



WATERFRONT BIA

BROKER PACKAGE

JULY 2026

WHY THE WATERFRONT

VISITOR AND RESIDENT INFO

WATERFRONT RETAIL OPPORTUNITIES

NEIGHBOURHOOD HIGHLIGHTS

YEAR OVER YEAR RETAIL RECAP

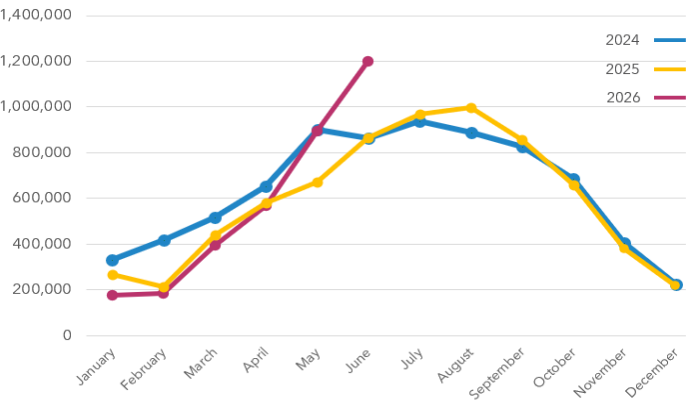
	2025	2026	
Total Commercial Units	297	300	+ 3
Total Businesses Open	261	260	- 1* 26 New
Total Vacancies	36	40	+ 4

* Closed businesses are primarily units that were removed/demolished due to upcoming site redevelopment.

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.

Pedestrian Counts by Month



Source: Waterfront BIA Pedestrian Counters.

The Waterfront BIA measures the volume of pedestrians and cyclists traveling through three key east-west intersections using infrared counters that log each pedestrian or cyclist going east/west on the south side of Queens Quay.

Total visits in 2025 74.3M

Visits in May 2026 5.05M

Busiest Day of Week Thursday

Busiest Time of Day 12 - 6 pm

Source: Environics Analytics

2026 AT A GLANCE

Over the past year, waterfront commercial inventory contracted primarily because several major properties were removed for redevelopment, rather than because of a broad decline in leasing activity:

- Vacancy rate by unit for 2026 for the whole waterfront is 13.3% which is comparable to other downtown neighbourhoods within Toronto. (Western waterfront vacancy: 8%, central waterfront vacancy: 7%, and eastern waterfront vacancy: 27%)
- Two major redevelopments, Quayside and 1 Yonge building, have resulted in a loss of commercial space as both sites prepare for construction. A total of seven businesses were demolished along with five vacant spaces.

Overall, vacant-unit count declined from 36 to 33, although this was partly due to demolished vacancies leaving the inventory, while the remaining available space is increasingly concentrated in larger units.

MAP OF ATTRACTIONS



WATERFRONT RESIDENT INFORMATION (2025)

AVERAGE HOUSEHOLD SIZE

1.8

AVERAGE AGE

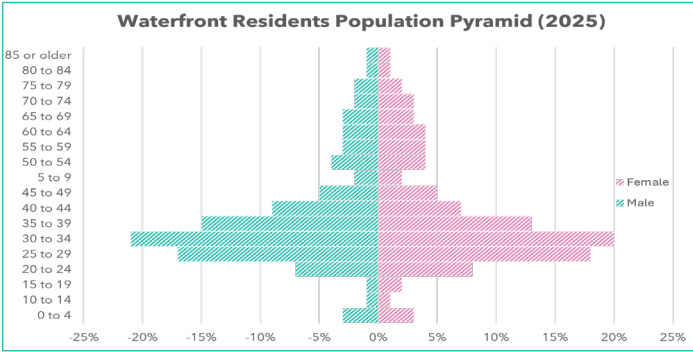
38

IMMIGRANTS

45%

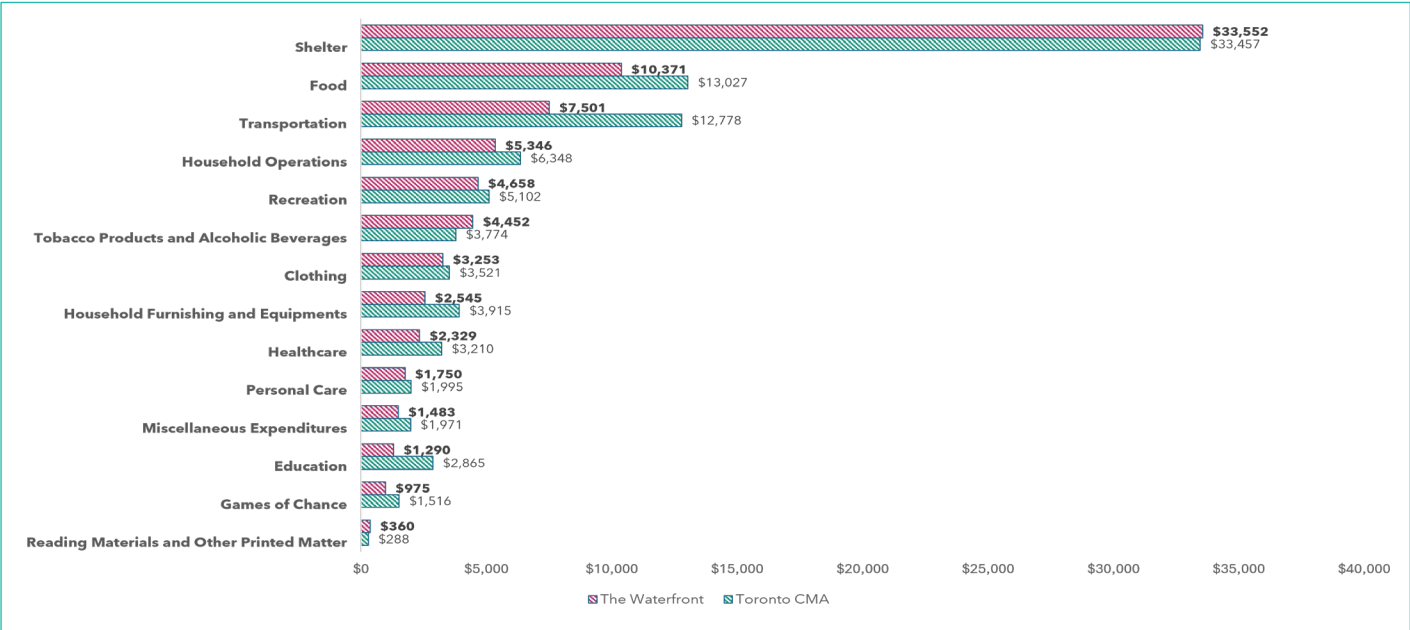
AVERAGE HOUSEHOLD INCOME

\$151,857



Source: Environics Analytics

Resident Expenditure (2025)



Source: Environics Analytics

TOP THREE TYPES OF VISITOR PROFILES, 2025 (ENVIRONICS, PRIZM)



Eat, Play, Love: represents **young urban singles and couples** living primarily in high-rise condos in **major Canadian cities**. They are highly **educated, culturally engaged**, and enjoy fitness, travel, and experiences like concerts, festivals, and sporting events. They value **authenticity, sustainability, and innovation**.



Metro Melting Pot: a **culturally diverse segment**, made up largely of **middle-aged and older immigrant families** living in a mix of owned and rented homes. These family-oriented households, with average incomes, **prioritize experiences for their children**, including professional sporting events. They lead adaptable lifestyles shaped by strong family and cultural connections.



Came From Away: represents a **culturally diverse** segment concentrated in Toronto's **high-rise neighbourhoods**, made up primarily of **younger and middle-aged immigrants** living in rental apartments. These lower-income singles and lone-parent families value **affordable recreation, local attractions while maintaining active, and connected** urban lifestyles.

Source: Environics Analytics



WALK SCORE 92



BIKE SCORE 92



TRANSIT SCORE 93

WATERFRONT RETAIL OPPORTUNITIES

CURRENT VACANCIES



162 Queens Quay East - Ground floor

- Queens Quay East frontage
- Adjacent to Sugar Beach Park, Water's Edge Promenade, and George Brown College

Details:

- 1,896 Sq. Ft.
- Newly built (2025)
- Nearby businesses include: Shoppers Drug Mart, Lazy Barista Cafe, and Loblaws.

20 Bay Street - Second Floor

- PATH connected
- Base of two major office towers
- food-court unit

Details:

- Approximately 780 Sq. Ft.
- Adjacent to Love Park
- Nearby businesses include: Tim Hortons, Zen Kyoto, and Rexall.



12 Richardson Street - Ground floor

- Adjacent to Sugar Beach
- Located within the Daniels Yard
- At the base of office and residential towers

Details:

- Approximately 600 Sq. Ft.
- Previously occupied by Montfort, at the base of 130 Queens Quay East Condominiums
- Nearby businesses include: Tim Hortons, GLB Brewpub, and Booster Juice.

370 Queens Quay West - Ground Floor

- Queens Quay West frontage
- Directly connected to Peter Street Basin Park

Details:

- 4,902 Sq. Ft.
- Base of residential apartments
- Nearby businesses include: Shoppers Drug Mart, Dreams Cyclery, and Tim Hortons.



NEW & COMING SOON TO THE NEIGHBORHOOD

NEW



Mita Mita, 207 Queens Quay West



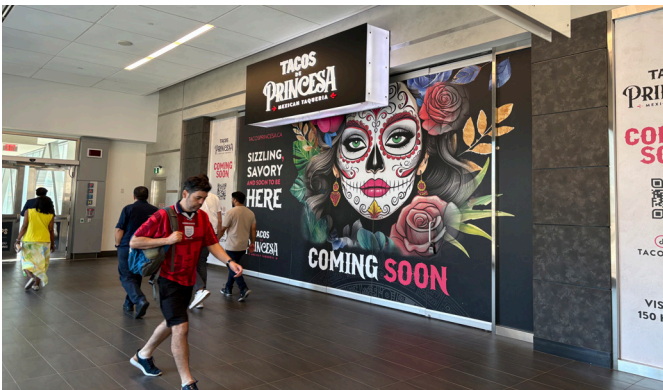
Sushi Yeon, 59 Merchant's Wharf



Bar Butcher, 31 Bay Street



The Spa (By Nails for You), 35 Merchant's Wharf



Tacos De Princessa, 1 York Street



Pür & Simple, 1 York Street

MORE NEW:

- Demo Room, 307 Lake Shore Boulevard East
- Reset Wellness Studio, 59 Merchant's Wharf
- Swami Samatha Vadapav Restaurant, 10 Yonge Street
- Hes Lounge, 550 Queens Quay West
- Eli Jewelry, 500 Queens Quay West
- True North Tailors, 249 Queens Quay West

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 understanding different cleaning initiatives in much more.

- Location:**
- 15 Merchant's Wharf - Ground floor
 - Adjacent to Sherbourne Common Park (includes skating rink and splash pad) and Water's Edge Promenade
- Other Details:**
- Approximately 2,000 Sq. Ft.
 - Newly built (2017), at the base of Aqualina residential condominium
 - Nearby businesses include: Momo Loco, Osmow's Shawarma, Simona Restaurant, and many more

for business support businesses to the rest of works on advocating on general policies that will

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



Community Events

In partnership with local
stakeholders and/or
resident associations



Earth Day Clean-ups

Every year on April 22



Love Park Sails

First of many, Summer 2026



Harbourfront Centre

Events year-round



Food Markets

Coming back Fall 2026

Visit our website:

www.waterfrontbia.com

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