

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

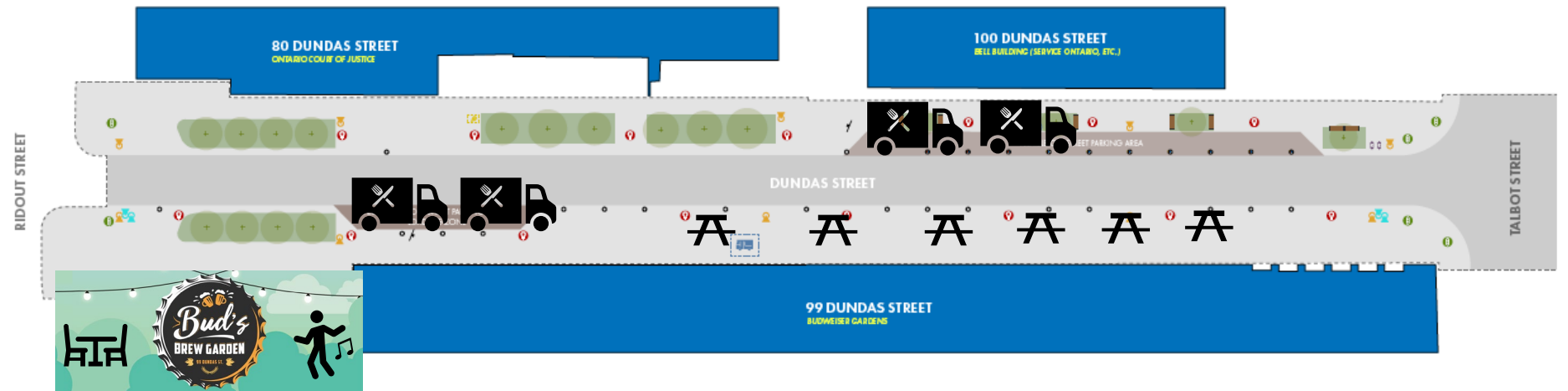
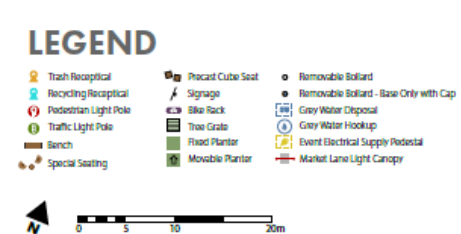


- Recreation
 - Walking groups, running groups



Activation Locations

DUNDAS PLACE BLOCK 1

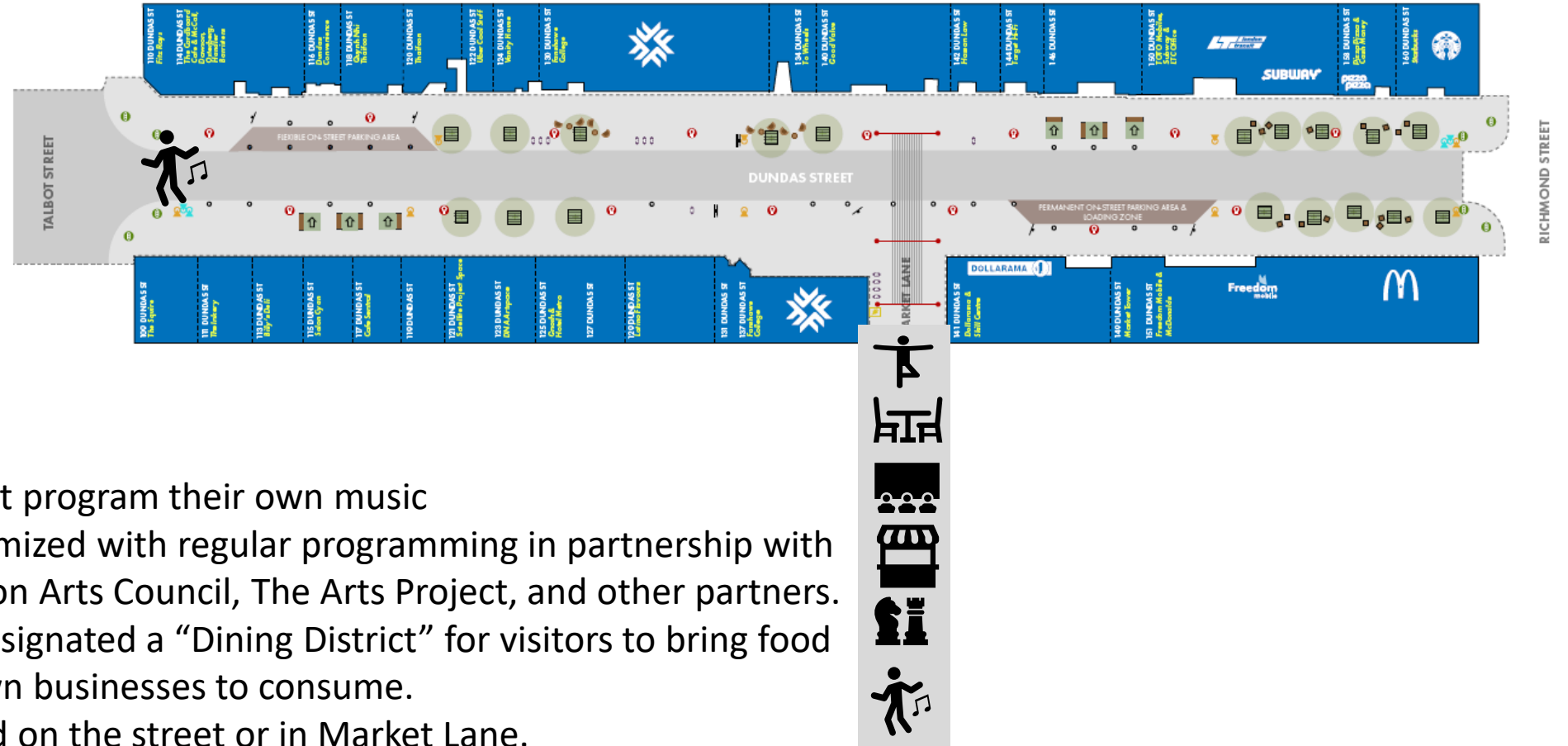
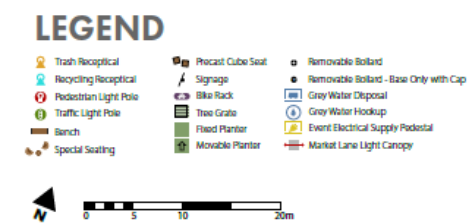


Block 1 Activation

- 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

DUNDAS PLACE BLOCK 2



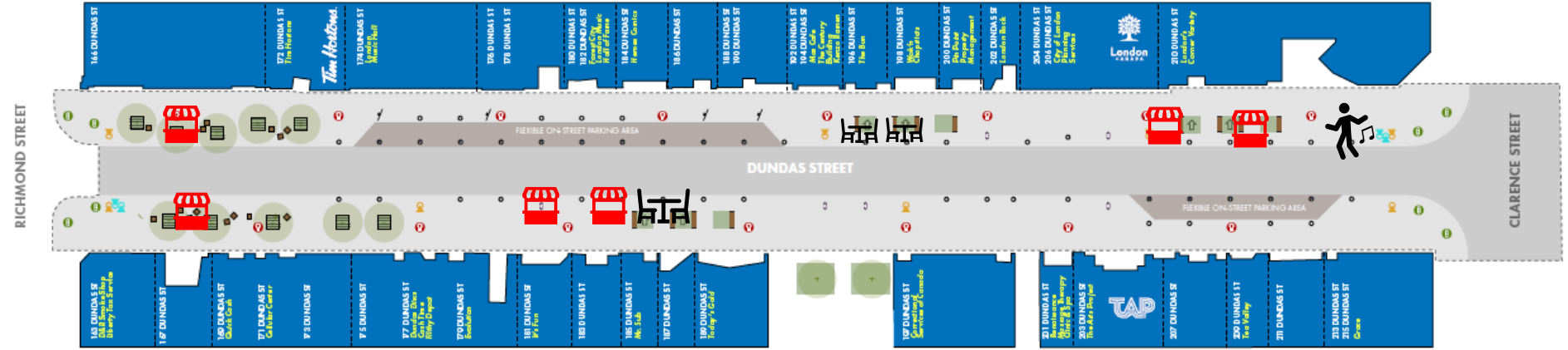
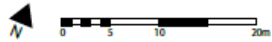
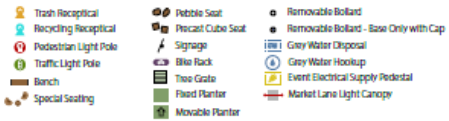
Block 2 Activations

- 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

DUNDAS PLACE BLOCK 3

LEGEND



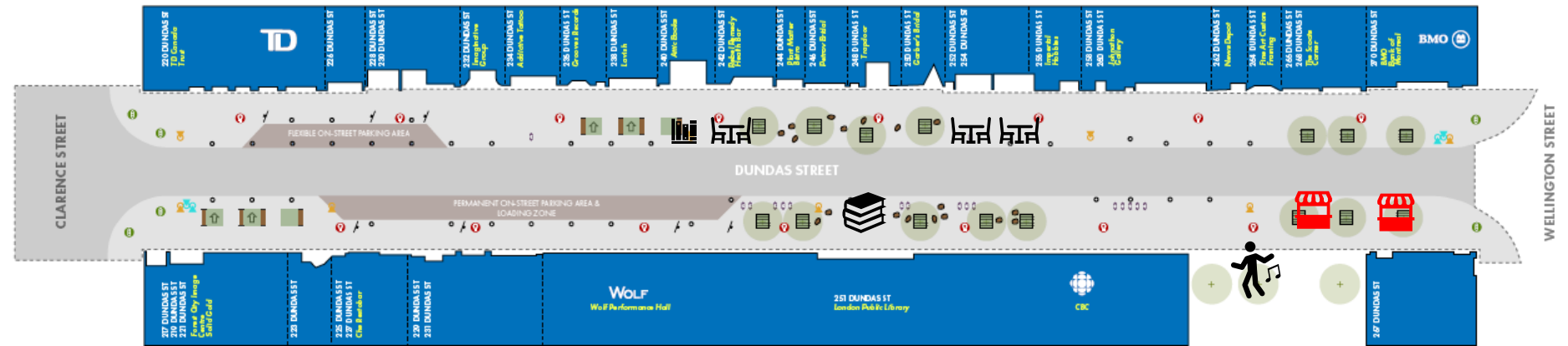
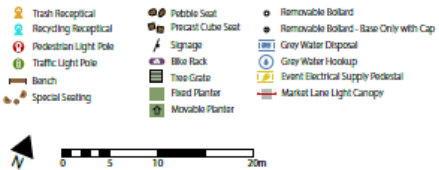
Block 3 Activations

- 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

DUNDAS PLACE BLOCK 4

LEGEND



Block 4 Activations

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