

## **COMMITTEE OF THE WHOLE – JANUARY 19, 2004**

### **COMMUNITY PROFILES**

#### **Recommendation**

The Commissioner of Economic/Technology Development and Communications recommends:

That this report be received as information only.

#### **Background**

The Economic & Technology Development Department has completed a new four-piece series of Community Profiles for distribution to the Chamber of Commerce, City Departments, government agencies, realtors, developers, investors, residents and ratepayer associations.

The Community Profiles for Concord/Thornhill/Carrville; Maple; Woodbridge; Kleinburg and Rural Areas were produced to address requests for community-specific demographic data. Each profile provides an overview of key demographics characteristics including population growth, income, ethnicity, housing, education, family structure, labour force and the local economy. In addition, current and future developments were highlighted as well as key attractions and shopping areas.

#### **Purpose**

The purpose of the Community Profiles is to provide investors, businesses and residents with a “flavour” of the individual communities that comprise Vaughan. A fifth profile focusing on employment areas is currently in production. This profile will feature data on employment composition, business clusters, growth trends, employment lands and construction activity. With this publication, business investors will have another tool to assist in making an informed decision on relocation and expansion opportunities in Vaughan.

The Community Profiles are available in hardcopy and electronic format via the City’s website.

#### **Relationship to Vaughan Vision 2007**

This report is consistent with the priorities previously set by Council and the necessary resources have been allocated and approved.

#### **Attachments**

Concord/Thornhill/Carrville Community Profile  
Kleinburg and Rural Areas Community Profile  
Maple Community Profile  
Woodbridge Community Profile

#### **Report prepared by:**

Joe Esposito, Community Business Development Co-ordinator  
Shirley Kam, Senior Economic Developer  
Frank Miele, Commissioner of Economic/Technology Development and Communications

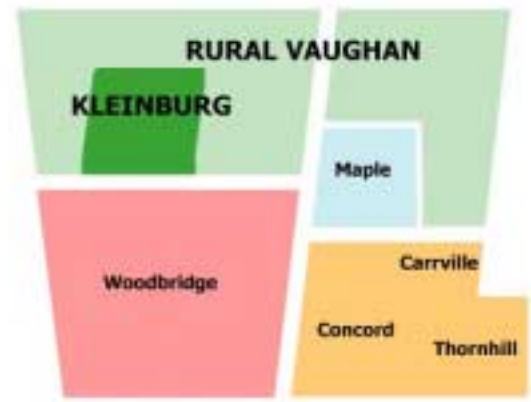
Respectfully submitted,

Frank Miele  
Commissioner of Economic/Technology Development and Communications

# Community Profile

# KLEINBURG

## & RURAL AREAS



MAPS NOT TO SCALE



### KLEINBURG & AREA WARD 1

**MAYOR**  
Michael Di Biase ext. 8340

**LOCAL & REGIONAL COUNCILLORS**  
Mario Ferri ext. 8350  
Joyce Frustaglio ext. 8341  
Linda Jackson ext. 8836

**LOCAL COUNCILLOR**  
Peter Meffe ext. 8344

**ECONOMIC & TECHNOLOGY DEVELOPMENT DEPARTMENT**  
Frank Miele, Commissioner



# KLEINBURG & RURAL AREAS

## Population

The 2001 Census established the resident population of Kleinburg and the adjacent rural areas of northern Vaughan at **3,918**. An additional **668** individuals reside in rural areas north and east of Maple. About **2.5%** of the City of Vaughan's inhabitants reside in Kleinburg and Rural Areas. The community of Kleinburg constitutes all areas surrounding Islington Avenue from Major Mackenzie Drive to Highway 27. The planned population for the combined Kleinburg area is about **8,000 persons**.



Kleinburg and Rural Areas continue to be the **eldest** communities within the City of Vaughan. **A quarter** of the Kleinburg population is **above** the age of **55 years** while another quarter is below that of **15 years**, making Kleinburg heavily weighted at both ends. **Only a quarter** of the Rural Area population is **under the age of 20 years**.

## Income

**\$89,850** is the median household income in Kleinburg compared with **\$50,500** across Greater Toronto Area

Of all households in Kleinburg, more than **79%** have an income greater than **\$50,000**. Households that earn an income in excess of **\$70,000** represent **53%** of the community.

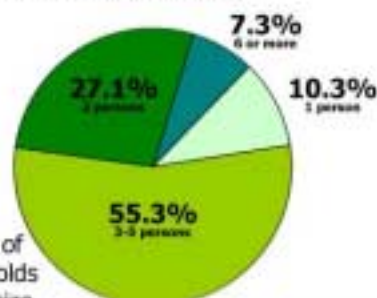
## Family Structure

- **89%** families with married couples
- **9%** families with single parents
- **3%** families with common-law couples

**1.4**  
children at home

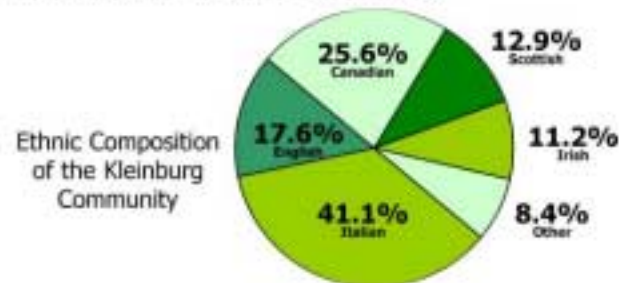
**3.4**  
people per family

Total number of private households by household size



## Ethnic Composition

Of the entire resident population in Kleinburg and Rural Areas, **96%** are **Canadian citizens**. In contrast to other communities within Vaughan, only **20%** of Kleinburg residents are **immigrants** while **75%** is **born in Ontario**. The immigrant population in Rural Areas stands at **63%**. The Kleinburg & Rural Area immigrant population originates mainly from **Italy, Germany, the United Kingdom, South Africa and Guyana**. Of all immigrants in Kleinburg, **86%** came to Canada prior to **1971** while **83%** of those in Rural Areas arrived prior to **1981**. Of the entire resident population in Kleinburg, a **third** are **third generation Canadians** and beyond while **44%** of residents in Rural Areas are **first generation**.

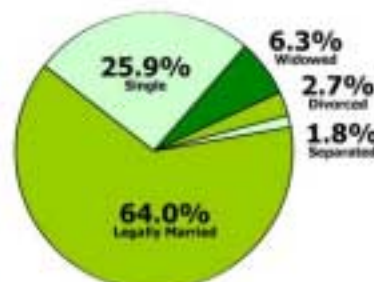


## MULTILINGUAL DIVERSITY



- more than **25 different languages** are spoken by Kleinburg and Rural Area residents
- **Italian** and **German** are the non-official languages most spoken in the area
- **three-quarters** of Kleinburg residents consider **English** as their mother tongue
- **85%** of Kleinburg residents converse in **English** at home (highest rate across the City of Vaughan)

## Marital Status



Total Population 15 years and over by Legal Marital Status (3,655 individuals - Kleinburg and Rural Areas)



# KLEINBURG & RURAL AREAS

## Labour Force

With total employment exceeding **130,000 jobs<sup>1</sup>** and a labour force in excess of **102,000 participants**, the City of Vaughan continues to be a **net importer of labour** from surrounding municipalities. Approximately **95,000 employees** enter the City of Vaughan for work everyday.

## Labour Force By Occupation

Occupation	Kleinburg Rural	
	%	%
Management & Administration	24	19
Business & Finance	23	23
Sales & Service	18	16
Trades, Transport, Etc.	9	11
Social Sciences, Education, Government	8	10
Natural & Applied Science	5	5
Health	4	5
Primary Industry	4	4
Processing & Manufacturing	3	3
Art, Culture, Recreation & Sport	2	4

Of the entire Kleinburg population, **52%** is employed within the following 4 industries:

- **Construction**
- **Manufacturing**
- **Wholesale Trade**
- **Retail Trade.**

Those in Rural Areas were also significantly present within the **Professional, Scientific and Technical Services** sectors.

## Housing

A total of **1,444 residential units** are found across the communities of Kleinburg and Rural Areas (819 in Kleinburg; 625 in Rural Areas). The vast majority are of the single-detached type (92% in Kleinburg and 99% in Rural Areas), many of these **estate-type homes**. In terms of housing ownership, **94%** and **90%** own their home in Kleinburg and Rural Areas respectively. The Kleinburg community continues to be recognized as a centre of significant **heritage value**. With **44%** of its population residing in homes built prior to **1970** and **41%** in homes built after **1991**, this community continues to provide a wonderful setting of new and old. In rural areas, half of all residents inhabit homes built between 1981 and 1990.



<sup>1</sup>Source: York Region Employment Surveys, 2001-2003

## Local Economy

Over **80 businesses** provide a healthy local employment of approximately **1,200** across Kleinburg & Rural Areas. The employment base in Kleinburg is dominated by construction, arts & entertainment and transportation sectors. The largest employer is K.G. Beamish Construction Company with 350 employees. At **14%**, Kleinburg maintains the **highest rate of home-based businesses** across the City of Vaughan.

Also, **33% of men** and **23% of women** are **self-employed** in Kleinburg (highest in Vaughan).



### KLEINBURG & AREA LABOUR FACTS

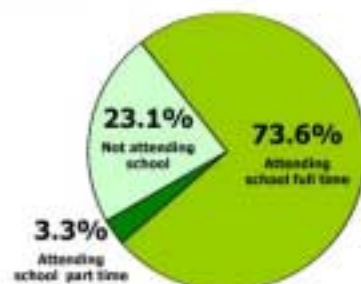
- a total labour force of **1,200** individuals in each of Kleinburg and Rural Areas
- participation rates of **67%** and **70%** respectively
- employment rate of **65%** and **67%** respectively
- **1,045** residents work in the City of Vaughan
- **96%** commute to work by automobile
- **655** residents are self-employed
- **285** home-based businesses

## Education

- **60%** of Kleinburg residents aged 25 years or older and **48%** of those in Rural Areas attended post-secondary school (Compared with 56% across Greater Toronto Area)
- **over 30%** and **27%** are university graduates, respectively (17% across Greater Toronto Area)

### Three-quarters

of the youth population (ages 15-24) present in Kleinburg and Rural Areas is attending school (highest level across the City of Vaughan)



Total population aged 15-24 years (605 individuals)

Source: Statistics Canada, 2001 Census



# KLEINBURG & RURAL AREAS

## Tourism & Shopping

A warm welcome awaits you in the historic **Village of Kleinburg** where an atmosphere of early Canadian traditions and architecture prevails. The town was founded in **1848** atop the Humber River Ridge. Historic and scenic attributes of Kleinburg have contributed to the development of a strong tourism sector in the community. Beautifully restored buildings line Islington Avenue giving visitors a feeling of years gone by. Today, **50 local businesses** including galleries, boutiques, design, home décor, book and gift shops provide a unique atmosphere for passing visitors. The many specialty shops showcase a variety of gift ideas, handicrafts, antiques, collectibles, original Native and Canadian art, custom-designed jewellery and much more. Kleinburg's picturesque surroundings and heritage value, combined with the array of local galleries, shops and parks, along with the various local festivals throughout the year, provide a complete tourist package to all visitors. For further details, contact the Kleinburg BIA at 905-893-1126.

9550 Pine Valley Drive  
416-661-6600

## Kortright Centre for Conservation

As **Canada's largest environmental education centre**, Kortright provides a variety of unique learning opportunities to the public, to school children and to other groups who visit the **800 acres** of green



space. Kortright is home to Canada's largest demonstrations of renewable energy technology. The conservation area has over **18 kilometres of trails** through mixed woods and open parkland.

## Golf Courses

Copper Creek Golf Club	11191 Highway 27 905-893-3370
Kleinburg Golf & Country Club (Semi-Private)	115 Putting Green Crescent 905-977-5700

## Community Centres

Kleinburg Scott House 10391 Islington Avenue	Kline House 8 Nashville Road
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## Library

Kleinburg Library	10341 Islington Avenue 905-893-1248
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## McMichael Canadian Art Collection

10365 Islington Avenue  
905-893-1121

The McMichael Canadian Art Collection features paintings by the **Group of Seven** and their contemporaries through their impressive Canadian landscapes. The gallery also boasts an extensive collection of paintings, sculptures and prints by **First Nations** and **Inuit artists**. Located adjacent to the gallery are the McMichael's Grounds, 100 acres of secluded conservation land. Visitors are invited to stroll or hike this woodland setting, enjoy free daily family programs, visit the one-of-a-kind gift shop or full-service restaurant.

## Transit

[yorkregiontransit.com](http://yorkregiontransit.com)

The City of Vaughan is serviced by three local and regional transit systems:

- York Region Transit provides service to most major residential areas throughout Vaughan. Fifteen routes provide convenient connections to York University and to surrounding municipalities of Toronto, Brampton, Markham, Richmond Hill and York Region.
- The Toronto Transit Commission services Vaughan via Steeles Avenue into the City of Toronto. Six TTC routes are currently available across Vaughan.
- GO Transit provides train service to and from Toronto Union Station for commuters across York Region. There are 6 daily train trips, serving the Maple and Rutherford GO Stations on the Bradford rail line, operating Monday to Friday. As well, bus service is available on 3 routes across the City of Vaughan.



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416-393-INFO  
[www.ttc.ca](http://www.ttc.ca)



1-888-GET-ON-GO  
[www.gotransit.com](http://www.gotransit.com)

## Vaughan Business Enterprise Centre

2141 Major Mackenzie Drive  
905-832-2281

A one-stop sourcing of services and programs to meet the needs of entrepreneurs and small businesses, VBEC provides start-up resources such as business name registration and market research with consulting services in financial planning and business plan development.



**VBEC**

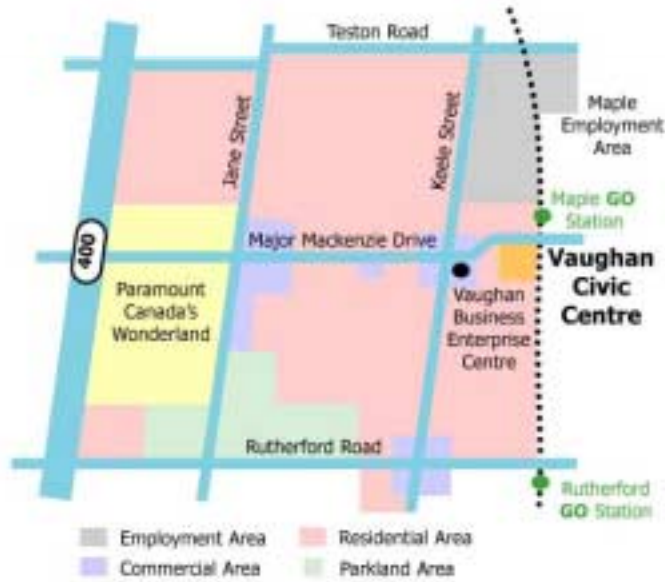
[www.centrebusiness.com](http://www.centrebusiness.com)  
[yourbusiness@centrebusiness.com](mailto:yourbusiness@centrebusiness.com)

# Community Profile

# MAPLE



MAPS NOT TO SCALE



## MAPLE - WARD 1

**MAYOR**  
 Michael Di Biase ext. 8340

**LOCAL & REGIONAL COUNCILLORS**  
 Mario Ferri ext. 8350  
 Joyce Frustaglio ext. 8341  
 Linda Jackson ext. 8836

**LOCAL COUNCILLOR**  
 Peter Meffe ext. 8344

**ECONOMIC & TECHNOLOGY DEVELOPMENT DEPARTMENT**  
 Frank Miele, Commissioner

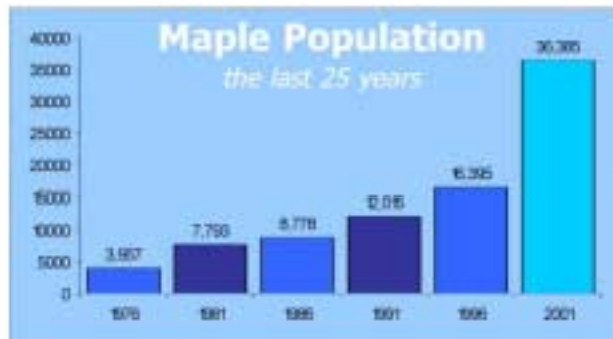




# MAPLE

## Population

The 2001 Census established Maple's resident population at **36,385**. About **20%** of the City of Vaughan's inhabitants reside in Maple. This area now includes, in addition to the historic centre of Maple, three expansion areas directly north, south and east of Paramount Canada's Wonderland.



With the recent influx of new families, Maple has established itself as the **youngest** community in the City of Vaughan. **Three-quarters** of Maple's residents are **44 years** and younger. A quarter of the population is under the age of 14 and half is younger than 30.

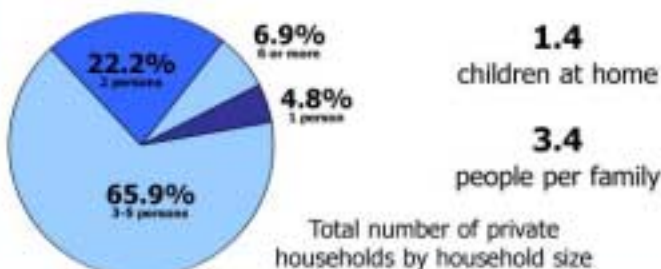
## Income

**\$78,288** is the median household income in Maple compared with **\$50,500** across Greater Toronto Area

Of all households in Maple, more than **77%** have an income greater than **\$50,000**. Households that earn an income in excess of **\$70,000** represent **59%** of the community.

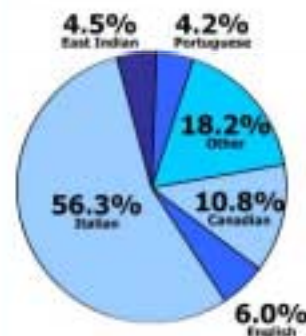
## Family Structure

- **90%** families with married couples
- **7%** families with single parents
- **3%** families with common-law couples



## Ethnic Composition

Of the entire resident population in Maple, **92%** are **Canadian citizens** while **38%** are **immigrants**. With a significant influx of new immigrants, Maple is establishing itself as an ethnically diverse community within the City of Vaughan. A total of **1370 new Canadians** made Maple their home over the last census period (1996-2001) arriving from countries such as **Pakistan, Russia, Ukraine, Jamaica and India**. Of all immigrants within the community, **77%** came to Canada prior to **1991** and of the entire resident population, **half** are **first generation Canadians**.



Ethnic Composition of the Maple Community



## MULTILINGUAL DIVERSITY

- more than **56 different languages** are spoken by Maple residents
- **55%** of the non-official languages spoken is **Italian**. Other non-official languages include: **Urdu, Spanish, Punjabi and Portuguese**
- **3.2%** of Maple residents consider **2 or more** languages as their mother tongue
- **60%** speak mainly **English** at home while another **26%** live in bilingual households (English and a non-official language)

## Marital Status



# MAPLE

## Labour Force

With total employment exceeding **130,000 jobs<sup>1</sup>** and a labour force in excess of **102,000 participants**, the City of Vaughan continues to be a **net importer of labour** from surrounding municipalities. Approximately **95,000 employees** enter the City of Vaughan for work everyday.

### MAPLE LABOUR FACTS

- the total labour force is **20,000** individuals
- participation rate of **76%**
- employment rate of **73%**
- **5,710** Maple residents work in the City of Vaughan
- **2,335** residents are self-employed
- **620** home-based businesses
- **91%** commute to work by automobile

## Labour Force By Occupation

Occupation	%
Business & Finance	24
Sales & Service	21
Trades, Transport, Etc.	17
Management & Administration	14
Natural & Applied Science	6
Social Sciences, Education, Government	6
Processing & Manufacturing	6
Health	3
Art, Culture, Recreation & Sport	2

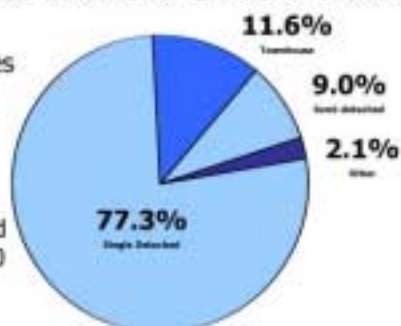
Approximately **50%** of Maple's population is employed in the following **4** industries:

- **Manufacturing**
- **Retail Trade**
- **Construction**
- **Finance & Insurance**

## Housing

Approximately **95%** of Maple residents own their home. Homes built after 1981 account for **94%** of residential properties in Maple.

**60%** live in homes built after 1996.



Total number of occupied private dwellings (10,700 residential units)

<sup>1</sup>Source: York Region Employment Surveys, 2001-2003

## Local Economy

Maple has one industrial employment area. Located north of Major Mackenzie Drive to Teston Road on the east side of Keele Street, this area is home to **32 businesses employing over 600** individuals. Maple enjoys a diversified employment base with a significant presence of manufacturing, construction and commercial activities.

### LOCAL EMPLOYMENT

Vaughan's **top** employer is **Paramount Canada's Wonderland** with **150 full-time** and **3,500 seasonal** employees. **More than 260 businesses** provide employment opportunities for approximately **6,500** people in the Maple area:

- **2,000** local jobs were created between 1991 and 2001



### TOP EMPLOYERS

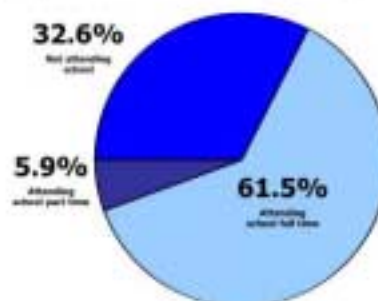
- City of Vaughan
- K.J. Beamish Construction Company
- Coatings Unlimited
- Blair Supply
- Alpa Roof Trusses
- Modular & Custom Cabinets
- Fabricated Plastics
- GBM Rivet & Fastners
- Global Precast
- Kemflo Canada
- Argo Lumber

## Education

• **49%** of Maple residents aged 25 years or older attended post-secondary school

• **17%** are university graduates

(Compared with 56% and 17% respectively across Greater Toronto Area)



**Two-thirds** of Maple's youth population (ages 15-24) is currently attending school.

Source: Statistics Canada, 2001 Census



# MAPLE

## Paramount Canada's Wonderland

9580 Jane Street  
905-832-8131



Paramount Canada's Wonderland is Canada's premier theme park featuring over 200 attractions and more than 60 rides. The park hosts more than 3 million guests annually and will be celebrating its 25th year of operation in 2004.

## Shopping

Along with the original Maple Plaza and the commercial outlets situated in Maple's historic centre at Keele Street and Major Mackenzie Drive, recent developments along Rutherford Road and at Jane Street and Major Mackenzie Drive have transformed Maple into a diversified and fully serviced residential community.

2600 Rutherford Road  
905-738-7574

## The Sports Village

The Sports Village is a multi-faceted facility designed as a socially-integrated family recreation venue. As an all-season destination point, it offers:

- 4 NHL sized ice surfaces
- 20,000 square foot skatepark
- 30-foot rock climbing tower
- 3-on-3 basketball courts
- 2 baseball diamonds
- Unique in-line skating path
- Full-service restaurant & banquet facilities

## Golf Courses

Eagles Nest Golf Course                      Opening May 2004  
905-417-2300

Maple Downs Golf &                      11101 Dufferin Street  
Country Club (Private)                      905-832-0880

## Community Centre

Maple Community Centre                      10190 Keele Street  
905-832-2377

## Library

Maple Library                      10190 Keele Street  
905-832-2959

[yorkregiontransit.com](http://yorkregiontransit.com)

## Transit

The City of Vaughan is serviced by three local and regional transit systems:

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## New Civic Centre & Resource Library

2141 Major Mackenzie Drive  
905-832-2281

Located east of the intersection at Major Mackenzie Drive and Keele Street, the Centre houses the offices of City of Vaughan Council and Civic Administration. Tremendous growth of the City over the last 25 years has brought forward the need for numerous changes and additions to the building. A new city hall along with a resource library will be built on the site of the current Civic Centre to better serve the growing and diverse community. Construction is expected to commence in 2004.

## Vaughan Business Enterprise Centre

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A one-stop sourcing of services and programs to meet the needs of entrepreneurs and small businesses, VBEC provides start-up resources such as business name registration and market research with consulting services in financial planning and business plan development.

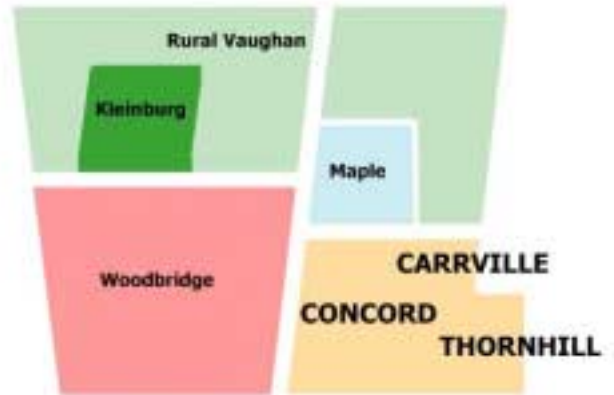


**VBEC**

[www.centrebusiness.com](http://www.centrebusiness.com)  
[yourbusiness@centrebusiness.com](mailto:yourbusiness@centrebusiness.com)

# Community Profile

# THORNHILL/CONCORD/CARRVILLE



MAPS NOT TO SCALE



## THORNHILL/CONCORD/ CARRVILLE - WARDS 4 & 5

### MAYOR

Michael Di Biase ext. 8340

### LOCAL & REGIONAL COUNCILLORS

Mario Ferri ext. 8350  
Joyce Frustaglio ext. 8341  
Linda Jackson ext. 8836

### LOCAL COUNCILLOR

Sandra Yeung Racco (Ward 4) ext. 8342  
Susan Kadis (Ward 5) ext. 8349

### ECONOMIC & TECHNOLOGY DEVELOPMENT DEPARTMENT

Frank Miele, Commissioner



**City of Vaughan**  
*The City Above Toronto*



# THORNHILL • CONCORD • CARRVILLE

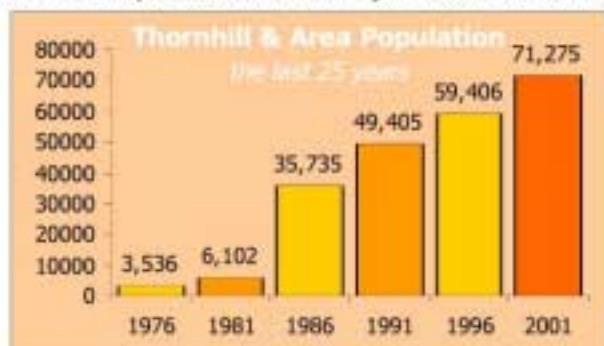
## Population

The 2001 Census established the combined population of Thornhill, Concord and Carrville at **71,275**. Almost **40%** of the City of Vaughan's inhabitants reside in this southeastern portion of the city.

- at 63,020 residents, **Thornhill** alone represents 35% of all residents across the City of Vaughan. Within the City of Vaughan, Thornhill is bounded by Highway 407, Yonge Street, Steeles Avenue and Dufferin Street. The community of Thornhill further extends into the Town of Markham towards Leslie Avenue in the east.

- Concord**, the city's most significant employment area, includes two residential communities south of Highway 7 and Centre Street between Keele and Dufferin Streets.

- Carrville** represents the city's most recent expansion area in the east connecting Concord and Thornhill to neighbouring Maple. Eventual residential development will see further expansion towards Major Mackenzie Drive.



**Three-quarters** of Thornhill/Concord/Carrville residents are **50 years** and younger. A quarter of the area residents is under the age of 15 years while half are younger than 34.

## Income

**\$84,700** is the median household income in Thornhill compared with **\$50,500** across Greater Toronto Area

Of all households in Thornhill, more than **75%** have an income greater than **\$50,000**. Households that earn an income in excess of **\$70,000** represent **60%** of the community.

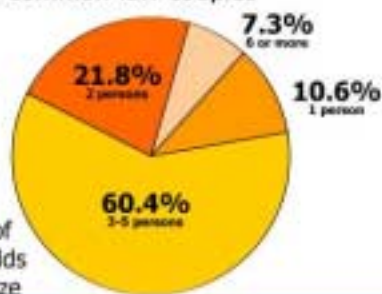
## Family Structure

- 87%** families with married couples
- 10%** families with single parents
- 3%** families with common-law couples

**1.5**  
children at home

**3.4**  
people per family

Total number of private households by household size



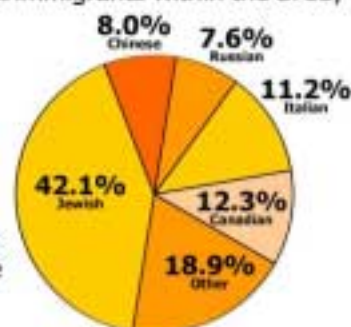
## Ethnic Composition



Of the entire resident population in the Thornhill, Concord and Carrville areas, **90%** are **Canadian citizens** while **47%** are **immigrants**. This area continues to be the most ethnically diverse community within the City of Vaughan. A total of **5,065 new immigrants** made their home within these communities since the last census (1996-2001) arriving from countries such as **Russia, Ukraine, the Philippines, South Africa**

and **South Korea**. Of **70%** arrived to Canada prior to **1991**. Of the entire resident population, **greater than half** is considered **first generation Canadian**.

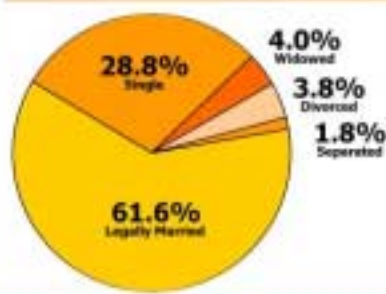
Ethnic Composition of the Thornhill/Concord/Carrville Community



## MULTILINGUAL DIVERSITY

- more than **60 different languages** are spoken by Thornhill and Area residents
- Hebrew, Russian, Italian, Cantonese** and **Spanish** are the non-official languages most spoken
- 35** non-official languages spoken by groups of **100 or more**
- greater than half** of area residents consider **English** as their mother tongue
- 14%** of area residents converse in a non-official language at home while another **25%** live in bilingual households (English and a non-official language)
- 10%** of Thornhill residents are fluent in both **English** and **French**

## Marital Status



Total Population 15 years and over by Legal Marital Status (55,300 individuals)



# THORNHILL • CONCORD • CARRVILLE

## Labour Force

With total employment exceeding **130,000 jobs<sup>1</sup>** and a labour force in excess of **102,000 participants**, the City of Vaughan continues to be a **net importer of labour** from surrounding municipalities. Approximately **95,000 employees** enter the City of Vaughan for work everyday.

### THORNHILL & AREA LABOUR FACTS

- the total labour force is **55,170** individuals
- participation rate of **71%**
- employment rate of **68%**
- **7,275** area residents work in the City of Vaughan
- **6,405** residents are self-employed
- **3,045** home-based businesses
- **81%** commute to work by automobile while **16%** use public transit

## Labour Force By Occupation

Occupation	%
Business & Finance	23
Sales & Service	21
Management & Administration	15
Natural & Applied Science	10
Social Sciences, Education, Government	9
Trades, Transport, Etc.	8
Health	5
Processing & Manufacturing	5
Art, Culture, Recreation & Sport	3

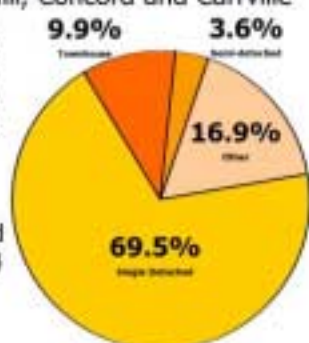
**Less than 50%** of the Thornhill/Concord/Carrville population is employed in the following **4** industries:

- **Manufacturing**
- **Professional, Scientific & Technical Services**
- **Retail Trade**
- **Health & Social Assistance**

## Housing

Approximately **89%** of Thornhill, Concord and Carrville residents own their home. Homes built between 1981 and 1990 account for approximately **60%** of residential properties in Thornhill.

Total number of occupied private dwellings (21,304 residential units)



## Local Economy

Employment in **Thornhill** is provided principally within the commercial sector. Over **900 businesses** employing over **10,000 people** are located in Thornhill. The major commercial employment concentration is centred in the Promenade Mall. Local employment is dominated by the retail and service sectors.

**Concord** represents the City of Vaughan's largest employment concentration. Over **3,300 businesses** are located in Concord providing approximately **70,000 jobs** and accounting for **56%** of all employment across the city. Across Concord, **10 employment areas** are located from Steeles Avenue West to Rutherford Road and from Highway 400 to Dufferin Street. At the centre of Concord, the CN Freight Classification Yard provides an essential logistics service to area industries.



### LOCAL EMPLOYMENT

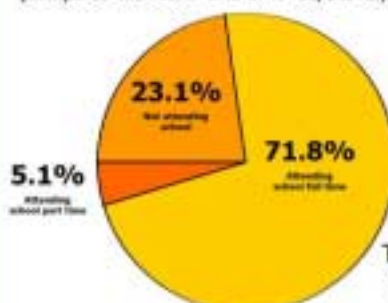
Over **4,200 businesses** providing employment of approximately **80,000** within an area of 35 km<sup>2</sup>

### TOP EMPLOYERS

- Progressive Moulded Products
- Co-Ex-Tec Industries
- Con Drain Company
- Concord Transportation
- Toromont Industries
- KTM Locks
- Canadian National Railway

## Education

- **67%** of Thornhill/Concord/Carrville residents aged 25 years or older attended post-secondary school
  - **34%** are university graduates
- (Compared with 56% and 17% respectively across Greater Toronto Area)



Greater than **three-quarters** of the area's youth population (ages 15-24) is attending some form of schooling.

Total population aged 15-24 years (10,815 individuals)

<sup>1</sup>Source: York Region Employment Surveys, 2001-2003

Source: Statistics Canada, 2001 Census



# THORNHILL • CONCORD • CARRVILLE

## Shopping & Leisure



Thornhill is served by a variety of retail centres throughout the area. Situated on 48 acres, the **Promenade Mall** is Thornhill's major indoor shopping centre. The mall has **over 200 stores** ranging from specialty to large department stores. Significant commercial development exists north of Steeles Avenue on Bathurst Street and on Centre Street west of Bathurst Street. Thornhill also has a designated **heritage district** in the Yonge and

Centre Street area featuring shopping, restaurants and business services. Warehouse-type shopping can be found in the **Vaughan Power Centres** located at the Highway 7 and 400 interchange where Concord meets Woodbridge. Extending from the **Vaughan Corporate Centre**, the wide-ranging commercial mix of this area has established it as one of the most important retail destinations in Canada. Large retail brands such as **Costco, Wal-mart, Home Depot, RONA, IKEA** and **Sam's Club** are all present in this area. Within close proximity to **Famous Players Colossus** and **AMC Interchange 30** movie theatres, many franchise eateries and fine-dining restaurants along with **Dave & Buster's** have turned the area into a significant entertainment focal point. Further complementing the area are the accommodation services provided at **Dodge Suites** and **Courtyard by the Marriott** hotels.

## Golf Courses

Thornhill Golf & Country Club (Private) 7994 Yonge Street  
905-881-3000

Uplands Golf & Country Club (Public) 46 Uplands Avenue  
905-889-3291

## Community Centres and Theatre

Dufferin Clark Community Centre 1441 Clark Avenue West  
905-832-8554

Garnet A. Williams Community Centre 501 Clark Avenue West  
905-832-8552

Rosemont Community Centre 1000 New Westminster Drive  
905-709-4597

The City Playhouse 1000 New Westminster Drive  
905-882-7469

## Libraries

Bathurst Clark Resource Library 900 Clark Avenue West  
905-709-1103

Dufferin Clark Library 1441 Clark Avenue West  
905-660-0374

[vaughanmills.com](http://vaughanmills.com)

## Vaughan Mills

**Vaughan Mills**, a unique and dynamic mega-mall currently being developed on a **200-acre site** at Highway 400 and Rutherford Road will be the first Mills-type concept in Canada. The **Mills Corporation**, in partnership with **Ivanhoe Cambridge**, will offer a unique mix of value retail and contemporary entertainment set in an ambience of distinctive design and architecture. The **1.2 million square foot**, single-level, fully-enclosed retail and entertainment centre will ultimately feature **15 anchor tenants, 200 specialty stores**, restaurants, and entertainment venues. Scheduled to open in **Fall 2004**, the mall will be the largest single retail node in Vaughan and serve as a regional tourist destination.

[yorkregiontransit.com](http://yorkregiontransit.com)

## Transit

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416-393-INFO  
[www.ttc.ca](http://www.ttc.ca)



1-888-GET-ON-GO  
[www.gotransit.com](http://www.gotransit.com)

## Vaughan Business Enterprise Centre

2141 Major Mackenzie Drive  
905-832-2281

A one-stop sourcing of services and programs to meet the needs of entrepreneurs and small businesses, VBEC provides start-up resources such as business name registration and market research with consulting services in financial planning and business plan development.



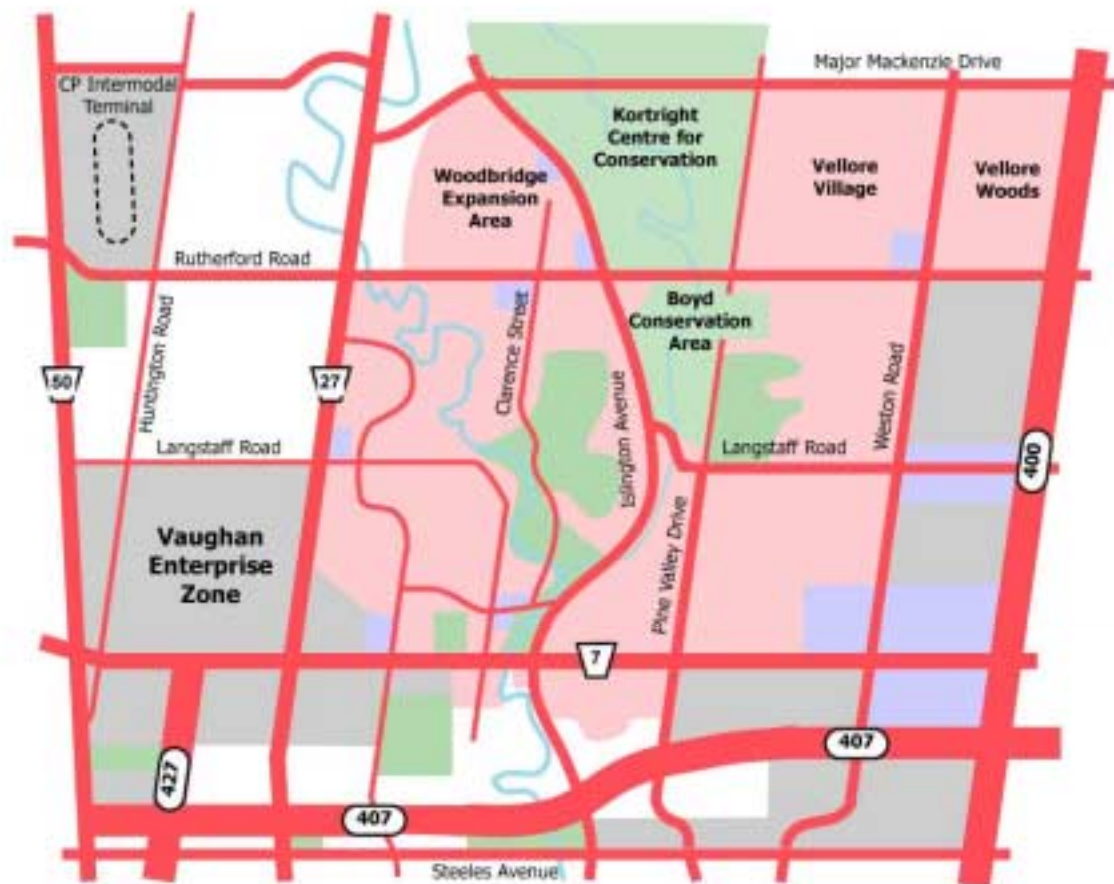
**VBEC**

[www.centrebusiness.com](http://www.centrebusiness.com)  
[yourbusiness@centrebusiness.com](mailto:yourbusiness@centrebusiness.com)



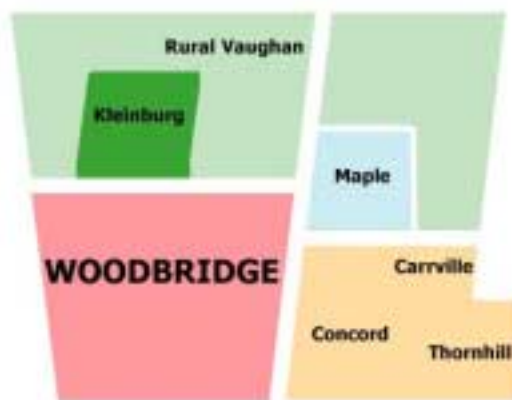
# Community Profile

# WARD WOODBRIDGE



Employment Area  
 Commercial Area  
 Residential Area

MAPS NOT TO SCALE



## WOODBIDGE WARDS 2 & 3

### MAYOR

Michael Di Blase ext. 8340

### LOCAL & REGIONAL COUNCILLORS

Mario Ferri ext. 8350

Joyce Frustaglio ext. 8341

Linda Jackson ext. 8836

### LOCAL COUNCILLOR

Tony Carella (Ward 2) ext. 8386

Bernie DiVona (Ward 3) ext. 8339

### ECONOMIC & TECHNOLOGY DEVELOPMENT DEPARTMENT

Frank Miele, Commissioner

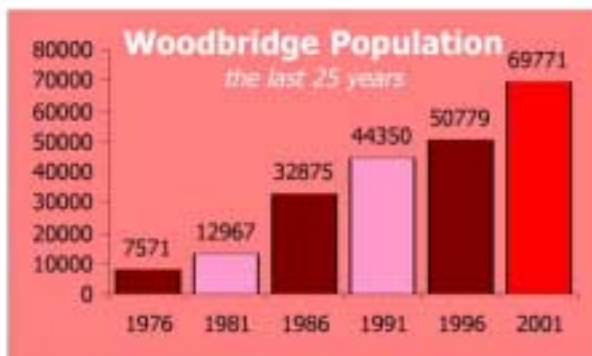




# WOODBIDGE

## Population

The 2001 Census established the resident population of Woodbridge at **69,771**. About **38%** of the City of Vaughan's inhabitants reside in Woodbridge. This area now includes, in addition to the original Woodbridge, two expansion areas: (1) the Woodbridge Expansion Area bounded by Highway 27, Major Mackenzie Drive, Islington Avenue and Rutherford Road and (2) the Vellore Expansion Area bounded by Pine Valley Drive, Major Mackenzie Drive, Highway 400 and Rutherford Road. The planned population for the combined community of Woodbridge is expected to be **124,000 people** with most major future growth within the Vellore area.



**Three-quarters** of Woodbridge's residents are **50 years** and younger while half is less than 34.

## Income

**\$82,980** is the median household income in Woodbridge compared with **\$50,500** across Greater Toronto Area

Of all households in Woodbridge, more than **77%** have an income greater than **\$50,000**. Households that earn an income in excess of **\$70,000** represent **61%** of the community.

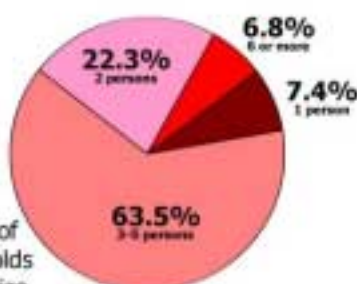
## Family Structure

- **91%** families with married couples
- **7%** families with single parents
- **2%** families with common-law couples

**1.4**  
children at home

**3.3**  
people per family

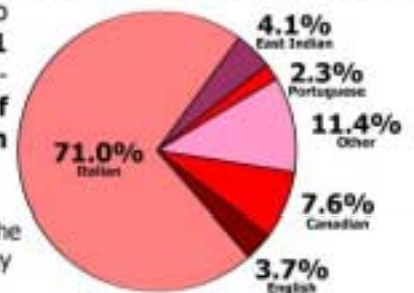
Total number of private households by household size



## Ethnic Composition

Of the entire resident population in Woodbridge, **92%** are **Canadian citizens** while **33%** are **immigrants**. A total of **1,400 new immigrants** made Woodbridge their home over the last census period (1996-2001) arriving from countries such as **India, Russia, Romania, Ukraine, Iraq and Afghanistan**. Of all immigrants within the community, **60%** came to Canada prior to **1971** and of the entire resident population, **half** are **first generation Canadians**.

Ethnic Composition of the Woodbridge Community



## MULTILINGUAL DIVERSITY

• more than **58 different languages** are spoken by Woodbridge residents



• **71%** of the non-official languages spoken is **Italian**

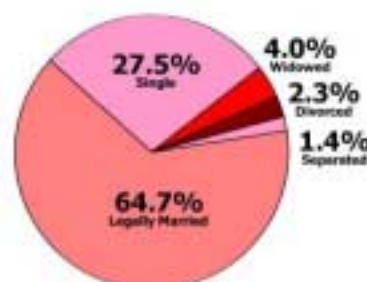
• other non-official languages include: **Punjabi, Spanish and Portuguese**

• **greater than half** of Woodbridge residents consider a non-official language as their mother tongue

• **3%** of Woodbridge residents consider **2 or more** languages as their mother tongue

• **52%** speak mainly **English** at home while another **33%** live in bilingual households (English and a non-official language)

## Marital Status



Total Population 15 years and over by Legal Marital Status (55,570 individuals)



# WOODBIDGE

## Labour Force

With total employment exceeding **130,000 jobs**<sup>1</sup> and a labour force in excess of **102,000 participants**, the City of Vaughan continues to be a **net importer of labour** from surrounding municipalities. Approximately **95,000 employees** enter the City of Vaughan for work everyday.

### WOODBIDGE LABOUR FACTS

- the total labour force is **40,000** individuals
- participation rate of **72%**; employment rate of **69%**
- **13,500** Woodbridge residents work in the City of Vaughan
- **4,810** residents are self-employed
- **1,585** home-based businesses
- **94%** commute to work by automobile

## Labour Force By Occupation

Occupation	%
Business & Finance	24
Sales & Service	22
Trades, Transport, Etc.	18
Management & Administration	14
Social Sciences, Education, Government	7
Natural & Applied Science	6
Processing & Manufacturing	6
Health	2
Art, Culture, Recreation & Sport	2

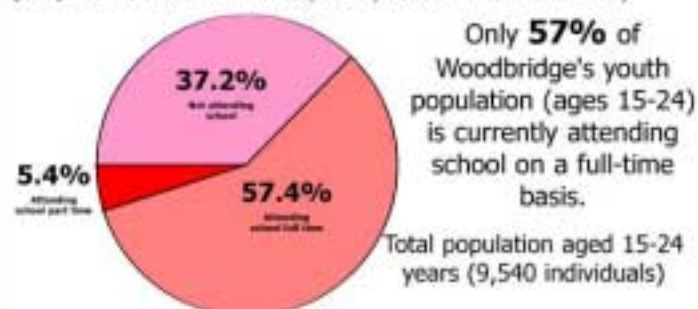
Approximately **50%** of Woodbridge's population is employed in the following **4** industries:

- **Manufacturing**
- **Retail Trade**
- **Construction**
- **Finance & Insurance**

## Education

- **45%** of Woodbridge residents aged 25 years or older attended post-secondary school
- over **17%** are university graduates

(Compared with 56% and 17% respectively across Greater Toronto Area)



<sup>1</sup>Source: York Region Employment Surveys, 2001-2003

## Local Economy

Employment across Woodbridge is localized in eight designated areas. Five of the employment areas are adjacent to Highway 400 while the remaining three are next to Highway 427.

### LOCAL EMPLOYMENT

Leading Canada's **Plastics** sector, Woodbridge-based **Royal Group Technologies** employs **3,500** across the City of Vaughan. **More than 2,500 businesses** provide employment opportunities for approximately **35,000 people** in the Woodbridge area:

- 1993-2003: **1,750** new local businesses

### LEADING INDUSTRIAL SECTORS

Combined the following sectors represent **25%** of total businesses and **1 in 3** jobs across Woodbridge:

- Wholesale Trade
- Construction
- Plastics & Rubber Manufacturing
- Food & Beverage Manufacturing
- Furniture Manufacturing

The **Vaughan Enterprise Zone** comprises **1,500 hectares** of greenfield employment lands with a potential for **70 million square feet** of industrial, commercial and office development. Located at Highway 7 and 427, it constitutes the largest site of its kind in Greater Toronto Area. With proximity to Pearson International Airport, CP Intermodal and the 400-series highway connections, the area promises to be the **premier location for development** over the next 25 years.

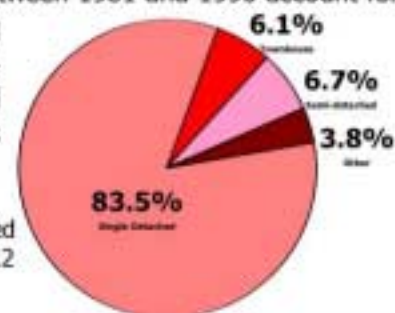
### TOP EMPLOYERS

- Royal Group Technologies
- Toronto Star Press Centre
- Woodbridge Foam Corporation
- Mytox Manufacturing
- TACC Construction
- Teknion Furniture Systems

## Housing

Approximately **94%** of Woodbridge residents own their home. Homes built between 1981 and 1990 account for **36%** of residential properties in Woodbridge. An additional **36%** live in homes built after 1996.

Total number of occupied private dwellings (20,912 residential units)



Source: Statistics Canada, 2001 Census



# WOODBIDGE

## Shopping & Leisure



Woodbridge is served by both **big-box** retail centres as well as local, one-of-a-kind shops such as those located at **Market Lane**. More recent developments have welcomed mid-sized retail centres to the Vellore Village and Woodbridge expansion areas. Warehouse-type shopping can be found in the **Vaughan Power Centres** located at the Highway 7 and 400 interchange where Concord

meets Woodbridge. Extending from the **Vaughan Corporate Centre**, the wide-ranging commercial mix of this area has established it as one of the most important retail destinations in Canada. Large retail brands such as **Costco, Wal-mart, Home Depot, RONA, IKEA** and **Sam's Club** are all present in this area. Within close proximity to the **Famous Players Colossus** and **AMC Interchange 30** movie theatres, many franchise eateries and fine-dining restaurants along with **Dave & Buster's** have turned the area into a significant entertainment focal point. Further complementing the area are the accommodation services provided at the **Dodge Suites** and **Courtyard by the Marriott** hotels.

## Golf Courses

Hunter's Glen Golf & Country Club	9001 Highway 50 905-856-9000
The National Club (Private)	134 Clubhouse Road 905-851-7422
Toronto Board of Trade Country Club (Private)	20 Lloyd Street 416-746-6811

## Community Centres

Al Palladini Community Centre	9201 Islington Avenue 905-832-8564
Chancellor Community Centre	350 Ansley Grove Road 905-265-0097
Father Ermanno Bulfon Community Centre	8141 Martin Grove Road 905-851-9616
Woodbridge Pool & Memorial Arena	5020 Highway 7 905-851-1151

## Libraries

Ansley Grove Library	350 Ansley Grove Road 905-856-6551
Woodbridge Library	150 Woodbridge Avenue 905-851-1296

## Transit

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## Vellore Village Joint Complex

A new joint facility community centre and high school is currently being built through a partnership between the City of Vaughan and the York Catholic District School Board. Located on a 35-acre site on Villa Royale Avenue, the Vellore Village Joint Complex will share facilities such as gymnasiums, a swimming pool and activity rooms built as a central common area joining the high school and community centre. The surrounding outdoor park will include soccer and baseball fields, as well as tennis courts and a children's playground. The \$39-million project is scheduled to be completed by late 2004.

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