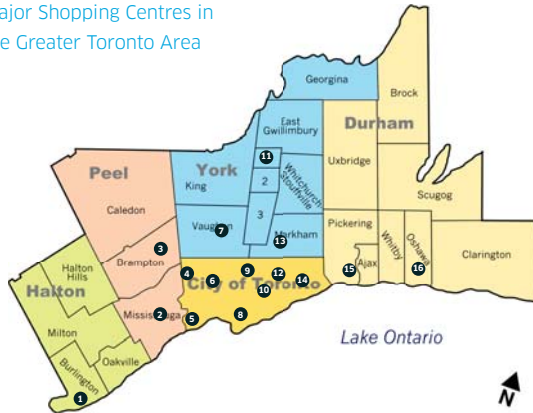


# commercial context

## Regional Commercial Context

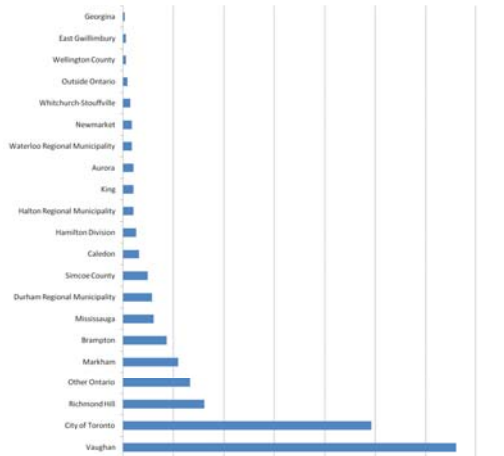
Major Shopping Centres in the Greater Toronto Area



1. Burlington Mall - 72,912 m<sup>2</sup>
2. Square One - 160,987 m<sup>2</sup>
3. Bramalea City Centre - 129,839 m<sup>2</sup>
4. Woodbine Centre - 66,320 m<sup>2</sup>
5. Sherway Gardens - 91,045 m<sup>2</sup>
6. Yorkdale - 130,496 m<sup>2</sup>
7. **Vaughan Mills - 111,484 m<sup>2</sup>**
8. Eaton Centre - 159,979 m<sup>2</sup>
9. Centrepoint Mall - 59,005 m<sup>2</sup>
10. Shops at Don Mills - 47,550 m<sup>2</sup>
11. Upper Canada Mall - 76,182 m<sup>2</sup>
12. Fairview Mall - 81,874 m<sup>2</sup>
13. Markville Shopping Centre - 91,138 m<sup>2</sup>
14. Scarborough Town Centre - 121,467 m<sup>2</sup>
15. Pickering Town Centre - 82,647 m<sup>2</sup>
16. Oshawa Centre - 96,653 m<sup>2</sup>

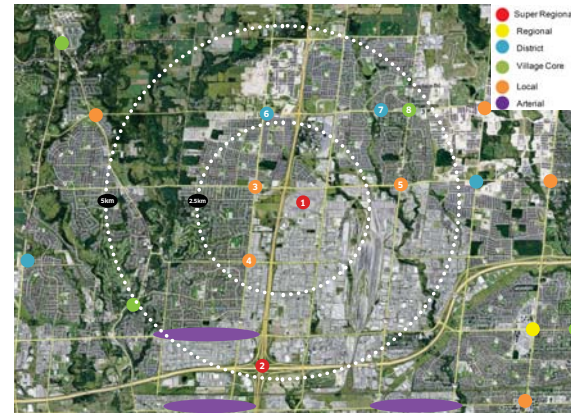
## Vaughan Mills Mall - Customer Origin\*

Two thirds of Vaughan Mills Mall visitors live outside of Vaughan



Source: Customer Origin Survey Results, conducted by urbanMetrics inc. in 2009 as part of the City of Vaughan Commercial Land Use Review

## City of Vaughan Commercial Context



**Commercial Hierarchy** - Vaughan Mills Mall serves a 'super-regional' commercial role, drawing customers from across the GTA for major shopping trips. Smaller 'local' nodes provide nearby residents with the goods and services needed for everyday living. A well-defined commercial hierarchy helps maintain a beneficial balance between local and regional functions.

**1**  
Vaughan Mills and Canada's Wonderland: Super Regional  
65% of visitors from outside of Vaughan. Underway expansion will bring new retailers and entertainment facilities.

**2**  
Vaughan Metropolitan Centre: Super Regional  
50% of visitors from outside of Vaughan. New development plans and a subway extension will position the area as a city centre.

**3**  
Rutherford Rd. & Weston Rd.: Local  
Four local retail centres with multiple grocery & pharmacy stores.

**4**  
Langstaff Rd. & Weston Rd.: Local  
Grocery store and community serving retail.

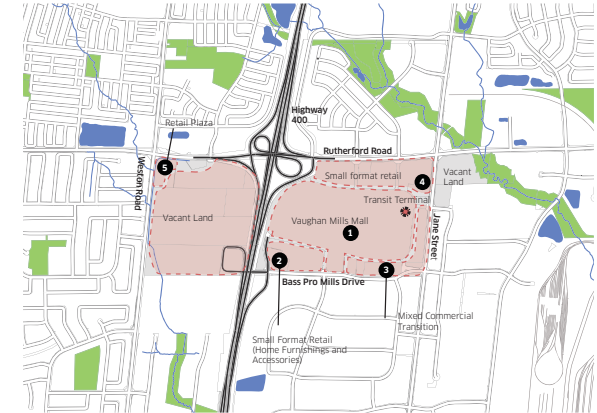
**5**  
Rutherford Rd. & Keele St.: Local  
Community serving retail plaza.

**6**  
Major Mackenzie Dr. & Weston Rd.: District  
District serving retail node with large-format grocery anchor.

**7**  
Major Mackenzie Dr. & Jane St.: District  
District serving retail node with major grocery stores, and the site of Vaughan's new hospital.

**8**  
Maple: Village Core  
Street retail node with live/work and a pharmacy anchor.

## Local Commercial Context



**Study Area Commercial** - The Study Area currently contains a mix of commercial typologies. Vaughan Mills Mall comprises the majority of commercial space east of Highway 400. Adjacent retail plazas, along with a 'lifestyle' type retail centre benefits from their proximity to Vaughan Mills Mall. West of Highway 400, a small retail plaza serves local residents.

**1**  
**Vaughan Mills Mall** - Vaughan Mills Mall opened in 2004 to become the first 'Mills' project in Canada, and one of the few major enclosed shopping centres developed in Canada since the 1980s. Vaughan Mills Mall is unique in that it has a higher amount of anchor space than a typical centre, but does not include any department stores. Instead, non-traditional anchors like Bass Pro Shops are used to draw customers. Vaughan Mills Mall is a major destination for tourists and visitors from nearby municipalities.

**2**  
**The Village at Vaughan Mills**  
A 12,900 sq.m. 'lifestyle' retail centre with multiple home furnishings stores (Lo-Z-Boy, Prima Lighting, Bassett, Urban Barn, Bowring).

**3**  
**Mixed Commercial Transition**  
A mix of hotels, vacant land and a waste transfer station between the Vaughan Mills Mall outer ring road and surrounding streets.

**4**  
**Tuscany Place at Vaughan Mills**  
Three commercial plazas located along Rutherford Road are predominantly occupied by small format retailers. The plazas includes a combination of leased and individually owned spaces.

**5**  
**Local Retail Plaza at Rutherford Rd. and Weston Rd.**  
Retail plaza including a bank, health foods store, convenience store, and fast food. Grocery stores and pharmacies are located across the street outside of the study area.