



Stantec Consulting Ltd.
171 Queens Avenue, 6th Floor, London ON N6A 5J7

July 18, 2014
File: 1614-01243

Attention: Committee Chair and Members of Committee

Planning and Environment Committee
Corporation of the City of London
PO Box 5035
London ON N6A 4L9

Dear Chair and Members of Committee

**Reference: Application to Amend the Zoning By-Law
Mun. No. 51 & 99 Exeter Road – Greenhills Shopping Centres Ltd. (OZ-8324)**

We are writing in regard to the above referenced which is Item #30 on your agenda for the Committee meeting of July 22, 2014. Our client, Westbury International has land holdings in the area located at 3680 Wonderland Road South, which is located immediately north of the Greenhills site and within the Wonderland Road Community Enterprise Corridor (WRCEC). Our client has concerns with the proposed application and staff recommendation.

To give you a perspective on our client's position, we would like to go through some of the history on their site at 3680 Wonderland Road. Under the original Westminster By-law No. 2000, the site was zoned Highway Commercial (C3). After amalgamation, the area was encompassed within the Official Plan Amendment (OPA 88). As we understand it, there was a desire and agreement to keep the land use consistent with the original zoning being a Restrictive Service Commercial or equivalent. When the subsequent Zoning By-law updates were completed there was a decision made by staff that the Highway Commercial zoning did not conform to the Official Plan land use and thus an Urban Reserve (UR) zoning was assigned on an interim basis and the designation was changed to Auto Oriented Commercial Corridor.

Under the planning process for the South West Area Plan (SWAP), there were many different designations considered for our client's land. Throughout the SWAP, our client provided comment to the City asserting their desire to develop the land for commercial uses.

In March 2011, we submitted a Proposal Summary Report and a formal Pre-Consultation Meeting was held on April 5, 2011. Our client's proposal at that time was to rezone the property for commercial uses and to proceed with development. At that time, completion of the South West Area Plan was identified as a prerequisite to submission of a complete application.

On completion of the SWAP, our client's property received a Wonderland Road Community Enterprise Corridor designation for the front portion along Wonderland Road and a medium density designation for the rear portion. While this designation removed some of the commercial development rights that our client previously enjoyed, they did not appeal the decision as they



July 18, 2014

Committee Chair and Members of Committee

Page 2 of 3

**Reference: Application to Amend the Zoning By-Law
Mun. No. 51 & 99 Exeter Road – Greenhills Shopping Centres Ltd. (OZ-8324)**

felt they would still be able to make a viable commercial development along Wonderland Road. Given that the SWAP was appealed, our client awaited the OMB decision before engaging with staff to start the rezoning process. Following the OMB hearing, we submitted our Proposal Summary to staff on April 1, 2014 and had our Pre-Consultation Meeting on April 22, 2014. Final approval from the OMB then followed on April 29, 2014. We are currently completing our requisite studies with the intention to submit our rezoning application at the end of August.

Given that we have followed the process carefully and adhered to the direction provided by staff, you can imagine our client's surprise to discover that applications from York Developments and Greenhills had been accepted in advance of the approval of the SWAP. It is unclear to us how these applications could be received as complete when we had been advised that completion of the SWAP was a prerequisite for a complete application. In addition, more than half of the commercial square footage allocation had been already given to York Developments and two months later the remainder of the commercial square footage is being recommended by staff to be given to Smart Centres.

At our Pre-Consultation Meeting of April 22, 2014, staff directed us to address policy 20.5.16.8 in the SWAP which reads as follows:

"The successful completion of the Southwest Planning Area depends on the co-operation of the owners and land developers to share in the equitable and fair distribution of commercial uses, residential density, affordable housing, unit types, community parkland, community facilities, affordable housing, open space, tree canopy cover, municipal infrastructure, etc., as required by this Plan. All Official Plan, subdivision, Zoning By-law amendment and site plan applications shall be required to include a statement of conformity with the requirements of this Plan, as part of a complete application."

On review of the staff report and recommendation, it is our opinion that this policy has not been addressed and that there has not been sufficient time to allow our application to be considered and a "fair and equitable distribution of commercial uses" be considered.

Through the South West Area Planning process, the intersection of Wonderland Road, Wharncliffe Road and Exeter Road was identified as a "Significant Urban Focus" along the important Wonderland Road corridor. This intersection lies immediately adjacent to Westbury's property at 3680 Wonderland Road South. In addition, the policies in the South West Area Plan state the following:

"The centrepiece of the Wonderland Boulevard Neighbourhood is Wonderland Road South, which is the primary north/south arterial corridor functioning as a gateway into the city from Highways 401 and 402, and as a focal area which will create the identity for the broader Southwest Secondary Planning Area. Wonderland Road South will be designed to allow for unique and convenient access between land uses that may be developed on the lands adjacent to Wonderland Road South to the adjacent neighbourhoods east and west of the corridor. The Wonderland Boulevard Neighbourhood is planned to be a diverse



July 18, 2014
Committee Chair and Members of Committee
Page 3 of 3

**Reference: Application to Amend the Zoning By-Law
Mun. No. 51 & 99 Exeter Road – Greenhills Shopping Centres Ltd. (OZ-8324)**

community that provides the highest degree of amenities and employment opportunities for its residents and those of the neighbouring areas. The Wonderland Road Community Enterprise Corridor land use designation and policies for the Wonderland Road South corridor between Southdale Road West and Exeter Road create opportunities for a broad mix of commercial, office, residential and institutional uses."

In review of the policies from the South West Area Plan, it is clear that there is an intention to create a high-quality mix of contiguous land uses along the Wonderland corridor. It is, therefore of great importance for the City to carefully consider the decisions they make related to applications along this corridor to maintain the integrity of the corridor.

Given the central location of our client's property within the corridor and its identification as a 'Significant Urban Focus', commercial uses are integral to the development of these lands. It is our opinion that, if the above noted application is to be approved and the remaining commercial square footage allocated, this would compromise the intent of the SWAP and the ability of our client to develop these lands. Instead of a contiguous, high-quality corridor, we would be left with piecemeal development along the corridor.

In summary, we feel that our client's development rights have been removed over time through successive steps to where we now face the possibility that this property can no longer be developed for commercial uses. We also feel that if the remaining commercial in the Enterprise Corridor is allocated to Greenhills that this will compromise the integrity of this corridor. We therefore request that the above noted application be deferred until we have had the opportunity to meet with staff and reach an understanding on how commercial development is to be allocated within the corridor in an equitable and wholistic way that meets the intention of the polices in the SWAP.

We would be pleased to meet with the Committee to discuss this matter further and intend on making a verbal presentation at the Committee Meeting.

Regards,

STANTEC CONSULTING LTD.

Jeffrey Paul, P.Eng.
Managing Principal
Phone: (519) 675-6604
jeff.paul@stantec.com

c. Jeff Willick, Decade Corp.