

Study Description	A Market Study is used to examine the market demand and potential impacts of the proposed development.
Purpose	<ul style="list-style-type: none">• To demonstrate the demand for a proposed commercial and/or industrial development• To evaluate its anticipated impact on existing or planned commercial areas
Who should prepare this?	A qualified market consultant. All reports and drawings must be stamped and/or signed and dated by a qualified professional, licensed in the Province of Ontario.
When is this required?	To support commercial developments proposed as part of the following applications: <ul style="list-style-type: none">• Official Plan Amendment• Zoning By-law Amendment
Required Contents	<ul style="list-style-type: none">• An introduction of the study approach and methods, with a review of background, issues, objectives, assumptions and rationale• A review of the trade area and surroundings, evaluation of the site location, size and use, determination of the study area and its form and function and assess the market competition• An inventory of retail space and site suitability, with a customer and/or license plate survey (if the vehicles cross municipal boundaries) and an inventory of competitive space• Barrie is a regional centre for commercial/retail shopping - depending on the type of commercial proposed, a regional analysis may be required• A forecast of population levels across the municipality• An analysis of the feasibility for additional retail/commercial space, the competition, with a projection of market growth and potential• A demonstration of market demand and impact• Study conclusions and recommendations
Notes	<p>If the proposed development is revised, the study/report shall reflect the revisions by an updated report or letter from the author indicating the recommendations and conclusions are the same.</p> <p>Please note that a peer review may be required. The cost of the peer review will be borne by the applicant.</p> <p>Please note that the requirements of this study may vary depending on the nature of the proposal. This will be determined through the pre-consultation process and in consultation with any applicable external agencies.</p> <p>If the submitted study is incomplete, is authored by an unqualified individual, or does not contain adequate analysis, the application will be considered incomplete and returned to the applicant.</p>