

Living Yonge

THE PATH TO PROSPERITY
IN OUR WORLD-LEADING
DOWNTOWN NEIGHBOURHOOD



Strategic Plan
2017 – 2022

DOWNTOWN







A roadmap to a world-leading downtown neighbourhood.

Living Yonge is a culture and a way of life. It is the evolution and interconnectedness of Canada's iconic main street and the vibrant, emerging neighbourhood around it.

Living Yonge is a renowned destination. With effusive energy. With thriving music and theatre. With the most unique dining. Where heritage and modern design meet at the locally-owned corner cafe.

Living Yonge is a place to call home. Where pocket parks and daycare centres neighbour artist live-work spaces and zoomer condos. Where sustainable development is in demand and human-scale design is the standard.

Living Yonge is unlimited opportunity. Students discovering who they want to be in the world. Artists and artisans in their debuts. The would-be entrepreneur with the inkling of innovation.

Living Yonge is an economic driver. Longstanding retail destinations. Quality, trusted brands. Pop-up markets and emerging icons.

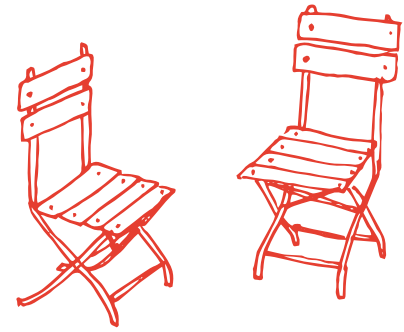
Living Yonge is a feeling and a belief. That neighbourliness is alive and well. That citizens and visitors of all backgrounds have a place. That clean and safe is just the beginning.

Vibrant. Inclusive. Innovative. Ever-evolving.

**Living Yonge is our roadmap.
To a world-leading downtown neighbourhood.**

What we mean when we say...

A list of definitions to ensure clarity for all stakeholders engaging with this plan.



Culture

The sum total of the ever-changing artistic, historic and social elements of the neighbourhood.

Development

The ongoing change to the neighbourhood through the building of condominiums and other new housing and retail spaces, guided by the approval process of the City of Toronto.

Diversity

The inclusive approach to the variety of individuals, groups, businesses and organizations that are welcome and have a place in the Downtown Yonge neighbourhood.

Human-Scale Design

Buildings developed with people and their use of them at the forefront of the design, includes practical aspects such as steps and railings; livability aspects such as walking distances, lighting and sightlines; and other elements related to general enjoyment such as acoustic properties, green spaces and artistic elements.

Identity

The key qualities of the urban environment, and what stakeholders believe about the neighbourhood. Includes relationships with the past, unique positions related to other areas, and aspirational qualities.

Livability

The sum of the factors that add up to a community's quality of life—including the built and natural environments, economic prosperity, social stability and equity, educational opportunity, and cultural, entertainment and recreation possibilities.

Neighbourhood

The entire community in which the Downtown Yonge BIA operates, including a variety of stakeholders, across the defined geographic area of the BIA's boundaries.

Opportunity

The variety of conditions or situations available to individuals or groups seeking the development or launch of skills, businesses, or other chances for advancement or success.



Public Realm

All areas to which the public has access (such as roads, lanes, parks, sidewalks and open spaces).

Social Issues

The variety of individual issues present at street level that interfere with the perception of safety or quality of life, including street homelessness, mental health, addiction and street involvement.

This does not imply a correlation between street involved issues and crime or a judgement of those individuals who are street involved.



Stakeholders

The multitude of individuals and groups with a vested interest in the success of the Downtown Yonge neighbourhood, including BIA members along with customers and visitors, residents, students, City of Toronto, community members, community service agencies, Toronto Police, provincial and federal leadership, etc.

Street Animation / Activation

Programming or events designed for public areas to showcase a space or idea, attract customers or new visitors to an area or bring people to a space during an atypical time period (during the workday, winter, etc). Can also occur organically as crowds gather during times of protest or celebration.



Strengthening Canada's Cultural Heart

“

Yonge Street is one of Toronto's most unique public spaces. No other street in the city is as open to public inhibitions as Yonge Street. The 'World's Longest Street', is Ontario's and indeed Canada's 'Main Street'.

After rejuvenation initiatives that focused on Yonge and Dundas, culminating in the opening of Yonge-Dundas Square in 2002, Yonge Street has become even more the cultural and civic core of the city.

— CITY OF TORONTO STAFF REPORT TO ECONOMIC DEVELOPMENT COMMITTEE, EXTENSION OF THE YONGE STREET CULTURAL CORRIDOR FROM DUNDAS STREET NORTH TO DAVENPORT ROAD, OCTOBER 30, 2013

Downtown Yonge is a vibrant urban neighbourhood that offers a diversity of experiences, opportunities and events in the heart of downtown Toronto. It is an important cultural corridor and its anchor, Yonge Street, is in many ways, 'Canada's Main Street'.

The emotional connection to this neighbourhood, held by Torontonians at large and also by its many employees, investors, students and visitors who visit its streets, shops and institutions daily, make the area incomparable to other Canadian neighbourhoods.

While stakeholders are passionate about the Downtown Yonge neighbourhood and the importance of its continued revitalization, there is still more work to be done to create full understanding and buy-in for a simple truth:



When the Downtown Yonge neighbourhood thrives, all of Toronto benefits.

Because of its scope and scale, Downtown Yonge is positioned to compete with urban neighbourhoods and destinations around the world. Its ability to do so depends on a bold but consistent vision, and strong leadership to steward its future.

In the centre of it all, are the businesses and organizations that largely drive the area's economy and attractiveness. They are represented by one of Canada's largest Business Improvement Area organizations – the Downtown Yonge Business Improvement Area (DYBIA).

By the very nature of this iconic neighbourhood, DYBIA has a number of direct and indirect stakeholders, each of which makes up a part of the dynamic fabric of the area and contributes to its success, but also has different needs, motivations and metrics.

Transformational Leadership



In order to strengthen the environment for business success, DYBIA can take a proactive leadership role in the development of a complete neighbourhood, while taking into consideration the ever-evolving nature of the area, its diverse stakeholders, and the volume of potential growth in development, residential space, and daily visitors.

To do so, DYBIA must continue to evolve, be entrepreneurial and have the ability to take advantage of, or create, timely market opportunities. This means moving beyond what is traditionally conceived to be within a BIA's scope of responsibility, including:

- **ENSURING** a welcoming and attractive public realm for a diversity of audiences;
- **DRIVING** demand in the neighbourhood economy, through targeted marketing, retail support, events and other animations;
- **FACILITATING** education, conversations and action on issues and opportunities that affect overall neighbourhood livability and economic success;
- **BUILDING** and stewarding the neighbourhood identity, made up of its history, character and the future cultural relevance of Canada's iconic main street; and
- **MAINTAINING** momentum and a consistent vision for the neighbourhood, throughout rapid evolution and leadership changes at all levels.

In order to accomplish this broad mandate, the organization needs to be empowered with a cohesive vision and strategic framework that both dreams big and provides the ability to be nimble and flexible in execution.



“Living Yonge” outlines the required vision, mission and values, and a new set of goals, strategies, objectives and measures, to develop a world leading downtown neighbourhood, renowned for experiences and opportunities of all kinds.

By strengthening both culture and economy, DYBIA can create the best possible conditions for a prosperous neighbourhood where a mix of retail, office and institutional partners can thrive, alongside a diversity of residential populations and visitors from around the world.



Global Trends & Approaches

The foundation of this plan is rooted in extensive stakeholder engagement and in emerging and established frameworks for urban development. This includes:

PLACEMAKING : The ultimate goal of placemaking is to strengthen the connection between a community and the spaces it inhabits, with the intention of creating public spaces that promote people’s health, happiness, and well-being, and therefore, increasing shared value. This is an approach that envisions a place in its entirety, as opposed to envisioning one particular component in isolation, creating a holistic and inspiring “complete neighbourhood”.

THIRD PLACES : These important destinations help balance the increased privatization of the home. Put simply, “third places” are where we spend our time when we’re not at home or work. Historically, these might have been a local tavern, a community centre, church, or general store, but today, a well defined and engaging downtown is home to a multitude of “third places”.

The work the BIA and all other stakeholders are doing, and will do in the next decade, is for this generation and the next. The population living in and visiting the core is anticipated to be larger and more diverse than ever before:

In 2066, the population of the GTA will be more than 13 million

Nearly 10 per cent of new Torontonians will look to live in the core, which accounts for only three per cent of the city's land mass.

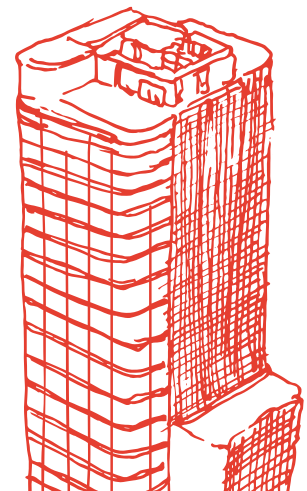
27% of the population will be senior citizens

By 2066, millennials will be in their 70s and 80s, and there will be nearly twice as many seniors as children. This will shrink the workforce from 70 per cent of the population down to 59. The average life expectancy will increase from 82 to 86 years, and seniors will command most of the health and long term care resources.

47% of the population will be immigrants

Cities will be home to 71 per cent of Canada's immigrant population—in the GTA, that number will equal approximately 6.6 million, nearly triple the current figure. People from Africa and the Middle East will account for 54 per cent of new immigrants in 2066. A good number of them will be international students, and so there will likely be a big focus on retaining them after they graduate.

Residential populations are already on the rise in Toronto's core, but the most dramatic changes, including meeting the needs of those residents, are still to come. Now is the time for an ambitious plan to ensure Downtown Yonge is a neighbourhood of choice to live, work and visit, offering the opportunities and experiences that cater to these evolving audiences.





What The Neighbourhood Told Us

To create the most compelling vision and most effective plan, our first step was to assess the current environment, through a community conversation in the fall of 2016. Talking to members, neighbours and stakeholders through thoughtful questions and deep discussion, a holistic vision and priorities for our community within the reality of the neighbourhood's complexity surfaces.



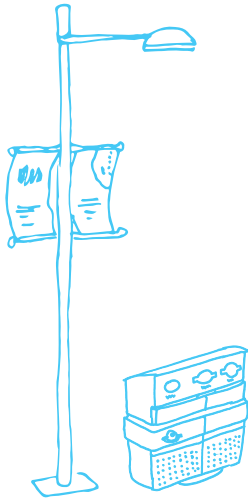
“ I am sincerely proud to be a member of the Yonge BIA.

— MEMBER SURVEY COMMENT

This wide-ranging conversation unearths optimism for the future of the Downtown Yonge neighbourhood, and a consistent view of possibilities and opportunities. In tandem with these opportunities however, are the real challenges we face. Heard loud and clear is a desire for neighbourhood leadership to steward a consistent approach to the future.

STRATEGIC PRIORITY

Cleanliness and Safety



A clean and safe neighbourhood is the number one priority for 84% of strategic plan survey respondents.

PERCEPTION IS REALITY. The critical importance of the Downtown Yonge neighbourhood being clean, safe and welcoming was overwhelmingly expressed within the community conversation. This included opportunities about clean streets, engaging streetscapes, the perception of safety and the influence of social issues. It was noted that we must continue our efforts to address these issues.

STRATEGIC PRIORITY

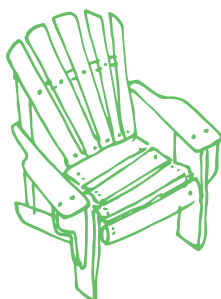
Liveability

THE MODERN URBAN NEIGHBOURHOOD. For stakeholders, including members, the desired neighbourhood is a combination of pedestrian friendliness and an overall improvement to traffic flow and congestion, smart growth and human-scale development. The preservation and restoration of historic buildings, as well as more public and green spaces, are top priorities.

“

I think that above all, we should work to make the area more human, more connected to the city, more of a neighbourhood.

— FOCUS GROUP COMMENT



There is a strong recognition that livability creates a public realm where people feel encouraged to visit, interact and spend time outside of the home and workplace, and we have a role in helping to direct this development.



STRATEGIC PRIORITY

Balancing the Multi-Faceted Nature of the Area

“ A lack of infrastructure will create a monoculture in Downtown Yonge. Culture and community building occurs when people need each other and can help each other. People lift each other up and community building naturally arises.

— FOCUS GROUP COMMENT

MORE CHOICES, MORE OPPORTUNITIES, FOR EVERYONE.

Our community feels strongly about the importance of inclusivity and diversity. This includes the neighbourhood being welcoming and appealing to a diversity of visitors and residents and a demand for diversity of retailers, experiences, spaces and events. The importance of diversity to the future success of the neighbourhood cannot be unscored enough.

STRATEGIC PRIORITY

Centre of Performance, Music and Entertainment

“ Music and theatre are not just an important part of our past, they can and should be a key part of our today and our future.

— FOCUS GROUP COMMENT

AN ENVIABLE CULTURE. There is passion for the culture, music, theatre, festivals and events that contribute to the area’s reputation as an entertainment destination. The majority of participants want to see an intentional focus on culture to strengthen the neighbourhood’s success, while capturing an appropriate respect for the nostalgia of the past as we plan for the future.



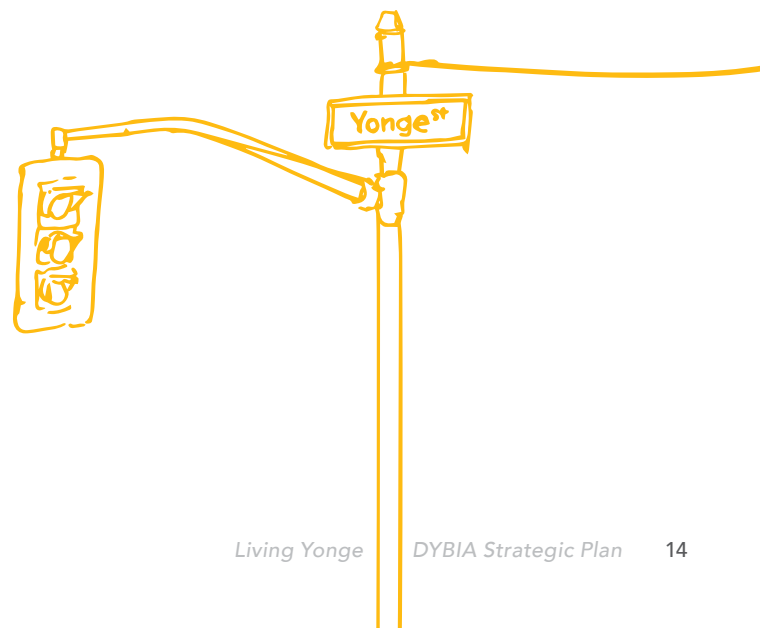
STRATEGIC PRIORITY

Neighbourhood Identity and Leadership

“ The BIA has an onerous task; it needs to have business, but in order for business to want to be here it must create a sustained milieu of people and surroundings.

— MEMBER SURVEY COMMENT

WHAT IS THE DOWNTOWN YONGE OF THE FUTURE, AND WHO SPEAKS FOR IT? Stakeholders are looking for a cohesive identity and voice that encapsulates everything tied up within the neighbourhood’s experiential brand. The community is also looking for a trusted leader with a strong voice that will advocate on behalf of members and maintain the area’s momentum and vision even between political cycles. This is an opportunity for us to harness.



In A Nutshell

When we consider everything shared in these community conversations, there are three critical things that we must address through our strategic commitments:

- **SOCIAL ISSUES**
- **RAPID DEVELOPMENT**
- **SHIFTING IDENTITY**

The daily experience of our members, residents, customers and all stakeholders in the neighbourhood are impacted by social issues, the ongoing, rapid development and the shifting, perhaps misunderstood, identity of our iconic neighbourhood. Leadership focused on these things is key for success.

Community Buy-In

Ultimately, we heard from stakeholders that they see a complex, rapidly changing environment where an assertive vision and mission, along with the implementation of strategic priorities, is extremely important. They are eager for a plan and implementation that is realistic, while being keenly focused on addressing the critical issues that lie ahead.

We can't wait to get started.





Our Strategic Commitments



Vision

WE ENVISION...

A world leading downtown neighbourhood renowned for its culture, commerce, opportunity and liveability.



Mission

TO ENABLE THIS VISION...

We strengthen the culture and economy of the Downtown Yonge neighbourhood through collaborative leadership, and transformative experiences and investments.



Values

IN THE STEWARDSHIP OF
THIS VISION, WE ARE...

CATALYTIC

We ask timely questions and champion the needs of our members and the neighbourhood. We encourage strategic, sustainable decision making to build the culture and prosperity of the neighbourhood. We develop partnerships in support of long-term transformative change.

INCLUSIVE

We represent the needs of a diversity of people and businesses. We are convenors of conversations that help balance multiple priorities and perspectives.

INNOVATIVE

We are creative and forward thinking in our approach to solving issues, building partnerships, and developing strategies, events and animations.

TRANSPARENT

We serve, engage, and communicate with our members, partners and stakeholders clearly and consistently, and act with integrity in every decision and action. We are balanced in the stewardship of all financial and human resources.

How We'll Fulfill These Commitments

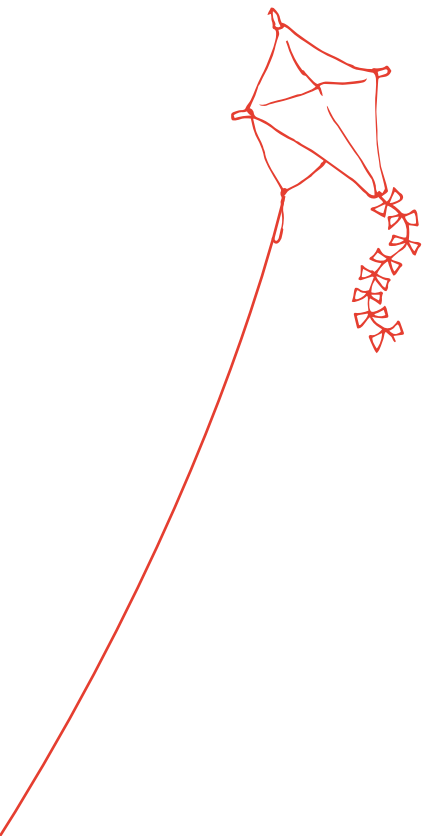
This plan is ambitious and bold, befitting the unique and extraordinary nature of the Downtown Yonge neighbourhood and its importance to Toronto's economy and identity. This direction demonstrates a long-term commitment by the board and stakeholders to a definitive direction for the organization. But the way we action this plan and achieve our vision must be practical and nimble enough to meet the demands of this ever-evolving environment. It must also take into consideration the degree to which the BIA can influence, steward and convene activities, but does not ultimately control all decisions in the neighbourhood.

This implementation plan is designed to facilitate practical, measurable objectives for the first five years of the plan, and recommendations on how to ensure continuity and momentum of the BIA's leadership position over a sustained period.



Because we believe that continuity of this work is critical, this framework suggests intervals at which the plan could be evaluated, reassessed or reimagined completely, balancing a realistic time horizon with a long-term commitment to the organization's vision and mission.





2017

Begin implementation and regular measurement on the 5-year implementation plan, including annual reporting on progress against goals and strategies.



2022

Review process at board level to assess continued relevance of framework based on cumulative measurements, and on the evolving nature of the organization and the needs of the neighbourhood.



2027

Conduct a review of vision, mission and values and evolve as needed based on community consultation and the evolving needs of the neighbourhood and organization.

A DOWNTOWN YONGE THAT IS

Clean, Safe & Welcoming

GOAL

To cultivate an appealing public realm,
that attracts a diversity of audiences
and investments.

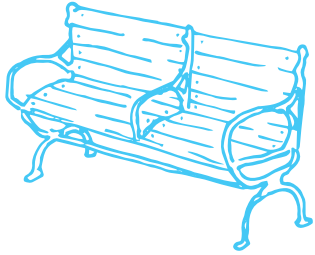




STRATEGY

Maintenance, development and partnerships to ensure streets, parks and public spaces are clean and safe.



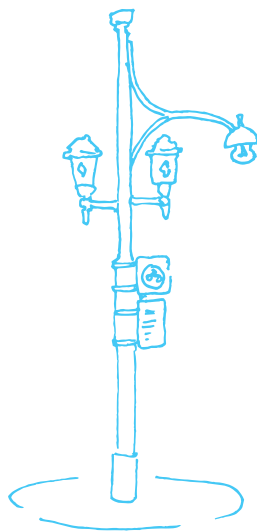


Public Realm Improvements

LEADERSHIP & ADVOCACY

OBJECTIVE : Leverage opportunities for public realm improvements around waste management, lighting, infrastructure improvements and street repairs, and street furniture.

MEASURE : Number of interactions with the City of Toronto, members, and stakeholders.



Crime Prevention

LEADERSHIP & ADVOCACY

OBJECTIVE : Advocate for the community-wide adoption and implementation of the guiding principles of Crime Prevention Strategies to improve safety issues.

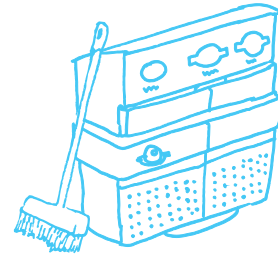
MEASURE : Number of members and stakeholders who have conducted CPTED, Trespass letters and/or attended crime prevention workshops. Collaboration with police partners, social agencies, public health officials and other stakeholders.

Cleanliness Efforts

TRANSFORMATIVE INVESTMENTS

OBJECTIVE : Invest in efforts to improve cleanliness and public perception of safety, including street powerwashing, lighting improvements, and the Clean Streets Team to maintain the neighbourhood above what is provided by the municipality.

MEASURE : Monthly reports.



Beautification

TRANSFORMATIVE EXPERIENCES

OBJECTIVE : Implement enhanced beautification of the neighbourhood through holiday lighting, banners, flowers, and other BIA-led beautification efforts that increase the enjoyment of the area, year-round.

MEASURE : Member and visitor satisfaction via bi-annual surveys, annual spend, and before and after images.



Street Standards

TRANSFORMATIVE EXPERIENCES

OBJECTIVE : Establish and communicate standards for street maintenance and cleanliness including a clear understanding of the working relationship and roles/responsibilities between BIA and the City of Toronto, members and stakeholders.

MEASURE : Street level issue report(s).



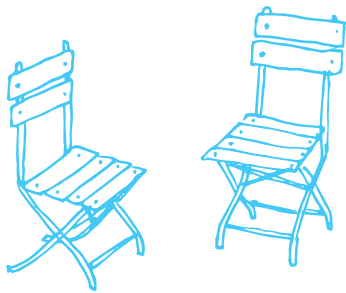


Neighbourly Pride

MEMBER SUPPORT

OBJECTIVE : Cultivate a culture of ownership and neighbourly pride that empowers members, stakeholders and partners to take an active role in cleanliness.

MEASURE : Engaged members in the neighbourhood.



Empowerment

MEMBER SUPPORT

OBJECTIVE : Facilitate and provide appropriate tools for members, partners and stakeholders on street-level issues, building relationships and connections between members and key stakeholders

MEASURE : Reach of infographics and tools.

A DOWNTOWN YONGE THAT IS

Economically Strong



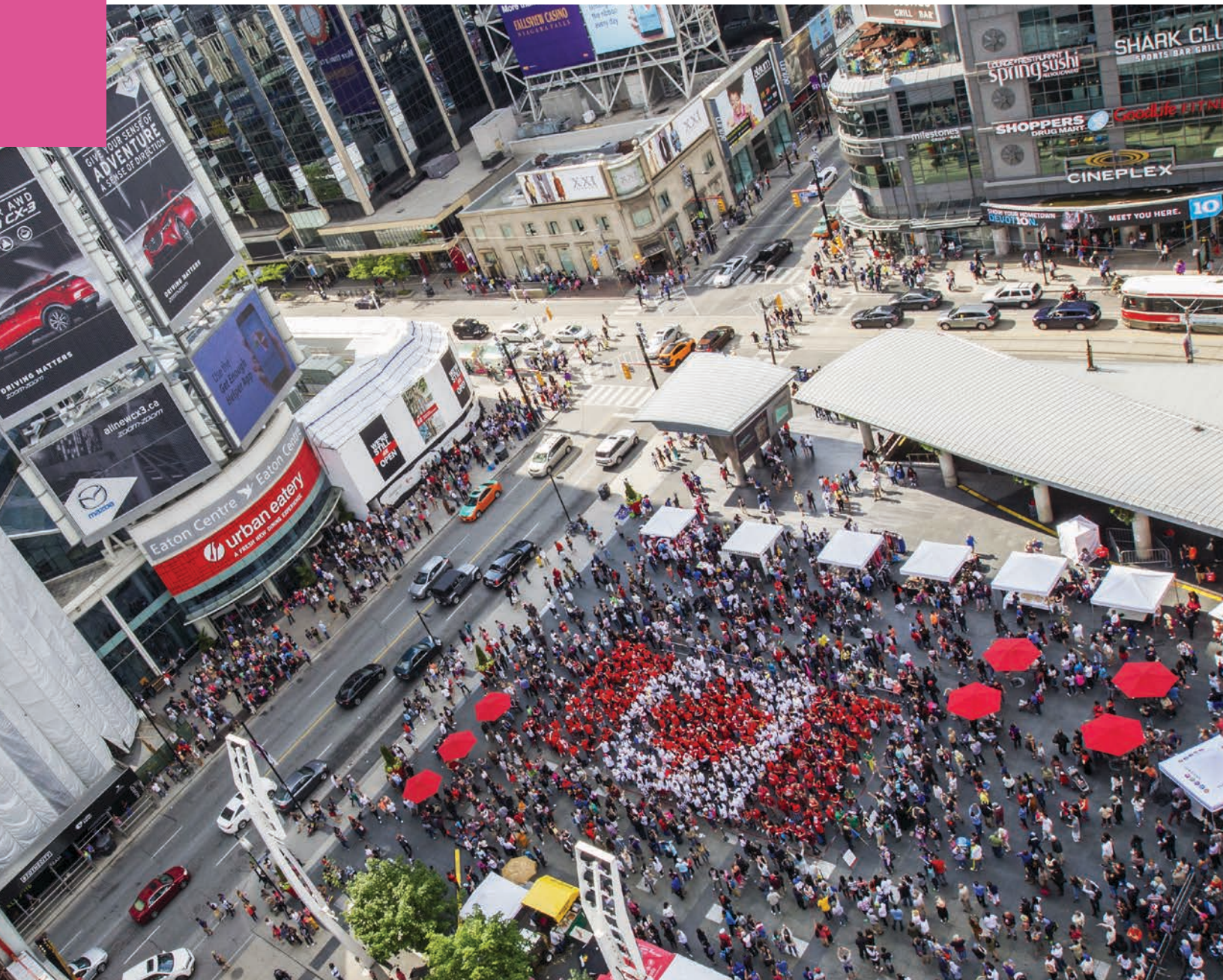
GOAL

To support a best in class destination that features a range of opportunities and experiences, and bolsters Toronto's economy.



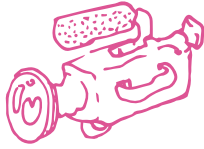
STRATEGY

Drive demand in the neighbourhood economy through events, street animations, and other initiatives that engage people throughout the year.



Advocacy

LEADERSHIP & ADVOCACY

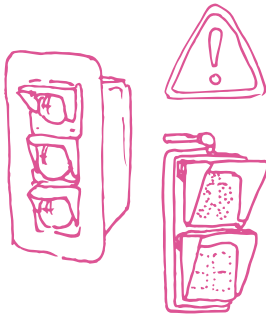


OBJECTIVE : Advocate on policy and regulations that could impact members' and/or neighbourhood economic stability and viability.

MEASURE : Number of issues engaged with, both planned and unexpected.

Reporting

LEADERSHIP & ADVOCACY

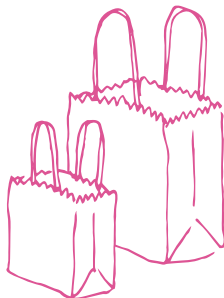


OBJECTIVE : Report on the outcomes of investments, development and evolution of the neighbourhood to demonstrate momentum and encourage additional investments.

MEASURE : Reports and other research e.g. traffic counts, development map, retail listings.

Market Analysis

LEADERSHIP & ADVOCACY



OBJECTIVE : Perform market analysis and strategic consulting services for the wider BIA, planning and economic development community, to contribute to the collective subject matter expertise of downtowns.

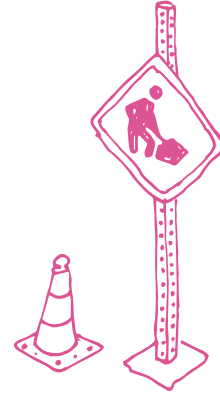
MEASURE : Engagements completed, data collected, and revenue generated.

Development Leadership

TRANSFORMATIVE INVESTMENTS

OBJECTIVE : Provide leadership and guidance during development discussions, to align the vision of the neighbourhood.

MEASURE : Number of meetings and engagements, development map.



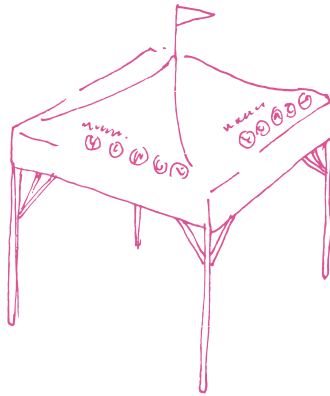
Revenue Sources

TRANSFORMATIVE INVESTMENTS

OBJECTIVE : Develop additional revenue sources for operational use through sponsorship cultivation.

MEASURE : Additional revenue generated and investments made.



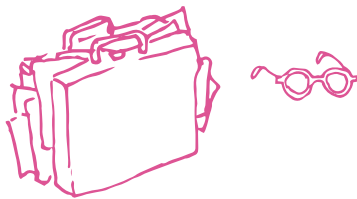


Event Production

TRANSFORMATIVE EXPERIENCES

OBJECTIVE : Create and facilitate the seasonal production of events and experiences that increase the exploration of and engagement in the neighbourhood.

MEASURE : Measured through event surveys bi-annually.



Market Intelligence

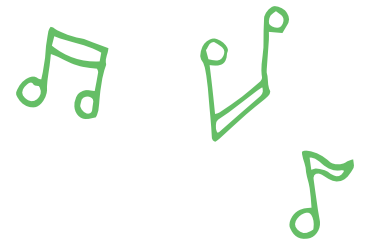
MEMBER ENGAGEMENT

OBJECTIVE : Provide market intelligence and tools to members/prospective members to build resilience, sustainability and facilitate decision making.

MEASURE : Reports and other research.

A DOWNTOWN YONGE THAT IS

Liveable & Vibrant



GOAL

To champion the evolution of a people-centred neighbourhood that provides vibrant and accessible spaces, amenities and experiences.



THIS MEMORIAL WAS BREA
MEN AND WOMEN IN THE
WHO BRAVED THE WIT
PERFORMED THE GOV
WERE THE PIONEER
RESPONSIBLE GOVER
THE BR

STRATEGY

Facilitation of education, conversations and active partnerships on culture, development, transportation and social issues.





Partnerships

LEADERSHIP & ADVOCACY

OBJECTIVE : Create/leverage partnerships that facilitate greater access within the development and planning community.

MEASURE : Number of projects consulted on.

Proactive Solutions

LEADERSHIP & ADVOCACY

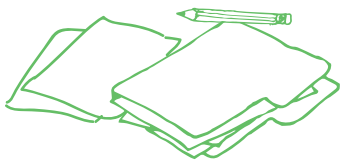


OBJECTIVE : Act as the voice of the neighbourhood in advocating for proactive, long-term solutions to chronic social issues, such as a neighbourhood-specific *Safe and Inclusive Strategy*.

MEASURE : Delivery of strategy report.

Leverage Research

LEADERSHIP & ADVOCACY



OBJECTIVE : Leverage research to advocate throughout the community or at the various levels of government about the economic impact of the neighbourhood.

MEASURE : Reports produced, distribution of reports and number of meetings generated.

Public Works Investments

TRANSFORMATIVE INVESTMENTS

OBJECTIVE : Leverage research to encourage municipal and private sector investments that enhance neighbourhood livability. Invest in public works when opportunities arise, either in cost share and/or capital expense.

MEASURE : Number of dollars invested in cost share projects and in capital expense projects.

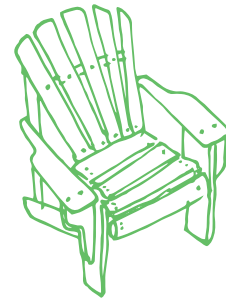


Parks Activation

TRANSFORMATIVE EXPERIENCES

OBJECTIVE : Activate underutilized spaces including laneways and parks to create unique public spaces and experiences, in partnership with members, partners and stakeholders.

MEASURE : Dollars spent, and number of projects such as parklets, laneway activations and clean ups.



Cultural Growth

TRANSFORMATIVE EXPERIENCES

OBJECTIVE : Grow urban cultural experiences by leveraging relevant plans and partnerships, e.g. *Music Strategy*.

MEASURE : Number of events, attendance and growth.





Education

MEMBER ENGAGEMENT

OBJECTIVE : Build member confidence and empowerment in dealing with social issues through the development of tools, resources, and educational opportunities.

MEASURE : Number of resource guides and other tools developed and the percentage distributed across users.



Communication

MEMBER ENGAGEMENT

OBJECTIVE : Communicate regularly to members via social media, traditional mainstream media and other tools developed.

MEASURE : Monthly media statistics and engagement numbers.

A DOWNTOWN YONGE WITH A

Cohesive Identity



GOAL

To help create a cohesive neighbourhood identity that is befitting of Canada's iconic main street.



STRATEGY

Shape the evolution of Yonge Street's dynamic culture by leveraging neighbourhood assets and celebrating history, culture and innovation.





Reputation Building

LEADERSHIP & ADVOCACY

OBJECTIVE : Build the area’s reputation through cultivation of proactive public relations opportunities and media relationships on positive and strategic improvements and experiences.

MEASURE : Media and associated value.

Public Speaking

LEADERSHIP & ADVOCACY

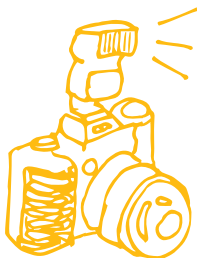


OBJECTIVE : Build the area’s reputation through public speaking opportunities that advance the thought-leadership of the organization locally and nationally.

MEASURE : Number of speaking engagements.
Number of invites for round table discussions.

Recognition

LEADERSHIP & ADVOCACY



OBJECTIVE : Advocate for recognition of the neighbourhood’s cultural and historical significance and be a balanced voice in discussions of cultural heritage restoration and preservation.

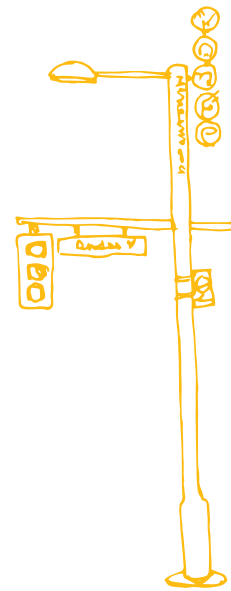
MEASURE : Number of project engagements per year.

Cultural Significance

TRANSFORMATIVE INVESTMENTS

OBJECTIVE : Enhance the cultural significance of the neighbourhood by continuing to champion cultural investments and facilities.

MEASURE : Number of projects implemented.



Storytelling

TRANSFORMATIVE EXPERIENCES

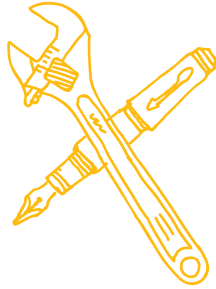
OBJECTIVE : Animate and tell the story of the neighbourhood, past, present and future, to residents and visitors through all four seasons.

MEASURE : Number of types of tours / animations, participation levels and quality scores.



Culture of Innovation

MEMBER ENGAGEMENT



OBJECTIVE : Build a culture of innovation with members and the neighbourhood to encourage activities that build the positive reputation of the neighbourhood.

MEASURE : Member participation in programs, growth of volunteer listings and engagement in charitable events. Working groups and/or committees.

Reporting

MEMBER ENGAGEMENT



OBJECTIVE : Report to members / support members with ongoing communications and marketing efforts that position neighbourhood's assets, history and future of innovation.

MEASURE : Number of subscribers, to Yonge Buzz, Yonge Watch and other social media channels. Dashboards and/or report cards.





The path to a world-leading downtown starts now



With a broad range of stakeholders, a continuous increase in development, and a rich, but evolving history, the Downtown Yonge neighbourhood is a place of continuous evolution. This plan will support a long-term transformative agenda for the neighbourhood, which, with collaborative leadership, can become one of the world's most livable and most appealing destinations. For many of the opportunities and challenges confronting the Downtown Yonge BIA and its members, change will come down to influencing, advocating and developing partnerships to address pressing priorities, such as social issues, the rapid pace of development and the neighbourhood's shifting identity.



As we move forward, DYBIA commits to continuing the conversation with all stakeholders in order to ensure that the objectives, strategies and goals outlined in this plan are effective in their ability to achieve our mission and vision.

Let's get started, together.



The Board of Directors and staff of the Downtown Yonge BIA thanks the membership of DYBIA which includes property owners, business investors and those who live, work, play, learn, shop and invest in our neighbourhood, and community stakeholders who participated in this important conversation, including the arts and culture sector, neighbourhood associations, social agencies, Ryerson University, advocates for parks, active transportation, public realm, and quality of life, development community and urban thinkers who gave us a wealth of their insights.



This strategic plan is for everyone who lives, works, plays, learns, shops and invests in our neighbourhood.

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