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commercial!

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

SPRUCE GROVE

Spruce Grove is the regional hub of a \$1.9 billion retail market, supplying a dynamic mix of commercial, retail, professional and entertainment services.

Spruce Grove has grown steadily since 2001, from a population of under 16,000 to more than 35,000 in 2018. Our population has grown an average of 5.2% annually for the past 15 years – and 6.3% in 2016 – making Spruce Grove one of the fastest growing mid-sized cities in western Canada.

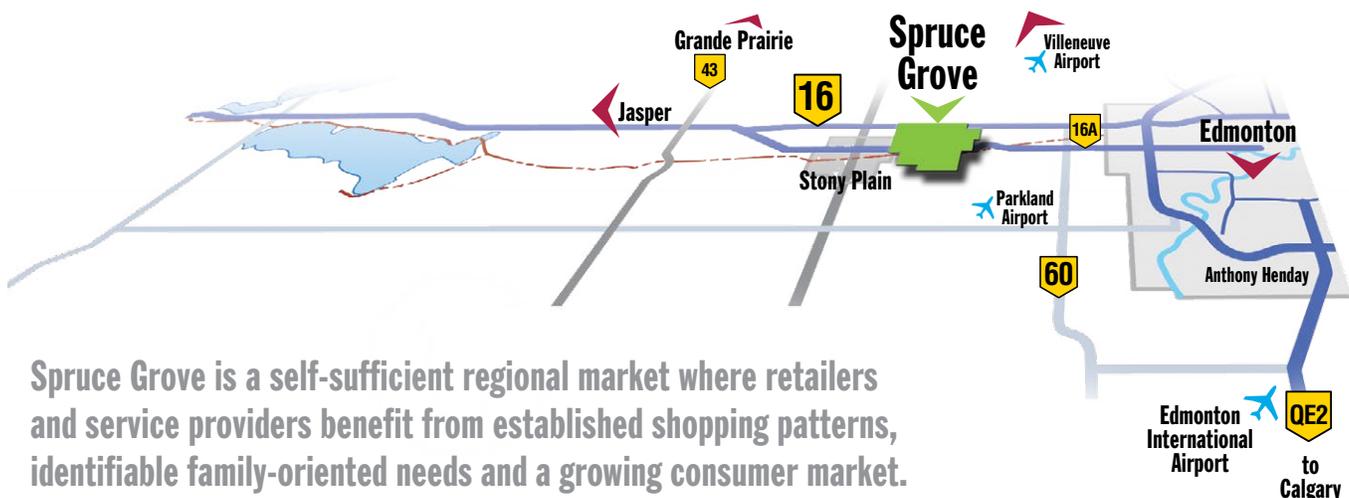
Spruce Grove serves a total retail trade area of 138,000 residents – which is forecast to increase to 164,000 by 2027.

Our city has evolved into a self-sufficient urban centre, offering strong population and employment growth, a vast consumer market, a range of commercial, industrial and retail spaces, and all the opportunities a diverse business community needs – located within close proximity.

Located just 11 kilometres west of Edmonton, our city of over 35,000 holds a strategic position within the Edmonton Metropolitan Region as a service and supply destination for consumers coming from the west and north.

Through innovative development, Spruce Grove is a growing and successful business centre. We focus on maintaining a robust, diversified and sustainable economy. We offer competitive fees and low non-residential taxes. We facilitate continued business prosperity and cultivate a local labour force that is young, educated, and skilled.

Spruce Grove takes pride in developing a sustainable future that balances a strong economy, welcoming community and a rich quality of life. We ensure the conditions are in place to strengthen and promote business, making Spruce Grove the ideal place to locate your new or expanding enterprise.



Spruce Grove is a self-sufficient regional market where retailers and service providers benefit from established shopping patterns, identifiable family-oriented needs and a growing consumer market.

Growing population counts on Spruce Grove services

Strategically located regional hub

Spruce Grove is the regional hub of a large retail trade area, drawing consumers from the west and north that appreciate its big-city amenities and small-town feel – there’s a mix of urban shopping and services without the traffic and crowd congestion.

Strategically positioned along high visibility corridors, Spruce Grove is an ideal location for big box stores as well destination retail and services.

Young consumer market

Spruce Grove’s population has become more concentrated in both younger adults and younger children – indicating growth in young families, which are central to retail success. The median age of Spruce Grove is 34.0 years.

Significant levels of disposable income

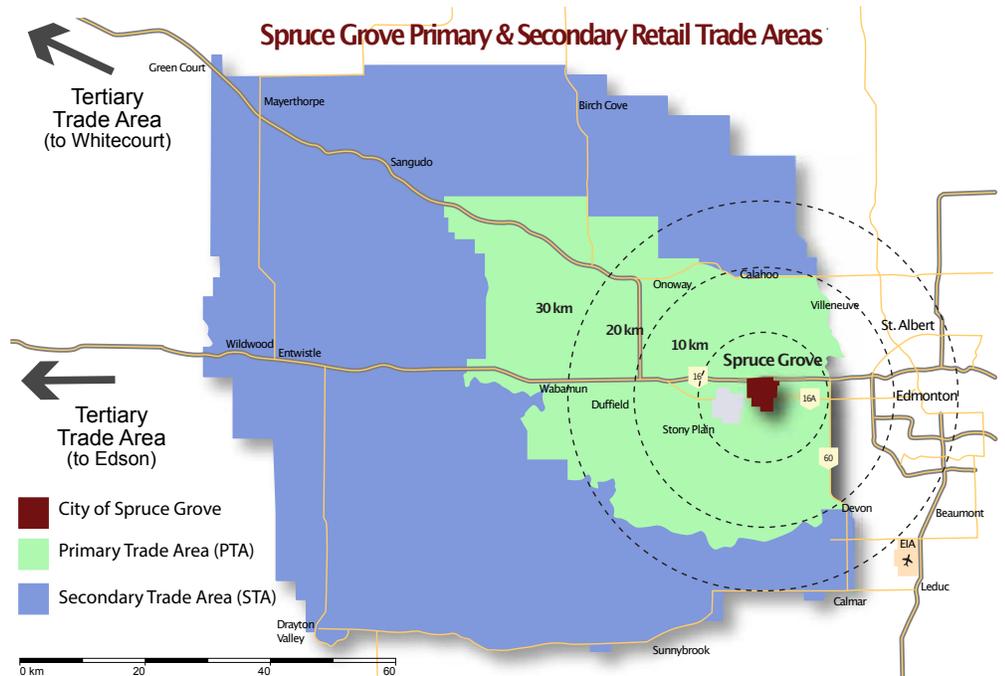
Higher incomes are generally linked to higher consumer spending. Our residents have a higher median household income –\$107,878 in Spruce Grove in 2016 compared to \$93,835 in the Edmonton CMA and province.

Larger, single-family, owner households

Single-family and owner households are also linked to higher spending. Average household size in Spruce Grove is 2.7 people per household, larger than Edmonton CMA and Alberta, both about 2.6.

74% of homes in Spruce Grove were single-family residences as of 2016, compared to only 67% in the Edmonton CMA and 68% in Alberta.

77% of Spruce Grove residents owned their homes in 2016, compared to only 70% in the Edmonton CMA and 72% in Alberta.



Desire to shop closer to home

Residents within Spruce Grove’s retail trade area have an increasing tendency (or are seeking opportunities) to spend their money close to home for more frequent purchases.

Rapid, sustained population growth

Spruce Grove’s population has grown an average of 5.2% annually over the past 15 years – and 6.3% in 2016. The 2018 population of 35,802 represents an increase of 84% since 2006.

Our city’s Strategic Plan 2018-2035 estimates that by 2035 Spruce Grove’s population could reach 65,000.

The tri-municipal area – Spruce Grove, Stony Plain, and Parkland County – is home to almost 85,000 residents, an increase of more than 23,000 residents since 2006.

Vigorous working age population growth

Spruce Grove’s working age population (ages 15-64) has grown steadily since 2001, from a population of 12,200 to 26,000 in 2016.

Robust, continued employment growth

The number of employed Spruce Grove residents has grown steadily since 2001 - from 9,000 to 17,800 in 2016. The number of jobs held by people living in Spruce Grove has grown an average of 4.5% annually for the past 15 years.

Increasingly educated, skilled workforce

The number of people in Spruce Grove with post secondary education more than doubled between 2001 and 2016, with attainment generally concentrated in apprenticeship or trades and college certificates or diplomas.

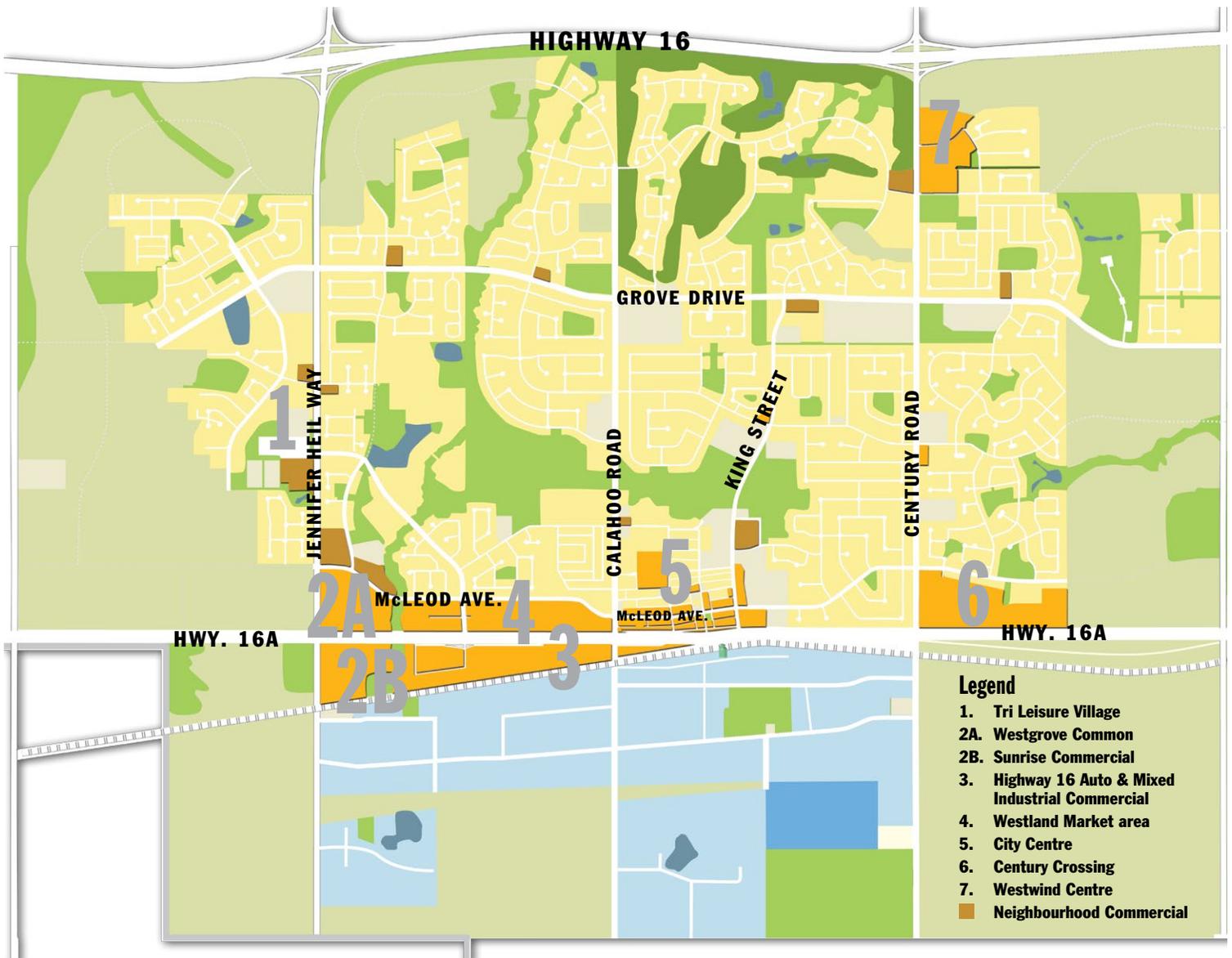
2016: latest Stats Can data



commercial space

**QUALITY
VISIBLE
ACCESSIBLE**

Major retail and commercial areas



DID YOU KNOW?

SPRUCE GROVE'S PRIMARY TRADE AREA OF ABOUT 138,000 PEOPLE SURPASSES THE CRITICAL RETAIL POPULATION CATCHMENT BENCHMARK OF 100,000 FOR LOCATING IN THE CITY.

Spruce Grove has an extensive retail and office base that has grown dramatically in recent years to over 2.5 million square feet of space – between 2015 and 2017, our inventory grew by 8.6%.

Spruce Grove has a citywide vacancy of approximately 2.4%, illustrative of a very healthy retail and office environment.



1 Tri Leisure Village

- New retail and office space actively leasing
- Exceptional commercial and recreation development including the Border Paving Athletic Centre, Holiday Inn Express & Suites, retail, restaurants, medical, professional and personal services
- Anchored by the TransAlta Tri Leisure Centre, a multi-use sport, recreation, and wellness facility
- High-density residential within walking distance



2 Power Centre

2A. Westgrove Common

- Strategic infill sites offer good opportunity for smaller retailers
- Major home improvement and grocery retailers, including Home Depot and Superstore

2B. Sunrise Commercial

- Major home improvement and grocery retailers, including Rona and Walmart

3 Highway 16 Auto & Mixed Industrial Commercial

- Ideal environment for a range of opportunities, from auto sales to national big box retailers to restaurants
- Zender Ford, Grove Dodge, and the new Spruce Grove Hyundai and Nissan dealership anchor the area

4 Westland Market Area

- The retail balance offers opportunities for small to mid-sized tenants
- Indoor shopping centre anchored by Shoppers Drug Mart, Staples, Value Village and Bulk Barn
- Strip centres and freestanding pads with national grocery and home improvement retailers, including Sobeys, Safeway and Canadian Tire

5 City Centre

- Revitalization area redevelopment under way
- Current mix focuses on street-oriented personal services and restaurants
- Strong redevelopment opportunities
- Potential for more experiential entertainment opportunities

6 Century Crossing

- High visibility and accessibility at an entry point to the city
- Major national chains, include Sport Chek, Winners, PetSmart, Peavey Mart, and Michaels
- Major financial institutions
- Landmark Cinemas

7 Westwind Centre

- Phased mixed-use development offers a range of exceptional new opportunities
- Strong regional draw due to high-visibility location along the TransCanada Yellowhead Highway
- Excellent potential for entertainment and hospitality opportunities, medical and personal services, office space and destination retail
- Phase 1 opening of Steve's No-Frills Supermarket, Tim Hortons, McDonalds, Dollarama, Shell Service station and car wash, along with medical and personal services, retail and office

Neighbourhood Commercial

- Opportunities in both established and new commercial centres surrounded by dense residential development that promotes walkability.
- Retail, personal and professional services, and exceptional daycare centres close to home.



Retail sales **strong and growing**

Shopping patterns highlight opportunities

Prime location, a growing customer base, strong consumer spending patterns and proven retail prosperity make Spruce Grove perfect for retailers.



Consumers spent nearly \$1.9 billion in 2017 at retailers throughout the Spruce Grove trade area.

Even at this level of expenditure, considerable opportunity exists to keep a greater percentage of the retail dollar in Spruce Grove, creating more opportunities for local business development.

Of particular interest are home furnishings and home electronics. Consumers in the Spruce Grove retail trade area spent about \$49.2 million in 2017 outside the trade area in these two areas.

Consumers would increase their shopping in Spruce Grove if there were more opportunities in the following categories:

- Full-service restaurants
- Sporting goods & recreation
- Clothing & footwear
- Entertainment & leisure
- Home furnishings & electronics
- Toys & hobbies

Top merchandise categories of 2017 retail spending (millions) in the retail trade area

Grocery & specialty foods	\$411
Auto/RV/motorsport	\$397
Clothing, apparel & footwear	\$175
Home electronics & appliances	\$121
Restaurants (full & limited service)	\$112
Home furnishings & accessories	\$112
Personal services	\$ 85
Entertainment & leisure	\$ 75
Home improvement & gardening	\$ 51
Other	\$348
TOTAL	\$1.887 billion

Retail space demonstrates possibilities

With an impressive range of Class A retail space, there are ample opportunities for retailers looking to expand operations in Spruce Grove.

Estimated retail and office inventory totals 2.5 million square feet. Spruce Grove currently offers an estimated 175,600 square feet of vacant space with multiple future retail projects under construction.



High visibility commercial opportunities

City Centre revitalization

A strong revitalization initiative is reinvigorating, redefining and reactivating Spruce Grove's core as a thriving gathering place for shopping, dining and entertainment.

Defined area redevelopment planning along with successful public markets and other city centre events offer potential for more street-oriented and experiential opportunities. The estimated 28,605 square feet of vacant space offers retailers unique opportunities to adapt existing infrastructure to suit their needs.

Westwind Centre development

Westwind Centre offers exciting new commercial opportunities in Spruce Grove, with excellent highway access and exposure along the TransCanada Yellowhead Highway. This phased mixed-use development offers a strong regional draw and is scheduled to be the last major commercial centre en route to the Canadian Rockies, with construction underway and new space available for lease or purchase.

With over 40 acres to be developed, there is potential for this area to become a major regional commercial, hospitality and entertainment destination with a variety of large-format, supporting and destination retail outlets, office buildings and hotel and restaurant opportunities.

Professional services exemplary and essential



Other professional services growth opportunities

Professionals, in a broad range of areas such as accounting, law, engineering and information technology, have a strong, increasing client base. The rapidly expanding residential market and the growing commercial and industrial sectors in Spruce Grove and throughout the region offer excellent opportunities for new and existing professional businesses.

Health services in demand

The demand for more health services in Spruce Grove is strong and will continue to grow. The increasing population in the city and the region, along with strong employment growth, means more patients, clients and workers seeking convenient health-related services. Opportunities exist for health providers and health-related service, especially for the growing young family and senior demographics in the region.

Work close to home

Spruce Grove is an attractive home community – to professionals, entrepreneurs, tradespeople and others – with a small-town feel and big-city amenities. This, coupled with the city's successful efforts to develop and maintain a robust, diversified, competitive and sustainable economy, has resulted in what employers need.

Spruce Grove's strategic position within the Edmonton Metropolitan Region offers excellent commuter and transit accessibility. This – along with a vigorous working age population growth – allows businesses in Spruce Grove to draw from a workforce that is young, highly skilled and educated.



Hospitality and experiential services

exciting and in demand

Food and accommodation

Spruce Grove's expanding array of national and local dining and lodging options reflect the tastes of our increasingly diverse, affluent residents and visitors, who are showing an appetite for more close to home.

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

Consumers in the Spruce Grove retail trade area have indicated a strong desire for more full service and ethnic restaurants in the city. The new and existing infrastructure developments in Spruce Grove provide such opportunity for expanding the available hospitality amenities.

Entertainment and leisure experiences

Spruce Grove offers a myriad of exceptional recreation, sport, arts and culture facilities and activities, an abundance of parks, trails and green spaces, and exemplary events, entertainment and leisure.

An even wider selection of experiential and interactive entertainment could be supported in Spruce Grove. Consumers in Spruce Grove's trade area spent over \$8.2 million in 2017 outside the trade area in this sector, demonstrating strong potential for more in the city.



For more information

City of Spruce Grove
315 Jespersen Avenue
Spruce Grove, Alberta T7X 3E8

Phone: 780-962-7634, ext. 293
E-mail: invest@sprucegrove.org

www.investsprucegrove.ca

