

# HERE WE GROW



Retail, commercial &  
professional sector opportunities

## COMMERCIAL

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

# SPRUCE GROVE



**Spruce Grove is the hub of a \$1.9 billion retail market, supplying a dynamic mix of commercial and professional services for families, business and industry.**

Strategically located within one of Alberta's fastest-growing regions, Spruce Grove has become the shopping and service destination for a vast, and growing, trade area.

Spruce Grove serves a total trade area of about 127,000 people, with the primary trade area (PTA) forecast to grow to over 116,000 by 2025.

Boutique retailers and popular national stores, an extensive professional services sector, entertainment and dining options give families everything they need.

Families have also discovered Spruce Grove is a great place to live and work with quality, affordable housing options, top-notch recreation programming, and sport and cultural amenities.

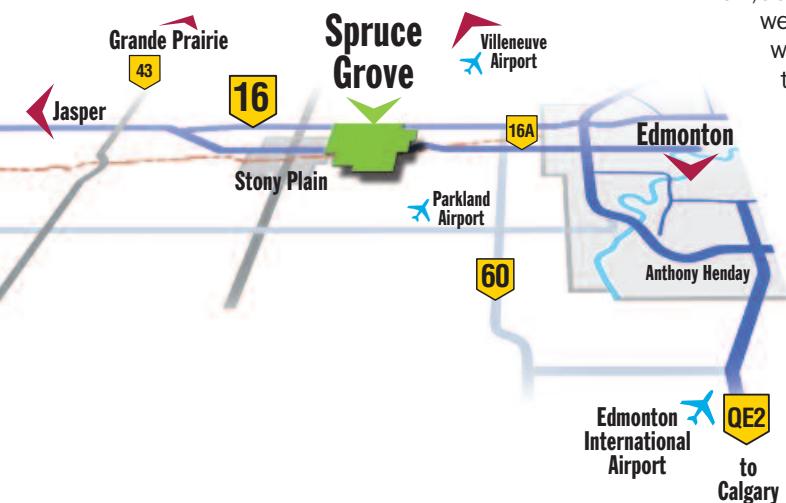
We are proud to be part of a 79,000-strong tri-municipal area that includes the nearby municipalities of Stony Plain and Parkland County.

Located just 11 kilometres west of Edmonton, our city of over 32,000 holds a key position within Alberta's Capital Region. As the western gateway, Spruce Grove provides convenient, direct routes west, north and northwest. We're a short 30-minute drive from the Edmonton International Airport.

Edmonton's ring road, Anthony Henday Drive, means fast and convenient travel throughout the Alberta Capital Region — for easy access throughout this region of over 1.2 million people.

Guided by the City's vision of environmental stewardship, Spruce Grove takes pride in developing a sustainable future that balances a vibrant economy, a welcoming community and a rich quality of life.

Our City Council and administration work with business to expedite decisions, making Spruce Grove a welcoming place to locate your new or expanding enterprise.





# Growing population counts on Spruce Grove services

Spruce Grove retailers benefit from established shopping patterns, identifiable family-oriented needs and a growing consumer market.

## Strong growth to continue

Spruce Grove's long-established tradition of serving local families and those living north, west and northwest of the city forms the foundation for our successful retail community.

Forecasted growth in the city, the tri-municipal area and the entire trading area all point to continued strong demand for family-oriented and specialty shopping and services.

### HIGHLIGHTS:

Spruce Grove has grown an average of 5% annually over the past 10 years — and 8% in 2015. Current population is over 32,000, representing an increase of 73% since 2004.

The city's population already exceeds forecasts identified in a Capital Region Integrated Growth Management Plan. That plan forecasted a growth rate of 3.8% per year, topping 26,000 by 2016.

The tri-municipal area — Spruce Grove, Stony Plain and Parkland County — is also experiencing robust growth. The area is home to over 79,000 residents, an increase of more than 13,000 new residents since 2006.

## Families central to retail success

Spruce Grove acts as the hub of a large trade area, drawing families from the west and northwest who appreciate a mix of urban services without having to deal with big city traffic and crowd congestion.

The PTA features households larger than the Alberta average and more affluent than Edmonton or Alberta households — with more disposable income.

### HIGHLIGHTS:

Household size in the retail trade area is about 2.65 people per household, higher than Edmonton and Alberta averages, both about 2.5.

The average age in Spruce Grove, 33.7 years, is significantly younger than the Edmonton average of 36.4.

Over 40% of the PTA population is between the ages of 20 and 44.

Estimated average household income in Spruce Grove is \$113,000. Over 50% of households in the PTA earn over \$100,000, which is 11% higher than the Edmonton average.

81% of Spruce Grove residents own their homes and 72% of homes in the city are single-family residences.

Research shows residents in the PTA are increasingly looking for opportunities to shop closer to home.

These demographics illustrate a strong family orientation with significant levels of disposable income. There is strong support for stores and services that cater to young families who don't want to drive into Edmonton.





# commercial space

## – ready and waiting!

Major retail and commercial areas



### DID YOU KNOW?

SPRUCE GROVE'S PRIMARY TRADING AREA OF 110,000 SURPASSES THE CRITICAL RETAIL POPULATION CATCHMENT BENCHMARK OF 100,000 FOR LOCATING IN THE CITY.



## **1. Tri Leisure Village**

- newest commercial and recreation development including restaurants, a medical/professional building, an athletic centre and hotel
- anchored by the TransAlta Tri Leisure Centre
- high-density residential developments within walking distance



## **2. Westgrove Common**

- strategic infill sites offer good opportunity for smaller retailers
- includes major retailers Canadian Tire, Home Depot and Superstore

## **3. Sunrise Commercial**

- national retailers include Walmart and RONA

## **4. Westland Market area**

- indoor shopping centre with Shoppers Drug Mart, Staples and Bulk Barn as anchors
- national retailers include Sobeys and Canadian Tire
- new standalone building houses several popular stores and services
- offers a good retail balance
- good opportunity for small to mid-sized tenants or junior national retailers



## **5. Highway 16A and mixed industrial commercial lands (south)**

- good potential redevelopment sites
- industrial nature creates opportunities for auto sales and repair, home centres, contractor sales, gardening, etc.
- anchored by Zender Ford and Grove Dodge, well-established dealerships



## **7. Century Crossing**

- the largest recent retail development
- adds over 250,000 square feet to Spruce Grove's retail inventory
- high visibility and accessible at an entry point to the city
- offers good mix of local shops and major national chains such as Winners, Sport Chek, Save-On Foods, Peavey Mart and PetSmart



## **6. City Centre**

- current revitalization initiative is gaining momentum
- current mix focuses on health and beauty services, personal services and restaurants
- strong potential to develop more experiential opportunities that include shopping, dining and social/recreational activities

## **8. WestWind Centre**

- under development, a mixed-use commercial and residential development joint venture between WAM & Beaverbrook Development
- will be Spruce Grove's only commercial development on the Yellowhead Highway
- offers strong regional draw
- will occupy over 40 acres of commercial space when complete
- good potential for auto dealerships, hotels, restaurants, office space and large-format retail



## **Convenience Retail**

- located near established residential and future population growth areas including Hillside Centre, Spruce Ridge Centre and Deer Park Centre.





## Shopping patterns highlight opportunities

A growing consumer base, defined consumer spending patterns, proven retail successes and available, cost-effective retail space spell opportunity for retailers looking to expand their operations in Spruce Grove.

# retail sales strong, and growing



Consumers spent \$1.9 billion in 2014 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 \$28.9 million in 2014 outside the trade area on these two areas, spending \$15.1 million and \$13.8 million, respectively.

### Top categories of 2014 retail spending (millions) in the retail trade area

Grocery stores	\$431
Auto/RV/motosport	\$386
Clothing	\$169
Home electronics & appliances	\$118
Full-service restaurants	\$107
Home furnishings	\$89
Entertainment & leisure	\$83
Other	\$199
<b>TOTAL</b>	<b>\$1.6 billion</b>

Research conducted in 2014 shows consumers want to increase their shopping in Spruce Grove if there were more opportunity. The items that would draw them to spend more in Spruce Grove include:



- full-service restaurants,
- clothing and footwear,
- home furnishings, and
- home electronics.



### Attractive options for retail properties

Spruce Grove offers ample space for new or expanding retail operations. From new infrastructure to unique opportunities offered in the downtown core, retailers can consider new space or can adapt existing space to suit their needs.

Current estimated retail inventory totals about 1.79 million square feet of occupied space (excluding auto dealerships). In addition, Spruce Grove offers an estimated 97,000 square feet of vacant retail space.

Asking lease rates have remained relatively stable over the past few years, with rates in the \$20 - \$30 per square foot range, competitive with lease rates in west or south Edmonton. Older multi-purpose spaces are available for about \$10 per square foot.

## Health services in demand

Patients and clients throughout the trade area travel to Spruce Grove for health and health-related services.

Four of Spruce Grove's current seven medical clinics are located in the state-of-the-art 80,000-square-foot Queen Street Medical Centre. This facility offers a full range of medical, diagnostic and laboratory services all under one roof.

A new medical centre at the Tri Leisure Village is scheduled to open in 2016.

# professional services

**“ SPRUCE GROVE BOASTS ONE OF THE HIGHEST NUMBERS OF DOCTORS PER CAPITA IN CANADA. OUR HEALTH TEAM SERVES PATIENTS FROM WITHIN THE CITY TO A RADIUS OF MORE THAN 100 KILOMETRES OUTSIDE OUR COMMUNITY.”**

– DR. SALIM SOMANI, QUEEN STREET MEDICAL CLINIC



## Sector growth opportunities

Demand for more health and health-related services is strong and will continue to grow because of the increasing population in the city and the region. As well, Spruce Grove's expanding retail and industrial sectors mean more employees seeking convenient health services.

More health providers, a continuum of housing options for seniors, rapid emergency response and a short drive to two full-service hospitals — the WestView Health Centre seven kilometres west of Spruce Grove and the Misericordia Hospital in west Edmonton — enhance the lifestyle for new residents while allowing seniors to remain in their home community.

The Specialized Transit Service (STS) gives seniors and persons with mobility challenges quality transportation options.

## Work close to home

Spruce Grove is becoming increasingly attractive as a home community – to entrepreneurs who want to avoid commutes and big-city congestion to those interested in a range of jobs from trades to professional services available at Acheson Industrial Area and throughout the Spruce Grove region.

Professionals from engineers to information technologists have a growing customer base to serve. The expanding residential market and the growing commercial and industrial sectors in Spruce Grove and throughout the region offer strong opportunity.

Spruce Grove offers a range of office space options, from move-in ready to cost-effective space that can be renovated to suit specific requirements.





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# hospitality services

## Restaurant and hotel services



Spruce Grove's expanding dining options reflect the tastes of our increasingly diverse population – and our residents are showing an appetite for more dining experiences close to home.

In a consumer survey, respondents said attracting more full-service restaurants was their #1 preference. They also indicated a desire for more ethnic restaurants.

Cafes and coffee shops continue their popularity, with potential throughout the city — particularly in the city centre where merchants have a unique opportunity to work together to create a valued experience for residents.

The new Holiday Inn Express & Suites and other amenities in the Tri Leisure Village are proving popular. More restaurants and a greater variety of hotels and conference facilities would serve the needs of a growing local and regional population and the expanding commercial and industrial sectors.



### For more information

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