



It all starts here

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Your business should too!

Become part of a retail, service and restaurant landscape that is one of the most unique, vibrant and engaged neighbourhoods in Toronto.

- ❖ From the Danforth Experience Events and Taste of the Danforth our area is one of Toronto's key destination communities.
- ❖ The Danforth consistently features a high traffic, low turnover, restaurant and retail district.
- ❖ Home to one of the most diverse, energized and locally focused communities in the city.

A "Triple A" experience. Let your business benefit from the rare combination of affluence, accessibility and affordability.



- ❖ Higher than average household income, homeownership and post-secondary education makes this a great area for business to do business.
- ❖ Convenient access by public transit (including subway) and car make the Danforth an easy to get to destination.
- ❖ Compared to other retail/commercial locations in Toronto, the Danforth gives you «bigger bang for your buck» with per square foot rental rates that make profitable business a better bet.
- ❖ We value independent retail and restaurant business and are home to some of the best and most unique shopping and dining experiences anywhere in Toronto.

Visit www.thedanforth.biz for frequently updated information, such as new leasing opportunities, maps and additional contact information

Streetscapes

Balanced mix of shops, restaurants and services

Minutes from Downtown Core

At the heart of two major thoroughfares with easy subway access

Affluent neighbourhood with strong 'Buy Local' culture

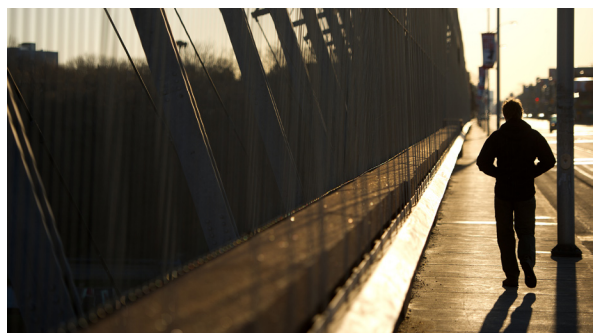
“Your Success Starts Here” when you become part of one of the most unique, *vibrant* and engaged neighbourhoods in Toronto.

A Dynamic Retail & Restaurant District

Being part of the Danforth Business community puts your business front and centre in one of Toronto’s most dynamic retail and restaurant districts that is a popular choice for the surrounding community of Riverdale as well as the «close by» communities of the Beach, Cabbagetown and Rosedale.

Since 2010, we created an active event-based marketing program called The Danforth Experience that generates awareness and excitement for our area and is a celebration throughout the year of all that is local and great to experience “on the Danforth».

In addition, our district is the shared home to Canada’s largest Food Festival, Taste of the Danforth, created by our neighbours from the Greektown BIA. The Taste draws more than 1 million visitors annually to our area and represents a great profiling and business opportunity for a wide range of businesses with a diverse audience from the GTA and beyond.



A Neighbourhood with Strong Roots and a History of Community

To look into the future of the Danforth it is important to recognize its rich history and tradition.

The busy, cosmopolitan area that makes up today's Danforth was in 1900 a largely rural area anchored by two family farms located immediately north and south of Danforth. Most people today would find it hard to recognize the Broadview & Danforth corner in 1906 when it was home to a blacksmith on the North East corner as the only structure.

Being part of the Danforth Business community puts your business front and centre in one of Toronto's most dynamic retail and restaurant districts. It is a popular choice for the surrounding community of Riverdale as well as the a easy and convenient destination for neighbouring communities of the Beach, Cabbagetown and Rosedale.

Viewed through the lens of history it is clear that the Danforth has embodied growth and change throughout the many decades since it first began to expand. Throughout, it has always remained a community that offers families of diverse backgrounds the opportunity to grow and prosper. It is a firm foundation that retailers and restaurateurs can join and take advantage of in building long term and enduring relationships with the more than 12,800 working age adults who call the area home. The Danforth BIA looks forward to helping to shape the next century of growth in our area and to continuing to increase the vibrancy and energy in our neighbourhood in balance with the traditions and aspirations of our residents.



A Community That Celebrates and Embraces Diversity

At its core the Danforth celebrates and embraces a diversity that positively shapes the ability of business owners to create unique retail and restaurant experiences. With an early history of British, Irish and Scottish immigration lasting the 19th century, the area has also been home to waves of Italian, Estonian and Greek immigration among many groups who have all left their mark on the community. With its close proximity and access to downtown, The Danforth has become a popular location for progressive, young urban couples and families over the past few decades including many members of the lesbian and gay community. It is an area that is gifted with more than its fair share of artists, musicians, writers and journalists who enjoy the easy going neighbourhood they all call home.

The impact of this diversity is seen in the many unique businesses that call the Danforth home including one-of-a-kind retailers in fashion, eco friendly living, organic foods, gifts and an endless variety of dining options from worldwide cultures. On the Danforth you can enjoy a ham and egg breakfast, an Indian lunch, a Brazilian dinner all while you shop for the latest in bridal fashion, floral design, footwear, pet products, antiques and gifts from around the world. Why not take a dance lesson and wrap up the evening with some live entertainment at one of the many bars and pubs located here. Is it any wonder residents love to walk the Danforth and encourage their friends from other areas of the city to come and join them in the experience?



The AAA experience that combines accessibility,
affluence
and affordability for your business in one
of the city's most progressive neighbourhoods.

Locating your retail or restaurant business on The Danforth gives you some significant advantages that can be a deal maker for starting your path to success. Compared to many other parts of the city, **the Riverdale community that anchors our commercial district has some preferable advantages that can add up in your favour.**

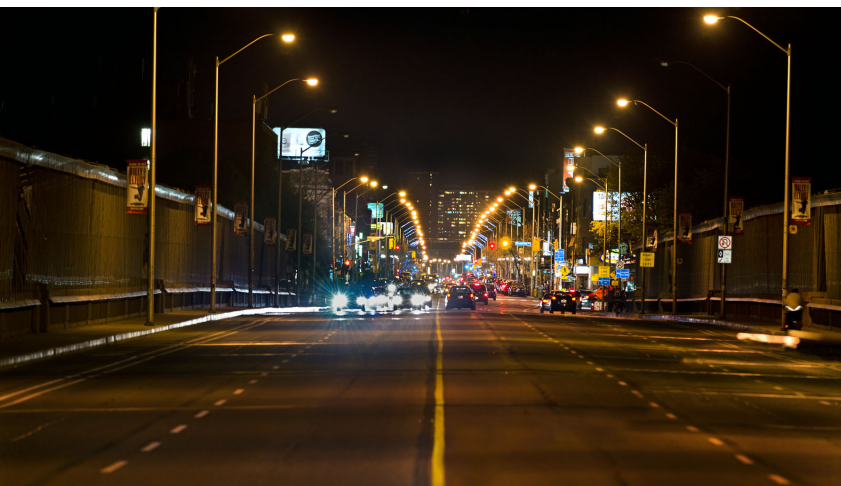
Accessibility Second to None

Served by the Bloor Danforth subway line, our community is only 3 subway stops from the urban centre of Yonge & Bloor and a great mix of Light Rail Transit and Bus options that flow north and south into our area. TTC research shows that the **Chester and Broadview Stations** alone in our area are **frequented by more than 10,000 people on foot each day.** It's a good indicator of how strong pedestrian traffic in our area is each day.

Traveling by car? The Danforth is mere seconds from the Bloor off ramp of the DVP and offers a great mix of street parking, private parking and a series of Green P lots located just steps from Danforth Avenue.

Best of all we are within walking distance of some of the most loyal and engaged communities anywhere in the city. **Research shows that 62 percent of our community shop for groceries within the neighbourhood and dine out on average more than 7 times per month.** Locally

focused is one of the reasons why the Danforth community has been recognized as one of the best areas of the GTA for per capita CO2 emission levels where more people walk and cycle to work and shopping more than many other areas of the city.



Affluence & Affordability

Getting connected to a well resourced customer can spell the difference between success and failure in a business. The Danforth gives you great proximity to **consumers who are above average in annual income, education and home ownership.**

- ❖ 57% have post secondary education and higher.
- ❖ **The Danforth area averages approximately 46% of households with income greater than \$100,000 per year** compared to the Toronto average of just over 21%.
- ❖ Home renovation and decorating is a community priority and with Danforth home ownership at almost 50% we are approximately 4 percent higher than the Toronto average that when combined with a strong real estate market makes for a well resourced and locally focused consumer.
- ❖ In a city where retail locations can be as high as \$250 to \$300 per square foot in Bloor Yorkville and Downtown Yonge, **the Danforth offers business an affordable option of retail opportunities that average from \$40–\$60 per square foot.** With many of the same customers as these areas, the Danforth gives retailers and restaurants a very attractive alternative.



See Your Business Future Start Here Today

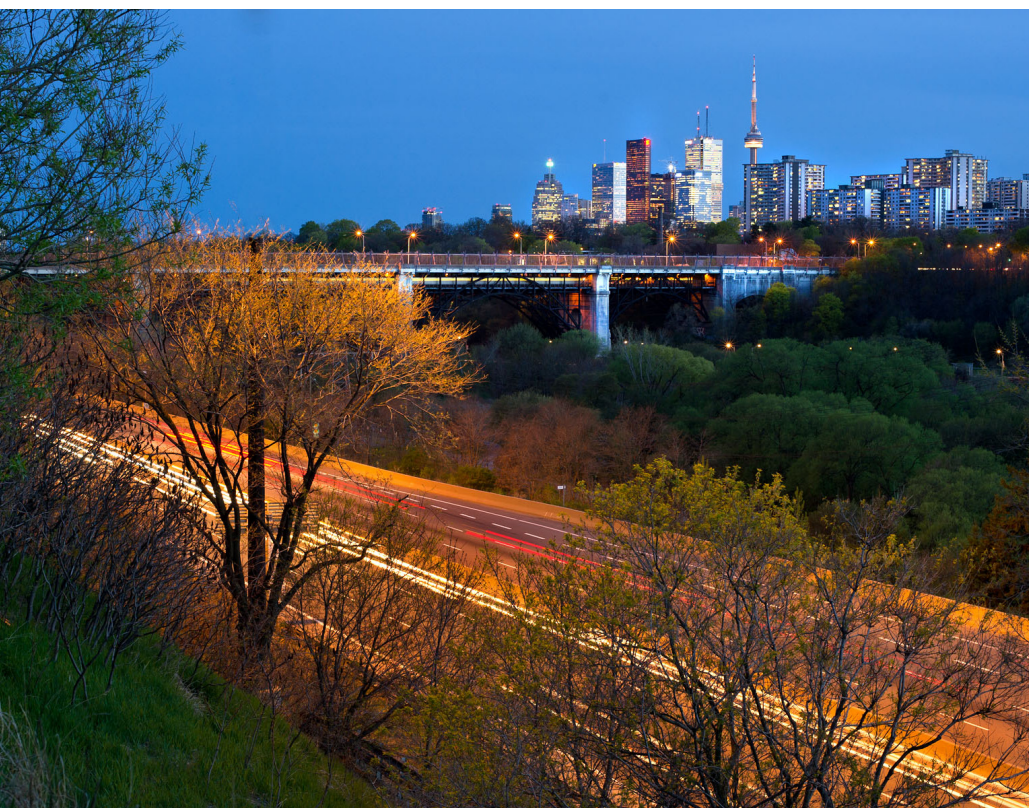
With so many great reasons to locate your next investment in the Danforth, [go here to learn more](#) about the details for zoning and development in our area and retail locations available today.

A Retail Location Where Creativity is Rewarded

In contrast to other areas of Toronto, the Danforth is home to a very wide variety of business that range from well known national retail brands to small independents.

It's a mix that rewards the innovative retailer and restaurant who knows how to make themselves stand out from the crowd.

For a listing of the A to Z variety that makes up our commercial strip, just [go here](#) to see some familiar names and ones you won't find anywhere else.



Become a partner in our future and help to create sustainable *growth* that embraces and respects the unique character of our neighbourhood

While the Danforth is home to some great history, we know that **we are only just beginning to see the promise of change and growth in our future.**

The Danforth BIA wants to help sponsor that growth by working as a partner with the developer community, the city and most importantly our residential community.

Our vision for the future **includes a gentrification of our area** that embraces the concepts of **increasing density, sustainable development** with environmentally friendly building practices and working with like minded developers to create unique and commercially viable **properties on the Danforth.**

Many business communities are passive or aggressive concerning development but at the Danforth BIA **we choose to be active but co-operative** and work with developers to **sponsor growth** and help facilitate a “**by design**” approach that values our neighbours perspective and encourages their ongoing engagement to our commercial district.

Significant brownfield properties such as the former Albany Clinic and Mr. Transmission sites are geared up for change and combined with new opportunities at the historic Danforth Music Hall, it is clear that **the prospects for continued growth and improvement have never been better.**

If you are active in commercial real estate development we encourage you to **contact us concerning our planned forums to create a liaison with the city and our residential community.**



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