

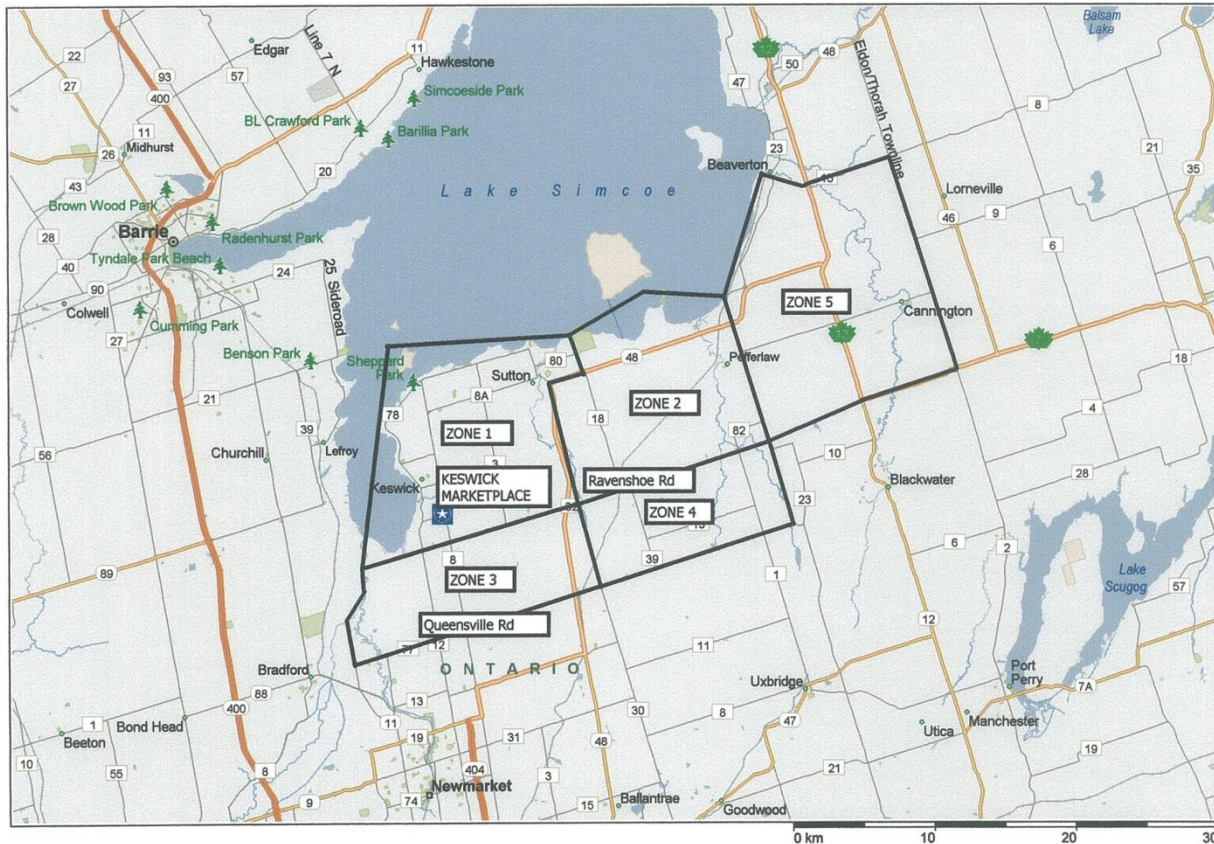
## Market Highlights

- Keswick Marketplace will include over 350,000 sf of new format retail to service Keswick residences, the seasonal visitors and those travelling through Keswick to Sutton
- Greater Keswick Area (Zone 1 & 2) currently has population of approximately 48,000, with an additional 12,000 in the surrounding area and the total market is projected to grow to over 78,000 by 2016
- Greater Keswick Area (Zone 1 & 2) currently has approximately 17,000 households, plus 1,877 seasonal residence, with an additional 3,100 homes in the surrounding area and the total market is projected to grow to over 31,000 rooftops by 2016
- The South Keswick Development Area proposes an additional 5,000 homes between Ravenshoe Rd & Glenwoods Ave immediately south of Keswick Marketplace
- Highway 404 Extension to the Ravenshoe Rd interchange, just over 2 km south of Keswick Marketplace, is **currently** under construction and MTO projects opening in 2012
- York Region's planned road improvements to Woodbine Ave **commenced** in September 2010, including a road widening to 4-lanes between Ravenshoe Rd and Morton Street by 2012/13
- The Keswick Marketplace trade area has an average household income of just over \$72,000

## Demographic Summary

The following is a summary of the population projections and other demographic information for the Keswick Marketplace 'trade area' represented by Consumer Zones 1 thru 5 on the map below.

Keswick Marketplace – 2010 Market Overview JUC (Consumer Zone Map) – March 9 2010



Consumer Zone	Year	Population	Households	Avg HH Income
Zone 1 (Georgina – West)	2006	37,299	12,831	\$71,222
	2011	41,421	14,461	
	2016	56,829	21,028	
Zone 2 (Georgina – East)	2006	7,177	2,469	\$73,478
	2011	7,272	2,539	
	2016	7,222	2,672	
Zone 3 (East Gwillimbury – North)	2006	4,166	1,384	\$89,936
	2011	4,104	1,391	
	2016	5,805	2,037	
Zone 4 (Uxbridge – North)	2006	1,518	542	\$87,391
	2011	1,592	579	
	2016	1,813	684	
Zone 5 (Brock – West)	2006	5,511	2,017	\$64,572
	2011	5,772	2,138	
	2016	6,556	2,522	
Zones 1-5 (Total Market Area)	2006	55,671	19,243	\$72,576
	2011	60,161	21,108	
	2016	78,225	28,943	

Source: York R.M. Planning Services, Official Plan Forecast Update January 7, 2009. Zones 4 & 5 assumed to grow at 2001-2006 absolute rates over forecast period.  
 Georgina: Seasonal residences 2006 = additional 1,877 units or 5,000 cottage population

## Market Overview



Keswick Marketplace is the first major retail centre to open in the Town of Georgina (Keswick) to service both the Town of Georgina and the northern portion of the Town of East Gwillimbury. Keswick Marketplace will be anchored by a new Walmart Supercentre (approx. 151,000 sf), a second midsize anchor (approx. 107,000 sf) and an associated mix of financial services, food, specialty and service retail. This New Power Centre Shopping Experience, once completed, will accommodate over 350,000 sf of new concept retail to service the Keswick community and surrounding market.

Phase 1 will comprise the Walmart Supercentre, TD Canada Trust, Royal Bank of Canada and associated retail, all totalling over 200,000 sf. Phase 2 & 3 will comprise the second anchor (or several box stores) and associated retail, all totalling over 150,000 sf.

## The Setting

Keswick is a growing community at the Northern edge of the GTA on the shores of Lake Simcoe. Keswick is a summer destination with waterfront shops, marinas and cottages within minutes of Downtown offering a great summer atmosphere. Keswick Marketplace is located on the Eastern edge of the Keswick community on Woodbine Ave, the main traffic route between Newmarket and Sutton. There is retail to the North and in the Downtown area to the West (The Queensway), with a local public school and a Catholic high school located just down the street.

## Site & Access

Keswick Marketplace is strategically located at Woodbine Ave and Glenwoods Ave to service both the existing Keswick community to the west and the portions of the Towns of Georgina and East Gwillimbury to the East and South. Woodbine Avenue is the major North/South arterial road extending from Sutton Southward through East Gwillimbury and Newmarket; it is the primary access road to Keswick and Sutton from the urban areas to the South. Glenwoods Avenue extends Eastward from Woodbine Avenue to connect to the Queensway at the South end of the Keswick community.

The next phase of the Hwy 404 extension from Newmarket is under construction and will be extended North from Green Lane to include new interchanges at Queensville Sideroad and Ravenshoe Road which are scheduled to be completed in 2011/2012. In addition, Woodbine Ave road improvements will include a new Ravenshoe Road interchange (Woodbines just South of Ravenshoe Road) and further road widening (to 4-lanes) and other road improvements from Ravenshoe Road North past Keswick Marketplace to Morton Street. These regional road improvements are also scheduled to be completed in 2011/2012.

## A Growing Market

Keswick Marketplace has a projected market population of 60,161 in 2011 and 78,225 in 2026 (see consumer zone tables). The projected households for the same area are 21,108 for 2011 and 28,943 for 2026. Both Georgina and East Gwillimbury will experience significant growth in both population and employment over the next decade. The Georgina population (employment) growth is expected to increase from 820 (540) persons per annum in 2011-2016 to 1,040 (680) persons per annum in the 2016-2021 period. Similarly, the East Gwillimbury population (employment) growth is expected to increase from 1,680 (820) persons per annum in 2011-2016 to 2,720 (1,200) persons per annum in the 2016-2021 period. The future population growth will be concentrated in the existing urban areas (plus Queensville) as current servicing capacity is expanded. Keswick will continue to be the largest population concentration in the Town of Georgina.

## Market Overview



### Seasonal Residences

The Georgina seasonal residences / cottages total nearly 1,900 units results in an additional season population of approximately 5,000 to the local market. In addition, the market is increased significantly by vacationers and visitor's to this waterfront community in the summer months.

Visit: [www.visitlakesimcoe.ca](http://www.visitlakesimcoe.ca) or [www.Town.Georgina.on.ca](http://www.Town.Georgina.on.ca)

### Local Residential Growth

The South Keswick Development Area Plan (SKDAP) includes the lands immediately to the South of Keswick Marketplace bounded by Ravenshoe Rd to the South, the Queensway to the West, Woodbines Ave to the East and by Glenwoods to the North, totalling over 700 acres of new development. The SKDAP will include Mixed Use, and Commercial/Employment uses together with Low & Medium density residential component with an estimated 5,000 new residential units which will house an estimated 15,000 people. In addition to the SKDAP, there are 30 acres of proposed residential use immediately to the West of Keswick Marketplace. This area will ultimately incorporate an extension to the existing Dovedale Ave, creating a new East/West collector road from Downtown Keswick to the Northern boundary of Keswick Marketplace.

### Strength of Consumer Market

Keswick Marketplace will serve Town of Georgina residents with an average census 2006 household income of \$71,558 and total trade area residents with an average household income of \$72,576. The average income per household in the York R.M. urban areas has been increasing each census period as more upscale consumers move into these market sectors. Georgina's household income is expected to move upward throughout the forecast period as new housing is introduced into the local market and more affluent residents arrive. Markham and East Gwillimbury to the South are already examples of this higher threshold.

### Market Data

The enclosed data has been compiled using 2006 base census data and municipal & regional forecasts to produce market area population and demographics for Keswick Marketplace. For further details, see the Keswick – 2010 Market Overview Demographic Summary together with the accompanying data tables and analysis as provided by Joseph Urban Consultants ([www.josephurbanconsultants.com](http://www.josephurbanconsultants.com)).