

**Terms of Reference for Market Impact/Planned Function Study****Description:**

A Market Study, or Market Impact/Planned Function Study is used to examine the market supply and demand and potential impacts of the proposed development. This document is intended to provide a background context, an overview of the purpose and effect of an application, and establish a rationale for the application by demonstrating how a proposal conforms to applicable planning policy documents and good planning principles.

**Who should prepare it:**

A qualified retail market analyst (consultant). The cost of the study shall be borne by the applicant. All reports and drawings must be stamped and/or signed and dated by a qualified professional, as well as include contact information.

**When is it required:**

Proposals to change, delete, expand or add to the designated Retail designations shall be subject to an Official Plan Amendment, and the City may require applicants to submit supporting studies identifying the market and/or planned function, of such a change in designation (Brampton Official Plan, policy 4.3.2.6).

Market impact/planned function studies have also been identified as a requirement as part of Section 5.32 - Pre-consultation and Complete Submission Requirements and Section 5.35 - Tertiary Plans of the Brampton Official Plan.

In addition, the Growth Plan for the Greater Golden Horseshoe (2019) prescribes that retail and office uses will be directed to locations that support active transportation, and have existing or planned transit (policy 2.2.5.3), and that the retail sector will be supported by promoting compact built form and complete communities, (policy 2.2.5.15).

**Required Contents:**

The market impact/planned function study shall include the following, and generally be guided by the Table of Contents included as Appendix 1 to this Terms of Reference. Any variation from the approach provided in the Table of Contents will need to be based on sufficient justification:

**1. Introduction**

- Development proposal, site characteristics, summary of issues, objectives and study approach.
- The study area identified for the market impact analysis
  - o The study area will be generally identified as a 3 km radius around the subject lands with respect to Neighbourhood Commercial and Convenience Commercial designations; and a 6 km radius with respect to District Retail designations
  - o The coverage of the study area may be varied with sufficient justification
  - o The consultant will discuss with City Planning and Design staff in order to identify an appropriate study area with respect to Regional Retail designations.

**2. Site and Area Context**

- Description of the existing land uses within the study area, as well as relevant Provincial, Regional and City Official Plan policies with respect to the development proposal.

**3. Supply Analysis**

- Inventory of retail space within existing retail centres
- Retail development proposals
- Planned retail designations within the study area
- Analysis of walkability to these locations will also be undertaken to address policy requirements of developing retail centres within walking distance of neighbourhoods – a 500 to 800 metre radius (10 minute walking distance).

**4. Demand Analysis**

- Demand analysis for the planning horizon based on forecasted population within the study area
- Customer draw from adjacent areas
- Methods such as cell phone data analysis or license plate survey may be used to conclusively identify existing customer draw and travel pattern for shopping

- Recognizing that the retail market is constantly evolving, an analysis of retail trends relevant to the development proposal, with respect to ecommerce, store formats etc., shall also be undertaken as part of the demand analysis.

**5. Study Findings & Conclusion**

- Summary of the locational and policy context and supply and demand analysis
- Conclusions and recommendations providing planning justification in support of the development proposal from a market perspective.

**Notes**

- The City of Brampton may wish to peer review any studies that are submitted in support of an application, at the cost of the applicant
- If the proposed development is revised, the proposed revisions shall be updated by an addendum report or letter from the author, indicating if the recommendations and conclusions are the same
- Please note that the requirements of this study may vary depending on the nature of the proposal. This will be determined through the pre-consultation process and in consultation with any applicable external agencies
- If the submitted study is incomplete, is authored by an unqualified individual, or does not contain adequate analysis, the development application will be considered incomplete and will not be processed by the City

**Attachments****Appendix 1**

- Terms of Reference for Market Impact/Planned Function Study - Table of Contents

**APPENDIX 1 - TERMS OF REFERENCE FOR MARKET IMPACT/PLANNED FUNCTION STUDY**

**TABLE OF CONTENTS****1.0 EXECUTIVE SUMMARY****2.0 INTRODUCTION**

- 2.1 Development Proposal
- 2.2 Site Location & Accessibility
- 2.3 Summary of the Study Approach and Methodology
- 2.4 Study Area

**3.0 LAND USE POLICY CONTEXT**

- 3.1 Relevant Growth Plan Policies
- 3.2 Regional Official Plan
- 3.3 Official Plan Policies for the Study Area
- 3.4 Secondary Plan Policies

**4.0 RETAIL SUPPLY**

- 4.1 Existing Retail Centres
- 4.2 Planned Retail Designations
- 4.3 Review of Development Applications
- 4.4 Walkability Analysis
- 4.5 Other Relevant Market Considerations (e.g.: Tenancy and Leasing)

**5.0 RETAIL DEMAND**

- 5.1 Population Forecast within Study Area
- 5.2 Retail Trend Analysis (based on development proposal)
- 5.3 Customer Draw
- 5.4 Demand Forecast

**6.0 CONCLUSION**

- 6.1 Summary of Policy Context
- 6.2 Summary of Supply and Demand Analysis
- 6.3 Planning Justification for the Development Proposal
- 6.4 Summary of Findings and Conclusion