



London  
CANADA

City of London

# State of the Downtown

2017

# Acknowledgments

This document would not have been possible without the contribution of staff within many City of London service areas including: Taxation and Revenue, Building, Engineering, Parking, Realty, and Parks and Recreation; as well as our community partners at Tourism London, Housing Development Corporation, London Transit Commission; Downtown London, London Convention Centre, London Public Library, London Economic Development Corporation, London Community Foundation, Western University, Fanshawe College, CBRE, Live Work Learn Play, Museum London, Budweiser Gardens, Covent Garden Market, Centennial Hall, and all those that provided data and information.

City Planning Services  
Urban Regeneration Division  
2019

# Executive Summary

This State of the Downtown Report addresses the two-year period between January 1, 2016 and December 31, 2017. During this period, the downtown continued to show signs of progress and improvement. Some key trends are highlighted below.

In 2017, the downtown made up 0.2% of London's land area and contributed 5.42% of the total municipal tax revenue, generating \$30.2 million in 2017. The assessment value of downtown has more than doubled in the past 20 years, and reached \$1.75 billion in 2017.

The construction value of 2016/2017 building permits issued in the downtown was over \$160 million. This included a \$48 million renovation to the Kingsmill Building for Fanshawe College and a \$60 million residential tower by Tricar at 505 Talbot Street.

Downtown remains the economic heart of the city. In 2017, downtown retained 77% of London's total supply of office space, providing a concentration of jobs in the core. The vacancy rate for retail spaces also dropped from 7.9% in 2015 to 7.0% in 2017.

Approximately 2,000 jobs were added - many of them due to the relocation and expansion of technology companies in the downtown. This resulted in over 51,000 people coming to work downtown every day, who spent money before work, on their lunch hour and after work in the downtown. More than 20% of all daytime workers in the city are in the downtown.

In 2017, music, entertainment and cultural events drew over 3.2 million people to indoor and outdoor destinations, and provided spin-off benefits to other businesses in the downtown. The City hosted Country Music Week and the Canadian Country Music Awards which created an \$8.4 million impact on the local economy.

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“

**London's face to the world.  
A vibrant destination.  
A unique neighbourhood.**

”

— Downtown Plan Vision



# Introduction

This report is the eighth edition of the State of the Downtown report. Since 2003, the City of London has been reporting on the health and progress of its downtown through standardized indicators. The 2017 State of the Downtown report continues to refine these indicators and introduces new measures to track the downtown's evolution. This report builds on the 2015 State of the Downtown report by creating stronger linkages to the policies and directions in Our Move Forward: London's Downtown Plan. As a result, this edition includes new sections and establishes a new baseline for future reports.

New measures and topics are clearly highlighted throughout the report and indicated with the "new" icon. These new measures are intended to help track the strategic directions of Our Move Forward: London's Downtown Plan and to provide a more comprehensive view of the downtown.

With the adoption of the Downtown Heritage Conservation District (HCD) in 2013, the expansion of the Downtown Business Improvement Area (BIA) boundary in 2014, and the adoption of Our Move Forward – London's Downtown Plan in 2015, how we define the limits of the downtown is a constant consideration. While reading through this report, be mindful that the geographic boundaries associated with different data sets may vary based on the source of the information.

# Noteworthy Moments Since 2015

First Meeting of the Residents of  
Downtown London community  
association



**April 2016**

**June 2016**



Council adopted the London Plan

Ministry Approval of  
The London Plan



**January 2017**

**September 2017**



The City hosted Country Music  
Week and the Canadian Country  
Music Awards which created a  
\$8.4million impact on the economy

Council's bid for the 2019 JUNO  
week was approved which could  
create a potential economic  
impact of \$12 million for the City



**September 2017**

**December 2017**



Tricar's River Walk development  
broke ground with a construction  
value of \$60 million

# London's Downtown Boundaries

The downtown is defined by multiple boundaries, each adapted for a specific circumstance. For the purpose of this report, three boundaries are useful to understand. The first boundary covers the largest area and is that of the Downtown Business Improvement Area (BIA). The Downtown BIA is managed by the London Downtown Business Association. The boundary determines the business owners that contribute financially to the improvement and promotion of the downtown through an annual levy on their property tax.

The second boundary is that which defines the Downtown Heritage Conservation District (HCD). The Downtown HCD was established through a study that identified properties of heritage value, which together with their overall landscape establish a collective heritage character. The Downtown HCD establishes a policy framework to protect, conserve, and enhance the heritage character of the downtown.

The final boundary is the downtown as defined by the Official Plan. This boundary determines the land use permissions for the properties contained within it and guides the long-term growth and development of this area. In most instances in this report, the territory within this boundary is the one referenced.

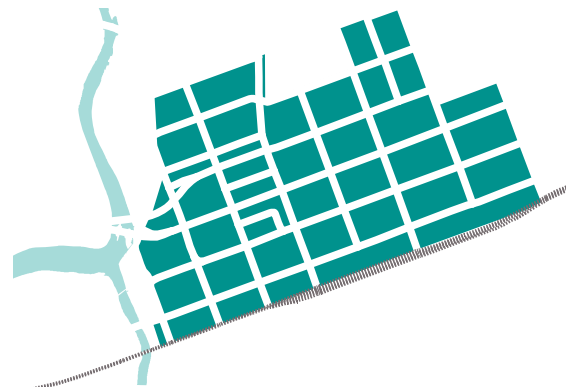
## Downtown Business Improvement Area



## Downtown Heritage Conservation District



## Downtown Official Plan Designation







# Investing in Downtown

**“Target funding programs which support property owners on Dundas Street to improve the street appearance, heritage character and usability of their building.”**

- Downtown Plan Policy 1.6

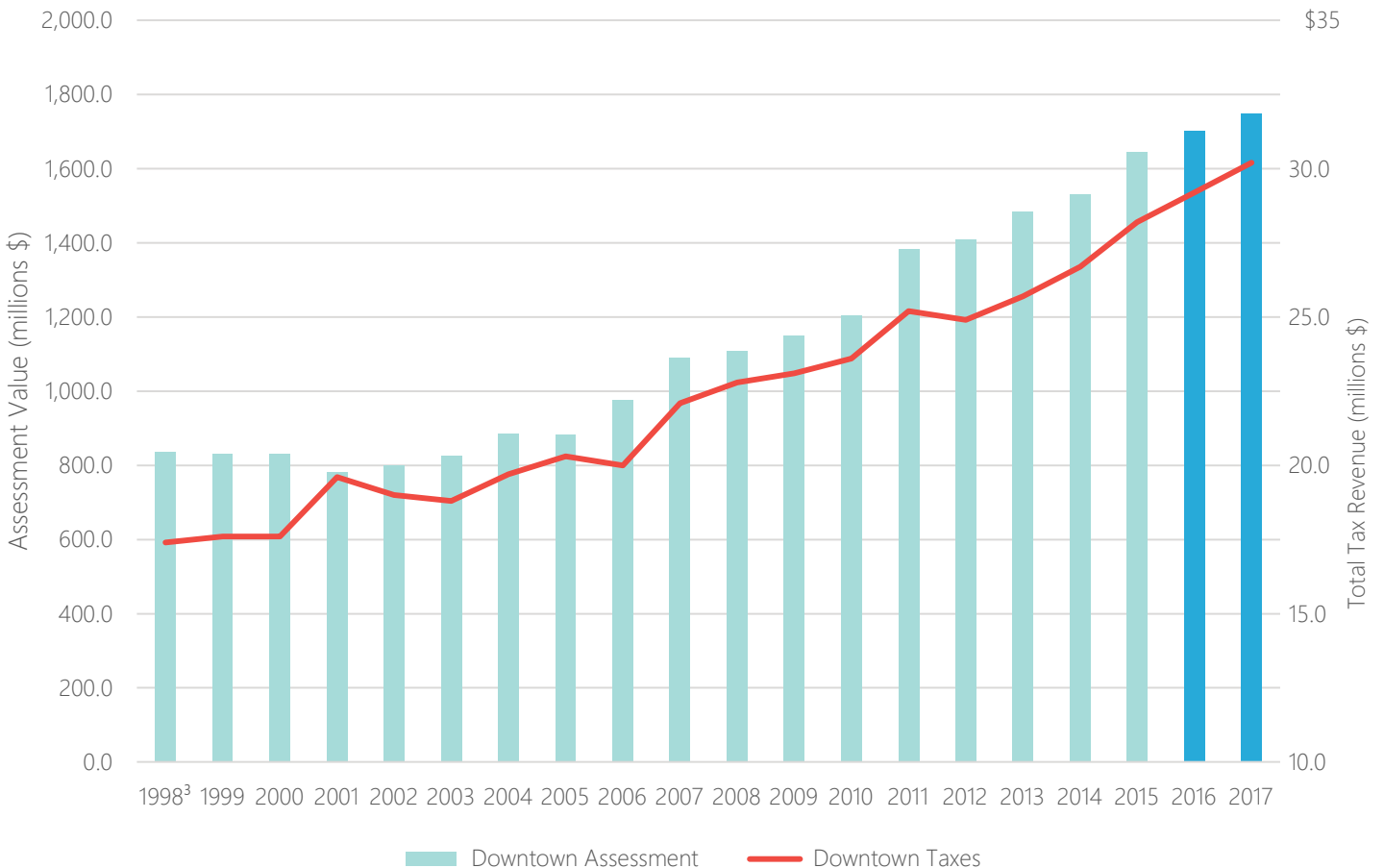
# Assessment Value

In 2017, the downtown, as defined by the Official Plan downtown boundary, represented 0.2% of the city's land area. This same area generated 5.42% of the city property tax revenue. Downtown property tax revenue rose to \$30.2 million in 2017. This amounts to \$8 million more per year compared to 10 years ago.

Downtown assessment value reached \$1.75 billion in 2017. That is a 61% increase over the past 10 years, and more than double the assessment value 20 years ago, in 1998.



Assessment Value and Taxes



# Development

There were five major projects either started or completed in 2016/2017 comprising \$180.5 million in investment including:

1. Phase 2 of Fanshawe College (\$48 million),
2. A 29 storey, 190 unit apartment building (Azure/Tricar at 505 Talbot Street started construction in 2016 (\$60 million) and will be ready for occupancy in 2018,
3. "The Cube" was completed at 304 Talbot Street by York Developments (\$3 million) for Arcane Digital in a renovated 3,250 square metre building;
4. In 2017 construction started (\$60 million) on a 24 storey 245 unit apartment building (Riverwalk/Tricar) at 32-40 York Street, and,
5. In 2017 a 69 unit (50 affordable) apartment building at 356 Dundas Street (\$9.5 million) started.

## Building Permits & Construction Value

There were 113 building permits issued in 2016 within the Downtown with an approximate construction value of over \$128 million. In 2017, a total of 124 building permits were issued with a total estimated value of \$32 million. The significant difference in value can be attributed to two large developments in 2016, Phase 2 of Fanshawe College (\$48 Million) and a 29 storey apartment building (Azure/Tricar - \$60 million) at 505 Talbot Street. Map 1 in Appendix B shows the location of these permits.

## Future Development

City Planning processed Official Plan and/or zoning by-law amendment applications which propose 2,087 new residential units in the downtown. In 2016 and 2017 Council approved approximately 1,360 new downtown residential units.

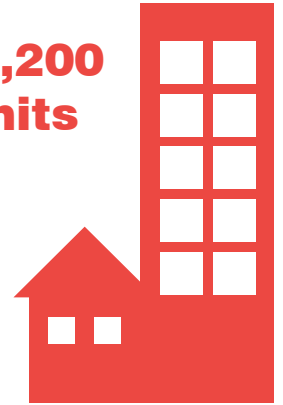


The construction value of downtown **building permits** issued in 2016 & 2017 was over **\$160 million**.

## Future Opportunities

Approximately 19% of the downtown land area is undeveloped land primarily occupied by surface parking lots. Surface parking lots provide optimal opportunities for redevelopment. Two of these parking lots were developed in 2016/2017 (356 Dundas Street and 40 York Street).

Since 1998, over **2,200 residential units** have been built downtown, with a total construction value over **\$300 million.**



**Undeveloped Land** within the downtown is indicated in red.



# Development Incentives

In 2016, the City of London had four active incentive programs; Upgrade to Building Code Loan, Façade Improvement Loan, Downtown Rehabilitation and Redevelopment Grant, and Residential Development Charge Grant.

Since the end of 2014, four programs were no longer offered; Forgivable Upgrade to Building Code Loan; Forgivable Façade Improvement Loan; Awning, Lighting and Signage Grant and Non-Street Façade Improvement Loan; however, some previously submitted applications were processed in 2016 and 2017.



## Building Code & Façade Loans

In 2016, \$175,000 was provided in loans, which leveraged \$651,000 in private sector investment. In 2017, the total value of loans was \$92,000 leveraging \$184,000 investment from the private sector. (Appendix C, Tables 3 and 4). In total, for every \$1 in loans there was \$3.13 in private sector investment.

## Rehabilitation & Redevelopment Grant

The value of Rehabilitation and Redevelopment Grants in 2016/2017 totalled \$820,390.

## Residential Development Charge Grant

In 2016, a Development Charge Grant of approximately \$3 million was provided for the Azure development at 505 Talbot Street, incentivizing the \$60 million project. In 2017, a Development Charge Grant of approximately \$850,000 was provided for the development at 356 Dundas Street, leveraging \$9.5 million construction cost, as well as 50 affordable housing units. Every \$1 of public investment in the program results in \$18 of private investment.

## 'Last Mile' Fibre Optic Grant

In 2017, the "Last Mile" Fibre Optic Connection Grant Program pilot project concluded. Although there was not a high level of participation in the program, the pilot project did provide a mechanism to address the need for fibre optic service in the downtown.

“**Encourage the construction of a variety of dwellings within the Downtown.**”

- Downtown Plan Policy 3.0

### Upgrade to Building Code Loan

An interest-free loan for eligible interior building upgrades.

### Facade Improvement Loan

An interest-free loan for eligible exterior building improvements.

### Downtown Rehabilitation & Redevelopment Grant

An annual grant to defer tax increase resulting from a rehabilitation and/or redevelopment project.

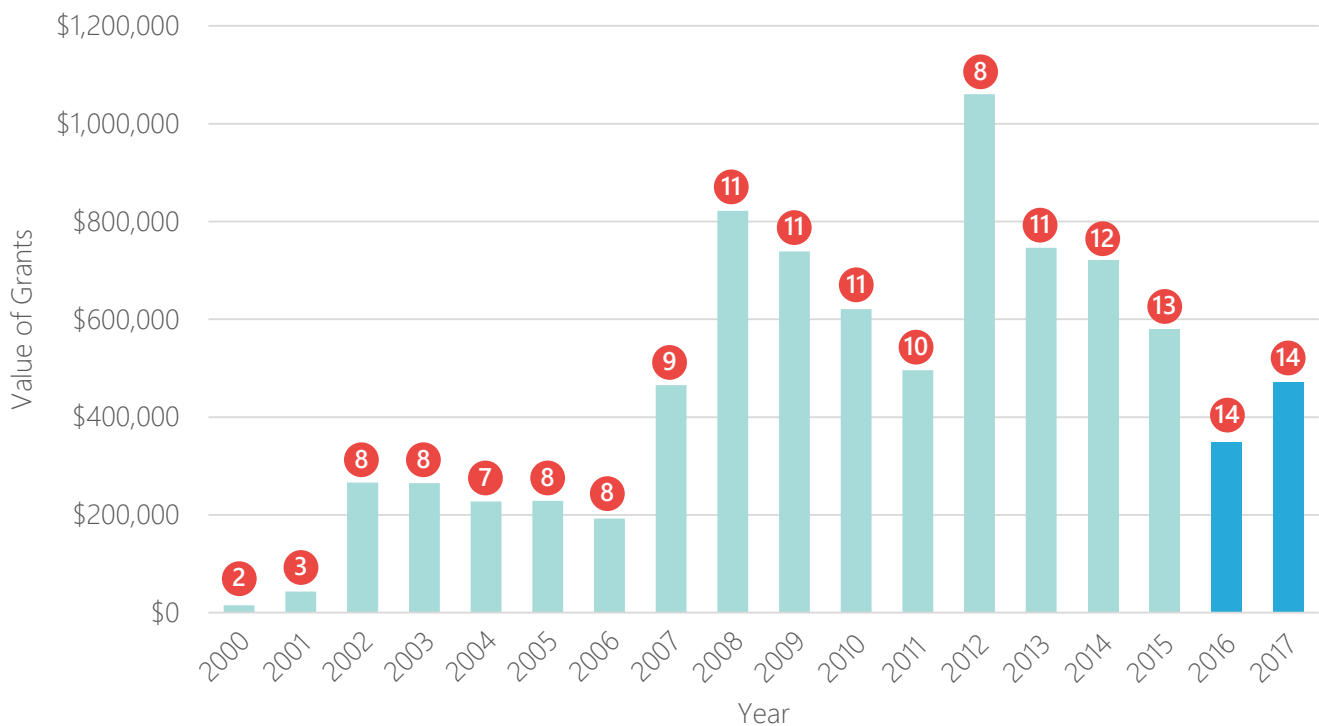
### Residential Development Charge Grant

A grant equal to a rebate of 100% of Development Charges for residential units constructed.

In 2016/2017, every **\$1 public investment** in the DC Grant program leveraged **\$18 private investment.**



Downtown Rehabilitation and Redevelopment Grant Program



2 Number of Grants



# Heritage

## Heritage Designations

In 2013, the Downtown Heritage Conservation District was adopted by Council. This included 369 properties designated under Part V of the Ontario Heritage Act and 21 properties designated individually under Part IV.

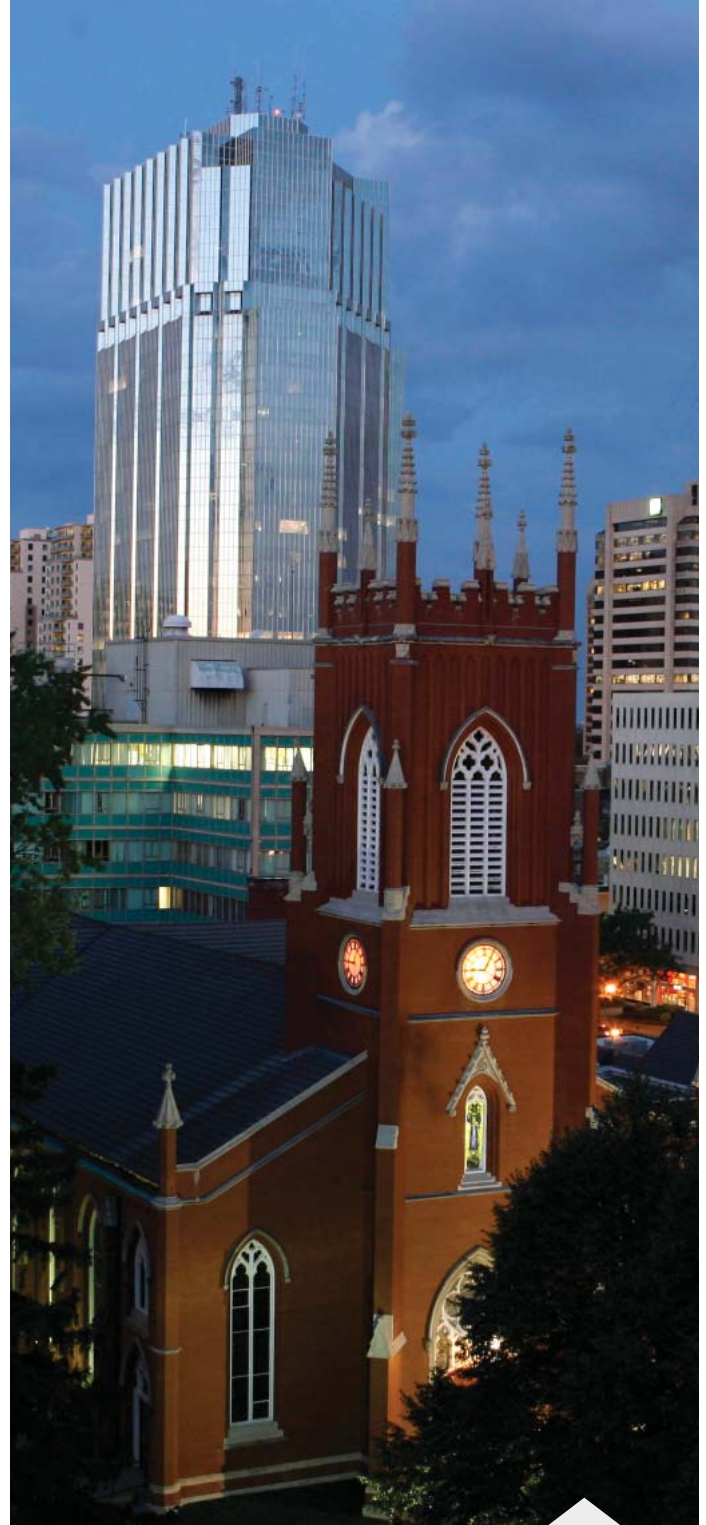
Though outside the Downtown Heritage Conservation District, one property, 93-95 Dufferin Avenue was individually designated under Part IV of the Ontario Heritage Act in 2017.

## Heritage Alterations & Demolitions

There were 11 heritage alteration permits processed in 2016 and 27 processed in 2017, the most notable of which were the Harris Park Pavilion, Museum London, Info-Tech, and the Century Theatre.

Numerous properties were demolished in 2016 and 2017 for future development projects including 175-181 King Street, 345-351 Ridout Street North, 36-40 York Street, and 479-469 Talbot Street (Camden Terrace).

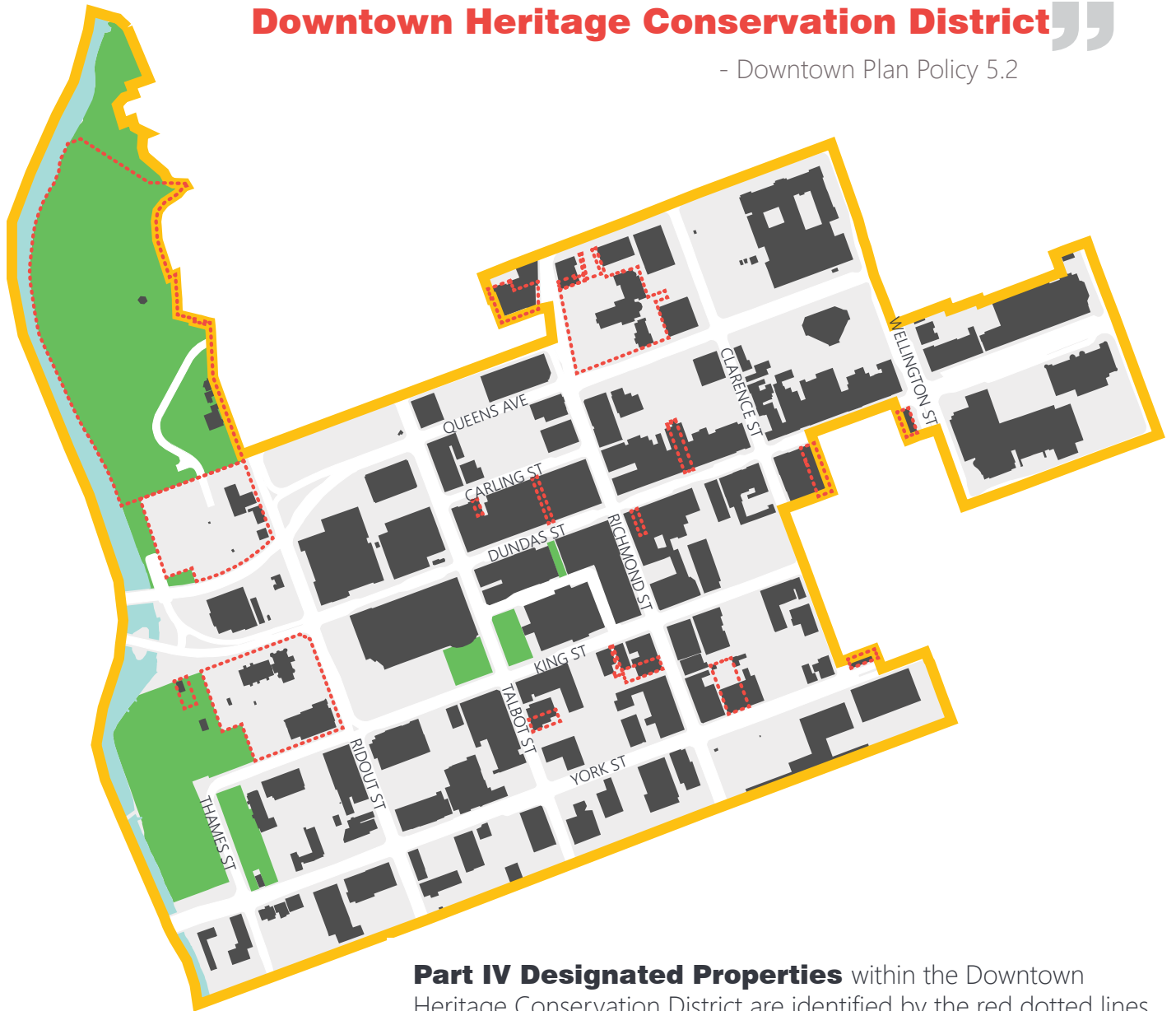
In 2017, the London Endowment for Heritage Fund offered through the London Community Foundation provided one grant to St. Paul's Cathedral for its renovation project.



**St. Paul's Cathedral** is located at  
**472 Richmond Street**

“ **Retain and reuse heritage buildings to strengthen the distinct identity of the Downtown Heritage Conservation District** ”

- Downtown Plan Policy 5.2



**Part IV Designated Properties** within the Downtown Heritage Conservation District are identified by the red dotted lines.

# Public Realm Improvements

## Dundas Place

The first large-scale project planned following the adoption of *Our Move Forward: London's Downtown Plan* is the flexible street project known as Dundas Place. In 2016, the My Dundas consultation began and the Dundas Place Environmental Study Report was completed.

In 2017, the detailed design for the project was completed. The \$15.6 million project consists of two phases: Ridout Street to Richmond Street in 2018 and Richmond Street to Wellington Street in 2019.



## Back to the River/One River EA

Back to the River is a community lead initiative by London Community Foundation in partnership with the City of London and Upper Thames River Conservation Authority.



Through an International design competition, the initiative reimagined a five kilometer stretch of the river radiating from the Forks in three directions.

The goal of the Back to the River initiative is to refocus public and private investment into the riverfront in order to stimulate economic development, create a strong sense of place and identity, and to revitalize the core.

The Back to the River project has been rolled into the One River Environmental Assessment (EA), which incorporates a number of ongoing plans, partnerships, and studies.

## London LAWN

London Area Wireless Network (LAWN) provides free outdoor public Wi-Fi zone in London's downtown. What began as a pilot project is now one of Canada's largest free outdoor Wi-Fi hot spots. Investment in equipment and installation for LAWN was provided by Downtown London/ City of London with ongoing operation costs funded by Downtown London. In 2017, 116,364 users connected to London LAWN up from 106,946 users in 2016.



In 2017, **116,364** users connected to London LAWN.



### Urban Dog Park

In 2016, a pilot urban dog park was established at 280 Dundas Street in Campbell Memorial Park at a cost of approximately \$32,000. In addition, a timed off-leash area was started at Harris Park.



There are approximately 240 dog licenses and an estimated 130 non-licensed dogs in the urban core.



**The Victoria Park Cenotaph** restoration was completed in September, 2017.

### Infrastructure Improvements



In 2017, there were two roads projects at a total cost of \$2.2 million - the Colborne Cycle Track from Dufferin Avenue to Horton Street East at \$1.7 million, and Queens Avenue from Richmond Street to the Thames River at \$550,000. There were no projects in 2016.

In 2017, there were also two Canada 150 infrastructure projects completed - the Harris Park Pavilion renovation and Victoria Park Cenotaph restoration.

Other infrastructure projects in the downtown were associated with above ground and below ground infrastructure improvements as a result of pending development and aging infrastructure.

Sidewalk and intersection reconstruction remains a priority to address accessibility needs and to connect surrounding residential neighbourhoods and commercial areas to the downtown.

**“Forge connections with the downtown neighbourhoods.”**

- Downtown Plan Policy 3.0



# **Working Downtown**



**Maintain and enhance the Downtown as a major focus for employment and economic activity within the City and Region.**



- Downtown Plan Policy 6.1

# Employment

One of the keys to a strong downtown is to attract a significant number of people to the downtown; people who work, people who live and people who visit. Employment can include full-time, part-time and seasonal employment in offices, retail stores, venues, cultural facilities etc. A recent study has estimated the number of daytime workers within the downtown Official Plan boundary at over 51,000, which is 21% of all daytime workers in the City of London (Downtown London Market Assessment, Environics 2016). The same study noted over 55,000 daytime employees within the Downtown London BIA boundary. Historically, the City has used an estimate of 30,000 - 35,000 employees in past State of the Downtown reports.

## Office Sector

Downtown had 32 of the top 100 employers in London in 2016 including companies such as TD Canada Trust, London Life Insurance Company, Libro Credit Union and Autodata Solutions.

Downtown continues to attract digital creative companies. 5 digital creative relocated to or expanded within downtown in 2016/2017, amounting to a total of 118 companies in the technology industry now in downtown representing 3,898 employees.

New additions/expansions in 2016/2017 include;

- Bill Gosling Outsourcing, a call centre added 200 more employees to their location in Citi Plaza.
- Voices.com at 100 Dundas Street, the largest online marketplace for voice-over in the world, has expanded to 200 employees in 2016, with plans to hire an additional 400 employees.
- Autodata, an automotive industry support business, moved into 100 Dundas Street with 400 employees;
- Robarts Institute moved to 100 Dundas Street with 95 employees;
- Arcane Digital moved to 304 Talbot Street with 100 employees

The Innovation Works at 201 King Street is London's first shared space with flex desk, private desk, and cluster or office packages for shared space with over 80 co-tenants using their facilities.



**21%** of London's  
**daytime workers**  
work Downtown, amounting to  
**51,000 people.**



## Education Sector

The number of students and faculty in downtown post-secondary institutions continues to grow with Fanshawe College, Western University Continuing Studies and a number of private colleges now represented.

Fanshawe's College for Digital and Performance Arts, 137 Dundas Street, opened prior to 2016. Phase 2 of Fanshawe College (124-130 Dundas Street) was under construction in 2016 and 2017 and will be home to Hotel Management, Hospitality and Culinary Studies in Fall 2018.

Once the second phase is opened, the Fanshawe College Downtown Campus will bring 2,000-2,500 students and 250 faculty and staff to downtown (Source - London Free Press, September 7, 2018).

Western Continuing Studies has been located in Citi Plaza since 2001, with a floor space of 945 square metres (10,147 sq.ft). This educational facility includes four large classrooms, three seminar rooms, offices and a reception area.

There were 1,422 and 1,479 students at the Western Continuing Studies campus downtown in 2016 and 2017 respectively. The school offers classes in professional development, post-degree diplomas and personal interest education.

There are also a number of private educational institutions (eg. London International Academy) within the Downtown.

Fanshawe College's Downtown Campus will bring over **2,000 students** and **250 staff/faculty** into the downtown.

## Downtown Residents in the Labour Force

NEW

The 2016 Census shows 4,245 residents within the Downtown. 3,030 of those residents are currently employed, while 1,215 are retired or not working. Of employed residents, 1,660 work full-time and 1,370 work part-time. The unemployment rate is 8.3%.

“Continue to develop the Downtown as an international, national and regional education center.”

- Downtown Plan Policy 6.5



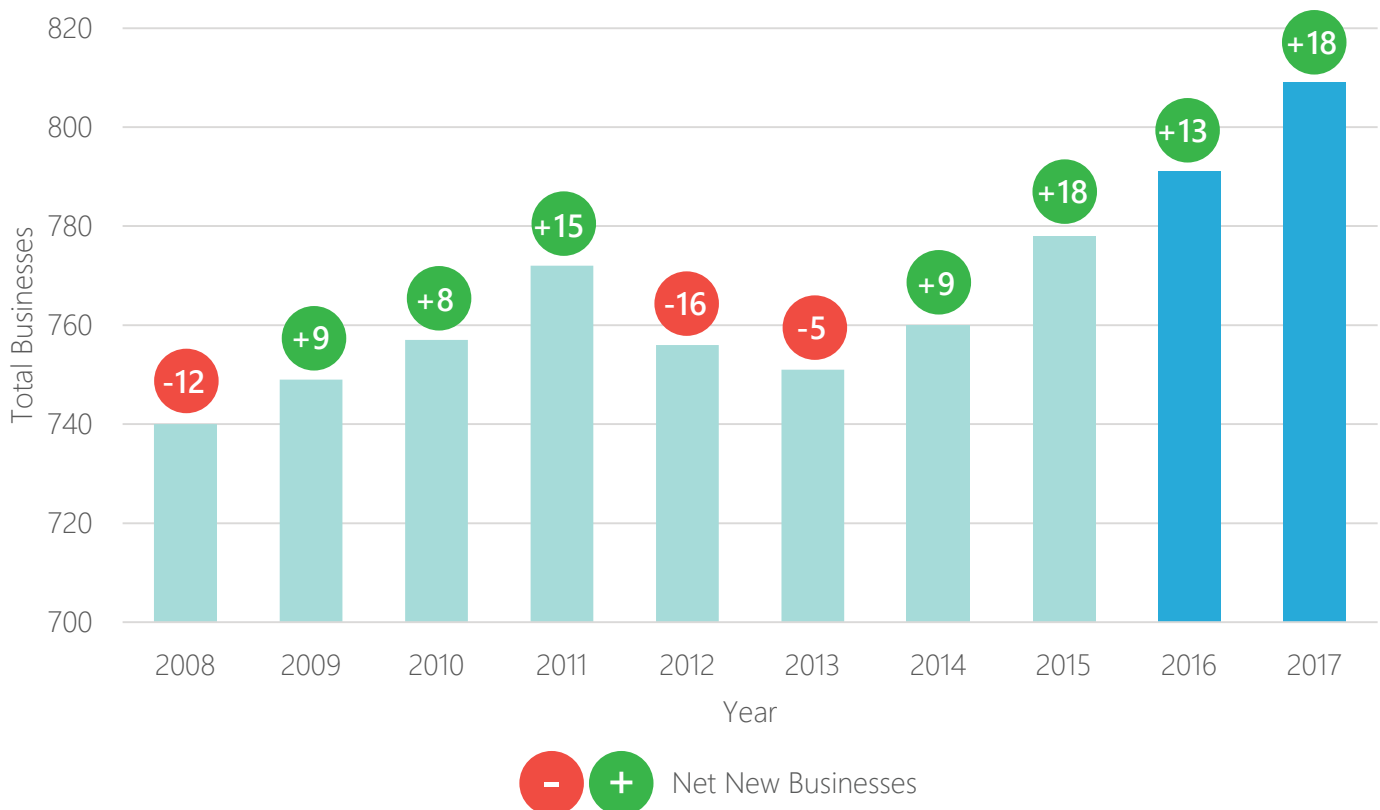
# Business Openings & Closings

Business openings and closings fluctuate considerably over time and are tracked by the Downtown Business Improvement Association. In 2016, 31 new businesses opened and 18 businesses closed, for a net gain of 13 businesses. In 2017, 27 new businesses opened and 9 businesses closed, for a net gain of 18 new businesses (Downtown London BIA).



**Plant Matter Bistro** opened in November, 2017 at 244 Dundas Street

Business Openings and Closings



# Office Supply & Vacancy

## Office Supply

In 2016 and 2017, there was 416,898 square metres (4.45 million sq.ft.) of office space in the downtown.

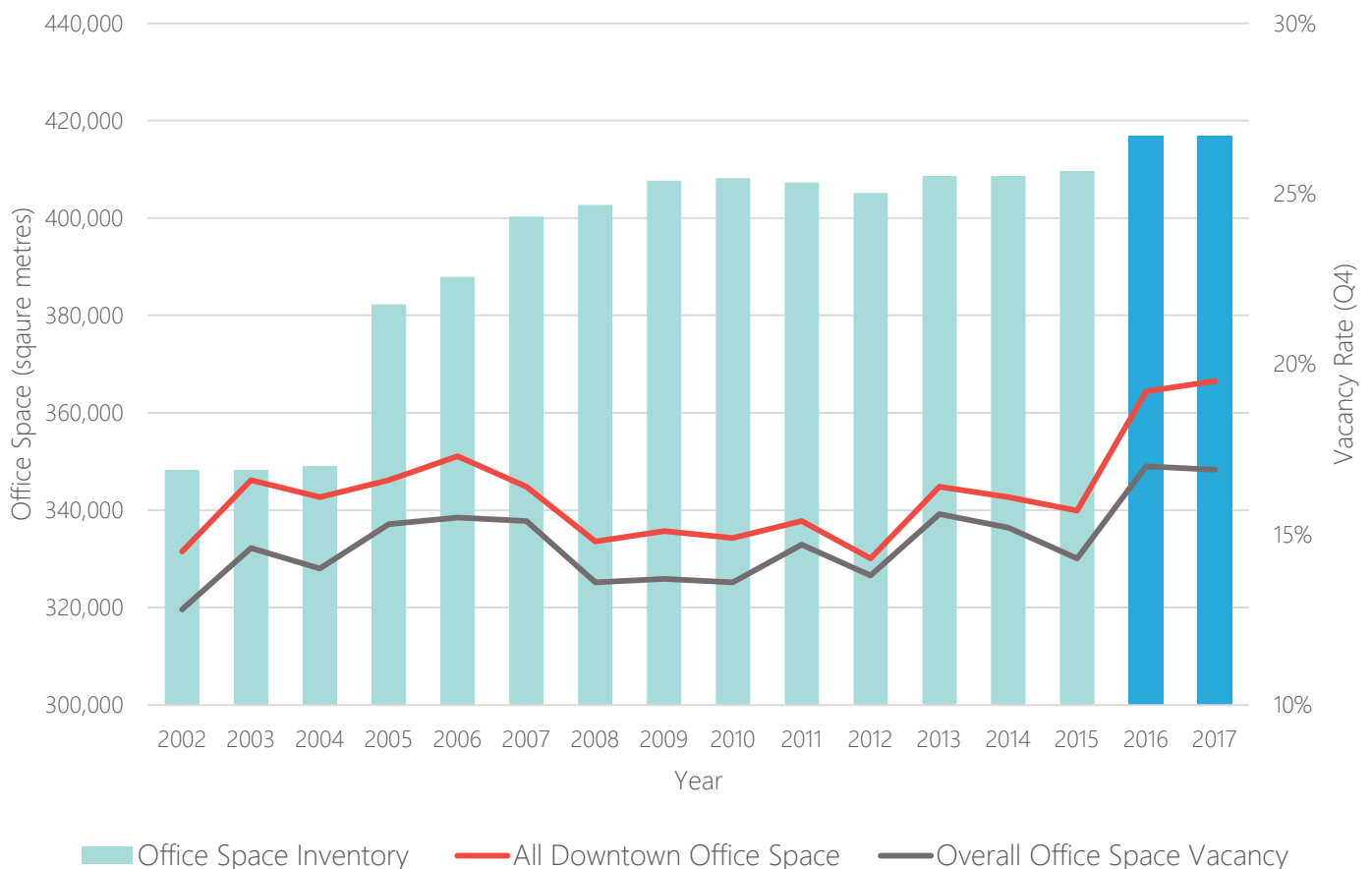
The last new office space built downtown was 431 Richmond Street in 2011; however, office space has been created in the conversion of Citi Plaza from retail space to office space, as well as smaller conversions in existing buildings.

In 2017, the downtown had approximately 77% of London's total office space, down slightly from 79% in 2016 and 80% in 2015. The London Plan contains policies to limit the size of office space built outside of the downtown.



**77%** of the city's total **office space** is within downtown

Downtown Office Space



## Office Vacancy

Downtown office vacancy rates were high in 2016 and 2017 as reported by CBRE, with the overall core vacancy rates at 19.2% and 19.5%, respectively. A rate of 5-8% is considered "healthy". However, Class A space, the most prestigious and most modern, had lower vacancy rates at 11.9% and 17.5% over the two years. A greater percentage of vacancies are in older Class B (20% and 16.7%) and Class C (45.3% and 42.2%) buildings.

Over the last two years there has been a slight drop in the vacancy rate in these older buildings as new smaller start-up companies have preferred locations in these older buildings. In some cases, older buildings have been renovated for new high tech companies (eg. 304 Talbot Street- The Cube).

Some increase to vacancy rates can be attributed to office relocations outside of the core, including; the decentralization of Ontario Works, Sifton relocating to West London, Goodlife Fitness moving to West London (space subsequently occupied by Innovation Works) and Start.ca moving to 700 York Street, just outside of the downtown boundary.

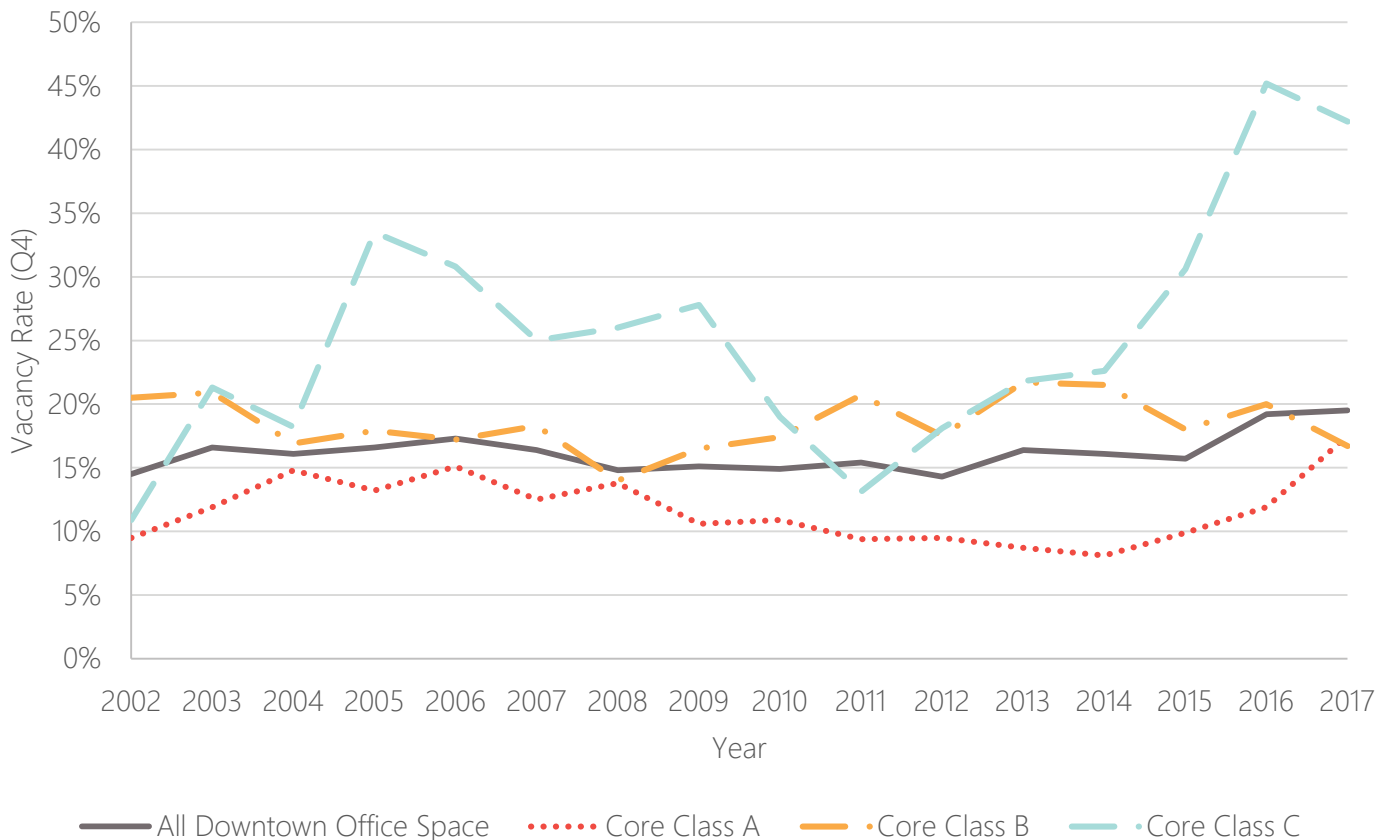
### Classification of Office Space

**Class A:** High-quality finishes, state-of-the-art systems, and excellent accessibility.

**Class B:** Average quality buildings with average rents. Building finishes are fair to good. Systems are adequate.

**Class C:** Buildings of below-average rents.

Downtown Office Vacancy Rate by Class



# New & Expanded Downtown Offices



## 2016

Voices.com moved to an expanded headquarters with 4,180 square metres (45,000 sq.ft). at 100 Dundas Street (Bell Building). Reasons for the move from within the Downtown were "Our staff want to be in the core. Most of them live here and they can walk to work" - David Ciccarelli, Voices.com (London Free Press, June 29, 2016).

Autodata moved to 100 Dundas Street in 4,645 square metres (50,000 sq. ft.). Reasons for moving from a suburban location included "previous location off the beaten path" and "It is way more interesting to be downtown. We skew young on our demographics for workers, and the core is a draw" - Chris Wedermann, Autodata (London Free Press, March 9, 2018).

Robarts Research Institute moved to 100 Dundas Street from Western University to occupy 3,000 square metres.

304 Talbot Street ("The Cube") opened. After renovations in 2015 the 3 storey, 3,250 square metre building, built in 1922, became the new home of Arcane Digital with room for 100 employees. Arcane stated "We see the future of London as being downtown, young, dynamic and social. We want to build where the talent is and the talent is in the core" - Erin Pollett, Arcane Digital (London Free Press, May 9, 2015).

## 2017

Bill Gosling Outsourcing expanded from 744 square metres to 2,788 square metres in Citi Plaza.

“**Maintain the Downtown as the primary and preferred location for office buildings exceeding 5,000 sq.m**”

- Downtown Plan Policy 6.2



**Great West Life** is a major employer in Downtown London

# Retail Supply & Vacancy Rates

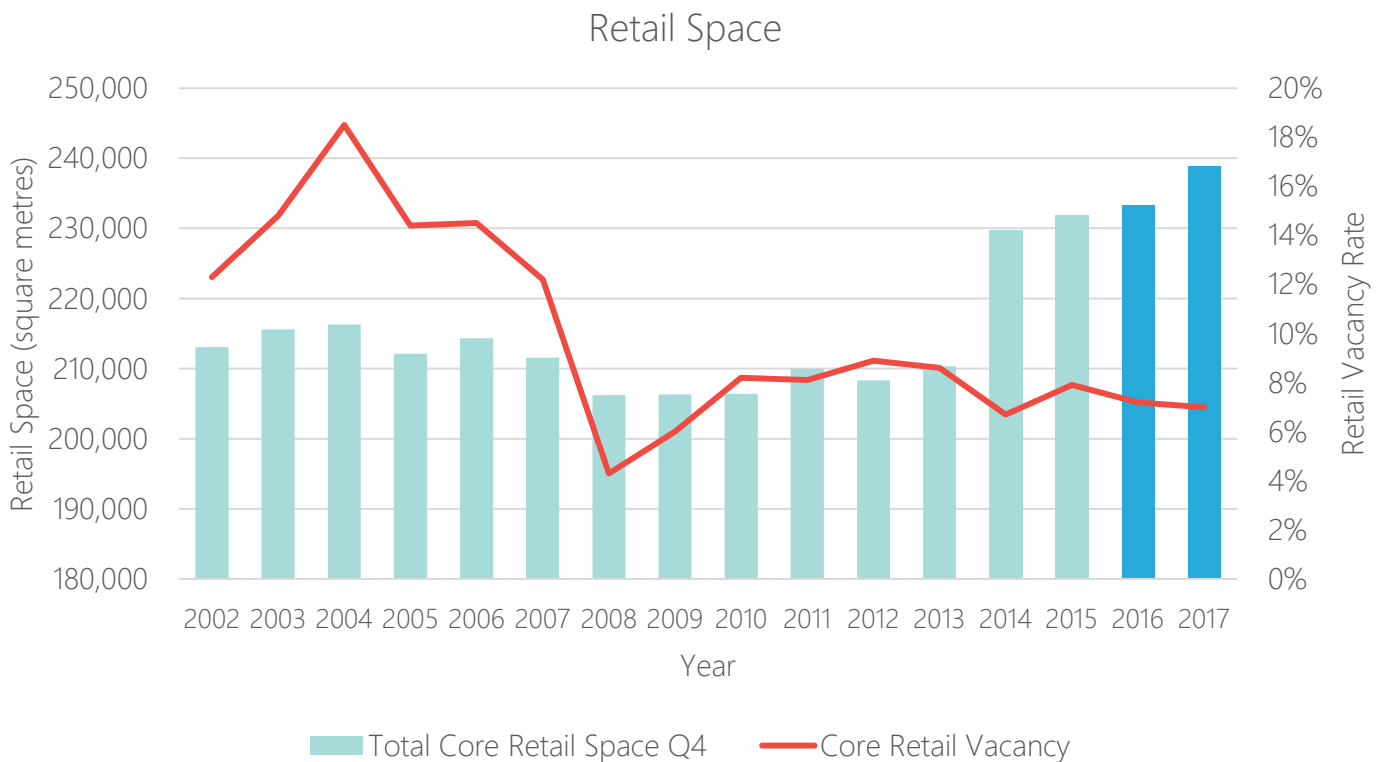
## Retail Supply

In 2016 and 2017, there were approximately 233,000 and 239,000 square metres of retail space in the downtown, respectively. This is approximately 14% of the City's total retail supply. Since 2008, the amount of retail space in downtown has been gradually increasing.

## Retail Vacancy Rates

Between 2000 and 2017, the retail vacancy rates has fluctuated considerably. The period between 2000 and 2007 experienced high vacancy rates ranging between 11% and 18%. In 2016 and 2017, the retail vacancy rates were 7.2% and 7.0%, respectively. Both of these figures are slightly higher than the city-wide vacancy rate for those years. A "healthy" vacancy rate is considered between 5% and 9%.

Downtown's **retail vacancy** rate dropped from 7.9% in 2015 to **7%** in 2017.







# Living Downtown



**Encourage the construction of a variety of dwellings within the Downtown that can accommodate residents at various life stages.**



- Downtown Plan Policy 5.1

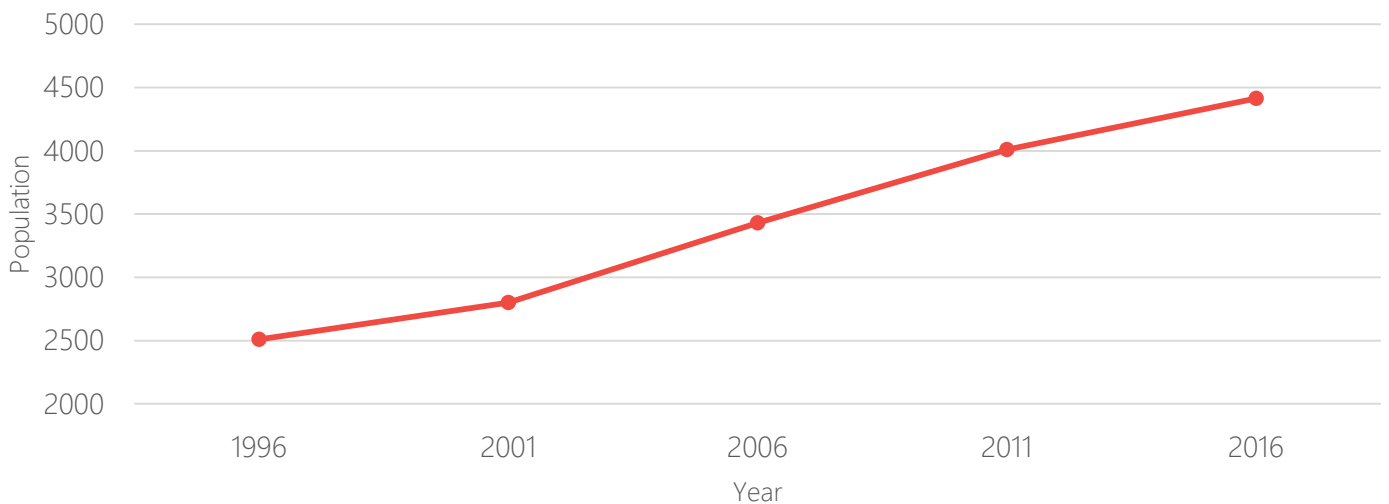
# Population

The 2016 Census of Canada shows the population is approximately 4,415 in the Downtown with a 75% increase in population over the last 20 years. A recent study identified that 4,835 people live within the Downtown London BIA boundary. (Downtown London Market Assessment, Envirionics 2016). The median age of residents within the downtown is 33 years of age.

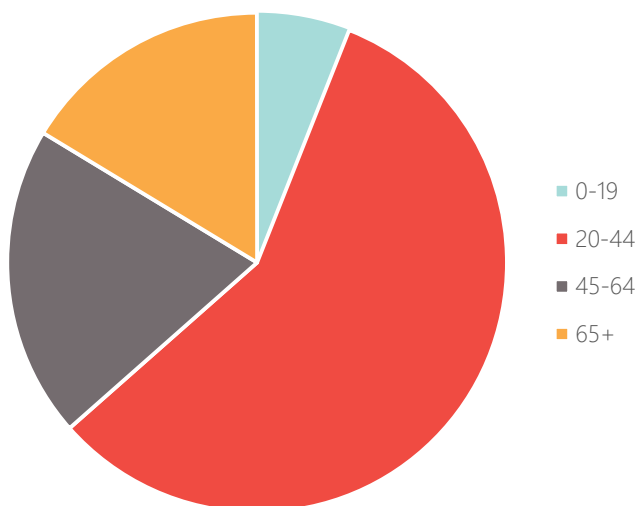


Downtown's **population** has **increased 75%** in the past 20 years.

Population



Age Struture (2016)



# Downtown Dwellings

There are over 3,200 dwelling units in the downtown, most of which are low-rise and high rise apartment buildings. Over 80% of these units are rented. Since 1998 over 2,200 residential apartment units have been built in downtown, an average of 113 units per year. This is a 300% increase in dwelling units in downtown since 1998.

## Affordable Housing

The London Plan envisions the Downtown as “an exceptional neighbourhood unto itself with housing, services and amenities targeted to a wide spectrum of lifestyles [and incomes] including seniors and young adults”.



The 2016 Census data shows a total of 1,000 low income residents or 22.7% of the total population for the downtown. Since 2006 there has been seven affordable housings projects, adding 98 units of affordable housing in downtown.



“**Build a great neighbourhood.**”

- Downtown Plan Policy 5.0

## Affordable Housing Developments in the Downtown 2006 to 2017

Address	Date	Units
129 Dundas Street	2006	25
211 Dundas Street	2007	6
332 Richmond Street	2007	28
225 Dundas Street	2009	5
343 Richmond Street	2012	16
392 Richmond Street	2013	7
189 Dundas Street	2015	11
<b>Total</b>		<b>98</b>

There are over **3,200 dwelling units** in the downtown. Over **80%** of dwellings in the downtown are **rented**.

### Future Residential

The addition of the Azure and Riverwalk developments, both by Tricar Group, will bring many more residents to downtown once fully occupied. In 2016 and 2017, Council also approved zoning permissions for approximately 1,360 potential new downtown residential units.

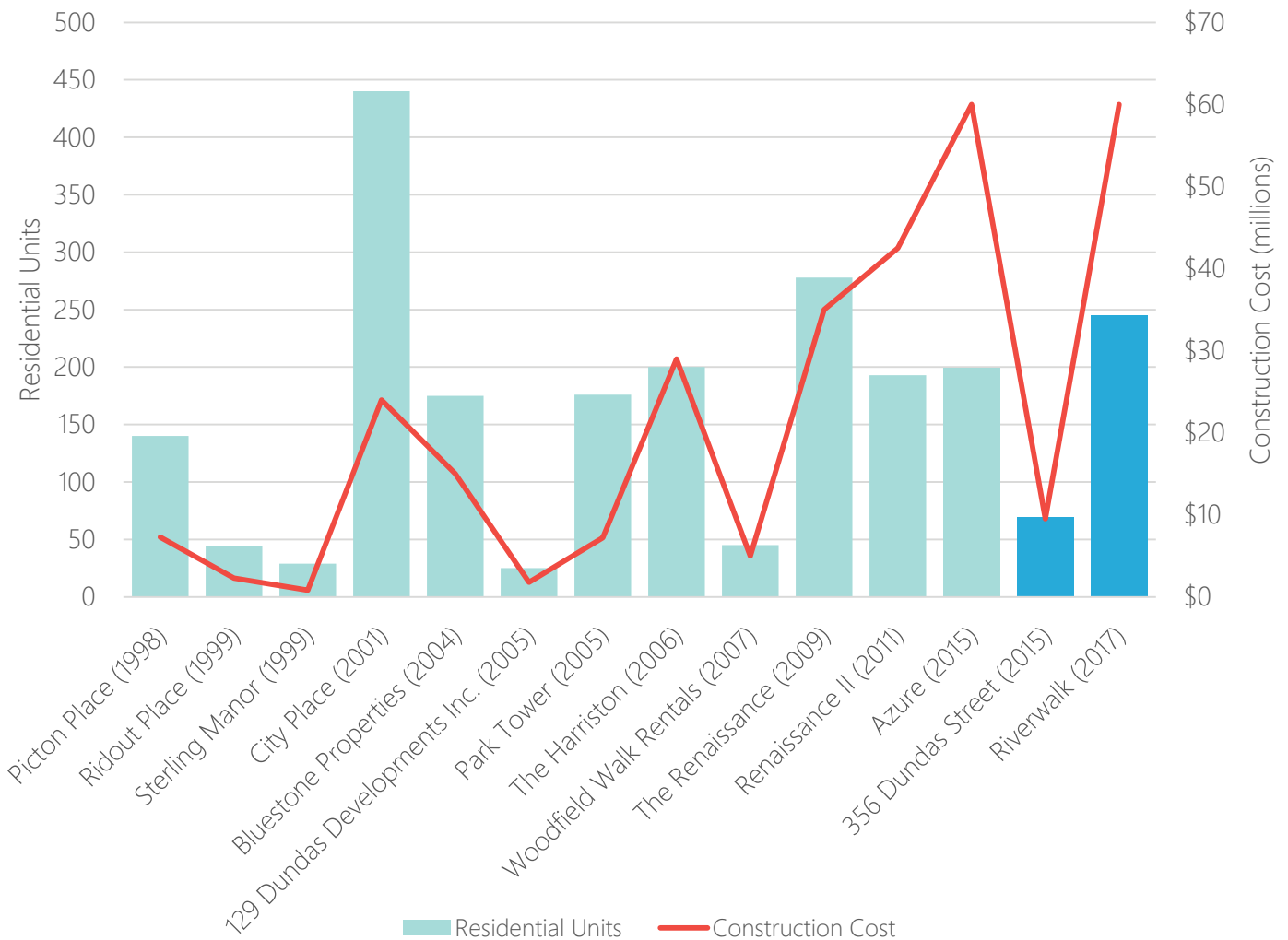
### Rental Market

The Canada Mortgage and Housing Corporation (CMHC) reported that the vacancy rate of apartment units in the downtown was 3.0% in 2016 and decreased to 2.2% in 2017. These figures are slightly higher than the city-wide average, with an apartment vacancy rate of 2.1% in 2016 and 1.8% in 2017.

Downtown housing **demand** is high with only **2.2% vacancy** rate.

In 2016 and 2017, the average monthly rent increased from \$1,012 in 2016 to \$1,102 in 2017. The average rent downtown is greater than that of the city-wide average at \$918 in 2016 and \$952 in 2017.

Apartment Building Construction





# **Downtown Vibrancy**



**Support the downtown's distinct identity by encouraging artistic expression and cultural activity that promotes the central city as a hub for culture in London.**



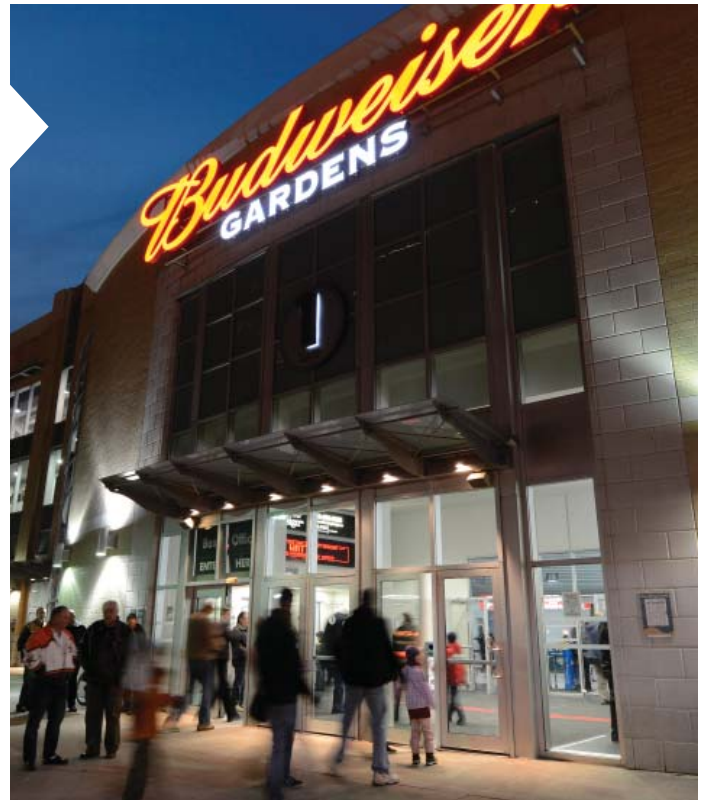
- Downtown Plan Policy 6.1

# Downtown Destinations

## Budweiser Gardens

Budweiser Gardens opened in 2002 as a public/private partnership with a seating capacity of 9,090 for hockey and ice events to over 10,000 for concerts, family shows and other events. The venue is home to the London Knights of the Ontario Hockey League and the London Lightning of the National Basketball League of Canada. The venue has had an annual attendance of 450-750,000 since it opened. The Canadian Country Music Awards Week was the largest individual event in 2016/2017.

In 2016, 147 events took place attracting over 580,000 visitors. Budweiser Gardens was 3rd out of 100 venues that were ranked in the world for Social Media Power 100 (Venues Today). Ticket sales for Budweiser Gardens were 86th worldwide and 8th in Canada (Pollstar Magazine). The Our London's 2016 Readers Choice Awards voted Budweiser Gardens as their favorite Live Entertainment Venue.



In 2017, 134 events took place attracting 587,000 visitors. Budweiser Gardens moved up to be ranked 2nd out of 100 venues that were ranked in the world for Social Media Power 100 (Venues Today). Ticket sales at Budweiser Gardens was 122nd worldwide and 9th in Canada (Pollstar Magazine).



## The Grand Theatre

The Grand Theatre is a not-for-profit regional theatre which has two stages, the Spriet Stage with 839 seats and the McManus Stage with 144 seats. In the 2016-2017 season 213 performances were held and 92,076 patrons attended the season performances.

“ **Create the Buzz.** ”

- Downtown Plan Policy 6.0



## Museum London

Museum London is a non-profit charitable organization which is home to over 45,000 regional historical artifacts and has over 5,000 regional and Canadian works in its art collection

In 2016 Museum London started design work and fundraising for The Centre at the Forks, a dynamic learning facility facing the Thames River. Construction on the Centre at the Forks began in 2017.

Museum London in 2016 welcomed 97,755 visitors including over 11,700 students on tours. In 2017 the Museum welcomed 93,365 visitors, including again over 11,700 students, fewer visitors than the previous year because of the loss of display space during construction.



## London Music Hall

The London Music Hall is a premier venue for many bands and artists who tour Southwestern Ontario. This venue has two stages, the London Music Hall with a capacity of 1,600 people and Run Runners with capacity of 350 people.

## Centennial Hall

In 2016, 67,530 people attended 117 events, which increased to 91,000 people attending 131 events in 2017.

**NEW**

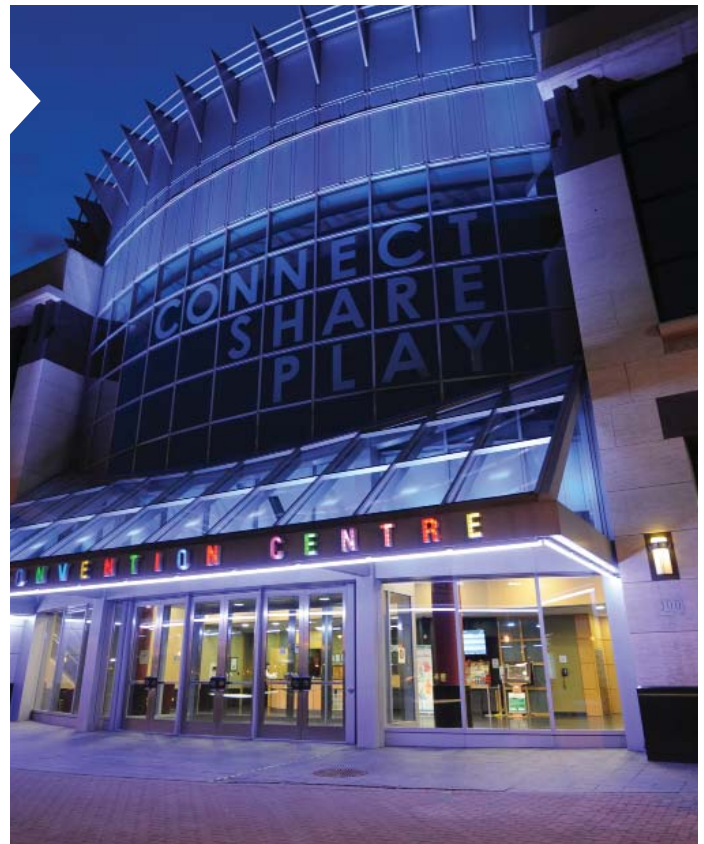


## London Convention Centre

In 2016, the Convention Centre held 274 events and hosted 23 conventions, conferences and multi-day events which led to an economic impact of \$17.7 million in direct spending. Over 13,400 hotel room nights and 117,361 delegate days were generated as a result. The top 10 events attracted over 7,500 delegates.

In 2016, the London Convention Centre underwent a \$5 million renovation with a \$700,000 grant from FedDev Ontario, \$2 million of the London Convention Centre's own funds, and a \$2 million loan from the City of London.

In 2017, there were 306 events and 31 conventions, conference and multi-day events, which resulted in \$17.8 million in direct spending. Over 10,000 hotel room nights and 112,712 delegate days were generated as a result. The top 10 events attracted over 6,200 delegates. The London Convention Centre employs approximately 140 full and part time staff.

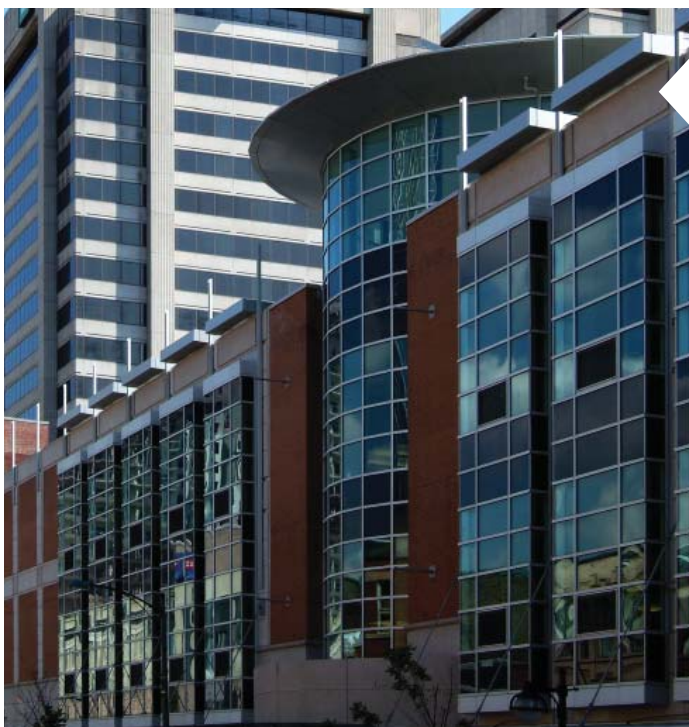


## Central Library

In 2016 the Central Library welcomed 611,253 visitors including 32,508 who attended programs held at the library. These numbers increased in 2017 to 704,731 visitors with 39,316 attending programs held at the library.

The Central Library has two venues/facilities, the Wolf Performance Hall which in 2016 accommodated 34,442 visitors and an additional 45,948 visitors in 2017. The Central Meeting Room had 15,286 visitors attend events in 2016 and 20,655 visitors in 2017.

In 2016/2017 the Central Library underwent a \$3,420,000 revitalization which took 18 months to complete and included infrastructure and life cycle improvements such as the removal of escalators and updating of electrical and information technology infrastructure. CBC London digital station became a tenant in 2017.





### Covent Garden Market

It is estimated that 1.33 million people visited the indoor/outdoor market and special events at the market in 2016 which increased to 1.35 million in 2017.

### Dundas Place

Dundas Place is the Number 1 Transformational Project in *Our Move Forward, London's Downtown Plan*. The project involves the creation of a flexible street that can toggle priority between its transportation network function and on-street activations such as events and festivals.



“**Make Dundas Street  
the most exciting  
place in London**”

- Downtown Plan Policy 1.0

## Festivals & Events

In 2016 and 2017, an estimated 400,000 and 335,000 people attended outdoor events in the downtown.

There are 15 plus festivals downtown every summer with Sunfest as the second largest free outdoor festival in Canada, drawing over 250,000 visitors to Victoria Park.

In 2016 and 2017,  
**3.2 million people**  
attended events  
Downtown





# **Downtown Movement**



# Walking



Improving transportation access to/from downtown by enhancing the cycling and pedestrian network and increasing transit service are identified in *Our Move Forward: London's Downtown Plan* as important goals for long term sustainable development. The focus of the *London 2030 Transportation Master Plan*, approved by Council in 2012, is to achieve a more sustainable transportation system City-wide. In the downtown the goal is to reduce the long term need for employee or commuter parking or put it in a form, either below or above ground, that is more sustainable and accommodates future development.

Using Walk Score, downtown scored a 93 (Walker's Paradise). The city's average Walk Score is 49 (Car Dependent).

## Walk Score Categories

Walk Score	Description
90-100	<b>Walker's Paradise</b> <i>Daily errands do not require a car</i>
70-89	<b>Very Walkable</b> <i>Most errands can be accomplished on foot</i>
50-69	<b>Somewhat Walkable</b> <i>Some errands can be accomplished on foot</i>
25-49	<b>Car-Dependent</b> <i>Most errands require a car</i>
0-24	<b>(Very) Car-Dependent</b> <i>Almost all errands require a car</i>

## Pedestrian Movements

In 2017, pedestrian counts were taken during the afternoon peak hours at six intersections and results are summarized below.

This represents one third of approximately 16,500 pedestrian movements along the Richmond, Clarence and Wellington corridors.

## Pedestrian Counts

Intersection	Movements
Dundas & Richmond	1,420
Richmond & Queens	910
Clarence & King	820
Clarence & Dundas	760
Wellington & Dundas	760
Wellington & King	690
<b>Total</b>	<b>5360</b>



**1,420 people** walk through the **Dundas & Richmond** intersection during peak afternoon hours.



# Cycling



There is currently an estimated 500 short and long-term bicycle parking spaces downtown. The City installed London's first two bike corrals in 2016. One is located outside the Central Library which can hold up to 14 bikes. A bike fix-it station has been installed outside City Hall.

In 2016, Council approved the *London ON Bikes Cycling Master Plan*. The plan identifies a variety of cycling initiatives including new infrastructure, policies and programs. In 2017, London's first cycle track was constructed on Colborne Street from Horton Street to Dufferin Avenue.



# Public Transit

## London Transit

London Transit has 39 bus stops in downtown. In 2016, London Transit had 171,838 boardings with weekday ridership of 14,360 and weekend ridership of 12,955.

In 2017, 171,092 passengers boarded London Transit in downtown with weekday ridership of 14,010 and weekend ridership of 13,740.

In 2016, approximately 30% of all trips in downtown were residents who live in downtown with 45% of these trips being made by active transportation modes. On a daily basis, approximately 14% of trips to and from the downtown area are made by transit. In the afternoon peak period, 15% of transit trips start in downtown, and 16% end in downtown.

In 2017, Council approved the rerouting of transit buses off Dundas Street in the downtown core to accommodate Dundas Place.



In 2017, London Transit had **171,838 boardings** originating from **39 transit stops** within downtown.

## Shift Rapid Transit

The Shift Rapid Transit initiative is an on-going Environmental Assessment. A downtown multi-modal transportation hub has been a key component to the proposed network - linking intercity rail, rapid transit, and local bus service.

The implementation of a Rapid Transit system is a central component of The London Plan's mobility framework to link land use and transportation.

The Rapid Transit Master Plan was approved by Council on July 25, 2017.

## Via Rail

Downtown is home to the London VIA Rail station, which is a major hub for passengers in Southwestern Ontario. The Toronto-London-Sarnia-Windsor VIA Rail Corridor saw 923,127 passengers in 2016 and by the third quarter of 2017 there were 733,500 passengers. The Government of Canada in 2016 announced significant investment of \$2.6 Million towards improving London's station.



## High Speed Rail



The Toronto-Windsor corridor is home to more than 7 million people and accounts for 3.4 million jobs and over 50% of Ontario's GDP.

The provincial government has been studying the viability of High Speed Rail, including how it might connect London to the rest of the province.

If implemented, High Speed Rail could create opportunities for regional development, help shape transportation planning in cities and towns throughout the corridor, and improve interconnectivity and mobility options across Southwestern Ontario. Connecting High Speed Rail into downtown could dramatically stimulate private sector investment.

## Intercity Bus

Greyhound is Canada's largest intercity bus service with 375,000 passengers traveling through downtown London's station in 2016 and 312,000 in 2017. In 2016, 184,332 passengers arrived into London and 191,008 passengers departed. In 2017 154,098 passengers arrived in London and 157,914 passengers departed.

# Auto

## Traffic Volumes

The total daily traffic volume entering and leaving the Downtown from the north is 40,000 vehicles, from the east is 39,500 vehicles, from the south is 53,000 vehicles and from the west is 32,000 vehicles.

## Car Sharing

The downtown has two car sharing programs: the ZipCar located west of the London VIA Rail Station and the Community CarShare which has been operating in London since 2014 with one station near the Covent Garden Market, and two future stations at Budweiser Gardens and City Hall.



There are **15,436 parking spaces** in downtown, including **9,897** available to the general **public**.

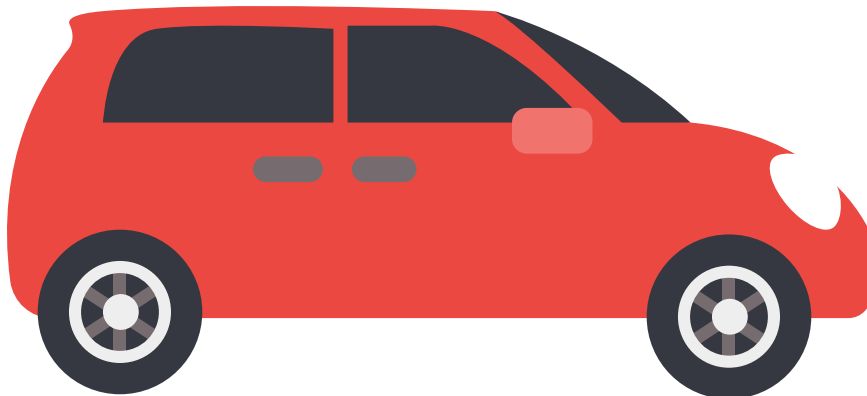
## Parking

The Downtown Parking Strategy was approved by Council in December 2017. As part of the Strategy, a comprehensive inventory of existing downtown parking spaces was undertaken which summarized the current supply as follows:

There is a total of 15,436 parking spaces in the downtown, out of which 9,897 parking spaces (64%) are publicly available parking. The City owns a total of 2,664 parking spaces in six surface parking lots, three parking garages and on-street parking in the downtown area. Approximately 17% of the parking supply within the study area is controlled by the City directly or through its corporate entities including the Covent Garden Market and the London Convention Centre.

Of the City's 2,664 Downtown parking spaces, 1,262 spaces are in underground or above ground parking garages which is consistent with the City's long term approach in *Our Move Forward – London's Downtown Plan* to provide parking in below or above ground parking garages.

The City has 159 commercial boulevard parking agreements in place, 47 of which are located in the downtown core area. The City charges an annual rental fee for the use of the boulevard at a rate of \$3.10 per square foot of land area, generating a revenue of approximately \$106,000 per year in downtown.





# **Downtown Policies & Initiatives**

# 2016/2017 Municipal Policy Initiatives NEW

A number of interrelated municipal initiatives were started and/or completed in 2016/2017.

## Core Area Steering Committee

This Committee first met in January 2017 and includes members at the Senior Leadership Team level whose purpose is to discuss and co-ordinate core area projects across Service Areas of the Corporation and implement the various plans and initiatives related to these areas. Matters reviewed during 2017 included Dundas Place, the Live Work Learn Play (LWLP) project and Market Lane.

## Expansion of the Downtown Community Improvement Plan Area

In November 2017 By-laws were approved to expand the existing downtown community improvement project area to include Richmond Row so that loans could be sought by business owners for building improvements.

## Music, Entertainment and Culture District Study

The project was completed in March 2017 with the intent of creating a more vibrant, attractive downtown with a focus on music and culture. The strategy had many goals including to: retain a younger population, increase tourism and economic development, mitigate the impact of festivals and noise on downtown residents, and remove barriers for festival and event organizers. One of the first actions coming out of the Study was to amend the Music on Patios Bylaw.

## Downtown Temporary Surface Commercial Parking Lots Policy

Completed in December 2017, this policy initiative was intended to encourage the redevelopment of existing surface parking lots in the downtown for residential/commercial development with parking garages below or above grade consistent with policies in the *London Plan* and *Our Move Forward-London's Downtown Plan*. A primary goal was to

“**Encourage redevelopment of vacant sites to increase the resident and worker population Downtown by discontinuing temporary-use zoning on these sites.**”

- Downtown Plan Policy 5.2



## **Downtown London/Main Street London/London Downtown Business Association (LDBA)**

These organizations work hand in hand with the City to revitalize downtown London. Their boundary is larger than the City's London Plan Downtown Place Type boundary and includes the Richmond Row area. Their key focuses are place-making, advocacy, marketing and engagement, leading, connecting and catalyzing.

In 2016 and 2017 their initiatives included:

- \$1 million investment in Fanshawe College Phase 2 which will include 1,600 students.
- Assisting with the construction mitigation plan prepared for Dundas Place in 2017.
- Animating and reclaiming alleys and lane-ways.
- Block Talks providing a platform for Downtown London, members and community to share challenges conversation and engagement, discussing new and past ideas.
- Implementing the Get Down social media campaign.
- Beautifying the street.
- AboutFace Grant program (\$)
- Fibre Optic Program and Wi-Fi – LAWN
- Business Retention and Recruitment
- Graffiti Removal
- Pigeon Program
- Sponsorships including About Face
- Planters and Public Art
- Clean Team

Results included:

- 2016 OBIAA Marketing Award
- 2016 IDA Marketing & Communications Award
- Winning the International Downtown Association (IDA) Pinnacle Award in 2017 for investment in Fanshawe College Phase 2.
- 35 new businesses within the BIA Boundary (15 within the London Plan Downtown Place Type)
- Four new murals on Richmond Row, Dundas Street, London Convention Center and Artisan's Alley.
- Four block talks which resulted in Crime Cards and Do Not Trespass window clings.
- 1,400+ one-on-one member interactions.
- 7,400 pieces of content using the GetDTL hashtag that broadcast people in Downtown.
- 9,697 monthly average LAWN users
- 128,804+ online impressions, 72 planters, 2250 plants where cared for.
- Collected 103 monster trucks worth of litter
- 61 business exteriors in the process of improvements
- Downtown Dollars that were redeemed in 2016 were \$46,120 and in 2017 \$50,000 was distributed with 200 plus merchants now accept Downtown Dollars.



## Downtown London/Mainstreet London Grants/Loans

Downtown London provides two incentive programs. The About Face Grant program contributed \$58,840 in 2016, which represented six projects and four designs and \$61,260 in 2017, which represented nine projects and one design. The Tenant Improvement Loan contributed \$17,310 in 2016 and \$35,000 in 2017.

## Live Work Learn Play

This project was initiated and funded by London Downtown Business Association. The project started in early 2016 and was completed in August 2017. The purpose of the project was to find ways to re-tenant ground level retail floorspace by targeting and recruiting businesses and investors and find ways to activate public space.

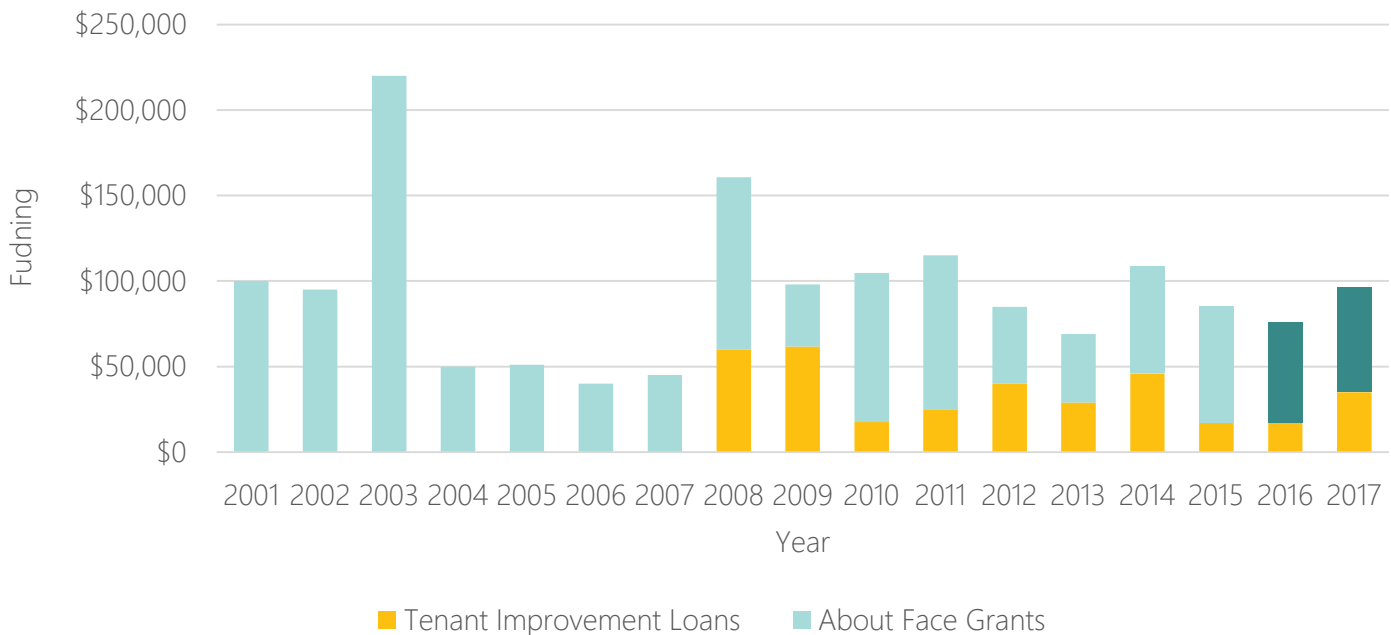
### Mainstreet London Incentives

**About Face Grant** - A grant for eligible property owners to improve their building face.

**Tenant Improvement Loan** - An interest-free loan for eligible businesses and/or property owners to complete tenant improvements



Downtown London Grants and Loans



# Appendices

# **Appendix A: Background**

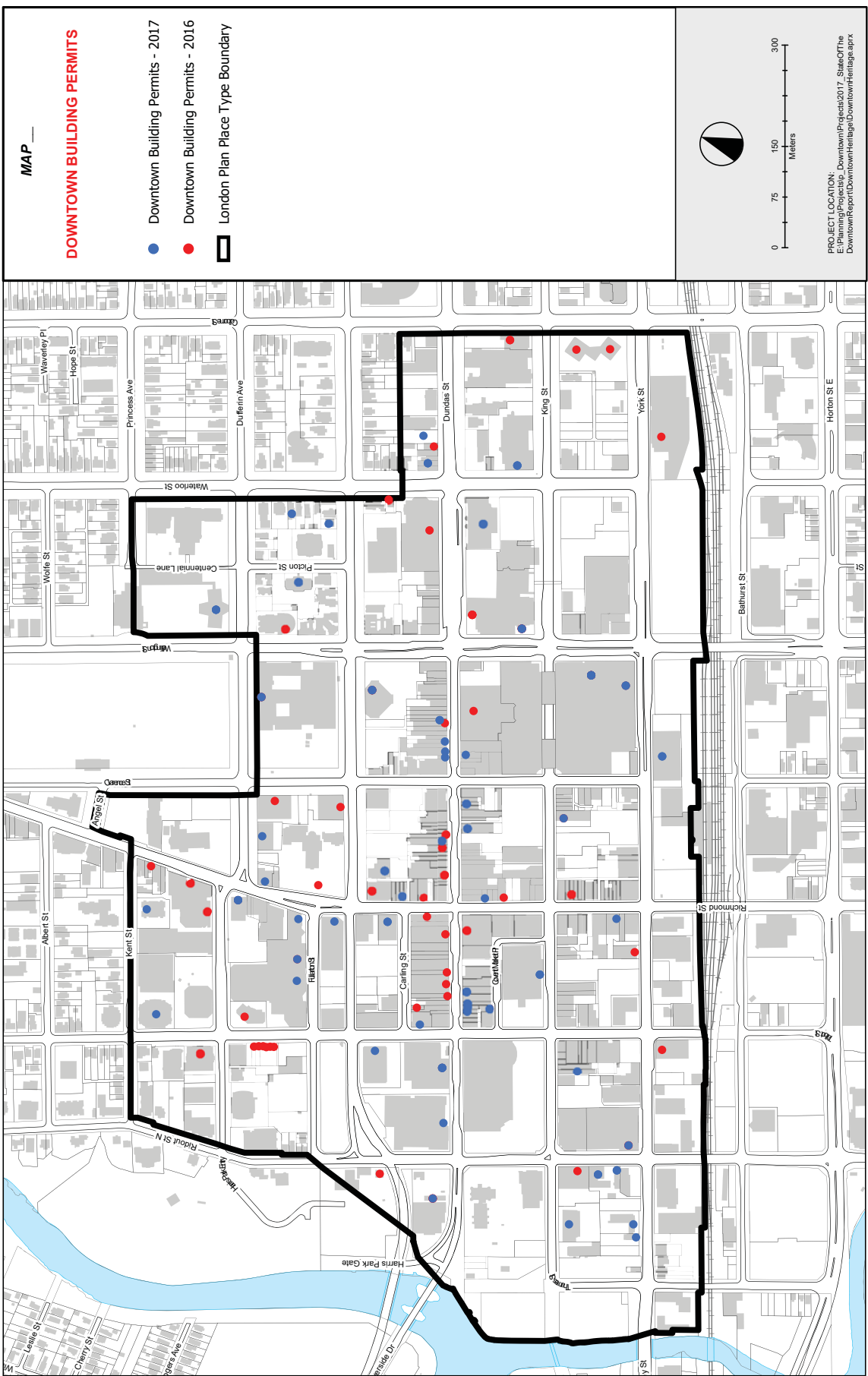
# The Importance of Downtowns

The importance of a city's downtown to its economy is well recognized on an international and national level. In May 2012, Phase 1 of a report titled *The Value of Investing in Canadian Downtowns* was released by the Canadian Urban Institute for public review. It compared the characteristics, capital investments, issues, and economic impact of ten of the largest Canadian municipalities. Because of the success and interest in the Phase 1 report, and the growing interest in downtowns generally, an additional seven Canadian municipalities requested inclusion in the Phase 2 study released in October 2013. This was the first comprehensive, comparative study of Canadian downtowns. Recently the International Downtown Association (IDA) created a downtowns Canada national coalition to draw attention to the importance of downtowns.

Downtowns represent the essence of a city. They are a visual representation of the health and well-being of their communities and provide meeting places for the region's residents. Downtowns act as entertainment and cultural centres. They draw businesses and provide employment opportunities, driving gross domestic product (GDP) and providing a strong tax base. Downtowns are models for sustainable development and innovation. For these reasons, it is important to understand the state of the downtown.

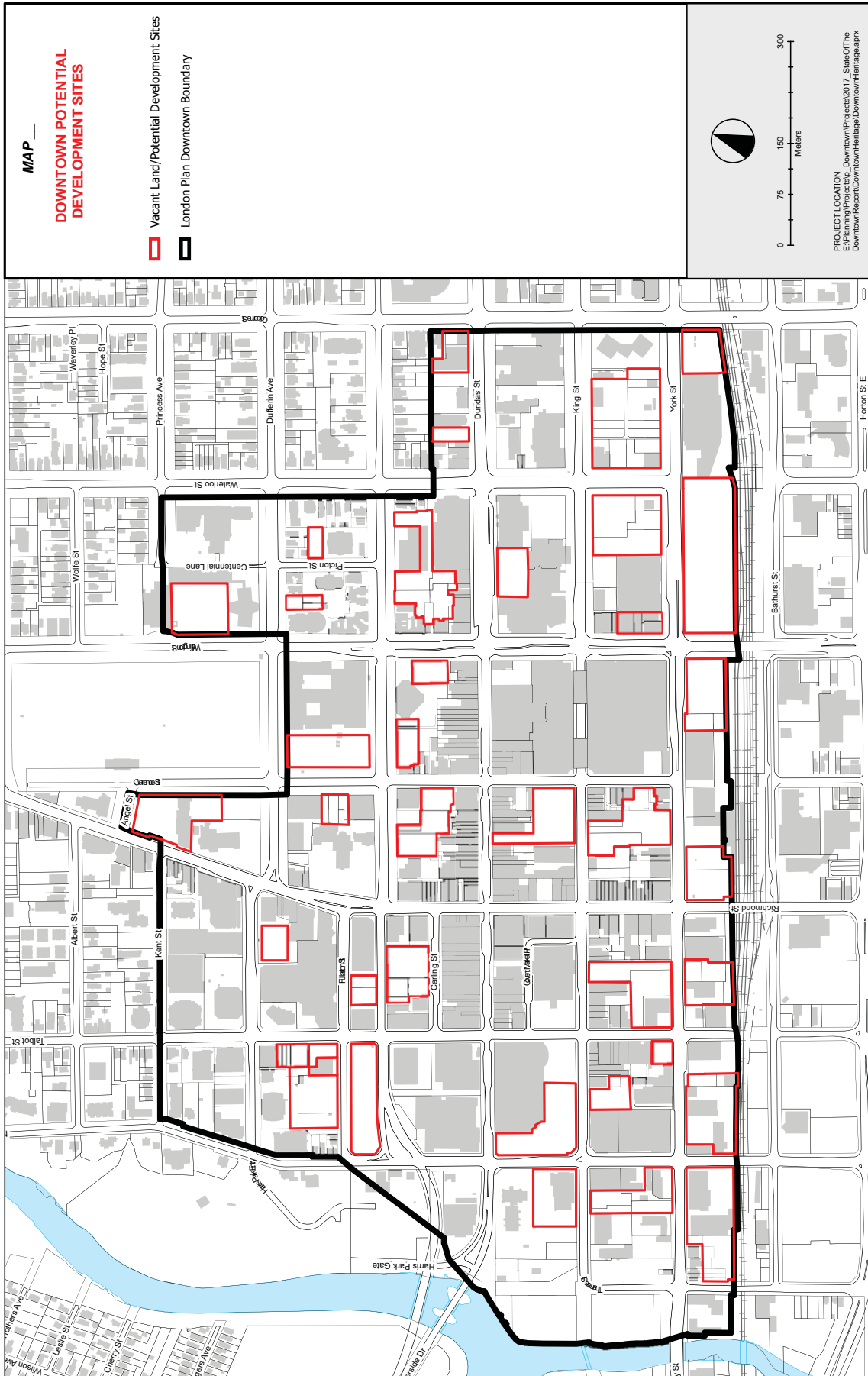
# **Appendix B: 2016/2017 Maps**

# Downtown Building Permits

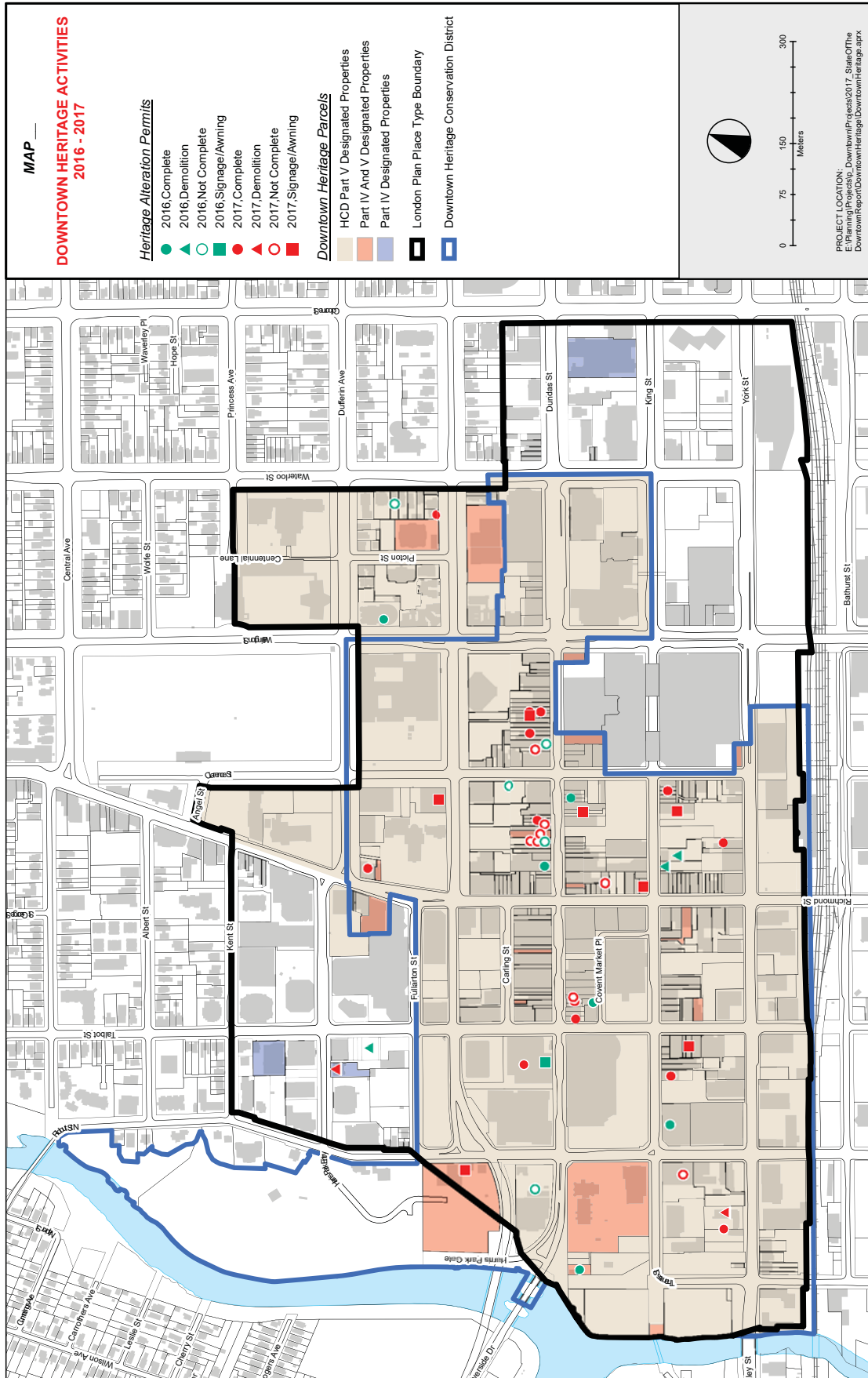




# Downtown Potential Development Sites



# Downtown Heritage Activities



# **Appendix C: Historical Data**

**Table 1 - Downtown Taxes as a Proportion of City Taxes 1998-2017**

YEAR	Downtown Assessment (in millions)	Downtown Total Taxes <sup>1</sup> (in millions)	City Assessment (in millions)	Total City Taxes <sup>2</sup> (in millions)	Downtown Taxes as a % of City Taxes
1998 <sup>3</sup>	835.4	17.4	17,323	258.2	6.75%
1999	830.4	17.6	17,474	259.7	6.76%
2000	831.9	17.6	17,741	263.6	6.69%
2001	781.5	19.6	18,115	275.6	7.13%
2002	799.4	19.0	18,496	293.4	6.48%
2003	824.9	18.8	19,569	307.8	6.09%
2004	886.1	19.7	21,575	337.3	5.83%
2005	883.4	20.3	22,035	366.4	5.55%
2006	976.6	20.0	25,436	384.8	5.21%
2007	1,090.8	22.1	25,942	402.8	5.49%
2008	1,108.8	22.8	26,456	420.5	5.43%
2009	1,149.4	23.1	28,302	441.2	5.23%
2010	1,205.0	23.6	29,945	456.4	5.17%
2011	1,382.8	25.2	31,826	462.7	5.45%
2012	1,409.1	24.9	33,538	467.4	5.32%
2013	1,482.9	25.7	34,853	479.6	5.36%
2014	1,529.4	26.7	36,292	498.7	5.35%
2015	1,645.3	28.2	37,796	517.2	5.45%
2016	1,702.9	29.2	39,288	536.4	5.44%
2017	1,747.7	30.2	40,965	556.9	5.42%

<sup>1</sup> Within the previous BIA Boundaries and includes general and transit taxes up to the end of 2014. Since 2015 the BIA Boundary has expanded to include a larger area. For 2016 and 2017 the figures include residential properties.

<sup>2</sup> Excludes education but includes general and transit taxes.

Info Source: Taxation and Revenue Division, City of London

**Table 2 - Downtown Residential Apartment Buildings constructed since 1998**

YEAR	Address	Name	Developer	Units	Construction Cost
1998	22 Picton Street	Picton Place	Tricar	140	\$7,300,000
1999	536 Ridout Street	Ridout Place	Drewlo	44	\$2,291,000
1999	330 Clarence Street	Sterling Manor	Spriet	29	\$800,000
2001	310-320 Dundas Street	City Place	Drewlo	440	\$23,992,000
2004	520 Talbot Street	Bluestone Properties	Bluestone/Old Oak	175	\$15,000,000
2005	129 Dundas Street	129 Dundas Developments Inc.	Stuart McCulloch	25	\$1,800,000
2005	186 King Street	Park Tower	Premier Alliance	176	\$7,213,813
2006	500 Ridout Street	The Harriston	Auburn	200	\$29,000,000
2009	71 King Street	The Renaissance	Tricar	278	\$35,000,000
2007	435 Colborne Street	Woodfield Walk Rentals	Prespa Sales	45	\$5,000,000
2011	70 York Street	Renaissance II	Tricar	193	\$42,500,000
2015	505 Talbot Street	Azure	Tricar	199	\$60,000,000
2015	356 Dundas Street		Yoshi Levie	69	\$9,500,000
2017	32-40 York Street	Riverwalk	Tricar	245	\$60,000,000
<b>TOTAL:</b>				<b>2258</b>	<b>\$299,396,813</b>

(R) – New units in a renovated building  
 Info Source – City Planning, City of London

**Table 3 - Downtown Incentive Programs Activity Since 2000**

YEAR	Upgrade to Building Code (1999) <sup>1</sup>		Forgivable Upgrade to Building Code (2008)		Façade Improvement (1986)		Forgivable Façade Improvement (2008)		Awning, Lighting and Signage Grant (2008)		Non-Street Façade Improve. Loan (2008)	
	#	\$	#	\$	#	\$	#	\$	#	\$	#	\$
2000	0				4	51,305						
2001	7	276,929			4	72,940						
2002	3	91,470			1	7,440						
2003	3	108,990			5	62,269						
2004	2	90,439			1	25,000						
2005	6	117,874			0							
2006	2	53,671			2	23,743						
2007	6	123,343			1	7,103						
2008	6	210,000	0		4	85,567	0		0		0	
2009	1	50,000	3	79,877	1	19,422	0		1	2,750	0	
2010	4	126,025	7	245,248	3	94,567	5	126,596	7	18,341	3	58,127
2011	3	150,000	3	148,779	2	45,659	1	25,000	1	3,000	0	
2012	0		5	123,121	1	14,530	2	30,339	1	3,000	0	
2013	1	43,223	6	215,296	0		2	33,164	2	4,404	0	
2014	1	49,324	5	216,096	0		6	98,873	3	8,783	1	25,000
2015	0		8	327,101	2	50,000	2	27,800	0		0	
2016	0		2	100,000	0		2	50,000	N/A	N/A	1	25,000
2017	5	90,741	0		1	977	0		N/A	N/A	0	
<b>TOTAL</b>	<b>50</b>	<b>1,582,029</b>	<b>39</b>	<b>1,455,518</b>	<b>32</b>	<b>560,522</b>	<b>20</b>	<b>391,772</b>	<b>15</b>	<b>40,278</b>	<b>5</b>	<b>108,127</b>

<sup>1</sup> Indicates year the program was initiated.

<sup>2</sup> Although the programs ended in 2014 applications that had already been previously submitted were processed so numbers may appear in columns in years the programs were no longer offered.

Program Descriptions

3. **Upgrade to Building Code Loan** -An interest-free loan for eligible interior building upgrades.
4. **Façade Improvement Loan** -An interest-free loan for eligible exterior building improvements.
5. **Downtown Rehabilitation and Redevelopment Grant** -An annual grant to defer tax increase resulting from a rehabilitation and/or redevelopment project.

Info Source – Incentive Program Co-ordinator – City Planning, City of London



## Table 4 - Downtown Rehabilitation and Redevelopment Grant Program

YEAR	# of New Applications	# of Grants	\$ Value of Grants
2000	2	2	\$15,192
2001	2	3	\$43,024
2002	5	8	\$266,311
2003	2	8	\$264,655
2004	0	7	\$227,199
2005	1	8	\$228,494
2006	0	8	\$192,228
2007	2	9	\$465,628
2008	2	11	\$822,008
2009	1	11	\$738,988
2010	0	11	\$620,742
2011	0	10	\$496,203
2012	1	8	\$1,060,030
2013	4	11	\$746,576
2014	1	12	\$720,979
2015	2	13	\$580,611
2016	1	14	\$349,954
2017	1	14	\$470,737
<b>TOTAL</b>	<b>25</b>	<b>140</b>	<b>\$7,488,868</b>

Info Source – Incentive Program Co-ordinator – City Planning, City of London

## Table 5 - Heritage Activity in the Downtown Heritage Conservation District

### Heritage Alteration Permits

YEAR	Municipal Council Approval	Delegated Authority	Notable Examples
2016	3	8	Harris Park Pavilion (531 Ridout Street) Museum London (421 Ridout Street North) London Music Hall (176 Dundas Street) 4 Covent Market Place
2017	1	26	InfoTech (345-359 Ridout Street North) Blackfriars Street (2 Blackfriars Street) Century Theatre (194 Dundas Street)

### Ontario Heritage Act Designations

YEAR	Address
2016	King Street Bridge (355 Thames Street) Repeal of Designating Bylaw for 142 Kent Street (refused)
2017	93-95 Dufferin Avenue

### Demolitions within Downtown Heritage Conservation District

YEAR	Address
2016	175-181 King Street 183 King Street (refused, appealed) 479-469 Talbot Street (Camden Terrace)
2017	345-351 Ridout Street North 36-40 York Street

Info Source – Heritage Planners – City Planning, City of London

## Table 6 - London Core<sup>1</sup> Office Vacancy Rates

Year	Total Core Office Inventory Space (m2)	% of City Total	Core Q4 Rate <sup>3</sup>	Core Class A (Q4) <sup>2</sup>	Core Class B (Q4) <sup>2</sup>	Core Class C (Q4) <sup>2</sup>	Overall City Rate (Q4)	Notes
1993			25.0%				23.8%	One London Place & Dufferin Corporate Centre (1991).
1994			19.6%				19.7%	
1995			19.4%				20.0%	
1996			21.1%				20.1%	
1997			19.2%				18.8%	
1998			14.5%				13.9%	Millennium Plan adopted by Council
1999			10.2%				10.1%	
2000			11.4%				11.1%	
2001			15.7%				14.7%	
2002	348,311		14.5%	9.5%	20.5%	10.9%	12.8%	
2003	348,311		16.6%	11.9%	20.9%	21.3%	14.6%	
2004	349,078		16.1%	14.8%	16.9%	18.2%	14.0%	
2005	382,285		16.6%	13.2%	17.9%	33.5%	15.3%	
2006	387,887		17.3%	15.1%	17.2%	30.8%	15.5%	Bell Canada left
2007	400,342		16.4%	12.5%	18.3%	25.0%	15.4%	
2008	402,697		14.8%	13.8%	14.0%	26.0%	13.6%	
2009	407,713		15.1%	10.6%	16.5%	27.8%	13.7%	
2010	408,204	81%	14.9%	10.9%	17.4%	19.0%	13.6%	
2011	407,303	81%	15.4%	9.4%	20.7%	13.1%	14.7%	431 Richmond Street built
2012	405,132		14.3%	9.5%	17.5%	18.1%	13.8%	
2013	408,626		16.4%	8.7%	21.7%	21.8%	15.6%	
2014	408,626	80%	16.1%	8.1%	21.5%	22.6%	15.2%	
2015	409,666	80%	15.7%	9.9%	18.0%	30.6%	14.3%	
2016	416,898	79%	19.2%	11.9%	20.0%	45.2%	17.0%	
2017	416,898	77%	19.5%	17.5%	16.7%	42.2%	16.9%	

Info Source – CBRE Marketview Quarterly Reports. All the information is not available for all the years

Notes-

<sup>1</sup> CBRE defines Downtown Core as bounded by Oxford Street, Adelaide Street, York Street and the Thames River.

<sup>2</sup> As defined by CBRE

<sup>3</sup> The industry consider 5-8% a “healthy” vacancy rate.

Note: **Classification of Office Space**

Class A: High-quality finishes, state-of-the-art systems, and excellent accessibility.

Class B: Average quality buildings with average rents. Building finishes are fair to good, .systems adequate.

Class C: Buildings of below-average rents.

## Table 7 - London Core<sup>1</sup> Retail Vacancy Rates

Year	Total Core Retail Space Q4 (m <sup>2</sup> )	Core Year End (Q4) Rate	Overall City Rate (Year End/Q4)	Notes
1993		16.20%		
1994		12.00%	10.00%	
1995		15.20%		
1996		12.80%		
1997		9.60%		
1998		13.70%	6.00%	New Covent Garden Market opened, Millennium Plan adopted by Council
1999		16.30%		Eaton's closed
2000	209,143	11.20%	6.80%	The Bay closed
2001	209,143	12.20%	7.20%	Central Library opened
2002	213,035	12.30%	6.20%	John Labatt Centre opened
2003	215,583	14.80%	7.10%	
2004	216,270	18.50%	8.40%	
2005	212,102	14.40%	7.60%	
2006	214,309	14.50%	8.70%	
2007	211,533	12.20%	7.90%	
2008	206,220	4.30%	4.00%	
2009	206,313	6.00%	5.00%	Galleria becomes CitiPlaza
2010	206,406	8.20%	5.10%	
2011	209,946	8.10%	6.70%	
2012	208,301	8.90%	6.30%	
2013	210,317	8.60%	6.80%	
2014	229,705	6.70%	6.10%	
2015	231,837	7.90%	8.20%	
2016	233,234	7.20%	6.80%	
2017	238,846	7.00%	6.30%	

Info Sources – CBRE (2000-2017) and CBRE Marketview Quarterly Reports.

- City of London Commercial Planning Review, UrbanMetrics, June 2007
- City of London Review of Commercial Supply and Demand, Malone Given Parsons, January 2005
- Downtown London
- City of London State of the Downtown Reports

<sup>1</sup> CBRE defines Downtown Core as bounded by Oxford Street, Adelaide Street, York Street and Thames River. Includes all retail types, mall and non-mall, in the numbers below.

**Table 8 - Affordable Housing Developments in the Downtown since 2006**

Initial Occupancy Date	Address	Built Form	Total Project Cost	Total Units	Total Affordable Units	Total Market Units
2006	129 Dundas Street	Building Conversion	\$3,200,000	25	25	N/A
2007	211 Dundas Street	Building Conversion	\$410,000	6	6	N/A
2007	332 Richmond Street	Building Conversion	\$8,000,000	28	28	N/A
2009	225 Dundas Street	Building Conversion	\$630,000	5	5	N/A
2012	343 Richmond Street	Building Conversion	\$4,200,000	16	16	N/A
2013	392 Richmond Street	Building Conversion	\$700,000	7	7	N/A
2015	189 Dundas Street	Building Conversion	\$2,700,000	11	11	N/A
2018	226 Dundas Street	Building Conversion	\$5,200,000	33	33	N/A
2018	358 Dundas Street	Design / Build	\$12,700,000	69	50	19
<b>Total</b>			<b>\$37,740,000</b>	<b>200</b>	<b>181</b>	<b>19</b>

Notes-

Based on Building Permits Issued in 2016/2017, with future anticipated completion.

Total Project Cost – in millions (includes land costs, construction costs and soft costs (i.e. consulting fees, etc.)

**Table 9 - John Labatt Centre/Budweiser Gardens Impact on City**

Year	Number of Events	Attendance	Total City Proceeds
2002	Opened October 2002 <sup>1</sup>		
2003	85	458,860	\$75,446
2004	121	612,546	\$150,033
2005	139	772,294	\$151,099
2006	171	769,575	\$436,487
2007	151	704,445	\$446,261
2008	148	644,791	\$732,094
2009	129	574,531	\$432,554
2010	155	672,985	\$594,047
2011	135	604,857	\$513,330
2012	141	654,207	\$465,459
2013	147	675,631	\$577,347
2014	155	669,497	\$972,947
2015	124	669,499	\$572,695
2016	147	586,919	\$377,514
2017	134	587,020	\$386,912
<b>TOTAL</b>	<b>2082</b>	<b>9,657,657</b>	<b>\$6,884,225</b>

<sup>1</sup>There were some events later in 2002 but haven't been included.

**Info Source** –Committee Reports, 2009-2018



## Table 10 - London Convention Centre Economic Impact

Year	Delegate Days	# Events	Economic Impact (\$ millions)
2006			\$15,000,000
2007			\$13,000,000
2008	134,810	407	\$19,600,000
2009	128,458	372	\$18,000,000
2010	117,362	385	\$16,400,000
2011	137,056	353	\$19,400,000
2012	128,744	343	\$18,600,000
2013	107,496	335	\$15,500,000
2014	118,493	336	\$17,500,000
2015	110,941	314	\$16,400,000
2016		274	\$17,700,000
2017		306	\$17,800,000

Source: London Convention Centre Annual Reports

<sup>1</sup>The London Convention Center Opened in 1993. Data Between 1993 and 2005 is not available.

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