RETAIL WAREHOUSING IN
THE CITY OF MISSISSAUGA

BY

SUSAN M. SWAN

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ABSTRACT

The main focus of this paper is to investigate retail found in designated industrial districts within the City of Mississauga. Specifically, it will concentrate on the high order goods retailing or retail warehousing, its location and the planning policies that seek, in theory, to control its development. This is a new trend in retailing that should be investigated in more detail.

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CHAPTER ONE

INTRODUCTION

The pattern of retail location has been the subject of studies for many years. Sociologists, Planners, Geographers and Historians are concerned with this pattern because it plays a role in shaping the envrionment people live in. Economic structure, demographics and technology all contribute to the changing pattern of retail location which in turn becomes a factor in where people live, work and shop.

The main objective of this study is to evaluate the extent of an apparent trend in retailing in which certain types of retail outlets are choosing to locate in traditional industrial areas. The City of Mississauga, Ontario, as the case study area, will be used for this analysis of retail found in industrial areas. In general the City of Mississauga has experienced a population increase coupled with rapid development. This has produced pressure on land for competing uses within the city and also competition with Toronto for development.

In addition to the main objective of evaluating the extent of retail location in industrial designated zones, this study will also consider impacts that this apparent trend may have on industrial areas, the retail hierarchy and policies regulating retail development. Industry designated as manufacturing is declining in both absolute and relative terms as a component of metropolitan economies in Ontario and is also becoming orientated towards prestigious industrial parks which are often home to company headquarters rather than to production sites. This latter development is producing a new type of administration employment in industrially designated areas which may be demanding a new level of reatil and distribution service in these areas.

Currently, retail found in industrial areas is considered local service commercial, meaning it serves the needs of employees working in the area such as restaurants, gas stations and dry cleaners. However not all retail is found to be local service commercial in type. Thus, does this point to a new retail location pattern that must be recognized in development policies? Is it appropriate for retail to displace industry and increase land prices? Should planning policies recognize the fact that certain types of retailing require larger square footage then is presently offered in planned shopping malls? Issues such as these should be addressed.

CHAPTER TWO

RETAIL LOCATION AND THE NATURE OF THE CITY

2.1 Retail Location: Historical Trends

Since early industrialization the Central Business District (CBD) has been the dominate location for retail activities. The growth and concentration of population into urban areas created a competitive market for retail stores where distance to the store was the critical determinant of success (Simmons, 1964, p41). However, changing transport technology and consequent suburbanization since the late 1940's shifted the pattern of demand creating a new set of location criteria. In this suburbanization period since the late 1940's population has increased over the last half century by 150% and disposable income increasing by 88% (Simmons, 1986, p5). This suburbanization in the city, created, single family dwellings on the urban fringe as the dominate form of housing. These suburban areas needed to be serviced, thus retailers recognized an opportunity to service these new markets. This led directly to the concept of sprawl suburban type malls, plazas and out-of-town shopping centres, all of which were heavily dependent on consumer use of the private automobile. People were buying more cars and this can be seen in the ratio of cars to people. After WWII the ratio was 1:10 where as in 1981 it is 4:10, showing a marked increase over the last forty years (Jones and Simmons, 1987, p170).

On the supply side of the retail environment, stores themselves have undergone changes. As real income levels increased, retailers demanded high rates of return (Simmons, 1964, p82). In other words retailers recognized the potential for an economies of scale, that is larger scale production with reduced costs. This, coupled with the fact that traditional CBD or inner city areas experienced decreased land availability, added congestion and parking problems, made the suburbs a more attractive location for retailing.

As supply and demand forces reinforced each other, planned shopping centres became the dominant form of retailing in suburban locations. At first, centres were built after residential areas to service the convenience needs of a single residential community. This is seen today in the legacy of small strip plazas with variety stores, hair salons and dry cleaners. Following this phase, developers would build neighbourhood retail centres simultaneously with the residential community to enable better planning and provision. In the 1970's yet another type of suburban retail development took place in the form of shopping centres built in order to inspire residential development (Jones and Simmons, 1987, p199) The lack of demand base in the immediate area meant that these developments were often designed to be regional in nature. For consumers these centres meant easier access for shopping, then congested CBD's, offering a pollution-free, climate controlled and planned shopping environment.

2.2 Retail Location: Current Trends

One current trend in retailing which has both supply side and demand side explanations is the development of retail warehousing type facilities, the focus of this thesis. Retail warehousing is a form of retailing usually specializing in one type of product that is purchased infrequently by consumers. The facilities are large and provide greater selection of the product, such as furniture, then smaller shopping mall retailers. On the supply side explanation of this development it centers mainly around the economies of scale that can be achieved. With large retail warehouses, selection is increased, one main product is offered and less staff is required to service customers, hence costs are minimized. On the demand side of an explanation for this development, consumers find specialty retailing appealing, especially in purchases of large household products, because the selection, quality and price are better than shopping malls.

This current trend of retail warehousing began with mega-food stores that provided a wide variety of grocery products at a discounted price (City Trends, 1987, p11). These outlets can range in size from seventy five to one hundred thousand square feet, with automobile parking for approximately five hundred to one thousand cars. Population to support facilities this size are drawn from neighbouring areas similar to the market that regional shopping malls require. In terms of location meg-stores tend to locate on the urban fringe due the there size requirement. The emergence of facilities this size was a response by retailers to consumer demand for one stop shopping at discount prices with good selection (City Trends, 1987, p10). Common types of mega-stores found in Canada are Super Carnival, Supercentres and Save-On Foods.

Mega-food stores have been able to offer discounts of at least fifteen percent because sales volumes are high, the number of employees to keep the business running is smaller then traditional stores. Most mega-food stores have customers pact their own groceries in the warehouse atmosphere in exchange for lower prices and a variety of products. A major aim of the retailer is to attract shoppers from smaller traditional supermarkets and specialty food stores. (Finlayson, 1986, p30).

Similar to the mega-food stores is the development of wholesale clubs, also located in large free standing buildings at the urban fringe. Characteristics of wholesale clubs include; a broad range of goods including food and non-food, wholesale prices, warehouse atmosphere and a large parking area. Contrasting to the previous type of store is the fact that wholesale clubs require that customers have a membership to permit them to shop (Ritts, 1987, p54). Most of the shopping is by small business owners who try to keep competitive with the larger stores by purchasing goods from wholesale clubs. They achieve this because buying from other wholesalers is expensive where as the wholesale clubs can cater to their needs while at the same time offering discounts. Although most revenue is from the small business clients, they make up only a small proportion of the membership, with the general public as the largest number of customers. Again, this limited membership encourages the idea that people are part of an elite shopping group that is receiving a discount on prices while they receiving good selection.

Specialty retailing areas, usually in the form of retail warehousing, is a combination of mega-food stores and wholesale clubs because they tend to be large free standing buildings, located at the urban fringe, have low prices and cater to a specific part of the population. One ot the contrasting elements is the fact that these areas tend to specialize in one type of product.

> Specialty product areas provide an environment for comparison shopping in which consumers are attracted by the variety offered by a group of stores selling similar goods. (Jones and Simmons, 1987, p205)

in general, these areas are dominated by automobiles, furniture and entertainment equipment facilities which require large amounts of space due to the nature of the product.

2.3 Retail Location and its Impact on the Nature of the City

Based on the previous discussion a definite hierarchy of retail facilities emerges. From the early development of strip plazas to the growing popularity of regional shopping malls, retailers consistently tried to balance supply and demand considerations. As these have changed, so has the nature of retailing reflecting either new or stronger forms of existing supply and demand considerations. Large specialty retail stores, such as retail warehousing, although not a new concept. have started to emerge more frequently in metropolitan areas. As shopping becomes more and more a part of leisure time, people tend to comparison shop for large items, such as furniture, appliances and entertainment equipment, especially of those items requiring high expenditures. This trend toward the "discerning shopper" means a demand of characteristics hard to find in large retail malls which attempt to cater to a broad market and hence have excluded goods for specific sub-markets. Large retail warehouse type facilities, specializing in one type of good is a way to satisfy this demand and cater to this specific sub-market.

The questions that should be addressed following this apparent trend in retailing is where these facilities are locating, what is the impact on the traditional retail hierarchy and if specialty retail areas are feasible alternatives to regional malls?

Since, "Retail activities play a growing role in shaping the environments in which we live...Inevitably the quality of our lives partly reflects the quality of this sector" (Jones and Simmons, 1987, p7). Thus defining the extent of this new trend on location and existing retailers will be the focus of this paper.

CHAPTER THREE

SOURCE AND METHODS OF DATA COLLECTION

As stated in the introduction, the City of Mississauga has seen an increase in population and rapid land development, creating an increase in employment opportunities. This chapter will describe these trends. Specifically, it will refer to the retail and industrial structure within the city, data sources and methods of collection. Lastly, constraints of the data used for this study will be discussed.

3.1 Population and Employment Growth in Mississauga, Ontario

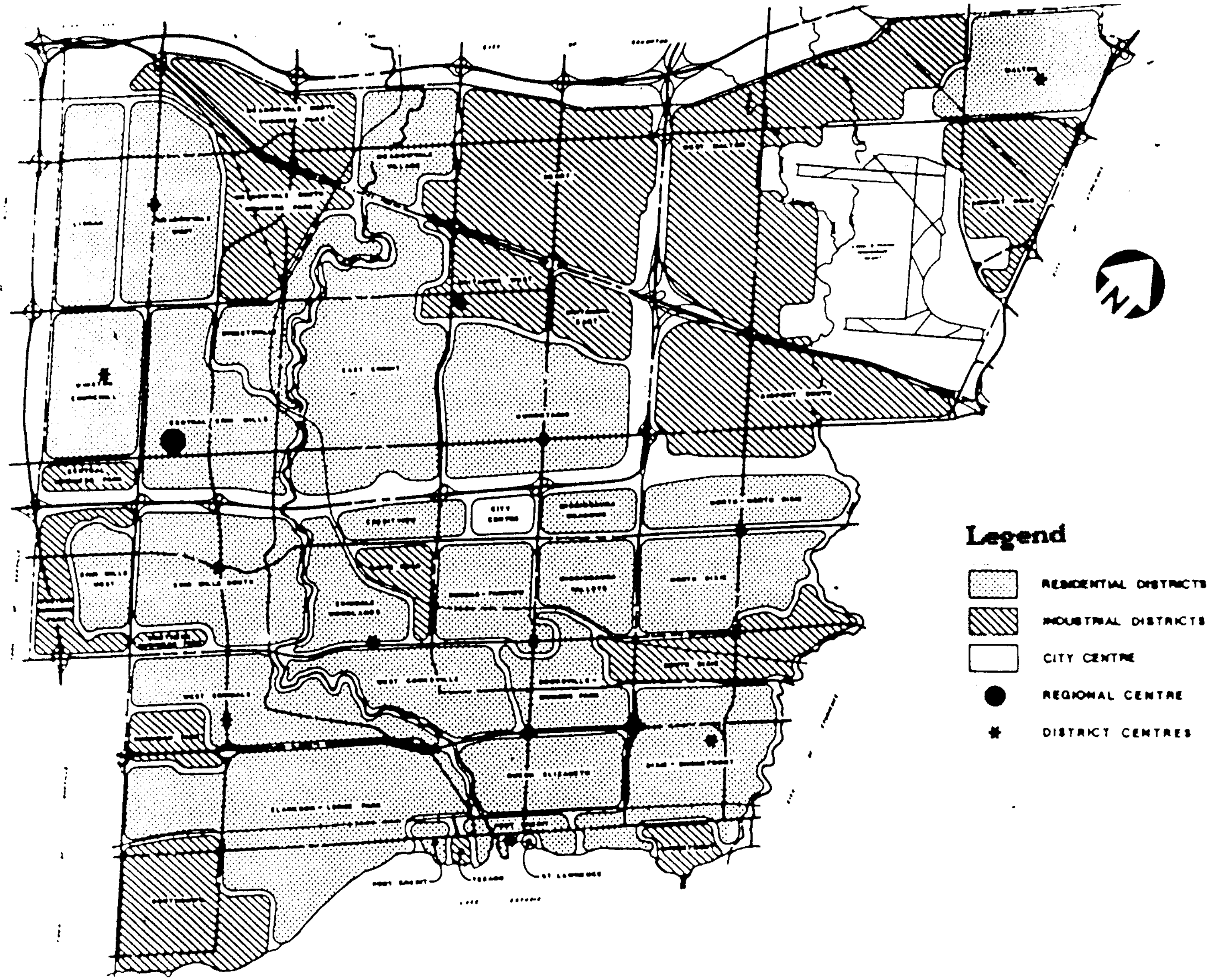
Mississauga is one of the fastest growing metropolitan areas in Canada. The 1966 Census of Canada gives the population of Mississauga as 93500 with the current population at 374005. This rapid growth was particularly high from 1966 to 1976 with a percentage increase growth rate of 16.6. Since then this percentage has decreased to 3.7% increase growth rate form 1981 to 1986. This population growth has been largely composed of middle to high income households found in the service and professional sectors of the economy (Region of Peel Planning Department, 1976). The age structure of Mississauga has a high concentration of people between 24-34 and 0-9 years of age (Jones and Simmons, 1987, p47). Given these figures it is not difficult to see why Mississauga is mainly composed of families.

In terms of total employment within the city there has been a growth of 63% from 1980 to 1987 (City of Mississauga Planning Department, 1989, p6c). In 1987 the manufacturing and wholesaling sector of the economy comprised 46.3% of the total work force in the City of Mississauga, a slight increase from the 1980 figure of 44.2%. In contrast the retail, service and construction sector in 1987 has 53.7% of the total workforce decreasing form the 1980 figure of 55.8%.

3.2 Retail and Industrial Structures in Mississauga, Ontario

In order to study and monitor economic development within Mississauga, the City of Mississauga Planning Department has divided the city into 48 planning districts. These districts are then coded according to the principal land use producing 26 residential and 22 industrial districts (refer to Fig.1 p.12). The Planning Department has also zoned these districts according to land use policies set by the Mississauga Official Plan. In terms of residential districts there are seven possible categories relative to these land use policies. Briefly these are: Regional Centre, District Centre, Neighbourhood Centre, Convenience Centre, Historic Commercial Centre, Airport Commercial District and Highway Commercial. Each district has specific amounts of gross land area and population in order to support the category. The land use policy categories outlined above characterize a definite hierarchy

Figure 1. Planning districts found within the City of Mississauga



Source: City of Mississauga Planning Department, Official Plan, 1987 of retail facilities within Mississauga's retail structure.

In terms of industrial development districts, they are further zoned according to what future development would be appropriate to the area, given current land uses. Briefly these are: General Industrial, Prestige Industrial, Mixed Industrial and Commercial, Heavy Industrial and Extractive Industrial. With regard to this study, the category of greatest interest is the Mixed Industrial and Commercial designation. Under this category, Mississauga's Official Plan, allows for retail that is local service commercial and retail warehousing. The term local service commercial is defined in the plan as retail and service uses intended to serve local businesses and employees of an industrial area with convenience goods and services such as restaurants, dry cleaners and banks. The term retail warehousing is defined in the plan as a building or structure where specific commodities are stored or kept for sale and may include home furnishings, home improvement products, furniture, carpets/floor coverings and discount merchandising establishments.

3.3 Sources of Data

Due to the nature of this study, a relatively new area, several sources of data were collected from the City of Mississauga Planning Department (Policy Division). Processing the information meant extracting raw data from the various sources to create meaningful tables.

The first set of data is taken form the, Retail Inventory, undertaken and completed in 1989. This includes an inventory of each retail facility in the city, in what planning districts they are located and the amount of square footage. This particular set of data was collected from site plan applications, planning district maps, development applications and site checks by the department. This source produces an estimate of square footage of retailing found within each planning district, whether designated industrial or residential.

A second inventory used as a source of data was, The Industrial Land Inventory, collected by the City of Mississauga Economic Development Office in 1988. This includes an inventory of developed and undeveloped land, total land area for each designated industrial planning district and also estimates of potential land area for future development.

The final source of data used for this study was City of Mississauga employment figures from the years 1986 and 1987. The City of Mississauga Planning Department conducts an employment survey annually to monitor employment opportunities and skills of the labour force employed in the city. Every employer within the city is contacted to ascertain the number of part and full time employees, the nature of the business, and its correct address. Each business is then coded according to Standard Industrial

Codes (SIC) and Land Use Activity Codes (LUAC). Extracted from the 1986 and 1987 survey were employment figures for five industrial districts and four particular groupings of products based on the findings produced from the, Retail Inventory.

3.4 Methods of Data Collection

3.4.1 The Retail Inventory

From the, Retail Inventory, each retail facility was grouped into a broader category to make analysis easier. For instance entertainment equipment includes television, stereo and radio stores. Following this the total amount of retailing in each planning district was calculated and the districts were ranked in descending order. The designation of industrial or residential was added to this table. Finally, the categories of retailing found in the industrially zoned districts were ranked to see which group accounted for the most square footage in these districts.

From the data collection/processing above it was noted that five industrial districts were in the leading ten planning districts in terms of retail square footage. For these five industrial planning districts a table was produced showing the percentage of square footage out of the total retail square footage in each district that the leading ten categories accounted for. Following this a designation of local service commercial or higher order goods was added. Higher order goods refers to those goods that consumers buy infrequently, will travel for and spend more money on.

3.4.2 The Industrial Land Inventory

From the, Industrial Land Inventory, the total land in acres was extracted for the above identified industrial districts. Following was the conversion of these figures to ft^2 and then percentages were calculated to see the amount of land that retail accounts for, based on the total amount of land in each of the five planning districts.

3.4.3 Employment Survey Figures for 1986 and 1987

In using the employment data, collection was concentrated on the districts indicated from the, Retail Inventory, and specific types of retail that are considered higher order goods. These are household furniture, household furnishings, carpet/rugs, entertainment equipment and hardware store. For each retail category indicated above the number of employees and facilities was calculated. This was achieved using the Standard Industrial Codes for each retail category under consideration (refer to Appendix Two).

3.5 Constraints on Data Sources

The most important constraints of the data used for this study centre around the non-historic nature of each source. The, Retail Inventory, was collected in the summer of 1989, thus it is very time specific without available comparison for other years. A similar inventory for the mid

1970's or early 1980's would have been useful for analyzing the concentration of retailing in industrial districts. Similarly, employment figures are also very time specific. Although employment data dates back to 1979, the City of Mississauga Planning Department recently changed the program used to process this information. Thus any data collected before 1986 does not allow a breakdown of retail categories by SIC code. Therefore its was possible only to obtain figures for the years 1986 and 1987.

CHAPTER FOUR

THE EXTENT AND NATURE OF RETAIL WAREHOUSING IN MISSISSAUGA

4.1 Extent of Retail Warehousing in Mississauga

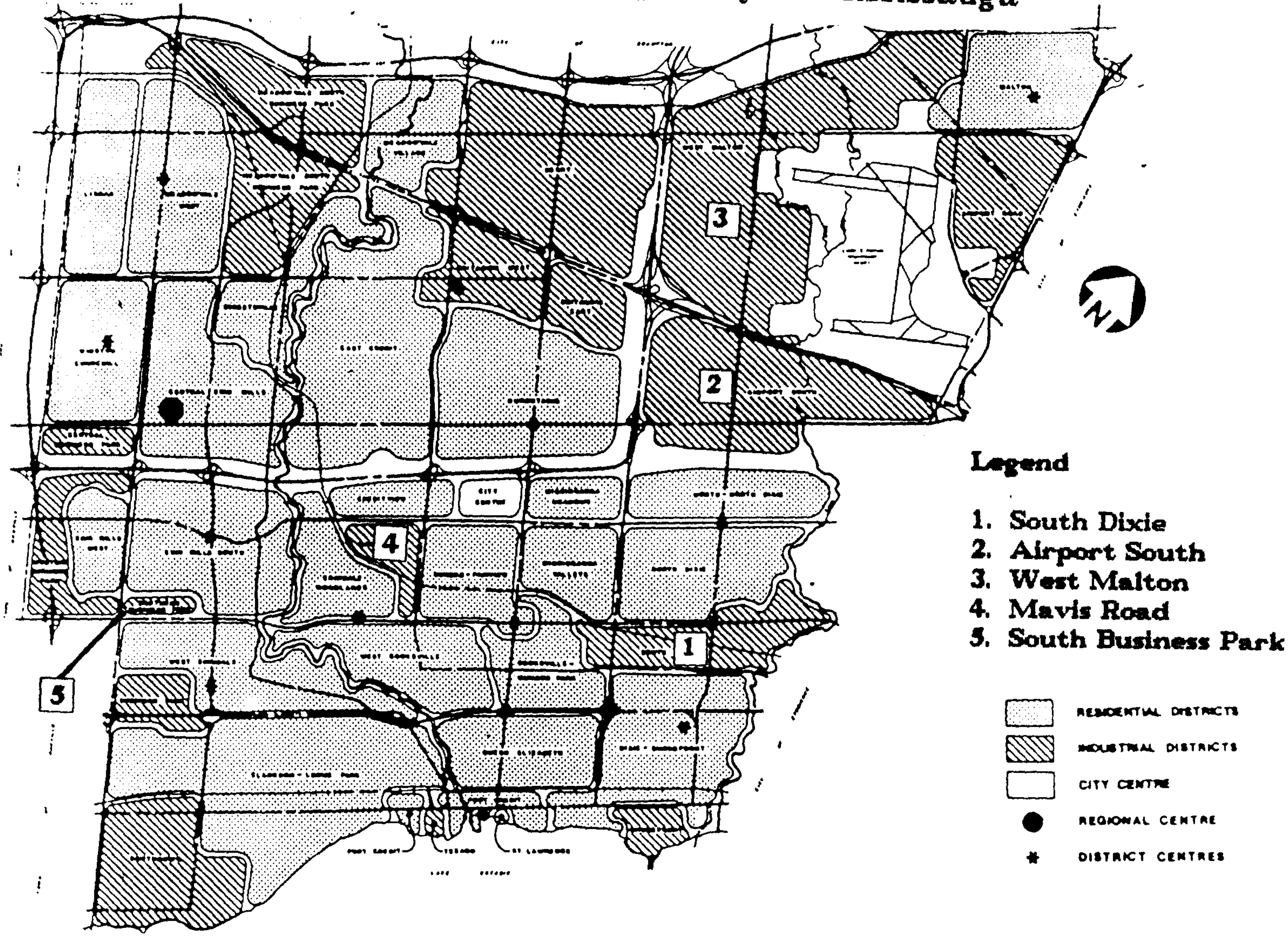
The first step in this analysis was to examine the level of retail activity in each planning district and more particularly, to confirm the amount of retail within designated industrial districts. Table 1 (p.19) indicates a total of 16468708 ft² of retail space within the City of Mississauga. In terms of total retail square footage, the leading ten planning districts account for approximately 66.7% of the total retail space in the city. Of these ten planning districts, five are residential and five are industrial. In general, this is a surprisingly high number of industrial districts and, indeed, the district with the most retail space was South Dixie, an industrially designated district. The other industrial districts are West Malton, Mavis Road, South Business Park and Airport South (refer to Fig. 2 p.20).

A further analysis was carried out to investigate exactly what types of retailing were located generally in all industrial districts (refer to Table 2 p.21). Certain types of retail facilities such as automotive repair and service, restaurants, and retailing within offices accounted for a large proportion of the square footage totals. These types of retailing were expected in the sense that they service the employees working within industrial districts.

TABLE 1. Ranking of total retail space by planning district for the City of Mississauga

RANK	PLANNING DISTRICT	DES	TOTAL (ft^2)
1	SOUTH DIXIE	IND	2001801
2	CITY CENTRE	RES	1409715
3	DIXIE SHOREFRONT	RES	1266279
4	AIRPORT SOUTH	IND	1227311
5	WEST MALTON	IND	993029
6	CENTRAL ERIN MILLS	RES	826881
7	DUNDAS-FAIRVIEW	RES	703013
8	MAVIS ROAD	IND	700846
9	WEST ERINDALE	RES	694341
10	SOUTHERN BUSINESS PARK	IND	677330
11	MALTON	RES	611304
12	MEADOWVALE WEST	RES	589653
13	NORTH-NORTH DIXIE	RES	521883
14	CLARKSON LORNE PARK	RES	512808
15	PORT CREDIT	RES	476268
16	ERIN MILLS SOUTH	RES	431668
17	NORTH DIXIE	RES	407078
18	COOKSVILLE-MUNDEN	RES	378356
20	STREETSVILLE	RES	301247
19	MEADOWVALE SOUTH	RES	220437
21	ERINDALE WOODLANDS	RES	215342
22	SOUTHDOWN BUSINESS	IND	157752
23	AIRPORT ROAD	IND	153173
24	MEADOWVALE SOUTH BUS	IND	146256
25	MISSISSAUGA MEADOWS	RES	133404
26	BRITANNIA EAST	IND	130180
27	CREDITIVIEW	RES	117389
28	BRITANNIA WEST	IND	104801
29	MISSISSAUGA VALLEYS	RES	84566
30	HURONTARIO	RES	78752
31	WEST COOKSVILLE	RES	62641
32	QUEEN ELIZABETH	RES	54315
33	SHERIDAN PARK	IND	40474
34	WESTERN BUSINESS PARK	IND	19700
35	LISGAR	IND	12010
36	DERRY BUSINESS PARK	RES	4304
37	MEADOWVALE VILLAGE	RES	2191
38	ERIN MILLS WEST	RES	210
	TOTAL		16468708

Figure 2. The top five industrial planning districts with the most retail square footage, City of Mississauga



Source: City of Mississauga Planning Department, Official Plan, 1987

TABLE 2. Retail space in industrial districts by detailed category

CATEGORY	SIZE (ft^2)	CATEGORY	SIZE (ft^2)
AUTOMOTIVE REPAIR & SERVICE	1077342	HOUSEHOLD APPLIANCES	42043
HOUSEHOLD FURNITURE	812528	PHOTOGRAPHIC GOODS & SERV	37848
AUTOMOTIVE DEALERSHIP	568383	RECORDS & TAPES	36284
RESTAURANT-SIT DOWN	536972	PERSONAL CARE SERVICES	33475
HARDWARE STORE	416908	EQUIPMENT RENTALS	28623
HOUSEHOLD FURNISHINGS	298683	GARDEN CENTRE	28351
OFFICE	283478	WOMEN´S CLOTHING	25815
ENTERTAINMENT EQUIPMENT	272878	HOUSEHOLD SERVICES	25008
CARPET & RUGS	231494	FOOTWEAR	21578
RECREATION FACILITIES	214176	MEN´S CLOTHING	20728
VACANT	202208	TOYS & GAMES	18434
RESTAURANT-FAST FOOD	178652	PET STORE	18207
SPORTING GOODS	167367	CONVENIENCE STORE	17551
GAS STATION	146322	DRUG STORE	17496
BANKS & FINANCIAL INSTITUTIONS	102469	PET FOOD & SUPPLIES	12128
FABRIC & NOTIONS	86574	ENTERTAINMENT FACILITIES	10462
SPECIALTY FOOD STORE	78845	LAUNDRY & DRY CLEANERS	10424
WHOLESALE	72162	SMALL FOOD STORE	7875
CAR & TRUCK RENTAL	69805	JEWELLERY	6347
PAINT, WALLPAPER & FLOOR	63797	LIQUOR, BEER & WINE	4331
BOOK & STATIONARY STORE	62763	PERSONAL ACCESSORIES	3112
LIGHTING & FIXTURES	57166	WINDOW COVERINGS	2318
FAMILY CLOTHING	49331	OPTICAL SALES	1418
FLORIST	48617	EDUCATIONAL FACILITY	1378
GENERAL MERCHANDISE	47240		
		TOTAL	6577394

Based on: Retail Inventory, City of Mississauga Planning Department, 1989

However another set of retail facilities associated with industrial districts, was found in the highest ten categories of retail square footage. These included household furniture, hardware stores, carpet/rugs, entertainment equipment and household furnishings. There does appear, then, to be evidence of certain kinds of general retail facilities found within industrial districts which offer higher order goods to the public rather then to simply serve the needs of employees of the area.

Given the finding that higher order goods outlets are indeed located in certain industrial districts, the analysis now goes deeper to examine the variation of these higher order goods facilities across such districts. Table 3 (p.23) shows the percentage of square footage that the leading ten categories of retailing, based on all industrial districts, account for in the five industrial districts identified above. This table shows a contrasting picture for each of the districts. For instance, South Dixie had the highest proportion of retail space occupied by household furniture at 24% of total retail square footage in that district. South Business Park followed at 18%. Hardware square footage tended to be concentrated in the Mavis Road planning district where 18% of total square footage was accounted for by this category. Household furnishings, carpet/rugs and entertainment equipment were not highly concentrated within any particular planning district. Also

TABLE 3. Types of retail operations in leading five industrial districts, based of overall square footage

CATEGORY	WEST MALTON (%)	SOUTH DIXIE (%)	MAVIS ROAD (%)	SOUTH BUS PARK (%)	AIRPORT SOUTH (%)	*LSC OR ∞HOG
AUTO REPAIR & SERVICE	34	9	27	8	13	LSC
HOUSEHOLD FURNITURE	4	24	2	18	10	HOG
AUTOMOTIVE DEALER	2	4	4	31	19	HOG
RESTAURANT SIT-DOWN	15	6	5	1	11	LSC
HARDWARE STORE	3	6	18	2	1	HOG
HOUSEHOLD FURNISHINGS	8	5	3	7	2	HOG
OFFICE	6	2	3	37	5	LSC
ENTERTAINMENT EQUIPMENT	1	8	4	1	4	HOG
CARPET & RUGS	3	4	0.4	4	6	HOG
RECREATION FACILITIES	1	3	6	2	1	LSC
TOTAL LSC	56	20	41	48	30	
TOTAL HOG	21	51	31.4	63	42	

*LSC refers to local service commercial facilties
∞HOG refers to higher order good facilities

Based on: Retail Inventory, City of Mississauga Planning Department, 1989 shown on this table is the breakdown of local service commercial and higher order goods categories. Each of the ten retail groupings is designated as one of the above type facilities to investigate the nature of each planning district in relation to local service commercial and higher order goods facilities . South Dixie, Airport South and South Business Park have lower percentages of retail square footage, based on total retail square footage in each district, then higher order good facilities. These results were expected in the sense that local service facilities tend to be small in square footage such as dry cleaners, gas stations and restaurants. Higher order good facilities tend to have larger amounts of square footage due to the nature of the product sold, such as furniture and entertainment equipment. Two of the industrial planning districts, West Malton and Mavis Road, did not conform to this expected result because they had a high concentration of retail square footage in one of the ten retailing categories. West Malton has a high concentration of retail square footage under the retail category of auto repair and service with the next highest concentration in restaurants at 15%. As a result this shows that the industrial district of West Malton has a higher proportion of local service commercial facilities to service employees working within the district and is not considered a favourable location for higher order good facilities. Similarly, Mavis Road also shows a high concentration of retailing square footage under the category of auto repair and service. In contrast the next highest concentration of retail square footage in the Mavis Road planning district is hardware stores at 18%. As a result it may seem that the above industrial planning district does not follow the general trend however this is due to high concentrations of retail square footage in one retailing category.

Table 4 (p.26) also points to the expected result that local service commercial retailing will account for smaller proportions of retailing square footage. This table presents the total land in acres for each of the five industrial districts studied, the breakdown in acres that local service commercial and higher order good facilities account for and the percentage of total land that retail occupies. Again, South Dixie, South Business Park and Airport South show the amount of total acreage, in each of the industrial planning districts, occupied by local service commercial retailing is lower then land taken up by high order goods retailing. Table 4 also confirms the previous result that West Malton and Mavis Road do not follow the above pattern of high concentrations of higher order good retail square footage because of large amounts of retail square footage in one or two retail categories.

In addition to figures based on the 1989, Retail Inventory, employment data for 1986 and 1987 also points to

TABLE 4. Percentage of retail as a percent of total land

PLANNING DISTRICT	TOTAL RETAIL (ft²)	(AC)	TOTAL LAND (AC)	*LSC (AC)	∞HOG (AC)	RETAIL LAND (%)
SOUTH BUS PK	677330	15.548	210	7.53	9.8	7.36
SOUTH DIXIE	2001801	45.952	1374	9.1	23.2	3.34
MAVIS ROAD	700846	16.088	496	6.63	4.9	3.22
AIRPORT SOUTH	1227311	28.173	2214	8.54	11.8	1.27
WEST MALTON	993029	22795	4818	13	4.48	0.47

*LSC refers to local service commercial facilities
∞HOG refers to higher order goods facilities

Based on: Retail Inventory, City of Mississaug Planning Department, 1989

Industrial Land Inventory, City of Mississauga Economic Development Office, 1988 the fact that higher order good retailing will locate in industrially zoned districts. In general, employment has increased in the three retail categories of household furniture, entertainment equipment, and household furnishings, with the exception of hardware stores, in each of the five industrial planning districts studied between 1986 and 1987. Table 5 (p.28) shows that each of the five industrial planning districts increased in employment and number of facilities for the above identified retail categories, with the exception of West Malton, which decreased both in employment and the number of facilities.

Further processing of employment data was undertaken to investigate changes in the nature of employment and facilities with respect to the above mentioned retail categories, in each of the five industrial planning districts under study (refer to Table 6 p.29). South Dixie has increased the most in employment and facilities for all four retailing categories of household furniture, entertainment equipment, household furnishings and hardware stores, an expected result due to the previous findings. Mavis Road tended to have the least increase in employment and facilities for all four retail categories between 1986 and 1987.

4.2 Higher Goods Retailing in Industrial Districts

As seen in the above section, by processing information on retailing in industrial districts and

TABLE 5. Change in employment by specific retail category between 1986-1987 City of Mississauga

PLANNING DISTRICT	1986 EMP	1986 FAC	1987 EMP	1987 FAC	CHANGE EMP	CHANGE FAC
SOUTH DIXIE	430	64	785	80	385	16
SOUTH BUS PK	128	23	242	39	114	16
AIRPORT SOUTH	195	21	255	28	60	7
MAVIS ROAD	82	10	101	13	19	3
WEST MALTON	189	20	139	18	-50	-2

NOTE: EMP refers to the # of employees
FAC refers to the # of retail facilities

Based on: Employment survey, City of Mississauga Planning Department, 1986 and 1987

TABLE 6. Changes in employment and facilities for different retailing categories 1986-87

SIC CODE	PLANNING DISTRICT	EMP	FAC	
621	SOUTH DIXIE	91	4	HOUSEHOLD
	SOUTH BUS PK	57	9	FURNITURE
	AIRPORT SOUTH	50	3	
	WEST MALTON	23	1	
	MAVIS ROAD			
622	SOUTH DIXIE	67	6	ENTERTAINMENT
	WEST MALTON	48	1	EQUIPMENT
	SOUTH BUS PK	26	3	
	AIRPORT SOUTH	21	3	
	MAVIS ROAD	5	1	
623	SOUTH DIXIE	43	4	HOUSEHOLD
	SOUTH BUS PK	19	2	FURNISHINGS
	MAVIS ROAD	18	3	
	AIRPORT SOUTH	4	2	
	WEST MALTON	-2	-1	
653	SOUTH DIXIE	154	3	HARDWARE
	SOUTH BUS PK	12	2	STORE
	WEST MALTON	-119	-3	
	AIRPORT SOUTH	-14	-1	
	MAVIS ROAD	-4	-1	

NOTE: EMP refers to # of employees
FAC refers to the # of retail facilities
SIC refers to Standard Industrial Codes

Based on: Employment survey, City of Mississauga Planning Department, 1986 and 1987 employment data, certain industrial districts have a high concentration of higher order good retail square footage and low proportions of local service commercial. Further investigation showed that of the five industrial planning districts studied highest amounts of total retail and higher order good retail square footage are concentrated in industrial districts located in the residential chord of Mississauga (refer to Figure 2 p.20). South Dixie, Mavis Road and Southern Business Park are surrounded by designated residential planning districts which provide the demand for higher order good retailing as an alternative to traditional shopping malls. Although Mavis Road is seen to have a high concentration of local service commercial retailing, this is dominated by one category of auto repair and service. Further examination shows that the next highest category is hardware stores, a higher order good facility. Another contrast in results deals with the Airport South planning district which has a large amount of higher order good retailing square footage, that was not expected. This can be explained in the fact that, although this planning district is zoned as General Industrial, not permitting retail warehousing, special areas close to Pearson International Airport designated Mixed Industrial and Commercial, under the, <u>Official Plan</u>, that permits higher order good retailing. The other three districts identified, South Dixie, South Business Park and Mavis Road also have the designation of Mixed Industrial and Commercial, explaining the large concentrations of higher order good retail square footage which are permitted under this designation.

Accordingly, the district with the least amount of high order good retail square footage and greatest amounts of local service commercial has the designation of General Industrial, which, under Mississauga's, Official Plan, does not allow for retail warehousing as stated above.

4.3 Planning Approaches to Retail in Industrial Districts

The City of Mississauga Planning Department has planning policies that clearly regulate and outline the type of retailing that is permitted in planning districts. The City of Mississauga, Official Plan, allows all industrial districts to have local service commercial retailing provided that it is within buildings used for industrial purposes or an industrial complex. Similarly, commercial uses that directly serve the district (local service commercial) such as dry cleaners, stationary stores and hairdressing/beauty salons are permitted in all industrially zoned districts with the exception of Extractive Industrial. However the case of higher goods retailing presents a different situation. In contrast to local service commercial, higher good retailing or retail warehousing is permitted only in those districts zoned Mixed Industrial and Commercial. In this regard it is worth reviewing some of the problems that the City of Mississauga has identified with retail warehousing locating in designated industrial districts.

One of the major problems identified, with allowing higher goods or retail warehousing into industrial districts has to do with the increase in traffic. Retail warehousing would attract consumers from within Mississauga and regions surrounding the city. As a result traffic flow would increase and possibly cause delays for industrial type business's that are dependent on delivery services. Furthermore, public transit serves industrial areas in peak hours of operation during the week but if retail warehousing facilities start to locate more frequently in industrially designated districts, pressure for more transit would emerge, costing the city and business's in the area more tax money to pay for incresed infrastructure services.

A second problem concerns the aesthetics involved in accommodating retail warehousing type facilities in industrial districts. Industrial development does not emphasize the same on site elements as retailing, and this leads to inconsistent approaches to landscaping, lighting, walkways and parking. As a result retail development in industrially zoned areas may have a more significant visual impact than a normal industrial building and makes it difficult to create an environment with compatible building design, signage and landscaping.

A third problem concerns the impact of industrial zone retailing in the broader commercial hierarchy of the whole urban area. It is argued that such facilities may attract business from retailers located in community orientated centres and that this undermines the structure of retail shopping that the, Official Plan, is attempting to develop. The City of Mississauga's, Official Plan, tries to create a retailing environment that allows both small neighbourhood stores and large regional malls to be successful in the same market. Carefully constructed retail policies outline the conditions that are needed to make a retail environment that serves all citizens irregardless of their place of residence in new or older areas. In light of this, if retail warehousing in industrial districts is permitted without careful consideration by the Mississauga Planning Department, smaller strip retail, playing and important role in serving consumers, could be forced out of business.

The last problem identified concerns the fact that if this growth was left unchecked it could have serious consequences for the amount of land available for industrial use. This is especially the case when retail corporations, accustomed to high land prices, will outbid industrial corporations for land in industrial districts.

Although the above problems have been associated with permitting retail warehouses within designated industrial districts, the City of Mississauga Planning Department recognizes that, "...methods of retailing goods and services are constantly evolving to respond to perceived and demonstrated changes in need and demand" (The City of Mississauga Planning Department, 1983, p10-2). This indicates that the City of Mississauga recognizes the legitimacy of retail warehouses and would prefer to control rather than exclude their location in industrial districts. The fact that high order goods facilities are located within industrial districts that has a zoning which does not permit this type of retailing, may point to the fact that current policies are not regulating this growth strictly enough. For example, West Malton has percentages of retail square footage that is high order goods retailing, eventhough it is zoned as a General Industrial district which does not, in theory, permit this type or retailing. Although in this study not all industrial districts in the City of Mississauga could be analyzed because of the time frame, a glance at the raw data shows that other industrial districts zoned General Industrial such as Airport Road and Britannia East, contain high order goods retailing. If the retail policies set by the Mississauga, Official Plan, were followed properly then the above districts identified would not contain retail warehousing. Given the apparent inconsistencies between where retail warehousing is permitted and where it is not, a new policy to strictly set out the locations permitting high order goods retailing may be needed.

4.4 The Case for a Planning By-law to Deal with Retail Warehouses

In light of the above discussion, it seems apparent that the City of Mississauga may be giving into commercial development pressures from retail warehousing type developers and permitting high order goods facilities to locate in planning districts that in theory, are designated in a category that does not permit this type of retailing.

One possible solution to this problem would be to introduce a zoning by-law concerning specialty retailing. Specialty retailing is here defined as retailing of durable goods which the consumer buys infrequently and usually after consideration of alternative styles, qualities and prices. Facilities classified under this category typically deal in one type of product. This definition incorporates the whole notion of "retail warehousing" and would apply to such goods as furniture, appliances, household furnishings and entertainment equipment. The adoption of a by-law for specialty retailing would have a number of advantages.

The first advantage concerns the fact that a separate designation under a zoning by-law for retail warehousing would create more stringent conditions the location of these facilities. Currently, the location of retail warehousing is controlled through the broad category of Mixed Industrial and Commercial. Only those districts that have this designation are permitted to have retail warehousing within there district. However, as seen above, high order goods facilities are locating in districts with a different designation such as West Malton, a General Industrial district. Under this new specialty retailing by-law more control over the growth of retail warehousing could be achieved because developers would have to follow strict policies rather then general points under a broader designation.

A second advantage to this by-law is that it would make monitoring growth easier. Monitoring in the sense that the Mississauga Planning Department could keep track of the areas that have this special zoning to make sure the impacts of retail warehousing on surrounding uses is kept to a minimum. One of the concerns mentioned above, centered around the impacts that retail warehousing would have on the commercial hierarchy and industrial uses. With improved monitoring methods through a specific designation closer watch could be kept on this growth.

The third advantage to a specialty retailing by-law to control the location of retail warehousing in industrial districts, concerns the physical location and design of these high order goods facilities. Under this by-law, an emphasis would be placed on clustering these facilities in the same location within the industrial planning district. As a result, retail warehousing facilities could share parking and entrances to alleviate traffic congestion and parking problems. This also serves to make the environment more aesthetically pleasing in that the buildings would have similar design, signage and landscaping, all of which have been identified as a problem in allowing high order goods facilities in designated industrial districts.

CHAPTER FIVE

CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusions

Retailing in the City of Mississauga plays an important role in providing employment to citizens, servicing the needs of area residents and acts as a source of economic growth for the city.

This study found that certain types of retailing, mainly local service commercial and high order good facilities, located in designated industrial districts. The main focus of this study was high order good retailing or retail warehousing which has a set of location criteria quite different from traditional retail stores. Although it was concluded that retail warehouses were permitted within four of the five industrial districts studied, the fifth planning district with a certain amount of retail warehousing raises the question of how effective the current policies are in regulating this growth and if this has had an impact on the other uses within the district.

5.2 Recommendations

The City of Mississauga Planning Department did identify problems associated with the location of high order good retailing in designated industrial districts. However, one possible solution offered in this study was a specialty retail zoning by-law that would minimize the problems that were identified.

This study has touched on the surface issues that emerged from retail warehousing locating in designated industrial districts. Thus, further in depth study into this issue would uncover more information to develop other possible solutions dealing with high order good retailing locating in industrial districts.

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APPENDIX ONE

The amount of each specific retail category for the top five industrial planning districts.

CATEGORY	WEST MALTON	SOUTH DIXIE	MAVIS ROAD	SOUTH BUS PARK	AIRPORT SOUTH
AUTO REPAIR/SER	339330	177231	191702	54416	162905
HHOLD FURNITURE	38683	478988	16113	121999	118348
AUTO DEALERSHIP	28665	72500	27169	213000	227049
RESTAURANT-SIT DOWN	151419	119004	33414	8663	129995
HARDWARE STORE	28807	112469	124243	15540	12598
HHOLD FURNISHINGS	82374	104324	17825	44432	27626
OFFICE	59106	45322	22489	253534	64216
ENTERTAINMENT EQUIP	12699	155718	24990	7245	50746
CARPET & RUGS	3717	86364	2888	24728	77808
RECREATION FACIL	17010	57709	41187	11399	14915
VACANT	28774	48017	48184		25233
RESTAURANT-FAST FOOD	38479	24280	27480	9749	25981
SPORTING GOODS	10070	83255	16697	7119	39182
GAS STATION	21937	87147	4578	8085	9748
BANKS & FINANC	28708	8821	16189		26529
FABRIC & NOTIONS		49298		9702	5607
SPECIALTY FOOD ST	2037	42359	9651	6432	9118
WHOLESALE	12978	20995			33228
CAR/TRUCK RENTAL	15288		4410	30765	5167
PAINT/WALL & FLOOR	16564	26429	2363	3150	5208
BOOK/STAT STORE	1544	16005			24817
LIGHTING & FIXTURES	630	13750	5539	8930	22496
FAMILY CLOTHING	21937		15866	12495	13507
FLORIST	21937		5717		18346
GENERAL MERCHANDISE	11855	9450	1050		24885
HHOLD APPLIANCES	7037	14572	13777	3087	
PHOTO GOODS & SER	1786	22081	788	1575	9766
RECORDS & TAPES		30031	3465	788	
PERSONNAL CARE SER		11712	5416	5723	6116
EQUIPMENT RENTALS		3827	5040	6804	8274
GARDEN CENTRE			2363	12758	
WOMEN'S CLOTHING	2993	6568	1200		6426
HHOLD SERVICES	3796	1155	1811	6196	7534
FOOTWEAR		1418	2835		1890
MEN'S CLOTHING		20728			
TOY'S & GAMES	2940	4725			4589
PET STORE		16433			1764
CONVENIENCE STORE			6465	1103	2074
DRUG STORE			3150	851	
PET FOOD/SUPPLIES		3827	1733	4253	
ENTERTAIMENT FAC	10462				
LAUNDRY/DRY CLEANERS		5103	1181	788	
SMALL FOOD STORE				7875	
JEWELLERY			1733		
LIQUOR BEER & WINE			4331		
PERSONNAL ACCESS		11712			1260
WINDOW COVERINGS			1680		638
OPTICAL SALES		418			

Standard Industrial Codes (SIC) - List of divisions, major groups, groups and classes.

597 Industrial and Household Chemicals, Wholesale
5971 Industrial and Household Chemicals, Wholesale

598 General Merchandise, Wholesale
5981 General Merchandise, Wholesale

599 Other Products n.e.c., Wholesale
5991 Books, Periodicals and Newspapers, Wholesale
5992 Second-Hand Goods, Wholesale (Except Machinery and Automotive)
5993 Forest Products, Wholesale
5999 Other Products n.e.c., Wholesale

DIVISION J — RETAIL TRADE INDUSTRIES

Major Group 60 — Food, Beverage and Drug Industries, Retail

601 Food Stores
6011 Food (Groceries) Stores
6012 Food (Specialty) Stores

602 Liquor, Wine and Beer Stores
6021 Liquor Stores
6022 Wine Stores
6023 Beer Stores

603 Prescription Drugs and Patent Medicine Stores
6031 Pharmacies
6032 Patent Medicine and Toiletries Stores

Major Group 61 — Shoe, Apparel, Fabric and Yarn Industries, Retail

611 Shoe Stores
6111 Shoe Stores

612 Men's Clothing Stores
6121 Men's Clothing Stores

613 Women's Clothing Stores
6131 Women's Clothing Stores

614 Clothing Stores n.e.c.
6141 Clothing Stores n.e.c.

615 Fabric and Yarn Stores
6151 Fabric and Yarn Stores

Major Group 62 — Household Furniture, Appliances and Furnishings Industries, Retail

621 Household Furniture Stores
6211 Household Furniture Stores (With Appliances and Furnishings)
6212 Household Furniture Stores (Without Appliances and Furnishings)
6213 Furniture Refinishing and Repair Shops

622 Appliance, Television, Radio and Stereo Stores
6221 Appliance, Television, Radio and Stereo Stores
6222 Television, Radio and Stereo Stores
6223 Appliance, Television, Radio and Stereo Repair Shops

623 Household Furnishings Stores
6231 Floor Covering Stores
6232 Drapery Stores
6239 Other Household Furnishings Stores

Major Group 63 — Automotive Vehicles, Parts and Accessories Industries, Sales and Service

631 Automobile Dealers
6311 Automobile (New) Dealers
6312 Automobile (Used) Dealers

632 Recreational Vehicle Dealers
6321 Motor Home and Travel Trailer Dealers
6322 Boats, Outboard Motors and Boating Accessories Dealers
6323 Motorcycle and Snowmobile Dealers
6329 Other Recreational Vehicle Dealers

633 Gasoline Service Stations
6331 Gasoline Service Stations

634 Automotive Parts and Accessories Stores
6341 Home and Auto Supply Stores
6342 Tire, Battery, Parts and Accessories Stores

635 Motor Vehicle Repair Shops
6351 Garages (General Repairs)
6352 Paint and Body Repair Shops
6353 Muffler Replacement Shops
6354 Motor Vehicle Glass Replacement Shops
6355 Motor Vehicle Transmission Repair and Replacement Shops
6359 Other Motor Vehicle Repair Shops

639 Other Motor Vehicle Services
6391 Car Washes
6399 Other Motor Vehicle Services n.e.c.

Major Group 64 — General Retail Merchandising Industries

641 General Merchandise Stores
6411 Department Stores
6412 General Stores
6413 Other General Merchandise Stores

Major Group 65 — Other Retail Store Industries

651 Book and Stationery Stores
6511 Book and Stationery Stores

652 Florists, Lawn and Garden Centres
6521 Florist Shops
6522 Lawn and Garden Centres

653 Hardware, Paint, Glass and Wallpaper Stores
6531 Hardware Stores
6532 Paint, Glass and Wallpaper Stores

654 Sporting Goods and Bicycle Shops
6541 Sporting Goods Stores
6542 Bicycle Shops

655 Musical Instrument and Record Stores
6551 Musical Instrument Stores
6552 Record and Tape Stores

656 Jewellery Stores and Watch and Jewellery Repair Shops
6561 Jewellery Stores
6562 Watch and Jewellery Repair Shops

657 Camera and Photographic Supply Stores
6571 Camera and Photographic Supply Stores

658 Toy, Hobby, Novelty and Souvenir Stores
6581 Toy and Hobby Stores
6582 Gift, Novelty and Souvenir Stores

659 Other Retail Stores
6591 Second-Hand Merchandise Stores n.e.c.
6592 Opticians' Shops
6593 Art Galleries and Artists' Supply Stores
6594 Luggage and Leather Goods Stores
6595 Monument and Tombstone Dealers
6596 Pet Stores
6597 Coin and Stamp Dealers
6598 Mobile Home Dealers
6599 Other Retail Stores n.e.c.

Major Group 69 — Non-Store Retail Industries

691 Vending Machine Operators
6911 Vending Machine Operators

692 Direct Sellers
6921 Direct Sellers

DIVISION K — FINANCE AND INSURANCE INDUSTRIES

Major Group 70 — Deposit Accepting Intermediary Industries

701 Central Bank
7011 Central Bank

702 Chartered Banks and Other Banking-Type Intermediaries
7021 Chartered Banks
7029 Other Banking-Type Intermediaries

703 Trust Companies
7031 Trust Companies

704 Deposit Accepting Mortgage Companies
7041 Deposit Accepting Mortgage Companies (Except Co-operatives)
7042 Co-operative Mortgage Companies

705 Credit Unions
7051 Local Credit Unions
7052 Central Credit Unions

709 Other Deposit Accepting Intermediaries
7099 Other Deposit Accepting Intermediaries

Major Group 71 — Consumer and Business Financing Intermediary Industries

711 Consumer Loan Companies
7111 Consumer Loan Companies

712 Business Financing Companies
7121 Sales Finance Companies
7122 Credit Card Companies
7123 Factoring Companies
7124 Financial Leasing Companies
7125 Venture Capital Companies