

# 2009 Community Profile

Town of Lakeshore

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# Town of Lakeshore



## Overview

Lakeshore comprises the largest land area of any municipality in the county at over 530 square kilometres. Lakeshore formally came into existence in 1999 as a result of a reorganization of Essex County. The Lakeshore area was settled in the 1700s primarily by the French. Today, a strong French influence remains with 18.6% of the population able to speak French, significantly higher than the 11.8% Ontario average. (Statistics Canada 2006 Census)

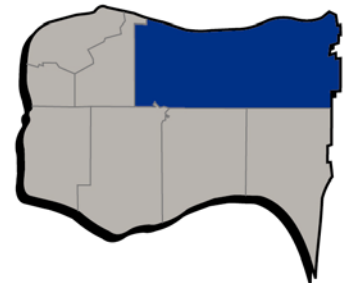
Communities that make up Lakeshore include:

Belle River	Comber	Byrnedale	Deerbrook	Elmstead
Emeryville	Haycroft	North Woodslee	Pike Creek	Pleasant Park
Puce	Ruscom Station	South Woodslee	St. Joachim	Stoney Point
Strange field	Lighthouse Cove	Tilbury North	Tilbury West	

The municipality is comprised of mixed rural and urban development in an area of 530.32 sq kilometres 53,032 hectares (131,044 acres) and has a current population of approximately 38,000 and 11,870 residential dwellings.

## Boundaries

The boundaries of Lakeshore are Essex Road 1 on the east (which is also the county line with Kent County), Lake St. Clair to the north, Manning Road (also known as County Road 19) to the west and County Road 8 to the south. This area represents the largest physical area of any single municipality in Essex County.



## Transportation Infrastructure

Lakeshore has the unique advantage of having Highway 401 bisect it cleanly from east to west and has six interchanges directly into Lakeshore. Highway 401 is also being widened to six lanes at both extreme ends of Lakeshore and construction will eventually make its entire length six lanes.

Three rail lines run through Lakeshore; however, these are primarily main lines (the most northerly is also used by Via Rail) and there is little interest in providing shunting services along either the northern CN or CP lines. The southern CN line, which also runs through Lakeshore, holds significant freight possibilities.

Lakeshore connects to the border via the E.C. Row Expressway and is only 25 minutes from any of the border crossings into the U.S.

## **Development**

### **Industrial**

The majority of Lakeshore's current industrial capacity is located along the County Road 22/Patillo Road corridor.

Aside from the major automotive supply manufacturers, such as Quality Safety Systems, Intier (a division of Magna) and Flex-N-Gate, there are a host of companies that span various other industrial sectors such as tool, die and mould, printing, pharmaceuticals and logistics.

The Town of Lakeshore contains a significant portion of the region's supply of vacant industrial land.

### **Commercial**

Due to the growth of the Town's residential areas, a great number of retail and other commercial opportunities are available. The Financial Post Canadian Demographics 2009 publication estimates that retail activity within the municipality is 54% below the national average. While there has been a significant growth in gross leaseable area over the past five years there continues to be substantial room to service an ever growing population in virtually every retail sub-sector.

Lakeshore also boasts more than 35 kilometers of shoreline along Lake St. Clair, making it an attractive location for tourism-related development.

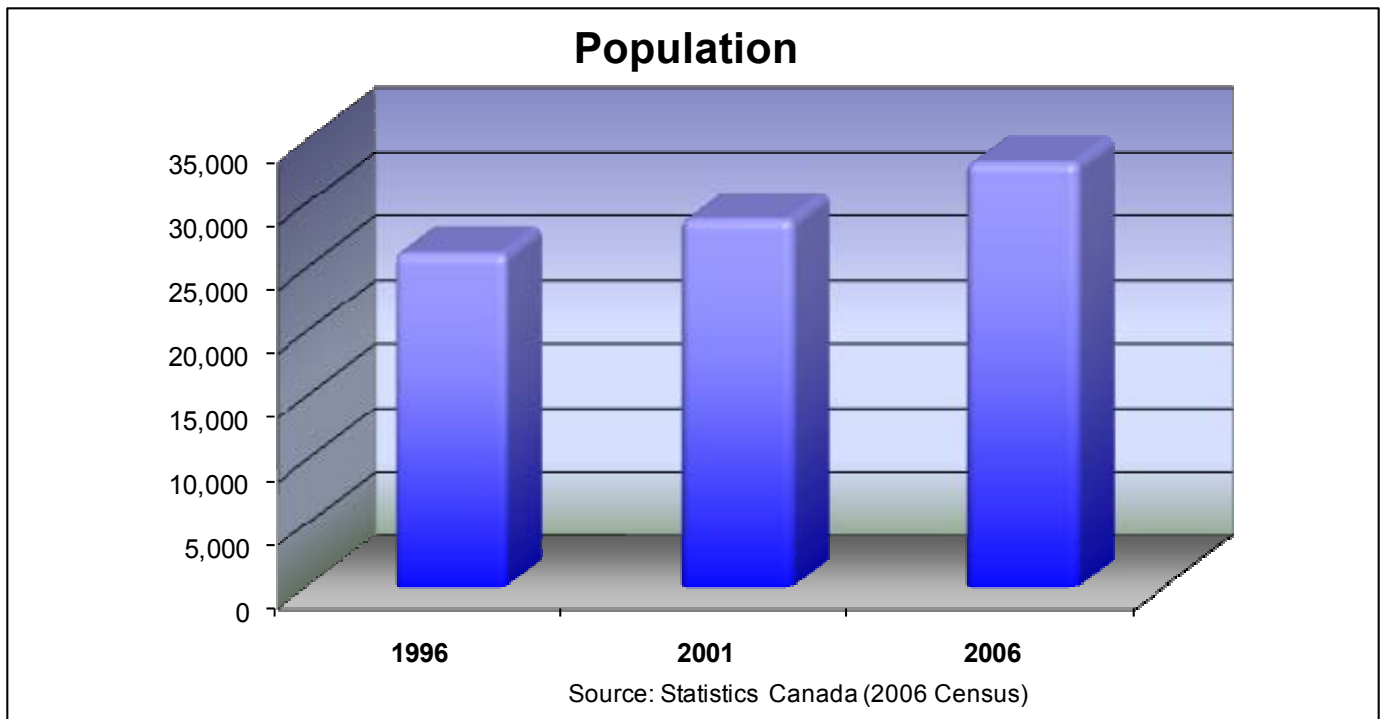
Favorable land acquisition prices in some areas will be attractive to individuals or organizations seeking a more suburban location for single or multi-tenant office developments.

### **Agricultural**

The vast majority of Lakeshore's land mass is dedicated to agricultural uses. Opportunities abound in the areas of agriculture-related technologies, processes and production. From cash crops to cattle farms and everything in between, you'll find it in Lakeshore.

## Population Characteristics

The Town of Lakeshore's population has increased rapidly, with a growth of 15.7% from 2001 to 2006 more than double the provincial change of 6.6% during the same time period.

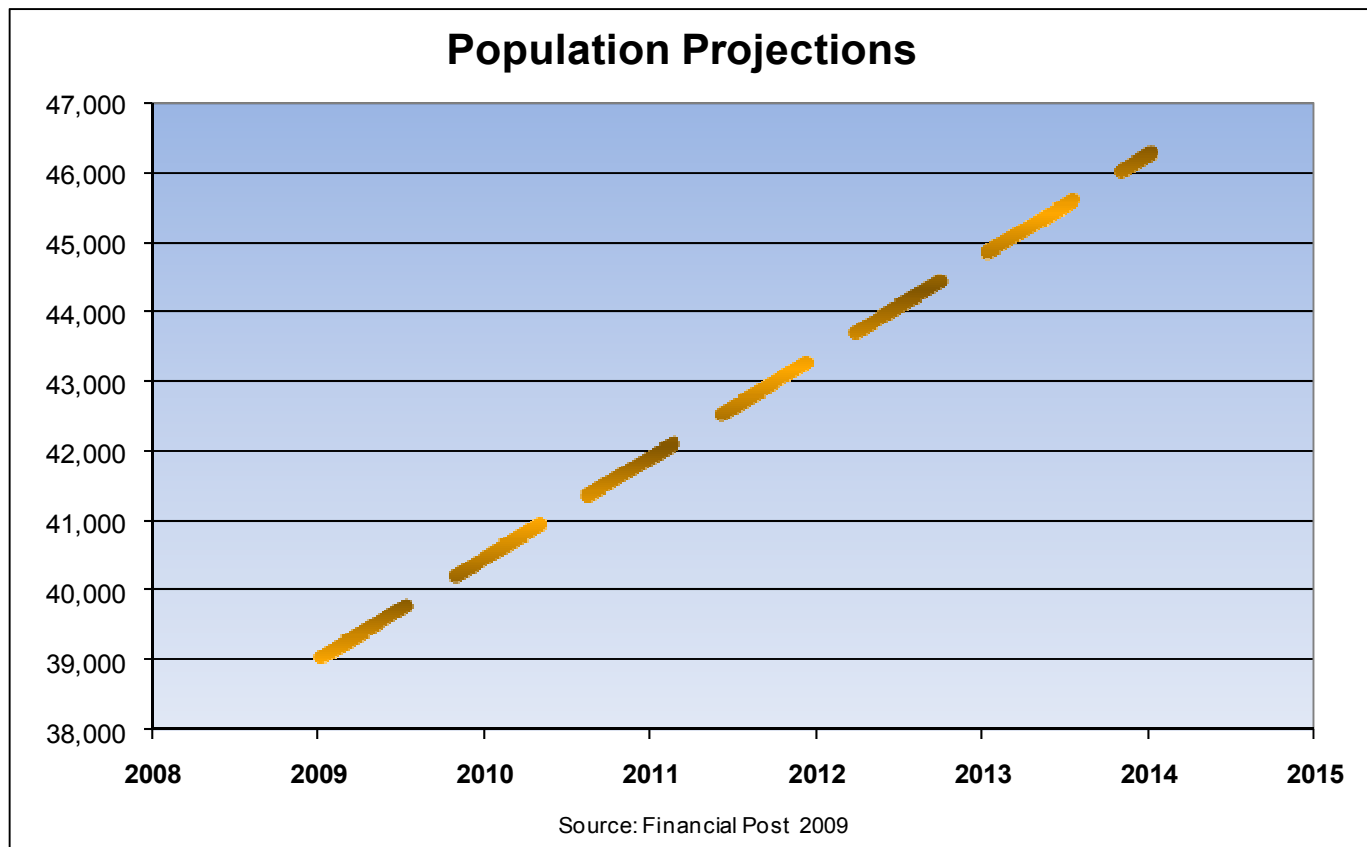


<b>Table 1: Population by Age</b>	<b>Male 2006</b>	<b>Female 2006</b>	<b>Total 2006</b>	<b>% of Total</b>
Total - All Persons	16,805	16,440	33,245	
0-4	1,125	1,035	2,160	6.50%
5-9	1,260	1,175	2,435	7.32%
10-14	1,320	1,235	2,555	7.69%
15-19	1,280	1,165	2,445	7.35%
20-24	955	860	1,815	5.46%
25-29	850	860	1,710	5.14%
30-34	1,020	1,195	2,215	6.66%
35-39	1,315	1,295	2,610	7.85%
40-44	1,510	1,515	3,025	9.10%
45-49	1,415	1,345	2,760	8.30%
50-54	1,265	1,240	2,505	7.53%
55-59	1,120	1,060	2,180	6.56%
60-64	825	790	1,615	4.86%
65-69	535	525	1,060	3.19%
70-74	420	420	840	2.53%
75-79	320	285	605	1.82%
75-79	170	260	430	1.29%
85+	95	190	285	0.86%

Source: Statistics Canada (2006 Census)

<b>Table 2: Population Projections</b>	<b>2009</b>	<b>2011</b>	<b>2014</b>	<b>Change %</b>
Population	39,094	41,989	46,338	18.53%
Number of households	13,886	15,178	17,112	23.23%

Source: Financial Post 2009



<b>Table 3: Population Density</b>	<b>2001</b>	<b>2006</b>	<b>2011* 10 Yr. Change</b>
Population	28,746	33,245	13.53%
Land area (sq. km)	530.67	530	-0.07%
Number of households	9,890	11,630	17.59%
Population density per sq. km	54	63	15.73%

Source: Statistics Canada (2006 Census) & Financial Post (2011) \* Projections

### **Ethnic Origin and Language Capabilities**

While the largest group of Lakeshore residents when asked, report their ethnic origin as simply Canadian, there is a large French population in the community.

According to the 2006 Census figures, 18.5% of Lakeshore residents are able to conduct a conversation in both English and French, a figure significantly higher than the Ontario average of 11.4%. The second most commonly spoken language in the town is Italian, followed by German.

<b>Table 4: Ethnic Origin</b>	<b>2001</b>	<b>% 2001</b>	<b>2006</b>	<b>% 2006</b>
Single responses	14,505		14,695	
Canadian	6,065	41.81%	4,525	30.79%
French	2,545	17.55%	2,365	16.09%
English	1,295	8.93%	1,390	9.46%
Italian	830	5.72%	1,170	7.96%
Irish	535	3.69%	655	4.46%
German	460	3.17%	555	3.78%
Scottish	525	3.62%	485	3.30%
East Indian	170	1.17%	385	2.62%
Polish	235	1.62%	295	2.01%
Dutch (Netherlands)	275	1.90%	235	1.60%
Other	1,570	10.82%	2,635	17.93%

Source: Statistics Canada (2006 Census)

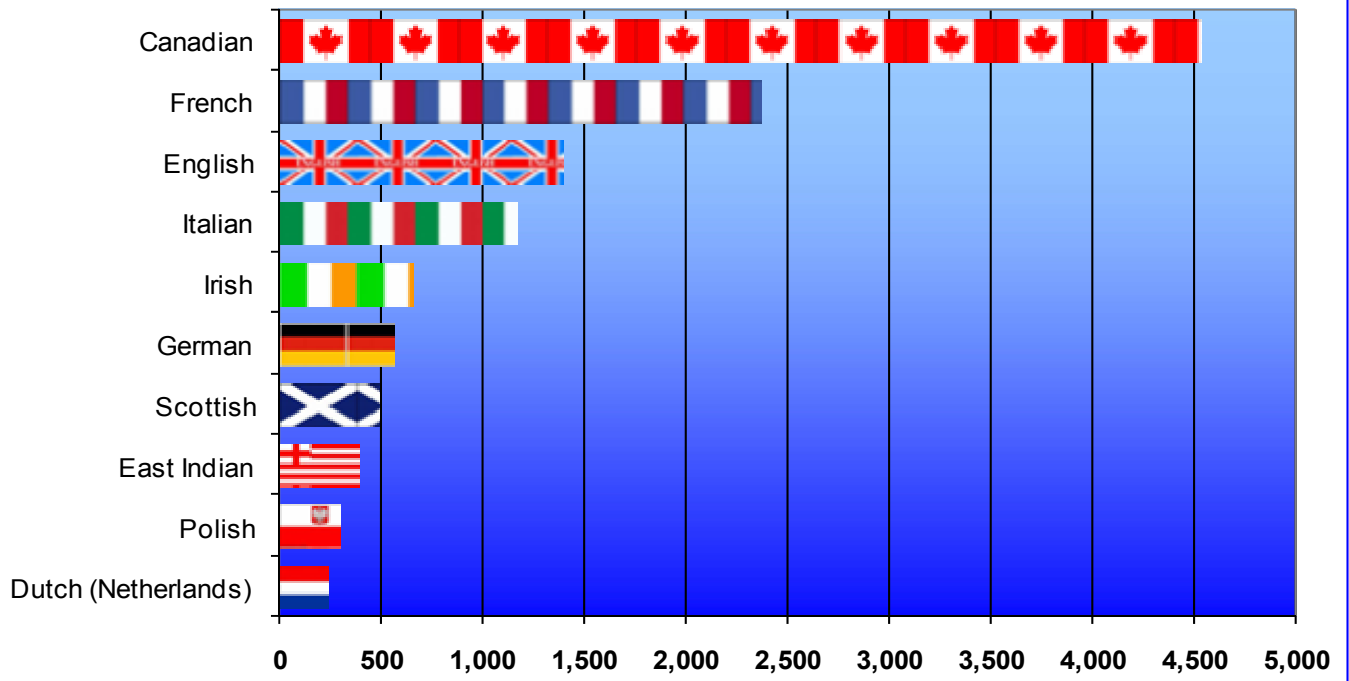
<b>Table 5: Knowledge of Official Languages</b>	<b>2001</b>	<b>2006</b>	<b>% 2006</b>
Total population	28,570	33,105	
English only	22,820	26,865	81.2%
English and French	5,600	6,110	18.5%
French only	100	45	0.1%
Non-English/French	45	85	0.3%

Source: Statistics Canada (2006 Census)

<b>Table 6: Knowledge of Non-Official Languages</b>	<b>2001</b>	<b>% 2001</b>	<b>2006</b>	<b>% 2006</b>
Italian	610	2.12%	905	3.15%
German	360	1.25%	440	1.53%
Polish	180	0.63%	250	0.87%
Spanish	110	0.38%	230	0.80%
Macedonian	90	0.31%	220	0.77%
Hungarian	85	0.30%	90	0.31%
Hindi	80	0.28%	125	0.43%
Arabic	55	0.19%	320	1.11%
Dutch	75	0.26%	120	0.42%
Croatian	70	0.24%	160	0.56%
Serbian	70	0.24%	215	0.75%

Source: Statistics Canada (2006 Census)

# Ethnic Origin



Source: Statistics Canada (2006)



Photo courtesy of the Town of Lakeshore



## **Education**

Almost half of the residents of the Town of Lakeshore have at least some post-secondary education. (Statistics Canada 2006 Census)

Not surprisingly, given the region's reputation as a center for high-tech manufacturing, the most common field of study for Lakeshore residents was Architecture, engineering, & related technologies, followed by Business, management & public administration.

<b>Table 7: Highest Level of Schooling</b>	<b>2006</b>	<b>% of Total</b>
Total population 15 years and over	25,975	100.00%
No certificate, diploma or degree	5,390	20.75%
<b>Certificate, diploma or degree</b>	20,575	79.21%
High school cert. or equivalent	8,080	31.11%
Apprenticeship or trades certificate or diploma	2,475	9.53%
<b>College, CEGEP or other non-university certificate or diploma</b>	5,550	21.37%
<b>University certificate, diploma or degree</b>	4,460	17.17%
University certificate or diploma below bachelor level	580	2.23%
University certificate or degree	3,875	14.92%
<b>Bachelor's degree</b>	2,260	8.70%
University certificate or diploma above bachelor level	675	2.60%
Degree in medicine, dentistry, veterinary medicine or optometry	220	0.85%
Master's degree	635	2.44%
Earned doctorate	70	0.27%

Source: Statistics Canada (2006 Census)

<b>Table 8: Major Field of Study</b>	<b>2006</b>	<b>% of Total</b>
Total population by major field of study	10,745	
Education	695	6.47%
Visual and performing arts, & communications technologies	185	1.72%
Humanities	285	2.65%
Social and behavioural sciences & law	1,150	10.70%
Business, management & public administration	2,080	19.36%
Physical & life sciences & technologies	235	2.19%
Mathematics, computer and information sciences	400	3.72%
Architecture, engineering, & related technologies	3,005	27.97%
Agriculture, natural resources & conservation	120	1.12%
Health, parks, recreation and fitness	1,785	16.61%
Personal, protective & transportation services	775	7.21%
Other fields of study	0	0.00%

Source: Statistics Canada (2006 Census)

## **Employment**

Lakeshore residents have historically experienced a lower level of unemployment than elsewhere in the Province with a 2006 unemployment rate of 4.4% for people over 25 years of age.

Demonstrating Lakeshore's concentration of manufacturing companies, over 27% of the Town's workforce are employed in the Manufacturing sector. Retail Trade accounts for over 9% of the employed workforce.

<b>Table 9: Employment by Industry Division</b>	<b>2001</b>	<b>2006</b>	<b>% 2006</b>
All industries	15,425	18,110	
Agriculture, forestry, fishing and hunting	550	405	2.24%
Mining & oil & gas extraction	40	35	0.19%
Utilities	120	170	0.94%
Construction	880	1,300	7.18%
Manufacturing	4,960	5,035	27.80%
Wholesale trade	455	565	3.12%
Retail trade	1,545	1,800	9.94%
Transportation and warehousing	855	860	4.75%
Information & cultural industries	160	200	1.10%
Finance and insurance	345	690	3.81%
Real estate & rental & leasing	155	235	1.30%
Professional, scientific & technical services	470	885	4.89%
Mgmt. of companies & enterprises	0	25	0.14%
Admin. & supp., waste mgmt. & remediation serv.	465	425	2.35%
Educational services	785	1,060	5.85%
Health care and social assistance	1,365	1,665	9.19%
Arts, entertainment and recreation	485	440	2.43%
Accommodation & food services	670	875	4.83%
Other services (except public administration)	695	730	4.03%
Public administration	435	715	3.95%

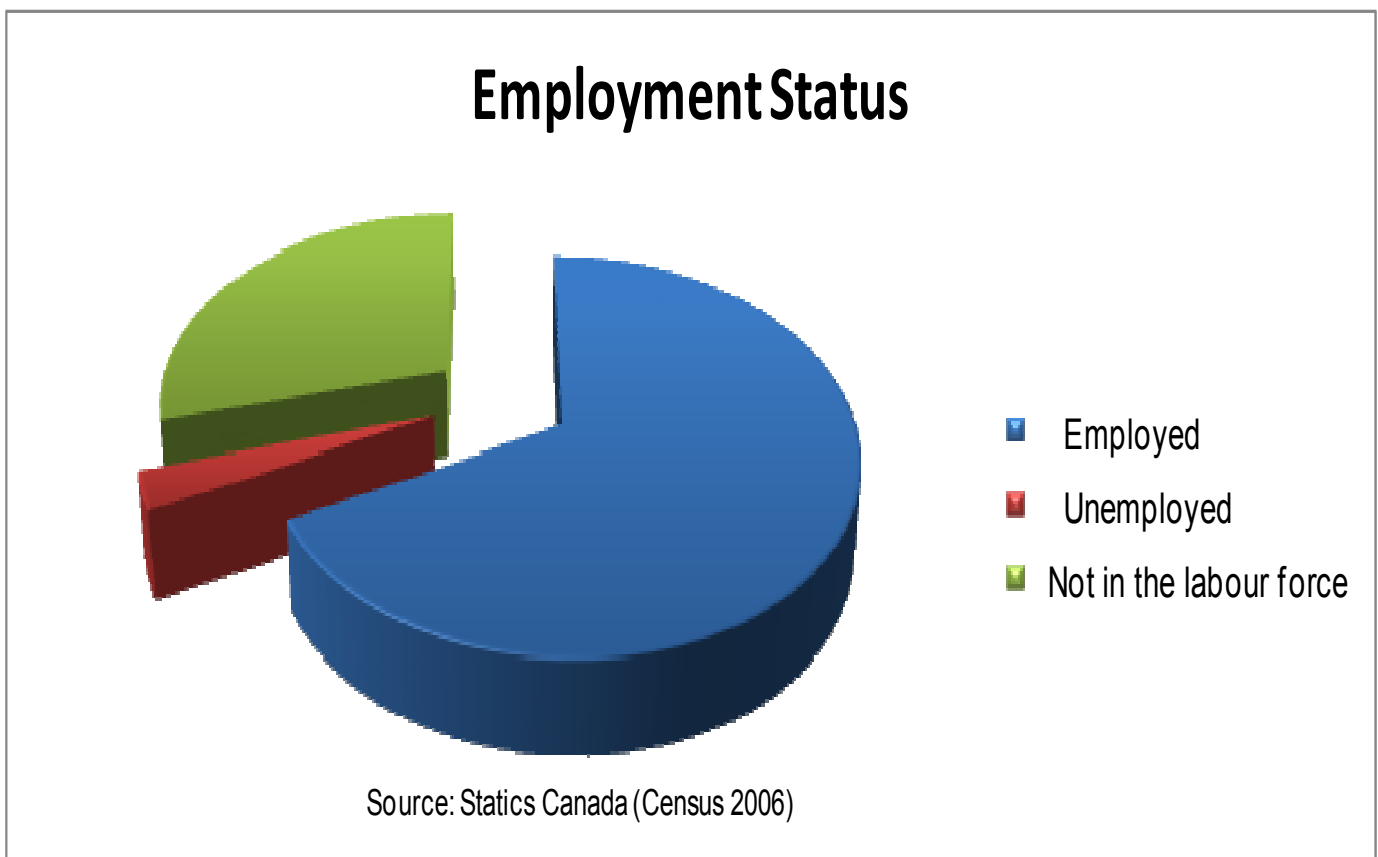
Source: Statistics Canada (2006 Census)

<b>Table 10: Occupation</b>	<b>2001</b>	<b>2006</b>	<b>% 2006</b>
Total labour force 15 yrs. & over	15,570	18,435	
All occupations	15,425	18,115	98.26%
Management occupations	1,660	1,760	9.55%
Business, finance and admin. occupations	2,270	2,670	14.48%
Natural & applied sciences & related occupations	520	890	4.83%
Health occupations	875	1,075	5.83%
Social science, education, gov. service & religion	745	1,235	6.70%
Art, culture, recreation and sport	155	270	1.46%
Sales and service occupations	3,030	3,710	20.12%
Trades, transport & equipment operators & related	2,920	3,570	19.37%
Occupations unique to primary industry	670	530	2.87%
Occupations unique to processing, mfg. & utilities	2,570	2,400	13.02%

Source: Statistics Canada (2006 Census) 20% Sample Data

<b>Table 11: Employment Status</b>	<b>2001</b>	<b>2006</b>
Population 25 years and over	18,370	21,705
In the labour force	12,885	15,355
Employed	12,510	14,685
Unemployed	380	675
Not in the labour force	5,485	6,350
Participation rate	70.10%	70.70%
Employment rate	68.10%	67.70%
Unemployment rate	2.90%	4.40%

Source: Statistics Canada (2006 Census)



## **Travel to Work**

The primary mode of transportation to and from work is in a car, truck or van as a driver. The number of people choosing to car pool has increased from 775 in 2001 to 1,035 in 2006 and the percentage of people cycling to work has increased by 50%.

More than half of Lakeshore residents work in Windsor and 21.5% of Lakeshore residents also work in Lakeshore. The connections between Lakeshore and the region's other communities can be seen in the Place of Work vs. Place of Residence table. This table shows the location of employment for people living in Lakeshore as well as the place of residence for people who work in Lakeshore.

<b>Table 12: Mode of Transportation</b>	<b>2001</b>	<b>% 2001</b>	<b>2006</b>	<b>% 2006</b>
Total Employed	13,475		15,710	
Car, truck, van, as driver	12,220	90.69%	14,175	90.23%
Car, truck, van, as passenger	775	5.75%	1,035	6.59%
Public transit	20	0.15%	45	0.29%
Walked	340	2.52%	315	2.01%
Bicycle	40	0.30%	60	0.38%
Motorcycle	0	0.00%	15	0.10%
Taxicab	0	0.00%	0	0.00%
Other method	45	0.33%	65	0.41%

Source: Statistics Canada (2006 Census)

<b>Table 13: Commuting</b>	<b>Total 2001</b>	<b>% 2001</b>	<b>2006</b>	<b>% 2006</b>
Total Employed	14,885	100.00%	17,405	100.00%
Usual Place of Work	12,525	84.15%	14,180	81.47%
In Lakeshore	2,360	15.85%	3,030	17.41%
In different community	10,175	68.36%	11,150	64.06%
In Essex County	9,090	61.07%	9,980	57.34%
Outside Essex County	1,085	7.29%	1,170	6.72%
At home	1,035	6.95%	1,165	6.69%
Outside Canada	375	2.52%	525	3.02%
No fixed workplace address	945	6.35%	1,530	8.79%

Source: Statistics Canada (2006 Census)

<b>Table 14: Place of Work &amp; Place of Residence</b>	<b>Place of Work for Lakeshore Residents</b>		<b>Place of Residence for Lakeshore Workers</b>	
	<b>Number</b>	<b>% of Total</b>	<b>Number</b>	<b>% of Total</b>
Municipality				
Amherstburg	70	0.50%	185	2.00%
Essex	565	4.01%	315	3.40%
Kingsville	195	1.38%	360	3.89%
Lakeshore	3,030	21.51%	3,030	32.70%
LaSalle	125	0.89%	240	2.59%
Leamington	230	1.63%	245	2.64%
Tecumseh	1,610	11.43%	870	9.39%
Windsor	7,175	50.94%	3,535	38.15%
Other	1,085	7.70%	485	5.23%
Total	14,085	100.00%	9,265	100.00%

Source: Statistics Canada (2006 Census)

## **Economic Indicators**

The following tables include various economic indicators that can be used to gauge trends in the community. The estimated average household income and per capita income are substantially above both the national and the provincial average, with almost 40% of all households having an income of over \$100,000. Per capita retail sales by businesses in the Municipality of Lakeshore were also significantly higher than the national average and are forecast to remain so.

Housing starts declined significantly from 2006 to 2008, a trend seen all over the region.

<b>Table 15: Income and Wealth Characteristics</b>	<b>2009*</b>
Average household income	\$105,129
% above or below national average	20.00%
Average family income	\$113,202
Per capita income	\$37,341
% of households with income \$100,000 or more.	38.63%
Disposable income / household	\$80,172
Total assets per household (2007)	\$281,821
Total liabilities per household (2007)	\$131,128
Average expenditures	\$96,271

Source: Financial Post Canadian Demographics 2009 \*Estimates

<b>Table 16: Retail Sales*</b>	<b>2009</b>	<b>2011</b>	<b>2014</b>
Total retail sales (\$ CDN)	\$222,600,000	\$250,790,000	\$294,750,000
Per capita retail sales (\$ CDN)	\$5,700	\$5,973	\$6,361
% above/below national average	-54%		

Source: Financial Post \*Projections

<b>Table 17: Housing Starts</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>% change</b>
Singles	206	114	104	-49.51%
Multiples	25	17	21	-16.00%
<b>Total</b>	<b>231</b>	<b>131</b>	<b>125</b>	<b>-45.89%</b>

Source: Canada Mortgage and Housing Corporation

<b>Table 18: Value of Building Permits (\$CDN)</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>
Institutional	\$45,570,480	\$5,625,000	\$0	\$55,000
Industrial	\$6,113,385	\$17,685,500	\$1,032,000	\$8,203,000
Commercial	\$4,545,520	\$3,607,340	\$3,712,900	\$12,524,050
<b>Total</b>	<b>\$56,229,385</b>	<b>\$26,917,840</b>	<b>\$4,744,900</b>	<b>\$20,782,050</b>

Source: Lakeshore Building Department

## **Business Costs**

The following tables show the municipal property tax rates for select land uses and the development charges applicable to new development in the Town of Lakeshore. The tax rates are multiplied by the assessed value of the property (determined by the Municipal Property Assessment Corporation) in order to determine the amount of property tax payable by the property owner. The development charge for a residential building is a fixed amount but the charges for industrial and commercial buildings depend on the size of the building.

<b>Table 19: Tax Rate</b>	<b>2008*</b>	<b>2009*</b>
Commercial	0.024662	0.02449920
Shopping Centre	0.026867	0.02669142
Industrial	0.039454	0.04021715
Large Industrial	0.054557	0.05561284

Source: Town of Lakeshore \* including school rates

<b>Table 20: Development Charges</b>	<b>Amount (\$ CDN)</b>
Single Family Detached	\$13,748 as of 1/1/2009
Industrial	\$2.51/SF as of 1/1/2009
Commercial (Retail)	\$5.76/SF as of 1/1/2009
Commercial (Non-Retail)	\$3.16/SF as of 1/1/2009

Source: Town of Lakeshore

## **Employers**

Please note, when referring to Tables 22 and 23, that Statistics Canada determines the location of companies by their mailing addresses, which results in some companies being classified as located in a community other than the one in which they are actually located. One consequence of this discrepancy, for the Town of Lakeshore, is that many companies (primarily in the Manufacturing sector) located near the Patillo Road/Highway 22 intersection, having Tecumseh addresses, are classified as part of the Town of Tecumseh when they are, in fact, located within the Town of Lakeshore.

<b>Table 21: Major Employers</b>	<b>Employees*</b>
Quality Safety Systems Company	950
Integram - Windsor Seating	850
Schukra Of North America	500
Flex N Gate Canada	381
Veltri Canada Ltd. - Lakeshore Division	250
Quality Models Ltd.	204
TRW	175
Sobey's (St. Clair Beach)	160
Can Art Aluminum Extrusion Inc.	140
County Village Health Care Centre & Willows	130
Town Of Lakeshore	100

Source: Service Canada & National LMI Systems

\* Data obtained from multiple sources and may be rounded.

<b>Table 22: Number of Businesses By Employee Range</b>	<b>June 2005</b>	<b>June 2008</b>	<b>% 2008</b>	<b>Change %</b>
Indeterminate	927	1,163	60.64%	25.46%
1-4	331	424	22.11%	28.10%
5-9	88	146	7.61%	65.91%
10-19	58	88	4.59%	51.72%
20-49	50	58	3.02%	16.00%
50-99	16	22	1.15%	37.50%
100-199	6	10	0.52%	66.67%
200-499	2	5	0.26%	150.00%
500+	2	2	0.10%	0.00%
<b>Total</b>	<b>1,480</b>	<b>1,918</b>	<b>100.00%</b>	<b>29.59%</b>

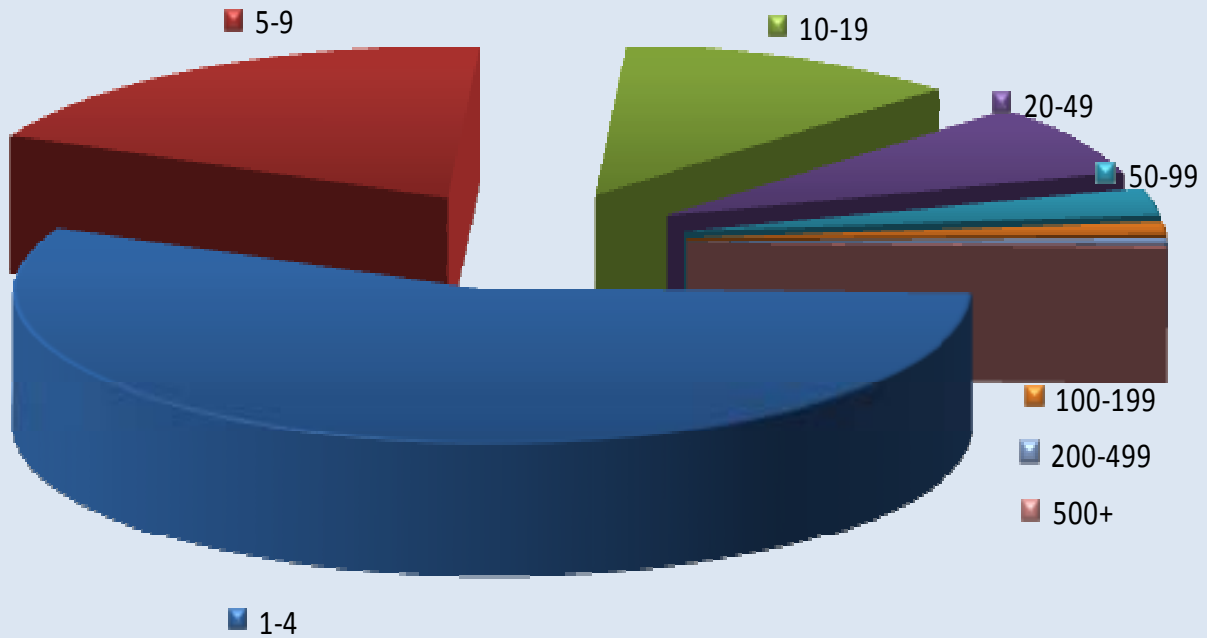
Source: Statistics Canada - Canadian Business Patterns Product June 2005 & June 2008

\* Establishments in the "Indeterminate" category do not maintain an employee payroll but may have a workforce, which consists of contracted workers, family members or business owners.

<b>Table 23: Number of Businesses by Sector</b>	<b>June 2005</b>	<b>June 2008</b>	<b>% of Total</b>
Agriculture, forestry, fishing and hunting	244	229	11.94%
Mining and oil and gas extraction	1	1	0.05%
Utilities	0	1	0.05%
Construction	299	323	16.84%
Manufacturing	53	94	4.90%
Wholesale trade	42	61	3.18%
Retail trade	112	157	8.19%
Transportation and warehousing	99	148	7.72%
Information and cultural industries	6	10	0.52%
Finance and insurance	49	113	5.89%
Real estate and rental and leasing	112	147	7.66%
Professional, scientific and technical services	118	157	8.19%
Management of companies and enterprises	65	98	5.11%
Admin. and support, waste mgmt. & services	73	78	4.07%
Educational services	7	16	0.83%
Health care and social assistance	57	83	4.33%
Arts, entertainment and recreation	23	31	1.62%
Accommodation and food services	43	53	2.76%
Other services (except public administration)	76	117	6.10%
Public administration	1	1	0.05%
<b>Total</b>	<b>1,480</b>	<b>1,918</b>	<b>100.00%</b>

Source: Statistics Canada - Canadian Business Patterns Product June 2005 & 2008

# Number of Businesses with Stable Number of Employees By Employee Range



Source: Statistics Canada - Canadian Business Patterns Product, June 2008





## **Quality of Life**

With the greatest area of lake access of any of the municipalities in Essex County, it should come as no surprise that Lakeshore boasts over 880 public recreational marine berths, the most in any municipality in Essex County. The wide-open spaces of Lake St. Clair and the lack of commercial shipping traffic make the region a speed boating and water-skiing paradise. The shallow water of Lake St. Clair is also popular with young families who make their homes along the lakeshore or take advantage of the conservation areas' beaches on Lake St. Clair.

Retail shopping is also exploding in the area providing residents with far more and diverse shopping opportunities. A new cinema center has recently been built in Lakeshore, a further testament to growth in the area.

The outstanding quality of life, coupled with the lower tax rates and improvements of services in the Lakeshore area make it a magnet for families and development.

<b>Table 24: Quality of Life</b>	<b>Total</b>	<b>Pop. Served</b>
Number of doctors	4	8,311
Number of public pools	0	NA
Number of golf courses	6	5,541
Number of public elementary schools	4	8,311
Number of Catholic elementary schools	5	6,649
Number of French schools	2	16,623
Number of public secondary schools	0	NA
Number of Catholic secondary schools	1	33,245
<b>Total number of schools (Does not include private)</b>	<b>12</b>	<b>2,770</b>

Sources: Regional Physician Recruitment office , phone book, 411.ca and school board web sites 2009