

Pauline Larsen



Pauline Larsen

plarsen@downtownyonge.com

Where do you work and what is your role there?

I run economic development at one of the largest business improvement areas in Toronto - working for 2,000 member businesses and property owners. I handle research and metric tracking; economic development programs and social enterprise development. Real estate is a key part of that role and I liaise regularly with landlords and brokers as well as existing and prospective tenants. My background is urban and real estate economics so it's a great combination for my professional interests and skill set.

What areas of commercial real estate do you specialize in?

As a business improvement area, we work to drive community-led economic development and a large piece of that is commercial space e.g. I run tenant recruitment programs in Downtown Yonge, with a strong focus on streetfront and upper-level spaces - not only to facilitate full-time leases for our member property owners but also to activate vacant spaces with pop-ups and other activations than enhance foot traffic and street activity. Ultimately my role is to connect demand and supply for space in both traditional and non-traditional ways.

What do you find is most challenging or satisfying in your role?

The meshing of economic, social and engagement goals. Everything we do is driven by three priorities: to maximize community engagement, build economic value and be socially innovative. It's rewarding to work in what I see as the most vibrant and fast-paced district in the city.

How long have you been a CREW member, and what do you get most out of being a member?

I've been a member since 2005 when I moved to Toronto from Johannesburg, South Africa. I've been involved in various positions since then - e.g. on the Communications Committee and as a Toronto CREW mentor. Toronto CREW helped me create a new network here in Toronto!

I would like CREW members to call me whenever they need...

Data or information on the Downtown Yonge district for making location decisions. Let me know if you have space available in our area or have tenants looking for space - we are geared to support those activities. Drop me an email if you'd like me to add you to our monthly vacancy listings and traffic counts...or sign up online at www.downtownyonge.com.