

**June 18, 2014**

**Mr. John M. Fleming  
Director of Land Use Planning & City Planner  
City of London Planning Division  
300 Dufferin Avenue – Planning Division  
P.O Box 5035  
London, Ontario  
N6A 4L9**

**Dear Mr. Fleming:**

**I am writing with respect to the proposal for the lands at 1300 Fanshawe Park Road East in London. My partners and I in the London Airport Auto Mall are strongly opposed to the Official Plan Amendment and Re-zoning and ask that you refuse the application.**

**You will recall that my partners and I, through The Shrew Sports Corp., spearheaded the development of a new auto mall concept in the same area. As part of that effort, we met with you and your staff and also had many telephone discussions. Based on those meetings and discussions, you and your staff strongly urged us to look to east London to develop this concept if we were to garner the City's support. My partners and I valued your advice and we relied on those discussions when deciding on a final site. The London Airport Auto Mall is now off to a very strong start with more than \$60-million dollars being invested in the community as a result of this project.**

**As you know, our preferred location for the auto mall proposal was in the north part of London. We evaluated several sites and when we initially discussed with you and your staff our concept, our desire was to locate the auto mall in north London. At that time you advised us that in order to have even a hope of gaining the City of London's Planning approval, the project would need to be consistent with the City's vision for auto retailing.**

**You advised us that the City's vision contemplated the development of auto retailing on Wharncliffe Road South, the west end of Oxford Street at Wonderland Road and the east end of London, along Dundas Street. My colleagues and I, who included the principals of London**

**City Chrysler, London City Mazda, MacMaster Chevrolet, Leavens Volkswagen, and Competition Toyota, followed your advice and situated the auto mall project in accordance with the City's vision.**

**Before we started the project, our group also met with Mayor Joe Fontana. Mayor Fontana advised that although London's north end is growing, it was his opinion that the growth was not significant enough to warrant an Official Plan Amendment to allow an Auto Retail designation in the north end for at least fifteen years. We relied on this advice just as we relied on the advice of planning staff. We are asking that you remain consistent in the City's message which is that auto retailing in the north part of London is not consistent with the City's vision.**

**The expectation of my partners and I is that the City planners will recommend refusal of the proposal. Insofar as I am aware, the City's vision for auto retailing remains the same as it was when we first canvassed our proposal with you in the early stages. We specifically discussed the intersection of Highbury and Fanshawe Park Road as the area we were targeting and we were advised that the City could not support our proposal at that location. As local business people, we wanted to work co-operatively with the City and did not wish to make our project the subject of an Ontario Municipal Board hearing so we switched gears and headed off to east London, in accordance with your direction and the City's vision.**

**Based on this history, it should come as no surprise that my partners and I strongly object to the proposal for 1300 Fanshawe Park Road. Not only is it inconsistent with what we understand to be the City's vision for auto retailing in London, but it is inconsistent with the direction of auto retailing in North America generally. The auto mall concept was developed as a response to consumer desire to be able to browse a number of brands and models conveniently. Your planner, Jim Yanchula, confirmed this through his experience in Windsor and advised that the auto mall concept was here to stay. In fact, London embraced this retailing concept many years ago when the City encouraged the development of the auto mall on Wharncliffe Road South. Since that time there have been several consolidations in the auto retailing landscape and both consumers and retailers have enjoyed an expanded auto mall in that part of London.**

**The application for an auto dealership at 1300 Fanshawe Park Road must be denied because it is inconsistent with the both City's vision for auto retailing and trends in the industry. Further, we believe the development of a standalone auto dealership in the middle of what is likely to become a significant power center commercial node constitutes poor planning in every respect and a step backwards.**

**The applicant would not be disadvantaged in any way if the City refused the application. The applicant owns a 4.5 acre parcel in the London Airport Auto Mall that is zoned, serviced and shovel ready. The applicant's new dealership could be up and running in a very short time.**

**We have not touched on the issues related to the land use conflicts created when auto dealerships are located close to residential neighbourhoods. There are car deliveries, noise, heavy in and out traffic and dawn to dusk lighting. We look forward to expanding our submissions on these land use conflicts as this application moves through the process.**

**I trust that you will concur with our position and refuse the application.**

**Sincerely,**



**Brian J. Semkowski**

**July 25, 2014**

**John Flemming  
Director of Land Use Planning & City Planner  
City of London Planning Division  
300 Dufferin Avenue – Planning Division  
P.O Box 5035  
London, Ontario  
N6A 4L9**

**Dear John:**

**I am writing with respect to the proposal for the lands at 1300 Fanshawe Park Road East in London. My partners and I in the London Airport Auto Mall are strongly opposed to the Official Plan Amendment and Re-zoning and ask that you refuse the application. I have reiterated some of the points that one of my partners, Brian Semkowski included in their letter dated June 18 to John Fleming and also included new comments.**

**You will recall that my partners and I, through The Shrew Sports Corp., spearheaded the development of a new auto mall concept in the same area. As part of that effort, we met with you and your staff and also had many telephone discussions. Based on those meetings and discussions, you and your staff strongly urged us to look to east London to develop this concept if we were to garner the City's support. My partners and I valued your advice and we relied on those discussions when deciding on a final site. The London Airport Auto Mall is now off to a very strong start with more than \$60-million dollars being invested in the community as a result of this project.**

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**City Chrysler, London City Mazda, MacMaster Chevrolet, Leavens Volkswagen, and Competition Toyota, followed your advice and situated the auto mall project in accordance with the City's vision.**

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**Notwithstanding all of the above, the application must be denied simply on its planning merits or lack thereof. I am advised that the proponent intends to locate the car dealership in a Community Commercial Node designation under the Official Plan. As you know Community Commercial Nodes are intended to serve the neighbourhoods in the vicinity of the Node.**

**The official plan policies clearly state the trade areas of Community Commercial nodes “are subsidiary to the trade areas of Enclosed and New Format Regional Commercial Nodes and primarily consist of the surrounding community which includes a number of neighbourhoods within convenient driving or walking distance.”**

**The proposed car dealership will draw clients from throughout the City. It simply could not survive on only the surrounding area.**

**I am also advised that the newly created Community Commercial Node at Richmond and Sunningdale specifically prohibits automotive sales and service establishments making it abundantly clear what the intent is for uses in Community Commercial Nodes.**

**Further the argument put forth by the proponent that a car dealership would be a better fit than the few permitted uses of automotive repair garages and other automotives uses such as a service station, gas bar or a car wash is a red herring. They fail to point out that these latter uses are intended to serve the surrounding area and such are small in scale. They will not rely on traffic from the entire City to survive like a car dealership requires.**

**Allowing a car dealership in a Community Commercial Node will set a dangerous precedent and exception. All of the existing car dealerships in London are in the Auto-Oriented Commercial Corridor designation.**

**The applicant would not be disadvantaged in any way if the City refused the application. The applicant owns a 4.5 acre parcel in the London Airport Auto Mall that is zoned, serviced and shovel ready. The applicant’s new dealership could be up and running in a very short time.**

**We have not touched on the issues related to the land use conflicts created when auto dealerships are located close to residential neighbourhoods. There are car deliveries, noise, heavy in and out traffic and dawn to dusk lighting. We look forward to expanding our submissions on these land use conflicts as this application moves through the process.**

**I trust that you will concur with our position and refuse the application.**

**Sincerely,**

**Ken MacMaster  
MacMaster Chevrolet Cadillac Buick GMC Ltd**



Brian Semkowski <brian.semkowski@southwestsun.com>

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## Toyota

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Chris Leavens <chris@leavensvw.com>

Thu, May 22, 2014 at 2:03 PM

To: "Fontana, Joe" <jfontana@london.ca>, John Fleming <jmflemin@london.ca>

Hi Joe

I am just emailing you and John to express my concerns over the recent application of Toyota for a dealership zoning in the North East end of London. As you may remember we were interest in almost the exact location they have applied for. The city had very clearly told us that they didn't want Automotive out there and we would not get zoning. We didn't like it but understood and found the land that is now the Airport Auto Mall. Our group has invested tens of millions in this venture and it would be unfair to have a dealership zoned in the north part of the city now. I hope you will stay true to your previous policy and or city plan of not zoning car dealerships in the north for the foreseeable future. Kindest regards Chris Leavens.

Chris Leavens

Leavens Volkswagen