

# Revitalizing Our Waterfront, Driving Our Economy Forward

Waterfront Toronto Economic Impact Analysis (April 2001 – March 2013)  
SUMMARY REPORT

# Waterfront Toronto

is delivering on its ambitious mandate to revitalize the city's long-neglected waterfront. Important economic and social benefits have already been achieved that increasingly enable Toronto to compete with other leading global cities for investment, jobs and people.

In 2001, the Governments of Canada and Ontario and the City of Toronto came together in historic collaboration to seize the full potential of Toronto's waterfront. Each level of government committed \$500 million and development control of their waterfront lands to establish a new agency – Waterfront Toronto – with a mandate to build a truly great waterfront for the people of Toronto, Ontario and Canada.

Now approaching the half-way mark of its 25-year mandate, Waterfront Toronto is recasting the area into a valuable public asset that represents Toronto's future. The evidence is in plain sight: a new state-of-the-art college campus, high quality residential and commercial developments geared to create new jobs, iconic parks and public spaces and essential infrastructure and services to unlock development, including the 2015 Pan American Games Athletes' Village.

The visible transformation across the waterfront only tells part of the story about the far-reaching benefits of revitalization. A comprehensive Economic Impact Analysis study, prepared by urbanMetrics Inc., confirms that government investment in waterfront renewal is generating considerable economic growth, employment, and prosperity.

These results demonstrate that public investment for the renewal of Toronto's waterfront is building an enduring legacy of economic returns and social benefits for the city, province and country.



# Waterfront Toronto investment fuelled \$3.2 billion in economic output to date

“Waterfront Toronto is creating value by making initial investments with a long-term vision.”

*Mitchell Cohen, President  
The Daniels Corporation*

Between April 2001 and March 2013, Waterfront Toronto invested \$1.26 billion for pre-construction planning and implementation of revitalization projects, either directly or through arrangements for infrastructure investment by other public sector agencies.

To date, the total investment has generated \$3.2 billion in economic output for the Canadian economy and 16,200 full time years of employment. In addition, it has resulted in revenues of \$348 million to the federal government, \$237 million to the provincial government, and \$36 million to the City of Toronto.

Waterfront Toronto’s investment has benefited key sectors of the local and provincial economies. Approximately 88 per cent of Waterfront Toronto’s expenditures were made in Toronto and more than 96 per cent were made in Ontario. The largest share of expenditures, 37 per cent or nearly \$469 million, has been directed to construction-related industries. These expenditures support the high-skilled and high-wage jobs in this industry. Economic spin-offs from the construction industry include secondary expenditures on materials and equipment, much of which is sourced from Canadian companies.

Large portions of Waterfront Toronto’s expenditures were also made in the creative and knowledge-based industries, including design, engineering and environmental services in the Professional Scientific and Technical Services Sector, and in the Finance, Insurance, Real Estate, Renting and Leasing Sector. These sectors account for 28 per cent and 17 per cent of total Waterfront Toronto expenditures respectively.



## Returns on Waterfront Investment to Date

**\$1.26 BILLION**  
investment has generated:

**\$3.2 billion**  
in economic output for the Canadian economy



**\$622 million**  
in government revenues



**16,200**  
full time years of employment



## Benefiting our Economy

Waterfront Toronto Expenditures by REGION



**96%**  
Ontario

**88%**  
Toronto

Waterfront Toronto Expenditures by SECTOR (top 4)

**16.7%**  
Finance, Insurance, Real Estate, Renting and Leasing



**27.5%**  
Professional, Scientific, Technical



**37.2%**  
Construction



**11.1%**  
Public Administration



# Creating **\$2.6 billion** in development value in Toronto's first new waterfront neighbourhoods

**“Waterfront Toronto has had a very significant impact in terms of accelerating development on the waterfront. These lands have been dormant for 25 years and without Waterfront Toronto, they would still be dormant.”**

*Dino Carmel, Chief Operating Officer, Deltera Inc., Tridel Group of Companies*

Waterfront Toronto has more than doubled the value of government investments on the waterfront by attracting development projects valued at more than \$2.6 billion to the first new waterfront neighbourhoods of East Bayfront and West Don Lands.

As a result of these private and public development projects, both areas are now undergoing a complete transformation, from desolate former industrial sites to vibrant

neighbourhoods with an array of residential options, significant employment opportunities and dynamic parks and public spaces.

In East Bayfront, George Brown College's new Health Sciences Campus valued at \$85 million, has attracted thousands of students and hundreds of employees. Other developments underway include the massive Bayside mixed-use community by Hines valued at \$910 million and Great Gulf's Monde Condominiums valued at \$276 million.

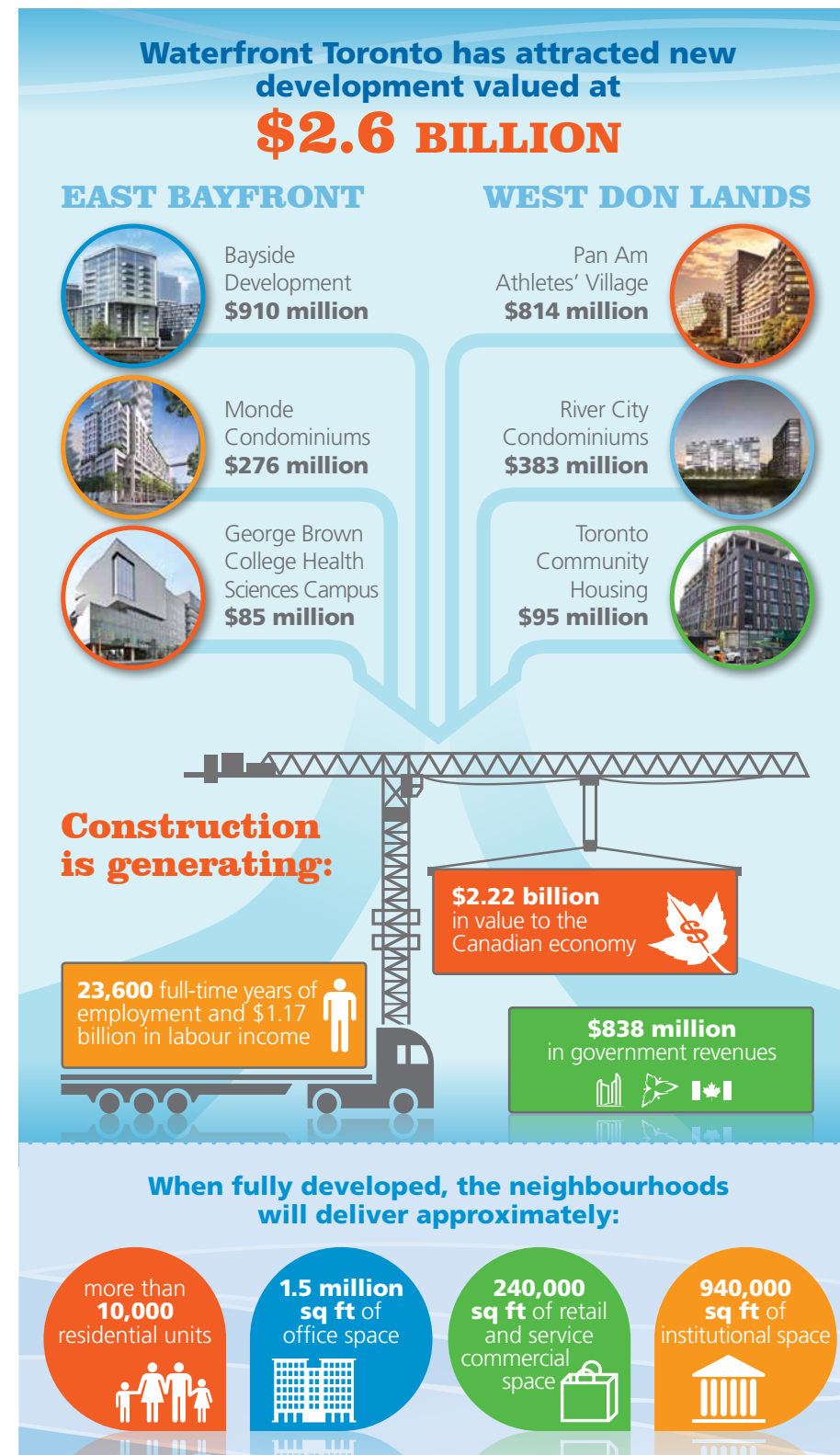
In the West Don Lands, the area's first residents have moved into Urban Capital's River City Condominiums valued at \$383 million. Development of the West Don Lands has been accelerated by provincial investment in the Toronto 2015 Pan/Parapan American Games Athletes' Village. The Village project undertaken by Dundee Kilmer Developments is valued at \$814 million. Nearby, Toronto Community Housing is constructing three buildings valued at \$95 million.

The project values in East Bayfront and the West Don Lands are based on estimates of the future assessed value of the development projects identified.

Beyond the economic returns generated by Waterfront Toronto's direct investment, construction of these projects alone will generate \$2.22 billion in value to the Canadian economy, nearly 23,600 full-time years of employment and \$1.17 billion in labour income. Additionally, the projects will contribute \$838 million in revenues to the three levels of government.

When fully developed, the lands controlled by Waterfront Toronto in East Bayfront and the West Don Lands will yield more than 10,000 residential units, 1.5 million square feet of office space, 240,000 square feet of retail and service commercial space, and approximately 940,000 square feet of institutional space.

## Creating Value: Toronto's First New Waterfront Neighbourhoods



# Stimulating private sector investment across the waterfront and beyond

“Master-planned, multi-phased projects like these are more appealing to investors than stand-alone projects. Purchasers are not just looking at the building itself, but rather the community as a whole and the supporting infrastructure.”

*Hunter Milborne, CEO, Milborne Real Estate Inc.*



Waterfront Toronto’s revitalization work has been a catalyst for massive private-sector investment and development not only throughout the waterfront but also in adjacent neighbourhoods.

Since revitalization began, construction investment and activity in the waterfront area is higher and has increased at a much faster rate than elsewhere in Toronto. As of 2011, the average value of building permits issued in the waterfront area was more than four times higher than the current Toronto average. What’s more, over this same period, the number of building permits on the waterfront has risen by more than 62 per cent, compared to a 32 per cent increase for the city as a whole.

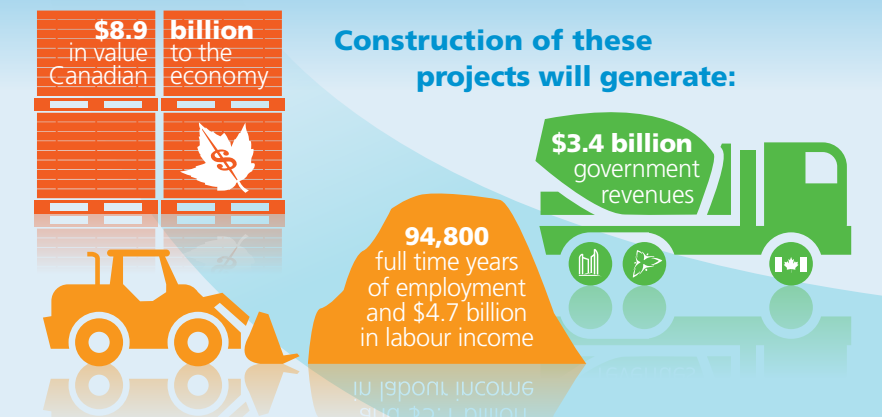
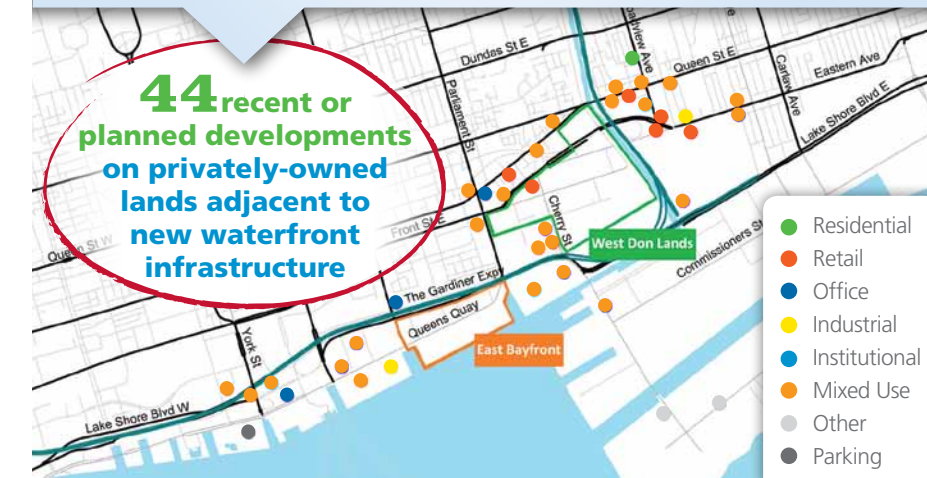
Today, there are 44 recent and planned development projects on privately-owned lands across the waterfront and in adjacent neighbourhoods close to where Waterfront Toronto has invested heavily in essential community infrastructure including parks and public spaces, waterfront and riverfront access, transit, flood protection and brownfield remediation. With an assessed value of more than \$9.6 billion, these developments are creating 16,600 residential units, 1.4 million square feet of retail space, 4 million square feet of office space and some 150,000 square feet of institutional and industrial space.

When complete, the development projects identified will generate an additional \$8.9 billion in value to the Canadian economy, more than 94,800 years of employment and \$4.7 billion in labour income. These projects will also deliver \$3.4 billion in revenues to the three levels of government.



## Waterfront Revitalization: A Catalyst for Private Sector Investment

Waterfront revitalization has been a catalyst for private sector development projects valued at **\$9.6 BILLION**



## Even greater economic benefits to come as revitalization continues



Although the economic returns achieved to date are impressive, they are relatively small when compared to the recurring benefits that will be experienced with continued development of the waterfront, such as permanent jobs, property taxes, income taxes and tourism spending.

Waterfront Toronto is working with the City of Toronto and other partners, including George Brown College, the YMCA of Greater Toronto, and Dixon Hall, on the Waterfront Toronto Employment Initiative, which helps to ensure that un- and under-employed people have access to the employment and training opportunities generated by projects on the waterfront.

Combined development in East Bayfront, West Don Lands and the adjoining neighbourhoods will yield more than 26,600 residential units and will accommodate 21,700 permanent jobs. Construction activity alone is expected to add \$12.9 billion to the Canadian economy, more than 137,900 years of employment and revenues of nearly \$4.9 billion to the three levels of government. Once construction is complete, the City of Toronto will receive \$252 million in development charges to fund future infrastructure and \$105 million annually in property taxes.

The vision for Toronto's waterfront is being realized. It is clear that the revitalization project will help to drive our economy forward for years to come.



This summary report is based on the findings of an Economic Impact Analysis prepared by urbanMetrics Inc in 2013. To read the full report, please visit:

**[waterfrontoronto.ca](http://waterfrontoronto.ca)**

A decorative graphic at the bottom of the page consisting of several overlapping, wavy, horizontal bands in various shades of blue, ranging from light to dark, creating a sense of movement and depth.