

September 6, 2024

*sent via email*

Chair Lehman and Committee Members  
Planning and Environment Committee  
The Corporation of the City of London  
300 Dufferin Avenue  
London, ON  
N6A 4L9

Dear Chair Lehman and Committee Members,

**Re: Proposed Official Plan Amendment – Major Shopping Areas  
Wonderland Power Centre Inc.  
3234-3290 Wonderland Road South  
London, ON**

**Our File: SSD/GEN/20-01**

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Zelinka Priamo Ltd. are the planning consultants retained by Wonderland Power Centre Inc. (“WPC”). WPC is the owner of a partially developed site located at the southeast corner of the intersection of Wonderland Road South and Bradley Avenue West, known municipally as 3234-3209 Wonderland Road South (the “subject lands”) (Figure 1).

**Figure 1 – Subject Lands Aerial (outlined in red)**



The westerly half of the subject lands is within the “*Shopping Area*” Place Type and is zoned “*Associated Shopping Area 8 (ASA8(18))*”. The easterly half of the subject lands is within the “*Neighbourhoods*” Place Type and is zoned “*Light Industrial (h-17\*LI1/LI7)*” and “*Environmental Review (ER)*”. The westerly 3.44ha portion of the subject lands recently received Site Plan Approval (File No. SPA23-083) and is currently under construction for a car dealership (Tesla Inc.). The easterly 3.01ha portion of the subject lands are currently vacant.

On behalf of WPC, we have been monitoring the proposed City-initiated Official Plan Amendment (“OPA”) to the *London Plan* related to the creation of a new “*Major Shopping Area*” Place Type, which is intended to allow for higher intensity mixed-use infill development at key locations in the City of London.

We wish to provide the following comments on behalf of WPC:

- WPC supports the general intent of the OPA to redesignate certain commercial lands to the new “*Major Shopping Area*” Place Type. However, WPC respectfully requests that the subject lands, in their entirety, be included within the proposed “*Major Shopping Area*” Place Type;
- According to the available mapping in the Staff Report titled ‘Heights Review/Transit Village/Major Shopping Area (OZ-9726, OZ-9727, O-9752 and O-O-9753)’, the subject lands are proposed to be excluded from the new “*Major Shopping Area*” Place Type, with the boundary for this new Place Type terminating on the northerly (opposite) side of Bradley Avenue West (refer to Appendix 1 below).
- The subject lands, especially the vacant easterly half, are an ideal candidate for mixed-use, high-rise permissions to implement the intensification goals and objectives of the *London Plan* and the recommendations of the Heights Review Framework Report prepared by SvN Architects and Planners. In order to better realize the intent of the “*Major Shopping Area*” Place Type in the short term, the City should be facilitating high-rise, mixed-use development on vacant land. The vacant portion of the lands especially can provide an excellent opportunity within the area to provide meaningful intensification in the short- to medium-term. In our opinion, limiting the height, use and density permissions of the subject lands would be a missed opportunity by the City of London;
- It is anticipated that the subject lands can accommodate appropriate and compatible intensification as the subject lands are in a location with: no sensitive uses nearby; convenient access to transit along nearby higher-order roads; direct frontage onto higher-order public roads, and access to a range of community amenities within a short walking distance; and,
- Given the above, it is our professional opinion that redesignating the subject lands for mixed-use, high-rise permissions would allow for our client to contribute meaningful development within the “*Major Shopping Area*” Place Type to achieve a complete community. We are of the opinion that this approach satisfies the intended function of the “*Major Shopping Area*” Place Type to allow for a range of commercial and retail uses, and would provide our client with the opportunity to contribute appropriate residential housing as well.

We appreciate your consideration of our request. We will continue to monitor the implementation of the Official Plan Amendment. WPC may provide additional comments, if necessary.

Please kindly ensure that the undersigned is notified of any further meetings or notices related to this matter.

Should you have any questions, or require further information, please do not hesitate to contact the undersigned.

Yours very truly,

**ZELINKA PRIAMO LTD.**



Laura Jamieson, B.Sc.  
Intermediate Planner

cc. the Client