

September 6, 2024

Chair and Members  
Planning and Environment Committee  
[pec@london.ca](mailto:pec@london.ca)

**Re: Item 3.6 - Heights Review/Transit Village/Major Shopping Area**

I am submitting this letter on behalf of 100 Kellogg Lane - the owners of the Kellogg's entertainment district properties. The land ownership includes the following addresses:

- 100 Kellogg Lane;
- 335 Kellogg Lane;
- 1063 Dundas Street;
- 1097 Dundas Street;
- 1127 Dundas Street;
- 351 Eleanor Street;
- 1151 York Street
- 1080 Dundas Street
- 1100 Dundas Street
- 1108 Dundas Street

Please see the map below which shows these addresses for reference.

Those lands identified above that are within the boundaries of Dundas Street, Eleanor Street, Florence Street and Kellogg Lane were designated with the Transit Village Place Type through the Industrial Land Conversion process.

The Staff Report on the Planning and Environment Committee agenda (Item 3.6) includes a revised site-specific policy for these lands. We want to thank Planning Staff for working with us through the revision of the existing site-specific policy so that it is in keeping with the newly applied Transit Village Place Type. We appreciate all of their efforts.



The proposed policy is as follows:

*In the Transit Village Place Type located at 100 Kellogg Lane, 1097 and 1127 Dundas Street, and 351 Eleanor Street, warehouse, wholesale, and self-storage establishments may also be permitted within existing buildings. Accessory parking in favour of the uses located at 100 Kellogg Lane may be permitted at 1063, 1080, 1097 and 1127 Dundas Street.*

The lands currently function as a district with single ownership and parking occurs on various properties within the landholdings to support uses on other properties within the landholdings. For example, people will often park on the north side of Dundas Street at 1100 Dundas Street or on the west side of Kellogg Lane for large events in the former Kellogg's building. All of these lands are owned by my client, and the functional relationship to make the entertainment use viable is obvious. The purpose of the last sentence of this policy, shaded above, is to make it clear that this parking arrangement is expected and permitted going forward.

As submitted previously to Staff, our request is that the sentence shaded above be amended to recognize all of the property addresses that are currently used for parking, or could be used in the future for parking, to support the entertainment district. We are proposing that the shaded portion of the policy read as follows:

*In the Transit Village Place Type located at 100 Kellogg Lane, 1097 and 1127 Dundas Street, and 351 Eleanor Street, warehouse, wholesale, and self-storage establishments may also be permitted within existing buildings. Accessory parking in favour of the uses located at 100 Kellogg Lane within this Transit Village may be permitted at 1063, 1080, 1097, 1100 and 1127 Dundas Street; 335 and 353 Kellogg Lane; and 1151 Eleanor Street.*

This minor change to the proposed specific policy would ensure clarity that parking to serve the Transit Village could be accommodated at various locations within the land holdings. This would formalize what is already occurring, clarify expectations and avoid an unnecessary Official Plan amendment request at some point in the future.

We are hopeful that this slight change to the policy could be made at Planning Committee and Council.

I would be happy to answer any questions the Committee may have.

Sincerely,



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