



Retail Development Opportunities



RETAIL OPPORTUNITIES

A PRIME RETAIL LOCATION

The *gateway* at Conception Bay South will be a 100-acre retail development, optimally situated in the rapidly growing west end of Conception Bay South.

Located at the intersection of major provincial and municipal road infrastructure, it will service a catchment area of over 200,000 people. Already generating higher than anticipated interest from major retailers, Phase I is scheduled for completion in 2015.

This one-stop retail centre will include big box and mid-size stores, as well as strip malls and pad sites. In addition, the site is adjacent to a \$21 million arena that was completed in 2016. There will also be a variety of dining, shopping, and recreational activities located within a short distance.

A walking trail will connect the *gateway* to another of Conception Bay South's newest recreational assets, the T'Railway. Spanning the entire length of the Town, the T'Railway offers opportunities for leisurely strolls along the picturesque coastline and a linkage with many of the Town's amenities.

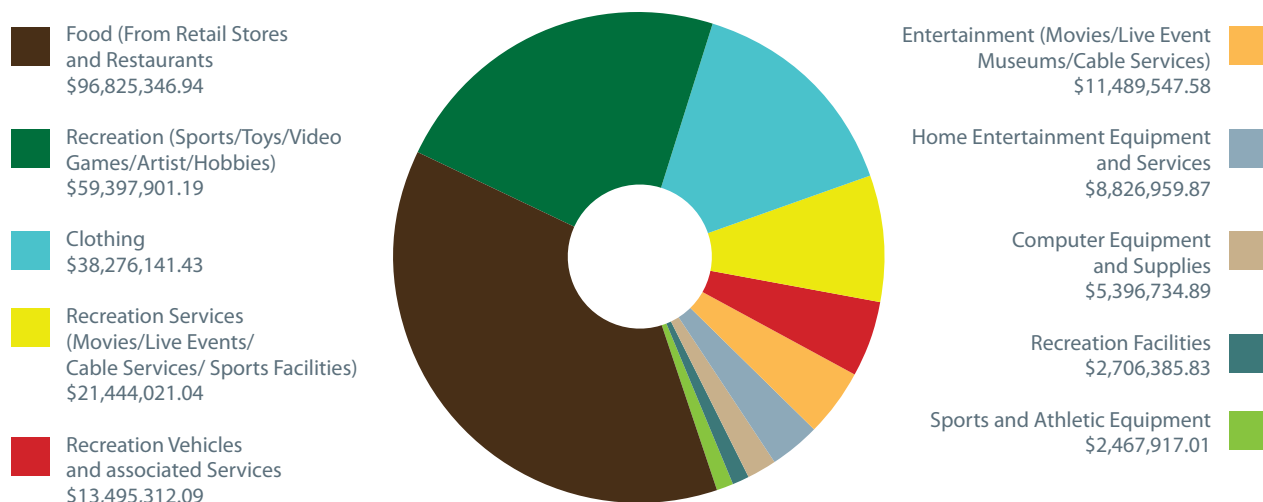
Given the previously-underserved population and ever-growing demographic, it is expected that the *gateway* will have a significant impact not only on the flourishing economic development of the Town itself, but on the profile of Conception Bay South across the Province and Atlantic Region.

With a ready and prosperous consumer base, meaningful business incentives, and a prime retail location, the *gateway* is a rare and exciting retail opportunity.



Conception Bay South is currently serviced by two national supermarket chain stores. With a theoretical capacity of 13.7 large to small-sized grocery stores, the Town, particularly the west end, is underserved by grocers. According to the Targeted Retail Study conducted by Miller Dickinson Blais in 2013, while Conception Bay South continues to grow at a tremendous pace in terms of population and residential housing, the Town suffers from a deficiency of national retail options on a per capita basis. The Town is particularly underserved by grocers, general merchandise, and sporting goods stores despite the fact that those categories are the top three sectors of retail spending by the approximately 26,000 residents in the Town.

RETAIL SPENDING BY SECTOR - \$ PER ANNUAL



Data source: Environics 2014

Time-Based Driving Distance to the gateway

5 Minutes	3,915 Residences
10 Minutes	7,096 Residences
15 Minutes	9,117 Residences

Average Annual Vehicles Per Day

Route 2	24,900 (2 nd Busiest Road in the Province)
Route 60	15,000 (5 th Busiest Road in the Province)

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