

From: Tina Kane-Callender **Sent:** Thursday, February 13, 2014 10:52 PM

To: Wilson, Stephanie

Cc: Branscombe, Nancy; Bishop Hellmuth Community Association; Baechler, Joni; Fontana, Joe; Hubert, Paul; Polhill, Bud; White, Sue; Henderson, Dale

Subject: File SP13-039285 - Notice of Application

Dear Stephanie,

My family and I live on Waterloo Street and we are writing to you to express our continued concerns about the proposed plaza in the Bishop Hellmuth Heritage District (350 Oxford St). As you are aware, the 'flagship store' the community was promised will be at the entrance to the Bishop Hellmuth Heritage District.

We were confused and discouraged that the latest site plan drawing of the proposed Rexall drugstore is not the same plan as was presented by Zelinka Priamo at the Open House on January 13th, 2014. We were pleased with the proposed height element in the drawings that were being presented at the Open House but felt the faux peak could be followed through to more than just the one corner at Oxford and Waterloo.

We are extremely disappointed to see that the changes made by Zelinka Priamo have yet to address the main concerns that were presented at the meeting which were voiced by the Bishop Hellmuth Community and by local residents. We are not against development but we are exhausted from continually watching commercial property be given priority to London's heritage sites. The residents have worked tirelessly to maintain and preserve this designated heritage area.

We have three issues that we have repeatedly requested to be taken into consideration:

- 1) Consider an entrance at the southwest corner facing the intersection of Waterloo St and Oxford St to service those travelling by foot or transit, with a secondary entrance located at the southeast corner of the building servicing those coming in from the parking lot. Walkability is important in sustainable urban design but is also essential in a successful, sustainable urban heritage neighbourhood community. At a time when cities are calling for residents to live in the core, walkability is increasingly important!
- 2) Ensure that the sign band is integrated into the building and below the height of the parapet; the size of the sign be significantly reduced on Waterloo Street. The sign is excessive and unsuitable for a heritage district. On a personal level, we are most impacted by the signage as our sleeping quarters face the direction of the proposed Rexall backlit logo.
- 3) We are deeply concerned by the increase in traffic on Waterloo Street and the many children we know who attended the Montessori House of Children, St. George's Public School and Lord Roberts FI Public School, who all walk north and south daily on Waterloo St. to attend and return from school. With the faux windows and lack of any doors on Waterloo Street would it not be safer for Rexall staff and their shoppers to be able to see what was going on outside the store in the event of any accidents or incidents? We thought it was promising, at the Open House, to hear that there was a consideration for stop signs, speed bumps and landscaping with clear visibility.

We still hope the City of London sees this opportunity to demand more and maintain the look of the Bishop Hellmuth Heritage District for both our current community and future generations. It would be shameful and disrespectful of why Bishop Hellmuth Heritage Conservation District was created in the first place.

We have written several letters now and we are doing so because we are passionate about our neighbourhood and the Heritage Conservation District that we live in. These plans set the tone for Heritage Conservation Districts in London and for any future developments in our districts.

Please respect and protect our neighbourhood. We thank you for your consideration and look forward hearing back from you.

Yours sincerely,

Tina Kane-Callender and Nicholas Callender

779 Waterloo Street,
London, Ontario,
N6A 3W5 Canada