

Yonge-Dundas Square

City of Toronto
Ontario

2,503,281 city population

Project significance

Previously a poorly maintained retail complex and parking lot, Yonge-Dundas Square has become a thriving focal point in downtown Toronto. Revitalization efforts have ensured the area's cleaner and more desirable appearance attracts high quality mixed-use investment.

Site area

1 acre (.4 hectares)

Previous use

parking lot with some deteriorated retail buildings

Project period

2000-2003
conceptual planning since 1989

Project costs

tbd

Funding sources

City of Toronto

Current operator

Dundas Square Board of Management



MARKET
SQUARE
STRATFORD

publication of the:
Market Square
Project Team
Stratford, Ontario



Project Drivers

- part of broader Yonge Street revitalization plan (*Yonge Street Regeneration Project*)
- area surrounding Yonge-Dundas Square had become unsafe, ridden with crime
- there was interest in creating a people and pedestrian focused space to contrast with the heavy vehicular traffic on Yonge St.

Benefits and Economic Impact

- increased activity in the downtown – over 1 million people visit the square annually to attend specific events
- decrease in crime – between 2007 and 2008, break and enters have decreased by 25%
- creation of pedestrian friendly community space – the Yonge and Dundas intersection has the highest pedestrian count in Toronto, 53,434, which outnumbered the 22,038 vehicles over the same time period
- since 2003, retail and office vacancy rates in the area surrounding the square have decreased by 10% and 7%
- 7,137 units of retail have been developed

Current Programming and Activities

- major festivals (e.g. *Luminato, Nuit Blanche, Caribana, Just for Laughs, Fiesta Mexicana, Live Green Toronto*)
- concerts, artisan market, movie nights

Reasons for Success

- part of a broader downtown revitalization plan
- strong municipal support
- square management – reached out to all key stakeholders to ensure they have representation on the management board
- a strong vision from the municipality and the BIA led to investor confidence