



**SMARTCENTRES®**  
REAL ESTATE INVESTMENT TRUST

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September 20, 2024

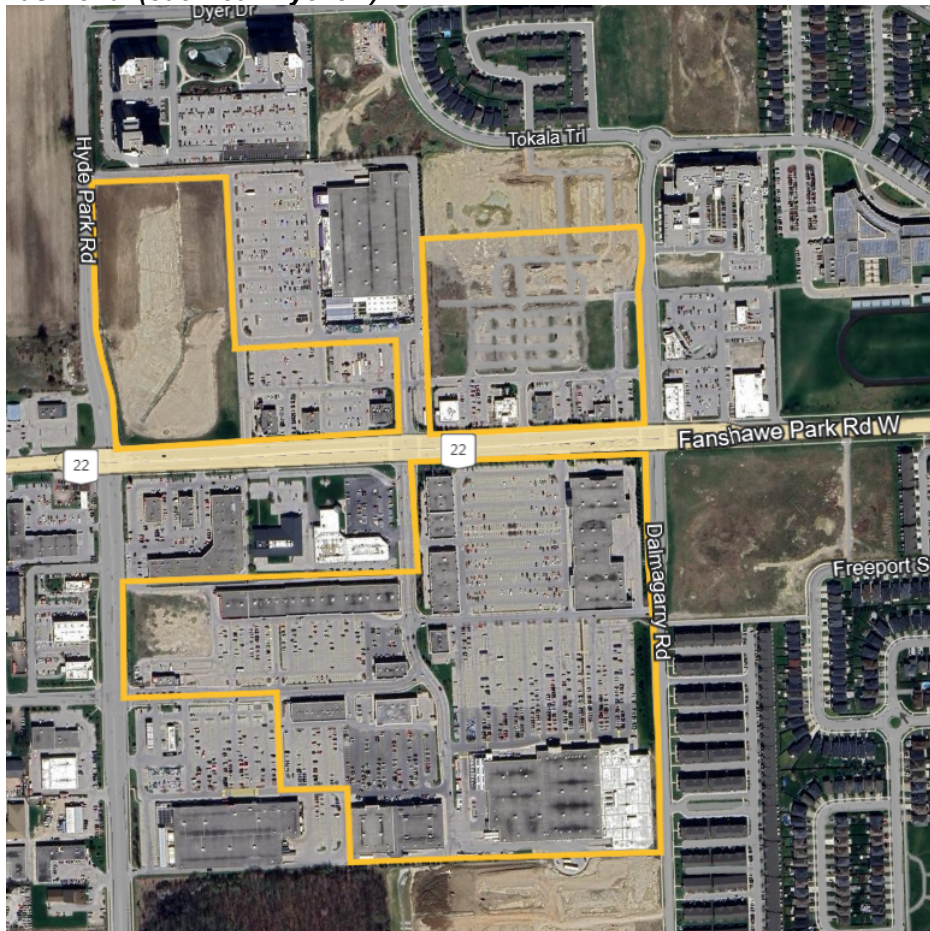
Sarah Baldwin, RPP, MCIP  
Senior Planner, Planning Policy (Research)  
Planning & Economic Development, City of London  
[sbaldwin@london.ca](mailto:sbaldwin@london.ca)

Dear Ms. Baldwin,

**Re: Proposed Official Plan Amendment – Major Shopping Areas  
Calloway REIT (SmartCentres) Lands at 1345-1395 Fanshawe Park Rd. W, 1267 Fanshawe  
Park Rd. W, 1415-1425 Fanshawe Park Rd W.**

Calloway REIT (London NW) Inc., Calloway REIT (London NW II) Inc, and Calloway REIT (Fox Hollow) Inc. (“SmartCentres”) are the owners of shopping centres, partially-developed commercial centres, and vacant lands located along Fanshawe Park Road West between Hyde Park Road and Dalmagarry Road (the “subject lands”), as shown in Figure 1 below.

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



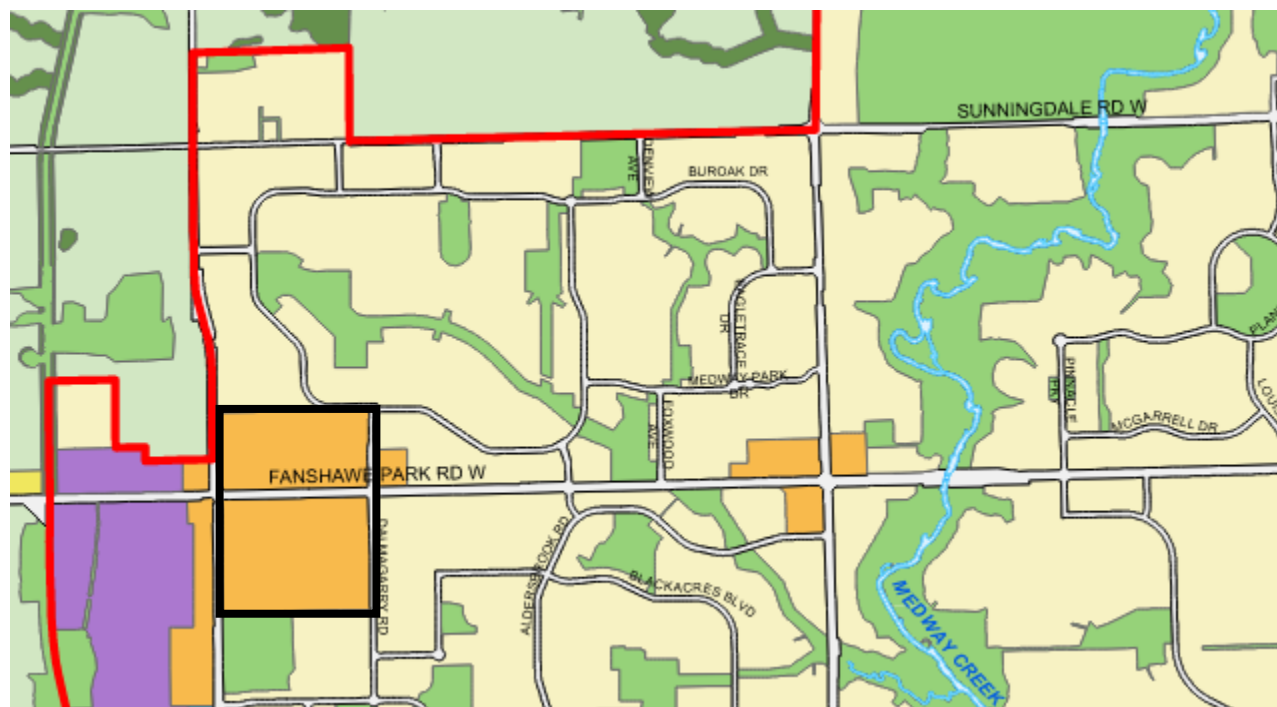
SmartCentres has been monitoring the Official Plan Amendment (“OPA”) to the London Plan related to the creation of a new “Major Shopping Area” Place Type and support the City’s initiative to provide higher intensity mixed-use permissions in key growth areas around the city.

All of the subject lands are currently designated as “Shopping Area” in the London Plan (see Figure 2), however, in Staff Report (File Number: OZ-9726, OZ-9727, O-9752, & O-9753) presented to the Planning and Environment Committee on September 10, 2024, only the lands south of Fanshawe Park Rd W operating at SmartCentres London Northwest are proposed to be designated as “Major Shopping Area” Place Type in the OPA (see Figure 2).

We are requesting that all the lands shown in Figure 1 (outlined in yellow) are designated as “Major Shopping Centre” for the following reasons:

- To facilitate the intensification and redevelopment of the vacant lands in the subject sites;
- To allow for much-needed housing density in a desirable and rapidly growing neighbourhood. Residential intensification will bring residents closer to these critical amenities and services. It is important to note that commercial uses would remain a critical component of the site, and residential would be developed alongside the commercial as complementary uses;
- The proposed expansion of the intensification area represents a large piece of land under one ownership group, allowing for a more feasible, efficient and collaborative development process with the City. No acquisitions or land assembly are required to pursue redevelopment;
- The size of the proposed intensification area (~20 acres) provides one large site with ample land available for several phases of mixed-use intensification, providing a long-term solution to meeting London’s housing needs.
- SmartCentres’ lands represent some of the most critical amenities and services in the area, including the Walmart grocery, medical/dental, food, financial institutions, and personal services.

**Figure 2 – London Plan Place Types- Map 1(subject lands shown in black)**

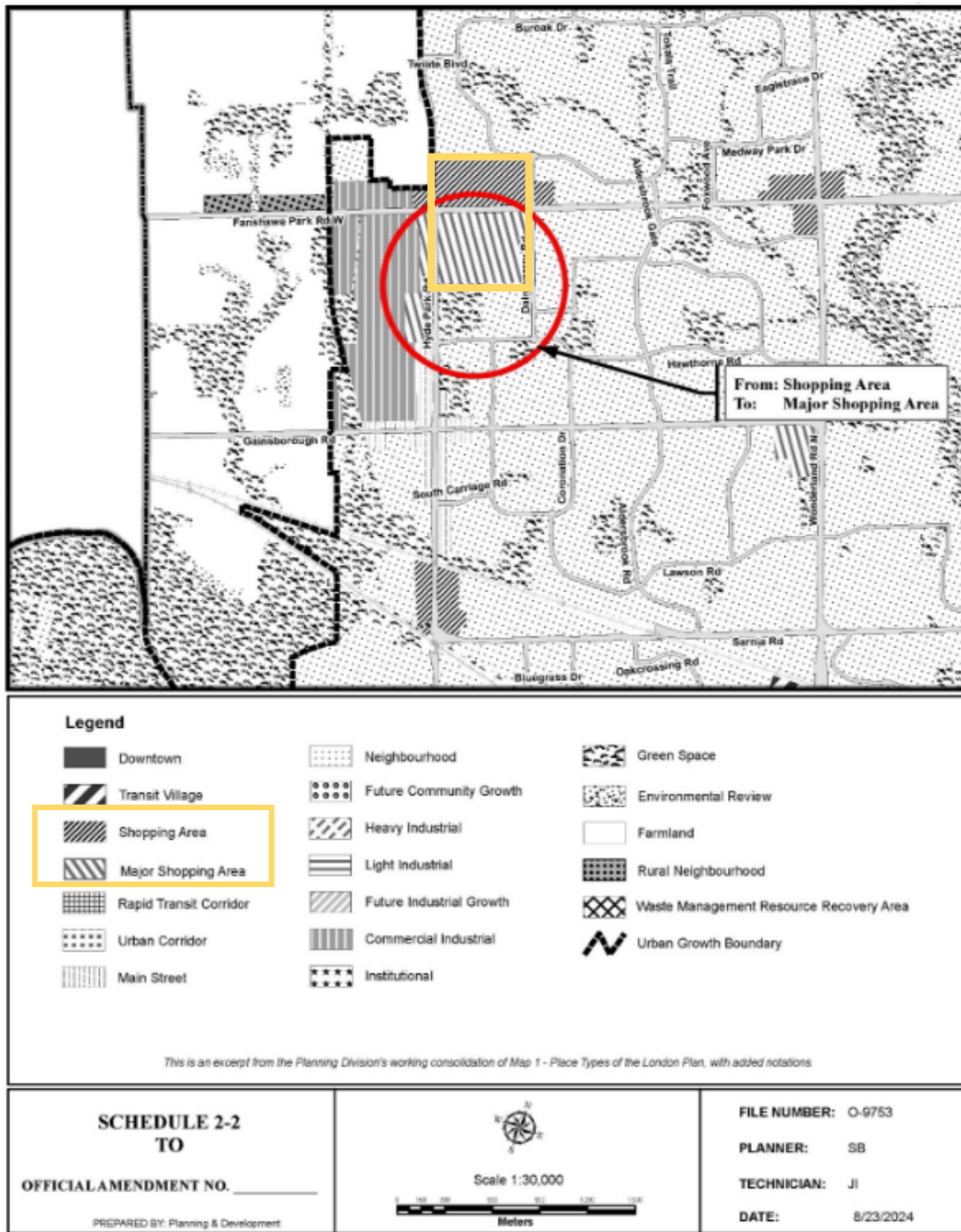


**LEGEND**

**PLACE TYPES**

	Green Space		Heavy Industrial
	Environmental Review		Light Industrial
	Downtown		Commercial Industrial
	Transit Village		Future Community Growth
	Rapid Transit Corridors		Future Industrial Growth
	Urban Corridors		Farmland
	Shopping Area		Rural Neighbourhoods
	Main Street		Waste Management Resource Recovery Area
	Neighbourhoods		Urban Growth Boundary
	Institutional		

Figure 3 – Subject Lands from Staff Report (subject lands shown in yellow)



To conclude, SmartCentres would like to commend Staff and Council for their efforts to increase the height permissions in the Official Plan. We think this is a vital step to creating opportunities for new housing and neighbourhood growth in London.

Please do not hesitate to contact the undersigned with any questions you may have.

Regards,

Marissa Vailer  
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