



Key Performance Indicators

Downtown Yonge Business Improvement Area (BIA)



January 2010

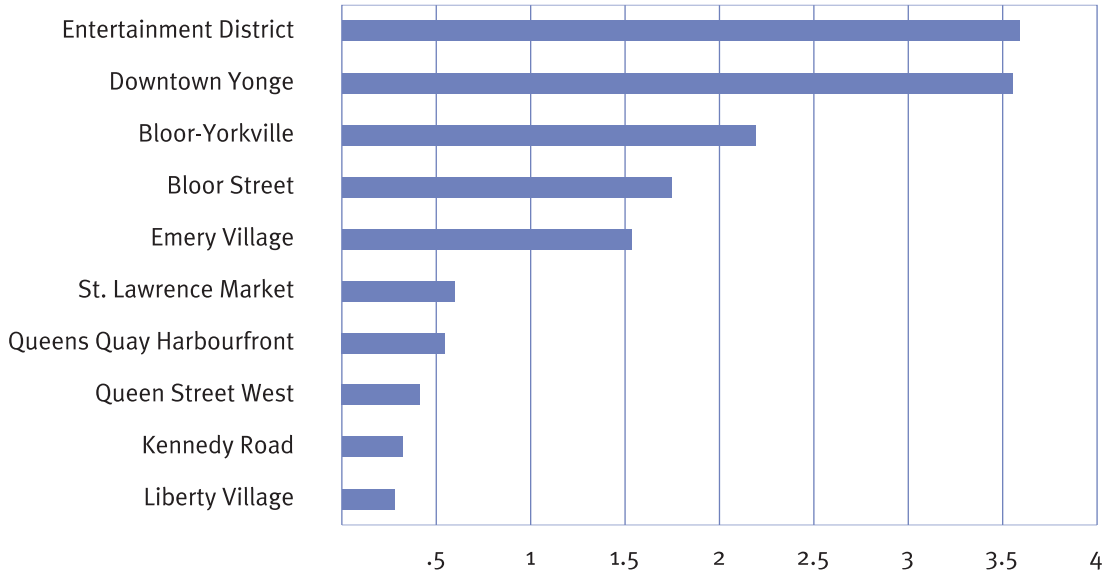
Downtown Yonge BIA has been proactively creating the right conditions for both business and retail growth for almost a decade. Work continues in clean and safe initiatives, advocacy, streetscape improvements, and ongoing marketing of the district. All of this positions Downtown Yonge and its 2,000 member businesses and property owners, as Toronto's premier location for business, shopping and entertainment. As part of our ongoing commitment to the District, we compile Key Performance Indicators.

Meet one of the largest BIA's in Toronto — Downtown Yonge

- Properties in the Downtown Yonge BIA are valued at over \$3.5 billion, the 2nd highest assessed value of all 70 BIAs in the City of Toronto.
- In less than ten years the value of properties within DYBIA has increased by over \$1 billion.
- Between 2001 and 2009 property values increased by 46.5%.

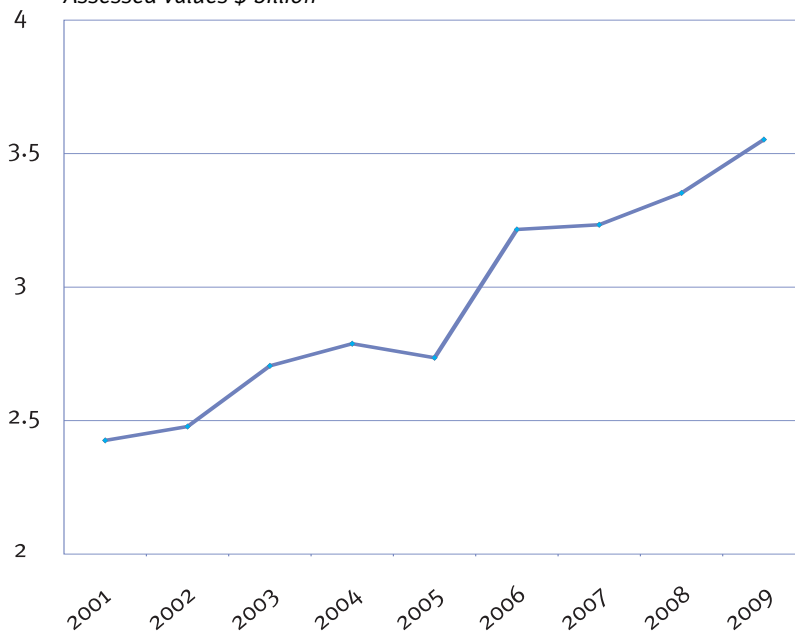
Largest 10 BIAs in Toronto*

Assessed values \$ billion



Assessed property values in Downtown Yonge, 2001-2009*

Assessed values \$ billion

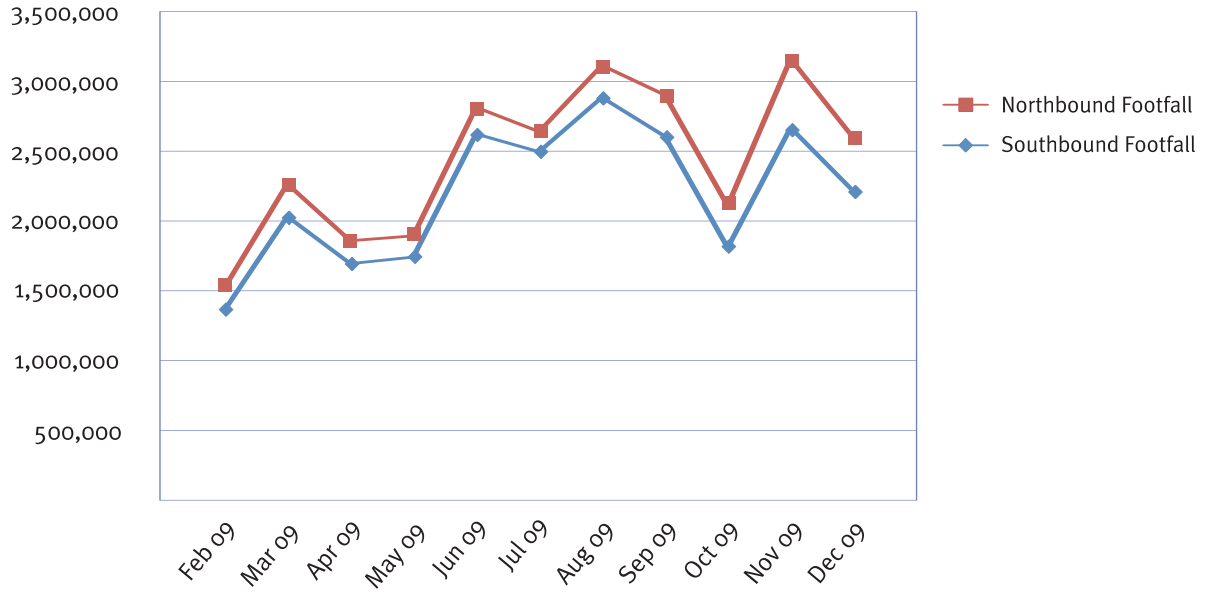


* Source: City of Toronto

Some of Canada's highest traffic counts can be found here

- City of Toronto counts estimate that 50,000 pedestrians travel through the Yonge/Dundas intersection in an eight-hour period.
- According to the BIA's footfall counting system, more than 2 million people walk either southbound or northbound through the Yonge/Dundas intersection in an average month.
- About 600,000 vehicles drive through the intersection in an average month.
- Footfall increases by more than 25% in November when Downtown Yonge hosts Winter Magic events and holiday decor.

Pedestrian Flows**



Vehicular Flows**



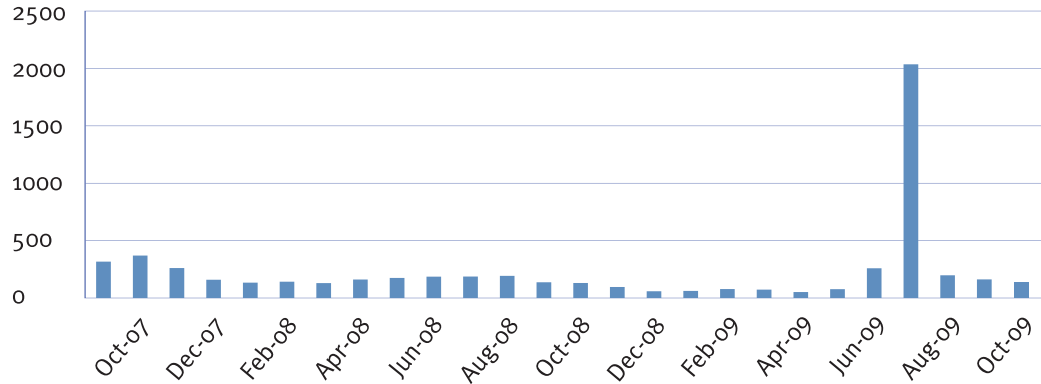
** Source: Downtown Yonge Business Improvement Area
 Illustrative counts from all four counters located at the Yonge/Dundas intersection

Downtown Yonge is keeping the streets clean and safe

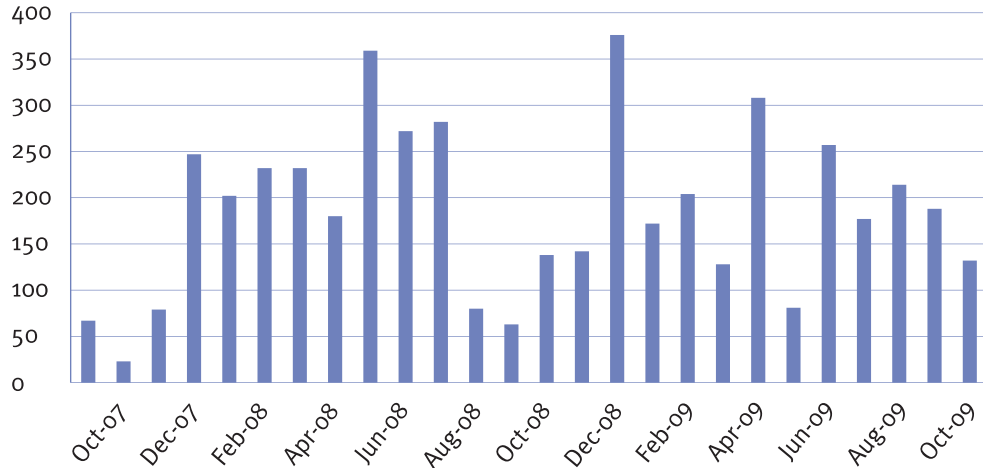
The Clean Streets Team is dedicated to Downtown Yonge's high standard of cleanliness by clearing posters and sweeping litter, 364 days a year.

- During the City Garbage Strike in July 2009, the Clean Streets Team swept over 2,000 bags of litter in one month alone!!
- The BIA recycles close to 2,500 boxes in any given year.
- Graffiti removal on public properties in the past year has been on the rise, with the Clean Streets Team removing over 200% more tags compared to 2008.

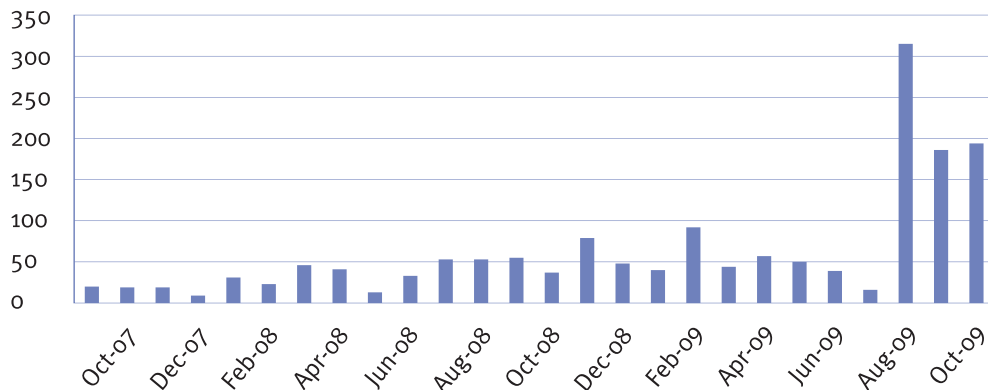
Bags of Litter Swept**



Number of Boxes Recycled**



Graffiti Removed – Public**



** Source: Downtown Yonge Business Improvement Area

Advocating for Change

Initiative	Current Status	Next Steps
<p>Sign vision guidelines</p> <p>The BIA has been working with City staff and a consultant to develop guidelines for large format first and third party signs in the BIA.</p>	<p>Under the new City of Toronto Sign By-law (City of Toronto Act, Chapter 694), the Downtown Yonge Special Sign District (SSD) has been created with “district specific” sign regulations. The BIA’s Sign Vision will continue to set the guidelines for new, large-format first and third party signs in the SSD.</p>	<p>The BIA will be working with City Staff to ensure that the principles of the sign vision are incorporated into the new sign by-law.</p>
<p>Boundary expansion</p> <p>The BIA Board has charged staff to look into expansion of the BIA’s current boundaries to both the north and the south.</p>	<p>Staff completed preliminary research to identify issues of concern in both proposed expansion areas, and identified ‘consultation areas’. Meetings have been held with surrounding BIAs to determine their plans and identify areas of mutual interest. Two informal receptions were held to allow staff and board members to introduce the BIA to property owners. A Board decision on proposed expansion boundaries is pending.</p>	<p>A recommendation regarding expansion and proposed boundaries will come before the BIA Board in early 2010, kicking off the expansion process as outlined in the City of Toronto Act (Chapter 19).</p>
<p>Transit Gateway Project</p> <p>The BIA membership recognizes the five subway stations serving the downtown area are not the attractive, dynamic and welcoming public places they should be as key transit gateways into the downtown core.</p>	<p>A Board Steering Committee has been formed to draft a plan to respond to our transit issues. At the same time, the BIA now generates a monthly ‘transit scorecard’, developed in partnership with TTC staff, to identify and track basic maintenance issues.</p>	<p>The Steering Committee will develop and plan for addressing the medium- and long-term needs of these subway stations, as well as launching a campaign to secure the commitment of policy-makers to act on our concerns before 2015.</p>
<p>Elm Street Project</p> <p>Elm Street is the first street in our ‘Streetscape Audit’ program, which evaluates entire streets to identify parking, streetscape, forestry and other concerns. Monthly meetings are then scheduled with City staff concerned so problems can be addressed in a holistic, integrated way.</p>	<p>BIA staff met with City staff to discuss issues of importance to members on Elm Street and uncover work schedules.</p>	<p>BIA staff will monitor City responses to issues on Elm Street and communicate directly with our members. In the meantime, staff will begin to target other streets as part of an ongoing streetscape audit in the district.</p>
<p>Barbara Ann Scott Park</p> <p>With new development planned for the northwest corner of Yonge and Gerrard, stakeholders surrounding the park, the developer, the City and the BIA have expressed interest in the rejuvenation and animation of the park.</p>	<p>Staff is engaged in bringing together key stakeholders and expert consultants in a consultation process to ensure rehabilitation of the park creates a “place” that is connected to its surrounds, is inviting and properly animated.</p>	<p>The BIA will arrange meetings with stakeholders to kickstart the redevelopment process.</p>
<p>Waste Collection</p> <p>The City unilaterally changed the frequency of waste collection as of November 1, 2009. According to the City, this is not a reduction in service, only a change in frequency!</p>	<p>BIA staff met with City officials to express member concern and displeasure regarding this unwarranted change. City staff assured us that “people will get used to it” but did agree that there may be a few cases where twice a week pick-up could be reinstated. The City is “happy” to do individual site evaluations to determine if businesses “pass the test”, a test which staff could not define.</p>	<p>A call went out to members to advise the BIA if they wish to schedule a site evaluation. This list has been sent to Councillor Rae’s office and will be forwarded to City staff for action. Toronto BIAs will also be meeting to discuss the issue and determine a response.</p>

Putting Downtown Yonge on the world map

Winter Magic is Downtown Yonge's annual signature event and holiday decor celebrating the winter season and includes Window Wonderland holiday window displays, KidzFest for families, Illuminite and Ice, Wine & Dine, a festival of food and drink along Elm Street.

Attendance at Winter Magic in 2007 (2 events)	Kidzfest: 10,000 Window Wonderland: 1,000 Total: 11,000
Attendance at Winter Magic in 2008 (3 events)	Kidzfest: 20,000 Window Wonderland: 2,000 Illuminite: 1,000 Total: 23,000 An increase of over 100% on 2007 visitors
Attendance at Winter Magic in 2009 (4 events)	Kidzfest: 15,000 Window Wonderland: 3,000 Illuminite: 7,500 Ice, Wine & Dine: 3,000 Total: 28,500 An increase of almost 24% on 2008 visitors
Mobile Yonge usage (September and October 2009)	1,692 total downloads 4,009 total opens
Number of documented interactions between the public and the Discovery Team	2008: 20,175 2009: 28,019

- Visitors to Downtown Yonge's annual Winter Magic events have risen by more than 150% since 2007, as events are added and expanded.
- Mobile Yonge – an innovative cellphone-based information service and iPhone app – saw more than 4,000 opens and over 1,600 downloads in its first three months.
- The BIA's Discovery Team, an ambassador program that operates during the summer months, saw a 39% increase in interactions with the public in 2009 compared with 2008.

How Downtown Yonge stacks up against other major North American cities

Compared with other North American downtowns, Downtown Yonge is a fast-growing, highly-populated node with highly-educated residents, many of whom earn in upper income brackets. The proportion of home ownership is high relative to other North American cities, and per capita income is a drawcard for retailers and service-providers alike.

Within 1 km Radius	Toronto (Yonge & Dundas)	Montreal (St. Catherine & McGill)	San Francisco (Powell & Market)	Boston (Washington & Summer/Winter)	Denver (16th & California)	Philadelphia (Market & Broad)	Seattle (5th & Union)
Population	43,343	18,870	53,703	18,474	8,210	29,491	25,953
Annual Growth Rate	2.5%	2.1%	0.7%	-1.0%	2.6%	0.1%	1.8%
Households	26,027	11,151	29,414	10,037	5,612	17,606	14,779
Annual Growth Rate	1.8%	1.8%	0.5%	-0.6%	2.8%	-0.1%	2.3%
Per Capita Income	\$ 43,120	\$ 40,974	\$ 22,860	\$ 54,269	\$ 45,530	\$ 37,680	\$ 32,813
% Households \$100,000 +	16.0%	14.0%	7.6%	31.7%	18.2%	16.1%	12.6%
Number of Households \$100,000 +	4,164	1,561	2,235	3,182	1,021	2,835	1,862
University Educated	49.9%	52.3%	30.0%	56.7%	39.9%	61.0%	35.0%
Proportion Own Home	35.0%	18.0%	5.0%	25.0%	25.5%	24.2%	13.8%

Source: Statistics Canada, Environics, Claritas, 2009. Chart is in Canadian dollars.

We have done our best to ensure the accuracy of content and figures in this publication, however we accept no liability for errors.