

# Maple Ridge Retail Market Analysis

Prepared for

**City of Maple Ridge**

December 2023

Prepared By



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## **Maple Ridge Retail Market Analysis**

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# Preface

MXD Development Strategists Ltd. (“MXD”) of Richmond, British Columbia, was commissioned by City of Maple Ridge in September 2023 to prepare a Retail Market Analysis to inform the City’s Retail Strategy.

The main objectives of this analysis is to accurately gauge the retail market’s potential in Maple Ridge, identify voids and opportunities and craft strategic recommendations for the City’s retail growth over the next 3 to 5 years. The Retail Market Analysis is informed by an assessment of Background Planning Documents and Strategies, as well as the City’s demographics to understand the overall context of the retail environment. The analysis was undertaken in two, complementary approaches: community consultation via Pop-Up events and Online Surveys to understand residents’ preferences and shopping behaviours; and a quantitative analysis of the retail market including a Retail Gap Analysis to understand the leakage of various retail categories and the shortfall of retail space in Maple Ridge. This analysis informs the overall Retail Strategy and Recommended Action Plan to guide the implementation of the strategy.

The figures presented in the report are based on an evaluation of the current general level of the economy in the local and regional market, and neither take into account, nor make provisions for, the effect of any sharp rise or decline in local or general economic conditions.

MXD Development Strategies Ltd. does not warrant that any estimates contained within the study will be achieved, but that they have been prepared conscientiously on the basis of information obtained during the course of this market analysis.

Reference materials used for this report were derived from the project team, as well as from public and private sectors and government publications. This information was supplemented by MXD’s experience in urban planning and real estate development.



# Executive Summary

This report presents the results of a Retail Market Analysis conducted by MXD Development Strategists (MXD) on behalf of the City of Maple Ridge between September to December 2023. The key findings of this report are summarized below:

## Local Context, Background and Planning Analysis

Maple Ridge has strong demographics, being one of the fastest growing communities in the Lower Mainland with notably higher median incomes compared to the Metro Vancouver average. Maple Ridge residents have **significantly higher spending profiles** compared to the Canadian average given above average income levels and concentration of 25- to 49-year-olds that are at peak acquisitional stages. The City also has a strong economic sectors across manufacturing, high technology, film and tourism notably with 600,000 annual visitors per year.

There appears to be a strong opportunity to capture these demographics and visitors with an improved retail offering.

## Community Consultation

Community Consultation was conducted via pop-up events and an online survey through Engage Maple Ridge, the City's community engagement platform. The results showed that **most people are currently shopping for essentials within the City**, except for large General Merchandise stores such as Costco, and **leaving the City for 'destination' retail where people shop for fun**. Residents said there are suitable food and beverage options, however there is demand for more upscale, casual dining brands.

The **most sought-after brand by residents is Costco**, followed by clothing stores in general with no significant preference for individual brands.

Additionally, there is strong support from residents for **high-quality retail experiences** and offerings, including an improved mall, casual dining opportunities and better-quality stores.

## Best Practice Case Studies

Four cities are analyzed across the Pacific Northwest that have utilized innovative retail strategies to improve their retail environment and attract developers and retailers. These include the Chilliwack, Abbotsford, Bellingham and Squamish.

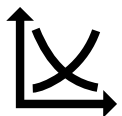
These case studies illustrate the importance of having a long-term, integrated strategy and retail hierarchy to guide development as well as highlighting the need to promote the City's value proposition within the regional market via collaboration with Tourism Associations and Downtown Business associations. Financial incentives such as competitive tax rates, grants or assistance are also seen as helpful tools to attract retailers. Several of the case studies saw that redevelopment of key sites within downtown areas can act as catalysts for future development and there are opportunities for the City to create public-private partnerships to guide this development.



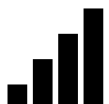
# Executive Summary

## Retail Market Analysis

The Retail Market Analysis highlights the following key findings:



There has been very **limited supply of new retail space** over the last decade, despite a growing residential population and strong demographics.



There is **robust investor confidence** in the local market with declining cap rates, increasing rental rates, low vacancy rates and quick absorption. However, **rising construction costs** and interest rates are **dampening enthusiasm** for retail development.



There is **significant market opportunity** as the City has notably **low amount of retail SF per resident** compared to neighbouring jurisdictions. In particular, the outer suburbs are very undersupplied by retail.



**Almost all categories are experiencing outflow of spending**, presenting a clear market opportunity for Maple Ridge.



Merchandise categories with the greatest geographical retail sales leakage include family entertainment, clothing, shoes & jewelry, furniture and accessories and convenience retail (drugstores and grocery) when considering online sales leakage.



Considering income levels, population growth and consumer behaviour and travel patterns, there is a projected market opportunity for **1.1M SF of additional retail space** in the City and a reduction of **\$534M in annual leakage** of retail spending.



A **major driver of retail sales leakage** is the **net outflow of daytime population** as there are many more workers living in Maple Ridge than there are jobs.



Given the **presence of large retail centres in neighbouring jurisdictions such as Coquitlam and Langley**, the market share and Primary Trade Area for new retail development in downtown is contained to the City of Maple Ridge boundaries.

By way of summary, Maple Ridge's unique value proposition is highlighted on the following page, followed by the retail market opportunity.

# Executive Summary

## Maple Ridge's Unique Value Proposition

\$105K

Median Household Income  
City of Maple Ridge

**Wealthy population** with notably higher incomes than Metro Vancouver average of \$72,000.

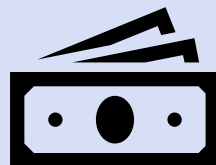
600,000

Visitors to Golden Ears  
Park each year

**Significant visitor population** and potential customer base for new retailers.



**Highest retail spending** compared to compared to surrounding trade areas.



Residents have **notably higher spending profiles** compared to Canadian Average, across all retail categories.



One of the **fastest growing** Lower Mainland communities.



**Robust investor confidence** – notably low cap rates, increasing rental rates and decreasing vacancy.

Population growth most  
notable for people aged:

25 to 49

**Young population in peak acquisitional years** to support retail development.

26 SF

Existing amount of retail per  
resident in Maple Ridge  
compared to Lower Mainland  
average of 35 SF

**Clear market opportunity** for new retail space to fill existing gap.

## Market Opportunity

880k SF

**Projected Market Opportunity** for additional retail space over the next 20 years.

\$386M

**Projected reduction in annual retail spending leakage .**  
(Not including online leakage)



**Highest spending leakage** experienced in fashion, furniture, family entertainment and convenience retail.

# Executive Summary

## Recommended Retail Strategy

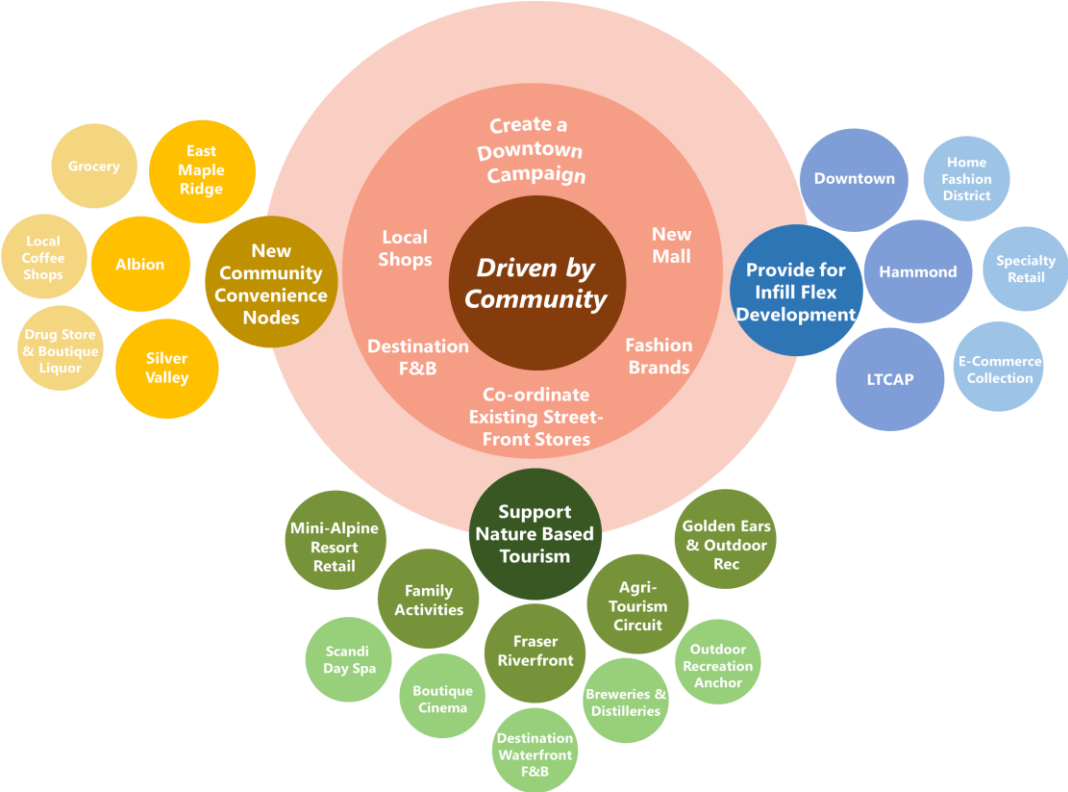
The Maple Ridge Retail Strategy presented in this report responds to the City’s strong community identity and growing, upscale demographics to position itself as a **unique, quality-oriented retail destination**, offering an alternative to the high-volume, convenience-driven shopping models of nearby larger regional centers. The Recommended Strategy is illustrated in Figure E.1.

Central to the strategy is the development of a vibrant downtown campaign, serving as a centralized retail hub, as well as supporting future business, employment and residential activities. **Improving the built environment of downtown** is seen as a crucial step to **attract the appropriate target retailers** and tenants and serve the needs of the growing, upscale community. Target retailers, as illustrated in Figure E.2 have been recommended based on the results of the analysis and community consultation.

Downtown will be complemented by the creation of new community convenience nodes, strategically positioned to serve the daily needs of residents in Albion and Silver Valley and strengthen local economies. Embracing infill flex development along Lougheed Corridor will provide the necessary adaptability and responsiveness in land use, allowing for a dynamic evolution of retail spaces to meet changing market demands. Incubation spaces for SMEs and home-based businesses could be provided in flex spaces to support local retails, artists and manufacturers.

Additionally, leveraging and capturing the City’s constant tourist flow into Golden Ears Park, equestrian activities and other regular community events is crucial and should be achieved via collaborative marketing campaigns to re-introduce Maple Ridge to regional retailers and developers, highlighting the City’s unique value proposition.

Figure E.1 Recommended Retail Strategy





# Executive Summary

Figure E.2 Recommended Target Retailers



ARITZIA SEPHORA



## Recommended Action Plan

In face of the notable market opportunity, the analysis has found Maple Ridge is facing some key challenges given the lack of retail development in recent years. As such, a Recommended Action Plan has been developed to address these key challenges and provide direction for implementation of the Strategy to ensure the City successfully captures the available opportunities. Key challenges that are identified include:

1. Lack of **coherent Downtown** area with clear “Main & Main” location.
2. Under retailed **outer neighborhoods**.
3. Surrounded by **established super regional shopping nodes** occupying strategic interceptory locations.
4. Unlike direct competitors, Maple Ridge is a “**180-degree**” retail market constrained by the mountains and river.

5. Tourist/Day-Tripper traffic to Golden Ears and along Lougheed Highway is **bypassing Downtown Maple Ridge**.
6. Downtown is home to **two outdated malls** that are not used to their full potential.
7. Maple Ridge’s **extensive riverfront is underutilized** for retail and quasi-retail development.
8. Other than a bowling alley, there is **little for families to do** (activities suggested by the community includes rec room, playground, Jungle Jacs, trampoline parks). This causes further leakage of other retail categories such as dining or shopping.
9. **New format retailing** is not present in the city. Shift towards quasi-industrial, independent-focused and food-anchored spaces and places.

# 01

## Local Context

# Local Context

## Introduction

This report presents a summary of the Maple Ridge Retail Market Analysis conducted by MXD Development Strategists ('MXD') between September to December 2023. The purpose of this report is to identify the optimal role and function of Maple Ridge's retail sector and how it positions itself in the competitive Vancouver Metro Retail Environment to attract and retain retail businesses.

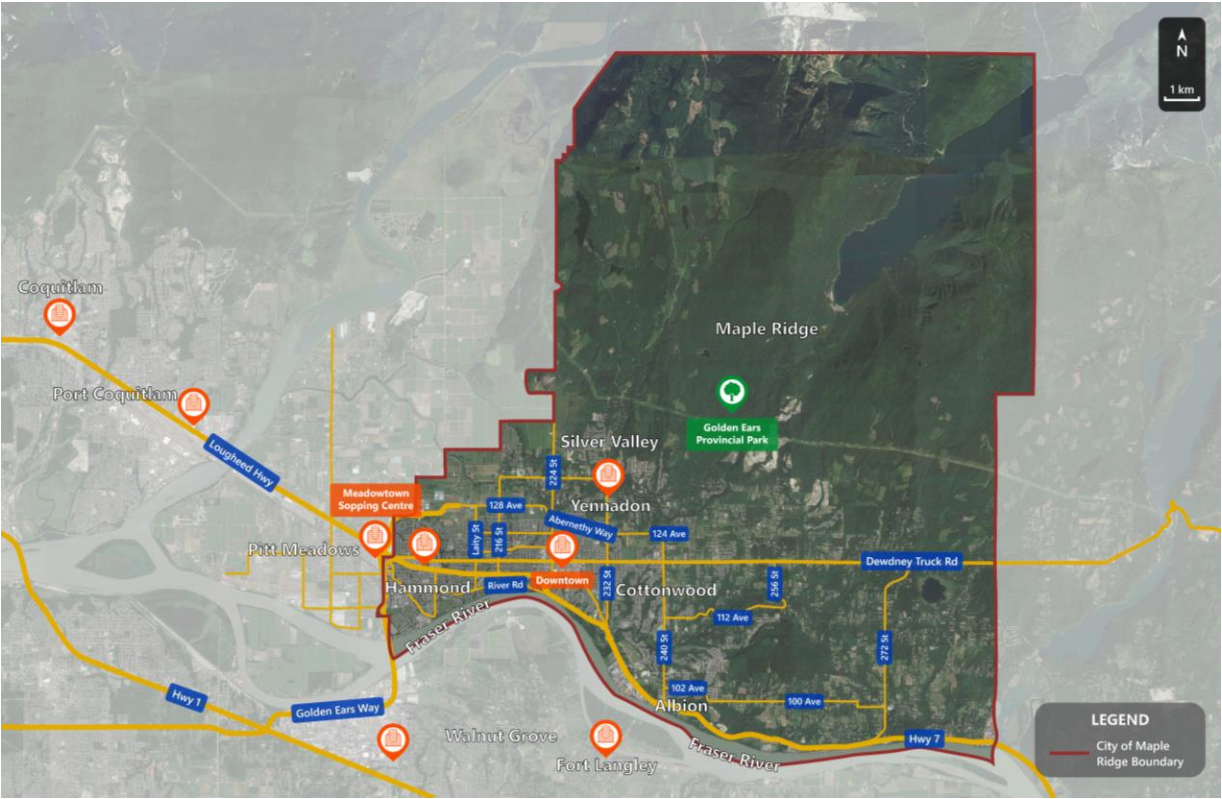
## Regional Context

The City of Maple Ridge (the 'City') is centrally located in the Lower Mainland of British Columbia. It is in the North-East of Metro Vancouver Metropolitan Area, north of Langley, and east of Pitt Meadows and 45-minutes from downtown Vancouver. Geographically, the City is bound by the Golden Ears Provincial Park and mountains to the north and Fraser River to the south.

The City's layout is anchored by several key East-West connector roads – Dewdney Trunk Road, Lougheed Highway, River Road and Highway 7. Golden Ears Way and Golden Ears Bridge is an important connector across the Fraser River.

The City has experienced notable growth in recent years, with a population increase of 10.6% between 2016 to 2021, compared to the Metro Vancouver average of 7.3%. The demographic profile of the City skews slightly younger than surrounding areas, with an average age of 40.8 compared to 41.7 in Metro Vancouver. The City of Maple Ridge is also a relatively affluent community, with a median household income of \$105,000, compared to City of Langley and Coquitlam with \$77,000 and \$97,000 respectively.

Figure 1.1 - Regional Context



98,715

Population 2023

10.6%

Population Growth  
2016-2021

\$105K

Median Household Income  
City of Maple Ridge



# Local Context

## Local Context

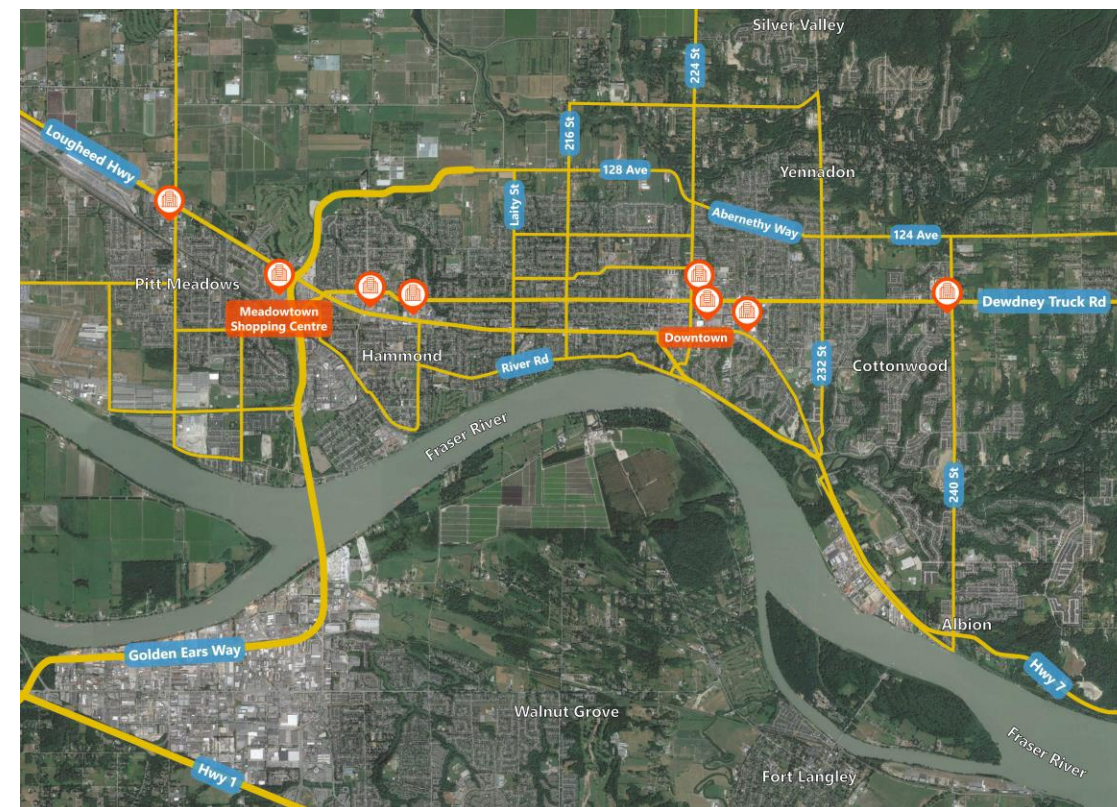
The city's layout reflects its highly residential tax base (92%, 2022) with the urban form largely dominated by residential development. This is also reflected in resident's commuting patterns with 67% of residents leaving Maple Ridge to work daily (Statistics Canada). Recent residential growth has focused around East Maple Ridge including the Albion area with several single-family developments by various major developers.

More recently, several developments are underway in the downtown and along the Lougheed Corridor between Dewdney Trunk Road and Lougheed Highway, with higher density residential and mixed-use developments with ground floor retail/commercial. This includes ERA Maple Ridge, bringing 1,500 new apartment and townhouse units to the downtown core.

The commercial environment of Maple Ridge is currently defined by dispersed retail in the downtown area around 224 Street, and along the Lougheed and Dewdney Trunk Road corridor. These areas have several anchor grocery and general retail stores including the major brands such as Walmart, Save-On-Foods and No Frills, as well as smaller, independent grocers scattered throughout the corridor. There is limited retail development in the outer suburbs of Maple Ridge.

There are, however, several established retail clusters outside the City boundary such as Meadowtown Shopping Centre in Pitt Meadows with major tenants such as Real Canadian Superstore, BC Liquor, Winners and several other major anchor tenants; Port Coquitlam with Costco, The Home Depot, Walmart Supercentre and Canadian Tire; Coquitlam Centre; and Willowbrook Shopping Centre in Langley.

Figure 1.2 - Local Context



92%

**Residential Tax Base  
(2022)**

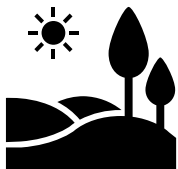
66%

**Maple Ridge Residents  
leave the City for work  
(2016)**

# Local Context

## Economic Context

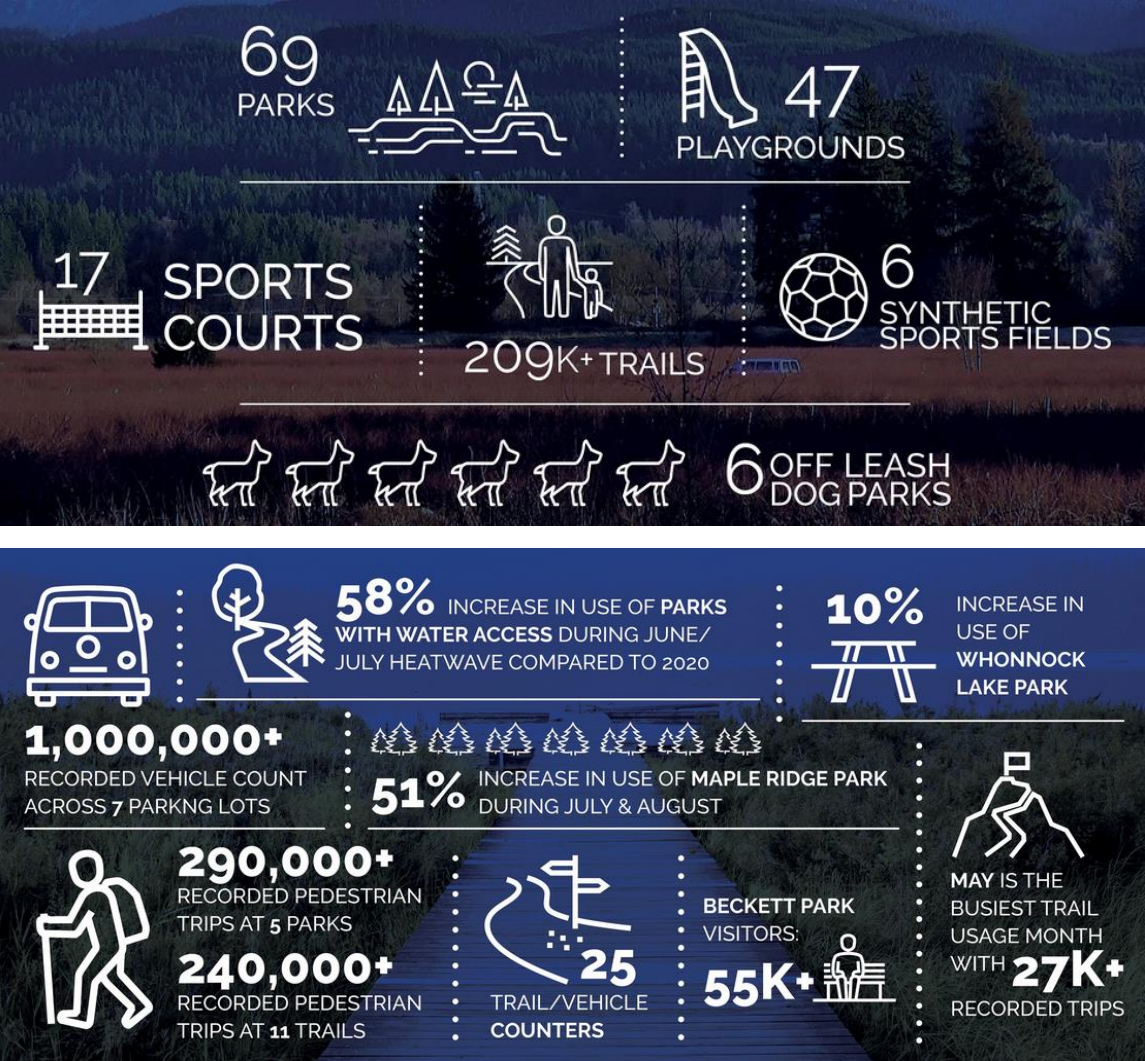
Maple Ridge has several emerging and established employment sectors driving the economy, as detailed on the following pages.



### Tourism

- Supports 1,200 jobs in the City.
- Tourism in Maple Ridge is largely driven by outdoor recreation at Golden Ears Provincial Park with over 600,000 visitors each year.
- The City's trail network encompasses over 100 km of local horse-back riding and hiking trails, in addition to 50-60 km in Golden Ears Provincial Park.
- Maple Ridge's active sports and events calendar brings significant visitors to the City annually, particularly for equestrian events, Ridge Meadows Home Show, Country Fest and Caribbean Fest.
- 7% of Canadians say a tourism visit was the main driver of their decision to live where they do now, illustrating how tourism can be a potential source of new residents that can be connected to economic development actions and facilitate consideration of people moving to Maple Ridge.

Figure 1.4 - Maple Ridge Trails & Parks Visitor Statistics 2021



Source: City of Maple Ridge



# Local Context

## Film Industry

- 108 productions were filmed in Maple Ridge in 2022 – the largest concentration of filming in Maple Ridge’s history, generating economic impact of \$6.32 million.
- Over 1,200 residents work in the Film Industry contributing to \$45 million in salaries annually.
- The Film Industry continues to grow with several incentives and inducements by the City of Maple Ridge, including goals to attract Film Studios.



## High Technology/Advanced Manufacturing

- Maple Ridge’s high-technology sector occupied 16% (1,201 high-tech businesses) of total businesses, as per the 2019 Canadian Business Count and 12% of the Fraser Valley Alliance’s high-technology businesses.
- Agri-business, ICT and Clean Technology occupy the greatest share of the High-Tech sector in Maple Ridge.
- Manufacturing is the #1 export sector, accounting for one third of total exports.
- Recent announcement that Maple Ridge will be home to a \$1 billion lithium-ion battery plant, contributing a projected 450 permanent jobs.





## Maple Ridge Demographic Snapshot

**\$105K**  
**Median Household Income**  
**City of Maple Ridge**

**Wealthy population** with notably higher incomes than Metro Vancouver average of \$72,000.



One of the **fastest growing** Lower Mainland communities.



**Highest retail spending** compared to surrounding trade areas.

**Population growth most notable for people aged:**

**25 to 49**

**Young population in peak acquisitional years** to support retail development.

**66%**  
**Maple Ridge Residents**  
**leave the City for work**  
**(2016)**

Opportunity to support existing 'bedroom community' dynamics.

**600,000**  
**Visitors to Golden Ears**  
**Park each year**

**Significant visitor population** and potential customer base for new retailers.

# 02

## Background and Planning Analysis

# Background and Planning Analysis

## Policy Documents

Growth and development in the City of Maple Ridge are guided through several policy documents at the City level. These documents highlight priorities, goals and directions the City is shifting towards in terms of land-use planning, economic development and commercial strategies. The documents shed light on missing retail components in existing neighborhoods and provide implications to inform opportunities for Maple Ridge's future retail environment and strategy.





# Background and Planning Analysis

## Official Community Plan

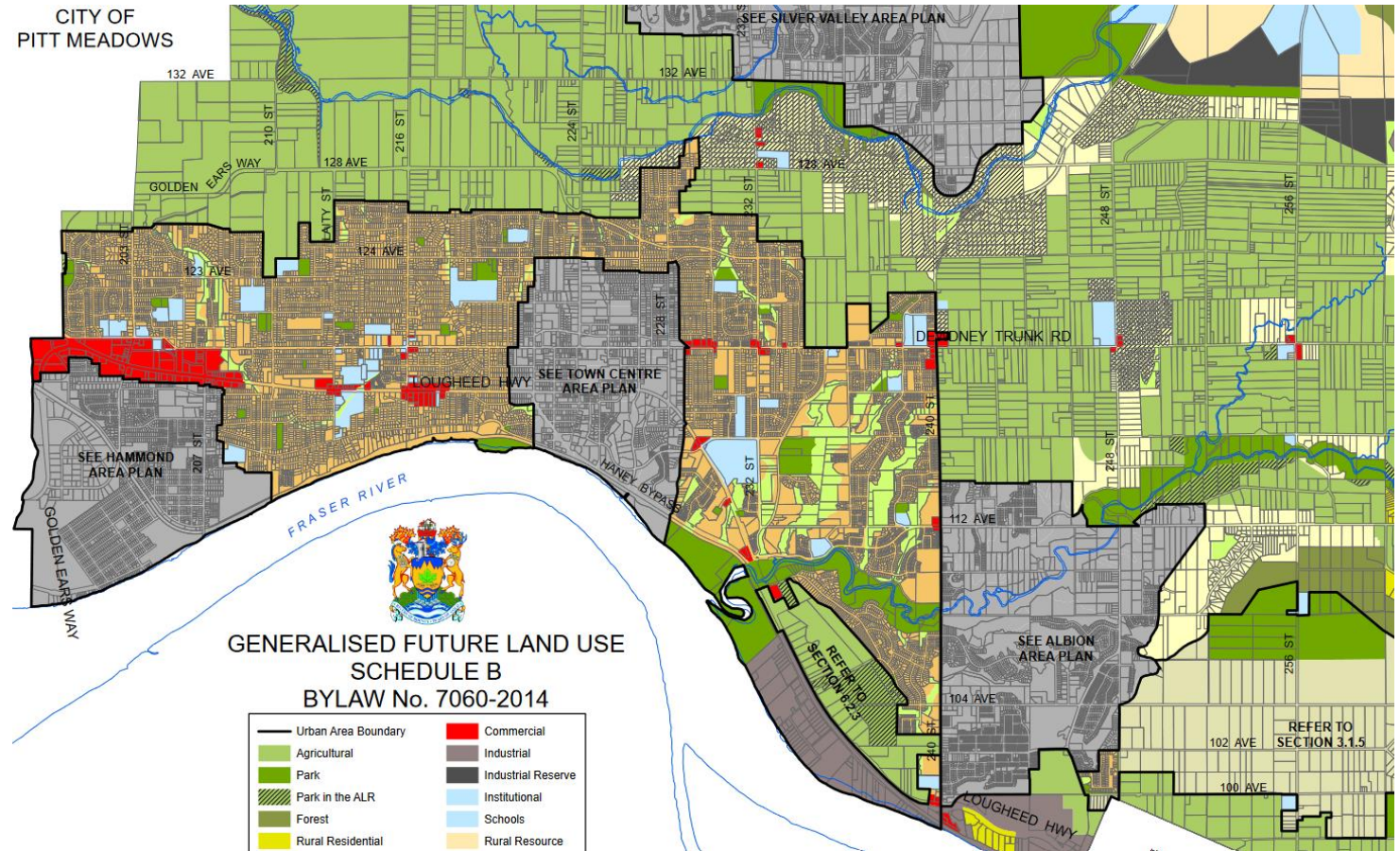
Schedule A in the City of Maple Ridge Official Community Plan (OCP) provides a framework that outlines the long-term vision for growth and development in Maple Ridge, dividing into categories including growth management, neighbourhoods and housing, employment, transportation and area planning.

Schedule B of the OCP shows a map of generalized future land uses as illustrated in **Figure 2.2**. Area Planning encompasses the Albion Area Plan, Silver Valley Area Plan, Town Centre Area Plan and Hammond Area Plan and the Lougheed Transit Corridor Area Plan. Details on the planned retail landscape for each Area is outlined on the following pages.

Future density and development is largely anticipated within the Town Centre Area Plan, followed by the Lougheed Transit Corridor Area Plan. Retail and commercial corridors are currently focused within the Town Centre Area and the Lougheed Transit Corridor, with smaller community retail areas allocated in Albion, Silver Valley and Hammond Village, as well as a few village commercial nodes in East Maple Ridge that are outside of an Area Plan.

Residential growth in Maple Ridge is expected to concentrate around Town Centre, Hammond, Albion and Silver Valley neighbourhoods, as per the City's Area Plans, shown on the following pages.

**Figure 2.2 - Schedule B of the OCP Detailing Generalized Future Land Use**

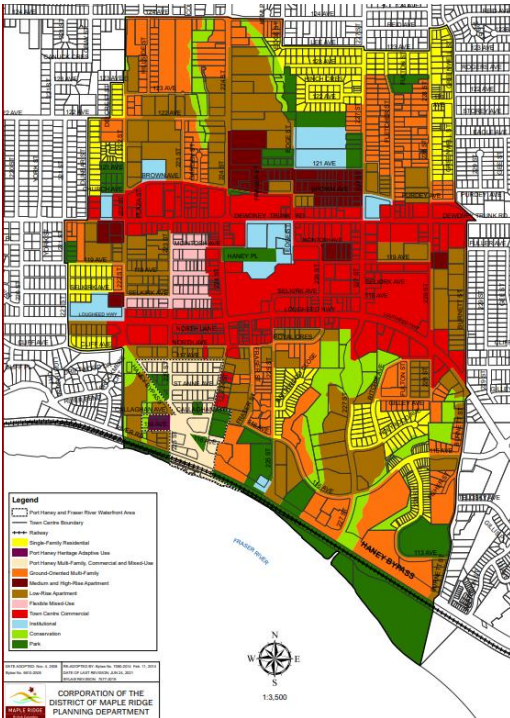


# Background and Planning Analysis

## City of Maple Ridge Area Plans

### Town Centre

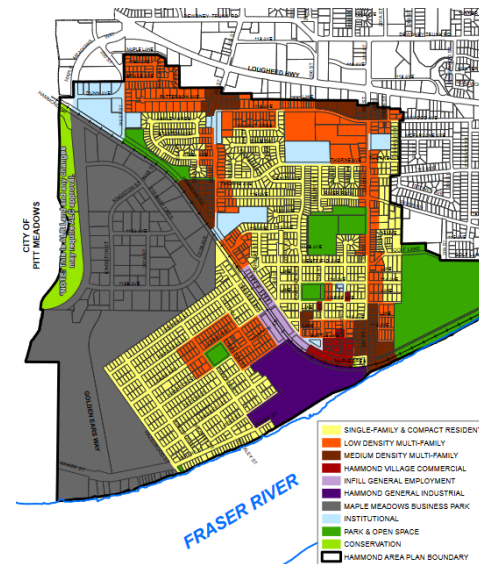
**Figure 2.3: Town Centre Area Plan Land Use**



- The Town Centre Area Plan is based on the 'Smart Growth on the Ground' Project that is predicated on 8 Guiding Sustainability Principles including 'Each Neighbourhood is Complete – allowing residents the option to live, work, shop and play in the same area.'
- This is reflected in the land-use designations, as shown in **Figure 2.3**, that illustrates the core 'Central Business District' zoned as Town Centre Commercial, surrounded by residential zonings at various densities as well as a small pocket of Flexible Mixed-Use.
- The Town Centre Commercial Land Use Designation provides for commercial, mixed-use and multi-family residential at a minimum height of 11m.

### Hammond

**Figure 2.4: Hammond Area Plan Land Use**



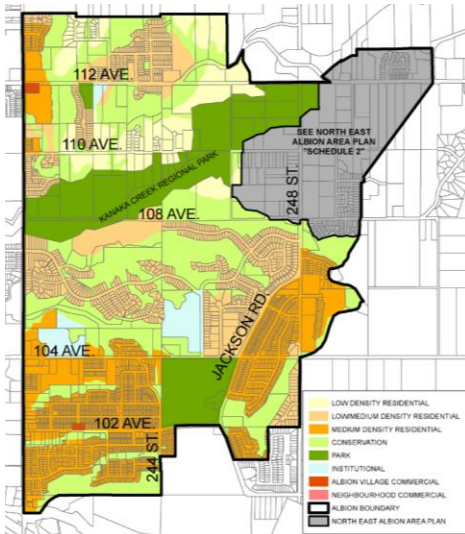
- The Hammond Area is located on the western boundary of the City, between Lougheed Highway and the Fraser River and has strong heritage character.
- The Hammond Area Plan provides for predominantly single-family & compact residential land-uses, with higher density multi-family residential concentrated towards Lougheed Highway, along 202 Street and Maple Crescent near the River.
- Retail uses are provided for within the Hammond Village Commercial area, concentrated at the historic node at Maple Crescent and Dartford Street, providing for mixed-use development.
- The Maple Meadows Business Park, shown in grey, is a significant employment generator and accommodates flex, office and industrial.



# Background and Planning Analysis

## Albion & North East Albion

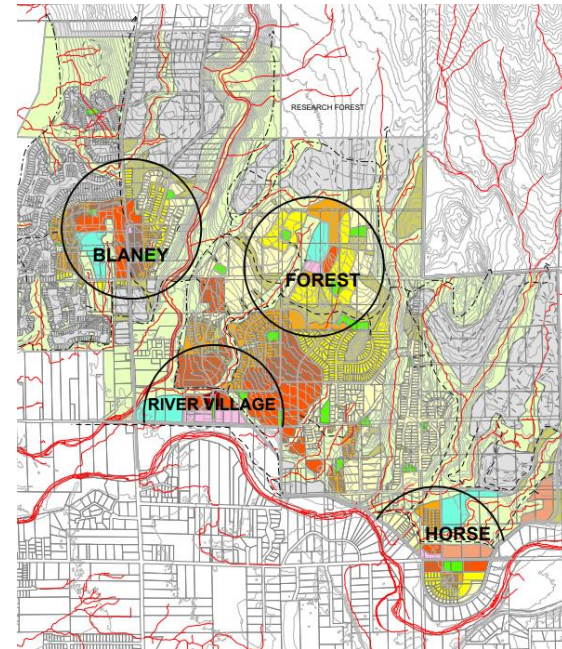
**Figure 2.5: Albion Area Plan Land Use**



- The Albion area, located in the east of Maple Ridge, is predominantly residential, with Albion Village Commercial areas allocated on 112 Avenue in the north, 102 Avenue in the South and two small Village Commercial Areas in the North East Albion Area Plan, adjacent to new neighbourhood parks.
- The Albion Village Commercial Zone provides for street-oriented, mixed-use development with apartments above ground-floor commercial space.
- Commercial nodes are anticipated to have capacity for approximately 4 to 6 shops, with possible retail uses including cafes, restaurants or other small businesses.

## Silver Valley

**Figure 2.6: Silver Valley Area Plan Land Use**



- Silver Valley is located in the north of Maple Ridge, at the gateway to Golden Ears Park and the Malcolm Knapp Research Forest.
- The community form of Silver Valley is derived from four elements including: River Village, the focal point of the community; three Hamlets that provide services to a residential area within 5-minute walking distance; Eco-Clusters, independent entities that are within environmentally important zones; and Greenbelts which define the rural character of the area.
- The River Village is the commercial heart of the Silver Valley area, located to the north of Maple Ridge Park.
- River Village provides for a 'Main Street' shopping district; however, is currently undeveloped in terms of retail or commercial development.

# Background and Planning Analysis

## Lougheed Transit Corridor Area Plan – DRAFT/In Progress

**Figure 2.5: Lougheed Transit Corridor Area Plan**



The Lougheed Transit Corridor Area Plan (LTCAP) extends from 200 Street in the west to 221 Street in the east, between Lougheed Highway and Dewdney Trunk Road. The LTCAP is currently in the Approval Process with Council.

The Lougheed Highway is classified as a Major Transit Growth Corridor in Metro Vancouver's Regional Growth Strategy, *Metro 2050* and the LTCAP is intended to guide re-development along the corridor using a transit-oriented development lens where rapid transit stops are mixed-use employment hubs.

The LTCAP proposes Commercial Mixed Use nodes at key transit stations along Lougheed Highway including the intersections at 203 Street and Laity Street, alongside 'Complete Streets' on 203 St, Laity St and 216 St.

These focal nodes are anticipated as mixed-use employment hubs within a 5-minute walk of rapid transit stops. The Commercial Mixed-Use land use designation provides for the greatest concentration of uses such as office, apartments and retail. This hierarchy of nodes are intended to maintain the Town Centre as Maple Ridge's downtown.

Within the Draft LTCAP, key policies relating to retail development include:

- Commercial uses in mixed-use buildings should serve the basic, everyday needs of residents such as grocery, convenience and personal services.
- Commercial uses with extended hours such as cinemas, restaurants, bars and other entertainment venues are encouraged at the 203 St Node.
- Ground-Floor Commercial is required at Transit Nodes and along Complete Streets for the Commercial Mixed-Use land use designation.
- Buildings over 6 storeys in height encouraged between Dewdney Trunk & Lougheed Highway.
- Commercial Mixed-Use areas will support a minimum of four storeys with a minimum lot consolidation of 3,000m<sup>2</sup>.

# Local Context

## New Bus Rapid Transit Routes in Metro Vancouver

- In November 2023, TransLink and its Mayor's Council finalized and unveiled three new bus rapid transit routes and priority corridors to advance Metro Vancouver's first new Bus Rapid Transit (BRT) routes. The corridors area:
  - **Langley Centre to Haney Place**
  - King George Boulevard from Surrey Centre to White Rock
  - Metrotown to North Shore
- The length of the Langley Centre to Haney Place corridor is 22km, connecting Maple Ridge with Langley, along Lougheed Highway.
- This announcement supports the LTCAP and nodal strategy of development, with TransLink advancing planning work for this corridor.
- With these plans, there is an anticipated increase in ridership, jobs, future housing and development growth projections along the corridor.

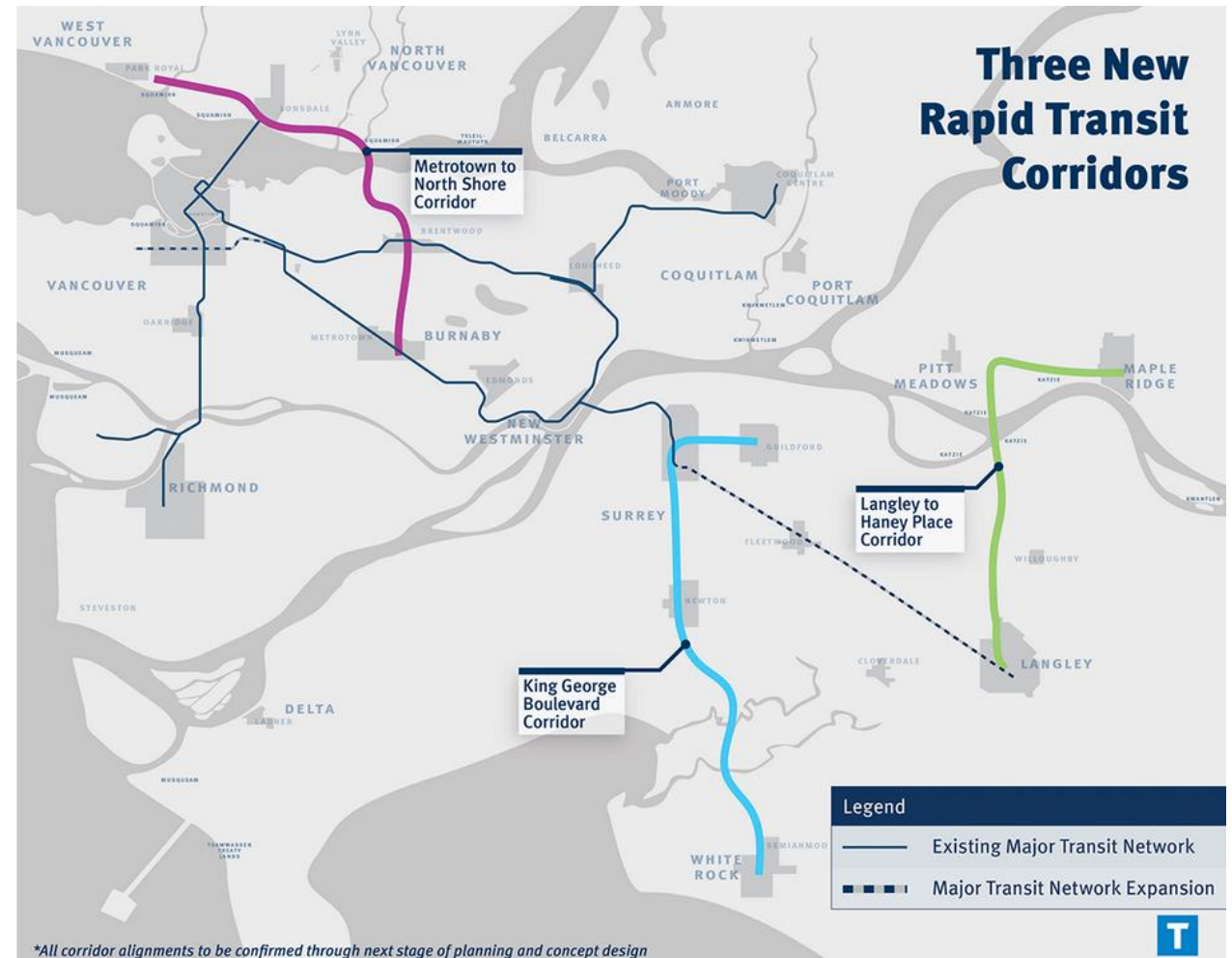
***"BRT is going to be a game changer for the transit system in Metro Vancouver."***

Brad West  
Chair, Mayor's Council

***"We are thrilled about being announced as one of the first municipalities that is being awarded with BRT... This will make a positive impact for the City of Maple Ridge, its people, the economy as well as the environment."***

Dan Ruimy,  
Mayor, Maple Ridge

Figure 2.3 – TransLink Plans for New Rapid Transit Corridors





# Background and Planning Analysis

## Economic Development Strategy

Maple Ridge's Economic Development Strategy was created in 2021 to guide efforts to attract new investment and support and grow existing businesses. The Strategy sets out Six 'Big Moves' as below:

### Big Moves

**See the Future** – Bold vision statement focusing on strategic objectives

**Brand New** – Using brand strategies to pursue vision

**Bridge the Middle** – Between home-based businesses & large commercial & industrial spaces, and between single family dwellings and residential towers.

**Land – The Big One** – Securing more non-residential land to meet a quantified non-residential assessment ratio target.

**Our Future Rests on Talent** – Establish presence of a post-secondary institution

**Maple Ridge on the Grow: Agrihoods** – An agrihood is a catalytic development form that tethers the spirit of Maple Ridge.

### Key Performance Indicators

- Increase Non-Residential Assessment base from 9% to 13.5%
- Increase the number of Maple Ridge Residents who work in Maple Ridge from 33% to 40%

Figure 2.1 - Economic Development Strategy Goals



Source: City of Maple Ridge

# Background and Planning Analysis

## City of Maple Ridge Zoning Bylaw No. 7600-2019

Bylaw 7600-2019 provides general regulations for use of land, buildings and structures in Maple Ridge. **Table 2.1** below outlines several retail and commercial zones, highlighting its purpose, permitted uses and size and scale of developments.

**Table 2.1 - Summary of Purpose and Scale of Commercial and Retail Focused Commercial Zoned Sites According to By-Law 7600-2019**

Zones	Purpose	Examples of Permitted Commercial & Retail Uses	Minimum Lot Dimensions
<b>C-1 Neighbourhood Commercial</b>	Small Scale convenience shopping and personal services to residents in surrounding neighbourhoods.	Business services, convenience store, financial services, group child-care centre, indoor commercial recreation, restaurant, retail.	Lot Area: 668m <sup>2</sup> , Lot Width: 18m, Lot Depth: 27m
<b>C-2 Community Commercial</b>	General commercial uses and services	Big box retail, financial services, personal repair services, personal services, professional services, restaurant and retail.	Lot Area: 2,500m <sup>2</sup> , Lot Width: 30m, Lot Depth: 70m
<b>C-3 Town Centre Commercial</b>	Provides a range of commercial, service and residential uses in the Town Centre Area.	Business services, financial services, indoor commercial recreation, light industrial (micro-brewery, micro-winery and micro-distillery), public market, restaurant and retail.	Lot Area: 1,672m <sup>2</sup> , Lot Width: 36m, Lot Depth: 27m
<b>C-5 Village Centre Commercial</b>	Convenience shopping and personal services to residents of surrounding neighbourhoods in a compact village form.	Business services, civic, convenience store, financial services, indoor commercial recreation, personal services, restaurant and retail	Lot Area: 668m <sup>2</sup> , Lot Width: 18m, Lot Depth: 27m
<b>CRM Commercial/Residential</b>	Mixture of commercial and residential uses with a maximum of four storeys in the Port Haney and Fraser Waterfront Area.	Financial services, professional services, restaurant and retail	Lot Area: 668m <sup>2</sup> , Lot Width: 18m, Lot Depth: 27m
<b>CS-3 Recreation Commercial</b>	Intended to provide for tourists and private recreational facilities.	Indoor and outdoor commercial recreation and tourist accommodation.	Lot Area: 0.4 ha, Lot Width: 36m, Lot Depth: 60m
<b>H-1 Heritage Commercial</b>	Intended for mixed-use development within Hammond's historic commercial area.	Business, professional, personal repair and personal services, retail, restaurant and convenience store.	Lot Area: 186m <sup>2</sup> , Lot Width: 6m, Lot Depth: 27m
<b>H-2 Hammond Village Commercial</b>	Mixed use development within Hammond's historic commercial area	Financial services, convenience store, light industrial (microbrewery, micro-winery and micro-distillery), professional services and retail.	Lot Area: 191m <sup>2</sup> , Lot Width: 6m, Lot Depth: 27m

# Background and Planning Analysis

## Residential, Commercial and Industrial Demand Forecast

- A report prepared by Coriolis Consulting Corp in March 2023, estimated an average of \$12,500 annually spent on retail merchandise (excluding automobiles and related goods), and at least \$2,000 annually on services such as restaurants, bars, cafes, salons, spas and dry cleaning etc. This data is based on retail expenditure data from Statistics Canada in 2022.
- Based on the estimated population of 96,542 in 2022, there was **32 SF** of retail and service space **per existing resident**. Within 32 SF, **63%** was dedicated to **local-oriented retail** space per capita, and **37%** dedicated to **regional-oriented** space per-capita.
- In terms of forecasted retail demand between 2022 and 2042, an additional estimated **774,000 SF of local-oriented** retail and service space and **465,000 SF of regional-oriented retail** and service space in Maple Ridge are **projected**.
- Projection for retail development to occur in Town Centre, within neighbourhood oriented commercial areas and along the Lougheed Corridor depending on residential growth.
- Potential **challenges for larger retailers** to find **suitable sites** in Maple Ridge.
- As a next step, the City should evaluate where and whether additional commercial lands should be designated given some of the **existing commercial lands** are **unlikely to be redeveloped** over the next 20 years to provide for projected demand and may not accommodate certain types of retailers e.g. larger retailers. This needs to be evaluated in line with the City's overall planning and growth objectives.

**Table 2.4 - Estimated Local-Oriented Retail & Service Demand in Maple Ridge 2022 to 2042**

	2022	2032	2042
<b>Population Projection</b>	96,542	116,536	135,244
<b>Supportable Local-Oriented Retail &amp; Service Space per Capita</b>	20 SF/capita		
<b>Local-Oriented Retail &amp; Service Space Demand per Period</b>	399,870 SF (2022-2032)	374,174 SF (2032-2032)	774,044 SF (2022-2042)

**Table 2.5 -Estimated Regional-Oriented Retail & Service Demand in Maple Ridge 2022 to 2042**

	2022	2032	2042
<b>Population Projection</b>	96,542	116,536	135,244
<b>Supportable Local-Oriented Retail &amp; Service Space per Capita</b>	12 SF/capita		
<b>Local-Oriented Retail &amp; Service Space Demand per Period</b>	239,922 SF (2022-2032)	224,505 SF (2032-2032)	464,427 SF (2022-2042)

# Background and Planning Analysis

## Key Takeaways



**Desirable Demographics** – Maple Ridge is a rapidly growing City with an affluent and youthful population base compared to surrounding jurisdictions and Metro Vancouver, that can support a significantly improved retail environment.



**Strong Tourism Sector** – Driven largely by the 600,000 visitors to Golden Ears Park annually, Maple Ridge has a strong tourism sector that can be captured by an improved retail offering.



**Strong Retail Labor Force** – Sales and Service occupations occupy the greatest share of jobs in Maple Ridge.



**Underserved outer retail areas** – Area Plans of the outer suburbs of Silver Valley, Hammond and Albion illustrate significantly underserved residential areas in terms of retail services.



**Heavily skewed towards Residential** – With a 92% residential tax base and high proportion of residents commuting outside of Maple Ridge for work, there is opportunity for increased commercial and employment-generating development in the City.





# 03

## Community Consultation

# Community Consultation

Community consultation was conducted during October and November 2023 via two pop-up community events and an online survey on Engage Maple Ridge, the City's online community engagement platform. The intention of the consultation was to understand the community's perspective on the retail environment in Maple Ridge and their consumer behaviour.

## In-Person Community Consultation

The MXD Team conducted two community engagement events on October 20<sup>th</sup> and October 28<sup>th</sup>, 2023, as part of the Celebrate the Night and Haney Farmers' Market at Memorial Peace Park. The purpose of the events was to gather community input and feedback on the retail and commercial development opportunities in Maple Ridge. The events featured four interactive boards, three of which featured different prompts and creative activities that invited the public to share their opinions and preferences on the following questions:

1. Where do you shop? (Essentials, fun & dine out)
2. What brands are currently missing in Maple Ridge?
3. What form of retail would you like to see in Maple Ridge?

Various methods were used to engage the public, including dot-democracy sticker exercises, interactive maps and post-it notes. Both events attracted a diverse range of participants, ranging in age group, ethnicity, background and how long they had been residents of Maple Ridge.

MXD received strong engagement and positive interest in the project from the public and many thought-provoking ideas and opportunities for Maple Ridge's retail and commercial opportunities. Feedback from the community engagement was recorded and categorized. The following pages present key findings and an analysis of the most sought-after opportunities.

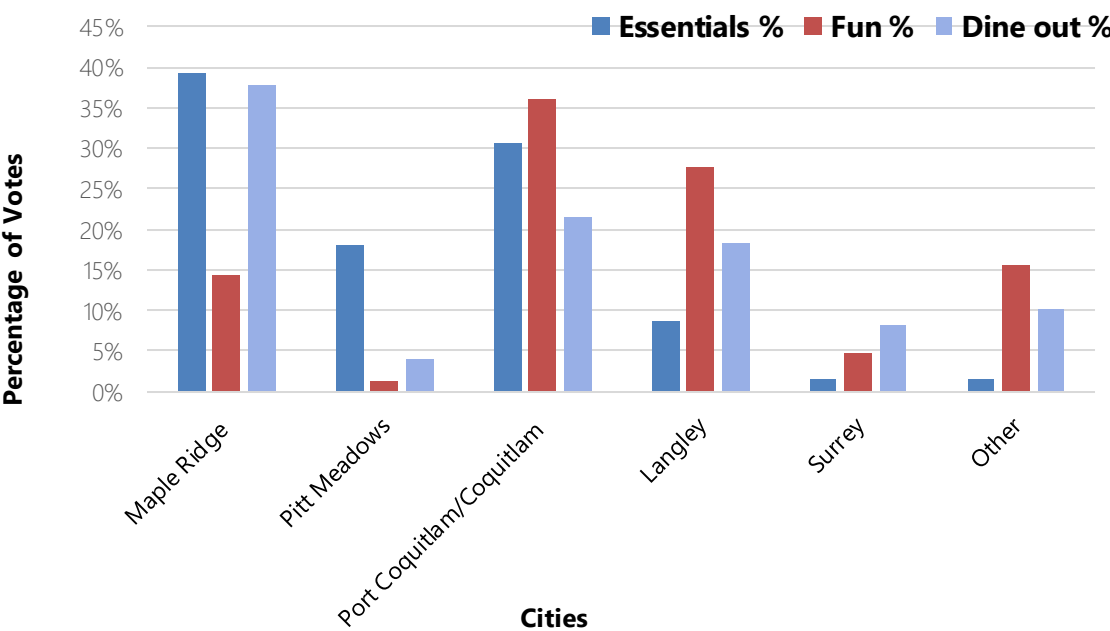


## Where do you Shop?

The first objective was to understand where residents of Maple Ridge currently shop for essentials, leisure and dine out. The public were given stickers to stick onto the map, with options, Surrey, Port Coquitlam/Coquitlam, Langley and Others, in separate boxes on the board.

The graph below illustrates the distribution of consumer preferences for categories of activities across various cities. The activities are classified into three segments, essential purchases, fun and leisure, and dining out.

Figure 3.1 - Location Preferences for Various Categories of Activities



## Findings

### Essentials

- While the highest percentage of voters currently shop within downtown Maple Ridge for essentials, most voters have expressed desire for a greater variety of grocery stores, in particular diversity in ethnic options.
- Port Coquitlam/Coquitlam enjoys the second highest percentage of votes for essentials, due to presence of essential retailers such as Costco, T&T, Real Canadian Superstore and H-Mart.

### Fun/Leisure

- Recognizing that there is a notable presence of shopping centres driving footprint and economic activity in Port Coquitlam/Coquitlam, most voters visit Port Coquitlam/Coquitlam for fun and leisure purposes.
- 16% of voters enjoy leisure activities in other areas, namely in Vancouver, Abbotsford and Mission.
- Maple Ridge is ranked fourth of the top four places for fun and leisure. This indicates a lack of desirable amenities not only for visitors but locals alike.

### Dine Out

- While fun/leisure votes were low, downtown Maple Ridge is leading with 35 percent of voters commonly visiting downtown Maple Ridge for dine out options. Significant visitations to downtown for food and beverage options suggests the opportunity for complementary fun and leisure amenities.



# Community Consultation

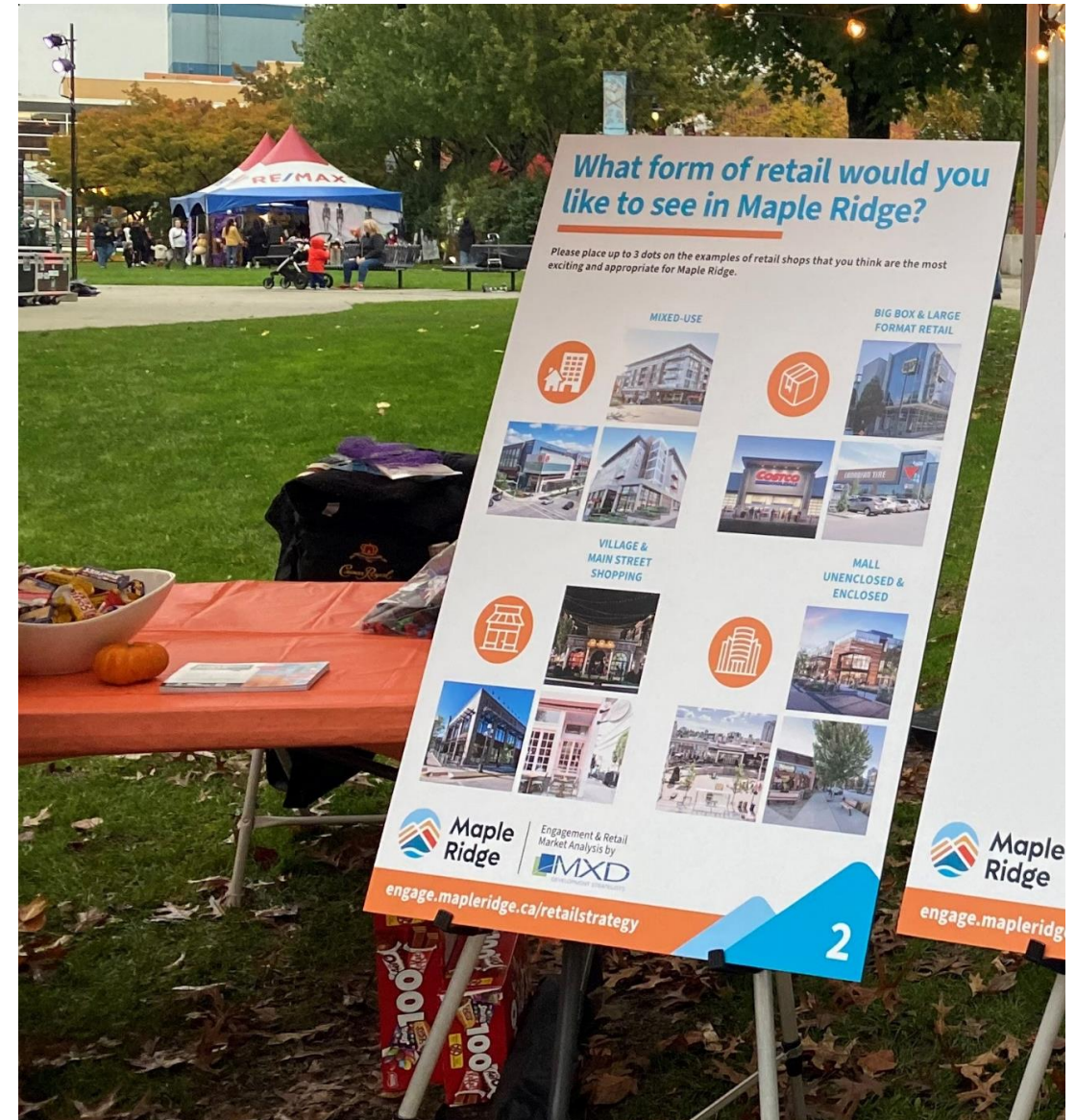
## Form of Retail Dot Democracy

The objective of the second activity was to understand the preferred form of retail the public would like to see in Maple Ridge. The public were given stickers to place on their favourite four images on the board.

With a total of 193 stickers, images for Village & Main Street Shopping and enclosed-and unenclosed mall received the most votes.

Village Main  
Street Shopping

Mall Enclosed &  
Unenclosed





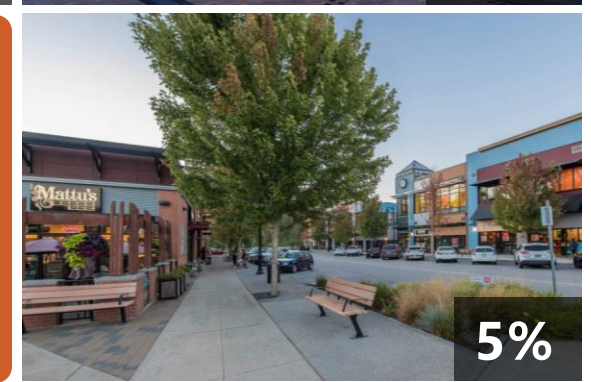
# Community Consultation

## Form of Retail Dot Democracy

- Public engagement results 'Village Main Street Shopping' and 'Mall Enclosed & Unenclosed' categories received an equal number of votes (29%).
- Within the Village Main Street Shopping category, village style with low-rise retail and residential buildings, cafes, outdoor seating areas and public spaces was the most popular choice among the respondents.



- A hybrid of enclosed and unenclosed sections was the dominant preference for the Mall Enclosed & Unenclosed typology.
- The design of the development also influenced the respondents' references, with more votes for contemporary, progressive and modern designs.



# Community Consultation

## Form of Retail Dot Democracy

- Low-rise residential with at-grade retail village were the key characteristics that appealed to voters. Within the Mixed-Use typology, walkable local cafes, coffee shops and restaurant were preferred over big-box mixed use developments.



- While Costco received 16% of stickers, the public has indicated that Costco is a highly desired missing brand. Accordingly, stickers placed on the Costco image may be a vote for the brand, instead of a preferred form of development shown in the image.
- Overall, the community showed less preference for the General Big Box typology, while favouring village retail and malls. Nonetheless, online surveys and the 'Missing Brands' activity indicated interest in the brands, specifically 'Costco', followed by 'Best Buy'.





# Community Consultation

## What Brands are Missing in Maple Ridge?

The activity which received the most engagement and excitement was the third activity that asked the community “What brands are missing in Maple Ridge? The public were given post-it-notes to jot down brands they would like to see. While the question was targeting specific brands, several people spoke to types of developments or the general category of retail stores they would like to see.

Of the total 278 responses received, **Costco was the most sought-after store** with 32 responses. As well as Costco, many members of the public mentioned that their main concern is the **quality and mass of stores** in Maple Ridge, with 14 people responding with ‘**New Mall**’ and 13 people responding with ‘**Clothing Stores**’ in general. This included a diverse range of clothing, including clothing for men, women, children and maternity wear among others, without reference to specific brands.

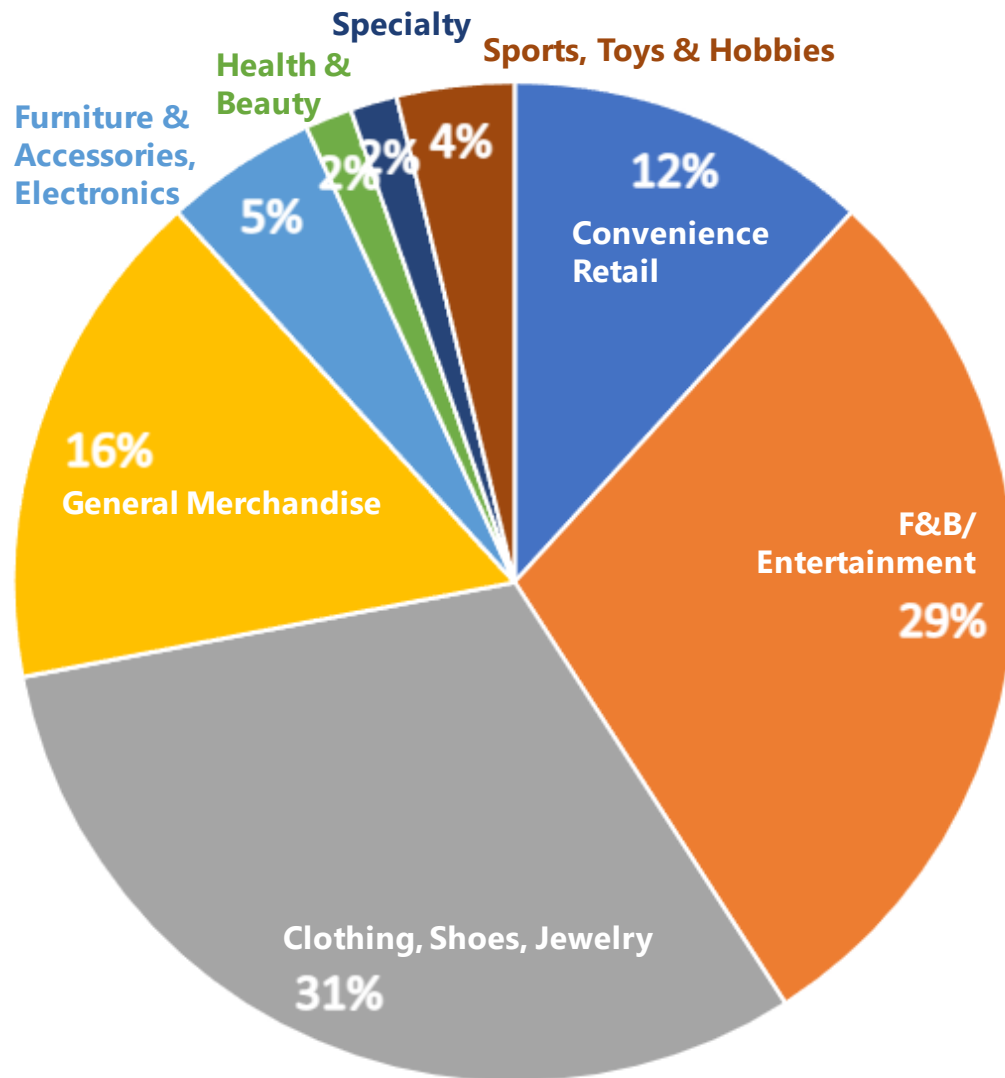
Specific retail brands that were mentioned on the Post-It notes more than four times are presented here, across the major retail categories. As votes were spread across several brands with some brands only receiving one or two mentions, the share of votes for each retail category is shown on the following page to illustrate the overall demand for various types of retail.

It is noted that the City spoke with the community at a Trade Show in May 2023 where the same question was asked. The Trade Show responses were generally in accordance with the Community Consultation of this project, with Costco, Cactus Club and Home Depot receiving the most votes, followed by general comments calling for an improved mall and better clothing stores.



# Community Consultation

**Figure 3.1 - Percentage Share of Votes for Each Retail Category**



The categories displayed in **Figure 3.1** are based on industry standard retail categories, in alignment with the Retail Market Analysis in Section 5.

## General Comments

- Strong desire for Family Entertainment (24 mentions) for both children and teenagers. Suggested types of entertainment included:
  - Upgraded cineplex or cinema.
  - Recreation amenities such as Jungle Jacks or other play centres.
  - Arcade, trampoline park and other family fun activities.
- Beyond specific brands, a key finding from the consultation was that the public would like to see a new mall (14 mentions) and a generally improved retail environment in Maple Ridge.

Other general comments included:

- Improve the 'liveliness' of the downtown retail area.
- Support for 'Destination' retail and F&B, particularly beer gardens, breweries, artist markets and coffee shops.
- Provide retail options across affordability levels.



# Community Consultation

## Community Consultation – Online Survey

As a multi-pronged effort to reach a diverse audience of Maple Ridge residents, MXD prepared a short, 10-question online survey. The survey was posted online and marketed via Engage Maple Ridge, the City's community engagement platform as well as Facebook, Instagram and brochures circulated at the pop-up events with a QR code directing people to the online survey. The following questions were asked:

1. *Where do you primarily shop for essentials?*
2. *Where do you primarily go to eat out?*
3. *Where do you primarily shop for fun?*
4. *How often do you shop within Maple Ridge?*
5. *What types of restaurants would you like to see more of in Maple Ridge?*
6. *If you shop outside of Maple Ridge, what are the main reasons?*
7. *How important is it for you to have shops, restaurants and services within walking distance of your home?*
8. *Where would you like to see more shops, restaurants and services in Maple Ridge?*
9. *Which specific retail or restaurant brands do you think are currently missing in Maple Ridge?*
10. *What kind of retail development would you like to see more of in Maple Ridge?*

The online survey received 182 responses. The results from each question are presented on the following pages, followed by a summary of the key comments and ideas received.



# Community Consultation

## Online Survey Results

- Online survey results reveal a **significant proportion of respondents shop outside of Maple Ridge** for all three types of shopping – essentials, F&B and leisure.
- From these results, it appears that people leave Maple Ridge mostly for ‘leisure shopping,’ compared to when shopping for essentials or dining out.
- Many respondents mentioned that they shop in Maple Ridge for essentials, largely out of necessity, although they would prefer a greater variation of convenience retail stores.

Figure 3.2 - Where do you shop for essentials?

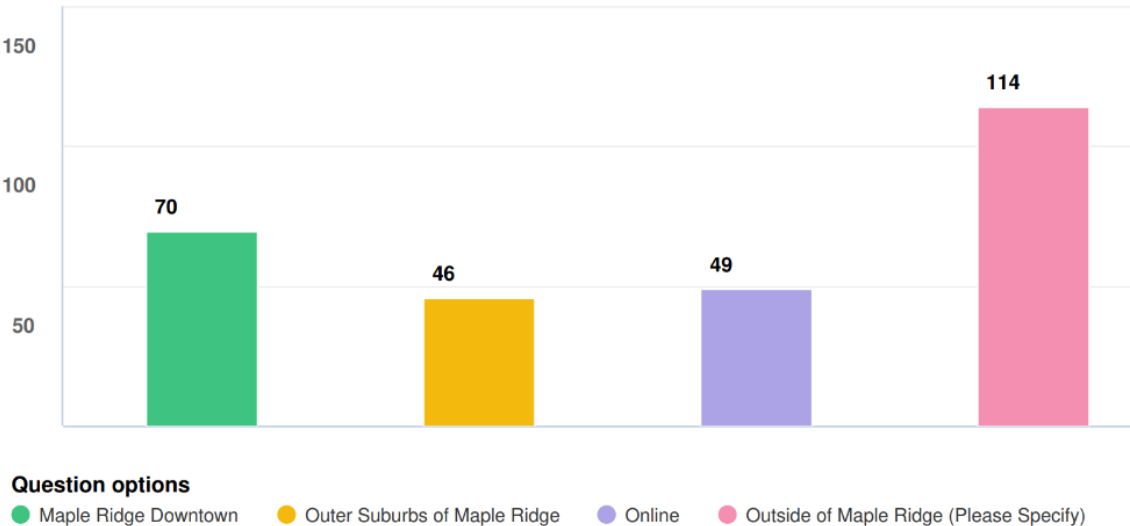


Figure 3.3 - Where do you dine out?

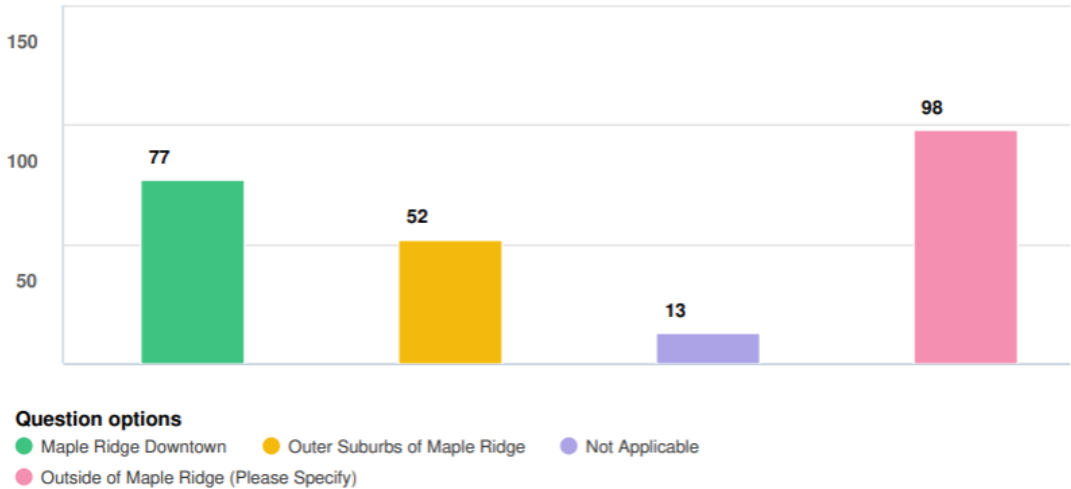
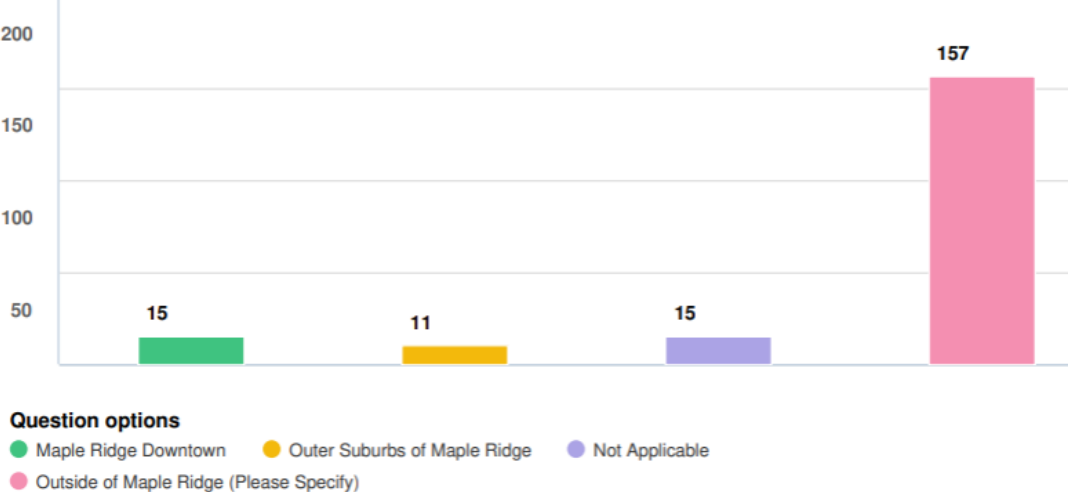


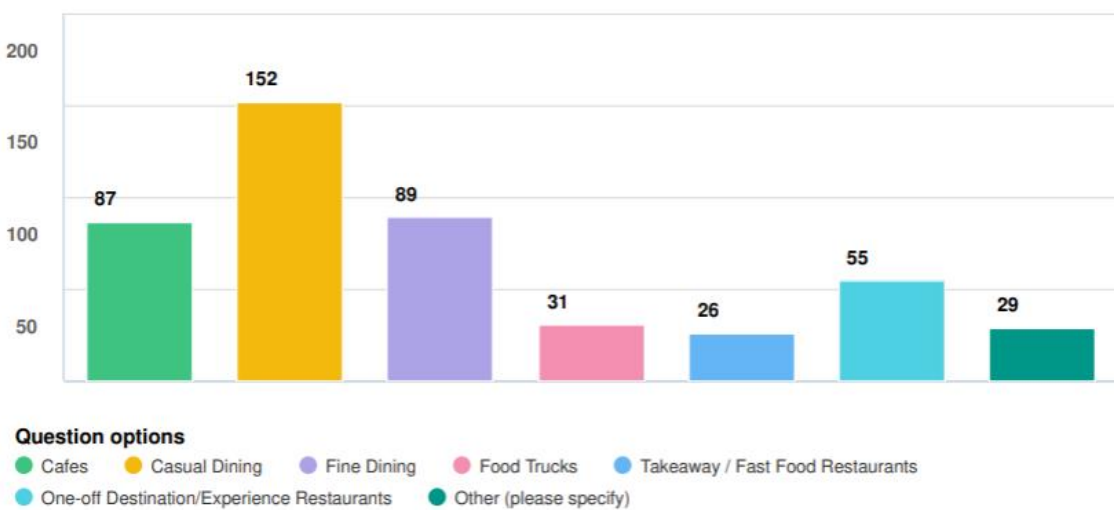
Figure 3.4 - Where do you shop for fun?



# Community Consultation

- **Casual dining** is the most **sought-after type of restaurant** respondents would like to see in Maple Ridge, followed by fine dining and cafes that received a similar number of votes.
- Casual dining is generally defined as a full-service restaurant that offers a moderately priced menu with family-friendly ambiance. On the contrary, fine dining restaurants offer an upscale setting and service while featuring often more expensive menu options.
- Takeaway and fast-food restaurants were the least desired types of restaurants by respondents, reflecting the large amount of fast-food restaurants already present in Maple Ridge.

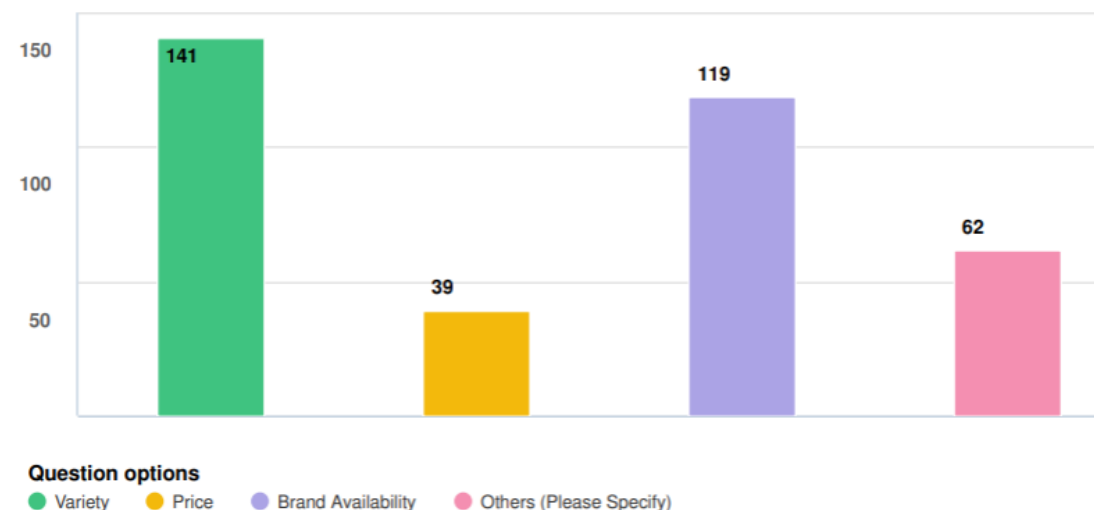
Figure 3.5 - What Types of Restaurants Would You Like to See in Maple Ridge?



- 39% of respondents indicated that **‘Variety’ is the reason for shopping outside of Maple Ridge**, followed by the **lack in brand availability**.
- In the comments, several people mentioned **‘Cross-Shopping’ opportunities** in other shopping areas where they can access several different stores and retail needs at once. This supports the feedback received in the Pop-Up events for the desire for a new mall that encompasses a variety of different shops.

***“If I need to go to Sport Chek, but also Old Navy and Urban Kids, I want to go to a mall to get it all done, while also eating there.”***

Figure 3.6 - Reasons for Shopping Outside of Maple Ridge

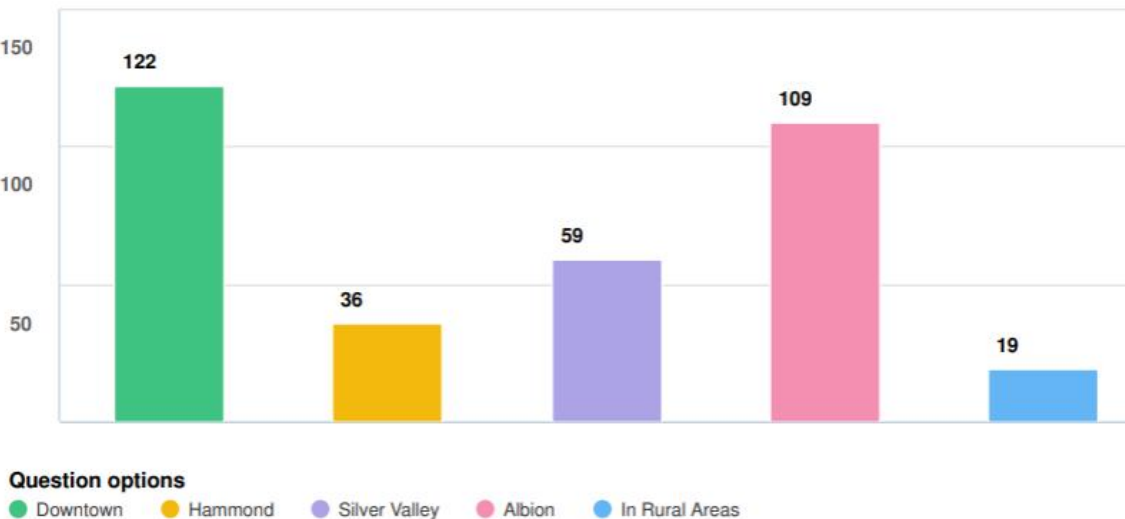


# Community Consultation

- In terms of the location of retail, respondents would like to see more Shops, Restaurants and Services in downtown Maple Ridge and Albion.

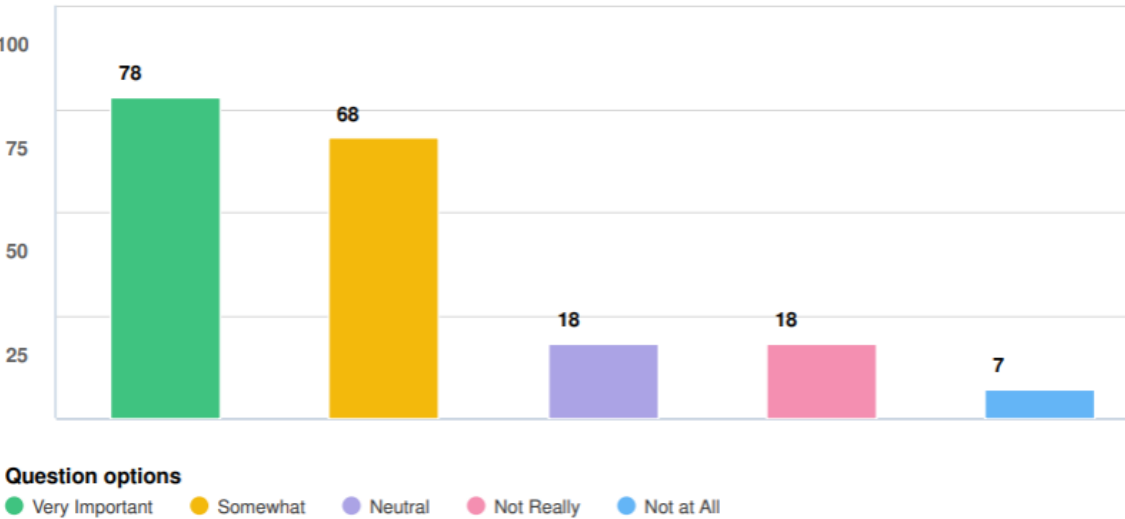
***“Albion is becoming a big community with so many young generations starting life here. We desperately need big brand stores and restaurants to reduce travelling for a big community like Albion.”***

Figure 3.7 - Where would you like to see more Shops, Restaurants and Services within Maple Ridge?



- Accessibility and walkability are highly valued and important for the community, with 76% of respondents saying that having shops, restaurants and services within walking distance of their home is either 'very' or 'somewhat important.'

Figure 3.8 - Importance of Having Shops, Restaurants and Services within Walking Distance of Home





# Community Consultation

## What Brands are Missing in Maple Ridge?

- The survey captured approximately 560 unique brands across various categories. The top five brands that the respondents desire the most are Costco (52 votes, 9%), Cactus Club (45 votes, 8%), Old Navy (37 votes, 7%), Earls (21 votes, 4%) and H&M (23 votes, 4%).
- Similar to the Pop-Up events, the survey reveal a strong demand for Clothing stores and Health & Beauty, as reflected in the top five brands. Other Clothing brands that were mentioned include GAP (13 votes), Lululemon (13 votes), Sephora (12 votes), Aritzia (7 votes).
- General Merchandise and large, specialty department stores or homeware stores were also mentioned by several respondents in addition to Costco. These included Home Depot (16 votes), Best Buy (14 votes), Winners (12 votes), Indigo (12 votes), HomeSense (10 votes) and The Bay (9 votes).
- As well as the major Food & Beverage brands as illustrated below, a large proportion of responses were for independent or specialty restaurants including various ethnicities.
- Less people mentioned Convenience Retail brands compared to other categories, reflecting previous findings that many people already shop within Maple Ridge for essentials.



# Community Consultation

## General Comments

The online survey also asked respondents if they had other comments about the retail environment in Maple Ridge. Key findings from these comments include:

- Significant need for all categories of retail across a variety of brands – “we need it all”
- Strong desire to redevelop and revitalize downtown, starting with Haney Place Mall to create a hub and destination for Maple Ridge.
- Provide variety of shops that provides for and balances mainstream shopping and major brands, as well as independent and local stores.
- Importance of retail and commercial uses to serve growing residential areas of Albion.
- Concern around the safety, cleanliness and quality of current downtown and retail environment.
- Desire to see high quality stores in Maple Ridge in terms of product availability, experience and built form.
- Support for pedestrianizing 224 Street and creating walkable retail areas.
- Desire for daily convenience retail in residential neighbourhoods.
- Support a vibrant atmosphere in Maple Ridge downtown with walkable, character village retail that supports small, specialty retail and creates a destination – similar to Fort Langley.

***“Smaller shopping places that feel like a little village....like Fort Langley!”***

***“I’d like a vibrant, walkable downtown core with small businesses”***

***“When we moved here, I didn’t realize how often I would have to travel outside the city to get what was needed. I wish I could shop in Maple Ridge more often and leave my money in the city where I live.”***

***“We need less local niche businesses and more larger brand retail, so we don’t need to travel out of Maple Ridge to access these goods and services that seem more common in neighbouring communities”***

***“I can’t say enough about what Maple Ridge needs. I think the key is that we need it all...”***

***“While big box brands are nice to have, I think we need to balance them with fixing some other issues - which in turn would bring the ability to have box stores or allow mom-pop shops to expand in size.***

# Community Consultation

## Key Takeaways



**Residents shopping outside of Maple Ridge** – Many people mentioned that they visit neighbouring Cities such as Port Coquitlam and Langley for their shopping needs, particularly due to the cross-shopping opportunities and lack of shops available in Maple Ridge.



**Variety of Retail Options** – The main reason people are leaving Maple Ridge for shopping is for the variety of brands available. Whilst Costco was the most popular brand mentioned, there was support for simply more stores of all types, particularly clothing.



**Demand for Big-Name Retailers** – Respondents showed a strong interest in major retails like Costco, Best Buy, Home Depot among others for general merchandise shopping.



**Revitalization of downtown** – There was significant concern about the quality of the retail environment in downtown Maple Ridge and support for redeveloping key sites around 224 Street to create a destination retail environment.



**Focus on Walkable Retail Development** – The community emphasized their preference for accessibility and walkability, with strong preferences towards Village & Main Street Retail forms that create an atmosphere.



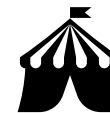
**Accessibility Concerns** – There is concern about parking availability for new forms of retail and traffic congestion on major streets such as Lougheed Corridor and Dewdney Trunk Road. New retail developments along Lougheed Corridor and Dewdney Trunk should support pedestrianized nodes as well as separated commuter and transit corridors.



**Support East Maple Ridge** – Many respondents mentioned the need for supportive, convenience retail in the outer suburbs of Maple Ridge, particularly Albion.



**Strong F&B Environment in downtown Maple Ridge** – The dining scene in downtown Maple Ridge is positively perceived, but there is room for improvement in terms of cuisine diversity and unique food and beverage establishments, pubs for nightlife and casual dining restaurants. Cactus Club Café, Earls and Milestones were among the top sought-after restaurants.



**Family Entertainment Facilities** – There is strong interest in family entertainment options such as upgraded cinemas, arcade rooms, climbing gyms, ball pits and indoor activity playgrounds such as Jungle Jac's.



# 04

## Innovative Retail Strategy Best Practices

# Innovative Retail Strategy Best Practices

The objective of this section is to conduct a comparative analysis of cities in the Pacific Northwest, of a comparable scale to Maple Ridge, that have implemented strategies to enhance the retail and commercial landscape. Through executing retail strategies, these cities have reduced their spending leakage by attracting a diverse range of retailers into their downtown retail and service core. The four cities include:

- City of Chilliwack
- District of Squamish
- City of Abbotsford
- City of Bellingham



These cities were selected based on population, size, income levels and similarities to Maple Ridge in terms of the dynamics of their retail economies. For clarity, a demographic snapshot of the four cities in comparison to Maple Ridge are shown in Table 4.1.

Key takeaways from the Cities and recommendations for Maple Ridge are outlined at the end of this section.

**Table 4.1 - Population, Size and Income Levels of Maple Ridge, City of Chilliwack, District of Squamish, City of Abbotsford and City of Bellingham**

	Population (2023)	Total Private Dwellings (2021)	Median Individual Income (2020)	Median Household Income (2020)	Size (Acres)
City of Maple Ridge	98,700	34,254	\$44,800 CAD	\$105,000 CAD	65,680
City of Chilliwack	100,900	37,124	\$40,400 CAD	\$76,000 CAD	64,580
District of Squamish	23,300	9,900	\$51,200 CAD	\$96,000 CAD	30,028
City of Abbotsford	153,200	55,600	\$38,000 CAD	\$90,000 CAD	92,812
City of Bellingham	96,900	39,500	N/A	\$59,163 USD (2021)	19,521

# Innovative Retail Strategy Best Practices

## City of Chilliwack

The City of Chilliwack is one of the key urban centres in the Fraser Valley. Spanning across 65,000 acres and with a population size of approximately 100,000 as shown in Figure 4.1, the City draws many comparisons to Maple Ridge. Over the last 10 to 15 years, **the City's retail environment has transitioned from being dominated by major retailers along Highway 1 alongside an increasingly underutilized downtown, into cohesively planned, complementary hierarchy of retail.**

Chilliwack's retail environment was historically similar to Maple Ridge. There was a major mall just outside city boundaries that Chilliwack was losing sales to, much like Meadowtown in Pitt Meadows. Whilst Chilliwack was experiencing a lot of growth, it was **struggling to capture retail spending** from these new residents and experiencing extensive outflow of spending. The **retail land-uses in the downtown were aging, modest, and there appeared to be limited opportunity to compete with surrounding, established retail areas** and capture a significant share of retail spending. In addition, these surrounding retail areas were heavily car-dominated, highway commercial developments.

As a strategy, the City focussed on positioning key retail areas as a 'lifestyle choice' for residents, complementary to these surrounding super centres with improved 'placemaking' and celebrating distinct character features. Most recently this has included the Five Corners site in downtown but also began with the development of Garrison Crossing by Canada Lands in 2010, on the old Canadian Forces Base in South Chilliwack.

Figure 4.1 – Garrison Village Shopping Centre



Garrison Crossing developed through a combination of public and private funding (at Provincial and Federal level) and focused on enhancing the community's image through neighbourhood 'village' oriented retail to support the surrounding residential development. The development was successful as the developer was able to offer large development sites that could accommodate a variety of uses and modern retailers, whilst maintaining the quality and character of the development.



# Innovative Retail Strategy Best Practices

The Five Corners site is seen as a successful example of the City's targeted positioning. Key strategies included:

- **Recognizing the hierarchy of retail** in the City and importance of the downtown not directly competing with nearby major retailers along Highway 1 but providing an alternative retail experience to capture resident and visitor spending;
- **Developing a strong vision for the future of the overall downtown area** through the 2010 Chilliwack Downtown Land Use and Development Plan, 2011 Downtown Core Task Force and 2040 Official Community Plan;
- **City investment in public facilities** such as the Cultural Centre, Landing Leisure Centre and Prospera Centre to establish the area as a hub for activity as well as streetscaping, upgrading of infrastructure utilities and park development;
- Establishing a **Downtown Revitalization Tax Exemption** for significant improvements;
- City of Chilliwack and Chilliwack Economic Partners Corporation (CEPCO) assembled the Five Corners properties to create a 4-acre, developable site, which they then led in creating a comprehensive **vision for the site** for a mixed-use, pedestrian friendly, European-style district and associated rezoning process;
- Establishing an **RFP bidding process** for development, building momentum and attracting quality developers; and
- **Partnering with the winning developer (Algra Bros Development Ltd)** to fund public aspects of the development such as streetscape improvements and infrastructure.

While a long time in the making for the City of Chilliwack, this downtown revitalization has now catalyzed further mixed-use redevelopment in the surrounding area and put Chilliwack back on the map for residents and visitors.

**Figure 4.2 – Downtown Land Use Plan**



**Figure 4.3 – Five Corners Development**



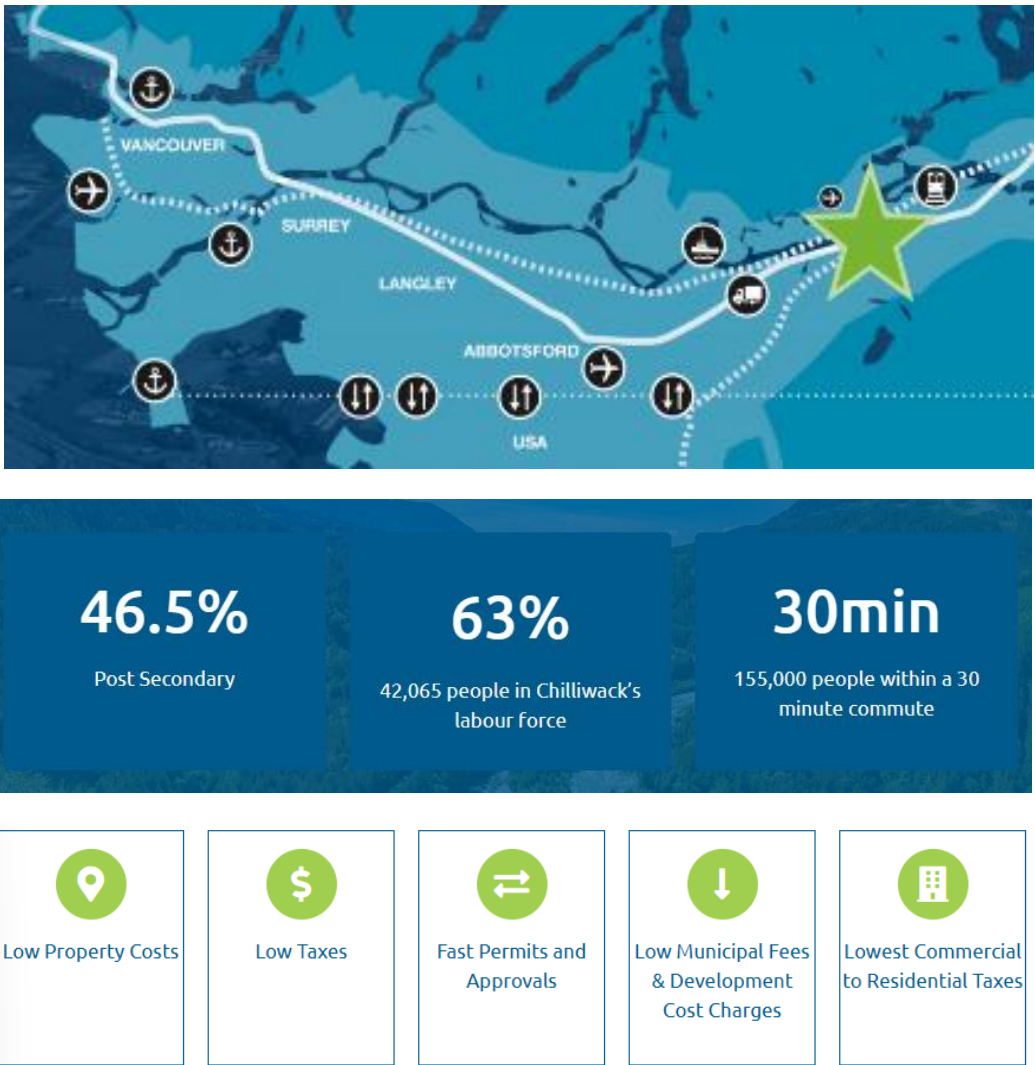
# Innovative Retail Strategy Best Practices

In addition to the planning- and development-focused efforts in Chilliwack downtown and outer retail areas, the City has employed several marketing strategies to attract business, retailers and developers to the City. Strategies that the City has used and could be re-imagined for Maple Ridge include:

- Strong campaign by CEPCO for ‘Business in Chilliwack’ to position the City as a **‘business-friendly community’** including fast-tracking permit approvals, competitive tax rates, site selection and other assistance to potential retailers or developers.
- Collaborating deeply with potential retailers such as Rogers Foods who were looking to relocate to Langley but chose Chilliwack based on the ease of transition, building permits, assistance with City processes and benefits of the community growth and direction.
- **Marketing the City’s strengths** such as skilled workforce within a 30-minute drive, strong educational facilities and integration of these with major employment sectors in the City;
- **Supporting local businesses and partnerships** between them including the local podcast and boutique website, ‘Around Town in Chilliwack’ that profiles interesting places to shop, where to eat and things to do.
- Collaborating with Tourism Chilliwack to **build the brand for visitors as well as businesses/retailers**, creating a year-round, regional destination through events, festivals, tourism circuits and branding videos (‘This is Chilliwack’).

Learning from Chilliwack’s success, there is an opportunity for Maple Ridge to extend its recent rebranding efforts towards re-introducing the City’s strengths and value proposition to regional retailers and developers and integrating this with planning and revitalization efforts.

Figure 4.4 – Business In Chilliwack Marketing Snapshot



Source: Business In Chilliwack  
**MXD**  
DEVELOPMENT STRATEGISTS



# Innovative Retail Strategy Best Practices

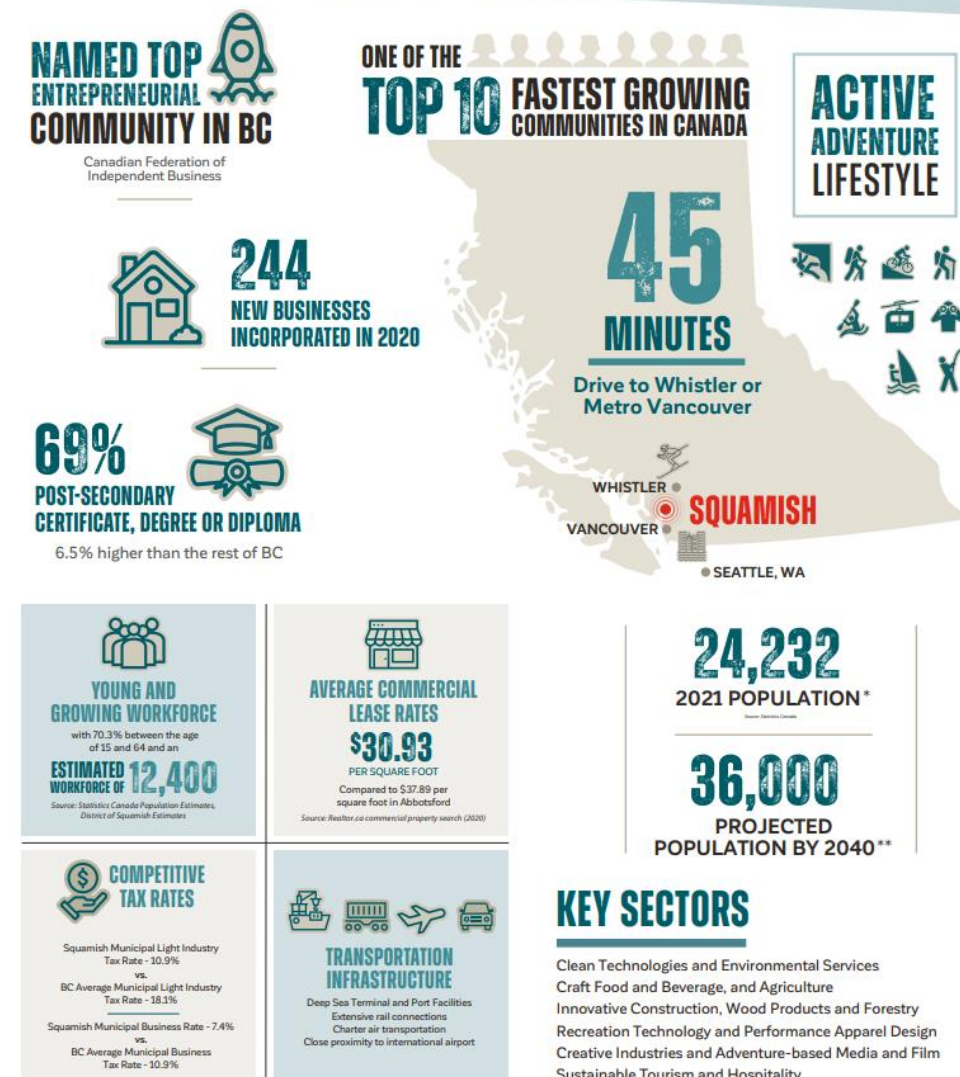
## District of Squamish

For many years, Squamish was primarily a lumber town located on the Sea-to-Sky Highway connecting Vancouver and Whistler, with limited commercial development. In the last decade, the district has been transitioning to a tourism-based economy whilst supporting a rapidly growing residential population.

While the district still struggles with several challenges such as a dispersed urban area and an underdeveloped retail core, Squamish has evolved into a standalone destination, not only for its natural assets but commercial and business anchors as well. Key strategies that have assisted in this include:

- **Branding, Development and Marketing Plan** to create a branding identity for the District that is integrated with all Economic Development, Planning and Tourism activities. This has evolved since inception in 2014 but has successfully 'put Squamish on the map' in terms of growth, entrepreneurial spirit and business attraction as shown in **Figure 4.1** from 'Invest Squamish'.
- Establishment of a '**Critical Mass**' of **destination retail shops, dining and entertainment**. The 2014 target included outdoor sports outfitters, specialty bike shops, full-service day spas, additional specialty restaurants/cafes, bookstores, galleries and local art cooperatives. The district was successful in attracting these retailers, particularly along the Sea-to-Sky highway in the development of several strip malls with major tenants such as BC Liquor, Canadian Tire, Whistler Blackcomb Outlet Store, Valhalla Pure Outfitters as well as independent dining options such as Cloud 9 Coffee, Tacofino and Purebread.
- **Competitive Commercial Tax Rates** to attract businesses to locate here.

Figure 4.5 – Quick Stats Invest Squamish





# Innovative Retail Strategy Best Practices

- **Revitalization Tax Exemption Bylaw** to encourage the development of a mixed-use site on Squamish's 100-acre waterfront area including residential, commercial F&B and other employment uses.
- **Priority Development Application Review Policy** to prioritize the types of development that the District requires based on other higher-order strategies and plans.
- **Squamish Business Ecosystem Development Strategic Roadmap & Action Plan** documents key economic clusters and outlines vision statements, major projects and quick win initiatives to support their development. Of note, Agri-Foods and Recreation Technology are key target, emerging sectors. The actions for these clusters are focused on creating a diverse and integrated economy through supporting small businesses with innovation or R&D spaces and creating cluster directories for local businesses.
- These strategies are focused on **supporting the local, creative business community, celebrating the diversity within Squamish, rather than a purely traditional tourism-based economy**. Given the large number of smaller, home-based retail and production/creative businesses present in Maple Ridge and struggling with expansion due to lack of retail or commercial space for rent, this high-level Strategic Roadmap could be replicated in Maple Ridge to help guide the integration of these businesses with the overall retail and commercial environment of the City.

Overall, while Squamish still struggles with a dispersed retail environment, the District's history and development highlights the importance of integration between Economic Development, Planning and Tourism/Branding Departments in retail strategies, as well as cohesive planning of retail areas to ensure clustering and critical mass of retailers.

**Figure 4.6 – Squamish Business Ecosystem Roadmap**



# Innovative Retail Strategy Best Practices

## City of Abbotsford

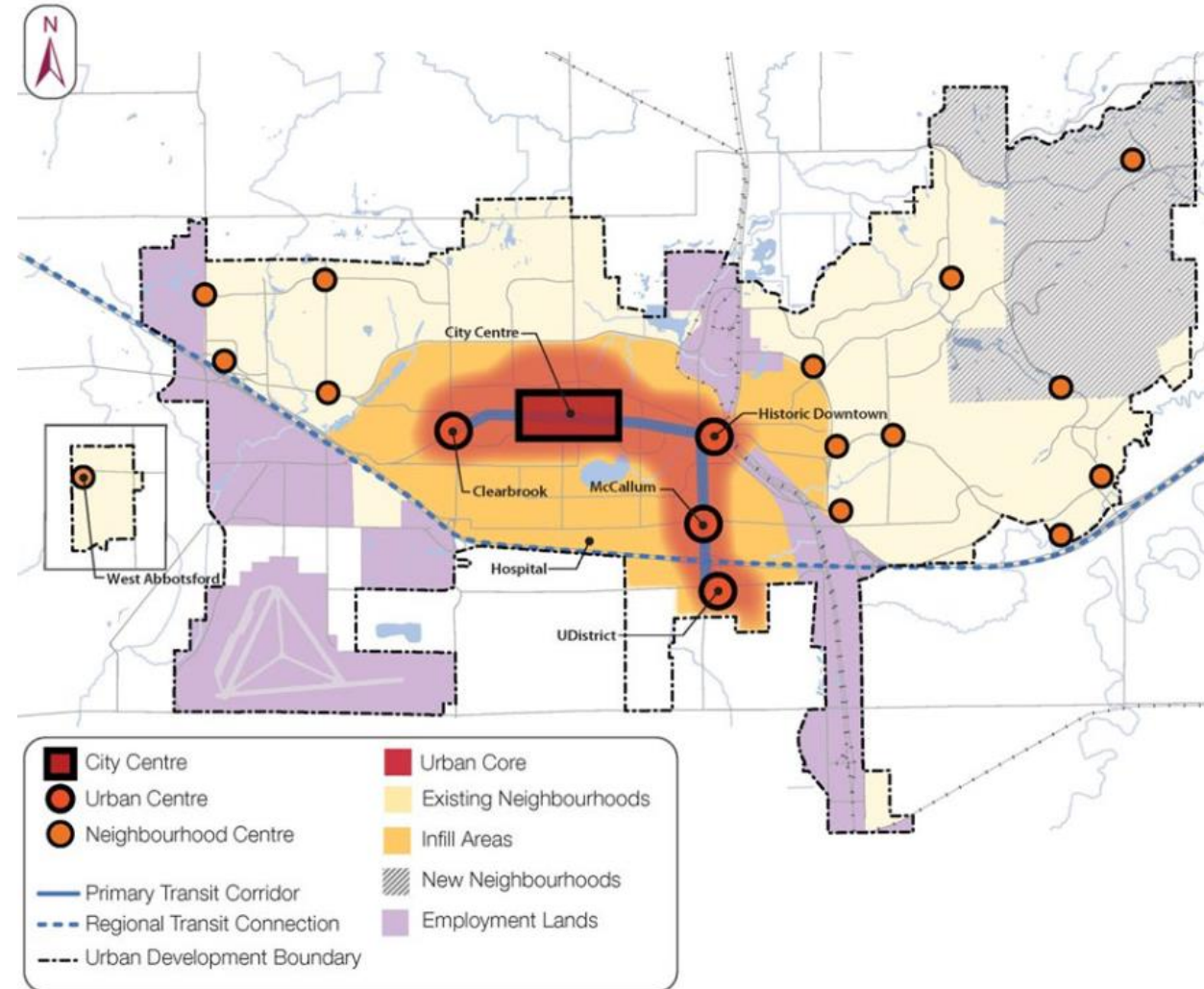
While larger than Maple Ridge in land area and population, the City of Abbotsford is another important example in the Fraser Valley that is applicable to Maple Ridge, given the retail strategy of concentrating development around existing retail nodes.

In the early 2000s, Abbotsford's retail environment was dominated by two key retail nodes – City Centre and the Historic Downtown. The **City Centre**, as the main concentration of commercial activity, was **successful, however was seen as generic and unspecialized**, dominated by three large malls. Via the **Official Community Plan 2016 (OCP)**, the City set envisioned this area as a renewed focal point, with **higher density, more walkable developments** in Abbotsford core and creating South Fraser Way into an urban boulevard. This vision is now being realized, with a steady **stream of new mixed-use developments** with more diversified retail options alongside office and residential.

The **Historic Downtown** was a traditional, neighbourhood scale retail area with strong heritage character and pedestrian-friendly design, however had **little street-life and poorly aging buildings**. The Historic Downtown **was re-invigorated by a combination of local entrepreneurs investing and starting local businesses, as well as successful City policies such as the Historic Downtown Revitalization Tax Exemption and cash-in-lieu of parking policy**.

Beyond the successful City planning and policies that have driven development and business attraction in Abbotsford over the last 5 to 10 years, the City of Abbotsford has also **invested heavily in niche branding and marketing**, in collaboration with Tourism Abbotsford, supporting the retail economy.

Figure 4.7 – Abbotsford Official Community Plan 2016





# Innovative Retail Strategy Best Practices

Key branding and Tourism strategies have helped Abbotsford attract some anchor, destination restaurants across the outer areas of the City that now form a brewery/winery and Agricultural Trail, attracting visitors.

Similarly, to Maple Ridge, prior to implementation of these strategies, the City struggled with capturing visitor spending and relied heavily on generic, convenience-based retail in the downtown core that was vulnerable to competition to nearby centres.

The key strategies have included:

- Developing and marketing the **unique value propositions** of Abbotsford including agricultural experiences, sport tourism, preserving and utilizing assets to enhance the local experience and the Abbotsford Airport.
- **Community special events** were seen as important conduits for bringing in visitors. In 2022, Abbotsford hosted over 160 community special events with major events in the past year including Taste of Abbey Fall Food Fest, Berry Fest, Canada Day events, GeoWoodstock, Agri-fair, Abbotsford Airshow and Nagar Kirtan.
- **Local educational events** such as the Abbotsford GeoTour invites visitors into the area to explore an activity that cannot be offered in other areas of the Lower Mainland. The Abbotsford GeoTour was launched as an activity offering participants an opportunity to touch and taste agriculture while exploring a selection of parks, businesses and historical centres.
- Marketing key economic sectors of the community such as Film Production and identifying desirable filming locations.

Figure 4.8 – Tourism Abbotsford Marketing Snapshot





# Innovative Retail Strategy Best Practices

## City of Bellingham

Downtown Bellingham is nestled beside Bellingham Bay, benefiting from waterfront adjacency and multi-use trails. The downtown is enriched by the Arts District, farmers' markets, public art, specialty shopping, fine dining, breweries, distilleries, artisan coffee shops, hotels and cultural entertainment. While Bellingham has several well-established retail shops that anchor the downtown, they have struggled in the past with a cohesive and integrated downtown core, similarly to Maple Ridge, with many underutilized properties. Key strategies that the City has used include:

- Creation of the Downtown Bellingham Partnership (DBP), a mission-driven organization committed to advancing the vitality and prosperity of downtown Bellingham. DBP spearheads and facilitates the enhancement of downtown Bellingham by **offering incentives to attract investments**.
- One of the **key incentives is the Storefront Improvement Grant**. The objective is to elevate and transform storefronts in the downtown district, through modernizing building facades and offering design assistance and remodeling incentives to small businesses.
- Created **Public-Private-Partnerships** with two local developers to redevelop Dock Street Flats – in the old JC Penney building, a major anchor building in the downtown Core - into a high-quality mixed-use residential and retail space to catalyze future development and improve quality.
- Supported renovation and redevelopment of The Granary, a major adaptive re-use project at the gateway to the waterfront that is now home to premium retail space.
- Provision of **flexible/portable structures as incubation spaces** for small businesses that could graduate to more permanent storefronts in downtown if successful.

Figure 4.9 – Downtown Bellingham





# Innovative Retail Strategy Best Practices

- Provided **support for existing operators** and tenants to enhance their operations and storefronts.
- Required Retail-Friendly Design through a set of **design criteria** including visibility of retail spaces, sizes/building footprints, signage, storefront design and colours.
- Collaborated with landscape and urban designers to ensure strong **connections between downtown and the waterfront area**.
- Required **active uses on key downtown blocks** to foster success for key retail stores and generate a 'critical mass' of retail activity in focussed areas.
- **City Block Program** that encourages businesses within the downtown district to collaborate with each other, participate in learning workshops and advocate for various changes in the downtown to support local businesses.
- **Collaboration** between 'Visit Bellingham' (Tourism Association) and Downtown Bellingham (Downtown Business Improvement Association) to create marketing strategies that showcase the variety of different offerings in downtown, increase visitation and improve regional awareness about the opportunities for retailers in Bellingham:

**Rediscover** 50+  
Locally Owned Shops

**Rediscover** Café  
Culture

**Rediscover** Locally  
Crafted Brews

Overall, the Retail Strategy in Bellingham focuses on supporting the existing, well-established local businesses, whilst also providing for expansion and redevelopment via partnerships with local developers on key redevelopment sites (Dock Street Flats, The Granary) to modernise the retail environment and ensure that it continues to thrive and attract new businesses and tenants. Several of these strategies could be replicated in Maple Ridge downtown.

**Figure 4.10 – The Granary Building**

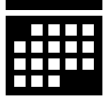


**Figure 4.11 – Dock Street Flats**



# Innovative Retail Strategy Best Practices

## Key Takeaways from Best Practices & Recommendations for Maple Ridge



### Long-Term Strategy and Vision for Retail Areas

- Progressive development and planning rather than catch-all solutions are required to support successful retail environment.
- A comprehensive vision should be developed for retail areas and implemented through the OCP and Area Plans.



### Regional Promotion of City's Value Proposition

- To attract new retailers and developers, it will be important for Maple Ridge to re-introduce itself to the regional market via marketing campaigns, building on the City's recent rebrand.
- This should focus on Maple Ridge's unique value proposition and market opportunity that is discussed in the Section 5.0.



### Financial Incentives

- Financial enablement such as offering grants, funding, competitive commercial tax rates or tax exemptions supports retailers and developers to choose a particular City.
- Where appropriate, the City should consider implementing some of these incentives to target specific retailers who align with the overall retail strategy and create a competitive advantage to neighbouring municipalities.



### Collaborations & Partnerships

- Collaboration with Tourism Associations, Downtown Business Improvement Associations and other alliances are crucial for success of retail strategies to support the retail economy and often catalyze development or attract major tenants.
- The City should collaborate with the existing downtown Business Improvement Association as a key actor in business attraction and retention efforts.



### Redevelopment of Key Sites

- The City should identify key redevelopment sites that will help to catalyze further investment across the City and prioritize their redevelopment via partnerships with property owners and developers.
- RFP-bidding processes or design competitions are a useful way to build momentum amongst the development community and assist with regional marketing strategies to re-introduce Maple Ridge to the market.

# 05

## Retail Gap Analysis

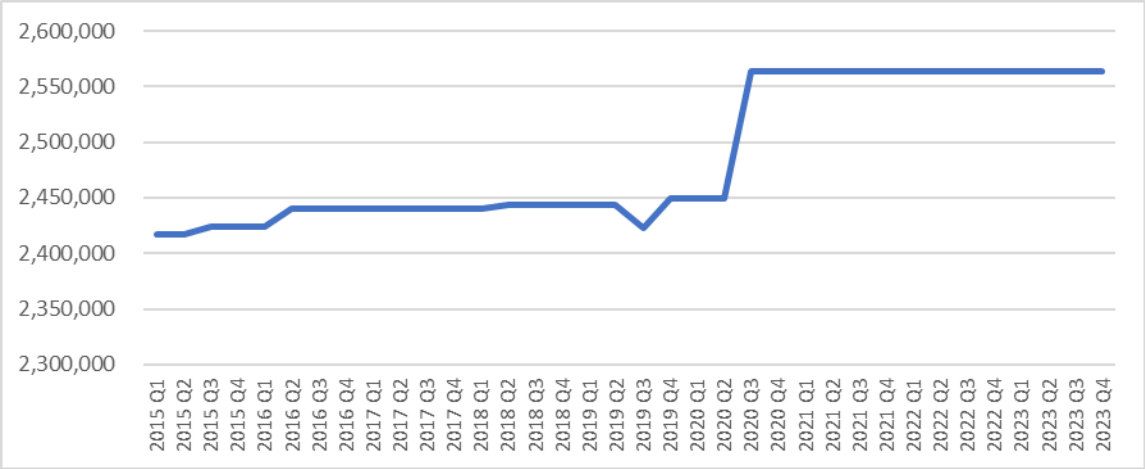
# Retail Gap Analysis

## Maple Ridge Retail Market Overview

The Maple Ridge retail market currently contains approximately 2.56M SF of retail space as recorded by CoStar’s national database (**Table 5.1**). As illustrated in **Figure 5.1**, construction has been minimal in recent years, with inventory having grown by just 146,000 SF since 2015 (the furthest year back in CoStar's database of Maple Ridge). This growth is low considering the population increased by over 15,000 in the same timeframe. Although absorption rates have been tepid in recent times, it appears to be more attributed to a shortage in quality inventory rather than weak demand.

Retail space is primarily clustered in downtown Maple Ridge and along Lougheed Highway on the western edge of the city (**Figure 5.2**). The rest of the community outside this inner core area contains very little retail space.

**Figure 5.1: Maple Ridge Retail Inventory SF (CoStar Database)**



Source: CoStar

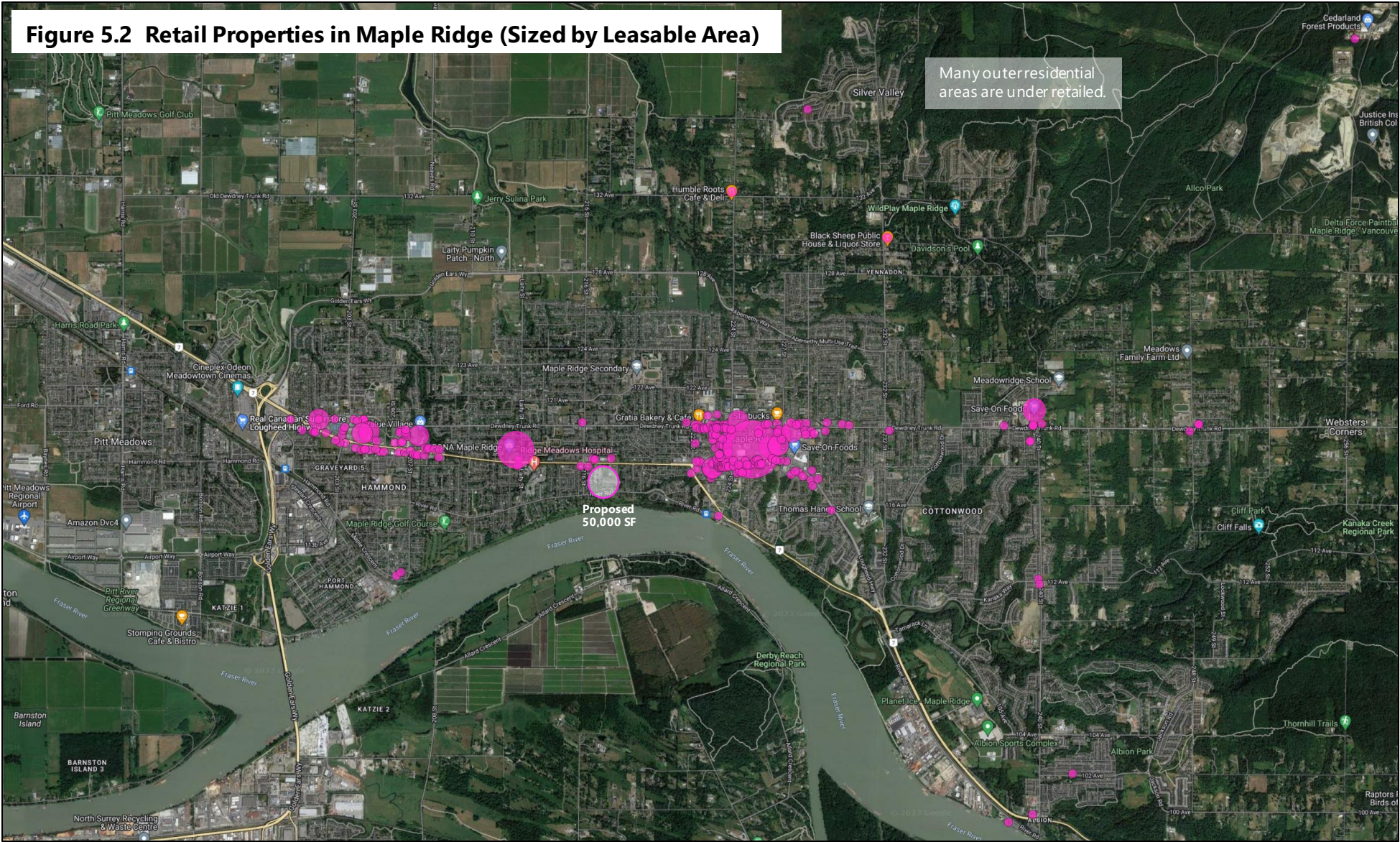
**Table 5.1: Maple Ridge Retail Market Summary**

RETAIL MARKET SNAPSHOT		Q4-2023
INVENTORY (CoStar Database)		2,563,118 SF
VACANCY RATE		
	2023	1.9%
	2022	2.4%
	2021	3.9%
NET ABSORPTION		
	2023	7,491 SF
	2022	41,619 SF
	2021	-2,578 SF
	2015-2023 Average Annual	37,784 SF
LEASE RATES		
	Class A	\$20 - \$25/SF/Year
	Class B	\$14 - \$20/SF/Year

Source: CoStar, Colliers, Marcus & Millchap



# Retail Gap Analysis



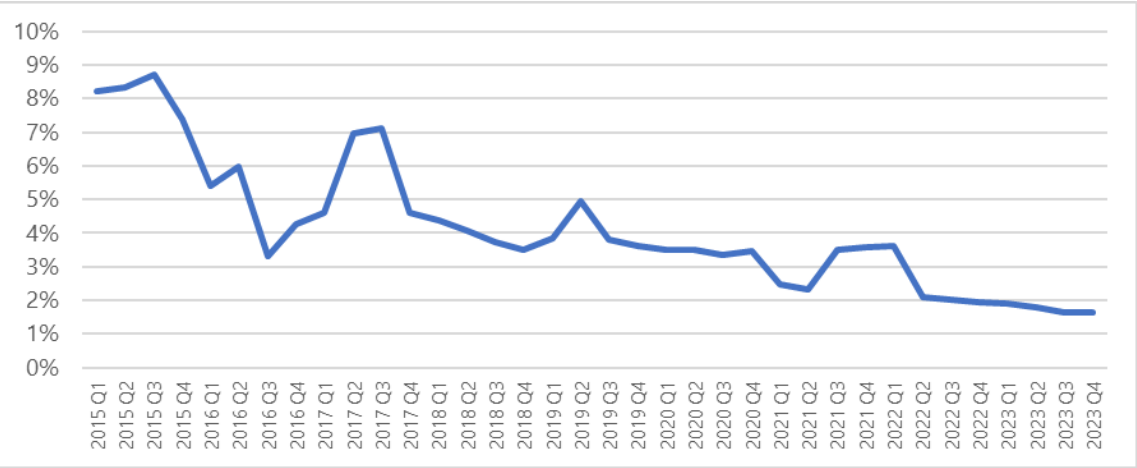


# Retail Gap Analysis

Due to the consistent rise in population and limited introduction of new space, retail vacancy documented by CoStar has been steadily decreasing, and is now under 2% (**Figure 5.3**). Moreover, the market instantly absorbs any new space introduced (**Figure 5.4**). **These trends indicate a significant latent demand for additional retail space within the community.**

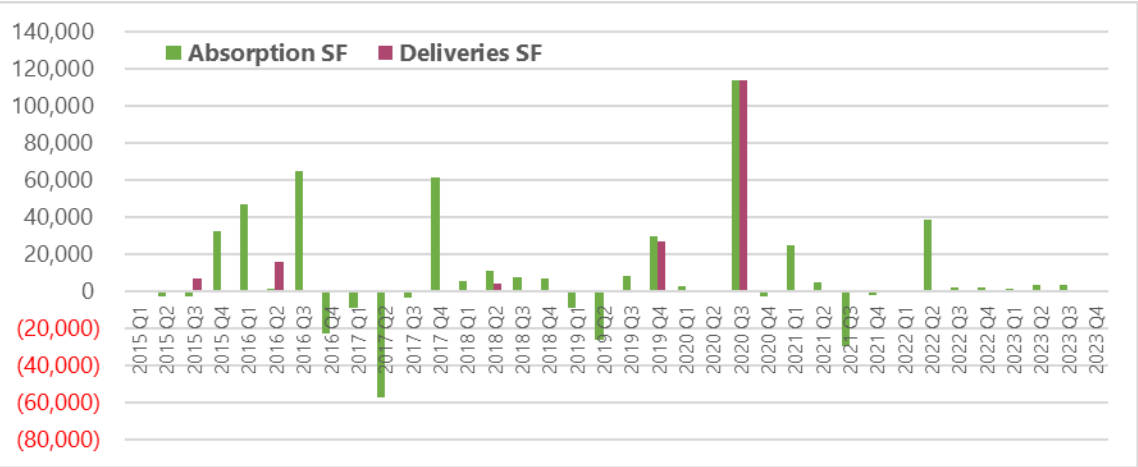
Despite historically low vacancy rates, rental rates have remained stable, averaging between \$15 and \$20/SF over the last five years (**Figure 5.5**). **Such moderate rates in a low vacancy market suggests a considerable stock of outdated retail space, and the absence of modern space that could command higher rents and subsequently increase the city's average rental rate.** Newly-delivered retail spaces in such tight markets tend to command outsized rental rates compared to the market average.

Figure 5.3: Maple Ridge Vacant Retail Space (CoStar Database)



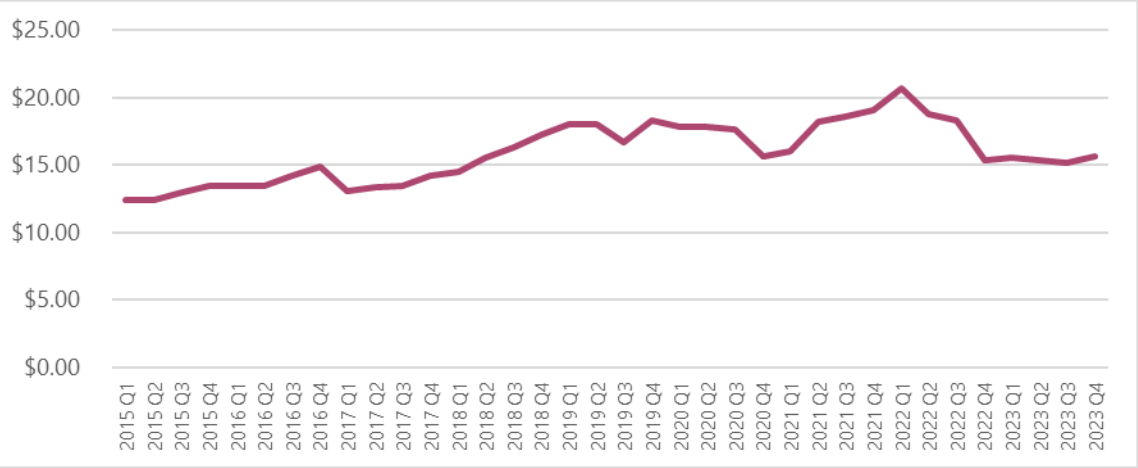
Source: CoStar, Colliers, Marcus & Millchap

Figure 5.4: Maple Ridge Absorption & Deliveries



Source: CoStar

Figure 5.5: Maple Ridge Average NNN Lease Rate (All Inventory)



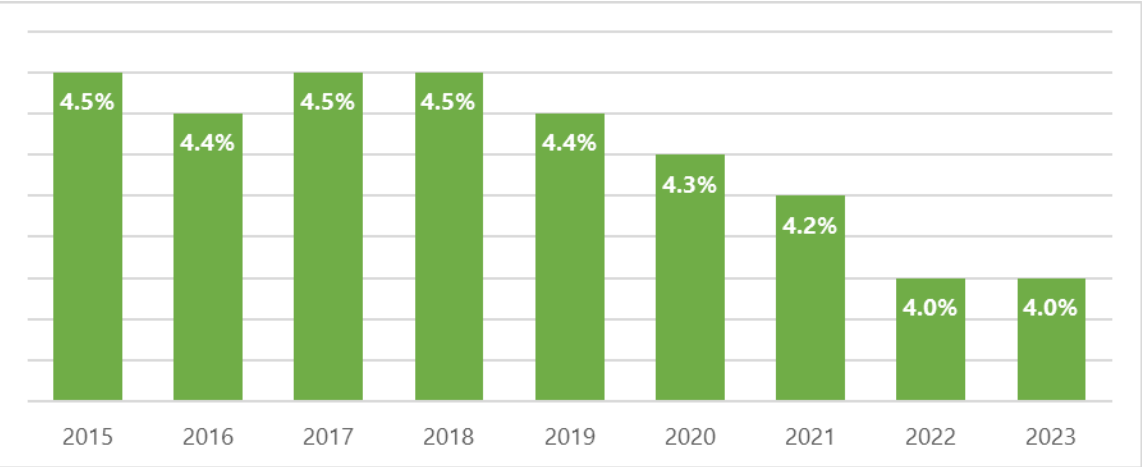
Source: CoStar

# Retail Gap Analysis

Capitalization rates are used to value commercial real estate. A lower cap rate corresponds to a higher property valuation. **Over the last eight years, cap rates in Maple Ridge have decreased to a notably low 4.0% (see Figure 5.6), suggesting a robust investor confidence in the local market.**

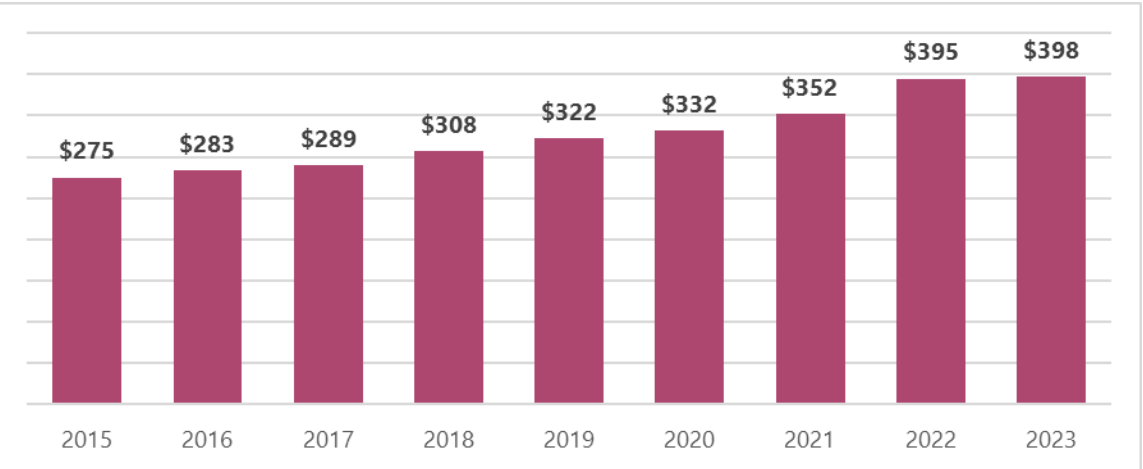
**Due to declining cap rates, the market value of Maple Ridge's entire retail stock is nearing \$400/SF (Figure 5.7)** despite the modest average rental rate. In the past, such pricing would have spurred significant retail construction. However, the current rise in construction costs (Figure 5.8), the Lower Mainland's high land costs, increased interest rates and the long-term challenges posed by online retail have dampened the enthusiasm for new retail construction among local developers. In this, Maple Ridge is not unique as these are challenges facing most major North American retail markets.

Figure 5.6: Maple Ridge Retail Cap Rates



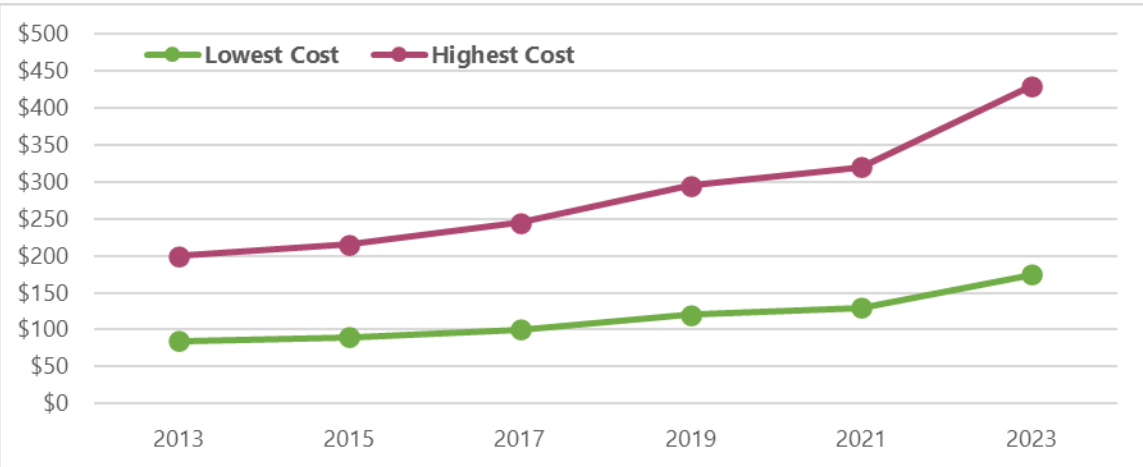
Source: CoStar

Figure 5.7: Maple Ridge Market Pricing (All Inventory)



Source: CoStar

Figure 5.8: Greater Vancouver Retail Hard Construction Costs per SF



Source: Altus

# Retail Gap Analysis

## Retail Gap Analysis

The Retail Market Overview identified that Maple Ridge has not experienced a major expansion of inventory in recent years despite continued population growth and low vacancy rates. As a result of the limited development of retail in the City residents are anticipated to be spending much of their shopping, dining and entertainment dollars in other communities, showcasing a market opportunity to capture these spending dollars in the City.

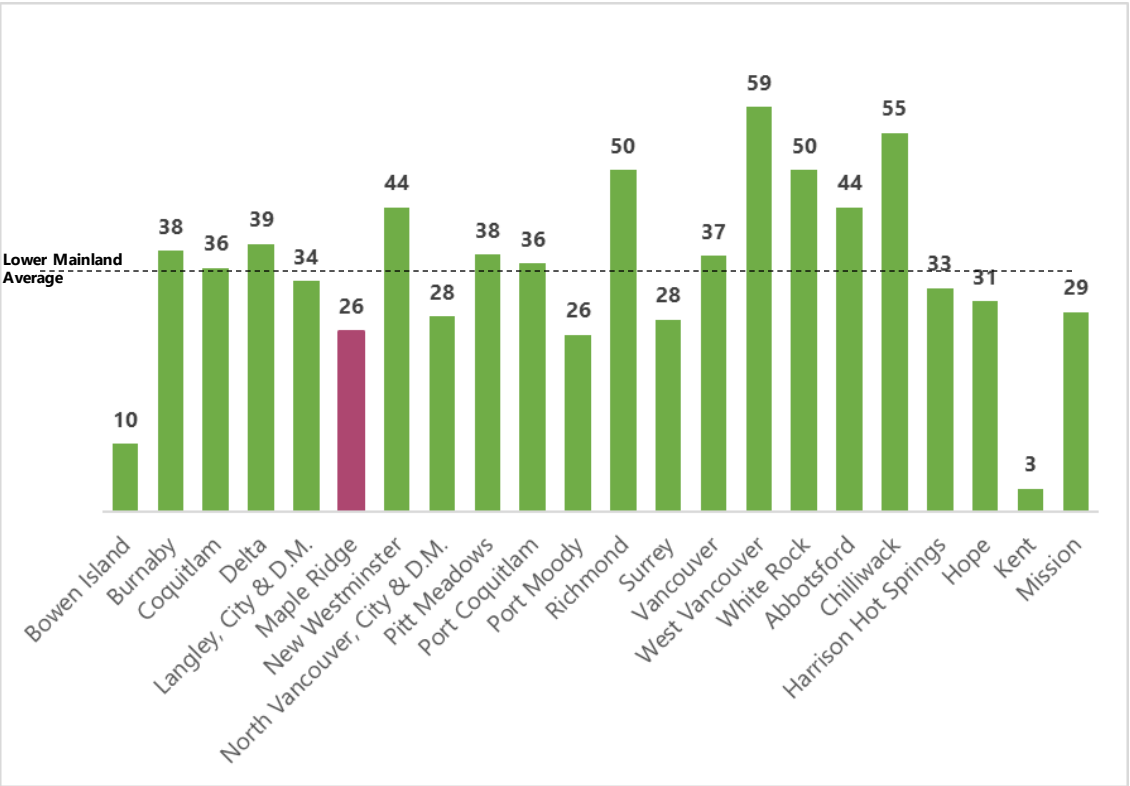
A **Retail Gap Analysis** was undertaken to estimate the total amount of retail sales that are “leaking” from Maple Ridge. Additional analysis is subsequently taken on a merchandise category-by-category basis to better identify the dynamics in play and to suggest more precise solutions to stem sales outflow from the community.

As an initial step, data on population and retail inventory was collected for each municipality in the Lower Mainland. Sources include BC Stats and CoStar. Retail space per capita was then calculated for each community by dividing the current total retail space by the current population.

As illustrated in **Figure 5.9**, the Lower Mainland's average is 35.8 SF of retail space per capita. **Maple Ridge stands out with only 26.3 SF per capita (73% of the Lower Mainland average). This is notable, considering its household income is 4.6% above the Lower Mainland average.**

Neighbouring communities report higher retail space per capita including Langley City and District Municipality (34 SF), Pitt Meadows (37.5 SF), Coquitlam (35.5 SF), Port Coquitlam (36.2 SF), and Abbotsford (44.4 SF).

Figure 5.9 Retail SF per Resident



Source: BC Stats, CoStar

From this analysis, **Maple Ridge is clearly leaking retail sales to nearby communities. Considering its income levels, the City should support 37.5 SF of retail per resident, which would translate to a total of 3.7M SF of retail space. However, Maple Ridge has just 2.6M SF of retail inventory, a shortfall of 1.1M SF of space.**

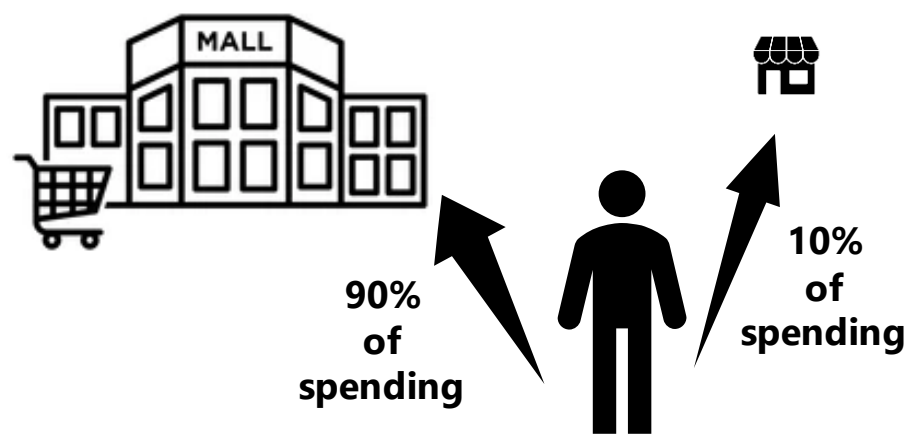


# Retail Gap Analysis

Having identified the extent of the leakage from Maple Ridge, the next step of this analysis involved identifying where are these shopping dollars leaking to. A **Retail Gravity Model (“RGM”)** is an analytical tool used to model the flow of customers to retail nodes in a particular geographic market.

The RGM draws its predictions from a commonly observed shopping travel pattern: a customer's frequency of visits to a particular retail node is influenced by the travel time from their home and the node's total square footage. Essentially, people tend to shop at retail nodes that are closer to home than ones that are further away, and people tend to shop at larger retail nodes rather than smaller ones (**Figure 5.10**). This pattern has been confirmed through customer surveys, credit card transactions and loyalty memberships. **The resulting predictability of aggregate shopping travel patterns can be used to “reverse engineer” a retail market such as the Lower Mainland.**

**Figure 5.10: Key Factors in Deciding Where to Shop**



**Table 5.2** provides the key inputs to the Retail Gravity Model.

**Table 5.2 Retail Space by Lower Mainland Community**

				Retail SF			Mkt
	Population	Growth	Retail	Per	Vacancy	Mkt	Cap
Municipality	2023	Rate	(Million SF)	Capita	Rate	Rent/SF	Rate
Greater Vancouver							
Bowen Island	4,135	1.34%	0.0	9.9	0.0%	\$24.32	4.3%
Burnaby	276,411	1.40%	10.5	38.0	0.5%	\$25.14	4.1%
Coquitlam	166,099	1.72%	5.9	35.5	0.3%	\$21.02	4.1%
Delta	115,120	1.02%	4.5	39.1	1.5%	\$25.61	4.2%
Langley, City & D.M.	178,306	1.80%	6.0	33.7	0.1%	\$20.51	4.0%
Maple Ridge	98,715	1.58%	2.6	26.3	0.1%	\$18.57	4.1%
New Westminster	87,787	1.62%	3.9	44.4	1.6%	\$20.75	4.2%
North Vancouver, City & D.M.	158,180	1.18%	2.0	28.4	1.3%	\$28.51	4.0%
Pitt Meadows	20,798	1.34%	0.8	37.5	2.2%	\$18.45	4.1%
Port Coquitlam	66,318	1.18%	2.4	36.2	0.3%	\$21.07	4.1%
Port Moody	38,795	1.73%	1.0	25.8	0.0%	\$19.88	4.2%
Richmond	226,855	1.30%	11.3	49.8	1.8%	\$26.63	4.1%
Surrey	654,142	1.98%	18.3	28.0	0.7%	\$21.45	4.1%
Vancouver	716,549	1.18%	26.7	37.3	0.9%	\$27.06	4.0%
West Vancouver	45,742	0.84%	2.7	59.0	0.1%	\$28.52	4.0%
White Rock	22,072	1.03%	1.1	49.8	0.4%	\$21.66	4.1%
Fraser Valley							
Abbotsford	173,344	1.56%	7.7	44.4	2.4%	\$17.53	4.4%
Chilliwack	99,589	1.66%	5.5	55.2	0.8%	\$16.14	4.5%
Harrison Hot Springs	1,731	1.25%	0.1	32.6	0.0%	\$17.11	5.7%
Hope	6,761	0.87%	0.2	30.6	4.6%	\$15.78	5.7%
Kent	7,112	1.45%	0.0	3.3	0.0%	\$16.98	5.6%
Mission	44,636	1.41%	1.3	29.1	0.5%	\$17.81	5.4%
Lower Mainland Total	3,267,526		114.5	35.1	0.9%	\$23.29	4.1%

Source: BC Stats, CoStar

# Retail Gap Analysis

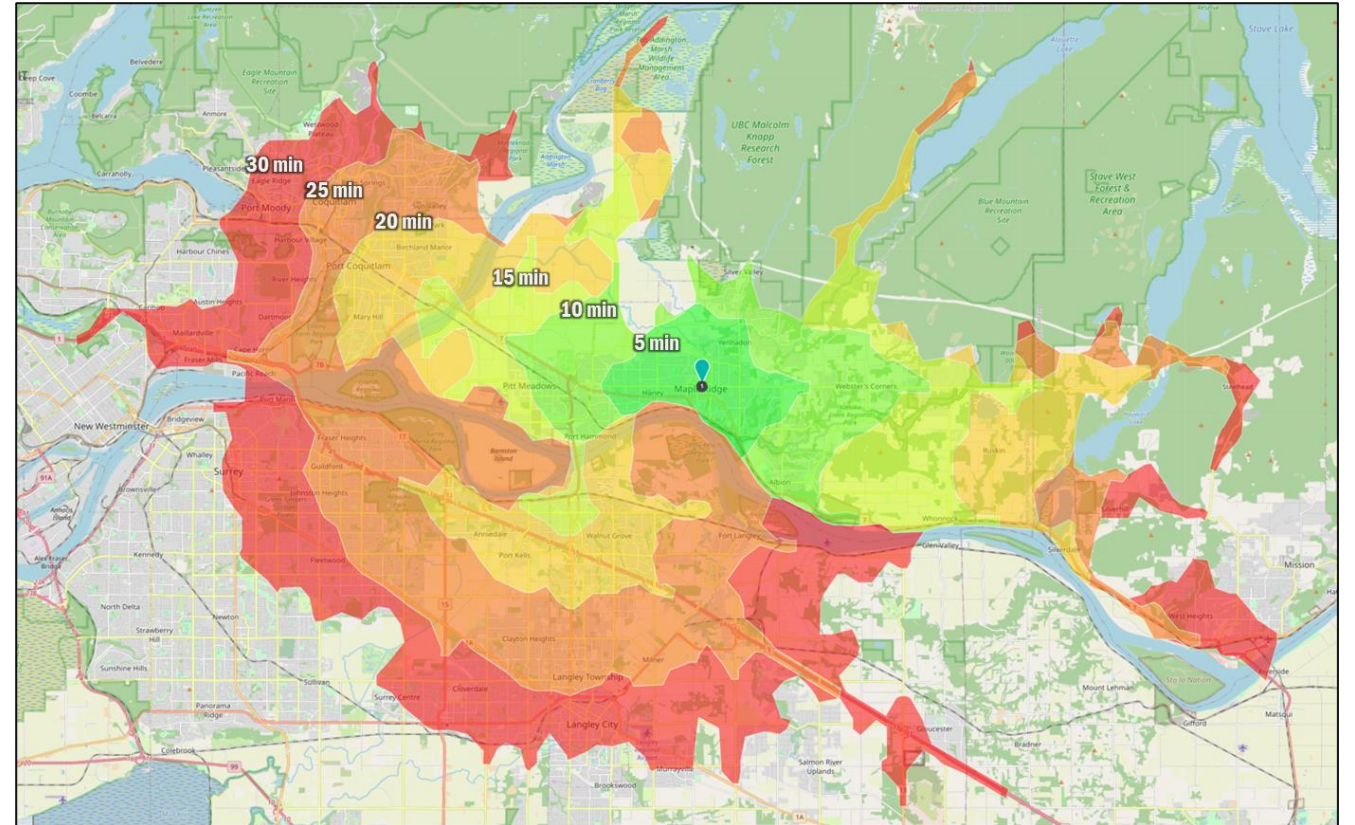
Customers typically display a higher sensitivity to travel time when shopping for everyday items, like those found in supermarkets and drug stores. These merchandise categories are therefore often called **"convenience-oriented retail"**. By contrast, **"destination retail"** includes categories like electronics, clothing, or furniture, where customers are willing to travel further to larger stores to enjoy greater selection. **Based on this pattern much of the retail sales leakage from Maple Ridge is anticipated for destination retail-type categories rather than for convenience-oriented retail.**

**One notable exception to this pattern is the willingness of customers to travel further to shop for convenience-oriented retail at large format discount retailers such as Costco or Real Canadian Superstore. This can also be a significant source of sales leakage for communities that lack these “big box” tenants.**

Travel time is measured as driving time in the MXD Retail Gravity Model. **Figure 5.11 illustrates the drive time zones from downtown Maple Ridge in non-rush hour periods.** Retail trips are not frequently generated from residents living beyond a 20-minute drive time except for the largest and/or most unique destination stores such as IKEA.

Although there are exceptions to these shopper travel patterns, and individual shoppers can exhibit unexpected patterns, communities tend to show consistent shopping travel patterns. The RGM capitalizes on this consistency to predict the flow of shoppers to various retail nodes throughout a given region.

**Figure 5.11: Drive Time Isochrones from Downtown Maple Ridge**





# Retail Gap Analysis

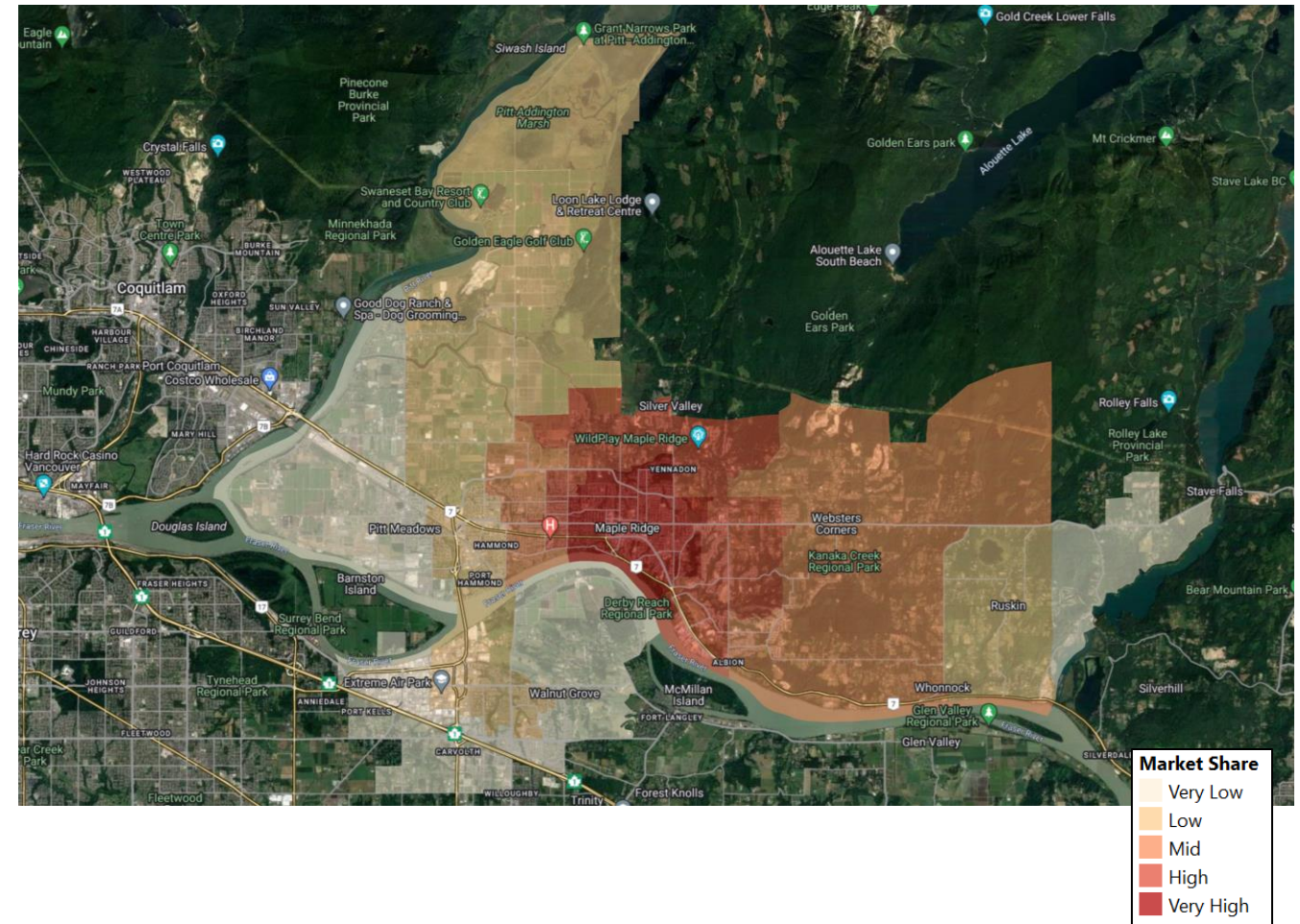
**Figure 5.12** illustrates the RGM's estimated market share for downtown Maple Ridge's retail offering. The estimated market share is calculated as a function of drive time distance and the competitive impact of other retail nodes in the area.

**High market shares are only anticipated to be generated within the City of Maple Ridge**, with some additional patronage (at very low lower market shares) from Pitt Meadows and northernmost Langley and Surrey.

**The impact of large retail nodes from Coquitlam to Abbotsford (Figure 5.13) is evident, acting to constrict the geographic area from which Maple Ridge can generate regular patronage.**

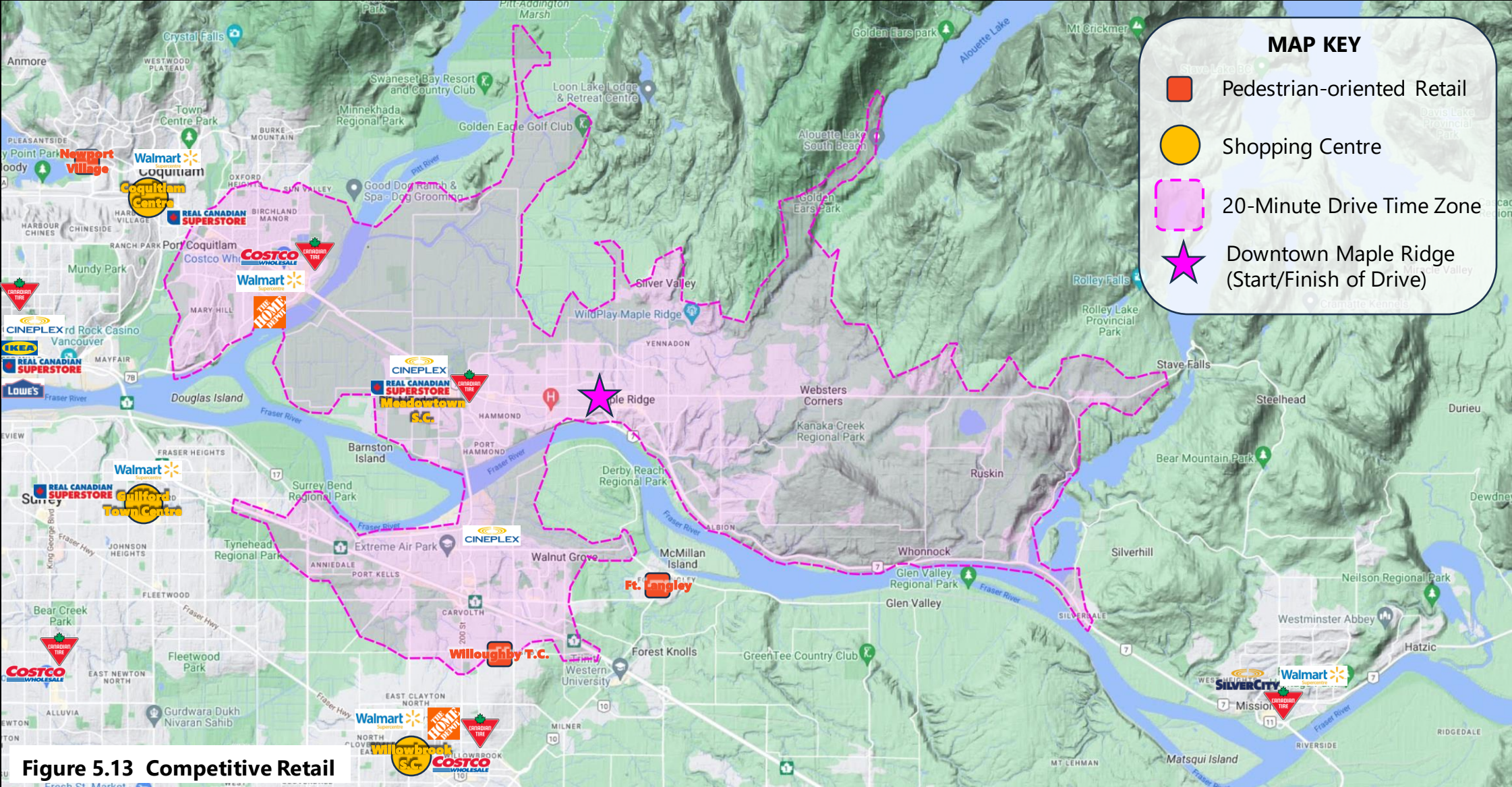
The market share map illustrates that **Maple Ridge is a net exporter of retail spending**, which further confirms the outcome of the sales leakage analysis and the community consultation findings.

**Figure 5.12 Downtown Maple Ridge – RGM Projected Retail Market Share**





# Retail Gap Analysis





# Retail Gap Analysis

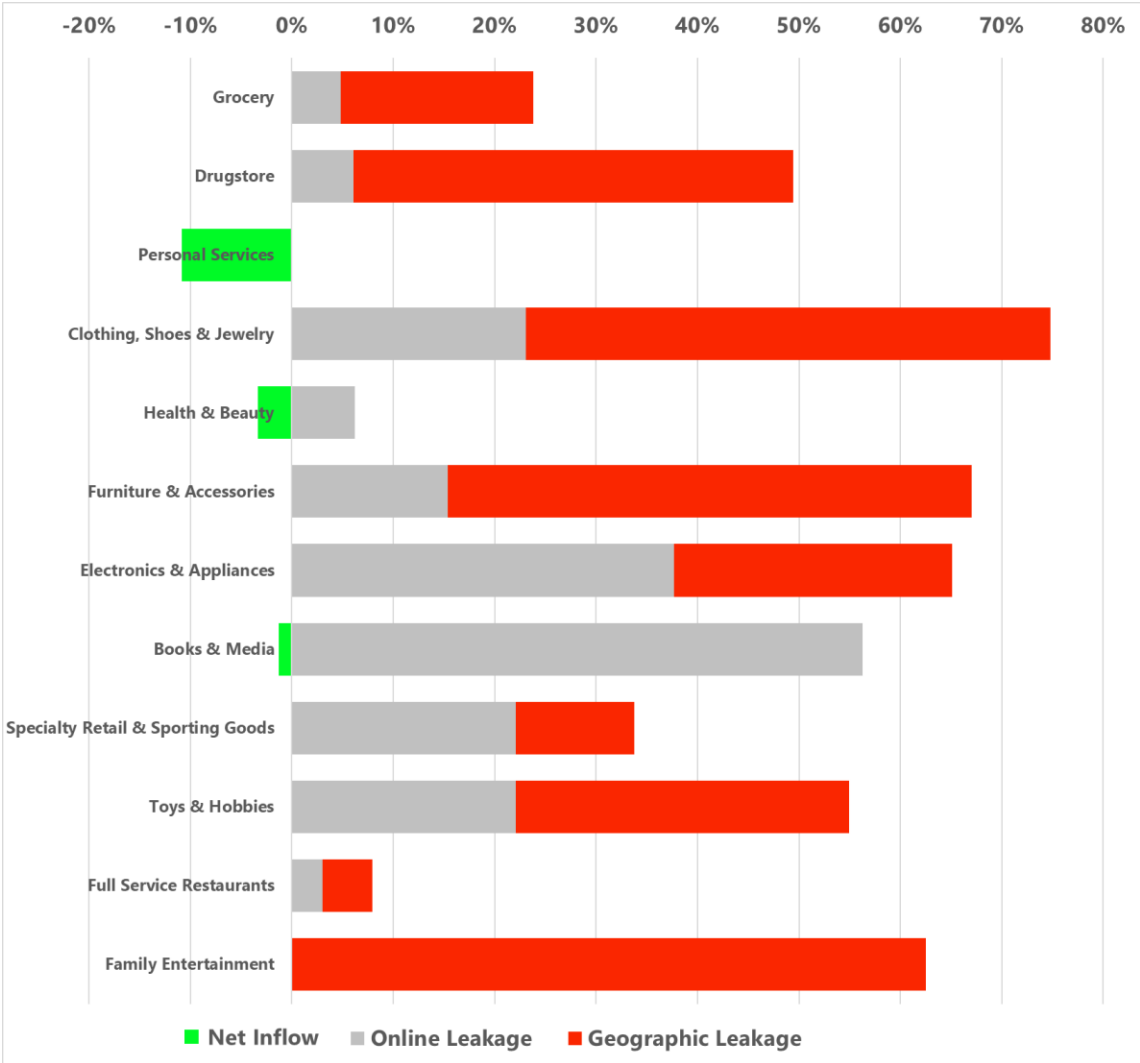
## Retail Sales Leakage by Merchandise Category

Having identified an overall state of retail sales leakage, the next stage of the analysis involved identifying the amount of leakage by major retail category. This was accomplished by comparing total supply and demand of each category:

- **Supply:** The **total amount of floorspace of each retail category** in Maple Ridge. This was collected by summing each retail business in the community using business license information cross-tabulated with property size information from CoStar and additional research by MXD.
- **Demand:** Total spending on each retail category by Maple Ridge residents was sourced by Esri. This total spend was then divided by the average sales productivity (sales per SF) of each retail category in Canada to arrive at a **total supportable retail SF by category** by Maple Ridge residents. For example, if local residents spend \$10 million a year on a particular retail category, and the average sales productivity for that category is \$500/SF then the community can support 20,000 SF of that category.

It is important to note that since the advent of online commerce, retail sales leakage is less and less a geographic phenomena and more of a consumer preference phenomena. As **Figure 5.14** and **Table 5.2** illustrate, much of the retail spending for many categories has in fact shifted to the Internet. A substantial shift to online shopping occurred prior to Covid-19, then accelerated dramatically during the pandemic, and has not receded since.

Figure 5.14 Retail Sales Leakage Estimate by Merchandise Category



Source: Statistics Canada, MXD

# Retail Gap Analysis

**Table 5.3 Maple Ridge Sales Leakage Summary and Preliminary Strategies**

Merchandise Categories	Est. Retail Sales Leakage	Est. Online Market Share	Est. Leakage to Other Cities	Strategy	Notes
Grocery	24%	5%	19%	RETENTION	Opportunity to expand and diversify grocery offering, particularly in outer neighbourhoods.
Drug Store	49%	6%	43%	RETENTION	Potential for other stores in outer neighbourhoods.
Personal Services	-11%	Low	-11%	RETENTION	Potential net inflow to Maple Ridge which already has many of this type of retailer.
Clothing, Shoes, Jewelry	75%	23%	52%	BOTH	Strong shift to ecommerce, especially mid-market brands. Potential smaller <b>upmarket outdoor boutique fashion block</b> and newer development typologies such as <b>flex space retail</b> .
Health & Beauty	3%	6%	-3%	INFLOW	Plentiful Health & Beauty businesses already. High quality day spa (e.g. <b>Scandinave</b> ) has potential which should be explore further.
Furniture & Accessories	67%	15%	52%	INFLOW	A <b>Home Fashion District</b> in a quasi-industrial flex area to serve fast-growing community of homeowners and to attract regional inflow.
Electronics	65%	38%	27%	RETENTION	Challenging category due to ecommerce market share.
Books & Media	55%	56%	-1%	RETENTION	Potential small net inflow from surrounding communities. Café/bookstore potential.
Specialty Retail, Sporting Goods	34%	22%	12%	INFLOW	Consider potential <b>Outdoor Recreation-anchored lifestyle shopping</b>
Toys & Hobbies	55%	22%	33%	RETENTION	Challenging category due to ecommerce market share.
Full-Service Restaurants	8%	3%	5%	BOTH	Maple Ridge has diverse set of restaurants, but demand for more from community, particularly for more casual dining experiences.
Family Entertainment	63%	Low	63%	RETENTION	Opportunity for <b>smaller cinema and other family entertainment</b> in Maple Ridge.

# Retail Gap Analysis

## Combating Online Leakage

Retail sales leakage in Maple Ridge is most notable for those retail categories which have seen a shift to online commerce in recent years, most notably Books & Media, but increasingly other “Mall-type” retail categories such as Clothing, Toys and Sporting Goods. This trend is not unique to Maple Ridge.

It should be noted that there are few recent studies of Canadian shoppers’ shift to online commerce on a category-by-category basis. MXD maintains a database of estimated online commerce market share of retail sales from a variety of sources, including Statistics Canada; however, the data should be considered as estimates.

In addition, the market share of retail spending garnered by online commerce continues to grow rapidly, and as such the current leakage estimate is simply a “snapshot” which is likely to increase over the forecast horizon.

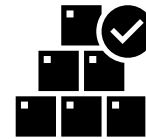
**Key strategies that retailers and retail developers are pursuing to combat Online Leakage include:**



Creating more **immersive** and **entertaining spaces** that draw customers in for experiences that they will not find at home. This includes offering a variety of Food & Beverage options that are experience based such as games room arcade bars, and outdoor lawn games.



**Appealing to younger generations** by creating spaces that are “**Instagrammable**” and so complement their ever-increasingly online lifestyle.



**Omni-channel retailing.** This is a business strategy that aims to provide a seamless and consistent customer experience across all possible channels, including physical and digital touchpoints. It involves the integration of various channels such as **web, mobile, brick-and-mortar stores, and in-app**, to create a unified experience for the customer. The goal is to allow customers to move from one channel to another without any friction, ultimately leading to a convenient and personalized shopping experience. This can include **showrooms**, where customers can try merchandise in immersive and interactive environments prior to buying it online. It can also include **special lockers** and **storefronts** for picking up online orders.



# Retail Gap Analysis

## Geographic Leakage

Netting out the leakage to online commerce from the total estimated sales leakage provides an estimate of **Geographic Leakage** to surrounding communities. This form of leakage and strategies that have been used elsewhere to stem it are detailed as follows.

A number of “**Mall-type**” retail categories are **seeing the greatest sales leakage from Maple Ridge** to other Lower Mainland communities, including Clothing, Shoes & Jewelry (52%), Electronics (27%) and Toys & Hobbies (33%).

As identified in other sections of this report, **a key challenge for Maple Ridge is to provide the right built environment to attract the leading fashion tenants and specialty tenants that will in turn attract other ancillary retail tenants.** With many of these categories shifting online, future strategies by the **City should emphasize quality over quantity, such as facilitating the redevelopment of the obsolete malls in downtown to leading edge, unenclosed retail/dining hubs connected by vibrant pedestrian environments.**

Such a strategy would not only serve to retain Maple Ridge shoppers but also attract patronage from outside communities. As discussed in the Retail Gravity Model section, consumers are willing to travel significant distances in order to have access to a wide variety of goods, but also for unique experiences and physical settings. The redevelopment of key properties in downtown Maple Ridge and the enhancement of the wider downtown area could increase sales retention and increase sales inflow from surrounding communities.



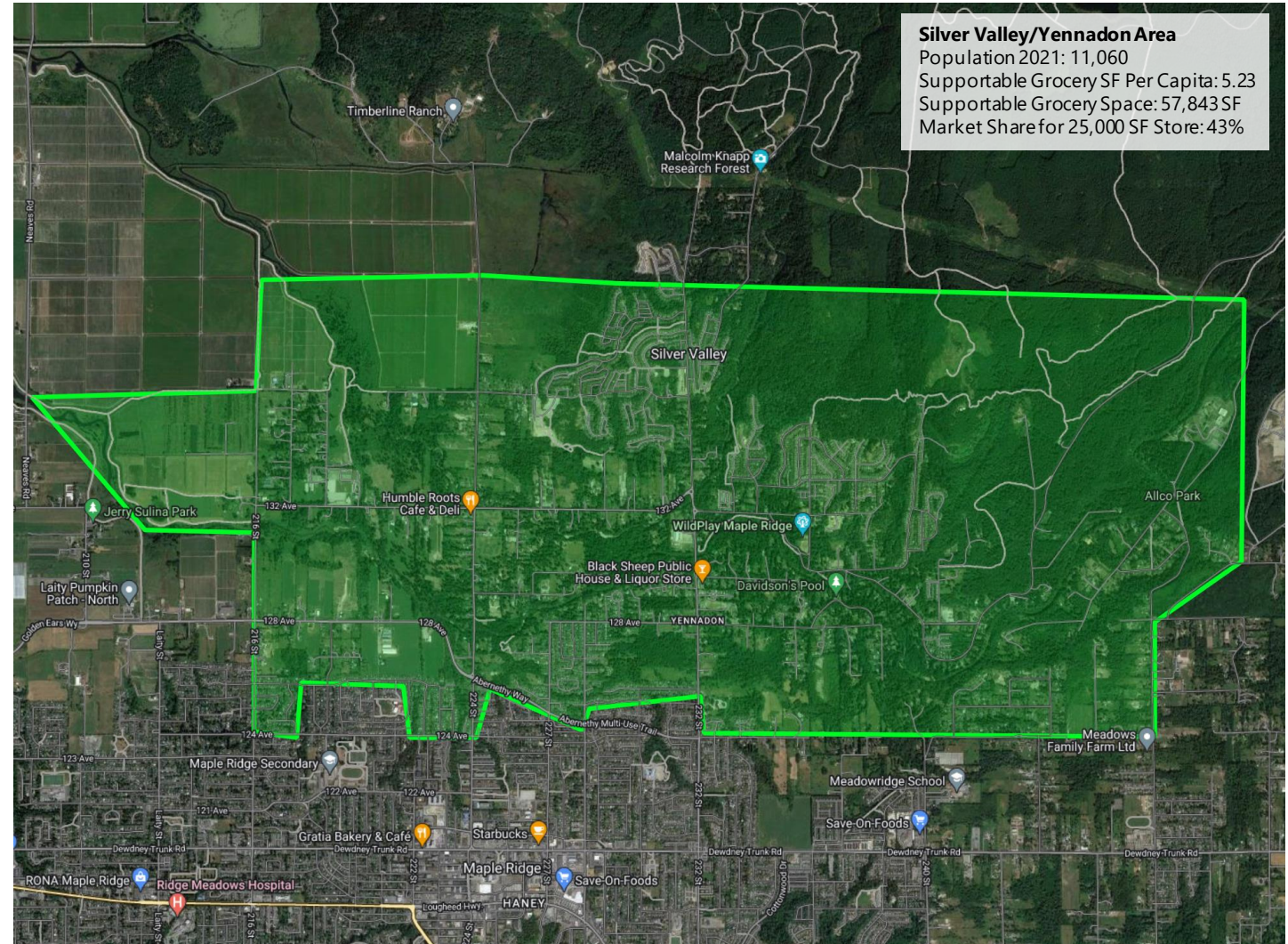


# Retail Gap Analysis

**Convenience-oriented retail** categories are also experiencing a net outflow of retail spending including Grocery (19%) and Drug Store (43%). Much of this spending is likely leaking to leading discount retailers such as Costco and Walmart SuperCentres, which are strategically located to the west, south and east to capture this sales outflow as described previously.

However, some of this sales outflow is likely also the result of the underserved nature of outlying Maple Ridge in terms of convenience retail centres, and so warrants a retention-focused strategy. For example, based on available data, there appears to be an opportunity for a smaller grocery store of 25,000 SF in the Silver Valley/Yennadon area. **Figure 5.15** illustrates the boundary of several Census Dissemination Areas in this part of Maple Ridge and summarizes the case for a Grocery-anchored development.

**Figure 5.15: Silver Valley/Yennadon Area Grocery Store Support**



# Retail Gap Analysis

The total population of this area in the 2021 Census was 11,060. Each resident is able to support an estimated 5.23 SF of grocery store space, based on local grocery spending patterns. This suggests that residents of this area support a total of 57,843 SF of grocery space.

It is recognized that much of this expenditure will continue to leak to low-price competitors such as Costco and Walmart Supercentres as well as local grocery stores; however, due to sheer convenience, local residents would shop here. A 25,000 SF grocery store would require a 43% market share from this area if it were its only market. However, a new grocery-anchored centre would also attract patronage from neighborhoods to the immediate south along with traffic to and from Golden Ears. **Given these dynamics, a smaller convenience hub anchored by a 25,000 SF grocery appears feasible.**

It is acknowledged that developers have shown little interest in building retail projects in outer Maple Ridge in recent years. However, this should be viewed in the context of the limited amount of new retail currently being developed across North America due to high interest rates, hyper-inflated construction costs, lack of labour and continued post-pandemic economic volatility. As Maple Ridge continues to grow and macro market conditions improve, the opportunity is recommended to be marketed by the City to developers.

The absence of a **Cinema** in Maple Ridge appears to be an additional development opportunity. There are an estimated 2,680 cinema screens in Canada (Source: Statista). This equates to one screen per 14,925 Canadians. At this ratio, Maple Ridge residents support six screens. Adjusting for income and competition, this ratio suggests five screens are supportable within the city.

The challenge for cinema development is the high land costs in the Lower Mainland. For example, parking requirements are high during peak hours (weekend evenings) and may require a prohibitive amount of surface parking area to be financially feasible. A common strategy to meet this parking challenge is to locate a cinema adjacent to an existing office cluster. Each use has entirely separate peak hours, creating an ideal shared parking opportunity.

Newer cinemas built in recent years tend to be smaller in number of screens and seating per screen. As such, with creative strategies and/or inducements for parking, as well as a re-invigorated downtown area, a Cinema operator could potentially be attracted to the development opportunity.

**Restaurants** demonstrate a small geographic leakage of approximately 5%. Maple Ridge has a large number of restaurants yet a number of leading brands in the Lower Mainland are notably absent. This is further confirmed by the results of the community outreach described previously in the report.

For restaurants, coffee shops and cafes, the local daytime population is a key contributor to success. Daytime population refers to the population present in an area during weekday daytime hours. Food & Beverage businesses and other retailers in communities with large employment bases benefit from a net inflow of people in the daytime.

Census Canada reports that just 33% of Maple Ridge's labour force works in the city, and thus can be considered part of the daytime population. This indicates that the city is a "bedroom community" with a net loss of people during the weekdays.



# Retail Gap Analysis

With 67% of Maple Ridge's labour force leaving the local area daily, workday retail expenditure (spending by workers during their commute to and from work as well as lunch hour) is leaking from the community. The total impact can be calculated by the following calculations:

- Maple Ridge Labour Force Size: 48,970 (Census Canada)
- Jobs in Maple Ridge: 30,698 (Est. from Statistics Canada Business Register)
- Net Inflow/Outflow of Workforce Population: -18,272
- Average Worker Daytime Spend: \$25.45 (Urban Land Institute)
- Working Days Per Year: 220
- **= Total Labour Force Retail Expenditure Leakage/Year: \$102 Million**

To put this leakage in perspective, this amount of retail spending represents over 7.5% of the total annual retail expenditure by Maple Ridge residents of \$1.36 billion (detailed later in this section). Overall, as with all bedroom communities, **Maple Ridge's low employment base is a major driver of its current retail sales leakage.** Increased employment within Maple Ridge would serve to retain retail sales within the community, particularly for retail categories associated with the workday, including restaurants, coffee shops, fast food, pharmacy, services and grocery.

An additional challenge for Maple Ridge is that it occupies a "180-degree" location for retailers and developers. This means that it can only attract patronage from 180 degrees due to the mountains to the north. Contrast this with New Westminster/Annacis Island, which attracts patronage from 360 degrees and thus benefits from excellent accessibility to the entire metro area.

Port Moody occupies a similar 180-degree location to Maple Ridge. Despite pockets of higher income and regional destinations such as Buntzen Lake, the community has comparable low retail space per capita to Maple Ridge. The competitive impact of the nearby Coquitlam Centre super regional retail cluster is also clearly a major cause of Port Moody's retail sales leakage.

North Vancouver City and District Municipality has a similar retail space per capita to Maple Ridge despite above average incomes. Again the 180-degree location appears to play a part in this. The competitive impact of Park Royal is also at play as well.

West Vancouver could also be considered a 180-degree location, and yet the community supports 59 SF of retail per resident. Part of this divergence from the trend can be explained by West Vancouver's high household income levels (among the highest in Canada). In addition, high year-round traffic volumes to Whistler, Squamish, the North Shore mountains and the Horseshoe Bay ferry terminal also contribute to this retail patronage.

**However, most importantly, Park Royal has been successfully converted from an obsolete regional mall to a compelling externalized shopping and dining environment through excellent long-term planning which now is being applied to the north of Marine Drive. Park Royal's retail trade area extends well into Burnaby and Vancouver (based on MXD's previous experience working for Park Royal ownership). This regional "pull" underscores the importance of creating a compelling shopping environment in attracting a regional audience and a commensurate line-up of leading retail tenants.**

# Retail Gap Analysis

## Retail Demand Projections

The Retail Gap Analysis has thus far detailed the current state of the Maple Ridge retail market, including current inventory, rents, vacancy, absorption, and leakage by category. Subsequently a number of recommendations were made to stem the current retail outflow made throughout this report.

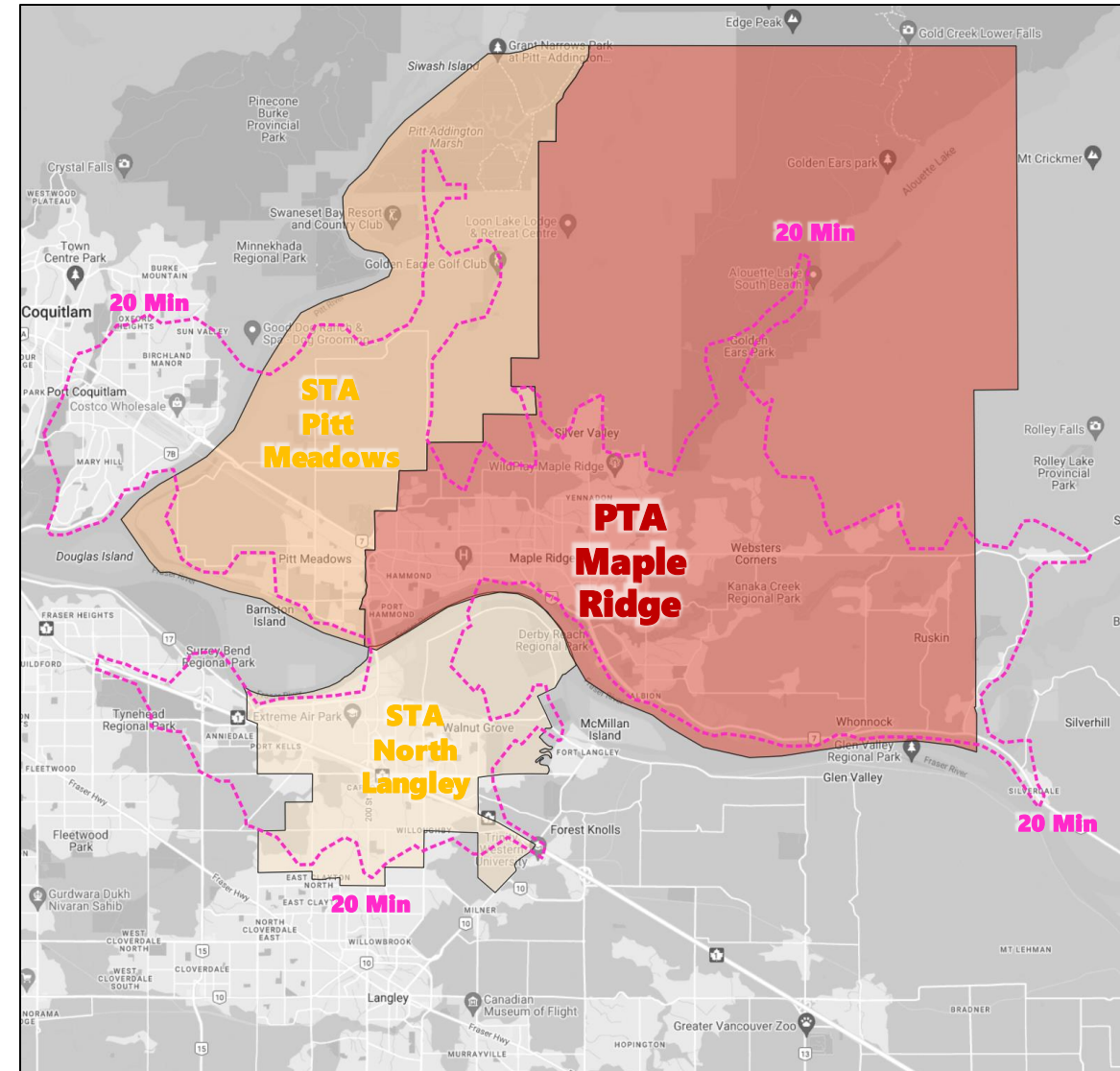
The intent of this section is to provide greater detail on the current retail market and to project retail demand into the future as the community continues to grow. This data is pivotal for targeting the particular retail stores, eateries, and leisure facilities that resonate with the preferences of the local populace. As such, it plays an integral role in refining the proposed retail development strategy. Moreover, this insight can also be used to market to targeted retail brands the unmet opportunity in Maple Ridge.

**Figure 5.16** details a Retail Trade Area delineated for Maple Ridge, indicating where the majority of its customers are sourced from. The main factor in setting the boundaries of the Trade Area is the impact of drive time distance and competing retail nodes, as detailed in the Retail Gravity Model analysis.

The **Primary Trade Area (PTA)** is the central zone from which the most frequent customers will be drawn, mainly because the site is highly accessible to people residing in the area. Based upon the Retail Gravity Model output, the PTA was identified as the **City of Maple Ridge**.

The **Secondary Trade Area (STA)** is also important but will bring in customers less frequently due to intervening competition and longer drive times (typically 10 to 20 minutes drive). **While current market shares from the STA are expected to be low, they could be increased substantially and so represent an opportunity.**

**Figure 5.16: Trade Area Delineation**

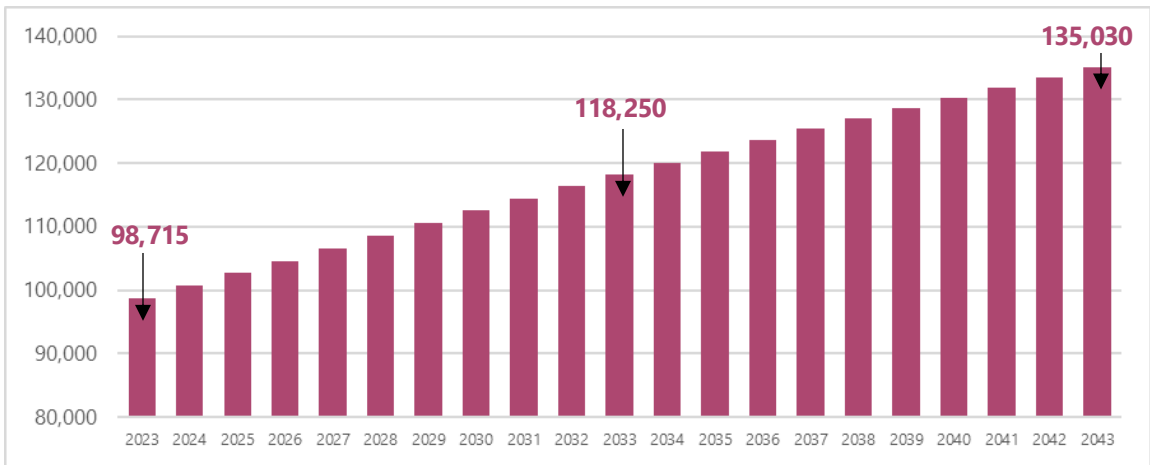


# Retail Gap Analysis

The Primary Trade Area (Maple Ridge) has a current population of just under 100,000 based on estimates by BC Stats. The population is forecast to grow by nearly 20,000 over the next decade and over 36,000 over the next 20 years (Figure 5.17). **This marks Maple Ridge as one of the fastest growing Lower Mainland communities.**

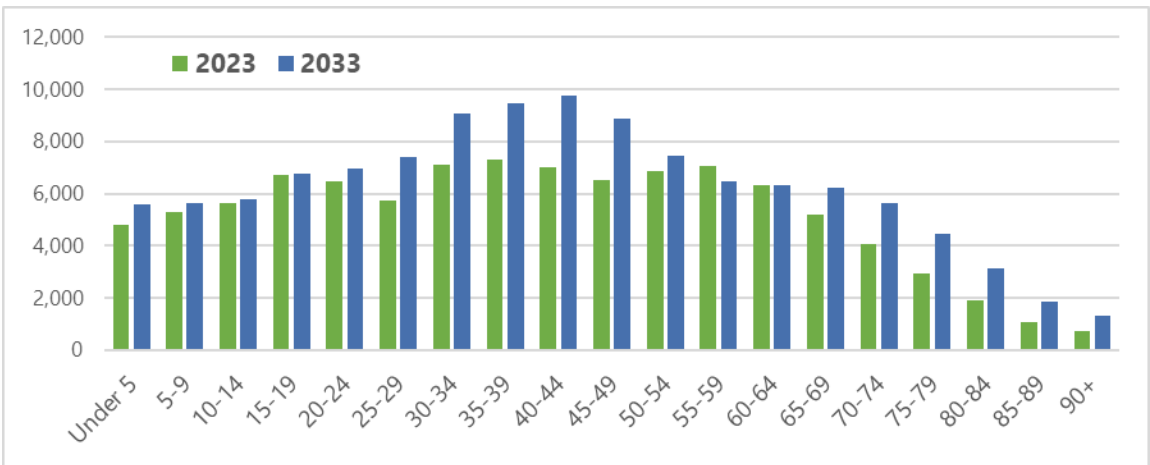
Population growth will be most notable for people aged 25 to 49 and those over 65 (Figures 5.18 and 5.19). **The growth of 25- to 49-year-olds bodes well for retailers in Maple Ridge, as these are the peak acquisitional years of the lifecycle. Specifically, these are the years when most Canadians enter the full-time labour force, start families, purchase homes and the associated furnishings. All of these activities involve much higher retail spending than for other age cohorts.**

Figure 5.17: Maple Ridge 20-Year Population Projections



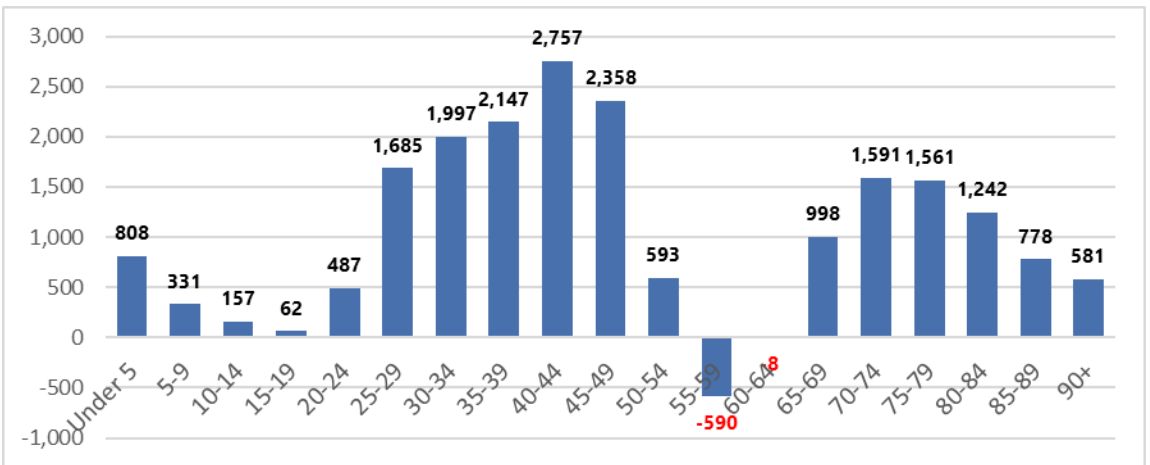
Source: BC Stats

Figure 5.18: Maple Ridge Age Cohort Projections



Source: BC Stats

Figure 5.19: Maple Ridge Projected 10-Year Change in Age Cohorts



Source: BC Stats



# Retail Gap Analysis

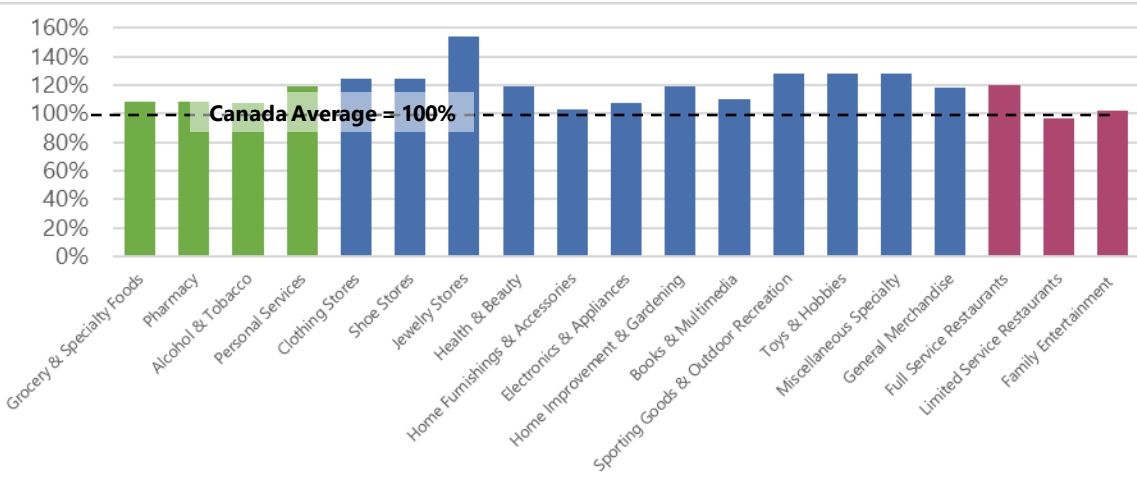
Retail expenditure data for Maple Ridge was sourced from Esri. This was compared to the Canadian average to create an index, as illustrated in **Figure 5.20**. **Local residents spend notably higher amounts on nearly all merchandise categories, with the exception of Limited Service Restaurants. Fashion-related categories show a particularly high spending per capita.** Overall Maple Ridge’s above average income levels and concentration of 25 to 49 year-olds is clearly evident in its retail spending profile.

The per capita expenditure by category data was multiplied by population projections sourced from BC Stats to arrive at the total retail expenditure potential of each trade area over the next 20 years (**Figure 5.21**). **Maple Ridge is not only the largest trade area in terms of retail spending, it is also slated to be the fastest-growing, more than doubling from \$1.36 billion to over \$3 billion by 2043.**

These estimates include inflation to both retail spending and sales productivity. They do not take into account the anticipated rapid growth in online commerce market share across many categories which could further increase the rate of retail sales leakage from many Maple Ridge retailers.

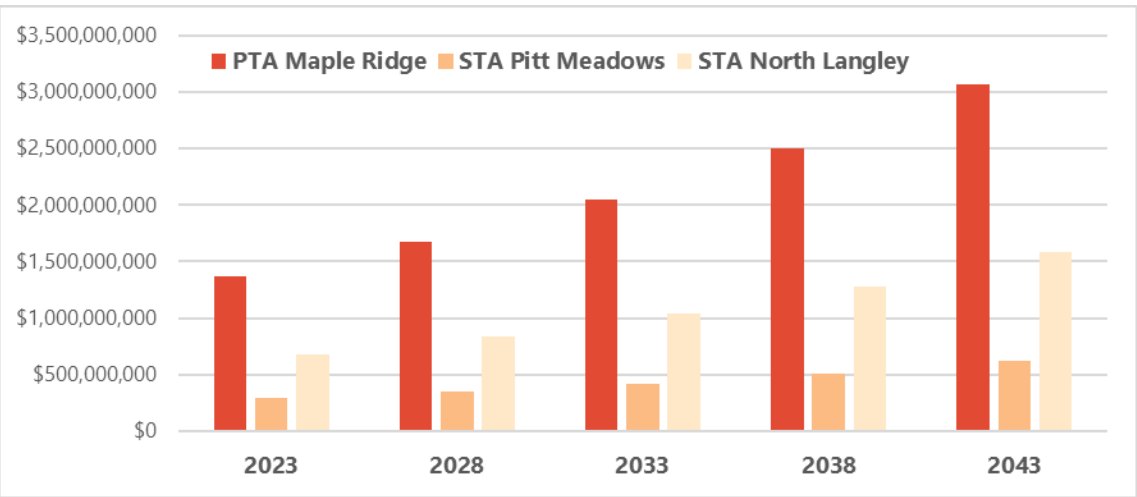
**Table 5.4** details the projected incremental demand for new retail floorspace in Maple Ridge over the next 20 years. **Currently the community is estimated to be leaking \$386 million annually or 25.7% of total spending to other communities and an additional \$151 million is estimated to leak to online commerce. The opportunity to stem geographic leakage is such that Maple Ridge could accommodate another 822,000 SF of retail space.** If no new retail development were to occur in Maple Ridge over the next decade, geographic leakage is forecast to increase to \$703 million, and \$1.18 billion annually in 20 years.

**Figure 5.20 PTA Per Capita Expenditure Indexed to Canadian Average**



Source: Esri

**Figure 5.21 Total Retail Expenditure Projection by Trade Sub-area**



# Retail Gap Analysis

**Table 5.4 Incremental New Floorspace Demand**

Maple Ridge	2023								2033					2043				
	Retail Expenditure	Sales per SF <sup>(1)</sup>	Online Commerce Market Share Est.	2023 Retail Supported SF <sup>(2)</sup>	2023 Retail Inventory SF <sup>(3)</sup>	Inventory Surplus/Deficit SF <sup>(4)</sup>	Sales Inflow/Outflow (\$M)	% Geographic Leakage	Retail Expenditure	Sales per SF <sup>(1)</sup>	2033 Retail Supported SF <sup>(2)</sup>	2033 Inventory Surplus/Deficit SF <sup>(4)</sup>	2033 Sales Inflow/Outflow (\$M)	Retail Expenditure	Sales per SF <sup>(1)</sup>	2043 Retail Supported SF <sup>(2)</sup>	2043 Inventory Surplus/Deficit SF <sup>(4)</sup>	2043 Sales Inflow/Outflow (\$M)
<b>Convenience</b>	<b>\$461,916,310</b>	<b>\$525</b>	<b>3%</b>	<b>949,387</b>	<b>768,359</b>	<b>-181,028</b>	<b>-\$115</b>	<b>19.1%</b>	<b>\$673,503,835</b>	<b>\$594</b>	<b>1,133,640</b>	<b>-365,281</b>	<b>-\$246</b>	<b>\$940,162,625</b>	<b>\$726</b>	<b>1,294,705</b>	<b>-526,346</b>	<b>-\$414</b>
Grocery	\$220,261,990	\$502	5%	417,004	334,335	-82,669	-\$41	18.8%	\$309,848,547	\$612	481,226	-146,891	-\$90	\$415,499,483	\$746	529,381	-195,046	-\$145
Drugstore	\$128,526,930	\$652	6%	185,240	99,611	-85,628	-\$56	43.5%	\$205,509,480	\$795	242,980	-143,368	-\$114	\$313,242,519	\$969	303,821	-204,209	-\$198
Alcohol & Tobacco	\$61,795,590	\$602	0%	102,705	63,415	-39,291	-\$24	38.3%	\$81,931,164	\$733	111,708	-48,293	-\$35	\$103,550,425	\$894	115,820	-52,406	-\$47
Personal Services	\$51,331,800	\$210	0%	244,437	270,998	26,561	\$6	-10.9%	\$76,214,644	\$256	297,726	-26,729	-\$7	\$107,870,199	\$312	345,684	-74,686	-\$23
<b>Comparison Retail</b>	<b>\$693,337,016</b>	<b>\$415</b>	<b>19%</b>	<b>1,414,302</b>	<b>845,780</b>	<b>-568,521</b>	<b>-\$246</b>	<b>32.8%</b>	<b>\$1,012,235,114</b>	<b>\$627</b>	<b>1,615,682</b>	<b>-769,902</b>	<b>-\$426</b>	<b>\$1,513,870,278</b>	<b>\$774</b>	<b>1,956,944</b>	<b>-1,111,164</b>	<b>-\$743</b>
Clothing Stores	\$82,672,825	\$401	23%	158,856	58,410	-100,446	-\$40	48.7%	\$119,074,152	\$488	187,697	-129,287	-\$63	\$163,487,041	\$595	211,408	-152,998	-\$91
Shoe Stores	\$10,217,990	\$451	23%	17,435	4,499	-12,936	-\$6	57.1%	\$14,774,925	\$550	20,682	-16,183	-\$9	\$20,365,555	\$671	23,386	-18,887	-\$13
Jewelry Stores	\$21,931,012	\$551	23%	30,640	4,780	-25,859	-\$14	65.0%	\$35,615,747	\$672	40,819	-36,039	-\$24	\$55,136,167	\$819	51,839	-47,059	-\$39
Health & Beauty	\$43,166,463	\$309	6%	131,288	135,641	4,353	\$1	-3.1%	\$7,216,906	\$377	18,006	117,634	\$44	\$16,753,440	\$459	34,291	101,350	\$47
Furniture & Accessories	\$45,507,615	\$301	15%	128,578	49,882	-78,696	-\$24	52.0%	\$67,105,713	\$367	155,540	-105,658	-\$39	\$94,329,175	\$447	179,361	-129,478	-\$58
Electronics & Appliances	\$48,962,640	\$351	38%	86,395	48,642	-37,754	-\$13	27.1%	\$74,714,080	\$428	108,150	-59,508	-\$25	\$108,680,393	\$522	129,055	-80,413	-\$42
Home Improvement	\$58,562,674	\$326	6%	169,112	187,807	18,695	\$6	-10.4%	\$66,320,845	\$397	157,109	30,698	\$12	\$71,596,258	\$484	139,136	48,671	\$24
Books & Media	\$3,948,600	\$301	56%	5,775	5,905	130	\$0	-1.0%	\$5,408,772	\$367	6,490	-584	\$0	\$7,062,612	\$447	6,952	-1,046	\$0
Sporting Goods	\$14,980,297	\$326	22%	35,896	28,970	-6,925	-\$2	15.0%	\$20,519,934	\$397	40,336	-11,366	-\$5	\$26,794,312	\$484	43,208	-14,237	-\$7
Toys & Hobbies	\$11,947,476	\$326	22%	28,628	16,534	-12,094	-\$4	33.0%	\$17,191,134	\$397	33,793	-17,258	-\$7	\$23,580,009	\$484	38,024	-21,490	-\$10
Specialty Retail	\$14,704,586	\$276	22%	41,532	37,009	-4,523	-\$1	8.5%	\$23,489,220	\$337	54,425	-17,416	-\$6	\$35,768,068	\$410	67,987	-30,978	-\$13
General Merchandise	\$336,734,838	\$476	18%	580,166	267,700	-312,466	-\$149	44.2%	\$560,803,685	\$580	792,635	-524,935	-\$305	\$890,317,247	\$707	1,032,299	-764,599	-\$541
<b>F&amp;B/Entertainment</b>	<b>\$206,088,095</b>	<b>\$462</b>	<b>0%</b>	<b>478,681</b>	<b>406,054</b>	<b>-72,626</b>	<b>-\$24</b>	<b>15.2%</b>	<b>\$252,385,030</b>	<b>\$524</b>	<b>481,373</b>	<b>-75,318</b>	<b>-\$31</b>	<b>\$294,758,056</b>	<b>\$638</b>	<b>461,643</b>	<b>-55,589</b>	<b>-\$25</b>
Full Service Restaurants	\$110,205,641	\$412	0%	267,489	247,351	-20,138	-\$8	7.5%	\$137,528,117	\$502	273,837	-26,486	-\$13	\$163,602,632	\$612	267,233	-19,882	-\$12
Limited Service Restaurants	\$88,281,399	\$551	0%	160,178	139,582	-20,596	-\$11	12.9%	\$105,751,663	\$672	157,405	-17,823	-\$12	\$120,758,115	\$819	147,450	-7,868	-\$6
Family Entertainment	\$7,601,055	\$149	0%	51,014	19,121	-31,892	-\$5	62.5%	\$9,105,250	\$182	50,131	-31,009	-\$6	\$10,397,310	\$221	46,960	-27,839	-\$6
<b>Total Expenditure</b>	<b>\$1,361,341,421</b>	<b>\$479</b>	<b>11%</b>	<b>2,842,369</b>	<b>2,020,193</b>	<b>-822,175</b>	<b>-\$386</b>	<b>25.7%</b>	<b>\$1,938,123,979</b>	<b>\$600</b>	<b>3,230,694</b>	<b>-1,210,501</b>	<b>-\$703</b>	<b>\$2,748,790,959</b>	<b>\$740</b>	<b>3,713,292</b>	<b>-1,693,099</b>	<b>-\$1,182</b>

<sup>(1)</sup> Sales productivity per SF estimated to increase by 2% annually.

<sup>(2)</sup> Supportable Bricks & Mortar retailing after accounting for the impact of online commerce.

<sup>(3)</sup> Excludes medical, banks/financial services, accounting/bookkeeping, automotive-related and marine-related.

<sup>(4)</sup> After accounting for leakage to online commerce. Assumes no new construction of retail space from 2024 onwards.

# Retail Gap Analysis

## Key Takeaways



### Market Conditions

- Maple Ridge has an overall healthy retail market with low vacancy rates and low cap rates.
- Local residents have above average incomes and are in their peak spending stage in the lifecycle. They also are highly vocal in their desire for greater choices in the local retail offering.
- Retail in the city is largely clustered in and around downtown Maple Ridge while outlying communities are under served, contributing to net outflow.



### Retail Sales Outflow

- An estimated 25.7% of Maple Ridge residents' retail spending is flowing to other Lower Mainland communities.
- Mall-type retail categories demonstrate the highest amount of leakage; however much of this can be attributed to the growing impact of online commerce to retail sales.
- While some effort can be made to counteract the encroachment of online retail, it is recommended to instead focus on creating a memorable retail destination in Maple Ridge both to retain sales from locals and also to increase regional inflow.



### Daytime Population

- Maple Ridge is primarily a bedroom community with thousands leaving daily for jobs in other Lower Mainland cities. This outflow is estimated to account for 7.5% of the sales leakage from the community. New jobs in the City would greatly support more spending in Maple Ridge.
- Increased employment in the city would have the added benefit of supporting local retailers during off-peak hours.



### Competitive Environment

- Maple Ridge is challenged by a 180-degree location and the presence of several strong super regional nodes near to its borders.
- Rather than trying to replicate this competition (which is gradually becoming obsolete), a recommended strategy would be focus on quality rather than quantity, creating more experiential spaces with plentiful Food & Beverage options.



### Future Growth

- Maple Ridge benefits from highly favourable demographics that support retail.
- In addition, population growth is expected to continue to be rapid and an influx of peak-spending age cohorts is forecast.



# 06

## Findings & Recommendations

# Findings & Recommendations

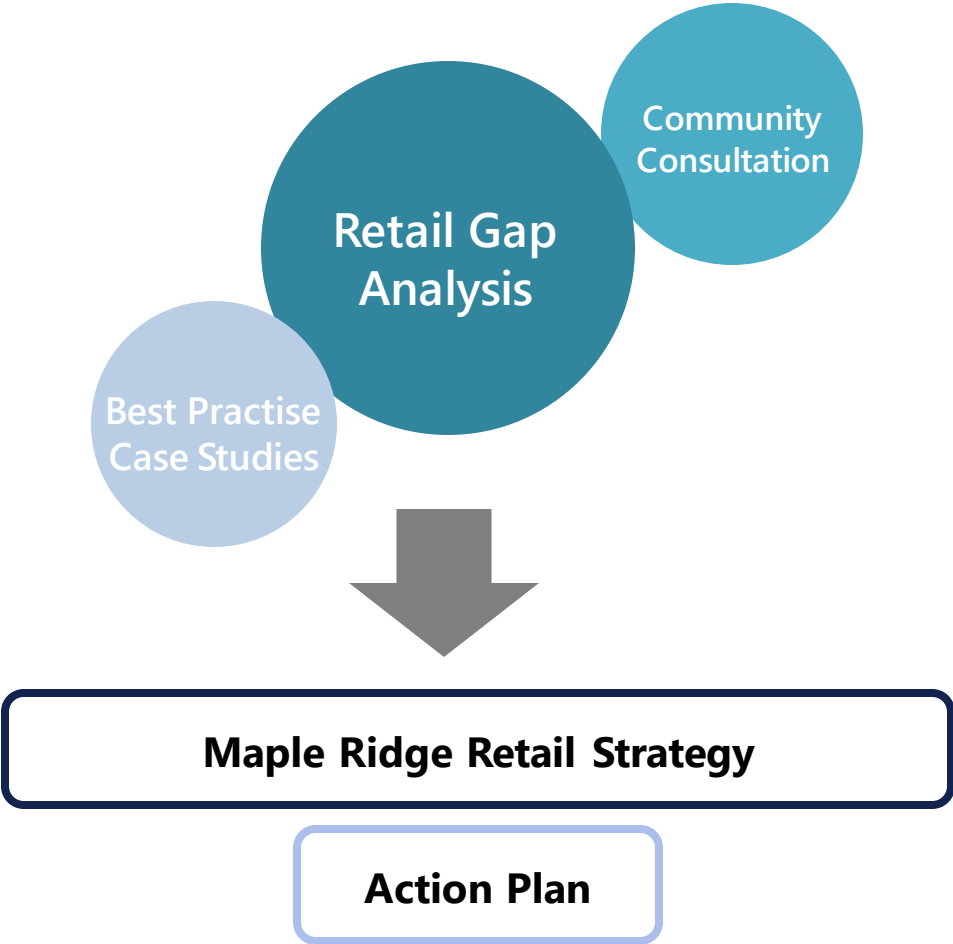
## Introduction

This report leverages a data-driven approach to assess retail market supply voids and solicit feedback from Maple Ridge residents on their preferences for development typologies and retail brands. The report further conducts a comprehensive analysis of the retail trade area and market potential, taking into account the role of the City’s existing retail infrastructure.

Best Practices and Case Studies is another element that informs the retail strategy, through profiling other Western Canadian cities that have successfully implemented innovative retail strategies the retain local spending.

This section provides a summary of findings from the analysis, before detailing the Maple Ridge Retail Strategy and five Big Ideas that identifies retail formats and target retail categories for Retail Nodes across the City, based on the analysis of this report.

Recommended typologies are presented for the target Retail Nodes, as well as Recommended Target Retail Brands, including the rationale and possible locations. The Recommended Action Plan to implement this strategy is detailed in the following section.

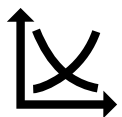


# Findings & Recommendations

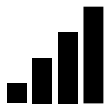
## Summary of Findings



Maple Ridge residents have **significantly higher spending profiles** compared to the Canadian average given above average income levels and concentration of 25 to 49-year olds.



There has been very **limited supply of new retail space** over the last decade, despite a growing residential population and strong demographics.



There is **robust investor confidence** in the local market with declining cap rates, increasing rental rates, low vacancy rates and quick absorption. However, **rising construction costs** and interest rates are **dampening enthusiasm** for retail development.



There is **significant market opportunity** as the City has notably **low amount of retail SF per resident** compared to neighbouring jurisdictions. In particular, the outer suburbs are very undersupplied by retail.



**Almost all categories are experiencing outflow of spending**, presenting a clear market opportunity for Maple Ridge.



Merchandise categories with the greatest geographical retail sales leakage include family entertainment, clothing, shoes & jewelry, furniture and accessories and convenience retail (drugstores and grocery) when considering online sales leakage.



Considering income levels, population growth and consumer behaviour and travel patterns, there is a projected market opportunity for **1.1M SF of additional retail space** in the City and a reduction of **\$534M in annual leakage** of retail spending.



A **major driver of retail sales leakage** is the **net outflow of daytime population** as there are many more workers living in Maple Ridge than there are jobs.



Given the **presence of large retail centres in neighbouring jurisdictions such as Coquitlam and Langley**, the market share and Primary Trade Area for new retail development in downtown is contained to the City of Maple Ridge boundaries.



Community consultation confirmed the Retail Gravity Model, with **most people shopping for essentials within the City**, except for large General Merchandise stores such as Costco, and **leaving the City for 'destination' retail where people shop for fun**.



The **most sought-after brand by residents is Costco**, followed by clothing stores in general with no significant preference for individual brands.



Strong support from residents for **high-quality retail experiences** and offerings, including an improved mall, casual dining opportunities and better quality stores.



# Findings & Recommendations

## Maple Ridge Retail Strategy

Reflecting on these findings from the Retail Analysis, Community Consultation and Best Practise Case Studies, five Big Ideas have been developed to form the Maple Ridge Retail Strategy, taking an Ecosystem Approach. Each of these Big Ideas are further discussed on the following pages, followed by recommended typologies for each Big Idea and associated location. These typology images are for general inspiration and conceptual ideas of how retail could look in these areas.

## **REDEFINING RETAIL IN MAPLE RIDGE**

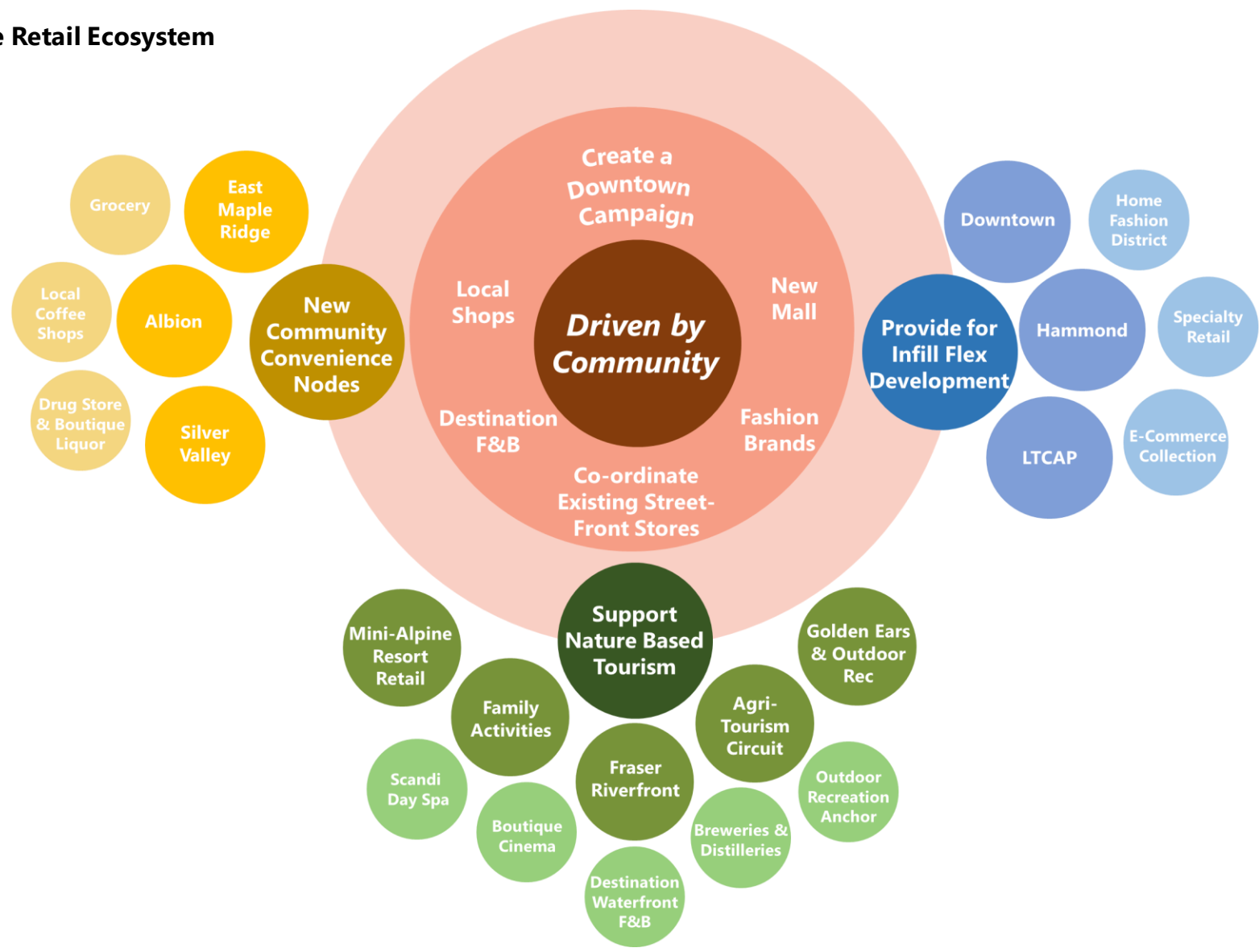
### *An Eco-System Approach*

1. Driven by Community
2. Create a Downtown Campaign
3. Develop New Community Convenience Nodes
4. Provide for Infill Flex (Re)Development
5. Capture Nature-Based Visitors & Tourists



# Findings & Recommendations

Figure 6.1: Maple Ridge Retail Ecosystem



# Findings & Recommendations

## *Driven by Community*



Maple Ridge has a unique and special character that isn't found elsewhere in Metro Vancouver.

In new Retail (Re)development and Business Attraction, Maple Ridge's character and community should be celebrated through:

- Collaboration between Economic Development, Discover Maple Ridge (Tourism) and downtown Business Improvement Association to create marketing campaigns to reintroduce Maple Ridge to regional retailers and developers, building off the City's recent rebrand.
- Balancing retail tenants between local & major brands, by encouraging small and local businesses to participate in community events, promoting them on the City's various social media platforms and providing them with ways to access funding if needed.
- Preserving the unique and small town feel that is the foundation of Maple Ridge's heritage, rather than emulating surrounding cities, through design guidelines, storefront improvement grants and other incentives available to the City.
- Integrating retail with the pillars of Maple Ridge's community identity such as equestrian, car shows, outdoor recreation and river activities through creating partnerships and brand alliances with major brands within these sectors.



# Findings & Recommendations

## Create a Downtown Campaign



Whilst there are several successful retail stores in downtown, Maple Ridge currently lacks a well-defined retail core – a concentrated, easily identifiable area that serves as the primary hub for shopping, dining and commercial activities – and is currently dispersed across a large area. A defined central, retail destination should be created to become the new “Main & Main” through:

- Focus on City-led partnerships to improve the commercial and retail built-environment in downtown in order to attract major retailers focusing on in demand retail categories such as clothing, beauty as well as branded, upscale casual dining restaurants.
- Revitalization and concentration of retail activity along 224 Street and surrounds between Dewdney Trunk Road and Lougheed Highway, due to existing major anchors such as Memorial Peace Park, Leisure Centre, and existing pedestrian friendly environment.
- Create a ‘destination retail experience’ to appeal to visitors and locals, countering the shift to e-commerce, particularly for boutique shopping, specialty retail, health & wellness, and food & beverage tenants. Consider design guidelines for mixed-use, destination retail and pedestrian friendly urban design.
- Consider supporting existing, local retail “assets” in downtown through coordinated branding, directory and wayfinding, similar to outdoor lifestyle centres.
- Leverage TransLink’s recently announced BRT route to further envision a downtown campaign. Look into potential redevelopment of key downtown sites to act as a mixed-use terminus of the BRT. Retail types located immediately adjacent to the transit stop could include F&B, grocery and local convenience.
- Developers and those with commercial spaces should provide larger, modern retail spaces to attract national brands as well as dynamic smaller spaces for independent local stores.

# Findings & Recommendations

## *New Community Convenience Nodes*



Maple Ridge continues to experience significant residential growth in the outer suburbs of Silver Valley and Albion; however, these areas are underserved for daily retail needs.

Based on industry benchmarks, these communities could support local and daily convenience nodes between 20,000SF to 100,000SF to support the needs of these growing residential populations. This should be achieved via:

- Develop a branding strategy that highlights the unique identity of each outer neighbourhood and attract niche retailers, including the strong and upscale demographics.
- Provide for retail uses such as grocery, convenience stores, boutique liquor and drug stores, health and wellness and local coffee shops.
- In terms of development form, these are recommended as small-scale clusters emulating a “destination village” atmosphere.
- Consider incentive programs such as tax incentives or expedited permitting processes to assist developers and incentivize development in these nodes.



# Findings & Recommendations

## *Provide for Infill Flex (Re) Development*



The core commercial areas of Lougheed Corridor (LTCAP) feature dispersed, older retail developments with limited identity and underutilized footprints. When infill or redevelopment occurs in these areas it should be focus on:

- Flex style retail buildings to accommodate a wide variety of retail and quasi-retail uses. Tenants could range from wholesalers to coffee roasters to restaurants. Flex retail is becoming more popular since the spaces are considered blank slates and are typically leased at a slightly lower lease rate than standard retail storefronts.
- Consider establishing a House and Home Fashion district at one of the retail nodes along the Lougheed Corridor of at least 50,000SF to counter the estimated retail leakage in this category. House and Home Fashion such as furniture, flooring, and lighting stores require larger flex spaces with parking that would not fit directly in a downtown or village setting.
- These typologies can provide for omnichannel fulfilment models for bigger brands, to offer Click & Collect or Online Delivery, diversifying tenant's sales as well as preserving the in-store experience.
- Typologies should maintain Lougheed Highway and Dewdney Trunk Road as commuter corridors and provide vehicle access, loading and parking via rear lanes or secondary roads.



# Findings & Recommendations

## *Capture Nature Based Tourists*



Maple Ridge draws in many visitors and tourists daily, particularly for Golden Ears Provincial Park, but also for other outdoor activities such as equestrian. Future retail should capture these visitors through a strong outdoor recreation and eco-oriented positioning. This should include:

- Co-ordinated marketing campaign with Discover Maple Ridge to re-introduce the City to the regional market.
- Capture retail spending dollars by attracting new outdoor recreation retailers that aligns with Maple Ridge's character. This could be major retailers such as MEC, or more niche independent stores such as camping/hiking, bike shops etc.
- Build upon the existing agri-tourism circuit with additional farm-to-table restaurants, breweries, distilleries and other unique agri-businesses to build notoriety and awareness of the Maple Ridge brand and opportunity. Consider participating in the Fraser Valley Circle Farm tours.
- Consider the Silver Valley Convenience node near Maple Ridge Park to act as a hybrid, gateway village to Golden Ears Park, providing for boutique day spas, eco-resort activities and other unique experiences.
- Capitalize on the Fraser Riverfront and spectacular views of Mount Baker around the old Albion Ferry location at River Road and 240<sup>th</sup> Street. Build around existing dining options with other destination food & beverage such as a craft brewery, café & bakery, fish & chips shop, etc. Urban form should be uniquely positioned around an industrial working waterfront, similar to Steveston Village in Richmond, with integrated riverwalk trails and recreation activities.



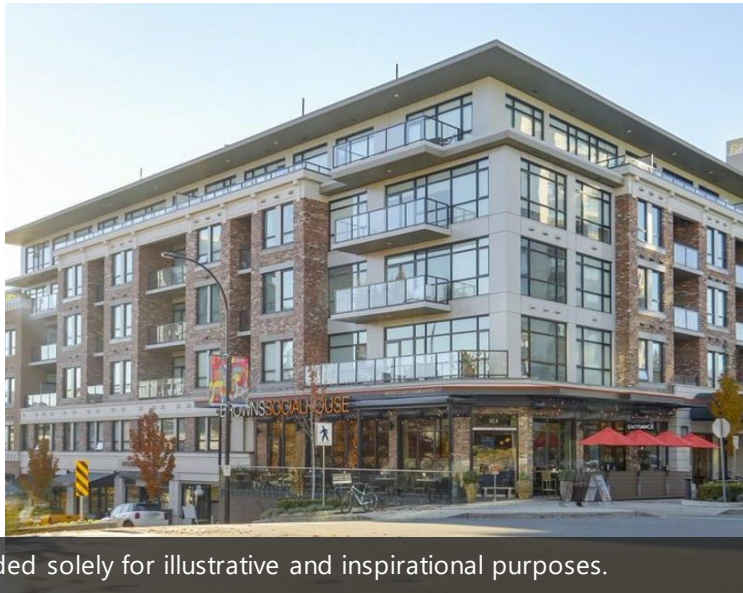
# Findings & Recommendations

## Recommended Retail Typologies

Downtown  
Maple  
Ridge



Lougheed  
Corridor



\* Images provided are intended solely for illustrative and inspirational purposes.



# Findings & Recommendations

## Hammond Village



## Silver Valley



\* Images provided are intended solely for illustrative and inspirational purposes.

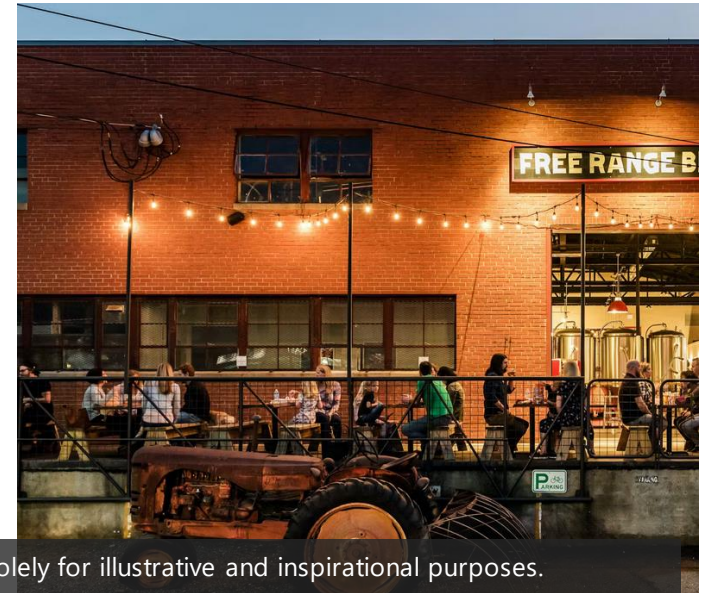


# Findings & Recommendations

## Albion



## Albion Riverfront



\* Images provided are intended solely for illustrative and inspirational purposes.







# Findings & Recommendations

## Recommended Retail Brands

As identified in the Retail Strategy and Five Big Ideas, despite the upscale, younger demographics with significant annual visitors, Maple Ridge currently lacks a dynamic retail environment to attract major brands and capture local and tourist spending.

The market dynamics present an opportunity for developers and retail companies as well as for the City's planning and development to improve offerings of core retail nodes, as identified in the strategy, to support the existing strong demographics and entice a stronger retail offering and brands.

Responding to the Retail Gap Analysis, the following Target Tenants are recommended and likely to be attracted to a revitalised retail environment:

Clothing & Beauty	F&B and Entertainment	Convenience Retail	Outdoor Recreation
<div></div> <div>ARITZIA SEPHORA</div> <div><b>RATIONALE</b><ul style="list-style-type: none"><li>• Highest amount of leakage.</li><li>• Strong preference from community consultation for more clothing stores.</li><li>• Old Navy and Gap were top community preferences in online and pop-ups.</li><li>• These brands provide a mixture of price points for a variety of target markets.</li><li>• Development will need to be mindful of online presence in this category.</li></ul></div>	<div>CACTUS CLUB CAFE</div> <div>JOEY RESTAURANTS</div> <div></div> <div><b>RATIONALE</b><ul style="list-style-type: none"><li>• Clear market gap in dining scene for upscale, casual dining brands.</li><li>• Demand from community for upscale casual dining and strong demographics to support these brands.</li><li>• No presence of these brands east of Coquitlam or North of Langley.</li><li>• Milestones targets suburban locations.</li></ul></div>	<div></div> <div><b>RATIONALE</b><ul style="list-style-type: none"><li>• Strong grocery spending and leakage.</li><li>• No local convenience in outer suburbs.</li><li>• Demand for Asian &amp; Ethnic Groceries.</li><li>• Fresh St Market is expanding in Metro Vancouver and selects upscale markets.</li><li>• T&amp;T is part of Loblaw's Corporation to not directly compete with Superstore.</li><li>• Rexall provides alternative pharmacy brand and does not have any locations east of Fraser Heights (Surrey).</li></ul></div>	<div></div> <div><b>RATIONALE</b><ul style="list-style-type: none"><li>• REI/MEC targeted at upscale, young demographics present in Maple Ridge.</li><li>• MEC has limited presence east of Vancouver and focusses on destination-oriented stores.</li><li>• Lululemon was a community preference.</li><li>• Canadian-owned brands or Co-Ops – potential to cluster and attract new local outdoor brands and manufacturers.</li></ul></div>

# 07

## Recommended Action Plan



# Recommended Action Plan

## Introduction

Reflecting on the analysis of this report, there is a notable opportunity for Maple Ridge to improve its retail offering, given the City’s strong demographics, fast-growing population and high spending profile of residents. As illustrated on the following page, Maple Ridge has a unique value proposition and clear market opportunity to attract retailers and developers to diversify the existing retail offering and create a destination retail experience that complements the surrounding super centres.

In face of this notable market opportunity, it is clear Maple Ridge is facing some key challenges given the lack of retail development in recent years. As such, a Recommended Action Plan has been developed to address these key challenges and provide direction for implementation of the Strategy to ensure the City successfully captures the available opportunities.



# Findings & Recommendations

## Maple Ridge's Unique Value Proposition

\$105K

Median Household Income  
City of Maple Ridge

**Wealthy population** with notably higher incomes than Metro Vancouver average of \$72,000.

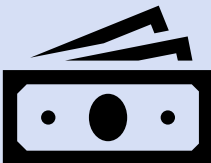
600,000

Visitors to Golden Ears  
Park each year

**Significant visitor population** and potential customer base for new retailers.



**Highest retail spending** compared to compared to surrounding trade areas.



Residents have **notably higher spending profiles** compared to Canadian Average, across all retail categories.



One of the **fastest growing** Lower Mainland communities.



**Robust investor confidence** – notably low cap rates, increasing rental rates and decreasing vacancy.

Population growth most notable for people aged:

25 to 49

**Young population in peak acquisitional years** to support retail development.

26 SF

Existing amount of retail per resident in Maple Ridge compared to Lower Mainland average of 35SF

**Clear market opportunity** for new retail space to fill existing gap.

## Market Opportunity

880k SF

**Projected Market Opportunity** for additional retail space over the next 20 years.

\$386M

**Projected reduction in annual retail spending leakage .**  
(Not including online leakage)



**Highest spending leakage** experienced in fashion, furniture, family entertainment and convenience retail.

# Recommended Action Plan

## Key Challenges

## Actions

<div>1</div> <p>Lack of coherent downtown area with clear “Main &amp; Main” location.</p>	<ul style="list-style-type: none"><li>• Collaborate with downtown Business Improvement Association and Maple Ridge Tourism to create consistent wayfinding and branding directory for existing local businesses. This is a quick-win action that can be implemented prior to major developments or land-use planning changes.</li><li>• In collaboration with the property stakeholders, prioritize strategic redevelopment of key properties in the downtown core, around 224th Street. Redevelopments should consider and showcase a ‘Main &amp; Main’ orientation.</li><li>• Encourage modern, street facing retail for smaller, local stores and adaptable, unenclosed mall configurations that can accommodate larger commercial brands.</li><li>• Facilitate dialogue with key retail stakeholders associated with Recommended Target Brands to promote the value proposition offered by Maple Ridge and a revitalized downtown, understand their requirements and create brand alliances.</li><li>• Support integrated pedestrian and cycle ways that connects downtown with other areas and suburbs, creating a cohesive destination beyond just shopping.</li></ul>
<div>2</div> <p>Under retailed outer neighborhoods.</p>	<ul style="list-style-type: none"><li>• Existing land-use planning identifies convenience retail nodes in these areas, however, there has been limited interest and uptake from developers (this is potentially also driven by general construction market dynamics including high interest rates and labour shortages). Accordingly, the City should consider incentive programs such as tax incentives or expedited permitting processes to assist developers and incentivize development in these nodes.</li><li>• Develop a branding strategy that highlights the unique identity of each outer neighbourhood and attract niche retailers, including the strong and upscale demographics.</li><li>• As per the Retail Nodal Strategy, focus efforts on small local stores in Hammond Village and Silver Valley such as coffee shops and corner stores. Given the larger population, the strategy for Albion could be larger scale and target a community grocery store such as Fresh Street Market, alongside community-scaled drugstore and bakery or coffee shop.</li></ul>



# Recommended Action Plan

## Key Challenges

## Actions

3

Maple Ridge is surrounded by super regional shopping nodes occupying strategic interceptory locations.

- Position Maple Ridge distinctly from surrounding super-regional centers, emphasizing 'quality-oriented', local charm, and bespoke retail experiences that cannot be replicated by larger, more generic 'quantity-oriented' shopping destinations.
- Develop a branding and marketing campaign to re-introduce regional retailers and developers to Maple Ridge's unique value proposition with opportunities to create an integrated retail environment that offers a clear alternative to the high-volume, convenience-driven shopping models in surrounding areas.
- Incentivize unique retail experiences that align with Maple Ridge's positioning as a high-quality and experience-based destination. These could include tax breaks, business development support or grants for store improvements that enhance the overall appeal of the retail environment.

4

Unlike direct competitors, Maple Ridge is a "180-degree" retail market constrained by the mountains and river.

- Embrace the "180-Degree" market limitation as a distinctive feature by developing retail nodes that offer views and experiences aligned with the landscapes. Consider development of Experience-Driven Retail concepts within the core downtown retail node such as outdoor stores that offer in-store climbing walls to create a retail atmosphere that is an attraction in itself.
- Cultivate niche markets that thrive within this market such as outdoor and adventure gear, local artisan products and eco-tourism/agri-tourism related retail.

5

Tourist / Day-Tripper traffic to Golden Ears and along Lougheed Highway is bypassing downtown Maple Ridge.

- Form alliances with brands that align with the adventure and nature-oriented identity of Maple Ridge and Golden Ears Park visitors to be anchor tenants in a revitalized downtown or potential outdoor adventure cluster at Albion.
- Create strategic visitor intercepts along 128 Avenue and other key arterials that naturally guide tourists and day-trippers into the heart of downtown Maple Ridge and other experiential retail nodes.
- Leverage local events and festivals that capitalize on the high traffic volumes during peak tourist seasons.

# Recommended Action Plan

## Key Challenges

## Actions

6

**Downtown is home to two outdated malls that are not used to their full potential.**

- In collaboration with the property stakeholders, prioritize strategic redevelopment of key sites in Downtown, integrated with surrounding assets at 224th Street and Memorial Peace Park. This should serve as a catalyst for downtown renewal.
- Develop a strategic marketing and rebranding campaign for the downtown to communicate the new vision and changes to retailers and developers. Highlight the transformation from mere shopping locations to dynamic lifestyle centers that cater to the broader needs of the community.

7

**Maple Ridge's extensive riverfront is underutilized for retail and quasi-retail development.**

- Create a vision for Albion Riverfront Development that takes full advantage of the Riverfront's natural views and opportunity for destination F&B concepts.
- Integrate the riverfront with downtown and other nodes via interconnected cycling/walking trails.
- Provide for F&B uses via the OCP and zoning bylaws, while preserving the adjacent, productive industrial land.
- Attract anchor tenant with waterfront dining concepts such as a brewery or destination restaurant.

8

**Limited family activities, causing further leakage of other retail categories such as dining or shopping.**

- Support the development of Indoor Activity Centers such as arcade rooms or indoor play parks, alongside other retail to support cross-shopping opportunities.
- Create an integrated approach to retail and recreation by encouraging businesses that offer both shopping and recreational activities to support the overall branding and identity of Maple Ridge. For instance, retailers could provide bike rentals, guided hikes, climbing walls alongside their traditional offerings.

# Recommended Action Plan

## Key Challenges

9

New format retailing is not present in the city. Shift towards quasi-industrial, independent-focused and food-anchored spaces and places.

## Actions

- Foster the development of quasi-industrial retail spaces that can accommodate a mix of uses including artisanal manufacturing, showrooms, and direct-to-consumer sales floors.
- Consider launching incubator programs to support independent retailers or current home-based retailers to stimulate a diverse independent retail sector within the City. This could include small business grants or reduced rate retail or workshop spaces.
- Adjust zoning regulations to allow for greater flexibility in retail formats in nodal areas, particularly the Lougheed Corridor, Downtown and Albion. These should ensure policies preserve the commuter corridors of Lougheed and Dewdney Trunk Road.
- Consider integration of outdoor recreation and strong manufacturing sector in attracting a hub of local, outdoor recreation brands and manufacturers, consistent with Maple Ridge’s updated branding.

## Conclusion

The Maple Ridge Retail Strategy presented in this report responds to the City’s strong community identity and growing, upscale demographics to position itself as a **unique, quality-oriented retail destination**, offering an alternative to the high-volume, convenience-driven shopping models of nearby larger regional centers

Central to the strategy is the development of a vibrant downtown campaign, serving as a centralized retail hub, as well as supporting future business, employment and residential activities. **Improving the built environment of downtown** is seen as a crucial step to **attract the appropriate target retailers** and tenants and serve the needs of the growing, upscale community. Downtown will be complemented by the creation of new community convenience nodes, strategically positioned to serve the daily needs of residents in Albion and Silver Valley and strengthen local economies. Embracing infill flex development along Lougheed Corridor will provide the necessary adaptability and responsiveness in land use, allowing for a dynamic evolution of retail spaces to meet changing market demands. Incubation spaces for SMEs and home-based businesses could be provided in flex spaces to support local retails, artists and manufacturers.

Additionally, leveraging and capturing the City’s constant tourist flow into Golden Ears Park, equestrian activities and other regular community events is crucial. This should be achieved by targeting key outdoor adventure brands as well as building upon the existing, successful agri-tourism circuit. As a **next step**, it is recommended that the City prioritize **collaborating with key owners, operators and developers in downtown** as well as **creating brand alliances** with key target brands that are **aligned with Maple Ridge’s identity**.



# Appendix 1: Online Survey Results

# Public Survey - Redefine Retail in Maple Ridge

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## SURVEY RESPONSE REPORT

17 October 2023 - 20 November 2023

### PROJECT NAME:

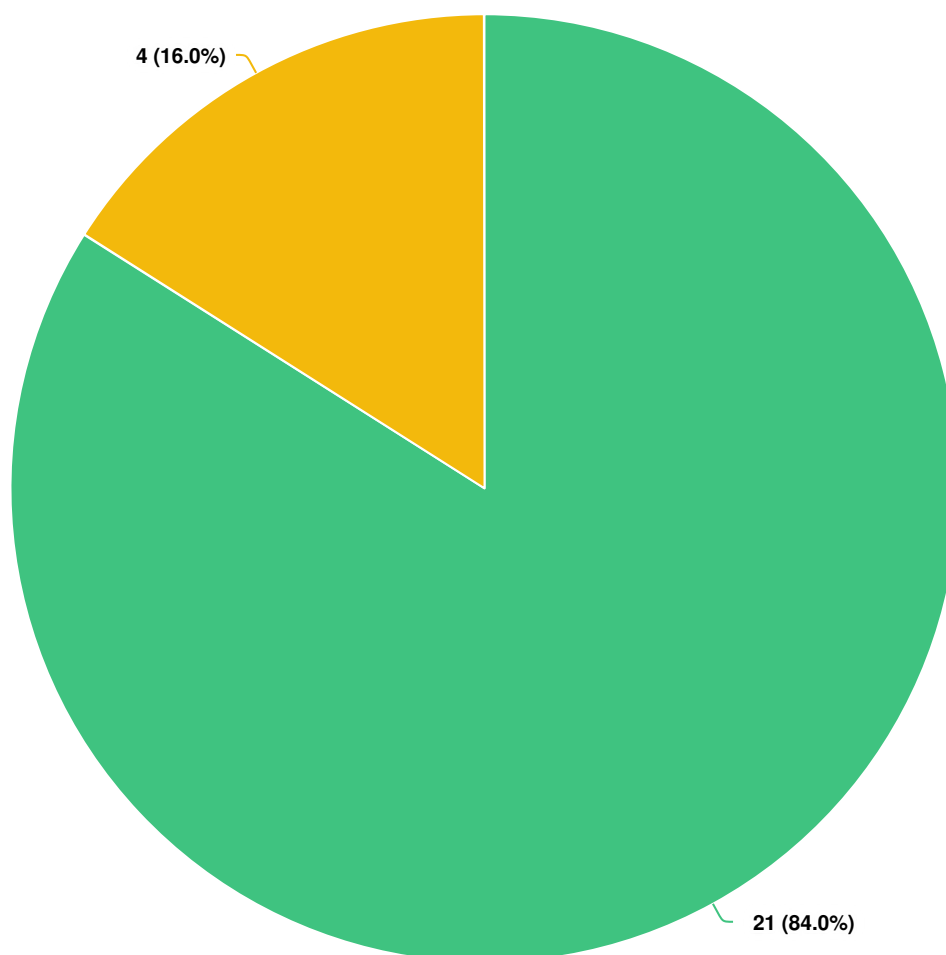
Retail Market Analysis



# REGISTRATION QUESTIONS



**Q3** Do you want to be added to our mailing list for updates on engagements?



**Question options**

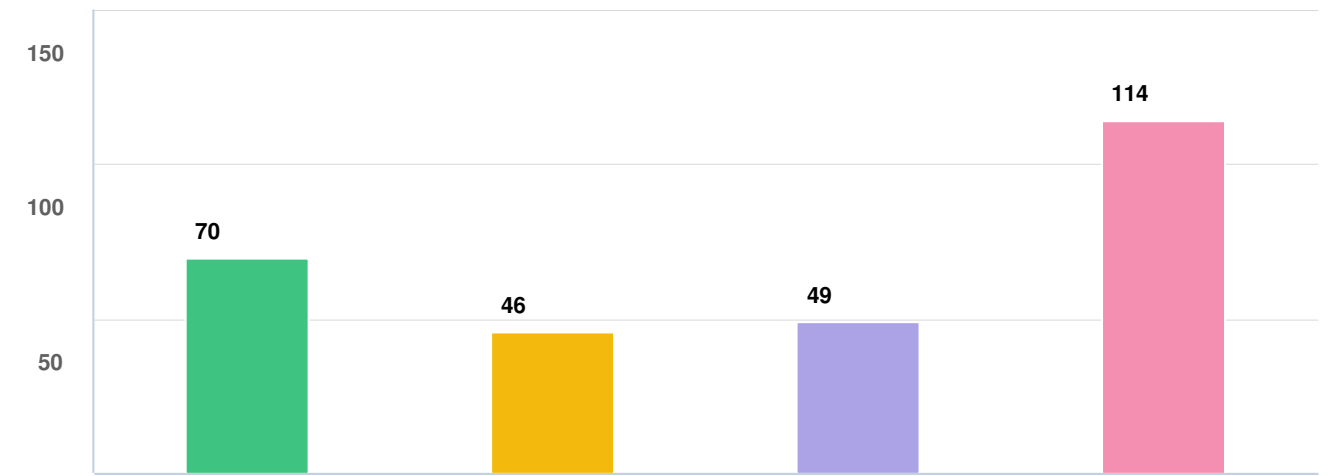
☒ Yes ☐ No

*Optional question (25 response(s), 0 skipped)  
Question type: Radio Button Question*



# SURVEY QUESTIONS

Q1 Where do you primarily shop for essentials in Maple Ridge?

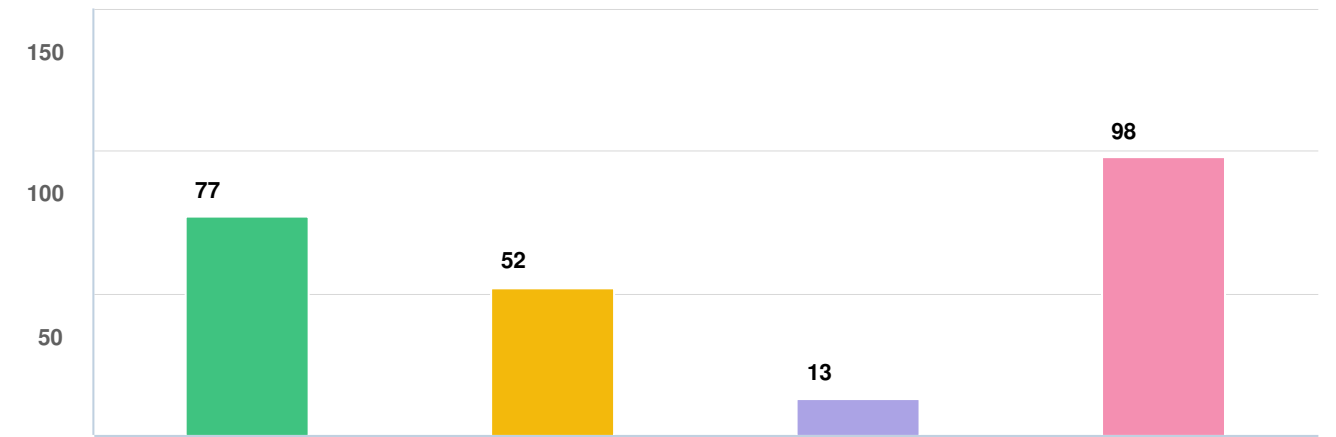


**Question options**

Maple Ridge Downtown   Outer Suburbs of Maple Ridge   Online   Outside of Maple Ridge (Please Specify)

Optional question (181 response(s), 1 skipped)  
Question type: Checkbox Question

Q2 Where do you primarily go to eat out?



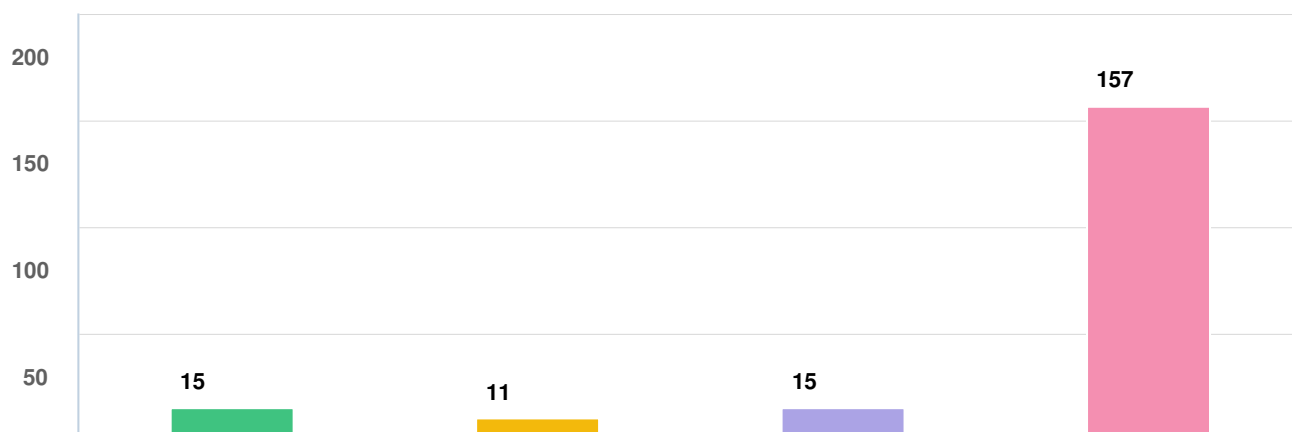
**Question options**

Maple Ridge Downtown   Outer Suburbs of Maple Ridge   Not Applicable   Outside of Maple Ridge (Please Specify)

Optional question (181 response(s), 1 skipped)  
Question type: Checkbox Question



### Q3 Where do you shop for fun?

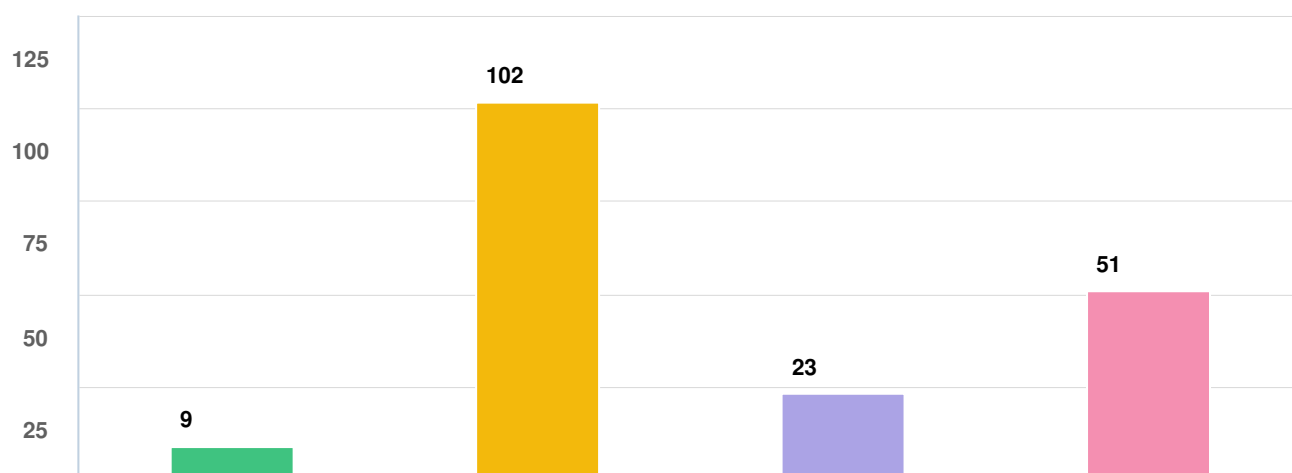


#### Question options

- Maple Ridge Downtown
- Outer Suburbs of Maple Ridge
- Not Applicable
- Outside of Maple Ridge (Please Specify)

Optional question (182 response(s), 0 skipped)  
Question type: Checkbox Question

### Q4 How often do you shop within Maple Ridge?

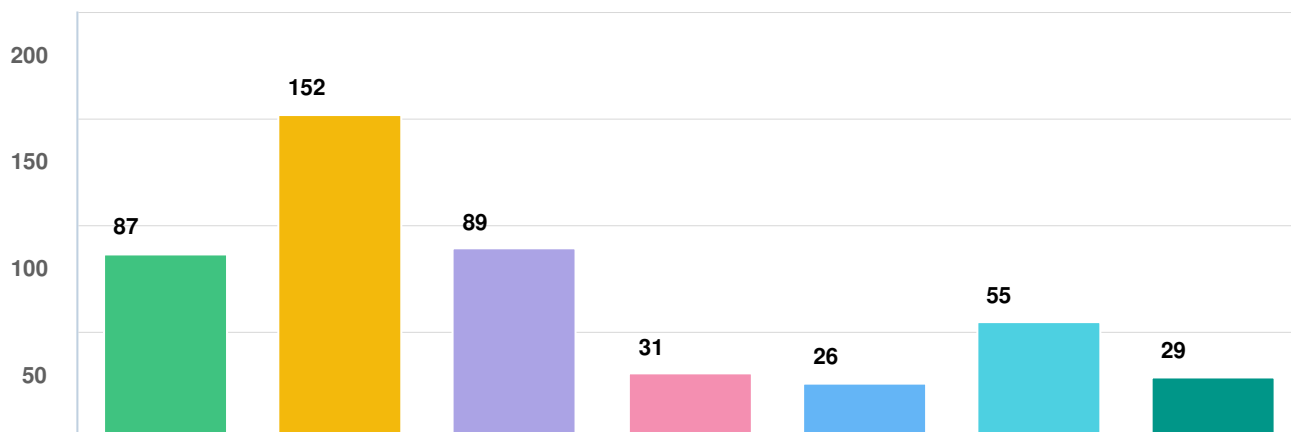


#### Question options

- Daily
- Weekly
- Monthly
- Rarely

Optional question (182 response(s), 0 skipped)  
Question type: Checkbox Question

## Q5 What types of restaurants would you like to see more of in Maple Ridge?



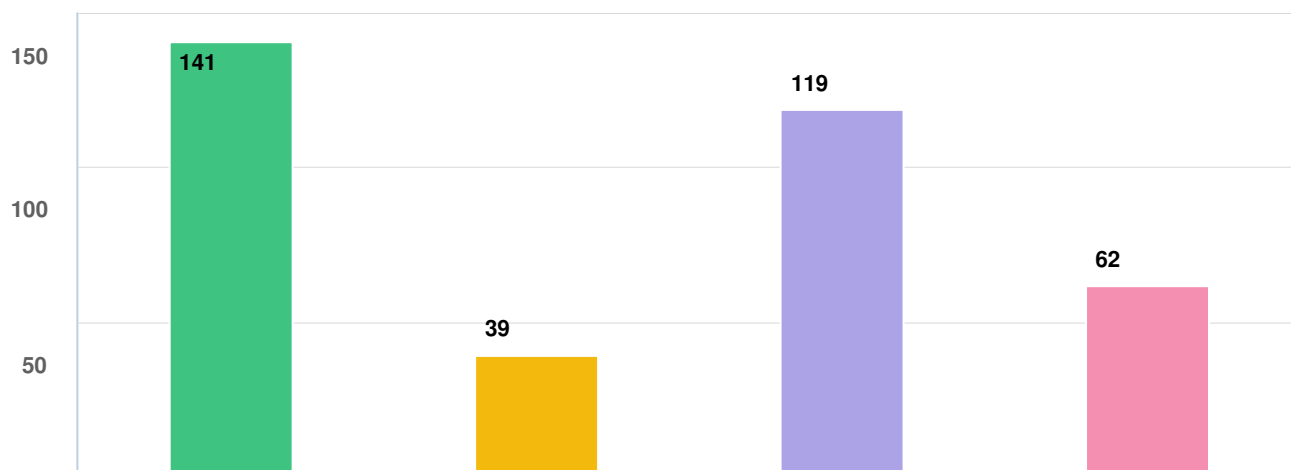
### Question options

- Cafes
- Casual Dining
- Fine Dining
- Food Trucks
- Takeaway / Fast Food Restaurants
- One-off Destination/Experience Restaurants
- Other (please specify)

Optional question (181 response(s), 1 skipped)

Question type: Checkbox Question

## Q6 If you shop outside of Maple Ridge, what are the main reasons?



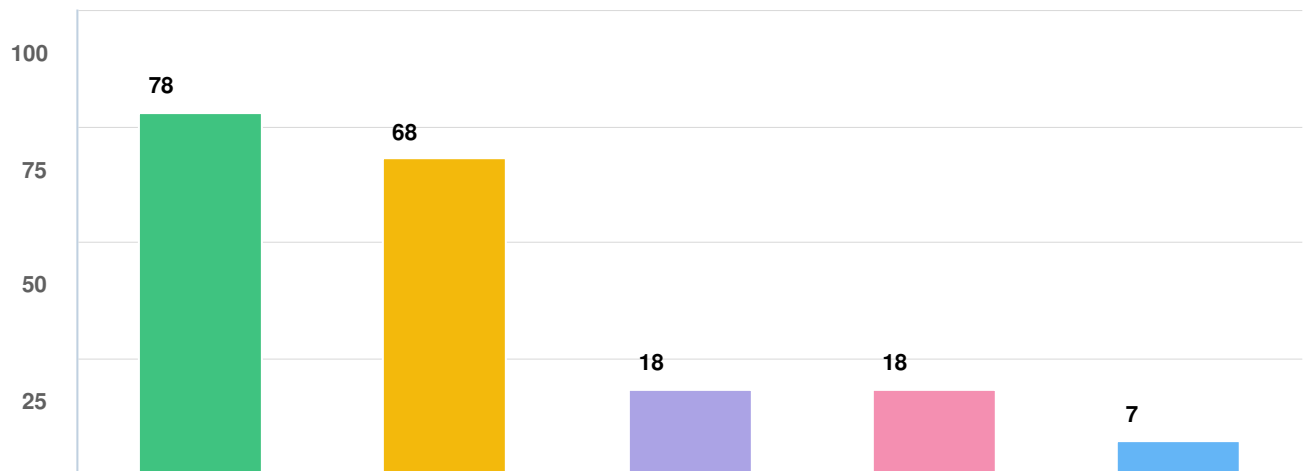
### Question options

- Variety
- Price
- Brand Availability
- Others (Please Specify)

Optional question (182 response(s), 0 skipped)

Question type: Checkbox Question

**Q7** How important is it for you to have shops, restaurants, and services within walking distance of your home?



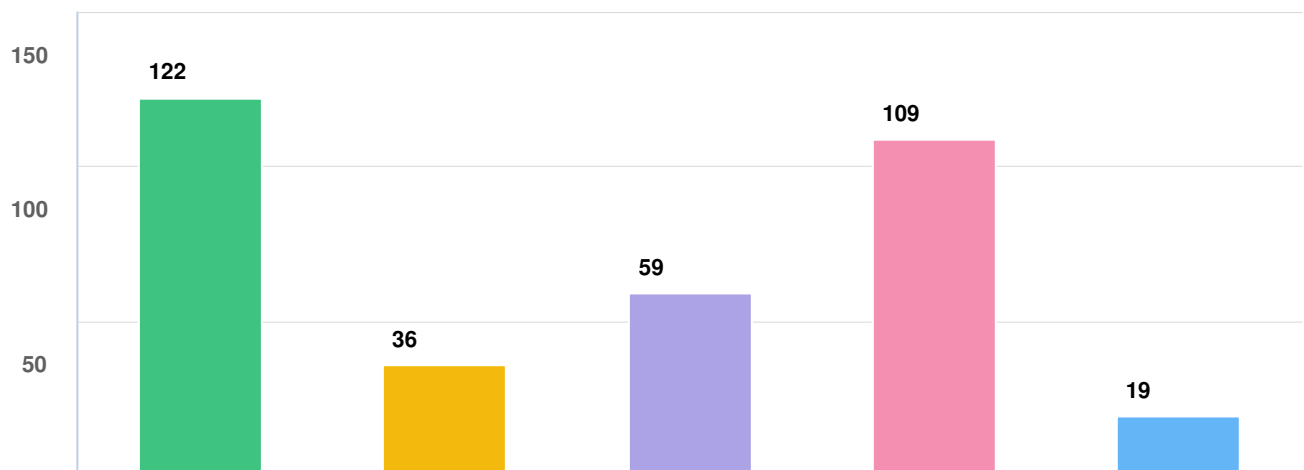
**Question options**

Very Important Somewhat Neutral Not Really Not at All

Optional question (182 response(s), 0 skipped)

Question type: Checkbox Question

**Q8** Where would you like to see more shops, restaurants, and services in Maple Ridge?



**Question options**

Downtown Hammond Silver Valley Albion In Rural Areas

Optional question (181 response(s), 1 skipped)

Question type: Checkbox Question



**Q9 Which specific retail or restaurant brands do you think are currently missing in Maple Ridge?**

Screen Name Redacted  
10/27/2023 01:21 PM

Costco, proper walmart, proper mall, Ardene, gap, old navy, urban planet

Screen Name Redacted  
10/27/2023 01:42 PM

Costco , home depot , old navy ,

Screen Name Redacted  
10/27/2023 02:10 PM

Big name brands... Lululemon, Sportchek, Nike, Sporting Life, The Bay

Screen Name Redacted  
10/27/2023 02:16 PM

Costco, Home Depot, old navy, cactus club, Nandos, etc.

Screen Name Redacted  
10/27/2023 02:21 PM

Costco,Boathouse ,lululemon, old navy guess ,clairs, lush ,sephora ,saje, bath and body works ,H&M,aritz,children's place,Oshkosh, garage,there's lots more plus bigger food court with more choices

Screen Name Redacted  
10/27/2023 02:37 PM

Cactus Club Superstore Indigo Apple H&M Sephora Old Navy Toys R Us

Screen Name Redacted  
10/27/2023 02:42 PM

Olive Garden, Panda Express, Five Guys, Cactus Club, C-Lovers Fish & Chips, Costco, Ikea, Safeway

Screen Name Redacted  
10/27/2023 02:50 PM

Places like Cactus Club to eat. Shops like Old Navy + H+M to shop.

Screen Name Redacted  
10/27/2023 02:51 PM

Costco, Home Depot, Old Navy, any clothing stores that teenagers would shop for

Screen Name Redacted  
10/27/2023 03:01 PM

Costco, T&T, Real Canadian superstore, independent, Safeway, Homedepot, Toys R Us , KFC, Popeyes, Boston Pizza, Mary Brown's

Screen Name Redacted  
10/27/2023 03:18 PM

Cactus club Old navy H and M And literally everything else

---

Screen Name Redacted 10/27/2023 03:51 PM	Sport related store - tack shop (better than Monty's, actual staffed by equestrians would be nice), hockey, mountain biking, hiking store like Atmosphere or less big box. Less big box stores and more mom-pop shops. And ensure they are Canadian owned corporations, and help promote them so people learn to shop away from big box walmart/costco types. But overall smarter retail options balanced by industry jobs.
Screen Name Redacted 10/27/2023 03:59 PM	Costco / tandoori flame
Screen Name Redacted 10/27/2023 04:00 PM	Most of the stores in malls
Screen Name Redacted 10/27/2023 04:57 PM	Costco, fabric store, fine-dine restaurants, European style bakeries and cafes
Screen Name Redacted 10/27/2023 05:02 PM	The Bay, American Eagle, old navy, foot locker, Nike, naturalizer, apple, h&m
Screen Name Redacted 10/27/2023 05:15 PM	Gap, Winners , Old Navy, Childers Place any type of clothing , footwear , children's clothing ,reasonably priced toy stores, reasonably priced sports equipment like Langley has
Screen Name Redacted 10/27/2023 05:38 PM	Old navy, urban planet/kids, Gap, Ardennes, Uniqlo, Lululemon, sporting goods (footlocker, champs, Nike store)....i could go on and on but basically a whole mall. Family restaurant chains,old spaghetti factory, Earls, Cactus Club, a real mall food court, Thai express, New York fries, Edo Japan.
Screen Name Redacted 10/27/2023 06:12 PM	Costco, GAP, Old Navy
Screen Name Redacted 10/27/2023 06:14 PM	We need a good shopping mall in Albion it's horrible for shopping on local store is unaffordable for daily items like condiments and fruit! We are forced to drive into downtown Maple Ridge, as a senior I'd like something closer! So we need a mall in Albion. We are neglected
Screen Name Redacted 10/27/2023 06:14 PM	We need a good shopping mall in Albion it's horrible for shopping on local store is unaffordable for daily items like condiments and fruit! We are forced to drive into downtown Maple Ridge, as a senior I'd

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like something closer! So we need a mall in Albion. We are neglected

Screen Name Redacted

10/27/2023 06:37 PM

Not looking big box or franchised retail or restaurants. Small coffee shops, local stores & restaurants, rotating food trucks like at the Pitt meadows food truck spot.

Screen Name Redacted

10/27/2023 06:38 PM

Winners/homesense, old navy, H&M, Sephora, furniture stores. More independently owned restaurants and cafes

Screen Name Redacted

10/27/2023 07:17 PM

Cactus Club, Costco, the Bay, Old Navy, Nike

Screen Name Redacted

10/27/2023 07:21 PM

Lululemon, the gap, old navy, Aritzia, whole foods, cactus club, earnest ice cream, cartems donuts, natures fare, home sense, thriftys, smoothie bar, vegan bakery, and any other local shops and restaurants

Screen Name Redacted

10/27/2023 07:38 PM

We need larger clothing retailers here. A decent department store (our Walmart is a total joke - I refuse to shop there - if I need something at Walmart I drive to the Port Coquitlam store). Better shoe stores as well would be nice.

Screen Name Redacted

10/27/2023 09:09 PM

Aritzia, H&M, sport chek, carters, the gap, old navy, Best Buy, cactus club, earls, noodle box, uniqlo, Nike, Aldo, the bay, plenty, champs....

Screen Name Redacted

10/27/2023 09:20 PM

I'd love to see breweries like Fieldhouse, upscale ice cream places, a wine bar, restaurants like Bow & Stern, and even large chains like Cactus, Earls. Joey!!!

Screen Name Redacted

10/27/2023 09:55 PM

Deli, supermarkets, Costco, cactus club, lunch spots, anything to fill the empty storefronts in Haney Place, kids store, toy store

Screen Name Redacted

10/27/2023 10:05 PM

H&M, Old Navy, Uniqlo, Sephora, Aldo, gastropub,Joey's, Earls, Milestone's, OEB, Gabi and Jules, Famoso Pizza

Screen Name Redacted

10/27/2023 10:45 PM

Bbq/smoke/Kansas city.



Screen Name Redacted

10/27/2023 10:53 PM

Best buy, Costco, Starbuck, T and T Market, winner

Screen Name Redacted

10/27/2023 11:14 PM

Winners, Home Sense, Indigo, Sephora, Boston Pizza, Olive Garden,  
T & T Supermarket, Daiso, Oomomo

Screen Name Redacted

10/27/2023 11:22 PM

Clothing stores, home furnishings, shoes stores, basically a mall.

Screen Name Redacted

10/27/2023 11:54 PM

Costco, Home Depot, Best Buy, Old Navy Indigo, Cactus Club,  
Joey's, Tap & Barrel, Toys R Us, H & M, the Bay, Princess  
Auto, IKEA.

Screen Name Redacted

10/28/2023 01:25 AM

Brands are not relevant to me. I'm more interested in quality cuisine,  
clothing and gifts, all with an eye to sustainability.

Screen Name Redacted

10/28/2023 01:30 AM

Clothing stores besides Walmart and marks. Costco and chapters  
would be amazing.

Screen Name Redacted

10/28/2023 08:42 AM

Saje, Sephora, toyrus, chapters, edo japan, warehouse one, torrid

Screen Name Redacted

10/28/2023 08:43 AM

Costco, Safeway, Old Navy, H&M, Homesense, any good  
restaurants! There's nothing on the east side of town

Screen Name Redacted

10/28/2023 08:54 AM

For restaurants look at what Port Moody, Coquitlam and Port  
Coquitlam have done. We need a mall with a variety of stores for a  
variety of ages

Screen Name Redacted

10/28/2023 08:58 AM

Cactus club COSTCO H&M A sit down Korean Restaurant  
Clean/updated bowling alley

Screen Name Redacted

10/28/2023 09:02 AM

Household items, clothing, like winners/homesense, even a Canadian  
superstore. A strip mall with variety of stores and restaurants for  
families and adults for example, cactus club, earls or milestones.

Screen Name Redacted

10/28/2023 09:07 AM

Any clothing brand. All clothing brands.

Screen Name Redacted

10/28/2023 09:13 AM

Costco, any store you would find in a mall, independent restaurants and cafes, cobs/m&m/superstore on east side (in Albion area)

Screen Name Redacted

10/28/2023 09:20 AM

All brands like H&M, Carters, Hudson Bay, urban planet and urban kids , Zara, Ardens, Dynamite, Aldo, call it spring a even best buy

Screen Name Redacted

10/28/2023 09:27 AM

Cactus Club, earls, casual dining. Also shopping all in one place , not having to drive to four or five different places to get gifts, groceries clothing, etc.

Screen Name Redacted

10/28/2023 09:29 AM

We are missing retail mall anchor and retail stores.

Screen Name Redacted

10/28/2023 09:34 AM

Costco, Home Depot , Best Buy

Screen Name Redacted

10/28/2023 09:36 AM

Milestones, cactus club, earl's,

Screen Name Redacted

10/28/2023 09:36 AM

Milestones, cactus club, earl's,

Screen Name Redacted

10/28/2023 09:43 AM

A larger mall, Winners, Earls or Milestones,

Screen Name Redacted

10/28/2023 09:47 AM

At this point, anyone who is willing to come. There's probably a reason why Lululemon or Aritzia were forever 21 or Costco or thrifty's or Safeway won't come to Maple Ridge.

Screen Name Redacted

10/28/2023 09:50 AM

Costco Real mall

Screen Name Redacted

10/28/2023 09:55 AM

Sephora

Screen Name Redacted

10/28/2023 09:55 AM

1) Costco, 2) T&T, 3) Home Depot, and more restaurants/pubs in general (no fast food)

Screen Name Redacted 10/28/2023 10:01 AM	Old Navy, Gap, Sephora, Lululemon, Cactus, Ramen restaurants, Korean Restaurants (no more Fried Chicken), kid friendly restaurants; basically a mall like Guildford, Willowbrook, Coquitlam Centre where shopping, dining and entertainment all in one!
Screen Name Redacted 10/28/2023 10:04 AM	Costco Whole foods, Safeway or IGA Milestones, cactus club, or similar Men's clothing stores ie tip-top or equivalent MEC or outdoor shop equivalent Specialty food/cooking shop like gourmet warehouse or well seasoned
Screen Name Redacted 10/28/2023 10:13 AM	Cactus club, milestones, old navy, superstore, clothing stores and show stores in general. I have to leave maple ridge to grocery shop and to buy clothes and house hold items for my family which is really unfortunate for our community.
Screen Name Redacted 10/28/2023 10:16 AM	H&M, Zara, Aldo, call it spring, garage, dynamite, Aritzia, American eagle, cactus club, Earls, Moxies, Milestones
Screen Name Redacted 10/28/2023 10:18 AM	Retail chains that I'd have to go out of the city to access.
Screen Name Redacted 10/28/2023 10:26 AM	It's not missing brands, it's missing non-brands! How about something that isn't owned by Mission Springs.
Screen Name Redacted 10/28/2023 10:30 AM	A Supercentre Walmart, Superstore, Safeway, The Bay, The Children's Place, etc
Screen Name Redacted 10/28/2023 10:35 AM	Old Navy
Screen Name Redacted 10/28/2023 10:35 AM	clothing shops like Old Navy, a better department store like the Bay, a electronics store like Best Buy, Ramen soup and Satay Pho are my favorites and not offered locally,
Screen Name Redacted 10/28/2023 10:37 AM	Asian markets such as T&M or hmart
Screen Name Redacted 10/28/2023 10:41 AM	Clothing, particularly children's and women's. I would like to see larger chain retail options such as Old Navy, Gap, H&M, Children's Place, etc. This is the one area of shopping that I am

continuously finding myself leaving MR to shop for, and I will often shop for other items while on that trip (rather than purchasing those items in Maple Ridge). Or, I am purchasing online.

Screen Name Redacted

10/28/2023 10:41 AM

I would not like to see the franchise chains.

Screen Name Redacted

10/28/2023 10:52 AM

Costco Home Depot Wholefoods IKEA Superstore Plus unique entertainment/authentic cafes/eateries like what fort langley or North Vancouver

Screen Name Redacted

10/28/2023 10:57 AM

Local food Family owned buissiness Wood fired oven pizza ( thin crust, highly quality ingredients) Club Bars

Screen Name Redacted

10/28/2023 10:57 AM

A decent mall like Guilford

Screen Name Redacted

10/28/2023 11:02 AM

Clothing (new)

Screen Name Redacted

10/28/2023 11:18 AM

Everything... Costco, Kin's Market, fabric stores, Safeway (Or other options aside from Save-On), Lululemon, RW&Co, Aritzia, other brands typically found in a mall, toy stores like Mastermind Kids, kids clothing like Carter's or The Children's Place, Cactus Club, Earl's, Olive Garden, Montana's.

Screen Name Redacted

10/28/2023 11:30 AM

Lululemon, MEC, SoftMoc, Aritzia, L.L. Bean, Costco

Screen Name Redacted

10/28/2023 11:37 AM

Mens and ladies clothing, good shoe store, Cactus Club restaurant, decent and safe Walmart!

Screen Name Redacted

10/28/2023 11:48 AM

Supporting local small businesses would be a better fit than injecting chain stores or brand names.

Screen Name Redacted

10/28/2023 11:52 AM

Costco, the gap, cactus club

Screen Name Redacted

10/28/2023 11:53 AM

Earls, Home Depot, Whole Foods, Body Energy Club, The Bay



Screen Name Redacted

10/28/2023 11:55 AM

Whole Foods, Costco, Simons, Sketchers, Ikea, Mountain Equipment Co op, Unique Boutique's for womens clothing, Cabellas, Its easy to go on.

Screen Name Redacted

10/28/2023 12:27 PM

Sephora, abecrombie and fitch, hot topic, hollister, home sense/ good stores, sage, lush, cactus club, joeys, earls, the keg - However we also need hotels!! When my family comes from alberta to visit us they have to stay in coquitlam due to poor quality hotel selection.

Screen Name Redacted

10/28/2023 12:31 PM

Sephora , abecrombie and fitch, hollister, hot topic, sage , lush , joeys , cactus club , seafood

Screen Name Redacted

10/28/2023 01:03 PM

T&T, women's clothing -need more choices, Popeye's Chicken,

Screen Name Redacted

10/28/2023 01:59 PM

Indian groceries, T&T Market.

Screen Name Redacted

10/28/2023 02:00 PM

Fashion/Movie theatre/Book store

Screen Name Redacted

10/28/2023 02:09 PM

Cactus Club, Costco, Home Depot

Screen Name Redacted

10/28/2023 02:54 PM

No specific brands , but more variety of clothing stores ...men & women's Art supply store

Screen Name Redacted

10/28/2023 02:59 PM

Place for kids clothes, winners, homesense, chapters, lulu, costco

Screen Name Redacted

10/28/2023 03:17 PM

Old Navy, Costco, Montana's,

Screen Name Redacted

10/28/2023 03:18 PM

Thriftys,

Screen Name Redacted

10/28/2023 03:40 PM

Anything retail!!! A decent mall!!! We currently have a shitty Walmart, marks and superstore. Woohooo

Screen Name Redacted

10/28/2023 05:35 PM

Maple ridge is in desperate need of a mall like Coquitlam centre

Screen Name Redacted

10/28/2023 05:52 PM

Earls moxies Laura's

Screen Name Redacted

10/28/2023 06:04 PM

Cactus clubs milestones

Screen Name Redacted

10/28/2023 06:18 PM

Again we have no good retail stores, just look at all the retail stores available in all the other cities around us. It would be nice to have brand name clothing stores, Home Sense or IKEA type stores.

Screen Name Redacted

10/28/2023 08:18 PM

Cactus club

Screen Name Redacted

10/28/2023 08:23 PM

Malls with clothing retail stores like H&M

Screen Name Redacted

10/28/2023 09:25 PM

Costco, Rona, Zumiez, New Balance, MEC, Indigo, (Walmart stock), Greenhawk

Screen Name Redacted

10/28/2023 09:42 PM

Olive Garden Cactus club Home Depot

Screen Name Redacted

10/28/2023 10:16 PM

A real mall Costco Big brands

Screen Name Redacted

10/28/2023 10:37 PM

Milestones, cactus club or Earls, old navy, Gap,

Screen Name Redacted

10/28/2023 10:53 PM

A Walmart Superstore, Old Navy, Popeyes

Screen Name Redacted

10/28/2023 11:16 PM

Outlet malls, kids clothing , Indian restaurants and grocery

Screen Name Redacted

10/29/2023 12:03 AM

Bath and body works, old navy, Home Depot, Costco, Olive Garden, cactus club, torrid, Penningtons, Leon's, chapters, Best Buy

Screen Name Redacted

10/29/2023 12:53 AM

Chapters, bath and body works, old navy

Screen Name Redacted

10/29/2023 01:42 AM

More big brand clothing stores in the mall.

Screen Name Redacted

10/29/2023 07:22 AM

Smaller brands. One offs. Not mass brands. No more fast food. Let's class this place up.

Screen Name Redacted

10/29/2023 07:50 AM

Lego store

Screen Name Redacted

10/29/2023 08:03 AM

Any clothing stores, our mall needs revamping and entirely new stores and upgrade

Screen Name Redacted

10/29/2023 08:48 AM

I miss the Hammond business community. There used to be a grocery, bakery, hair dresser, mechanic, restaurant, bank and more

Screen Name Redacted

10/29/2023 09:15 AM

Costco

Screen Name Redacted

10/29/2023 09:27 AM

Costco, Home Depot, Cactus Club, Superstore

Screen Name Redacted

10/29/2023 10:52 AM

As there is nothing decent available besides fast food east:/ north or south of 232 , anything would be welcome!

Screen Name Redacted

10/29/2023 11:19 AM

sungiven foods

Screen Name Redacted

10/29/2023 01:05 PM

Major box stores, clothing stores

Screen Name Redacted

10/29/2023 01:32 PM

Clothing retailers (mall brands/stores)

Screen Name Redacted

10/29/2023 02:07 PM

Urban Fare/Nestor's/Thrifty's style market grocery (save-on is the worst and there are THREE of them, don't get me started on Walmart). Joey/Cactus/Earls/Moxies style restaurant - not even my favourites but the MOST frequented by myself/family and has been

missing - Browns was a good assuage and is a great restaurant although this location has poor ambiance.

Screen Name Redacted

10/29/2023 02:55 PM

Cactus club, torrid, ardene, old navy, Olive Garden, outlet stores (like tswassen mills), show stores, lululemon, the lost goes on and on.

Screen Name Redacted

10/29/2023 03:07 PM

Costco Food

Screen Name Redacted

10/29/2023 04:46 PM

Costco, Home Depot

Screen Name Redacted

10/29/2023 05:20 PM

would like to see more clothing options with sustainable products such as Blue Sky Clothing that is BC owned. Locally owned vegan restaurants like Down 2 Earth in Langley, Chick Pea70, Meet on Main, The Arbor, Chau Veggie, The Pizza Castle and The Naan Restaurants in Vancouver, Kokomo in Port Moody.

Screen Name Redacted

10/29/2023 06:18 PM

Nothing brand specific, we need a cohesive shopping experience. We need an identity not a Hodge Podge of boarded up buildings, druggies shooting up in doorways, an empty mall. We have several one way streets that could be utilized and the ability to make 224 walkable like Fort Langley.

Screen Name Redacted

10/29/2023 09:17 PM

Costco, indigo, Best Buy, any higher end retail.

Screen Name Redacted

10/29/2023 10:24 PM

I would like to see a "village" retail atmosphere, offering a variety of cafe's and shopping ...besides Thrift stores, Dollars store and a Crappy Walmart....the Parks are great, but nobody is coming into Maple Ridge to shop, spend money as a destination. Most people I know shop outside of Maple Ridge or On-line.

Screen Name Redacted

10/29/2023 10:45 PM

Retail shopping mall with clothing stores for women/kids: H&M, old navy, urban outfitters/urban kids

Screen Name Redacted

10/29/2023 11:15 PM

A proper mall, H&M, Sephora, RW & Co, shoe stores etc. we need a variety of restaurants. I'd love to see Ramen, Farm to table, good Mexican food. We have too many fried chicken, sushi restaurants and fast food. We need more variety.



Screen Name Redacted

10/29/2023 11:58 PM

Any clothes retailers and shoe shops

Screen Name Redacted

10/30/2023 05:53 AM

COSTCO! 5 guys Cactus club Browns Urban planet H&M Old navy Carters American eagle Best Buy Bath and body works Body shop

Screen Name Redacted

10/30/2023 06:52 AM

No big brands, more non-chain restaurants please. More clothing retailers are needed- UNIQLO.

Screen Name Redacted

10/30/2023 07:22 AM

Costco!, Home Depot, Winners, Sally's beauty, cactus club, spaghetti factory, a nice mall with actual stores. Lululemon, Sephora

Screen Name Redacted

10/30/2023 08:41 AM

Old navy for kids, Hudson Bay, Nook restaurant ( just purchased from the owners of Cactus Club and looking to expand) Tap and Barrel or Craft restaurants.

Screen Name Redacted

10/30/2023 10:12 AM

Costco, outlets (see Morgan Crossing in South Surrey)

Screen Name Redacted

10/30/2023 10:14 AM

Costco, outlets (see Morgan Crossing in South Surrey)

Screen Name Redacted

10/30/2023 11:51 AM

I prefer the small entrepreneurial businesses, family run as they are more personal. National brands make me feel just like a number. Banks for instance treat me like cattle, standing in line always.

Screen Name Redacted

10/30/2023 12:50 PM

T&T, Home Depot, Costco

Screen Name Redacted

10/30/2023 02:00 PM

Clothing stores/mall

Screen Name Redacted

10/30/2023 05:18 PM

Everything - clothing, housewares, Costco, big box

Screen Name Redacted

10/30/2023 09:00 PM

Cactus club, Neapolitan pizza place, Romers, H&M, Best Buy, hunnis, lush, the gap, old navy,

Screen Name Redacted 10/30/2023 10:06 PM	We need a mall like coquitlam centre. All those retail brands are missing from maple ridge
Screen Name Redacted 10/30/2023 11:45 PM	Milestones, catus Cafe, more family casual
Screen Name Redacted 10/31/2023 09:44 AM	Boutique style restaurants over chains. Costco, Shoe Stores, more variety in clothing stores
Screen Name Redacted 10/31/2023 09:52 AM	Cactus Club Earls Wine bar
Screen Name Redacted 10/31/2023 03:47 PM	None
Screen Name Redacted 10/31/2023 09:11 PM	Clothes, shoes, home decor , etc
Screen Name Redacted 11/02/2023 08:46 AM	Costco, superstore, chapters, old navy, Boston pizza, lululemon, toys r us, winners, home sense.... Anything that Langley has is what we need in East Maple Ridge
Screen Name Redacted 11/02/2023 12:15 PM	Cafes, clothing shops, gift shops, home decor, jewelry, galleries, cards.
Screen Name Redacted 11/02/2023 03:37 PM	Nike, Adidas, Best Buy, Uniqlo, and many more
Screen Name Redacted 11/02/2023 08:21 PM	Olive Garden, MEC, Costco, Mountain Warehouse, Bath and Body Works, Atmosphere, Escape rooms, more ethnic foods (no more pizza restaurants or sushi), Cactus Club and Nespresso.
Screen Name Redacted 11/04/2023 02:06 PM	Canadian Tire - variety in housewares, etc. Walmart in MR is a joke. FreshSlice pizza.
Screen Name Redacted 11/04/2023 03:49 PM	Old Navy, the Gap, H&M, Winners, Home Sense, Mastermind Toys, the bay
Screen Name Redacted	Cactus club, earls, large restaurant chains

11/04/2023 10:39 PM

Screen Name Redacted

11/05/2023 02:42 PM

Hmm, can't think of anything specific right now. I'd love to see a fish and seafood restaurant but I'm probably the only one. I've never been but I've heard Red Lobster is good. Ideally, though, I was thinking of a healthier, less battered alternative. Austin Fish & Chips is good but mostly deep-fried. It would be awesome to have someplace to go besides A&W (which I never do) after the bar closes because by then you're hungry again, right? First choice would be Chinese, second Indian, Thai, Japanese or Vietnamese, third pizza, I guess. Someplace where you could go in and hang out for awhile, with a touch of ambience if possible, please.

Screen Name Redacted

11/06/2023 10:36 AM

Grocery (Fresh St Market, Safeway, Natural Food Stores) Retail (Indigo, Old Navy, GAP, Uniqlo, Pet Stores, Marshall's) Restaurant (Fine dining/ nice local spots, Cactus Club, Earls) Movie Theatre/ Cineplex

Screen Name Redacted

11/06/2023 03:35 PM

Apple Store, IHOP, Taco Bell, BestBuy, Winners, Superstore, Costco with gas bar and food court, Winners, Walmart, Sport Check, GameStop, H&M, KFC, LULULEMON, Microsoft Store, SPORT CHEK, URBAN BARN, WAVES COFFEE with a drive thru, Target, JUGO JUICE, BOOSTER JUICE, ATMOSPHERE,

Screen Name Redacted

11/06/2023 11:50 PM

American Eagle, Aritzia, LuluLemon, H&M, Winners/Marshalls, SoftMoc, Bath and Body Works, Earls Restaurant

Screen Name Redacted

11/08/2023 08:59 PM

I'd like to see more independent bars & restaurants, plus maybe a couple of more up-market restaurant chains like Cactus Club or Earls. Retail - we really need a larger area for retail to operate in. We also need free parking - if you want to encourage people to come then don't start off by charging them to come! There is currently no reason to want to come to Maple Ridge as we are not a Destination location - even people who come to the Golden Ears park in summer probably pass right through on their way home as there is nothing here worth stopping for.

Screen Name Redacted

11/08/2023 10:47 PM

retail: Costco, Home Depot restaurants: Cactus Club

Screen Name Redacted

11/09/2023 05:02 AM

I believe we need niche restaurants not just brands like Cactus Club or?

Screen Name Redacted

11/09/2023 02:03 PM

Costco and a shopping mall like Coquitlam Centre

Screen Name Redacted

11/09/2023 03:55 PM

Cactus club type restaurants Black sheep type restaurants Persian Restaurants Pasta Restaurants Costco

Screen Name Redacted

11/10/2023 02:26 AM

Everything relevant. All retail in maple ridge is grossly outdated. We only have Purdy's chocolates, maple ridge florist and Town and country vintage for anything cute or trendy. The Albion area is only slightly better due to limited retail spaces and being a new community but none and biscuit is great as well as the boutique next door.

Screen Name Redacted

11/14/2023 04:11 PM

Costco, T&T supermarket, Chinese Restaurant (Hot Pot)

Screen Name Redacted

11/16/2023 09:13 AM

The growing multicultural demographic needs cultural support.

Screen Name Redacted

11/17/2023 01:13 PM

A lot

Screen Name Redacted

11/17/2023 01:17 PM

Canadian Brewhouse, Earls, Boathouse, Cactus Club

Screen Name Redacted

11/17/2023 02:48 PM

Costco, Home Depot, Shoe Stores, Many clothing stores; Mens wear, Ladies wear, Teen clothing, Young Adults clothing. Sports wear, Department Stores. Toy stores.

Screen Name Redacted

11/17/2023 03:23 PM

Costco

Screen Name Redacted

11/20/2023 08:40 AM

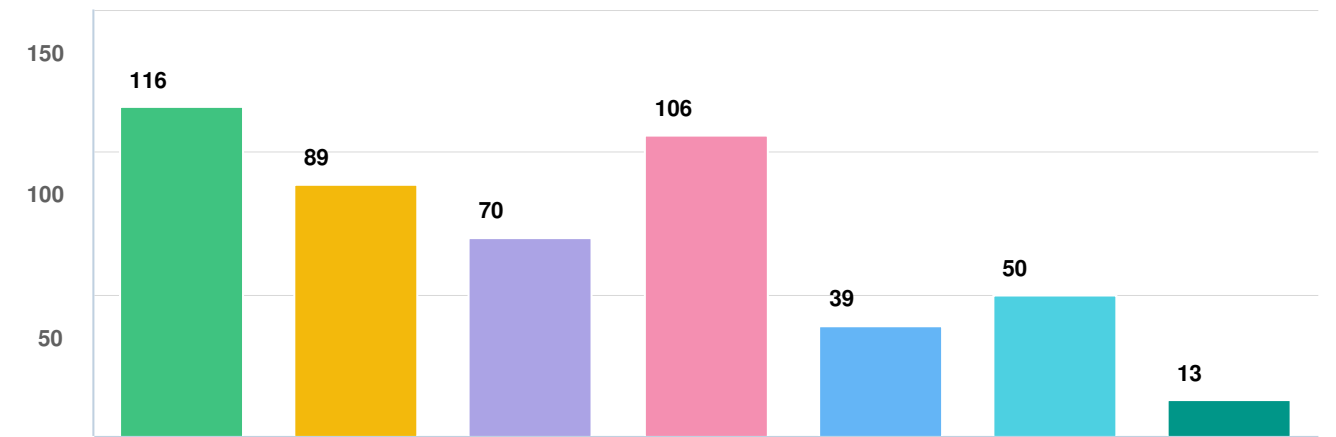
Grocery = Superstore, Safeway, Thrifty's Retail = Best Buy, Sport Chek, Ardene, Old Navy, Home Depot, Costco Restaurants = Cactus Club, Milestones, Earls,

**Optional question** (166 response(s), 16 skipped)

**Question type:** Essay Question



Q10 What kind of retail development would you like to see more of in Maple Ridge?



**Question options**

Enclosed Mall Unenclosed Mall Mixed Use Village Retail Strip Mall Destination F&B Other (please specify)

Optional question (182 response(s), 0 skipped)  
Question type: Checkbox Question

Q11 Do you have any additional comments you would like to share?

Screen Name Redacted 10/27/2023 02:11 PM	Kindly bring vegan or veg food.
Screen Name Redacted 10/27/2023 02:16 PM	This city lacks infrastructure for the amount of growth in residential projects. While the population grows, the city is becoming increasingly congested and you still have to leave the city to shop. The city needs large retailers, not just small businesses.
Screen Name Redacted 10/27/2023 02:51 PM	As the city expands, the need for commercial real estate is ever increasing. It would be nice to keep our dollars in the city we live in. We have lived here for 15 years and quite honestly if our kids weren't established in school here we would be gone. Both children, at this point, have no desire to live in their hometown once they've graduated. I find that quite sad.
Screen Name Redacted 10/27/2023 03:01 PM	We need big grocery store in Albion. Please bring in Costco/ T&T/ RC Superstore / Independent/ Safeway/ Homedepot/ Toys R Us . Restaurant like KFC/ Popeyes/ Mary Browns/ Chico chicken / Boston Pizza. Costco is needed so bad in this area , will also bring

people from Mission shop in Maple Ridge if we have a Costco. The new houses built with huge population growing in this area, Albion becomes a big community. So many young generations gonna start life here. Definitely need big brand stores and restaurants to reduce so much travelling for a big community like Albion if most big stops and chain restaurants are in this area. Keep people in this area able to enjoy fun life and no waste so much time travelling out to shop and eat.

Screen Name Redacted

10/27/2023 03:18 PM

For all my shopping I leave Maple ridge as there is little options. Pitt Meadows, Langley or Coquitlam are my go to for food and clothing. Silver Valley is in desperate need of community stores such as convenience and cafes to grow community relationships.

Screen Name Redacted

10/27/2023 03:51 PM

While we need better shopping, and we already have a fairly vibrant restaurant industry, we need to be very smart about the decisions made now. Must be decisive and clever to set things up to fix issues for the long term. Our biggest issues being traffic, housing costs, lack of jobs, and shopping. While big box brands are nice to have, I think we need to balance them with fixing some other issues - which in turn would bring the ability to have box stores or allow mom-pop shops to expand in size. Fixing traffic to create a true highway would go a long way to that. The commercial spaces from 200 to 228 are underutilized and creating mayhem for traffic. If you make Lougheed a proper highway and install frontage roads, you could shift the commercial space to allow more Walkable Outdoor malls like Highstreet between Lougheed and Dewdney. Make traffic move so this causes less frustration, will allow more commercial spaces, attract high quality businesses, and improve shopping experiences for residents. This could mean redeveloping all of downtown to be a walkable mall, at very least redo Haney Place Mall, have office space above the whole area, hotel spaces, and then condo and subsidized social housing run by the city. Additionally the city should look at bringing in more industry jobs so that we aren't devaluing our city by forcing only retail and food as jobs available to residents. The less we make in income the worse off the City will be in the long run. This is all tied to retail as every year the city focuses on retail and food, but never industry jobs or bringing in high paying careers in the 100-300k range. That's buying power for residents, and commercial space taxes for the city.

Screen Name Redacted

10/27/2023 03:59 PM

Thanks for asking

Screen Name Redacted

10/27/2023 05:15 PM

Please no more nail bars , probably no more vape stores,we have enough bakeries , bring back the lovely Cythera house second hand

store !

Screen Name Redacted

10/27/2023 05:38 PM

I can't say enough about what maple ridge needs. I think the key is that we need it all. If I need to go to sport check but also need to go to old navy and urban kids, I'm not stopping at the Pitt meadows sport check, I'm just going to the mall in another city to get it all done. And while we are there we are also eating. What maple. Ridge does offer (Walmart) is old and run down and offers half of what other Walmarts offer. Everything feels makeshift. I would love to spend my money locally but we just don't have even a quarter of what other cities offer.

Screen Name Redacted

10/27/2023 06:12 PM

The city must do more than just build new houses. We need retail and culture.

Screen Name Redacted

10/27/2023 06:14 PM

As a home owner and tax payer we feel Albion and east Maple Ridge area is over run with townhouses, schools are full so some money spent in this area is much needed

Screen Name Redacted

10/27/2023 06:14 PM

As a home owner and tax payer we feel Albion and east Maple Ridge area is over run with townhouses, schools are full so some money spent in this area is much needed

Screen Name Redacted

10/27/2023 06:37 PM

Keep it small to medium. Not big. Must fit into individual neighbourhoods.

Screen Name Redacted

10/27/2023 07:21 PM

Please make it so we don't have to drive 45 mins to go shop!!!

Screen Name Redacted

10/27/2023 07:38 PM

In order to attract and keep better retail businesses and restaurants you need to clean up the streets in this town. The number unhoused and/or drug addicted people as well as an increase in crime is a definite deterrent to attracting more businesses.

Screen Name Redacted

10/27/2023 09:09 PM

Maple ridge needs to get with the times. There are so many disadvantages. It's sad everyone has to travel so far to shop or eat or go to Costco.

Screen Name Redacted

10/27/2023 09:55 PM

Fill the empty mall in the middle of town. Haney Place mall isn't a mall anymore. It's supposed to be the hub of our city and has 13 empty stores

Screen Name Redacted

10/27/2023 10:45 PM

222 & DTR need revitalization. That stretch of road gets missed especially at christmas time when the rest of downtown gets decorated and lite up with lights. It just seems like the mayor and council don't care about that part of the neighborhood.

Screen Name Redacted

10/27/2023 11:14 PM

The variety of retail facilities currently available in Maple Ridge is not sufficient, in particular in the area east of Downtown. Moreover, although Downtown area does have a concentration of retails and dining facilities, the safety issues of the area make us feeling uncomfortable to take our family to shop and dine there. I think by adding more ground level businesses can help improve the active frontage along Downtown street front with more eyes on streets. Lighting and landscaping could improve the streetscape and make the streets more welcoming. As for my neighbourhood in Albion, there's surely insufficient commercial uses being planned. Any future plans in the area should consider an increase of commercial uses in the land use mix. Opportunity for mixed uses development should also be considered as well.

Screen Name Redacted

10/27/2023 11:22 PM

Long overdue! Maple Ridge has the population to support business. Get it together!

Screen Name Redacted

10/27/2023 11:54 PM

We need less local niche businesses and more larger brand retail so we don't need to travel out of Maple Ridge to access these goods and services that seem more common in neighboring communities. Walmart is inadequate and poorly stocked compared to other Walmarts and it cannot be the only major retailer in town at that scale.

Screen Name Redacted

10/28/2023 01:30 AM

Lived on and off here for 45 years. Our early 90s Haney place mall was great. Tons of variety and stores. Now mall is so empty. Figure out how to put Costco down by the Albion rink. And some other big box like chapters and home depot

Screen Name Redacted

10/28/2023 08:42 AM

I think the downtown mall needs to be fixed up and filled with stores and restaurants and that housing shouldn't be combined with the mall

Screen Name Redacted

10/28/2023 08:43 AM

I have children. The only place in town I can buy them clothes is Walmart. The selection is very limited and often they don't have sizes I need. Also, in the 240th are and east, we need more places to buy groceries. Save on at 240th is small and there's often nowhere to



park. We have no sit down restaurants east of 227 except for Kingfisher.

Screen Name Redacted

10/28/2023 08:50 AM

I think it's important to have possible signs of where a local business that is off the basic line of sight so potential customers can find it. For instance, before the two apartments were built on 223 and Lougheed Highway, Home Hardware could be seen from the road at the red light, now one doesn't see it until they are right on the street on the way down. Rona and Haney Builders are right off the road and easily visible.

Screen Name Redacted

10/28/2023 08:54 AM

I am not sure if there is a reason we have no stores here in maple ridge. It is rather shocking given the growing size of the community.

Screen Name Redacted

10/28/2023 08:58 AM

I think Coquitlam is a good example of how more stores/restaurants bring jobs for people in our community to reduce property taxes on individual households as well as rush hour which in turn reduces carbon foot print having people being able to work in their own communities. With the costs of everything it would be nice to have more people being able to work in the Community they live in so they can have more time with their families.

Screen Name Redacted

10/28/2023 09:02 AM

I recently moved to Maple Ridge from Coquitlam. The only thing I miss is having a Mall close by, with a variety of shops and restaurants. I find the drive to Coquitlam or Langley daunting. I have to plan to have my shopping done by 2.00 to avoid the rush hour traffic home.

Screen Name Redacted

10/28/2023 09:13 AM

Would like more retail on east side of mr so we don't have to drive to the other side of town or outside of mr to shop with infrastructure to handle traffic

Screen Name Redacted

10/28/2023 09:20 AM

We really need a mall , we have to travel out of town at least twice a week to get our essentials(cloth for ys and kids, special sport equipment or just grocery)

Screen Name Redacted

10/28/2023 09:29 AM

Let's make maple ridge a place we live work and SHOP!! I hate having to leave town to grab my clothing and housewares for family

Screen Name Redacted

Citizens have been asking for a mall for over 20 years, and city has

10/28/2023 09:36 AM

not listened-ever to ehat the people want and need. You build so many homes eith no infrastructure to support them, and the lack of retail is astounding.

Screen Name Redacted

10/28/2023 09:36 AM

Citizens have been asking for a mall for over 20 years, and city has not listened-ever to ehat the people want and need. You build so many homes eith no infrastructure to support them, and the lack of retail is astounding.

Screen Name Redacted

10/28/2023 09:47 AM

Teardown Haney Place mall for crying out loud. It's been a hole since I was a kid.

Screen Name Redacted

10/28/2023 09:50 AM

Bigger supermarket such as Costco and Superstore are missing. A mall with variety of stores would also be great. Post secondary institution

Screen Name Redacted

10/28/2023 09:55 AM

We absolutely need more retail development within Maple Ridge. The questions in this survey may not reflect it, but our household primarily shop outside of Maple Ridge because what we need to buy is not available within Maple Ridge. This is a common theme/problem in Albion, and all this adds traffic and congestion as people have no choice but to drive somewhere else to get what they need. Please plan more appropriately before you (the City) consider additional residential development! You can't just keep building new houses without considering where these people will be able to buy food and essentials from.

Screen Name Redacted

10/28/2023 10:01 AM

Please bring in more businesses to Maple Ridge so we don't Jane to leave the city to spend our money elsewhere

Screen Name Redacted

10/28/2023 10:04 AM

As said above, more available parking for downtown shops. Would love to have a costco. More quality shopping for East Maple Ridge. There are enough liquor/sushi/pizza store options.

Screen Name Redacted

10/28/2023 10:13 AM

Maple Ridge has some absolutely lovely quaint shops. However, the average person in this economy cannot solely rely on cute gift shops for their daily needs. Having more mainstream shopping, ie old navy, a lululemon, the children's place, gap, etc and a grocery store like the superstore where I find most families do their shopping would keep the community spending money within our community instead of needing to head out of town to buy food and clothes for their families.

There are so many run down shops or vacant shops in maple ridge that it's bringing our community down. Our two 'malls' don't bring in a walking crowd. You only go in there because you need to go to one place, not to walk around and shop like traditional malls. We need more in maple ridge. I would love to not have to leave town to do all my shopping.

Screen Name Redacted

10/28/2023 10:16 AM

We keep building condos without any thought about really improving the retail and restaurant experience. We don't want more nail salons and pizza joints going underneath apartment spaces, we want an improved mall ( Haney place is a waste) and more restaurant brand choices to keep people here instead of us always having to go to other cities

Screen Name Redacted

10/28/2023 10:26 AM

Less chains and brands, what we need is independent destination restaurants, local grocers, breweries with good dine-in atmosphere, independent shops - but build nice looking buildings and walkable destinations for them to set up in. Less nail salons, dollar stores and take-out food that dominates storefronts. Give us destinations with nice shops, cafes, pleasant restaurants in a snack people want to spend time in because they are pleasant. More mixed-use too, build retail bottom-residential top to encourage walkability of neighbourhoods.

Screen Name Redacted

10/28/2023 10:35 AM

More clothing stores.

Screen Name Redacted

10/28/2023 10:41 AM

I appreciate the city looking into this - lack of clothing retail options in particular has always been something that's been a downside to living in this area, and I think we can attract more local (and away) shoppers by expanding what we offer in our own town.

Screen Name Redacted

10/28/2023 10:41 AM

rezone the core to not allow office on first floor. lots of commercial sf in the area that is wasted. also need to see bigger pockets of commercial around the city. 240/lougheed is a good start. it could have been bigger and better and more than 2 strip malls around parking lots.

Screen Name Redacted

10/28/2023 10:52 AM

Downtown should be more like Fort Langley as a quaint shopping arts and entertainment district connecting to the warf where a boardwalk hotel covered amphitheater should be. Albion area or where Sandscorp is located should have the large shops like Costco Home Depot IKEA and some brand name stores with another bridge at 264

Screen Name Redacted

10/28/2023 10:57 AM

Develop river road industrial park

Screen Name Redacted

10/28/2023 10:57 AM

Would like to see more diversity in the city.

Screen Name Redacted

10/28/2023 11:18 AM

When we moved here, I didn't realize how often I would have to travel outside the city to get what was needed. I wish I could shop in Maple Ridge more often and leave my money in the city where I live. Also, with all the development bringing in more people, we are also going to need to think of efficient thoroughfares through the city to reduce traffic, schools, and extra curricular facilities like pools and day programs. I don't even try to get my kids into programs in Maple Ridge anymore, they're usually full within minutes, I take them to Walnut Grove instead.

Screen Name Redacted

10/28/2023 11:30 AM

Retail stores to suite both men and women.

Screen Name Redacted

10/28/2023 11:37 AM

When we moved here 7 years ago we purposely bought our condo within walking distance of downtown Maple Ridge. However, as Seniors, we do not feel safe walking to downtown for any kind of shopping! Therefore, we drive to either Langley, Port Coquitlam or Coquitlam to shop and even do our banking! Plus free central parking is a huge issue!!

Screen Name Redacted

10/28/2023 11:48 AM

The development in maple ridge should reflect the common values; family life and outdoor adventure. There are few to no retail locations that support this lifestyle. An outdoor store would be appreciated. The other substantial issues are the increase in population without the supporting infrastructure (roads/pool/recreation facilities). Lougheed Highway is the only major road through Maple Ridge, and access to retail, this creates considerable congestion and limits the access to the retail spaces. This congestion could be alleviated by widening and lengthening Abernethy Way (three lanes each way and through to Mission) allowing non shoppers to bypass downtown and gain access to the residences in Silver Valley, Albion, and Mission without negatively impacting the shopping district.

Screen Name Redacted

10/28/2023 11:52 AM

We desperate need middle of the road retail stores like the gap and old navy. Aside from Walmart, one can't even buy a pair of underwear in this town.



Screen Name Redacted

10/28/2023 11:53 AM

More roads too!

Screen Name Redacted

10/28/2023 11:55 AM

Im happy that there is a opportunity for voicing my concerns and there are many. Currently I feel that Maple Ridge is lagging far behind other communities in many areas. I feel that Maple Ridge has not developed towards inviting residents to travel on foot or bike throughout the communities. In part because there is a severe lacking of wide or multi use sidewalks et all. I ride and walk throughout the city, and am always disappointed at Bike paths that go simply a few blocks then end at the worst intersections. There is no clear continuous bike path anywhere in the city that connects to other paths, mostly dead ends. Sidewalk are iether to narrow if they exist at all, and put the rider or pedestrian at odds when going in opposite directions one will have to walk on an active road way to allow room for others. The amount of unused but fenced property in this city is staggering. Along Lougheed corridor on the North side, or the Condemned units that are hideous to look at are still part of Maple Ridges lack of appeal and severely under developed . For every condemned property that is fenced off and boarded I see wasted opportunities to develop an appealing draw to the city, as well as drives property values down. Further the trails and local green spaces within the city are in poor states, they are over grown with Bramble and prickly bush, should these walk way parks ever bee cleaned up and improved then people would use them. Look to any other city locally and learn how they make their parks cleaner and safer. The cleaned up the underbrush thereby giving the homeless less places to hide and provides a brighter amount of sunshine around the forest floors. Any park that allows homeless people to camp where ever they like only promotes unsafe and unappealing feelings. Please consider putting a foot /bike bridge over the Haney bypass. There is simply nothing inviting to cross that road by foot or bike do to lack of safe travel sidewalks, in order to get to the park. Yet there are many historical drives leading right to the bypass with no way to get across in order to see the river. Please, please consider adding another Rec Centre, having only one pool, sauna, gym, has put me off of using it do to overcrowding and inconsistent hours of operation.

Screen Name Redacted

10/28/2023 12:27 PM

we also need hotels!! When my family comes from alberta to visit us they have to stay in coquitlam que to poor quality hotel selection.

Screen Name Redacted

10/28/2023 12:31 PM

We also need better hotels. When my family comes in from other provinces , europe or the usa they have to stay in coquitlam or even Vancouver as the hotel quality is poor. Makes it hard to spend time

together when you have to drive 30 min or half hour to even go on an outing ect

Screen Name Redacted

10/28/2023 01:03 PM

For future, consider closing 224th to traffic and create a pedestrian street filled with shops and restaurants. It would draw everyone down there and create a great atmosphere. Put the parking further away so people will walk a couple blocks and get people in those stores. Also, the temporary patios like Silver Valley brewing and Chameleon Cafe need to be there. Just think of how nice it would be if there was no traffic there and you could sit outside.

Screen Name Redacted

10/28/2023 01:59 PM

Avoid big box and large chain retailers. Promote independent businesses.

Screen Name Redacted

10/28/2023 02:09 PM

Get rid of Haney Place Mall and start over

Screen Name Redacted

10/28/2023 03:40 PM

It's crazy that maple ridge still doesn't have shopping. And honestly, the Walmart could take a page from the poco Walmart because ours is trash

Screen Name Redacted

10/28/2023 05:35 PM

Please have a mall built!!!

Screen Name Redacted

10/28/2023 06:04 PM

We really need more shopping and retail hubs To draw people in or have residents stay within city limits to spend

Screen Name Redacted

10/28/2023 06:18 PM

You keep building homes for people but we have to travel out of Maple Ridge to shop for our home and families. We are not spending our money in Maple Ridge. The only place I shop here is Saveon. The small retail shops here are expensive

Screen Name Redacted

10/28/2023 08:18 PM

I truly hope that the "atmosphere" of Maple Ridge is going to change, as unfortunately there is none at the moment. We have lived here for 15 years with hopes of improvement so this survey is encouraging. Fingers crossed that the Mayor and city council actually pushes to get this done, otherwise we will be retiring elsewhere.

Screen Name Redacted

10/28/2023 09:25 PM

There is very limited Commercial opportunities. It would be nice to work where I live and not have my business in New Westminster.

Screen Name Redacted

10/28/2023 10:16 PM

Haney place mall needs to be permanently shut down and a proper mall like high street in Abbotsford needs to be brought in. We need super store and Costco too!

Screen Name Redacted

10/28/2023 10:53 PM

I don't feel safe shopping downtown due to the amount of homeless and drug addicts.

Screen Name Redacted

10/29/2023 12:03 AM

No more strip malls. So done with them. Follow up with Hammond community plan. Looks at small retail and business shops similar to Osprey or fort Langley for lower Hammond area to revitalize and preserve the area. Stop building massive houses and look at keeping character of the Hammond community. Don't rip up our new ball fields. Find new location for new pool.

Screen Name Redacted

10/29/2023 07:22 AM

We need Maple Ridge to feel nicer. It's becoming too developed and commercial. What happened to our country town? Smaller shopping places that feel like a little village. Downtown needs to be cleaned up and feel more like Fort Langley.

Screen Name Redacted

10/29/2023 08:03 AM

We need to look at what Port Coquitlam has done to its new rec center, gathering area, and mixed use buildings . Have it be a destination for outside maple ridge residence, good local shops, dining, and have a nice concrete open area in the middle for concerts, local events, etc.

Screen Name Redacted

10/29/2023 08:48 AM

This doesn't feel like my hometown anymore. I've been here for 48 years and planning to leave. If I were moving to the area, I'd move to Pitt Meadows.

Screen Name Redacted

10/29/2023 09:27 AM

For the amount of people living in MR, and the continued growth the retail sector is not sufficient especially compared with nearby Langley which has seen exponential growth in recent years. MR needs to do better. Clean up the downtown area, too much homeless and create a vibrant community!

Screen Name Redacted

10/29/2023 09:38 AM

The community is way too big to not have a shopping area where families can purchase clothing and go for a meal. Sad to have to drive 1/2 hr for socks!

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Screen Name Redacted

10/29/2023 11:19 AM

I hope there is a shopping mall or a grocery store chain near  
YENNADON

Screen Name Redacted

10/29/2023 01:05 PM

There are too many strip malls within Maple Ridge. Many are run down and should be torn down and rebuilt as housing. The city centre and Haney Mall should go through a renewal process.

Screen Name Redacted

10/29/2023 01:32 PM

Whatever type of retail may be added, it just needs to be added in the Silver Valley and Albion areas - the amount of concentrated population growth vastly outweighs any available retail in all of Maple Ridge. Even Meadowtown is technically Pitt Meadows, which is where there seems to be the biggest concentration of popular retail in the area.

Screen Name Redacted

10/29/2023 02:07 PM

The city is highly lacking in community engagement areas for single working professionals. It's the most beautiful backdrop with so few amenities and there is so much room for potential. I would spend a LOT more money here if the infrastructure existed. There is nothing in Ridge in the way of decent clothes or accessories or entertainment. Why would you make the flagship store in such a beautiful city a Walmart? Disgusting, cheapens the town. Such a nice farmers market and community area but ruined with that in the background. There really isn't a worse store and there's a reason the ppl that shop there are stereotyped, and now I'm forced to be one. Everything seems geared towards families or naturists (don't get me wrong I love the nature) when it's the single working ppl who have the most disposable income, yet there's nothing (much) here for us to dispose our income on. The pubs are sleazy and the restaurants aren't much better, the breweries are one-note and have no mingle room. There isn't a decent place to go with the potential for meeting others. Events, again, all seem geared for family and kids. The malls are ghost towns with nothing of attraction. It gives me hope that you are looking for change. Please give me places I want to spend money at. It is my understanding, having been born and raised here, that in the past it was primarily families who lived here. However in the most recent years there has been an influx of single working professionals moving here to buy, such as myself (moved back here from Olympic village), who are out-priced from other communities and the amenities have not yet caught up. I hope to have a family of my own one day but the lack of infrastructure makes meeting anyone very, very difficult. Some nicer restaurants, cafes and shops would help that. I was so excited for Brickwater but insanely disappointed with the lack of amenities that went in there (a notary?! Insurance?!? A jeweller?!). Fingers crossed something better than "sucky J's" goes in on the other side. Thanks for listening.



Screen Name Redacted

10/29/2023 02:55 PM

Housing keeps getting crammed in with no retail places for us to shop at.

Screen Name Redacted

10/29/2023 03:07 PM

We need a Costco, Cabellas, MEC as we have lot of nature around us, any other specialty welcome.

Screen Name Redacted

10/29/2023 05:20 PM

It would be nice to have a village retail space that has some character to it like Fort Langley. Have a mix of antiques, clothing, gift ideas, home decor, arts, cafes, consignment stores, upcycle/recycled item type stores. Encourage retail space for owners interested in recycling and reusing items.

Screen Name Redacted

10/29/2023 06:18 PM

Remove the ridiculous looking outdoor seating on 224 Street, they look like parade floats. Encourage a cohesive look for the core, work harder to support homeless and drug addicted individuals and add more security to move them back to their gathering place i.e. Salvation Army building. Zenas closed due to the unfriendly area. Once Upon A T has been bombed out of business. These were wonderful business owners who provided a unique shopping experience. Encourage events that close the streets, there is a huge missed opportunity with a yearly car show like the ones Langley, Abbotsford and even Agassiz host. These shows bring hundreds of shoppers to those towns. Many people have to drive to shop in the town core, the one hour limit is not sufficient, paid parking is not the route to go, make it free on weekends, extend the street parking on weekends, encourage Haney Place Mall not to tow people who want to attend the farmer's market, I am sure they often head to Walmart to pick up and item or two afterwards.

Screen Name Redacted

10/29/2023 10:24 PM

I love this town, but well planned, it is not. Maple Ridge barely has the proper road infrastructure to handle the residents that live here. Because they have to work/ university outside of this town... as well shopping/eating for better variety. Rock Ridge is a PRIME example of poor planning. Let's pray a wild fire/ emergency doesn't hit Golden Ears Park, those residents trying to evacuate would be a nightmare. Please build well thought out retail/business's in ALL areas of Maple Ridge, but please make sure there will be adequate parking etc. because we are not just walking down the street to shop. Unfortunately, the way this town has been planned we have not many options other than to get in our cars and drive along an aging Dewdney Trunk that has NO sidewalks from 240th out east.( you risk your life just to ride a bike along that road).

Screen Name Redacted

10/29/2023 10:45 PM

A lot of young families in the city/ need more retail for women/kids - people are driving to Coquitlam and Langley for basic essentials.

Screen Name Redacted

10/29/2023 11:15 PM

Maple Ridge is very far behind other municipalities. We could be more like Fort Langley or Bonson but instead our downtown area is outdated and lacking.

Screen Name Redacted

10/29/2023 11:58 PM

Make 224 St. between Lougheed and DTR a pedestrian zone. It would create a great atmosphere, where people would like to spend time in cafes and restaurants (more outdoor seating) and when they spend more time there, it would lead to them frequenting the stores in that area more.

Screen Name Redacted

10/30/2023 05:53 AM

COSTCO!!!! & a swimming pool all in Albion. Too many houses coming and not enough nearby food supply. It shouldn't take me 20+ minutes to drive to superstore or Costco for my weekly shop. In other cities!

Screen Name Redacted

10/30/2023 06:52 AM

Just revamp Haney Place Mall with modern retailers

Screen Name Redacted

10/30/2023 07:22 AM

Albion flats should have been developed a long time ago. So disappointing. Maple ridge is the worst city of its size for retail and restaurants, and businesses in general.

Screen Name Redacted

10/30/2023 08:41 AM

I think the rhetoric of "no shopping" has gotten out of control in this town. It would be great to shift that narrative

Screen Name Redacted

10/30/2023 10:12 AM

We need strong focus on economic development, roads and leisure centres (i.e. swimming pool,etc). The current focus seems to be on increasing housing density without proper infrastructure to support it. Are we heading towards a "dormitory " model? Traffic is terrible , due to lack of local business/jobs and shopping options. And of course proper access roads and public transportation (light rail not buses)

Screen Name Redacted

10/30/2023 10:14 AM

We need strong focus on economic development, roads and leisure centres (i.e. swimming pool,etc). The current focus seems to be on increasing housing density without proper infrastructure to support it. Are we heading towards a "dormitory " model? Traffic is terrible , due to lack of local business/jobs and shopping options. And of course

proper access roads and public transportation (light rail not buses)

Screen Name Redacted

10/30/2023 11:51 AM

In order to remain more profitable, businesses need to operate with a smaller footprint. More pedestrian friendly venues, leave cars around the periphery of downtown, walk to shop, with more of a narrow street ( European Feel ) like Siena, Italy. I still remember the feeling of people shopping and looking for the unique shops and hidden little bakeries/eateries and outdoor terraces for socializing.

Screen Name Redacted

10/30/2023 12:50 PM

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Screen Name Redacted

10/30/2023 05:52 PM

I'd like a vibrant , walkable downtown core with small businesses. No more strip malls or malls.

Screen Name Redacted

10/30/2023 09:00 PM

I think the city could think about what a household needs to shop for abs make sure these options are available. Clothing for all ages/genders, shoes, outerwear, sports clothing. All of these are lacking now in Maple Ridge.

Screen Name Redacted

10/30/2023 11:45 PM

We need small groups of shops in Silvervalley, Albion etc like they have done in Burke Mtn.

Screen Name Redacted

10/31/2023 03:47 PM

I like it just as is!!!!

Screen Name Redacted

11/01/2023 10:35 PM

Would love to have some shopping options in Rock Ridge area of Silver Valley. A cafe or bakery/coffee shop would do well.

Screen Name Redacted

11/02/2023 08:46 AM

I only shop in Maple Ridge for groceries. I go to Langley often to purchase clothing, gifts and anything else that I might need.

Screen Name Redacted

11/02/2023 12:15 PM

New comers would also like to run retail and small businesses in their neighbourhood but there are no retail location available. Like me!

Screen Name Redacted

11/02/2023 03:37 PM

Generally, Maple Ridge need more high end branded stores that you see in the surrounding cities

Screen Name Redacted

11/02/2023 08:21 PM

I believe that Maple Ridge needs more local shopping and specifically on the east side of town and in Silver Valley. Haney Place Mall is a bit of an eyesore and I find myself driving to Pitt Meadows or Langley a lot for shopping.

Screen Name Redacted

11/04/2023 02:06 PM

Already most development caters to the west side with easy access to Pitt Meadows. The downtown and East side of town have very little. Lets also see additional grocery services to counter Save-On high prices.

Screen Name Redacted

11/04/2023 03:49 PM

Would love to have some trendy clothing stores and nice area to take friends from outside of maple ridge.

Screen Name Redacted

11/04/2023 10:39 PM

Need a shopping mall like poco and Langley. Along with Indigo, Costco...

Screen Name Redacted

11/05/2023 02:42 PM

I wasn't sure on question #6 if you were referring to shopping for essentials or shopping for fun (previously identified types of shopping). I answered 'weekly' assuming you meant for essentials, but more accurately it might be twice a week. Sometimes I just walk over to despised Walmart for a couple of items to get some exercise.

Screen Name Redacted

11/06/2023 10:36 AM

Silver Valley/ Albion desperately need more retail- small shopping plazas/villages- with grocery stores/ other day to day needs. Currently very long drives are needed to get to any store.

Screen Name Redacted

11/06/2023 03:35 PM

I do live in Albion area and there is no stores and big boxes stores in that's area and I don't drive at all so I kind stuck at my home 24 hours because lack of big boxes stores available in my area. Once again maple Ridge different needed tons of big box stores and restaurants in Albion and Silver Valley area Lack of retail stores in my area

Screen Name Redacted

11/08/2023 08:59 PM

It was a shame that the patios that were opened dring COVID were not allowed to remain. Rather, I think they should have been encouraged for all the businesses on 224th (many of which are small eateries) by making the place more fun and somewhere people would be encouraged to come and socialize. Shut 224th to traffic between certain hours and make it pedestrian only at these times. Instead we've shut the patios - another discouragement for local residents to come into town. I really don't come downtown as there is nothing



there for me and also I don't feel safe with all the druggies.

Screen Name Redacted

11/08/2023 10:47 PM

Would be nice to have something like Park Royal mall and village. A mall should include community spaces - where old people could come play chess, and young mothers bring in their children to play

Screen Name Redacted

11/10/2023 02:26 AM

Please clean up our city. It is so grossly riddled with drug addicted homeless people that decent hard work citizens are avoiding it and taking their money to other communities where they can shop in peace without being witness to drug fueled mental health crisis, Overdoses, active drug use and begging.

Screen Name Redacted

11/14/2023 04:11 PM

City needs more night life and entertainments.

Screen Name Redacted

11/16/2023 09:13 AM

I'm pleased MR has taken the initiative to create this survey space.

Screen Name Redacted

11/17/2023 01:17 PM

When planning for future developments, we need to seriously consider our ability to minimize GHG thus can be achieved by providing services that residents need to live in a viable community. I would much prefer to walk to carry out my errands, but unfortunately shortsightedness of the past has turned Maple Ridge into a sprawling residential community. We can and must do better to attract strong commercial base. The demographics already exist, we just need a strong advocate to wrap it up in a pretty bow and present it to the major commercial anchors, and the rest will follow....BTW, Costco would be really nice

Screen Name Redacted

11/17/2023 02:48 PM

Need to be able to shop with free parking. Downtown M.R. is a disaster for parking. Even the underground parking lot at The Act is filled with municipal vehicles and very little parking for residents. We have lived here in M.R. since 1973 and have always had to travel out of our city for many of our needs. It is such a shame to be giving our dollars to other cities. It's very upsetting to go over the Pitt River Bridge and immediately see all the new retail growth right there in Port Coquitlam. We always say we wish that was in Maple Ridge. Parking is important. Langley Aquatic center has free parking. Langley Sports Centre has free parking. Abbotsford Arts centre has free parking. Mission Aquatic has free parking. Tax paying residents in Maple Ridge deserve free parking at events too.

Screen Name Redacted

11/20/2023 08:40 AM

Any retail development (mall or village) needs to be accessible by transit, have EV chargers & an e-bike/scooter share station & parking area/chargers; also needs a kids play area & or drop-off daycare

**Optional question** (116 response(s), 66 skipped)

**Question type:** Essay Question

# Appendix 2: Retail Nodal Strategy

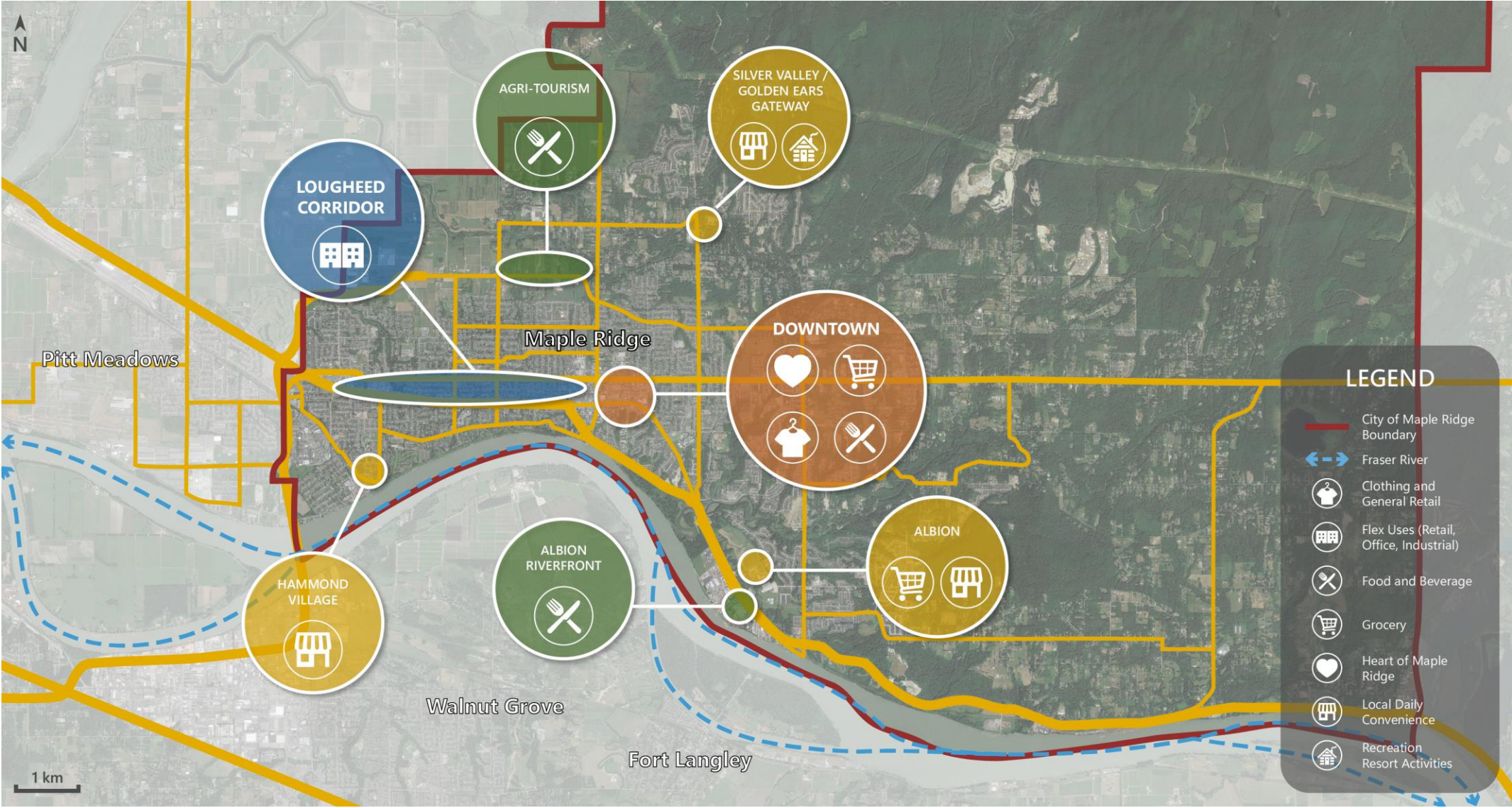
## Maple Ridge Retail Nodal Strategy

Figure A1.1 on the following page illustrates a conceptual Retail Nodal Strategy, to further articulate the Big Ideas presented in Section 6.0 of the report and illustrate how specific retail categories can be targeted spatially in Maple Ridge moving forward. This is based on the market analysis, community consultation and our teams' retail expertise. The Figure is intended to guide the City with attraction efforts and future planning and is intended to be read in conjunction with the Big Ideas, Recommended Typologies and Action Plan. The locations of the bubbles are intended to be illustrative to show the broad area of uses and not intended to identify specific parcels.



# Findings & Recommendations

Figure A1.1: Maple Ridge Retail Nodal Strategy





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