

**From:** John Kenneth Dickinson

**Sent:** Wednesday, February 12, 2014 1:11 PM

**To:** Wilson, Stephanie; [jbechler@london.ca](mailto:jbechler@london.ca); Fontana, Joe; Hubert, Paul; White, Sue; Henderson, Dale

**Subject:** Site Plan for 350 Oxford Street East

Dear Stephanie and members of the Planning and Environment Committee,

The proposed development at the corner of Oxford and Wellington has given rise to a number of opportunities for the public to express their opinions before City Council, to the Developers, to LACH and now to the Planning and Environment Committee. Unfortunately, despite taking advantage of these opportunities and receiving positive or encouraging feedback whenever the city has been involved I feel very little progress has been made regarding the key concerns raised by the neighbourhood with which I agree.

In short, I believe most of us like the idea of having a pharmacy in the neighbourhood and are primarily interested having the development meet or exceed city endorsed Heritage guidelines.

First, one of the most attractive features of our neighbourhood is the ability for people to walk instead of drive to get to stores and services, but the current design layout emphasises the automobile by avoiding placing a door on the corner.

Second, the proposed signage backdrop is strikingly big (6 feet tall and many feet long) and "modern" in its tone and not befitting a heritage location.

Third, for each iteration of the plan the north elevation of the building has remained essentially an unrelieved box wall lacking any visual relief or visual interest, yet this is the view to be seen when approaching the development from the neighbourhood.

Fourth, this essentially windowless north face means that if any issues arise in the parking or entrance way immediately north of the building, close to St. Georges public school, they will not be observed. This lack of visual oversight is simply adding to the concern of local families about safety due to increased traffic and a parking lot entrance metres from a public school.

I would like to ask the committee to weigh the proposed site plan in context of these issues and to take into account the fact the neighbourhood has remained consistent in seeking these issues, consistent with city guidelines for the area, be addressed. I hope the past efforts to establish, and the intent embodied in, the heritage guidelines will not be ignored by the committee members.

Regards,

John Dickinson

(a resident of Hellmuth Avenue)

**John K. Dickinson**, London, Ontario, Canada