Fairbank Village Study Area:
Economic Scan
October 2018

Purpose

- To identify key trends in Fairbank Village BIA to aid in developing growth strategies.

- To do this, the study goals are:
  - To **identify the push-pull factors** that attract or deter businesses to/from the neighbourhood
  - To research **who lives and works** in the neighbourhood (potential shoppers)
  - To understand what stores and services are available (existing **supply**)

Study Area

- To research potential shoppers (residents and workers in easy reach):
  - A two (2)-km radius from Dufferin Street/Vaughan Road and Eglinton Avenue West
  - This represents residents and workers in easy distance of the main transit routes, 10-15 minute walk from work or home.

- To research the existing retail offering:
  - Vaughan Road/Dufferin Street to the east, and extends west to Nairn/Chamberlain Avenues; to Hunter Avenue in the south.

Demographics | Trade Area Map

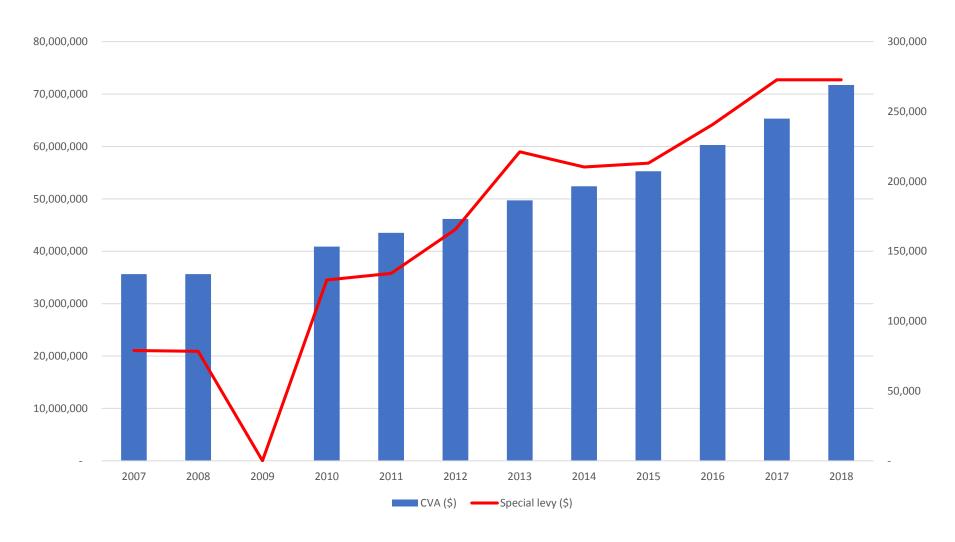**Trade Area:** York-Eglinton/Fairbank - 2 km Radius

ENVIRONICS ANALYTICS

Legend:
— Fairbank Village Study Area (Supply Analysis)
○ Fairbank Village Study Area (Demand Analysis)

Economic Development Opportunities Fairbank Village BIA

Advocacy
Development Projects
Business Retention and Attraction
Beautification
Marketing and Promotions
Festival and Events
Maintenance & Safety
Fairbank Village BIA

Context

- Fairbank Village BIA was established in 2007, the 60th BIA in the City of Toronto.

- The assessment of the commercial properties within the BIA is $71.7 million (2018) up from $35.6 million in 2008.

- CVA growth since 2008 has been 101%.

- The Fairbank Village BIA levy in 2018 was $272,645.

Commercial Property Values versus BIA levies
Fairbank Village BIA

Legend: CVA ($), Special levy ($)

Source: City of Toronto, 2018

Context

- Full-time jobs increased from 376 to 386 between 2014 and 2017.

- That's an increase of 2.7%.

- The number of established businesses has decreased slightly from 118 to 112 over the same period.

- The largest number of businesses (35) are in Retail, with Other Services (26) and Accommodation & Food Services (21) coming in second and third place.

- The top five types of employment in the BIA are Retail Trade; Health & Social Assistance; Other Services; Accommodation & Food Services; and Finance & Insurance.

Push/ Pull Factors

- What attracts people to the area?

- What pushes people away from the area?

Pull Factor-
Community
Spaces

Pull Factor-
Neighbourhood
Art

Pull Factor-
Clusters of
anchor retailers

Pull Factor- Ethnic, independent grocery stores…

...and restaurants.

Pull Factor-
Furniture and
appliance cluster

Pull Factor-
Community
partners

Pull Factor- Improved transit infrastructure in the future

Push Factor-
Overall Area
Feel and
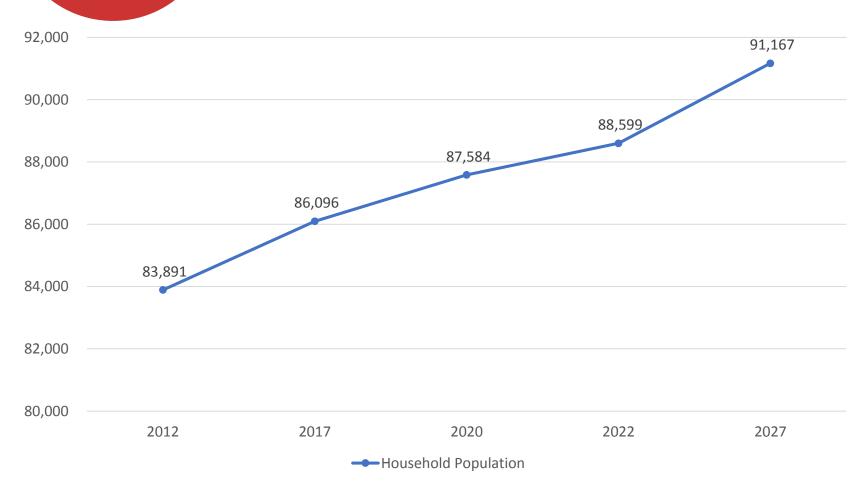Maintenance

Push Factor-
Vacancies

Who shops here?

- Who lives here?

- What do they spend their money on?

- Who is here during the day?

- How many people come through the neighbourhood daily?

Over 90,000 residents by 2027

Who lives here?

92,000				
90,000				91,167
88,000		87,584	88,599	
86,000	86,096			
84,000	83,891			
82,000				
80,000	2012	2017	2020	2022	2027

Household Population

* excludes populations that are in collective dwellings like dormitories, or other institutions

Who lives here?

31%
25-44
years old

50%
indicated that their mother tongue is a non-official language

50%
are Married or Living with a common Law partner

13% Portuguese
9% Italian
6% Spanish
6%Tagalog

55%
1-2 person households
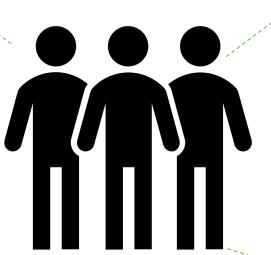
$92,599.75
average household income

Who lives here?

58% own
42% rent

10% work in Education, Government Religion, Social
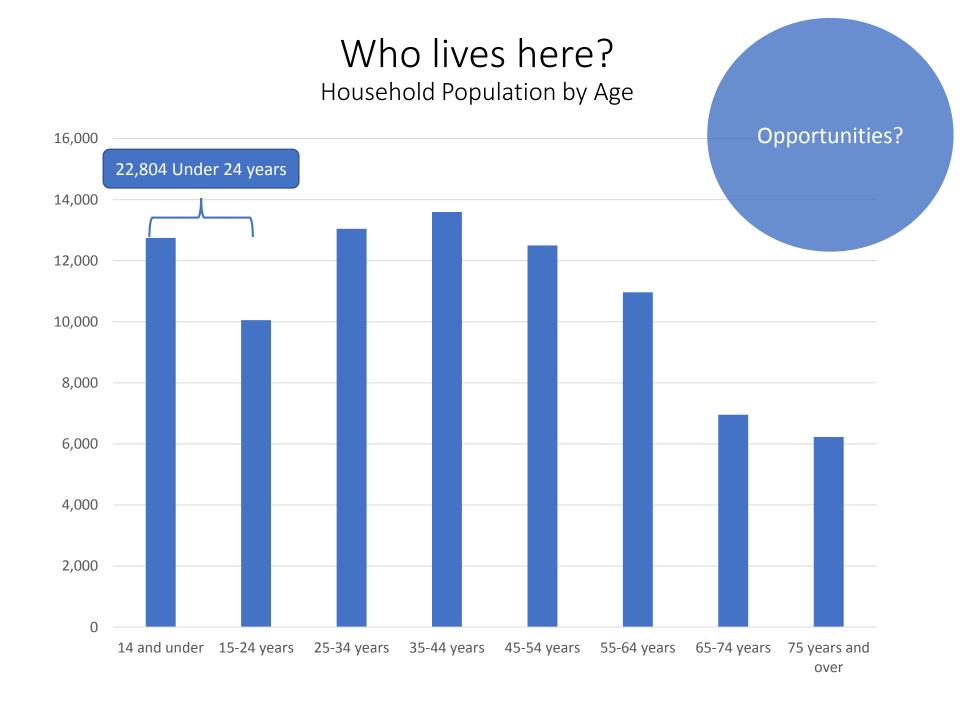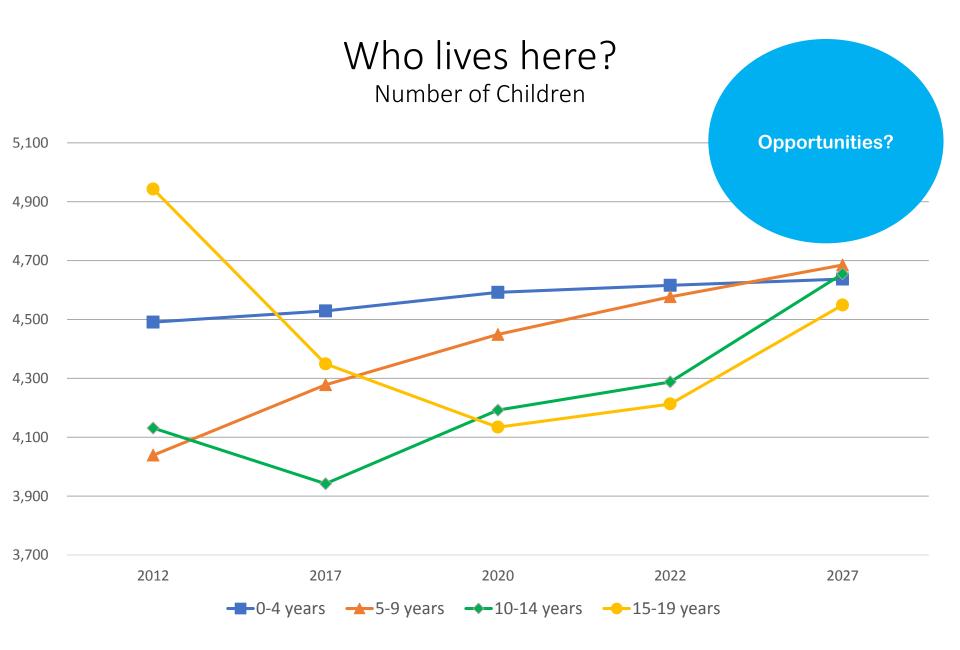
50% are apartments, low and high rise

30% No certificate or degree

18% work in Sales & Service

Who lives here?
Household Population by Age

22,804 Under 24 years

Opportunities?

Value	Category
16,000	
14,000	
12,000	
10,000	
8,000	
6,000	
4,000	
2,000	
0	

14 and under | 15-24 years | 25-34 years | 35-44 years | 45-54 years | 55-64 years | 65-74 years | 75 years and over

Who lives here?
Number of Children

Opportunities?

	2012	2017	2020	2022	2027
0-4 years					
5-9 years					
10-14 years					
15-19 years					

Who lives here?
Number of Children

Opportunities?

Chart axis values:
- 23400
- 23200
- 23000
- 22800
- 22600
- 22400
- 22200

Years: 2012, 2017, 2020, 2022, 2027

Legend: Total Number of Children

Who lives here?
Household Population by Place of Birth

Immigrant
55%

Non-Immigrant
45%

Southern Europe
17%

Southeastern Asia
9%

Caribbean and Bahamas
6%

South America
5%

Other
63%

Note: "Other" is a compilation of many other areas that are smaller in their individual percentages, for instance West Central Asia and Middle East (1.89%), Western Europe (2.92%) and Central America (2.03%)

How do residents commute?

Opportunities?

48%

53%*

45%

36%*

4%

7%*

1%

2%*

Walk Score of 96/100!

* Toronto CMA
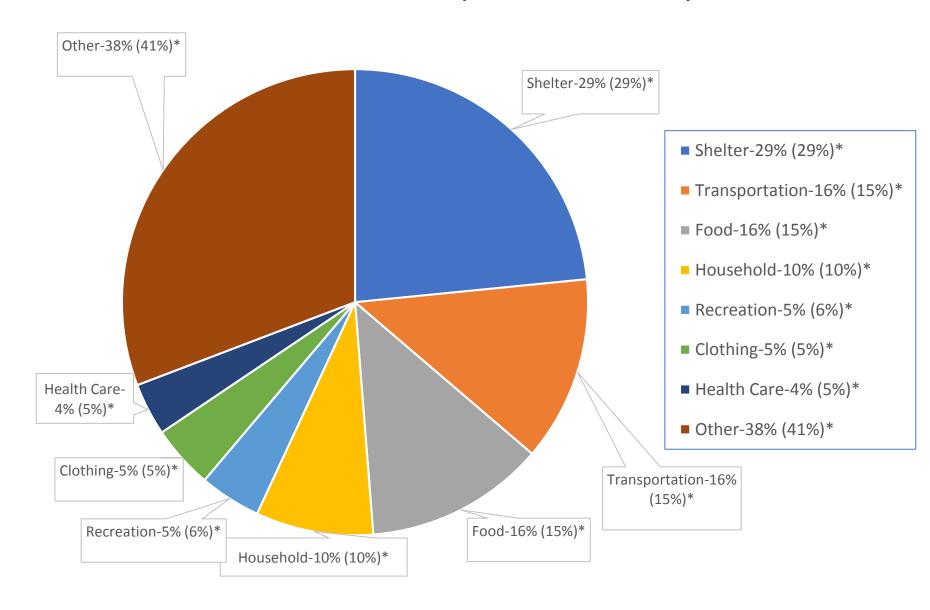
What do residents spend money on?

Legend:
- Shelter-29% (29%)*
- Transportation-16% (15%)*
- Food-16% (15%)*
- Household-10% (10%)*
- Recreation-5% (6%)*
- Clothing-5% (5%)*
- Health Care-4% (5%)*
- Other-38% (41%)*

*Toronto CMA

Highest Spend Categories

#1- Shelter (29% of total budget)

Rented Living Quarters
$15,444/household per year

Owned Living Quarters
$18,884/household per year

#2- Transportation(16% of total budget)

Private transportation
$9,048/household per year

Public transportation
$2,476/household per year

#3- Food (16% of total budget)

Food purchased from stores
$7,434/household per year

Food purchased from restaurants
$3,766/household per year

Note: Shelter $ figures were calculated by taking the total dollar ($) amount spent in the area on that specific type of living quarters, and dividing it by the total number for that specific type of living quarters

Spend categories above Toronto average

- ✓ Nursery and greenhouse stock (flowers, plants, seeds)
- ✓ Other Childcare outside the home (not incl. Daycare centres)
- ✓ Games of chance (net)
- ✓ Antiques
- ✓ Children's Camps
- ✓ Sports and athletic equipment

- ✓ Video game systems and accessories (excl. for computers)
- ✓ Hair care products
- ✓ Tuition fees for kindergarten, elementary and secondary schools
- ✓ Charitable contributions to religious organizations

Who is here during the day?

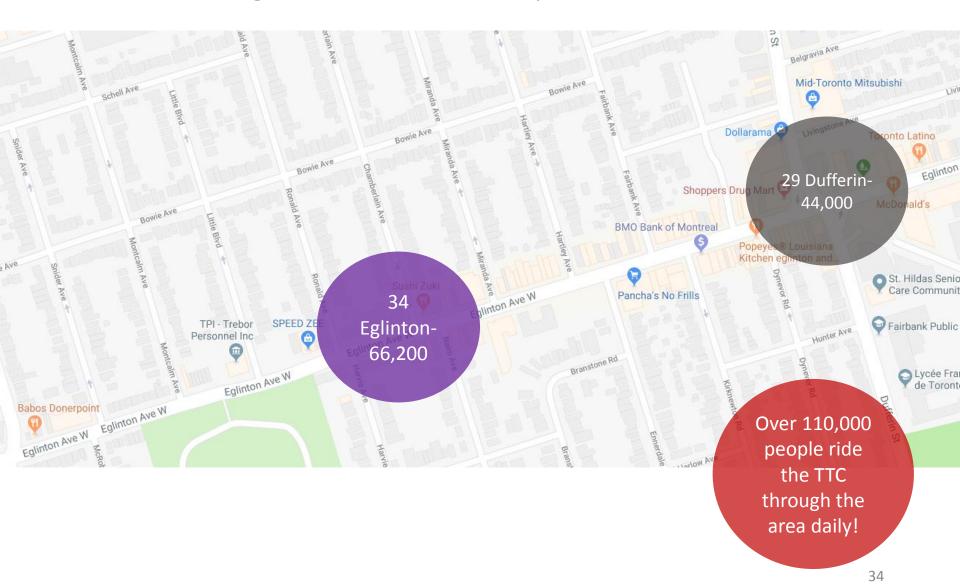**Opportunities?**

At Home:

21%
Aged 0-14

29%
Aged 15-64

19%
Aged 65 and Over

At Home
41,998
68%

At Work
19,884
32%

Daytime Population
61,882

33

How many people come through the neighbourhood daily on the TTC?

29 Dufferin-44,000

34 Eglinton-66,200

Over 110,000 people ride the TTC through the area daily!
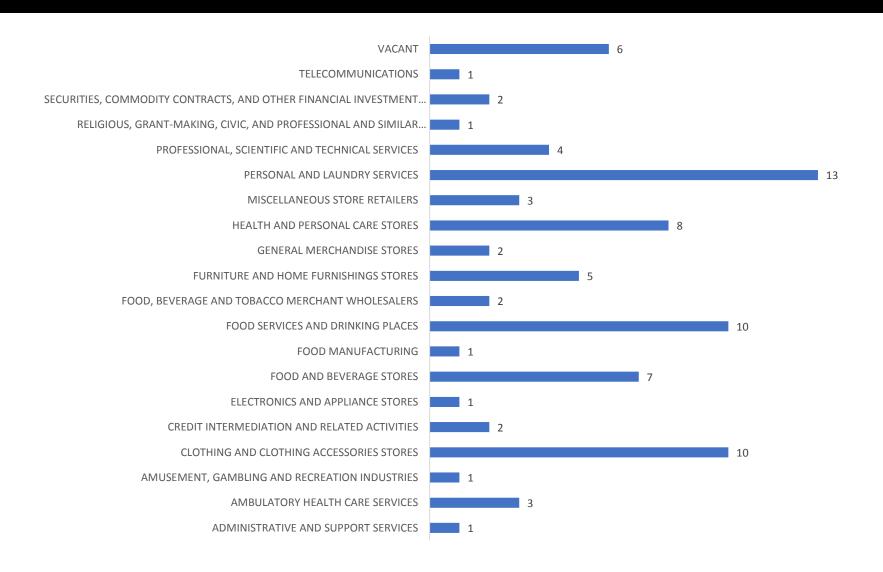
What shops are here?

- How many stores and what do they sell?

- How many are vacant?

- What clusters exist?
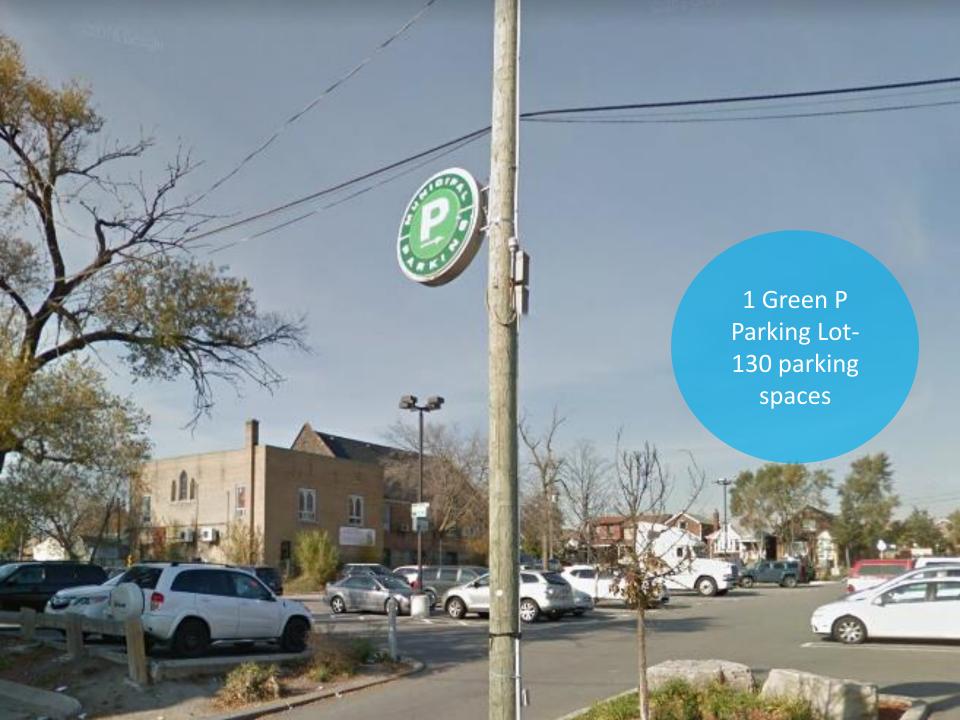
- Is there enough parking?

Retail Supply

- 83 stores along Eglinton Avenue West in Fairbank Village

- Estimated GLA of 151,064 sq.ft.

- Distinct retail clusters:
  - Largest category: personal and laundry services at 13
  - Followed by food services and drinking places AND clothing accessories with 10 stores each

- Average store size = just over 1,800sq.ft

Of 83 stores in Fairbank Village:

Category	Count
VACANT	6
TELECOMMUNICATIONS	1
SECURITIES, COMMODITY CONTRACTS, AND OTHER FINANCIAL INVESTMENT...	2
RELIGIOUS, GRANT-MAKING, CIVIC, AND PROFESSIONAL AND SIMILAR...	1
PROFESSIONAL, SCIENTIFIC AND TECHNICAL SERVICES	4
PERSONAL AND LAUNDRY SERVICES	13
MISCELLANEOUS STORE RETAILERS	3
HEALTH AND PERSONAL CARE STORES	8
GENERAL MERCHANDISE STORES	2
FURNITURE AND HOME FURNISHINGS STORES	5
FOOD, BEVERAGE AND TOBACCO MERCHANT WHOLESALERS	2
FOOD SERVICES AND DRINKING PLACES	10
FOOD MANUFACTURING	1
FOOD AND BEVERAGE STORES	7
ELECTRONICS AND APPLIANCE STORES	1
CREDIT INTERMEDIATION AND RELATED ACTIVITIES	2
CLOTHING AND CLOTHING ACCESSORIES STORES	10
AMUSEMENT, GAMBLING AND RECREATION INDUSTRIES	1
AMBULATORY HEALTH CARE SERVICES	3
ADMINISTRATIVE AND SUPPORT SERVICES	1

Vacancies

- 6 stores are currently vacant, which is 7% of total number of stores.

- In terms of GLA, some 3,300sq.ft. or 2% of stores are vacant – suggesting that vacant stores are on the smaller side.

- The average estimated GLA for a vacant store is 550sq.ft.

- But several are located close together making it more feasible to activate as a cluster.

1 Green P Parking Lot- 130 parking spaces

Conclusions and Recommendations

Fairbank Village BIA

Who could shop here?

➢ **86,096 residents within a 10 min walk, growing to 90,000 by 2027**

- More than half are 1-2 person households
- Largest population is under 25-44 years old
- 53% of immigrants
- Portuguese, Italian, Spanish and Tagalog speaking
- Home ownership is 58%

➢ **61,882 daytime population within a 10 min walk**

- 68% at home
- 32% at work

➢ **110,000 passengers on the TTC every day**

What do residents currently spend money on?

➢ With over **$92,000 a year** average household income, those 86,096 residents currently spend higher than average on:
- Nurseries and gardening supplies
- Antiques
- Children's camps and other childcare
- Tuition fees for kindergarten, elementary and secondary schools
- Hair care products
- Games of chance

What shops are <u>already</u> here?

➢ With a walk score of 96/100, Fairbank Village's main street is well-positioned to attract local residents and employees

➢ 83 stores along Eglinton West in Fairbank Village with three main clusters:
   Personal and laundry services;
   Food services and drinking places; and
   Clothing and clothing accessories.

➢ With a relatively low vacancy and small retail spaces, there are opportunities to launch **pop-up shops**, especially where empty stores or clustered together or activate **streetfront art** initiatives.

Recommendations

➢ Work with the City, property owners and tenants to increase cleanliness, litter pickup and waste management.

➢ Develop partnerships with neighbourhood police officers and businesses to develop community safety and well-being initiatives.

➢ Encourage local shopping by residents and employees on foot, bike and transit.

➢ Consider consolidating the retailers already located here and building complementary clusters: e.g. specific ethnic grocery stores, restaurants and cafes; furniture and household furnishings.

Recommendations

➤ Consolidating could include shared marketing campaigns, cross-promotions or collaborating on social media.

➤ Focus on retailers that serve families with children, including daycare and children's programs.

➤ Collaborate with property owners, retailers and brokers to spark appropriate tenant recruitment

- e.g. develop a pop-up shop strategy to activate vacant storefronts