

Accessible, Visible, and Exceptional

**Spruce Grove
is...Young
Educated &
Growing!**

- *Young* population
- *Skilled* labour force
- *Growing* community

**Service
& supply
destination**

*for a growing trade
area population*

Page 1

**Median
household
income of
\$120,000**

*High income,
more spending!*

Page 2

**\$4 billion
in retail
spending**

*Spruce Grove
trade area* *Page 6*

**A FULL-SERVICE
CITY THAT IS *OPEN*
*FOR BUSINESS.***

TRADE AREA

170K

POPULATION

POPULATION

40,000

ESTIMATED & GROWING!

investsprucegrove.ca



Spruce Grove supplies a dynamic mix of commercial, retail, professional and entertainment services to a trade area population of 170,000.

Spruce Grove

...Developing Opportunity

The perfect place to grow

Strategically positioned along high-visibility corridors, Spruce Grove is the destination for shoppers from north and west of the city. The unique mix of urban shopping and services free of big-city drawbacks (like traffic and crowd congestion) draws in visitors from over 100 kms away.

- » **High home ownership**
- » **Above average income**
- » **Fibre internet connectivity for all**
- » **Trade area population of 170,000+**
- » **Trade area population forecast to increase to 183,000 by 2030**
- » **\$12.5 million in commercial building permits for 2023**
- » **3.4 million sq/ft retail/office space**



While only 11 kms west of Edmonton, residents within Spruce Grove's retail trade area are skipping the trip and spending their money closer to home – and the appetite for buying local is growing. Together with new commercial developments and non-residential taxes almost half of what you would pay in Edmonton, our community is open for business.

A Forecast for Growth

DID YOU KNOW?

Spruce Grove's trade area of 170,000+ surpasses the critical retail population catchment benchmark of 100,000 for chains locating in the City. In other words – we're big enough to host the gap.

Over the past 20 years, Spruce Grove has transitioned from a bedroom community to a full-service city with diverse retail, commercial, industrial, hospitality and entertainment opportunities. As we grow, our city requires new businesses and stores that are willing to meet the demand for more.

Young consumer market

The migration of young adults and young families has driven the median age of the community down to 39 years old. Not only does this young population support a vibrant workforce but it also drives demand for consumer goods and services, making Spruce Grove an ideal community to start or grow a business.

Rapid, sustained growth

Spruce Grove is one of Western Canada's fastest-growing mid-sized cities, with new opportunities popping up daily.

With an average growth of 3.4% annually over the past 10 years, Spruce Grove's population has more than tripled in the last two decades. Today, we are at almost 40,000 people and adding more every day.

If we continue on this trajectory, our Corporate Plan projects our population will grow to 47,160 by 2030.

We are also the commercial/retail hub of the growing tri-municipal area – Spruce Grove, Stony Plain and Parkland County – which is forecasted to reach 160,000 people by 2044.

Prosperous populace with disposable income

Spruce Grove residents boast a higher median household income than our neighbours. Median household income is \$120,000, as of 2023. That's \$8,000 higher than Edmonton at \$112,000.

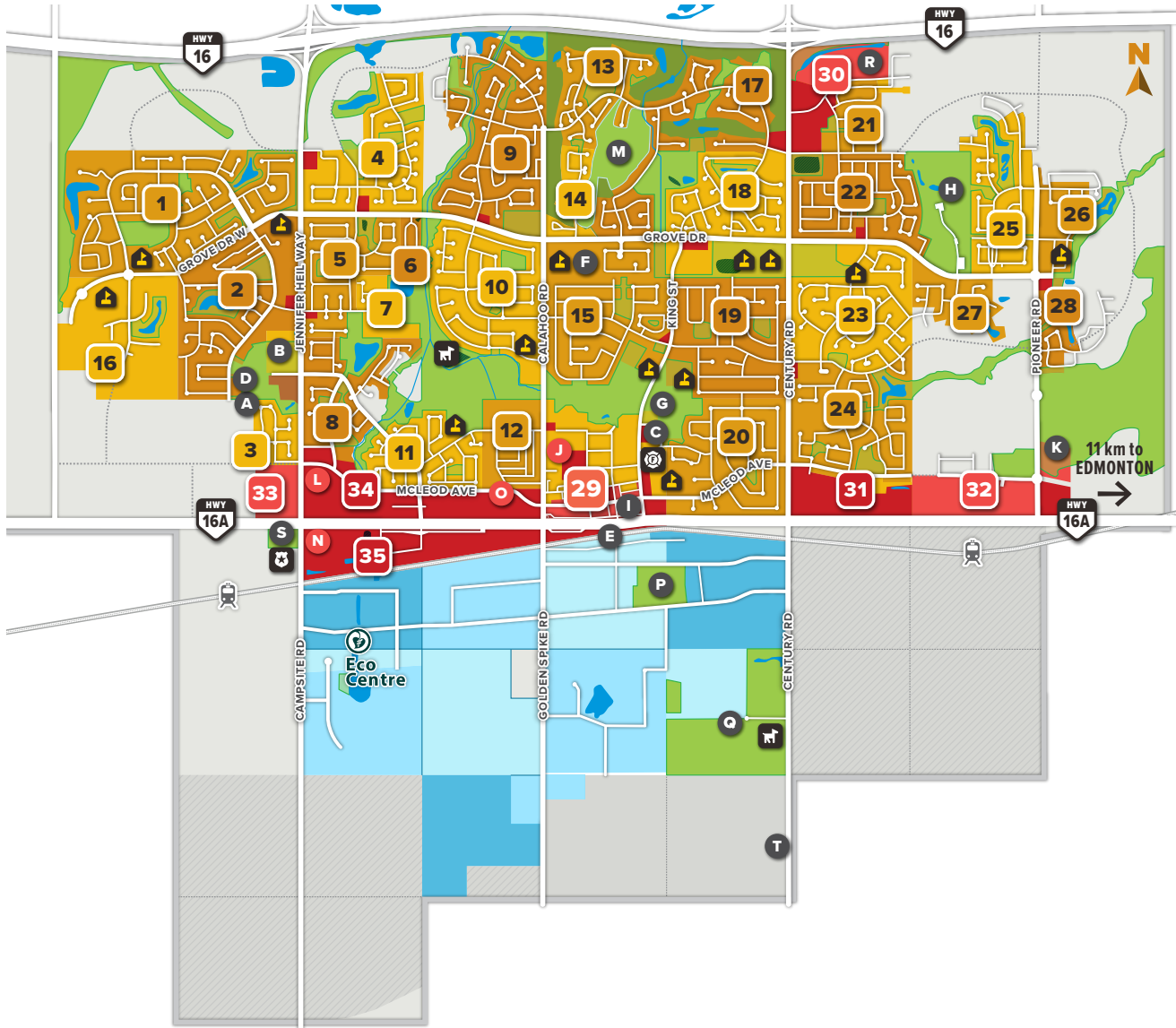
Higher incomes, more spending

Typically, higher incomes are linked to higher consumer spending. With a population eager to buy local, this is a significant opportunity for businesses in the community.



Spruce Grove

commercial



FEATURES

- Retail Commercial
- Parks & Green Spaces
- Schools
- Police
- Fire/EMS
- Off-Leash Dog Park

PLACES

- | | | | |
|---|--|--|--|
| A Border Paving Athletic Centre | F Horizon Stage Performing Arts | K Future Myshak Metro Ball Park | P Henry Singer Ball Park & Pickleball Courts |
| B TransAlta Tri Leisure Centre | G The Agrena & Central Park | L Superstore Complex | Q Diamond Grove RV Park |
| C Public Library and Art Gallery | H Jubilee Park | M The Links Golf Course | R Heavy Metal Place & Spruce Grove Transit Centre |
| D Fuhr Sports Park | I Columbus Park | N Walmart Supercentre Complex | S Skydancer Indigenous Cultural Center / Rotary Centennial Park |
| E Grain Elevator Museum | J Queen Street Medical Clinic | O Westland Market Mall | T South Century Driving Range |

NEIGHBOURHOODS

- | | | | |
|--------------------------------|-------------------------------|------------------------|--------------------------|
| 1 Harvest Ridge | 8 McLaughlin | 15 Woodhaven | 22 Spruce Village |
| 2 Spruce Ridge | 9 Aspenglen | 16 Copperhaven | 23 Grove Meadows |
| 3 Legacy Park | 10 Millgrove | 17 Stoneshire | 24 Lakewood |
| 4 Deer Park | 11 Westgrove | 18 Hilldowns | 25 Greenbury |
| 5 Heatherglen | 12 Mobile City Estates | 19 Brookwood | 26 Prescott |
| 6 Grove Seniors Village | 13 Linkside | 20 Broxton Park | 27 Tonewood |
| 7 Heritage Creek | 14 Fieldstone | 21 Kenton | 28 Fenwyk |

COMMERCIAL CENTRES

- | |
|---------------------------------------|
| 29 City Centre |
| 30 Westwind Centre |
| 31 Century Crossing |
| 32 Easton – Future Comm. |
| 33 Creekside Commons |
| 34 Superstore Complex |
| 35 Walmart Supercentre Complex |



Spruce Grove features several distinct commercial centres, along with dispersed, neighbourhood commercial opportunities that appeal to a wide range of tastes and businesses.

High Visibility Opportunities

Power Centre: *Anchored commercial*

Straddling Highway 16A, which consistently attracts 30,000 cars daily, the Power Centre features a variety of anchor tenants.

Westgrove Common

- » Strategic infill sites offer great opportunity for smaller retailers
- » Major home improvement and grocery retailers, including Home Depot and Superstore
- » Popular cafes and fast food franchises
- » Home to banks, including TD and RBC

Sunrise Towne Square

- » Major home improvement and grocery retailers, including Rona and Walmart Super Centre
- » Visible and accessible leasing opportunities in the Walmart complex

Highway 16A:

Auto & mixed industrial commercial

Along Highway 16A, this area is ideal for a range of opportunities, from auto sales to national big-box retailers and restaurants.

- » Anchored by Zender Ford, Parkland Dodge, Spruce Grove Hyundai, Nissan and Grove RV dealerships
- » Home to auto-related amenities, including major auto parts retailers, oil change and auto repair businesses and car audio and electronics

Westland Market area: *Indoor mall*

This one-stop shopping area attracts consumers from all over Spruce Grove and the surrounding area.

- » Balanced retail opportunities for small to mid-sized tenants
- » Anchored by Shoppers Drug Mart, Staples, Value Village and Bulk Barn
- » Strip centres and freestanding pads with grocery and home improvement retailers, including Sobeys, Safeway and Canadian Tire

Century Crossing:

Accessible big box and chains

Offers high visibility with over 50,000 vehicles passing along Highway 16A and Century Road each day.

- » Main commercial stop for those travelling in from Edmonton
- » Anchor tenants include Sport Chek, Winners, PetSmart, Peavey Mart, Save-On Foods and more
- » Major financial institutions, full-service gas bar, and Landmark Cinemas
- » Array of full- and limited-service restaurants

Neighbourhood Commercial

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

Tri Leisure Village:

High visibility

Situated along Jennifer Heil Way, TLV is a high-profile hub for sports, wellness and associated commercial.

- » Anchored by TransAlta Tri Leisure Centre
- » Sports and recreation facilities include Border Paving Athletic Centre (BPAC) and Fuhr Sports Park
- » Home to the Holiday Inn Express & Suites and Tri Wellness MD Centre
- » Restaurants and medical/personal services

Commercial *Curb Appeal*

Easton Commercial

This 27-acre urban village will soon be the first sight for visitors to Spruce Grove's east end. Located on Highway 16A, the future development will see significant traffic from Edmonton and is already surrounded by retail anchors that draw a steady stream of shoppers to the area.



Creekside Commons

Located on a 20 acre site kitty-corner from Walmart and across from Superstore at Highway 16A & Jennifer Heil Way, Creekside Commons is a new commercial development which sees over 50,000 vehicles passing daily. When complete, over 231,000 sq/ft of leasable commercial and retail space will be available.

Daily traffic counts for bordering roadways

Tri Leisure Village	▶ Jennifer Heil Way	25,000+
Easton Commercial	▶ Highway 16A and Pioneer Road	32,000+
Creekside Commons	▶ Highway 16A and Jennifer Heil Way	55,000+
City Centre	▶ McLeod Street, Calahoo Road, Highway 16A, King Street	52,000+
Westwind Centre	▶ Highway 16A and Century Road	60,000+

City Centre Revitalization

A vibrant revitalization initiative is reinvigorating, redefining and reactivating Spruce Grove's core. With extensive infrastructure rehabilitation, streetscape improvement, and redevelopment, businesses are flocking to our city centre. A haven for pedestrians, our downtown core is a family-friendly shopping, dining and entertainment hub, brimming with year-round activity.

Westwind Centre Development

Located along the TransCanada Yellowhead Highway, Westwind Centre provides convenient highway access and excellent exposure, with 60,000 vehicles passing by daily. Anchor tenants such as Steve's No-Frills Supermarket, Tim Hortons, and McDonald's, along with medical and personal services, retail, and dining options including Spruce Grove's first microbrewery & tap house, attract consumers from around the retail trade area. The surrounding dense residential neighbourhoods provide easy pedestrian access into the centre. With plenty of high-visibility investment and business opportunities, Westwind Centre is becoming a major commercial, hospitality and entertainment district with regional appeal.

Hospitality and Experiential Services

Food and accommodation

With a growing appetite for new food and accommodations, consumers are craving more from the city's restaurants, hotels and conference facilities. This includes a hunger for full-service restaurants.

Entertainment and leisure

Similarly, Spruce Grove residents are always on the lookout for new activities in the area. Current developments in the city have made room for new opportunities in entertainment to draw in visitors from the surrounding area and encourage residents to join the excitement.

Retail Sales *Thriving & Rising*

Shopping patterns reveal promising opportunities

Residents of the Spruce Grove Primary Trade Area (PTA) in 2023 spent approximately \$2.5 billion on retail and personal services, and that spending keeps on climbing. Spruce Grove's current retail offering is estimated to attract over 50% of that total spending potential.

Our consistent population growth continues to drive demand upwards, creating new investment opportunities allowing businesses to keep a greater percentage of the retail dollar in Spruce Grove.

DID YOU KNOW?

In addition to Spruce Grove's PTA, the Secondary Trade Area (STA) is estimated at \$1.5 billion in retail spending potential.

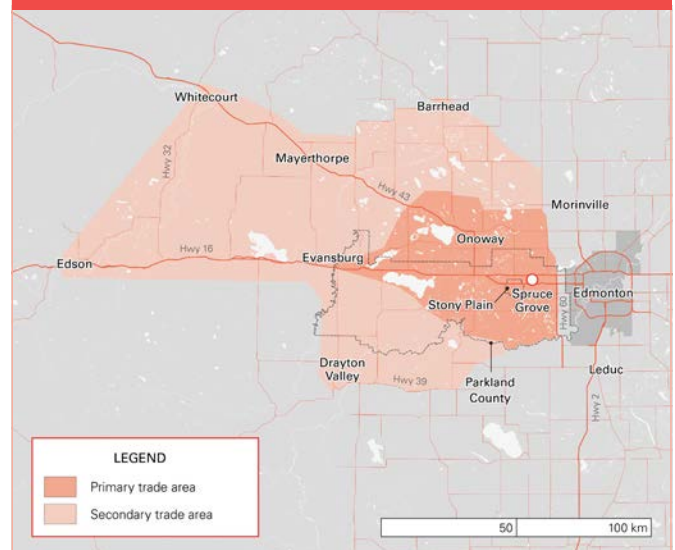
Top 10 Spending Categories by Primary Trade Area Residents in 2023:

Grocery & Convenience	\$514.0 m
Auto/RV/Motorsports Dealerships	\$505.9 m
Home Improvement & Gardening	\$187.4 m
Personal Services	\$173.5 m
Full Service Restaurants & Pubs	\$170.0 m
Fashion & Accessories	\$148.1 m
Appliances & Electronics	\$109.1 m
Health & Beauty	\$98.9 m
Quick Service Food & Beverage	\$89.0 m
Miscellaneous Specialty Retail	\$75.4 m
TOTAL MERCHANDISE	\$2.1 Billion

Creating possibilities with open retail space

Currently, the city has an estimated retail and office inventory totalling 3.4 million sq/ft. This includes retail leasing opportunities to fit all budgets, including established spaces, infill buildings and construction in new developments.

Primary & Secondary Retail Trade Areas



Retail opportunities in Spruce Grove according to consumers:

- Full-service restaurants
- Clothing & footwear
- Home furnishings & electronics
- Sporting Goods
- Entertainment & leisure



Essential Meets *Extraordinary*

Health services in demand

The growing population in the city and region, along with strong employment growth are leading to a greater demand for accessible health services.

The rising demand creates valuable opportunities for healthcare providers and services, particularly among the region's growing populations of young families and seniors.

Plentiful professional possibilities

The demand for accountants, lawyers, engineers, and other professionals is surpassing Spruce Grove's available supply of services.

With the residential market expanding rapidly and continued growth of the commercial and industrial sectors, this trend will continue, offering abundant opportunities for local professionals.

Work close to home

Spruce Grove offers an appealing blend of small-town charm and big-city amenities, making it an ideal home for professionals, entrepreneurs, and tradespeople. Its convenient access to Edmonton, with both local and commuter transit, simplifies travel and has attracted a growing working-age population. As a result, the city boasts a highly skilled, educated, and youthful talent pool.

DID YOU KNOW?

Spruce Grove has City-wide high speed fibre-optic internet connectivity



FOR MORE INFORMATION:

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