

An aerial night view of a city square, likely in London, Ontario. The square is filled with a large crowd of people, many wearing winter coats and hats. In the background, several multi-story buildings are lit up, and a prominent brick building with a clock tower is visible. The sky is dark, and the overall atmosphere is festive and vibrant.

think

DOWN TOWN

London's **ORIGINAL** Business District

LONDON'S DOWNTOWN DISTRICTS



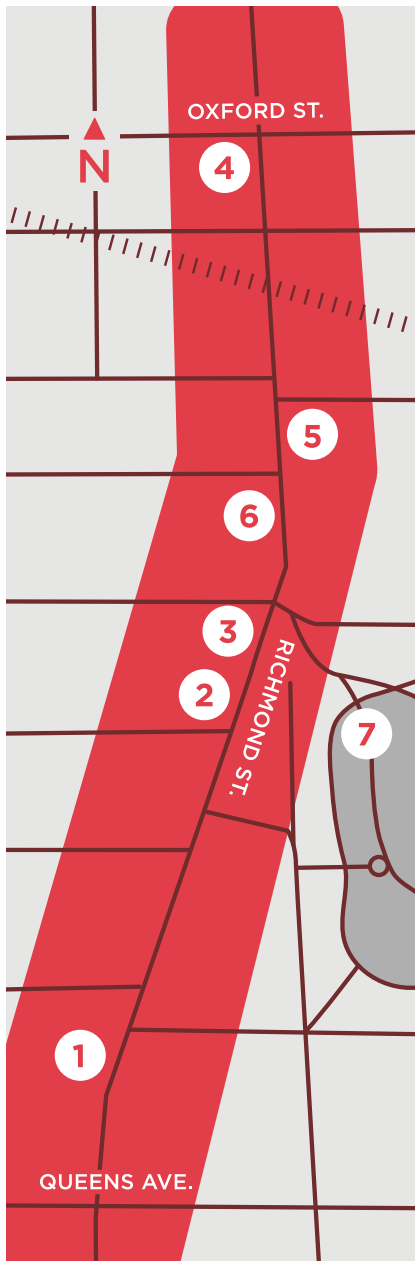
- RICHMOND ROW
- CARLING LANE
- DUNDAS PLACE
- KING & TALBOT
- SOUTH ROW
- HOSPITALITY DISTRICT
- CIVIC CENTRE

NOTABLE NEIGHBOURS

- 1 Covent Garden Market
- 2 Budweiser Gardens
- 3 London Public Library
- 4 Victoria Park
- 5 London Convention Centre
- 6 The Grand Theatre



think RICHMOND ROW



Richmond Row is the central north-south urban boulevard that runs through London's downtown.

A bustling commercial corridor and go-to destination for the latest trends, original retail, dining and nightlife options, Richmond Row is animated and iconic, providing plenty of entertainment options for everyone during the day, evening and night.

DOWNTOWN KEY STATS + FACTS

Average Retail Net Rent /SF: \$13.75

Average Office Net Rent /SF: \$17.71

Annual Visitors: 2.7M Londoners & tourists over 941+ events

IDEAL USES

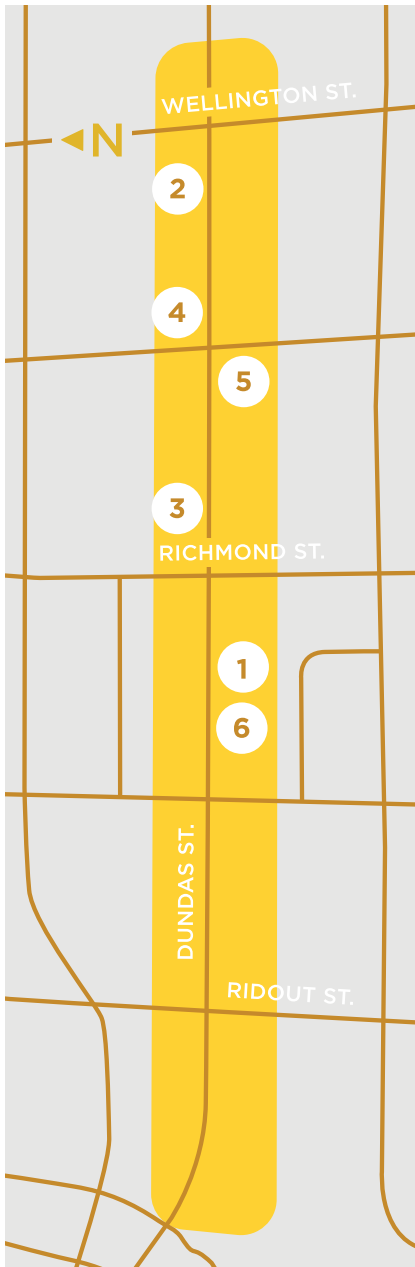
- Restaurants
- Healthy Grab-and-Go and Juice Bars
- Cafés, Confections, Tea and Coffee Shops
- Conveniences
- Themed Bars
- Home and Lifestyle Retail
- Entertainment

NOTABLE NEIGHBOURS + DESTINATIONS

- 1 The Grand Theatre
- 2 Prince Albert's Diner
- 3 Joe Kool's
- 4 Urban Outfitters
- 5 Bertoldi's Trattoria
- 6 LifeStyles Women's Wear
- 7 Victoria Park

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DUNDAS PLACE



Lively, vibrant and highly walkable, Dundas Place is a mixed-use main street in the heart of London's downtown core, bustling with artists, students, and office workers exploring local shops, galleries, and restaurants from day to night. Closing itself to vehicular traffic during major events, Dundas Place can transform into a pedestrian-only destination, filling the streets with festival-goers, artists, and unique pop-up shops.

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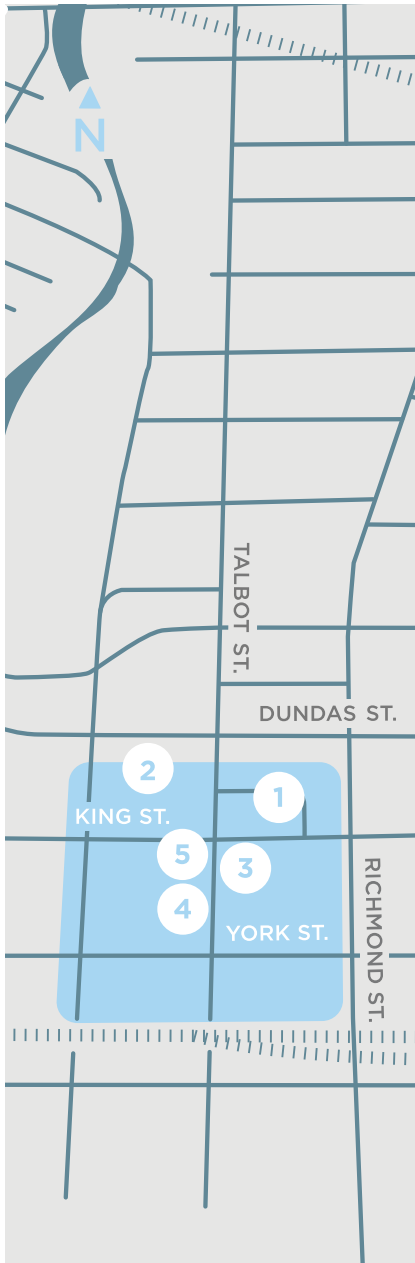
- Restaurants (with patios)
- Healthy Grab-and-Go
- Cafés, Confections, Tea and Coffee Shops
- Lifestyle Retail
- Music and Entertainment
- Festivals, Special Events and Pop-Ups

NOTABLE NEIGHBOURS + DESTINATIONS

- 1 Fanshawe College Downtown Campus
- 2 Jonathon Bancroft-Snell Gallery
- 3 London Music Hall
- 4 Grooves Records
- 5 TAP Centre for Creativity
- 6 Hotel Metro / Gnosh Dining + Cocktails

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KING & TALBOT



King & Talbot is London's centre for number one fans and foodies alike. Anchored by Budweiser Gardens and the Covent Garden Market, this dynamic district is a place for gathering, celebrating and exploring everything from fan jams to outdoor market vendors. Undeniably energetic, this area boasts some of London's best restaurants, original entertainment and retail shops.

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IDEAL USES

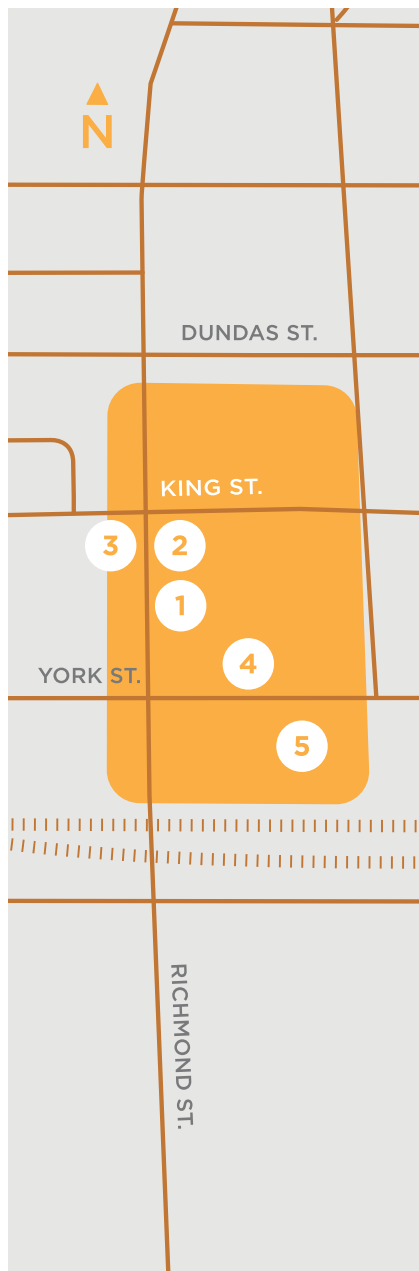
- Farm to Table Restaurants
- Sports or Themed Bars
- Cafés, Confections, Tea and Coffee Shops
- Family-Friendly Entertainment
- Kiosks and Food Carts
- Craft Cocktail and Craft Beer Destinations
- Pop-Up Retail and Events

NOTABLE NEIGHBOURS + DESTINATIONS

- 1 Covent Garden Market
- 2 Budweiser Gardens
- 3 Jill's Table
- 4 The Early Bird
- 5 Fire Roasted Coffee Co.



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**SOUTH
ROW**



Celebrating the history of the area's original retail heritage, the South Row district is a flexible hub of creativity and originality.

Home to flexible work spaces, boutique retail, restaurants and grab-and-go food, South Row is the perfect blend of work and play for collectors, creators and office workers.

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IDEAL USES

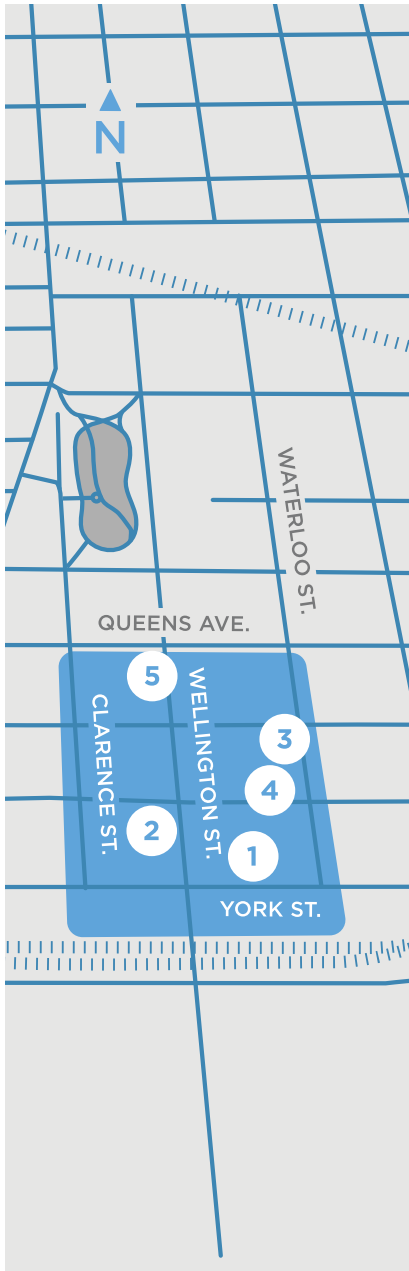
- Restaurants
- Quick Serve/Grab-and-Go
- Cafés, Confections, Tea and Coffee Shops
- Boutique Hotels
- Flexible Office Space
- Family-Friendly Entertainment
- Microbreweries

NOTABLE NEIGHBOURS + DESTINATIONS

- 1** LA Mood Comics and Games
- 2** City Lights Bookshop
- 3** London International Academy
- 4** Design House
- 5** VIA Rail Station

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HOSPITALITY DISTRICT



The Hospitality District is London's original downtown hub for events, meetings and hospitality. Capturing and catering to lively convention-goers and active daytime office workers, this district boasts delicious food options, premiere office space and sophisticated, modern accommodations.

DOWNTOWN KEY STATS + FACTS

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Average Office Net Rent /SF: \$17.71

Annual Visitors: 2.7M Londoners & tourists over 941+ events

IDEAL USES

- Restaurants
- Healthy Grab-and-Go and Juice Bars
- Cafés, Confections, Tea and Coffee Shops
- Conveniences
- Boutique & Unique Retail
- Office Space

NOTABLE NEIGHBOURS + DESTINATIONS

- 1 London Convention Centre
- 2 Citi Plaza
- 3 Delta Hotels London Armouries
- 4 DoubleTree by Hilton
- 5 One London Place

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**CIVIC
CENTRE**



The foundation for public life for London, the Civic Centre is a hub of municipal business, traditional offices and a reimagined heritage. As the longstanding home of financial and insurance brands, this is a business corridor for early morning and lunch hour activities in nearby parks, restaurants and cafes.

DOWNTOWN KEY STATS + FACTS

Average Retail Net Rent /SF: \$13.75

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Annual Visitors: 2.7M Londoners & tourists over 941+ events

IDEAL USES

- Neighbourhood Conveniences
- Grab-and-Go Lunch Options
- Learning Centres (Secondary and Post-Secondary)

NOTABLE NEIGHBOURS + DESTINATIONS

- 1 Victoria Park
- 2 London City Hall
- 3 Great-West Life, London Life and Canada Life
- 4 Centennial Hall

ABOUT LONDON'S DOWNTOWN

Dynamic, modern and growing, London's downtown is the choice of new destination businesses, growing boutiques and restaurants, emerging artists and community activators who are looking for out-of-the-box customers, streetscapes and spaces.

Our visitors and residents are curious, creative and loyal - to favourite personalities and destinations that don't just offer things, but culture, flavours and moments.

Highly walkable, bikeable and on every major transit route, London's original neighbourhood has had more than \$100,000,000 in public investment and more than \$229,000,000 in residential investment in the last two decades alone, with more than 1,240 new residents projected in the next two years.

NOTABLE INVESTMENTS



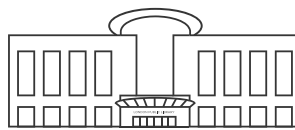
\$17M

COVENT GARDEN MARKET



\$52M

BUDWEISER GARDENS



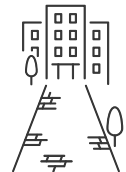
\$25.9M

CENTRAL LIBRARY



\$4.6M

FORKS OF THE THAMES IMPROVEMENTS



\$15.9M

DUNDAS PLACE

KEY STATS & FACTS

By urban city standards, London's **downtown rents are affordable**, with a variety of unique space types and distinct districts.

Retail Vacancy Rate: 8.1%
Avg. Retail Net Rent/SF: \$13.75
Storefront Retail SF: 2,276,784
Avg. Office Net Rent/SF: \$17.71
Total Office Supply SF: 4,421,369
35 New Businesses (2017)
26 Net New Businesses (2017)

NEW RESIDENTIAL DEVELOPMENTS

Riverwalk by Tricar — 245 residential units
Azure by Tricar — 200 residential units
Old Oak Properties Tower — 175 residential units
Plus more residential towers awaiting approval

DOWNTOWN MARKETS

DOWNTOWN VISITORS

2.7 MILLION
LONDONERS AND TOURISTS
OVER 941+ EVENTS
(Annual)

What They Want:

- ✓ Unique Events and Experiences
- ✓ Original Eateries
- ✓ Destination Businesses
- ✓ Hospitality

DOWNTOWN WORKERS

55,292
DAYTIME EMPLOYEES

What They Want:

- ✓ Traditional and Creative Offices
- ✓ After-Work Options
- ✓ Grab-and-Go Lunch Options
- ✓ Things to Do
- ✓ Professional Networking Opportunities

Sectors: Municipal, Finance, Insurance, Real Estate, Technology, Education

DOWNTOWN STUDENTS

2,500+
STUDENTS, 300+
FACULTY

What They Want:

- ✓ Original Eateries
- ✓ Unique Events and Experiences
- ✓ Vibrant Nightlife
- ✓ Social Hubs and Study Spaces

2,000+ Fanshawe College students across School of Digital and Performing Arts, School of Information Technology, School of Tourism, Hospitality and Culinary Arts, and Access Studies

350 international secondary students at London International Academy

Home to **Western Continuing Studies, Collège Boréal,** and **Blyth Academy**

DOWNTOWN RESIDENTS

7,059
WITHIN DOWNTOWN BIA
BOUNDARY

What They Want:

- ✓ Original Eateries
- ✓ Unique Events and Experiences
- ✓ Vibrant Nightlife
- ✓ Grab-and-Go Lunch Options

Who They Are:

Young Professionals
Empty Nesters
Young Families

Median HHI: \$49,011

37% population increase since 1996
(compared to only 8% citywide)

48% are **20-34** years old

53% of residents travel to work by means **other than car**

WORKING WITH DOWNTOWN LONDON

BUSINESS BOOSTER. SYSTEM NAVIGATOR. MARKET EXPERT.

Meet Downtown London (DTL), a tireless Business Improvement Area team with a single mission - to grow a diverse mix of new and existing businesses in London's downtown. We know what it takes to establish and grow enviable urban destinations. Whether you need a few contacts or full service mentorship and advocacy, we've got you.

WORKING WITH US

Starting or expanding a business is complex. We can help simplify it, with everything from big picture support to the fine details. Our wraparound business services include:

- Facilitating access to grants and loans to improve and beautify your new space (or to help your landlord do it!)
- Supporting and promoting major initiatives like grand openings, sales and seasonal promotions
- Practical and tactical contacts for everything from cleaning and beautification to business disruption and issue management
- System navigation and roadblock removal
- Professional development and learning
- District marketing and peer-to-peer networking

GET STARTED NOW

DOWNTOWN LONDON

123 King Street, London, ON

519-663-2002

info@downtownlondon.ca

thinkdowntownlondon.ca

think
**DOWN
TOWN**

SUMMARY OF INCENTIVES, GRANTS & LOANS

Downtown London is proud to provide new and existing tenants with access to a combination of loan and grant programs to encourage investment in our neighbourhood. All properties located within the downtown boundary may be eligible for a façade grant and a tenant improvement loan, subject to availability and to meeting program criteria. In addition, there are different suites of incentives available for specific areas of the downtown as outlined below.

ABOUTFACE FAÇADE IMPROVEMENT GRANT

This program provides grant funding for downtown owners to enhance and beautify street level visibility by improving their building façades.

ELIGIBLE AREAS • All Properties Located Within the Downtown Boundary

DOWNTOWN TENANT IMPROVEMENT LOAN PROGRAM

This loan program assists qualifying downtown businesses and/or property owners interested in improving their interior features/functions for use by a creative, innovative, new, relocating or expanding business that will attract new customers into the core. Qualifying business owners may be eligible for an interest-free loan to complete tenant improvements with approval from the property owner.

ELIGIBLE AREAS • All Properties Located Within the Downtown Boundary

FAÇADE IMPROVEMENT LOAN PROGRAM

This loan program assists downtown property owners interested in improving their building façades, including eligible non-street front façades. Qualifying property owners may be eligible for a ten-year, interest-free loan up to a maximum of \$50,000 or half the value of the façade improvements being proposed, whichever is less. If deemed a forgivable loan in the Targeted Incentive Zone, the grant portion of the loan is the lesser of \$12,500 or 25% of the loan repayments.

ELIGIBLE AREAS • Richmond Row Corridor • Community Improvement Plan Area
• Targeted Incentive Zone

UPGRADE TO BUILDING CODE LOAN

This loan program assists downtown property owners with interior improvements that relate to Fire and Building Code requirements. Qualifying property owners may be eligible for a ten-year, interest-free loan up to a maximum of \$200,000, or half the value of the work being proposed, whichever is less. If deemed a forgivable loan in the Targeted Incentive Zone, the grant portion of the loan is the lesser of \$25,000 or 12.5% of the loan repayments.

ELIGIBLE AREAS

- Richmond Row Corridor
- Community Improvement Plan Area
- Targeted Incentive Zone

REHABILITATION TAX GRANT PROGRAM

This grant program provides an economic incentive for the rehabilitation and/or redevelopment of commercial and residential buildings in the core. If your property taxes increase as a result of a rehabilitation and/or redevelopment project, the City will grant back a portion of that tax increase every year, for ten years.

ELIGIBLE AREAS

- Targeted Incentive Zone
- Community Improvement Plan Area

COMBINED RESIDENTIAL DEVELOPMENT CHARGE & TAX GRANT PROGRAM

This grant program assists downtown property owners interested in developing residential units. The grant covers 100% of the residential development charges and a portion of the municipal tax increase. Grant amount is based upon the value of net residential development charges paid to the City at the time of application, and the increase in the municipal portion of property taxes directly related to the eligible project.

ELIGIBLE AREAS

- Targeted Incentive Zone
- Community Improvement Plan Area

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