



London  
CANADA



City of London

# State of the Downtown

2019

# Acknowledgments

This document would not be possible without the contribution of staff within many City of London service areas, including: Building, Engineering, Parking, Parks and Recreation, Planning and Development, Realty, Taxation and Revenue; as well as our community partners including Budweiser Gardens, CBRE Limited, Centennial Hall, CityStudio London, Covent Garden Market, Downtown London, Fanshawe College, Greyhound Canada, Housing Development Corporation, London Arts Council, London Community Foundation, London Economic Development Corporation, London Music Hall, London Public Library, London Transit Commission, Museum London, RBC Place London (formerly London Convention Centre), The Grand Theatre, Tourism London, Western University, Wolf Performance Hall, and all those that provided data and information.

Cover Photo: Life of Leisure Media

# Executive Summary

The downtown comprises 0.2% of London's land area and in 2019, contributed 5.5% of the city's tax base. Downtown's assessment value has more than doubled in the past 20 years, reaching \$1.96 billion in 2019. Building permit value was over \$143 million for 2018 and 2019.

Over 39,000 people are employed in the downtown - which is 19% of all people employed in the city. Over 35,500 people travel into the downtown to work. Four downtown technology companies were ranked on the 2019 list of 500 of Canada's Fastest Growing Companies. The second building of Fanshawe College's Downtown Campus successfully opened in 2018, and has brought 3,300 students and 250 staff/faculty to the downtown. By the end of 2019, office vacancy had dropped slightly to 18.4%.

The population of downtown increased in 2019 to 4,761 people. 75% of the downtown households are 1- and 2-person households, compared to 32% city-wide. Almost 77% of the 3,260 dwelling units are apartments (high-rise 70.6%, low-rise 26.5%). In 2018 and 2019, there was almost \$100 million in residential construction downtown, including 175 market rate residential apartment units and 134 affordable housing units.

Key destinations, arts and culture events, and programming continue to draw people to the downtown. Over 5.5 million people visited downtown destinations for music and cultural events in 2018 and 2019, resulting in direct support for local businesses. Music continues to grow as a major attraction for the downtown. The 2019 JUNOs and Home County Music & Art Festival produced almost \$18 million of economic impact.

With 21.5 km of sidewalks, green spaces, amenities, unique architecture and a compact form, the downtown is a Walker's Paradise. There are now 525 bicycle parking spaces downtown, and a temporary cycle track with islands was installed on King Street from Ridout to Colborne in 2019 to create a safe east-west connection during extensive downtown construction. In December 2019, it was announced that a new, fully accessible bus transit service connecting southwestern communities will launch three routes in 2020. London's route will have multiple daily trips connecting the city to Sarnia, Strathroy-Cardoc, Mount Brydges and Komoka.

The Community at its Core and Connecting Our Future brands were launched in 2018 and 2019. The *Core Area Action Plan* was received by Council in 2019 and a number of activities were completed that year. Work also continued on the *Music, Entertainment and Culture District Study* to support a more vibrant downtown with a focus on attracting a younger population and increasing tourism and support for local businesses.





Photo: City of London



# Table of Contents

	Acknowledgments
i	Executive Summary
<b>1</b>	<b>Introduction</b>
2	Noteworthy Moments Since 2017
3	London's Downtown Boundaries
<b>4</b>	<b>Investment</b>
5	Assessment Value
6	Development
8	Financial Incentive Programs
10	Heritage
12	Public Realm & Infrastructure Improvements
<b>16</b>	<b>Employment &amp; Business</b>
17	Employment
20	Downtown London Business Improvement Area (BIA)
21	New & Expanded Downtown Offices
22	Office Supply & Vacancy
23	Retail Supply & Vacancy
<b>24</b>	<b>People &amp; Housing</b>
25	Population
26	Housing
<b>29</b>	<b>Arts &amp; Culture</b>
30	Destinations
37	Festivals, Evens & Programs
41	Public Art
<b>42</b>	<b>Mobility &amp; Connections</b>
43	Active Transportation
45	Public Transit
46	Inter-City Transportation
47	Auto
<b>48</b>	<b>Policies &amp; Initiatives</b>
49	Municipal Policies & Initiatives
<b>52</b>	<b>Appendices</b>
53	Appendix A: Background
55	Appendix B: Maps
57	Appendix C: Historical Data
68	Bibliography





# Introduction

State of the Downtown Reports are compiled every two years to show the growth and change in the downtown over time. This is the ninth edition of the State of the Downtown Report, and covers the two-year period between January 1, 2018 and December 31, 2019.

Since 2003, the City of London has been tracking the health and progress of the downtown using a core set of indicators. This report uses the same indicators as in the 2017 report, building on the baseline of information.

With the adoption of the Downtown Heritage Conservation District (HCD) in 2013, the expansion of the Downtown Business Improvement Area (BIA) boundary in 2014, the adoption of Our Move Forward – London’s Downtown Plan in 2015, the adoption of The London Plan in 2016, and the adoption of the new City of London Strategic Plan in 2019, and the creation and endorsement of the Core Area Action Plan (CAAP) in 2019, how we define the physical limits of the downtown is a constant consideration. Every effort is made to keep the data comparable year-to-year however, it’s important to note that data sets and information collected can be related to specific geographic boundaries associated with the downtown.

# Noteworthy Moments Since 2017

<b>April 2018</b>	Phase I of the Core Area Sewer Separation Program begins
Construction of Phase I of Dundas Place begins	<b>April 2018</b>
<b>October 2018</b>	Construction starts on Old Oak Properties' One Richmond Row, a new 175-unit apartment building
London hosted Canadian JUNO Awards which created \$12.5 million of economic impact	<b>March 2019</b>
<b>March 2019</b>	Construction of Phase II of Dundas Place begins
Phase II of the Core Area Sewer Separation Program begins	<b>April 2019</b>
<b>July 2019</b>	Façade Up-lighting Grant approved by Council
Four downtown technology businesses ranked on Canada's Top 500 Fastest-Growing Companies	<b>September 2019</b>
<b>October 2019</b>	Two downtown initiatives win International Downtown Association (IDA) Awards
<i>Core Area Action Plan</i> adopted by Council	<b>November 2019</b>
<b>December 2019</b>	Completion of Dundas Place, the first Transformational Project in Our Move Forward, London's Downtown Plan



# London's Downtown Boundaries

There have been many projects focused on downtown London, and each has defined the boundaries of the downtown slightly differently. For the purpose of this report, three key boundaries are summarized below.

## **Downtown Business Improvement Area (BIA)**

The Downtown BIA is managed by the London Downtown Business Association. The boundary defines the property and business owners who contribute to the improvement and promotion of the downtown through an annual levy on the property tax.

## **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.

## **Downtown Official Plan Designation**

Downtown as defined by the 1989 Official Plan. This boundary determines the land use permissions for the properties within it, and the corresponding policies that guide the long-term growth and development of this area. In most instances in this report, the area within this boundary is the one referenced.

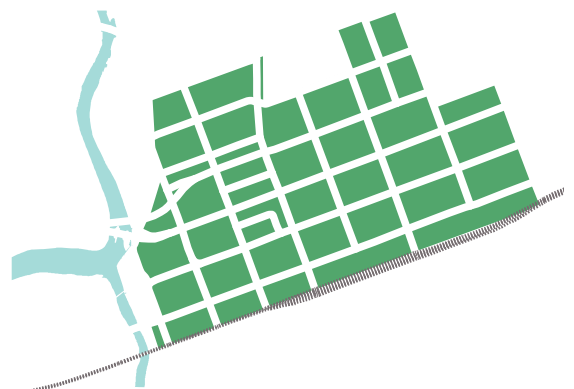
Downtown Business Improvement Area



Downtown Heritage Conservation District



Downtown Official Plan Designation





# Investment



Photo: City of London

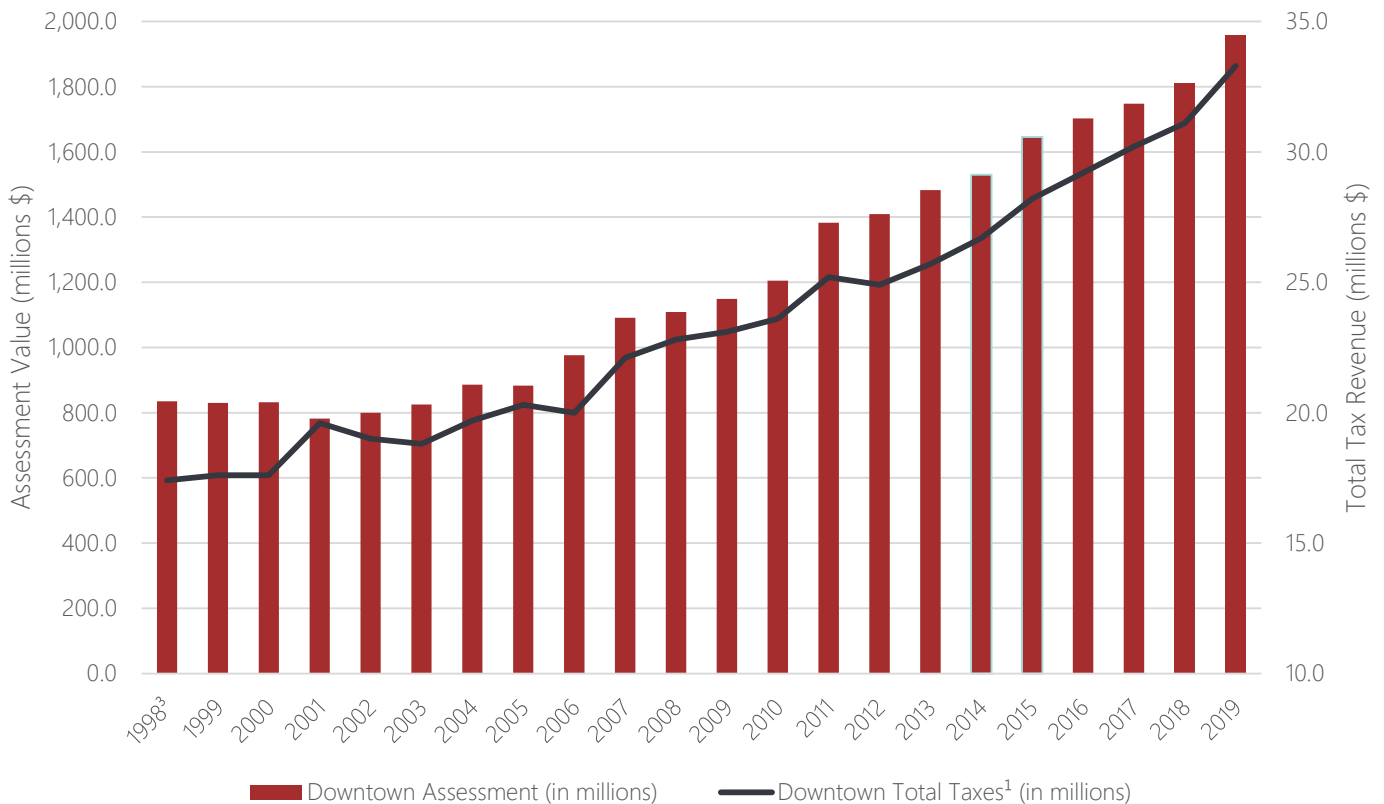


# Assessment Value

The downtown as defined by the Official Plan downtown boundary is only 0.2% of the city's total land area and generated 5.4% and 5.5% of the city's property tax revenues in 2018 and 2019. Downtown property tax revenue rose to \$33.3 million in 2019, \$10 million more than in 2009.



Downtown Assessment Value and Taxes, 1998 - 2019



# Development

## Building Permits & Construction Value

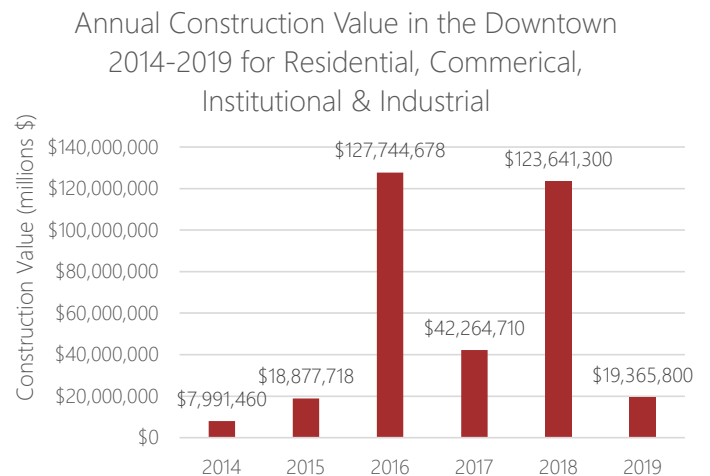
In 2018, there were 112 building permits issued in the downtown, with an approximate construction value of \$123 million. In 2019, there were 140 building permits issued with a total estimated value of just over \$19 million. The difference in value can be explained by two large developments in 2018; new apartment buildings at 40 York Street and 515 Richmond Street. Map 1 in Appendix B illustrates the location of downtown building permits in 2018 and 2019.

Table 2 in Appendix C summarizes the downtown building permits and construction value from 2014 to 2019 for residential, commercial, institutional, and industrial construction. Over 642 permits were issued during this period, totalling almost \$340 million in construction value. Over the past six years, commercial and residential construction have been the most dominant types of construction in downtown and have had the highest values of just over \$109 million and \$175.5 million respectively. The graph to the right illustrates annual construction values in the downtown 2014-2019.

## Proposed Downtown Development

In 2020 and beyond, a potential 1854 new residential units could be added to the downtown core, as follows:

- 108 Fullarton/475-501 Talbot Street/93-95 Dundas Street (652 units)
- 131 King Street (266 units)
- 661 Talbot Street (236 units)
- 195 Dundas Street (700 units)



The construction value of downtown **building permits** issued in 2018 & 2019 was over **\$143 million**.



## New Development, Additions, Alterations & Installations

There were two new major projects either started or completed in 2018 and 2019 equalling approximately \$100 million in investment. There were also many additions, alterations and installations totalling over \$24.3 million in 2018 and over \$19.3 million in 2019.

The two major projects were:

- “Riverwalk”, a new 245-unit new apartment building at 40 York Street (Tricar) continued in 2018, with a construction value of \$60 million.
- In 2018, construction started on “One Richmond Row”, a new 175-unit apartment building at 515 Richmond Street (Old Oak Properties) with a construction value of \$39.3 million.



Photo: City of London

Since 1998, over **2400** residential units have been built, with a total construction value of over **\$338 million.**

# Financial Incentive Programs

## City of London Programs

In 2018, there were four active financial incentive programs provided through the Downtown Community Improvement Plan (CIP) - Upgrade to Building Code Loan, Façade Improvement Loan, Downtown Rehabilitation and Redevelopment Grant, and Residential Development Charges Grant. The Heritage Community Improvement Plan (CIP) also provided one program for downtown properties - the Heritage CIP Grant. In July 2019, the Façade Up-Lighting Grant was added to the slate of Downtown CIP programs.

For all programs, in 2018 and 2019, for every \$1 in loan funding \$2.70 in private sector investment was invested. During the same period, almost \$1.2 million in private-sector investment was leveraged through Upgrade to Building Code and Façade Improvement Loan funding, and for every \$1 of public investment in the DC Grant Program, \$15.50 in private investment was leveraged. Table 4 in Appendix C provides a summary of these programs from 2000 to 2019.

### Upgrade to Building Code Loan

Interest-free and partially-forgivable loan for eligible building upgrades.

2018: \$603,743 issued

2019: \$448,697 issued

### Façade Improvement Loan

Interest-free and partially forgivable loan for eligible exterior façade and eligible exterior building face improvements.

2018: \$137,717 issued

2019: \$50,000 issued

### Façade Up-lighting Grant **NEW**

Grant to install up-lighting to showcase a building's façade design and architectural features.

2019: Program approved; no funding issued to date.

### Heritage Community Improvement Plan (CIP) Grant **NEW**

Grant for improvements to properties designated under Part IV of the Ontario Heritage Act. The City of London administers the Heritage CIP Grant and the London Endowment for Heritage Fund through the London Community Foundation.

### Rehabilitation & Redevelopment Grant

Annual grant to offset the tax increase resulting from a rehabilitation and/or redevelopment project.

Table 5 in Appendix C provides a summary of the program from 2000-2019.

2018: \$193,823 issued

2019: \$173,748 issued

### Residential Development Charges Grant

Grant for residential development charges. At the beginning of 2018, this program was changed to require development charges to be paid up-front and build the project before any grant funding is issued. In 2018 and 2019, for every \$1 of public investment in the DC Grant Program, \$15.50 in private investment was leveraged.

2018: grants issued under former program: \$6.4 million (\$3.8 M for 32-40 York Street (Tricar); \$2.6 M for 515 Richmond Street (Old Oak).

2019: no funding issued.





Photo: City of London

## **Downtown London Mainstreet Programs**

Downtown London provides two programs to their members.

### **About Face Grant Program**

Grant for eligible property owners to improve the “face” of their building

2018: \$79,520 issued

2019: \$191,640 issued

### **Tenant Improvement Loan**

Interest-free loan for eligible businesses and/or property owners to complete tenant improvements

2018: \$42,500 issued

2019: no funding issued

In 2018/2019, every **\$1** of public investment in the DC Grant Program leveraged **\$15.50** in private investment.

# Heritage

## Heritage Designations

The Downtown Heritage Conservation District (HCD) came into force and effect on June 27, 2013. Within the HCD and Official Plan Downtown boundaries, there are 352 heritage properties designated under Part V of the Ontario Heritage Act, and 17 properties designated under Parts IV and V of the Ontario Heritage Act.

## Heritage Alterations & Demolitions

In 2018 and 2019 there weren't any properties individually designated under Part IV of the Ontario Heritage Act. During this time, there were 27 Heritage Alteration Permits approved each year, and 1 demolition request for a Heritage Designated property at 123 Queens Avenue (approved by City Council with terms and conditions).

Map 2 in Appendix B illustrates the location of Heritage Alteration Permits approved in 2018 and 2019, and London Heritage Awards granted in 2018 and 2019.

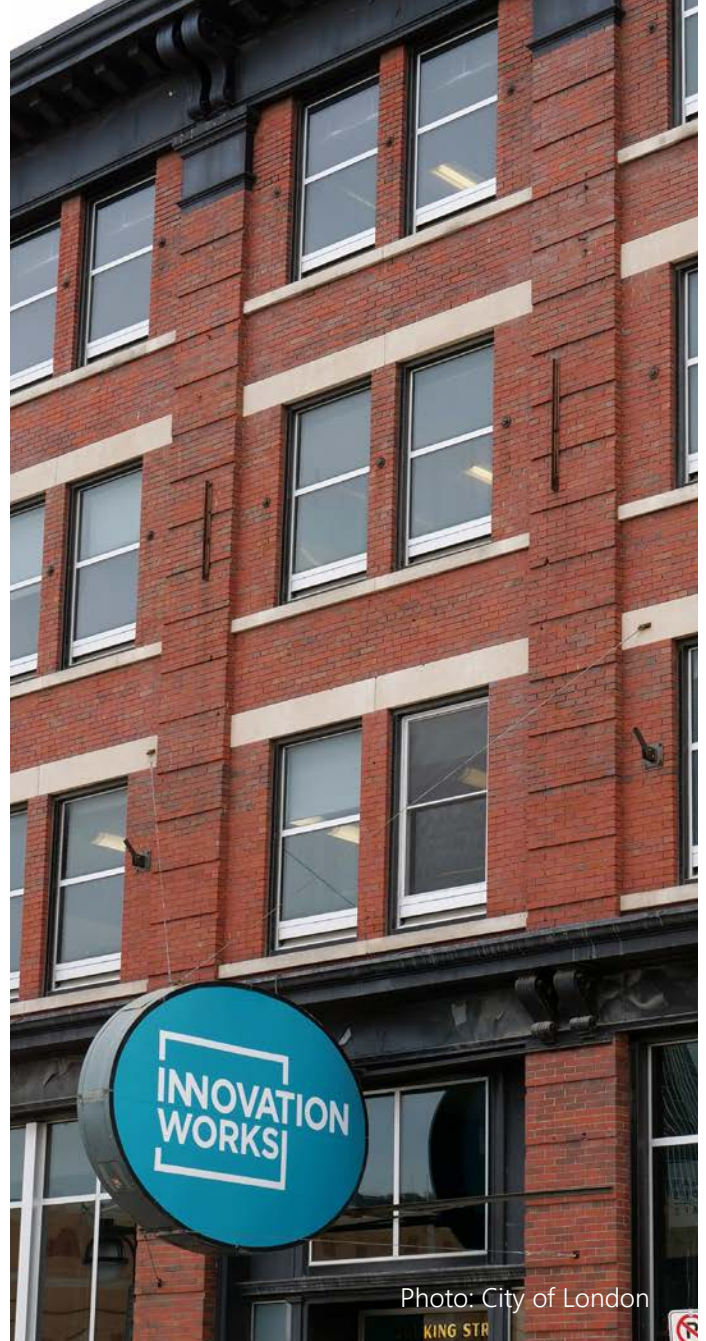


Photo: City of London

In 2018 and 2019, there were **27 Heritage Alteration Permits** approved each year, and 1 demolition request for a Heritage Designated property approved by City Council.



## London Heritage Awards **NEW**

The London Heritage Awards are given out each year by Architectural Conservancy Ontario (ACO) – London Region and the Heritage London Foundation in recognition of outstanding leadership excellence in heritage conservation across the London region. This awards program recognizes individuals and organizations from the private and public sectors who demonstrate an extraordinary commitment to the conservation of London's built heritage.

### 2018 London Heritage Awards

- Garvey Block at 201 King Street which houses Innovation Works and Pillar Non-Profit Network
- Granger McMahan Block at 186 York Street which housed Design House London

### 2019 London Heritage Awards

- Info-Tech Building at 345 Ridout Street North
- The London Music Hall of Fame at 182 Dundas Street



Photo: City of London



# Public Realm & Infrastructure Improvements

The public realm in the downtown consists of public spaces and streetscapes. There continues to be significant public investment in the public realm, including improvements to underground infrastructure. Other priorities are addressing accessibility and connecting surrounding residential neighbourhoods and commercial areas with the downtown. Both items are addressed in a number of ways.

## Dundas Place

Dundas Place is the first Transformational Project in “Our Move Forward, London’s Downtown Plan”. The project was completed over two phases from 2018 to 2019. The \$16 million two-year infrastructure project not only upgraded the infrastructure below ground, but also transformed this portion of a main downtown street into a “flex” street - a distinctly designed street shared by pedestrians, cyclists, and motorists with pedestrian-friendly spaces for people to gather for festivals, events, and community activations. Planters were added along Dundas Street in the fall and winter of 2019.

Keys to the successful implementation of the Dundas Place project were the establishment of project-specific communications (including the website, logo (“Community at its core”), on-site directional and informational signage), and the staff team dedicated to the project which provided an accessible point of contact for businesses, visitors, and residents.

Three major events were held on Dundas Place in 2019 - the JUNOs, the transformation of Dundas Place into Jurassic Park to showcase the NBA finals with the Toronto Raptors, and Canada Day London. These events are described in more detail in the Arts & Culture section of this report.

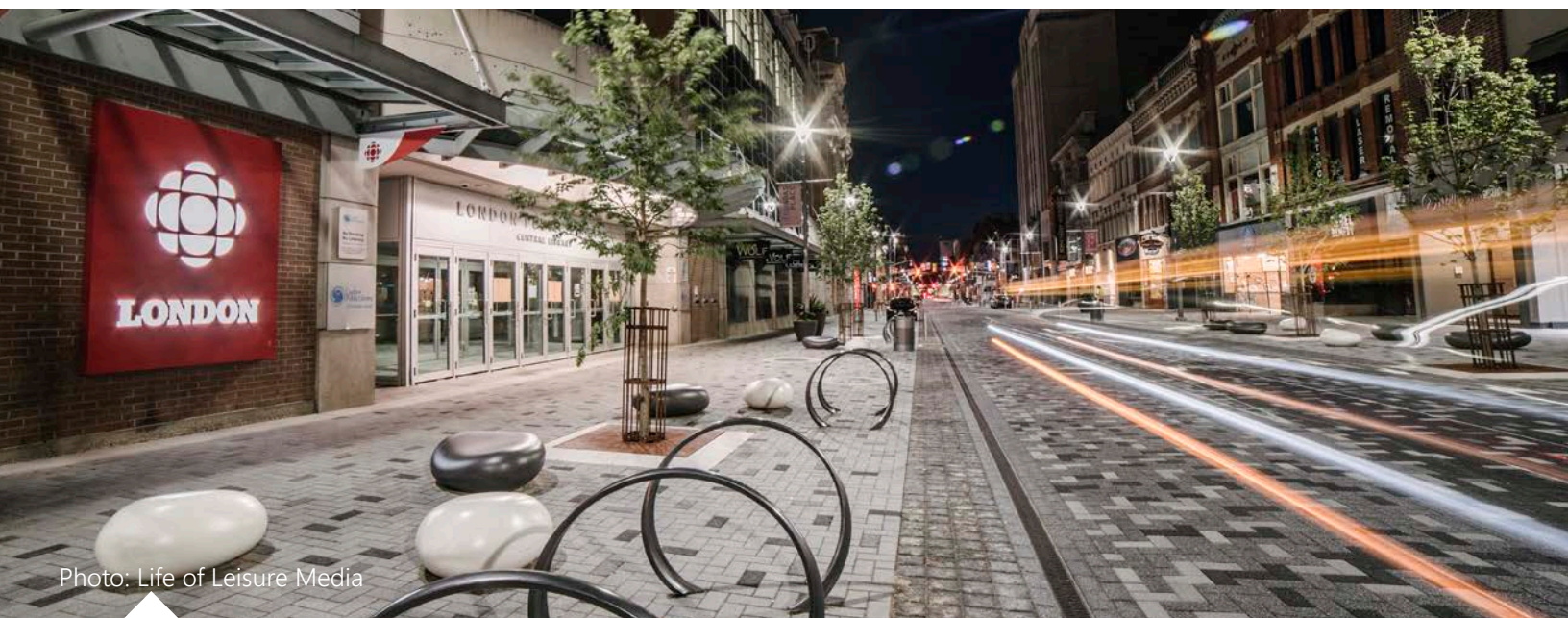


Photo: Life of Leisure Media





Photo: City of London

### **Heartstring Gateway (formerly Artisan’s Alley)**

The alleyway was transformed using vibrant graffiti art on buildings and strings of lights bulbs overhead. The Downtown London BIA funded the project and partnered with London Arts Council to host numerous activations in the space including jam sessions with musicians. Since the revitalization, the alley has become a popular photography destination. This project won an International Downtown Association (IDA) Award in 2019.

### **Back to the River**

The Back to the River project is a community-led initiative by London Community Foundation in partnership with the City of London and Upper Thames River Conservation Authority (UTRCA) to refocus public and private investment on the riverfront to stimulate economic development, create a strong sense of place and identity, connect London to the Thames River, and revitalize the core. The One River Environmental Assessment (EA) was completed in 2019.

The transformation of Artisan’s Alley into Heartstring Gateway won an **International Downtown Association (IDA) Award** in 2019.

## **London Area Wireless Network (LAWN)**

In 2011, London Area Wireless Network (LAWN) was initiated to provide free outdoor public Wi-Fi zone in London's downtown. This pilot project expanded to become one of Canada's largest free outdoor Wi-Fi hot spots. Investment in equipment and installation for LAWN was provided by Downtown London and the City of London, with ongoing operation costs funded by Downtown London. As of June 2019, the LAWN was discontinued. However, free public Wi-Fi is still available in a number of locations in the downtown including Covent Garden Market, London Public Library (Central Branch), City Hall, and a number of businesses.

## **York/Wellington Civic Space**

In 2019, a new civic space was constructed at the north east corner of York Street & Wellington Street. It was funded with AMO Main Street Revitalization Funds and had a construction value of \$291,000.

## **Core Sewer Separation Program**

This 10-year program was started in 2018 to improve water quality of the Thames River and reduce flows to the Greenway sewer treatment plant by gradually replacing combined sewers with separated sewers. Where possible, replacement of underground utilities such as London Hydro and communications companies, and above-ground work like new sidewalks, streetlights, and overall streetscaping will also be installed. In 2018, York Street from the Thames River to Talbot Street was completed. In 2019, Talbot Street to Clarence Street (including Talbot Street between King Street and the train tracks/York Street) and York Street between Talbot Street and Clarence Street was completed.



Photo: City of London



## Cycle Track

In 2019, London installed its first cycle track with transit islands on King Street, from Ridout to Colborne. This temporary cycle track project was in response to the need for a safe and comfortable route to travel across downtown, particularly during upcoming right-of-way construction.

## York Street Gateway

This project was inspired by Transformational Project #9 in Our Move Forward, to provide a city gateway project at the train station to welcome people to London. In 2019, unique lighting and paving was installed in front of the train station on York Street.

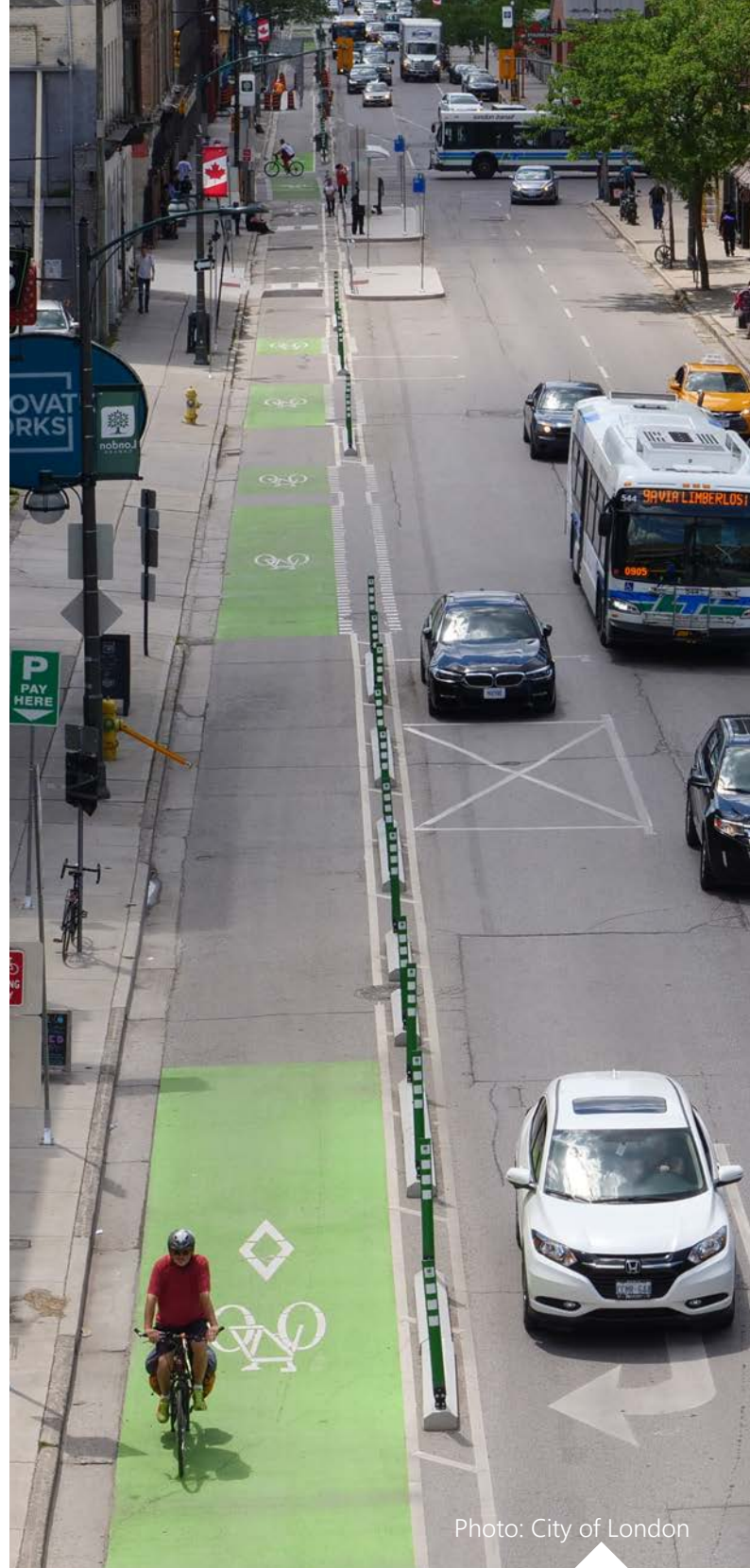


Photo: City of London



# Employment & Business



Photo: Fanshawe College



# Employment

One of the keys to a strong and resilient Downtown is to attract and retain people to work in the core, and encourage them to support local businesses, destinations, arts and culture. Employment can include full-time, part-time and seasonal employment in office, retail, industrial, institutional, cultural, and other types of businesses.

## Downtown Labour Force

Recent data estimated that over 39,389 people are employed in Downtown within the Official Plan boundary – this is 19% of all people employed in the overall city. Of the 4,971 people who live in the downtown, 3,500 are employed (76%).

## Downtown Businesses employing over 100 people

The London Economic Development Corporation (LEDC) categorizes large businesses as those which have 200+ employees. There were 15 large employers in Downtown in 2018 and 2019, including The City of London, TD Canada Trust, Canada Life, Libro Credit Union, London Public Library, Autodata Solutions, and IBM Canada. There were 13 businesses which employed between 100 and 200 people in Downtown London including Escalent, Intact Insurance, Century 21 First Media and Cineplex Digital Media.



Photo: City of London

**19%** of London's daytime workers work Downtown, amounting to over **39,000 people**.



## Education Sector

The number of students and faculty continues to grow in the downtown with Fanshawe College, Western University Continuing Studies, and private colleges.

### Fanshawe College – Downtown Campus

The second building of Fanshawe College's Downtown Campus was opened in 2018. The \$66 million project transformed London's 19th century Kingsmill's Department Store into a 10,600 square-metre building housing the School of Information Technology and the School of Tourism, Hospitality and Culinary Arts. In 2018 and 2019, Fanshawe College's Downtown Campus ran 8 programs in the School for Digital & Performing Arts, 18 in the School for Hospitality, Tourism & Culinary Arts, and 16 in the School of Information Technology. These encompass diploma, certificate, and apprenticeship programs. In 2018, The Chef's Table teaching restaurant opened; it is open to the public and takes advantage of being located on Dundas Place. In 2019, the Interactive Media Design Program won a national award for program excellence from Colleges & Institutes Canada. As of the end of 2019, the Fanshawe College Downtown Campus had 250 staff and faculty members, and over 3,300 students.

Fanshawe College's Downtown Campus has brought over **3,300** students and **250 staff/faculty** into the downtown.

### Western Continuing Studies (WCS) – Citi Plaza

WCS has been located in Citi Plaza since 2001, with a floor space of 945 square metres. This educational facility includes four large classrooms, three seminar rooms, offices, and a reception area. There were 1,498 and 1,504 students in programs at the downtown campus in 2018 and 2019 respectively. WCS offers programs in professional development, post-degree diplomas and personal interest education. WCS is active in the downtown in corporate learning partnerships with several employers and organizations, including Canada Life, Autodata, and Pillar Nonprofit Network.

### CityStudio London **NEW**

In 2018, a new model for innovation and education was established and launched in downtown London at Pillar Nonprofit Network – CityStudio London. London joins other cities across Canada and the world in adopting this model. CityStudio is an innovation hub where city staff, students, faculty and community work together on real-life challenges facing the City of London. CityStudio is a collaboration between the City of London, Brescia University College, Fanshawe College, Huron University Collage, King's University College, Western University, and Pillar Nonprofit Network.

All of the 21 CityStudio project classes were invited to have their in-class session at Innovation Works, and the 400+ student participants are also invited to co-work in the space. The 2019 Hubbub – the CityStudio showcase – was hosted at City Hall and over 200 people attended, including presidents of all post-secondary institutions.

## Information Technology (IT) Sector

In addition to Education, the IT Sector continues to grow in the downtown. The downtown is home to five out of ten fastest-growing companies in the city, summarized below.

- Mobials Inc.: Develops, markets and sells software related to home and vehicle ownership. 1794% increase (2013-2019).
- tbk: Specializes in web design, branding, digital marketing and software solutions. 183% growth
- Digital Echidna: Provides Drupal web design and development. 183% growth
- HR Downloads: Provides online HR resources, including documentation and live support. 124% growth
- Info-Tech Research Group: Specializes in research and advice for IT clients. 100% growth

In 2018, Voices.com, the largest online marketplace for voice over and audio production services in the world, ranked on the list of 500 Canada's Fastest Growing Companies. This was due to a five-year revenue growth of 319%, making it the 5th consecutive year that it has been named to this list. It was also listed as one of Canada's Top Small & Medium Business Employers of 2019.

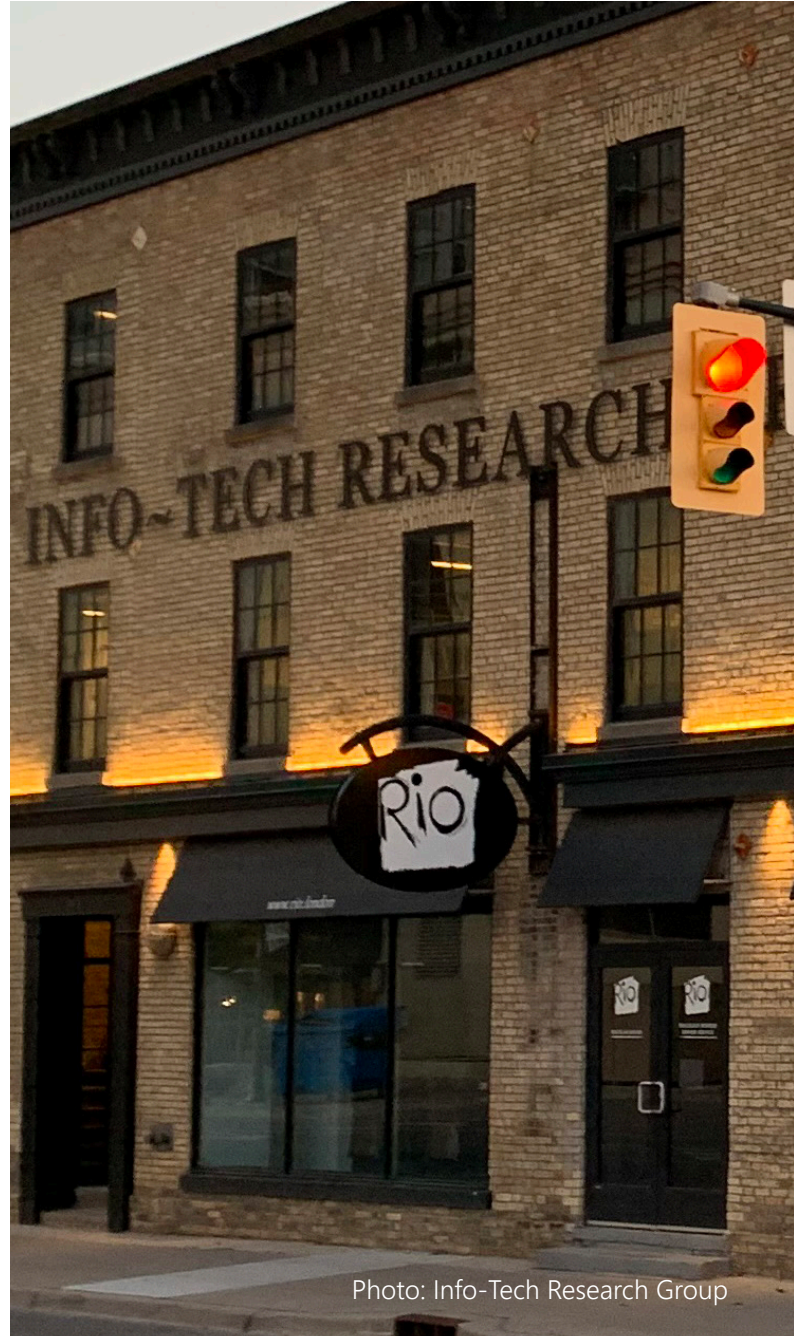


Photo: Info-Tech Research Group

**5 out of 10** of London's  
**fastest-growing**  
businesses are **downtown.**



# New & Expanded Downtown Offices

In April 2018, Big Blue Bubble, an established mobile gaming company, moved into a new studio in downtown London. The much larger new studio increases the company's production capacity. In January 2018, Info-Tech held an open house for its enlarged London office at 345 Ridout Street to show the public the results of the 18-month, \$17 million renovation that transformed an historic building into a state-of-the-art office space. The new office has been built to accommodate 140 staff, and includes 19 meeting rooms and staff amenities. Also, in January 2018, Docket Manager, a fast-growing digital company moved into the 5th floor at 195 Dufferin Avenue.

In spring 2019, London Free Press moved to 210 Dundas Street.

**75%** of the city's  
**total office space**  
is within **downtown.**



Photo: HRdownloads



# Office Supply & Vacancy

## Office Supply

By the fourth quarter in 2019, there was 418,308 square metres (4,502,629 square feet) of office supply, relatively unchanged since 2016 (Table 7 – Appendix C ). In 2019, this represented almost 75% percent of the City office inventory, down slightly from 79% in 2016 and 80% in 2015. The graph below illustrates the total inventory of office space in the downtown, citywide office space vacancy, and percentage of office space in the downtown from 2002 to 2019.

## Office Vacancy

CBRE reported that by the fourth quarter in 2018, the London core vacancy rate was 21.3%; above average for the market’s five-year average of 16.4% and higher than what is considered to be a “healthy” rate of 5-8%.

Although there was no new supply of office space in 2018/2019, commercial construction value in 2018 and 2019 was \$19.8 million and \$18.7 million respectively, indicating that improvements are being made to existing space. This is reflected in the drop in vacancy rate of Class A Office Space from 2018 to 2019 (19.8% to 13.6%).

By the final quarter of 2019, the overall downtown office vacancy rate dropped slightly to 18.4% with more than 9,000 square feet of office space occupied in the fourth quarter, the first positive year-end total since 2015. This left only a few large blocks of available Class A office space in the downtown.

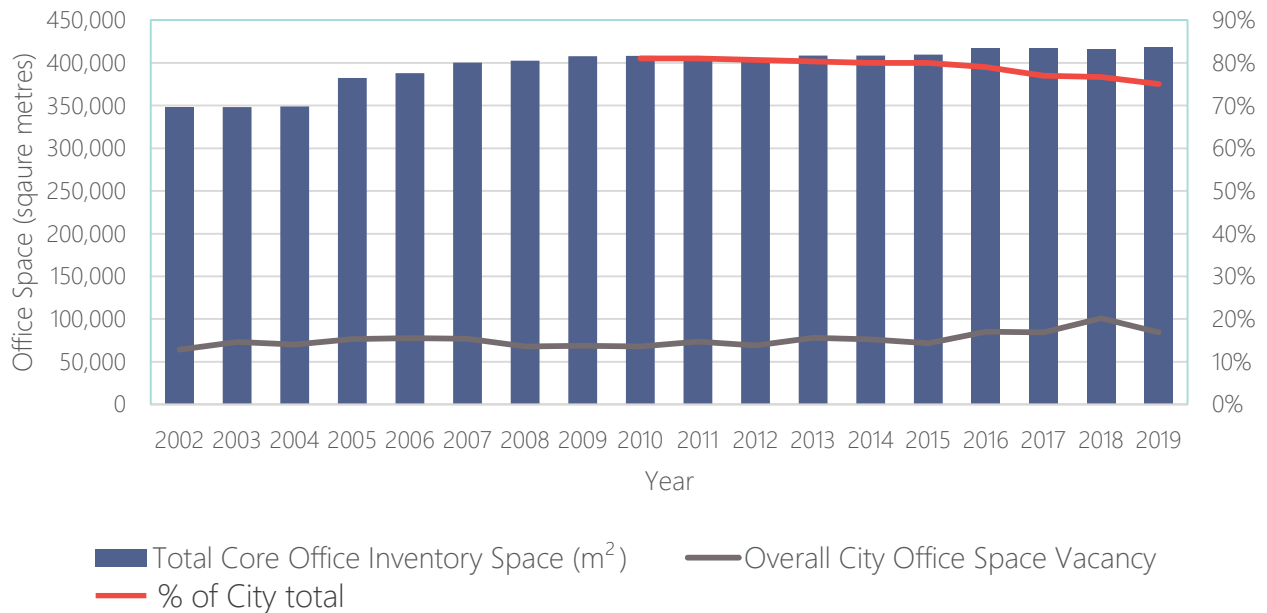
### Classification of Office Space

**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 Space 2002-2019



# Retail Supply & Vacancy

## Canadian Retail Trends

The CBRE 2019 Retail Mid-Year Report states that fitness and food and beverage concepts are a draw for many centres. Consumers are also demanding unique offerings and experience-based concepts.

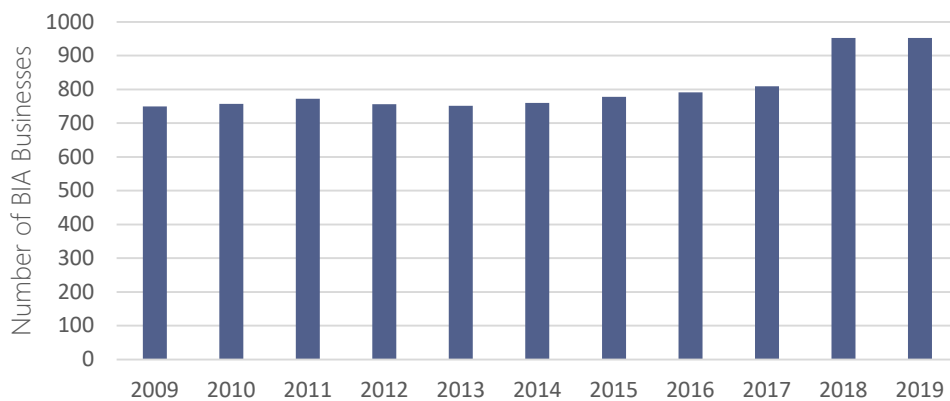
In terms of retail construction activity, mixed-use projects continue to be the dominant form. In urban locations, non-traditional retail offerings such as co-working operators are starting to be anchors for developments. They boost daytime foot traffic and contribute to the diversity of clientele.

## Business Openings & Closings in Downtown London

Business openings and closings fluctuate over time, and are tracked by the Downtown Business Improvement Area (BIA) – Downtown London. They estimate that there are 952 businesses in the BIA and 401 of these are storefront businesses. A total of 21 new businesses opened in 2018 and 2019 within the Downtown BIA boundary, which includes Richmond Row. A total of 12 business closed during the same period. Over these two years, Downtown London estimates that there was a net increase of 9 businesses.

Some of the high-profile tenants that left downtown in 2018 and 2019 include Royal Bank, McDonald's, and Rexall Pharmacy.

Downtown BIA Businesses: Total Businesses  
2009 - 2019



\*Frequency and methods of data collection change over time.

In 2018 and 2019, there was a net increase of **9 new businesses** in the Downtown.

# Downtown London Business Improvement Area (BIA)

The Downtown London BIA is actively involved in Business Retention & Expansion (BR&E) and business attraction initiatives. The BIA's activities supports their members, the success of Downtown businesses, and the health and vibrancy of the downtown. Some of the initiatives completed in 2018 and 2019 include:

- hosting Downtown London Small Business Summit;
- sponsoring members to attend the Ivey Executive Education Program, Understanding Your Consumers (2018 – 4 members; 2019 – 5 members);
- increasing digital presence of businesses through Digital Main Street Program which provided \$2,500 grants and Digital Service Squad services;
- organizing “Cash Mobs” to attract customers into specific businesses to win Downtown Dollars;
- providing funding through financial incentive programs to support businesses in improving their buildings (details are summarized in the Investment section of this report);
- developing plans and materials to attract new businesses to the downtown;
- working with local realtors to match tenants with landlords; success stories include Happiness, DugOut Vintage, and Grace (restaurant);
- providing spring and winter plantings throughout the downtown;
- safety initiatives (e.g. crime cards to help businesses determine who to call for services, worked with City on Core Area Informed Response Programs);
- SuperGuides Program (put promotions outreach team on the streets for activation and member engagement);
- events & campaigns (Downtown Dollars, Holiday Detour, London Arts Live, Free Comic Book Day, #GetDTL campaign, Richmond Row Holiday Market); and,
- collaborating with the City to establish the Dundas Place Manager role.



Photo: Downtown London



# People & Housing



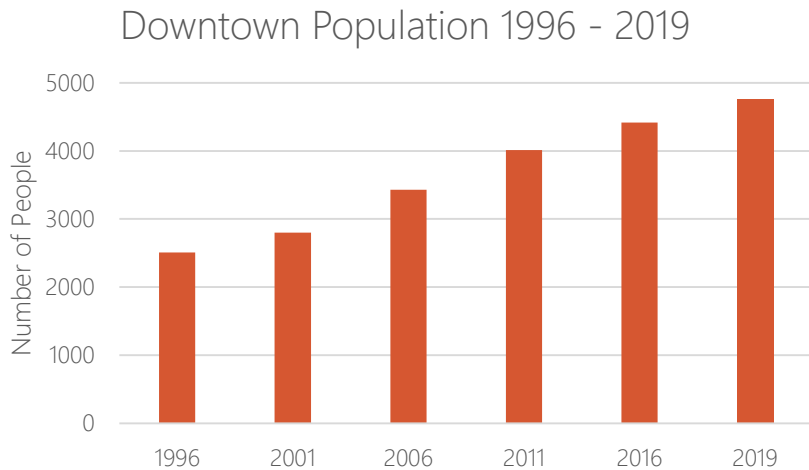
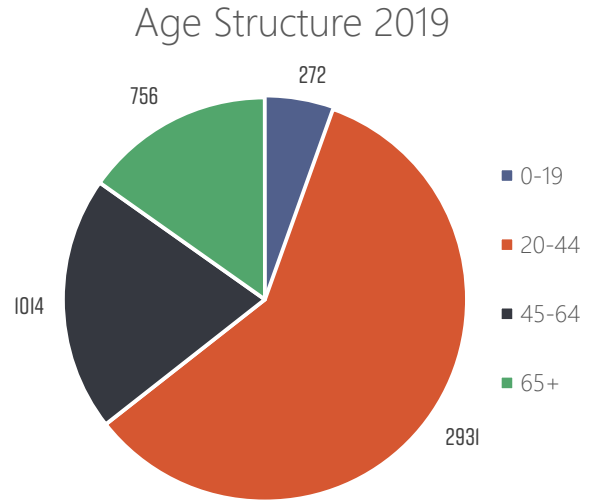
Photo: City of London

# Population

The population in the downtown was approximately 4,761 in 2019, a slight increase from the figure in the 2017 State of the Downtown Report. The age structure of the downtown population is illustrated by the figure to the right, which shows that most downtown residents are in the 20-44 age bracket. The median age of downtown residents is 36 years of age, slightly higher than reported in 2017.

Of the 3,264 downtown households, 59% are 1-person households and 35% are 2-person households.

The chart below illustrates the change in population in the downtown between 1996 and 2019.



Downtown's population has increased **89%** since 1996.



# Housing

There are over 3,260 downtown dwelling units, most of which are high-rise apartments (70.6%). Low-rise apartments (5 floors or less) are the next dominant form of housing at 26.5%. The majority of these units are rented (76%). Development of apartment buildings from 1998 to 2019 is summarized in the graph on page 27.

## 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”.

In 2019, the Housing Development Corporation, London (HDC) released their Strategic Plan for enabling the development of sustainable and affordable housing which targets low- to moderate-income residents. At that time, the need for new affordable rental housing units across the city was estimated at 3,000. Between 2006 and 2019, there were fifty-six (56) affordable housing projects in the City of London, resulting in 1,516 new affordable units.

There are over **3,260 dwelling units** in the downtown. Over **76%** of dwellings in the downtown are rented.



Photo: City of London

The 2016 Census data shows a total of 1,000 low income residents in the downtown; 22.7 % of the area's total population. Between 2006 and 2019, there were ten (10) affordable housing projects in the downtown, adding 232 units of affordable housing with a combined project value of just over \$57.7 million (Appendix C, Table 9).

In 2018 and 2019, affordable housing development in London's downtown include the following three projects, totaling 134 new affordable housing units. These projects have been approved and are in various stages of construction.

- Woodfield Gate at 356 Dundas Street has 66 one-bedroom affordable apartments; 56 are directly supported by Indwell Community Homes and 10 are dedicated to the Canadian Mental Health Association.
- The former Honest Lawyer restaurant, 225-230 Dundas Street, will consist of 33 one-bedroom affordable units. The main floor will be commercial space - these spaces are not yet occupied.
- The Youth Opportunities Unlimited (YOU) "Joan's Place" at 329-331 Richmond Street will include the YOU head office, a wellness hub and support services offered to youth. It will focus on housing dedicated to youth consisting of a mix of one and two-bedroom affordable and market units for a total of 35 units, 13 of which will be accessible units.

Since 2006, there have been an additional nine (9) affordable housing developments very close to the downtown, resulting in 235 affordable housing units.

#### Affordable Housing Developments in the Downtown 2006 to 2019

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
226-230 Dundas Street	2018	33
356 Dundas Street	2018	66
329-331 Richmond Street	2019	35
<b>Total</b>		<b>232</b>

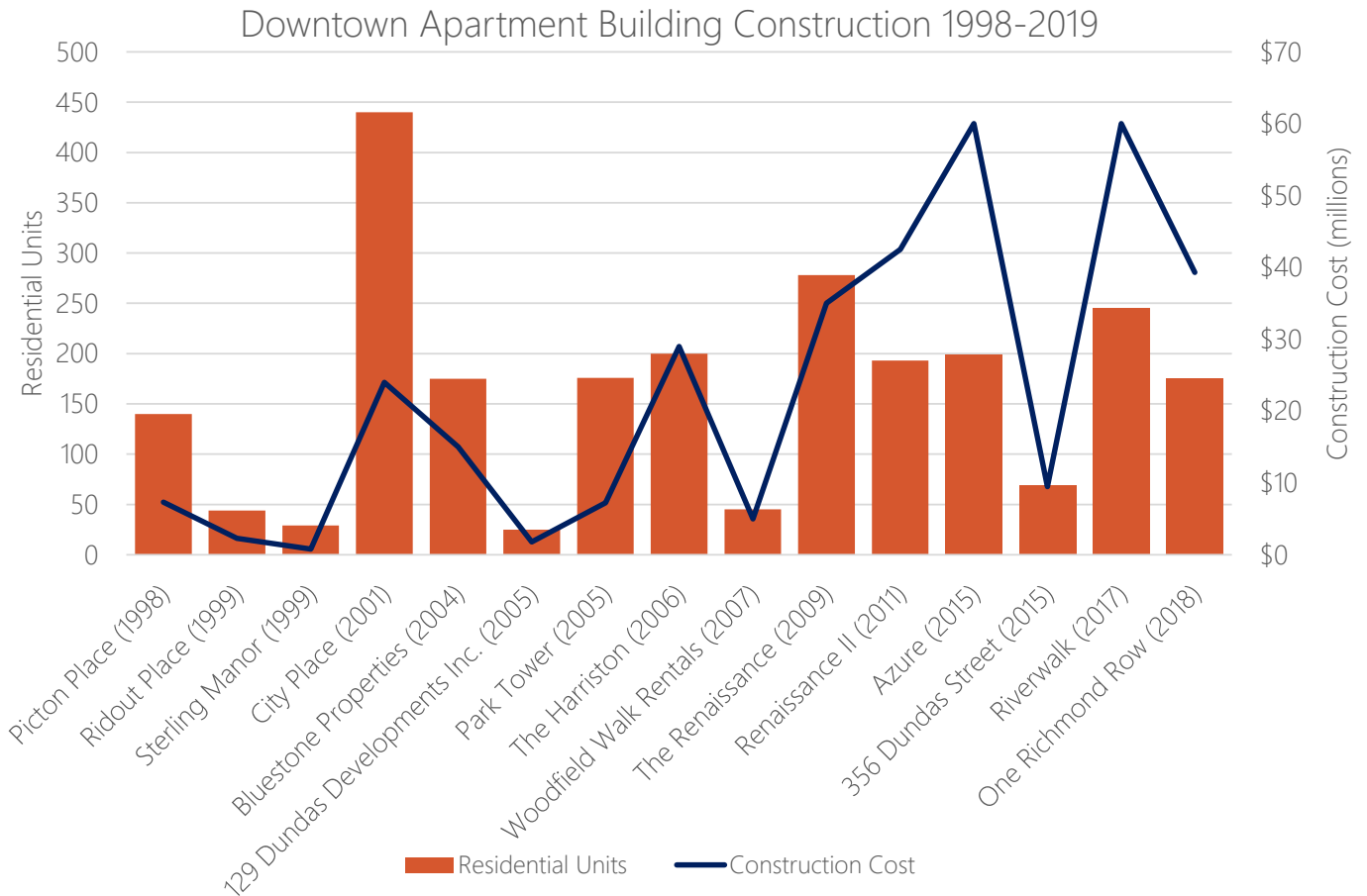
In 2018 & 2019, **134 new affordable housing units** were approved for construction, accounting for **more than half** of all new affordable housing units in the downtown over the past 14 years.



Demand for downtown housing is high, with only a **1.8% vacancy rate** - the lowest in **2 decades**.

### Rental Market

The Canada Mortgage and Housing Corporation (CMHC) reported that the combination of strong population growth and strong real estate market combined to push London's 2019 vacancy for multi-family units (apartments and townhouses) to its lowest level in nearly two decades at 1.8%. This has led to an increase in rent prices; in 2019, the average monthly rent for a two-bedroom unit was \$1,107, a 4.9% increase over 2018. For new units entering the market, the average rent is higher at \$1,213.



# Arts & Culture



Photo: Ryan Bolton



# Destinations

## Budweiser Gardens

Budweiser Gardens opened in 2002 as a public/private partnership. It has a seating capacity of 9,090 for hockey and ice events, and 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 2019 JUNO Awards was the largest individual event in 2018 and 2019. Ticket sales for Budweiser Gardens were 98th worldwide and 7th in Canada (Pollstar Magazine). Budweiser Gardens ranked 3rd in the 2019 Canadian Top Stops Report (VenuesNow) and was awarded Best Teamwork in a Major Arena at the 2019 Canadian Music Week Live Industry Awards.

2018: **122** events, over  
**490,000** attendees

2019: **146** events, over  
**619,000** attendees



Photo: Bill Woodcock



Photo: London Public Library

## Central Library and Wolf Performance Hall

The Central Library is a key destination, providing programs, meeting space, events, public space, and other amenities.

In 2018, The Labs (media lab, creativity lab, recording studio) and the Memory Lab opened to the public. These innovative public spaces provide access to 3D printers, electronics/robotics, professional sewing machines and computers loaded with specialized software like GarageBand and Adobe Creative Suite. The spaces were funded by charitable donations from Canada Life, Bronnenco Construction LTD, BMO and the

Ivey Family. To help preserve London heritage, the Marshall Tea Façade was installed in 2018 beside the entrance to the Ivey Family London Room. Music Mondays was launched in the Rotary Reading Garden in 2019 in partnership with organizations including the London Music Office, CBC London, and Dundas Place, featuring free performances by local musicians.

The Wolf Performance Hall is a fully accessible 369-seat concert hall, theatre, and meeting facility in the Central Library. In 2018 and 2019, attendance was 45,985 and 44,361 respectively.

Library & Wolf Hall Visitors -  
2018: **694,612** visitors  
2019: **717,690** visitors



## Covent Garden Market

The Covent Garden Market is another key destination, providing indoor and outdoor local food, events, entertainment and public space.

In both 2018 and 2019, the market hosted a number of cultural festivals in Market Square which attracted between 1500-2500 people per event per day. The market also hosted a wide variety of community events including the Make-A-Wish Foundation, CIBC Run for the Cure, YMCA Sweat for Strong Kids, and a Children's JUNO event. The market remains a key destination for people who live and work downtown, and for visitors to the city.

2018: **1.4 million** visitors  
2019: **1.42 million** visitors



Photo: Rachael H (Instagram: @helmrach)





Photo: Life of Leisure Media

## Dundas Place

Completed in 2019, Dundas Place is the first Transformational Project in “Our Move Forward, London’s Downtown Plan”. Dundas Place is now a pedestrian-friendly space for people to gather for festivals, events, and community activations.

Over 2018 and 2019, the Dundas Place Manager built relationships and worked with various community groups from across the city.

In March 2019, the JUNO Awards, the largest cultural event in Canada, was the first event held in Dundas Place drawing over 5,000 attendees during the week-long festivities. This was followed in June by the transformation of Dundas Place into Jurassic Park to showcase the NBA finals. The Canada Day London event drew an estimated 50,000 people for 11 hours of programming including 10 main acts, over 100 entertainers, and 34 vendors. There were also a number of other activations in Dundas Place in 2018 and 2019, many in partnership with key downtown stakeholders including Budweiser Gardens, Fanshawe College, and Downtown London.

Dundas Place was completed in 2019. It is the **Number 1 Transformational Project** in “Our Move Forward, London’s Downtown Plan”



## Museum London

Museum London is a non-profit charitable organization and home to over 45,000 regional historical artifacts and an art collection of over 5,000 regional and Canadian works. In 2018, Museum London completed its \$3.2 million Centre at the Forks campaign and opened the renovation overlooking the Forks of the Thames River. The Centre at the Forks has become a space that engages Londoners and visitors through delivering innovative programming. The community has held a wide variety of events and programs in the Centre which has allowed Museum London to expand and enhance its programming.

In 2019, Museum London hosted an unprecedented amount of Indigenous programming in partnership with Indigenous Legacies Project Coordinator, Summer Bressette. The series was designed to connect people to Indigenous people, activate the Kent Monkman

exhibition, and welcome Anishinaabe, Oneida, and Lenape community members. Also, in 2019, Canada Life (formerly London Life) sponsored the Making Art Creating Community Program marking the 17th year of this program.

2018: 82, 707 visitors

2019: 88, 281 visitors

## London Music Hall

For over 10 years, the London Music Hall Entertainment Complex has provided London with entertainment through unique spaces and event experiences. It holds a wide variety of events throughout the year and is a premier venue for many bands touring Southern Ontario. The London Music Hall has four different event spaces; Rum Runners with a capacity of 350; London Music Hall with a capacity of 1704; The Ballroom with a capacity of 125; and, The Rosewood with a capacity of 100.



Photo: Scott Web Photography



Photo: RBC Place

### **RBC Place London (formerly London Convention Centre)**

In 2018, RBC Place London held 301 events which led to an economic impact of \$21.3 million in direct spending. Over 12,135 hotel room nights and 126,995 delegate days were generated as a result. In January 2018, RBC Place was selected as the host venue for a special Federal Cabinet meeting, a first for London. In June 2018, Downtown London and RBC Place London partnered to create Masterpiece London. This two-day event featured artists from several Canadian cities who created unique graffiti murals under the Skyway Bridge on King Street.

In 2019, RBC Place London held 323 events which led to an economic impact of \$18.4 million in direct spending. Over 10,531 hotel room nights and 107,120 delegate days were generated as a result. In March 2019, RBC Place hosted the JUNOs gala dinner and awards for over 1,300 guests including humanitarian award winner David Foster and many Canadian music icons. In the summer of 2019, RBC Place London teamed up with London Arts Council and London Music Office to present Thursday Tune-Ups, a lunch hour music series. It featured musical and visual artists from the local community, and members of the London Food Truck Association. Also in 2019, RBC Place London invested \$3 million into the facility with a new roof and upgraded second floor.

2018: **301** events, 126,995 delegate days.  
Resulted in **\$21.3 million** direct spending

2019: **323** events, 107,120 delegate days.  
Resulted in **\$18.4 million** direct spending



## **Centennial Hall**

In 2018, 79,682 people attended 131 events, which increased to 82,495 people attending 133 events in 2019. Renovation scheduled for the upper lobby of Centennial Hall was delayed.

## **The Grand Theatre**

The Grand Theatre is a not-for-profit regional theatre with two stages: the Spriet Stage with 839 seats, and the McManus Stage with 144 seats. The Theatre employed 323 people during this timeframe including permanent, full-time seasonal, and part-time staff and artists.

2018/2019 season: 241 performances, 104,156 attendees

## **Eldon House**

Eldon House - London's oldest continued residence and the largest existing exhibit of a Victorian era time capsule - is on the edge of downtown at 481 Ridout Street. Key initiatives are focused on education, conservation and community outreach.

Eldon House conducts a variety of events and activities each year including Behind the Ropes Tours, Victorian Christmas, and, the Annual Summer Tea. Other events include themed tours, fundraiser parties, ghost tours, and children's events. Eldon House partners with a variety of organizations with the City being the biggest partner and contributor.

In 2019, over 12,000 people from over 40 countries visited Eldon House.



Photo: The Grand Theatre

# Festivals, Events & Programs

The number of festivals, events, live music, and programming hosted in the downtown continues to increase, and attract people to the downtown. Many of these are a result of collaboration and partnerships between key downtown stakeholders and committed volunteers. Festivals and events hosted in downtown London in 2018 and 2019 included:

- 2018 Country Music Association of Ontario Awards
- 2019 Canadian JUNO Awards (feature on page 38)
- Block Party
- Canada Day
- Downtown Candy Crawl
- Dundas Arts Festival
- Forest City Film Fest
- Forest City London Music Week
- Grickle Grass
- Holiday Detour
- Home County Music & Art Festival (over 50,000 attendees)
- Jurassic Park (feature on page 40)
- Latin American Festival
- London Arts Live (LAL)
- London Comicon
- Masterpiece London
- Fiesta London
- Multicultural Festival
- Movie Night
- Musical Mondays
- New Year's Eve in the Park
- Pride London Festival
- Record Store Day
- Ribfest
- Richmond Row Holiday Market
- Rock the Park
- SunFest (over 215,000 attendees)
- Surprise Music Lunches
- Thursday Tune-Ups
- Wordsfest

Established festivals like the Home County Music & Art Festival and SunFest drew over 50,000 and 215,000 attendees respectively and produced \$5.4 million of economic activity in 2019. The 2019 JUNOs were held largely Downtown, resulting in \$12.5 million of economic impact. In total, 2018 and 2019, over 5.5 million people attended events, festivals, and performances downtown.

In 2018 and 2019, over  
**5.5 million people**  
attended events, festivals, and  
performances downtown.



## **JUNO Awards**

In March 2019, Downtown London welcomed Canada's largest cultural celebration, the JUNO Awards. JUNO Week attracted 37,000 attendees and had a \$12.5+ million economic impact. Downtown took centre stage as 4+ million people tuned into the JUNO Awards broadcast held at Budweiser Gardens. During the JUNOs, more than 100 artists performed across 17 London venues, and 309 participating artists visited London. The 2019 JUNOS produced 3.6 billion media impressions.



Photo: JUNOS

**JUNO Week** attracted  
**37,000 attendees** and had  
a **\$12.5 million** economic  
impact.



Photo: City of London

### **London Arts Live**

Initiated in 2017, London Arts Live is a London Arts Council program that provides unique opportunities for people to engage with live performances and experiences in parks, sidewalks, bike paths, storefronts, public plazas, and even back alleys. In 2019, London Arts Live used 22 downtown venues and employed over 80 artists. London Arts Live encourages people to visit the downtown and helps to develop positive and memorable relationships with the area. The program culturally enriches community spaces and generates economic and promotional benefits for both the artists and the venues.

### **Culture City Youth**

Culture City Youth is a London Arts Council education program that places classes of students across London with an emphasis on sites in the downtown. In 2018 and 2019, 1,200 students received 48 weeks of education through the Culture City Youth program. Students work with professional artists, city and community leaders and social innovators to explore the meaning of culture through visual and performing arts, how culture shapes identity, and the responsibilities of cultural citizenship.

In 2019, **London Arts Live** used **22 downtown venues** and employed over **80 artists**.

In 2018 and 2019, **1,200 students** received **48 weeks of education** through the **Culture City Youth** program.



## Jurassic Park

In June 2019, Dundas Place was transformed into Jurassic Park to provide free viewings of the NBA finals with the Toronto Raptors. Pre-game entertainment kicked off the six viewing events and food trucks were on-site. The events also supported a local cause by asking fans attending the viewings to bring non-perishable food items in support of the London Care Curb Hunger Food Drive. Each viewing brought approximately 5,000 people to the Downtown.



# Public Art

## City of London Public Art and Monuments Program

Opportunities for public art have been created for over a decade through a partnership between the City of London's Culture Office and London Arts Council. The goals of the program are to bolster civic pride, create arts employment, and attract tourism and investment.

### Masterpiece London

Masterpiece London In June 2018, Downtown London and RBC Place London partnered to create Masterpiece London. This two-day event featured artists from several Canadian cities to create graffiti murals under the Skyway Bridge on King Street, shown in the image below.

### Traffic Box Signal Wrap Public Art

Selected traffic signal boxes at intersections within the downtown area have been wrapped with a vinyl print copy of artworks by local professional artists, bringing colour and local art to the downtown. From 2018 to 2019, 8 traffic signal boxes in the downtown area were selected and wrapped in original artwork printed on vinyl (Central & Talbot, Central & Wellington, Dundas & Waterloo, York & Ridout, Dufferin & Wellington, Central & Wellington, Central & Talbot, York & Talbot).

### Storm Water Catch Basin Public Art

This project uses public art to educate Londoners about the need for environmental stewardship and responsibility. Three local professional artists created artworks around storm water catch basins in the downtown area – specifically at the Forks of the Thames splash pad. The message is simple: "What goes down the drain, ends up in our river".

### Conservation Activity

In 2019, conservation activity occurred for five outdoor sculptures in Downtown London:

- The Kiwanis Bandshell Memorial Sculpture;
- The Art Wall, also known as Communicate;
- The Red Oak;
- Royal Artillery Boer War Memorial; and,
- Release.



Photo: City of London



# Mobility & Connections



Photo: Nicole Osborne

# Active Transportation

## Walking

Walk Score measures the overall walkability of an area, and scores are based on proximity to amenities. Walk Score also measures pedestrian friendliness of an area by analyzing population density and road metrics like road length and intersection density. Using the Walk Score measure, downtown London scores 93 which is described as a Walker's Paradise. The city's average Walk Score is 49 (Car-Dependent). The 241.7 meters of pathways and 21.5 kilometers of sidewalks in the downtown, relatively short blocks, and compact nature of downtown are some of the reasons for the high downtown Walk Score. For downtown residents, walking is the most dominant method of travel at 36.5%. The table below summarizes and provides a brief description for each Walk Score Category.

## 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 2019, pedestrian counts were taken during afternoon peak hours at two intersections - Clarence & King and Wellington & King. The table below summarizes the pedestrian count information for these two intersections in 2017 and 2019. There was a slight increase in pedestrian traffic at the Wellington & King intersection and a slight decrease at the Clarence & King intersection. The variations in data from year-to-year can be explained by downtown construction projects which result in detours and therefore, variations in where people are able to walk downtown.

Intersection	Movements	
	2017	2019
Clarence & King	820	757
Wellington & King	690	853

**853 people** walked through the **Wellington & King intersection** during peak afternoon hours.



## Cycling

In 2016, Council approved the London ON Bikes Cycling Master Plan. The Plan identifies a variety of cycling initiatives including new infrastructure, polices and supportive programs. Cycling highlights from 2018 and 2019 include:

- There are now 525 short- and long-term bicycle parking spaces on public property downtown; an increase of 5% from 2017.
- In the winter of 2018, the City piloted plowing the Central Library bike parking corral. It has since been removed from Dundas Place and will be relocated elsewhere downtown.
- In 2018, London's fourth bike fix-it station was installed outside City Hall.
- In the summers of 2018 and 2019, the City worked with Home County festival organizers and the London Bicycle Café to provide bike racks for their valet bike parking.
- In 2019, London installed its first cycle track with transit islands, on King Street from Ridout to Colborne. It is a temporary project to create a safe east-west connection during extensive downtown construction.



Photo: City of London

There are **525 bicycle parking** spaces downtown.

# Public Transit

## London Transit Commission (LTC)

There are 35 active LTC stops within the downtown. The table below summarizes the boardings (people getting on the bus) and alightings (people getting off the bus) at LTC stops in the downtown and the percentage of these boardings and alightings for the entire city.

In 2019, London Transit had 11,875 daily weekday boardings originating from 35 active transit stops within the downtown. This represents 14% of the overall boardings in the city. One reason for the increases seen in 2019 could be the major route restructuring, resulting in a greater number of buses and therefore more passengers being routed into the core.

Year	Boardings		Alightings		% of overall Boardings & Alightings
	Weekday	Weekend	Weekday	Weekend	
2018	9,200		8,675	3,500	13%
2019	11,875	5,400	11,750	5,450	14%

## Bus Rapid Transit

The Rapid Transit Environmental Assessment was approved by Council on July 25, 2017. A downtown multi-modal transportation hub is a key component of the proposed network and funding has been secured from senior levels of government. The City is moving forward with three components of the rapid transit plan: the Downtown Loop, East London Link and Wellington Gateway. Each project will ease congestion, improve safety and efficiency, and address aging sewers and underground infrastructure.

The Downtown Loop will frame Dundas Place, running buses along Queens Avenue, King Street, Ridout Street, and Wellington Street. It is scheduled for phased construction from 2021 to 2023. The Downtown Loop will feature transit-only lanes in addition to regular vehicle traffic lanes, improving the efficiency of travel through the downtown. Five rapid transit stops will be added (King & Wellington, King & Talbot, Queens & Clarence, Queens & Talbot). The project also includes road reconstruction, tree planting, boulevard enhancements, new street lights, traffic signal upgrades, and repair and replacement of aging watermain and storm and sanitary sewers.

In 2019, London Transit had **11,875 daily weekday boardings** originating from **35 active transit stops** within the downtown. This represents **14%** of the overall.



# Inter-City Transportation

## Inter-Community Bus Transit Service

In December 2019, it was announced that a new, fully accessible bus transit service connecting southwestern communities will launch three routes in April 2020. The London route will have multiple daily trips connecting the city to Sarnia, StrathroyCardoc, Mount Brydges, and Komoka. This will enable people to get to and from London in a convenient and affordable manner, open new employment opportunities, and support local tourism. The London company, Voyago, will be the transit operator. The program is funded by the Government of Ontario through the Ontario Community Transportation Grant Program.

Due to declining ridership, Greyhound made significant changes to routes in northern Ontario but continued to operate in Southern Ontario, and the Toronto-London-Windsor-Detroit route remained unchanged. Passenger information for 2018 and 2019 was not available.

## VIA Rail

Downtown is home to the London VIA Rail station, which is a major hub for passengers in Southwestern Ontario. In 2018, VIA Rail celebrated its 40th anniversary. The Toronto-London-Sarnia-Windsor VIA Rail Corridor saw 1,081,867 passengers in 2018 and 1,100,210 passengers in 2019.

## 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. High Speed Rail would create opportunities for regional development, shape transportation planning in cities and towns throughout the corridor, and improve interconnectivity and mobility options across Southwestern Ontario. In 2019, the Provincial government paused all capital funding for a proposed high-speed rail corridor from Toronto to Windsor.



Photo: City of London

# Auto

## Auto Traffic Volumes

Based on growth factors, the estimated total daily traffic volumes into the downtown are: 52,000 vehicles from the north, 43,000 vehicles from the east, 54,000 vehicles from the south, and 42,000 vehicles from the west.

## Car Sharing

The Downtown has three car sharing programs available:

- Communauto (formerly Community CarShare) with five locations in the city, three of which are in the downtown.
- Regional Rideshare, a free service that matches potential carpoolers.
- ZipCar with two locations in the city.

## 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. In summary, there is a total of 15,436 parking spaces in the downtown and 9,897 of these spaces (64%) are available for public parking. The City owns and/or controls a total of 3,241 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 London Covent Garden Market Corporation and RBC Place London.

In 2018 and 2019, following recommendations from the Downtown Parking Strategy, Staff investigated the feasibility of developing a 300-space parking garage in the downtown.

The City has 146 commercial boulevard parking agreements in place of which 28 agreements are located in the downtown core area. The City charges an annual rental fee for the use of the boulevard at a rate of \$4.80 per square foot of land area in the downtown core. This resulted in a revenue of \$126,486.81 in 2019.

There are **15,436 parking spaces** in the downtown, including 9,867 available to the general public.



# Policies & Initiatives



Photo: City of London



# Municipal Policies & Initiatives

The following section summarizes municipal initiatives that were started and/or completed in 2018 and 2019 to support the downtown.

## Core Area Steering Committee

This Committee first met in January 2017 and includes members at the Senior Leadership Team (SLT) level. The purpose of the Committee is to discuss and provide direction for core area projects across Service Areas of the Corporation. A Core Area Coordinating Team was also established through CASC to implement and operationalize the direction of the CASC. Items reviewed during 2018 and 2019 included:

- Dundas Place (hiring of the Dundas Place Manager, location and construction of the Dundas Place field house, operating the space);
- 2019 JUNO Awards coordination;
- creation of a public space on the northeast corner of Wellington Street and York Street;
- Core Area Action Plan and its implementation;
- initial organization of the Coordinated Informed Response;
- Downtown small scale projects 2019; and,
- Market Lane retrofit.

## Coordinated Informed Response

This initiative brings together representatives from the London Police Service, London Cares, and numerous City Services to develop and implement a compassionate response to mental health, addiction, and homelessness in a coordinated fashion.

In 2018, several service areas within the City of London and partner organizations launched a 16-week pilot program to gather information and understand needs. Based on the pilot program, the Coordinated Informed Response was extended to be permanent and city-wide. The estimated cost for 2019 activities is \$1.25 million for nine months beginning April 1, 2019.

## Core Area Action Plan

In November 2019, Council received the Core Area Action Plan which outlined 69 actions to address four interconnected areas of need:

1. People struggling with homelessness and health issues need help;
2. People need to feel safe and secure;
3. Businesses need an environment that allows them to be successful; and,
4. The core area needs to attract more people.

A number of activities were completed and/or initiated in 2019, outlined in the Core Area Action Plan – 2020 Progress Update report. Key initiatives include:

- Housing Stability Week;
- doubling foot patrol October 20 – December 1, 2019;
- deploying the Police Command Vehicle in strategic locations 49 times;
- establishing the Downtown Façade Up-Lighting Grant Program;
- Council approval of the Housing Stability Plan in December 2019; and,
- City Studio projects in the fall of 2019 for core-specific issues ranging from surveys on social housing, facade condition assessments, retrofitting buildings on Richmond Row and public safety on streets and parks.



## **Core Area Construction Program**

Initiated in 2018, this initiative brings staff from communications and different divisions of engineering and environmental services together. This group focuses on construction projects in the core area, resulting in greater coordination.

The Core Area Construction Program is ongoing, and focused on Dundas Place, improvements to cycling, Rapid Transit implementation, and the Sewer Separation Program.

## **Communications**

The **Community at its Core** brand and campaign for construction on Dundas Place was created in 2018. The campaign included a construction tool kit for businesses, a new Dundas Place website and blog, biweekly construction update emails to businesses, pop-up activations and community-building activities in partnership with the Downtown London BIA, and business engagement events and meetings. The campaign continued in 2019 for Phase 2 of Dundas Place construction, and is now being used to promote activation and place-making.

The **Connecting Our Future** brand for construction communication was established in 2018 for core area construction projects. The campaign included: construction tool kit for businesses, updated London.ca pages, bi-weekly construction update emails to businesses around the Downtown Sewer Separation Project, radio and advertising campaign in partnership with the Downtown London BIA, events to celebrate grand openings (e.g. King Street Bike Lane grand opening, last brick placed on Dundas Place event, and grand opening of Blackfriars Bridge). The Connecting Our Future brand will be used in 2020.

## **Music, Entertainment and Culture District Study/Music on Patios By-law Amendment**

The goal of this project is to create a more vibrant, active Downtown with a focus on music and culture to help retain a younger population and increase tourism and economic development. The Implementation Plan was developed in 2018 and is ongoing. Progress made to date includes:

- Zoning By-law Amendments to remove regulations prohibiting amplified music, dancing and other forms of entertainment on outdoor patios;
- Amendments to the Sound By-law to address locations and times for sound limits for community events and outdoor patios;
- Outdoor Patio Information Sessions to inform Downtown and Old East Village business owners about the opportunity, process and requirements for these permits;
- Updating the Special Events and Procedures Manual;
- Enhancing programming with a focus on local talent;
- Testing sound mitigation techniques during the 2018 summer festival season;
- Active Programming and Local Talent:
- Increase collaboration amongst downtown stakeholders to leverage investments to promote activity within the downtown;
- Production of a Live Music Venue 101 Guide and a Good Neighbour Guide for owners of bars, restaurants and entertainment venues; and,
- Work to address traffic congestion that results from a large number of patrons leaving events and destinations.

## Victoria Park Secondary Plan

Victoria Park is centrally located in the City of London, adjacent to the downtown. The park is an important feature and central gathering place for events and celebrations of city-wide significance. Victoria Park also provides open space for active and passive recreation. Potential development and inquires regarding development on lands surrounding Victoria Park has warranted the creation of a comprehensive vision and strategy for future growth. The purpose of the Victoria Park Secondary Plan is to establish a policy framework to guide the future of the lands surrounding Victoria Park.

The Secondary Plan will specifically consider how future development and redevelopment will relate to existing buildings, adjacent neighbourhoods, the downtown, and Victoria Park.



Photo: City of London



# Appendices

# Appendix A: Background

## **Downtowns: The heart and economic engine of a city**

The importance of a city's downtown is being increasingly recognized on international and national levels.

There are six main reasons for continuing to support and invest in the downtowns of our, summarized below:

### **1. Downtowns are leading economic drivers for cities.**

Although downtowns are usually small in area compared to the city, they are typically the locations of the most employment opportunities (and diverse employment opportunities), head offices, concentration of office space, and contribute a greater percentage of tax revenue per area than other parts of a city.

### **2. Downtowns are inclusive.**

Downtowns are usually where you see the most diversity, inclusivity and open mindedness in places. Downtowns are concentrations of civic and institutional buildings, and provide accessible public space, transportation, opportunities, and services for everyone.

### **3. Downtowns are vibrant.**

The concentration of both public and private destinations, activities and spaces are a draw for people who live, work, and visit a city. Downtowns are cultural and entertainment hubs, and supporting this aspect of downtown has both economic and cultural benefits.



#### **4. Downtowns have cultural significance.**

Downtowns represent the essence of a city, and are still the first place we take visitors – they are areas that distinguish a city from somewhere else. They are a visual representation of the health and well-being of a community, and a reflection of local culture. Most built heritage and public space in a city is often downtown, creating a unique sense of place and vibrant public realm, both of which attract people and investment.

#### **5. Downtowns can be models of sustainability and resiliency.**

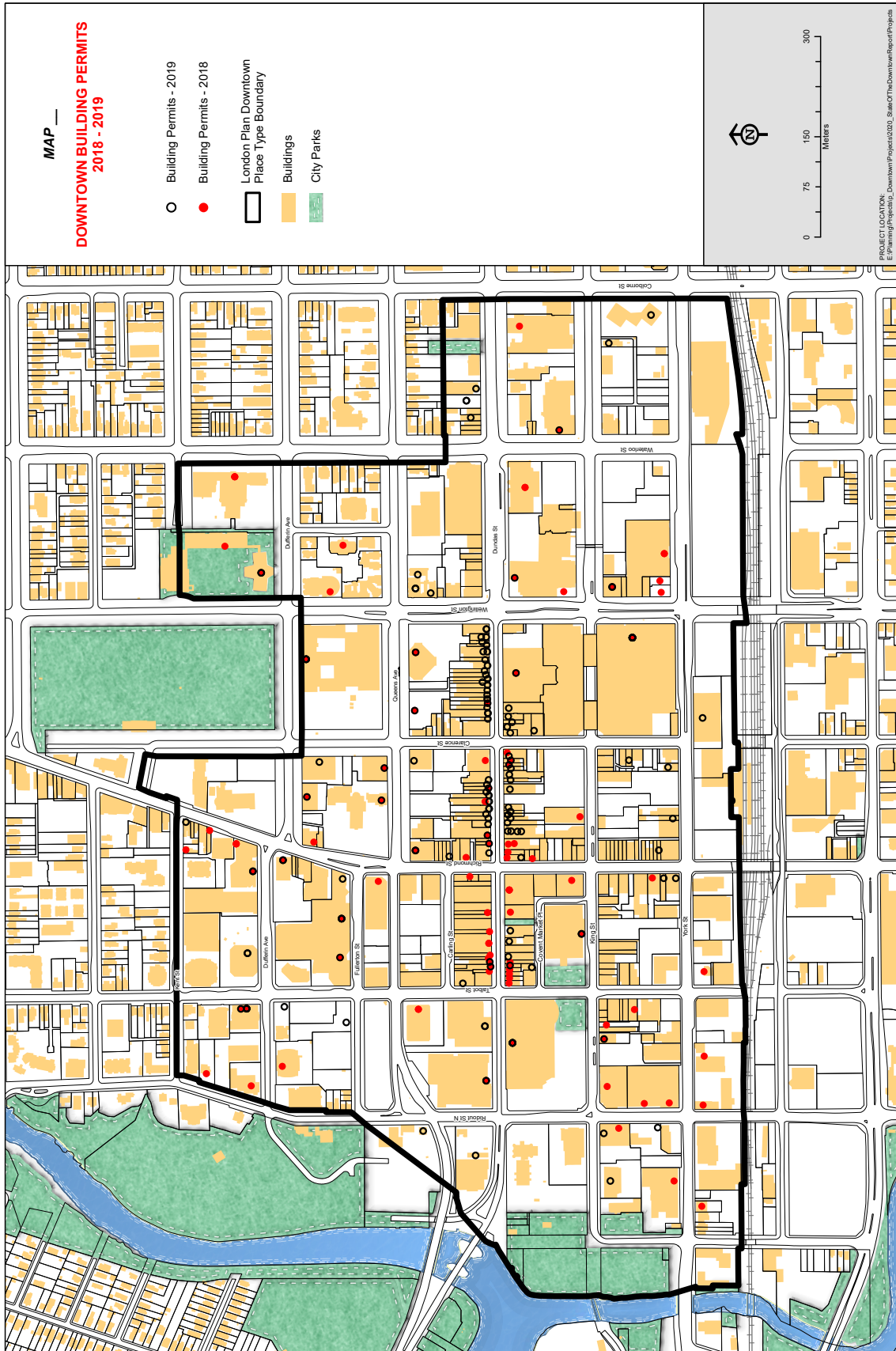
Downtowns are compact, interconnected, dense, diverse, and predominantly mixed use in form. They are surrounded by established neighbourhoods, connected to transportation hubs and tend to provide infrastructure prioritizing pedestrians and cyclists. As they are already serviced by infrastructure and have received investment over the past decades, they are economically and geographically efficient places for growth and redevelopment. They can be models for sustainable development and innovation, providing opportunities to (re)use existing infrastructure and buildings.

#### **6. Downtowns are unique, complex, interconnected systems in which many people, businesses, and organizations play key roles in its growth and change over time.**

Supporting a healthy and vibrant downtown is a long-term and ongoing process, requiring unique approaches, continued commitment, partnerships, resources, innovation and passion.

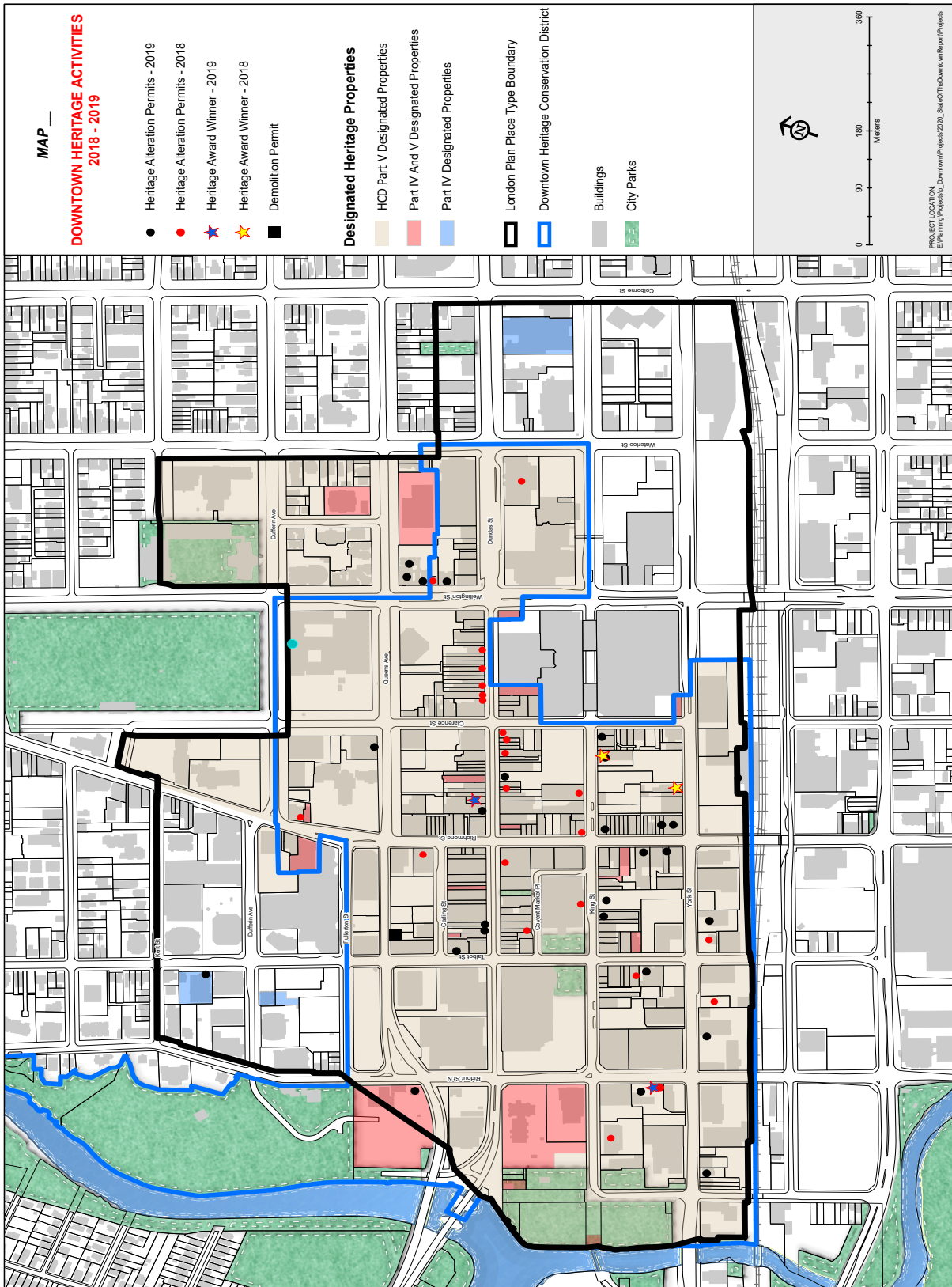
# Appendix B: 2018/2019 Maps

## Map 1: Downtown Building Permits 2018-2019





# Map 2: Downtown Heritage Activities 2018-2019



# Appendix C: Historical Data

**Table 1 - Downtown Taxes as a Proportion of City Taxes  
1998-2019**

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%
<b>2018</b>	<b>1,811.5</b>	<b>31.1</b>	<b>42,768</b>	<b>579.5</b>	<b>5.38%</b>
<b>2019</b>	<b>1,956.8</b>	<b>33.3</b>	<b>44,852</b>	<b>606.5</b>	<b>5.49%</b>

<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.

Source: Taxation and Revenue Division, City of London



**Table 2- Downtown Building Permits & Construction Value 2014 - 2019**

YEAR	Residential		Commercial		Institutional		Industrial		Total Yearly # Permits	Total Yearly Construction Value
	Residential Construction Value	% Total Annual Construction Value	Commercial Construction Value	% Total Annual Construction Value	Institutional Construction Value	% Total Annual Construction Value	Industrial Construction Value	% Total Annual Construction Value		
2014	\$800,000	10.0%	\$7,129,160	89.2%	\$62,300	0.8%	\$0	0.0%	91	\$7,991,460
2015	\$169,548	0.9%	\$18,677,170	98.9%	\$31,000	0.2%	\$0	0.0%	93	\$18,877,718
2016	\$60,124,428	47.1%	\$16,970,250	13.3%	\$50,350,000	39.4%	\$300,000	0.2%	86	\$127,744,678
2017	\$13,439,900	31.8%	\$27,959,110	66.2%	\$725,300	1.7%	\$140,400	0.3%	120	\$42,264,710
2018	\$99,478,700	80.5%	\$19,892,400	16.1%	\$4,270,200	3.5%	\$0	0.0%	112	\$123,641,300
2019	\$489,000	2.5%	\$18,715,300	96.6%	\$161,500	0.8%	\$0	0.0%	140	\$19,365,800
<b>TOTALS:</b>	<b>\$174,501,576</b>		<b>\$109,343,390</b>		<b>\$55,600,300</b>		<b>\$440,400</b>		<b>642</b>	<b>\$339,885,666</b>

Source: City Planning, City of London

**Table 3 - Downtown Residential Apartment Buildings  
Constructed 1998-2019**

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	Woodfield Gate	Yoshi Levie	69	\$9,500,000
2017	32-40 York Street	Riverwalk	Tricar	245	\$60,000,000
2018	515 Richmond Street	One Richmond Row	Old Oak Properties	175	\$39,299,400
			<b>TOTALS:</b>	<b>2433</b>	<b>\$338,696,213</b>

Source: City Planning, City of London

**Table 4 - Downtown Incentive Programs Activity 2000-2019**

YEAR	Upgrade to Building Code (1999) <sup>1</sup>		Forgivable Upgrade to Building Code <sup>2</sup> (2008)		Façade Improvement (1986)		Forgivable Façade Improvement <sup>2</sup> (2008)		Awning, Lighting and Signage Grant <sup>2</sup> (2008)		Non-Street Façade Improvement Loan <sup>2</sup> (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	
2018	5	\$203,349	3	\$400,394	7	\$87,717	1	\$50,000				
2019	0	\$0	6	\$448,697	0	\$0	1	\$50,000				
<b>TOTALS</b>	<b>55</b>	<b>\$1,785,378</b>	<b>48</b>	<b>\$2,304,609</b>	<b>39</b>	<b>\$648,239</b>	<b>22</b>	<b>\$491,772</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

**Upgrade to Building Code Loan** -An interest-free loan for eligible interior building upgrades.

**Façade Improvement Loan** -An interest-free loan for eligible exterior building improvements.

Source: Incentive Program Coordinator, City Planning, City of London



**Table 5 - Downtown Rehabilitation and Redevelopment Grant Program 2000-2019**

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
2018	9	10	\$193,823
2019	7	11	\$173,748
<b>TOTALS:</b>	<b>43</b>	<b>189</b>	<b>\$8,677,130</b>

Program Description - An annual grant to defer tax increases resulting from a rehabilitation and/or redevelopment project.

Source: City Planning, City of London

**Table 6 - Heritage Activity in the Downtown 2016-2019**

YEAR	Heritage Alteration Permits		Ontario Heritage Act Designations		Demolitions	
	#	Notable Examples	#	Address	#	Address
2019	27	131 King Street, 195 Dundas Street, 255 Dufferin Street	0		1	123 Queens Avenue
2018	27	240 Richmond Street, 349 Ridout Street, 333 Richmond Street	0		0	
2017	27	Info Tech, Century Theatre	1	93-95 Dufferin Avenue	2	345-351 Ridout Street North, 3640 York Street
2016	11	Harris Park Pavillion, Museum London, London Music Hall, 4 Covent Market Place	1	King Street Bridge	3	175-181 King Street, 183 King Street, 479-469 Talbot Street

Source: City Planning, City of London

**Table 7 - London Core<sup>1</sup> Office Vacancy Rates 1993-2019**

YEAR	Total Core Office Inventory Space (m <sup>2</sup> )	% 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 Office Space Vacancy	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%	
2018	416,162	77%	21.3%	19.8%	17.5%	46.5%	20.2%	
2019	418,308	75%	18.4%	13.6%	16.3%	48.6%	16.9%	

<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.

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.

Source: CBRE (all the information is not available for all the years)



**Table 8 - 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%	
2018 <sup>2</sup>				data not available
2019 <sup>2</sup>				data not available

<sup>1</sup> CBRE defines the Downtown Core as bounded by Oxford Street, Adelaide Street, York Street, and the Thames River. Numbers include all retail types (e.g. mall and non-mall).

<sup>2</sup> CBRE is no longer collecting retail data for Downtown London.

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

**Table 9 - Affordable Housing Developments in the London Downtown 2006-2019**

YEAR	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	\$411,050	6	6	N/A
2009	225 Dundas Street	Building Conversion	\$635,825	5	5	N/A
2011	332-338 Richmond Street	Building Conversion	\$8,003,721	28	28	N/A
2012	343 Richmond Street	Building Conversion	\$4,256,269	16	16	N/A
2012	189 Dundas Street	Building Conversion	\$2,710,982	11	11	N/A
2013	392 Richmond Street	Building Conversion	\$698,479	7	7	N/A
2018	226-230 Dundas Street	Building Conversion	\$5,169,480	33	33	N/A
2018	356 Dundas Street	Design / Build	\$12,723,187	66	66	N/A
2019	329-331 Richmond Street	Building Conversion	\$19,905,002	35	35	N/A
		TOTALS:	\$57,713,995	232	232	0

Total Project Cost – in millions (includes land costs, construction costs and soft costs (i.e. consulting fees, etc.)  
 Source: City Planning, City of London

**Table 10 - 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
2018	122	490,000	\$262,974
2019	146	619,000	\$339,008
<b>TOTALS:</b>	<b>2350</b>	<b>10,766,657</b>	<b>\$7,486,207</b>

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

Source: Committee Reports, 2009-2018, City of London



**Table 11 - 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	117,361	274	\$17,700,000
2017	112,712	306	\$17,800,000
2018	126,995	300	\$21,300,000
2019	107,120	323	\$18,400,000
<b>TOTALS:</b>	<b>1,213,433</b>	<b>4048</b>	<b>\$216,600,000</b>

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

Source: London Convention Centre Annual Reports

# Bibliography

- Canada Mortgage & Housing Corporation (CMHC) Rental Market Report – London CMA (2019)
- Canadian Urban Institute, The Importance of Investing in Downtowns (2013)
- CBRE 2019 Canadian Retail Mid-Year Report (2020)
- CBRE Market View Quarterly Office Reports (2018, 2019)
- Census of Canada (2016)
- City of London Core Area Action Plan (2010)
- City of London Downtown Heritage Conservation District Plan (2012)
- City of London Downtown London Parking Strategy (2017)
- City of London Our Move Forward: London’s Downtown Plan (2015)
- City of London State of the Downtown Reports (2003, 2005, 2006, 2009, 2011, 2013, 2015, 2017)
- Downtown Master Plan Background Study
- Housing Development Corporation, London (HDC) Shareholders Reports (2018, 2019)
- Housing Development Corporation, London (HDC) Strategic Plan (2019)
- London Convention Centre 2018 Operational Results (2019)
- London Free Press articles (2018, 2019, 2020)
- London Public Library Annual Reports
- VIA Annual Reports (2018, 2019)

**For more information, contact:**

The City of London City Planning  
Urban Regeneration Division  
206 Dundas Street, London ON  
(519) 661-4980