

Artificial Grass in Newmarket: 2026 Cost & ROI Report

Installation pricing, ten-year ownership costs, water-bill impacts and payback analysis for Newmarket homeowners

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COVERAGE	Town of Newmarket, Regional Municipality of York, Ontario
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Artificial Grass Newmarket Research publishes data-driven local studies on residential landscaping, water use and outdoor surfaces in Newmarket and the Greater Toronto Area. This report is provided free for information purposes.

ABSTRACT

This report assembles published 2026 pricing for residential artificial-grass installation in Newmarket and the Greater Toronto Area, then models the ten-year cost of owning a synthetic lawn against a natural lawn on a typical Newmarket property. All inputs are drawn from published sources — installer price guides, the Town of Newmarket's 2025 water and wastewater rates under By-law 2024-63, and Environment and Climate Change Canada climate normals — with every modelling assumption stated where it is used.

We find that a mid-range artificial lawn for a typical 500 sq ft Newmarket backyard costs **\$6,500–\$9,000 installed**, that irrigating the same natural lawn uses roughly **27.9 m³ of water per season (about \$136 at Newmarket's 2025 combined rates)**, and that the investment breaks even in approximately **five years when compared against professionally serviced lawn care** — but does not pay back against do-it-yourself care, where the trade-off is the owner's time rather than money.

KEY FINDINGS AT A GLANCE

\$10–25

per sq ft, installed price
range published for the
GTA in 2026

27.9 m³

seasonal irrigation for a
500 sq ft lawn (24-week
model)

\$136/yr

water + wastewater cost of
that irrigation at
Newmarket's 2025 rates

≈5 yrs

break-even vs
professionally serviced
lawn care (500 sq ft)

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1 The Newmarket market and the 2026 pricing basis

Newmarket is a compact York Region town of 87,942 residents and 30,301 households, with 75.8% owner-occupancy and a median dwelling value of \$950,000 [1][2]. Its older neighbourhoods were built on a 50-foot-lot standard — the town's first planned subdivision, Connaught Gardens (1912–1914), was surveyed into 50 ft parcels — and Central Newmarket infill today typically works with 50–91 ft frontages [3][4]. That legacy produces a housing stock of detached homes with modest but usable backyards, a natural fit for residential artificial-grass conversion.

Three published price references anchor this report's 2026 cost basis: a GTA-wide installer's tier guide, a Newmarket installer's published local pricing, and a Mississauga landscaping firm's published average (Table 1). They converge: **most Newmarket residential projects price between \$10 and \$25 per sq ft installed**, with the middle of the market at \$13–\$18.

Table 1 — Published 2026 installed-price references for the Newmarket/GTA market. Sources: [5][6][7].

Reference	Basis	Published figure
GTA installer guide (entry / mid / premium)	fully installed, residential	\$10–12 / \$13–18 / \$19–25+ per sq ft
Newmarket installer local pricing	fully installed, 300–600 sq ft	\$10–25 per sq ft (\$4,000–\$10,000 typical)
Mississauga landscaping firm average	fully installed	≈\$12 per sq ft
Same GTA guide, typical project	400–700 sq ft backyard	\$5,000–\$12,000 total

Material accounts for roughly \$3–8 per sq ft of the total, with excavation, aggregate base, compaction, labour and finishing making up the remainder [8]. The spread between entry and premium work is driven less by the turf carpet itself than by what sits under it — Section 6 returns to this.

2 What a typical Newmarket project costs

Applying the mid-market band to three representative backyard sizes produces the project estimates in Table 2. The mid-market midpoint (\$15.50/sq ft) is used for the single-figure column; the range column spans the published \$13–\$18 mid band.

Table 2 — Representative project costs at published mid-market rates. Derived from [5]; assumptions in \$M.

Project	Area	At \$15.50/sq ft	At \$13–18/sq ft
Compact courtyard / side yard	300 sq ft	\$4,650	\$3,900–5,400
Typical family backyard	500 sq ft	\$7,750	\$6,500–9,000
Large or deep lot	700 sq ft	\$10,850	\$9,100–12,600

These are planning figures, not quotes: site access, soil conditions and product selection move any specific project within or outside the band. A typical Newmarket family backyard of about 500 sq ft — the reference project used throughout this report — lands at **\$6,500–\$9,000 installed**.

3 Ten-year cost comparison: artificial vs natural

The correct comparison frame is total cost of ownership over the surface's service life. Quality residential turf is routinely warranted for 10–15 years [9]; this report uses a ten-year window. Table 3 sets out both ownership stacks. Every figure is either published (and cited) or labelled as an assumption in the methodology.

Table 3 — Ten-year ownership stacks for a 500 sq ft Newmarket lawn. Sources and assumptions: [5][10][11]; \$M.

Component	Artificial lawn	Natural lawn (serviced)	Natural lawn (DIY)
Establishment (install / sod + labour)	\$7,750	\$1,000	\$1,000
Irrigation, 27.9 m³/season at Newmarket 2025 rates	—	\$136/yr	\$136/yr
Mowing service / own equipment & time	—	\$1,200/yr (A)	time only (A)
Fertilizer, overseeding, weed control	—	\$150/yr (A)	\$150/yr (A)
Upkeep (rinse, brush, infill top-up)	\$100/yr (A)	—	—
Ten-year total	\$8,750	\$15,860	\$3,860 + time

(A) marks a stated assumption, not a sourced figure — see §M. The two natural-lawn scenarios bracket how Newmarket households actually maintain grass: fully serviced care, or do-it-yourself care where the principal cost is the owner's time (roughly 30 hours per season at 24 mows — assumption).

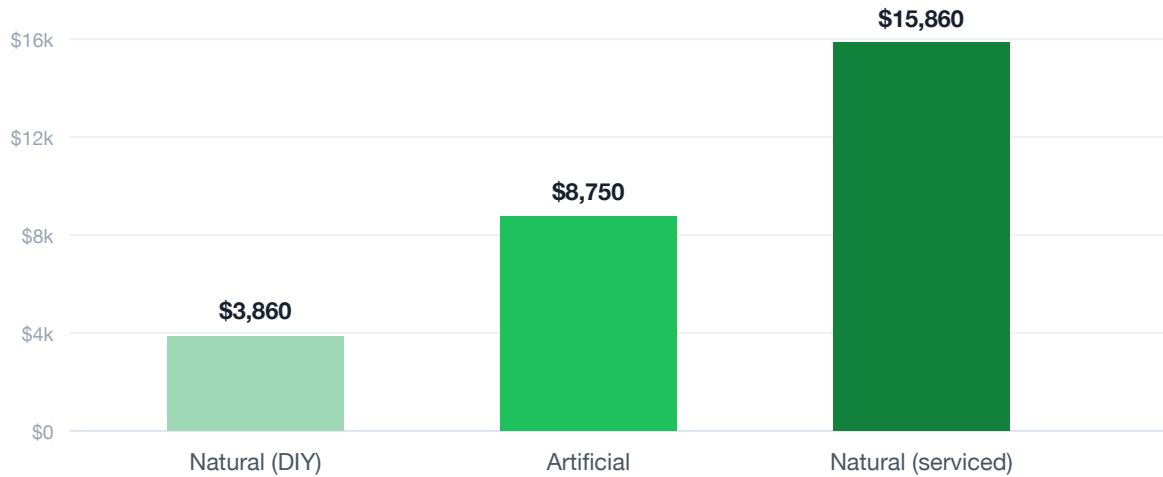


Figure 1 — Ten-year total cost of ownership for a 500 sq ft Newmarket lawn under three maintenance regimes. DIY excludes the value of the owner's time. Derived from [5][10][11]; assumptions in §M.

The finding cuts both ways, and we report both: against **professionally serviced** lawn care, artificial turf is the cheaper ten-year proposition by roughly **\$7,100**; against **do-it-yourself** care, turf never catches up in cash terms — what it purchases instead is roughly 300 hours of the owner's time over the decade, a lawn that stays usable and green through drought summers, and freedom from re-sodding worn patches.

4 The water component at Newmarket's 2025 rates

Newmarket water is billed by NT Power (Newmarket-Tay Power Distribution) on the same bill as electricity, though the Town of Newmarket owns and sets rates for the water system [12][13]. Effective January 1, 2025 (By-law 2024-63, Schedule A), the combined residential rate is a flat **\$4.869/m³** — water at \$2.235/m³ plus wastewater at \$2.634/m³ — with fixed monthly basic charges of \$18.62 (water) and \$21.95 (wastewater) on top [14].

Using the growing-season irrigation model described in §M (2.5 cm/week over 24 weeks on 46.45 m²), a 500 sq ft natural lawn consumes **27.9 m³ per season**, costing about **\$136/year** in combined water and wastewater charges. That figure is higher than most GTA comparisons because Newmarket's flat volumetric rate is among the steeper in York Region. The dollar case for turf rests on three additional non-cash factors:

- **Restriction resilience.** Newmarket is one of the few York Region municipalities whose odd-even watering restrictions apply **year-round**, not just a seasonal window [15]. Artificial turf is indifferent to all watering bylaws.
- **Irrigation waste.** The U.S. EPA estimates that as much as 50% of outdoor irrigation water is lost to wind, evaporation and runoff [11] — water billed and treated in Newmarket but never reaching a root zone.
- **Household share.** Outdoor use accounts for more than 30% of average household consumption in North American municipalities [11]; eliminating lawn irrigation removes the largest discretionary slice.

LOCAL CONTEXT — YEAR-ROUND WATERING RESTRICTIONS

Unlike most York Region municipalities, whose odd-even watering rules apply only from May or June through September 30, Newmarket enforces its restrictions all year [15]. Odd-numbered addresses may water only on odd calendar days, even-numbered addresses on even days, and only between 6–10 a.m. and 6–10 p.m. — limits that constrain natural-lawn irrigation through the shoulder seasons as well as summer.

5 Payback period and sensitivity

Figure 2 tracks cumulative cost year by year. Against serviced lawn care, the 500 sq ft reference project breaks even just past **year five** and is roughly \$7,100 ahead by year ten. Because mowing service is largely a flat cost regardless of lawn size, smaller projects break even faster (Table 4).

Table 4 — Break-even vs serviced lawn care, by project size. *Derived; assumptions in §M.*

Project	Upfront difference	Annual saving	Break-even
300 sq ft	\$4,050	\$1,331	≈3.0 years
500 sq ft	\$6,750	\$1,386	≈4.9 years
700 sq ft	\$9,450	\$1,440	≈6.6 years

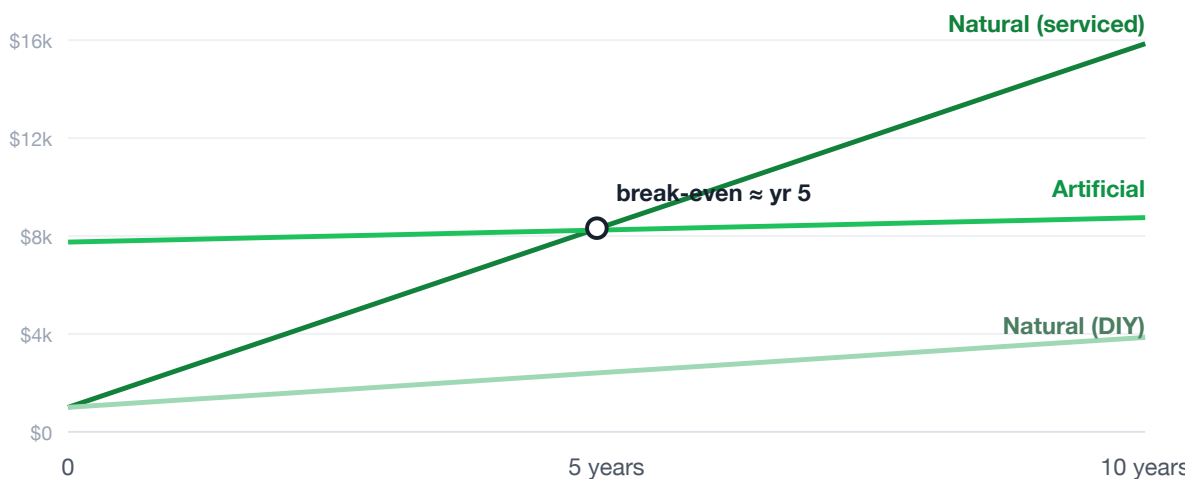


Figure 2 — Cumulative ownership cost, 500 sq ft Newmarket lawn, years 0–10. The artificial and serviced-natural curves cross just past year five. *Derived; assumptions in \$M.*

6 What moves a quote up or down

Published ranges are wide because site conditions are. The factors Newmarket installers price for:

- **Base preparation.** Excavation depth and aggregate volume dominate cost. Southern Ontario soils and freeze-thaw cycling demand a well-compacted crushed-stone sub-base; deeper bases raise the quote but protect against heaving [8][16].
- **Access.** Mature neighbourhoods in Central and Old Newmarket often mean narrow side yards and wheelbarrow-only access, raising labour hours [3][4].
- **Product tier.** Face weight, pile height and backing separate a \$10/sq ft entry product from a \$25 premium one; putting-green surfaces sit above even premium landscape turf [5][8].
- **Shape and edges.** Curves, pool coping, tree rings and planting-bed borders add cutting and seaming time.
- **Project size.** Larger areas spread fixed costs (delivery, disposal, equipment) over more square feet, lowering the unit rate [5].

M Methodology & data sources

This is a desk-research report. Published figures were collected in August 2026 from the sources listed under References: the Town of Newmarket's By-law 2024-63 (2025 water and wastewater rates), the 2021 Census via Statistics Canada, Environment and Climate Change Canada climate normals (Toronto Buttonville Airport, 1991–2020), a U.S. EPA WaterSense statistics page, York Region's outdoor water-use bylaw page, an Ontario sod supplier's listed prices, and published GTA installer price guides.

Stated assumptions (not sourced facts): (i) irrigation model — an actively maintained lawn receives 2.5 cm of water per week over a 24-week southern Ontario growing season (a widely used horticultural guideline); (ii) mowing service \$1,200/season; (iii) fertilizer/overseed/weed control \$150/yr; (iv) turf upkeep \$100/yr; (v) sod establishment \$1,000 for 500 sq ft (material ≈\$0.80/sq ft plus site prep and laying labour); (vi) DIY time ≈30 h/season. Derived figures combine these assumptions with the cited rates; changing any assumption changes the results — Section 5 shows the sensitivity to project size.

Limitations

Prices are published planning figures, not quotations; actual quotes vary with site conditions. The irrigation model is a guideline-based estimate — real households water differently, and Newmarket's 862.4 mm of annual precipitation (Buttonville normals) reduces irrigation need in normal summers. Ten-year figures are undiscounted nominal dollars. The combined water+wastewater rate of \$4.869/m³ is applied to outdoor irrigation, which does not enter the sanitary sewer; homeowners with a separate irrigation meter (uncommon) would pay only the water component. This report is not an engineering, agronomic or financial assessment of any specific property.

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