

DOWNTOWN
LONDON

London's Face to the World

Making strategic investments in a key economic engine



IMAGINE

a savings account where
you get \$5 back for every
one dollar deposited.

Investment that pays dividends

- Downtown accounts for less than 1% of the city's space, yet produces 5% of the city's taxable revenue
- Taxable assessment is up 61% in the past decade, continues to grow by 6% every year



BETTER ROADS.
CLEANER PARKS.
SAFER NEIGHBOURHOODS.

When downtown thrives, our entire community prospers.

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PLACEMAKING

capitalizes on a local community's assets, inspiration and potential, with the intention of creating public spaces that promote people's health, happiness and wellbeing. | WIKIPEDIA

Dundas Place: Destination not Way Station



- **It's time to...**
 - Reinvest in our **sentimental mainstreet** and London's original commercial district
 - Create a best-in-class **gathering place**
 - **Move beyond** a place where 70% of people are waiting to leave

Back to the River: An Economic Driver



- **It's time to...**
 - Reimagine and beautify the **backyard** of downtown residents
 - Invest in an **active river** that enhances the dt experience
 - See this space as an **economic driver** for new commerce



Investment is needed to make this our
vibrant everyday reality



We have been the City's partner in the positive transformation and economic health of our downtown core, since 1998.

OUR PROMISE IN THIS CHANGE PROCESS:
Timely support and communications





If we want to have a best in class downtown, we have to treat it like a best in class downtown.



Our economy and
our shared quality
of life
depend on it.

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