



To: Asana Farshchi  
Province of Ontario, Environmental Registry of Ontario (ERO)  
Ministry of Municipal Affairs and Housing  
ERO #025-1181  
Ministry Reference Number #26-OP-255436

From: Nicholas Godfrey  
Senior Planner  
Upper Canada Consultants  
St. Catharines, ON

Date: December 5, 2025

Subject: **Town of Fort Erie**  
**Instrument Type: Approval of a Municipality's Official Plan**  
**Ashton Homes - Thompson Road West**

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On September 5<sup>th</sup>, 2025, the Ministry of Municipal Affairs and Housing received for a decision the Town of Fort Erie's proposed new official plan (By-law 78-2025), which was adopted by the Town's municipal council on August 25<sup>th</sup>, 2025.

On October 24<sup>th</sup>, the Province posted the Official Plan from the Town of Fort Erie for a decision. The purpose of the proposed plan is to achieve consistency and conformity with provincial policies and plans, and to establish goals, objectives and direction guiding growth and development to the 2051 planning horizon.

The new Official Plan, once approved, will replace the existing plan, which came into effect in November 2011. The new plan is intended to guide growth and development across the Town of Fort Erie to the 2051 planning horizon.

The Ministry will review the submitted plan for consistency and conformity with applicable provincial land use policies and plans. The Ministry has stated that all feedback received will be considered before presenting any potential modifications to the Minister of Municipal Affairs and Housing for a decision in accordance with section 17 of the *Planning Act*.

Upper Canada Consultants have considered the Town's adopted Official Plan and make the following recommendations based upon our history and experience with urban planning and development within the Niagara area.

## COMMENTS

### Thompson Road West

Ashton Homes (Western) Ltd. (herein referred to as Ashton Homes) has purchased lands that are located in the Town of Fort Erie to the west of Thompson Road, south of the QEW. The lands do not have a municipal address but are identified legally with as PINs 64236-406 (LT), 64236-0407(LT), and 64236-408 (LT), and legally described as PLAN 59R-11938; PART OF LOTS 1 AND 2, CONCESSION 3, TOWN OF FORT ERIE, REGIONAL MUNICIPALITY OF NIAGARA. A property map of the Ashton land holdings is located in **Appendix I**. The subject lands are approximately 16.2 hectares, with frontage onto Thompson Road.

Ashton Homes is a Toronto home building company that has been active for four decades and over the last 10 years have developed several sites in Fort Erie along the Garrison Road Corridor. Currently they are building in Peace Bridge Village Phase 4 nearby, with two following phases in the planning process. They wish to develop the above noted lands for mixed-use residential and commercial purposes and are currently undertaking background studies to support applications including an Official Plan and Zoning By-law Amendments in order to facilitate a change in land use.

The lands were acquired by the landowners in 2022, and have been pursued as a Mixed-Use Development since that date of acquisition. A Draft Concept Plan is attached as **Appendix II**. This plan would include the following statistics, including a Mixed-Use Block, of approximately 2.363 hectares:

LAND USE	LOT/BLOCK	# OF UNITS	AREA (ha)	AREA (%)
<b>Single Detached Residential (33')</b>	LOT 1-114	114	4.727	29.17
<b>Street Town Residential (18')</b>	BLOCK 115-147	181	3.876	23.91
<b>Stacked Towns Residential</b>	BLOCK 148	64	0.809	4.99
<b>Mixed Use</b>	BLOCK 149	122	2.363	14.58
<b>Environmental Conservation</b>	BLOCK 150		0.185	1.14
<b>Park</b>	BLOCK 151		0.828	5.11
<b>Service Corridor/Walkway</b>	BLOCK 152-153		0.092	0.57
<b>Daylighting</b>	BLOCK 154		0.002	0.01
<b>Roadway</b>			3.326	20.52
<b>Total</b>		481	16.208	100.00

The Town's adopted Official Plan designates this area depicted in **Figures 1, 2 and 3** as "Commercial", and as a "Strategic Growth Area." The policies within the "Commercial" designation generally do not permit residential, unless through specific requirements/criteria as shown below:



Town of Fort Erie (Adopted Plan)

<b>D.2.5.3</b>	<b>Permitted Uses</b>	
1.	The Commercial designation permits a broad range of commercial-oriented land uses including retail, office, and service uses. It is the intent of this Plan that specific commercial land uses will be defined and permitted by the implementing zoning bylaw and as based on the policies of this Plan.	
2.	Residential uses, in accordance with policy D.2.5.6.	

Town of Fort Erie (Adopted plan)

<b>D.2.5.6</b>	<b>Permitted Residential Uses</b>
1.	Residential uses are permitted on lands designated commercial where they are located within strategic growth area as shown on Schedule A: Town Structure, subject to the following additional criteria: <ul style="list-style-type: none"> <li>i. Development will be subject to policy D.2.1.5 and policy D.2.1.4.</li> <li>ii. The Town may require a market study to determine the appropriate amount of commercial space to be developed as part of an application for a mixed-use development where an existing commercial use is proposed to be redeveloped</li> </ul>

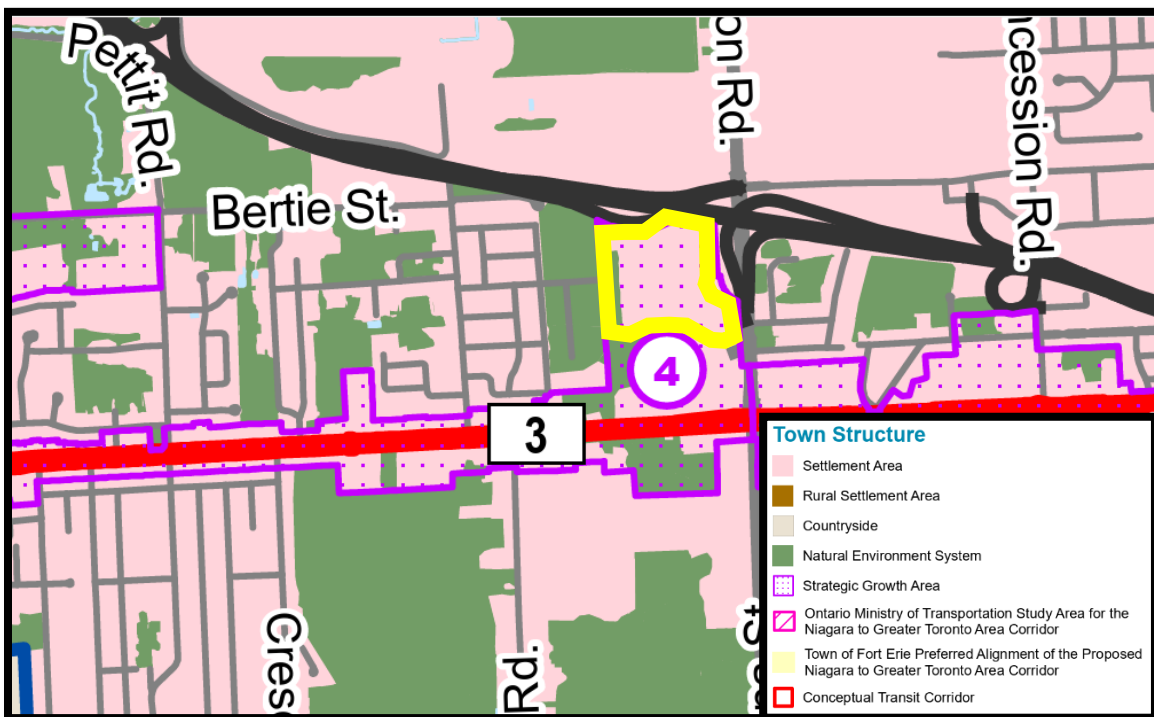


Figure 1: Schedule A – Town Structure

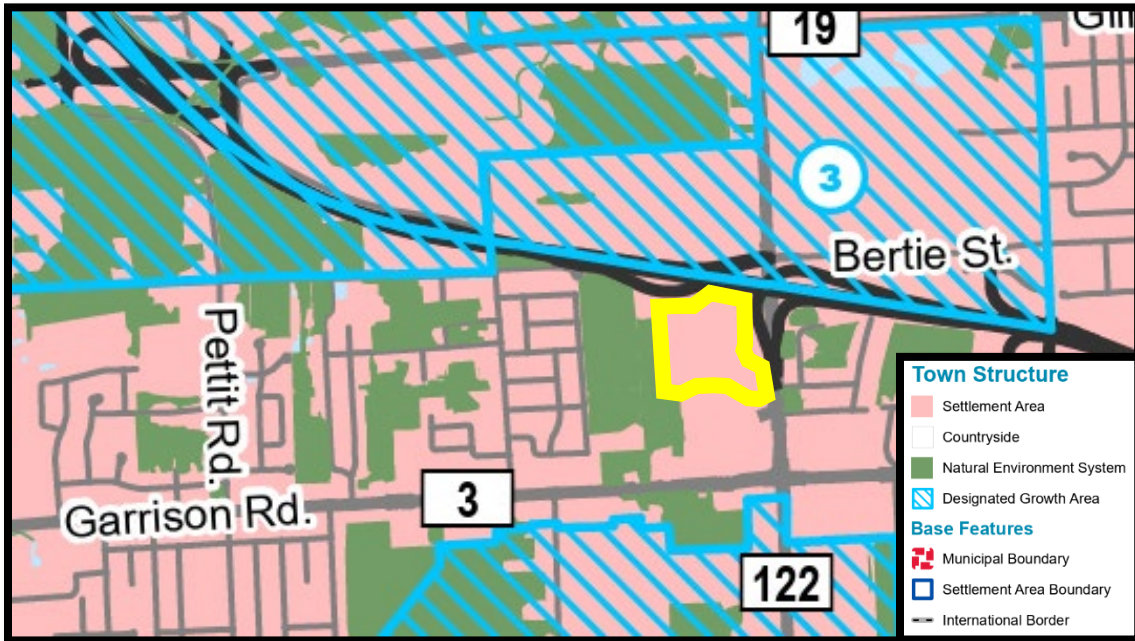


Figure 2: Schedule B – Designated Growth Areas

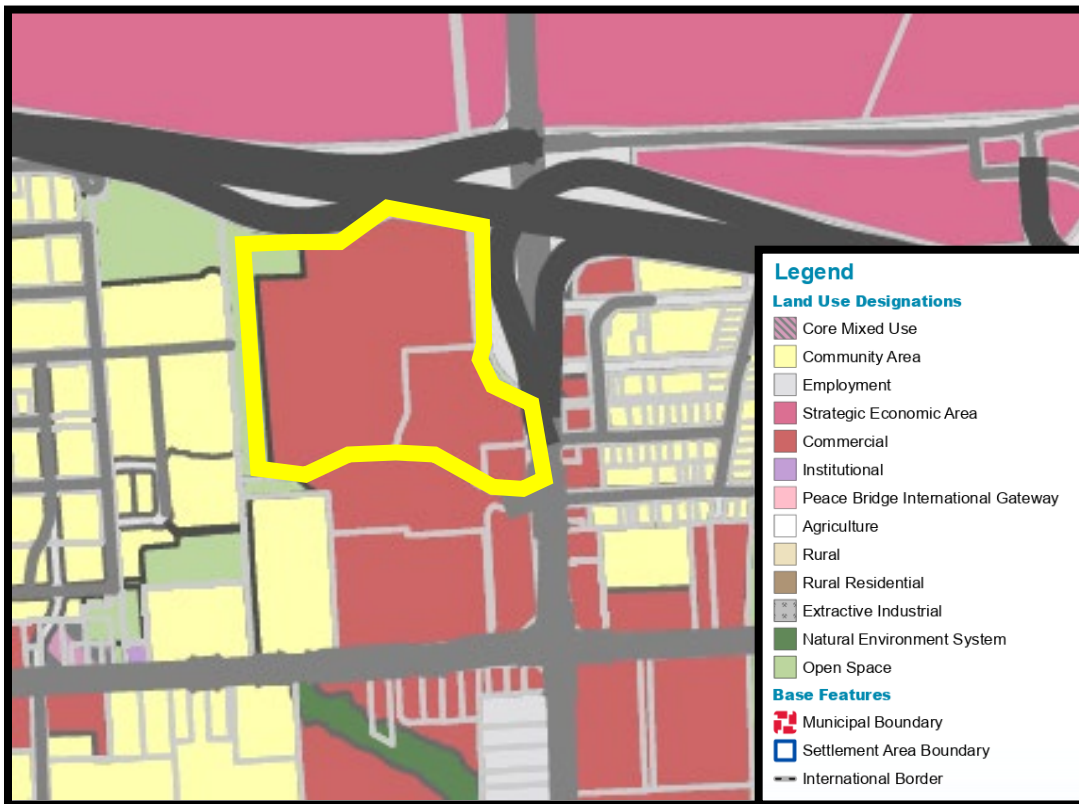


Figure 3: Schedule E - Land Use Plan



In accordance with these policies, and recognizing that the subject lands are Commercial and located within a designated growth area, Ashton Homes requests that these lands be designated in alignment with the attached Commercial Market Study prepared by Urban Metrics (**Appendix III**), as per Policy D.2.5.6(1)(ii). This would result in a reduction to the area that is designated for Commercial use and the introduction of a Community Area designation on lands not needed to be retained in the Commercial designation.

The Commercial Market Study considers the size and composition of commercial activity in Fort Erie, in addition to future commercial land development opportunities within the Town, and an analysis over a 20-to-25-year planning horizon. The report concludes that there is not a public benefit to retaining the entirety of these lands for long-term commercial planning. The report concludes that the proposed Concept Plan by Ashton Homes is consistent with commercial growth prospects in Fort Erie.

The proposed plan by Ashton contemplates the retention of 3,762 m<sup>2</sup> of commercial space with a proposed hotel. The remainder of the lands would be residential, and would be contiguous with lands directly west, which are developed and developing under active application as residential. The report concludes that maintaining the entirety of the area in the Commercial designation is inconsistent with Fort Erie's commercial growth prospects, given that there are available and underutilized sites within the Town. The subject lands do not need to be built out fully as a commercial node to meet quantitative demand for commercial land, given that there is sufficient capacity at SmartCentres, Ridgeway Centre, and other vacant Commercial designated sites along Garrison Road. Additionally, maintaining the Commercial designation on the entirety of the lands would instead sterilize otherwise serviceable and accessible urban lands for other urban land uses.

It is requested that the land use designation on the Ashton lands be amended to align with Ashton's proposed development plan, as detailed in Appendix II which would result in a reduction to the amount of land designated Commercial and the introduction of a Community Area designation on that portion of the lands that are not needed for commercial purposes. This request is consistent with the proposed Official Plan update and is evidence-based, thereby reflecting sound planning practice.

Prepared and recommended by:

Nicholas Godfrey, MA, RPP, MCIP  
Senior Planner  
Upper Canada Consultants



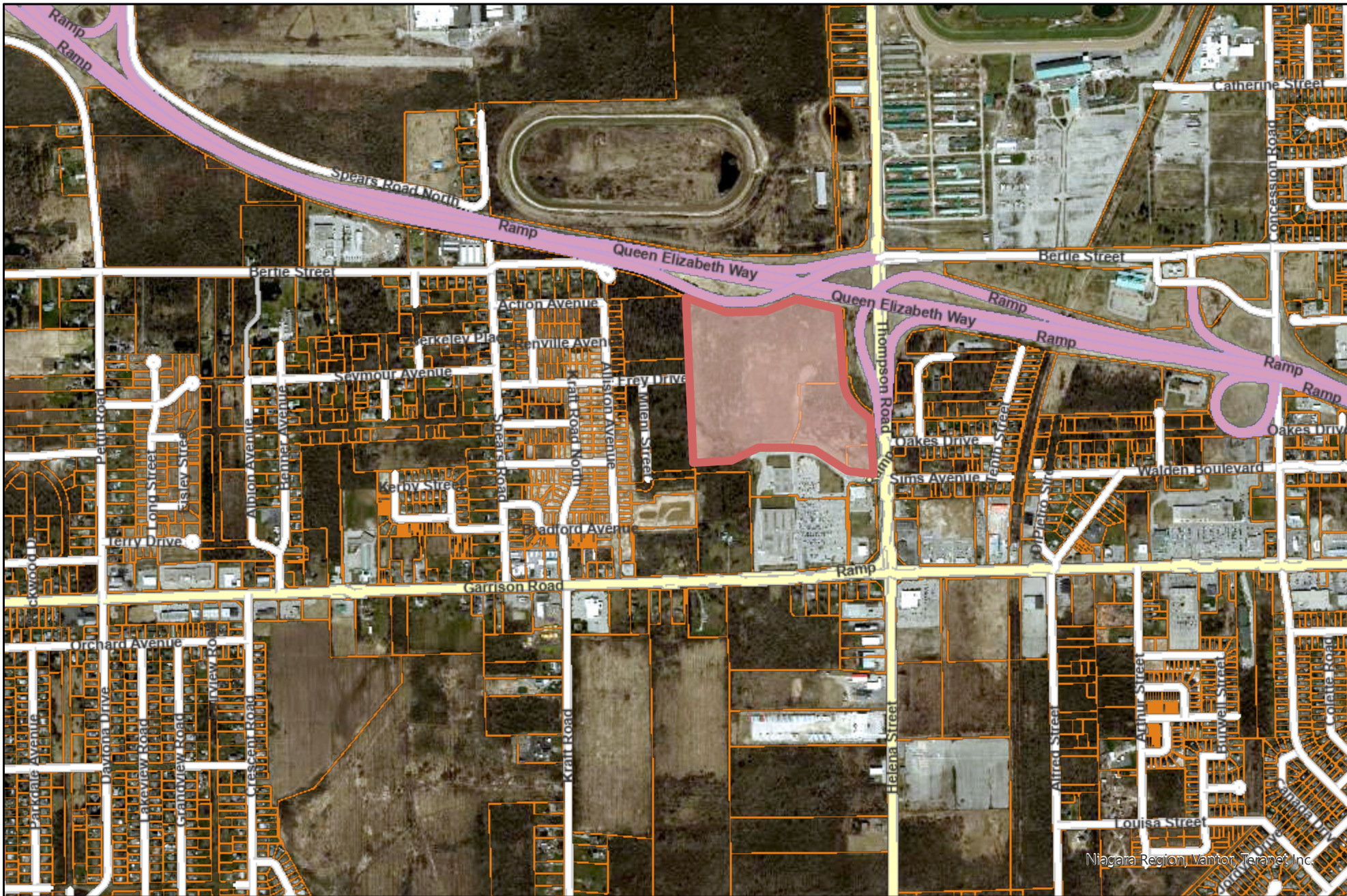
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## Appendix I



- Legend
- Override 1
  - Regional
  - Unimproved
  - Provincial
  - Municipal/Private

0 0.15 0.3 0.6 0.9 1.2

Date: 2025-12-08 Time: 11:19 AM

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## Appendix II

# THOMPSON ROAD SUBDIVISION

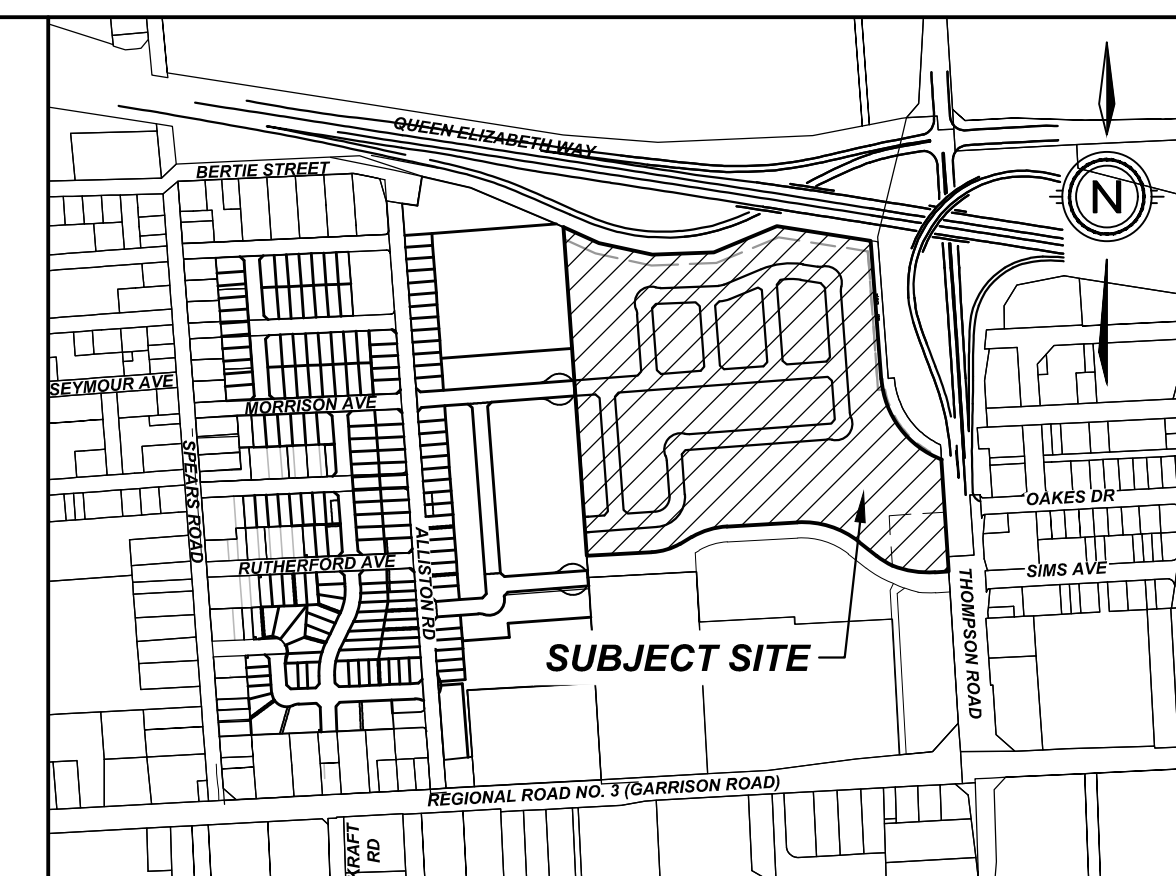
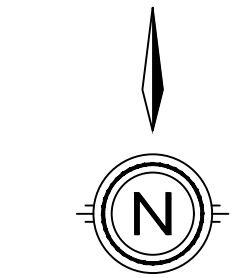
## TOWN OF FORT ERIE

PRELIMINARY

ENVIRONMENTAL CONSERVATION AREA

BLOCK 150 ENVIRONMENTAL CONSERVATION AREA 0.165 ha (0.458 ac)

BLOCK 151 PARK 0.829 ha (2.047 ac)



KEY PLAN  
N.T.S.

### CONCEPT PLAN

### LEGAL DESCRIPTION

PLAN 59R-11938; PART OF LOTS 1 AND 2, CONCESSION 3  
TOWN OF FORT ERIE  
REGIONAL MUNICIPALITY OF NIAGARA

### LAND USE SCHEDULE

LAND USE	LOT/BLOCK	# OF UNITS	AREA(ha)	AREA(%)
SINGLE DETACHED RESIDENTIAL (33')	LOT 1-114	114	4.727	29.17
STREET TOWN RESIDENTIAL (18')	BLOCK 115-147	181	3.876	23.91
STACKED TOWN RESIDENTIAL	BLOCK 148	64	0.809	4.99
MIXED USE	BLOCK 149	122	2.363	14.58
ENVIRONMENTAL CONSERVATION	BLOCK 150		0.165	1.14
PARK	BLOCK 151		0.828	5.11
SERVICE CORRIDOR/WALKWAY	BLOCK 152-153		0.092	0.57
DAYLIGHTING	BLOCK 154		0.002	0.01
ROADWAY			3.326	20.52
TOTAL		481	16.208	100.00

DEVELOPABLE AREA = 16.023 ha.  
DEVELOPABLE DENSITY = 30.02 units/ha

BLOCK 149 PARKING BREAKDOWN:

BUILDING A - MIN. REQUIRED (1232m <sup>2</sup> / 30m <sup>2</sup> )	041 spaces
TOTAL PROVIDED	041 spaces
BUILDING B - MIN. REQUIRED (1400m <sup>2</sup> / 30m <sup>2</sup> )	047 spaces
TOTAL PROVIDED	047 spaces
BUILDING C - MIN. REQUIRED (32 units X 1.5) (1130m <sup>2</sup> / 30m <sup>2</sup> )	048 spaces
TOTAL PROVIDED	038 spaces
BUILDING D - MIN. REQUIRED (1 per hotel unit)	090 spaces
TOTAL PROVIDED	103 spaces
TOTAL REQUIRED SPACES	264 spaces
TOTAL PROVIDED SPACES	311 spaces

\*\*Required accessible included in provided\*\*

### ZONING MATRIX

RESIDENTIAL MULTIPLE 1 (RM1)

PERMITTED USES: SINGLE DETACHED DWELLINGS; SEMI-DETACHED DWELLINGS; DUPLEXES; TRIPLEXES; FOURPLEXES; STREET TOWNHOUSE DWELLINGS; BLOCK TOWNHOUSE DWELLINGS; RESIDENTIAL USES EXISTING AT DATE OF PASSING OF BY-LAW; USES, BUILDINGS AND STRUCTURES ACCESSORY TO FOREGOING PERMITTED USES; ACCESSORY APARTMENT DWELLING.

PROVISION	REQUIRED	PROVIDED
MINIMUM LOT FRONTAGE	50m, EXCEPT 6m FOR STREET TOWNHOUSE LOTS AND 9m FOR STREET TOWNHOUSE CORNER LOTS	BLOCK TOWNS 110.74m; STREET TOWNS INTERIOR 6.1m CORNER 9.2m
MINIMUM LOT AREA	300m <sup>2</sup> PER DWELLING UNIT, EXCEPT 200m <sup>2</sup> FOR STREET TOWNHOUSE LOT AND 270m <sup>2</sup> FOR STREET TOWNHOUSE CORNER LOT	BLOCK TOWNS 126.43m <sup>2</sup> ; TOWN INT 178.56m <sup>2</sup> ; TOWN EXT 222.24m <sup>2</sup>
MINIMUM FRONT YARD	6m TO GARAGE 4m TO OTHER PARTS OF DWELLING	NO CHANGE
MINIMUM SIDE YARD	1.5m	NO CHANGE
MINIMUM EXTERIOR SIDE YARD	3m, EXCEPT THAT AN ATTACHED GARAGE OR ATTACHED CARPORT WHICH FACES THE EXTERIOR SIDE LOT LINE SHALL BE LOCATED NO CLOSER THAN 6m TO EXTERIOR LOT LINE	NO CHANGE
MINIMUM REAR YARD	6m	NO CHANGE
MAXIMUM BUILDING HEIGHT	3 STOREYS	NO CHANGE
MINIMUM LANDSCAPE AREA	50% INCLUDING PRIVACY AREAS, EXCEPT 25% FOR STREET TOWNHOUSE LOTS	BLOCK 148 33.23%
MAXIMUM NUMBER OF UNITS IN ROW	8	8
MINIMUM DISTANCE BETWEEN BUILDINGS ON SAME LOT	15m BETWEEN TWO REAR WALLS 3m BETWEEN TWO END WALLS 9m BETWEEN AN END WALL AND A REAR WALL 6m BETWEEN TWO FRONT WALLS 6m BETWEEN A FRONT WALL AND AN END WALL	NA 7.52m 25.49m NA NA
MAXIMUM DENSITY	35 units/ha	34.30 units/ha
MAXIMUM LOT COVERAGE	40% FOR BLOCK OR EXTERIOR STREET TOWNHOUSE; 60% FOR INTERIOR STREET TOWNHOUSE	NO CHANGE
PRIVACY AREA	NOTWITHSTANDING YARD REQUIREMENTS ABOVE, EVERY DWELLING UNIT SHALL HAVE AT LEAST ONE AREA WHICH SERVES AS A PRIVACY AREA ADJACENT TO DWELLING UNIT, HAVING A MINIMUM DEPTH OF 4.5m	YES
DISTANCE FROM BUILDING TO INTERNAL DRIVEWAYS, AND PARKING AREAS	ANY FRONT OR REAR FACE OF ANY TOWNHOUSE SHALL BE NO CLOSER THAN 3m TO AN INTERNAL DRIVEWAY OR PARKING AREA, AND ANY SIDE OF ANY TOWNHOUSE SHALL BE NO CLOSER THAN 1.5m TO AN INTERNAL DRIVEWAY OR PARKING AREA	6m; 3m
PLANTING STRIP	3.0m IN ACCORDANCE WITH SECTION 6.21 AND 4.5m WHERE IT ADJUTS A STREET, EXCEPT FOR POINTS OF INGRESS/EGRESS	3.0m

B) SINGLE DETACHED DWELLINGS NOT LOCATED ON THE SAME LOT AS TOWNHOUSE DEVELOPMENT SHALL BE SUBJECT TO THE FOLLOWING:

MINIMUM LOT FRONTAGE	15m ON A CORNER LOT	10.00m 11.80m
MINIMUM LOT AREA	375m <sup>2</sup>	291.47m <sup>2</sup>
MAXIMUM LOT COVERAGE	50%	NO CHANGE
MINIMUM FRONT YARD	6m TO THE GARAGE 3m TO OTHER PARTS OF DWELLING	NO CHANGE
MINIMUM INTERIOR SIDE YARD	1.2m HOWEVER ON AN INTERIOR LOT WHERE NO ATTACHED GARAGE OR ATTACHED CARPORT IS PROVIDED, THE MINIMUM SIDE YARD ON ONE SIDE SHALL BE 3m	NO CHANGE
MINIMUM EXTERIOR SIDE YARD	3m, EXCEPT THAT AN ATTACHED GARAGE OR ATTACHED CARPORT WHICH FACES THE EXTERIOR SIDE LOT LINE SHALL BE LOCATED NO CLOSER THAN 6m TO THE EXTERIOR SIDE LOT LINE	NO CHANGE
MINIMUM REAR YARD	6.0m	NO CHANGE
MAXIMUM HEIGHT	2.5 STOREYS 10.5m	NO CHANGE



ISSUED FOR REVIEW	2025-09-23	M.K.
REVISION	DATE	INIT



DRAWING TITLE	DRAFTING	MK
CONCEPT PLAN	DATE	MAY 14, 2025
	PRINTED	NOVEMBER 7, 2025
	SCALE	1:1000
	DWG No.	17136-CP 17
	REV	0



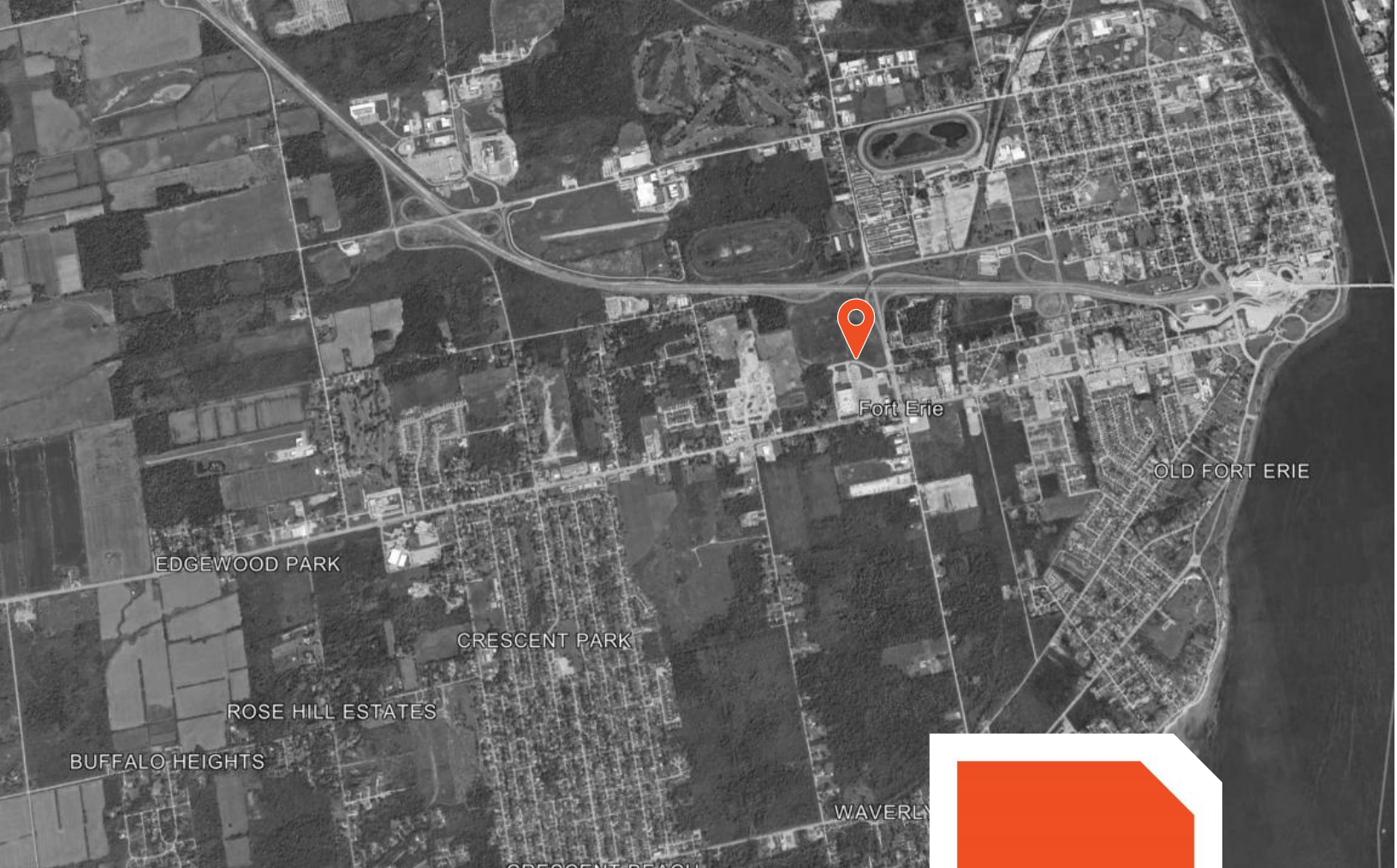
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## Appendix III



ERO Number 025-1181  
Closing Date December 8, 2025

# COMMERCIAL MARKET STUDY (ASHTON HOMES)

Fort Erie, ON

Prepared for:

ASHTON HOMES & UPPER CANADA PLANNING & ENGINEERING LTD.  
(Planning agents for Ashton Homes)

December 5, 2025



This document is available in alternative formats upon request by contacting:  
[info@urbanMetrics.ca](mailto:info@urbanMetrics.ca)  
416-351-8585 (1-800-505-8755)



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urbanMetrics.ca

December 5, 2025

ERO File No. 025-1181

## **RE: Commercial Market Study (Ashton Homes), Fort Erie, ON**

urbanMetrics was retained by Ashton Homes, the owners of land legally described as *PLAN 59R-11938; PART OF LOTS 1 AND 2, CONCESSION 3, TOWN OF FORT ERIE, REGIONAL MUNICIPALITY OF NIAGARA*.

urbanMetrics has been asked by Ashton Homes to consider the extent to which commercially designated lands in the Town of Fort Erie – and specifically the lands owned by Ashton Homes (“the subject lands”) are needed to support healthy, balanced community growth over the next 20 to 25 years.

The report considers the size and composition of commercial activity, as well as future commercial land development opportunities, in the Town of Fort Erie.

Based on our market research, the Town of Fort Erie is already well served by a broad spectrum of commercial businesses capable of meeting local needs.

The competitive landscape (including in-market operators) offers limited opportunities for future market entrants, particularly large-format “anchor stores,” which are foundational to the land development process. This report concludes that the subject lands, which are currently designated for commercial use in the Draft Official Plan of the Town of Fort Erie, are unlikely to develop (or “build out”) as intended within a 20-to-25-year planning horizon. While neighbourhood-scaled convenience uses may be warranted, it is our professional opinion that the subject lands, in their entirety, will not be fully realized as an expansive retail shopping centre as envisioned in the Draft Official Plan.

We see no meaningful public benefit in retaining these lands for long-term commercial planning. We recommend that the Ministry of Municipal Affairs & Housing, the approval authority, implement the necessary modifications which recognize the potential for residential and mixed-use development consistent with the intentions of the Ashton Homes’ application.

Respectfully Submitted,

A handwritten signature in black ink, appearing to read "P. Thoma", written over a horizontal line.

Peter Thoma, MCIP, RPP, PLE  
Partner & President  
**urbanMetrics inc.**

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# Executive Summary

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- The Town of Fort Erie (“the Town”, “Fort Erie”) is situated in the southwest of the Niagara Region.
- The Town is comprised of urban and rural settlement areas situated along the shores of Lake Erie and the Niagara River, minutes away from Buffalo, New York.
- The 2021 Census population of the Town of Fort Erie - which includes several settlement areas such as Ridgeway, Crystal Beach, Stevensville and Waverly - was reported as 32,901, a 7.1% increase over 2016.
- The population of Fort Erie continues to grow.
- The most recently published population number for the Town (in 2024) was 36,945.
- Official growth forecasts for the Town of Fort Erie have been set at 41,245 residents by 2041, an increase of ~4,300 people. The population of Fort Erie will reach 48,050 by 2051 as per the Town of Fort Erie’s Official Plan (pending Ministerial approval).
- Residents of the Town are supported by an estimated 1.26 million square feet (117,000 square metres) of retail and service commercial space, including approximately 38,000 square feet of vacant space.
- The amount of brick-and-mortar commercial space required by Canadian consumers has been decreasing over the past several decades, thanks in part to mergers and acquisitions, closures and bankruptcies, and ongoing adoption of e-commerce and on-demand delivery platforms.
- Communities across Canada have seen the amount of space needed per customer (commonly referred to as the “per capita space ratio”, or the “service ratio”) shrink from historic highs of 40 to 60 square feet per person in the 1980s and 1990s, down to a tighter range of 25 to 40 square feet today.
- The Canadian retail landscape has also been further transformed by blurred product lines (i.e. department stores (Walmart) selling groceries, general merchandise stores (Canadian Tire) selling pet food and party supplies, supermarkets (Loblaws, Sobeys, No Frills, etc.) selling wine and beer, home furnishing stores (HomeSense) selling food, toys and cosmetics, etc.)
- As professional market consultants, urbanMetrics fully recognizes the vital role that vibrant retail landscapes play in shaping healthy and balanced communities. Retail is generally seen as a community amenity. Being able to safely and conveniently

access local store options remains an aspirational element of community planning and development.

- As retail and household consumption patterns change, many communities have seen retail spaces converted to alternative use (i.e. indoor pickleball, childcare centres, casinos, museums, classrooms, etc. ) and vacant tracts of commercially designated lands sit idle for extended periods of time, often decades.
- As real estate consultants (market advisors), we routinely evaluate land development opportunities in the context of existing conditions, prevailing vacancy patterns, the depth of in-market operators (commercial tenants) and the unbuilt capacity of lands owned/managed by sophisticated property development interests.
- The Town of Fort Erie, based on our research, has an appropriate amount of retail space to support both current and future needs. The existing amount of space (1.26 million square feet) is sufficient to meet residents' needs for the foreseeable future.
- The Town of Fort Erie also has an oversupply of land capable of supporting commercial growth.
- On the landlord side, the opportunity to add new businesses in Fort Erie is constrained by (a.) the presence of key retailers already operating in the Town, and (b.) the absence of national or regional retail brands, *at a scale* large enough to activate new leasing activity and to sustain full lease-up over the long term.
- Our research suggests that the Town of Fort Erie would reasonably require about 50,000 to 70,000 square feet of additional (net new) retail and service commercial space to support and sustain growth.
- This amount of space could be readily absorbed by existing commercial property interests such as SmartCentres Fort Erie (including future expansions to both the Walmart and No Frills stores), as well as other better-located sites either along Garrison Road (the main commercial corridor) or other potentially underserved/future growth locations such as Ridgeway or Crystal Beach.
- urbanMetrics sees no clear opportunity to attract a major anchor that would catalyze further development of the subject lands in their entirety, as designated in the Official Plan.
- We have reviewed the competitive landscape of the market (existing businesses in Fort Erie) and the potential for future entrants.
- As a community with fewer than 50,000, the range of chain-type businesses that would realistically establish an outlet in Fort Erie is extremely narrow. Where new tenant/business opportunities do exist, the amount of space they typically occupy (i.e. 1,500 to 3,500 sf) is simply not enough to achieve the critical mass needed to advance a significant development.

- The Commercial designation that applies to the subject lands at the QEW and Thompson Road, in our opinion, is inconsistent with the market opportunity available in Fort Erie. A commercial designation that is applied to the entirety of the site (i.e. 40 acres) represents an oversupply of serviceable land which will not and cannot be developed within a meaningful timeframe.
- urbanMetrics sees no viable pathway to achieve upwards of 450,000 square feet of retail and service space on the subject lands as designated in the Town of Erie's Draft Approved Official Plan.
- The commercial designation that applies would effectively sterilize the lands from development for the foreseeable future (20+ years).
- Ashton Homes' proposal to advance a 481-unit residential development on the subject lands, complemented by a much more compact commercial footprint (45,000 square feet, plus a 90-room hotel), represents, in our professional opinion, a far more compelling outcome for the Town, especially its residents and businesses.

#### BOTTOM LINE:

The legacy commercial designation that has applied to the entirety of the subject lands at the QEW and Thompson Road for decades is no longer justifiable on market grounds.

The subject lands represent an ideal opportunity for Fort Erie to secure mixed-use residential development that integrates with existing commercial facilities, such as the adjacent SmartCentres and the nearby Sobeys. Redesignating the subject lands would better enable incremental commercial growth, especially those along Garrison Road, the dominant commercial spine of Fort Erie.

The Ministry of Municipal Affairs and Housing should implement **modifications to the Town's Official Plan, including the redesignation of the lands at the southwest quadrant of the QEW and Thompson Road to residential and mixed-use, which supports a variety of housing options, as proposed by Ashton Homes.**



# 1 Introduction

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This report has been prepared at the request of Aston Homes and its planning agents, Upper Canada Planning and Engineering Limited (UCPE) – collectively defined as “the Applicant.”

The applicants are actively pursuing the development of a mixed-use community on lands situated on the south side of the Queen Elizabeth Highway (QEW) and the west side of Thompson Road in the Town of Fort Erie.

The applicant’s lands comprise 16.2 hectares (40.0 Acres) of greenfield urban land designated for commercial (shopping centre) use.

Based on conventional development standards (i.e. accounting for parking and circulation) the applicant’s lands (“the subject lands”) could “theoretically” support upwards of ~450,000 square feet (41,800 sm) of retail and commercial use in accordance with the Commercial land use designation as defined in the Town of Fort Erie Official Plan (Draft/Council-adopted), dated August 25, 2025.

Notwithstanding the policies contained in the draft OP, the applicant has identified an opportunity to build a residential-oriented community with upwards of 481 residential units on the lion’s share of the subject lands.

The applicant remains committed to including a more limited scale of commercial uses in the south and east sections of their lands. These commercial uses are contained within “Block 149” of the applicant’s concept plan. They would complement existing developments immediately south of the subject lands (i.e. Walmart, No Frills, LCBO, et.al), which form part of SmartCentres Fort Erie at the northwest corner of Thompson Road and Garrison Road. The proposed commercial uses in Block 149 include three proposed retail buildings (Buildings A, B, and C) totalling 40,495 square feet, plus one six-storey hotel structure with ~90 rooms, totalling 65,316 square feet.

This Commercial Market Study has been carried out as a supporting technical document, which is to be included as **part of the applicant’s** submission to the Ontario Ministry of Municipal Affairs and Housing in advance of Ministerial approval for the Town of Fort Erie Official Plan.

ERO Number	025-1181
Ministry Reference Number	26-OP-255436
Comment Period	October 24, 2025, to December 8, 2025

## 1.1 Purpose & Scope

The purpose of this report is to evaluate the market need for commercial land uses (retail and service commercial) in the Town of Fort Erie for both current and future populations, with specific reference to a 40-acre (16.2 ha) land parcel presently designated for commercial use.

The report is intended to quantify how much additional commercial space is warranted in Fort Erie overall and on the subject site, and to identify specific retail and service categories that may be represented in the Town.

This report also considers whether the introduction of a hotel use on the land is supportable and appropriate in the context of Fort Erie's tourism, cross-border, and regional accommodation markets, and how the proposed commercial components may interact with and complement the planned function of other designated commercial areas.

The scope of work includes: a review of the subject site and surrounding study area (Town of Fort Erie), a detailed commercial inventory, and a review of active and recent commercial development activity and available listings. It also comprises a quantitative market demand and gap analysis by retail and service category, a hotel demand assessment, an examination of available and underutilized commercially designated lands, and recommendations on the type and amount of commercial and hotel space that can be reasonably supported on the subject property.

## 1.2 Assumptions & Limitations

Multiple base assumptions were made to conduct this Commercial Land Needs and Market Analysis. Based on our considerable and long-term experience in the retail planning process, we recognize and appreciate the problems associated with making broad and generalized assumptions about future conditions. Undoubtedly, deviations from historical and current trends will occur in the future. However, basic assumptions are required regarding the possible extent of such deviations.

These basic assumptions are:

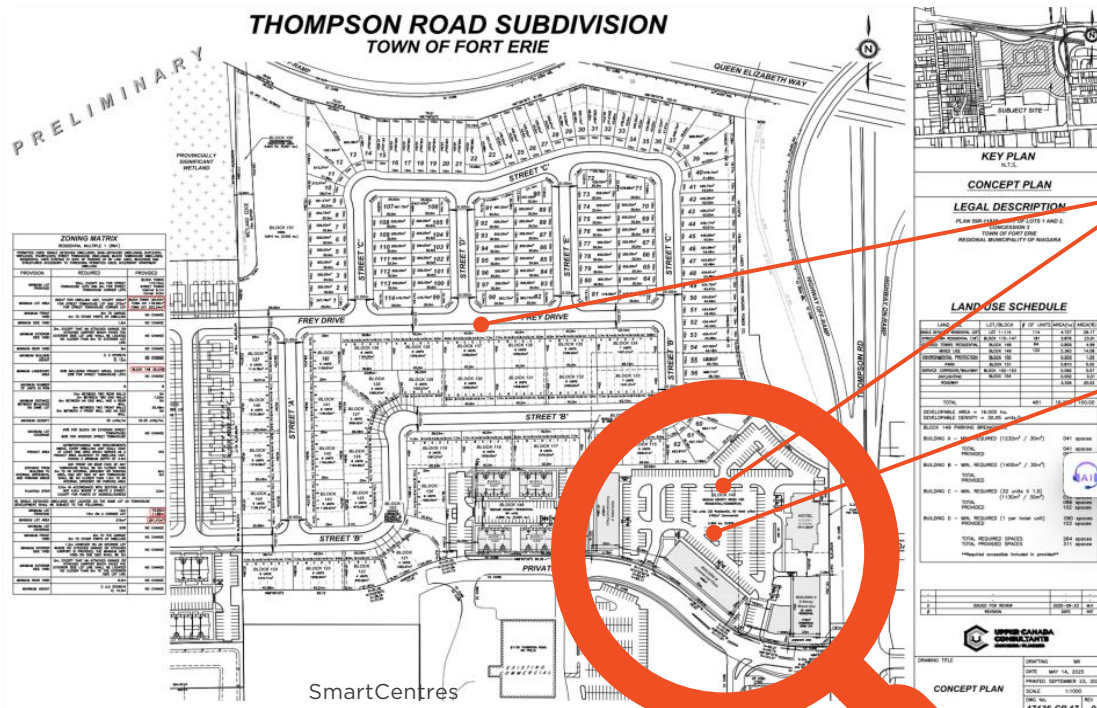
- During the forecast period discussed in this report, a reasonable degree of economic stability will prevail in the Province of Ontario, specifically in the Niagara Region and Town of Fort Erie markets;
- Estimates of future population in the Town of Fort Erie are assumed to be sufficiently accurate and are based on long-term population forecasts prepared by the Town of Fort Erie and the Region of Niagara;
- It is assumed that the current development applications on the Town of Fort Erie webpage are accurate and up to date.

If, for any reason, significant changes occur that could influence the basic assumptions stated above, the recommendations contained in this report should be reviewed and revised if necessary.

### 1.3 Site Context

The ‘Subject Lands’ comprises three parcels of land located at the southwest corner of the Queen Elizabeth Way (QEW) and Thompson Road intersection in Fort Erie, municipally known as 10805, 10807, and 10808 Thompson Road. Together, these parcels total approximately 16.2 hectares.

The proposed development concept includes a mix of residential units, commercial space, and a hotel, with the commercial and hotel components concentrated at the southeast corner of the site, immediately north of the existing LCBO within the SmartCentres retail node.



Ashton Homes

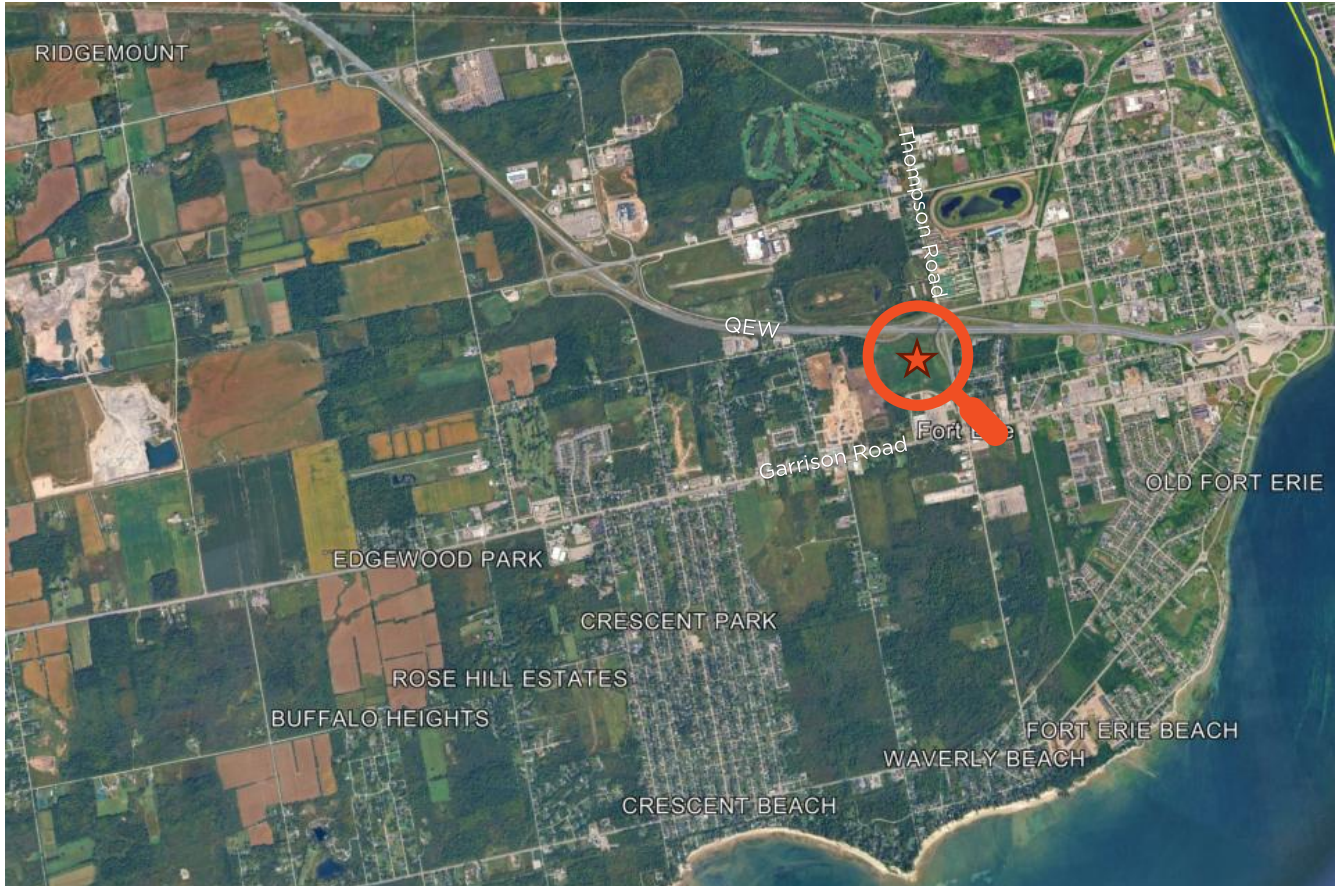
Subject Lands  
40 acres (16.2 ha)  
~481 Housing Units

Block 149  
Proposed Commercial Block  
~40,495 sf (retail)  
+65,315 sf (hotel)



The subject lands are illustrated in Figure 1 below.

Figure 1: Site Context, Ashton Homes' Lands



SOURCE Google Earth Pro, edited by urbanMetrics inc.

Access characteristics for the Subject Site are as follows:

- North: The QEW runs east-west along the northern edge of the Subject Site, providing regional highway access.
- East: Thompson Road defines the eastern boundary of the site, including on-and off-ramps to the QEW at the northeast corner, with an established residential subdivision located on the east side of Thompson Road.
- South: The southern edge of the site backs onto the SmartCentres plaza, which accommodates major retail anchors including Walmart, No Frills, an LCBO, and a Scotiabank.

- West: The western boundary of the site abuts provincially significant wetland features and a partially developed residential subdivision.

In terms of visibility and exposure, the northern portion of the subject site is near the QEW, although it sits at a lower elevation than the highway, which helps to mitigate traffic noise. The balance of the lands is set back from the primary arterial roads, creating a more sheltered environment that is well-suited to residential development while still maintaining convenient access to regional and local transportation networks.

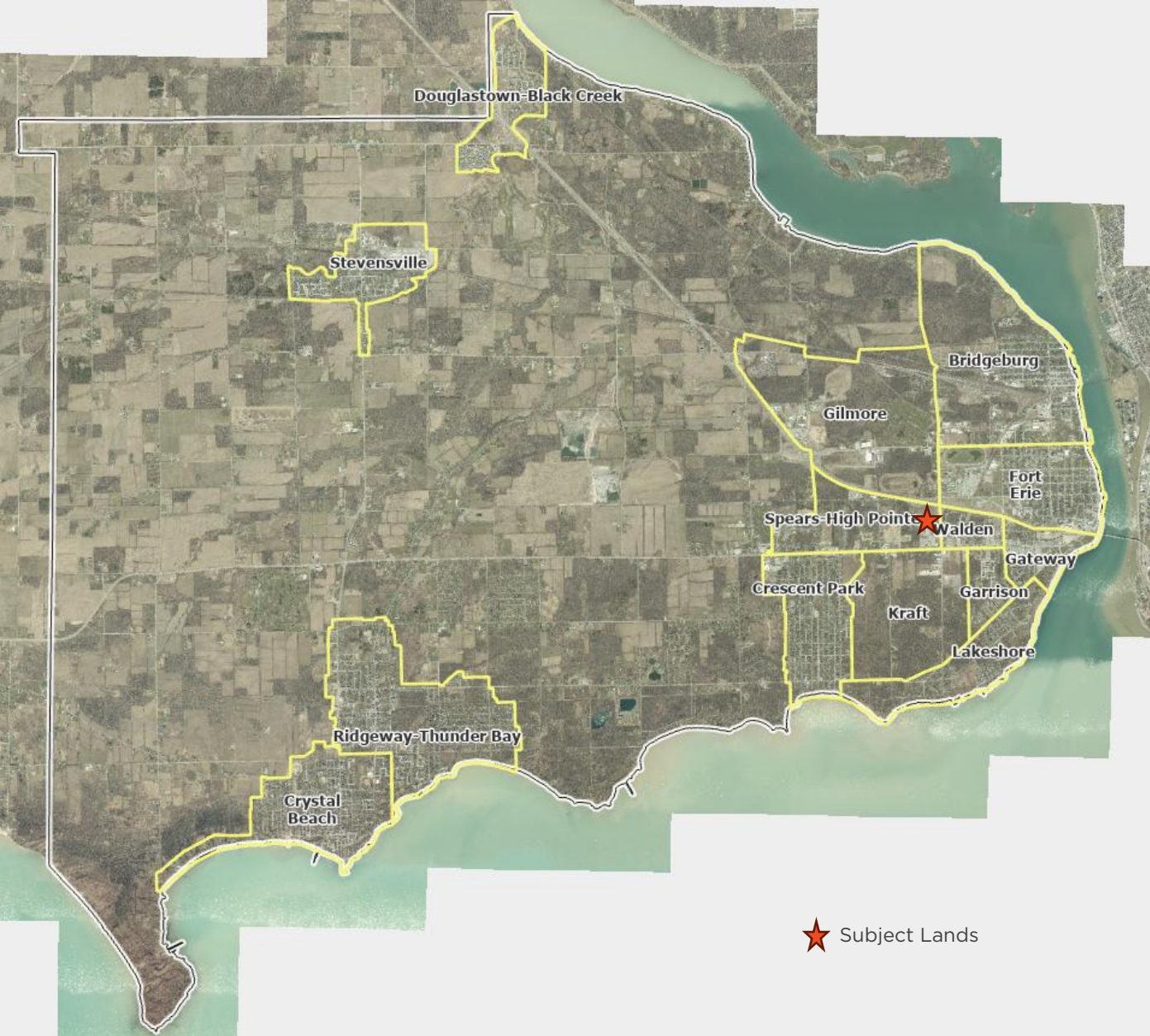
## 1.4 Area Context

Fort Erie is a border community located in the Niagara Region, situated along the Niagara River directly across from Buffalo, New York. It is served by five Queen Elizabeth Way (QEW) interchanges, providing multiple access points between the town, the broader Niagara Peninsula, and the Greater Golden Horseshoe.

The Town of Fort Erie had an estimated population of 36,945 in 2024, as reported in the 2025 Community Profile, and the Niagara Region Official Plan projects this to grow to approximately 41,244 residents by 2041.

The municipality is composed of several established villages and urban areas, presented in Figure 2, including the Fort Erie urban core as the most established area, along with Crystal Beach, Stevensville, and Ridgeway, each contributing distinct residential, commercial, and tourism functions.

Figure 2: Fort Erie Community Map



Source: Town of Fort Erie Interactive Maps Webpage 2025

## 2 Commercial Inventory

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urbanMetrics conducted an in-person inventory of the retail and services space in the Inventory Study Area in November 2025. The Inventory Study Area includes all of Fort Erie.

We have adapted the North American Industrial Classification System (NAICS) and structured the following categories as such in this report:

- **Food Service Retail**
  - Supermarkets and Grocery Stores.
  - Convenience and Specialty Food Stores.
  - Beverage Stores - wine, beer, and liquor stores.
- **NFSR (Non-Food Store Retail)**
  - Building and Outdoor Home Supply.
  - General Merchandise Stores.
  - Clothing and Accessories Stores
  - Furniture, Home Furnishings and Electronics Stores.
  - Miscellaneous Store Retailers.
  - Pharmacies and Personal Care Stores.
- **Services**
  - Personal Care.
  - Health Care.
  - Finance.
  - Food Services & Drinking Places.
  - Professional, Scientific, and Technical Services.
  - Insurance and Real Estate.
  - Cultural, Entertainment, and Recreation.
  - Social Services.
  - Selected Civic, Social, Educational, and other Administrative Services.
  - Personal & Household Goods Repair.
  - Consumer Goods Rental.
  - Transportation Services.

See Appendix A1 for full NAICS codes.

## 2.1 Inventory Composition

The commercial inventory for Fort Erie totals just under 1.26 million square feet of existing space. Food services and drinking places, together with building and outdoor home supply retailers, account for the largest share of this space and collectively represent approximately 36% of the total inventory, indicating strong representation and potential saturation in these segments.

By contrast, the smallest contributors to the inventory are furniture, home furnishings and electronics stores, along with insurance and real estate offices, which together occupy a relatively limited amount of floor space.

The overall commercial vacancy rate in Fort Erie is approximately 3%, which is low but generally consistent with typical conditions in smaller communities, where balanced vacancy tends to fall in the 2-5% range.

The full breakdown of commercial space, including vacant space in the Town of Fort Erie, is presented in Figure 3.

Figure 3: Commercial Inventory Breakdown

Category	Fort Erie	% of Total Inventory
<b>Beer, Wine, Liquor (BWL)</b>	25,700	2%
<b>Food Store Retail (FSR)</b>		
Convenience & Specialty Food	46,900	3.7%
Supermarkets & Grocery	97,900	7.8%
<b>Non-Food Store Retail (NFSR)</b>		
Apparel and Accessories	49,500	3.9%
Building and Outdoor Home Supply	222,300	17.7%
Furniture, Home Furnishings & Electronics Store	4,500	0.4%
General Merchandise	124,900	9.9%
Miscellaneous Retailers	97,800	7.8%
Cannabis Retailers	13,200	1.0%
Pharmacies & Personal Care	40,900	3.2%
<b>Services</b>		
Cultural, Entertainment & Recreation	57,400	4.6%
Finance	44,400	3.5%
Food Services & Drinking Places	229,400	18.2%
Health Care	51,400	4.1%
Insurance and Real Estate	6,200	0.5%
Personal Care	26,800	2.1%
Professional, Scientific & Technical Services	46,000	3.7%
Selected Educational Services	11,800	0.9%
Selected Office Administrative Services	7,100	0.6%
Social Services	10,300	0.8%
<b>Vacant</b>	38,100	3.0%
<b>Non-Retail in Retail Space</b>	6,500	0.5%
<b>Grand Total</b>	<b>1,259,000</b>	<b>100.0%</b>

**Vacancy Rate (%)** 3.0%

SOURCE: urbanMetrics Inc. field inventory November 2025

## 2.2 Commercial Nodes & Corridors

Commercial activity in Fort Erie is organized around a few key nodes and corridors.

The primary concentration of commercial activity is along the Garrison Road corridor, which accommodates several medium- to large-scale shopping centres, including SmartCentres, International Gateway Centre, Garrison Village Shopping Centre, and the newly constructed Peace Plaza, collectively functioning as the

town's main highway commercial strip. Together, these centres host a mix of nationally recognizable retailers (chains), service uses, and day-to-day amenities that serve both local residents and regional traffic.

A second notable node is the Ridgeway Centre at the intersection of Gorham Road and Dominion Road, which is emerging as a multi-phase commercial project serving Ridgeway, Crystal Beach, and Stevensville with new national tenants and additional retail floor space. In addition, Jarvis Street in the Bridgeburg area functions as a traditional main street corridor, with a growing concentration of small-scale shops, services, and mixed-use buildings forming a revitalizing commercial district in the historic urban core.

## 3 Development Pipeline

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There are currently nine (9) active commercial development applications (“proposals”) in the Town of Fort Erie, collectively representing approximately 40,400 square feet of new commercial space, which will come online. These proposals are concentrated primarily along key corridors such as Garrison Road and contribute to the ongoing evolution of the town's retail and service offer.

Notable among the applications is the proposed Harvey's and Popeyes restaurants on Garrison Road, which would introduce new quick-service food options to the existing highway commercial area. Additionally, six of the active proposals involve mixed-use residential buildings with retail at ground level, reflecting a broader shift towards integrating smaller commercial spaces within higher-density residential developments rather than pursuing standalone, large-format retail projects.

In addition to the 9 active commercial sites, there are several other large undeveloped parcels of land with potential for future commercial development. These sites are covered in Section 6 of this report.

# 4 Market Demand Analysis

## 4.1 2024 Commercial Demand

With 1.2 million square feet of retail and service commercial space, and a current population of 36,945, the Town of Fort Erie has a per capita space ratio of 32.5 square feet per person. This represents a healthy, well-balanced supply of space for its residents, given prevailing conditions in the Canadian retail landscape.

Figure 4 provides an assessment of commercial space in Fort Erie, broken down by broad category. Our analysis indicates that, where shortfalls do exist, they tend to be relatively minor.

Figure 4: 2024 Population Demand Analysis

Commercial Needs - Retail Category	Existing Inventory	Existing Space Per Capita	Recommended Space Per Capita (Sq Ft)	Amount of Space Need to Meet Recommended Space Per
<b>2024 Fort Erie Population</b>	<b>36,945</b>			
<b>Store Categories</b>				
<b>Food Store Retail</b>	<b>144,800</b>	<b>3.92</b>	<b>4.0</b>	<b>3,000</b>
Convenience and Speciality Food	46,900	1.3	1.5	8,500
Supermarkets & Grocery	97,900	2.6	2.5	-5,500
<b>Beer, Wine Liquor</b>	<b>25,700</b>	<b>0.7</b>	<b>0.5</b>	<b>-7,200</b>
<b>Non-Food Store Retail</b>	<b>539,900</b>	<b>14.6</b>	<b>14.0</b>	<b>-22,700</b>
Apparel and Accessories	49,500	1.3	1.5	5,900
Building and Outdoor Home Supply	222,300	6.0	3.0	-111,500
Furniture, Home Furnishings & Electronics Store	4,500	0.1	2.5	87,900
General Merchandise	124,900	3.4	3.5	4,400
Miscellaneous Retailers	97,800	2.6	2.5	-5,400
Pharmacies & Personal Care Stores	40,900	1.1	1.0	-4,000
<b>Services</b>	<b>490,800</b>	<b>13.3</b>	<b>13.5</b>	<b>8,000</b>
Food Services & Drinking Places	229,400	6.2	4.0	-81,600
Finance, Insurance and Real Estate	50,600	1.4	1.0	-13,700
Health Care	51,400	1.4	2.5	41,000
Personal Care	26,800	0.7	2.0	47,100
Local Office Services <sup>1</sup>	53,100	1.4	1.5	2,300
Other <sup>2</sup>	79,500	2.2	2.5	12,900
<b>Total</b>	<b>1,201,200</b>	<b>32.5</b>	<b>32.0</b>	<b>-18,900</b>

<sup>1</sup> Includes: Professional, Scientific and Technical Services, Select Civic and Social Organizations, Select Office Administrative Services  
<sup>2</sup> Includes: Cultural, Entertainment and Recreation, Personal & Household Goods Repair and Maintenance, Select Educational Services, Social Services, Consumer Goods Rental

SOURCE: urbanMetrics Inc. Fort Erie November 2025 Commercial Inventory



## 4.2 2041 Commercial Demand

The 2041 forecast population for Fort Erie is 41,244, an increase of 4,299 from the 2024 base population of 36,945. Applied to the per capita commercial space benchmarks used in this study, this incremental growth translates into a warranted demand of approximately 70,800 additional square feet of commercial floor space, considering only the needs generated by the new residents and not the existing surplus identified for 2024.

Within this total, the largest increments of warranted space are in the food services and drinking places category and in supermarkets and grocery stores, each of which accounts for roughly 10,100 square feet of additional space. At the other end of the spectrum, the lowest demand increments are in apparel and accessories and local office space, each with approximately 1,500 square feet of warranted space. Figure 5 illustrates the full per capita analysis of commercial space requirements associated with population growth to 2041.

Figure 5: 2041 Population Growth Demand Analysis

Commercial Needs - Retail Category	Typical Space Per Capita (Sq Ft)	Total Space Required by Residents (Sq Ft)	Target Capture	Space Required (Sq Ft)	Estimate of Inflow	Total Warranted Space (Sq Ft)
<b>2024-2041 Population Growth</b>	[( 4,299 x A = B) x C = D] / (1-E) = F					
<b>Store Categories</b>						
<b>Food Store Retail</b>	<b>4.0</b>	<b>17,196</b>				
Convenience and Speciality Food	1.5	6,449	80%	5,159	15%	6,100
Supermarkets & Grocery	2.5	10,748	80%	8,598	15%	10,100
<b>Beer, Wine Liquor</b>	<b>0.5</b>	<b>2,150</b>	80%	1,720	15%	2,000
<b>Non-Food Store Retail</b>	<b>14.0</b>	<b>60,186</b>				
Apparel and Accessories	1.5	6,449	20%	1,290	15%	1,500
Building and Outdoor Home Supply	3.0	12,897	50%	6,449	15%	7,600
Furniture, Home Furnishings & Electronics Store	2.5	10,748	20%	2,150	15%	2,500
General Merchandise	3.5	15,047	10%	1,505	15%	1,800
Miscellaneous Retailers	2.5	10,748	20%	2,150	15%	2,500
Pharmacies & Personal Care Stores	1.0	4,299	75%	3,224	15%	3,800
<b>Services</b>	<b>13.5</b>	<b>58,037</b>				
Food Services & Drinking Places	4.0	17,196	50%	8,598	15%	10,100
Finance, Insurance and Real Estate	1.0	4,299	50%	2,150	15%	2,500
Health Care	2.5	10,748	50%	5,374	15%	6,300
Personal Care	2.0	8,598	80%	6,878	15%	8,100
Local Office Services <sup>1</sup>	1.5	6,449	20%	1,290	15%	1,500
Other <sup>2</sup>	2.5	10,748	35%	3,762	15%	4,400
<b>Total</b>	<b>32.0</b>	<b>137,568</b>		<b>60,293</b>		<b>70,800</b>
<sup>1</sup> Includes: Professional, Scientific and Technical Services, Select Civic and Social Organizations, Select Office Administrative Services						
<sup>2</sup> Includes: Cultural, Entertainment and Recreation, Personal & Household Goods Repair and Maintenance, Select Educational Services, Social Services, Consumer Goods Rental						

SOURCE: urbanMetrics Inc. 2025



## 4.3 Comparative Analysis

A comparison of existing commercial supply with the population-driven needs to 2041 indicates that the total warranted space for the forecast population decreases from 70,800 square feet (population-growth-only view) to approximately 51,900 square feet once current surpluses and deficits are considered. Most of this net warranted space—about 40,900 square feet—is in service-oriented categories, highlighting a strong future potential for personal, professional, and other service uses.

Within this context, the beer, wine and liquor category and the broader non-food store retail grouping both show net surplus, with oversupplies of approximately 5,200 square feet and 3,000 square feet, respectively. By contrast, food stores exhibit a net warranted demand of about 19,200 square feet, most of which is associated with convenience and specialty food formats that complement, rather than duplicate, full-line supermarkets. Figure 6 summarizes the detailed results of this comparative analysis, illustrating the net warranted space by category after accounting for both existing supply and the needs of the 2041 population.

Figure 6: Comparative Demand Analysis

Commercial Needs - Retail Category	Warranted Space for 2024-2041 Population Growth (Sq Ft)	Warranted Space for 2024 Fort Erie Population (Sq Ft)	Total Warranted Space (Sq Ft)
<b>Store Categories</b>			
<b>Food Store Retail</b>	<b>16,200</b>	<b>3,000</b>	<b>19,200</b>
Convenience and Speciality Food	6,100	8,500	
Supermarkets & Grocery	10,100	-5,500	
<b>Beer, Wine Liquor</b>	<b>2,000</b>	<b>-7,200</b>	<b>-5,200</b>
<b>Non-Food Store Retail</b>	<b>19,700</b>	<b>-22,700</b>	<b>-3,000</b>
Apparel and Accessories	1,500	5,900	
Building and Outdoor Home Supply	7,600	-111,500	
Furniture, Home Furnishings & Electronics Store	2,500	87,900	
General Merchandise	1,800	4,400	
Miscellaneous Retailers	2,500	-5,400	
Pharmacies & Personal Care Stores	3,800	-4,000	
<b>Services</b>	<b>32,900</b>	<b>8,000</b>	<b>40,900</b>
Food Services & Drinking Places	10,100	-81,600	
Finance, Insurance and Real Estate	2,500	-13,700	
Health Care	6,300	41,000	
Personal Care	8,100	47,100	
Local Office Services <sup>1</sup>	1,500	2,300	
Other <sup>2</sup>	4,400	12,900	
<b>Total</b>	<b>70,800</b>	<b>-18,900</b>	<b>51,900</b>

SOURCE: urbanMetrics Inc. 2025

# 5 Gap Analysis

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## 5.1 Commercial Gap Analysis

A gap analysis was completed by urbanMetrics to identify which types of retailers could reasonably be supported in Fort Erie, based on both the per capita demand calculations and a review of retailers operating in surrounding and comparable-sized/scaled communities. We used comparator communities to evaluate contemporary store and restaurant brands that operate in small-to-mid sized Ontario markets like Fort Erie.

Our benchmark communities include Leamington, Orangeville, Orillia, Woodstock, St. Thomas, Quinte West (Trenton), and Cornwall. St. Thomas (2021 population 42,883) provides the closest benchmark to Fort Erie's forecast 2041 population and therefore is a useful indicator of the kinds of chains that may locate in Fort Erie, demand permitting. The City of Cornwall, which is also a border-community, represents the upset-sized community with a population of 47,000.

The analysis also considers changes in retailer store counts between 2019 and 2025 to distinguish retail and service brands that are expanding from those that are consolidating or reducing their store network.

Key insights from this work are as follows:

- **Food stores:** There is sufficient demand to support a few additional convenience stores and perhaps one small-format grocery store, but not enough to justify another full-line supermarket such as a Metro, Food Basics, or Real Canadian Superstore. In any event, it is unlikely that a new supermarket would choose to open beside the existing No Frills and Walmart stores, both of which have ample on-site expansion potential.
- **Apparel and accessories:** Demand could support a standalone clothing store such as Reitman's, Pennington's, or Old Navy, although attracting one of these banners to a smaller market can be challenging. Aside from Winners - which is already operating on Garrison Road, the majority of Canadian stores operating in this segment have been scaling down their store operations - not expanding.
- **Home furnishings and electronics:** With just over 90,000 square feet of warranted space, the market could theoretically support three or four large-

format retailers such as Homesense, The Brick/Ashley HomeStore, Leon’s, Sleep Country, or Best Buy. Homesense and Sleep Country are particularly strong candidates given their presence across most comparator communities and their net increase in locations since 2019.

- **Building & Outdoor Home Supply:** This segment of retail sector is saturated. Major operators such as Home Depot have suspended their expansion. The consolidation of Rona and Lowes has led to remerchandising of former Lowes stores or reinvestment in Rona sites. The current market landscape in Fort Erie is unlikely to yield new store development in the foreseeable future.
- **Services:** Nearly 41,000 square feet of warranted service space could accommodate a large-format fitness operation (for example, GoodLife Fitness) or a cinema operator such as Cineplex, although both have been rationalizing their networks. Alternatively, a smaller, growing fitness chain such as Anytime Fitness, which has added a significant number of locations since 2019, may be a more realistic prospect. The true opportunity in this category is tempered by the pervasive lack of large tenants actively growing their store networks.

Appendix B provides the detailed gap analysis by store category, summarizing which specific chains appear most aligned with both Fort Erie’s quantitative demand and current retailer expansion strategies.

**Key Takeaway(s):** The pathway toward “complete build-out” of the subject lands as a commercial shopping centre within the next 20 to 30 years is severely constrained by the lack of large-store commercial tenants active in the Canadian market place leading toward a development of anything approaching the 450,000 square foot build out potential of the subject lands, as designated in Fort Erie’s Official Plan.

The Applicants approach (i.e. Block 149), which envisions ~40,500 square feet, (plus a 90-room) is, in our opinion, a far more pragmatic approach leading to the incrementally build-out of commercial space in lockstep with population growth.

This amount of space integrates well with the SmartCentres Fort Erie property, immediately to the south, including as of right approvals for on-going commercial infill on the site.

## 5.2 Hotel Gap Analysis


A hotel gap analysis was completed using the same comparator communities as the commercial analysis and 2021 Statistics Canada population figures.

Fort Erie currently has approximately 130 hotel rooms, which is broadly comparable to Orangeville (about 120 rooms) and somewhat below St. Thomas (about 200 rooms).

On a per capita basis, Fort Erie and Orangeville have the lowest room densities among the sample at roughly 4 rooms per 1,000 residents, while Orillia has the highest at about 29.9 rooms per 1,000 residents.

Figure 7: Hotel Rooms per 1000 Residents

	<b>Rooms/1000 People</b>
Fort Erie	4.0
Leamington	10.7
Orangeville	4.0
Orillia	29.9
Woodstock	8.6
St. Thomas	4.7
Quinte (Trenton)	5.4
Cornwall	10.6



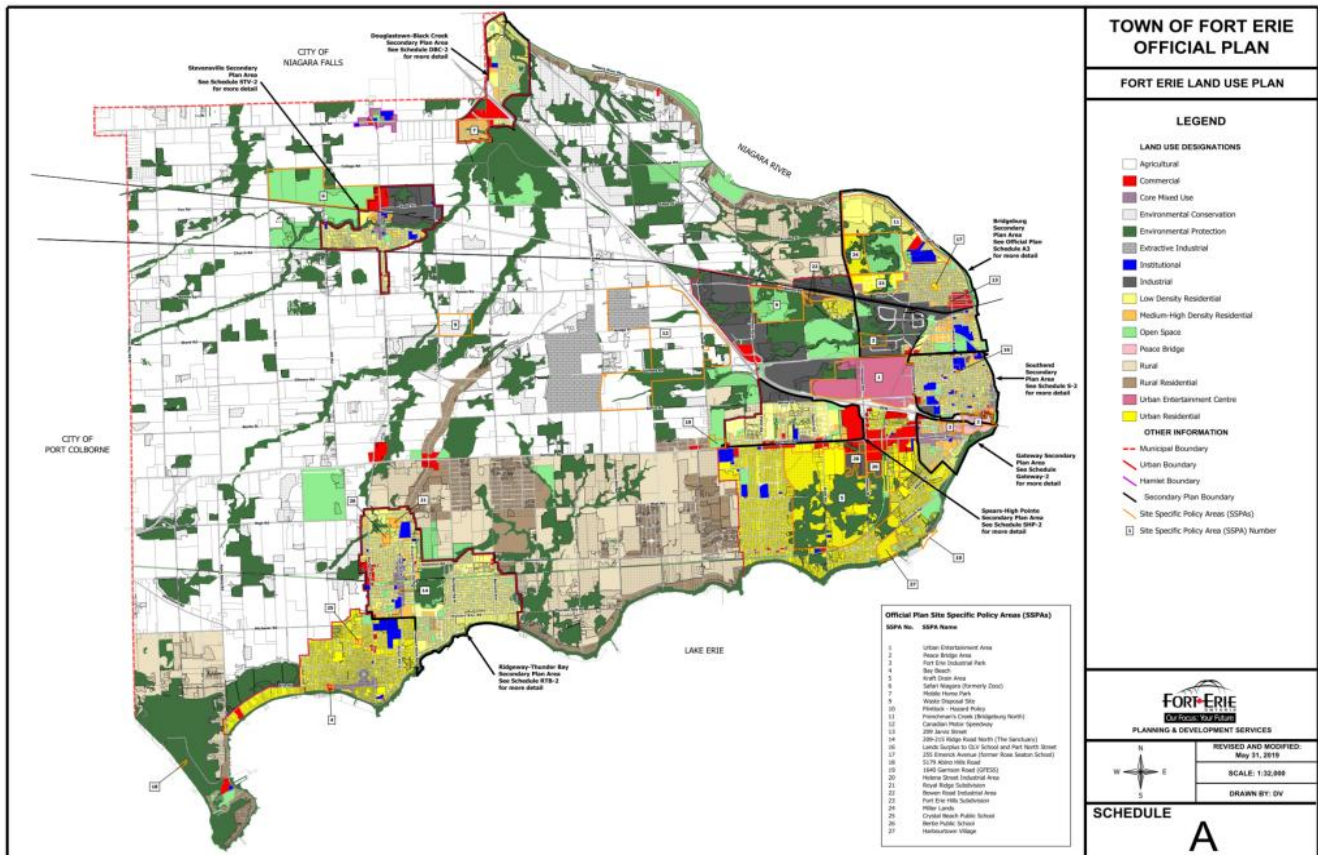
SOURCE: population values from StatsCan 2021 Census, Values calculated by urbanMetrics Inc.

Given Fort Erie's role as a border community, this relatively low room density suggests quantitative capacity in the market for at least one additional hotel. Suitable operators would likely be drawn from budget to low cost accommodation providers such as Quality Inn or Best Western Plus, both of which have a strong presence in comparable communities, as well as Hampton Inn, which has expanded by roughly 29 Canadian locations since 2019 and typically adds about 100 rooms per property—enough to raise Fort Erie's room density to approximately 7 rooms per 1,000 residents.

# 6 Other Available Commercial Lands

The Town of Fort Erie Land Use Plan identifies a number of sites designated for commercial use in the vicinity of the Subject Site, as shown in Figure 8.

Figure 8: Fort Erie Land Use Plan

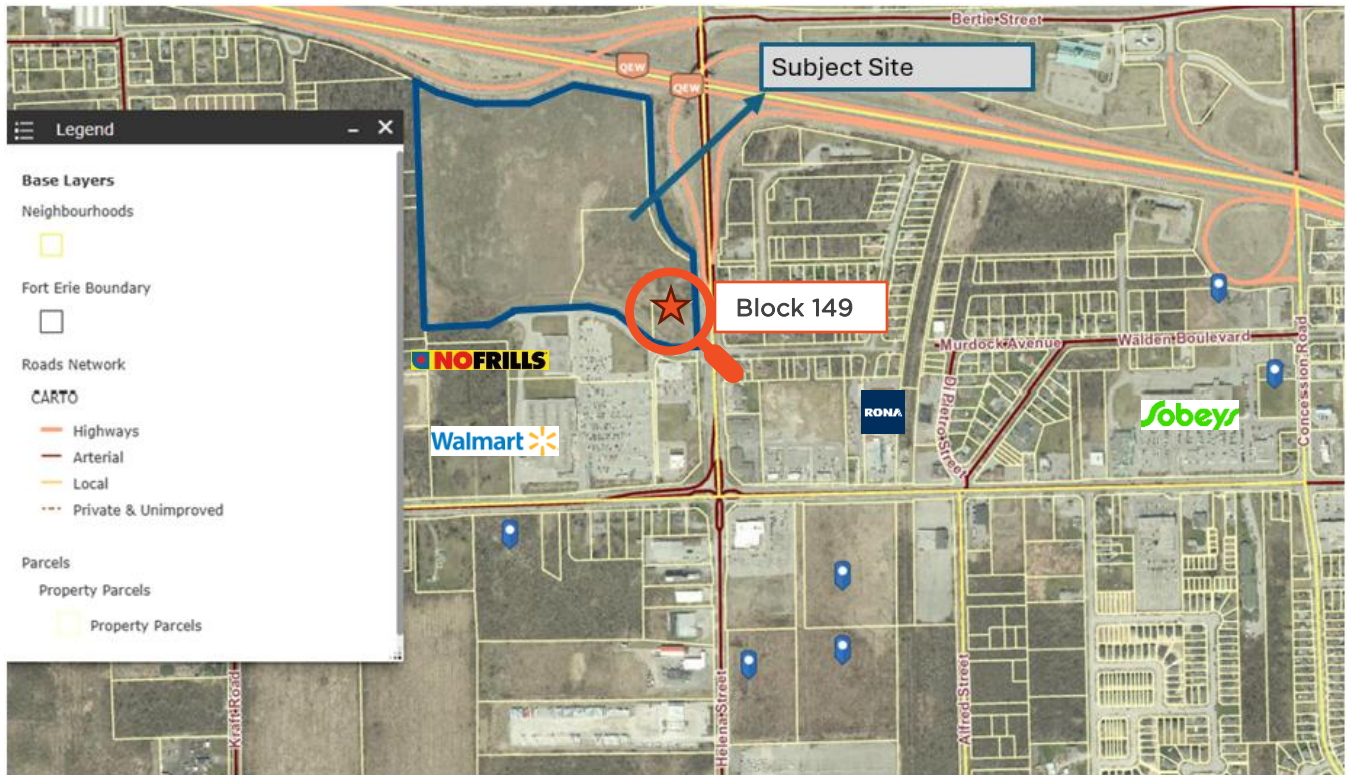


SOURCE: The Town of Fort Erie Official Plan 2019

Within these designated areas, six vacant parcels totaling approximately 12.12 hectares were identified as having at least some potential to accommodate future retail or service uses. The other available parcels are in close proximity to the

subject site, including several properties with direct frontage and visibility along the Garrison Road commercial corridor.

Figure 9: Vacant Commercial Lands near Subject Site



SOURCE: Fort Erie Interactive Mapping Webpage, 2025

In addition to vacant designated parcels, there is significant un-realized capacity within existing commercial nodes. At the SmartCentres plaza just south of the subject site, there is potential to accommodate up to roughly 67,000 square feet of additional space through building expansions to Walmart (up to 30,000 square feet) and No Frills (up to 12,000 square feet), as well as approximately 25,000 square feet of future standalone buildings. Further west, the Ridgeway Centre is planned to deliver an additional 50,000–80,000 square feet of commercial space at full build-out beyond the initial recently completed 16,000 square feet. Collectively, the combination of vacant designated lands and expansion potential within existing centres provides ample capacity to accommodate forecast commercial demand well beyond the 2041 horizon, supporting a more flexible use of the subject site that prioritizes residential with a more limited, strategic commercial component at the corner.

# 7 Conclusions & Recommendations

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The analysis concludes that only a modest amount of additional commercial space— somewhere in the order of 50,000 to 70,000 square feet town-wide—is warranted to serve Fort Erie’s 2041 - 2051 population once existing surpluses and deficits by category are considered.

Within this context, the Subject Site does not need to be built out fully as a commercial node in order to meet quantitative demand, particularly given the additional unbuilt, as-of-right) development capacity at SmartCentres, Ridgeway Centre, and other vacant designated sites along Garrison Road.

For the subject property, the findings support a limited, strategic commercial component focused on the Sims Ave/Garrison Road node, complemented by a hotel use, with the remainder of the site developed for residential purposes.

The categories with the strongest incremental need include food stores (especially convenience and specialty formats), home furnishings/electronics, and service uses, while sectors such as beer, wine and liquor, and broader non-food comparison retail show net surpluses and do not require additional large-format space. This mix aligns with the proposed concept of modest at-grade commercial with a hotel rather than a full-site retail program.

The hotel gap analysis indicates that Fort Erie’s current room density is low for a 35,000 to 50,000-person border community. Our analysis suggests that the Fort Erie market could reasonably support one additional mid-scale hotel, making the proposed hotel on the subject site both supportable and appropriate in quantitative and locational terms.

## The Bottom Line:

A commercial designation for the subject lands is inconsistent with Fort Erie’s commercial growth prospects. The subject lands, comprising 40.0 acres, are not needed in their entirety for commercial development.

The proposed redevelopment of the lands by Ashton Homes (the Applicant) for ~481 residential units, supported by 40,495 square feet of retail and a 90-room hotel with 65,315 square feet represents

a more pragmatic approach which protects and safeguards the planned function of other commercial properties in Fort Erie which have on-going potential for growth and expansion.

Approval of the lands for commercial uses would in our professional opinion sterilize the development of serviceable and accessible urban lands beyond the planning horizon set out by the Town of Fort Erie.

The Ministry of Municipal Affairs and Housing should consider **modifications to the Town’s Official Plan, including the redesignation** of the lands at the southwest quadrant of the QEW and Thompson Road to enable residential and mixed-use which supports a variety of housing options, consistent with what is being proposed by Ashton Homes (the Applicant).

# A1 North American Industry Classification System (NAICS)

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## A- 1: uMi Retail Store Classifications Based on North American Industry Classification System (NAICS)

urbanMetrics Code	NAICS	Category Description
<b>FOOD STORE RETAIL (FSR)</b>		
<b>90</b>	<b>Supermarkets</b>	
	44511	Supermarkets and Other Grocery (except Convenience) Stores
<b>100</b>	<b>Convenience and Spacialty Food Stores</b>	
	445131	Convenience Stores
	44524	Meat Markets
	44525	Fish and Seafood Markets
	44523	Fruit and Vegetable Markets
	44529	Other Specialty Food Stores, including Baked Goods Stores, & Confectionary & Nut
<b>BEVERAGE STORES</b>		
<b>110</b>	<b>Beer, Wine and Liquor Stores</b>	
	44532	Beer, Wine and Liquor Stores
<b>NON-FOOD STORE RETAIL (NFSR)</b>		
<b>Automotive</b>		
<b>20</b>	<b>Used and Recreational Motor Vehicle Parts Dealers - Tires, Batteries, Automotive Accessories</b>	
	44131	Automotive Parts and Accessories Stores
	44134	Tire Dealers
<b>Furniture, Home Furnishings and Electronics Stores</b>		
<b>30</b>	<b>Furniture Stores</b>	
	44911	Furniture Stores
<b>40</b>	<b>Home Furnishing Stores</b>	
	44221	Floor Covering Stores (excludes retailers or only ceramic or only hardwood
	449129	Other Home Furnishings Stores (e.g. window treatments, fireplace/accessories, kitchen and tableware, bedding and linens, brooms and brushes, lamps and shades, and prints and picture frames).
<b>50</b>	<b>Computer Software Stores</b>	
	449212	Computer and Software Stores (includes retailing new computers, computer peripherals, pre-packaged software, game software and related products)
<b>60</b>	<b>Home Electronics and Appliance Stores</b>	
	449211	Appliance, Television and other Electronics Stores
	449213	Camera and Photographic Supplies Stores
<b>Building and Outdoor Home Supplies Stores</b>		
<b>70</b>	<b>Home Centres and Hardware Stores</b>	
	44411	Home Centres
	44413	Hardware Stores (includes tool stores & PRINCESS AUTO)
<b>80</b>	<b>Specialized Building Materials and Garden Stores</b>	
	44412	Paint and Wallpaper Stores
	44418	Other Building Material Dealers (excluding manufacturing and construction firms) (includes doors, windows, kitchen cabinets, electrical, glass, plumbing,
	44423	Outdoor Power Equipment Stores (lawn mowers, tractors, hedge trimmers,
	44424	Nursery Stores and Garden Centres
<b>Pharmacies and Personal Care Stores</b>		
<b>120</b>	<b>Pharmacies and Personal Care stores</b>	
	45611	Pharmacies and Drug Stores
	45612	Cosmetics, Beauty Supplies and Perfume Stores
	45613	Optical Goods Stores
	45619	Other Health and Personal Care Stores (includes stores retailing health and personal care items, such as vitamin supplements, hearing aids, and medical equipment and supplies)

Continued...

urbanMetrics Code NAICS Category Description

**NON-FOOD STORE RETAIL (NFSR) (Continued)**

**Clothing and Accessories Stores**

<b>140</b>	<b>Clothing Stores</b>	
	458111	Men's Clothing Stores
	458112	Women's Clothing Stores
	458113	Children's and Infant's Clothing Stores
	458114	Family Clothing Stores
	458119	Other Clothing Stores
<b>150</b>	<b>Shoe, Clothing Accessories and Jewellery Stores</b>	
	458115	Clothing Accessories Stores
	45821	Shoe Stores (includes athletic shoe retailers)
	45831	Jewellery Stores
	45838	Luggage and Leather Goods Stores

**General Merchandise Stores**

<b>170</b>	<b>Department Stores</b>	
	45511	Department Stores
<b>175</b>	455110	Department Stores (with food)
<b>180</b>	<b>Other General Merchandise Stores</b>	
	455211	Warehouse Clubs and Superstores
	455219	All Other General Merchandise Stores (including Canadian Tire, variety, dollar stores)

**Miscellaneous Retailers**

<b>160</b>	<b>Sporting Goods, Hobby, Music and Book Stores</b>	
	45911	Sporting Goods Stores (excludes athletic shoe retailers)
	45912	Hobby, Toy and Game Stores (excludes computer games and software)
	45913	Sewing, Needlework and Piece Goods Stores
	45914	Musical Instrument and Supplies Stores
	45921	Book Stores and News Dealers
	449214	Pre-Recorded Tape, Compact Disc and Record Stores
<b>190</b>	<b>Miscellaneous Store Retailers</b>	
	45931	Florists
	45941	Office Supplies and Stationery Stores
	45942	Gift, Novelty and Souvenir Stores
	45951	Used Merchandise Stores
	45991	Pet and Pet Supplies Stores
	45992	Art Dealers (excludes art galleries)
	45999	All Other Miscellaneous Store Retailers (e.g. tobacco supplies, artist supplies, collectors items, beer & wine making, swimming pool/spas/accessories, religious goods and accessories)

Continued...

urbanMetrics Code	NAICS	Category Description
<b>SERVICES</b>		
<b>200</b>	<b>Consumer Goods Rental</b>	
	53221	Consumer Electronics and Appliance (Appliance rental and leasing, rental of consumer audio-visual equipment (including rent-to-own), Television rental and leasing, Video recorder and player rental and leasing, Washers and
	532280	Formal Wear and Costume Rental
	532280	Video Tape and Disc Rental
	532280	Other Rental (sporting goods, garden equipment, home health, fitness etc.)
	532310	General Rental Centres (including contractors' and builders' tools and equipment, home repair tools, lawn and garden equipment, moving
<b>210</b>	<b>Finance</b>	
	52211	Banks
	52213	Credit Unions
<b>215</b>	52239	Other Financial (including cheque cashing, mortgage brokers, other financial services (e.g. Edward Jones))
<b>220</b>	<b>Insurance and Real Estate</b>	
	52421	Insurance Agencies and Brokerages
	53121	Offices of Real Estate Agents and Brokers
	53132	Office of Real Estate Appraisers
<b>230</b>	<b>Professional, Scientific &amp; Technical Services</b>	
	54111	Offices of Lawyers
	54119	Other Legal Services (eg. Paralegal, Title search, immigration consultation,
	54121	Offices of Accountants, Tax Preparation Services, Bookings, Payroll
	54131	Architectural Services
	54132	Landscape Architecture (includes urban planners, industrial development
	54134	Drafting Services
	54137	Survey and Mapping Services
	54138	Testing Labs (excluding medical, auto, veterinary)
	54141	Interior Design Services
	54143	Graphic Design Services (includes art studios)
	54149	Other Specialized Design Services (e.g. clothing, jewellery, fashion)
	54151	Computer Systems Design and Related Services (e.g. computer consulting
	54161	Management Consulting Services
	54162	Environmental Consulting Services
	54169	Other Scientific and Technical Consulting (e.g. economic, hydrology, safety )
	54171	Research & Development in the Physical, Engineering and Life Sciences
	54172	Research & Development in the Social Sciences and Humanities (eg.
	54181	Advertising Agencies
	54182	Public Relations Services (e.g. lobbyists, political consultants)
	54191	Marketing Research & Public opinion polling
	54192	Photographic Services (e.g. passport photography, photo studios portrait
	54193	Translation and Interpretation Services
	54194	Veterinary Services (excludes pet care (81291))
	54199	All Other Professional, Scientific and Technical Services (includes consumer
<b>240</b>	<b>Selected Office Administrative Services</b>	
	56131	Employment Services (includes placements, executive search, casting
	56141	Document Preparation Services (proofreading, word processing, desktop
	56142	Telephone Call Centres
	56143	Business Service Centres (eg. printing, copying, mail centres) (excludes
	56144	Collection Agencies
	56145	Credit Bureaus
<b>241</b>	56151	Travel Agencies
	56159	Other Travel Arrangement & Reservation Services (eg. ticket sales agency,
	56162	Security Systems (includes security system sales, installation and monitoring;
	49111	Postal Service (post office)
<b>245</b>	<b>Selected Educational Services</b>	
	61161	Fine Arts Schools (e.g. dance, drama, music, art, handicrafts)
	61162	Athletic Instruction (e.g. aerobic dance, gymnastics, judo, karate, martial arts,
	61163	Language Schools
	61169	All Other Schools and Instruction (e.g. Kumon, Oxford Learning, driving

Continued...

urbanMetrics Code	NAICS	Category Description
<b>SERVICES (Continued)</b>		
<b>250</b>	<b>Health Care</b>	
	62121	Offices of Dentists
	62131	Offices of Chiropractors
	62132	Offices of Optometrists (excludes eyeglass stores - 45613)
	62133	Offices of Mental Health Practitioners (psychologists, psychiatric social workers)
	62134	Offices of Physical, Occupational, Speech Therapists and Audiologists
	62139	Offices of Other Health Practitioners (eg. acupuncturists, dental hygienists, Family Planning Centres)
	62141	Family Planning Centres
	62142	Outpatient Mental Health and Substance Abuse Centres
	621499	Other Outpatient Care Centres (e.g. public health clinics, hearing testing,
	62151	Medical and Diagnostic Laboratories (e.g. medical, x-ray, dental lab
	62111	Offices of Physicians
<b>255</b>	<b>Social Services</b>	
	62149	Other Individual and Family Services (eg. AA, marriage counselling, outreach)
	62411	Child and Youth Social Services (e.g. Children's aid, youth centres, adoption)
	62441	Child care facilities
<b>260</b>	<b>Cultural, Entertainment &amp; Recreation</b>	
<b>261</b>	71312	Amusement Arcades (e.g. indoor play areas, pinball arcades, video game
<b>262</b>	71394	Fitness & Recreational Sports Centres (includes athletic clubs, spas (w/o
<b>263</b>	71395	Bowling Centres
<b>264</b>	71399	All other Amusement and Recreation Industries (includes billiards parlours)
<b>265</b>	51213	Motion Picture and Video Exhibition (includes cinemas)
<b>270</b>	<b>Food Services &amp; Drinking Places</b>	
<b>271</b>	722511	Full-Service Restaurants
<b>272</b>	722512	Limited-Service Eating Places
<b>273</b>	72232	Caterers (includes banquet halls)
<b>274</b>	72241	Drinking Places (Alcoholic Beverages) -( includes night clubs, bars (including
<b>280</b>	<b>Personal and Household Goods Repair and Maintenance</b>	
<b>281</b>	81111	Automotive Mechanical & Electrical Repair & Maintenance (includes engine
	81112	Automotive Body, Paint, Interior and Glass Repair (includes collision repair,
	81119	Other Automotive Repair & Maintenance (includes auto detail, washing,
<b>282</b>	81121	Electronic and Precision Equipment Repair and Maintenance (includes ink jet
	81141	Home and Garden Equipment and Appliance Repair & Maintenance (e.g.
	81142	Reupholstery and Furniture Repair
	81143	Footwear and Leather Goods Repair (e.g. shoe repair)
	81149	Other Personal and Household Goods Repair and Maintenance (includes key
<b>290</b>	<b>Personal Care</b>	
	81211	Hair care and Esthetic Services (includes barber, beauty, hair salons)
	81219	Other Personal Care services (includes day spa, diet centres, hair removal,
	81231	Coin-operated Laundries and dry cleaners (self service)
	81232	Dry Cleaning and Laundry services (except coin operated) - <u>no work clothing</u>
	81291	Pet Care (except veterinary)
	81292	Photofinishing Services
	81299	All other Personal Services (e.g. fortune tellers, dating services, psychic
<b>295</b>	<b>Civic and Social Organizations</b>	
	81341	Civic and Social Organizations (includes clubs)
	81391	Business Associations (includes board of trade, real estate boards etc.)
<b>300</b>	<b>9999</b>	<b>VACANT RETAIL/SERVICE SPACE</b>
<b>400</b>	<b>9998</b>	<b>Non-Retail in Retail Space (e.g., church in retail plaza)</b>
<b>500</b>		Office
<b>999</b>		Excluded

# A2 Commercial Gap Analysis

## A- 2 : Commercial Gap Analysis

Category	NAICS	Banner Name	Typical Size (SF)	In situ (SF)	Fort Erie Location	Fort Erie	Leamington	Orangeville	Orillia	Woodstock	St. Thomas	Quinte West (Trenton)	Cornwall	Canada Stores (2019)	Canada Stores (Current)
Population (2021 Census)						32,901	32,569	30,174	33,406	46,705	42,883	46,560	47,286		
<b>1. FS: Supermarket (445110)</b>															
		445110 Sobeyes	40,000	34,900	450 Garrison Rd	1	0	1	0	0	0	0	0	~250	~245
		445110 Independent (YIG)	35,000	16,500	238 Ridge Rd N	1	0	0	0	0	0	1	0	~100	~100
		445110 No Frills	25,000	30,800	1135 Thompson Rd	1	0	1	1	1	1	1	1	263	270+
		445110 Loblaws/Zehrs/Fortinos	45,000			0	0	1	1	1	0	0	0	~90	~90
		445110 Real Cdn Superstore	85,000			0	1	0	0	0	1	0	0	~120	~120
		445110 Metro	35,000			0	0	1	1	1	1	1	1	133	130
		445110 FreshCo	35,000			0	1	1	0	0	1	1	1	95	~125
		445110 Foodland	18,000			0	0	0	1	1	0	1	0	215	220
		445110 Food Basics	30,000			0	1	1	0	1	1	0	1	137	144
<b>2. FS: Specialty Food (45292)</b>															
		45292 Bulk Barn	5,000	2,700	450 Garrison Rd	1	0	1	1	1	0	0	1	275	280+
		45292 M&M Foods Market	1,500		1201 Garrison Rd	1	1	1	1	1	1	1	1	370	315
		45292 Cobs Bread	1,500			0	0	1	0	0	1	0	0	100	180
<b>3. NFS: General Merchandise (452311)</b>															
		452311 Walmart (Supercentre)	180,000	105,900	750 Garrison Rd	1	1	1	1	1	1	1	1	~400	403
		452311 Dollarama	10,000	8,800	450 Garrison Rd	1	1	1	1	1	1	1	1	1,225	1,551
		452311 Giant Tiger	20,000			0	0	1	1	1	1	1	1	235	263
<b>4. NFS: Home &amp; Auto Supplies (455212)</b>															
		455212 Canadian Tire	60,000	35,400	240 Garrison Rd	1	1	1	1	1	1	1	1	503	504
<b>5. NFS: Apparel (458110)</b>															
		458110 Winners / Marshalls	25,000	17,000	310 Garrison Rd	1	0	1	1	1	1	1	1	271	295
		458110 Mark's	12,000	10,000	310 Garrison Rd	1	1	1	1	1	0	1	1	380	380
		458110 Old Navy	8,000			0	0	0	0	1	0	0	1	~90	~95
		458110 Penningtons	6,000			0	0	1	1	1	1	1	1	~100	~90
		458110 Carter's / OshKosh	5,000			0	0	1	1	1	1	1	1	~150	~140
		458110 Reitmans	4,500			0	0	1	1	1	1	1	1	~250	~235
		458110 Northern Reflections	3,000			0	0	0	1	0	1	1	1	~100	~90
		458110 Ardene	4,000			0	0	1	1	1	1	1	1	~300	~300
		458110 Maurices	4,000			0	1	0	1	0	0	0	1	~40	~37
		458110 Suzy Shier	3,500			0	0	0	1	0	1	1	1	~150	~140
<b>6. NFS: Home Furnishings (459110)</b>															
		459110 HomeSense	20,000			0	0	1	1	1	1	1	1	125	155
		459110 The Brick / Ashley	40,000			0	0	1	1	1	0	1	1	220	215
		459110 Leon's	35,000			0	0	0	1	0	0	0	1	~85	~85
		459110 Best Buy	35,000			0	1	1	1	1	0	0	1	~175	~160
		459110 JYSK	25,000			0	0	0	0	0	1	1	0	62	65
		459110 Sleep Country	8,000			0	0	1	1	1	0	0	1	276	303
<b>7. NFS: Home Improvement (444130)</b>															
		444130 Rona / Lowe's	80,000	19,000	1282 Garrison Rd	1	0	1	1	1	1	1	1	539	~425
		444130 Turkstra Lumber	12,000	12,000	308 Gorham Rd	1	0	0	0	0	0	0	0	11	11
		444130 Home Hardware	15,000	16,300	1238 Dominion Rd	1	1	1	1	1	1	1	1	~1,050	~1,020
		444130 Home Depot	100,000			0	0	1	1	1	1	1	1	182	182
<b>8. NFS: Pharmacy &amp; Health (4461)</b>															
		4461 Shoppers Drug Mart	12,000	11,700	450 Garrison Rd	1	1	1	1	1	1	1	1	1,343	1,360+
		4461 Rexall	10,000	7,700	310 Garrison Rd	1	0	1	0	1	0	0	1	~450	~400
		4461 Pharmasave	5,000	5,700	4 Locations	1	0	1	1	1	1	1	1	~700	~850
<b>9. NFS: Other Goods (Large Format Only)</b>															
		-459 Party City	8,000			0	0	1	0	1	0	0	1	65	65
		Michaels	19,000			0	0	1	1	0	0	0	1	129	130
		PetSmart	15,000			0	0	1	1	1	1	1	1	140	155
		SportChek	20,000			0	0	1	1	1	1	1	1	193	190
		Staples	20,000			0	1	1	1	0	0	0	1	306	301
<b>10. NFS: Secondhand Merchandise</b>															
		-459990 Value Village	20,000			0	1	0	1	0	0	0	1	~130	~140
		Mission Thrift	15,000			0	0	0	0	1	1	0	0	~50	~50
		Salvation Army Thrift	10,000			0	0	1	1	0	1	0	0	105	97

Continued...



11. Services: Banks (5221111)															
522111	Scotiabank	4,000	4,400	1105 Thompson Rd	1	1	1	1	1	1	1	1	1	~950	-900
522111	CIBC	4,000	2,100	85 Niagara Blvd	1	1	1	1	1	1	1	1	1	~1,000	-1,000
522111	TD Bank	4,000	3,900	450 Garrison Rd	1	1	1	1	1	1	1	1	1	~1,100	~1,060
522111	RBC	4,000	8,100	67 Jarvis St (+1 Other)	1	1	1	1	1	1	1	1	1	~1,200	~1,150
522111	BMO	4,000		Closed (3000 SF)	0	1	1	1	1	1	1	1	1	~900	-870
12. Services: Fitness and Recreation 713															
-713	Planet Fitness	20,000	14,200	450 Garrison Rd	1	0	0	0	0	0	0	0	1	~50	~80
	Goodlife Fitness	20,000			0	0	1	0	1	0	0	1	0	~255	~200
	Anytime Fitness	6,000			0	0	1	1	0	0	0	0	0	200	275
	Cineplex	30,000			0	0	1	1	0	0	0	0	0	165	156
13. Services: Quick Serve Restaurants (QSR) (722512)															
722512	Tim Hortons	3,000	3,000	141 Garrison Rd (+3)	1	1	1	1	1	1	1	1	1	~4,000	3,547
722512	McDonald's	4,000	3,300	325 Garrison Rd +1	1	1	1	1	1	1	1	1	1	~1,450	1,489
722512	A&W	2,800	2,300	644 Garrison Rd	1	1	1	1	1	1	1	1	1	971	1,073
722512	KFC	2,500	2,400	310 Garrison Rd	1	1	1	1	1	1	1	1	1	650	640
722512	Wendy's	3,500	2,500	165 Garrison Rd	1	1	1	1	1	1	0	1	1	380	425
722512	Domino's Pizza	1,500	1,000	1267 Garrison Rd (1)	1	1	1	1	1	1	1	1	1	~550	~600
722512	Subway	2,800	2,400	243 Garrison Rd + 2	1	1	1	1	1	1	1	1	1	~3,200	~2,800
722512	Pizza Hut	2,500	2,700	450 Garrison Rd	1	0	1	1	1	1	1	1	1	450	430
722512	Taco Bell	2,500	1,500	644 Garrison Rd	1	0	1	0	1	1	1	1	1	175	225
722512	Starbucks	2,000	1,800	644 Garrison Rd	1	0	1	1	1	1	1	1	1	1,500+	1,350
722512	Pita Pit	1,500	1,100	315 Garrison Rd	1	0	0	0	0	0	0	0	0	~210	~180
722512	Firehouse Subs	2,000	1,300	317 Garrison Rd	1	0	0	0	1	1	0	0	0	~10	~30
722512	Osmow's	2,000	1,600	385 Garrison Rd	1	0	1	0	1	1	0	1	0	~50	~75
722512	Tahini's	1,500	2,700	450 Garrison Rd	1	0	0	1	0	0	0	0	0	5	75
722512	Burger King	3,000			0	1	1	1	1	0	1	1	1	~300	~300
722512	Dairy Queen	1,400			0	1	1	1	1	0	1	1	1	~700	~700
722512	Popeye's Kitchen	3,000			0	0	0	0	0	1	0	1	1	300	375
722512	Pita Pit	1,300			0	0	0	1	1	1	0	1	1	240	240
722512	Fat Bastard Burrito	1,300			0	0	1	1	1	0	1	1	1	~40	~100
722512	Quesada	1,300			0	0	1	1	0	0	0	0	0	~140	~220
722512	Mucho Burrito	1,300			0	0	0	1	0	0	1	0	0	~150	~150
722512	Mary Brown's	2,500			0	0	0	0	0	0	1	1	1	150	200+
722512	Pizza Nova	1,500			0	0	1	1	0	0	0	0	0	~150	~160
722512	Booster Juice	1,500			0	1	1	1	1	1	0	1	1	400	450
722512	Thai Express	1,500			0	0	0	1	0	1	1	1	1	285	240
722512	Mr Puffs	1,500			0	0	0	0	0	0	0	1	1	1	50
14. Services: Casual Restaurants (CR) (722511)															
722511	Chuck's Roadhouse	4,500	3,600	425 Garrison Rd	1	1	1	1	1	1	1	1	1	~30	~80
722511	Stacked	3,000	2,400	1267 Garrison Rd	1	1	1	1	1	1	0	1	1	10	~35
722511	Boston Pizza	5,000			0	0	1	1	1	1	1	1	1	395	370
722511	Kelsey's	4,500			0	0	1	1	1	1	1	1	1	~100	~95
722511	Montana's	4,500			0	0	1	0	1	1	1	1	1	~120	~100
722511	East Side Mario's	4,000			0	0	0	1	1	1	1	1	1	~80	~75
722511	Swiss Chalet	6,000			0	0	1	1	0	1	0	0	0	210	~190
722511	Crabby Joe's	5,500			0	0	1	0	0	0	0	1	1	35	25
722511	Wild Wings	3,000			0	1	1	0	0	0	0	0	0	~80	~115
722511	Sunset Grill	2,000			0	0	1	1	1	1	0	1	1	~85	~105



# A3 Hotel Gap Analysis

## A- 3: Hotel Gap Analysis

Category (NAICS)	Banner Name	Average No Rooms	Fort Erie Location (Address & Postal Code)	Fort Erie	Leamington	Orangeville	Orillia	Woodstock	St. Thomas	Quinte West (Trenton)	Cornwall	Canada Properties (2019)	Canada Properties (Current)
Population (2021 Census)				<b>32,901</b>	32,569	30,174	33,406	46,705	42,883	46,560	47,286		
Rooms				<b>130</b>	350	120	1,000	400	200	250	500		
<b>Rooms/1000 People</b>				<b>4.0</b>	10.7	4.0	29.9	8.6	4.7	5.4	10.6		
<b>V. Hotels &amp; Motels (Chains Only, excludes Casios) (721110)</b>													
721110	Comfort Inn	82	1 Hospitality Dr.	1	0	0	1	1	1	1	1	141	141
721110	Knights Inn	50	139 Garrison Rd	1	0	0	1	0	0	0	0	25	18
721110	Quality Inn	86		0	1	0	1	1	1	0	1	88	88
721110	Best Western Plus	100		0	1	1	1	1	0	0	1	117	117
721110	Ramada	100		0	0	0	1	1	0	1	1	75	75
721110	Holiday Inn Express	100		0	0	0	0	1	1	1	1	114	114
721110	Super 8 Wyndham	65		0	0	0	1	0	0	1	1	122	122
721110	Hampton Inn	100		0	0	1	0	0	0	0	1	45	74
721110	Travelodge Wyndham	80		0	0	0	0	0	0	1	0	101	94
721110	Spark Hilton	80		0	0	0	0	1	0	0	0	0	5
721110	Fairfield Marriott	100		0	0	0	1	0	0	0	0	15	24
721110	Days Inn Wyndham	80		0	1	0	0	0	0	0	0	110	107