

WATERFRONT BIA

BROKER PACKAGE

JUNE 2025

- WHY THE WATERFRONT
- VISITOR AND RESIDENT INFO
- WATERFRONT RETAIL OPPORTUNITIES
- NEIGHBOURHOOD HIGHLIGHTS

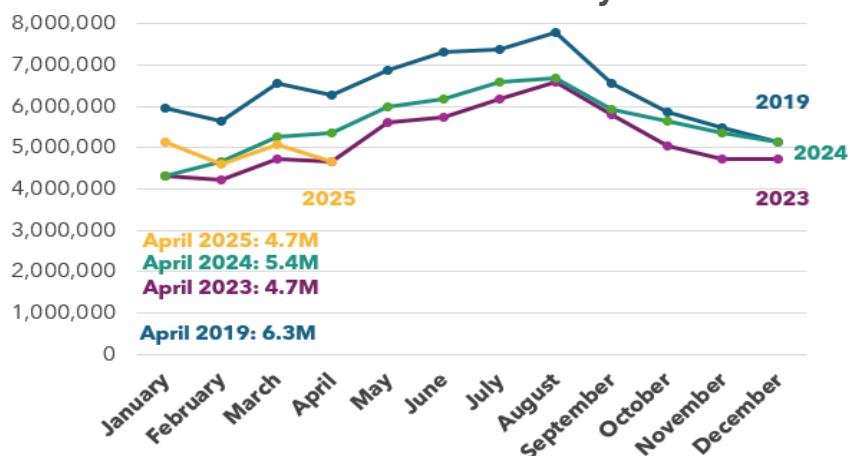
YEAR OVER YEAR RETAIL RECAP

	2024	2025	
Total Commercial Units	277	298	+ 21
Total Businesses Open	237	262	+ 25
Total Vacancies	40	36	- 4

DOCUMENT SUMMARY

The purpose of this document is to highlight key statistics and opportunities for the waterfront area for any organization or business that is interested in locating here. This data package is prepared by the Waterfront Business Improvement Area (WBIA), and all the data presented within this package only pertain to the WBIA's boundaries, shown below in the map.

Visits to the Waterfront by Month



2.9M

Unique visitors in 2024

61.2M

Total visits in 2024

Source: Environics MobileScapes data is based on anonymized, permission-based cellphone data collected from trusted suppliers using location-enabled apps that are compliant with privacy laws. These data are de-identified by their suppliers and are modelled by Environics Analytics to understand visitation to the Waterfront. Data is exclusively for visitors from Canada.

MAP OF ATTRACTIONS



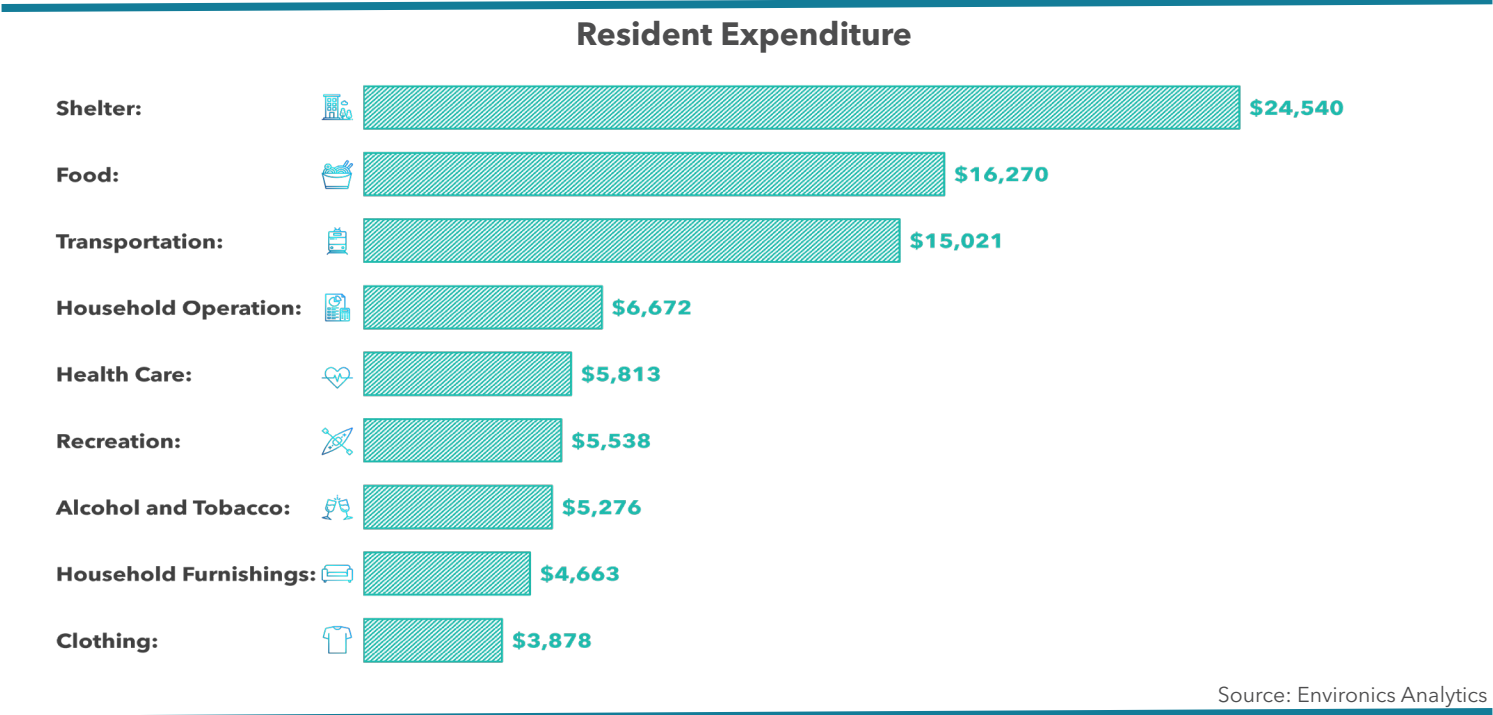
The waterfront is a fast-growing neighbourhood with exciting developments planned to come to the area in the next decade. The area is already home to many internationally well-known companies such as Canada Goose, LCBO, NOKIA, and more. It is also where some of the best educational facilities in the province are located such as George Brown College, the University of Toronto at MaRS, Niagara College, and OCAD University. Being directly adjacent to some of the city's biggest attractions (The CN Tower, Ripley's Aquarium, The Rogers Centre, Scotiabank Arena, etc.) the waterfront is a major tourist attraction itself, in addition to having major hotels in the area with more planned to be located here in the near future. The waterfront is also home to one of the two Toronto airports. Billy Bishop Toronto City Airport will also introduce U.S. pre-customs clearance this Fall.

The area is also very well-connected with the rest of the city with direct access to the Gardiner Expressway and public transit (LRT) on the western side that goes directly to Union Station, and Bus Rapid Transit on the eastern side that will also convert into LRT in the future.


WATERFRONT RESIDENT INFORMATION (2024)

POPULATION	28,844	AVERAGE HOUSEHOLD INCOME	\$146,710
HOUSEHOLDS	16,885	AVERAGE DISPOSABLE INCOME	\$103,494
MEDIAN AGE	37	AVERAGE CONSUMPTION	\$95,501
MARRIED/ COMMON LAW	49%	COUPLES WITH CHILDREN AT HOME	34%


Source: Environics Analytics




TOP THREE TYPES OF VISITOR PROFILES, 2024 (ENVIRONICS, PRIZM)



Eat, Play, Love (12%): refers to **young**, educated **urbanites with white-collar jobs**. They **live in high-rises**, commute sustainably, and enjoy travel, nightlife, fitness, and gourmet food. Tech-savvy, they're active on social media and use the internet for dating, streaming, and gaming.



Metro Melting Pot (8%): includes diverse, **middle-aged immigrant families in Toronto and Mississauga**. Often multigenerational, they **live in older homes, work in varied jobs**, and value family time, travel, and active lifestyles. They enjoy midscale shopping, tech, and dining at casual chains like Swiss Chalet and Milestones.



Came From Away (8%): are diverse, **middle-aged urban renters**—mainly singles or lone parents—**working grey-collar jobs and living in high-rises**. Often foreign-born, they face economic challenges but enjoy urban leisure, casual dining, discount shopping, and status-symbol tech.

Source: Environics Analytics

WATERFRONT RETAIL OPPORTUNITIES

CURRENT VACANCIES



125 Queens Quay East - Ground floor

- Corner unit
- Adjacent to Sugar Beach Park, Water's Edge Promenade, and George Brown College

Details:

- 7,633 Sq. Ft.
- Newly built (2022), at the base of Waterfront Innovation Centre (office building)
- Nearby businesses include: Shoppers Drug Mart, Lazy Barista Cafe, and Loblaws.

15 Merchant's Wharf - Ground floor

- Adjacent to Sherbourne Common Park (includes skating rink and splash pad), Water's Edge Promenade, and George Brown College

Details:

- Approximately 2,000 Sq. Ft.
- Newly built (2017), at the base of Aqualina residential condominium
- Nearby businesses include: Momo Loco, Osmow's Shawarma, and Simona Restaurant.



33 Harbour Square, Unit #202 - Ground floor

- Adjacent to Jack Layton Ferry Terminal, Harbour Square Park, and Love Park

Details:

- 8,649 Sq. Ft.
- Previously occupied by Entro Communications, at the base of Harbour Square Condominiums
- Nearby businesses include: Nav's Grocery Store, Ivy Coffee Shop, Beavertails, and Aroma Espresso Bar.

1 York Street - Second Floor

- Adjacent to RBC Water Park Place offices, at the base of One York office and residential tower

Details:

- Approximately 700 Sq. Ft.
- Directly connected to the PATH system
- Nearby businesses include: South St. Burger, Rolltation, Winners, Dollarama, Cluck'n Bowl, and HealthOne Medical Centre.



NEW & COMING SOON TO THE NEIGHBORHOOD

NEW



Shoppers Drug Mart, 131 Queens Quay East



Momo Loco, 15 Merchant's Wharf



Cluck'n Bowl, One York (interior, PATH connected)



Ivy Coffee Shop, 109 Queens Quay West

COMING SOON



Queens Harbour Restaurant, 245 Queens Quay West



Ethos Climbing Gym, 130 Queens Quay East

MORE NEW:

- Osmow's Shawarma, 15 Merchant's Wharf
- Shawarma West, 8 York Street
- Dil Tak Indian Restaurant at 8 York Street
- Casa 73 Restaurant, 20 Bay Street

MORE COMING SOON:

- Marche Leo's at 90 Merchant's Wharf
- Hometown Road Noodlehouse, 20 Bay Street
- Medwell Canada, 100 Queens Quay East
- Tuscan Wolf Pizza, 15 Merchant's Wharf

WATERFRONT BUSINESS IMPROVEMENT AREA (BIA)

OVERVIEW OF THE BIA

Being part of a BIA comes with its own advantages such as specialized events planned to increase foot traffic, specific reports to understand different trends in the area, area cleaning initiatives in addition to city services, and much more.

The BIA employees are here for business support and to promote waterfront businesses to the rest of the city. The BIA team also works on advocating on municipal, provincial, and federal policies that will have an impact on businesses.

BIA PERKS



Area
Marketing



Street
Beautification



Events &
Programming



Above Standard
Cleaning



Advocacy



Economic
Development

EVENTS AND ACTIVATIONS



Music Garden Concerts

This Summer every Thursday
and Sunday



Skating Rinks

Sherbourne Common,
Harbourfront Centre &
The Bentway



Community Paint Nights

Coming back Summer 2025



Tall Ships Festival

Coming back Summer 2025



Harbourfront Centre

Events year-round



Food Markets

Coming back Fall 2025

Visit our website:

www.waterfrontbia.com

Contact:

Dorsa Alizadeh-Shabani

Manager of Operations

dorsa@waterfrontbia.com