



2025 DUNDAS PLACE ANIMATION REPORT

**DUNDAS
PLACE**



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Dundas Place celebrated its 6th year as a fully completed flex street in 2025 and marked the occasion with many new events and activations attracting over 1 million pedestrians to London's most exciting street. Our inspiring community partners continue to bring energy and creativity to the heart of our city and the Dundas Place team continues to evolve to provide the support these ideas need to be fully realized.

*We started the year with two new activations – **Valentine's Lounge Party** and **Maple Lane Sugar Shack**. Cold temperatures did not stop love from filling Market Lane in February and the sweet smell of maple taffy filled the lane in March. While the Covent Garden Market worked on Rotary Square, we were happy to host the weekly **Farmer's Market** in Market Lane. As spring rolled on, we were delighted to bring back the community watch parties to cheer on the London Knights in their Memorial Cup run. We were even happier to welcome the team back to London with the **Memorial Cup Trophy Ceremony** on Dundas Place. In June Dundas Place hosted **Western University** graduates, who returned in the fall and are planning to continue using Dundas Place for the foreseeable future. Purple looks good on our bricks and lamp posts!*

After 3 years of installing traffic diversions, in 2025 a different approach was taken to support business accessibility and to create a pedestrian and cyclists friendly space. New loading zones were added to all business blocks and turn restrictions were removed at Talbot and Clarence. We also consistently closed part of Dundas Place every Friday, Saturday, and Sunday with associated activations.

*In the summer, we welcomed several new events including the **International Trombone Festival**, the **Colombian Gastronomy Festival**, and the **Middle Eastern Summer Festival**. Our summer programs also changed in 2025, moving Summer Saturday Street market to Library Block and shifting it to a weekly musical experience called The Summer Social. We also added Dundas Play Sundays to Marquee Block, focusing on giving kids and adults the opportunity to play, get creative, and connect with community. In September, we welcomed the completion of the London Music Hall renovation, moving its main entrance from Queens Ave. to Dundas Place and the London Public Library completed the renovation of the Rotary Reading Garden, creating a fully accessible entrance on Dundas Place. These are great examples of property owners investing to be better oriented toward the energy and life of Dundas Place.*

We couldn't be happier with the results of our 2025 animation program and are excited to celebrate London's Bicentennial in 2026 with our ever growing community.

Sincerely,

Ryan Craven

Manager, Core Area Programs

WINTER

• FEBRUARY

- Valentine's Lounge Party - **NEW**

• MARCH

- Maple Lane Sugar Shack - **NEW**

SPRING

• APRIL

- Mean Girls Movie Night - **NEW**
- Vintage on the Block

• MAY

- Witch's Veil Night Market (Spring Edition)
- Free Comic Book Day
- That Vintage Market
- London Knights Championship Series Playoff Street Party
- Punk Rock Flea Market London
- Pinochi Ice Cream Grand Opening 2025 - **NEW**
- Memorial Cup Screenings
- Forest City Slow Roll
- FCLMA Music Week Kick-Off Concert

• JUNE

- Memorial Cup Trophy Ceremony - **NEW**
- FCLMA Latin Street Party
- Dundas Place Pride - **NEW**
- Western University Spring Convocation - **NEW**
- London Beer Fest
- Pupusa Festival
- Festa Junina de London
- Burger & Hotdog Fest
- Night Market London (Canada Day)

SUMMER

• JULY

- Canada Day
- Trombone Fest - **NEW**
- Colombian Gastronomy Festival - **NEW**
- South Asian Cultural Festival

• AUGUST

- Latin Community Festival
- Litha to Lamma's Fair - **NEW**
- The Willoughbys Movie Night
- UTSAVAM Onam Carnival - **NEW**
- Middle East Celebration - **NEW**

• SEPTEMBER

- Extrabandza 2025
- Afro Fiesta 2025 - **NEW**
- Detroit Lions Street Party
- London Knights Home Opener
- Nuit Blanche London - **NEW**
- That Vintage Market (Fall Edition)
- Punk Rock Flea Market London (Fall Edition)

FALL

• OCTOBER

- CoQuest Fest 2025 - **NEW**
- Western University Fall Convocation
- Witch's Veil Night Market (Fall Edition)
- Spookyville Social
- Downtown Candy Crawl

• NOVEMBER

- London Santa Parade - **RETURNED**

• DECEMBER

- Candy Cane Lane

WEEKLY PROGRAMMING

• APRIL - MAY

- Outdoor Farmers Market

• MAY - SEPTEMBER

- Book Nook
- Street Salsa Fridays
- The Summer Social
- Dundas Play Sundays (Art Hives + Poetry Pharmacy)

• JUNE - AUGUST

- City of Music Concerts

• JUNE - AUGUST

- Sunday Jazz in Market Lane

• AUGUST - SEPTEMBER

- Lunchtime Live Music - London Symphonia

• JULY - SEPTEMBER

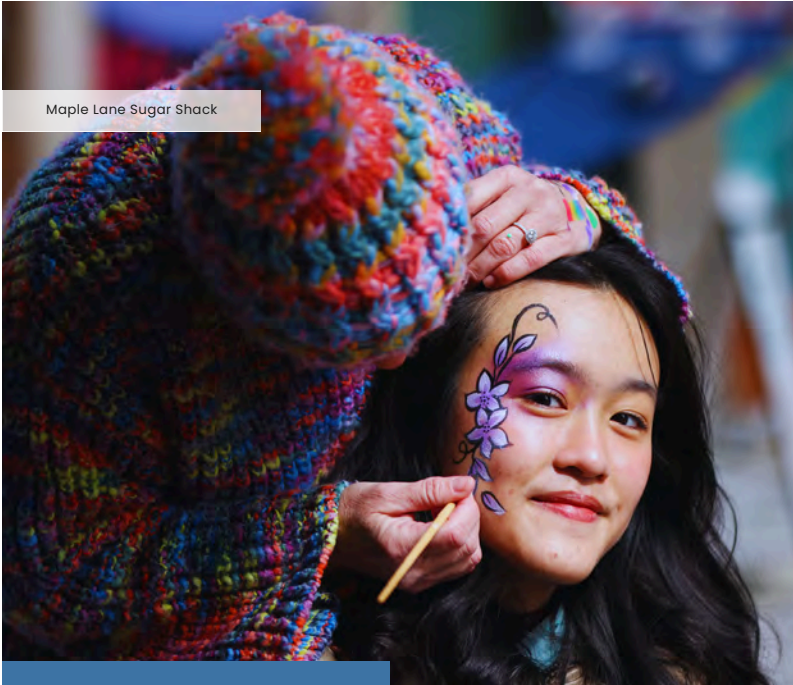
- Games in the Lane



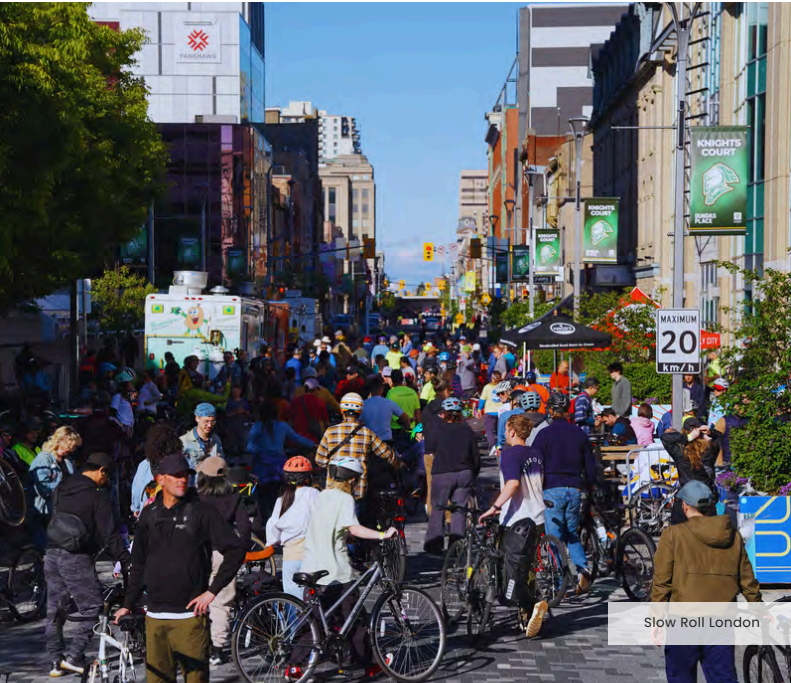
Street Salsa Fridays



London Knights
Championship
Series Playoff
Street Party



Maple Lane Sugar Shack

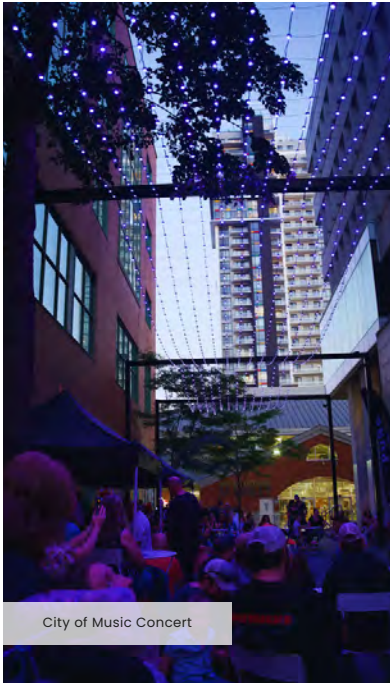


Slow Roll London

DUNDAS PLACE



Dundas Play Sundays



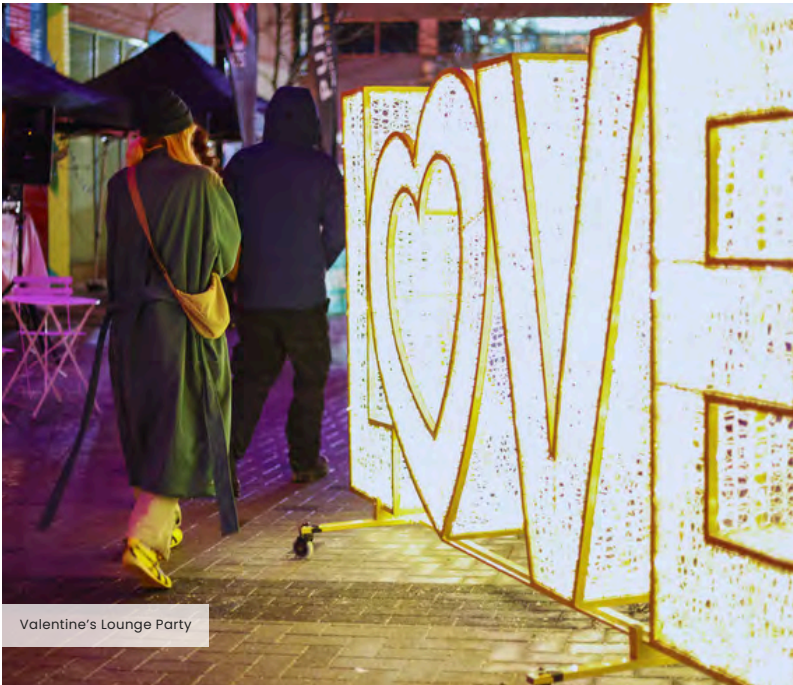
City of Music Concert



Maple Lane Sugar Shack



Spookyville Social



Valentine's Lounge Party

PARTNER EVENTS + PROGRAMS

EVENT	PRIMARY PARTNER ORGANIZER	LOCATION	TIMES / YEAR	APPROX. ATTENDEES
City of Music Concerts	London Music Office	Market Lane	10	2,000
Street Salsa Fridays	Latin Passion Dance Academy	Fanshawe Block + Market Lane	20	5,000
Lunchtime Live Music	London Arts Council	Market Lane	20	300
Sunday Jazz	London Jazz Association	Market Lane	12	900
Downtown Candy Crawl	Canada Life Place & Downtown London Business Association	All Blocks	1	750



Downtown Candy Crawl



Lunchtime Live Music

CITY OF MUSIC CONCERTS

London Music Office featuring a different partnership with local groups each week for live music, vendors, and performances in Fanshawe College's Good Foundation Theatre - **Thursdays, June 12 to August 28**

SUNDAY JAZZ

Talented musicians and jazz groups brought to perform at Market Lane every Sunday afternoon with London Ontario Jazz Hub - **Sundays, June 8 to August 24**

STREET SALSA FRIDAYS

Free salsa classes and street dance party organized with Latin Passion Dance Academy Friday nights on Fanshawe Block and Market Lane - **Fridays, May 2 to September 19**

DOWNTOWN CANDY CRAWL

A downtown London trick-or-treating experience for families with Canada Life Place, Downtown London Business Association and the participation of various businesses of Dundas Place - **October 26**

LUNCHTIME LIVE MUSIC

In Partnership with the London Arts Council we featured local artists each week to perform during lunch hour at Market Lane - **May 9 to September 25**

SCREENING UNDER THE STARS

Summer outdoor screenings of classic movies once a month in partnership with the Forest City Film Club on Marquee Block **June 26 (rain) / July 24 (rain) / August 14**



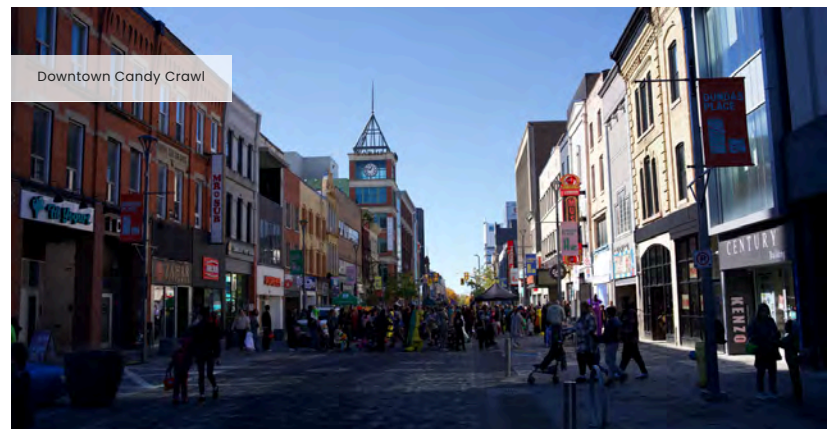
Sunday Jazz



City of Music Concerts



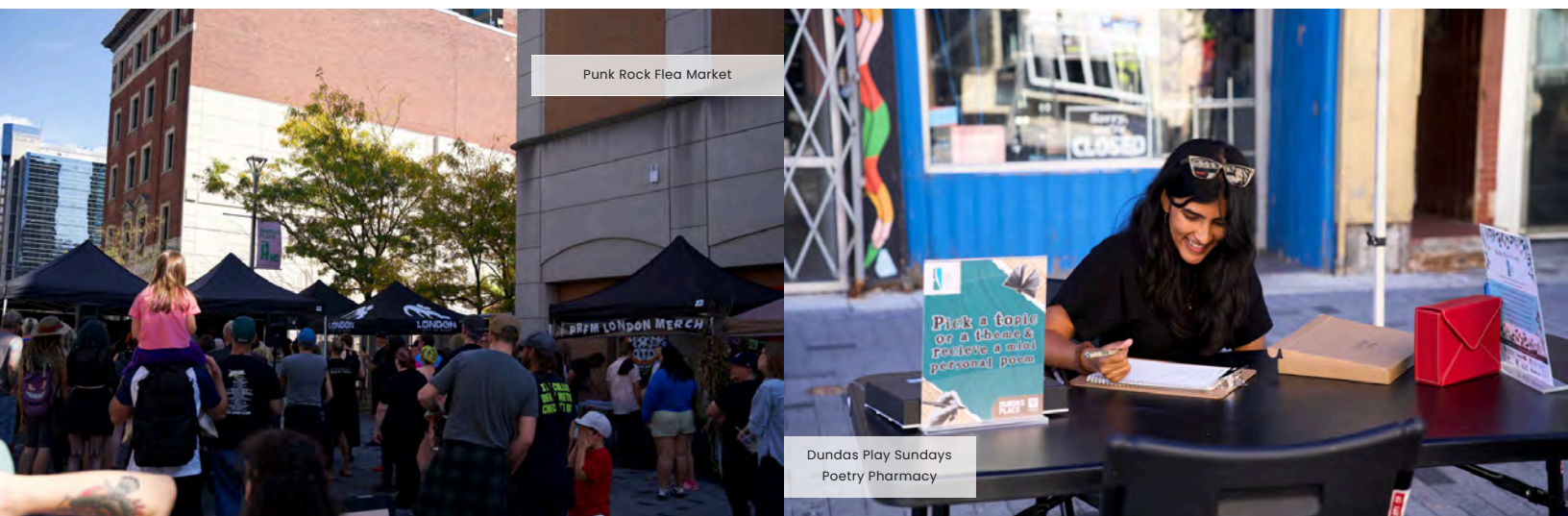
Street Salsa Fridays



Downtown Candy Crawl

DUNDAS PLACE EVENTS + PROGRAMS

EVENT	LOCATION	TIMES / YEAR	APPROX. ATTENDEES
Valentine's Lounge Party	Market Lane	1	50
Maple Lane Sugar Shack	Market Lane	1	200
Memorial Cup Screenings	Event Block	5	4500
Book Nook	Marquee Block	13	260
Games in the Lane	Market Lane	11	360
The Summer Social	Library Block	10	1500
Dundas Play Sundays	Fanshawe Block + Marquee Block	17	4,250



NEW

VALENTINE'S LOUNGE PARTY

Lover's Lane Night Market was a Valentine's celebration with romantic jazz performances, an ice sculpture and photo spots - **February 10**

NEW

MAPLE LANE SUGAR SHACK

Maple Lane Sugar Shack took place featuring free maple taffy, educational activities, maple history, games for children and more - **March 16**

NEW

MEMORIAL CUP SCREENINGS

Londoners gathered to watch outdoor screenings of the London Knights in the Memorial Cup tournament- **May 24 - June 1**

BOOK NOOK

A pop-up reading corner with chairs, tables, an art cart and a take-one-leave-one book cart - **May 7 to September 24**

GAMES IN THE LANE

Weekly activation featuring giant games and music in Market Lane - **July 11 to September 26**

NEW

THE SUMMER SOCIAL

A mini market and activities every week featuring music and a unique lineup of vendors each time - **Saturdays, July to September**

NEW

DUNDAS PLAY SUNDAYS

Car Free Day transformed all four blocks of Dundas Place into a "Play on the Street" celebration of a traffic-free downtown London - **Sundays, July to September**

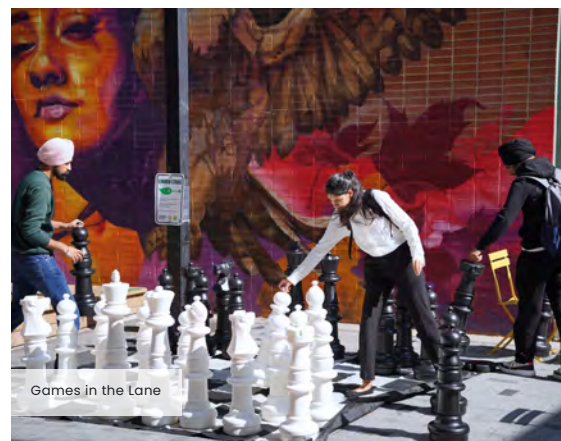
NEW

THE SPOOKYVILLE SOCIAL

A spooky-themed street market for the Halloween week with vendors, photo spots, games, dance, music and trick or treating opportunities - **October 26**



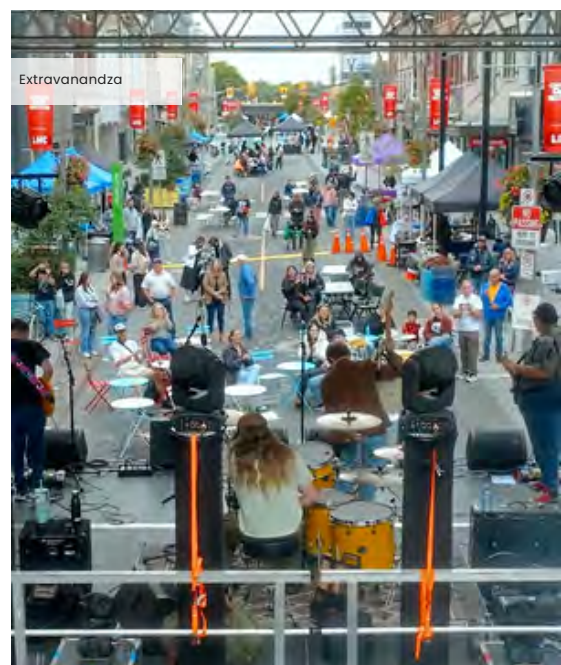
Valentine's Lounge Party



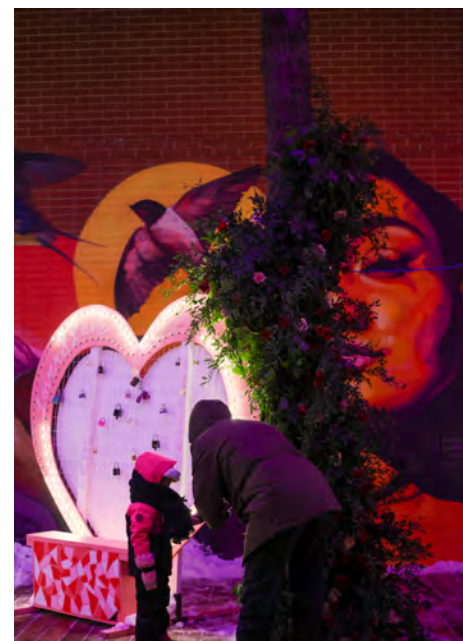
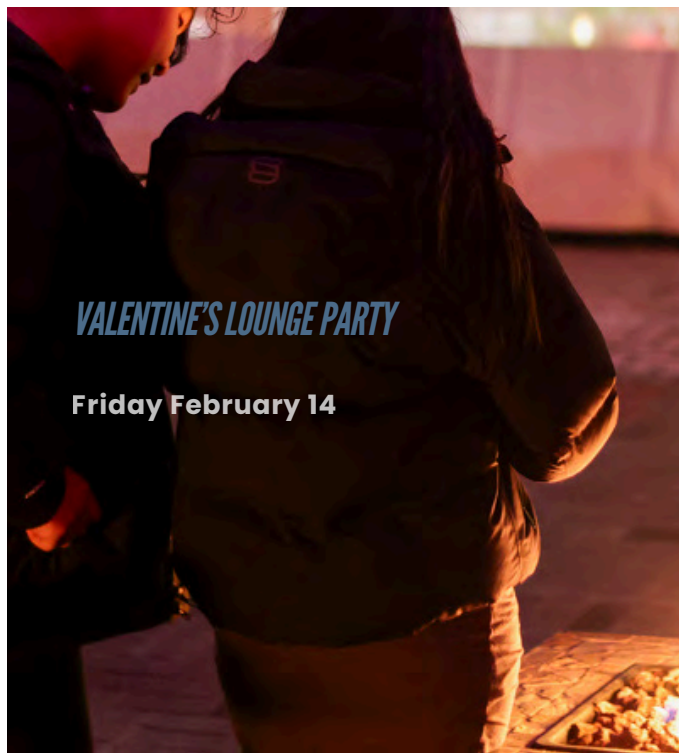
Games in the Lane

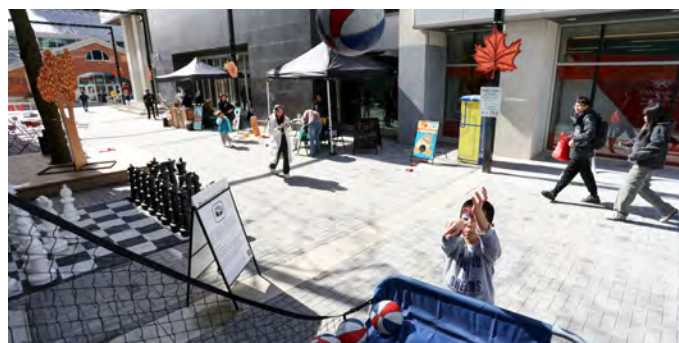
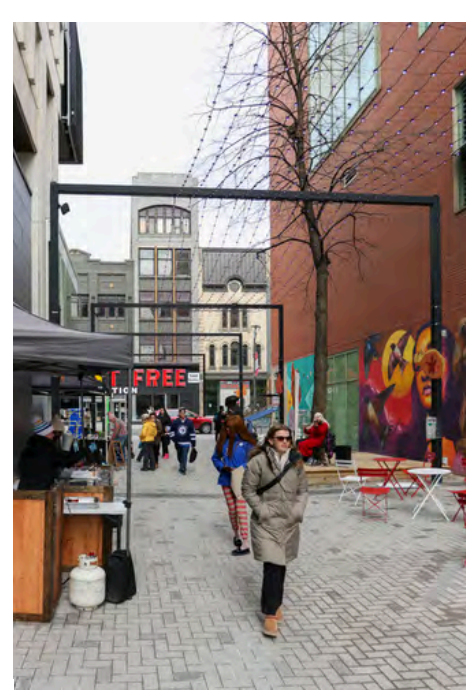


The SpookyVille Social



Extravanandza









EVENT	PRIMARY PARTNER ORGANIZER	LOCATION	DATES	APPROX. ATTENDEES
London Knights Championship Series Playoff Street Party	Canada Life Place	Event Block	May 8	1500
Pinochi Ice Cream Grand Opening	Pinochi Ice Cream	Fanshawe Block	May 22	150
Forest City Slow Roll	London Cycle Link	Event Block	May 31	500
FCLMA Music Week Kick-Off Concert	Forest City London Music Awards	Marquee Block	May 31	500
FCLMA Latin Street Party	Forest City London Music Awards	Marquee Block	June 6	1500
Dundas Place Pride	Dundas Place Pride	Marquee Block + Library Block	June 7	250
Western University Spring Convocation	Western University	Canada Life Place + Event Block	June 9 - 13	20,000
London Beer Fest	Stereo Caliente Entertainment	Fanshawe Block	June 13-14	5000

London Knights Home Opener



Art Hive at Dundas Play Sundays



EVENT	PRIMARY PARTNER ORGANIZER	LOCATION	DATE	APPROX. ATTENDEES
Pupusa Festival	CulturX	Marquee Block	June 13-14	2000
Festa Junina de London	Brazukas FC	Event Block	June 21	2500
Burger and HotdogFest	Stereo Caliente Entertainment	Event Block	June 27-28	2000
Canada Day	London Heritage Council	Event Block + Fanshawe Block	June 30 - July 1	20000
Colombian Gastronomy Festival	Stereo Caliente Entertainment	Event Block	July 18-20	10000
South Asian Cultural Festival	The Cultural Gully	Event Block	July 26-27	2500
Latin Community Festival	CulturX	Market Lane	August 8-10	5000
Litha to Lamma's Fair	The Witches Lair	Library Block	August 9	520
UTSAVAM Onam Carnival	UFirst Events Canada Inc	Event Block	August 16	500



SPECIAL EVENTS

EVENT	PRIMARY PARTNER ORGANIZER	LOCATION	DATE	APPROX. ATTENDEES
Middle East Celebration	Felcity Gala Ontario Inc.	Event Block	August 23-24	1000
Fanshawe's Jamboree	Fanshawe Student Union	Market Lane	September 3	500
Extravabandza 2025	London Arts Council	Fanshawe Block + Market Lane	September 6	250
Afro Fiesta 2025	Afro Fiesta	Event Block	September 6	500
Detroit Lions Street Party	Canada Life Place	Event Block	September 7	500
Harrison Pensa Staff Lunch	Harrison Pensa	Event Block	September 17	150
London Knights Home Opener	London Knights	Event Block	September 19	500
CoQuest Fest 2025	Corduroy Earth Inc	Market Lane + Fanshawe Block	October 18	250
Western University Fall Convocation	Western University	Canada Life Place + Event Block	October 22-23	20000

London Knights Home Opener



Knights Playoff Watch Party

Detroit Lions Street Party

**LONDON KNIGHTS CHAMPIONSHIP
SERIES PLAYOFF STREET PARTY**

A London Knights fan fest featuring inflatable games, face-painting, happy hour concessions and Knights players on the red carpet – **May 8**

FOREST CITY LONDON MUSIC AWARDS

London Music Hall of Fame hosted the kick-off party to its award season with live music from local artists and performances – **May 31, June 6**

FESTA JUNINA

A traditional festival celebrating community, heritage, and the joy of life organized by London-based carnival musician Daubian Oliveira – **June 21**

LONDON BEER FEST

An event by Stereo Caliente Ent. promoting beer culture and food pairing with over 20 craft brewers and visitors from all over London – **June 13 – 14**

PUPUSAS FESTIVAL

CulturX's third event of the year celebrating flavors and culture of El Salvador with live music, activities and pupusas – **June 13-14**

SOUTH ASIAN CULTURAL FESTIVAL

An event for families and friends representing South Asian culture and traditional scenes as well as food and dancing – **July 26-27**

BURGER & HOTDOG FEST

Another event organized by Stereo Caliente Ent. featuring local chefs, businesses, craft beer gardens and more – **June 27-28**

CANADA DAY

London Heritage Council's 9th annual Canada Day celebration with London's local artists, performers, vendors and fireworks shows – **July 1**

AFRO FIESTA

NEW
London's second Sober Connection Convention with local artisans, non-alcoholic beverages, fitness activities and fundraisers – **September 14**

LATIN COMMUNITY FESTIVAL

A three-day festival featuring music, food, games, shows, photo spots and more organized to celebrate the Latino community – **August 8-10**

FANSHAWE'S JAMBOREE

A big street party for the students of Fanshawe with outdoor games, henna, caricature and balloon artists, giveaways etc. – **September 3**

EXTRAVABANDZA

London Art Council's event showcasing London's music scene and band culture with special guests alongside That Vintage Market – **September 6**

DETROIT LIONS STREET PARTY

A Detroit at Chicago watch party in and outside of Canada Life Place with merch giveaways, cheerleader performances, photo spots and more – **September 07**

STREET MARKETS

EVENT	PRIMARY ORGANIZER	LOCATION	TIMES / YEAR	APPROX. ATTENDEES
Punk Rock Flea Market	Rebel Remedy	Marquee + Library Block	2	10000
Vintage on the Block	Dugout Vintage	Marquee + Library Block	1	4500
That Vintage Market	Aged Ideology and The Spot Marked X	Library Block Marquee Block	2	500
Witch's Veil Night Market	Seven Sisters	Fanshawe Block	2	2500
Night Market London	London Heritage Council	Event Block	1	5000
Farmers Market	Convent Garden Market	Market Lane	12	2400



PUNK ROCK FLEA MARKET

The Punk Rock Flea Market, organized by Rebel Remedy and partners showcases alternative culture through handmade goods and art with live performances and talent as a vibrant hub for punk-lovers from all over London - **May 10 / September 27**



THAT VINTAGE MARKET

A vintage market bringing together vintage clothing and houseware vendors from the local community and surrounding areas with an all-star lineup every event - **September 26**

WITCH'S VEIL NIGHT MARKET

Seven Sisters takes over Fanshawe Block with witch and magic-themed vendors, haunting decorations, costume contests, fire performers, psychic readers, live DJ music and other occult-themed activities - **May 3, October 25**

FARMERS MARKET

The Saturday Farmers' Market ran weekly with over 20 local vendors and a variety of cultural events, offering goods that vendors grew, raised, baked, or made themselves - **Saturdays in the Spring and Summer**



Beer Fest



Memorial Cup Watch Party

APRIL - JUNE



The Vintage Market



Dundas Play Sunday



Dundas Play Sundays



Free Comic Book Day



Mean Girls Movie Night



Summer Social



Nuit Blanche



Busker Fest

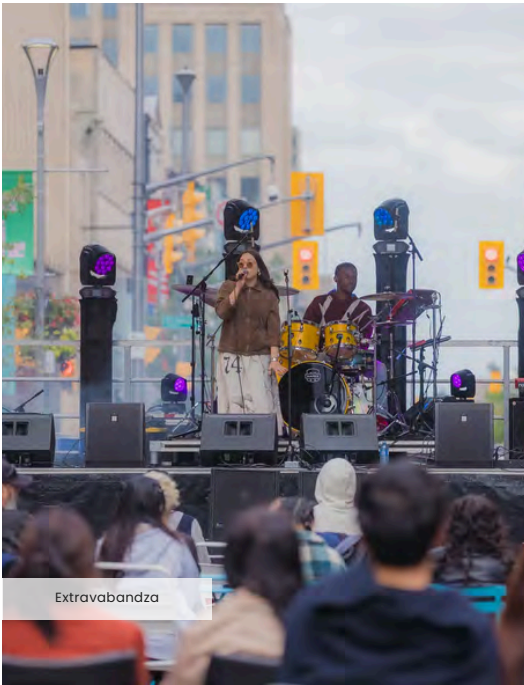


Busker Fest

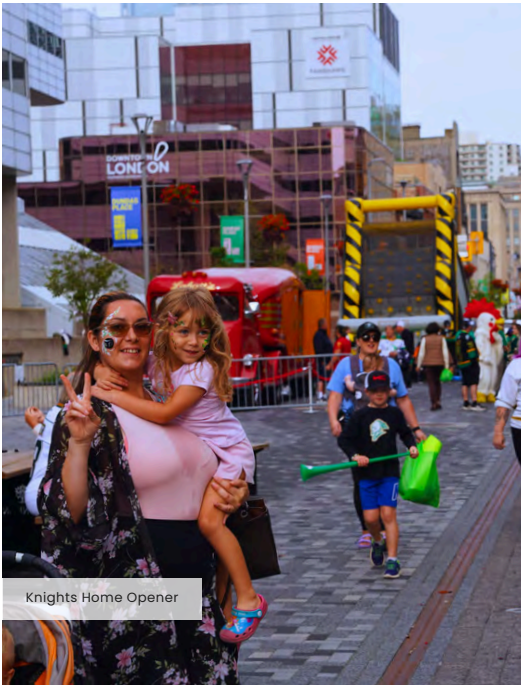
JULY TO SEPTEMBER



Dundas Play Sundays



Extravabandza



Knights Home Opener



Candy Crawl



London Santa Parade



Candy Crawl



Co-Quest



Candy Cane Lane

OCTOBER TO DECEMBER



Candy Crawl

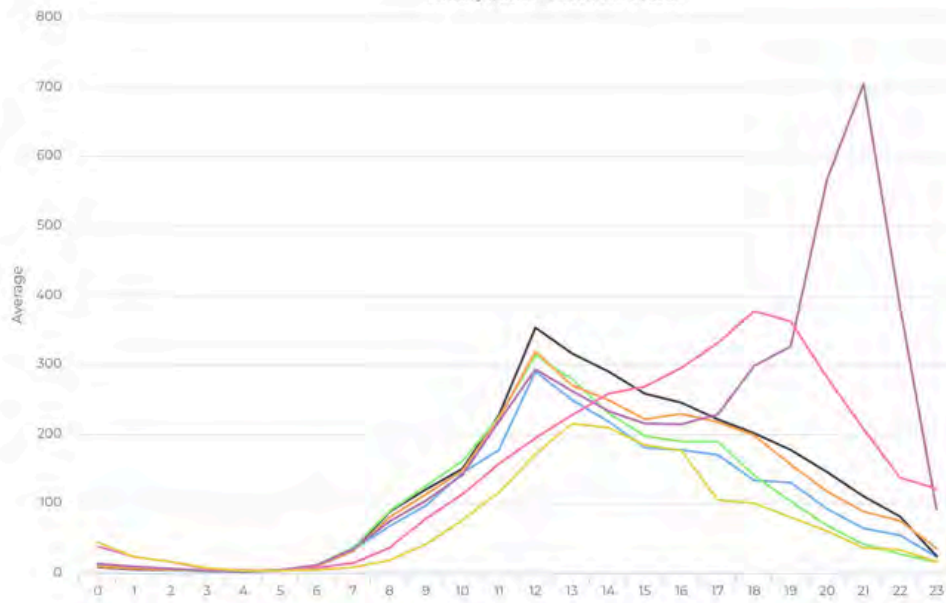
TRAFFIC COUNTING

In early 2025 a second traffic counter was installed on Dundas Place close to Wellington Street. Similar to the counter at Market Lane, this traffic counter tracks all modes of transportation, including pedestrians, cars, cyclists, trucks, and buses. In the table and charts below, a summary of the numbers are shown. The numbers reveal an upward trend in pedestrian activity, which is likely related to events and activations, particularly Friday Night Salsa, which takes place near the counter. In the chart below, the hourly profile by day shows Friday evening at 9pm is the busiest time and Saturday at 6pm the second busiest.

MEASURE	COUNT 2024 AT MARKET LANE	COUNT 2025 AT MARKET LANE	COUNT 2025 AT WELLINGTON
Total Pedestrians	980,300	1,063,604 	1,301,942
Average Pedestrians per Day	2,809	2,914 	3,785
Total Cyclists	55,692	53,758 	86,608
Total Cars	1,162,134	1,105,909 	1,236,463
Average Cars per Day	3,330	3,030 	3,594
Average All Modes per Day	6,355	6,141 	7,888
Total All Modes	2,217,771	2,241,359 	2,213,406



Hourly Profiles by Day
January 1, 2025 → December 31, 2025

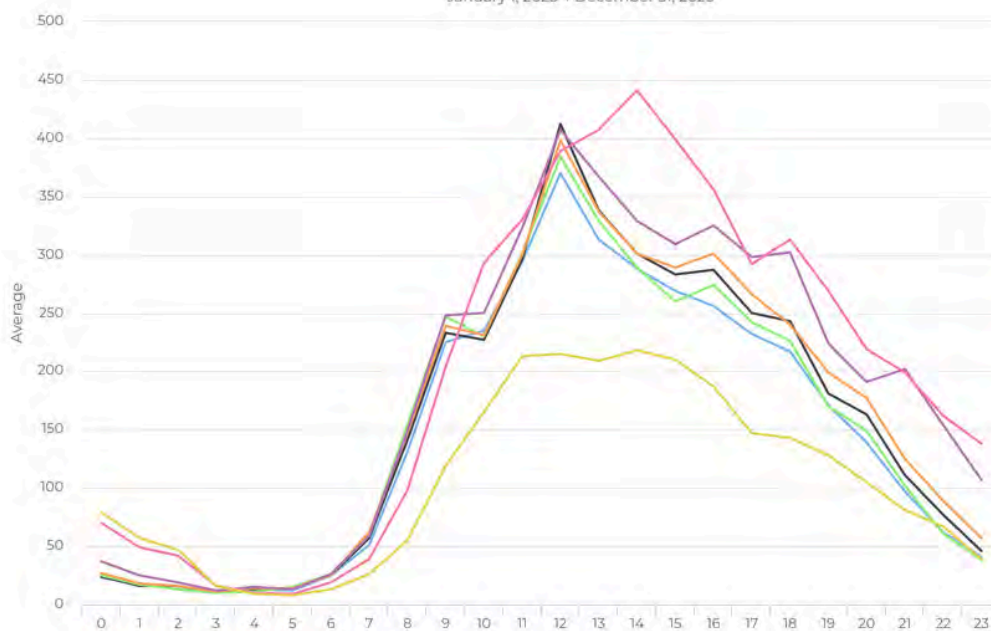


HOURLY PROFILES BY DAY

January 1, 2025- December 31, 2025
at Market Lane

- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday
- Sunday

Hourly Profiles by Day
January 1, 2025 → December 31, 2025



HOURLY PROFILE BY DAY

January 1, 2025 - December 31, 2025
at Wellington

- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday
- Sunday

THANK YOU!

We extend our sincere thanks to our programming partners, all the event organizers and the Dundas Place team for an outstanding year. Your dedication and collaboration helped create vibrant, engaging experiences that energized the heart of our city and strengthened our sense of community. We're grateful for everything you've contributed and look forward to many more successful events and partnerships ahead.

PARTNERS

*City of London **Downtown London Business Association** London Arts Council and the Paul Seed Fund **Forest City London Music Awards** London Music Office **Forest City Film Fest** Canada Life Place **London Knights** London Jazz Association **Latin Passion Dance Academy** Museum London **Tourism London** TAP Centre for Creativity **Fanshawe College** Antler River Poetry **Hailey Tallman** Covent Garden Market **London Music Hall** 450+ Artists and Local Businesses **The Businesses of Dundas Place***

**DUNDAS
PLACE**

