The Uptown Vitality Report was created in partnership between the Uptown Waterloo BIA and the City of Waterloo’s Economic Development team to provide a high-level overview of activity and growth in Uptown Waterloo.
Waterloo is a developing city that forms part of the second fastest growing Canadian Census Metropolitan Area (CMA) made up of Kitchener, Cambridge and Waterloo. One of the defining features of Waterloo is its Uptown – primarily a commercial, cultural and tourism hub. The Uptown is also a major transit station area (e.g. has several bus stops and three ION light rail transit stops) and forms part of the larger Toronto-Waterloo Innovation Corridor intensification strategy to attract jobs and talent to Waterloo Region (www.thecorridor.ca).

The purpose of this Uptown Vitality Report (UVR) is to provide a high-level overview of activity and economic growth in the heart of Waterloo. It includes information on amenities, leasing activity and growth trends with a consumer spending potential analysis. UVR is based on available public data (e.g. permit and planning applications) and other sources including The Uptown Business Improvement Area (BIA), the City of Waterloo Economic Development Division and local real estate and marketing professionals.

Geographically, the Uptown Vitality Report relates to the Uptown Urban Growth Centre (UUGC), a primary, intensification node in the City (219 acres of land) and the Uptown Waterloo Business Improvement Area (BIA) district. See the Uptown Waterloo reference map on page 3.

This report may be updated on a periodic basis. The information contained in the UVR is subject to change and numbers may be rounded.
Uptown Waterloo is a thriving, urban centre that continues to grow and evolve by:

**PROGRESSIVE DEVELOPMENTS**

Uptown Waterloo continues to experience high quality, urban intensification projects such as Circa 1877 at 181 King Street South, 14 Princess Street and 155 Caroline Street that are all adding new residents, workers and vitality to the area. These projects are a source of new housing, talent, office space, retail spaces, amenities and transit ridership. Uptown will continue to evolve as these projects progress.

**ACTIVE TRANSPORTATION**

Human-powered modes of transportation such as biking and walking are increasing in Uptown and are enhanced by major trail upgrades such as the Waterloo Spur Line and the Iron Horse Trail, dedicated and separated bike lanes along King Street, three ION LRT stations and many bus stops as well as new transit-oriented developments such as Circa 1877 or 19 Regina Street which both have modest supplies of parking spaces.

**STARTUP ECOSYSTEM**

Uptown Waterloo forms part of Waterloo Region’s startup network which is ranked in the Top 20 worldwide in this article by Communitech. This system is supported by the Communitech Data Hub, which opened in 2017 with over 50 startups and a growing number of new technology and digital media businesses.

**STRATEGIC INVESTMENTS**

The City of Waterloo has made several major investments that add vitality to Uptown such as long-term leases with the Perimeter Institute (PI) and the Centre for International Governance Innovation (CIGI) campus, which add 360,000 square feet of research institute space as well as significant funding for Communitech’s Data Hub. Over the past few years, the City of Waterloo also created several strategic initiatives such as the Uptown Community Improvement Plan (CIP), the Brownfields CIP and parkland cash-in-lieu caps and incentives.

**PUBLIC REALM INVESTMENT**

The City of Waterloo as well as the Region of Waterloo have made many investments in accessible public spaces in Uptown such as the Waterloo Public Square, Waterloo Park and King Street North Streetscape (with dedicated and separated bike lanes, wider sidewalks and unique, thematic lighting – also funded by the BIA). The City of Waterloo is investing in a major expansion to the Waterloo Recreation Memorial Complex (WRMC), into arts and culture programming such as the Lumen Festival, has created new sidewalk patio guidelines and works closely with the Uptown Waterloo BIA on events and programming in the core.

**DIVERSITY OF BUSINESSES**

The City of Waterloo, Uptown Waterloo BIA and several Uptown property owners believe in the importance of having business diversity and are working on a plan to attract more retailers and offices to the core.
Today Uptown Waterloo has over 500 businesses which include: 89 retail stores, more than 70 medical / holistic offices, over 60 tech and digital media companies, more than 45 financial service companies and the Delta Hotel.

This diverse and vibrant ‘city centre’ has also transformed into a major learning (discovery) hub, entrepreneurial hub (creative jobs) and housing market within the city and the larger Region of Waterloo.

Uptown is home to Perimeter Institute for Theoretical Physics (PI) and the Centre for International Governance Innovation (CIGI) – two world-class research institutes and the Communitech Data Hub. Close to 3,700 new residential units (as seen on page 9) have recently been built in Uptown (or are proposed soon) that could add up to 6,500 new residents to Uptown.

UPTOWN AMENITIES

<table>
<thead>
<tr>
<th>COMMUNITECH DATA HUB</th>
<th>4-STAR HOTEL (DELTA WATERLOO)</th>
<th>4 GROCERY/SPECIALTY FOOD STORES</th>
<th>WATERLOO MEMORIAL RECREATION COMPLEX</th>
<th>WATERLOO PUBLIC LIBRARY</th>
<th>3 ION STOPS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

500+ Uptown businesses includes Uptown BIA businesses, Communitech Data Hub (51) and other UUGC businesses

and so much more

UPTOWN WATERLOO PARKS, PARKETTES, PRIVATELY-OWNED PUBLIC SPACE (POPS) AND TRAILS

12 CITY PARKS & PARKETTES

- Barrel Warehouse Park
- Brewmeister’s Green
- Carnegie Green
- Gathering Place (corner of Erb St. and Caroline St.)
- Heritage Green
- Labatt’s Parkette
- Memorial Park
- Visitor Information Centre
- Waterloo Cenotaph
- Waterloo Public Square
- Waterloo Park
- William Green

4 PRIVATELY-OWNED PUBLIC SPACES

- Barrelyards Park
- Bauer Lofts
- CIGI Campus
- King St. Walkway (Bauer Lofts)
- Iron Horse Trail
- Laurel Trail
- Trans Canada Trail
- Uptown Loop
- Waterloo Spur Line

5 MAJOR TRAILS
UPTOWN’S ARTS & CULTURE

Uptown Waterloo is the cultural hub of the city. It is home to a vibrant culinary scene (80+ restaurants and eateries), major festivals, active programming at Waterloo Public Square, behind City Hall, in the Regina St. lot and in laneways, emerging events, a variety of creative industries such as: digital media, photography, non-profit art organizations etc. as well as key cultural institutions (listed below) and public art featuring local and international artists.

Major cultural amenities and institutions in Uptown include:
- Waterloo Public Square (city civic square with active programming)
- Button Factory Arts (community arts organization)
- The Original Princess Cinema and Princess Twin Cinemas (independent movie theatres with exhibitions)
- Kitchener-Waterloo Little Theatre (KWLT), local performance theatre
- The Perimeter Institute for Theoretical Physics (PI)
- The Clay and Glass Gallery
- Centre for International Governance Innovation (CIGI)
- 30+ music venues including The Jazz Room, Starlight Social Club and Jane Bond
- Waterloo Public Library
- Visitors Heritage and Information Centre
WINTERLOO
JANUARY
Three-day winter festival

COMFORT FOOD CRAWL
JANUARY
One day as part of Winterloo

KW COMEDY FESTIVAL
FEBRUARY
Three days of stand-up comedy

OPEN STREETS
JUNE THROUGH AUGUST
Various single-day arts-themed street festival

SOLSTICE SAMPLING
JUNE
Single day food crawl

JAZZ FESTIVAL
JULY
Three-day international jazz festival

BUSKER CARNIVAL
AUGUST
Three-day international carnival

WATERLOO RIB FEST
SEPTEMBER
Three-day rib fest

CULTURE DAYS
SEPTEMBER
Three-day national celebration of arts and culture

LUMEN
SEPTEMBER
Single day art/light/tech festival

OKTOBERFEST BARREL RACES
OCTOBER
In conjunction with Oktoberfest

AMPLIFY CULTURE SUMMIT
OCTOBER
Single day summit celebrating creativity and innovation

OTHER UPTOWN EVENTS INCLUDE
- Final Fridays (May-Aug)
- Thursday Nights Uptown (Jun-Sept)
- Campfire (May-Oct)
- Skate Night Date Night (Dec, Jan, Feb)
- A variety of community and awareness walks (e.g. Jane Walks)
- Other food festivals
- Outdoor concerts and movie screenings (generally held in Waterloo Park, Perimeter Institute, CIGI and Waterloo Public Square)
Additional events are being planned through the City’s Culture Plan and Public Realm Strategy as well as Uptown Waterloo BIA activities. More information and opportunities can be found at:

**CITY OF WATERLOO EVENTS**
www.waterloo.ca/arts&culture

**UPTOWN WATERLOO BIA**
https://uptownwaterloobia.com/annual-festivals-events

**PERIMETER INSTITUTE CLASSICAL WORLD ARTISTS**
https://www.perimeterinstitute.ca/outreach/arts-and-culture

**PRINCESS CINEMA AND PRINCESS TWIN**
https://www.princesscinemas.com

**CANADIAN CLAY & GLASS GALLERY**
http://www.theclayandglass.ca/exhibitions/current-exhibitions

**EXPLORE WATERLOO REGION**
https://www.explorewaterlooregion.com

**WATERLOO PUBLIC LIBRARY**
https://www.wpl.ca/programs-events

**UPTOWN PUBLIC REALM STRATEGY**

**MAXWELL’S CONCERTS AND EVENTS (just outside of Uptown)**
http://maxwellswaterloo.com
UPTOWN’S FUTURE HOUSING/MIXED USE PROJECTS

Since 2008, Uptown has experienced steady residential intensification generating 1,412 residential units built (adding 2,500 residents).

At present, there are 741 units under construction at 128 King North, 155 Caroline, Circa1877 and the Barrelyards that will add 1,312 new residents over the next two years (2020-2021).

Combined, recent and active development projects will add 2,153 units (3,810 residents) in Uptown.

<table>
<thead>
<tr>
<th>Project Status</th>
<th>Timing</th>
<th>Units</th>
<th>Residents</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Residents Living Uptown (built)</td>
<td>2008-2019 Q1</td>
<td>1,412</td>
<td>2,500</td>
</tr>
<tr>
<td>New Residents Anticipated (underway)</td>
<td>2020 (EST.)</td>
<td>741</td>
<td>1,312</td>
</tr>
<tr>
<td>New Residents Anticipated (3-5 yrs)</td>
<td>2020-2025</td>
<td>1,549</td>
<td>2,742</td>
</tr>
<tr>
<td>Total:</td>
<td></td>
<td>3,702</td>
<td>6,554</td>
</tr>
</tbody>
</table>

Source: City of Waterloo building permit records and approved and proposed development applications.
As at March 2019, the City of Waterloo had approved 1,282 units in planned development applications with several projects moving forward through the brownfield remediation and site plan processes. These projects will add 2,269 residents to Uptown.

At present, there are two development projects under review that could add 267 new units (473 residents). As noted in the table on page 7, in total, Uptown could have 3,702 new residential units adding 6,554 residents. Of these projects, 51% of the units are anticipated to be purpose-built rental housing (1,879 units).
<table>
<thead>
<tr>
<th>Project (since 2008)</th>
<th>Units</th>
<th>Residents (1.77ppu)</th>
<th>Construction Value ($M*)</th>
<th>Status</th>
<th>Known Purpose Built Rental</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bauer Lofts (191 King St. S)</td>
<td>157</td>
<td>278</td>
<td>$50</td>
<td>B</td>
<td>Condo</td>
</tr>
<tr>
<td>BPR Lofts (36 Regina St. N)</td>
<td>14</td>
<td>25</td>
<td>$1.5</td>
<td>B</td>
<td>Condo</td>
</tr>
<tr>
<td>The 42 (Bridgeport Rd.)</td>
<td>55</td>
<td>97</td>
<td>$12</td>
<td>B</td>
<td>Condo</td>
</tr>
<tr>
<td>133 Park St.</td>
<td>18</td>
<td>32</td>
<td>$2</td>
<td>B</td>
<td>18</td>
</tr>
<tr>
<td>Red Condos (188 King St. S)</td>
<td>63</td>
<td>112</td>
<td>$13</td>
<td>B</td>
<td>Condo</td>
</tr>
<tr>
<td>144 Park St.</td>
<td>148</td>
<td>262</td>
<td>$30</td>
<td>B</td>
<td>Condo</td>
</tr>
<tr>
<td>The Cortes (222 King St. S)</td>
<td>49</td>
<td>87</td>
<td>$14</td>
<td>B</td>
<td>49</td>
</tr>
<tr>
<td>14 Princess St.</td>
<td>44</td>
<td>78</td>
<td>$17</td>
<td>B</td>
<td>44</td>
</tr>
<tr>
<td>Barrelyards (1-20 Barrel Yards Blvd.)</td>
<td>858</td>
<td>1,519</td>
<td>$131</td>
<td>B: 1,326 at Full Build Out</td>
<td>858</td>
</tr>
</tbody>
</table>

**Units Built**

<table>
<thead>
<tr>
<th></th>
<th>1,412</th>
<th>2,500</th>
<th>$270.5</th>
<th>969</th>
</tr>
</thead>
<tbody>
<tr>
<td>One28 (128) King St.N.</td>
<td>120</td>
<td>212</td>
<td>$27</td>
<td>BP issued</td>
</tr>
<tr>
<td>155 Caroline Ave.</td>
<td>197</td>
<td>349</td>
<td>$51</td>
<td>UC</td>
</tr>
<tr>
<td>181 King St. (Circa 1877)</td>
<td>188</td>
<td>333</td>
<td>$44</td>
<td>UC</td>
</tr>
<tr>
<td>Barrelyards</td>
<td>236</td>
<td>418</td>
<td>$40</td>
<td>Approved</td>
</tr>
</tbody>
</table>

**Units Under Construction**

<table>
<thead>
<tr>
<th></th>
<th>741</th>
<th>1,312</th>
<th>$162.3</th>
<th>236</th>
</tr>
</thead>
<tbody>
<tr>
<td>31 Alexandra Ave.</td>
<td>152</td>
<td>269</td>
<td>TBD</td>
<td>Approved</td>
</tr>
<tr>
<td>Barrelyards</td>
<td>232</td>
<td>411</td>
<td>TBD</td>
<td>Approved</td>
</tr>
<tr>
<td>70 King Street South (&amp; 87 Regina – “Torgan”)</td>
<td>216</td>
<td>382</td>
<td>TBD</td>
<td>Approved with Holding</td>
</tr>
<tr>
<td>STRATA @ 80 King St. N</td>
<td>321</td>
<td>568</td>
<td>TBD</td>
<td>Approved</td>
</tr>
<tr>
<td>King and John St. Towers</td>
<td>307</td>
<td>543</td>
<td>TBD</td>
<td>Approved</td>
</tr>
<tr>
<td>26 &amp; 28 Dorset &amp; 7 Princess</td>
<td>54</td>
<td>96</td>
<td>TBD</td>
<td>Approved</td>
</tr>
</tbody>
</table>

**Approved Units**

<table>
<thead>
<tr>
<th></th>
<th>1,282</th>
<th>2,269</th>
<th>$280.1M (EST.)</th>
<th>910</th>
</tr>
</thead>
<tbody>
<tr>
<td>LCBO (Erb St. and Dupont St.)</td>
<td>231</td>
<td>409</td>
<td>TBD</td>
<td>Under Review</td>
</tr>
<tr>
<td>Erb St. and George St.</td>
<td>36</td>
<td>64</td>
<td>TBD</td>
<td>Under Review</td>
</tr>
</tbody>
</table>

**Applications Under Review**

| | 267 | 473 | $58.5M (EST.) |

**TOTAL NEW UNITS**

| | 3,702 | 6,554 | $771M (EST.) | 51% (1,879) |

* Note: All construction values subject to change and non-adjusted prices. Future construction value is based on current construction average (units under construction). Applications under review have not been approved and are subject to change.

**LEGEND:** B = built, UC = under construction, BP = building permit, TBD = to be determined, EST = estimate

**Source:** City of Waterloo building permit records and approved and proposed development applications.
UPTOWN’S PLANNED COMMERCIAL PROJECTS WITH GROUND FLOOR RETAIL AND AMENITY SPACES

Uptown Waterloo has a variety of new development projects that add additional commercial space (e.g. retail, service and restaurant). These projects include The Shops at Waterloo Town Square (85 Willis Way), 185 King Street South (former Adult Recreation Centre), Barrelyards development, the Strata project, the historic post office site (35 King Street North) and the Princess Dorset Towers. With lower vacancy rates in Uptown Waterloo, these projects will add new site opportunities over time.

85 Willis Way
Purpose-built office (ShopifyPlus lease) with ground floor retail units available. Refer to Cushman Wakefield.

185 King Street South (former Adult Rec.)
Partially approved commercial building with five ground floor retail units. Refer to Perimeter Developments.

Barrelyards
Proposed purpose-built office with ground floor retail. Refer to Auburn Developments.

STRATA – 70 King Street North
Mixed use project with 40,000 sf podium space planned for “Launch” STEAM program. Refer to HIP Developments.

35 King Street North (historic Post Office)
Approved office building with ground floor restaurant space. Refer to MHBC.

82 RETAIL
31 SALON & SPA
22 FASHION

Source: City of Waterloo Staff Site Walk

UPTOWN GROUND ORIENTED BUSINESSES: 283
(By location; Source: City of Waterloo Staff Site Walk)

DIVERSE RANGE AND MIX OF GROUND ORIENTED BUSINESSES
Source: City of Waterloo Staff Site Walk

49% OF ALL UPTOWN BUSINESSES ARE GROUND-ORIENTED (283/500)

Source: City of Waterloo Staff Site Walk

10

DIVERSE RANGE AND MIX OF GROUND ORIENTED BUSINESSES
Source: City of Waterloo Staff Site Walk

10

Restaurants

85

Health Offices

70
UPTOWN OFFICE SPACE

The City of Waterloo has the largest office market in Waterloo Region (50%+ of office supply in cities of Kitchener, Cambridge and Waterloo). Uptown’s office market occupies approximately 1.7 million square feet, about 23% of the City’s office supply. The office space is concentrated in five large office buildings and an expanding series of smaller buildings (and upper storey conversions) across Uptown. Uptown Waterloo is anchored by many financial service organizations including Sun Life Financial, the largest property owner. Following the Communitech Data Hub and Shopify announcements in 2015, Uptown has experienced increasing demand for urban office space. Since 2008, over 300,000 square feet of space has been absorbed (including new office construction, restoration and conversion, and, leasing activity).

The Uptown office market is nearing an historic low vacancy rate. New office space will be required to accommodate growing companies and to attract new companies to Uptown. Between 2020 and 2025, there is the potential to add another 370,000 square feet of office space from new and proposed developments that could generate another 1,850 jobs.

Source: City of Waterloo permit data, available realtor data and City of Waterloo Staff Site Walk

UPTOWN OFFICE MARKET

<table>
<thead>
<tr>
<th>1,686,273 sq. ft.</th>
<th>UPTOWN OFFICE MARKET</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>FINANCIAL SERVICES</strong></td>
<td>45</td>
</tr>
<tr>
<td><strong>HEALTH SERVICES</strong></td>
<td>70</td>
</tr>
<tr>
<td><strong>TECH &amp; DIGITAL MEDIA</strong></td>
<td>60</td>
</tr>
</tbody>
</table>

Source: Cushman-Wakefield Retail Study Q4 2018

630,000 sq. ft.
TOTAL NEW OFFICE SPACE
(2008-2019 Q1 with 2025 projects forecasted)

<table>
<thead>
<tr>
<th>400,000</th>
<th>200,000</th>
<th>0</th>
<th>370,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>138,848</td>
<td>91,032</td>
<td>72,071</td>
<td>Future Projects</td>
</tr>
</tbody>
</table>

New Construction | Restored Conversion Projects | New Absorption (post 2015) |

Source: City of Waterloo permit data, available realtor data and City of Waterloo Staff Site Walk

300,000 sq.ft. NEW OFFICE SPACE CREATED/ABSORBED
adding 1,589 new jobs to Uptown (2008-2019 Q1)

100,000 sq. ft.
shopifyplus
57 Erb St. W.
and 85 Willis Way

10,000 sq. ft.
EXVIVO
3 Regina St. S.

30,000 sq. ft.
Christian Horizons
26 Peppler St.

19,000 sq. ft.
COMMUNITech
14 Erb St. W.

Source: Realtor data and publicly available information
UPTOWN’S CONSUMER RETAIL/RESTAURANT AND FAST FOOD EXPENDITURE POTENTIAL

In June of 2019, the City of Waterloo and Uptown Waterloo BIA engaged market analysis firm Tate Economic Research Inc. to undertake a per capita expenditure analysis to determine consumer expenditure potential for residential and employment growth in Uptown Waterloo. A summary is provided below:

- $96.8 million increase in annual consumer spending potential by new households (2018-2025)
- $6.9 million increase in annual consumer spending potential by new jobs (2008-2020)
- $14.9 million increase in annual consumer spending potential by new jobs (2008-2025)
- Residential expenditure potential for 2025 for retail is $85.3 million
- Employment growth related expenditure potential over the 2008-2025 forecast period for retail is $8.8 million
- Residential expenditure potential for 2025 for restaurant and fast food is $31.1 million
- Employment growth related expenditure potential over the 2008-2025 forecast period for restaurant and fast food is $4.1 million

This information is based on a set of assumptions and is intended to provide an overall picture of consumer spending potential based on the known development projects and existing available data.

<table>
<thead>
<tr>
<th>Table 1</th>
<th>Summary of Residential Consumer Spending - Uptown Waterloo</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Per Capita Expenditure</strong></td>
<td>2018 Per Capita (1)</td>
</tr>
<tr>
<td>Food and Beverage Retail (2)</td>
<td>$4,917</td>
</tr>
<tr>
<td>Non Food and Beverage Retail (3)</td>
<td>$5,741</td>
</tr>
<tr>
<td><strong>Subtotal Retail</strong></td>
<td>$10,658</td>
</tr>
<tr>
<td><strong>Restaurant and Fast Food (4)</strong></td>
<td>$3,886</td>
</tr>
<tr>
<td><strong>Other Service</strong> (5)</td>
<td>$1,594</td>
</tr>
<tr>
<td><strong>Subtotal Service</strong></td>
<td>$5,480</td>
</tr>
<tr>
<td><strong>Total Consumer Spending</strong></td>
<td>$16,138</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Population and Expenditure Forecast</strong></th>
<th>2008-2025 (6)</th>
<th>2018 (7)</th>
<th>2025 (8)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Planned New Residential Units</td>
<td>3,702</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Persons Per Unit</td>
<td>1.77</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Population</td>
<td>6,600</td>
<td>2,000</td>
<td>8,000</td>
</tr>
<tr>
<td><strong>Expenditure Potential ($millions) (9)</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Retail</td>
<td>$21.3</td>
<td>$85.3</td>
<td></td>
</tr>
<tr>
<td>Restaurant and Fast Food</td>
<td>$7.8</td>
<td>$31.1</td>
<td></td>
</tr>
<tr>
<td>Other Service</td>
<td>$3.2</td>
<td>$12.8</td>
<td></td>
</tr>
<tr>
<td><strong>Total Consumer Spending</strong></td>
<td>$32.3</td>
<td>$129.1</td>
<td></td>
</tr>
<tr>
<td><strong>Total Increase in Consumer Spending</strong></td>
<td></td>
<td></td>
<td>$96.8</td>
</tr>
</tbody>
</table>

Source: Tate Economic Research Inc.
1) Repeated from Table 3.
2) Repeated from Table 3 subtotal of Food from Stores and Alcohol Purchased from Stores.
3) Repeated from Table 3 subtotal of Women's Clothing and Accessories, Men's Clothing and Accessories, Children's Clothing and Accessories, Clothing Gifts, Furniture, Electronics, Leisure Goods, Florists, Pet Stores, and Health and Pharmacy Goods.
4) Repeated from Table 3 subtotal of Food from Restaurants and Alcohol from Restaurants.
5) Repeated from Table 3 subtotal of Personal Care Services, Packaged Travel, Laundry and Dry Cleaning, Recreation Services, Movies, Live Sporting Events, and Live Performing Arts.
6) Residential growth figures for 2008-2025 and Persons Per Unit (PPU) factors provided by the City of Waterloo.
7) Population for 2018 based on Environics Analytics data for Uptown Waterloo (Rounded from 1,953 to 2,000).
8) The 2025 population is based on growth figures provided by the City of Waterloo. The City has forecast an increase of 6,600 persons from 2008 to 2025. TER estimates growth of 600 persons from 2011 and 2018. The remaining growth of 6,000 persons has been applied to the 2018 population of 2,000 resulting in a 2025 population of 8,000. This analysis assumes no significant growth occurred between 2008 and 2011, as per discussions with City Staff.
9) Expenditures in 2018 dollars. Increase in consumer spending is based on 2018 per capita expenditures and population growth figures. Future per capita expenditures are held constant.
## Table 2
Annual Increase in Employment Consumer Spending - Uptown Waterloo

<table>
<thead>
<tr>
<th>Employment Growth (^{(3)})</th>
<th>2018 Per Capita (^{(1)}) ($millions)</th>
<th>2008-2020 ($millions) (^{(2)})</th>
<th>2020-2025 ($millions) (^{(2)})</th>
<th>2008-2025 ($millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail</td>
<td>$2,541</td>
<td>$4.1</td>
<td>$4.7</td>
<td>$8.8</td>
</tr>
<tr>
<td>Subtotal Retail</td>
<td>$2,541</td>
<td>$4.1</td>
<td>$4.7</td>
<td>$8.8</td>
</tr>
<tr>
<td>Restaurant and Fast Food</td>
<td>$1,181</td>
<td>$1.9</td>
<td>$2.2</td>
<td>$4.1</td>
</tr>
<tr>
<td>Other Service</td>
<td>$588</td>
<td>$0.9</td>
<td>$1.1</td>
<td>$2.0</td>
</tr>
<tr>
<td>Subtotal Service</td>
<td>$1,769</td>
<td>$2.8</td>
<td>$3.3</td>
<td>$6.1</td>
</tr>
<tr>
<td><strong>Total Increase in Spending</strong></td>
<td><strong>$4,310</strong></td>
<td><strong>$6.9</strong></td>
<td><strong>$8.0</strong></td>
<td><strong>$14.9</strong></td>
</tr>
</tbody>
</table>

Source: Tate Economic Research Inc.

1) Repeated from Table 4 "Average of TER and ICSC."

2) Expenditures in 2018 dollars. Increase in consumer spending is based on 2018 per capita expenditures and employment growth figures.

3) Employment growth figures provided by the City of Waterloo.
## Table 3
### Residential Consumer Spending - Background Calculations
#### Environics Analytics - 2018 Household Expenditure

<table>
<thead>
<tr>
<th>Category</th>
<th>Uptown Waterloo</th>
<th>Per Capita</th>
<th>(2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018 Total Population</td>
<td>1,953</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2018 Household Population 15+ Average Income</td>
<td>$61,883.64</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2018 Household Population 15+ Aggregate Income</td>
<td>$102,974,373.34</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- Women's Clothing and Accessories $1,873,792 $959
- Men's Clothing and Accessories $1,237,945 $634
- Children's Clothing and Accessories $41,687 $21
- Clothing Gifts $683,214 $350
- Furniture $1,844,956 $945
- Electronics $1,295,040 $663
- Leisure Goods $1,040,115 $533
- Florists $158,480 $81
- Pet Stores $432,810 $222
- Health and Pharmacy Goods $2,604,751 $1,334

**Subtotal Non Food and Beverage Retail** $11,212,790 $5,741

- Food from Stores $7,455,803 $3,818
- Alcohol Purchased from Stores $2,147,073 $1,099

**Subtotal Food and Beverage Retail** $9,602,876 $4,917

- Food from Restaurants $6,323,889 $3,238
- Alcohol from Restaurants $1,265,388 $648

**Subtotal Food and Beverage Service** $7,589,277 $3,886

- Personal Care Services $859,393 $440
- Packaged Travel $737,288 $378
- Laundry and Dry Cleaning $500,446 $256
- Recreational Services $678,445 $347
- Movies $92,367 $47
- Live Sporting Events $134,267 $69
- Live Performing Arts $111,170 $57

**Subtotal Other Services** $3,113,376 $1,594

Source: Tate Economic Research Inc.

1) Household expenditure data based on Environics Analytics Household Spending. Variables defined by Environics Household Spend 2018 - Variables.

2) Per Capita Household Expenditures based on 2018 Household Expenditures and 2018 population for Uptown Waterloo.
### Table 4
Employment Consumer Spending - Background Calculations
TER and International Council of Shopping Centres (ICSC) - 2018 Employee Expenditure

<table>
<thead>
<tr>
<th></th>
<th>TER Estimated Expenditures</th>
<th>ICSC Estimated Expenditures</th>
<th>Average of TER and ICSC</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2013 Weekly Expenditures</td>
<td>2018 Weekly Expenditures</td>
<td>2018 Annual Expenditure</td>
</tr>
<tr>
<td></td>
<td>(Cdn$)</td>
<td>(Cdn$)</td>
<td>(Cdn$)</td>
</tr>
<tr>
<td></td>
<td>2013</td>
<td>2018</td>
<td>2018</td>
</tr>
<tr>
<td>Retail Expenditures</td>
<td>$87</td>
<td>$91</td>
<td>$4,368</td>
</tr>
<tr>
<td>Restaurants</td>
<td>$23</td>
<td>$24</td>
<td>$1,152</td>
</tr>
<tr>
<td>Fast Food</td>
<td>$18</td>
<td>$19</td>
<td>$912</td>
</tr>
<tr>
<td>Restaurants and Fast Food</td>
<td>$42</td>
<td>$44</td>
<td>$2,112</td>
</tr>
<tr>
<td>Personal Care Shops</td>
<td>$10</td>
<td>$10</td>
<td>$480</td>
</tr>
<tr>
<td>Personal Services</td>
<td>$11</td>
<td>$12</td>
<td>$576</td>
</tr>
<tr>
<td>Other Services</td>
<td>$4</td>
<td>$4</td>
<td>$192</td>
</tr>
<tr>
<td>Entertainment</td>
<td>$9</td>
<td>$9</td>
<td>$432</td>
</tr>
<tr>
<td>Subtotal Other Services</td>
<td>$33</td>
<td>$35</td>
<td>$1,680</td>
</tr>
<tr>
<td>Total Service Expenditures</td>
<td>$75</td>
<td>$79</td>
<td>$3,792</td>
</tr>
</tbody>
</table>

**Source:** Tate Economic Research Inc.

1) Based on in-home consumer telephone survey of Toronto residents completed on behalf of TER in 2013.
2) Inflated at 1% per year, not compounded
3) Annual Expenditures estimated at 48 weeks per year.
4) TER and ICSC data adjustment factor recognizes proximity to, and extent of, shopping facilities located in Uptown Waterloo. Adjustment based on TER
5) Based on International Council of Shopping Centers (ICSC) Office-Worker Retail Spending in a Digital Age. Table 2 "Office Worker Spending Summary", 2011.
6) Converted to Canadian currency at $1US = $0.75 CDN.
To help guide reorganization, in 2015, the City of Waterloo approved an Uptown Community Improvement Plan (CIP) to introduce a number of incentive initiatives for properties in the core. The CIP project area includes the Uptown Waterloo Urban Growth Centre as identified in the City’s Official Plan as well as the MacGregor/Albert Heritage Conservation District.

At present there are four available granting incentives: façade improvement grants (the BIA has provided additional funding support for this initiative), study grants, fee grants and minor activity grants. In 2016, 12 applications were approved with grants totaling almost $180,000 and a construction value of close to $586,000. Those numbers greatly increased in 2017 with 38 approved applications, almost $953,000 in grants and a construction value of just over $1.6 million. In 2018, the numbers went back down with 10 approved applications, $156,000 in grants and construction values of almost $281,000. The CIP was extended into 2019 however, only three applications were submitted and approved. Work is still underway.

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. of Approved Applications</td>
<td>12</td>
<td>38</td>
<td>10</td>
</tr>
<tr>
<td>Value of Grants Awarded</td>
<td>$179,657</td>
<td>$952,682</td>
<td>$156,021</td>
</tr>
<tr>
<td>Construction Value</td>
<td>$585,645</td>
<td>$1,602,783</td>
<td>$280,968</td>
</tr>
</tbody>
</table>
UPTOWN: PRESENT AND FUTURE

UPTOWN PRESENT
The BIA keeps track of businesses moving into, away or closing in Uptown Waterloo. The past few years have been challenging for Uptown businesses due, in part, to rising property values, increased rents and LRT and streetscape construction. In 2018, Uptown Waterloo said goodbye to 15 businesses with nine closing and six moving away. However, Uptown also saw increased commercial growth by welcoming 27 new businesses from various different industries. Looking at 2019, by the end of October, eight businesses have closed and six have moved with another 31 new businesses moving into Uptown – a mix of retail, restaurant and service industries.

UPTOWN FUTURE
With construction now completed and several planning decisions underway to facilitate urban employment and public realm improvements, Uptown is experiencing new job growth, new housing and a vibrancy like never before.

As a result of conversations with City of Waterloo and the BIA’s Economic Development committee members, the BIA decided to host a poll for stakeholders asking what they thought needed to be added to Uptown Waterloo to improve vibrancy of the city core. The poll was open from June 14 to August 6, 2019 and was shared with BIA members via email and with BIA stakeholders through social media channels. A total of 145 responses were received.

Of the responses, “retail” was the most mentioned. Top retail suggestions were related to (affordable) clothing for all ages/sexes (first), home décor and kitchenware (both second), a one-stop-shop (third) and a variety store (fourth).

Top comments focused on ensuring Uptown had inclusive and diverse businesses that reflect the whole community, the need for a flagship retailer, affordable shopping and food options and more independently owned shops. Contact the Uptown Waterloo BIA for detailed results of this poll.
ACTIVE TRANSPORTATION IN UPTOWN

NEW STREETSCAPE
Over the last few years, Uptown Waterloo has experienced significant changes to its streetscape. New benches, segregated bike lanes, wider sidewalks to facilitate patios and pedestrians, bike racks, planters, trees and tree grates, waste receptacles and decorative street lighting add to Uptown’s unique vibrancy and encourage a more active lifestyle.

PUBLIC TRANSPORTATION
In addition to Grand River Transit (GRT)’s bus service, the new light rail transit (LRT) system called ION began running on June 21, 2019. To better align with the new LRT, GRT revamped bus routes as well. The ION kicked off with 11 days of free rides across the GRT network to Canada Day.

In mid-October of 2019, the Region of Waterloo released a report about the first three months of ridership. ION trains recorded 515,000 boardings in September and overall the public transit system saw a 13 per-cent spike in boardings compared to the same month in 2018.

The entire public transit system recorded 2.86 million boardings in September. In the central transit corridor, which now includes ION, boardings were at 804,000, an increase of 33 per-cent compared to September 2018.

It is expected that ridership numbers will continue to rise as new developments are built in the city cores, along the ION line.