

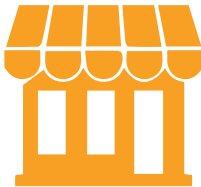
Created by the **Downtown Oshawa BIA**
with the assistance of the City of Oshawa's
Economic Development Office



downtown **Oshawa**

HEARTBEAT OF THE CITY

OPEN



GROW



INVEST



Oshawa[®]
Prepare To Be Amazed

Downtown Oshawa

- Opportunity Site
- New Development
- Park Space
- Recent Opening





OPEN

Recent openings in Downtown



Archery 2 You - Archery range with tag, lessons, event space and more!



Brew Wizards - Board game café and bar with specialty coffees and pints.



Gluten Free Me - Artisan baked gluten-free goods made from scratch.



Ice Bar Dessert Café - Serves desserts, teas, grab-and-go lunches, and more!



Skye's Clothing - Boutique shop for ladies' fashion, jewelry, and handbags.

Among mid-sized Ontario downtowns, Oshawa has the best gross lease rates!

- » **Downtown Oshawa**
\$11.07 / SF
- » **Downtown Kitchener**
\$14.97 / SF
- » **Downtown Hamilton**
\$15.45 / SF
- » **Downtown Markham**
\$16.62 / SF
- » **Downtown Mississauga**
\$22.74 / SF



Gluten Free Me Grand Opening

Want to open in Durham Region? Oshawa has the best gross lease rates in the region!

- » **Downtown Oshawa**
\$11.07 per SF
- » **Downtown Bowmanville**
\$13.69 per SF
- » **Downtown Whitby**
\$16.07 per SF
- » **Downtown Ajax**
\$17.81 per SF
- » **Downtown Courtice**
\$19.71 per SF
- » **Downtown Pickering**
\$20.61 per SF

Did You Know?

Oshawa has a higher household expenditure than Kitchener, Waterloo, Hamilton, Guelph, Mississauga, and Markham, at over **\$91,000 per household**. That is **\$6,000 higher** than the Ontario average.



Did You Know?

The Tribute Communities Centre in Downtown Oshawa had over **315,000 visitors** in 2016 and hosted **97 events**.



Downtown is ACTIVE.

- » Over **5,500 people** work in downtown including municipal government, financial institutions, a regional courthouse (photo below), and provincial and federal agencies.
- » **2,500 UOIT students** take full time classes in downtown Oshawa.
- » Downtown's main intersection at King St. & Simcoe St. registers on average **600 pedestrians** in the morning, **1,600 pedestrians** at lunch, and **2,300 pedestrians** in the evening.



Downtown Oshawa has a BIA focused on growing your business and attracting new customers.



The Downtown Oshawa BIA:

- » Acts as an **advocate** for its members by promoting new programs and changes that will assist them.
- » Hosts three signature, free events: **Show and Shine**, **Bikes on Bond**, and **Kars on King** (photo above). Kars on King was attended by over 6,000 people in 2016!
- » Partners with community groups such as DurhamVeg to host the **Hot Roots Soup festival**, celebrating Black History Month and vegetarian eating.
- » Partners with local eatery Buster Rhino's to bring the **Durham Craft Beer Fest** to Downtown Oshawa. 1,500 people attend this weekend festival to sample local craft beers and food from local restaurants.
- » Partners with Ontario wineries to bring the **Try & Buy Wine** event to the Robert McLaughlin Gallery on July 13th from 5-9 pm.



The Downtown Oshawa primary trade area is mature, growing, and well-populated.

Within a 1KM radius of downtown Oshawa:

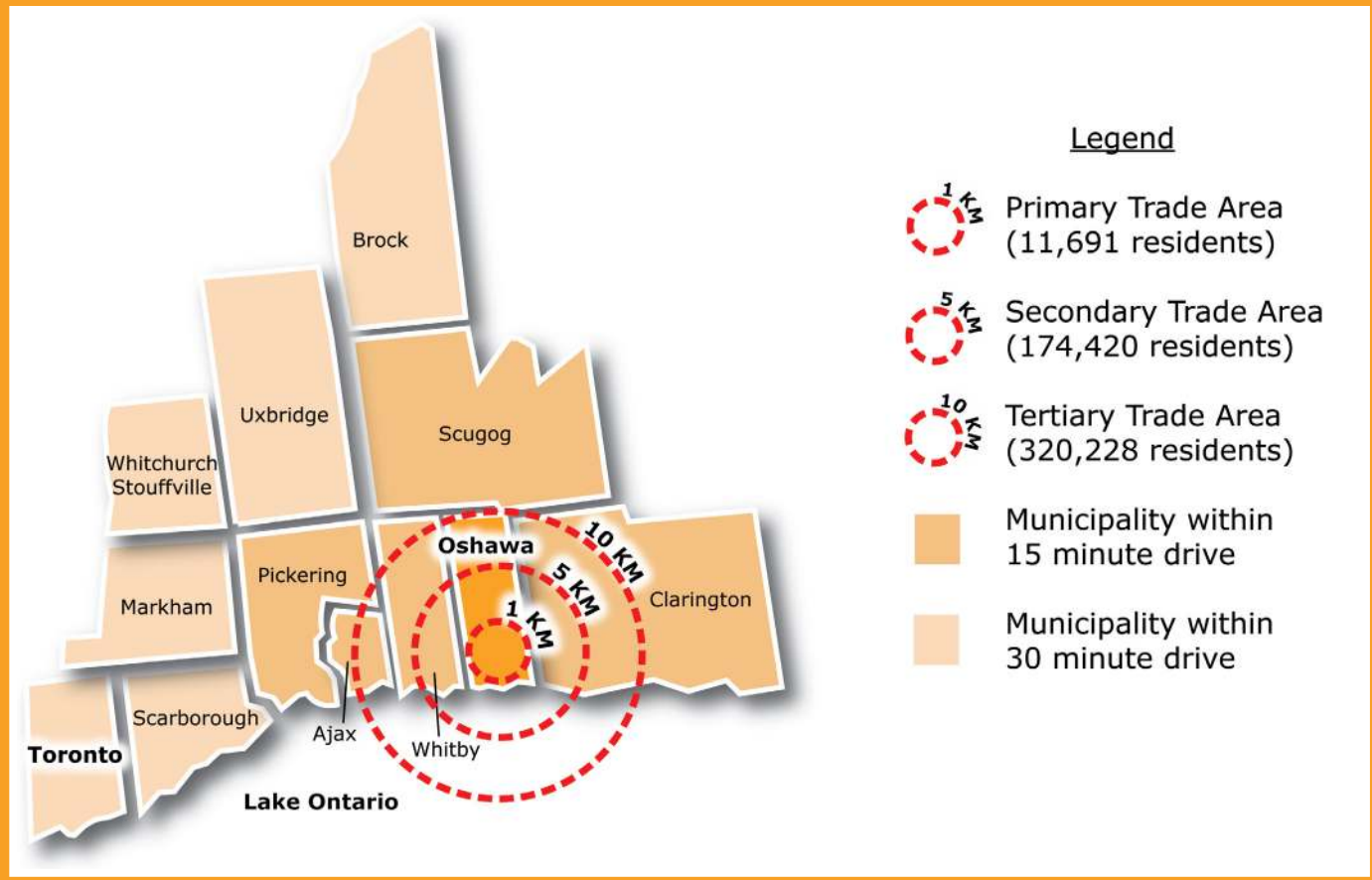
- » 2016 Population: 11,691
- » 2016 Households: 5,912
- » Population Change (2011-2016): +7.5%
- » Household Change (2011-2016): +10.2%
- » Average Age: 45
- » 2016 Total Consumer Spending: \$330,194,046

Downtown Oshawa secondary trade area is well-educated, wealthy, and growing.

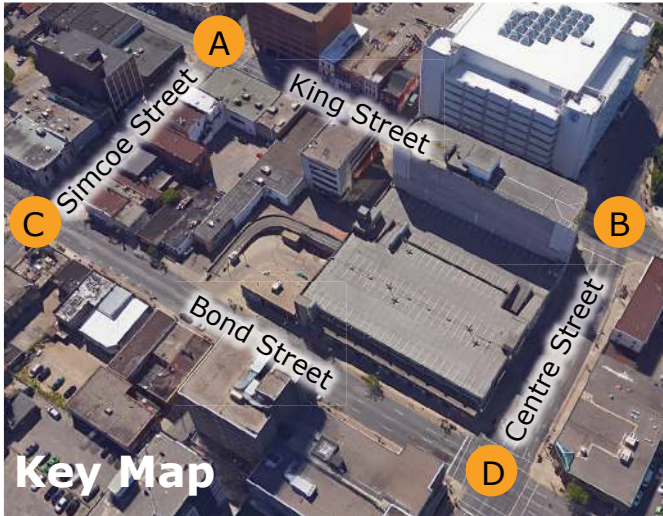
Within a 5KM radius of downtown Oshawa:

- » 2016 Population: 174,420
- » Population Change (2011-2016): +7.2%
- » Household Change (2011-2016): +9.8%
- » Average Household Expenditure: \$81,878
- » Average Household Income: \$89,849
- » College or University Educated: 49% of residents

Oshawa's Trade Market



**Need your business seen?
Downtown Oshawa has the
highest downtown pedestrian
and vehicle counts in Durham
Region.**



Key Map

For vehicle traffic, opposite one-way intersections have been paired to compare to a standard four way traffic flow in the other downtowns.

Oshawa (see key map above)

Car (A+D) AM: 7,144 Lunch: 7,120 PM: 12,502

Car (B+C) AM: 7,922 Lunch: 8,141 PM: 13,835

Foot (A) AM: 561 Lunch: 1,589 PM: 2,293

Foot (B) AM: 986 Lunch: 1,817 PM: 2,388

Foot (C) AM: 426 Lunch: 834 PM: 1,073

Foot (D) AM: 526 Lunch: 952 PM: 1,433

Pickering - Liverpool at Kingston

Car AM: 7,950 Lunch: 7,251 PM: 13,170

Foot AM: 92 Lunch: 171 PM: 413

Ajax - Harwood at Bayly

Car AM: 7,182 Lunch: 5,887 PM: 11,408

Foot AM: 387 Lunch: 1,142 PM: 764

Whitby - Brock at King

Car AM: 5,905 Lunch: 4,618 PM: 8,131

Foot AM: 197 Lunch: 670 PM: 816

Bowmanville - Liberty at King

Car AM: 4,281 Lunch: 4,387 PM: 7,502

Foot AM: 132 Lunch: 245 PM: 253

Source: Durham Region Traffic Data

Business Testimonial



**Opening Soon
CAFÉ VAN HOUTTE**

“With over 50 locations primarily in the Montreal area, Café Van Houtte is thrilled to be launching its first GTA location in downtown Oshawa, at 62 King Street West, in August 2017.

Oshawa is a hidden secret when it comes to opportunities for small businesses, as the rents are still affordable with many people to service in the office buildings, court house, Service Ontario and University campuses. Oshawa still has that small town friendly feel with their car shows, parades and concerts in the park.

Café Van Houtte is committed to delivering a wide variety of quality and specialty coffees, fresh pastries and muffins, crisp salads, sandwiches, hot meals and irresistible desserts. With the vast amount of offices in the core, catering will be a focus of Café Van Houtte.

Community involvement and partnerships with sports venues and local businesses will be a huge focus. Café Van Houtte looks forward to serving the people of Oshawa.”

Jonathan Hudgin, Owner / Operator





GROW

The time to grow your business in Downtown Oshawa is NOW

- » Downtown is on the cusp of a **population boom**, with residential development returning to the core.
- » There is a projected 7,000 new residents in downtown, representing a **60% increase** in downtown's population.
- » In the last 5 years, downtown has seen a **10.2 percent** growth in households, higher than other surging mid-size cities like Waterloo (6.0%) and Hamilton (9.1%).
- » The **Downtown Oshawa BIA** recently expanded to include more businesses to generate greater revenue for downtown improvements.

Did You Know? We'll Help Fund your Project!

- » City of Oshawa offers funding for **revitalization projects** through the Urban Growth Centre Community Improvement Plan.
- » Funding is available for façade renewal, accessibility improvements, interior renovations, and general leasehold improvements.
- » For more information, contact the City of Oshawa's Economic Development team at 905 436 5617.



100 Bond Street Retail Opportunity

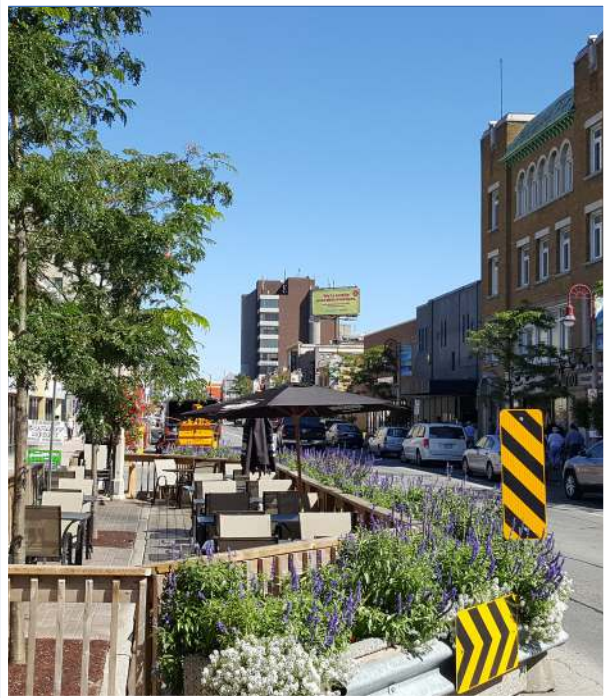
Thousands of high income new residents need places to shop and eat in Oshawa

- » In the past 5 years, Oshawa has experienced heavy **population growth** in its downtown (10%) and its northern half (13%).
- » Oshawa has become a **high-income community**, with an average household income of \$103,010 in 2016, **6% higher** than Ontario, and **8-10% higher** than comparable cities like Kitchener, Waterloo and Hamilton.
- » Large retail developers have confidence in Oshawa residents, with the **Oshawa Centre** completing a **\$230 million** expansion in 2016 and **RioCan** developing a **160 acre** regional retail site in North Oshawa.
- » If Downtown can meet the quality of establishments sought out by high income residents, then they can access a **growing pool** of customers.



Expand your business into the streets, build your patio today

- » City of Oshawa offers **low-cost patio licenses** to operate outdoor cafés in the city sidewalk area or in a city on-street parking spot.
- » **All fees are waived** for the first three years of patio operation.
- » The patio season runs from the May long weekend to the end of October.
- » For more information, contact the City of Oshawa's Economic Development team at 905 436 5617 or business@oshawa.ca.



Outdoor Patio at Buster Rhinos Southern BBQ

Want to expand but don't know where to start looking?

Check out the **Available Land and Buildings Listings** on the city's website at: www.oshawa.ca/business

Does your business cater to students and young adults?

- » Developments at 157 Athol, 80 Bond, and 100 Bond will bring 578 rentable units to Downtown in the next 3 years.

Business Testimonial



Now Expanding BERRY HILL FOOD COMPANY

In 2015, Sarah Groen, owner of Berry Hill Food Company, chose Downtown to open her cafe business. After much time away, Sarah returned to Canada and saw that changes had taken place in Oshawa. New recreation centres, cycling trails, and affordable housing made it an ideal location for her family. The new face of Oshawa, says Sarah, wasn't in place yet which meant real estate opportunities for her business.

Sarah has chosen to grow in Downtown, expanding the business into not just a quaint daytime café but now also a dinner destination. Sarah sees the restaurant scene in Downtown growing, with real opportunity for Downtown to become a dining hub. She is excited about the expansion as she has had to turn customers away and had line ups out the door. Sarah sees a diversification in her clientele base from locals to film crews, students, and international customers.



\$\$ INVEST

Oshawa has seen growing investment in the Downtown, including projects like:

100 Bond - \$50 million investment, 239 rental units and 1,326 m² of retail space. Construction completed early 2017.

Holiday Inn Express - \$25 million investment, 125 rooms, retail space and convention centre. Completed in 2016.

80 Bond - \$50 million 21 storey tower with 375 units and 622 m² of retail space. Construction to begin in 2018.

Medallion Development - \$600 million investment, 2,241 units and ground floor retail. Construction to begin in 2018.

- **Recent shifts in Oshawa's economy equal new opportunity in Downtown**
- » Oshawa's economy is **diversifying** away from its manufacturing past.
- » Since 2005, Oshawa has seen **major job growth** in three of its sectors; healthcare (up 45%), education (up 39%), and retail (up 5%).
- » Downtown continues to benefit from this **diversification**, with UOIT and Lakeridge Health Oshawa located downtown and **poised for growth**.



100 Bond - Completed early 2017

Transit investments will turn Downtown into a Regional Hub

- » By 2024, Downtown Oshawa will be serviced by a **transit hub**, with a GO Train Station and a GO Bus Terminal.
- » Metrolinx plans to also connect Downtown Oshawa to the GTA through **rapid transit corridors** along Simcoe Street and King Street.
- » Durham Rapid Transit recently launched a **new fleet** of bus rapid transit vehicles connecting Durham and Scarborough to Downtown Oshawa, as well as **adding** multiple local **bus routes**.

You do not pay the City a dime in DCs or cash in lieu!

There are no City development charges or cash-in-lieu of parkland charges on any land use in the Downtown.

Opportunities for Investment

44 Bond Street East - A former union hall with heritage features on a large lot with assembly potential with 38, 42, and 48 Bond Street East. Across Bond Street from UOIT's Bordessa Hall and the Regent Theatre.

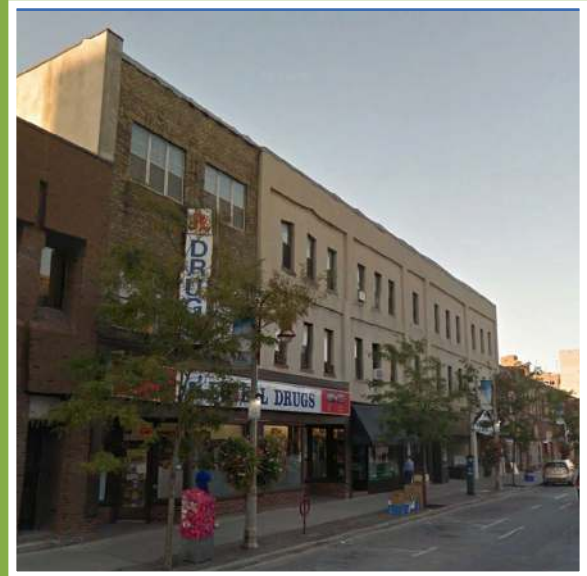
67 Simcoe Street North - The Holiday Inn Express & Suites, a brand new 125 room hotel, has opportunity for a retail / restaurant space on its ground floor. The space is 5,561 square feet, with 800 square feet of patio space available. The space fronts onto Simcoe Street North, and has 12,000 northbound cars pass by per day.



67 Simcoe St. N - Retail / Restaurant Space

Richmond Site - A 1.6 acre vacant parcel in the core of downtown, prime for development. Adjacent to the Holiday Inn Express & Suites, the YMCA, and 100 and 80 Bond, two large-scale mixed-use projects currently under development.

Business Testimonial



Investment in Downtown LOVELL HOLDINGS LIMITED

The Lovell Family, a mainstay in Downtown, is moving forward on a new project; a complete redevelopment of their properties located from 8 through 18 King Street East. The second and third floors will be renovated into new apartments, rejuvenating a building over 140 years old. In total, over 17,000 square feet of space will be redone.

"We (the Lovell family) take pride in knowing that our family has been in Downtown Oshawa for generations. Our Father and Grandfather dedicated themselves to developing Downtown. This is our home. We were raised knowing the importance of supporting our community. We are excited about the downtown growth and being part of the transformation."

- Diana Lovell Kirk and Arthur Lovell