



Business Improvement Area

January 20, 2015

Councillor Paul Hubert,
Chair,
Planning and Environment Committee,
Municipality of the City of London,
300 Dufferin Avenue,
London, ON N6A 4L9

Dear Councillor Hubert and Committee Members,

I am writing on behalf of the Old East Village Business Improvement Area, to support the request by Dr. Nicholas Hogg for an exception to the policy for the Old East Village Tax Grant Incentive Rebate Program.

Dr. Hogg's decision to locate his business in the Old East Village commercial corridor was driven by the availability of the rebate program. This decision has supported our ongoing revitalization efforts.

Due its specialist nature the business draws visitors from across London and Ontario. Consequently, it has made a significant contribution to our neighbourhood economy and enhanced the reputation of the Old East Village business district.

As well as contributing to the local economy, Dr. Hogg's significant investment in the area created a wonderful infill development that improved the streetscape and flagged to London that revitalization was underway in the village.

The Old East Village Financial Incentives Programs are critical to the ongoing renewal of the Old East Village commercial corridor. We need more businesses of the calibre of Dr. Hogg's and respectfully request that Council grant this request for retroactive inclusion in the incentive program.

Please contact me if you require further information,

Sincerely,

Manager, Old East Village BIA