

# Retail Market Definitions & Options



## RETAIL TYPES

### Icon Brand (I)

Universally recognized brand name with store locations in Canada, the US, and/or globally.

### National Chain (N)

Nationally recognized brand name with multiple stores/banners in multiple regions, and includes locations in at least three of: British Columbia; Alberta; Ontario, and; Quebec.

### Regional Chain (R)

Regionally recognized brand name that has stores/banners located in either one of Western, Central or Eastern regions, or in two adjacent provinces.

### Local/Independent (L)

Independent brands typically with a store count of less than five and generally located within one municipality or market area.

## RETAIL FORMATS

Super Regional Mall

Regional Mall

Enclosed Community Mall

Open Format Community

Power Centre

Neighbourhood Food Anchored Plaza

Convenience Strip Centre

Urban Retail District

Downtown Concourse

Single Tenant

## RETAIL GROUPS AND CATEGORIES

### FASHION & APPAREL

Women's Apparel  
Men's Apparel  
Family & Unisex Apparel  
Children's Apparel  
Footwear  
Fashion Accessories  
Jewellery

### HOME & ELECTRONICS

Home Improvement  
Furniture & Appliances  
Home Furnishings & Décor  
Electronics

### MASS MERCHANDISE

Warehouse Clubs  
Full Line Department Stores  
Junior Department Stores  
Dollar Stores

### GROCERY & FOOD

Grocery  
Specialty Foods and Liquor  
Convenience and Variety

### RESTAURANTS

Full Service Restaurants  
Food Court  
Bars & Taverns

### RECREATION, WELLNESS & SERVICES

Sporting Goods  
Cinemas & Arcades  
Pets, Toys & Hobbies  
Media, Books & Music  
Office Supplies & Stationery  
Health and Beauty  
Personal Care Services  
Lottery  
Financial Services  
Other Services

## CORPORATES AND BANNERS

Example: Loblaw Companies

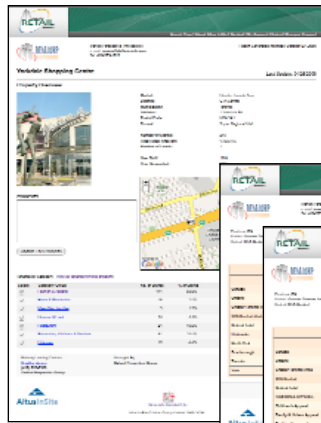
Atlantic Superstore	Extra Foods
Dominion	Maxi/Maxie & cie
Real Canadian	No Frills
Superstore	Atlantic Cash &
Loblaws	Carry
Provigo	Entrepôts Presto/
Zehrs	Club Entrpôt
SuperValu	Provigo
Valu-mart	NG Cash & Carry
Freshmart	Real Canadian
Your Independent	Wholesale Club
Grocer	

## QUARTERLY PRICING

<b>National</b>	\$17,000
<b>British Columbia</b>	\$2,500
<b>Alberta</b>	\$3,500
<b>Saskatchewan/Manitoba/North</b>	\$1,200
<b>Ontario</b>	\$8,500
<b>Quebec</b>	<b>\$4,000</b>
<b>Atlantic Canada</b>	\$1,500

All pricing is based on a quarterly subscription with no limits on total number of users or number of logins. Price includes training and support.

## Properties, Stores and Retailers



View mall level details, summary of existing retail tenants by Category and access details on leasing and manager contacts from the **Property Overview** report.



Generate summary listings of retail locations for all available markets in Canada and filter by Category, Type, and Format with our series of **Market Inventory** reports

Market	Category	Type	Format	Size (sq ft)	Year Built	Leasing Status
MARKET 1	RETAIL	STORE	GENERAL MERCHANDISE	100,000	2005	Available
MARKET 2	RETAIL	STORE	GENERAL MERCHANDISE	150,000	2008	Available
MARKET 3	RETAIL	STORE	GENERAL MERCHANDISE	200,000	2010	Available

Market	Category	Type	Format	Size (sq ft)	Year Built	Leasing Status
MARKET 4	RETAIL	STORE	GENERAL MERCHANDISE	250,000	2012	Available
MARKET 5	RETAIL	STORE	GENERAL MERCHANDISE	300,000	2015	Available
MARKET 6	RETAIL	STORE	GENERAL MERCHANDISE	350,000	2018	Available

**COMING SOON!** Generate a list of comparable retail locations based on Format and filter by Type, Category Group and Radius with the **Radius Comparison** report.

Access a current list of Retail Banners and their Corporate Parents, ranked by total retail area for all available markets as well as a national summary with our **Top 25 Retailers by Banner and Top 25 Retailers by Corporate Parent** reports.

Rank	Company	Total Retail Area (sq ft)	Number of Locations
1	Walmart	1,200,000	150
2	Target	800,000	100
3	Home Depot	600,000	80

Search by Manager Company to generate a complete listing of their portfolio with dynamic links for mall and store details from the **Portfolio Lookup** report.

Manager	Property	Category	Type	Format	Size (sq ft)	Year Built	Leasing Status
MANAGER 1	PROPERTY 1	RETAIL	STORE	GENERAL MERCHANDISE	100,000	2005	Available
MANAGER 2	PROPERTY 2	RETAIL	STORE	GENERAL MERCHANDISE	150,000	2008	Available
MANAGER 3	PROPERTY 3	RETAIL	STORE	GENERAL MERCHANDISE	200,000	2010	Available

Rank	Company	Total Retail Area (sq ft)	Number of Locations
1	Walmart	1,200,000	150
2	Target	800,000	100
3	Home Depot	600,000	80

Access a current list of Manager Companies ranked by size of portfolio for all available markets as well as a national summary with our **Top 25 Management Companies** report.

Market	Category	Type	Format	Size (sq ft)	Year Built	Leasing Status
MARKET 7	RETAIL	STORE	GENERAL MERCHANDISE	400,000	2020	Available
MARKET 8	RETAIL	STORE	GENERAL MERCHANDISE	450,000	2022	Available
MARKET 9	RETAIL	STORE	GENERAL MERCHANDISE	500,000	2025	Available

Generate summary listings of retailers for all available markets in Canada and filter by Category, Type, and Format with our series of **Market Dimensions** reports

Search by Leasing Contact to generate a list of all properties for the associated Leasing Company with dynamic links for mall and store details from the **Leasing Contact Lookup** report.

# Retail Market Definitions & Options



## Super Regional Mall

Similar to a regional mall, but due to its larger Gross Leased Area (GLA often over 1.0 million sf) these centres feature a broader selection of anchor and CRU tenancies and thus draw from a larger trade area, typically 10-40 km.

## Regional Mall

Enclosed and typically between 300,000 and 800,000 sf., these centres feature primarily national/regional and international retail chains which sell products from a broad range of the Retail Categories. These centres generate significant destination appeal in part because of multiple anchors (which usually include traditional full line department stores), and often feature multiple levels, multi-wing pedestrian malls, large food court areas and extensive on-site parking, often in the form of structured or deck facilities. Primary trade area is extensive, typically at 8-20 km.

## Power Centre

Open format centre, typically between 200,000 and 1.0 million sf, that features a campus-style layout. The centre features multiple big-box, category-killer stores that are self-standing. The tenant mix includes stores from a wide range of the Retail Categories. Additionally the centre may contain a number of smaller specialty tenants and/or restaurant pads. These centres can often be themed in nature, i.e., outlet, entertainment, home decor, etc. Primary trade area 8-20 km.

## Enclosed Community Mall

Enclosed centre typically of single level design, typically between 150,000 and 400,000 sf that features a similar anchor profile as above, but offers an enclosed, climate-controlled pedestrian mall that links the retailers. The tenant mix is usually a blend of national/regional chains in addition to local/independents, and includes a food court area with an assortment of fast food restaurants and a designated seating area. Primary trade area 5-10 km.

## Open Format Community Centre

Open format centre typically between 150,000 and 400,000 sf, that features a supermarket and at least one additional anchor retailer; most often a general merchandise or discount department store. These centres usually feature a greater number of in-line retailers than a neighbourhood centre, and often include outparcels or pads. Due to their larger tenant offering these centres generate increased destination appeal, with a primary trade area of 5-10 km.

## Neighbourhood

### Food Anchored Plaza

Open format centre typically between 75,000 and 150,000 sf, that is designed for the convenience shopping needs of consumers in the immediate neighbourhood (trade area of 2-5 km). It is typically anchored by a supermarket, with other retailers often including a drug store, convenience store, fast-food restaurant, dry cleaner, dentist, etc. Physical configuration is often linear or L-shaped to maximize arterial exposure.

### Convenience Strip

Open format centre typically less than 50,000 sf, in which the tenants provide a very narrow mix of convenience uses and personal services to a very limited trade area (less than 2km). The physical configuration is usually linear, with an attached row of stores/units aligned along an arterial route, with outdoor parking in front. No true anchor tenancy and limited destination appeal.

### Downtown Concourse

A collection of retailers located on enclosed pedestrian pathways which are part of, or connect with, major downtown office buildings. Such agglomerations are typically only found in the downtown cores of major urban markets. These tenants are a blend of service, convenience, restaurant and specialty retailers, aimed primarily at serving the needs of the tenants within the buildings they are part of or connected to. Often these concourses are connected to form a large network, as in the case of Toronto's PATH system.

### Urban Retail District

A distinct surface retail node, typically located in downtown urban centres. The collection of retailers is eclectic, often including unique and/or high end stores. Often the district is arterial based (e.g., Robson Street in Vancouver or Rue St. Catherine in Montreal) or a general area (e.g., Yorkville in Toronto).

### Single Tenant

Stand-alone, single store retail use, typically in excess of 50,000 sf. Examples include a traditional full-line department store, a discount / junior department store, a supermarket and a wide variety of big-box retailers such as home improvement, warehouse club, etc. The store in question may be in an urban, suburban or rural location, but importantly does not form part of a larger distinct centre.

## REPORTING, SEARCH AND FILTER CRITERIA LISTS

Filtering on multiple reports for key retail metrics.

### Breakdown by Store Size

1. 100,000 sf and larger
2. 50,000 sf to <100,000 sf
3. 15,000 sf to <50,000 sf
4. 6,000 sf to <15,000 sf
5. 3,000 sf to <6,000 sf
6. 1,500 sf to <3,000 sf
7. 500 sf to <1,500 sf
8. <500 sf

### Breakdown by Mall / Centre / Plaza Size

1. >800,000 sf
2. 400,000 sf to 800,000 sf
3. 200,000 sf to 400,000 sf
4. 100,000 sf to 200,000 sf
5. 50,000 sf to 100,000 sf
6. <50,000 sf

### Number of Stores in a Mall / Centre / Plaza

1. >250 stores
2. 150 to 250 stores
3. 100 to 150 stores
4. 50 to 100 stores
5. 20 to 50 stores
6. 10 to 20 stores
7. <10 stores

### Radius Analysis

1. 0 to 2 km
2. 2 to 5 km
3. 5 to 10 km
4. 10 to 25 km
5. 25 to 40 km

### Future additions:

Economic and demographic data