

## Allison MacEwen

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**From:** Joel Doucette <jd@wilsons.ca>  
**Sent:** Friday, July 23, 2021 12:30 PM  
**To:** Allison MacEwen  
**Subject:** Notice of Application New Retail Gasoline Outlet

Hi Allison, please accept this email as Wilsons' formal opposition to the proposed retail gas development on Jubilee Road in Stratford. Wilsons is the long time owner and operator of the Esso station located just 1.5km from the proposed development. We have already suffered the adverse effects of adding local competition when the license was granted for the Petro Canada on Jubilee Road in 2010. While the Stratford area may be growing, overall consumer fuel consumption is on the decline and will continue to trend that way as vehicles become more fuel efficient and consumers migrate to different modes of transportation (i.e. electric vehicles). With the existing Esso and Petro Canada stations in Stratford the market is more than adequately served. Further, there are five other retail gas outlets within 5km of the proposed development, including a Shell location offering the same programs as the proposed development, and two Irving locations offering the same loyalty program, Air Miles. Adding competition to the Charlottetown/Stratford market will only bring negative consequences to existing stations and will challenge their long term viability as volumes decrease.

Kind regards,  
Joel

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**Wilsons**