



NEW OFFICIAL PLAN

Commercial Needs Analysis

November 2025



Table of Contents

Table of Contents	i
1.0 Introduction and Purpose of the Discussion Paper	1
1.1 What is an Official Plan?	1
1.2 Township of Wellesley New Official Plan Process	2
1.3 What are the Discussion Papers?	3
1.4 Purpose of this Discussion Paper	4
2.0 Legislative Overview	5
2.1 Planning Act	5
2.2 Provincial Planning Statement, 2024	6
3.0 Local Context	9
3.1 Waterloo Regional Official Plan, 2025	9
3.2 Region of Waterloo Economic Development Strategy, 2025	10
3.3 Waterloo Economic Development Corporation Rural Investment Readiness Strategy, 2024	10
3.4 Region of Waterloo Land Needs Assessment, 2022	10
3.5 Township of Wellesley Official Plan, 2022	11
3.6 Wellesley Community Improvement Plan, 2025	11
3.7 Development Charges Background Study, 2024	12
3.8 The Township of Wellesley Strategic Plan, 2019	13
4.0 Key Topics for Discussion	15
4.1 Commercial Market Trends	15
4.2 Commercial Space Inventory	24

4.3	Commercial Space Market Analysis	33
4.4	Preliminary Policy Directions	40
5.0	Next Steps	43
	Appendix A: Market Demand Calculations	43
	Appendix B: Wellesley Official Plan Map 4 – Wellesley Urban Area Land Use Designation	52

1.0 Introduction and Purpose of the Discussion Paper

1.1 What is an Official Plan?

An Official Plan is a comprehensive document, intended for long-term use, that shapes the future of a municipality by establishing how land in the community will be used. It outlines the goals, objectives, and policies for sustainable, efficient, growth within the Township of Wellesley. All land use, development, and public works in the Township must conform to the Official Plan.

The legislative ability for municipalities to enact an Official Plan arises from the Provincial Planning Act. All policies in the Official Plan must conform to this higher-order Provincial legislation. The Township of Wellesley is preparing a new Official Plan, which will guide growth and development within the Township until 2051. For the past two decades, growth in the Township has been shaped by both the Waterloo Regional Official Plan and the Township of Wellesley Official Plan. With recent provincial legislation that removed planning authority from the Region of Waterloo, the Township has the opportunity to create a made for Wellesley Official Plan. This new Official Plan will incorporate the best of our past and present Official Plan policies, while charting out the future of Wellesley to the year 2051. A new Official Plan is being created to replace the existing Township and Regional Official Plans, and to align with the 2024 Provincial Planning Statement.

The Township of Wellesley has one urban area with full municipal services (Village of Wellesley) and ten rural settlement areas, covering an area of 278 square kilometres with a population of about 12,371 residents. The Township includes three designated rural employment areas (the Scheider Rural Employment Area, the M.K. Martin Rural Employment Area, and the Wellesley Rural Employment Area) characterized predominantly by industrial and agricultural activities. It is projected that the Township will grow to approximately 14,191 to 17,301 residents and 6,390 to 10,070 jobs by 2051.

The new Official Plan will build on the Township's long-term vision for growth with a renewed focus on complete communities, addressing land needs in both the urban area and rural settlement areas of the Township. The new Official Plan will address topics such as housing mix and affordability, employment and commercial opportunities, servicing options, active transportation, open space and recreation, environmental protection and management, cultural heritage stewardship, and the continued preservation of agricultural land.

1.2 Township of Wellesley New Official Plan Process

The creation of the Township of Wellesley's new Official Plan will occur over a year-long period, with several opportunities for community consultation.



Phase 1 of the project included drafting and finalizing the Comprehensive Consultation and Engagement Strategy, and early conversations were held with Township residents and Council members to inform the process. A series of one-on-one conversations were held between interested members of the public and the project team to lay the foundation for the project. The Township of Wellesley project team hosted a booth at the 2025 Wellesley Fall Fair, where members of the public were introduced to the project, asked about opportunities and current challenges, and shaping the vision of the new Official Plan. Notice of the project initiation was provided to agencies, Indigenous communities, and residents. The *Planning Act* Section 26 legislative requirements were met by providing a Notice of a Special Council Meeting to local newspapers leading up to the meeting. On August 26, 2025, the Special Council Meeting was held, where the project was formally introduced and initiated. This included information regarding the

projects process and how residents and members of the public can get involved and follow along during the different phases of the project.

Phase 2 of the Official Plan involves conducting Background Research and Study Preparation, which includes the release of six draft Discussion Papers for review and comment by the public and interested parties. Based on Township, agency, Council, and public feedback, the draft discussion papers will be reviewed and finalized. Feedback from engagement on these Background Reports will inform a series of policy directions, which will inform Phase 3 of the project.

Phase 3 of the new Official Plan process is the drafting of policies and land use maps. These **DRAFT** policies and maps will be published as drafts and shared with Township residents, interested parties, and Indigenous communities for input. The Statutory Public Open House and Statutory Public Meeting will both be held to inform Phase 4 finalization. A copy of the draft Official Plan will be forwarded to the Ministry of Municipal Affairs and Housing for their review.

Phase 4 of the project involves the formal adoption of the new Township of Wellesley Official Plan by Township Council. Once Council adopts the new Official Plan, it will be forwarded to the Ministry of Municipal Affairs and Housing for the Minister's review and approval. After ministerial approval, the Township's new Official Plan will be in effect, replacing both existing Township and Regional Official Plans.

1.3 What are the Discussion Papers?

A series of six Discussion Papers have been prepared to establish a foundation from which to develop policy directions for the new Official Plan. They include:

- Residential Growth, Housing, and Intensification Strategy
- Commercial Needs Assessment
- Employment Projections and Employment Lands
- Scoped Secondary Plan for New Designated Growth Areas

- Settlement Area Boundary Expansions
- Land Use Policy Review and Analysis

Each paper includes policy context of Provincial, Regional, and local documents relevant to the topic, an overview of the current state, and preliminary policy directions for the Township, key topics for discussion, and next steps. These papers represent the basis of the first phase of consultation for the project, assisting in the development of policy directions for the new Official Plan.

1.4 Purpose of this Discussion Paper

The purpose of this Discussion Paper is to review relevant documents and policies to generate discussion with respect to future commercial needs in the Township of Wellesley. This Discussion Paper sets forth several considerations and recommendations for meeting commercial needs for the Township that can be considered in the creation and implementation of the Township of Wellesley new Official Plan. In the context of this Discussion Paper, “commercial” refers to both retail and service commercial uses.

2.0 Legislative Overview

This section provides an overview of the Provincial legislative context which informs the basis for creating the Township of Wellesley's new Official Plan.

2.1 Planning Act

The *Planning Act* is the overarching Provincial legislation which governs land use planning in Ontario. It establishes the respective roles of the Province and municipalities regarding land use planning and provides the basis for municipalities to create and use various planning tools, such as Official Plans and Zoning By-laws. The Act also sets out regulations for how planning processes are to be carried out, including mandatory dates for the completion of tasks, such as deciding on a planning application and setting the date for a public meeting.

Notably, in Section 2, the Act establishes "matters of provincial interest", which municipalities must have regard to when carrying out land use planning. These matters include (but are not limited to) the protection of ecological systems, the protection of agricultural and natural resources, the conservation of cultural history, the provision of a full range of housing, the accessibility for persons with disabilities, and the orderly development of safe and healthy communities. It is important to note that all planning decisions and policies made by a municipality (or other planning authority) must conform to the *Planning Act*, as well as Provincial plans, as outlined in Section 2.1 of the Act. Further, Section 3 of the Act requires that all planning decisions shall be consistent with the Provincial Planning Statement.

The *Planning Act*, Part III – Official Plans sets out how Official Plans shall be created by a municipality, with respect to content and process. Specifically, this section includes direction for the inclusion of Provincial policies and restrictions on Official Plans, as well as requirements for assessment reporting, amendments to plans, and approval authorities.

Section 17 of the *Planning Act* states that “the Minister is the approval authority in respect of the approval of a plan as an official plan” and sets out a prescribed process the Township of Wellesley must follow in the preparation of a new Official Plan.

Specifically, the Township must provide for consultation and a public meeting, an open house, and adequate notice provided for each.

The creation of the new Township of Wellesley Official Plan must be done in conformity with the *Planning Act* and the legislated process outlined above.

2.2 Provincial Planning Statement, 2024

The Provincial Planning Statement, 2024 (“PPS”) is a guiding policy document that provides direction on a variety of planning and land use matters in the province. The legal basis for conformity to the PPS is rooted in Section 3 of the *Planning Act*, which requires that all planning decisions be consistent with the minimum standards set out in the PPS. The Provincial Planning Statement outlines that “Official plans are the most important vehicle for implementation of the Provincial Planning Statement and for achieving comprehensive, integrated and long-term planning.”

The PPS puts forward policy regarding housing, infrastructure, resource management, and public health. Pertinent policies for the new Township of Wellesley Official Plan include, but are not limited to, adjustments to municipal planning boundaries, regulations regarding employment areas, agricultural protection, and population growth targets. Specific policy guidance is provided by the PPS as it relates to planning for people and homes.

Section 2.3.1 states that “sufficient land shall be made available to accommodate an appropriate range and mix of land uses to meet projected needs for a time horizon of at least 20 years, but not more than 30 years, informed by provincial guidance.”

Furthermore, the PPS provides general policies for implementation and interpretation as it relates to the creation of the new Official Plan in Section 6.1.5. This section details

how Official Plans shall identify Provincial planning interests and sets out policies which implement these interests.

In order to protect provincial interests, planning authorities shall keep their official plans up-to date with the Provincial Planning Statement. The policies of the Provincial Planning Statement continue to apply after adoption and approval of an official plan.

Section 2.4, Strategic Growth Areas, provides specific guidance for developing commercial uses.

2.4.1.2 To support the achievement of complete communities, a range and mix of housing options, intensification and more mixed-use development, strategic growth areas should be planned:

- (a) to accommodate significant population and employment growth;
- (b) as focal areas for education, commercial, recreational, and cultural uses;
- (c) to accommodate and support the transit network and provide connection points for inter-and intra-regional transit; and
- (d) to support affordable, accessible, and equitable housing.

2.4.1.3 Planning authorities should:

- (a) prioritize planning and investment for infrastructure and public service facilities in strategic growth areas;
- (b) identify the appropriate type and scale of development in strategic growth areas and the transition of built form to adjacent areas;
- (c) permit development and intensification in strategic growth areas to support the achievement of complete communities and a compact built form;
- (d) consider a student housing strategy when planning for strategic growth areas; and

- (e) support redevelopment of commercially-designated retail lands (e.g., underutilized shopping malls and plazas), to support mixed-use residential.

Finally, once the Township of Wellesley's new Official Plan has been approved by the minister, the PPS sets out a requirement for ongoing monitoring of the Official Plan's implementation.

3.0 Local Context

This section provides an overview of existing relevant economic development and commercial policies at the Regional and local level, to understand the policy context that the new Official Plan will be expanding on.

3.1 Waterloo Regional Official Plan, 2025

The Waterloo Regional Official Plan, 2025 (“ROP”) was the Official Plan of the Region of Waterloo, which is an upper-tier municipality that encompasses a federation of lower-tier municipalities, including the Township of Wellesley. Historically, the Region of Waterloo was the approval authority for the Township of Wellesley’s Official Plan, and Wellesley was required to conform to that plan.

As of January 1, 2025, the ROP became a Local Plan of the Township of Wellesley. The new Official Plan that is being created will replace the existing Township and Regional Official Plans and align with Provincial direction set out in the PPS. The Township of Wellesley’s new Official Plan will incorporate the best of the Region of Waterloo’s Official Plan policies, while charting out the future of the Township’s growth to the year 2051.

The ROP contained high-level policies which ensured that Waterloo Region’s economy is adaptable, innovative, and creative. These policies spoke briefly to:

- Protecting the environment, promoting cultural heritage, coordinating reurbanization-oriented financial incentive programs, and providing employment support services that help maximize the potential for employment and entrepreneurship.
- Accommodating forecasted employment growth using a balanced approach to the provision and development of employment areas within both the Built-Up Area and Urban and Township Designated Greenfield Areas.

More specific policies to support economic prosperity took direction from the ROP and are implemented through the Township of Wellesley's Official Plan.

3.2 Region of Waterloo Economic Development Strategy, 2025

The 2025 Region of Waterloo Economic Development Strategy identified five strategic pillars. Part of the Scaling Local Innovation pillar is “developing a long-term regional planning vision for market-ready industrial, office and commercial spaces that offer local businesses expansion opportunities.” Market-ready commercial space in Wellesley should look different than in other municipalities in Waterloo Region and be on a smaller scale. This will reflect the current and planned structure and function of commercial space in Wellesley, which is a product of its rural character and smaller population.

3.3 Waterloo Economic Development Corporation Rural Investment Readiness Strategy, 2024

The report provides an analysis of the economic development context and employment land needs for the Township of Wellesley through 2054. This report identified that only 3% of jobs on employment lands in the Township are in the retail sector. While the PPS defines “Employment Area” to exclude retail and office uses that are not associated with primary employment uses, this definition will have minimal impact on the location of retail uses moving forward in the Township of Wellesley given the current commercial share on employment lands.

3.4 Region of Waterloo Land Needs Assessment, 2022

Retail and service-commercial jobs are included within Population-Related Employment (PRE) in the Region of Waterloo Land Needs Assessment. PRE is largely accommodated in downtown areas, commercial corridors and nodes, neighbourhood plazas, as well as institutional buildings, and includes institutional jobs and work-from home jobs. A small portion of PRE is located in Employment Areas. As this land needs assessment was conducted before the PPS was released, a greater range of retail uses were still permitted in employment areas. The Township of Wellesley currently has a

much higher share of rural-based employment and a lower share of population-related employment than average among the townships in the Region, in keeping with its rural character. This ratio of rural-based employment and population-related employment is expected to continue out to 2051.

3.5 Township of Wellesley Official Plan, 2022

The Township of Wellesley has one urban centre, the Village of Wellesley, ten rural settlement areas, three rural employment areas, and one rural mixed-use/agricultural cluster. The Village of Wellesley, or Wellesley Urban Area, is the only settlement area with full servicing; the remaining settlement areas are serviced by partial services or individual/private sewage and water services (well water and septic system).

The Official Plan states that it aims to “provide for a broad range of commercial and industrial activities and services to meet the diverse needs of the Township’s residents and businesses, as well as to generate employment opportunities”, with future commercial developments aimed to be located within the Township Urban Growth Centre and Wellesley Urban Area. The development of commercial areas works to support economic development and employment opportunities within the Township.

3.6 Wellesley Community Improvement Plan, 2025

In May 2025, the Township of Wellesley Council adopted an updated Community Improvement Plan, a planning tool enabled by the *Planning Act* to set out programs for improving the built, economic, and social environment of designated areas within the Township. The CIP update focused on refreshing the goals and objectives of the CIP, as well as the incentive programs offered.

The CIP goals consist of the following:

1. Foster economic growth and attract visitors
2. Expand diverse housing options
3. Enhance the aesthetic and functional quality of commercial clusters

4. Preserve and celebrate heritage and community character
5. Cultivate community wellbeing through public and private spaces

To achieve these goals, new and updated incentive programs were developed, including an additional residential unit grant, an agri-tourism grant, a building and accessibility grant, a design and study grant, a façade, a signage and landscape improvement grant, a parking optimization grant, a placemaking and pedestrian grant, a planning application and building permit fee rebate, a sustainability top-up grant, and a tax increment equivalent grant.

The entire geographic area of the Township was identified as the Community Improvement Project Area, focusing on the core areas, rural settlement areas, and the countryside as being eligible for certain incentive programs.

These goals align well with the directions in the Strategic Action Plan, to prioritize local-serving and tourism commercial uses over large-scale, regional-serving nodes.

3.7 Development Charges Background Study, 2024

In 2024, the Development Charges Background Study was produced, providing a report and calculations for changing and updating the Township's Development Charges By-law, as required by the *Development Charges Act, 1997*. The Development Charges By-law exists to ensure that new developments requiring services do not result in an overall loss of capital for a municipality as it grows.

The Background Study consists of an overview of changes to legislative requirements, growth forecasts, and a calculation of appropriate new Development Charges, considering the historical context and servicing standards. It recommends policies and wording for the By-law, as well as steps for implementation. The Development Charges By-law designates how Development Charges are applied, in this case to all lands within the Township of Wellesley, apart from lands owned by a Board of Education or the area municipal, Regional, or Federal government. It includes provisions for

calculating Development Charges for the types of developments and approvals needed, such as Zoning By-law Amendments, Consents, or Plans of Subdivision, among others.

The Background Study identified a commercial/population-related employee density of 530 square feet per employee, with a total of 770 commercial/population employees by mid-2034, an increase of eighty jobs from mid-2024. This represents an increase of 42,400 square feet of commercial/population-related space by mid-2034. This includes employment in non-retail sectors. It is important to recognize that the Development Charges Background Study was prepared to identify the capital needs required because of anticipated employment growth, and that are not market-based projections. In other words, the amount of space projected in the DC Background Study is based on the projected number of retail employees and not on market demand, which is the focus of this study.

3.8 The Township of Wellesley Strategic Plan, 2019

The Township's Strategic Plan '.comunity' is a guidance document which allows Council and staff to prepare for the future needs of the Township. The 2019–2023 Plan has been extended to the end of 2026.

The Strategic Plan includes five focus areas, developed by the Region of Waterloo and adopted by the Township:

- Thriving Economy
- Sustainable Transportation
- Environment and Sustainable Growth
- Healthy, Safe and Inclusive Communities
- Responsive and Engaging Government Services

Under these five focus areas are fourteen strategic initiatives, including Affordable/Age Appropriate/Available Housing, Environmental Stewardship, Health Promotion,

Intensification, Zoning, Development and Growth, Public Transit/Access to Urban Services, Rural Character and Identity, among others.

One of the fourteen strategies mentioned is to “Rethink and reimagine land use. Adopt leading edge best practices and technology enablers. Bring in expertise from local institutions to participate in the development of long-term solutions”, while ensuring they “retain our distinctive rural culture”. A key theme of the Strategic Action Plan is to encourage business development in a manner that is sensitive to the rural character of the Township. This theme includes the attraction of new businesses to support local population growth and to support sustainable rural-based tourism opportunities.

4.0 Key Topics for Discussion

Recommendations for meeting commercial needs for the Township are reviewed in this section for consideration in the creation and implementation of the new Township of Wellesley Official Plan. In the context of this discussion paper, “commercial” refers to both retail and service commercial uses.

4.1 Commercial Market Trends

This section provides an overview of key commercial trends impacting the Township and broader commercial market. It will also discuss the role of different formats of commercial space (e.g., local storefronts, commercial plazas, and regional malls). The key metrics in this analysis for the broader retail/service commercial market are vacancy rates and commercial rents per square foot.

Key Commercial Market Trends

Figure 1 illustrates commercial vacancy rates in Waterloo Region from 2015 through Q2 2025. The data reveals significant fluctuations during the 2015–2022 period, with vacancy rates reaching their highest point of 4.6% in Q2 2018. Following a modest increase in Q4 2020, vacancy rates declined and have stabilized within the 1.5% to 2% range since Q1 2022.

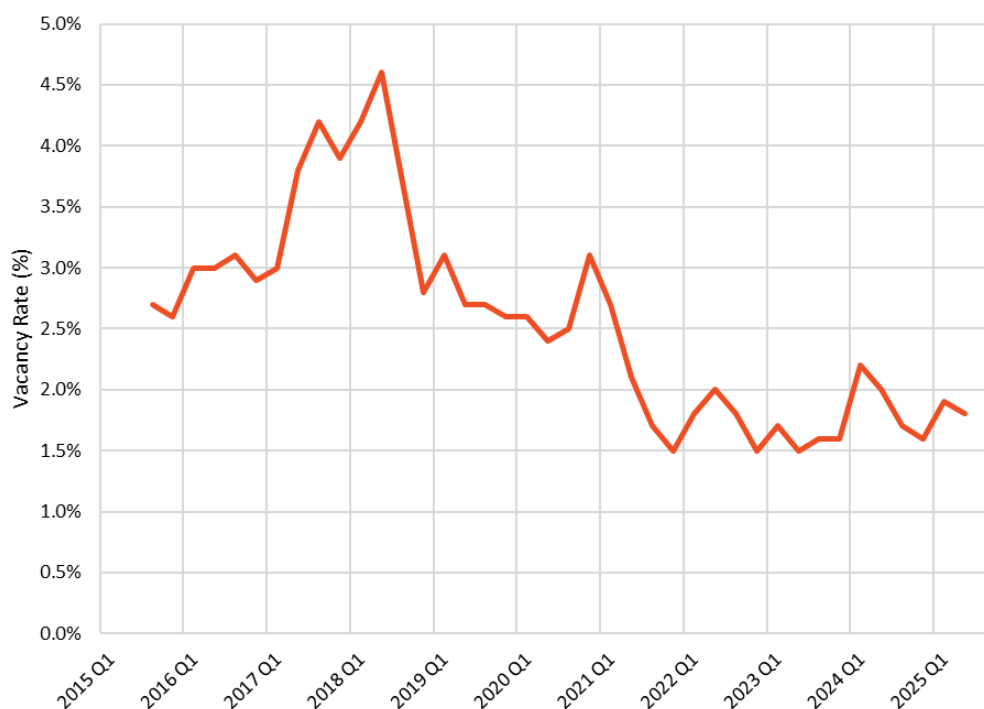


Figure 1: Waterloo Region Commercial Vacancy Rate. Source: urbanMetrics, with data from CoStar.

Figure 2 displays average commercial rent per square foot in the Waterloo Region. Rental rates remained stable between 2015 and 2022, fluctuating within the \$16 to \$18 per square foot range. Beginning in Q1 2022, rents increased substantially year-over-year, peaking at over \$21 per square foot in Q3 2023 before stabilizing between \$20–\$22 per square foot.

This rental increase corresponds directly with the period with the lowest vacancy rates shown in the previous figure, indicating heightened demand for commercial space across the Waterloo Region, and suggests there may be significant pent-up regional demand. However, it is unlikely that this demand will spill into the Township of Wellesley. The Township of Wellesley does not have the major road or highway access required for regional-serving commercial nodes. At the same time, customers of local-serving commercial space (grocery stores, pharmacies, personal care services, etc.) have a strong preference for shorter travel times when choosing where to shop, and the existing

and future residents of Kitchener-Waterloo would need to travel significantly further to reach the Township of Wellesley than the existing commercial nodes in their neighborhoods or near their place of work.

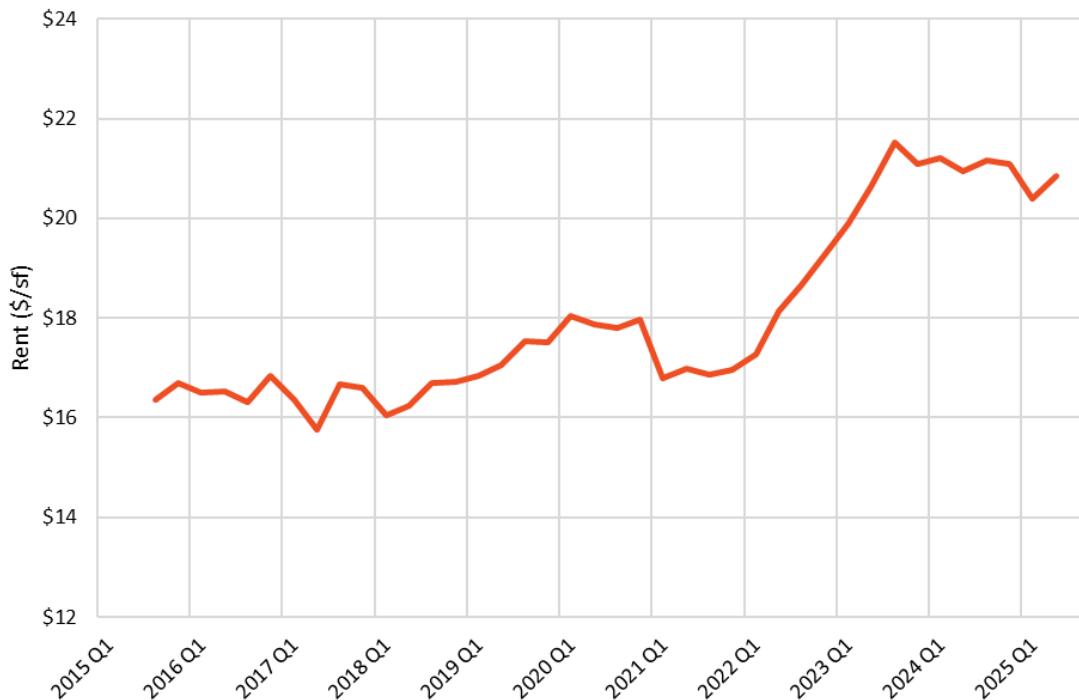


Figure 2: Waterloo Region Average Commercial Space Net Rent per Square Foot. Source: urbanMetrics, with data from CoStar.

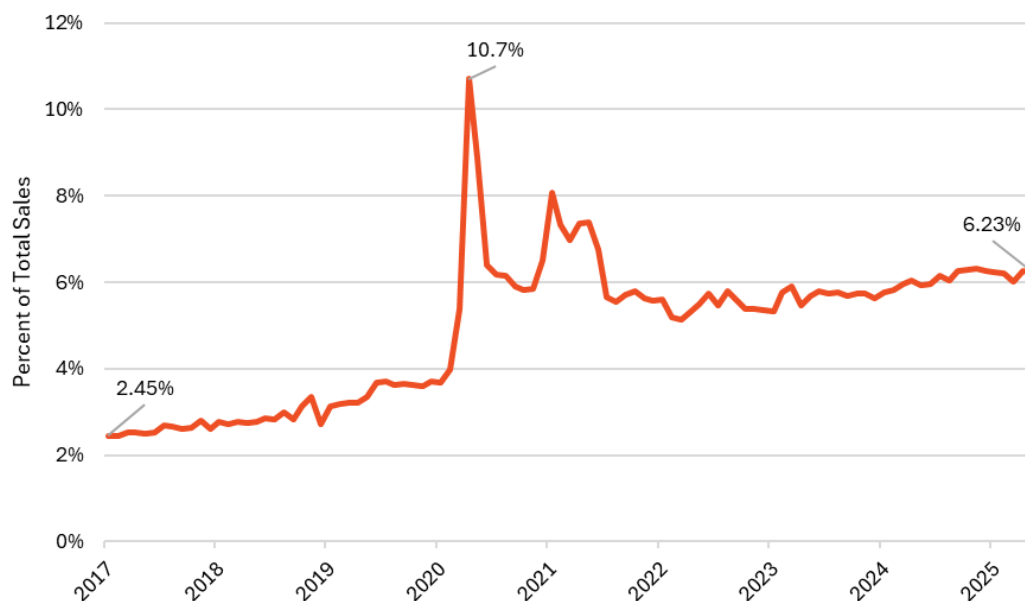


Figure 3 illustrates Canada's e-commerce sales trends over the past decade, showing e-commerce as a percentage of total retail sales. While this represents national data, it provides the most detailed available e-commerce information and likely reflects comparable trends in the Waterloo Region.

Pre-pandemic e-commerce comprised 2.5% to 3.5% of total retail sales. Following COVID-19 lockdowns and in-store shopping restrictions, e-commerce sales surged to 10.7% of all sales, before stabilizing at approximately 6% as restrictions were lifted. Since 2022, e-commerce has shown modest continued growth, reaching 6.23% of total retail sales in Q2 of 2025.

This sustained elevation in e-commerce penetration indicates a long-term trend in consumer behavior, with online shopping maintaining a significantly higher market share than pre-pandemic levels. This is likely to lead to lower overall per capita retail needs moving forward; however, this is also likely to have a lower impact on daily and convenience retail categories such as grocery, pharmacy, and convenience stores. Services of all types tend not to follow e-commerce trends, which make up a large share of commercial space in the Township. However, the trend of increasing working from

home may reduce the amount of space needed for finance, insurance and real estate, and local office services, while the rise in food services delivery may reduce the floor space for food services while increasing the parking needed.

As a predominantly rural community, with less access to physical retail locations than the more urban areas of the Region, online retail, including restaurant and grocery deliveries, allows residents to access services not previously available in the Township. This also provides an opportunity for local businesses to expand their reach into the Township community by providing online delivery and pick-up services.

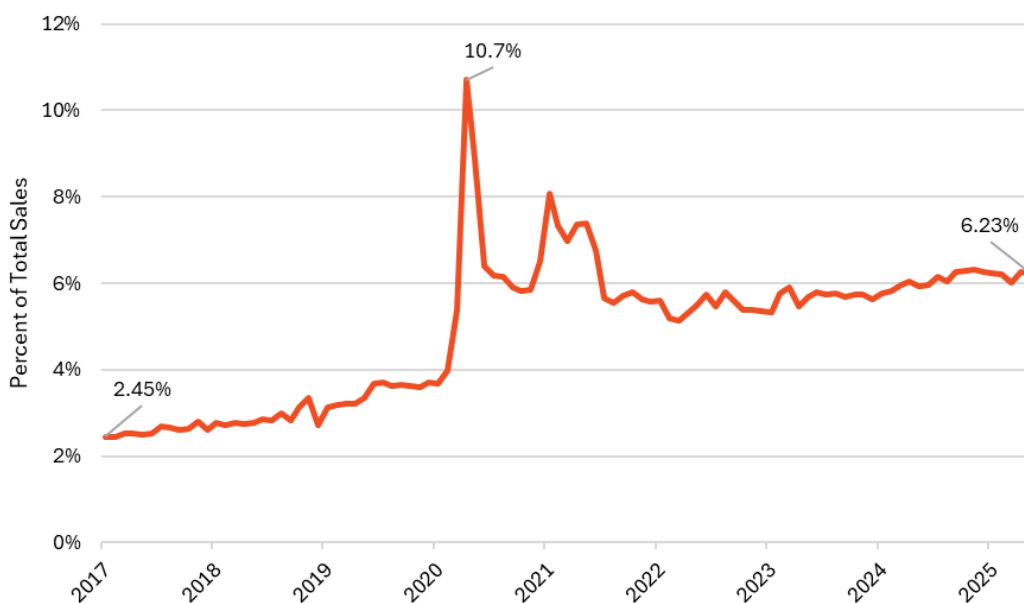


Figure 3: E-Commerce Sales as a Percent of Total Retail Sales (Seasonally Adjusted). Source: urbanMetrics Inc., with data from Statistics Canada table 20-10-0056-01.

Retail Hierarchy

The retail and service commercial market generally operates within a hierarchy of space types, organized by retail categories, scale of operations, level of services offered, and customer draw. In recent years, mixed-use development has blurred the hierarchy.

Within the Township of Wellesley, only rural retail, convenience retail, and downtown and main street retail exist, along with larger, stand-alone retail buildings that don't fall into the other categories. Larger-format commercial areas are generally found in Kitchener, Waterloo, and Cambridge, and some adjacent municipalities. These major retail areas, such as big box store clusters, regional shopping centres, and other large retail nodes, serve a broad market area that extends into Wellesley and the other rural Townships in the Region. As the Township continues to grow, there will likely be a need for additional local retail facilities, such as food stores, pharmacies, personal services, and other small-scale retail and service. However, large-scale retailing will likely continue to occur in the more urbanized parts of the Waterloo Region.

Township planning policies must ensure adequate space allocation for these retail categories to accommodate anticipated demand throughout the planning horizon period, with larger format retail spaces in the hierarchy expected to locate outside of the Township.

Rural Retail

The Rural Retail category represents commercial space in rural areas and has a wide range of sizes and retail categories. This type of retail includes businesses such as garden centres/nurseries, fruit and vegetable stands, food outlets associated with a farm, and construction and farm supply stores. This type of retail typically does not benefit from proximity to nearby retail clusters, and either requires large areas of inexpensive land, or adding value to products produced onsite by selling directly to consumers. Rural retail is also typically not on municipal services. This type of retail is usually only found in rural communities with a supportive planning framework.

Convenience Retail

Convenience retail nodes represent the lowest level of the hierarchy, serving persons living in proximity to such uses, typically with stores and services required on a frequent

basis. Small convenience centres could comprise approximately 5,000 to 15,000 square feet, with larger centres up to about 50,000 square feet. They are typically anchored by a convenience food store, a drug store, and/or a dollar store, and contain a range of services, such as food service outlets, personal services, or local serving offices. In some cases, convenience retail can be accommodated through the development of live-work townhome units, with residential space above small commercial units.



Convenience Centre – 3650 Lobsinger Line, St Clements. Source / Photo Credit: Google Maps.

Neighbourhood Centres

Neighbourhood Centres represent the second-smallest retail format in this hierarchy, where multiple smaller retailers cluster together to create moderately-sized commercial areas. These centres typically range from about 50,000 to 100,000 square feet (4,645 to 9,290 square metres) and are typically anchored by supermarkets, dollar stores, pharmacies, banks, or liquor stores. With trade areas extending kilometres from their location, Neighbourhood Centres serve a broader area than Convenience Centres and are designed to fulfill shoppers' weekly retail needs. Usually, a full-size grocery store is the principal tenant and will heavily influence the market for this type of centre.

Community Shopping Centres, Power Centres, and Regional Malls

These types of shopping centres require a very large population base beyond which will likely not exist in the Township by the end of the study period. For these centres to be developed in the Township, they would need to draw primarily from the Kitchener-Waterloo urban area. This type of development is unlikely, given the population projections for the Township.

Main Streets and Downtowns

Main streets and downtowns represent special retail destinations which fulfill a wide range of functions important to a community, including retail and service outlets, civic functions, recreation amenities, residential, offices and businesses, educational facilities, and tourism attractions. For this reason, they are often considered the “heart” of their communities. The retail uses on main streets and in downtowns thrive on their ability to serve multiple markets, including local employees, nearby residents, tourists, residents from the broader region, and others. Often their retail mix is dominated by small specialty retail outlets and services, but also contains larger stores, such as supermarkets, pharmacies, and general merchandise outlets. Limitations in terms of site size and parking typically make downtowns and main streets unsuitable for large-format retailers. Street front parking and public parking lots are often essential to serving their customers.



Wellesley Urban Area Commercial Uses on Queen's Bush Rd, Wellesley. Photo Credit: Township of Wellesley Community Improvement Plan (2025).



Main Street and Downtown Retail on Lobsinger Line, St. Clements. Photo Credit: Township of Wellesley Community Improvement Plan (2025).

4.2 Commercial Space Inventory

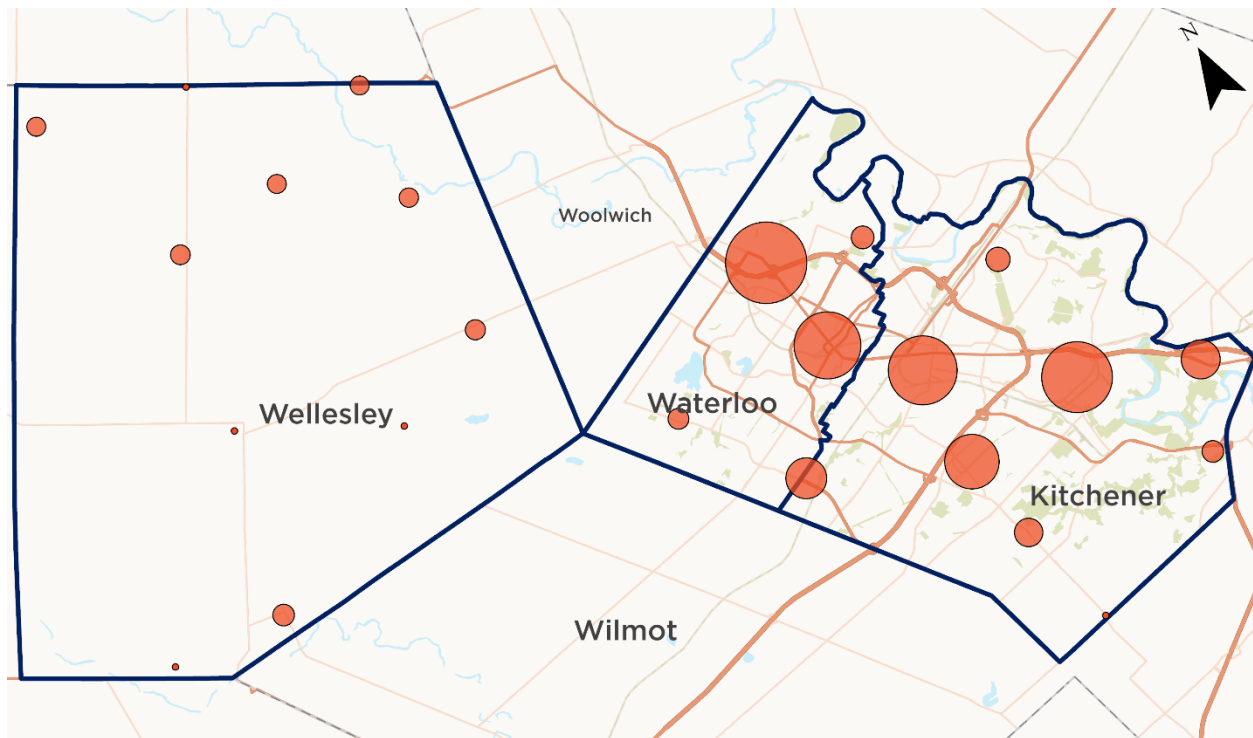
As part of this Discussion Paper, an in-person inventory of the retail and service commercial space in Wellesley was conducted, as well as a high-level desktop inventory of Kitchener and Waterloo (including the St. Jacobs Farmers Market/The Stockyards in Woolwich). The Township of Wellesley is the primary study area, with the Kitchener-Waterloo area providing context on the regional commercial structure.

Regional Commercial Structure

The overall location and amount of commercial space in the Township of Wellesley, Kitchener, and Waterloo area is identified in Figure 4, with individual stores clustered into nodes for clarity. As shown, Kitchener and Waterloo have much larger commercial

nodes and a greater density of commercial nodes than are found in the Township. There are also major commercial nodes located near the Kitchener-Waterloo municipal boundaries (see Figure 5), such as The Boardwalk or Conestoga Mall, which are closer to some residents of the Township than the local-serving retail within the Township. As a result of the relative size, location, and number of commercial nodes, Kitchener and Waterloo attract retail customers from surrounding regions, including the Township, especially for retail categories that require a large customer base and infrequent customer trips (clothes, general merchandise, furniture and electronics, etc.). Residents of the Township that live close to the Kitchener-Waterloo municipal boundary are also likely to fulfill their daily and weekly shopping needs (convenience store, grocery, pharmacy, restaurants etc.) in the nearby major commercial nodes in Kitchener-Waterloo, while residents of the Township that live further away are more likely to visit local retail stores in the Township for their daily and weekly shopping needs.

Of note, this analysis primarily considers the commercial needs of the residents of the Township of Wellesley. This is because of the more rural character, dispersed population, and distance from Kitchener-Waterloo, so large retail formats that rely on Kitchener-Waterloo residents would likely not be feasible. Specialty rural commercial uses with regional draw may be feasible and suitable to the Township's rural character, however such uses have highly variable and business specific requirements, and as a result, are best dealt with on an application-by-application basis.



Amount of Commercial Space in Node

-  Low
-  Medium
-  High

-  Commercial Space Outside of Node
-  Municipal Boundary

0 2.5 5 10 Kilometers

Data Sources:
 Commercial Inventory: urbanMetrics inc.,
 Basemap: Esri Canada,
 Municipal Boundaries: Province of Ontario

Figure 4: Wellesley, Kitchener, Waterloo, and St. Jacobs Market/The Stockyards Commercial Node Location and Size. Source: urbanMetrics Inc.

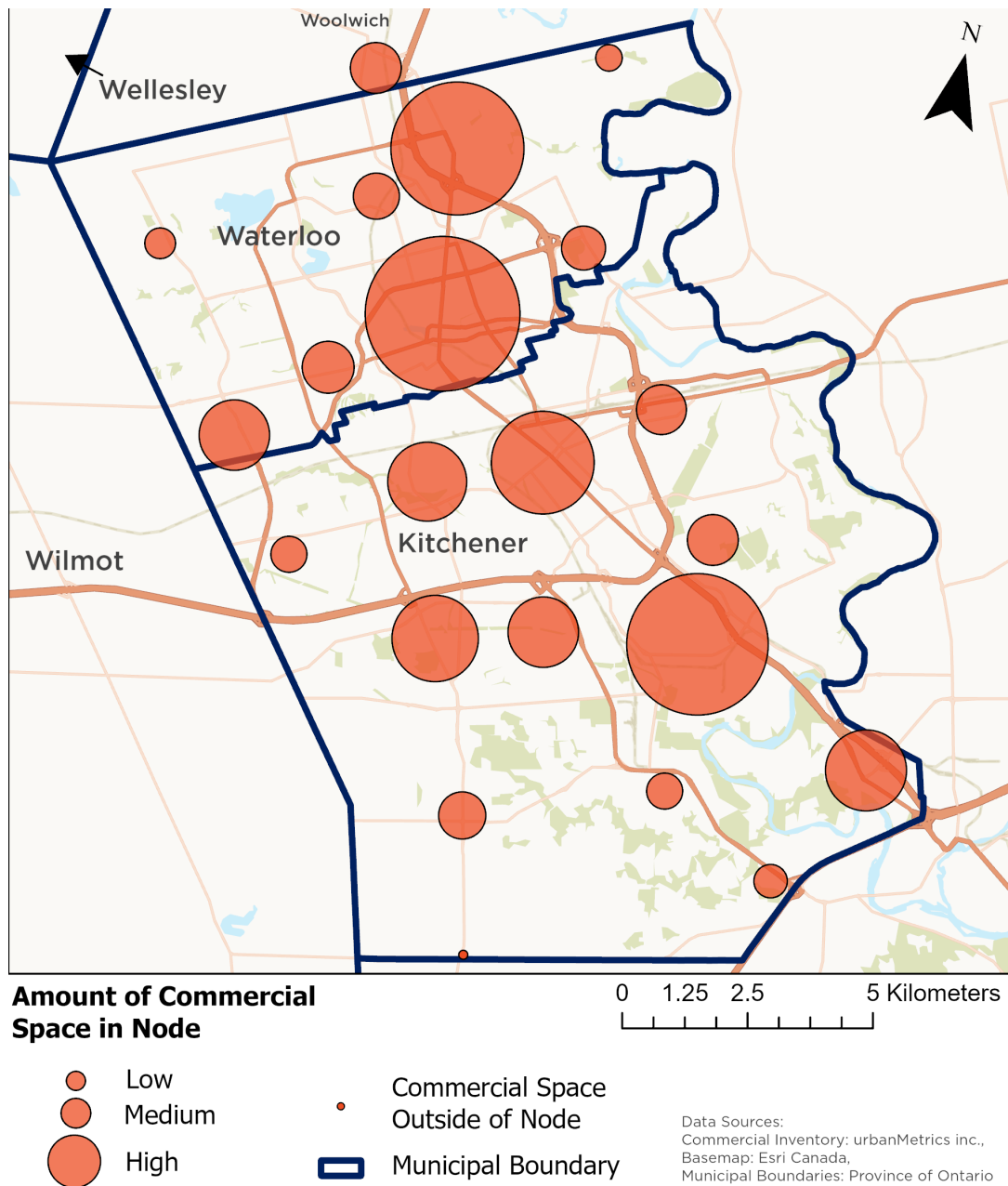


Figure 5: Kitchener, Waterloo, and St. Jacobs Market/The Stockyards Commercial Node Location and Size. Source: urbanMetrics Inc.

Township of Wellesley Commercial Structure and Inventory

Figure 6 displays the inventory of commercial space within the Township by retail category. This figure includes Non-Food Service Retail (NFSR), Services, and Food Service Retail (FSR). It also includes vacant units and non-retail in retail space, resulting in a breakdown for both active and inactive retail spaces within the Township. The largest component of the NFSR category is miscellaneous retailers (primarily because of the K&K liquidation store). Professional, scientific, and technical services lead the Services category. The FSR category is made up solely of grocery stores, convenience stores, specialty food stores (e.g., butchers, bakeries, cheese shops), and beer, wine, and liquor stores. Warehouse clubs (e.g., Costco, food components of Walmart Superstores) fall into the NFSR category, although there are none in Wellesley.

The retail inventory does not include general automobile repair shops or automobile sales centres but does include outlets that offer specialized automotive retail products, such as auto glass, tires, and mufflers.¹ As shown Figure 7 and Figure 8, most commercial space in the Township is in the Village of Wellesley, the primary commercial

¹ This approach was taken as automobile repair shops cannot be easily converted to or from other commercial uses, have additional noise and safety concerns, and demand does not scale linearly with population due to the large impact of income, vehicle kilometres driven, and mode share.

Automobile dealerships were excluded as they operate in a very competitive environment, but one which is heavily controlled by the car manufacturers. The car manufacturers assign dealer points (i.e. dealer point of sale location) and market areas. They can control competition by assigning new dealer points; closing existing dealer points; relocating existing dealers; adjusting dealer inventories; and reassigning car models to different dealer points. Additionally, the capacity of automobile sales centres (including used car dealers) are typically related to the exterior parking area rather than interior floor space, which is the metric used in the commercial space inventory.

node. Many rural settlement areas contain some retail, though the total amount is relatively small.

The Township has a high share of commercial space on main street and in downtown retail and other retail spread throughout the Township (see Figure 9). The Wellesley urban core, and to a lesser extent the “four corners” in each smaller settlement, represent important commercial areas within the Township. The retail strategy should provide the framework to allow these areas to continue to thrive while providing for sufficient new commercial space to accommodate future growth.

Category	Total (SF)	% of Total Inventory
Food Store Retail (FSR)		
Convenience & Specialty Food	22,700	10.7%
Supermarkets & Grocery	20,300	9.6%
Beer, Wine, Liquor (BWL)	600	0.3%
Non-Food Store Retail (NFSR)		
Automotive Parts	1,600	0.8%
Building and Outdoor Home Supply	8,400	4.0%
Furniture, Home Furnishings & Electronics Stores	6,200	2.9%
General Merchandise	7,900	3.7%
Miscellaneous Retailers	62,400	29.4%
Pharmacies & Personal Care	4,700	2.2%

(continued on next page)

Services

Finance	10,300	4.9%
Food Services & Drinking Places	16,000	7.5%
Health Care	8,600	4.1%
Insurance and Real Estate	2,900	1.4%
Personal & Household Goods Repair & Maintenance	0	0.0%
Personal Care	3,200	1.5%
Professional, Scientific & Technical Services	18,100	8.5%
Selected Office Administrative Services	3,100	1.5%
Total Occupied Space	197,000	92.8%
Non-Retail in Retail Space	500	0.2%
Vacant	14,700	6.9%
Grand Total	212,200	100.0%

Figure 6: Township of Wellesley Commercial Inventory. Source: urbanMetrics Inc. Values are rounded.

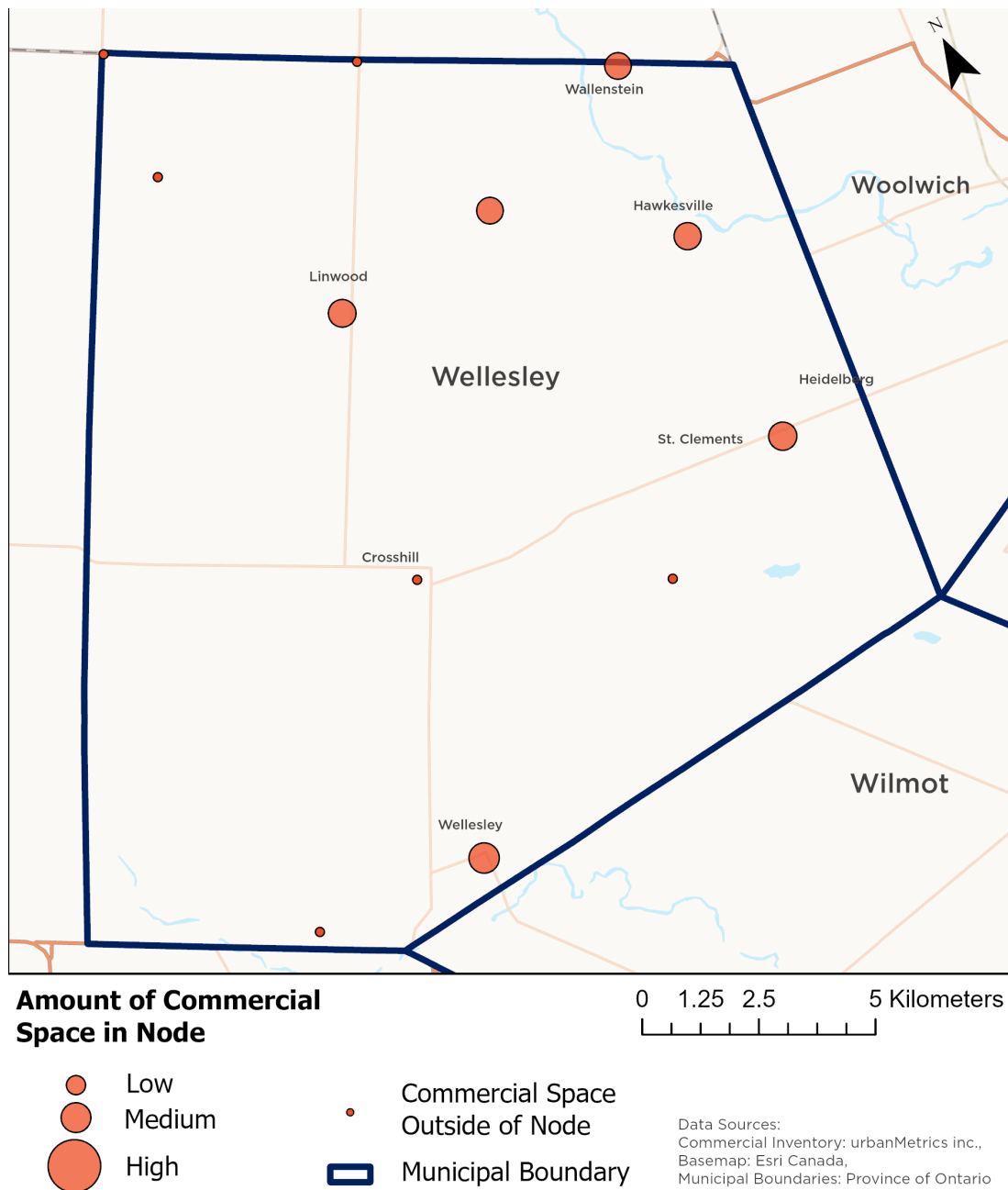


Figure 7: Township of Wellesley Commercial Nodes Location and Size. Source: urbanMetrics Inc.

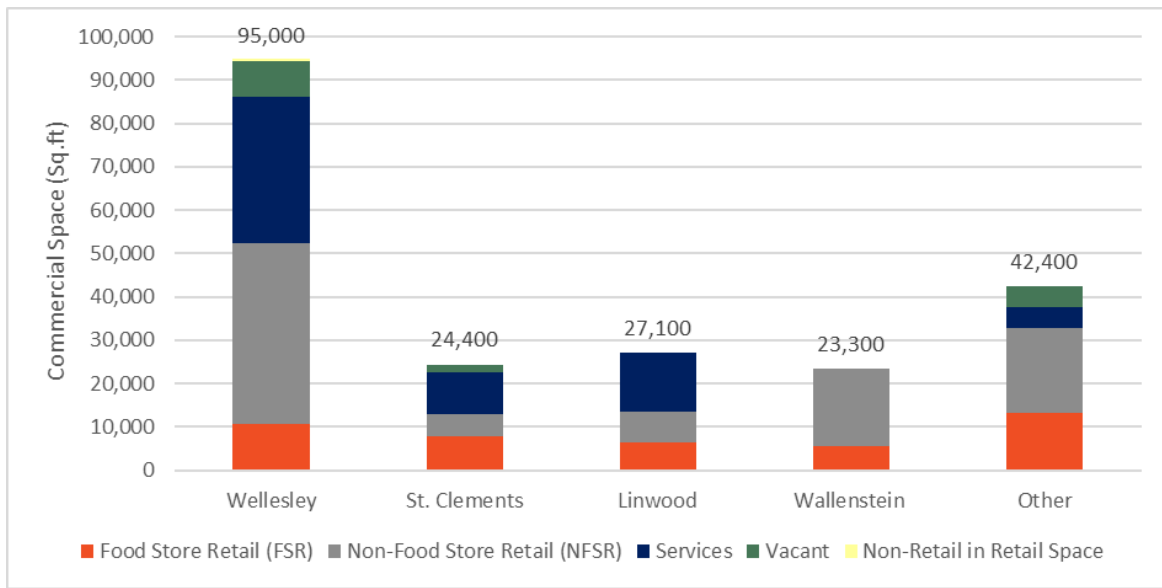


Figure 8: Township of Wellesley Commercial Space by Community and Type. Source: urbanMetrics Inc.

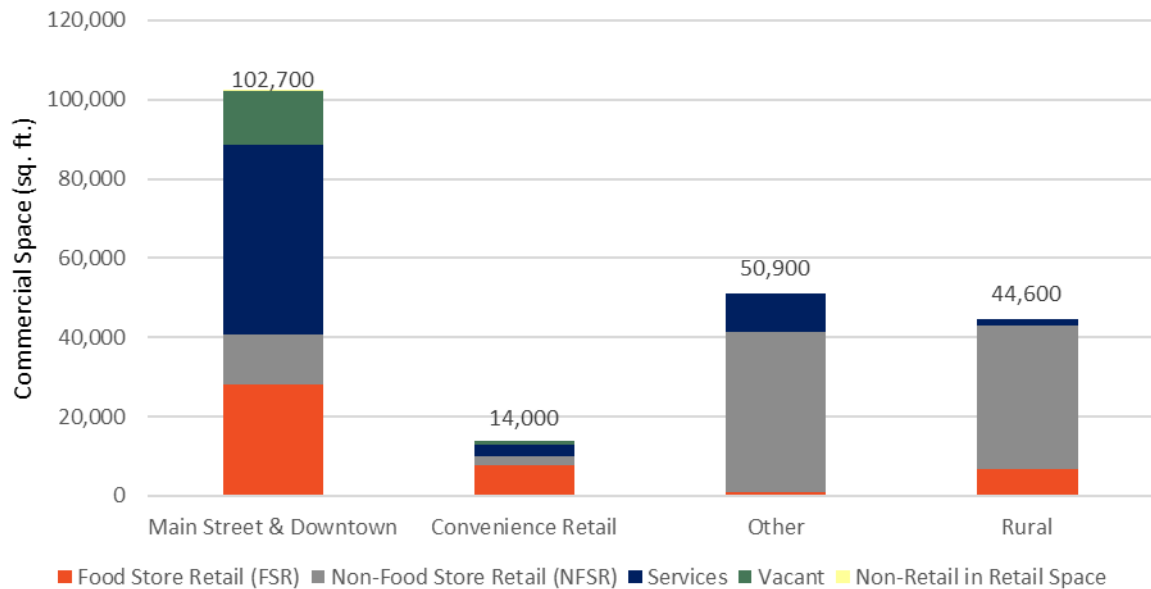


Figure 9: Township of Wellesley Commercial Space by Retail Hierarchy and Type. Source: urbanMetrics Inc.

Vacant Commercial Lands and Current Development Applications

Based on a manual review of lands designated in the Wellesley Official Plan as Dry Industrial/Commercial, Light Industrial/Commercial, Settlement Core, and Urban Core, the Township of Wellesley does not have a significant amount of vacant commercial land. However, some limited opportunities exist where commercial space could be added to the Wellesley urban core through intensification or through the conversion of existing buildings which may be suitable for commercial uses.

Based on a review of current development applications in the Township, no active development applications include commercial space.

4.3 Commercial Space Market Analysis

The total amount of space needed for service commercial and retail uses within the Township was determined for each category by considering expected floor-area-per-capita ratios, the projected population growth of the Township of Wellesley to 2051, and target capture and estimated inflow rates. The expected floor-area-per-capita ratios, target capture, and estimated inflow are based on previous projects within the area completed by urbanMetrics, as well as industry expertise.

It is also recognized that there is a significant amount of major commercial space in Waterloo and Kitchener. This is expected to lead to continued outflow to the Kitchener-Waterloo area, especially for occasional or destination shopping.

Per Capita Analysis

The future service commercial and retail space need in the Township is based on the population projections developed in the Township of Wellesley Official Plan Residential Growth, Housing, and Intensification Strategy Discussion Paper. This analysis has considered three projection scenarios outlined in Figure 10.

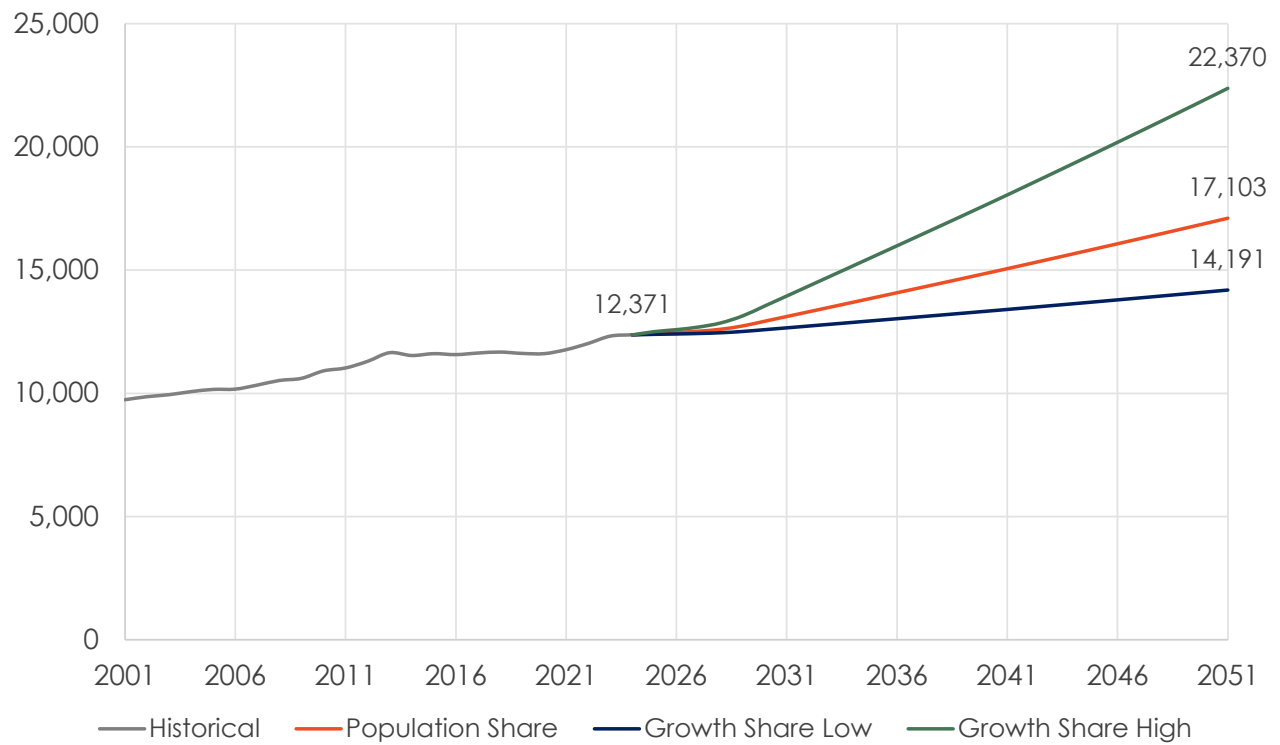


Figure 10: The Township of Wellesley Projected Population. Source: urbanMetrics Inc.

Population projections were developed based on the draft Provincial Projection Methodology Guideline issued in August 2025. The medium or “population share” scenario represents the scenario whereby the Township will grow its population in proportion to that of the Region. The low scenario represents the scenario whereby the Township will capture a share of regional growth comparable to the most recent five-year period. The high scenario assumes that the Township will capture a share of regional growth comparable to the highest five-year share.

These scenarios result in future growth to 2051 ranging from 1,820 additional residents under the low scenario to approximately 10,000 under the high scenario. The Population Share scenario would see growth of approximately 4,732 additional residents by 2051.

Figure 11 summarizes the retail space projections under each of these scenarios. Detailed analysis has been provided in Appendix A of this report. Based on an understanding of the geography of the Township, as well as the market competition in nearby municipalities, it is concluded that most of the space developed in the Township to date is intended to serve daily and weekly shopping needs, including food, pharmacy, services, and selected other non-food retailing, and that this trend will continue moving forward. It is also expected that shopping for a large share of high-order comparison items (e.g., clothing and accessories, furnishings and electronics, and specialty retail) will continue to be conducted within regional shopping nodes in Kitchener and Waterloo, such as The Boardwalk or Conestoga Mall.

As the Township grows, it will be able to support a greater amount of commercial space on a per-person basis due to its larger critical mass. The current population in the Township is spread over a large area, and as a result many settlements do not have a large enough local population to support many commercial uses. At the same time, many settlements are closer to Kitchener-Waterloo and the large array of commercial space present there than in the Wellesley Urban Area. As a result, the Township cannot

support a large amount of commercial space in the Wellesley Urban Area due to shopping outflow.

As population growth in the Township is expected to be concentrated around the Wellesley Urban Area, there will be a large enough local population to support a more typical amount of local-serving commercial space. For reference, the Township currently has 15.9 square feet per capita, the Wellesley Urban Area has 23.4 square feet per capita, and future residential growth expected to be able to support 21.7 square feet per capita. This will help to reduce the current level of shopping outflow to neighbouring commercial and retail areas, though there will still be significant net outflow.

	Growth Share Low	Population Share	Growth Share High
Population Growth	1,820	4,732	10,000
Square Feet of Additional Retail Space			
Food Store Retail	11,700	30,300	63,900
Non-Food Store Retail	11,200	29,300	61,800
Services	16,700	43,200	91,400
Total Additional Space	39,600	102,800	217,100

Figure 11: Township of Wellesley Forecasted Retail Space Needs. Source: urbanMetrics Inc.

Food Store Retail

Under the Low-Growth Scenario, there would be minimal requirements for new food store space, which may be able to be accommodated largely within existing vacant units or in small-scale site by site development.

The Population Share or medium scenario would likely require the development of one or two new convenience shopping nodes located in proximity to new growth and accessible to parts of the Township without suitable access to retail and service space.

The High-Growth Scenario represents sufficient critical mass to support a new supermarket in a larger neighbourhood-scale shopping centre, in addition to smaller convenience serving facilities. The ability to add a supermarket will be dependent on whether new growth is concentrated largely in one area or dispersed throughout the Township.

Non-Food Store Retail

The Non-Food Store Retail group holds several categories, including:

- Apparel and Accessories
- Building and Outdoor Home Supply
- Furniture, Home Furnishings and Electronics Stores
- General Merchandise
- Miscellaneous Retailers
- Pharmacies and Personal Care Stores

Key categories in terms of serving the local population are pharmacies, general merchandise (e.g., dollar stores), and home improvement stores. The Township currently has no large pharmacies (10,000 to 15,000 square feet) but does have a small pharmacy in the core area of Wellesley village and another in the St. Clements convenience centre.

With the demise of many discount retail chains in Canada, dollar stores have filled the gap in terms of providing low-cost retail items needed on a regular basis. Stores like Dollarama and Dollar Tree can represent anchor stores, particularly for neighbourhood centres.

Home improvement stores represent both general DIY stores, such as Home Depot, Home Hardware, and Rona, as well as specialized outlets including flooring, electrical, plumbing, kitchen cabinetry, and garden centre establishments. These types of stores are very important in areas with large numbers of owner-occupied, ground-related homes, such as in the Township of Wellesley. Often, they gravitate to traditional industrial areas or rural areas due to their need for large building footprints and the fact that they sell large volumes of merchandise to construction professionals.

The remaining store types in the NFSR category will round out the retail mix and will play a more limited role in the planned function of commercial nodes.

The Low-Growth Scenario would require minimal new non-food store retail space and would likely not require significant changes to current planning policies. The Medium- and High-Growth Scenarios would entail the need for new retail nodes which have non-food store retail, which could be combined with food store space and services. These nodes should be strategically located in proximity to new population growth and accessible to parts of the Township in need of retail and service facilities.

Service Commercial

Service commercial categories include:

- Food Services and Drinking Places
- Finance, Insurance, and Real Estate
- Health Care
- Personal Care
- Local Office Services
- Other

Key categories in terms of supporting the local population are food services, including restaurants, fast food outlets, cafes, and bars/pubs. In recent years, these types of outlets have generally seen their dining-in footprints decline in size, while increasing

delivery and pick-up sales. When locating food service outlets, it will be important to accommodate space for short-term parking for pick-up and delivery vehicles. Food service outlets represent both entertainment/gathering spaces for the local population, as well as an alternative to home-cooked meals. Food service outlets often draw from a wider area than other stores and rely on locations with a high degree of accessibility and visibility.

Personal services include hair, nail, beauty treatment, spas, dry cleaning, shoe repair, pet care, and other outlets. They are typically small-scale establishments operated by independent owners. They are important both in terms of providing services to the nearby population and as opportunities for local entrepreneurs.

The health care category includes a wide range of services such as doctors, dentists, chiropractors, wellness practitioners, physiotherapists, mental health practitioners, public health clinics, and diagnostic laboratories. This category considers only those health services that are located in retail commercial outlets or in main street-fronting establishments which could be used for general retail use. Excluded in this category are health services located in medical buildings, office buildings, and hospitals.

Due to the amount of variation in these categories and the difference in spatial needs for each, as well as the large share of small businesses, planning should permit a wide variety of businesses as of right, and where planning applications are required, the process should be simple and easy to navigate.

As a commercial node(s) will be needed in the Medium- and High-Growth Scenarios, service commercial space can be combined with food and non-food retail space in delineated commercial nodes, as well as other locations where they are accessible to new development areas and underserved parts of the Township.

4.4 Preliminary Policy Directions

Several strategic recommendations and key findings based on the analysis presented in this Discussion Paper should be considered when developing the Township of Wellesley's new Official Plan policy framework. These findings are listed below.

1. Wellesley Urban Core and "Four Corners" Areas

- The Wellesley Urban Core and "four corners" areas in smaller settlement areas are important components of the rural character of the Township. These places also serve a broader area that extends into rural areas. Where possible, planning policies should provide for increased concentrations of commercial space that is context appropriate and compatible with surrounding uses. This would be in addition to any new nodes that may be required to accommodate future growth. Food services and food stores are key anchors for these areas, but planning policies should provide for a broad range of retail and service categories.

2. Support Inclusive Access to Commercial Space

- As the Township grows, the vast majority of commercial trips are expected to continue to be made by private vehicle in the near future. As a result, policies should support adequate access for private vehicles, while providing and promoting safe access for other modes of transportation such as bicycles, pedestrians and horse-drawn vehicles
- Within the Wellesley core area, sufficient parking should be available, recognizing that the urban core area serves a large rural population that will need to drive, for the foreseeable future, or use horse-drawn vehicles to conduct business. Parking can be in the form of on-street parking, public off-street parking and private parking associated with specific businesses. The Township should consider reduced parking requirements for new retail businesses only if it can be shown that sufficient parking is available in close proximity to serve their customers.

3. New Commercial Development

- Applications for new commercial development should be evaluated based on their ability to serve new residential growth, improve commercial access in areas of the Township that are underserved, and compliment the function of the Wellesley Urban Core and Township's "four corners" areas.

4. Commercial Format

- New commercial space should predominantly take the form of small-scale, local-serving retail centres, as well as additions to the Wellesley Urban Core and "four corners" areas in rural settlements.
- New retail in the Urban Core and "four corners" areas in rural settlements should be encouraged by continuing to permit a wide range of businesses and allowing mixed-use development that is context appropriate and compatible with surrounding land uses. This action would facilitate new business development, help retain existing businesses, and assist in maintaining the unique rural character of settlement areas.
- Commercial space on a second storey should be permitted but not required in the Township. Second-storey commercial space is often very challenging to lease, which can prevent the development of commercial space and long-term vacancies. However, second-storey commercial space should generally be permitted as of right in commercial areas, in the event a specific business can make that format viable.
- Policies should permit home occupations as of right in residential areas, such as at-home daycares, individual hair stylists, etc. Rural areas should continue to permit on-farm diversified uses, bed-and-breakfasts, and other small-scale uses. This can support the creation of small businesses by lowering the barrier to entry.
- Integrating commercial uses with residential areas and into the overall transportation network is essential. It is often very difficult or impossible to

provide good vehicle, pedestrian, or cycling access to commercial uses after the fact if they are not planned from the start of a community's development.

5. Phasing of Commercial Space

- Commercial uses should be planned for and anticipated based on population projections. Where appropriate, the Township should consider phasing the completion of commercial space to coincide with population growth in the local area.

5.0 Next Steps

This Discussion Paper is one of six papers that are being completed as part of Phase 2: Background Research and Study Preparation of the new Township of Wellesley Official Plan process.

This paper establishes a foundation from which the Township will develop policy directions. This is a starting point for generating discussion about commercial lands within the Township of Wellesley. Policy directions will follow out of this engagement to outline proposed changes in the new Township of Wellesley Official Plan.

5.1 What We Heard Summary

The Discussion Papers were released in DRAFT form to inform public engagement in fall 2025. The Township and consulting team hosted an open public session, as well as a virtual meeting with agencies, in November 2025 to present the Discussion Papers and discuss revisions that may be required. These engagements were some of several opportunities throughout this project where public input is needed and welcomed. These papers have been updated to reflect additional insights or items arising from public engagement and include thematic summaries of input received (with a companion Engagement Report also being prepared).

Through engagement, we heard about the importance of the countryside line in protecting agricultural land, as well as a desire for small-scale commercial spaces and additional community spaces, such as a community town centre or downtown. It was noted by residents that significant subsidies would be required to establish retail in the downtown area. Concerns were raised about accessing retail, commercial, and community services, such as the library, by different modes of transportation (i.e., walking).

5.2 Township Council Presentation of Policy Directions

The **FINAL** reports include recommended policy directions that will inform the development of the new Official Plan. These papers will be presented to Township of

Wellesley Council on December 9, 2025. The reports, together with public input, will serve as the basis for developing the Township of Wellesley's new Official Plan as part of Phase 3: Draft Policies and Land Use Maps. The **DRAFT** new Official Plan will be released for review in 2026 and includes public events in addition to the statutory *Planning Act* process.

Appendix A: Market Demand Calculations

Projected Commercial Space Demand: Population Share Population Projections

Commercial Needs – Retail Category	1,820	Typical Space Per Capita (Sq Ft)	Total Space Required by Residents (Sq Ft)	Target Capture	Space Required (Sq Ft)	Inflow	Total Warranted Space (Sq Ft)
Wellesley Township Population Growth (2024-2051)	A =	B) x	C =	D]	/ (1-E)	= F	
Store Categories							
Food Store Retail	6.0				11,700		
Convenience & Specialty Food	2.0	3,640	80%	2,912	25%	3,900	
Supermarkets & Grocery	3.5	6,370	80%	5,096	25%	6,800	
Beer, Wine, Liquor (BWL)	0.5	910	80%	728	25%	1,000	
Non-Food Store Retail (NFSR)	16.0				11,200		
Apparel and Accessories	2.0	3,640	20%	728	20%	900	
Automotive Parts	0.0	-	0%	-	0%	-	
Building and Outdoor Home Supply	3.0	5,460	50%	2,730	25%	3,600	
Furniture, Home Furnishings & Electronics Stores	3.5	6,370	20%	1,274	20%	1,600	
General Merchandise	4.0	7,280	15%	1,092	25%	1,500	
Miscellaneous Retailers	2.0	3,640	20%	728	20%	900	
Pharmacies & Personal Care	1.5	2,730	75%	2,048	25%	2,700	
(continued on next page)							

Services	14.5			16,700		
Food Services & Drinking Places	4.0	7,280	50%	3,640	25%	4,900
Finance, Insurance and Real Estate	1.0	1,820	50%	910	25%	1,200
Health Care	1.5	2,730	50%	1,365	25%	1,200
Personal Care	2.5	4,550	80%	3,640	25%	4,900
Business Services ¹	2.0	3,640	20%	728	20%	900
Other ²	3.5	6,370	35%	2,230	25%	3,000
Total	36.5					39,600

¹ Includes: Professional, Scientific and Technical Services, Select Civic and Social Organizations, Select Office Administrative Services

² Includes: Cultural Entertainment and Recreation, Personal & Household Goods Repair and Maintenance, Select Educational Services, Social Services, Consumer Goods Rental

Projected Commercial Space Demand: Growth Share Low-Population Projections

Commercial Needs – Retail Category	Typical Space Per Capita (Sq Ft)	Total Space Required by Residents (Sq Ft)	Target Capture	Space Required (Sq Ft)	Inflow	Total Warranted Space (Sq Ft)
Wellesley Township Population Growth (2024-2051)	4,730	A =	B) x	C =	D]	/ (1-E) = F
Store Categories						
Food Store Retail	6.0					30,300
Convenience & Specialty Food	2.0	9,460	80%	7,568	25%	10,100
Supermarkets & Grocery	3.5	16,555	80%	13,244	25%	17,700
Beer, Wine, Liquor (BWL)	0.5	2,365	80%	1,892	25%	2,500
Non-Food Store Retail (NFSR)	16.0					29,300
Apparel and Accessories	2.0	9,460	20%	1,892	20%	2,400
Automotive Parts	0.0	-	0%	-	0%	-
Building and Outdoor Home Supply	3.0	14,190	50%	7,095	25%	9,500
Furniture, Home Furnishings & Electronics Stores	3.5	16,555	20%	3,311	20%	4,100
General Merchandise	4.0	18,920	15%	2,838	25%	3,800
Miscellaneous Retailers	2.0	9,460	20%	1,892	20%	2,400
Pharmacies & Personal Care	1.5	7,095	75%	5,321	25%	7,100

(continued on next page)

Services	14.5					43,200
Food Services & Drinking Places	4.0	18,920	50%	9,460	25%	12,600
Finance, Insurance and Real Estate	1.0	4,730	50%	2,365	25%	3,200
Health Care	1.5	7,095	50%	3,548	25%	4,700
Personal Care	2.5	11,825	80%	9,460	25%	12,600
Business Services ¹	2.0	9,460	20%	1,892	20%	2,400
Other ²	3.5	16,555	35%	5,794	25%	7,700
Total	36.5					102,800

¹ Includes: Professional, Scientific and Technical Services, Select Civic and Social Organizations, Select Office Administrative Services

² Includes: Cultural Entertainment and Recreation, Personal & Household Goods Repair and Maintenance, Select Educational Services, Social Services, Consumer Goods Rental

Projected Commercial Space Demand: Growth Share High-Population Projections

Commercial Needs – Retail Category	Typical Space Per Capita (Sq Ft)	Total Space Required by Residents (Sq Ft)	Target Capture	Space Required (Sq Ft)	Inflow	Total Warranted Space (Sq Ft)
Wellesley Township Population Growth (2024-2051)	10,000	A =	B) x	C =	D]	/ (1-E) = F
Store Categories						
Food Store Retail	6.0					63,900
Convenience & Specialty Food	2.0	20,000	80%	16,000	25%	21,300
Supermarkets & Grocery	3.5	35,000	80%	28,000	25%	37,300
Beer, Wine, Liquor (BWL)	0.5	5,000	80%	4,000	25%	5,300
Non-Food Store Retail (NFSR)	16.0					61,800
Apparel and Accessories	2.0	20,000	20%	4,000	20%	5,000
Automotive Parts	0.0	-	0%	-	0%	-
Building and Outdoor Home Supply	3.0	30,000	50%	15,000	25%	20,000
Furniture, Home Furnishings & Electronics Stores	3.5	35,000	20%	7,000	20%	8,800
General Merchandise	4.0	40,000	15%	6,000	25%	8,000
Miscellaneous Retailers	2.0	20,000	20%	4,000	20%	5,000
Pharmacies & Personal Care	1.5	15,000	75%	11,250	25%	15,000

(continued on next page)

Services	14.5					91,400
Food Services & Drinking Places	4.0	40,000	50%	20,000	25%	26,700
Finance, Insurance and Real Estate	1.0	10,000	50%	5,000	25%	6,700
Health Care	1.5	15,000	50%	7,500	25%	10,000
Personal Care	2.5	25,000	80%	20,000	25%	26,700
Business Services ¹	2.0	20,000	20%	4,000	20%	5,000
Other ²	3.5	35,000	35%	12,250	25%	16,300
Total	36.5					217,100

¹ Includes: Professional, Scientific and Technical Services, Select Civic and Social Organizations, Select Office Administrative Services

² Includes: Cultural Entertainment and Recreation, Personal & Household Goods Repair and Maintenance, Select Educational Services, Social Services, Consumer Goods Rental

Appendix B: Wellesley Official Plan Map 4 – Wellesley Urban Area Land Use Designation

Wellesley Urban Area Land Use Designation (Official Plan –Map 4)

