

From: CINDY ROEMMELE

Sent: Thursday, February 13, 2014 5:07 PM

To: Wilson, Stephanie

Cc: Baechler, Joni; Fontana, Joe; Hubert, Paul; Polhill, Bud; White, Sue; Henderson, Dale

Subject: Proposed Rexall retail building in the Bishop Hellmuth Community

Dear Ladies, and Gentlemen,

I have many concerns regarding the building of the new Rexall at Oxford and Waterloo St.'s in London.

No apparent changes were presented at the Open House I attended on January 13th. It did not address the issues of concern with the neighbourhood. We asked the same questions and got the same nonsense answers.

The current application still does not place a doorway/entrance at the corner of Waterloo and Oxford Streets, the signage - 6 feet high - is too large and obtrusive, the roofline and overall appearance continues to resemble that of a strip mall and is not suitable for a heritage district. This corner is not only the gateway to our neighbourhood, but the development that is ultimately built will set a precedent for other developments within and surrounding our neighbourhood, and Heritage Conservations Districts.

The buildings at the northwest corner of Hellmuth and Oxford are currently owned by one corporation, and the majority of units are now empty. There may well soon be a proposal for development on that corner. We need to protect and ensure that the standards and historic integrity of our neighbourhood are maintained at all the entrances.

Please do not permit a retail building to be built facing backwards. It should show respect of the neighbor that has stood for over 100 years and is still viable and going strong. We want Rexall to welcome all with open arms and have a beautiful front facing entrance of some kind.

Not some strip mall knockoff with a huge cumbersome sign that enhances nothing and puts an entrance facing a rental building on the side and back. Mr. Farhi has stated on our local TV news that he "wishes to preserve our history and enhance and preserve any historic buildings he purchases in London", so why not agree to have a beautiful building constructed that shows these hopes of his, and the rest of the citizens of the Bishop Hellmuth Heritage District of London?

Sincerely
Cindy Roemmele