



January 21st, 2014.

City of London,  
300 Dufferin Ave,  
London. ON. N6A 4L9.

Attention: Cathy Saunders, City Clerk.

Re: Boundary Expansion Request and By Law Amendment.

Dear Cathy:

Downtown London is the umbrella organization representing two groups

- MainStreet London – a not for profit downtown revitalization organization: and
- the London Downtown Business Association – a Business Improvement Area as defined in the Municipal Act.

Together we represent over 850 businesses within our boundaries.

The attached letter from the Richmond Row Merchants association perfectly describes its request that the London Downtown Business Association expand our BIA boundaries to include “Richmond Row.”

This conversation commenced in early 2012 between a few representatives from Richmond Row and our board chair Robert Usher. Since that conversation a fair amount of work and research has been done to establish if the requested expansion is financially feasible, if the current members of the BIA would be receptive to the idea, potential administrative and operational advantages/disadvantages and what the expanded boundary line should be. With collaboration from the Planning Division we took into consideration a large area of central London including territory to our east and south. We determined that their considerable progress is fuelled in large measure by retaining their distinctive identities and directions in their Community Improvement Plans. We came to the conclusion that Richmond Row has very similar needs to the existing downtown BIA by way of beautification and promotion of the area as a business, shopping and entertainment district. Also from a public perception Richmond Row is considered by many to be in London’s Downtown while it actually abuts the existing BIA.

After much deliberation, our Board of Directors unanimously approved that our staff take the attached request to the next level – which we understand is a report be taken to City Council for their blessing to move forward and to direct City staff to commence the process of expansion of the downtown London BIA boundary as shown on the attached map. I believe that the Planning Division should be involved in this report but will take my advice from you as to how we proceed from here.

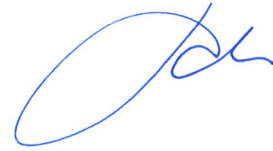
At the same time we recognize that the by-laws of the London Downtown Business Association require an update to conform to the current Municipal Act. Our existing By Laws were written in the early 1970's and include a graduated levy that is now out of date. We request City assistance to update our by-laws as well.

We look forward to your reply at the soonest opportunity, as we believe it is best to target the results of this work to take effect at the beginning of 2015.

Yours truly,  
DOWNTOWN LONDON



Robert T. Usher,  
Board Chair  
London Downtown Business Association



Janette MacDonald,  
Executive Director  
Downtown London.

c.c. Mayor Fontana  
John Fleming, Director of Planning  
Dennis Winkler, Richmond Row Business Association.