

# Celebrating The Thames River – Back to the River Project

A Community Initiative



LONDON  
COMMUNITY  
FOUNDATION



# About London Community Foundation

- A charitable organization dedicated to improving communities across London and Middlesex County.
- Gifts to the Foundation are invested in perpetuity with earnings available for charitable work year after year. Currently, over \$60 million in assets is under management.
- Mission: Through the power of giving, we create a vibrant and caring community by investing strategically in innovative community-based solutions.
- Vision: A community working together so that each member has the opportunity for an enriched quality of life.
- By understanding the needs of our community, the Foundation can focus its efforts and funding to facilitate change.



# Why the Thames River?

- A noted heritage river
- A compelling community resource
- An economic opportunity
- A community building catalyst





# Why London Community Foundation?

- 60 Years of community investment and development
- Capacity to invest
- Role in community mobilization
- Opportunity to broaden leveraged funds



# THE IDEA

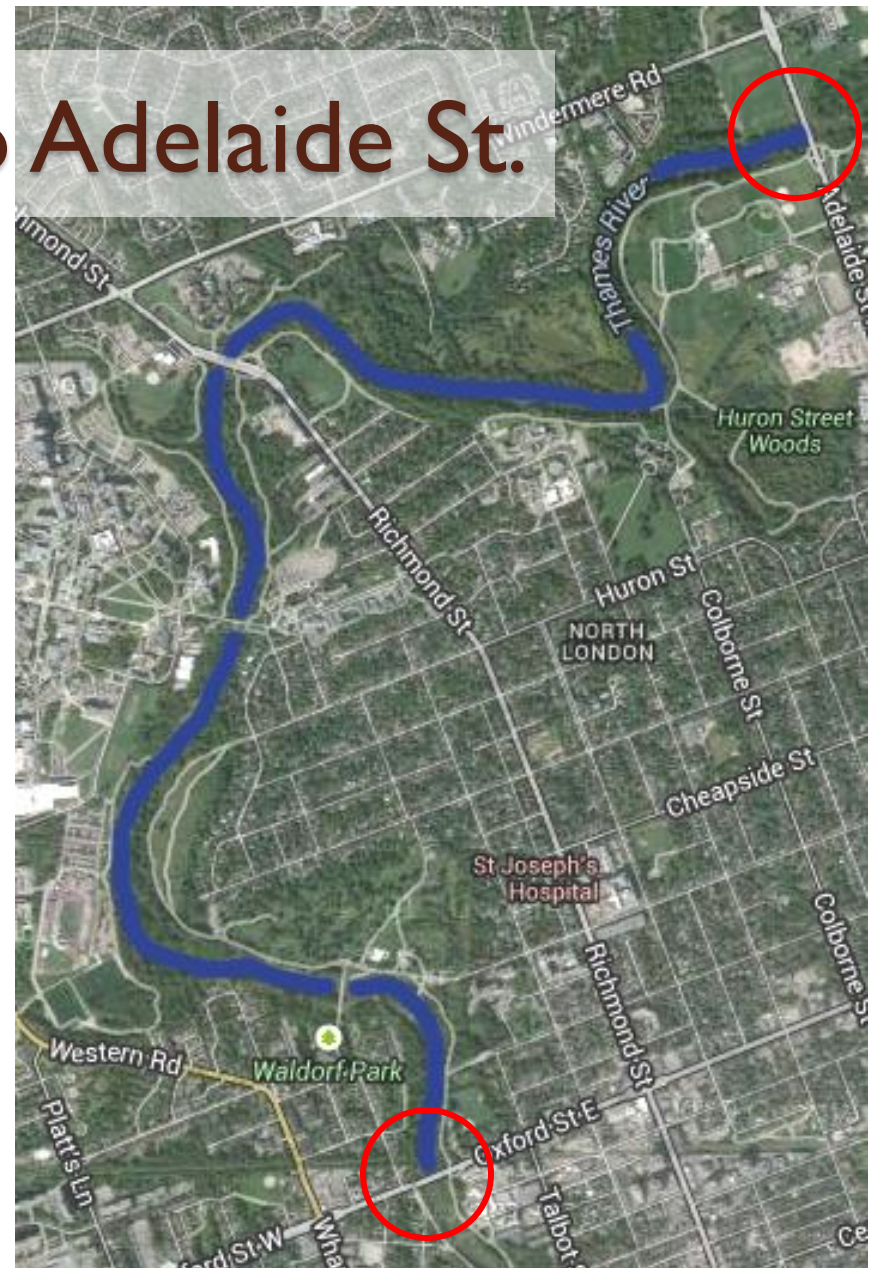
- A two-tiered International / North American Design Competition for the Thames River to enhance community quality of life, environmental and economic development resource.





# Tier I – Oxford St. to Adelaide St.

- A contiguous development strategy, building on the extensive work completed to-date to prepare an integrated and comprehensive 20-year plan of action.
- Identify existing and possible development opportunities, like a string of pearls along the River



# Tier 2 – Wellington St. to Adelaide St.

- A detailed development strategy with specific initiatives over five to ten years to capture the unique opportunities of the River in the area



# Design Principles

| <b>Holistic &amp; Integrated</b> | <b>Long stretch of the river, integrated as a true river corridor and connecting the pearls</b>  |
|----------------------------------|--|
| Use Efforts to Date              | Build on the extensive work completed to-date and not re-invent the wheel  |
| Practical / Doable               | Not pie in the sky, but realistic and doable   |
| Innovation                       | Allow for creativity and ideas but with obtainable parameters  |
| Environment                      | Cleaner water, improved habitat to strengthen the ecology  |
| People                           | Access for people to come back to the River for all to enjoy and engage  |
| A Community Partnered Initiative | London Community Foundation, City of London, Upper Thames River Conservation Authority, SoHo Community Association and others working together to achieve a valued outcome for all residents |





# Design Principles

**Economically Enhanced**

**Use the River and aligned development to enhance neighboring economic development and as an evident asset to attract and retain people and investment in London**

**Leverage**

**Use community funds as a leverage to attract project specific donations from senior government, foundations and other funding sources**



# Financial Framework

## Project Strategy Cost \$500,000

### Funding Sources

- |   |           |
|---|-----------|
| • London Community Foundation               | \$250,000 |
| • City of London                            | \$50,000  |
| • Upper Thames River Conservation Authority |           |
| • Other public and private sources          |           |

### Use of Funds

- |                              |           |
|------------------------------|-----------|
| • Awards                     | \$400,000 |
| • Project Management         | \$ 50,000 |
| • Evaluation Program & Panel | \$ 50,000 |



# Potential Partners

- London Community Foundation
- Fanshawe College Planning & Urban Design Program
- Upper Thames River Conservation Authority
- SoHo Community Association
- The Lawson Foundation
- Ontario Trillium Foundation
- Richard Ivey School of Business
- Middlesex London Health Unit





# Project Design

- **Project Steering Committee**
  - London Community Foundation 2
  - Upper Thames River Conservation Authority 1
  - City of London 2
  - SoHo Community Association 1
  - Fanshawe College 1
  - Residents 4
- **Project Technical Committee**
  - City of London 4
  - Upper Thames Conservation Authority 4
  - Others As needed
- **Design Evaluation Panel**
  - London & Area 2
  - North American 5

