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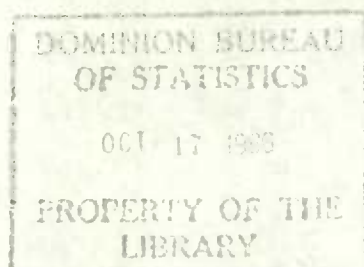
ANNUAL



# SHOPPING CENTRES IN CANADA

(Retail Trade)

1964



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# SHOPPING CENTRES IN CANADA

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This publication is the result of the ninth annual survey of retail outlets in shopping centres throughout Canada. The results obtained from these surveys indicate that the growth of suburban retailing complexes has become one of the most important developments in retailing today. In 1957, approximately 2.5 per cent of all retailing activity took place in shopping centres; by 1964, the percentage had risen to 7.9 per cent.

## Definition

For the purpose of this survey, a shopping centre is defined as follows:

"A group of stores which are planned, developed and designed as a unit. It must contain a minimum of five retail establishments in operation during any part of the current year. The centre must have a minimum of 20 thousand square feet of usable parking area adjacent to the shopping centre. The parking facilities must be free of charge to the customers of that centre. For merchandising developments with paved parking areas of 20 thousand to 50 thousand square feet, the ratio of parking area to gross ground floor area must be 1.5 to 1 or better. The retail development must contain either a grocery and combination store, a department store or a chain variety store. While a shopping centre is usually designed as a single project, all establishments do not necessarily have to be leased from a single (private or collective) ownership. A retail establishment may own the building and the land on which it is situated but still be fully integrated with the centre. A shopping centre usually bears a name and, as a rule, matters of common interest to the tenants, such as children's playground, community activities, parking, etc., originate from one authority."

As in all previous publications, shopping centres are stratified on the basis of the number of retail establishments operating within the centre.

Type A—Shopping centres with 5 to 15 retail establishments

Type B—Shopping centres with 16 to 30 retail establishments

Type C—Shopping centres with more than 30 retail establishments

## Collection

The collection of shopping centre data was effected in three general stages.

1. Information on new shopping centre developments was obtained through such sources as municipal authorities, chain store organizations, newspapers, trade magazines, etc.
2. Current listings of retail establishments within shopping centres, as well as information on gross floor area and parking area, were obtained primarily from the lessors of these centres.
3. Information on sales was obtained directly from the retail establishments within the shopping centres.

## Summary of Results

During 1964, there was an increase of 31 shopping centres in operation throughout Canada. This increase was slightly off-set by the loss of 8 former shopping centres which failed to meet the requirements of the shopping centre definition. The net result was an increase of 23 shopping centres, raising the total from 346 in 1963 to 369 in 1964.

Retail Trade within Shopping Centres, 1956 - 64

	Stores				Sales			
	Independent <sup>1</sup>	Department	Chain	Total	Independent <sup>1</sup>	Department	Chain	Total
1956 .....	447	11	418	876	32,551,660	56,088,469	148,861,699	237,501,828
1957 .....	699	16	574	1,289	62,470,597	68,680,373	234,172,065	365,323,035
1958 .....	976	20	726	1,722	82,525,311	84,114,677	301,808,349	468,448,337
1959 .....	1,459	26	1,018	2,503	114,740,128	113,736,507	399,242,538	627,719,173
1960 .....	1,851	29	1,361	3,241	141,749,425	127,228,186	527,026,884	796,004,495
1961 .....	2,327	37	1,597	3,961	193,249,541	172,717,592	628,240,037	994,207,170
1962 .....	2,553	48	1,713	4,314	236,369,397	213,349,391	722,393,398	1,172,112,186
1963 .....	2,792	50	1,803	4,645	288,284,811	248,407,616	803,496,312	1,340,188,739
1964 .....	3,018	61	1,920	4,999	322,875,906	345,359,032	919,661,533	1,587,896,471

<sup>1</sup> Includes discount department stores.

Practically all of the "new" shopping centres (29 of the 31) were of the type A or "neighbourhood" variety. The remaining two shopping centres were equally divided—1 type B centre and 1 type C. All 8 centres which were dropped from the survey were classified in 1963 as type A shopping centres.

The term "new" as used above refers to a shopping complex which meets all the requirements of the definition as stated above. This does not necessarily imply that the actual construction and operation of the shopping centre commenced in 1964. Many of the 31 new shopping centres in 1964, for example, were in operation during 1963, but did not meet all the requirements of the definition during that year.

Changes in the number of retail outlets within shopping centres caused a number of shifts in the classification of existing shopping centres. In total, 7 type A centres were reclassified to type B while 6 type B shopping centres were shifted back to the type A classification. In the larger-sized shopping centres, 5 type B centres increased their number of retail outlets and were reclassified to the type C category, whereas 1 type C centre fell below the required 30 outlets and was reclassified to the type B category.

The following tables show (1) a comparison of the number of shopping centres in existence during 1963 and 1964 by province and by type of centre and (2) an analytic description of the three types of shopping centres—number of retail outlets, gross floor area and parking area.

Number of Shopping Centres in Canada, 1964, by Province and by Type

Province	Type A		Type B		Type C		Total	
	1963	1964	1963	1964	1963	1964	1963	1964
Newfoundland .....	—	—	1	1	—	—	1	1
Nova Scotia .....	3	6	3	1	—	1	6	8
New Brunswick .....	2	2	—	—	—	—	2	2
Quebec .....	36	38	27	24	3	6	66	68
Ontario .....	122	120	32	36	14	14	168	170
Manitoba .....	7	9	1	1	1	1	9	11
Saskatchewan .....	8	10	2	2	—	—	10	12
Alberta .....	33	40	2	2	3	4	38	46
British Columbia .....	39	45	4	3	3	3	46	51
Canada .....	250	270	72	70	24	29	346	369

Area Statistics of Shopping Centres, 1964

Type of shopping centre	Range		Measures of central tendency	
	Minimum	Maximum	Average	Median
Type A (5-15 retail stores):				
Number of retail stores .....	5	15	9	8
Gross floor area (sq. ft.) <sup>1</sup> .....	9,000	199,077	53,554	42,780
Parking area (sq. ft.) .....	20,000	900,000	146,176	105,852
Type B (16-30 retail stores):				
Number of retail stores .....	16	30	22	21
Gross floor area (sq. ft.) <sup>1</sup> .....	64,064	437,286	167,307	147,200
Parking area (sq. ft.) .....	63,780	1,547,856	463,697	370,000
Type C (30 or more retail stores):				
Number of retail stores .....	31	71	38	33
Gross floor area (sq. ft.) <sup>1</sup> .....	199,086	1,120,357	426,195	385,000
Parking area (sq. ft.) .....	235,964	2,439,160	963,082	874,463

<sup>1</sup> Includes gross floor area of all premises—retail, service, offices, etc.



The 369 shopping centres in operation during 1964 had a total sales volume of \$1,587,896,471. This is an increase of \$247,707,732 or 18.5 per cent over the previous year. The net addition of the new shopping centres during 1964 accounted for \$116,261,657 or 46.9 per cent of the increase, while the remaining \$131,446,075 or 53.1 per cent was due to an increase in the number of stores in existing

shopping centres as well as increased sales in the retail establishments which were in operation prior to 1964.

The following table contains in capsule form the basic information on the economic organization of retail trade within shopping centres during 1964.

**Economic Organization of Retail Trade within Shopping Centres, Canada, 1964, by Type**

	Type A	Type B	Type C	Total
Number of shopping centres .....	270	70	29	369
Number of stores:				
Independent <sup>1</sup> .....	1,685	827	567	3,079
Chain .....	667	711	542	1,920
<b>Totals</b> .....	<b>2,352</b>	<b>1,538</b>	<b>1,109</b>	<b>4,999</b>
Sales:				
Independent <sup>1</sup> .....	\$ 180,710,375	132,382,088	335,142,475	668,234,938
Chain .....	\$ 372,176,756	309,344,359	238,140,148	919,661,533
<b>Totals</b> .....	<b>\$ 552,887,131</b>	<b>461,726,447</b>	<b>573,282,893</b>	<b>1,587,896,471</b>

<sup>1</sup> Includes traditional and discount department stores.

It is not surprising that, although the majority of shopping centres in Canada are of the neighbourhood variety (73.2 per cent), these centres account for only 34.8 per cent of the total retail sales in all shopping centres. On the other hand, the 29 type C shopping centres (7.8 per cent) account for 36.1 per cent of the total sales. The importance of regional centres, which is out of proportion to their number, is attributable in large measure to the

heavy concentration of suburban department store outlets in such centres. The 28 department store outlets in type C centres accounted for \$268,166,384 or 46.8 per cent of all sales in these centres.

All trades represented in shopping centres continued to experience substantial gains in sales volume, ranging from 39.0 per cent for department stores to 7.7 per cent for hardware stores.

**Sales by Selected Kinds of Business within Shopping Centres, 1964**

Kind of business	Sales		Change 1964/63
	1963	1964	
	dollars		%
Grocery and combination stores .....	569,550,164	634,869,532	+ 11.5
Other food and beverage stores .....	75,299,682	94,666,730	+ 25.7
Department stores .....	248,407,616	345,359,032	+ 39.0
Variety stores .....	76,425,242	87,389,933	+ 14.3
Garages and service stations .....	9,041,306	11,125,655	+ 23.0
Men's clothing stores .....	24,627,159	29,482,969	+ 19.7
Family clothing stores .....	14,708,806	18,305,823	+ 24.5
Women's clothing stores .....	52,724,635	58,882,264	+ 11.7
Shoe stores .....	30,569,966	34,484,238	+ 12.8
Hardware stores .....	25,222,133	27,167,737	+ 7.7
Furniture, appliance and radio stores .....	17,942,443	22,428,896	+ 25.0
Restaurants .....	24,440,597	27,860,183	+ 14.0
Drug stores .....	54,816,370	64,699,049	+ 18.0
Jewellery stores .....	9,232,970	10,955,172	+ 18.7
Miscellaneous stores <sup>1</sup> .....	107,179,650	120,219,258	+ 12.2
<b>Totals, all trades</b> .....	<b>1,340,188,739</b>	<b>1,587,896,471</b>	<b>+ 18.5</b>

<sup>1</sup> Includes discount department stores.

The following table describes the percentage distribution of stores and sales in shopping centres by trades for 1963 and 1964.

Although grocery and combination stores continue to dominate retailing in shopping centres, with 40.0 per cent of total sales, there has been a fairly consistent downward trend in their importance.

In 1961, 44.6 per cent of all retail sales in shopping centres were made by this trade; by 1962, the proportion had dropped to 43.8 per cent, and it continued to drop in 1963 to 42.5 per cent. On the other hand, the department stores' share of the total shopping centre market has risen from 17.4 per cent in 1961 to 21.7 per cent in 1964.

Percentage Distribution of Stores and Sales in Shopping Centres, 1963 and 1964

Kind of business	Stores		Sales	
	1963	1964	1963	1964
Grocery and combination stores .....	8.7	8.4	42.5	40.0
Other food and beverage stores .....	10.6	11.2	5.6	6.0
Department stores .....	1.1	1.2	18.5	21.7
Variety stores .....	5.2	4.9	5.7	5.5
Garages and service stations .....	1.5	1.7	0.7	0.7
Men's clothing stores .....	5.2	5.1	1.8	1.8
Family clothing stores .....	1.4	1.6	1.1	1.1
Women's clothing stores .....	11.2	10.9	3.9	3.7
Shoe stores .....	8.4	8.2	2.3	2.2
Hardware stores .....	5.0	4.8	1.9	1.7
Furniture, appliance and radio stores .....	3.2	3.4	1.4	1.4
Restaurants .....	6.5	6.5	1.8	1.8
Drug stores .....	6.7	6.7	4.1	4.1
Jewellery stores .....	2.9	2.9	0.7	0.7
Miscellaneous stores <sup>1</sup> .....	22.4	22.5	8.0	7.6
<b>Totals, all trades .....</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

<sup>1</sup> Includes discount department stores.

Sales made by retail stores located in shopping centres during 1964 accounted for approximately 7.9 per cent of total retail trade in Canada, an increase of 11.3 per cent over the previous year. A more realistic appraisal of the growth of shopping centres, however, can be obtained by comparing the sales volume of shopping centre stores with total sales

of similar kinds of business. If trades not common to shopping centres, such as general stores, motor vehicle dealers, lumber and building material dealers, used car dealers, etc., are excluded, shopping centre sales in 1964 accounted for 10.7 per cent of all retail trade, compared with 9.6 per cent in 1963.

Percentage of Shopping Centre Sales to Total Retail Sales by Regions, 1964

Province	Provincial retail sales <sup>1</sup>	Shopping centres	
		Sales	Percentage of total sales
	dollars		%
Atlantic Provinces <sup>2</sup> .....	1,199,626,000	57,407,188	4.8
Quebec .....	4,007,771,000	308,509,658	7.7
Ontario .....	5,776,796,000	813,374,005	14.1
Prairie Provinces .....	2,350,887,000	232,703,594	9.9
British Columbia .....	1,496,472,000	195,902,026	13.1
<b>Totals .....</b>	<b>14,831,552,000</b>	<b>1,587,896,471</b>	<b>10.7</b>

<sup>1</sup> Excludes the sales of the following trades: general stores (except Newfoundland), motor vehicle dealers, lumber and building materials dealers, used car dealers (except Ontario), farm implement dealers and other farm stores.

<sup>2</sup> Except Prince Edward Island.



**TABLE 1. Retail Sales in Shopping Centres, Canada, by Type of Shopping Centre and by Kind of Business, 1964**

Kind of business	Type A			Type B		
	Independent	Chain	All stores	Independent	Chain	All stores
	dollars					
Grocery and combination stores .....	44,294,448	290,940,251	335,234,699	<sup>1</sup>	<sup>1</sup>	193,101,453
Other food and beverage stores .....	9,104,375	26,919,595	36,023,970	5,646,212	23,311,799	28,958,011
Department stores .....	18,110,348	—	18,110,348	59,082,300	—	59,082,300
Variety stores .....	<sup>1</sup>	<sup>1</sup>	25,887,430	<sup>1</sup>	<sup>1</sup>	33,700,108
Garages and service stations .....	7,281,635	747,955	8,029,590	<sup>1</sup>	<sup>1</sup>	1,493,941
Men's clothing stores .....	5,363,931	810,611	6,174,542	5,567,436	5,088,155	10,655,591
Family clothing stores .....	2,261,088	2,641,890	4,902,978	2,848,491	4,579,899	7,428,390
Women's clothing stores .....	4,175,193	6,601,609	10,776,802	6,457,532	13,785,136	20,242,668
Shoe stores .....	2,926,166	5,209,146	8,135,312	1,688,639	11,277,397	12,966,036
Hardware stores .....	8,315,622	1,054,057	9,369,679	4,649,538	4,408,074	9,057,612
Furniture, appliance and radio stores .....	4,914,527	656,102	5,570,629	3,924,703	2,449,278	6,373,981
Restaurants .....	10,029,748	—	10,029,748	9,011,935	692,670	9,704,605
Drug stores .....	28,820,575	7,598,541	36,419,116	10,691,496	7,787,734	18,479,230
Jewellery stores .....	<sup>1</sup>	<sup>1</sup>	1,847,035	<sup>1</sup>	<sup>1</sup>	3,047,162
Miscellaneous <sup>2</sup> .....	30,832,736	5,542,517	36,375,253	34,573,315	12,862,044	47,435,359
<b>Totals, all trades .....</b>	<b>180,710,375</b>	<b>372,176,756</b>	<b>552,887,131</b>	<b>152,382,088</b>	<b>309,344,359</b>	<b>461,726,447</b>
	Type C			Total		
	Independent	Chain	All stores	Independent	Chain	All stores
	dollars					
Grocery and combination stores .....	<sup>1</sup>	<sup>1</sup>	106,533,380	49,589,598	585,279,934	634,869,532
Other food and beverage stores .....	3,972,657	25,712,092	29,684,749	18,723,244	75,943,486	94,666,730
Department stores .....	268,166,384	—	268,166,384	345,359,032	—	345,359,032
Variety stores .....	—	27,802,395	27,802,395	2,846,634	84,543,299	87,389,933
Garages and service stations .....	<sup>1</sup>	<sup>1</sup>	1,602,124	9,138,240	1,987,415	11,125,655
Men's clothing stores .....	5,676,556	6,976,280	12,652,836	16,607,923	12,875,046	29,482,969
Family clothing stores .....	2,795,537	3,178,918	5,974,455	7,905,116	10,400,707	18,305,823
Women's clothing stores .....	12,057,167	15,805,627	27,862,794	22,689,892	36,192,372	58,882,264
Shoe stores .....	2,806,860	10,576,030	13,382,890	7,421,665	27,062,573	34,484,238
Hardware stores .....	1,196,803	7,543,643	8,740,446	14,161,963	13,005,774	27,167,737
Furniture, appliance and radio stores .....	5,403,784	5,080,502	10,484,286	14,243,014	8,185,882	22,428,896
Restaurants .....	6,922,628	1,203,202	8,125,830	25,964,311	1,895,872	27,860,183
Drug stores .....	6,549,796	3,250,907	9,800,703	46,061,867	18,637,182	64,699,049
Jewellery stores .....	1,841,915	4,219,060	6,060,975	5,567,310	5,387,862	10,955,172
Miscellaneous <sup>2</sup> .....	16,549,078	19,859,568	36,408,646	81,955,129	38,264,129	120,219,258
<b>Totals, all trades .....</b>	<b>335,142,475</b>	<b>238,140,418</b>	<b>573,282,893</b>	<b>668,234,938</b>	<b>919,661,533</b>	<b>1,587,896,471</b>

<sup>1</sup> Indicates figures withheld to avoid disclosing individual operations but included in totals.

<sup>2</sup> Includes discount department stores.

**TABLE 2. Number of Stores in Shopping Centres, Canada, by Type of Shopping Centre and by Kind of Business 1964**

Kind of business	Type A			Type B		
	Independent	Chain	All stores	Independent	Chain	All stores
	number					
Grocery and combination stores .....	74	223	297	10	75	85
Other food and beverage stores .....	206	85	291	76	85	161
Department stores .....	12	—	12	21	—	21
Variety stores .....	36	81	117	2	86	88
Garage and Service stations .....	61	6	67	7	3	10
Men's clothing stores .....	82	11	93	57	36	93
Family clothing stores .....	27	13	40	12	11	23
Women's clothing stores .....	95	62	157	91	115	206
Shoe stores .....	71	93	164	22	123	145
Hardware stores .....	147	11	158	44	19	63
Furniture, appliance and radio stores .....	64	4	68	35	16	51
Restaurants .....	193	—	193	76	3	79
Drug stores .....	183	45	228	44	29	73
Jewellery stores .....	55	2	57	42	11	53
Miscellaneous <sup>1</sup> .....	379	31	410	288	99	387
<b>Totals, all trades .....</b>	<b>1,685</b>	<b>667</b>	<b>2,352</b>	<b>827</b>	<b>711</b>	<b>1,538</b>
	Type C			Total		
	Independent	Chain	All stores	Independent	Chain	All stores
	number					
Grocery and combination stores .....	2	36	38	86	334	420
Other food and beverage stores .....	48	61	109	330	231	561
Department stores .....	28	—	28	61	—	61
Variety stores .....	—	41	41	38	208	246
Garages and services stations .....	4	3	7	72	12	84
Men's clothing stores .....	38	32	70	177	79	256
Family clothing stores .....	8	7	15	47	31	78
Women's clothing stores .....	93	90	183	279	267	546
Shoe stores .....	24	78	102	117	294	411
Hardware stores .....	7	10	17	198	40	238
Furniture, appliance and radio stores .....	26	25	51	125	45	170
Restaurants .....	48	5	53	317	8	325
Drug stores .....	19	15	34	246	89	335
Jewellery stores .....	18	18	36	115	31	146
Miscellaneous <sup>1</sup> .....	204	121	325	871	251	1,122
<b>Totals, all trades .....</b>	<b>567</b>	<b>542</b>	<b>1,109</b>	<b>3,079</b>	<b>1,920</b>	<b>4,999</b>

<sup>1</sup> Includes discount department stores.

TABLE 3. Retail Sales in Shopping Centres, by Provinces and Kind of Business 1964

Kind of business	Canada	Quebec	Ontario	Alberta	British Columbia	Other provinces <sup>1</sup>
	dollars					
Grocery and combination stores .....	634,869,532	145,784,097	314,952,284	55,654,168	66,252,177	52,226,806
Other food and beverage stores .....	94,666,730	4,186,966	55,523,651	12,768,946	9,821,162	12,366,005
Department stores .....	345,359,032	37,202,768	171,715,439	52,346,336	60,980,748	23,113,741
Variety stores .....	87,389,933	23,807,864	41,647,741	6,889,619	4,837,514	10,207,195
Garages and service stations .....	11,125,655	716,451	3,824,064	2,667,920	2,334,966	1,582,254
Men's clothing stores .....	29,482,969	7,442,377	17,976,566	1,312,215	1,246,008	1,505,803
Family clothing stores .....	18,305,823	9,220,998	3,868,295	1,928,950	2,301,174	986,406
Women's clothing stores .....	58,882,264	14,062,961	32,629,045	3,344,757	4,544,823	4,300,678
Shoe stores .....	34,484,238	10,072,944	18,133,994	2,153,074	2,061,468	2,057,738
Hardware stores .....	27,167,737	11,712,397	10,692,172	1,307,272	2,135,807	1,320,089
Furniture, appliance and radio stores	22,428,896	1,241,365	15,567,091	1,886,716	1,033,127	2,700,597
Restaurants .....	27,860,183	5,948,563	14,465,617	2,224,544	2,894,552	2,326,907
Drug stores .....	64,699,049	12,718,176	32,506,215	6,099,663	7,933,791	5,441,204
Jewellery stores .....	10,955,172	1,934,827	6,078,752	691,227	1,216,977	1,003,389
Miscellaneous <sup>2</sup> .....	120,219,258	22,456,904	73,793,079	8,333,750	6,307,732	9,327,793
<b>Totals, all trades .....</b>	<b>1,587,896,471</b>	<b>308,509,658</b>	<b>813,374,005</b>	<b>159,614,157</b>	<b>175,902,026</b>	<b>130,496,625</b>

<sup>1</sup> Atlantic Provinces (except Prince Edward Island), Manitoba and Saskatchewan.<sup>2</sup> Includes discount department stores.



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