

G. Barrett

<b>TO:</b>	<b>CHAIR AND MEMBERS BUILT AND NATURAL ENVIRONMENT COMMITTEE MEETING ON OCTOBER 17, 2011</b>
<b>FROM:</b>	<b>J.M. FLEMING DIRECTOR OF LAND USE PLANNING AND CITY PLANNER</b>
<b>SUBJECT</b>	<b>STATE OF THE DOWNTOWN REPORT 2011</b>

**RECOMMENDATION**

That, on the recommendation of the Director of Land Use Planning and City Planner, the attached report **BE RECEIVED** for information.

**RECENT PREVIOUS REPORTS PERTINENT TO THIS MATTER**

State of the Downtown Annual Report 2006, Planning Committee, March 19, 2007.  
State of the Downtown Annual Report 2009, Planning Committee, July 20, 2009.

**BACKGROUND**

Since the early 2000's following the adoption of the Downtown Millennium Plan in 1998, the City has prepared a State of the Downtown Report to monitor the effectiveness of the City's policies and programs intended to support Downtown revitalization. With the adoption of a new suite of programs in 2008, Council provided direction that staff report back on the financial incentive programs within two years.

As a result of that direction, the 2009 State of the Downtown Report was reformatted from previous versions to provide additional data related to current value assessment in the Downtown. In addition, maps were added to show the spatial distribution of properties that have participated in the various incentive programs offered by the City. The report format also presented key findings and indicators as highlights so that key messages and successes are readily apparent.

The 2011 State of the Downtown Report follows the same format. The data contained in the Report is current to July 2011. Demographic data are current to the 2006 Census Canada data.

**Looking Forward/Next Steps**

The 2011 State of the Downtown Report documents many of the successes achieved in the Downtown since Council adopted the new Targeted Incentive programs in 2008. These programs, set to expire on January 1, 2013, have resulted in continuing private investment in Downtown.

In 2011, Council approved the first phase of the Downtown Heritage Conservation District Plan. A boundary has been established, and the Plan will be presented to Committee as part of the Downtown Master Plan, which is expected to wrap up later this year.

**How is Downtown London Doing?**

The State of the Downtown Report provides a snapshot of how Downtown London is doing on a year over year basis. In most instances, Downtown indicators are positive, and, while the growth and renewal of the Downtown may not be consistent throughout the Downtown,

Downtown London as a whole is continuing to improve. Some of the highlights from the 2011 Report include:



- Overall assessment growth in the Downtown has averaged 3.8% per year since 2002. Between 2009 and 2011, Downtown assessment growth was 15.1%; the city-wide rate was 6.0%.
- Between 2009 and 2011, the increase in the assessment value for properties along Dundas Street was 2.5%.
- Within the Targeted Incentive Zone, the annual rate of assessment growth was 1.2% between 2009 and 2011 (17.8% overall from 2002 to 2011). Since the adoption of the Targeted Incentive Programs in 2008, there has been a 16.4% growth in the assessment value of properties within the TIZ.
- Street level vacancies have decreased since 2009 by 1.2%. In 2011, King Street had a street level vacancy rate of 9%, Richmond Street, 10.9% and Dundas Street had a street level vacancy rate of 15.1%.
- Demographic data based on the 2006 census were presented in the 2009 report, but we estimate that there are almost 4,500 persons living in the Downtown in 2011, up from 3,420 in 2006.

### **Conclusion**

The 2011 State of the Downtown Report provides a comprehensive snapshot of Downtown London. The report highlights many of the successes that have been achieved in the Downtown since the 2009 Report, particularly the impact of the Targeted Incentive Zone incentives that were adopted in 2008.

### **Acknowledgements**

The 2011 State of the Downtown Report was prepared by Jordan Gerrits, Summer Student, with assistance from Chuck Parker, Brian Turcotte, Eric Lalande and Paul Yeoman of the Planning Division, and Janette MacDonald and the staff of Downtown London.

<b>PREPARED BY and SUBMITTED BY:</b>

<b>GREGG, BARRETT, AICP MANAGER, CITY PLANNING AND RESEARCH</b>
<b>RECOMMENDED BY:</b>

<b>JOHN M. FLEMING, MCIP, RPP DIRECTOR OF LAND USE PLANNING AND CITY PLANNER</b>

Attachment

cc. J. MacDonald, Downtown London

Y:\Shared\policy\Downtown\State of the Downtown Reports\Downtown Indicators 2011\CoverReport2011.doc