



# Rogers Road Study Area: Economic Scan October 2016

Prepared for



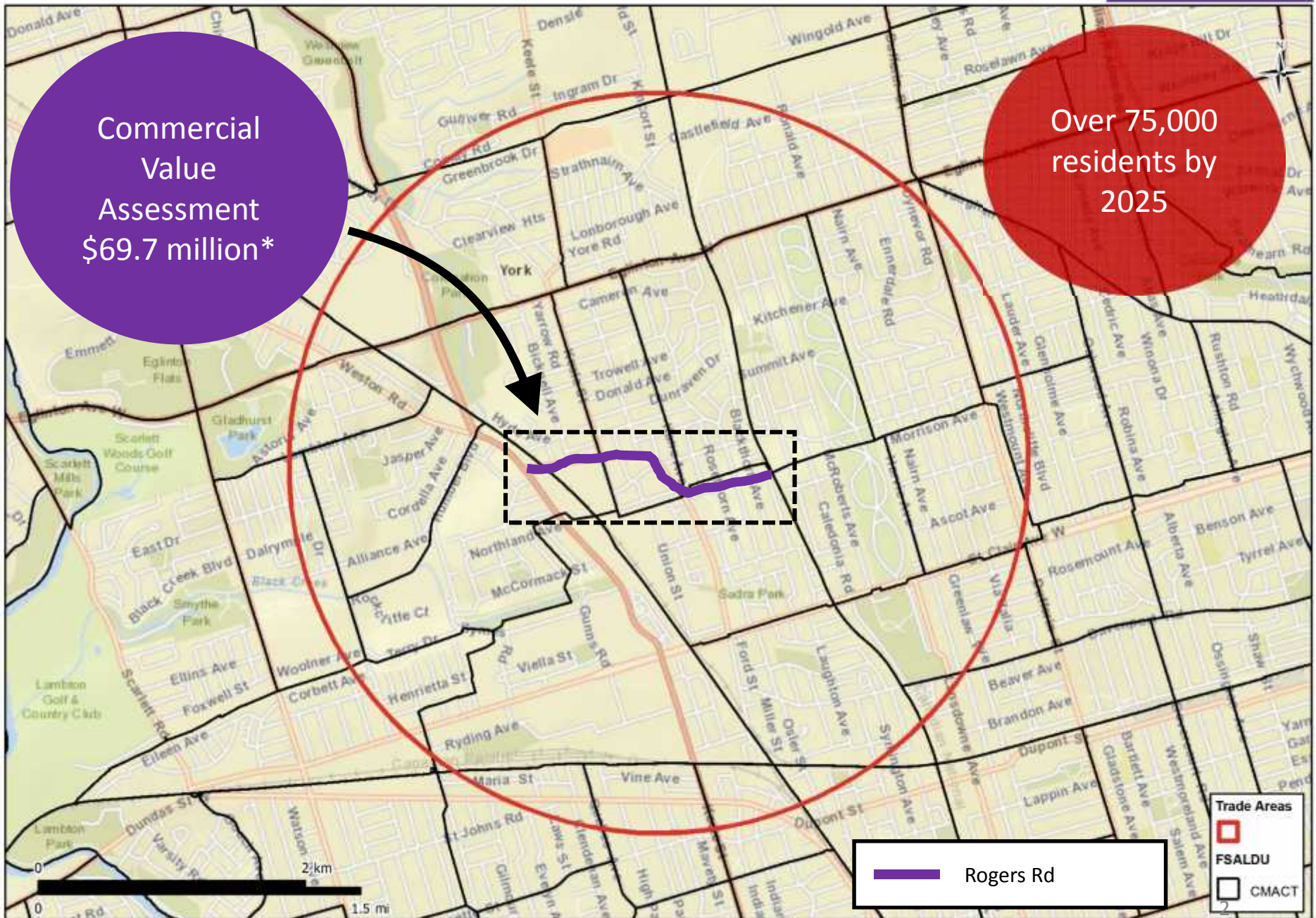
Economic Development & Culture  
Business Improvement Area Office

Prepared by

**DOWNTOWN**



Total Population  
Rogers and Old Weston Road - 2 km Radius (Count)



# What affects economic value?

- Assets or pull factors
  - Bricks and mortar or experiential assets attract business, shoppers, visitors, tourists, residents
- Liabilities or push factors
  - Bricks and mortar or experiential liabilities repel business, shoppers, visitors, tourists, residents



Specialty  
Shops &  
Restaurants



Social  
Clubs &  
Religious  
Groups

Pull Factors



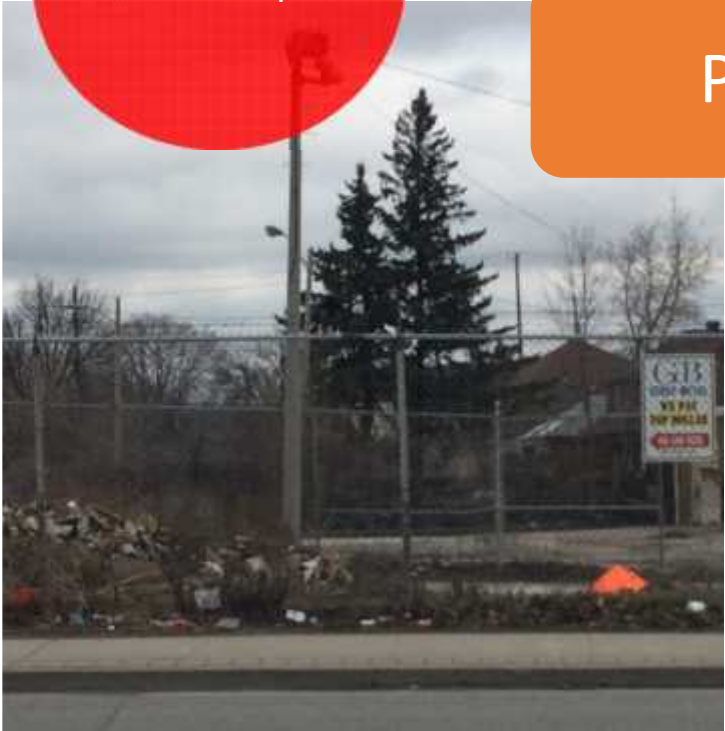


Streetscape



Vacancies

Push Factors



Overall Area feel

# What's here and what is needed?

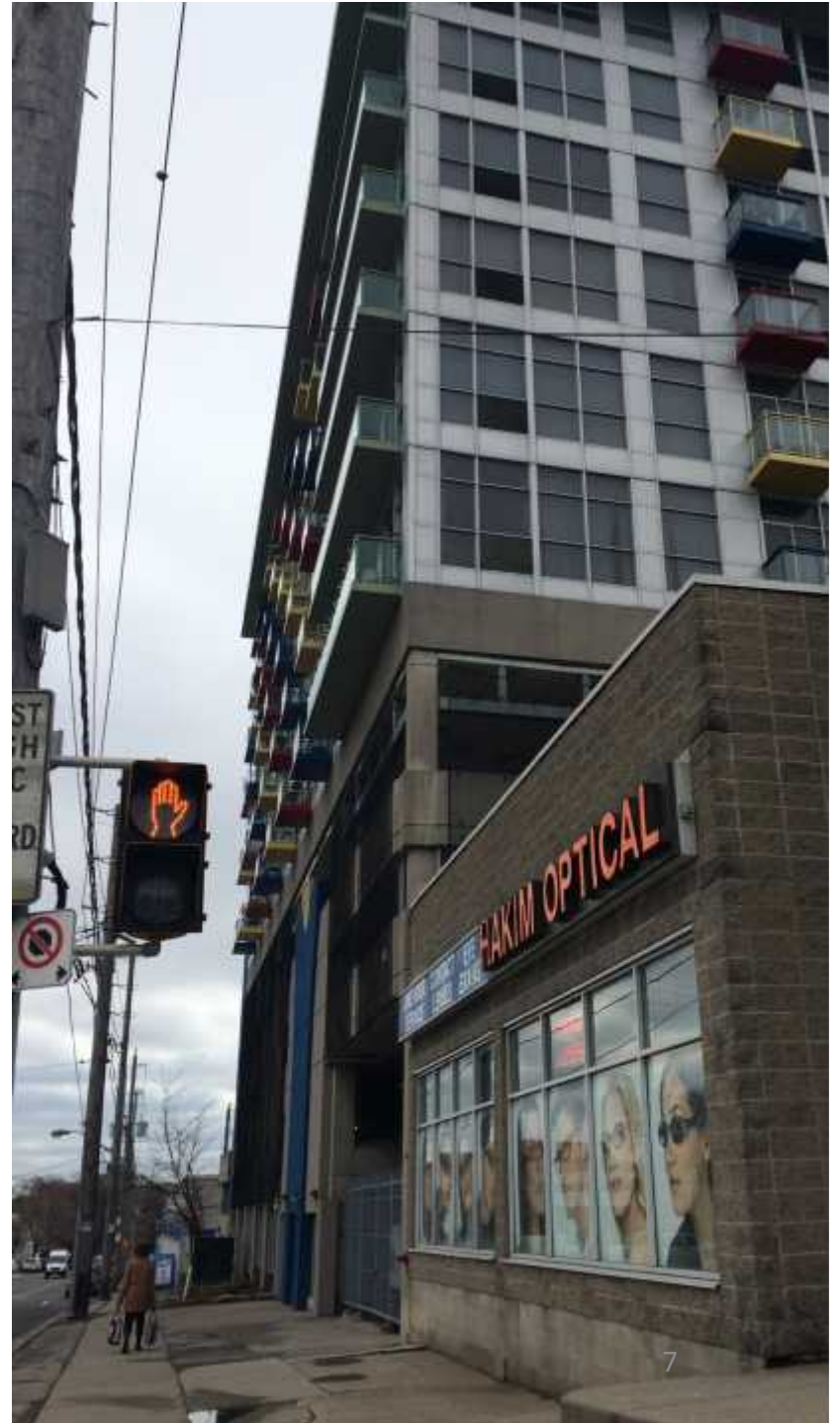
Who shops here?

What is missing?

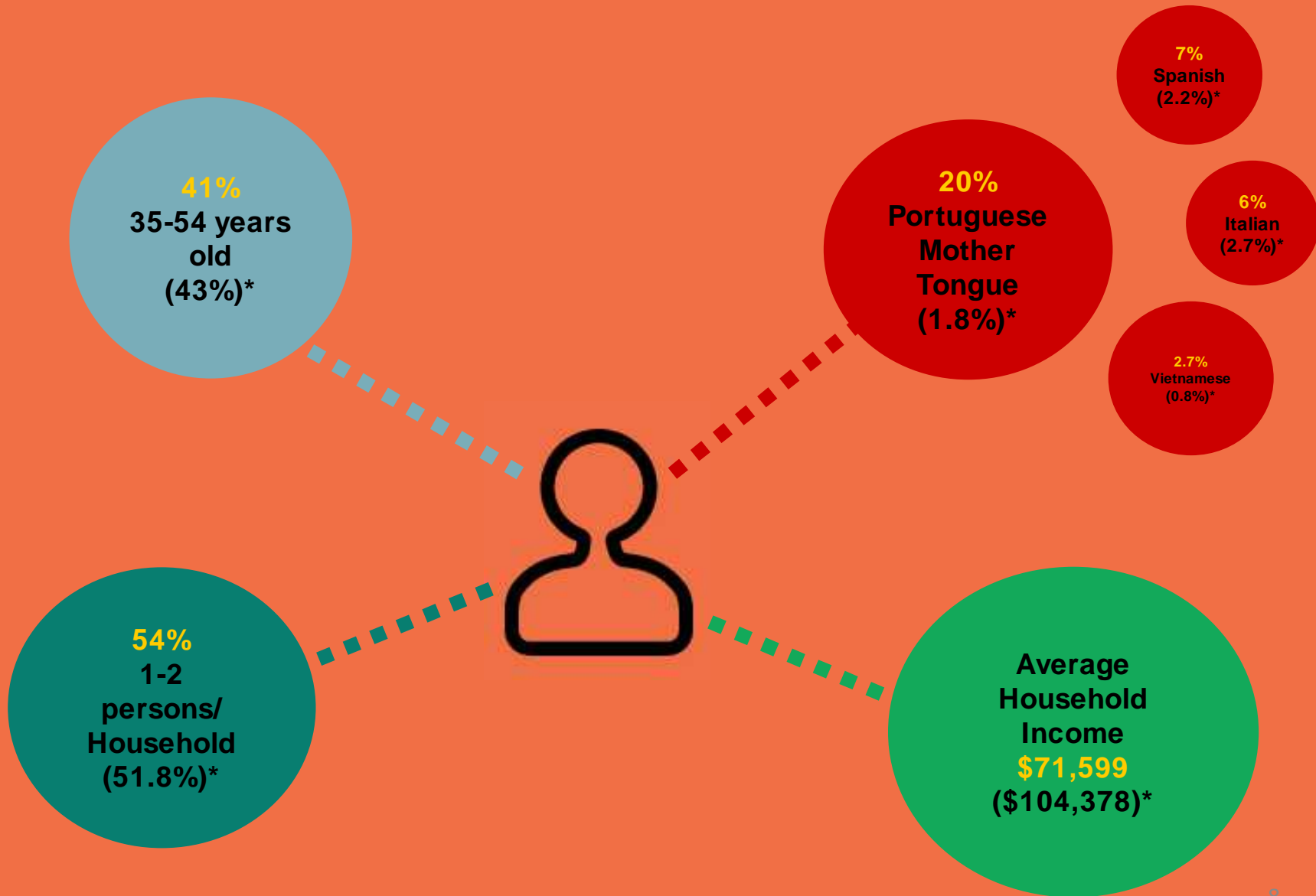
What shops are here?

## Who shops here?

- Who lives here?
- What do they spend their money on?
- Who works here?
- How many people come through the neighbourhood daily?



# Who lives here?





# Who lives here?

**59%**  
Own  
**41%**  
Rent  
(69% Own  
31% Rent)\*

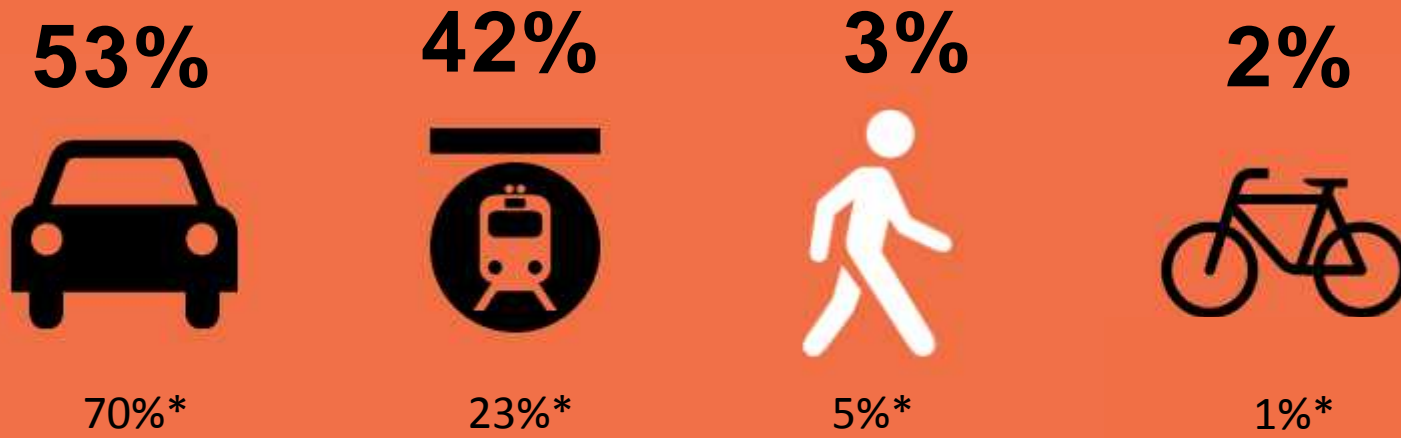
**20%**  
work in  
Sales &  
Service  
(15.8%)\*

**35%**  
No  
certificate,  
diploma or  
degree  
(17.4%)\*

**11%**  
work in  
Trades,  
Transportation  
& equip.  
operators  
(6.4%)\*

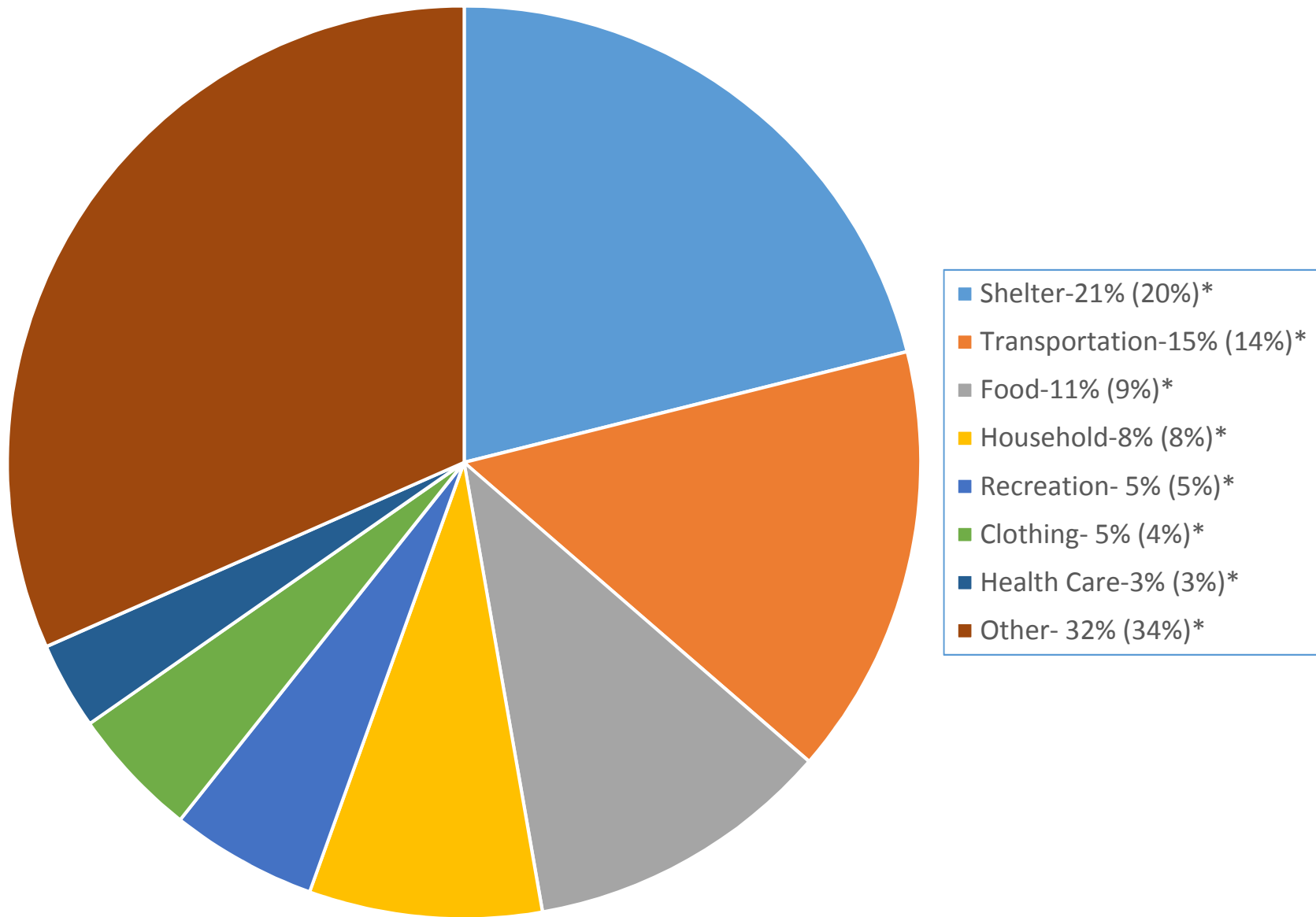
# How do residents commute?

Opportunities?



**Walk Score of 83/100!**

# What do residents spend money on?





Who works here?

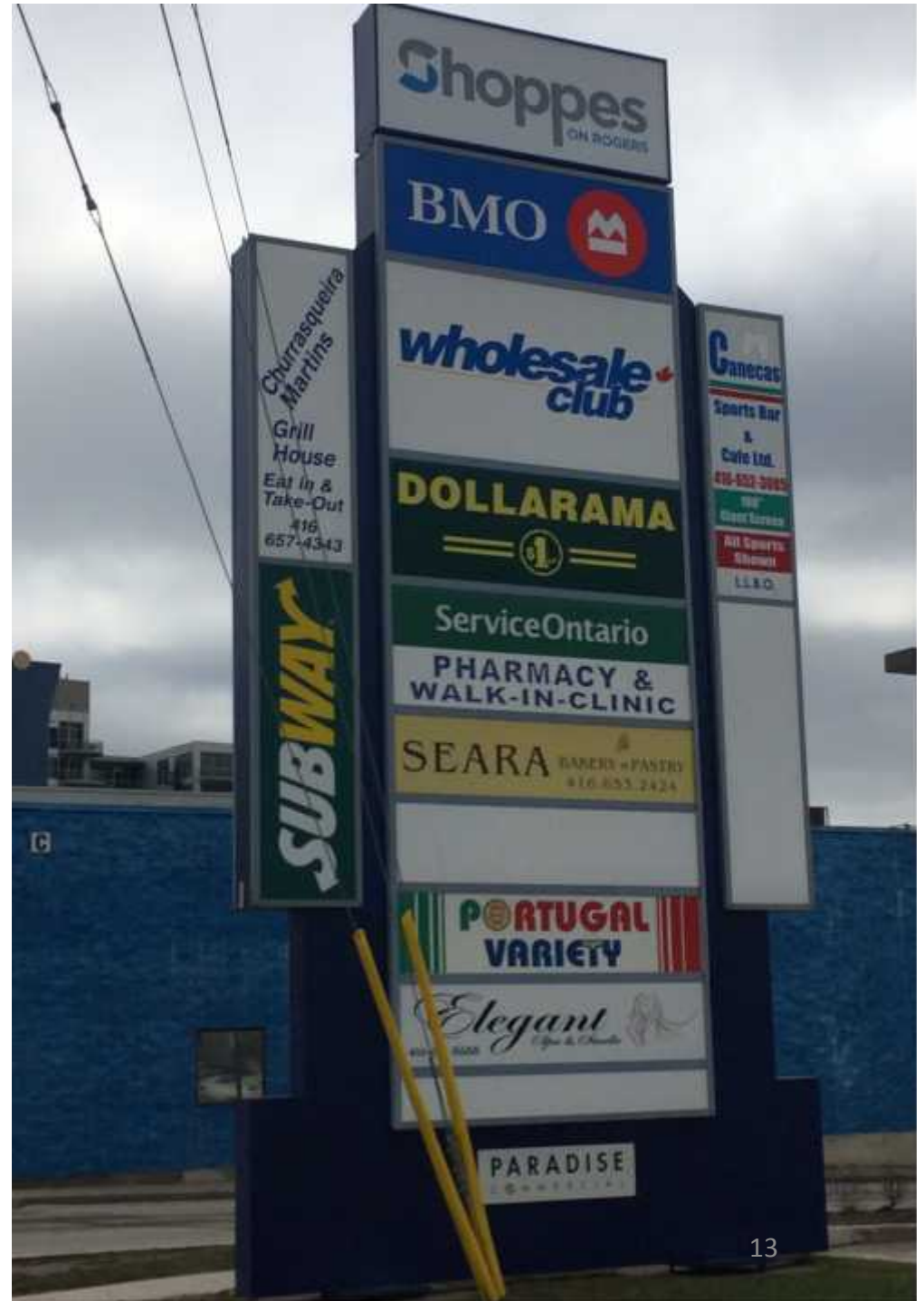
Daytime  
Population  
19,423

Who commutes here?

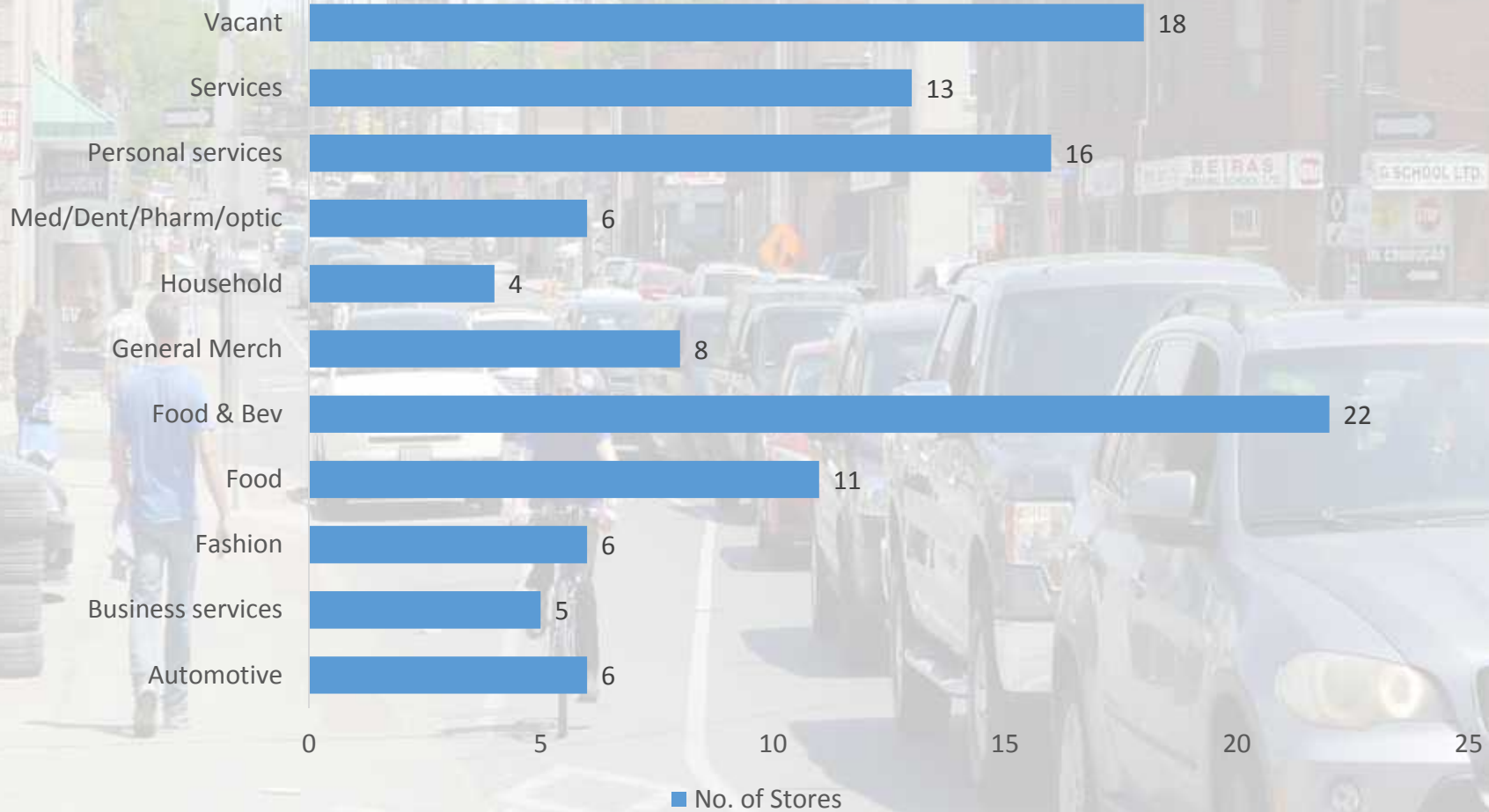
Over 65,000  
people ride the  
TTC through  
the area daily!

# What shops are here?

- How many stores and what do they sell?
- How many are vacant?
- What clusters exist?
- Is there enough parking?



# Of 115 stores on Rogers Road:



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# Findings of the Economic Scan

## Potential shoppers vs current retail offering

### Potential shoppers

- 75,000 residents within a 10 minute walk
- 19,000 daytime population, mostly at work
- 65,000 transit riders daily
- 3,000 pedestrians and 15,000 cars daily

### Current retail offering

- 100 stores with a strong focus on:
  - **Bars/restaurants:** Portuguese cuisine, bakeries, churrasqueira
  - **Personal services:** barber shops, hair stylists, nail spas, religious/spiritual advisors
  - **General services:** laundry, drycleaners, driving school
  - **Food:** meat, seafood

# Findings of the Economic Scan

## Retail types to Prioritize

Specialty  
butcheries and  
fishmongers

Personal services  
including  
religious/spiritual  
advisors

What's  
missing?

Portuguese  
restaurants & bars  
including  
churrasqueira and  
soccer

Artisanal bakeries  
with Portugueses  
pastries



# Global Retail Trends

Capture the  
young  
workforce

Appeal to  
diverse  
populations

Multiple  
Generations  
“Aging in Place”

Authentic &  
Unique Retail

Be  
technologically  
relevant

# Opportunities?

- **Established residential sector** with some growth to 2025 expected
- Potential to **attract younger demographic** with families with children & pets
- Encourage **local shopping** by residents on foot, bike & transit
- Encourage local stores to **cross-promote & collaborate** as clusters; promote district as a whole
  - Eg: Portuguese delicacies map
- Collaborate with property owners, brokers to **spark appropriate tenant recruitment**
  - Support leasing via district-wide strategy

Questions?