



YONGE ST. CLAIR

STRATEGIC PLAN

2026-2031

YONGE + ST CLAIR BIA

- +PEOPLE
- +PLACES
- +BUSINESSES

**A STRONGER
MIDTOWN**





Land Acknowledgement

Yonge + St. Clair BIA formally recognizes the land it operates on is the traditional territory of the Mississaugas of the Credit First Nation and that Toronto is covered by Treaty 13 with the Mississaugas of the Credit First Nation (MCFN). In addition, Yonge + St. Clair BIA acknowledges that Toronto has historically been a gathering place for many Indigenous people, including the Mississaugas of the Credit, the Anishnabeg, the Chippewa, the Haudenosaunee and the Wendat peoples, and is home to many First Nations, Inuit and Métis peoples today.



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**THE 2026-2031 STRATEGIC
PLAN POSITIONS THE
YONGE + ST. CLAIR BIA
TO LEAD THROUGH A
PERIOD OF SUBSTANTIAL
NEIGHBOURHOOD
TRANSFORMATION.**

+

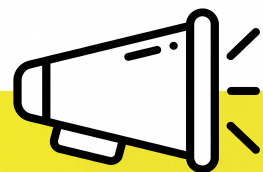
EXECUTIVE SUMMARY

As significant residential growth and new development reshape the district, Yonge + St. Clair is evolving from a primarily office-oriented node into a more dynamic, mixed-use Midtown destination, while continuing to serve as a major transit-oriented hub.

The role of the BIA is to ensure these changes strengthen the district's economic vitality, accessibility, identity, and quality of life without undermining existing businesses, infrastructure, and neighbourhood character.

A coordinated response is required for immediate pressures, including construction impacts, retail vacancies, inactive frontages, constrained pedestrian space, and uneven evening and weekend activities. At the same time, the BIA must position the district to capitalize on long-term opportunities arising from new development, population growth, and investment.

The Plan establishes Four interconnected priorities:



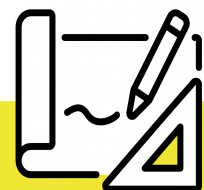
PROMOTE BUSINESSES, THE NEIGHBOURHOOD, AND THE BIA

By establishing a cohesive, data-informed district identity and communications strategy across all platforms that proactively promotes local businesses, strengthens the BIA's profile, deepens stakeholder engagement, and supports meaningful partnerships.



BUILD STRATEGIC PARTNERSHIPS AND ADVOCATE FOR BUSINESSES AND COMMUNITY STAKEHOLDERS

By leveraging data and fostering robust partnerships to ensure sustained neighbourhood vitality and prosperity through advocacy.



SHAPE AN EXCEPTIONAL PUBLIC REALM

By guiding Yonge + St. Clair through a physical evolution of placemaking, streetscape improvements, accessibility, and public art that strengthens neighbourhood identity amid rapid change, supported by strategic partnerships.

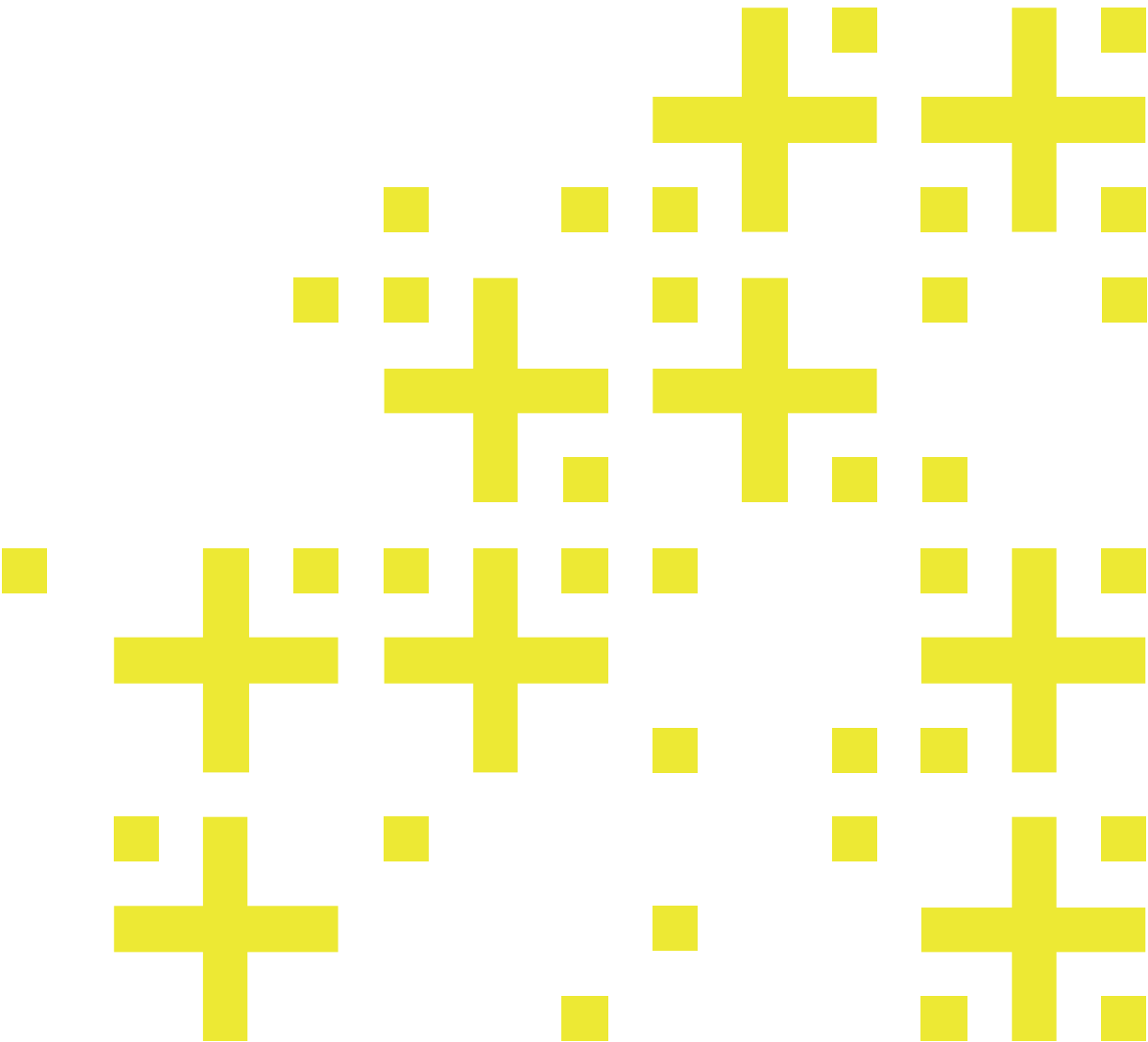


ELEVATE AND ACTIVATE THE DISTRICT

By transforming the event portfolio into a high-capacity, sustainably funded program that delivers experiential programming, strengthens district vibrancy, mitigates neighbourhood disruption, and consistently engages both core and emerging audiences.

Delivery is dependent on disciplined implementation, strong governance, evidence-based decision-making, and measurable outcomes. The BIA will monitor key indicators to measure progress and direct resources where they have the greatest impact.

By 2031, Yonge + St. Clair will be more recognizable, active, and easier to navigate, with stronger tools and partnerships to support local businesses through change. This Plan provides the framework to strengthen the district's commercial environment, public realm, and community life, creating lasting value and fostering a more connected Midtown community.



Inputs and Acknowledgements

This Strategic Plan combines a high-level assessment of the BIA’s purpose and priorities with a detailed review of progress since the 2019 Plan. It is informed by data and analysis from J.C. Williams Group (JCWG) and TCI Management Consultants, along with input from the Board of Directors, Executive Director, committees, developers, stakeholders, and public engagement.

The BIA thanks the property owners, businesses, office workers, residents, and community partners whose participation helped shape this Plan, as well as the following organizations and individuals who contributed to its development:

- + Yonge + St. Clair BIA Board of Directors
- + Yonge + St. Clair BIA Streetscape Committee
- + Yonge + St. Clair BIA Events & Marketing Committee
- + City of Toronto
- + Councillor Matlow and Ward 12 staff
- + MPP Stephanie Smyth and St Paul's staff
- + MP Leslie Church and Toronto-St. Paul’s staff
- + Deer Park Residents Group
- + 2024 Public Consultations
- + JLL Annual Office Worker Surveys
- + TCI Management Consultants
- + J.C. Williams Group

+ Biannual Development Roundtable

meetings including representatives from:

- | | |
|----------------------------------|--|
| + Aspen Ridge Homes | + Metropia Developments |
| + Bazis International | + Originate Developments Inc. |
| + Fitzrovia Real Estate Inc. | + Resident |
| + Gairloch/Fairway Developments | + TD Asset Management Inc. |
| + Graywood Developments Ltd. | + Terracap Management Inc. |
| + Manulife Investment Management | + Wittington Properties Limited/Choice Properties REIT |



Community Consultations



Introduction

This Strategic Plan sets a refreshed direction for 2026-2031, built around a clear process:

Reflect on our progress since 2019 and what has been accomplished, what has fallen short, and what has changed.



Analyze the current landscape, the shifting demographics, increasing development, evolving public expectations, and current resources available.



Plan for a future with sharper priorities, a clearer identity, and stronger capacity to advocate, engage, and lead.



Refine the plan with regular review, feedback, and measurement alongside the neighbourhood's evolution.

This plan helps us answer key questions:

- + Who lives, works, and visits the area today, and who are we trying to reach?
- + What is our identity, and how can we activate it year-round?
- + What have we accomplished so far, and what needs to improve or change?
- + What are our priorities and required frameworks and tools going forward?
- + What kinds of advocacy and engagement are most needed to enable success?

The 2026-2031 Strategic Plan is both a tool and a commitment to guide decisions, align investments, and shape a distinctive, resilient, and responsive neighbourhood for its people.

**MORE THAN EIGHT YEARS
INTO OUR GROWTH
AS A BIA, YONGE + ST.
CLAIR IS ENTERING A
CRITICAL PERIOD OF
TRANSFORMATION.**

Strategic Issues and Opportunities Facing the BIA

Since the 2019 Strategic Plan was adopted, Yonge + St. Clair has experienced significant economic, social, and market changes.

Online shopping has become firmly established, hybrid work has reshaped commuting and office activity, and the housing market continues to evolve. Locally, the neighbourhood has also seen changes in development activity, business mix, mobility patterns, and the way residents, workers, and visitors use the district. These shifts are occurring alongside a changing built environment and increased pressure on the public realm.

Together, these changes have created a new operating context for the BIA, with implications for business vitality, streetscape investment, accessibility, mobility, public space, and the overall experience of the neighbourhood.

Given this changing context, the BIA staff and Board of Directors determined that it was timely to update the organization's Strategic Plan. Through this process, several key strengths and opportunities were identified to guide the Plan's priorities and actions:

Strengths

+ Prime transit-oriented Midtown location

+ Affluent residential and office catchment

+ Strong visitor volumes and daytime workforce

+ Recognizable BIA brand and visual identity

+ Established office, professional, and institutional base

+ Approved Streetscape Master Plan

+ Strong developer, City, and community relationships

+ Growing staff capacity and governance maturity

+ Access to CUI/Enviroics data and visitor insights

+ History of neighbourhood resilience and reinvention

Opportunities

+ Significant incoming residential growth

+ Growing affluent downsizer, professional, and family markets

+ Positioning as Midtown Toronto's urban hub

+ Retail-mix influence through developer engagement

+ Public realm investment through development contributions

+ Improved transit station experience, gateways, and wayfinding

+ Year-round public art, cultural programming, and placemaking partnerships

+ Vacant storefront and underused-space activations

+ Office-worker engagement and business networking

+ Data-informed investment, programming, and communications

+ Greening, accessibility, and pedestrian-realm improvements

Strategic Implications





01

Y+SC BACKGROUND & SITUATIONAL ANALYSIS

1.1. Context of the BIA

Established in 2018, the Yonge + St. Clair Business Improvement Area (BIA) is one of Toronto's newer BIAs, representing more than 570 businesses and 90 commercial property owners in the heart of Midtown.

Centred on the intersection of Yonge Street and St. Clair Avenue, the district is bounded by Avenue Road to the west, Woodlawn Avenue to the south, Avoca Avenue to the east, and Heath Street to the north.

Yonge + St. Clair is a dynamic mixed-use district that brings together a significant office population, a growing residential community, professional and institutional services, retail, dining, and cultural destinations. The area supports just under **11,000 daytime employees** and more than **16,000 residents**, while attracting visitors from surrounding neighbourhoods including Deer Park, Forest Hill, Rosedale, Summerhill, Davisville, and beyond. Located at the intersection of the Yonge subway line and the St. Clair streetcar corridor, it is one of Midtown Toronto's most accessible, connected, and prominent commercial districts.

The BIA is governed by a Board of Directors representing local businesses and property owners and operates in partnership with the City of Toronto. Established under Chapter 19 of the Toronto Municipal Code, the BIA supports local economic development and promotes the district as a vibrant destination for business, employment, shopping, dining, and community life.

The BIA advances the district through advocacy, economic development, placemaking, marketing and communications, events and cultural programming, streetscape enhancements, public art, and strategic partnerships. As significant residential and mixed-use development continues to reshape the area, Yonge + St. Clair is entering a defining period of growth and transformation. The BIA plays a critical role in guiding this evolution, **strengthening the district's identity as a vibrant Midtown destination while ensuring growth contributes to a connected, distinctive, accessible, and resilient neighbourhood.** In doing so, it serves not only its business and property owner members, but also the employees, residents, and visitors who contribute to the vitality of the district every day.



1.2. Profile of Member Businesses and Commercial Space Overview

District Commercial Composition

The Yonge + St. Clair BIA is defined by its unique mix of **573 businesses** and **90 property owners** within the BIA boundaries, further grouped into five key types of businesses:



OFFICE & PROFESSIONAL INDUSTRIES

- + Upper floors; relatively little street presence
- + Occupies most of the 'square footage' of businesses in the BIA



FOOD & BEVERAGE

- + Street level presence
- + Mix of grab-and-go and elevated dining
- + Dining duration ranges from 15 min to 1+ hour



HEALTH, WELLNESS & PERSONAL CARE

- + Some street level; some upper floor
- + Experience time varies from short-term and transactional to longer appointment-based



BUSINESS & COMMERCIAL SERVICES

- + Some street level; some upper floor
- + Experience time varies from short-term and transactional to longer appointment-based



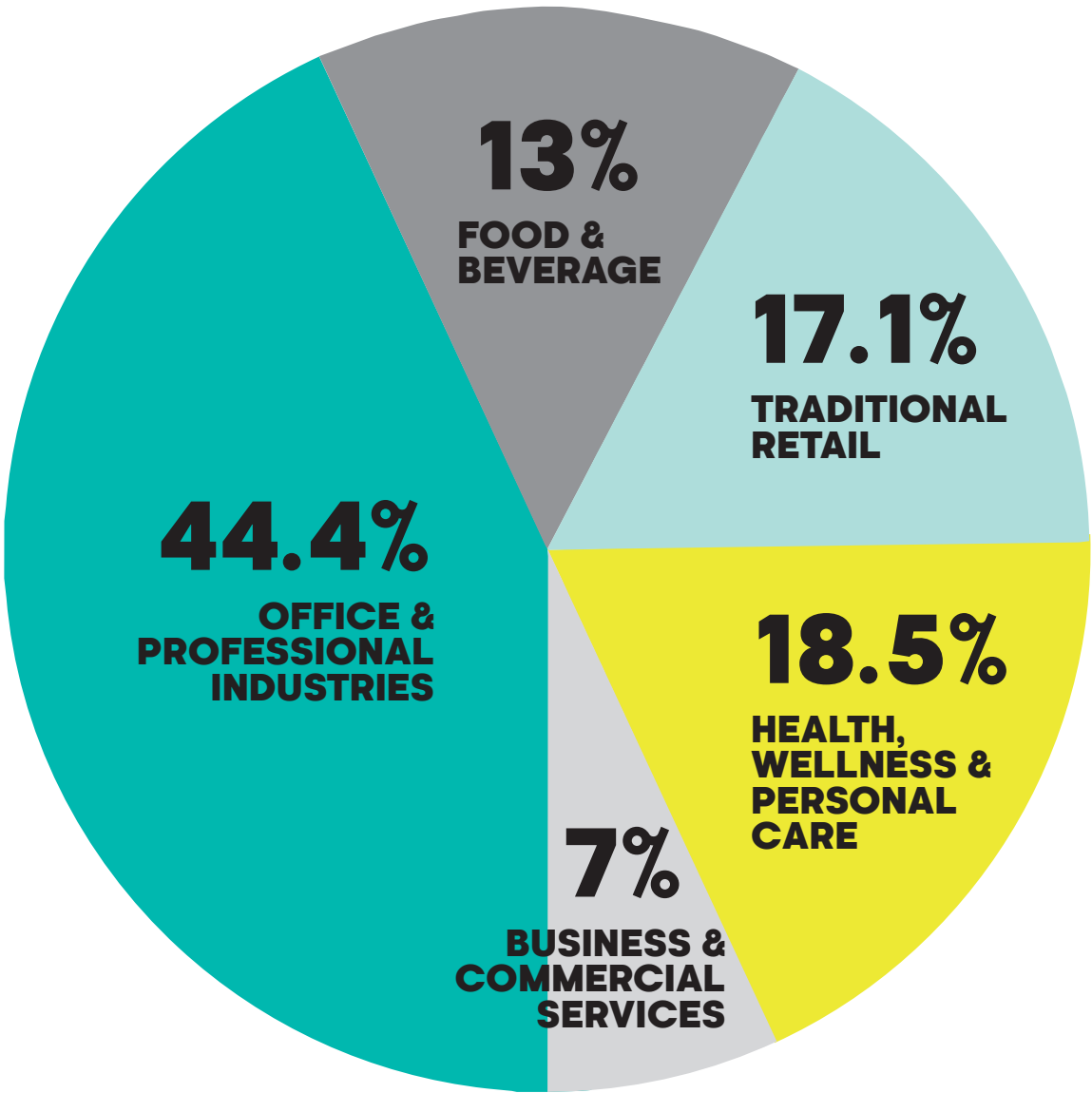
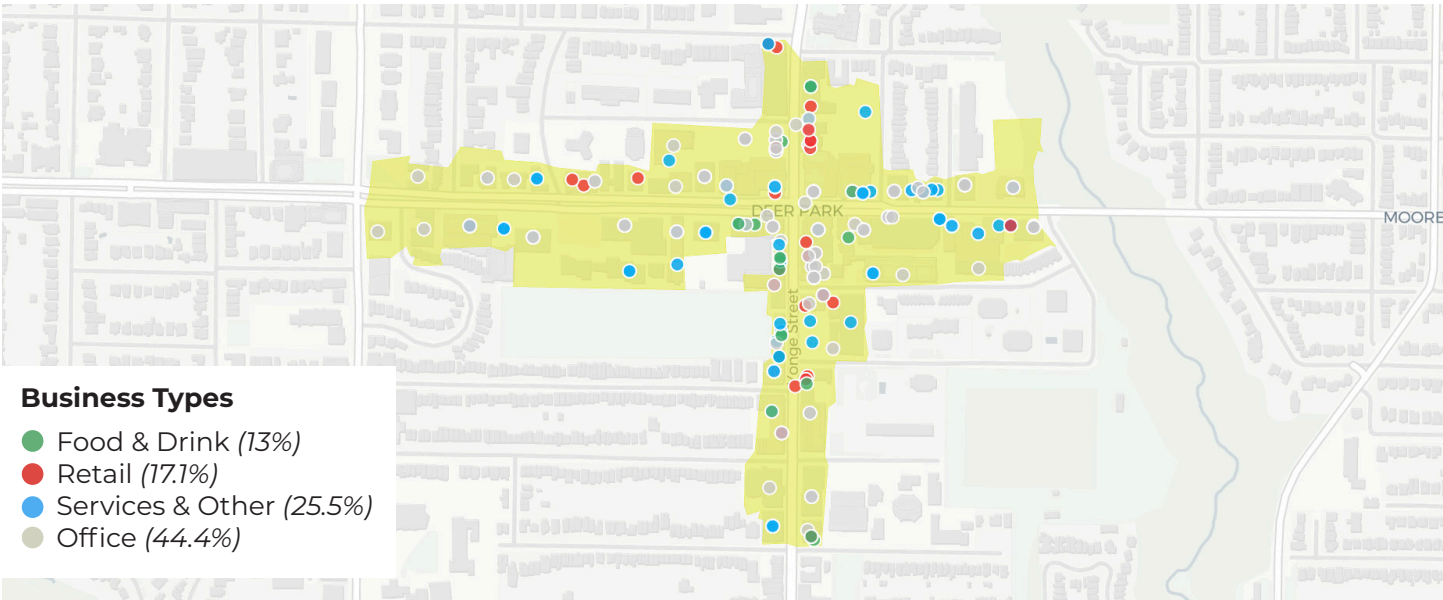
TRADITIONAL RETAIL

- + Typically street-level; transactional based

The commercial composition of the district tells one part of the story; the trends and sentiments behind it complete the picture, revealing where the district's economic weight sits, where its public identity lives, and who it serves.

- + Public sentiment is closely tied to a vibrant main street experience, shaped by attracting new businesses while supporting longstanding establishments that define the district's character.
- + Office and professional services are the district's largest employment sector, supporting a significant daytime workforce, substantial commercial occupancy, and opportunities for strategic partnerships.
- + A strong foundation of community-serving businesses supports the daily needs of residents, workers, and visitors, reinforcing the district as a complete mixed-use neighbourhood.

Main Street Business Types



Main Street Business Highlights



Employment by Occupation (%)

Toronto Census Metropolitan Area (CMA)



Yonge + St Clair



■ Arts, Culture, Recreation, Sport ■ Business, Finance, Administration ■ Health ■ Management ■ Manufacture and Utilities
■ Primary Industries ■ Sales and Service ■ Sciences ■ Social Science, Education, Government, Religion ■ Trades, Transport Operators

Commercial Space Overview

Commercial vacancies and spaces in transition are part of the natural evolution of main streets, and increasingly part of the landscape at Yonge + St. Clair. These spaces reflect a range of underlying conditions: turnover between tenancies, properties held ahead of redevelopment, shifting retail formats, and the broader pressures shaping main streets across Toronto.



As of September 2026, there are 40 vacant commercial storefront units within the Yonge + St. Clair BIA boundary. These vacancies have been categorized across three size segments based on total square footage:

Small (under 1,000 sq. ft.):
10 VACANT UNITS

Medium (1,000 – 2,500 sq. ft.):

24 VACANT UNITS

Large (over 2,500 sq. ft):
6 VACANT UNITS

1.3. Activating Commercial Spaces

Transforming Vacant Frontages to Strengthen the District's Image

Public sentiment at Yonge + St. Clair is closely tied to the vitality of its main street storefronts.

Because vacant storefronts occupy prominent locations along key commuter and pedestrian corridors, they have an outsized influence on how the district is perceived. When these spaces remain inactive for extended periods, they can contribute to a perception of reduced activity and vitality along the street. Property managers also report an average **16% office vacancy rate** across the district, highlighting broader opportunities to strengthen employment, attract tenants, and increase daytime activity.

Rather than allowing spaces in transition to detract from the district experience, the BIA can work with property owners, developers, businesses, artists, and community partners to create more active and engaging frontages. Temporary installations, storefront treatments, cultural programming, beautification initiatives, and targeted tenant attraction can help maintain visual interest, support local businesses, and reinforce Yonge + St. Clair's identity while longer-term uses are established.

These efforts provide a practical way for the BIA to influence how the district is experienced during periods of transition, turning inactive spaces into opportunities for creativity, engagement, and neighbourhood storytelling. While storefronts are the most visible part of the commercial environment, they are only one part of what contributes to activity and engagement across the district.

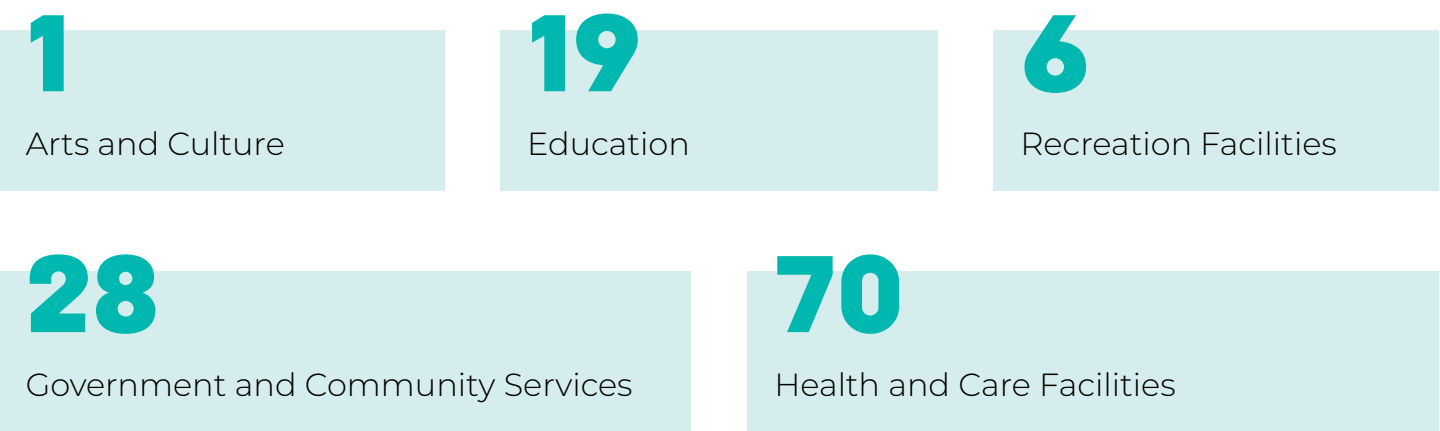
The Network Behind the Main Street

- + The district's activity extends beyond its storefronts. A network of civic, community, educational, health, cultural, and recreational organizations brings people into the area and connects the BIA to a broader range of residents, workers, and visitors.
- + Partnerships with these organizations can expand the reach of BIA initiatives, create opportunities for programming and engagement, and contribute to activity throughout the neighbourhood.
- + The BIA's potential partnership network also extends beyond its boundaries. A broader 3 km catchment includes organizations that engage many of the same audiences, creating opportunities to build relationships and support neighbourhood activation beyond the immediate commercial district.



This 3 km catchment illustrates the BIA's broader network of potential community and public-sector partners.

Non-Commercial Organizations within BIA Boundary



1.4. Resident Demographics

WHAT WE KNOW



16,300 PEOPLE*
live in the catchment area

STRATEGIC IMPLICATIONS

Leverage a growing local customer base by continuing to support businesses and community programming that serve residents

Plan for population growth and change by monitoring demographic trends over time and adapting business attraction, programming, and public realm initiatives to meet the evolving needs of the community.



FEWER YOUNG PEOPLE
Only 17% are under age 24 compared to 25% for City overall.*

Balance programming and business attraction to meet the needs of the current population while creating opportunities to engage younger audiences over time.



MORE SENIORS
29% compared to 17% for City overall.*

Support an age-friendly district by prioritizing accessible public spaces, health service programming, and communication methods that meet the needs of an aging population.



HIGHER HOUSEHOLD INCOMES
Average \$247K, more than double of both the City & Country overall.*

Capitalize on strong purchasing power by collaborating with property owners to attract premium retail, dining, wellness, and service businesses, while exploring opportunities for private investment and sponsorship to support community events and public realm enhancements.



3,225 NEW RESIDENTS*
Development profiles show significant population growth expected.

Support a growing community by advocating with municipal partners for investments in infrastructure, transit, parks, public spaces, and community amenities that keep pace with residential growth.



1.8 PERSON AVERAGE HOUSEHOLD*
Future population base may be largely singles and couples; not families: the average household size for future population growth will be 1.8 persons, so not a lot of families.

Plan for evolving resident needs by aligning future business attraction, amenities, and programming with the anticipated demographic profile of younger singles & couples as opposed to the current family or aging populations.

1.5. Visitor Demographics

WHAT WE KNOW

TUES-FRI, 12-6

Peak visitation periods: Tuesday through Friday are the busiest days of the week, with 12:00 to 6:00 PM representing the highest levels of pedestrian activity.*

STRATEGIC IMPLICATIONS

Align programming with peak visitation by scheduling activations and promotions when they can generate the greatest visibility and economic impact while identifying opportunities to increase activity during quieter periods.

APRIL-MAY

Seasonal visitation patterns: Peak visitation occurs during April and May, while visitation declines during the summer months.*

Address seasonal fluctuations by exploring programming and marketing initiatives that encourage visitation during traditionally quieter periods.

A MIXED DAYTIME POPULATION

Approximately 10,735 people work within the district, in addition to more than 16,000 local residents.*

Serve multiple stakeholder groups by balancing programming, services, and amenities that meet the needs of workers, residents, and visitors throughout the year.

**These numbers were sourced through Environics and Statistics Canada.*

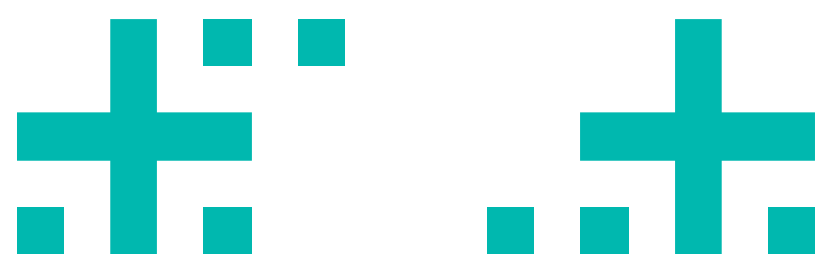
Understanding visitor patterns at Yonge + St. Clair helps inform business attraction, programming, placemaking, and marketing. With approximately **3 MILLION MONTHLY VISITORS**, aligning investments with the district's primary audiences will strengthen its appeal.

1.6. Employee Demographics

10,735 EMPLOYEES WORK IN THE BIA

Currently ~100 of these are construction workers.

Primarily in office, food and beverage, and retail sectors. Planned development is expected to increase this workforce over the next decade through construction activity and new retail jobs. This represents a significant market opportunity for activities, events, goods, and services tailored to workers.



1.7. Incoming Development Outlook for the BIA

Yonge + St. Clair is entering a major period of growth, with **14 significant developments planned**, including **11 within the BIA**. Together, these projects will add approximately **7,650 residential units**, more than **370,000 ft² of retail space**, and new public amenities that will reshape the neighbourhood. This growth reinforces the district's evolution into a vibrant, transit-oriented, and mixed-use destination.



The **5 incoming developments** (2026-2031) within the BIA boundary are expected to introduce approximately **1,750 units** and **3,225 residents**, with a mix of younger urban professionals, couples, families, and higher-income downsizers. Development beyond the BIA boundary will also influence the district, including 25 Rosehill Avenue **[A]**, which has introduced an **additional 263 units** as of 2026. This will translate to an approximate influx of **500 new residents** to the neighbourhood.

The development pipeline also presents important challenges. Construction activity and changing access conditions may affect existing businesses and pedestrian activity for an extended period. Several projects have also been delayed by broader condominium-market conditions, creating the potential for prolonged vacant or inactive sites. As density increases and parking becomes more constrained, the quality, accessibility, legibility, and capacity of the St. Clair transit node will become increasingly important to the district's long-term success.

The BIA's role is not to direct development, but to help ensure **growth contributes positively to the district**. Through ongoing developer coordination, advocacy, public realm planning, construction mitigation, business engagement, and targeted activation, the BIA can help protect current businesses while positioning the neighbourhood to benefit from new residents, investment, commercial opportunities, and a stronger transit-connected arrival experience.

Developments on the Horizon

Five developments within the BIA boundary are currently anticipated to be completed within the 2026–2031 Strategic Plan period:

1–15 DELISLE AVENUE ONE DELISLE

1



Developer: Slate

Storeys: 47

Average Unit Size: 850 ft²

Total Units: 371

(12x studio, 218x 1 bedroom,
103x 2 bedroom, 38x 3+ bedroom)

Indoor Amenity Space: 10,000 ft²

Outdoor Amenity Space: 9,000 ft²

Retail Space: 10,000 ft²

Parking: 157

Bicycle Parking: 360

Projected Residents: ~530

Expected Completion Timeline: Early-2027

Expected Business Changes

- + To include ~6,600 ft² of retail space, likely targeting its affluent, A-List resident base.
- + The mix is expected to include upscale specialty retail and quick-service dining and may also attract luxury retailers and fine dining to the surrounding area.



11 PLEASANT BOULEVARD 11 PLEASANT

2

Developer: Resident

Storeys: 17

Average Unit Size: 716 ft²

Total Units: 87

(7x studio, 50x 1 bedroom, 21x 2 bedroom, 9x 3 bedroom)

Indoor Amenity Space: 2,960 ft²

Outdoor Amenity Space: 893 ft²

Retail Space: 0 ft²

Parking: 0

Bicycle Parking: 134

Projected Residents: ~150

Expected Completion Timeline: Pre-2031

Expected Business Changes

- + No new retail space is expected, with the development replacing an existing Circle K and resulting in a net reduction in retail area.
- + Nearby retailers such as Rexall, Shoppers, Dollarama, and Loblaws are expected to absorb displaced demand.
- + A convenience retail opportunity may remain.



135 ST. CLAIR AVENUE WEST 135 ST. CLAIR

3

Developer: Fitzrovia

Storeys: 49

Average Unit Size: 858 ft²

Total Units: 400-500

Indoor Amenity Space: 19,590 ft²

Outdoor Amenity Space: 13,616 ft²

Retail Space: 8,364 ft²

Parking: 214

Bicycle Parking: 727

Projected Residents: ~1,150

Expected Completion Timeline: Pre-2031

Expected Business Changes

- + Expected to include its standard amenity suite, including a pool, fitness facility, pet spa, outdoor terrace, preschool, and 10 DEAN café/bar.
- + 10 DEAN and the preschool are expected to serve both residents and the broader public, with residents receiving priority access.
- + Limited retail growth is anticipated, with potential for small-scale retail along Avenue Road.



1406-1428 YONGE STREET THE HILL RESIDENCES

4

Developer: Metropia

Storeys: 40

Average Unit Size: 638 ft²

Total Units: 419 (100x studio, 171x 1 bedroom, 108x 2 bedroom, 40x 3 bedroom)

Indoor Amenity Space: 4,521 ft²

Outdoor Amenity Space: 3,315 ft²

Retail Space: 786 ft²

Parking: 0

Bicycle Parking: 419

Projected Residents: ~700

Expected Completion Timeline: Pre-2031

Expected Business Changes

- + The Hill will add just under 800 ft² of retail, limiting viable uses to small-format concepts.
- + Likely tenants include a premium café, convenience retailer, or specialty/upscale retail.
- + Limited broader retail growth is expected given the established Yonge Street corridor and existing retail supply.



29 PLEASANT BOULEVARD THE NOTABLE

5

Developer: Graywood

Storeys: 50

Average Unit Size: 700 ft²

Total Units: 370 (37x studio, 148x 1 bedroom, 148x 2 bedroom, 37x 3 bedroom)

Indoor Amenity Space: 8,805 ft²

Outdoor Amenity Space: 8,829 ft²

Retail Space: 0 ft²

Parking: 40

Bicycle Parking: 451

Projected Residents: ~706

Expected Completion Timeline: Pre-2031

Expected Business Changes

- + The Notable is not expected to include ground-floor retail.
- + Its residential-street location makes additional nearby retail unlikely.
- + No material changes to the immediate business environment are anticipated.



02

**HOW WE GOT HERE:
IMPLEMENTATION
OF THE 2019
STRATEGIC PLAN**

2.1. Implementation of the 2019 Strategic Plan

The Yonge + St. Clair BIA's first Strategic Plan (2019–2022) established the organization's foundational roadmap, guiding investment, advocacy, marketing, and public realm improvements as the newly formed BIA built its operational capacity and defined its role within the community.

The plan focused on four primary goals:

1. CREATING A SAFE AND ATTRACTIVE STREETScape
2. SUPPORTING A THRIVING RETAIL AND OFFICE ECONOMY
3. DELIVERING UNIQUE CULTURAL EXPERIENCES AND ATTRACTIONS
4. BUILDING A STRONG NEIGHBOURHOOD IDENTITY



Implementation and Key Accomplishments

Key accomplishments include:

- + Creation of a comprehensive Streetscape Master Plan approved by City Council.
- + Transformation of an underutilized laneway [1] into a usable, vibrant, and welcoming space.
- + Implementation of the neighbourhood banner [2] and pole wrap program.
- + Participation in art installation initiatives - Colourway, Tunnel of Glam [3], DesignTO [5].
- + Establishment of annual events and activations - Gingerbread Festival [4], Coffee with a Cop, & Murals
- + Installation of feature seating and floral displays [6].
- + Completion of Phase 1 feature paving projects.
- + Expansion of marketing and communications efforts - newsletters, webpage.
- + Development of strong working relationships with City staff, local developers, businesses, and community partners.

The BIA also demonstrated significant adaptability during the COVID-19 pandemic. In response to immediate economic uncertainty, the organization convened local businesses and public officials to identify practical measures to support business vitality and neighbourhood recovery. This work included a crowd-funding initiative directing public support to local businesses, digital-business support, a neighbourhood resiliency marketing campaign, early participation in CaféTO, self-led and physically distanced programming, and the conversion of underutilized outdoor spaces into an outdoor dining district supported through two rounds of municipal grant funding.



Midtown Market 1



Member Socials 2



Electrical Box Murals 3



Vacancy Package 4



Development Roundtables 5

2.2. Organizational Growth and Changing Priorities

Between 2022 and 2026, the BIA continued advancing the 2019 Plan while adapting to post-pandemic recovery, mitigating the effects of reduced daily foot traffic, and emerging concerns surrounding neighbourhood redevelopment. Marketing and events programming were reassessed for strategic fit to support neighbourhood visitation and newly expressed member business needs, while streetscape work re-prioritized public realm projects, introduced new art & beautification efforts, and upgraded street cleanliness/maintenance.

During this period, the BIA also expanded its internal capacity. What started as one staff member expanded to a team of **4 full-time staff**, established to deliver work across streetscape and design, marketing and communications, events, advocacy, and administration. This strengthened the BIA's ability to undertake more coordinated programming, partnerships, public realm improvements, and long-term planning.

By 2023-2024, impending construction impacts, storefront vacancies, and widespread public concerns surrounding development plans emerged as priority talking points. In response, the BIA undertook an extensive community consultation process in 2024 to capture priority areas and inform the renewal of its Strategic Plan. The findings reinforced the importance of **resident input, local advocacy, public realm investment, and construction mitigation**.

A key outcome of this time period was the establishment of the **Development Roundtable**, a recurring forum that brings together development representatives, public-sector partners, and community stakeholders to improve coordination and align public and private interests as the neighbourhood evolves.

Fundamental new tools, policies, and partnerships were developed, including:

- + Strengthened partnerships with neighbourhood groups, municipal partners and local public officials.
- + Distinction between member-serving events [1], and placemaking activities.
- + Increased member business social and networking events [2].
- + New murals and public beautification projects [3].
- + New stream of construction mitigation projects introduced such as district-wide hoarding packages, vacancy revitalization vinyls [4], art, and event programs, and street furnishing packages via the Streetscape Master Plan.
- + Consultations with City and private developments supporting collaborative urbanism on behalf of the local community [5].
- + Public cost-shared opportunities to enhance public space.



03

**THE WAY FORWARD:
THE 2026-31
STRATEGIC PLAN**



The updated Strategic Plan builds on the strong foundation established in 2019 while recognizing that Yonge + St. Clair is entering a defining period of growth and transformation.

From Foundation to Focus

The 2019 Strategic Plan established the foundation for a new organization. Since then, the BIA and the neighbourhood have both evolved. The 2026–2031 Plan reflects this next stage of growth through three shifts in how the BIA understands, operates, and prepares for the future:

- + **THE BIA HAS GROWN:** The BIA has expanded its capacity, strengthened partnerships, and gained greater experience delivering programs and initiatives across the district.
- + **THE DISTRICT HAS CHANGED:** Significant development, demographic change, and evolving business needs are reshaping Yonge + St. Clair and creating new opportunities and pressures.
- + **THE ROLE HAS EVOLVED:** With greater capacity and a more complex environment, the BIA can take a more strategic role in advocacy, investment, partnerships, and navigating neighbourhood change.

Where the original Strategic Plan established the BIA's foundation, this updated Plan looks ahead, providing a focused, five-year roadmap with a strategic framework to guide investment, inform decision-making, and respond to the district's evolving needs.

3.1. Key Areas of Focus

The next five years will focus on responding to neighbourhood change, supporting local businesses, and strengthening the district’s physical and economic foundations. The following areas of focus identify where the BIA can have the greatest impact, while positioning Yonge + St. Clair to benefit from continued investment and development.



PROTECT EXISTING BUSINESSES THROUGH DISRUPTION

Coordinate construction mitigation, clear communications, wayfinding, hoarding improvements, and temporary activations to sustain visibility and pedestrian activity.



ENHANCE THE TRANSIT NODE AND ARRIVAL EXPERIENCE

Respond to limited parking and growing mobility pressures by advocating for a more accessible, functional, and distinctive St. Clair Subway Station. Pursue phased upgrades such as lighting, public art, signage, wayfinding, and accessibility improvements to strengthen transit as the district’s primary arrival mode and create a more welcoming gateway.



INFLUENCE THE GROUND-FLOOR EXPERIENCE

Work with developers and property owners to encourage active retail, dining, service, cultural, and community uses that support a stronger business mix and more activity beyond office hours.



INTEGRATE DEVELOPMENT WITH THE PUBLIC REALM

Advance coordinated streetscape, greening, seating, lighting, accessibility, and pedestrian improvements that create a coherent district-wide experience.



PREPARE FOR CHANGING AUDIENCES AND NEEDS

Use demographic, visitation, business, and sentiment data to monitor evolving demographics and adapt programming, communications, retail support, and public realm investments.



COORDINATE GROWTH THROUGH PARTNERSHIPS

Maintain regular dialogue with developers, City divisions, institutions, and community partners to identify shared opportunities, align timelines, and advance district-wide priorities.



COMMUNICATE NEIGHBOURHOOD MOMENTUM

Leverage PR, digital channels, local partnerships, and on-the-ground storytelling to highlight investment, visible progress, and Yonge + St. Clair’s evolving identity as a welcoming Midtown destination.

3.2. Guiding Principles

Vision

Reflecting the priorities outlined in this Plan, the Vision for Yonge + St. Clair over the next five years is set out below. This statement describes the district we aim to achieve by 2031:

Yonge + St. Clair is to be recognized as Midtown Toronto’s premier meeting point and urban hub, where historic, vibrant, and prominent neighbourhoods converge and businesses thrive.

Mission

The day-to-day activities of the Yonge + St. Clair BIA in ultimately achieving this vision are articulated in the Mission Statement below:

The Yonge + St. Clair BIA advocates for local businesses, property owners, employees and residents, through innovative thinking, strategic investment and partnerships, advocacy, placemaking, and evidence-based decision-making. We maximize our resources to deliver meaningful impact, embrace change, and challenge conventional approaches to city-building.

Values

Five fundamental values underlie this plan and the ongoing work of Yonge + St. Clair BIA:

- 1. BOLD LEADERSHIP:**
Proactively lead through change and pursue ambitious goals that strengthen the neighbourhood.
- 2. COLLABORATION & PARTNERSHIP:**
Ensure that meaningful change happens through strong relationships and collective action.
- 3. INNOVATIVE & DATA-INFORMED:**
Embrace creativity, research, and evidence-based decision-making to continuously improve.
- 4. INCLUSION & COMMUNITY PRIDE:**
Build community spirit and foster a welcoming, accessible, vibrant, and safe district that reflects and celebrates its diversity.
- 5. OPERATIONAL EXCELLENCE:**
Demonstrate strong governance and operational practices through delivery of high-quality initiatives and responsible management of resources to maximize impact.



3.3. Goals and Strategic Action Areas

STRATEGIC GOAL

01



Neighbourhood Brochure



PROMOTE BUSINESSES, THE NEIGHBOURHOOD, AND THE BIA

Build a cohesive, data-informed district identity through integrated marketing, communications, and PR that promotes local businesses, strengthens neighbourhood identity, and engages stakeholders.

This portfolio connects redevelopment, events, placemaking, and advocacy into a consistent district narrative that distinguishes Yonge + St. Clair, drives visitation, and supports business visibility. Proactive communications help manage redevelopment impacts and protect the district's reputation, while performance measures ensure continuous improvement and accountability.

Promote Businesses, the Neighbourhood, and the BIA

Action Areas

ENHANCE DISTRICT IDENTITY, NARRATIVE, AND COMMUNICATIONS STRATEGY

Updated communications playbook and branding approach

DRIVE VISITATION AND SUPPORT LOCAL COMMERCE THROUGH PERIODS OF DISRUPTION

Campaign/channel clusters, executing calendar, expand organic, earned, and paid media

PROACTIVELY MANAGE DISRUPTION, REDEVELOPMENT, AND REPUTATION

Enhancement of PR protocols, adaptive content, forecasting, strategic adjustments

ENHANCE + DEMONSTRATE DISTRICT LEADERSHIP THROUGH STAKEHOLDER AND ECOSYSTEM COMMUNICATIONS

Governance and advocacy promotion; optimize reach specific to key demographics

Frameworks + Mechanisms

- + Branding & Narrative Charter
- + Public Relations Strategy
- + Annual Communications, Digital & Physical Placement Marketing Plan
- + Proactive Reputation and Issues Management
- + Monitoring and Response Plan via Surveys & Feedback
- + Stakeholder Contact List

Measures of Success

- + Increase quantity and quality of stakeholder and audience engagements across channels (i.e. participation rates, call to action responses)
- + Channel mix reviewed against defined purpose and performance benchmarks
- + Sustained visitation and foot traffic through periods of construction and disruption, with critical mass of member business participation in campaigns and programming
- + Positive brand sentiment and satisfaction with greater public awareness of BIA impacts and projects at Yonge + St. Clair
- + Refreshed communications playbook completed with content adhering to updated standards
- + Increased visibility of BIA governance and advocacy work, including participation in consultations and stakeholder forums with outcomes tracked
- + Disruption communications delivered proactively and to a consistent standard ahead of all construction impacts, with sentiment tracked toward neutral-or-better scores

STRATEGIC GOAL

02



Paint it Together Community Mural



BUILD STRATEGIC PARTNERSHIPS AND ADVOCATE FOR BUSINESSES AND COMMUNITY STAKEHOLDERS

Establish the BIA as a data-informed champion for Yonge + St. Clair businesses by fostering strategic partnerships, strengthening advocacy, and supporting neighbourhood vitality.

This action area recognizes that the BIA serves a broad network of stakeholders, including businesses, property owners, residents, visitors, community organizations, institutions, and government partners. By strengthening communication, collaboration, and relationships across these groups, the BIA encourages greater member participation and supports community placemaking and district animation.

Through strong partnerships and informed advocacy, the BIA works to advance the interests of local businesses and strengthen the conditions for long-term economic vitality. Ongoing engagement with businesses, developers, City departments, and community organizations helps identify issues, coordinate priorities, and advance shared initiatives.

Build Strategic Partnerships and Advocate for Businesses and Community Stakeholders

Action Areas

ADVOCATE FOR THE DISTINCT INTERESTS OF THE YONGE + ST. CLAIR BUSINESSES

Identify local issues and support solutions, retail health, vacancy and construction mitigation

GROW AND SOLIDIFY RELATIONSHIPS WITH MEMBERS, RESIDENTS AND VISITORS

Strengthen and develop; establish enhanced outreach

ACTIVELY ENGAGE WITH ALL LEVELS OF GOVERNMENT AND COMMUNITY PARTNERS ON OPPORTUNITIES AND ISSUES AFFECTING THE BIA

Advisory boards, meetings, events, programs

CONDUCT RESEARCH AND MONITOR NEIGHBOURHOOD DEMOGRAPHICS AND SENTIMENT TO INFORM STRATEGIES

Studies, surveys, monitor economic vitality

Frameworks + Mechanisms

- + Stakeholder Engagement Strategy
- + Neighbourhood and economic monitoring plan (including Demographic & Visitor Data Analysis)
- + Policy positions (transit, pedestrian flow, public realm, retail health and vacancy response, construction mitigation)

Measures of Success

- + Number of meetings with stakeholders
- + Stakeholder attendance at BIA-organized events and meetings
- + Member sentiment and stakeholder feedback on advocacy and engagement efforts
- + Responsiveness and number of resolutions regarding issues raised by stakeholders
- + Overall business and economic health, such as:
 - + Demographics (e.g. population growth and net migration trends)
 - + Number of business openings and a lower rate of business failures.
 - + Diversity in the mix of high-quality retail, services, and restaurants
 - + Improved economic vitality (e.g. business growth, retention, expansion)
 - + Reduced vacancy rates
 - + Increased property values

STRATEGIC GOAL

03



Mural: Flora of St Clair



SHAPE AN EXCEPTIONAL PUBLIC REALM

Guide the physical evolution of Yonge + St. Clair through placemaking, streetscape improvements, accessibility, public art, coordinated growth management, and collaborative partnerships that preserve and strengthen the neighbourhood's identity amid rapid change.

As the area evolves, these initiatives will improve the quality, accessibility, and functionality of the public realm through coordinated streetscape enhancements, greening, wayfinding, public art, and cultural programming. Working with developers, community organizations, and the City, the BIA will advance projects and partnerships that improve the district's physical environment and integrate new investment with existing streetscape priorities.

Shape an Exceptional Public Realm

Action Areas

IMPLEMENT PRIORITY STREETSCAPE IMPROVEMENTS

Activation Zones, Streetscape Master Plan elements, new development integration

CREATE A DISTINCTIVE NEIGHBOURHOOD IDENTITY

Gateway markers, BIA branded elements, identity at nodes, themed artistic elements, neighbourhood storytelling, visual consistency

IMPROVE WAYFINDING, ACCESSIBILITY, & SAFETY

Wayfinding systems, branded elements, lighting, barrier-free design, clear signage

ANIMATE THE PUBLIC REALM YEAR-ROUND

Seasonal decor, temporary activations, revitalizing vacant storefronts

EXPAND PUBLIC ART & CULTURAL PLACEMAKING

Artist roster, location catalogue, cultural partnerships, creative installations

ENHANCE GREENING, MAINTENANCE, & COMFORT

Greenery, shade, seating, cleanliness, asset management, annual vendor reviews

Frameworks + Mechanisms

- + Annual Streetscape Plan
- + Streetscape Master Plan
- + Streetscape Sponsorship Strategy
- + Streetscape Asset Inventory
- + Development Roundtables
- + Unified Hoarding & Vacancy Frontage Package
- + Street Furnishings Package
- + Demographic & Visitor Data Analysis

Measures of Success

- + Priority public realm projects advanced or completed
- + Increased BIA, City, developer, grant, and sponsorship investment
- + Improved satisfaction with comfort, accessibility, and appearance
- + Improved perceptions of cleanliness, safety, lighting, and greenery
- + Increased use of public spaces and activation areas
- + More developments incorporating BIA public realm guidance
- + Expanded public art and seasonal installations
- + Improved wayfinding at gateways, transit connections, and key destinations
- + Up-to-date streetscape asset inventory and maintenance program
- + Stronger recognition of Yonge + St. Clair as a distinctive Midtown destination

STRATEGIC GOAL

04



Midtown Kickoff



ELEVATE AND ACTIVATE THE DISTRICT

Build a sustainably funded, high-impact events portfolio that delivers memorable experiences, strengthens district vibrancy, supports local businesses, and engages residents, workers, businesses, and visitors.

Over the next five years, the BIA will expand its events and placemaking initiatives by strengthening partnerships, activating a broader range of public and private spaces, and securing sustainable funding through grants and sponsorships. These efforts will create more consistent opportunities for people to gather, support local businesses, and increase activity across the district throughout the year.

Elevate and Activate the District

Action Areas

INCREASE EVENT PARTNERSHIPS AND EXPAND & STRUCTURE EVENT PORTFOLIO AND SYSTEMS

New flagship event; scalable tactical activations

INCREASE SPATIAL CAPACITY FOR PROGRAMMING AND ELEVATE PUBLIC REALM THROUGH EXPERIENTIAL ACTIVATIONS

Park & lane space, business space, and portable assets

EXPAND PRIVATE & PUBLIC INVESTMENT IN THE EVENT PORTFOLIO

Sponsorship packages, grant funding

PROGRAM FOR EMERGING AUDIENCES AND MITIGATE RETAIL VACANCY & REDEVELOPMENT DISRUPTION

New cultural partners, new property management relationships

Frameworks + Mechanisms

- + Annual Events & Marketing Plan
- + Sponsorship & Partnership Packages
- + Vacant Storefront & Office Inventory
- + Demographic & Visitor Data Analysis
- + Evaluation & Measurement Framework

Measures of Success

- + Growth in strategic partnerships with property owners, community organizations, and event partners.
- + Increased participation across BIA events and stakeholder experiences.
- + Growth in external investment through public funding, sponsorships, and partnerships.
- + Improved stakeholder satisfaction with BIA programming and activations.



04

ORGANIZATIONAL STRUCTURE

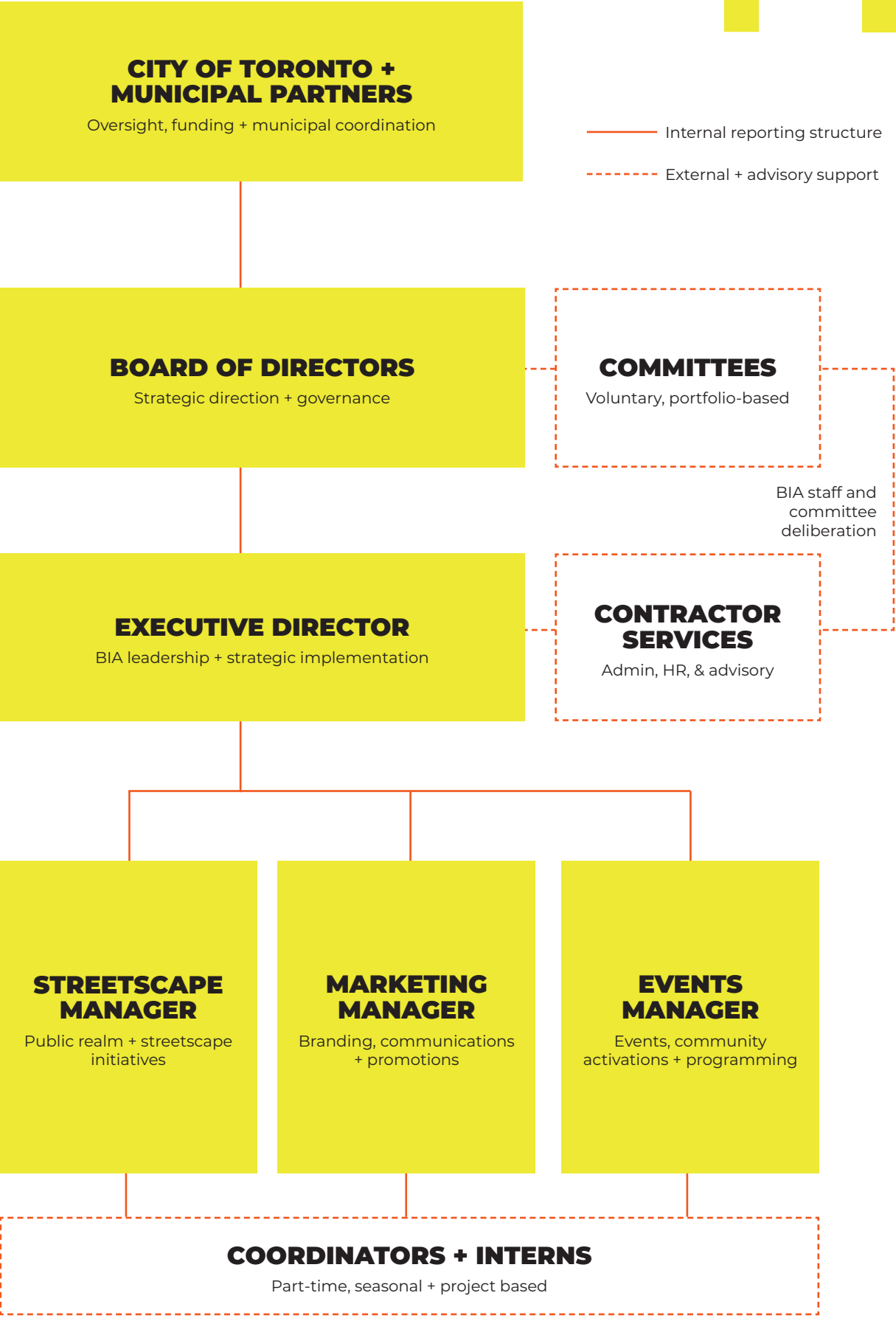
4.1. Governance

Decision-making & Process

The Yonge + St. Clair BIA operates through a **collaborative governance model** that brings together staff, committees, the Board of Directors, business and property owners, public agencies, and community partners to guide strategic priorities and decision-making.

Each BIA manager directs a portfolio supported by a dedicated, staff-led committee that includes Board members. Committees guide and validate project milestones before matters are formally discussed and motioned at the Board level, with approved items submitted to the City of Toronto. Contractors, coordinators, and interns extend this structure with flexible, project-based capacity.

This structure ensures initiatives are informed by stakeholder input, validated through deliberation, aligned with the BIA’s strategic objectives, and responsive to the evolving needs of the district.



Conclusion



The Yonge + St. Clair BIA is entering its next chapter from a position of considerable strength. Its central Midtown location, established business community, transit connectivity, surrounding prominent neighbourhoods, and significant development pipeline create a unique opportunity to build a more complete, connected, and distinctive urban district.

The years ahead will also require focused leadership. Growth must be managed in a way that supports existing businesses, mitigates construction impacts, enhances the public realm, and ensures new investment contributes to the neighbourhood's character, accessibility, and long-term vitality. The Yonge + St. Clair BIA is well positioned to help lead this work, bringing together businesses, property owners, residents, developers, community partners, and public agencies around shared priorities.

This Strategic Plan provides the framework to guide decision-making, investment, advocacy, partnerships, and programming in the years ahead, while remaining responsive to evolving conditions and emerging opportunities. Through coordinated action, Yonge + St. Clair can continue to grow as a vibrant Midtown destination, one that supports business success, strengthens community life, and creates more reasons for people to live, work, visit, and connect.

Thank you to the businesses, property owners, Board of Directors, staff, community partners, City representatives, consultants, and residents who contributed their time, insights, and perspectives to this Plan.

Sincerely,

Yonge + St. Clair Business Improvement Area



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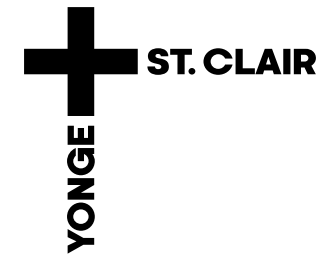
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Photo credits: Jae Yang



05

APPENDICES

Demographic Highlights

 **37,247**
Total Dwellings

 **\$455,878**
Average Household Income

 **73,170**
Total Population

 **29%**
Visible Minorities

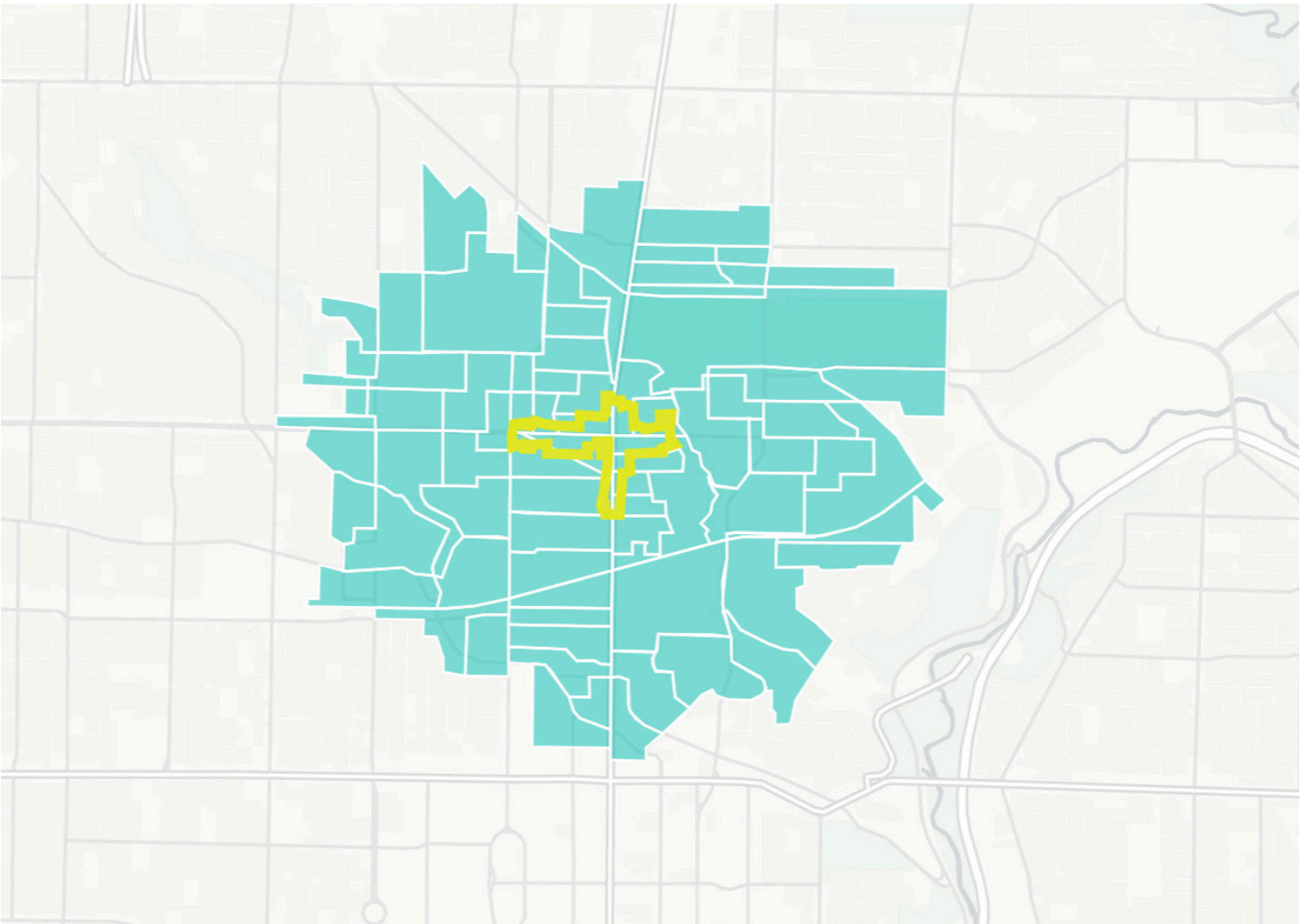
 **2.1**
Average Household Size

 **1%**
Indigenous Population

 **46**
Average Age

 **37%**
Immigrants

These numbers are for the Midtown area as a whole ~1.5 km radius from Yonge + St. Clair intersection.



Environics Analytics Analysis – March 2026

YSC BIA Visitor Levels

YSC BIA has averaged nearly 39 million total visits over the past year, and has averaged nearly 35 million per year since 2022.

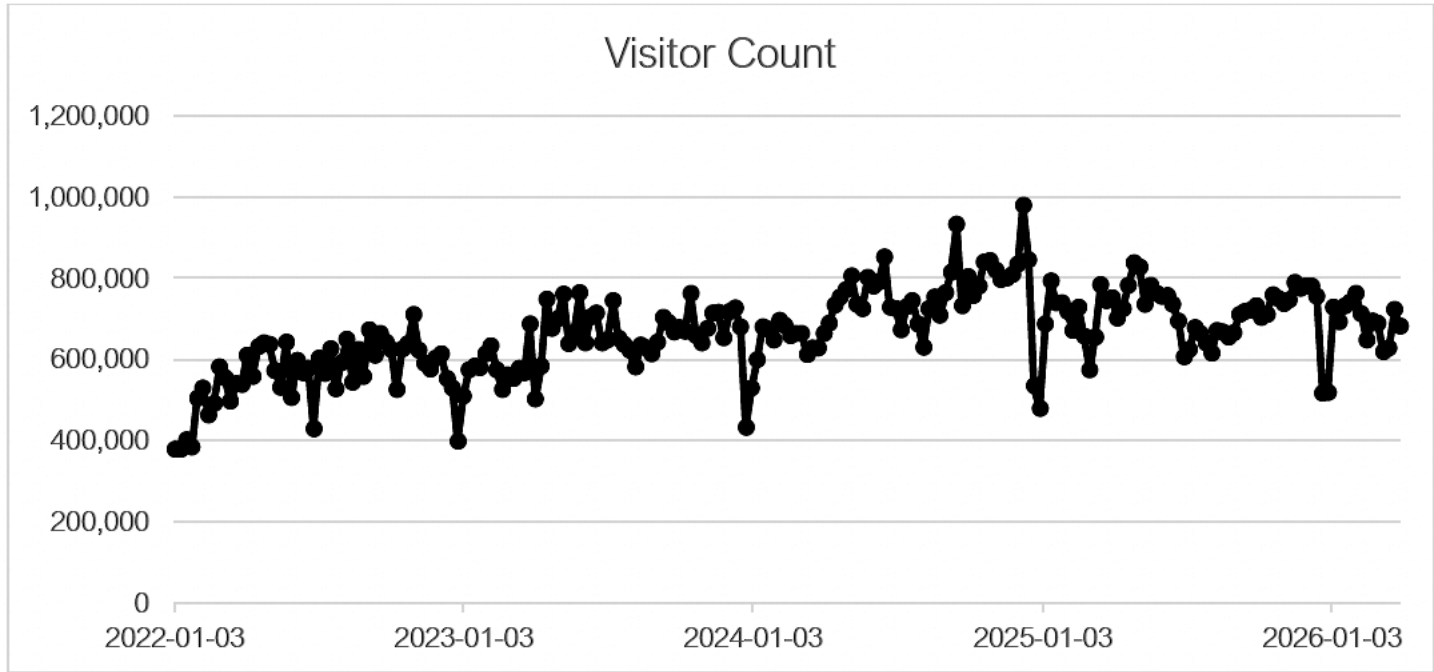


Figure 1: Visitors to YSC BIA from January 2022 to February 2026.

Table 1: Year-Over-Year Change to Visits.

Time Period	Mar. 2023 – Mar. 2024	Mar. 2024 - Mar. 2025	Mar. 2025 – Mar. 2026
Year-Over-Year Increase in Visitors	12.37%	14.15%	-5.88%

The visits have increased steadily from 2023 to 2025, but have decreased by nearly 6% over the past year.

Table 2: Percentage of Visits by Time of Day.

Time Period	March 2025	March 2026	% Change
Early Morning: 12 am – 6 am	6.9%	9.8%	42.6%
Morning: 6 am – 12 pm	33.1%	35.3%	6.8%
Afternoon: 12 pm – 6 pm	38.1%	35.3%	-16.7%
Evening: 6 pm – 12 am	21.2%	22.6%	6.3%

Significant increases in early morning traffic, which could be attributed to either increased late-night activity (bars, etc.) or increased morning traffic (coming early for work, going to the gym, working out, etc.). Minor decrease in afternoon traffic, but still a major contributor to total traffic.

Table 3: Percentage of Visits by Day of Week.

Time Period	March 2025	March 2026	% Change
Monday	13.8%	13.8%	0.6%
Tuesday	15.6%	16.5%	5.7%
Wednesday	15.9%	15.3%	-3.9%
Thursday	15.4%	14.7%	-4.7%
Friday	15.5%	16.5%	6.1%
Saturday	13.1%	12.5%	-4.7%
Sunday	10.7%	10.7%	0.3%

Overall changes to all visitors, with no particular patterns emerging

Figure 2: Map of Trade Area Radii.

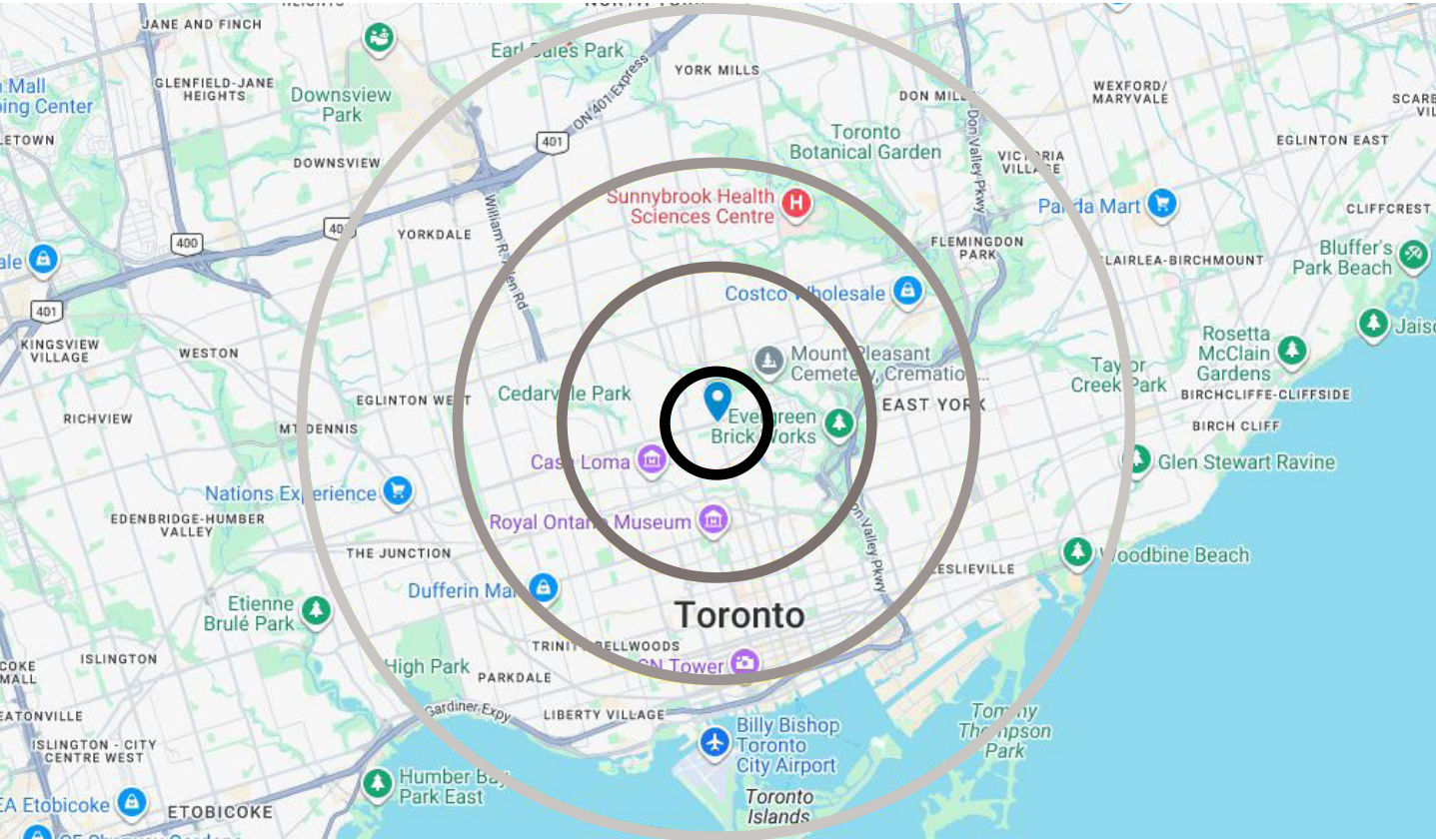


Table 4: Percentage of Total Visitors Based Per Radius.

Kilometres (km)	Percentage of Total Visitors	Cumulative Percentage
1	11.19%	11.19%
2	8.94%	20.13%
3	11.25%	31.38%
4	5.09%	36.47%
5	5.23%	41.70%
6	4.92%	46.62%
7	5.03%	51.65%
8	3.09%	54.74%

Only 55% of the visitors to the YSC BIA live within 8 km of the BIA, which is relatively low for most BIAs, indicating a wider reach than a typical BIA.

The largest percentage of total visitors is from within a 3 km radius, which is relatively typical of BIAs.

Local Neighbourhood Demographics

Figure 3: Heat Map of Local Visitors’ Common Evening Location.

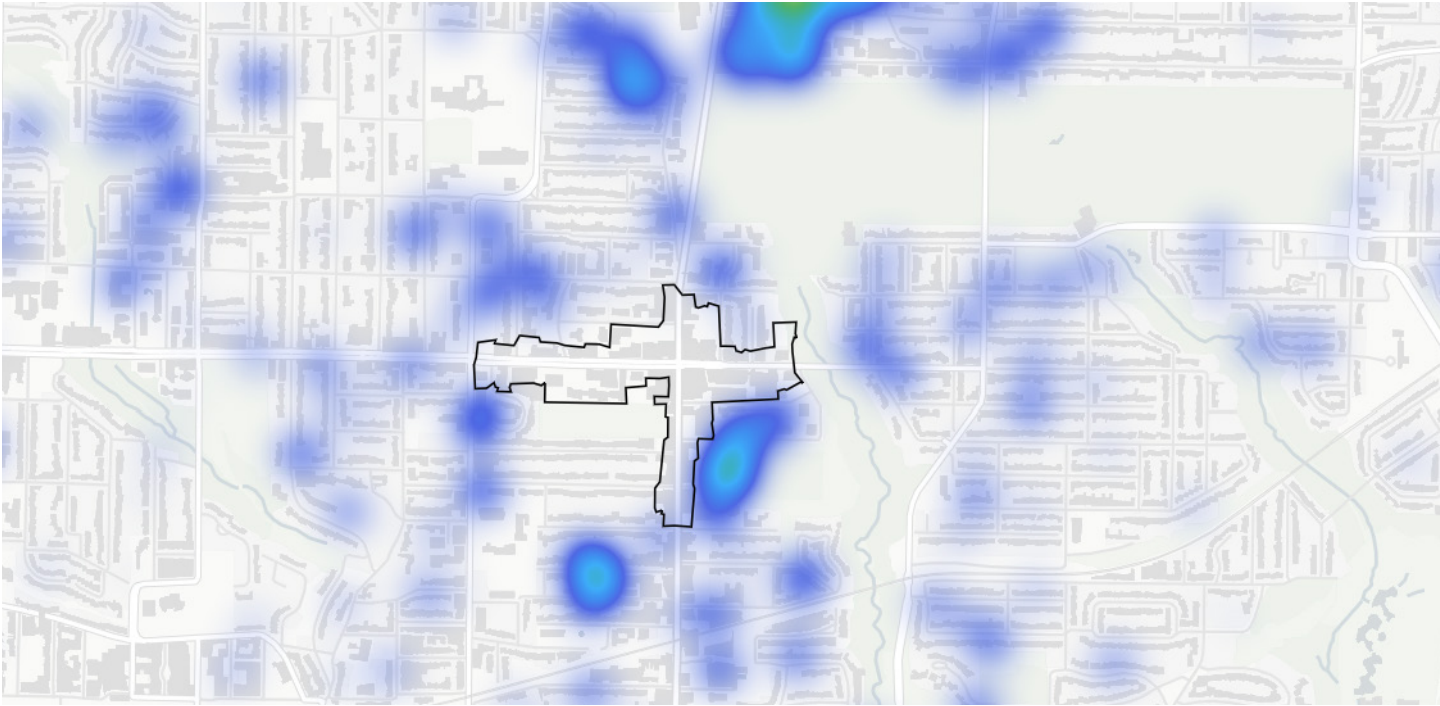


Table 5: Local Residents Demographics.

Category	Metric	City of Toronto (2021)
Average Household Income	\$250,344	\$84,000 (2020)
Average Household Size	1.8	2.4
Average Age	49	42
Visible Minorities	26%	56%
Indigenous Population	1%	1%
Immigrants	38%	47%

The average income is much higher in the local area and is higher than the City of Toronto. This is compounded by smaller households, allowing for further discretionary spend.

The area has a much lower percentage of visible minorities, as well as immigrants, compared to the City of Toronto, indicating less diversity in the trade area.

Table 6: Household Income Brackets of Local Residents.

Household Income Bracket	Local Residents	Toronto	Index (City of Toronto = 100)
\$0 - \$20,000	5%	5%	100
\$20,000 - \$40,000	10%	11%	91
\$40,000 - \$60,000	9%	10%	90
\$60,000 - \$80,000	10%	10%	100
\$80,000 - \$100,000	10%	9%	111
\$100,000 - \$125,000	10%	10%	100
\$125,000 - \$150,000	7%	8%	88
\$150,000 - \$200,000	11%	11%	100
\$200,000+	27%	24%	113

The average household income of local residents is higher than the average in Toronto, although fluctuates in income brackets. The income bracket over \$200,000/year is the highest index at 113, indicating a strong number of high earners in the trade area.

Visitors PRIZM Segment Analysis

PRIZM segments, developed by Environics Analytics, capture up-to-date demographics, lifestyles, consumer behaviours and settlement patterns of neighbourhoods. Each of the 67 segments has its own unique profile. The following table highlights the top five Environics Analytics PRIZM profiles for visitors to the YSC BIA.

Table 7: Top PRIZM Segments in YSC BIA.

PRIZM Name	Visitors (%)	Life Stage	Income Level
Visitors: Under 1km			
Eat, Play, Love	38%	Very Young Singles and Couples	Upper-Middle
Downtown Verve	29%	School Age Families	High
The A-List	20%	Older Families and Empty Nests	Very Wealthy
Indieville	12%	Younger Singles and Couples	Upper-Middle
Latte Life	1%	Very Young Singles and Couples	Middle
Visitors: 1km to 50km			
Eat, Play, Love	18%	Very Young Singles and Couples	Upper-Middle
Came From Away	12%	Middle Age Families	Lower-Middle
Metro Melting Pot	12%	Middle Age Families	Middle
Downtown Verve	8%	School Age Families	High
Indieville	7%	Younger Singles and Couples	Upper-Middle
Visitors: Over 50km			
Family Mode	9%	Middle Age Families	High
Suburban Sports	6%	Middle Age Families	Upper-Middle
Mid-City Mellow	5%	Older Families and Empty Nests	Upper-Middle
Country Traditions	5%	Middle Age Families	Upper-Middle
Turbo Burbs	4%	Middle Age Families	High

PRIZM segments

Eat Play Love

- + Dynamic group of young, urban singles and couples concentrated in major Canadian cities like Toronto and Vancouver.
- + Living predominantly in high-rise condos.
- + Culturally engaged, often attending film festivals, concerts, and sporting events.
- + High rate of university graduates with careers in business, science, and the arts.
- + Value authenticity, personal connection, and originality.
- + Frequently participate in fitness activities and travel extensively.
- + Promote sustainability through consumption patterns with a forward-thinking mindset and openness to new ideas and technologies.

Downtown Verve

- + Young to middle-aged urban families, couples, and singles in cities like Toronto, Calgary, and Vancouver.
- + High-income earners with strong educational achievements who blend work and play seamlessly.
- + Advocates for ecological lifestyles and ethical consumerism.
- + Open to culture sampling and experiences that align with their values.
- + Regular participants in fitness classes and cultural events.
- + Seek meaningful experiences that enhance both community and individualism.

The A-List

- + Canada’s wealthiest segment, composed of well-educated middle-aged and older families and couples.
- + Very wealthy households earning over \$500,000 annually from white-collar occupations.
- + Reside in exclusive neighbourhoods across major urban centres with stately homes and short commutes.
- + Place high importance on philanthropy, social responsibility, and ecological concerns.
- + Enjoy high-culture events such as symphonies and theatre in leisure time.
- + Active outdoor lifestyle including sports such as skiing and golfing.
- + Lifestyle balances sophistication with active, engaged living.

Indieville

- + Culturally rich urban segment in major cities with young and middle-aged singles.
- + Many first- or second-generation Canadians with high educational attainment, particularly in creative and professional fields.
- + Housing includes older low-rise apartments and duplexes fostering communal living.
- + Active lifestyles favouring fitness activities like YSC yoga and Pilates.
- + Strong engagement in arts and culture events including concerts and film festivals.
- + Passion for fashion, music, and cultural exploration with practical approach to spending.
- + Lifestyle values creativity, self-expression, and conscious living.

Latte Life

- + Diverse segment of young adults aged 25 to 34 predominantly found in major Canadian cities like Vancouver and Montreal.
- + Middle-income earners early in their careers with a high tendency to rent.
- + Reside in low-rise apartments, reflecting their mobility as they build their lives.
- + Strong emphasis on health and fitness as part of their daily lifestyle.
- + Regularly engage in nightlife and events such as music and film festivals.
- + Enjoy dining out and exploring urban offerings while prioritizing sustainability and wellness
- + Lifestyle reflects a blend of urban energy, cultural curiosity, and mindful living.

Came From Away

- + Younger or middle-aged, foreign-born residents predominantly speaking non-official languages.
- + Singles and lone-parent families typically earn low incomes from service-sector jobs.
- + Primarily rent apartments in Toronto’s high-rise neighbourhoods.
- + Health-conscious lifestyle with active participation in fitness activities.
- + Strong digital engagement through mobile devices for staying connected and accessing information.
- + Take advantage of affordable local offerings, including sports programs and city attractions.

Metro Melting Pot

- + Primarily middle-aged and older immigrant families with household incomes around the national average.
- + High proportion of residents speak non-official languages, reflecting strong cultural diversity.
- + Mix of owned and rented homes, including couples and lone-parent families.
- + Active participation in local activities with investment in children’s experiences through theme parks and professional sporting events.
- + Strong appreciation for multiculturalism combined with practical embrace of technology.

Family Mode

- + Comfortable, blue-collar households in suburban neighbourhoods with upper-middle incomes.
- + Large, middle-aged families typically living in owned single-detached homes.
- + Value personal responsibility and maintain strong sense of control over financial situation.
- + Leisure time involves attending local sporting events, arts festivals, and dining at family-friendly restaurants.
- + High participation in cultural and sports activities reflecting shared focus on creating meaningful experiences together.
- + Grounded in family values, routine, and active, experience-rich lifestyle.

Suburban Sports

- + Dynamic segment of younger and middle-aged families in suburban single-detached homes across Canada.
- + Mix of educational backgrounds, with many focused on trade schools.
- + Often work in service or blue-collar occupations, earning upper-middle incomes.
- + Frequently participate in sports YSC hockey and enjoy a range of outdoor hobbies.
- + Blend active lifestyle with activities suiting all family members.
- + Value stability and traditional norms, often showing resistance to rapid technological change.
- + Lifestyle grounded in routine, hands-on engagement, and strong commitment to family and local life.

Mid-City Mellow

- + Long-term city residents composed mainly of older couples and middle-aged families in established neighbourhoods.
- + Upper-middle income earners with stable, mid-level incomes supporting comfortable lifestyles.
- + Typically live in single-detached homes with moderate discretionary spending.
- + Actively engaged in their communities and drawn to nearby theatre and sporting events.
- + Strong appreciation for community traditions and local engagement.
- + Steady, grounded lifestyle shaped by familiarity, routine, and cultural connection.

Country Traditions

- + Upper-middle-income rural segment in small communities across eastern Canada.
- + Predominantly middle-aged and older couples and families owning single-detached homes.
- + Strong affinity for traditional pastimes, including gardening, boating, and camping.
- + Often participate in local community events.
- + Prioritize family values and exhibit financial caution reflecting concern for future stability.
- + Lifestyle grounded in practicality, heritage, and appreciation for meaningful experiences rooted in tradition and simplicity.

Turbo Burbs

- + Affluent, middle-aged families (typically children aged 10–25) living in newer single-detached homes.
- + Well-established careers in management, finance, education, and government.
- + Active, car-oriented lifestyles centred around family, sports, outdoor recreation, and travel.
- + Strongly community-minded, with high rates of volunteering and charitable giving.
- + Frequent users of restaurants, bars, cultural activities, and family-oriented entertainment.
- + Socially conscious consumers who value individuality, small businesses, ethical companies, trusted brands, and value.

Local Neighbourhood Household Spending

Figure 4: Total Household Spending by Category for YSC BIA Compared to Toronto.

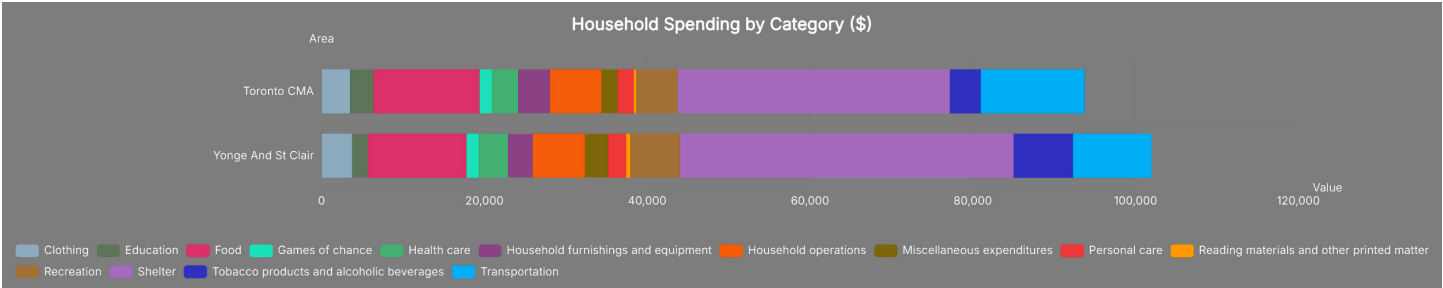


Table 8: Percentage of Household Spend by Category of Local Residents.

Spending Category	YSC (%)	Toronto (%)	Difference	Index (City of Toronto = 100)
Discretionary Spending				
Clothing	3.69%	3.76%	-0.07%	98
Education	1.89%	3.06%	-1.17%	62
Games of chance	1.52%	1.62%	-0.10%	94
Household furnishings and equipment	3.00%	4.18%	-1.18%	72
Miscellaneous expenditures	2.76%	2.10%	0.66%	131
Personal care	2.20%	2.13%	0.07%	103
Reading materials and other printed matter	0.52%	0.31%	0.21%	169
Recreation	5.96%	5.44%	0.52%	109
Tobacco products and alcoholic beverages	7.15%	4.02%	3.13%	178
Essential Spending				
Food	11.87%	13.89%	-2.02%	85
Health care	3.48%	3.42%	0.06%	102
Household operations	6.28%	6.77%	-0.49%	93
Shelter	40.21%	35.68%	4.53%	113
Transportation	9.46%	13.63%	-4.17%	69

The notable categories in which the YSC BIA over-indexes for discretionary spend are “Miscellaneous Expenditures”, “Reading Materials and Other Printed Matter”, and “Tobacco Products and Alcoholic Beverages”. The Tobacco and Alcoholic Beverages spend is likely mainly a factor of Alcohol.

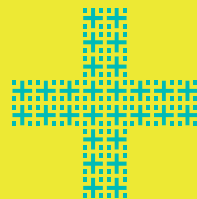
Essential categories are fairly in line with Toronto spending habits, although much less is spent on transportation, indicating many residents may also work in the area and/or mainly use public transit rather than personal vehicles.

Streetscape Master Plan

Access the full Streetscape Master Plan document [here](#) or scan the QR code below.



yongestclair.ca/streetscapemasterplan

YONGE 
ST. CLAIR



YONGE ST. CLAIR

BUSINESS IMPROVEMENT AREA

PEOPLE + PLACES + BUSINESSES

A STRONGER MIDTOWN