

# 2353034 ONTARIO LTD.

---

October 1, 2014

sent via e-mail

Members of Planning and Environment Committee

RE: 2353034 Ontario Limited  
510 Central Avenue and 609 William Street  
File Z-8141  
Public Participation Meeting  
October 7<sup>th</sup>, 2014

The above noted planning report (file Z-8141) is being considered by the Planning and Environment committee next Tuesday. This report pertains to the redevelopment of 510 Central Avenue and 609 William Street. Both properties are former Brownfield sites which are proposed to be redeveloped for residential, office, and retail uses. As discussed during our telephone conversation this memo is being sent to you at this time so that you can consider our issue as you familiarize yourself with this planning report.

Although we are generally satisfied with the recommendations of planning staff, we take exception to the fact staff is recommending refusal of our request for “retail store” to be a permitted use on the 609 William Street property. As a component of our complete application we had requested that a retail store be permitted as part of the rezoning process in order to formally recognize the current “legal non-conforming” status of uses which has occurred within the existing building. As you are likely aware, the building was constructed in the 1940s and historically been used for both retail and office uses; most notably Bob Martin’s Golf, Medway Stationary and Wornert Couture. In fact, until earlier this week the sign advertising such establishments hung prominently on the front of the building.

It is staff's opinion that a “retail store” does not conform to the policies of the current Official Plan. It was our intent to merely have the City of London formally recognize the legal non-conforming status retail stores establishments have enjoyed since the construction of this building. Staff suggest that an Official Plan amendment would be required in order to obtain their support. It is our opinion that there is no public benefit being served by this additional application process in so much that 609 William Street would be placed into a “Special Policy Area” which would incorporate no more than two sentences into the City of London's Official Plan stating a retail store is a permitted use on 609 William Street. As stated above, retail store uses have been conducted from this property for over 70 years and to the best of our knowledge has been conducted in harmony with the adjacent neighbourhood with no complaints or concerns being raised. This property is designated High Density Multi-Family Residential and offices are permitted within this designation. It is only the retail store component we have requested which is not.

We are hoping counsel will look beyond the “conformity issue” and recognize the obvious benefits of allowing the continuation of retail stores within the existing building as a permitted use which would ease future business ventures in obtaining business licenses without the need to prove the legal non-conforming status of the building. We feel the addition of “retail store” uses within the building as has historically occurred will achieve many of the visions desired by Council through the new “London Plan” where “neighbourhoods” are created rather than properties continually being regulated through specific Official Plan designations. We feel new business/employment opportunities may result by allowing the broader range of uses which is consistent with the range of uses which have historically existed within the building.

We would request, notwithstanding staff recommendation that planning and environment committee members recommend and support “retail stores” as a permitted use within the 609 William Street rezoning. I will contact you next Monday or Tuesday in advance of the committee meeting to discuss our concerns. Thank you for your consideration regarding this matter.

*Paul V. Hinde*  
*Manager, Land Development*