



# MARKET STUDY

CHARLOTTETOWN (PEI)

New gas station — Multiservice Centre

Prepared for: David Crane O/A Quick-Stop

November 13, 2025 (redacted version)



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## EXECUTIVE SUMMARY

**PROPOSED PROJECT:** New gas station in a multiservice centre on a vacant lot adjacent to Brackley Point Rd/Sherwood Rd roundabout, Charlottetown, PE. Includes: National-brand gas station, C-Store, QSR with drive-thru, optional one-bay touchless car wash. Site location evaluation: 82.5%.

### SUBJECT SITE ('SITE'):

**Location:** 1.2 km north of Hwy 1, in the southeast quadrant of the Brackley Point Rd/Sherwood Rd roundabout:

- Brackley Point Rd (Rd 15): 1 of the 2 north-south main thoroughfares in northern Charlottetown which serves commuters (motorists); traffic generated by local workers and residents, airport travelers, and through traffic (non-local residents, tourists-vacationers in PEI).
- Sherwood Rd: Connects to Charlottetown Airport and nearby business/industrial parks (YYG Business Park east, industrial parks west).

### Traffic volumes (AADT):

- Roundabout: 15,300 vehicles/day (Pethel PCI 2025 est.).
  - Brackley Point Rd (both directions): 10,600 vehicles/day north of roundabout and 10,100/day south.
  - Sherwood Rd (both directions): 7,700 vehicles/day west of roundabout and 2,200/day east.
- 2024 AADT (PEI Gov.) on Brackley Point Rd (Rd 15) north of Hwy 1 is even higher than on Rd 2 (16,920 vs 14,930 vehicles/day respectively) where we find 2 gas stations.

**Traffic trend:** Traffic north of Hwy 1 in Charlottetown significantly increased over the last 5 years, +13.3% on Rd 15 and +17.5% on Rd 2 (west section) vs only 7.7% on Hwy 1 on the section between the 2 roads.

**Visibility & access:** Highly visible on main road (Brackley Point Rd) and easily accessible for motorists from all directions on both roads bordering the Site.

**TARGET MARKET ('TM'):** TM is bordered by physical barriers: major highway (Hwy 1) to the south, Charlottetown Airport to the east, distant main thoroughfare (Rd 2) to the west with 2 gas stations and rural communities to the north. TM includes mix of business/industrial parks and residential subdivisions in Primary Market ('PM') and low rural population density in Secondary Market ('SM'): Brackley, Harrington, Union Rd.

### Key segments:

- ~5,800 workers (90% in Primary Market). Future growth expected with expanding YYG Business Park.
- ~3,600 residents (8% increase over the past 5 years). Growth expected to continue with urban expansion planned in the PM.
- 1,125 daily airport travelers (7% increase over 2019). Growth in passenger numbers expected in the future with the ongoing airport expansion project.

## FEASIBILITY – PROPOSED GAS STATION — MULTISERVICE CENTRE

**Gas Station:**

- **Market Context:** No gas stations on Brackley Point Rd north of Hwy 1 for 10+ km; nearest TM competitors are 3.2–3.7 km west on a separate road (Malpeque Rd-Rd 2).
- **Sales Indicators:** The 2 TM gas stations (Petro-Canada and Irving) show high annual sales of 5.7 ML (14% increase over the last 5 years), more than double the provincial average (2.7 ML) and 12% higher (5.1 ML) than the 6 nearest non-TM sites in Charlottetown south of Hwy 1. Total sales for the 8 surveyed Charlottetown stations rose 19% over the past 5 years, much higher than the city's population growth rate of approx. 11%.
- **Expected Impact:** Underserved TM with strong unmet demand from motorists and with increasing traffic the new station could achieve high-volume sales, with minimal cannibalization of existing competitors due to considerable distance from them.

**Convenience Store (C-Store)**

- **Market Context:** No C-Stores on Brackley Point Rd north of Hwy 1 for 10+km. TM underserved with population-to-establishment ratio 103% above the provincial average, highlighting a significant supply shortage. Nearest competitor located south of Hwy 1 (1.4 km) with no gas station attached to the Site. The 2 gas stations on Rd 2 have C-Stores attached.
- **Expected Performance:** Combined with the gas station and QSR, the C-Store can capitalize on the high traffic and convenience factor, targeting workers, residents, airport travelers (including car rental customers) and transiting motorists.

**Restaurant (QSR with drive-thru)**

- **Market Context:** TM underserved; population-to-restaurant ratio 170% above provincial average. Current restaurants mostly low-to-medium quality QSRs, with 3 national-brand coffee/donut shops. Other restaurants are located in main commercial nodes in Charlottetown south of Hwy 1.
- **Expected Performance:** High demand from workers, airport travelers, and residents; drive-thru format aligns with commuter traffic patterns. Likely to attract strong sales due to proximity convenience and limited competition.

**Car Wash (optional one-bay touchless)**

- **Market Context:** No car washes in the TM; nearest facilities >4 km away. TM population base is relatively small, but traffic and lack of nearby competitors mitigate low local demand.
- **Expected Performance:** Moderate, but likely to attract pass-by motorists and residents seeking convenience, generating supplementary revenue to the gas station and C-Store.

**OVERALL OUTLOOK:** The proposed gas station—multiservice centre addresses a significant unmet need in a high-traffic corridor. Minimal fuel competitive overlap with existing TM and Charlottetown sites due to distinct traffic patterns. Projected to perform well above provincial averages in fuel sales, C-Store sales, and restaurant revenues, with the car wash providing additional incremental income. Positive growth outlook supported by traffic growth (+13% last 5 years), and urban expansion in the PM (including airport expansion).

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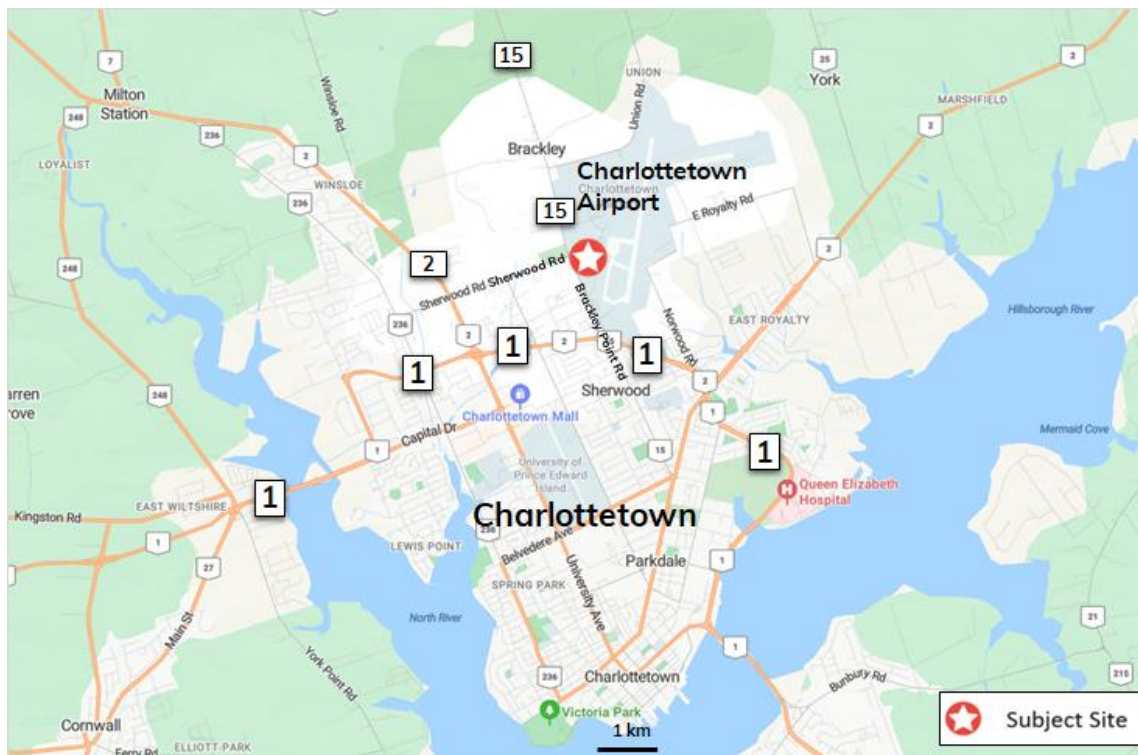
# 1. INTRODUCTION

## PROJECT

- David Crane O/A Quick-Stop is evaluating the feasibility of a new gas station part of the multiservice centre near Charlottetown Airport (PE).
- The multiservice centre would feature a national brand gas station, a main building with a C-Store and a national QSR drive-thru, and an optional stand-alone touchless automatic car wash.
- The proposed Site is a vacant lot in the southeast quadrant of Brackley Point Rd and Sherwood Rd, west of a future roadway planned as part of the YYG Airport and Business Park expansion.

## SITUATIONAL ANALYSIS

- The Site is in northern Charlottetown on Sherwood Rd, a service road to the airport and one of three roads connecting YYG Business Park to Brackley Point Rd.
- It faces clusters of business, light-commercial and industrial parks along Brackley Point Rd, supporting a workforce of over 300 companies.
- Brackley Point Rd (Rd 15) serves commuters north and south of the airport and is the only direct route from Charlottetown residents south of Hwy 1 to the airport.
- Before investing in the new service centre, Mr. Crane has commissioned Pethel PCI to conduct a market study assessing potential sales for the gas station part of a multiservice centre.



## MANDATE

- The objectives set by Pethel PCI for the requested market study are as follows:
  - Assess Target Market ("TM") demand for the proposed retail outlets at the proposed location.
  - Assess TM supply, analyzing competitor characteristics, quality and sales performance.
  - Evaluate the suitability of the proposed Site relative to Mr. Crane's project and its position within the TM.
  - Assess potential business sales for the gas station as well as the other retail outlets proposed in the multiservice centre.

## WARNING

This report is confidential and has been prepared exclusively for **David Crane O/A Quick-Stop**. The assessment of the potential business sales shown in this analysis is established to the best of Pethel PCI's knowledge and experience and, under current market conditions.

Given that the probable nature of the different scenarios rests upon non-tangible factors such as possible market changing conditions over time, marketing strategies used and the quality management and business operations of the retail outlet(s), there could be a difference between the results achieved and the actual assessment of the business sales potential.

Therefore, the observation, business volume assessments and recommendations in this report do not in any way guarantee the success and results of the retail operation of the outlet(s). Finally, before any investment decision, the client (s) and potentially users of this market research report will have to make their own assessments and draw their own conclusions according to their expertise. Also, a detailed independent analysis of the operating and profitability conditions of the project must be made by the participating partners in the development project.

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## 2. SITE EVALUATION

PROPOSED LOT LOCATED IN THE SOUTHEAST QUADRANT  
OF BRACKLEY POINT RD AND SHERWOOD RD IN CHARLOTTETOWN (PE)

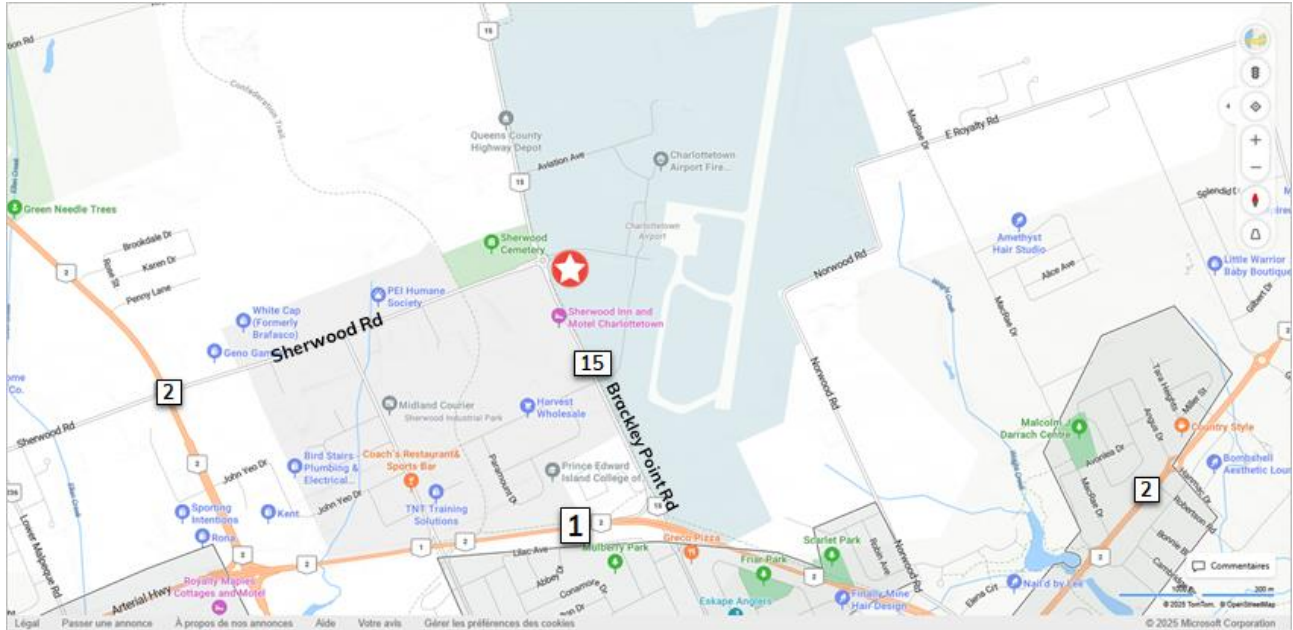




TABLE 2.1.1– SITE EVALUATION (82.5 %)

#### QUALITY OF SITE

Est. TRAFFIC VOLUME* (on 15)	11	Increasing traffic flow. Estimated 15,300 vehicles/day at Brackley Point/Sherwood roundabout (2025 AADT Pethel PCI est. based on on-site manual counts July 1-3, 2025). 13.3% traffic growth over the past 5 years on Brackley Point Rd (Hwy 1 – Union Rd segment).
ACCESSIBILITY (on 15)	10	50 kph on all roads bordering the Site. 1 access point only on Sherwood Rd. 1 on a future Rd east of the Site. No traffic controls (stops, streetlights) directly at access points.
VISIBILITY (on 10)	12	Excellent visibility (>300 m) from both northbound and southbound Brackley Point Rd. Strong visual exposure to passing motorists.
TRADE AREA (on 10)	8	Strategically located near a main connector road and major roundabout. Serves a diverse market: nearby residents, workers, airport travelers, and through traffic. Positioned to attract both local and transiting motorists (non-locals).
SITE LAYOUT (parking, traffic flow) (on 10)	7.5	Large, flexible lot allows development of a multiservice center (gas station, convenience store, QSR, car wash). Space for ample parking and safe on-site circulation. Opportunity to create a modern, efficient design for mixed clientele.

#### QUALITY OF THE RETAIL OUTLET(S)

CONCEPT/ IMAGE (on 20)	16	Multiservice centre including proximity retail businesses and national brands. Good potential for strong brand visibility and appeal.
COMMERCIAL OFFERING (on 20)	18	Gas station, C-store and QSR with drive-thru in the same building, and 1-bay automatic touchless car wash.
TOTAL	82.5%	

**TOTAL SCORE:** UNDER 70%: SITE WITH MANY DEFICIENT LOCATION FACTORS WITH LOW-MEDIUM SCORES. BETWEEN 70 – 80%: GOOD SITE WITH FEW FAVOURABLE LOCATION FACTORS AND OTHER NOT. 80% AND OVER: EXCELLENT SITE WHERE MOST OF THE LOCATION FACTORS ARE FAVOURABLE. \* ESTIMATES BASED ON MANUAL COUNTS DONE BY PETHEL PCI ON JULY 2-3, 2025



ESTIMATED PETHEL PCI AVERAGE DAILY TRAFFIC VOLUME ON BRACKLEY POINT RD

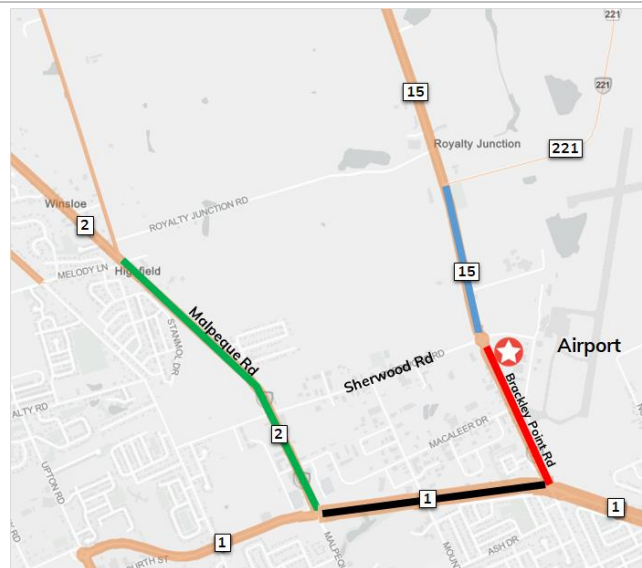


TABLE 2.1.2 – 2019-2024 PEI GOVERNMENT AVERAGE DAILY TRAFFIC VOLUME TRENDS IN TM

NAME	2019	2020	2021	2022	2023	2024	5-year % change
<b>RD 15 (BRACKLEY POINT RD) NORTH OF SHERWOOD RD ROUNDABOUT (BLUE SECTION ON BELOW MAP)</b>							
AADT*	8,786	8,786	9,261	8,710	9,753	9,953	+13.3%
SADT**	-	-	-	-	11,301	12,418	
<b>RD 15 (BRACKLEY POINT RD) SOUTH OF SHERWOOD RD (RED SECTION ON BELOW MAP)</b>							
AADT	14,936	14,936	15,744	14,807	16,580	16,920	+13.3%
SADT	-	-	-	-	19,211	21,110	
<b>RD 2 (MALPEQUE RD) NORTH OF HWY 1 (GREEN SECTION ON BELOW MAP)</b>							
AADT	12,702	12,702	12,691	13,721	15,141	14,930	17.5%
SADT	-	-	-	-	18,325	21,543	
<b>HWY 1 – SECTION BETWEEN RD 15 AND RD 2 (BLACK SECTION ON BELOW MAP)</b>							
AADT	24,708	23,241	22,605	22,306	26,218	26,620	7.7%
SADT	-	-	-	-	30,380	31,008	

SOURCE: [HTTPS://PEIGOV.MAPS.ARCGIS.COM/APPS/WEBAPPVIEWER/INDEX.HTML?ID=A0D9286AB4B246B7A6BDB4A86A184125](https://pei.gov.maps.arcgis.com/apps/webappviewer/index.html?id=A0D9286AB4B246B7A6BDB4A86A184125)

\*AVERAGE ANNUAL DAILY TRAFFIC; \*\* AVERAGE ANNUAL SUMMER TRAFFIC



### 3. DEMAND AND SUPPLY

#### 3.1 TRADE AREA – TM

The TM includes northern Charlottetown between the airport and Malpeque Rd (Rd 2) north of Hwy 1, the rural municipalities of Brackley and Union Rd, and parts of South Winsloe and Harrington.

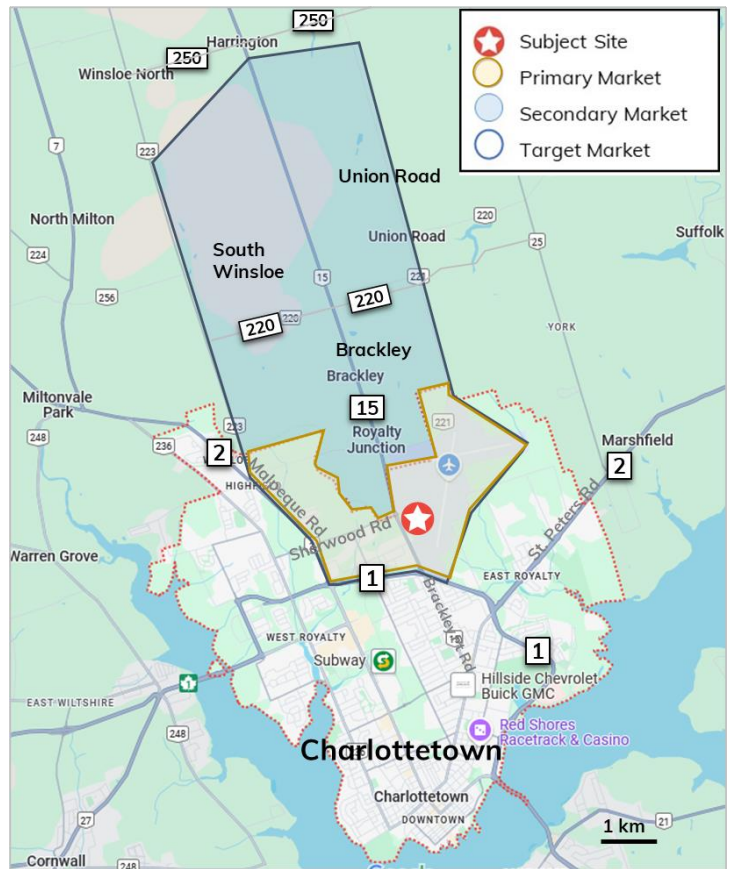


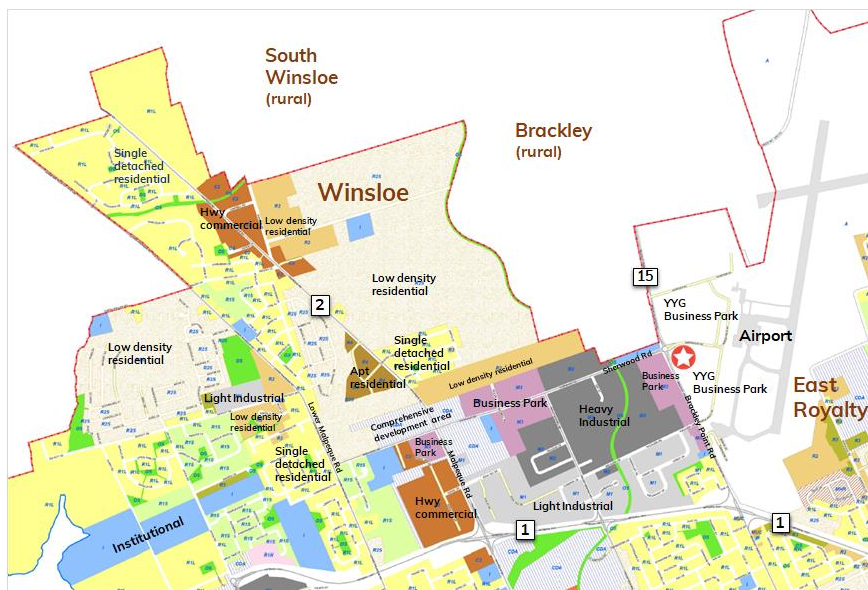
TABLE 3.1.1 – POPULATION

	PRIMARY MARKET ('PM')	TARGET MARKET	CITY OF CHARLOTTETOWN	PEI
<b>POPULATION</b>				
RESIDENTS <b>2019</b>	1,961	3,215	37,180	147,477
<b>2024 (estimates)</b>	<b>2,152</b>	<b>3,466</b>	<b>41,127</b>	<b>179,280</b>
% change 2019-2024	+9.7%	+7.8%	+10.6%	+21.6%
<b>2029 (projections)</b>	<b>2,337</b>	<b>3,706</b>	<b>44,733</b>	<b>199,006</b>
% change 2024-2029	+8.6%	+6.9%	+8.8%	+11.0%
WORKERS (WORK AT USUAL PLACE)	5,257	5,830	23,689	92,100
NON-USUAL RESIDENTS (est. 2024)	61	120	2,644	24,797
AIRPORT TRAVELERS (2024)	410,773/yr (1,125 avg. /day)	410,773/yr (1,125 avg. /day)	410,773/yr (1,125 avg. /day)	410,773/yr, (1,125 avg. /day)
<b>DEMOGRAPHICS (2021)</b>				
AVG. AGE (YEAR)	39.7	40.6	42.4	43.1
ENGLISH MOTHER TONGUE	89.2%	89.6%	80.8%	96.7%
AVG. HHLD INCOME	\$106,164	\$103,760	\$83,400	\$87,900

SOURCE: STATISTICS CANADA CENSUS 2016, 2021, STATISTICS CANADA – QUARTERLY ESTIMATES 2024; ENVIRONICS; WORLDPOPULATIONREVIEW.COM/CANADIAN-CITIES/CHARLOTTETOWN; PEI STATISTICS BUREAU POPULATION PROJECTIONS -2023-2062, [HTTPS://WWW.CBC.CA/NEWS/CANADA/PRINCE-EDWARD-ISLAND/PEI-JUNE-2024-JOB-NUMBERS-1.7255491](https://www.cbc.ca/news/canada/prince-edward-island/pei-june-2024-job-numbers-1.7255491); 2024 ANNUAL REPORT YYG

TABLE 3.1.2 – TARGET MARKET KEY INFORMATION

- Target Market (TM):** TM is bordered by several significant physical barriers: Highway 1 to the south, Charlottetown Airport to the east, a distant main thoroughfare (Road 2) to the west, and rural communities to the north. TM includes a mixed population, consisting primarily of workers employed in the Primary Market—at the airport and within nearby business and industrial parks—and a smaller number of residents located within the Primary Market (PM) and the rural areas of the Secondary Market (SM). There is no retail activity on Brackley Point Rd north of Hwy for a distance of 10 km. The only retail outlets including gas service centres are located on Rd 2 at more than 3 km distance from the Site (near Hwy 1 and at the northern limit of the city).



Source: Charlottetown – Zoning map – Updated March 20, 2025

- Workers and businesses (source: [www.charlottetown.ca/business](http://www.charlottetown.ca/business))**
  - East of Brackley Point Rd (73 businesses):** Airport and YYG Business Park with 3,087 jobs—2,163 direct (YYG Airport Authority and operations) and 924 indirect (supported by overall airport activity, 2023).
  - West of Brackley Point Rd (249 businesses):** Two business parks and a large industrial area with light and heavy industries, totaling approx. 2,000 workers (applied est. 8 employees per business).
  - Winsloe (DA 11020130):** 21 retail businesses, mostly on Rd 2, with approx. 170 workers (applied est. 8 employees per business).
- Residents:** 62% of the TM population live in Charlottetown while the remaining (38%) in surrounding rural communities north of the City.
- Airport travelers:** In 2024, 410,773 passengers travelled (avg., 1,125 daily) through the airport — an increase of 2% over 2023 and 7.2% over 2019. Airport expansion underway will boost capacity and future passenger growth.

#### ANNUAL NUMBER OF PASSENGERS AT CHARLOTTETOWN AIRPORT

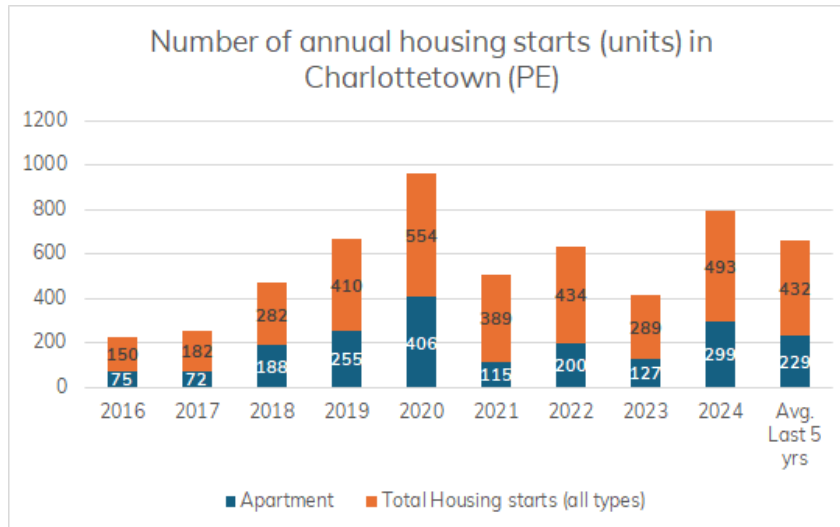
2019	2020	2021	2022	2023	2024
383,183	71,480	111,160	341,649	402,686	410,733
SOURCE: CHARLOTTETOWN AIRPORT – ANNUAL REPORTS (2019-2024)					



- **TM Residents profile:** The TM population is younger than PEI's average (40.6 vs. 43.1 years) with a 21% higher average household income and is predominantly English-speaking (90%).
- **Past growth:** The TM resident population grew over 7% in the past 5 years, below the growth rates of Charlottetown (11%) and PEI (22%) during the same period.

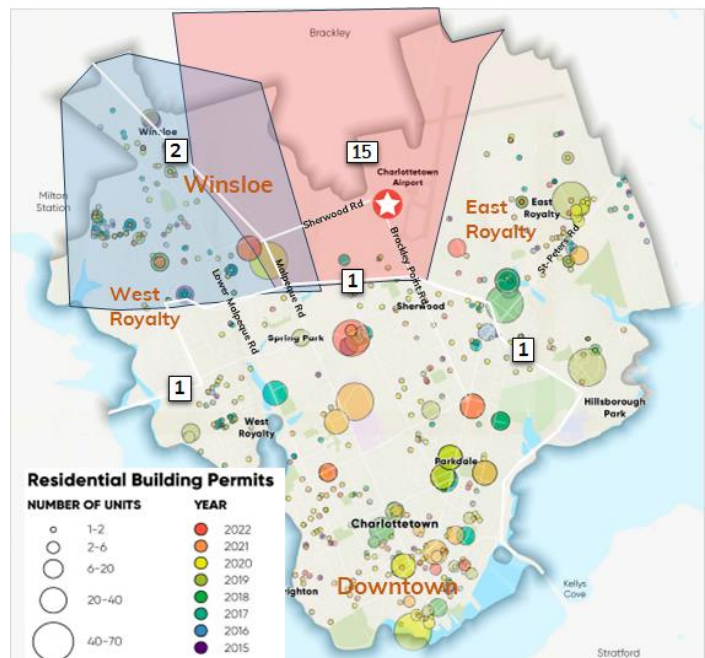
### STRONG HOUSING CONSTRUCTION ACTIVITY

- Charlottetown's population growth over the last 5 years was supported by an average of 432 new home units built annually (source: CHMC), up from 256 units per year between 2016-2019. Multi-unit buildings represent over 50% of all housing construction in the city.



### TM IN CHARLOTTETOWN NOT AS ACTIVE AS WINSLOE & WEST ROYALTY

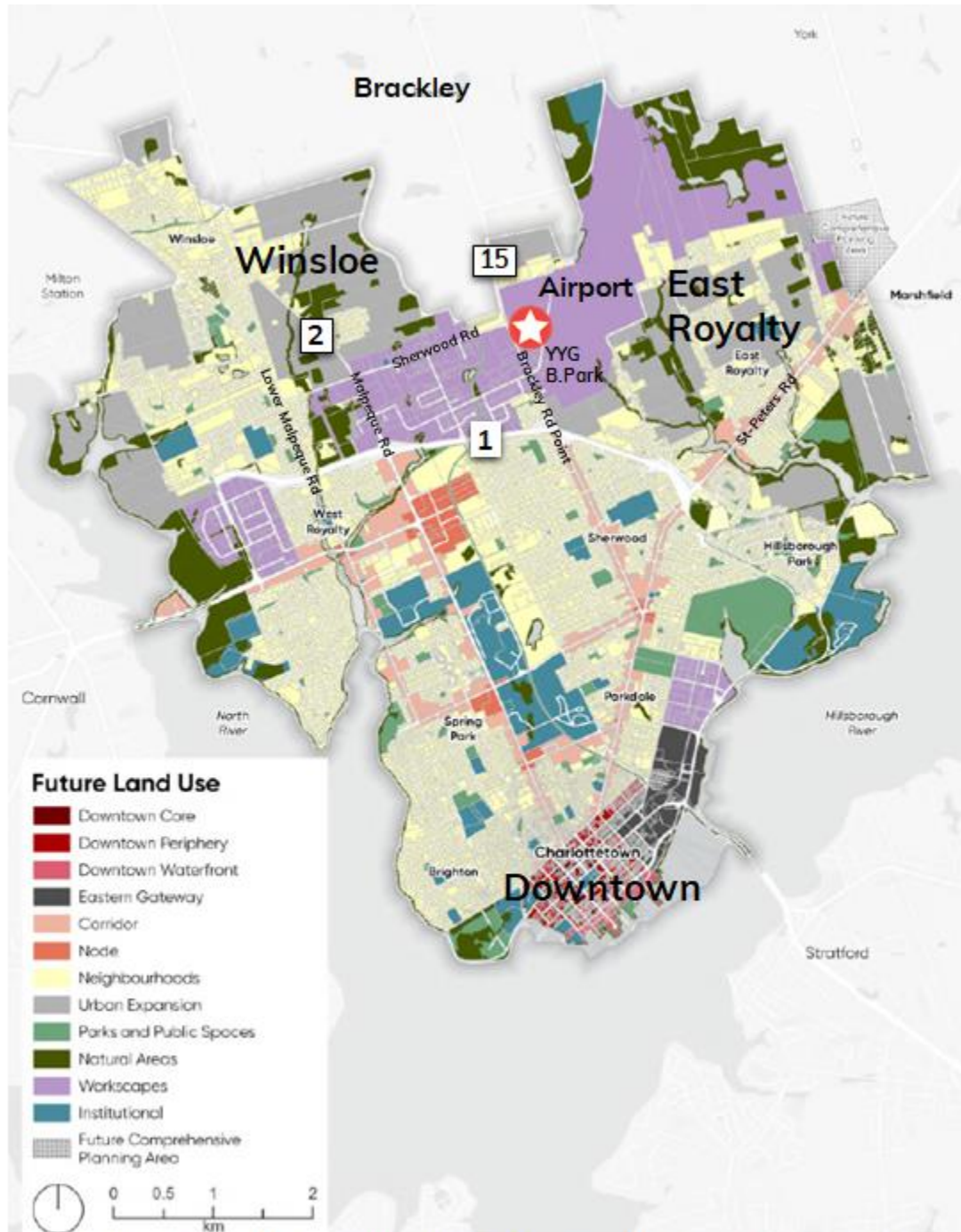
- Between 2015 and 2022, over 10% of Charlottetown's new housing (2,536 units) was in Winsloe and West Royalty (blue area on below map). Construction in the TM (red area) was minimal, well below its 8% share of the city's population.
- Future growth-development: Charlottetown's population is expected to keep growing but at approx. the same rate as it did over the past 5 years (8-9%). Recent data for 2025 shows 358 new homes built in the first five months, compared to 158 units during the same period in 2024, reflecting a strong construction increase.



SOURCE: PLANNING ANALYSIS – CITY OF CHARLOTTETOWN – MARCH 2023 - FIGURE 5

## WEST AREA OF TM (WINSLOE) AS PLANNED AREA FOR FUTURE GROWTH

- The City of Charlottetown's New Official Plan (Dec 12, 2024) designates future growth primarily in three areas: Winsloe, East Royalty, and downtown (grey shaded on map).
- Residential expansion in Winsloe is mostly northeast of Sherwood Rd and Malpeque Rd (Rd 2).



Source: City of Charlottetown – New Official Plan – page 16 – December 12, 2024



## 3.2. SUPPLY - TARGET MARKET (COMPETITION)

### C-STORES AND GAS STATIONS COMPETITION

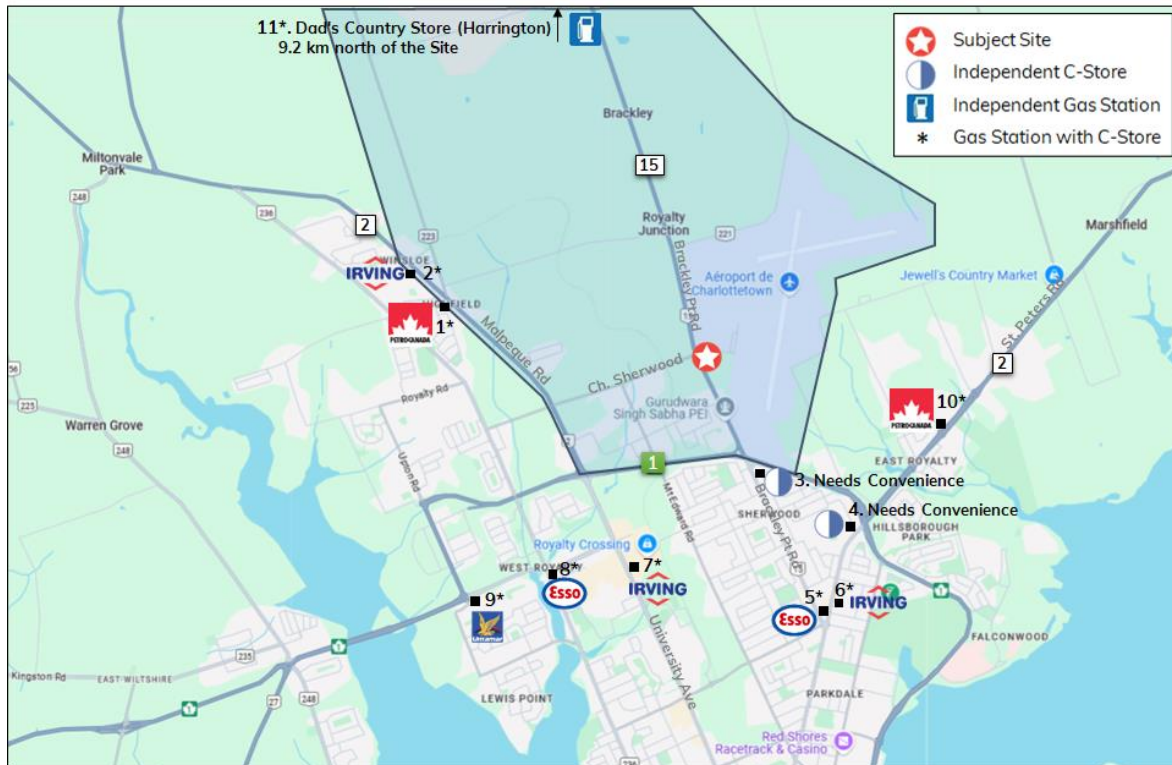


TABLE 3.2.1—COMPETITION—SUMMARY STATISTICS

STATISTICS	TARGET MARKET (TM)		OUTSIDE TM SURVEY (CHARLOTTETOWN)		PEI (Benchmark estimates)	
	C-STORES	GAS STATIONS	C-STORES	GAS STATIONS		
# OF BUSINESSES	2	2	8	6	C-STORES:	181
					GAS ST:	82
WEIGHTED POPULATION-TO-ESTABLISHMENT RATIO	1,730 +103%	2,595 +38%	N/A	N/A	C-STORES:	853
					GAS ST:	1,882
TOTAL C-STORE SIZE/# OF FUELLING ST.	5,200 SF	12 F.S.	17,800 SF.	48 F.S.	N/A	
					N/A	
AVERAGE SIZE C-STORE/# OF FUELLING ST.	2,600 SF.	6 F.S.	2,225 SF.	8 F.S.	C-STORES:	1,800 SF. (EST. BASED ON \$8/SF/WK)
					GAS ST:	N/A
TOTAL SUPPLY/YR	\$2.61 M/yr	11.40 ML/yr	\$11.80 M/yr	30.74 ML/yr	C-STORES:	\$135.6 M
					GAS ST:	232.9 ML
SUPPLY—AVG. SALES Week (C-Store)/Year Gas Station	\$1.30 M/yr +74%	5.7 ML/yr + 109%	\$1.47 M/YR +96%	5.12 ML/yr +88%	C-STORES:	\$0.749 M/yr.
					GAS ST:	2.725 ML/yr.

SOURCE: NUMBER OF GAS STATION PEI IN 2021: 2022-CICC-STATE-OF-THE-INDUSTRY-REPORT (CONVENIENCE INDUSTRY COUNCIL OF CANADA)-PAGE 30: 82 (75 WITH C-STORES); 2021 PER CAPITA RATIO: 1,882

NUMBER OF C-STORES IN 2021: 2022-CICC-STATE-OF-THE-INDUSTRY-REPORT (CONVENIENCE INDUSTRY COUNCIL OF CANADA)- PAGE 19: 181; 2021 PER CAPITA RATIO: 853

ESTIMATED TOTAL C-STORE SALES IN P.E.I. (SOURCE C-STORE VALUATIONS): 700 K\$/YR X 106 C-STORES W/OUT GAS STATIONS = \$74.2 M + EST.

TOTAL C-STORE SALES WITH GAS STATION = 75 X \$0,819 M (C-STORES W/GAS STATIONS AVG 17% HIGHER SALES) = \$61.4 M = \$135.6 M;

STATISTICS CANADA - FUEL USED FOR MOTOR ROAD VEHICLES IN 2024 - TABLE: 23-10-0066-01: 206,726,000 LITERS/YR (226,120,000 IN 2019 – 5 YR 8.6% DROP) AND 223,487,568 LITERS/YR WHEN INCL. DIESEL SALES (PETHEL PCI DATA BASE EST. AVG. 7.5% DIESEL AT PUMPS).

## C-STORES AND GAS STATIONS

TABLE 3.2.2 - CHARACTERISTICS OF THE COMPETITORS IN THE TM

Competitors		C-Store Building sf.	Fuelling Stations Price	Operating Hours	Distance to Site (km)	Car wash	On the Site	In the Vicinity	Est. AADT 2025 (Traffic Volume/day)	2024/2019 Fuel Sales Volume* (M L/yr.)	Site Quality Weighted Value (index=100)
1	<b>Petro-Canada/Mel's</b> , 473 Malpeque Rd, Charlottetown	2,600	6+2D 147.3	6 am- 11 pm (M-S) 7 am - 11 pm (Su)	3.2		Robins Drive-Tru, Propane, Furnace oil pump		13,400	■	128
2	<b>Irving</b> , 537 Malpeque Rd, Charlottetown	2,600	6+2D 147.3	6 am- 11 pm (7/7)	3.7		Tim Hortons Drive Tru, Tire Inflator, Post Canada		14,300	■	128
<b>Total TM (2) Average</b>		<b>5,200 2,600</b>	<b>12 f.s. 6 f.s.</b>						<b>13,850</b>	<b>11.42/10.03 5.71/5.02</b>	<b>128</b>
3	<b>Needs Convenience</b> , 180 Brackley Pt Rd, Charlottetown	2,400		6 am- 12 pm (7/7)	1.4		Greco Pizza		11,700		117
4	<b>Needs Convenience</b> , 259 St Peters Rd, Charlottetown	2,600		7 am- 12 pm (7/7)	2.8				12,300		112
5	<b>Esso/Go!</b> , 8 Brackley Point Rd, Charlottetown	2,400	8+2D 147.3	24 hrs	3.1			Tim Hortons, Pizza Hut Subway	28,400	■	142
6	<b>Irving/Circle K</b> , 154 St Peters Rd, Charlottetown	1,500	8 147.3	6 am- 11 pm (7/7)	3.4		Tire Inflator		14,100	■	127
7	<b>Irving/Big Dog convenience</b> , 644 University Ave, Charlottetown	3,400	8+2D 147.3	6 am - 8 pm (Mo-Fr) 7/8 am-8pm (Sa/Su)	3.8		A&W	Smart Centre	20,500	■	133
8	<b>Esso</b> , 124 Capital Dr, Charlottetown	2,000	10+2D(HD) 147.3	24 hrs	4.1		McDonald's express	Tim Hortons Mr Lube Comfort Inn	30,100	■	113
9	<b>Ultramar</b> , 320 Capital Dr, Charlottetown	2,200	8+8D 147.3	24 hrs	5.6	✓	Tim Hortons Pizza Hut	Nissan, Yogi Food & Bar grill	16,900	■	142
10	<b>Petro-Canada/Mel's</b> , 419 St Peters Rd, Charlottetown	1,300	6+2D 147.3	6 am- 11 pm (M-S) 7 am - 11 pm (Su)	4		Country Style & Mr Sub Drive-tru/IPE Liquor Store		14,100	■	125
<b>TL City External TM (8) Average</b>		<b>17,800 2,225</b>	<b>48 f.s. 8 f.s.</b>			<b>1</b>			<b>GAS ST: 20,683</b>	<b>30.74/25.5 5.12/5.10</b>	<b>126</b>
11	<b>Dad's Country Store/Race Trac Gas</b> , 1689 Brackley Point Rd, Harrington	600	2+2 D 150.4 NPAP	7 am - 8 m (Mo-Sa) 9 am - 7 pm (Su)	9.2		Grocery, Snacks, gas, oil		4,000	■	97

SOURCE: FIELD VISIT (JULY 2-3, 2025),

\*GAS STATION SALES: KALIBRATE 2019 AND 2024 AND IN-HOUSE DATABASE INCLUDING DATA BASED ON MANUAL COUNTS OF TRAFFIC AT GAS PUMPS FOR SITE #11 CONDUCTED BETWEEN JULY 2-3, 2025; NPAP: NO PAYMENT AT THE PUMP.

\*\*BASED ON MANUAL COUNTS CONDUCTED AT THE SITE'S PUMPS BETWEEN JULY 1 AND JULY 3

## RESTAURANT

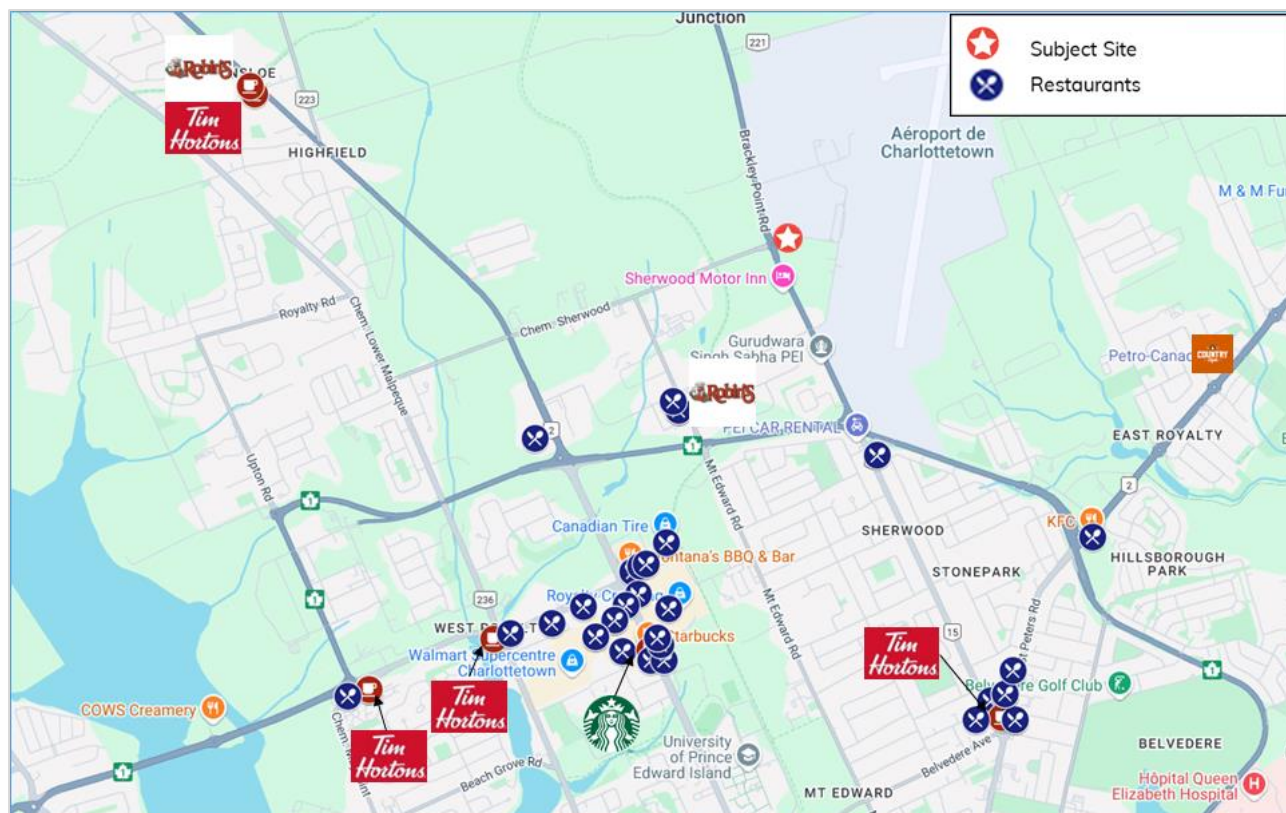


TABLE 3.2.3 – TARGET MARKET (TM) COMPETITION - SUMMARY STATISTICS

STATISTICS	TARGET MARKET	SURVEY OUTSIDE THE TM	PRINCE-EDWARD ISLAND (2024 Benchmark est.)
# OF BUSINESSES	6	38	560* (PE) 81** (CHARLOTTETOWN)
WEIGHTED POPULATION-TO-ESTABLISHMENT RATIO	865 +170%	N/A	320*** (PE) 508 (CHARLOTTETOWN)
FRANCHISE	4 67%	24 63%	N/A
TOTAL RESTAURANT SIZE	11,100 SF.	73,900 SF.	EST. 1,004,080 SF. (BASED ON \$8/SF/WK)
AVG. RESTAURANT SIZE	1,850 SF.	1,945 SF.	EST. 1,793 SF. (BASED ON \$8/SF/WK)
EST. SUPPLY - TOTAL SALES (in 2024)	\$6.068 M/YR	\$32.586 M/YR	\$417,773,000**** (MULTISERVICE AND LIMITED SERVICES)
EST. SUPPLY - AVG. SALES	\$1.011 M/YR +36%	\$0.857 M/YR +15%	\$0.746 M

\*SOURCE: NUMBER OF RESTAURANTS: IBISWORLD 2024 – 433 MULTISERVICE RESTAURANTS AND 127 QUICK SERVICE RESTAURANTS IN PEI = 560;  
 \*\*SOURCE: [HTTPS://WWW.DISCOVERCHARLOTTETOWN.COM/FOOD-DRINK/RESTAURANTS-CAFES/](https://www.discovercharlottetown.com/food-drink/restaurants-cafes/): 81 RESTAURANTS  
 \*\*\*SOURCE: STATISTICS CANADA – JANUARY 1<sup>ST</sup> 2025 PRINCE-EDWARD-ISLAND POPULATION: 179,280.  
 \*\*\*\*SOURCE: TABLE: 21-10-0019-01: 2024 ANNUAL SALES IN PE: \$417.773 M

TABLE 3.2.4 - CHARACTERISTICS OF RESTAURANTS IN THE TM

NAME	BUILDING SIZE SF.	TYPE	FRANCHISE	DELIVERY	DRIVE- THRU
Robins Donuts, 345 Mt Edward Rd, Charlottetown	200	Coffee-Donut	✓		✓
Coach's Restaurant & Sports Bar, 345 Mt Edward Rd, Charlottetown	3,000	Resto-bar		✓	
Gallants & Co Island Food to Go, 18 Superior Crescent, Charlottetown	2,000	Cafe			
St. Louis Bar & Grill, 167 Minna Jane Dr, Charlottetown	3,500	Chicken	✓	✓	
Tim Hortons, 537 Malpeque Rd, Charlottetown	2,200	Coffee-Donut	✓	✓	✓
Robins Donuts, 539 Malpeque Rd, Charlottetown	200	Coffee-Donut	✓		
<b>Total TM (6) Average</b>	<b>11,100 1,850</b>	<b>3 Coffee-Donut 50%</b>	<b>4 67%</b>	<b>3 50%</b>	<b>2 33%</b>
<b>Surveyed restaurants external to TM (38)</b>	<b>73,900 1,945</b>	<b>5 Coffee 13%</b>	<b>24 63%</b>	<b>30 79%</b>	<b>10 26%</b>

SOURCE: FIELD VISIT (JULY 2-3, 2025) AND GOOGLE EARTH FOR RESTAURANT SIZE AND CHARACTERISTICS



## CARWASH (EXCLUDING AUTO DETAILING)

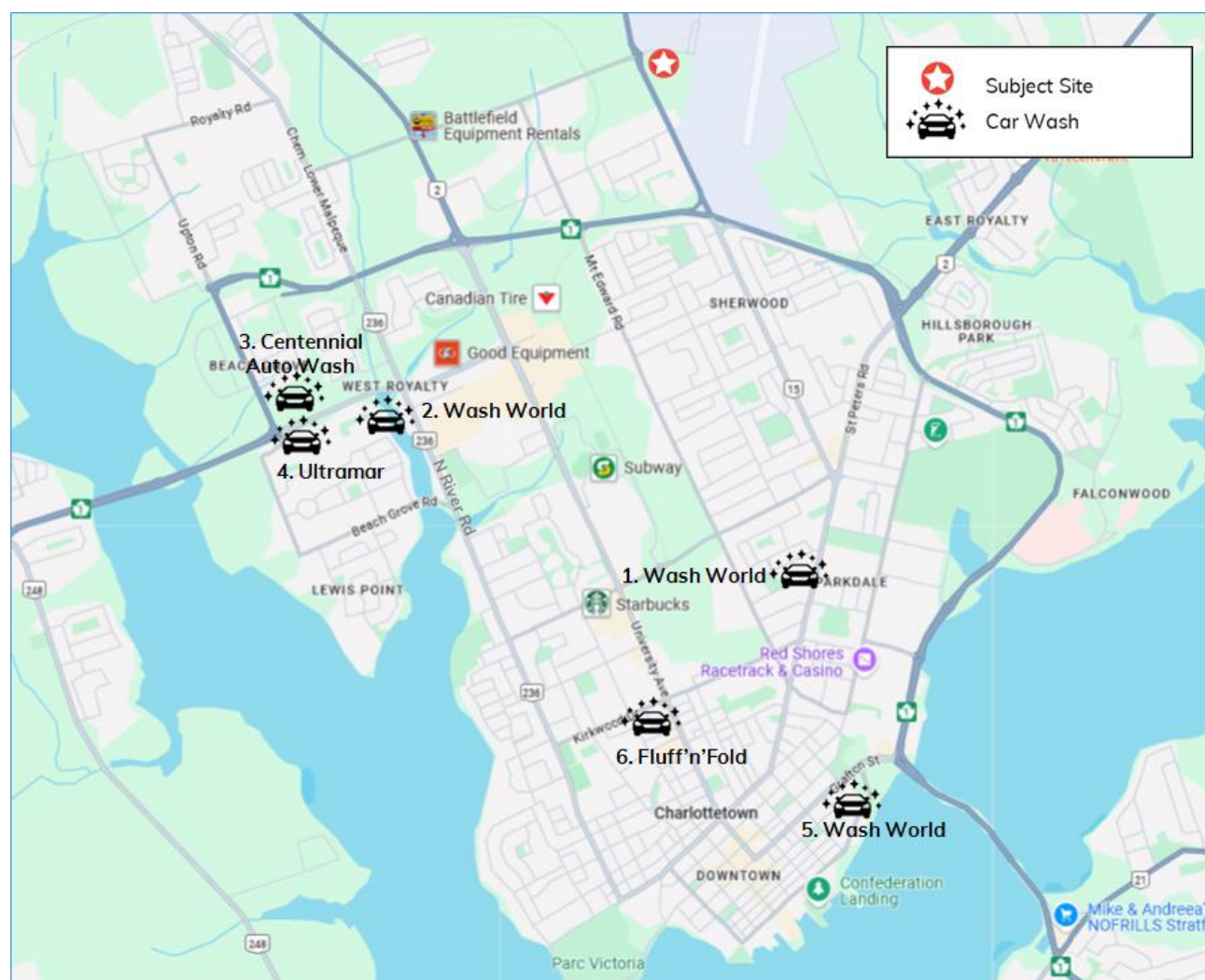


TABLE 3.2.5 – COMPETITION (CAR WASH) - SUMMARY STATISTICS

STATISTICS	TARGET MARKET	CHARLOTTETOWN	CANADA
NUMBER OF ESTABLISHMENTS	0	6	4,835*
POPULATION-TO-ESTABLISHMENT RATIO (WEIGHTED POPULATION)	5,191 -24% (-40%*)	6,855	8,667

SOURCE: GOOGLE MAP AND FIELD VISIT – JULY 2-3, 2025  
 \* POPULATION-TO-ESTABLISHMENT RATIO IN CANADA IN 2020 (SOURCE: NATIONWIDE SELF STORAGE & AUTO WASH (4,385 ESTABLISHMENTS IN CANADA IN 2020)



TABLE 3.2.6 - CHARACTERISTICS OF CAR WASH COMPETITORS IN CHARLOTTETOWN

Competitors	Distance to Site (km)	Car Wash		Vacuum Cleaners	Tire inflators	Other services	Est. AADT* Traffic volume (# of veh./day)	Site quality weighted compound Index (on 100)
		Number of bays A = Automatic M = Manual	Cost/ payment method	Number	Number	Gas st./ C-Store/ Restaurant		
<b>Total TM</b>		0						
<b>1. Wash World,</b> 89 St Peters Rd, Charlottetown	4	A=2 24 hrs	\$11-15	2		Save 0,05/liters with Mel's	12,500	117
<b>2. Wash World,</b> 613 N River Rd, Charlottetown	4.2	A=2 M=4 24 hrs	\$11-15 \$4/coins	4		Save 0,05/liters with Mel's	30,100	133
<b>3. Centennial Auto Wash,</b> 30 Nicholas Ln, Charlottetown	5.4	A=1 M=2 24 hrs	\$3/coins	4		vacuum included into the price	16,900	128
<b>4. Ultramar,</b> 320 Capital Dr, Charlottetown	5.6	A=1 24 hrs	\$10	2	1	Gas station, Tim Hortons, Pizza Hut	16,900	135
<b>5. Wash World,</b> 346 Grafton St, Charlottetown	5.9	A=1 M=4 24 hrs	\$11-15 \$4/coins	4		Save 0,05/liters with Mel's. Esthetic service available	12,300	120
<b>6. Fluff n' Fold Laundromat &amp; Car wash,</b> Eden St, Charlottetown	6.5	A=1 M=2 9 am - 8 pm	\$9-13 \$3.50/coins	4	1		4,500	83
<b>Total (6) Charlottetown</b>		<b>A=8 M=14</b>			<b>2</b>		<b>15,533</b>	<b>119</b>

SOURCE: GOOGLE MAP AND FIELD VISIT (JULY 2-3, 2025)

TABLE 3.2.7 – TM COMPETITION ANALYSIS

**GAS STATIONS AND C-STORES MARKET**

- **Underserved Market:** TM lacks sufficient service options—only 2 competitors (Petro-Canada, Irving) on Rd 2, over 3.2 km west of the Site, serving different traffic from Brackley Point Rd.
- **Significant Shortage:** Population-to-establishment ratios are 103% higher for C-Stores and 38% higher for gas stations than the PEI average, leaving motorists on Brackley Point Rd without nearby service options.
- **High Sales Performance:** The 2 TM competitors are high-quality combo sites (gas + C-Store + QSR), achieving 5.7 ML fuel and \$1.3 M C-Store sales annually—about double the provincial averages. Their sales have increased by approx. 14% over the past five years, compared to an 8% rise in TM's resident population (11% in Charlottetown) and an 8.6% decline in fuel sales across PEI.
- **Limited outside TM competition on Brackley Point Rd:**
  - South of Hwy 1: Needs/Greco Pizza (1.4 km) and Esso/Go!/Tim Hortons (3.1 km).
  - North of the Site: Dad's Country Store/Race Trac Gas (9 km).
- **Charlottetown Benchmark:** The 6 surveyed non-TM nearest stations in Charlottetown outperform the provincial average (+88% fuel sales) due to high-traffic locations and quality national-brand offerings. Total sales of the 6 stations increased by 21% over the past 5 years, supported by the addition of one new gas station (Ultramar Site #9), while average sales per site remained steady at 5.1 ML during this period.

**RESTAURANTS**

- **Significant Undersupply:** TM has a 170% higher population-to-establishment ratio than the provincial average (865 vs. 320), showing a major restaurant shortage.
- **Limited Local Options:** Only 6 restaurants in TM, 4 limited-service (mostly coffee-donut QSRs)—1 Tim Hortons and 2 Robin Donuts (including one drive-thru only).
- **Outside TM Competition:** Most restaurants are over 3 km south of the Site, concentrated in University Ave and downtown, offering diverse cuisines and 63% national brands.

**CAR WASH**

- **No Existing Facilities:** No car washes (automatic or manual) currently operate within the TM.
- **Below-Average Market Ratio:** TM's population-to-establishment ratio is 24% below Charlottetown's and 40% below Canada's, indicating limited local demand.
- **Access Barrier:** Hwy 1 acts as a major physical barrier, forcing residents to travel long distances for service—this partly offsets the low demand potential.
- **Outside TM Competition:** 6 car washes located over 4 km away, most offering both manual and automatic bays; only Ultramar (1 automatic bay) is attached to a gas station.

### 3.3 DEMAND AND SUPPLY

TABLE 3.3 – SUPPLY AND DEMAND COMPARATIVE ANALYSIS

	TM DEMAND <sup>12345</sup>	TM SUPPLY <sup>678</sup>	TM DYNAMICS	EXTERNAL TO TM SUPPLY
C-STORE	\$3,927,510/YR	\$2,608,840/YR	LEAKAGES	\$12,209,080/YR
FUEL (RETAIL)	6,473,177 L/YR	11,400,000 L/YR	INFLUX	28,790,000 L/YR
RESTAURANTS	\$9,432,045/YR	\$6,068,000/YR	LEAKAGES	\$32,585,905/YR
CAR WASH - TM (CHARLOTTETOWN)	\$67,430/YR (\$534,240/YR)	0 \$/YR	LEAKAGES	0 \$/YR (\$940,050/YR)

- **C-Store:** Demand in the Target Market (TM) 51% higher than the estimated supply which suggests high leakages of \$ expenditures done outside TM or in other types of food stores (e.g. grocery, supermarkets, etc.) in the TM. Estimated shortage of 1,750 sf. of C-Store to balance demand/supply ratio in TM.
- **Gas station:** Demand 43% lower than the estimated supply in the Target Market. High influx of fuel purchases made by outside TM customers due to high transiting motorists on Malpeque Rd.
- **Restaurant:** Demand 55% higher than the estimated supply in the Target Market which indicates high leakages of food purchases done in restaurants outside TM. This corresponds to a shortage of approx. 4,771 sf. to balance TM demand and supply, accounting for 30% leakages.
- **Car wash:** Total leakages of TM population spending in car washes located outside TM. In Charlottetown, approx. 43% of total demand (\$ spending in car washes) coming from external customers to the city limits or washes usually done in other types of car washes (e.g. auto detailing).

- 1 Based on 2024 estimated weighted TM population including residents (usual and non-usual) and workers: 5,191.
- 2 Source: see legend of Table 2.2.1 page 13; est. total C-Store sales (181) in P.E.I. = \$135.6 M, est. per capita C-Store annual spending in 2024= 757 \$ or \$14.55/wk per capita.
- 3 Source: Statistics Canada - Sales of fuel used for motor road vehicles - Table: 23-10-0066-01; 206,726,000 liters/yr.; avg. sales/capita in PEI in 2024: 1,229 + diesel sales (Pethel PCI data base est. avg. diesel sales at pumps: 7.5% = 223,487,568 liters/yr.; avg. sales per capita in PEI - pop. 179,280 in 2024 = 1,247 liters per capita/year.
- 4 Statistics Canada - Monthly survey of food services and drinking places - Table: 21-10-0019-01: 2024 annual sales: \$417.773 M or = \$2,330/capita x 78% local purchases (excluding travels over 1 day) = \$1,817 per capita/year.
- 5 Source: Ibis World car wash & auto detailing in Canada: market size in 2025 is \$1.5 B. IBIS World estimated in 2020 that car wash sales alone accounted for 34.5% of total industry sales (car wash and auto detailing) = \$517.5 M. PEI's population share in 2025 in Canada (0.45%) x \$517.5 M = \$2,328,750 or \$12.99 per capita/yr.
- 6 C-store supply estimates based on square footage of C-Stores x average weekly \$10 sales/sf. of c-store; Gas station sales volumes: Kalibrate (Q1-2025), Pethel PCI database and manual counts at some gas stations pumps.
- 7 Restaurants: Applied average \$ weekly sales per square foot based on type of restaurants: multiservice, quick service, fast casual, franchise, independent) X square footage x site evaluation index x traffic volume index
- 8 Studies find that it takes a population base of 1000-1500 people to support 1 self-serve bay. (A town of 5000 people could theoretically support a total of 5 self-serve bays between all competitors). At this population level the National Average in USA is approximately \* US \$1,625 per bay (CDN \$2,240 CDN or approx. \$27,000/yr) per month of gross income for one self-serve bay (Source: <https://www.dultmeier.com/startacarwash>. In Canada, over 42% of carwash operations are IBA sites, making it by far the most popular carwash style in the country. Self service bays come in second, with over 23% of the carwashes in Canada being the do-it-yourself kind (source: <https://www.carwash.com/pos-differences-north-america/>. Est. of annual sales (supply) based on car wash annual demand. 1 in-bay automatic average annual sales \$86,500 US or \$119,000 CDN (source: <https://www.eposnow.com/ca/resources/how-much-do-car-wash-owners-make/>); Nationwide self storage & auto wash (4,385 establishments in 2020 for \$487.4 in annual sales or \$111,150/establishment.

## 4. ASSESSMENT OF THE POTENTIAL BUSINESS SALES

### 4.1 HYPOTHESES

TABLE 4.1 – HYPOTHESES OF THE POTENTIAL SALES

#### SITE - DEVELOPMENT PROJECT CHARACTERISTICS

- **Site vocation:** Multiservice centre including the possibility of 4 different retail businesses:
  - **C-Store:** Minimum of 2,500 sf., national brand with complete merchandise items and food service including fresh ready-to-eat products, hot food section and lottery.
  - **Gas station:** National brand with a minimum of 8 fuelling stations (4 multi-pumps including diesel), self-service with payment at the pumps.
  - **Car wash:** 1-bay touchless automatic; promotional price/wash with minimum purchase of 25 fuel liters.
  - **QSR Coffee-Donut:** National brand QSR (high sales performance) Attached to the main building with C-Store; minimum 2,000 sf. with drive-thru.
- **Signage:** All the components appear on the low pylon sign. On Canopy for gas station.
- **Operating hours:** 24h/7 days per week.
- **Gas price:** Competitive pricing strategy with immediate surrounding competitors.
- **Operational factors:** Normal.
- **Competition:** No change within the Target Market.
- **Market conditions:** Normal.
- **Location factors:** All factors as described in section 2.1.
- **Applied residual volumes:** 25% of volumes estimates of C-Store, 43% of gas station and car wash, 30% of restaurant when taking into account demand/supply estimates in section 3.3.

#### METHODOLOGY FOR THE ASSESSMENT OF THE BUSINESS POTENTIAL

- The potential business sales estimates were calculated based on a triangular model comprising the expenditure of the target market population (demand), the surveyed supply (est. sales of competition) and the potential market share of each retail outlet component on the Site while taking into account its characteristics and those of the competition (location factors, size, traffic volume, offering quality).

## 4.2 ASSESSMENT OF THE BUSINESS POTENTIAL

### C-STORE: SALES POTENTIAL BETWEEN \$1.31 M AND \$1.61 M/YEAR

TABLE 4.2.1 – ASSESSMENT OF THE POTENTIAL BUSINESS SALES – C-STORE			
SCENARIO	DEMAND - MARKET POTENTIAL (TM WEEKLY \$ SPENDING IN C-STORES)	EST. MARKET SHARE	EST. WEEKLY \$SALES
CONSERVATIVE	TARGET MARKET: \$3,927,510	25.2%	\$989,750
	RESIDUALS		<u>\$329,915</u>
	TOTAL		\$1,319,665
MODERATE	TARGET MARKET: <b>\$3,927,510</b>	28.0%	<b>\$1,099,720</b>
	RESIDUALS		<b><u>\$366,575</u></b>
	TOTAL		<b>\$1,466,295</b>
OPTIMISTIC	TARGET MARKET: \$3,927,510	30.7%	\$1,204,195
	RESIDUALS		<u>\$401,400</u>
	TOTAL		\$1,605,595

### GAS STATION: SALES POTENTIAL BETWEEN 4.40 ML AND 5.36 ML/YEAR

TABLE 4.2.2. – ASSESSMENT OF THE POTENTIAL BUSINESS SALES – GAS STATION			
SCENARIO	DEMAND - MARKET POTENTIAL (TM – FUEL PURCHASES IN LITERS/YEAR)	EST. MARKET SHARE	EST. ANNUAL FUEL SALES (LITERS/YEAR)
CONSERVATIVE	TARGET MARKET: 6,473,177 L/YEAR	38.8%	2,510,659 L
	RESIDUALS		<u>1,894,006 L</u>
	TOTAL		4,404,665 L
MODERATE	TARGET MARKET: <b>6,473,177 L/YEAR</b>	43.1%	<b>2,789,623 L</b>
	RESIDUALS		<b><u>2,104,452 L</u></b>
	TOTAL		<b>4,894,075 L</b>
OPTIMISTIC	TARGET MARKET: 6,473,177 L/YEAR	47.1%	3,054,636 L
	RESIDUALS		<u>2,304,374 L</u>
	TOTAL		5,359,010 L

### LOW IMPACT OF THE NEW GAS STATION ON THE COMPETITION

- The new gas station on the Site would likely be felt across Charlottetown's overall gas station network more than its direct competitors (Petro-Canada and Irving on Rd 2), as it primarily serves a distinct traffic flow.



## COFFEE-DONUT QSR: SALES POTENTIAL BETWEEN \$1.57 M AND \$1.90 M/YEAR

TABLE 4.3.3 - ASSESSMENT OF THE POTENTIAL BUSINESS SALES COFFEE-DONUT NATIONAL QSR BRAND WITH DRIVE-THRU			
SCENARIO	DEMAND - MARKET POTENTIAL (TM \$ ANNUAL SPENDING IN RESTAURANTS)	EST. MARKET SHARE	EST. ANNUAL \$ SALES
CONSERVATIVE	TARGET MARKET: \$9,432,045/YR RESIDUALS TOTAL	11.7%	\$1,098,594 <u>\$470,826</u> \$1,569,420
MODERATE	TARGET MARKET: \$9,432,045/YR RESIDUALS TOTAL	12.9%	\$1,220,660 <u>\$523,140</u> \$1,743,800
OPTIMISTIC	TARGET MARKET: \$9,432,045/YR RESIDUALS TOTAL	14.1%	\$1,330,520 <u>\$570,225</u> \$1,900,745

## CAR WASH: SALES POTENTIAL BETWEEN \$84,000 AND \$103,000/YEAR

TABLE 4.3.4 — ASSESSMENT OF THE POTENTIAL BUSINESS SALES FOR TOUCHLESS AUTOMATED CARWASH				
SCENARIO: 1 BAY	ANNUAL TM DEMAND (TM \$ SPENDING IN CAR WASH)	EST. MARKET SHARE	EST. ANNUAL SALES	EST. NUMBER OF WASHES/YR
CONSERVATIVE	TARGET MARKET: \$67,430 RESIDUALS TOTAL	71.1%	\$47,945 <u>\$36,170</u> \$84,115	4,794 w <u>3,617 w</u> 8,411 w
MODERATE	TARGET MARKET: \$67,430 RESIDUALS TOTAL	79.0%	\$53,270 <u>\$40,185</u> \$93,455	5,327 w <u>4,019 w</u> 9,346 w
OPTIMISTIC	TARGET MARKET: \$67,430 RESIDUALS TOTAL	86.5%	\$58,330 <u>\$44,005</u> \$102,335	5,833 w <u>4,401 w</u> 10,234 w

## 5. KEY HIGHLIGHTS AND CONCLUSION

**Site & Project:** High-quality, visible, and well-positioned Site on a main thoroughfare in northern Charlottetown with strong commercial potential. Excellent traffic exposure and broad trade area reach. Ideal for a gas station and multiservice centre development catering to both local and transiting motorists.

**Target Market (TM):** Northern Charlottetown (north of Hwy 1) and surrounding rural areas; mix of residents and significant workforce from nearby business and industrial parks. TM mixed population is growing and the trend is expected to continue in the future with planned urban expansion in the PM.

**Traffic & Accessibility:** Brackley Point Rd/Sherwood Rd roundabout sees an AADT of 15,300 vehicles/day (SADT of 19,100 vehicles/day) with a 13% increase over the last 5 years; Site highly accessible for commuters, workers, airport passengers and transiting traffic (non-local residents, tourists-vacationers traveling back and forth to the northern shores of PEI).

**Competition:** No gas stations, C-Stores, restaurants, or car washes exist north of Hwy 1 along Brackley Point Rd for 10 km. Minimal within TM with only 2 competitors (Petro-Canada, Irving) located on a different road (Malpeque Rd-Rd 2) at 3.2 and 3.7 km respectively serving distinct traffic. Nearest gas station located outside TM south of Hwy 1 is 3.1 km from the Site.

### Market Gaps:

- Gas stations: Underserved TM; existing distant 2 TM sites show strong average sales performance vs provincial average, 5.7 ML/yr vs 2.7 ML respectively and even higher vs nearest 6 Charlottetown non-TM nearest sites (5.1 ML). Overall fuel sales for the 8 nearest gas stations surveyed in Charlottetown increased by 19% over the past 5 years vs a decline of 8.6% in the province.
- C-Stores: Significant supply shortage with population-to-establishment ratio 103% above provincial average.
- Restaurants: Shortage with population-to-establishment ratio 170% higher than provincial average.
- Car washes: None in TM; nearest over 4 km away.

**Impact on Competitors:** Minimal effect on existing gas station competitors due to distance and differing traffic patterns.

**Growth Potential:** PM designated for urban expansion, likely increasing traffic and demand for proximity retail services.

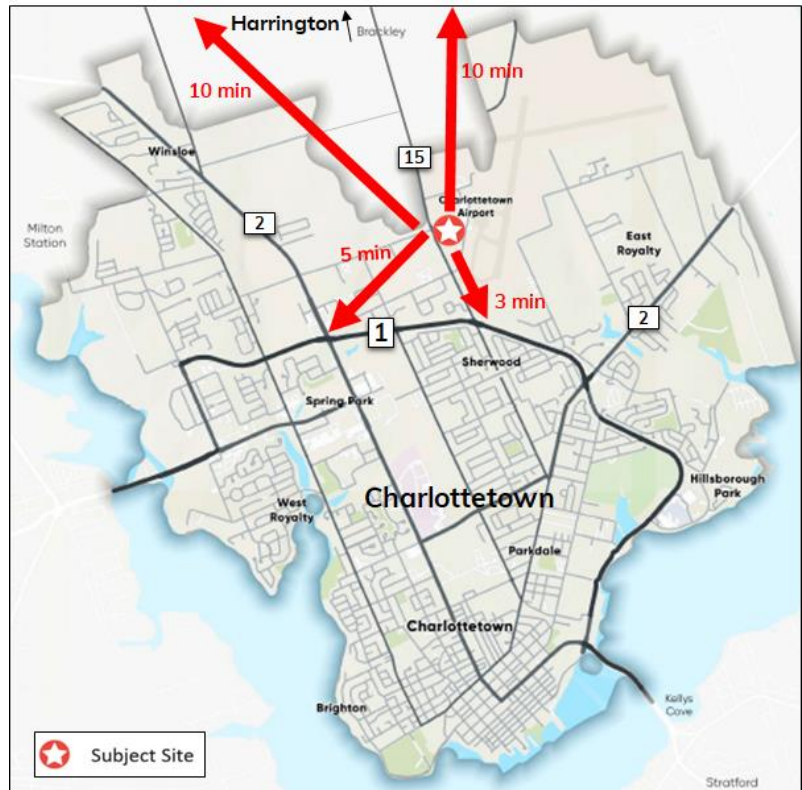
**Conclusion:** The proposed gas station in a multiservice centre addresses clear gaps in essential services for commuters, workers, residents, and travellers, capturing unmet TM demand and benefiting from increasing traffic and planned urban growth.

## APPENDIX 1 – METHODOLOGY

### TARGET MARKET

The following factors were used in defining the boundaries of the Target Market for the proposed convenience store with gas service and restaurant:

- Travel time by car: 3 min to the south, 5 min to the southwest and 10 min to the northwest and northeast.
- Roads network and traffic origin, travel habits of the target population and routes taken.
- Distance between competitors and the Site.
- Site location in relation with the target trade area.
- Location of competitors and commercial nodes in the trade area.
- Physical and natural barriers (e.g. Hwy 1 to the south and Charlottetown Airport to the east).



### RESEARCH METHODOLOGY

All of the following activities have been performed in this market study:

- Communication with the client.
- Field trips of the surrounding area and the Site.
- Research, field visit and evaluation of all surveyed retail outlets in the target market.
- Manual traffic counts done in front of the Site (cars) and competitors.
- Data collection and compilation (public and private sources).
- Statistical data analysis.
- Report writing.

## INFORMATION ON THE EVALUATION OF THE COMPETITION

The surveyed stores were assessed on a qualitative basis according to two sets of factors: quality of the Site and quality of the business. The final score for each site is converted to a weighted factor that is then used for estimating sales.

QUALITY OF SITE (ON 60)	
<b>TRAFFIC VOLUME (on 15)</b>	Est. AADT traffic counts (vehicles).
<b>ACCESSIBILITY/ TRAFFIC CONTROL (on 15)</b>	Location: street corner versus mid-block, Highway exits, Main Road, Secondary Road, Exit/entrance: number, width, street. Speed zone; traffic lights, stop, yellow blinking light, reserved lane for right or left turn; Constraints: median lane, one-way traffic, double lanes.
<b>VISIBILITY (on 10)</b>	Visibility distance to the site in each direction; Signage: presence of a low or high pylon, advertisement on Highway.
<b>SITE LAYOUT/ PARKING (On 10)</b>	Traffic flow on site; number of reserved spaces; proximity of the main building (in front, on the side, distant); common parking with shopping centre; on street parking.
<b>COMMERCIAL ATTRACTION (on 10)</b>	Type of environment surrounding the site (highway, residential, commercial, industrial); Type of commercial activity (Main Road, neighbourhood, shopping centre, Power Retail centre); Level of commercial activity (low, moderate, high), anchor stores.
QUALITY OF THE RETAIL OUTLET (ON 40) GAS STATION/FOOD STORE	
<b>CONCEPT/IMAGE (on 20)</b>	Vocation (highway, proximity, multi-service). National Banner or independent. Size of the site (lot, building, gas installation, etc.). Quality of the exterior and interior design of the outlet(s): building, layout for traffic flow, gas station canopy, gas pumps; interior design, age, condition.
<b>COMMERCIAL OFFER (on 20)</b>	Number of outlets on site; type of petroleum banner: national, regional, independent; Carwash; Post office; ABM; Fast food or family restaurants; etc. Offering quality (quantity and variety of items sold, hot food section, etc.). Number of persons at the counter (client service). Payment at gas pumps or not; Self-Service or service at gas pumps. Toilets (exterior door or inside). Business Hours.
QUALITY OF THE RESTAURANT (ON 40)	
<b>CONCEPT/IMAGE (on 20)</b>	Classic concept, fast casual, fast food restaurants, franchise, independent banner. Image and layout of restaurant.
<b>COMMERCIAL OFFER (on 20)</b>	Drive-thru and delivery services. Size and number of seats. Number of meals offered: breakfast, lunch, dinner.

## APPENDIX 2 – DEMOGRAPHICS

	PRIMARY MARKET	TARGET MARKET	CITY OF CHARLOTTETOWN	PEI
<b>Population</b>				
2019	1,961	3,215	37,180	147,477
2024	2,152	3,466	41,127	179,280
% pop. change 2019-2024	+9.7%	+7.8%	+10.6%	+21.6%
<b>Dwellings</b>				
Number	807	1,308	18,364	64,570
Average number of persons per household	2.51	2.71	2.20	2.3
<b>Age (%)</b>				
0-24 years	31.9	30.9	29.2	16.2
25-44 years	26.1	24.8	25.7	27.3
45-54 years	13.3	13.9	11.6	14.6
55-64 years	12.3	14.1	12.5	17.3
65 years +	16.4	16.3	21.0	24.6
Avg. age of population	39.7	40.6	42.4	43.1
<b>Mother Tongue (%)</b>				
English	89.2	89.6	80.8	96.7
French	0.8	1.1	1.9	3.3
Non-official	10.0	9.3	17.3	9.5
<b>Wealth</b>				
Avg. annual household income	\$106,164	\$103,760	\$83,400	\$87,900

SOURCE: STATISTICS CANADA CENSUS 2016, 2021, STATISTICS CANADA – QUARTERLY ESTIMATES 2024; ENVIRONICS;  
WORLDPOPULATIONREVIEW.COM/CANADIAN-CITIES/CHARLOTTETOWN; PEI STATISTICS BUREAU POPULATION PROJECTIONS -2023-2062.