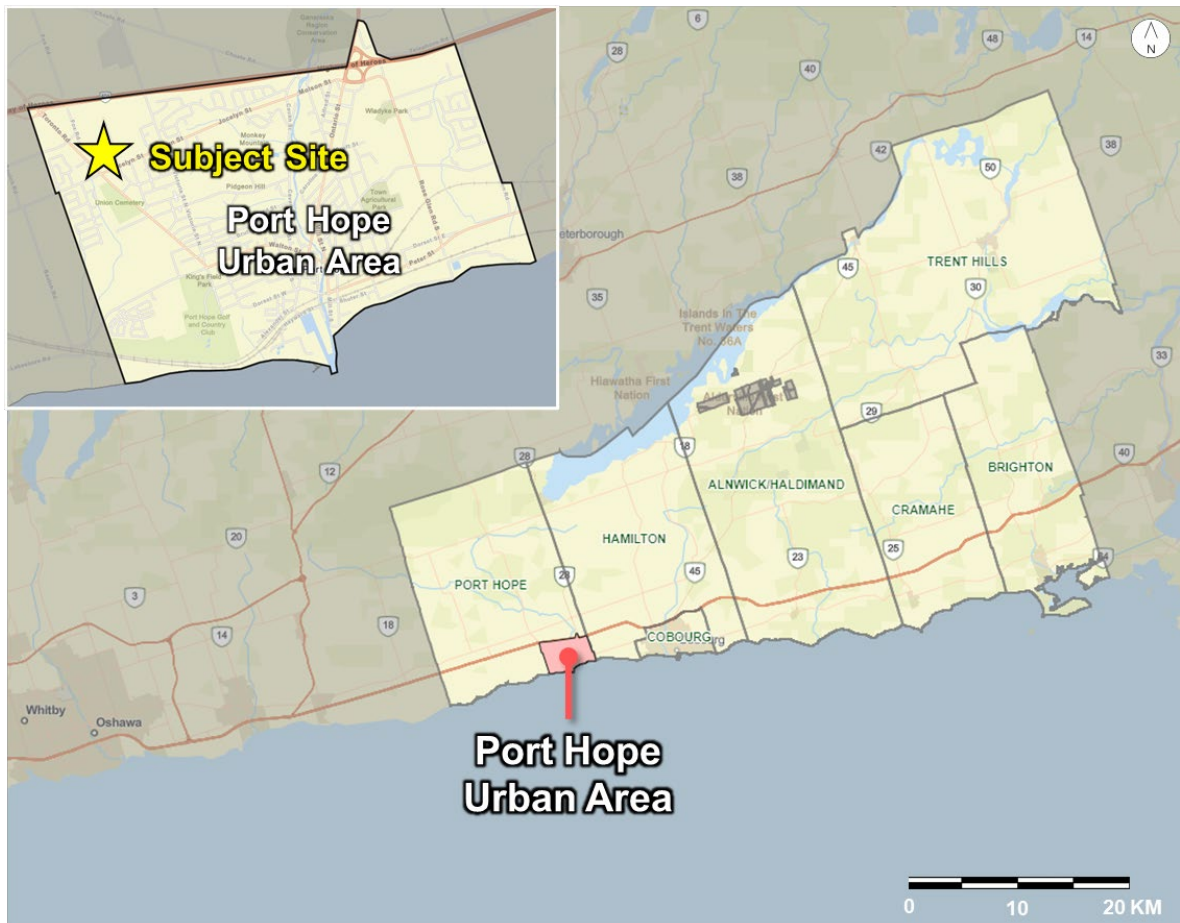
This section of the report examines the location and access characteristics of the Site from the perspective of suitability for the proposed development.

## 3.1 Location Characteristics

The location characteristics of the Subject Site are indicated in Figure 3-1, below, and summarized as follows:

- The Subject Site is located in the Municipality of Port Hope, in Northumberland County. Northumberland County is home to approximately 91,000 people and is bound by Lake Ontario to the south, the Township of Cavan Monaghan to the north, the Township of Hamilton to the east and the Municipality of Clarington to the west;

Figure 3-1: Location Characteristics



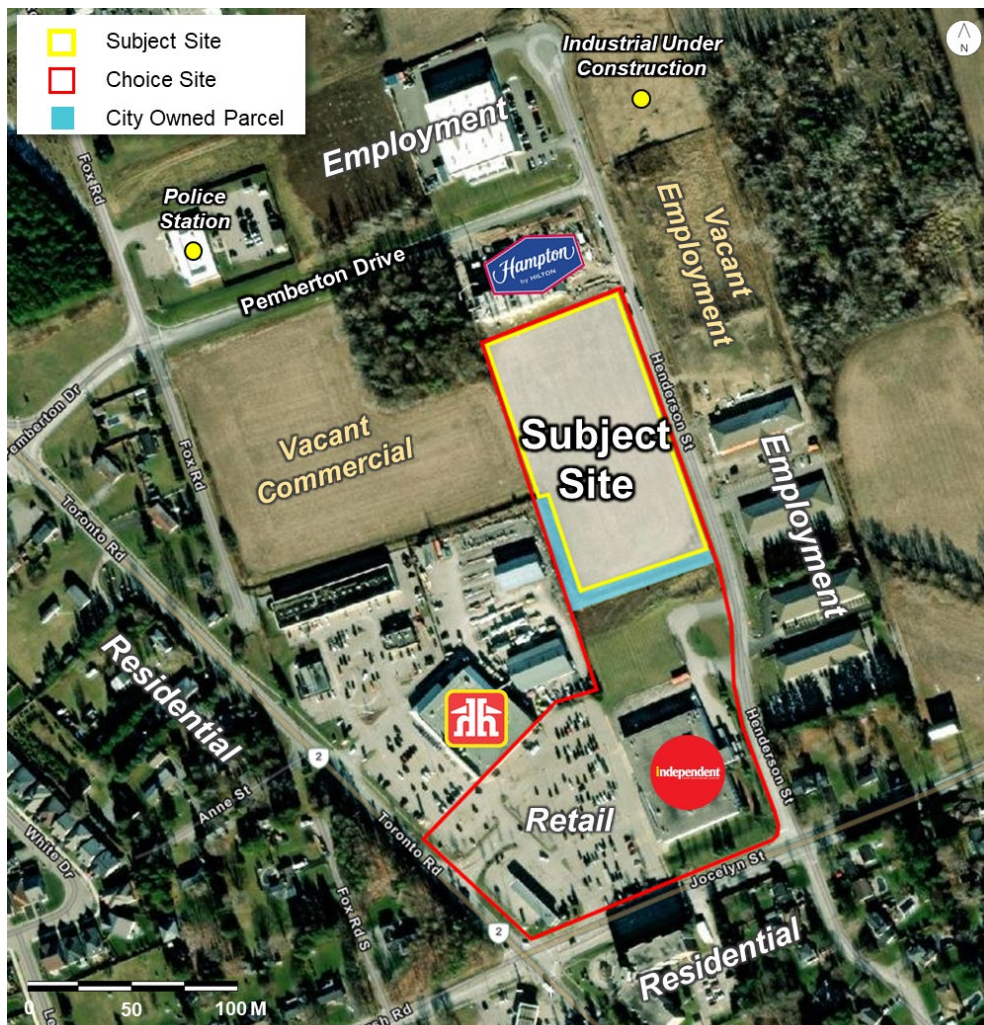
Source: Tate Economic Research Inc.; Basemap: ESRI ArcGIS.

- Port Hope is home to approximately 18,000 residents. It forms the most westerly boundary of the County and is approximately 100 kilometres east of Toronto and 50 kilometres from Oshawa. The Town of Coburg is 16 kilometres east of Port Hope; and,
- Port Hope is known for its historic main street and as a destination for outdoor activities with access to Lake Ontario and the Ganaraska River, as well the 11,000 acre Ganaraska Forest.

The types of uses in the area surrounding the Subject Site are indicated in Figure 3-2, below. The following observations are made with respect to Figure 3-2:

- The Subject Site occupies a portion of the Choice Site which is tenanted with a 50,000 square foot Your Independent Grocer, as well as a gas bar;

**Figure 3-2: Surrounding Land Use**



Source: Tate Economic Research Inc.; Basemap: ESRI ArcGIS.

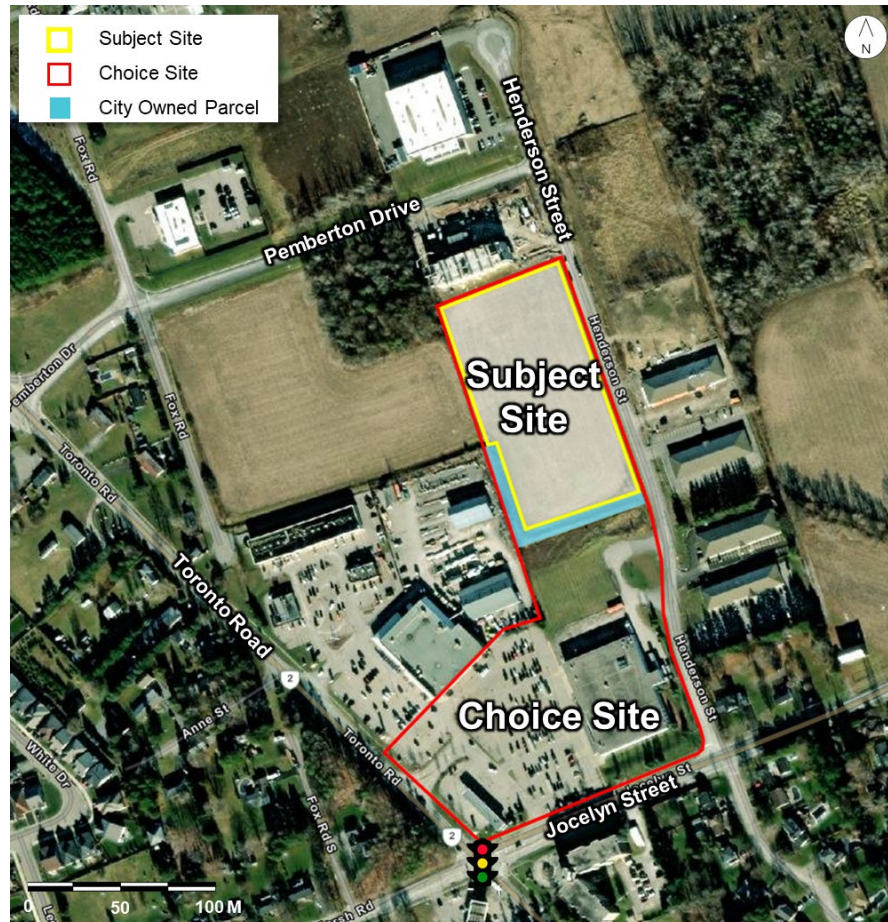
- The Choice Site is integrated with retail commercial uses on the adjacent parcels to the northwest. These uses include Home Hardware, Tim Hortons, CIBC and a range of other retail and service tenants;
- There is a Hampton Inn hotel under construction on the adjacent parcel to the north of the Subject Site. Completion is anticipated in April of 2022;
- There is an industrial building under construction at 85-95 Henderson Street, to the north of the Subject Site;
- There are existing and future employment uses on the east side of Henderson Street; and,
- There are residential uses further to the south and west of the Subject Site.

### 3.2 Access Characteristics

Figure 3-3, on the following page, illustrates the access characteristics of the Subject Site. The following observations are made with respect to Figure 3-3:

- The Subject Site is rectangular with approximately 650 feet of frontage onto Henderson Street;
- Henderson Street is classified as a Local Road in the Official Plan. Local Roads are designed to discourage through traffic and carry low traffic volumes at low speeds;
- The Subject Site is located approximately 200 metres north of Jocelyn Street. Jocelyn Street is classified as an Arterial Road in the Official Plan. Arterial Roads are designed to facilitate high levels of trip-making to and from major trip-generating sectors; and,
- Henderson Street connects to Pemberton Drive to the north. Pemberton Drive is a Collector Road that was completed in 2020. Collector Roads are designed to carry local traffic to, and from, arterial roads and provide access to land.

Figure 3-3: Access Characteristics



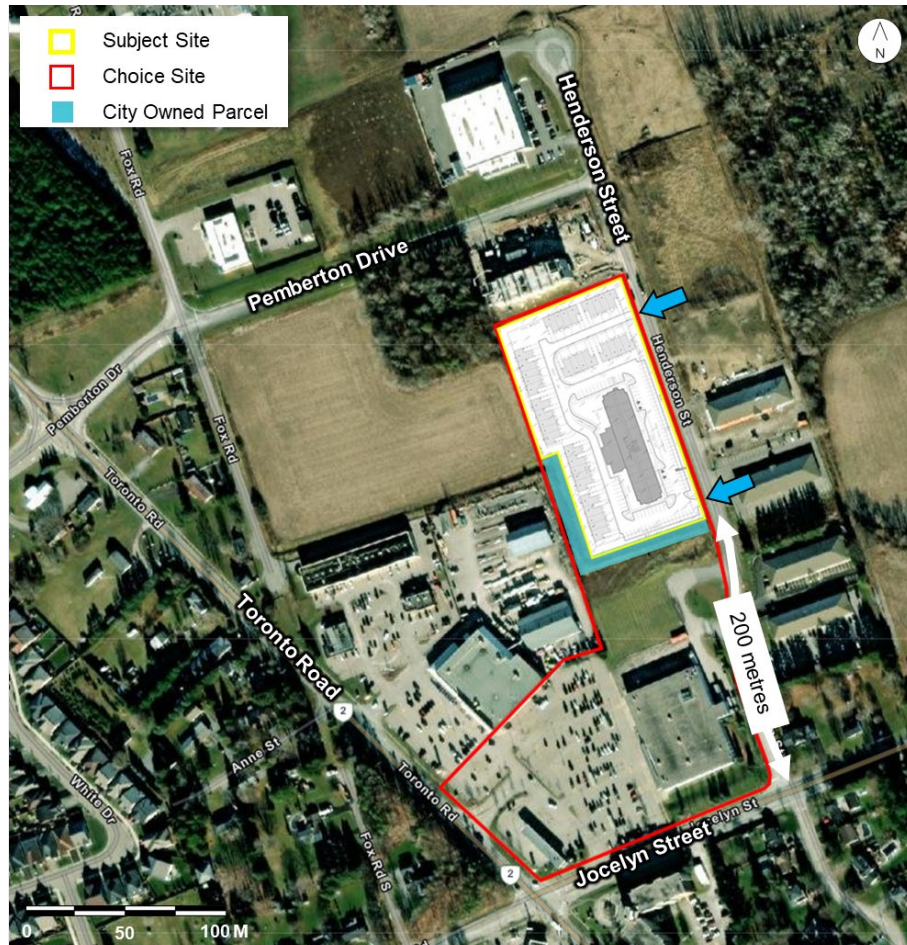
Source: Tate Economic Research Inc.; Basemap: ESRI ArcGIS.

### 3.3 Development Concept Access Characteristics

Figure 3-4, on the following page, illustrates the access characteristics of the development concept proposed for the Subject Site. The following observations are made with respect to Figure 3-4:

- The proposed development will have two access points from Henderson Street;
- It will not have direct vehicular access from the Choice Site;
- There will be an internal road that provides access to the townhouses and the mid-rise building; and,
- There will be surface parking for the proposed mid-rise building.

Figure 3-4: Development Concept Access Characteristics



Source: Tate Economic Research Inc.; Basemap: ESRI ArcGIS.

### 3.4 Location and Access Conclusion

The location and access characteristics of the Subject Site are not supportive of typical retail commercial uses. The Subject Site is located internally on a Local Road limiting access and visibility to pass-by traffic. The Subject Site has limited to no visibility from Toronto Road and limited visibility from Jocelyn Street. In addition, the Subject Site would not be easily integrated with existing retail commercial uses in the surrounding area, which limits potential synergies.

The location of the Subject Site will provide residents of the proposed development access to retail commercial uses, including a supermarket, within walking distance.

# 4 Population and Demographics

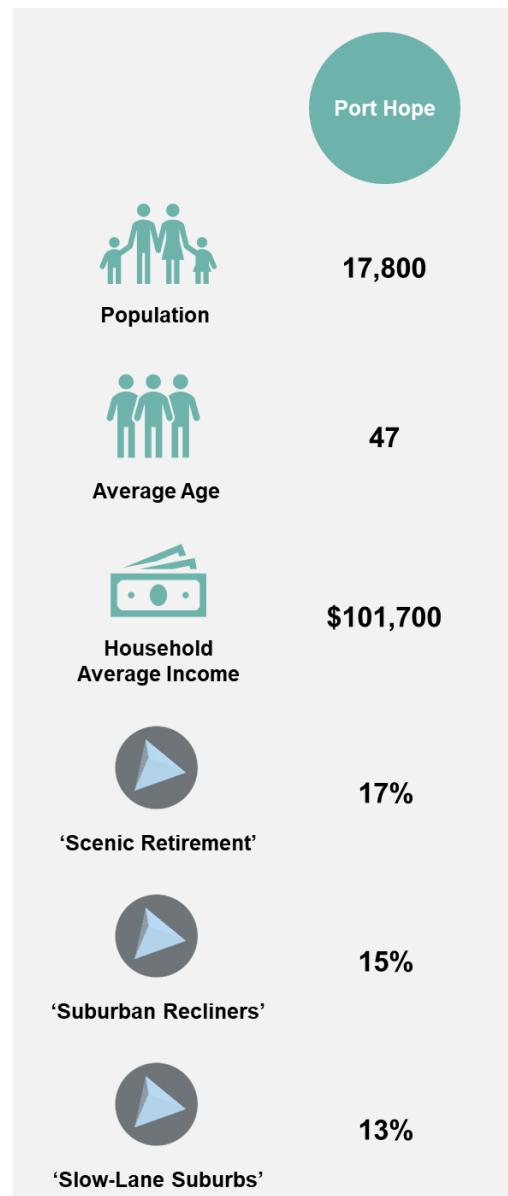
The following section of the report examines the existing and future population and demographic characteristics of the Municipality.

## 4.1 Demographic Composition

Figure 4-1 summarizes the demographic composition of the Municipality. The following observations are made with respect to Figure 4-1:

- The 2020 population of the Municipality is 17,800 persons with an average annual household income of \$101,700. This compares to the average annual household income for the Province which is \$111,900;
- The average age of residents in the Municipality is 47.3 years. This compares to the average age for the Province which is 41.4 years;
- Prizm5 is a segmentation tool which classifies Canada's neighbourhoods into 67 unique lifestyle types by integrating geographic, demographic and psychographic data. This tool creates a comprehensive picture of residents and customers according to their shared demographic, lifestyle and behavioural traits. The findings of the Prizm5 analysis are indicated below;

Figure 4-1: Demographics



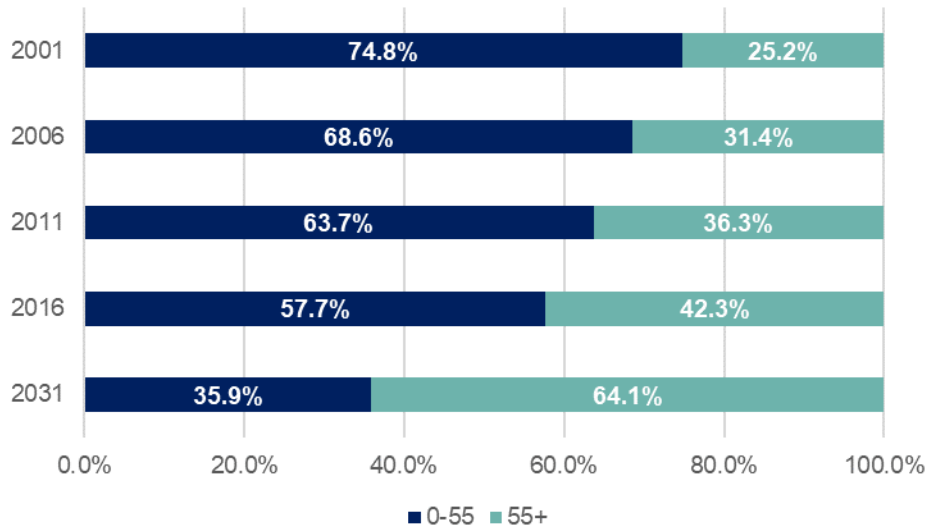
Source: Tate Economic Research Inc.

- The Prizm5 analysis indicates there is a significant component of the population in the Municipality that could be residents at the Site. These include:
  - The ‘Scenic Retirement’ Prizm5 profile represents 17% of households in the Municipality. Prizm5 describes Scenic Retirement as: older and mature married couples and singles living in the suburban neighbourhoods of smaller cities. More than two-thirds of household maintainers are 55+ years old, and one-quarter are condo owners. These households stay active by playing golf, fitness walking and gardening. A night out means a trip to a casino, community theatre or music venue.
  - The ‘Suburban Recliners’ Prizm5 profile represents 15% of households in the Municipality. Prizm5 describes Suburban Recliners as: a collection of suburban neighbourhoods surrounding smaller and midsize cities, including a number of retirement communities. Households typically contain empty-nesting couples and older singles living alone. They like to attend community theatres, craft shows and music festivals.
  - The ‘Slow-Lane Suburbs’ Prizm5 profile represents 13% of households in the Municipality. Prizm5 describes Slow-Lane Suburbs as: a mix of older and mature singles and couples living in the suburbs of midsize cities. Most maintainers are over 55, yield middle incomes and own inexpensive single-detached houses. They enjoy outdoor activities such as fishing, hunting and camping and many have time on their hands to go to casinos, community theatres and beer, food and wine festivals.

## 4.2 Seniors Demographic Forecast

Figure 4-2, on the following page, indicates the historic and forecast age distribution for the Municipality. This analysis indicates that the portion of the population aged 55+ will increase from 42.3% in 2016 to 64.1% in 2031. This represents an increase of approximately 4,800 residents age 55+ over the period of 2016 to 2031.

**Figure 4-2: Historic and Forecast Age Distribution**



Source: Tate Economic Research Inc. based on Statistics Canada Census of Canada and Municipality of Port Hope Age-Friendly Community Action Plan (2016).

### 4.3 Population and Demographics Conclusion

The Municipality is forecast to experience significant growth in the 55+ segment of the population. This growth, as well as the demographic characteristics of the Municipality, will support the demand for seniors oriented residential uses.



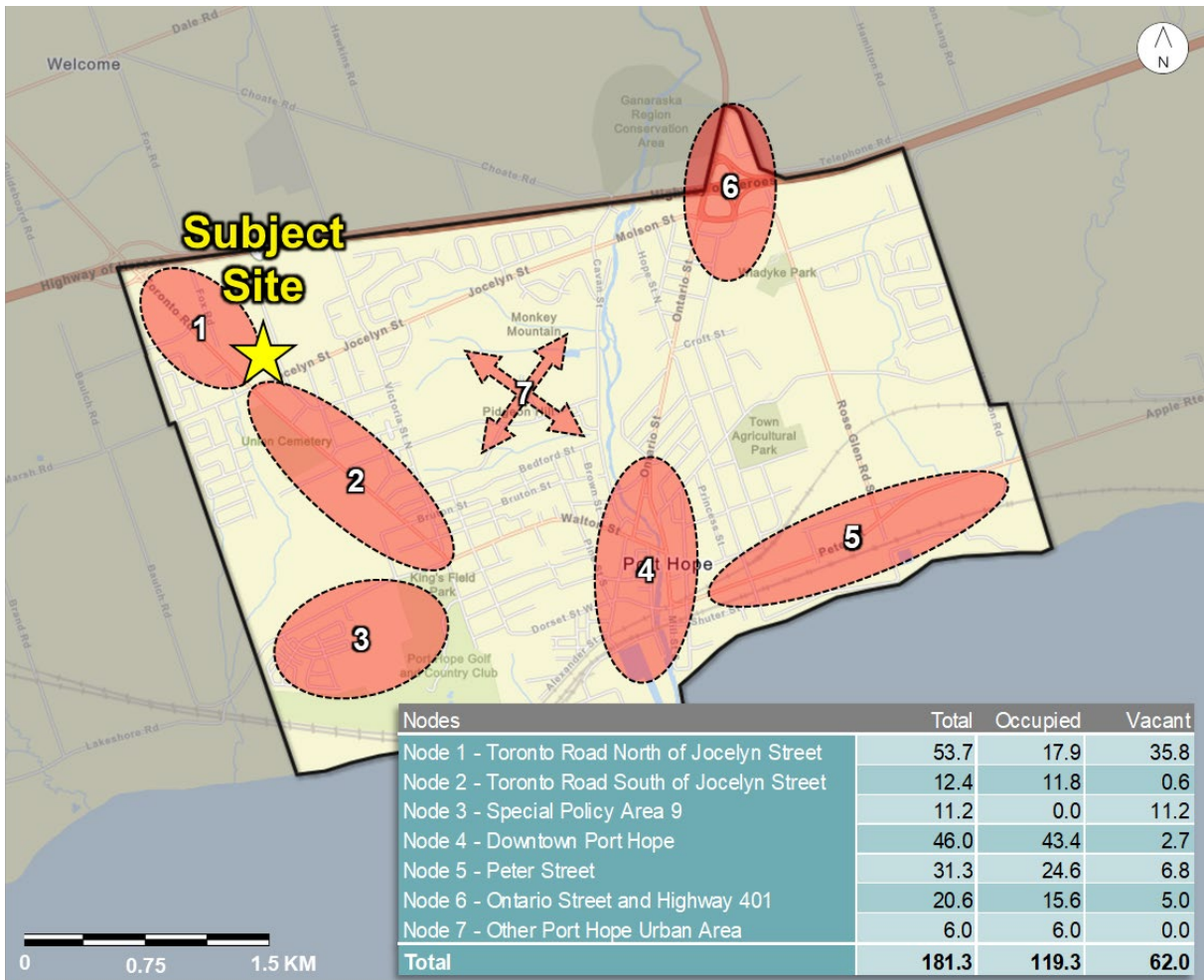
# 5 Commercial Land Analysis

This section of the report examines the supply of zoned commercial land in the Port Hope Urban Area. The potential impact of developing the Subject Site for non-retail uses on the supply of commercial land is examined in this section.

## 5.1 Commercial Land Supply

Figure 5-1, below, indicates the supply of zoned commercial land in the Port Hope Urban Area. This information is based on the Municipality of Port Hope

Figure 5-1: Port Hope Commercial Land Supply (acres)



Source: Tate Economic Research Inc.; Basemap: ESRI ArcGIS.

Urban Zoning Reference Map and Rural Zone Reference Map. It includes lands zoned Neighbourhood Commercial, General Commercial and Downtown Commercial. The following observations are made with respect to Figure 5-1:

- This analysis indicates that there are 181 gross acres of zoned commercial land in the Port Hope Urban Area;
- The Subject Site is located within Node 1. Node 1 represents the largest concentration of commercial land in the Port Hope Urban Area. There are 54 acres of commercial land in Node 1;
- TER estimates that there are approximately 62 acres of vacant commercial land in the Port Hope Urban Area. Vacant lands represent approximately 35% of the total land supply in the Port Hope Urban Area;
- Using a standard coverage ratio of 25%, these lands could accommodate approximately 675,000 square feet of retail commercial space; and,
- The majority (approximately 60% or 36 acres) of vacant commercial land in the Port Hope Urban Area is located within Node 1; and,
- Vacant land in Node 1 includes the 7.3 acre site at 300 Toronto Road and the 10.9 acre site at 197 Toronto Road. These sites have significant frontage onto Toronto Road, visibility from Highway 401 and direct highway access, making them more appropriate for retail commercial development than the Subject Site.

Figure 5-2, below, examines the Subject Site in the context of the commercial land supply in the Port Hope Urban Area. Figure 5-2 indicates that the Subject Site represents 2.5% of the total commercial land supply in the Port Hope Urban Area and 7.3% of vacant commercial land.

**Figure 5-2: Port Hope Commercial Land Summary**

Total Zoned Commercial Land (gross acres)	181.3
Occupied Zoned Commercial Land (gross acres)	119.3
Vacant Zoned Commercial Land (gross acres)	62.0
Subject Site (gross acres)	4.5
as % of Total Zoned Commercial Land	2.5%
as % of Vacant Zoned Commercial Land	7.3%

Source: Tate Economic Research Inc.

## 5.2 Commercial Land Analysis Conclusion

The commercial land supply in the Port Hope Urban Area is sufficient to accommodate additional retail commercial demand. TER estimates that the 62 acres of vacant commercial land can accommodate approximately 675,000 square feet of retail commercial space. Currently, approximately 35% of zoned commercial land is vacant and there are sites that, due to their locational attributes, are more appropriate for commercial development than the Subject Site.

The Site, at 4.5 acres, represents 2.5% of the existing supply of commercial land, and 7.3% of the vacant commercial land in the Municipality. It is not required to meet the needs of local residents in the near future.

# 6 Viability and Benefit Assessment

This section of the report examines the viability of the proposed development concept and the potential benefits it may generate for the Municipality.

## 6.1 Recognized Demand for Seniors Housing

Northumberland County is currently in the process of updating the Official Plan to guide growth and development over the next 30 years. Watson & Associates Economists Ltd. has prepared long-term growth projections and urban land requirements for the County. The results are included in the report titled “Official Plan Review, Northumberland County, Municipal Comprehensive Review – Long-Term Growth Forecast and Urban Land Needs Analysis” and is dated November 24, 2021 (“Watson Report”). The Watson Report states:

*Future housing demand across Northumberland County generated by the 55+ age group is anticipated to remain strong over the next decade, driven by the aging of the Baby Boom population. This will generate an increasing need to accommodate a growing number of seniors in housing forms that offer a variety of services ranging from independent living to assisted living and full-time care.*

The Watson Report states that the aging population will place increasing demand on medium and high density built forms. As discussed in Section 4.2 of this report, the Municipality has an aging population that will generate demand for seniors oriented housing options.

## 6.2 Synergies with Surrounding Uses

The Subject Site is located within a retail commercial node. As such, future residents of the Subject Site will have access to a variety of retail and service offerings within walking distance. These offerings include the Your Independent Grocer supermarket which is located adjacent the Subject Site. Other retail and service tenants within walking distance include Home Hardware, CIBC, Bulk Barn, Global Pet Foods, Avery Dental, Guardian Pharmacy and Pedi N Nails, as well as a range of food and beverage operators.

### 6.3 Development Proposal Benefit Assessment

The proposed development, as outlined in Section 1 of this report, is anticipated to result in many benefits to the Municipality and its residents and businesses. The following points examine some of the anticipated benefits of the proposed development of the Subject Site:

- The proposed Wellings Community is a modern concept, providing rental housing that caters to senior residents while allowing residents to live an independent lifestyle;
- It will provide an option for existing and future residents to live in Port Hope in a new retirement facility;
- This type of development will support the growth and attractiveness of the Municipality;
- The development of the Subject Site with residential uses will support retail commercial space in the surrounding node by introducing a local market and additional expenditures that can be captured by nearby retailers; and,
- The Subject Site is owned by Choice Properties. Choice Properties is a leading developer and operator of shopping centres in Canada. The Choice Properties portfolio includes over 66 million square feet of gross leasable area. Choice Properties has been unable to market the Subject Site for commercial uses. The development of the Subject Site, as proposed, will transform existing underutilized land into a functioning component of the broader community.

In addition to the above, the proposed development will generate financial benefits to the Municipality, which are examined below:

- The operation of the seniors residence will result in 30 to 40 full and part time employees;
- The construction of the proposed development will inject between \$15 and \$20 million into the local economy and will generate additional employment; and,

- There will be additional financial benefits in the form of permit and development charge fees, cash in lieu of parkland, as well as ongoing tax revenues.

#### **6.4 Development Concept Viability Assessment Conclusion**

The proposed development concept is considered viable from the perspective of market demand. It will serve a growing need for seniors oriented housing and will generate financial benefits for the Municipality.