



St. Clair Avenue West Business Travel Survey Neighbourhood Update

February 2004

 **TORONTO** Urban Development Services

Introduction

The St. Clair Avenue West corridor is one of the many areas within the City of Toronto that will play an important role in achieving the strategic growth objectives of Toronto's new Official Plan. The St. Clair Avenue corridor is a vibrant community with a unique mix of employment, residential and commercial uses. The City Planning Division has undertaken a survey of local businesses to better understand the local business needs and their transportation related issues. Similarly, a travel survey of corridor area residents in the summer of 2003 helped understand their travel patterns and behaviours.

The data in this update is intended for information purposes only.

Survey Results

Along the St. Clair Avenue West corridor 1,092 businesses received questionnaires in the Fall of 2003. A total of 224 businesses responded to the survey, representing a 21% response rate. Table 1 illustrates the number of surveys mailed out and the number of responses from each of the various business improvement areas (BIA) and other areas surveyed.

Table 1: Response Rates

Area	# of Surveys	# of Responses (%)
Corso Italia BIA	207	46 (22%)
Hillcrest BIA	94	14 (15%)
St. Clair West BIA*	46	6 (13%)
St. Clair Gardens BIA*	94	8 (8%)
Wychwood BIA	115	26 (23%)
Between Scarlett Rd & Old Weston Rd*	85	4 (5%)
Between Caledonia Rd & Corso Italia	9	0 (0%)
Between Glenholme Rd & Winona Dr	76	10 (13%)
Between Tweedsmuir Ave & Yonge St	366	88 (24%)
Unknown	N/A	22 (N/A)
Total	1,092	224 (21%)

Note: *Small sample

Business Types

The data indicate that the two predominant forms of business in the sample are office and shopping/services which represent 43% and 42% of the total number of businesses along the corridor. Institutional uses represent 6% and other types of businesses 9%.

Within these individual categories, health service offices appear along the corridor most frequently, with 58 businesses representing 26% of the respondents. Retail shopping represents 19% of the respondents with 43 businesses, and of the 17 restaurants and fast food outlets responding, represent 8%. Finance, insurance, and real estate offices round out the sample with 7% or 15 businesses.

Number of Employees

The 224 businesses that responded to the survey employ approximately 2,393 staff including 1,627 full-time, 545 part-time and 221 volunteers or occasional employees. Based on the survey results, the highest concentration (53%) of employees are employed in the area between Tweedsmuir Avenue and Yonge Street. Table 2 illustrates the number of employees by location along the corridor.

Table 2: Number of Employees by Location

Area	Full-Time	Part-Time	Other (Volunteer Occasional)	Total (%)
Corso Italia BIA	182	95	5	282 (12%)
Hillcrest BIA	103	54	0	157 (6%)
St. Clair West BIA*	30	21	0	51 (2%)
St. Clair Gardens BIA*	103	9	0	112 (5%)
Wychwood BIA	124	60	0	184 (8%)
Between Scarlett Rd & Old Weston Rd*	123	83	0	206 (9%)
Between Glenholme Rd & Winona Dr	25	8	0	33 (1%)
Between Tweedsmuir Ave & Yonge St	870	184	216	1,270 (53%)
Unknown	67	31	0	98 (4%)
Total	1,627	545	221	2,393 (100%)

Note: *Small sample

Employees by Business Category

Examining the number of employees by business categories, 1,174 (49%) are employed in offices, while shopping services account for 863 or 36% of all employees. Institutional uses represent 7% and other types of businesses represent 8%.

Parking/Loading Availability

Of the businesses that responded to the survey, 14% have a designated loading zone.

On-site Parking

In terms of on-site parking, 28% of those businesses along the St. Clair Avenue West corridor that responded to the survey, have on-site parking available for customers and clients. When asked if there is a sufficient number of on-site parking spaces for their business needs, 15% of the businesses responded "yes", 15% said "most times", and 70% said "no".

Area Parking

To examine parking on a broader basis, the survey asked "Is there sufficient parking in the area for your business needs?" 54% of the respondents did not believe that there was sufficient parking in the area, while 31% said most times, and 15% said there was sufficient parking.

Employee Mode of Travel

Based on the businesses that responded to the survey, 52% of the employees travel to work via the automobile (5% are passengers), while 39% use public transit. The remaining 9% consist predominately of people walking or cycling at 7% and 2% respectively.

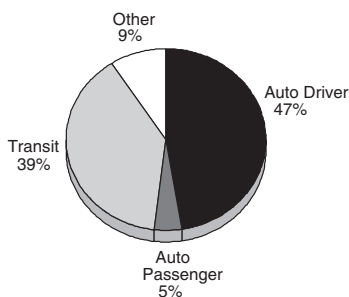


Table 3 illustrates the modal split of those employees in the various locations along the St. Clair Avenue West corridor.

Table 3: Modal Split

Area	Auto	Transit	Other	Total
Corso Italia BIA	57%	15%	28%	100%
Hillcrest BIA	49%	39%	12%	100%
St. Clair West BIA*	84%	14%	2%	100%
St. Clair Gardens BIA*	82%	12%	6%	100%
Wychwood BIA	43%	43%	14%	100%
Between Scarlett Rd & Old Weston Rd*	55%	30%	15%	100%
Between Glenholme Rd & Winona Dr	70%	25%	5%	100%
Between Tweedsmuir Ave & Yonge St	46%	50%	4%	100%
Total	52%	39%	9%	100%

Note: *Small sample

Customer/Client Activity

Based in the businesses that responded to the survey, during the busiest peak period approximately 8,150 customers/clients visit the St. Clair Avenue West corridor during a weekday, and 8,500 during the weekend. Table 4 illustrates the location of these customers/clients in the various areas along the St. Clair Avenue West corridor, based on the businesses that responded to the survey.

Table 4: Number of Customers/Clients

Area	# of Customers / Clients (%)	
	Weekday	Weekend
Corso Italia BIA	1,900 (23%)	2,000 (23%)
Hillcrest BIA	1,900 (23%)	600 (7%)
St. Clair West BIA*	750 (9%)	970 (10%)
St. Clair Gardens BIA*	150 (2%)	100 (2%)
Wychwood BIA	1,200 (15%)	1,150 (14%)
Between Scarlett Rd & Old Weston Rd*	300 (4%)	1,300 (15%)
Between Glenholme Rd & Winona Dr	450 (6%)	500 (6%)
Between Tweedsmuir Ave & Yonge St	1,050 (13%)	1,550 (18%)
Unknown	450 (5%)	431 (5%)
Total (Approximate)	8,150 (100%)	8,500 (100%)

Note: *Small sample

Further Information

To obtain more copies of this update or for further information on results of the St. Clair Avenue West Business Survey, please contact:

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