

# Toronto Neighborhood Search

Developed for  
Schmek Industries LLC

6-1-21





# Outline

- ▶ Executive Summary & Requirements
- ▶ Data Sources
- ▶ Methodology
- ▶ Results
- ▶ Discussion
- ▶ Conclusion
- ▶ Appendix



# Executive Summary

Schmeck Industries has commissioned us to find a solution to a relocation request for its top officers in its company. The company headquarters is relocating to Toronto from Charlotte. The President of the company has asked for help in finding a neighborhood in Toronto that satisfies certain criteria, and will use that analysis to help officers find new residences.

# Requirements

- All officers will be asked to live within the same neighborhood to promote camaraderie and fellowship amongst the team.
- All officers will work remotely within the neighborhood and will be highly mobile travelling to each other's homes for work purposes as there will not be an official corporate headquarters office being built for at least 10 years.
- Neighborhood Must Haves
  - Bars, taverns, and restaurants available within walking distance of the center of the neighborhood, as the officers enjoy getting together after workdays to discuss business plans, market conditions, and football while having beers. "Within walking distance" is defined as within 700 meters of the center of the neighborhood.
  - Cafes or coffee shops within walking distance of the center of the neighborhood, as the officers often require a caffeine boost in the morning after events from the night before.
  - Parks or greenway trails within walking distance of the center of the neighborhood for the officer's families to take advantage of
  - Available city transit service within walking distance of the center of the neighborhood, as most officers do not have automobiles and depend on transit services to get around, even though most work will be done remotely.
  - The neighborhood cannot be subject to any airport noise higher than 45dB
- A total of 3 neighborhoods will need be presented, with basic details listed for each so the team can make their decisions on where to relocate as a group.
- Local real estate market, pricing, and availability are not of concern for this purpose as the company is funding all home purchases for the officers to relocate, and will handle the finances of those purchases outside of this analysis.

# Data Sources

- ▶ Neighborhood Location Data was scraped from the Toronto Neighborhood Wikipedia page at [https://en.wikipedia.org/w/index.php?title=List\\_of\\_postal\\_codes\\_of\\_Canada:M&oldid=890001695](https://en.wikipedia.org/w/index.php?title=List_of_postal_codes_of_Canada:M&oldid=890001695)
- ▶ Neighborhood data was sorted by latitude and longitude, and plotted on a map for visual reference.
- ▶ Neighborhood amenities were taken from <https://www.neighbourhoodguide.com/toronto/scarborough/>

	Neighbourhood	Lat	Lng	Borough
0	Rouge	43.806686	-79.194353	Scarborough
1	Malvern	43.806686	-79.194353	Scarborough
2	Highland Creek	43.784535	-79.160497	Scarborough
3	Rouge Hill	43.784535	-79.160497	Scarborough
4	Port Union	43.784535	-79.160497	Scarborough
5	Guildwood	43.763573	-79.188711	Scarborough
6	Morningside	43.763573	-79.188711	Scarborough
7	West Hill	43.763573	-79.188711	Scarborough
8	Woburn	43.770992	-79.216917	Scarborough
9	Cedarbrae	43.773136	-79.239476	Scarborough
10	Scarborough Village	43.744734	-79.239476	Scarborough
11	East Birchmount Park	43.727929	-79.262029	Scarborough





# Toronto Neighborhoods

# Data Continued

- ▶ Since airport noise avoidance is a requirement, we also analyzed the Toronto Pearson Flight Paths for noise disturbances from the airport's website, focusing on 2 specific flight paths depending on traffic flow, to determine what neighborhoods to exclude based on the potential for air traffic noise. <https://cdn.torontopearson.com/-/media/project/pearson/content/community/get-involved/community-conversations/quieter-operations/six-ideas-stakeholder-roundtable.pdf?modified=20190221005347&la=en>
- ▶ We presented a map to show those flight paths and use it to narrow down the searches based on specific longitudes.



# Data: Flight Paths noise distribution



# Methodology

# Neighborhood Data Cleaning & Analysis

We found 210 formal neighborhoods in the Toronto area. After reviewing the data, we initially decided to eliminate neighborhoods based on proximity to the air traffic noise patterns, as we found that would eliminate a large portion of the potential choices. We observed that any neighborhood located West of longitude -79.318389 could see potential noise disturbances from inbound and outbound aircrafts at Toronto Pearson International Airport. While there are 2 additional airports in the Toronto area, Pearson has the majority of the larger sized aircraft which produces the majority of the noise pollution on takeoff and landing. We decided to focus our searches to the west of that specific longitude. We created a base neighborhood subset using this parameter. This new subset of neighborhoods was now narrowed down to 44 options.

We plotted a new map for visual reference based on this new subset.



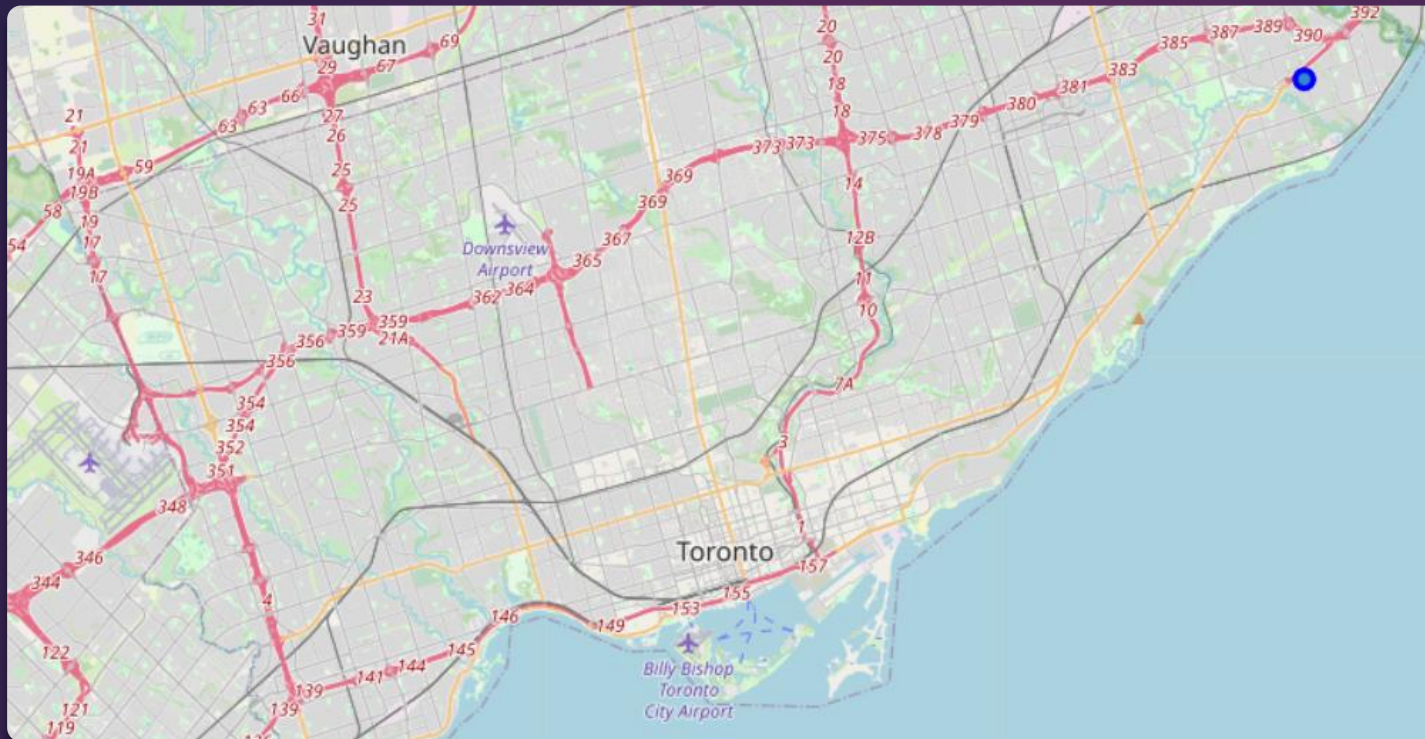
Mapping new  
neighborhood  
set



# Grouping neighborhoods by venue association

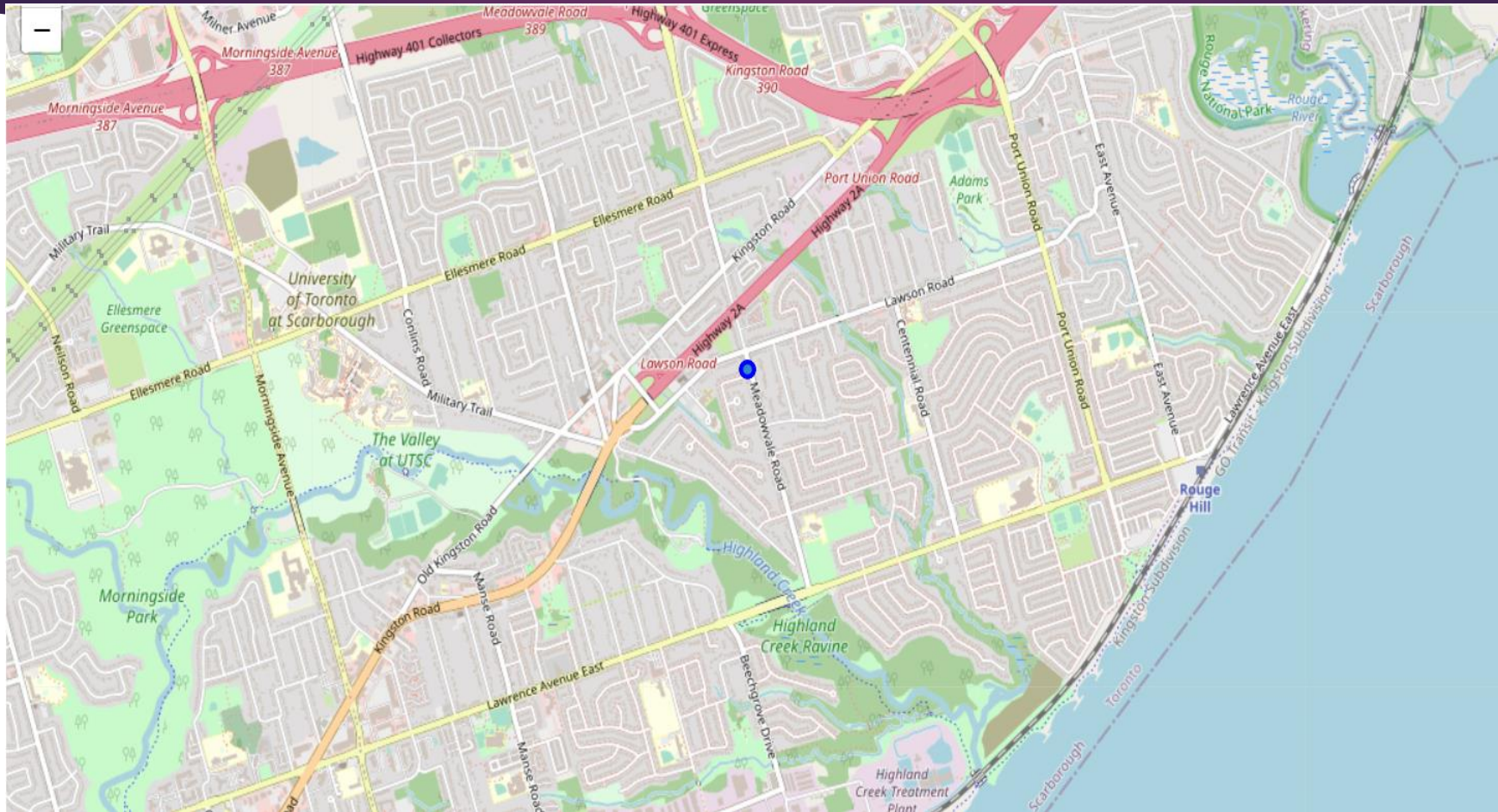
We then listed the venues in each neighborhood by frequency and created a new table of each neighborhood's top 7 venues by category. We explored this data set to find specific keywords such as "Bar", "Pub", "Playground", and "Park", and narrowed down the neighborhood list to 3 areas on the Eastern side of Toronto. Highland Creek, Port Union, and Rouge Hill.

	Neighborhood	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue
13	Highland Creek	Breakfast Spot	Burger Joint	Bar	Mexican Restaurant	Playground	Pizza Place	Pharmacy
25	Port Union	Breakfast Spot	Burger Joint	Bar	Mexican Restaurant	Playground	Pizza Place	Pharmacy
27	Rouge Hill	Breakfast Spot	Burger Joint	Bar	Mexican Restaurant	Playground	Pizza Place	Pharmacy



# Toronto Map

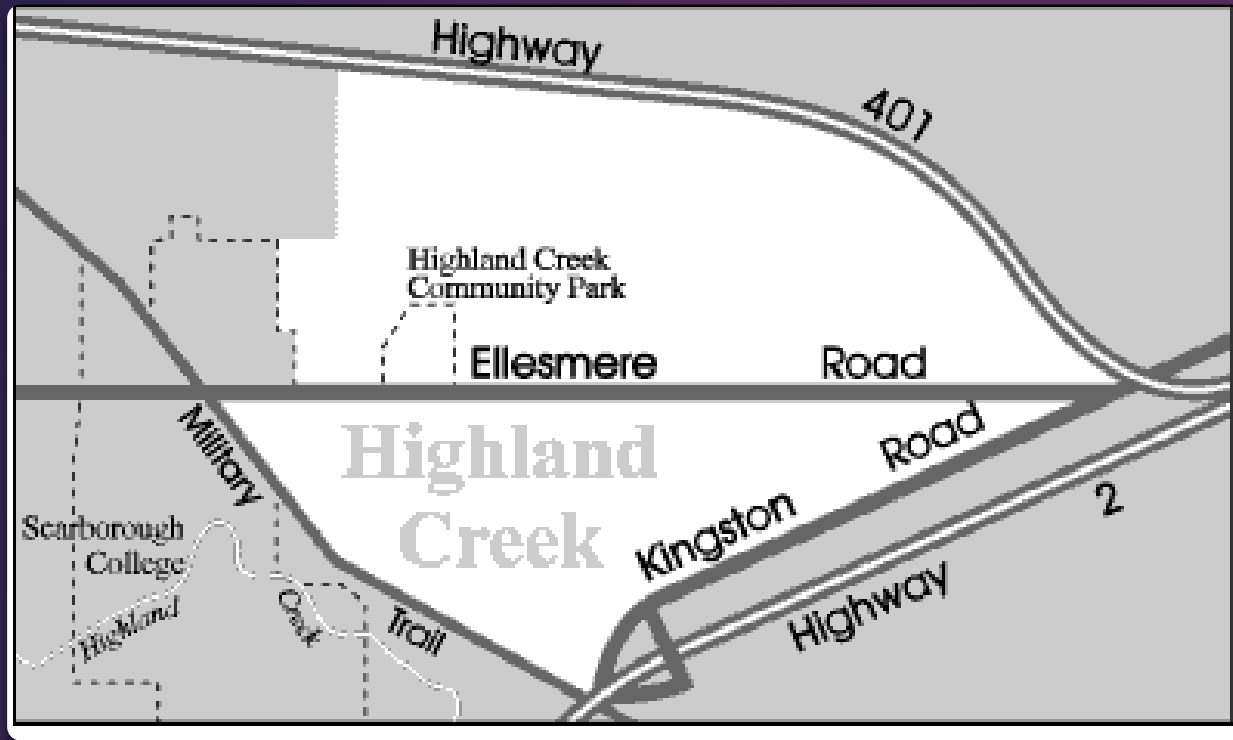
# Map Detail





# Results

## NEIGHBORHOOD DESCRIPTIONS



# Highland Creek

# Highland Creek Details

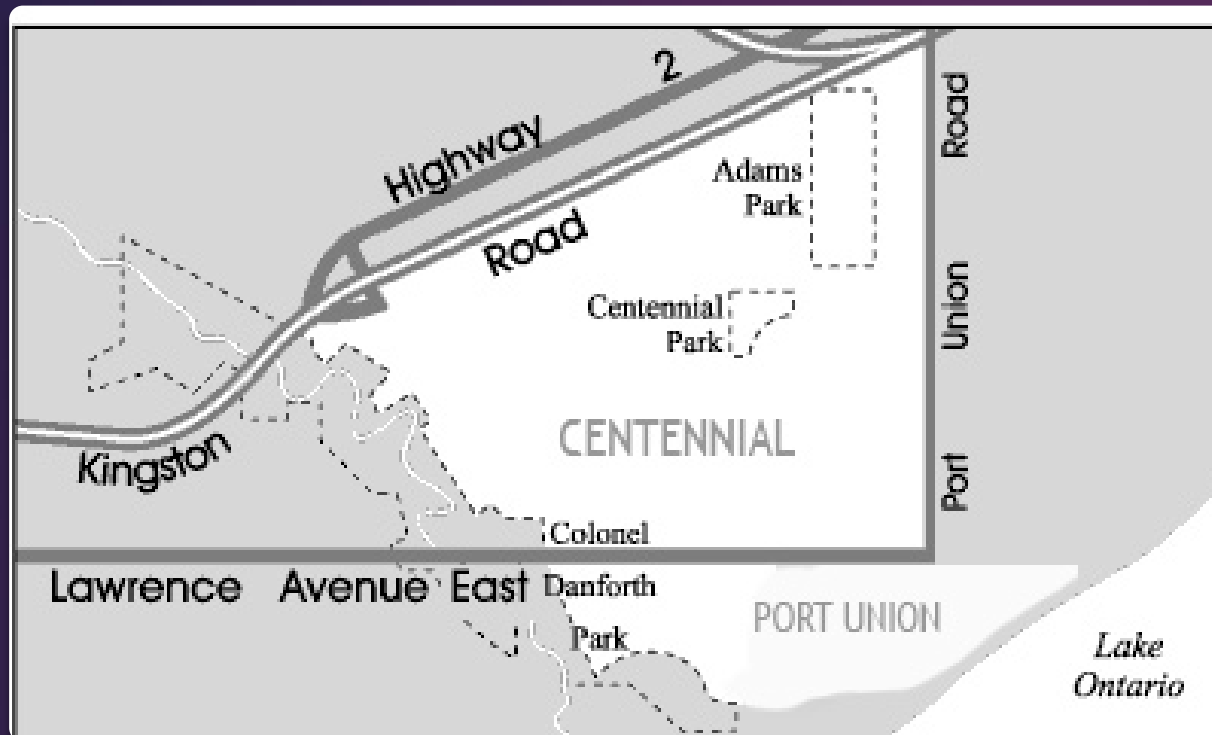
This neighborhood has a small town feel that emanates from its main street shopping district situated along Old Kingston Road. Here you will find a historic cemetery that dates back to around 1800, and colorful wall murals that depict life from Highland Creek's pioneer days.

The north-south Morningside Avenue and Meadowvale Road buses connect passengers to the Kennedy station on the Bloor-Danforth subway line. The Ellesmere Road bus connects passengers to the Scarborough Town Centre, which provides a connection to the Bloor-Danforth subway station and the Go Transit system.

The focal point of the Highland Creek shopping district is the old fashioned Highland Creek Plaza which includes a food market, a hair salon, a florist, a bakery, a bookstore, a bank, a dry cleaners, a florist, a home decorating store and professional offices. The mix of shopping around this plaza includes neighborhood restaurants, and a beer and wine making establishment.

Highland Creek Community Park located off Ellesmere Road is a large park that features a baseball diamond and a children's playground. The Highland Creek Public Library is located east of the park at 3550 Ellesmere Road. This library offers storytime and reading club programs for children.





# Port Union

# Port Union Details

---

Centennial Plaza, located on the north-west corner of Port Union Road and Lawrence Avenue, features a deli and bakery, a hardware store, a video store, a flower store, a hair salon, a travel agency, professional offices, a pet store and animal clinic, a coffee shop, beer and liquor stores, restaurants, convenience stores, a medical centre, professional offices, and fast food restaurants.

---

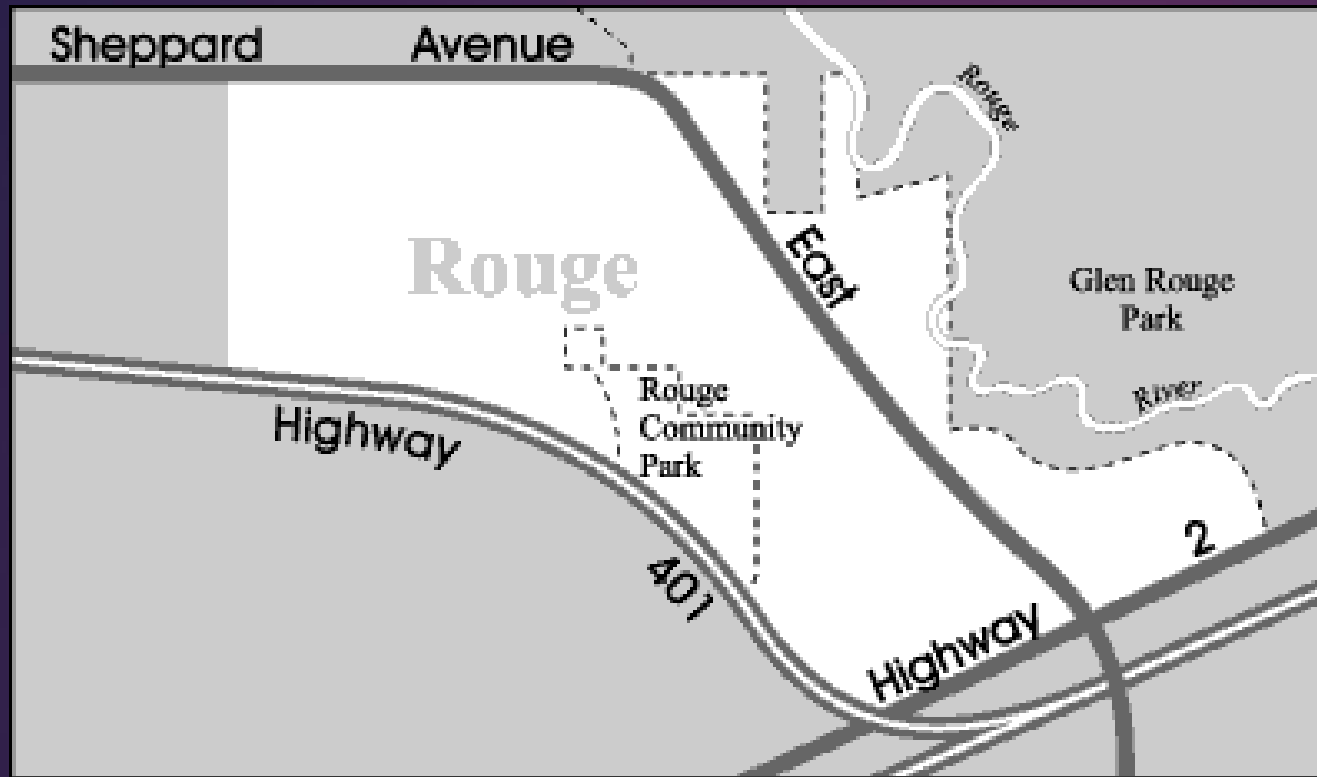
Port Union is a neighborhood bound on the south by the railway and to the west by Colonel Danforth Park – a well wooded ravine valley that ushers the Highland Creek on the last leg of its journey into Lake Ontario.

---

Bus services along Lawrence Avenue, Lawson Road and Port Union Road connect passengers to the Rouge Hill Go Train station situated on Lawrence Avenue, west of Port Union Road. The Go Train provides a connecting route to downtown Toronto's Union Station and the Yonge-University-Spadina subway line.

---

Several parks are within walking distance, including Colonel Danforth Park and Adams Park, both of which have great events year round for families.



# Rouge Hill



# Rouge Hill Details

The Abbey Lane Shopping Centre, located off Rylander Boulevard, features a large supermarket, a Canadian Tire store, a pharmacy, banks, restaurants, a cleaners, a pet store, a hair salon, a post office, and an indoor children's playground.

The Rouge neighbourhood is nestled between the Metro Toronto Zoo on the north, the Rouge River Valley on the east and Highway 401 to the south. The natural beauty of this area quickly comes into focus along Sheppard Avenue, which provides a spectacular view of the Rouge River Valley.

Bus service along Sheppard Avenue East connects passengers to the Sheppard Station on the Yonge-University-Spadina subway line.

Several parks are within walking distance, including Tall Pines Park, Rouge Community Park, and Rouge Park, all of which have great events year round for families.

# Discussion Points

- ▶ While all 3 neighborhoods are close proximity to each other, they do have substantial differences to choose from.
- ▶ For the family aspect, Rouge Hill is by far the best choice. As there are more parks, and more family style activities to go along with the day to day routine.
- ▶ For the entertainment aspect, Port Union has more of the night life that is required for the team to enjoy after-hours.
- ▶ Highland Creek is the middle of the road option with a good mix of all aspects that are listed in the requirements.

# Conclusion

The requirements are all satisfied with the 3 neighborhoods that have been chosen. Any additional information can be requested to help narrow down the search even farther.

# Appendix

## Data Sources Summarized:

- Toronto Postal Code by Neighborhood: [https://en.wikipedia.org/w/index.php?title=List\\_of\\_postal\\_codes\\_of\\_Canada:M&oldid=890001695](https://en.wikipedia.org/w/index.php?title=List_of_postal_codes_of_Canada:M&oldid=890001695)
- Toronto Neighborhood Descriptions: <https://www.neighbourhoodguide.com/toronto/scarborough/>
- Pearson Airport Flight Paths Noise Levels: <https://cdn.torontopearson.com/-/media/project/pearson/content/community/get-involved/community-conversations/quieter-operations/six-ideas-stakeholder-roundtable.pdf?modified=20190221005347&la=en>