2021

DUNDAS PLACE ANIMATION & ACTIVATION REPORT

JULY 2021- OCTOBER 2021







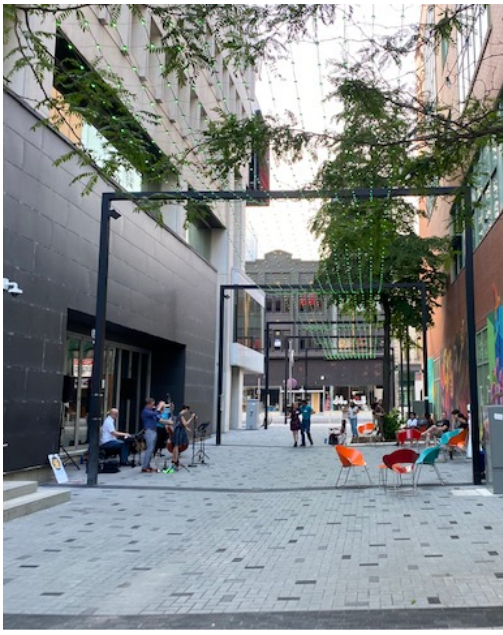
Dundas Place
Core Area and Urban Regeneration
Planning and Economic Development
City of London

Contents

1. **Dundas Place Overview..... 3**
2. **Programming Overview 4**
3. **Covid-19 Safety 5**
4. **Programming Review 6**
5. **STRATEGIC FRAMEWORK & FUNDING 29**
6. **ACCESSIBILITY 30**
7. **MARKETING & COMMUNICATIONS 31**
8. **Thank you! 32**

Appendix I: ANIMATION & ACTIVATION PLAN 33

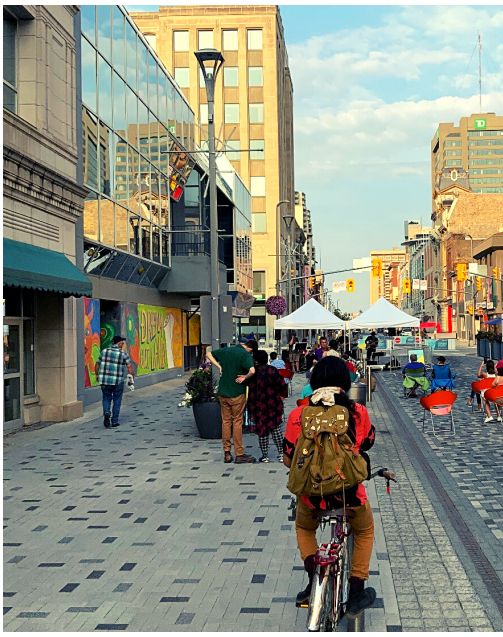




1. Dundas Place Overview

Dundas Place is a destination for shopping, dining, art, and celebration. From Wellington to Ridout Streets, Dundas Place is a flexible street shared by pedestrians, cyclists, and motorists. With extra wide sidewalks and no curbs, parking spaces can easily transform into patios, be used for sidewalk sales, or by street performers.





How we got here

Transforming Dundas Street into Dundas Place was identified as a key Transformational Project in London's Downtown Plan (2015). Construction began in 2018 and ended in December 2019. The construction project also included storm sewer, sanitary sewer and utility (internet, hydro, water) upgrades.

Place Management

In the visioning of Dundas Place, proactive place management and programming were identified as integral to success. In support of this vision, the City of London identified funding and a dedicated staff to ensure the place is effectively managed and programmed. In early 2020 a full schedule of events were planned for Dundas Place but with the arrival of Covid-19, all programming plans were put on hold.

2. Programming Overview





In early 2021, despite the uncertainty of Covid-19, plans began for filling Dundas Place with a diverse range of small-scale programming, should restrictions allow. An Animation and Activation plan was created and shared with City council in the May 18 Core Area Action Plan Implementation Status Update. The plan is included as an appendix in this report. As the summer arrived, restrictions began to shift and small-scale outdoor activities were permitted with appropriate controls.

A team of staff was hired, equipment was moved into the recently completed Dundas Place Field House and in July programming began.

From July to October 2021 Dundas Place hosted **249** activations working with over 20 community partners.

These activations included:

125 Music Performances
64 Arts Activities
37 Special Events
20 Recreation Activities
3 Street Markets

Over the 4 month period an estimated 20,000 people attended Dundas Place programming.

3. Covid-19 Safety

The Dundas Place team had an active Covid-19 safety plan and worked closely with the Middlesex London Health Unit to confirm appropriate precautions were being followed.

During activations, signage was in place to encourage social distancing, washing hands, mask wearing, and getting vaccinated. Seating was placed 6 feet apart and hand sanitization stations were installed with all activations.

Dundas Place also partnered with the Middlesex London Health Unit to host multiple mobile vaccination clinics.









4. Programming Review

Music Performances
The London Arts Council and the London Ontario Jazz Hub programmed over 80 musical acts between July and October. Performances took place at Library Terrace, Dundas and Clarence, and Market Lane in the evenings from Wednesday to Saturday as well as the afternoons on Saturday and Sunday.

Arts Activities
The London Arts Council, 519 School of Hip Hop, Forest City Film Fest, Latin Passion Dance Academy, IAOVA, The Arts Project, AlvegoRoot Theatre, and Good Sport shared a diverse range of artistic programming on Dundas Place. This included mural painting, dance lessons and performance, film screenings, painting classes, writing classes, pop-up art sales, comedy, mime, and other types of art.

Special Events
Dundas Place worked with Budweiser Gardens, Downtown London, local businesses, Pride London Festival, Sunfest, London Food Truck Association, and the Middlesex London Health Unit to host a series of events and activities on Dundas Place.

Recreation Activities
Working with City of London Recreation staff, Dundas Place hosted programming for kids, as well as Health and Wellness classes for adults.

Street Markets
Dundas Place hosted multiple street markets including Vintage on the Block (x2) and the Witch's Veil Night Market. Later in the year, working with Downtown London, Dundas Place also hosted the Festival of Markets.

More details on all the programming is included in the following pages.

DUNDAS PLACE
London CANADA



July to October

Passive Activations:
Flex Seating & Giant Games on the sidewalks and in Market Lane











July - October

125 Music Performances

Partners - London Arts Council, London Ontario Jazz Hub

Approximate № of Attendees - 4000









DUNDAS PLACE
London CANADA





From July 17th to August 21st

Hip Hop Dance Classes

Partner - 519 School of Hip Hop

Approximate № of Attendees - 100



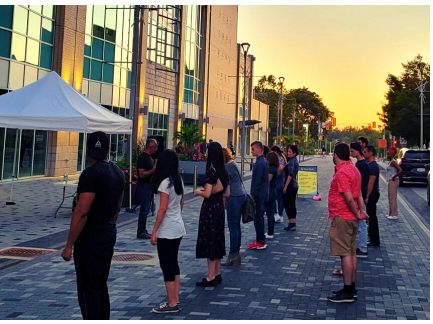


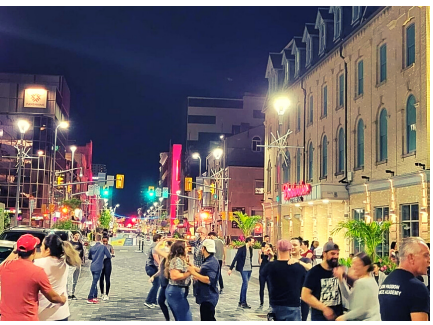






DUNDAS PLACE
London CANADA





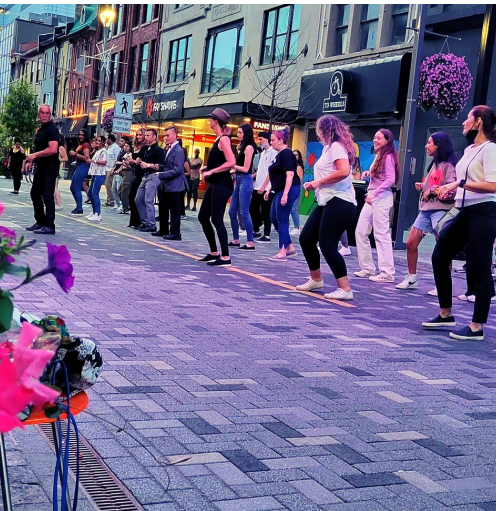
From August 21st to September 25th

Salsa Classes

Partner - Latin Passion Dance Academy

Approximate № of Attendees - 700









DUNDAS PLACE
London CANADA





September - October

Mural Painting

Partner - London Arts Council

Approximate № of Attendees - 600











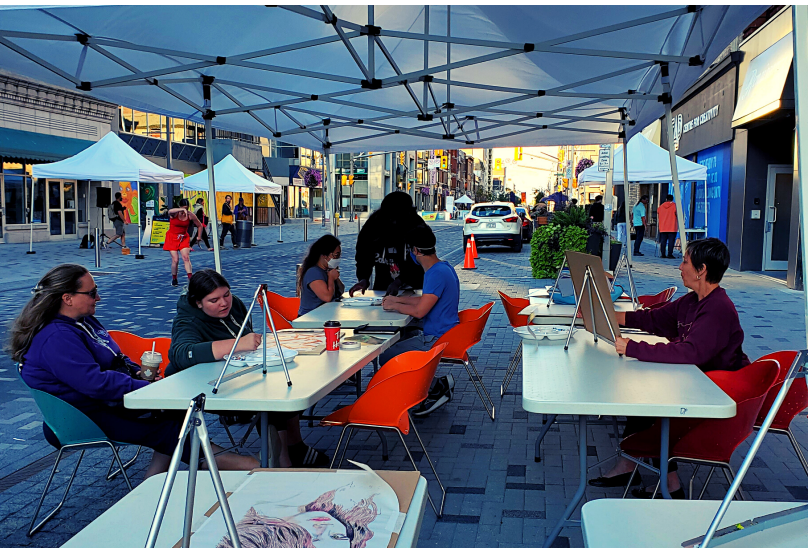


September

Drop In Art Classes

Partner - IAOVA

Approximate № of Attendees - 50













September

TAP² Project

Partner - The Arts Project

Approximate № of Attendees - 110















September

Streetscape Playwrights Workshop

Partner - AlvegoRoot Theatre

Approximate № of Attendees - 10







October

Good Talks, Pop-Up Vendors

Partner - Good Sport

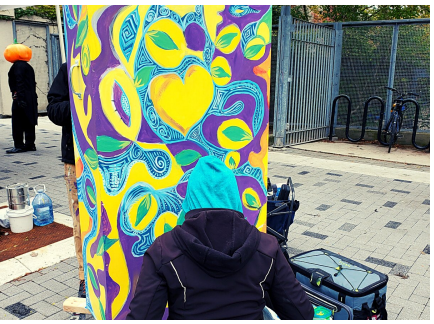
Approximate № of Attendees - 70







DUNDAS PLACE
London CANADA





October

Portable Mural Painting

Partner - London Arts Council

Approximate № of Attendees - 700



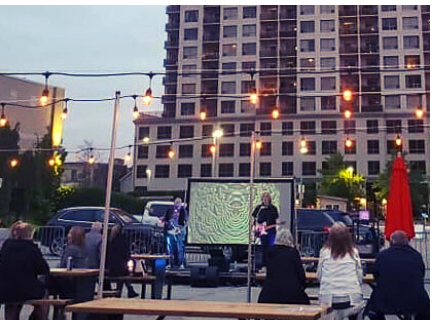








DUNDAS PLACE
London CANADA





July to September

Bud's Brew Garden
Hosted by Budweiser Gardens

Approximate № of Attendees - 2,643











DUNDAS PLACE
London CANADA



From July 22nd to 25th

Pride Weekend

Partner - Pride London Festival

Approximate № of Attendees - 1000











From August to October

Film Club Summer Screenings

Partner - Forest City Film Fest

Approximate № of Attendees - 220











DUNDAS PLACE
London CANADA





August to September

Food Truck Nights

Partner - London Food Truck Association

Approximate № of Attendees - 210









DUNDAS PLACE
London CANADA





August 14th

Free Comic Book Day

Partner - Heroes Comics

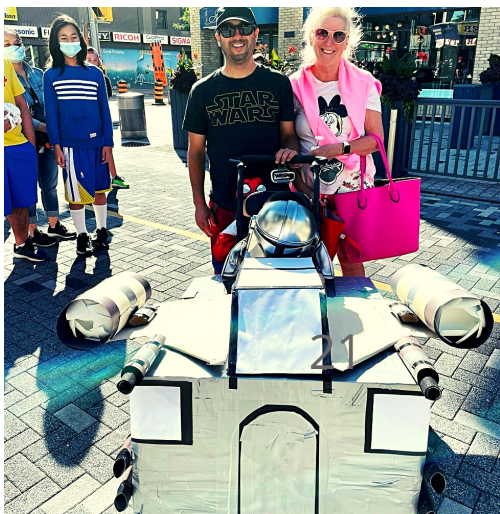
Approximate № of Attendees - 1000













August 25th to September 08th

Mobile Vaccination Clinic

Partner - Middlesex London Health Unit

Approximate № of Attendees - 300



DUNDAS PLACE
London CANADA



August 21st and October 23rd

Vintage On The Block

Partners - Dugout Vintage, Filthy Rebena Vintage, Downtown London

Approximate № of Attendees - 3500











DUNDAS PLACE
London CANADA





August 21st

2nd Annual Dundas Village Arts Festival

Hosted by Businesses on Dundas Place with support from Downtown London

Approximate № of Attendees - 500











DUNDAS PLACE
London CANADA





October 30th

Candy Crawl

Partners - Downtown London, Budweiser Gardens

Approximate № of Attendees - 300













September

Kids Activations

Approximate № of Attendees - 30









October 30th

The Witch's Veil Night Market

Partners - Seven Sisters Ritual Apothecary













September

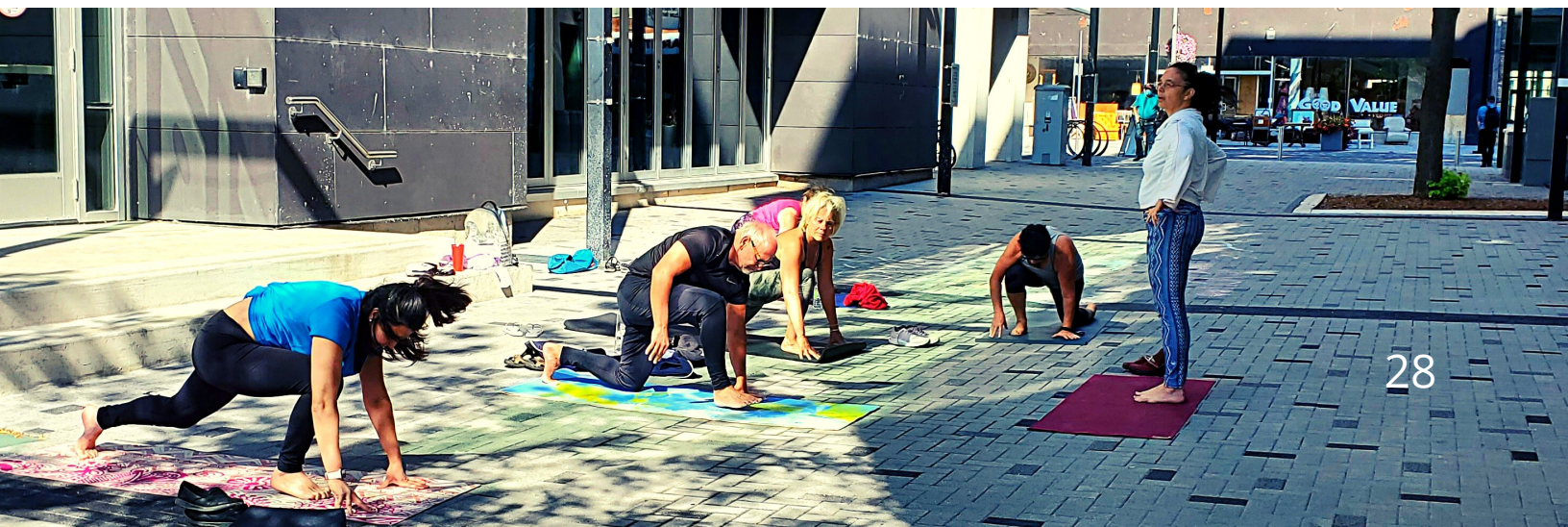
Health & Wellness Classes

Hatha Yoga| Cardio for 55+| Fitness
Partner - City of London Recreation Services

Approximate № of Attendees - 30







Strategic Framework & Funding

The Dundas Place 2021 program of activities was directed through the Dundas Place Management vision and was supported with funding from the Core Area Action Plan and the London Community Recovery Network.

Core Area Action Plan

The Core Area represents the heart of London. It holds the greatest concentration of employment, heritage properties, largest community gathering places, primary stage for music and entertainment, and the majority of the tourism infrastructure. The health, vitality and resiliency of the Core Area is key to any successful economic development strategy for London and sends an important message to the world about London as a place to live and do business.

This plan included direction and funding to Invest in Dundas Place, increase range and Intensity of Programming in the Core, and activate places and spaces with bistro tables and chairs.

London Community Recovery Network

Created on July 21, 2020, London Community Recovery Network (the Network) was formed to power London's recovery from COVID-19. The Network brings together leaders from the private sector, non-profit and institutional organizations to undertake community conversations about London's recovery, and to identify short/long term ideas for action to be considered for implementation by the City of London, other orders of government, and the community at-large.

City Council endorsed and funded the recommendation to support outdoor performances and to make public washrooms on Dundas Place open 16 hours a day, 7 days a week.

Accessibility

Seating & Public Washrooms

Dundas Place offered residents and visitors a place to sit and play with flex seating and giant games throughout the summer and fall. These daily set ups played a vital role in making Dundas Place an accessible and fun place for all.

The Dundas Place Public Washrooms were available **7 days a week from 7 am to 11 pm**. Providing accessible public washrooms that were consistently open to all provided a basic dignity to those in need.

Similar to the flex seating, the Dundas Place Public Washrooms became more integrated in the routine of people who live, work or visit downtown creating a more holistic place for all to enjoy.

Public Washroom use:

July - 1052
August - 1621
September - 1912
October - 1863

The Dundas Place team is proud to offer this essential service to our community.

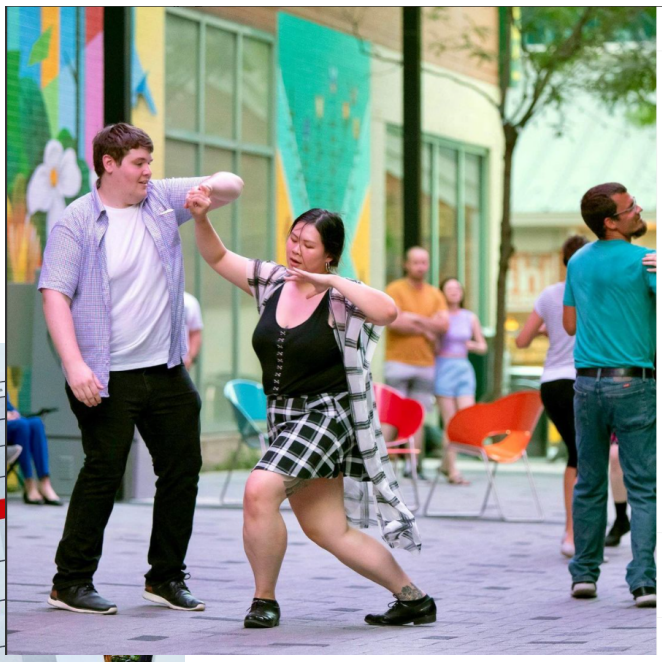
Marketing & Communications

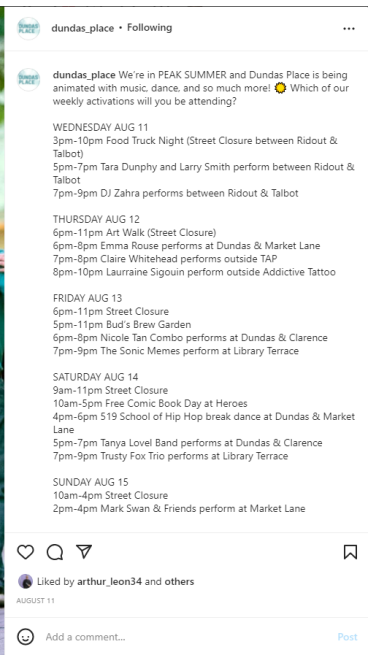
The Dundas Place animation and activation program was promoted with our Social Media accounts. Every week the full list of all activities was shared with bright beautiful images of people enjoying the street. Our social media accounts saw significant growth in engagement and followers over the course of the summer.

Weekly emails were also sent out with the full schedule to all the businesses on the street and downtown community partners.

In September, we started issuing a printed schedule with the full month's program. The program was delivered to local businesses, distributed to people on the street and brought to the Downtown Tourism office.







Thank you!

A huge thank you to all the programming partners, artists, and staff who made this amazing season of fun possible!

Programming Partners

London Arts Council
London Ontario Jazz Hub
The Arts Project
Forest City Film Fest
Budweiser Gardens
IAOVA
Latin Passion Dance Academy
519 School of Hip Hop
Museum London
London Food Truck Association
Middlesex London Health Unit
Downtown! London
Pride London Festival
Sunfest
Dundas Place Businesses
AlvegoRoot Theatre
Good Sport

Staff Team

The programming on Dundas Place was supported by a team of 3 Community Animators and 7 Building Attendants. They tirelessly lugged equipment all over the 4 blocks with carts and by hand.

Appendix 1

Dundas Place Animation and Activation 2021 Plan

Dundas Place

Animation and Activation

2021

All COVID-19 safety protocols will be strictly followed.

Activation Strategy

Who: Dundas Place staff, businesses, institutions, community partners

What: intentionally filling strategic spaces with prosocial activations (see list)

Where: targeted locations on each block (see map)

When: something happening every day with increased activity on weekends

Why: give people reasons to come, create a pleasant and dynamic social environment, increase foot traffic



Activation Strategy

How: Operating out of the Dundas Place Field House (179 Dundas St.), Building Attendants and Community Animators will use large wagons to move tables, chairs, games, tents, audio equipment, and signage to specific locations along the sidewalks and in Market Lane. They will facilitate activations which may involve setting up equipment, cleaning the site, communicating with businesses, disinfecting equipment, providing information, inviting participation, and enforcing safety rules.

Activation Types

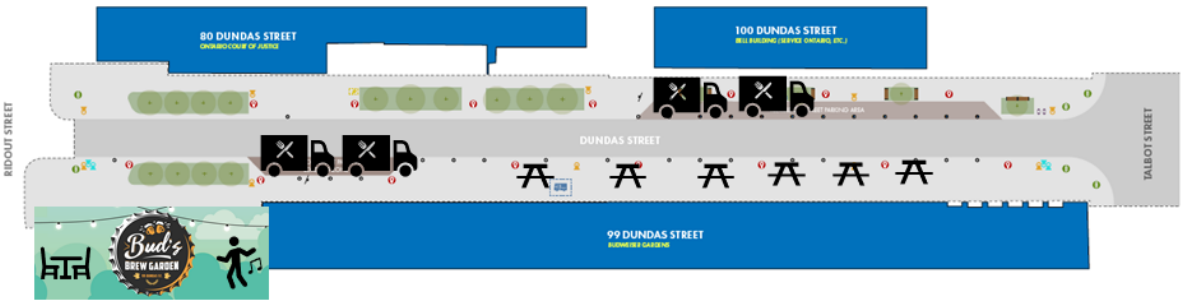
- Performance
  - Music, dance, theatre, poetry, movies
- Visual
  - Murals, posters, banners, sculpture
- Sales and Vendors
  - Retail, art, crafts, community
- Moveable Furniture
- Games
  - Chess, checkers, Ping pong, Jenga, corn hole
- Classes
  - Dance, yoga, Thai Chi, art
- Tours
  - Public Art, Heritage
- Recreation
  - Walking groups, running groups





Activation Locations



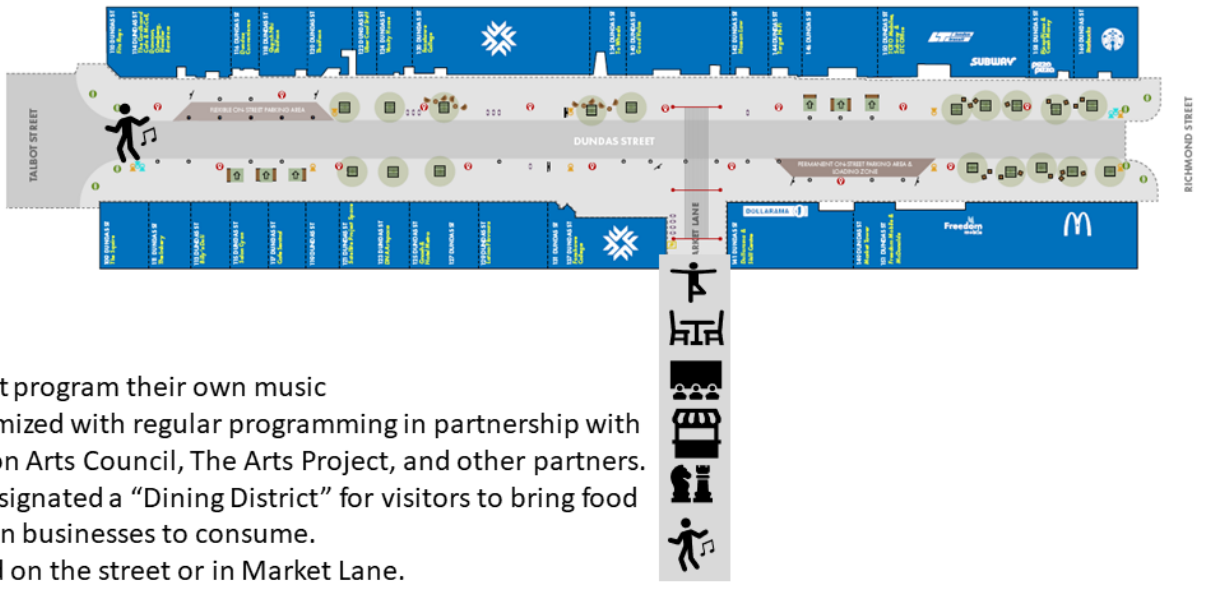


Block 1 Activation

- Only block where food trucks are permitted when street is open.
- Bud Gardens will be operating Beer Garden Friday and Saturday nights June - October
- Tables and other forms of seating added

Activation Locations



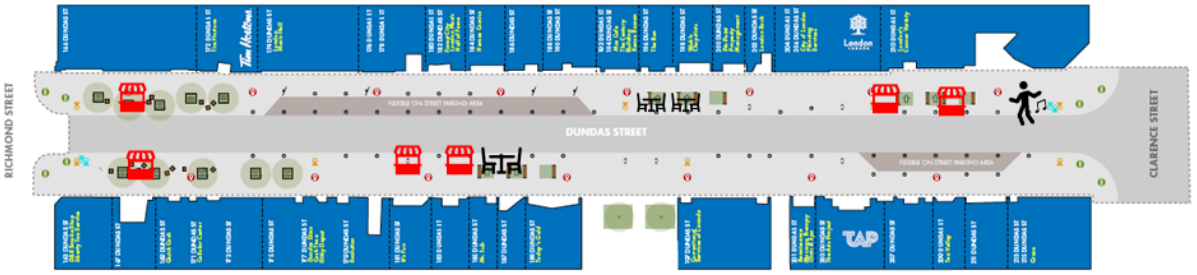


Block 2 Activations

- Cluster of patios at Talbot program their own music
- Market Lane will be optimized with regular programming in partnership with Fanshawe College, London Arts Council, The Arts Project, and other partners.
- Market Lane could be designated a “Dining District” for visitors to bring food and drink from downtown businesses to consume.
- Vendors could be located on the street or in Market Lane.
- Discussions with businesses about organizing street markets on this block are underway. (i.e., monthly antique market)

Activation Locations



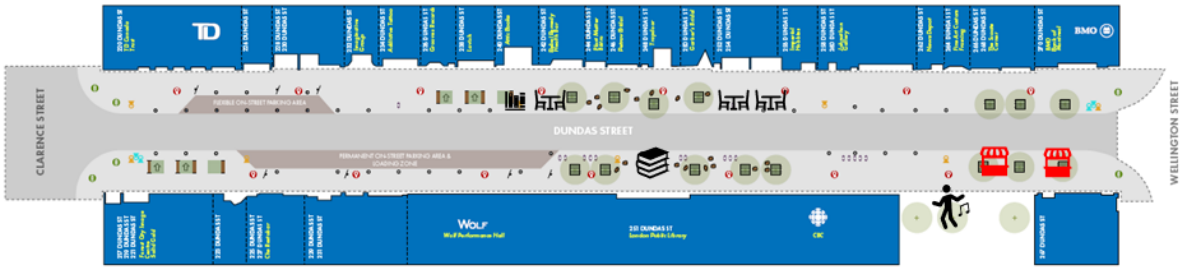


Block 3 Activations

- Support patio with live music on weekends
- Support take out restaurants with moveable street furniture
- Pop-up art shows on street and other arts programming with The Arts Project
- With Field House located on block, games can easily be set up with staff near by
- Moveable furniture will serve as short rest stops for people in need

Activation Locations





Block 4 Activations

- Heavily Library focused
- Support patios with live music on weekends
- Moveable furniture for take out restaurants
- Sidewalk sales
- Vendors near Wellington