



Ms. Sylvia Rafalski-Misch, MCIP, RPP
Principal Planner
Regional Municipality of Waterloo
Planning, Development and Legislative Services
150 Frederick Street, 8th Floor
Kitchener, ON N2G 4J3

January 19, 2022

Re: Response to River Mill Retail Study
Region of Waterloo and City of Cambridge Comments

Dear Ms. Rafalski:

As you are aware Tate Economic Research Inc. (“TER”) prepared a report titled Retail Market Demand Study, River Mill, City of Cambridge, dated May 1, 2020 (“TER Report”). The TER Report was prepared as a component of the proposed development application for a multi phase residential community referred to as River Mill, File Nos OR08/20 and 30T-21101.

Comments on the development application have been provided by the Region of Waterloo and the City of Cambridge. The Region of Waterloo comments were provided in a letter dated September 23, 2021. The City comments were provided in a document dated July 26, 2021.

Region of Waterloo Commentary

The Region provided two comments regarding the TER Report, as indicated below:

Comment 1:

As part of the Region’s Pre-submission Comments (January 31, 2019), the Region provided the following comments with respect to the proposed residential concept plan for these lands:

“The applicant should consider including a neighbourhood or convenience commercial block within the proposed plan, possibly on the property at 800 Briardean Road in order to achieve the P2G objectives of a complete community

by providing the existing and future residents of this large residential neighbourhood with a more convenient access to local store(s) and services.”

TER Response to Comment 1:

Based on the analysis summarized in the TER Report, it is concluded that a convenience-oriented retail commercial development of between 15,000 and 25,000 square feet is warranted in the community. The TER Report indicates the preferred location for this development. It is to be located on Equestrian Way, at and near the intersection of Speedsville Road and Equestrian Way. In our opinion, this quantum and location of retail commercial space will provide future residents of this community convenient access to local stores and services.

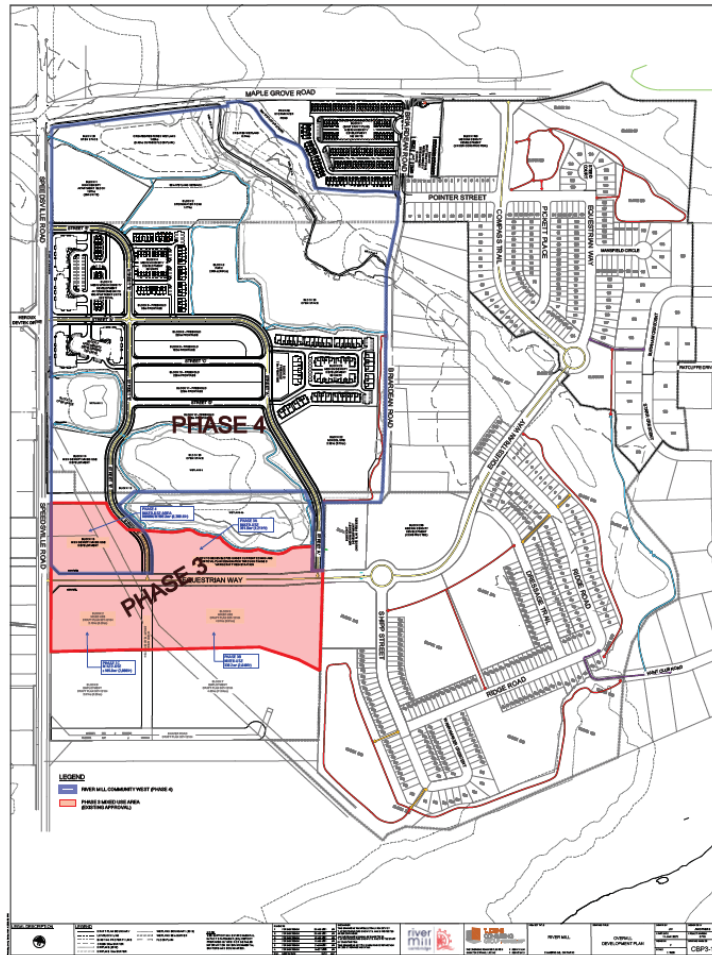
Region Comment 2:

A Retail Commercial Market Demand Study (Tate Economic Research, May 1, 2020) was submitted with the proposed subdivision, which assessed the need and viability of commercial uses on lands located at the northern and southern corner of Speedsville Road and Equestrian Way within the adjacent Arriscraft plan 30T-12104. Overall, the study recommends a ground floor convenience-oriented commercial development that focuses on serving the immediate neighbourhood, and between 15,000 and 25,000 sq. ft. with tenant mix such as food, retail, restaurants, health and wellness and financial services. As this recommended commercial development site is not included in the proposed draft plan, the Owner/Developer needs to address how the above recommendation for the commercial development will be realized as part of the overall River Mill community. Are the adjacent subdivision lands zoned for a minimum of 15,000 sq. ft. of gross floor area of neighbourhood commercial land uses? This can be addressed/confirmed by City staff or by the planning consultant in an Addendum to the Planning Justification Report.

TER Response to Comment 2:

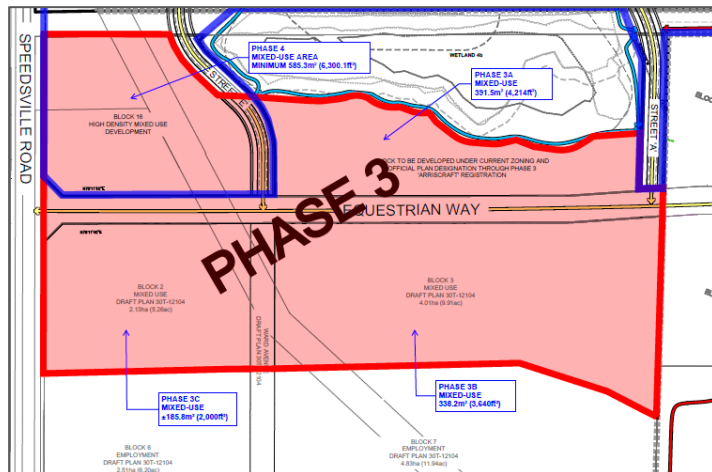
The location of the recommended retail commercial development site is indicated below in Figure 1.

Figure 1: Concept Plan



Source: Tate Economic Research Inc., as provided by T Johns Consulting Group.

Figure 2: Enlargement of Phase 3/4 in Concept Plan



Source: Tate Economic Research Inc., as provided by T Johns Consulting Group.

The retail commercial development lands are included within the proposed draft plan and will be realized in Phases 3 and 4 as a component of the overall River Mill community. The following Figure 3 summarizes the amount of retail commercial space proposed, by location.

Figure 3: Summary of Proposed Retail Commercial Space

Phase	Location	Retail Commercial Space (square metres)	Retail Commercial Space (square feet)
Phase 3A	NE Equestrian Way / Street E	391.5	4,214
Phase 3B	SE Equestrian Way / Street E	338.2	3,640
Phase 3C	SE Equestrian Way / Speedsville Road	185.8	2,000
Phase 3/4	NE Equestrian Way / Speedsville Road	585.3	6,300
Minimum Total		1,500.8	16,154

Source: Tate Economic Research Inc.

It is our understanding, based on discussions with the owner’s planning consultant, T Johns Consulting Group, that the broader mixed use area indicated in the accompanying Figures 1 and 2 requires a minimum of 1,500 square metres (approximately 16,000 square feet) of retail commercial space. The build out of Phase 3 and 4 are planned to include at least 1,500 square metres of retail commercial space.

City of Cambridge Commentary

The City has not yet provided specific comments on the TER Report. However, the City has noted that a peer review consultant will be retained to review the TER Report. At this time, the status of the City’s retaining of a peer review consultant is not known.

Conclusion

We trust these responses appropriately address the comments to date from the City and Region. We look forward to our continued involvement with this development project and are available to discuss any comments relating to this letter, as required.

Yours truly,
TATE ECONOMIC RESEARCH INC.

A handwritten signature in black ink, appearing to read "S. Patel".

Sameer Patel
Vice President

A handwritten signature in black ink, appearing to read "James P. Tate".

James P. Tate
President