



January 28, 2015

City of London,
300 Dufferin Ave.,
P.O. Box 5035
London, ON N6A 4L9

Re: The London Downtown Plan

Dear Mayor Brown and Council Members:

A downtown is iconic, a powerful symbol for a city. It is a destination that attracts both visitors and local residents, featuring a vibrant mix of experiences. London's downtown is an important economic driver for the entire city, with 9% of municipal taxes being generated by 0.2% of its land area. That result positions London's downtown as a significant economic engine, producing the highest tax revenue per hectare in the municipality.

The City of London and the London Downtown Business Association have a history of partnering together to achieve uncommon results. First, with implementing the award-winning 1998 Millennium Plan, which guided a number of strategic investments that helped to grow the taxable assessment in the downtown to over \$1 billion. That plan was visionary for its time. But our work is not done. We need to continue our momentum with a new plan that aligns our shared vision for the downtown with selected key strategic initiatives to help us achieve continued economic growth.

In 2012, The City of London and Downtown London were part of a leading group of Canadian downtowns that participated in a study by the Canadian Urban Institute to determine the value of investing in Canadian downtowns. A key finding of this report highlighted the notion that across Canada, Downtown Master Plans are helping to shape and articulate visions for the core. Our community has invested in several years of studies, public consultations, visioning and development of what is now called the London Downtown Plan, bringing together a variety of stakeholders to share a vision for London's downtown. That vision, captured in the London Downtown Plan, lays the foundation for innovative partnerships, long term planning aligned with the City's vision, and progressive revitalization initiatives. The next natural step in this process is a strategy for both investment and implementation, which will transform the innovative ideas from the vision into reality.

It's important for city builders - both private and public sector -- at all levels to understand the value of their downtowns, the importance of making key strategic investments in the core and having a plan to guide those investments. The London Downtown Plan is essential to ensure that we make smart investments in our City that will benefit all Londoners well into our future.

We in London Ontario are fortunate to have an existing cluster of businesses in our core that serve as a foundation on which we can build to improve our much-needed economic growth. Building on our track record of successful collaborations and partnerships with both public and private sector representatives, we stand ready to work with our community to implement the London Downtown Plan and continue to rebuild our city's economic strength.

Sincerely,

Downtown London



Janette MacDonald,
CEO and General Manager