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<b>TO:</b>	<b>CHAIR AND MEMBERS – PLANNING &amp; ENVIRONMENT COMMITTEE</b>
<b>FROM:</b>	<b>JOHN M. FLEMING MANAGING DIRECTOR, PLANNING AND CITY PLANNER</b>
<b>SUBJECT:</b>	<b>OUR MOVE FORWARD: LONDON’S DOWNTOWN PLAN  MEETING ON Monday, February 2, 2015</b>
<b>RECOMMENDATION</b>	

That, on the recommendation of the Managing Director, Planning and City Planner, the following actions be taken with respect to Our Move Forward: London’s Downtown Plan;

- (a) Our Move Forward: London’s Downtown Plan **BE ENDORSED** as Municipal Council’s strategy for future public and private investment in London’s Downtown; and,
- (b) By-law Attached as Appendix A **BE INTRODUCED** at Council on February 9, 2015 to amend the Official Plan for the City of London Section 19.2.2 (Secondary Plans and Guideline Documents/Guideline Documents) ii) by adding Our Move Forward: London’s Downtown Plan.

<b>PREVIOUS REPORTS PERTINENT TO THIS MATTER</b>
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1. Downtown Master Plan – Preliminary Identification of Issues and Draft Terms of Reference
2. Downtown Master Plan - Identification of Issues and Terms of Reference
3. Downtown Master Plan - Progress on Downtown Vision and Status Report on the Downtown Master Plan Process
4. Downtown Vision/Downtown Master Plan Background Study/Downtown Heritage Conservation Plan Study/Draft New Ideas, Options, Recommendations and Implementation Report
5. Final Downtown Vision
7. Final Downtown Heritage Conservation District Background Study
8. Final Downtown Heritage Conservation District Plan
10. Draft Downtown Master Plan to PEC

<b>PURPOSE AND EFFECT OF RECOMMENDED ACTION</b>
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Our Move Forward: London’s Downtown Plan is a public investment strategy for Downtown over the next 20 years and is intended to encourage more private investment much like the Millennium Plan did in 1998. The Plan is recommended to be added as a guideline document to the City’s Official Plan.

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**BACKGROUND**

**Council Direction to Proceed**

On June 25, 2013 Municipal Council resolved:

19. *That, on the recommendation of the Managing Director, Planning and City Planner, the following actions be taken with respect to the Downtown Master Plan:*

- a) *the staff report, dated June 18, 2013, relating to the Downtown Master Plan **BE CIRCULATED** for public review and comment; it being noted that a public participation meeting to adopt the Downtown Master Plan, as may be revised following the public consultation process, will be presented at a future public participation meeting of the Planning and Environment Committee; and,*
- b) *the Civic Administration **BE DIRECTED** to report back to a future meeting of the Planning and Environment Committee regarding the implementation strategy for the Downtown Master Plan, including an identification of projects that are currently identified and funded or currently identified and planned to be funded in future budgets, and those projects that will require funding through future budget deliberations;*

it being noted that the Planning and Environment Committee reviewed and received a communication, dated June 13, 2013, from J. MacDonald, Executive Director, Downtown London, R.T. Usher, Chair, London Downtown Business Association and J. Adams, Chair, MainStreet London, with respect to this matter;

it being pointed out that at the public participation meeting associated with this matter, the following individual made an oral submission in connection therewith:

- Gary Brown, 35A – 59 Ridout Street – requesting more enhanced cycling in the Downtown Master Plan. (2013-D19) (19/14/PEC)

**Introduction**

At the beginning, more than 120 Londoners came together at Museum London to kick-off the process to develop a Downtown Plan. At that meeting, Londoners told us what was good about the Downtown, what they thought needed improvement, and what they wanted Downtown London to be over the next 20 years. Planning staff were impressed with the passion that Londoners spoke of the Downtown and how important it was to them. City staff then undertook a comprehensive public participation process involving the public, landowners, business owners, other City Departments and agencies with an interest in Downtown. Three more public workshop sessions, each building on the work of the previous session, were intended to help develop a vision for Downtown and formulate some “Big Ideas” to move to the next stage of Downtown’s revitalization.

Council approved a Downtown Vision Statement and a Downtown Plan Background Study. A Council-sponsored Downtown Summit was held to bring the community together to celebrate our successes and to talk about some “Big Ideas” including a new City Hall, development along the Thames River and re-imagining what Dundas Street could be. At the same time, work was progressing on the creation of a Downtown Heritage Conservation District to guide the conservation of the significant portion of Downtown that retains its original/early character. Council adopted the Downtown Heritage Conservation District Plan.

Agenda Item #	Page #

**08 DOW d a/ O-8385**

The background review was completed and the Plan was started. A fourth public meeting/workshop was held at the London Convention Centre to present the draft Plan to the public and ask for comments. Planning staff specifically asked the public to prioritize the Transformational Projects contained in the draft Plan. Comments were received and incorporated into the final Plan as well as any recommendations arising from other City-wide reviews such as the ReThink Official Plan review process and 2030 Transportation Plan review.

In order to avoid any confusion that may arise by using the term “Master Plan” (e.g. that all the municipal works have received all approvals necessary for consultation), the document’s title was simplified to “Our Move Forward: London’s Downtown Plan” to acknowledge its succession from the foundation of downtown revitalization achieved in the previous Downtown Millennium Plan. This final version of London’s Downtown Plan draws upon all of this input and the actions of Council, builds upon our previous successes and sets out the next phase of Downtown’s evolution.

**What is a Guideline Document?**

Guideline documents assist in the implementation of Official Plan policies by providing more detailed criteria that have general application to the control of development. Guideline documents also serve to guide municipally initiated projects such as the development of parks, civic spaces, municipal facilities streets and other public works. They express, in a detailed way, Council’s desires for such public sector investments and development. Guideline documents do not form part of the Official Plan.

Guideline documents are adopted by resolution of Council. Development proposals shall be reviewed to determine their conformity with the provisions of any applicable guideline document and conditions may be imposed upon the approval of the development. Council may allow a reduction, change, or waiver of the provisions of a guideline document if it is of the opinion that such action is warranted and that the general intent of the Official Plan will be maintained.

**Why is Downtown important to us?**

Downtown London plays a significant role in the life of Londoners. The Downtown is the cultural heart, the economic centre and the first neighbourhood of our City. It is the identity of the community and is a fundamental element of our future prosperity. Downtowns are often the places that visitors first experience when they come to a new city, and they remain the image that visitors associate with the city. A city’s identity is largely defined by its downtown. Downtown truly is, therefore, London’s “*calling card to the world.*”

As we move into the future, downtowns throughout the world will be pivotal in shaping the growth of their respective cities, and serve as key indicators of the economic success and prosperity of the city. London’s Downtown tells others who and what we are, and how we remain a prosperous and economically successful city. If cities are defined by their downtowns, then competitive and attractive cities have competitive and attractive downtowns.

London is a global player. The world has changed, and while London is still the regional centre for southwestern Ontario, London’s competitors for jobs and economic development are not just our near neighbours like Chatham, Windsor, Cambridge, or Kitchener-Waterloo, but longer distance neighbours such as Michigan and Ohio. Many of our local businesses already compete in the global arena; the new reality is that cities also compete in the global arena. It is this new reality that makes the health and vitality of Downtown even more important.

Recent national and international events such as the 2005 Major Junior Hockey Memorial Cup, 2008 World U17 Hockey Championships, 2011 Canadian Men’s Brier Curling Championship,

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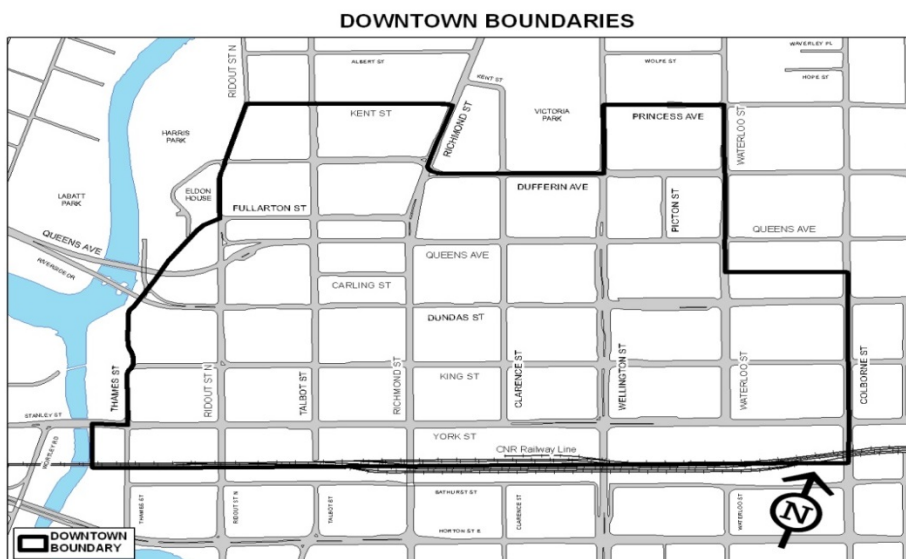
2013 World Figure Skating Championships and 2014 Major Junior Hockey Memorial Cup held in the Downtown introduce visitors to the Downtown and “*build our brand*” nationally and internationally not only from those that attend but also through print and television media.

The true strength of any downtown is its people. Downtown’s residents, workers, and visitors provide its economic and social foundation and are vital to its success. Any strategy or investment that we make in the Downtown is an investment in people; it is an investment in the on-going prosperity of the residents of London.

Downtowns function as both the literal and figurative heart of the City. As the heart of the City, it is where people gather for entertainment, to work, to be entertained and to live. The centre of the City is not only where all connections come and go, but is the central meeting place for the community. London has always been the largest city and “capital” of Southwestern Ontario. By creating a downtown that provides connections, vibrant public spaces and is a hub for the larger region it will help to ensure the City’s Downtown remains the centre of Southwestern Ontario. In the future, as London continues to grow, we must remember this is the heart of our city: the seat of government, the City’s office core, the City’s entertainment district, the City’s primary meeting place and a residential neighbourhood.

From an Official Plan perspective, the planning boundaries of the Downtown are well defined as the focus of the highest density in the City, the broadest range of permitted uses and the focus of revitalization and incentive programs. The boundaries are also intended to be walkable and not spread out.

**Figure 1 – Current Official Plan Downtown Boundary**



Surrounding the Downtown are a number of residential neighbourhoods such as Woodfield, Talbot, Blackfriars/Petersville, Old South/Wortley Village and SOHO which provide important sidewalk and street connections to the Downtown. These residential areas and the Downtown mutually benefit from their proximity and amenities.

**Downtown Vision**

As part of the Downtown Plan community engagement process, the following vision statement was originally adopted by City Council to describe the future Downtown London:

*Downtown London is the business, cultural and entertainment centre of the City; an attractive, vibrant and diverse gathering place and the community focus for City*

Agenda Item #	Page #

**08 DOW d a/ O-8385**

*residents and visitors to live, work, shop, visit and play. It will continue to be the focus of the City's revitalization efforts.*

*Downtown London is everybody's neighbourhood; a unique place that is accessible and inviting to all, with many things to see and do, where people have fun and come together in a clean and safe environment, where trees, parks and open spaces are important parts of our green Downtown.*

*Downtown London offers many distinctive cultural, arts, recreation, entertainment, retail, dining, employment and service uses during the morning, day and evening. These uses create continuous streetscapes that are attractive, interesting, walkable, well maintained and comfortable for pedestrians. Heritage buildings and streetscapes will be preserved to provide architectural interest, a unique identity and a strong tie to our past.*

*Downtown London is where emerging businesses begin and are encouraged to stay and grow.*

*Downtown London ... a place that makes Londoners proud and a place where people want to be.*

Within the draft Plan circulated in 2013 this was summarized as:

*"London's face to the world. A vibrant destination. A unique neighbourhood."*

### **The Downtown Plan Public Process**

The Downtown Plan process started with public notice of and feedback received on a draft Terms of Reference. Since then Living in the City notice has been provided multiple times and all 1297 landowners in the Downtown were sent individual notices of meetings on three occasions. Three Public Workshops were held. All public notices and reports were provided on the City's website.

Thereafter, Planning staff finalized the Downtown Plan Background Study; prepared a Draft "New Ideas, Options, Recommendations and Implementation" Report; undertook the Downtown Heritage Conservation District Plan process; coordinated with the parallel "Smart Moves" Transportation Master Plan and Urban Structure Plan/Downtown Urban Design Guidelines processes; and, completed the Downtown "Vision" Report.

The end result of the completion of all these reports was the finalization of a Draft Downtown Plan which was presented at a fourth public meeting/workshop at the London Convention Centre in October 2013. The public were asked to comment on the transformational projects and rank them. Approximately 120 people attended the workshop and of those, 100 ranked the transformational projects. Following the meeting, a number of changes were made in response to the public comments and the document was substantially re-organized with some additional detail included where requested.

The degree of **public notification** and subsequent public involvement throughout the process has been significant. In addition to the over 500 people who attended the four workshops, over 1300 landowners, agencies, City Departments etc. have been notified of progress on four different occasions. Planning staff also e-mail over 300 individuals on an ever growing e-mail list. Planning Staff have attended meetings with Downtown London, London Chamber of Commerce, the Transportation Advisory Committee (TAC), Community Safety and Crime Prevention Advisory Committee (CSCP), London Advisory Committee on Heritage (LACH), Utilities Co-Ordinating Committee (UCC), and Accessibility Advisory Committee. Staff have also held meetings with interested individuals. Over 250 individuals have filled out the Downtown Plan on-line survey on the City's website. Over 50 individual letters and e-mails have been received providing comments. The Downtown Plan page on the City's website also has been a useful tool for posting reports and notices to the public.

Agenda Item #	Page #

**08 DOW d a/ O-8385**

The Downtown Plan has included a long public process partially because it required cross-referencing on the completion of a number of interrelated and concurrent studies including;

- Downtown Heritage Conservation District Study, Plan and Conservation Guidelines (March 2012);
- Downtown Design Manual (to be received by PEC first quarter of 2015);
- The London Plan (May 2014);
- Thames Valley Corridor Plan (December 2011);
- 2030 Transportation Master Plan (“Smart Moves”) (CWC – June 19, 2012); and,
- Cultural Prosperity Plan (2013)

One of the most important products of this process was the completion of the Downtown Heritage Conservation District (HCD) and Heritage Conservation District Plan and Conservation Guidelines. Before planning how we move forward we needed to know what was worthy of retention. The Heritage Conservation District Plan identified the highest priority buildings for retention and included guidelines for dealing with change. The Downtown HCD Plan was approved by Municipal Council in April 2012; however, because that Plan was appealed, final approval by the Ontario Municipal Board was not received until June 27, 2013.

In addition, in the time between the initiation of the project and the present, a number of Downtown issues and projects (summarized in Appendix 1) have been reported on to various committees. Again, recommendations and directions were considered in preparing this Plan. The list is long and is evidence that the Downtown is a complex entity and each project or initiative has an impact on others.

This extensive consultation has resulted in a new Plan for London’s Downtown, but perhaps has more importantly confirmed the fact that Downtown is important to Londoners. While there may be some disagreement on what roles the City may play in Downtown revitalization, there was broad consensus that there is a pivotal City role to play. There was also consensus that there was a role for other partners, both public and private, in Downtown revitalization. This is an important point to note, Downtown London’s success is a result of the on-going commitment that both the City and private landowners and public agencies have had to the Downtown. This distinguished Downtown London from many other cities, and this commitment will be key to ensuring Downtown’s continued success.

**Our Move Forward: London’s Downtown Plan and Economic Prosperity**

The Downtown Millennium Plan, prepared in November of 1998, was the previous significant Downtown Plan implemented by London City Council. Approximately \$100 million was invested in Downtown London through that plan for a series of public projects and initiatives that included:

1. The creation of Main Street London (now part of Downtown London);
2. The establishment of the Upgrade to Building Code Loan Program;
3. The new Central Library;
4. The new John Labatt Centre (now Budweiser Gardens);
5. Forks of the Thames parks and urban spaces project;
6. The new Covent Garden Market; and,
7. New street lighting.

The success stemming from these public sector investments has been tremendous. The Millennium Plan noted that Downtown assessed value had declined by over \$60 million between 1992 and 1996 in just 1/3 of the Downtown Area. The City has been tracking assessed value

Agenda Item #	Page #

**08 DOW d a/ O-8385**

since the Plan was developed and implemented. Most recently, the 2013 State of the Downtown report identified an increase in Downtown Area assessed value to over \$1 billion in 2013. This is a significant “turn around” from a declining Downtown value to a dramatically climbing investment base and assessed value.

It’s also important to understand that the attached Our Move Forward: London’s Downtown Plan is intended to set the context for private sector investment for residential development and business investments. These will create a host of jobs in the Downtown and also spur further increases in assessed value.

A successful Downtown sends the message that our economy is vital and our City is vibrant, diverse and exciting. A successful Downtown shows potential investors that they can attract and retain labour force in our City and that investment in London is sound, sustainable, and rewarding. A weak or failing Downtown sends the opposite messages – messages that could detract from London’s economic attraction.

**Comments Received on the Draft Our Move Forward: London’s Downtown Plan**

Following the Council resolution of June 25, 2013 the Draft Plan was circulated to all 1300 Downtown landowners, over 300 individuals and groups on the City’s project e-mail list, agencies and other City Departments for review and comment.

In response we received four replies from the public (see the attached) and some agency comments. Downtown London, London Transit, Transportation Advisory Committee (TAC) and Eldon House comments are attached.

The public comments we received were favourable but recommended possible improvements to the Plan. The agency/City Department comments were also supportive of the Plan and also recommended improvements, in much greater detail.

<b>THE PLAN</b>
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This Plan is focused on continuing the positive transformation of Downtown by making it an unrivalled experience and choice destination. It is organized into two Parts. The first part, “**What is Downtown now and what do we want Downtown to be?**” is all about identifying the existing conditions and guiding the outcomes, what will Downtown look like as a result of doing what this Plan sets out to do. Sections of this part of the Plan include:

1. Planning Framework/Existing Conditions; and,
2. Strategic Directions;

The second part of this Plan is “**How are we going to do this?**” This could be considered as the implementation section of this Plan, but in reality, the implementation of this Plan will be a result of many things, including, civic investment in infrastructure including transit and the public realm, private investment and the continued public and political support for the Downtown. Sections of this part of the Plan include:

1. The Transformational Projects - specific public investments that will shape the future of Downtown;
2. The Tools - Making it Happen-what tools, partnerships, programs, policies and investments will we need to deliver on this Plan; and,
3. Implementation and Targets – includes criteria for assessing the Transformational Projects in City budget deliberations.

Agenda Item #	Page #

As is noted above, the Our Move Forward: London’s Downtown Plan is all about setting the context for more private sector investment, “leading by example”, and establishing the image of a successful Downtown that will enhance London’s long term economic attraction. The Plan is built around six strategic directions that will shape the Downtown for the years to come. These actions are a combination of both physical projects and interventions and programs, and involve both public and private investment. While the focus of this Plan is on civic investment, the projects identified all either support future private investment, or can be done in partnership with private investors and not-for-profit entities. This public/private partnership has been the basis of, and the reason for, much of London’s past success in Downtown revitalization. The John Labatt Centre (now Budweiser Gardens) is a good example.

The Vision for Downtown London that arose from the Downtown Plan process and the Mayor’s Downtown Summit illustrated how new private investments in the Downtown at strategic locations can be implemented to deliver a strong and vital Downtown and provide the “anchors” for further Downtown revitalization. This Plan focuses on many of the public investments within the civic realm that would knit, or connect these potential development sites together. As has already been successfully demonstrated in London, targeted civic investment at key locations is an important lever for significant private investment.

This Plan also builds upon the many strengths of the Downtown. Downtowns change and evolve over time, and the process of planning for Downtowns also evolves over time, such that Downtowns can be considered as “a work in progress”. The previous Downtown Millennium Plan reversed the decline of Downtown. Our Move Forward: London’s Downtown Plan is intended to move Downtown through its next steps of its evolution.

**Strategic Directions**

There are six strategic directions. These include:

1. Make Dundas Street the most exciting place in London;
2. Reconnect with the Thames River;
3. Forge connections with the downtown neighbourhoods;
4. Green our downtown;
5. Build a great neighbourhood; and,
6. Create the buzz.

These directions are the basis of the policy recommendations of the Plan, and these lead to a series of Transformational Projects that are intended to deliver on the vision for the Downtown. These projects are focused on the public realm, and will set the stage for both public and private investment in the Downtown. This focus on the public realm is consistent with the directions, and will create the lasting public image of the Downtown.

**Transformational Projects**

These projects include;

1. Dundas Place;
2. Cross-river connection;
3. Forks of the Thames;
4. Laneway Connections;
5. Richmond Walk;
6. Queens Station;
7. Market District;
8. Clarence Street Connector;
9. City Gateway; and,
10. Performance Venue.



Agenda Item #	Page #

**08 DOW d a/ O-8385**

Each project includes a project description, an identification of why the project is important, and what the project will do for the Downtown. These projects will be implemented over time, and will be subject to future budget deliberations. Some of these projects are already planned or scheduled, and the Plan provides the big picture context for each project. For example, the Transportation Master Plan includes the implementation of a Rapid Transit (RT) system which relates to the Queens Station (#6) transformational project. London’s Downtown Plan describes how this system will be implemented in the Downtown. In the same way, the Downtown Heritage Conservation District Plan provides a decision-making framework for how development and redevelopment of Downtown’s built heritage will be conserved, Our Move Forward: London’s Downtown Plan sets forth how these projects will fit within the urban structure of the Downtown.

It is also important to recognize that the Downtown Plan provides a strong basis for seeking funding participation from other levels of government. The Plan shows the vision for our Downtown and how each project relates to and advances that vision.

**The Tools - Implementation**

This section of the Plan describes some of the Implementation options that are available to deliver on the Downtown vision. These implementation tools include planning policies, financial investment and revenue generation and organizational and operational excellence. Suggestions for governance and management options such as a Downtown Development Corporation are given as examples.

The Plan’s proposed approach to budgeting for implementation is to align strategic objectives within the municipal budget cycle of each successive Council. First steps identify the key projects most immediately able to implement the transformative experience sought for Downtown.

**Downtown Design Manual**

One of the implementation tools to be proposed separately for implementing the Our Move Forward: London’s Downtown Plan is the Downtown Design Manual. London’s current Downtown Design Guidelines were developed in the early 1990’s by a consultant and need updating. Urban design staff started the process of updating the guidelines in late 2013 following acceptance of the draft Downtown Master Plan by PEC and the completion of the Downtown Heritage Conservation District Conservation Guidelines which were not approved until June 2013. These three documents will be used in tandem when considering changes in the Downtown. The preeminence of either the HCD Guidelines or Design Manual will depend on whether a development is on or adjacent to a heritage property, is within or adjacent to the HCD or is beyond the HCD boundary.

The new Manual reflects the growth of the Downtown, designation of the Downtown Heritage Conservation District, and changing policy objectives over the past two decades. The draft Downtown Design Manual will assist in evaluating the design merit of new projects within the Downtown in terms of architectural design, massing and scale, and contextual fit.

The Manual is currently being prepared and is expected to be submitted to the Planning and Environment Committee (PEC) for review and direction to circulate for public review in early 2015.

<b>CONCLUSION</b>
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The purpose of Our Move Forward: London’s Downtown Plan is to set the context for future public and private sector investment in our Downtown, enhance the Downtown image and

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encourage people to live and invest in our City. We have seen great success stemming from the last Downtown Plan – the Downtown Millennium Plan prepared in 1998, over 15 years ago. In this way, Our Move Forward: London’s Downtown Plan, serves to support Council’s efforts to create economic prosperity in London.

The Plan brings together the recent plans, proposals, strategies and projects that will shape the Downtown for years to come. Some of these Plans, such as the Downtown Heritage Conservation District Plan, are specific to just one part of future Downtown development. Other Plans, such as the Transportation Master Plan (TMP), have a significant impact on the central role of Downtown in the city. Other projects, such as Downtown street-tree planting and the Dundas Street reconstruction project will be implemented as part of delivering the Downtown vision. This Plan is being recommended to serve as a guideline document which will function as the “go to” document for decision-making on both public and private projects in the Downtown for the next 20 years.

<b>PREPARED BY:</b>	<b>SUBMITTED BY:</b>
<b>W.J. CHARLES PARKER M.A. SENIOR PLANNER – URBAN REGENERATION</b>	<b>JIM YANCHULA MCIP RPP MANAGER – URBAN REGENERATION</b>
<b>RECOMMENDED BY:</b>	
<b>JOHN M. FLEMING MCIP,RPP MANAGING DIRECTOR – PLANNING AND CITY PLANNER</b>	
<b>RECOMMENDED BY:</b>	
<b>JOHN BRAAM MANAGING DIRECTOR AND CITY ENGINEER – ENVIRONMENTAL AND ENGINEERING SERVICES</b>	

January 8, 2015

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**Appendix 1**

**Reports on Downtown Since January 2009**

Agenda Item #	Page #

**08 DOW d a/ O-8385**

- King Street and Talbot Street Traffic Operational Issues (ETC - March 2, 2009)
- London Downtown Business Association 2009 Proposed Budget – Municipal Special Levy ( B of C - April 29, 2009)
- Parking Strategy Issues Update (ETC - September 28, 2009)
- Downtown Monitored Surveillance Camera Program (CPSC - September 28, 2009)
- Options for City Hall (January 7, 2011)
- Fanshawe College in the Downtown (FAC – May 4, 2011)
- Downtown Parking Working Group (May 11, 2010)
- Market Lane Design Competition (BNEC – July 18, 2011)
- Emerging Issues Regarding Office Policies (BNEC – August 15 and September 26, 2011)
- 2013 World Figure Skating Championship (FAC – September 13 and November 2, 2011)
- SOHO, Downtown Parking Pay and Display Parking Initiative (SRC – December 14, 2011)
- Development of a Preventative Anti-Graffiti Pilot Project in the Downtown (PSC – January 24, 2012)
- 2011 Downtown Parking Study Update (FASC – May 28, 2012)
- Dundas Street Improvements – Formulating an Implementation Plan (CWC – May 14, 2012)
- Sidewalk Cafes Pilot Program (CWC – May 29, 2012)
- Commemorative Street Naming Covent Market Place to Include London Knights Way (CWC – July 17, 2012)
- Design, Supply, Delivery and Installation of Urban Streetscape Planters along Downtown Street Corridors (CWC – September 10, 2012)
- Economic Prosperity Council Summary Report and Recommendations (2013)
- Ontario Works Decentralization (CPSC – February 4, 2013)
- London Downtown Business Association 2013 Proposed Budget – Municipal Special Levy (CSC – April 9, 2013)
- Food Truck Proposal (CPSC – February 25, 2013, May 27, 2013 and April 28, 2014)
- On-Street Boulevard Café Permit Program (PEC – May 7, 2013)
- Development Charge Policy – DC Area Specific Charges (SPPC – May 13, 2013)
- Agreements Between the City of London and Fanshawe College for Mutual

Agenda Item #	Page #

**08 DOW d a/ O-8385**

Benefit at Market Lane (CSC – December 10, 2013)

- Investment and Economic Prosperity Projects – Re. Performing Arts Centre (IEPC – May 21, 2013, February 24, 2014 and July 21, 2014)
- 2013 World Figure Skating Championships – Capital Projects and Operational Support Review (CSC – May 28, 2013)
- Ten Year Review – Monitoring Surveillance Camera Program (CPSC – July 22, 2013)
- Extension of Enhanced Financial Incentive Programs for Downtown and Old East Village (PEC – October 29, 2013)
- Donation of the “Sentinel” Public Art from the Blackburn Foundation (IEPC – December 2, 2013)
- Moving Ontario Forward – High Speed Rail (Presentation to IEPC -2014)
- Extension of Hours for Amplified Sound at the Memorial Cup (CPSC – March 24, 2014)
- Entertainment on Outdoor Patios (PEC – March 25, 2014)
- Development Charges Grant Program for Downtown, Old East Village and SOHO CIP Areas (PEC – March 25, 2014)
- London Downtown Business Association 2014 Proposed Budget – Municipal Special Levy (CSC – March 25, 2014)
- Downtown London Parking Study (CWC – June 16, 2014)
- Expansion of and Amendment to By-law CP-2 – London Downtown Business Association Improvement Area (PEC – June 17, 2014)
- Additional Grant Request for Fanshawe College Downtown Campus – Phase II (CSC – July 22, 2014)

**Responses to Public Liaison Letter and Publication in “The Londoner”**

<u>Telephone</u>	<u>Written</u>

Agenda Item # Page #

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**08 DOW d a/ O-8385**

Samantha Romer Kent Street	Andrew Klazinga Stephen Mawdsley, SJMA Architecture, 126 Wellington Road
	Ben Benedict, Benedict Creative Communications, 188 John Street

Agenda Item #	Page #

08 DOW d a/ O-8385

**Bibliography of Information and Materials  
O-8385**

**Reference Documents:**

Ontario. Ministry of Municipal Affairs and Housing. *Planning Act, R.S.O. 1990, CHAPTER P.13*, as amended.

Ontario. Ministry of Municipal Affairs and Housing. *Provincial Policy Statement*, 2014.

City of London. *Official Plan*, June 19, 1989, as amended.

The Draft London Plan – May 22, 2014

City of London. *Zoning By-law No. Z.-1*, May 21, 1991, as amended.

See Appendix 1 – Downtown Reports since January 2009

**Correspondence: (all located in City of London File No. O-8385 unless otherwise stated)**

Agenda Item #	Page #

**08 DOW d a/ O-8385**

**Appendix "A"**

Bill No. (number to be inserted by Clerk's Office)  
2015

By-law No. C.P.-1284-\_\_\_\_\_

A by-law to amend the Official Plan for the City of London, 1989 relating to the Our Move Forward: London's Downtown Plan.

The Municipal Council of The Corporation of the City of London enacts as follows:

1. Amendment No. (to be inserted by Clerk's Office) to the Official Plan for the City of London Planning Area – 1989, as contained in the text attached hereto and forming part of this by-law, is adopted.
2. This by-law shall come into effect in accordance with subsection 17(38) of the *Planning Act, R.S.O. 1990, c.P.13*.

PASSED in Open Council on February 9, 2015.

Matt Brown  
Mayor

Catharine Saunders  
City Clerk

First Reading – February 9, 2015  
Second Reading – February 9, 2015  
Third Reading – February 9, 2015

Agenda Item #	Page #

**08 DOW d a/ O-8385**

**AMENDMENT NO.**

**to the**

**OFFICIAL PLAN FOR THE CITY OF LONDON**

**A. PURPOSE OF THIS AMENDMENT**

The purpose of this Amendment is:

1. To amend policy Section 19.2.2 of the Official Plan for the City of London to add reference to a new guideline document.

**B. LOCATION OF THIS AMENDMENT**

1. This Amendment applies to lands located within the boundaries of Downtown in the City of London as defined by the Official Plan.

**C. BASIS OF THE AMENDMENT**

The purpose of Our Move Forward: London’s Downtown Plan is to set the context for public and private sector investment in our Downtown and to enhance a successful Downtown image that will encourage people to live and invest in our City, to support Council’s efforts to create economic prosperity in London.

Overall, the Plan provides a vision of how new public and private investments in the Downtown at strategic locations can be implemented to deliver a strong and vital Downtown and provide the “anchors” for further Downtown revitalization. This Plan focuses on many of the public investments within the civic realm that would knit, or connect these potential development sites together

**D. THE AMENDMENT**

The Official Plan for the City of London is hereby amended as follows:

1. Section 19.2.2 (Secondary Plans and Guideline Documents/Guideline Documents) ii) of the Official Plan for the City of London is amended by adding the following:

( ) Our Move Forward: London’s Downtown Plan.



Agenda Item #	Page #

08 DOW d a/ O-8385

Downtown London Comments

### Downtown Plan Feedback:

The Downtown Plan is a very professional piece, is very easy to read, and includes many great illustrative photos. Overall the plan is exciting and hits previously identified key initiatives.

After reviewing the draft of the Downtown Plan, Downtown London felt that one question left unanswered was “why should the average taxpayer care if London invests in its downtown?”

The Downtown Plan should include a clear answer to why people outside of downtown should care. If the plan does not answer “why,” it will not be viewed as a priority. This answer must be clear throughout the document, particularly at the beginning.

For example, page 2 outlines how downtown is an “economic engine for the city”. This page should include *how* the downtown is an economic engine. People may not understand downtown’s impact and may accuse Planning of writing a “fantasy document” like how some people are criticizing The London Plan. The details about how to implement these projects are a little vague, as they may have to be when dealing with privately owned and publicly owned spaces. However, including as many facts as possible about the importance of investing in downtown can strengthen the argument for implementation and turn it into a realistic, doable plan that is mandated by Council.

Some suggested points that can be emphasized more in the document include:

- R.O.I on the City's investments from the Millennium Plan --- CVA growth, etc.
- Downtown generates 9% of the taxes, but occupies only 0.2% of the total land area of the City. The taxes generated by downtown are redistributed throughout the city.
- Revenues from parking, construction and taxes are key sources to fund City programs.
- Downtown revenues help to keep tax increases in check for ALL Londoners
- Downtown demographics.
- The increasing number of downtown residents.
- The number of businesses and people who currently work downtown.

Agenda Item #	Page #

08 DOW d a/ O-8385

### Additional points:

- While the document explains why the plan should move forward *now* on page 24, it might also be important to explain what might happen if the plan is not implemented and investments in the downtown stop.
- While noted on a map, there doesn't appear to be much mention of the possible expanded boundary of Downtown London or much focus on Richmond Street and Oxford Street as a key gateway to downtown other than reducing lanes on Richmond. Can the document touch any more on the importance of Richmond Street? Can the plan also touch on what the current Centennial Hall site should become? Is it recommended to stay as an activity generation area or is it better suited to condos for Downtown residences?
- The explanation for "Why Strategic Direction 1 is important" on page 30 is short on providing foreseeable positive impacts. Could more statistics be provided to support the importance of Dundas Street? For example, including specific mention of the Dundas Street Festival, Nuit Blanche, Fanshawe College, property values, vacancy rates, etc.
- Strategic Direction 5 and 6 on pages 37---40 could include more about downtown neighbourhood trends such as walkability, public transit, demographics, etc. While this section does touch on the importance of retaining young talent, could this section include any current student retention statistics and how downtown's are attractive to young people?
- Can any forecasts be made on the positive economic impact of the transformational projects (particularly Dundas Place on page 45)? Dundas Place needs a stronger explanation of how this project will benefit Londoners and business owners downtown. Dundas Place should also include a clearer explanation of why the street *should* be transformed or changed.
- Transformational projects 7 and 8 seem to have some overlap and could be combined into one major project leaving the Gateway Projects more open to address the Oxford/Richmond Gateway into Downtown London, Wellington/York Gateway and even the eastern gateway.
- Much of the plan focuses on the train station, riverfront, and Dundas Street. While this is important to focus on, the north and eastern sides of Downtown should be addressed at some point in the plan as well.
- At the end of the plan, could the conclusion be rewritten to be more motivational?

Agenda Item #	Page #

Item Page #

08 DOW d a/ O-8385

## Technical notes:

- p. 16 the "Activity Generators" legend is labeled incorrectly. The London Convention Centre and VIA Rail train stations have their labels reversed.
- p. 22, change trip to trips
- p. 28 --- Create the buzz section, they could add a comment that it's important to not only attract post---secondary students to London, but also to attract investment
- p. 32 --- Why is it important to reconnect with the Thames River? --- also assists with attraction of companies/ workers who value close proximity to nature in the work day
- p.33 --- point 3.5 --- I would change the word retail to commercial (ie, also restaurants, services, and other uses)
- p.34 --- Why is this important? --- The intramodal hub, if done correctly, could also benefit rail commuters doing business within the region. I would also change the word retail to commercial
- p.36 --- any thoughts about recycling downtown?
- p.38 --- Positive public space will help to attract a variety of household types and commercial uses..
- p.42 --- Can you back up the comment about strategic public investment encourages private investment with stats from the Millennium Plan, and also, reinforce WHY a stronger downtown is important to all Londoners.
- p.43 --- Add to the statement about transformation project 9 --- identify it as the performance venue
- p. 46 --- Forks of the Thames --- what will it do for the downtown? --- has the ability to draw visitors AND LONDONERS.... answer the taxpayer question, what's in it for me?
- p. 47 --- change feasibly to feasible (end of page)
- p. 48 --- vehicular movement HAS gradually diminished the pedestrian qualities
- p.49 --- finish the last sentence... comfortable what???
- p. 50 --- Covent Market Plaza is called Rotary Square.  
--- In the Why is this project important section, The outdoor public spaces ACT as the "front yards" of these destination buildings, PLAYING a vial role...
- p. 54 --- Cross---river Connection --- What will this project do for the downtown? --- change spelling of "restaurants". Might also want to say that it will facilitate the flow of spectators to and from downtown restaurants and shops.
- p. 56 --- "that are used for considering changes requested..." (take out the word "of"
- p. 57 --- Planning Policies 1.9 --- no mention of incentives?
- p. 61 --- item 5.16 --- venues FOR pet exercise; 5.18 take out the extra space between encourage and interpretation
- p. 66 --- add a period at the end of the Post---Project Review paragraph.

Agenda Item #	Page #

Item Page #

**08 DOW d a/ O-8385**

London Transit Comments

October 14, 2014

**OUR MOVE FORWARD – London’s Downtown Plan**

London Transit welcomes downtown improvements and is anxious to participate in the process which this document begins to outline. Set out below are as series of comments and questions submitted as feedback to the draft.

**General Comments**

- The document is seen more as a “visioning document” for the downtown versus a Plan as the document excludes business cases and related financial plan for the respective components. Accordingly perhaps it should be referenced as same.
- Specific to transit and transportation there are references (strategic directions) through-out the document that have transit and transportation implications, for example shifting of transit service from Dundas, closing Kensington Bridge to vehicular traffic, reducing Richmond Street to 3 lanes (south of Queens to York) with the center lane being for rapid transit. The impact on transit and transportation of the identified initiatives is significant as it is on the success of the redefinition of the downtown e.g. there are significant operational and traffic flow concerns related to the routing of all traffic through the core, especially the west end of the downtown with the closure of the Kensington Bridge which is currently used by inbound traffic from the west end of the city to and through the downtown. Further, with the elimination of the turning lanes and addition of foliage, a concern is raised regarding sightline with trees in close proximity to turning movements on streets such as King.

Given the above and other related transportation/transit references in the document is it the intent that the issues/implications would be assessed in the referenced “Downtown Transportation Assessment” study?. The referenced study should be discussed in greater detail in the document e.g. the study is intended to serve as the technical/ business case for some or all of the strategic directions having transit/transportation implications and the linking the study to the EA and LTC route review currently being completed.

- While connectivity plays a major part throughout the Plan, there are no sections and few comments that relate specifically to the issue of accessibility.

**Specific Reference Comments**

**Page 13 – Spatial Analysis of the Downtown**

*A well designed organizing structure minimizes walking distances between major destinations, public spaces and transit stops.*

This would appear to be a conflict when the plan calls for the removal of existing transit corridors and moves them further away from major destinations. In addition walking distances raises issues of accessibility for certain demographics.

**Page 19 – Pedestrian Movement, Page 21 – Vehicle Volumes, Page 22- Transit Network**

*References –*

- 35% of downtown residents walk or bicycle to work,*
- 47% of downtown residents drive to work,*
- 11% of trips to/from the downtown are via transit*

Agenda Item #	Page #

Item Page #

**08 DOW d a/ O-8385**

Is the reference to work trips for the 35% and 47% of downtown residents to all parts of the City (so to and from downtown with downtown being the origin and final destination on return trip)?.

Is it intended that that transit trips (to and from) be reconciled with the work trips by downtown residents or is it simply a matter of traffic volume. Rather than percent consider referencing the actual volume – brings clarity to impact.

*Reference: The downtown is well serviced by the London Transit Commission, with 20 bus routes currently running through the downtown.*

Currently 19 of London Transit’s 40 bus routes serve the downtown.

*Public transit ridership has been increasing over the years and is projected to continue this trend as the city’s growth centralizes. To accommodate this demand, service upgrades are being reviewed through the Rapid Transit Environmental Assessment that is currently underway.*

The comment speaks as though the EA will define the transit service to the downtown versus definition of the rapid transit corridor and form. The routes servicing the downtown will be the subject of the route review currently being undertaken independent of the EA and in the medium to long term LTC long term growth strategy.

**Page 25 – Strategic Directions**

*The following actions are subject to refinement following conclusions from further studies such as a Downtown Transportation Assessment and project-related Environmental Assessments, which will better define their feasibility and limitations.*

See above referenced comments.

**Page 29 – Make Dundas Street the most exciting place in London**

*1.3 Close Kensington Bridge to vehicular traffic*

This is a major arterial that accommodates eastbound trips into the downtown. There are limited arterials that provide this connection. Closing this to vehicular and transit traffic would significantly increase the travel time into the downtown. There is no alternative plan presented regarding how to accommodate the existing bus routes. This needs to be considered before moving forward.

*1.4 Relocate bus routes from Dundas Street to create a more flexible public space and promote pedestrian activity*

It is appreciated that the reference to relocating the buses from Dundas is to create a more flexible public spaces and promote pedestrian activity. Unfortunately for many (based upon the receipt of public and customer contacts) is not how it is being received. This may need further discussion linking to the overall objective of revitalizing the downtown.

In addition to enhancing the rationale or objective of the relocation, the change will have implications on overall service design, delivery and cost (increases) which often times is the focus of debate. It may be beneficial to reference the investment is being assessed under a separate business case. The change will also raise accessibility issues for certain identified demographics.

The caution is that in reading the document some will fixate on the proposed projects without knowing the implications to traffic flow or long term cost, which is missing from this document.

Agenda Item #	Page #

Item Page #

**08 DOW d a/ O-8385**

**Page 30 – Image**

Both photos showing the reimagined Dundas have a London Transit vehicle.

**Page 33 – Connect with the surrounding city**

*Create an intramodal hub that can connect high-speed intercity rail with local transit at the train station.*

'Intramodal' should be inter or multi modal.

*3.3 Implement the rapid transit loop that circulates downtown to Queens Station.*

The rapid transit loop requires more explanation to ensure the network follows basic route planning principles and is connected to major destinations.

*3.5 Reduce Richmond Street from four lanes to three lanes between Queens Avenue and York Street to provide an opportunity to enhance the pedestrian and retail environment.*

While this will improve pedestrian space, this will also negatively impact bus operations in the downtown. Richmond is the major terminus point for a number of transit routes with at least 12 stops located in this section. Reducing the number of travel lanes on Richmond will create issues for both buses and general traffic trying to pass buses that are picking up and dropping off passengers at a bus stop. This may require the removal of local buses off Richmond to either Talbot or Clarence. There is a significant impact in doing this as it would increase bus travel time and reduce overall transit coverage.

The illustration shows a bus only lane for rapid transit., assuming it is one way More clarification is required on the location of stations and the impacts on local transit.

This initiative requires more discussion to ensure transit vehicles remain 'rapid' and overall traffic flow is not limited in this major corridor.

**Page 34 – Goal**

The reference to *optimize London`s vitality as a rail travel point of origin destination* – seems out of place. Consider as separate statement as to link with other communities external to London.

**Page 35 – Green our Downtown**

*4.2 Expand the boulevard along King Street to enhance tree growth opportunities*

What other changes are being made to King Street as photos in the document show the roadway as two way. With our vehicles off Dundas, King Street is the main eastbound corridor and there are potential concerns about a narrower right of way for transit movement.

**Page 43 – Transformational Projects**

*Many of the transformational projects built on the existing pedestrian, bicycle and transit networks, enhancing the experience of moving along these corridors as well as providing destinations within the downtown.*

If transit corridors are being moved within this document, these transformational projects will not be built on existing transit networks.

**Page 45/48 – Images**

Agenda Item #	Page #

Item Page # #

**08 DOW d a/ O-8385**

*Image shows the reimagined Richmond Street*

London Transit has operational issues/concerns associated with having the centre lane only for the bus rapid transit service on Richmond south of Queens to York. Discussion is required with respect to operating conventional transit services in either direction as well as stop location pressures that may arise (i.e. the new Fanshawe College locations).

**Page 48 – What will this project do for the downtown?**

*As well, this project will improve rapid transit by providing a direct connection between the Queens Station and the train station.*

While it is appreciated that the reference is more a vision, it is worth noting that existing train station does not serve as a strong trip generator (origin/destination) for London Transit ridership. The strength of that requirement even with high speed rail may be questionable.

**Page 49 – Queens Station**

Moving the terminal on Queens/King may have some implications on the proposed bicycle lanes, particularly if they are on the same side of the street as the bus stops. There is significant boarding/alighting on transit vehicles at the terminal and the positioning of bike lanes should be assessed to avoid conflict.

**Page 51 – What will this project do for the downtown?**

*This project enhances the train station as a key entry point to London for conventional rail and future high speed rail travellers. This intramodal transit hub and will help to promote redevelopment in the SoHo neighbourhood as a transit-adjacent place to live with a safe and comfortable pedestrian connection the downtown.*

Consider using “intermodal” or “multi modal” versus intramodal and remove the ‘and’ after ‘hub’

**Page 58 – Forge connections with the downtown neighbourhoods**

*3.8 Ensure future rapid transit routing provides high quality pedestrian access to office employment areas*

While providing strong connections office employment is good, students should be mentioned as downtown London will soon have two Fanshawe College properties with an estimated 2000 students.

Agenda Item #	Page #

Item Page #

08 DOW d a/ O-8385

## MEMO

**TO:** City of London – Planning Department

**FROM:** Transportation Advisory Committee – Working Group

**DATE:** October 15, 2014

**SUBJECT:** Comments on Downtown Master Plan

At its October 7, 2014 meeting the Transportation Advisory Committee (TAC) directed a Working Group consisting of the following members: Alyssa Penny, Greg Thompson and Stephen Brook to review the Draft Downtown Master Plan, to provide transportation related comments to staff on behalf of TAC and to inform TAC of the comments at the next meeting scheduled for November 4<sup>th</sup>, 2014. Following a review of the June 18, 2013 Draft document the TAC-WG would like to offer the following brief comments related to the Master Plan’s Proposed Actions and their corresponding Transformational Projects:

***Action 1.1: Turn Dundas Street into a flexible street between Wellington Street and the Thames River***

TAC supports in principle the flexible street model and the development complete streets but would like to note that safety issues related to specific design details of the flexible street model such as the elimination of all curbs and the increased potential for pedestrian – vehicle conflicts need to be explicitly addressed and evaluated.

TAC would also like to encourage the support of cycling infrastructure / support facilities to be included in the 6 main action plans.

We would also note that if London is truly serious about promoting a pedestrian friendly public realm then far greater consideration should currently be given to maintaining pedestrian movements during roadway maintenance operations or construction on adjacent properties so that the closure of sidewalks and pathways can be avoided.

***Action 1.2: All public realm enhancements and development applications will support Dundas Street as the primary shopping street in the downtown. Action 5.3: All public realm enhancements and development applications will support Richmond and Dundas Streets as the preeminent retail shopping district of the City***

TAC would like to note that enhancing the public realm should be recognized to also require a corresponding reduction in the supply of on street parking. Some investment in available off-street parking should be anticipated as identified as part of “THE TOOLS” within the Master Plan.

***Action 1.3: Closing Kensington Bridge to vehicular traffic***

TAC would like to note that the impact of closing Kensington Bridge and presumably converting a widened section of Queens Ave into a 2 way street, requires further evaluation to ensure suitable access to the downtown core is maintained.

***Action 3.3: Implement the rapid transit loop that circulated on Queens Avenue, King, Wellington***



Agenda Item #	Page #

**08 DOW d a/ O-8385**

***and Ridout Streets.***

TAC would like to note that rapid transit station locations and routes need to be confirmed by the BRT environmental assessment that is currently underway.

It is also noted that the proposed future SW Rapid transit route has never been identified in any Transportation Study conducted for the City of London. It is recognized that BRT route alternatives identified as part of the LTC – Long Term Transit Growth Strategy do exist which could provide rapid transit service to future development in the South West Area.

***Action 3.5: Turn Richmond Street from 4 lanes to 3 lanes between Queens Avenue and York Street to enhance pedestrian and retail environment***

TAC would like to note that the extent of a roadway diet on Richmond Street should be dependent on the recommended Rapid Transit Routes currently being confirmed as part of the BRT EA that was recently initiated.

c.c. London Transportation Advisory Committee

Agenda Item #	Page #

**08 DOW d a/ O-8385**

**From:** O'Neil Funeral Home [<mailto:ofh@start.ca>]  
**Sent:** Sunday, September 14, 2014 1:55 PM  
**To:** Planning  
**Cc:** Parker, Charles; Bryant, Judy  
**Subject:** Downtown Master Plan

Hello;

I am not 100% sure which e-mail to send this too. Would somebody be so kind to see it sent to the Planning Committee for next week.

thank You  
 Joe

-----

14 September 2014

**From:**  
 Eldon House  
 481 Ridout St N,  
 London, ON  
 N6A 2P6

**To:**  
 Planning and Environment Committee  
 London City Hall  
 300 Dufferin Avenue  
 London, Ontario

**Re:** File 0-8385  
 Downtown Master Plan

On Behalf of the Board of Directors of Eldon House, Greetings;

At our last board meeting (Thursday, September 4<sup>th</sup>), the Board noticed that on the map attached to File 0-8385, Eldon House is NOT part of the official downtown.

We are, as far as we know, part of the downtown Heritage District. We also would like to point out that Museum London is inside the boundaries of the Downtown Master Plan, as is the old Court House.

If there is a specific reason that Eldon House is not included, perhaps we could be informed as to why?

From our point of view here at Eldon House, we are the heart, soul and spiritual anchor of downtown London. Historically we have evidence to suggest that Eldon House served as the first Post Office for London. John Harris, the builder of Eldon House, was appointed Treasurer of the London District in 1821. The most recent newsletter of the London & Middlesex Historical Society has new research by historian

Agenda Item #	Page #

**08 DOW d a/ O-8385**

Dan Brock to suggest that our age goes back not just to 1834, but possibly to 1829, dating us back to the same year of completion of the old Court House.

Every major political figure of Canadian history who ever passed through London in it's early years spent time in Eldon House. (Note: For historical accuracy, it should be pointed out that the sole exception was Sir John A. MacDonald, our first Prime Minister, who never visited Eldon House. Amelia Harris utterly despised the man, and would not let him approach within a furlong of the front door. But that is another issue). We could go on but we feel history is on our side in this matter.

So unless there is some specific purpose not to include us, perhaps the members of the Planning and Environment Committee would be so kind as to examine this situation, and return us to our rightful place as part of downtown London.

Thank your for time on this matter.

I remain your oblignt' and humble servant,

Joseph G. O?Neil  
 Treasurer,  
 Eldon House

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08 DOW d a/ O-8385

**Parker, Charles**

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**From:** Andrew Klazinga [REDACTED]  
**Sent:** Wednesday, June 19, 2013 10:03 AM  
**To:** Parker, Charles  
**Subject:** Re: DMP Study

Hello,

I had a chance to quickly review the blueprint of the Downtown Master Plan and I think it is fantastic. My favorite projects would be the "Dundas Street" (very smart and attractive idea) and the "Richmond Walk" project. I love the look of the boardwalk by the river in the blueprint, yet I personally am not sold on the man made beach idea.

I am pleased to see that one of the objectives is to increase pedestrian traffic. With the growing population of the cycling community the cycling infrastructure needs to be reviewed to increase activity downtown. I believe to achieve the LEED Gold status bicycle parking needs to be taken into consideration and it would be a good idea to fully utilize the required bike racks by making downtown more attractive to cyclists. There are studies out there that prove bike lanes increases business so please keep that in mind. I have a few suggestions that should be considered:

The "Green Lane Project" is an excellent infrastructure that is becoming more and more popular in cities and would be beneficial for London to adopt: <http://greenlaneproject.org/about/> and we can learn a lot from the Netherlands by looking at their intersection design: <http://bicycledutch.wordpress.com/2011/04/07/state-of-the-art-bikeway-design-or-is-it/>

Regardless of whether there is a bike lane or not, the 3 foot rule (where motorists must maintain a 3 ft distance from cyclists) needs to be enforced. In areas that do not have bike lanes there should be signs stating that a cyclist, for safety reasons, has the right to use the whole lane.

Thank-you for considering my suggestions. I look forward to your feedback.

Regards,

Andrew Klazinga

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**Parker, Charles**

**From:** Yanchula, Jim  
**Sent:** Monday, September 22, 2014 2:02 PM  
**To:** Galloway, Sean; Parker, Charles  
**Subject:** FYI: Draft Downtown Master Plan - Feedback from SJMA

FYI

**From:** Yanchula, Jim  
**Sent:** Monday, September 22, 2014 2:01 PM  
**To:** 'stephenm@sjma-arch.ca'  
**Cc:** Killen, Kerri  
**Subject:** RE: Draft Downtown Master Plan

Thanks Steven. I appreciate your taking the time to reply. Some of your questions and observations echo what we've heard from others, so expect to see some more robust information on the final document. Is this feedback yours or does it represent LSA as an organization?

**Jim Yanchula, MCIP RPP**  
 Manager, Urban Regeneration  
 City of London, Planning Services  
 206 Dundas Street, P.O. Box 5035  
 London, ON N6A 4L9

Telephone # : 519.661.2500 x7544  
 Fax: 519-661-5397  
 Email: [jyanchul@london.ca](mailto:jyanchul@london.ca)

Join us as we ReThink London. [Visit our website](#) to discover how you can participate.  
 Email: [ReThink@London.ca](mailto:ReThink@London.ca) | Twitter: [@ReThinkLdn](#) | Facebook: [ReThink London](#)

**From:** Stephen Mawdsley (<mailto:stephenm@sjma-arch.ca>)  
**Sent:** Monday, September 22, 2014 1:55 PM  
**To:** Yanchula, Jim  
**Subject:** Draft Downtown Master Plan

Jim

Thank you for inviting LSA members to comment:  
 I will try to be brief.

General Comment:

1. The general flow is great and I am supportive. Bringing more life to the downtown is a good thing. It does presuppose that we quit expanding at the edge of the city as the current crop of developers are doing at a dizzying pace.
2. I do not believe that build it and they will come will work without some good fundamentals and some tax breaks / development bonusing.
3. I did find it disturbing that no credit is given to the many stock photos of buildings and places. I think Londoners would like to know where these pictures are – they may research further. Also it is appropriate to name the Architect or Designer if a prominent building is shown.

Comments on the 10 Projects:

- Project 1 – it could work but taking all the buses off will reduce the potential pedestrian traffic – can these stores still function? Parking will need to be included in the developments – underground or parkades creatively placed nearby.  
 Project 2 – Do NOT support at all. This will only cost money (Capital and Operational) and will not really bring in any more people than currently use the splash pad and peace park. The pedestrianizing of Dundas and a focus on being able to get to the river's edge will be enough. Consider a better connection through the parking at the health unit lands.  
 Project 3 – Good idea – I support it.  
 Project 4 – Good idea – I support it.  
 Project 5 – STRONGLY DISAGREE with loss of Talbot as a Street – Redesign it like an Italian Piazza – pavers and some bollards that can come up and down as needed to host events. No curbs!  
 Project 6 – Good idea – see comments on 2 above. Pedestrian use of Dundas bridge gives access to Harris park and the north side of the river. I am not convinced of the sports theme...  
 Project 7 – Good idea – I support it.

Agenda Item # Page #

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08 DOW d a/ O-8385

- Project 8 – Could be good – may need more input.
- Project 9 – Good Idea – I support it.
- Project 10 – Do NOT support at all – high cost to taxpayers with limited ability to payback (Convention centre comes to mind) and limited need

Regards,  
**Stephen Mawdsley,**  
 Principal, Architect + LEED Consultant  
 B.Arch., MTS, RA(michigan), LEED BD+C, OAA



126 Wellington Road  
 London, ON N6C 4M8  
 t: 519.649.0220  
 e: [stephenm@sjma-arch.ca](mailto:stephenm@sjma-arch.ca)  
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