



February 12, 2015

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

Re: Proposed Food Truck Pilot.

Attention: Community and Protective Services Committee.

Dear Councilor Morgan and Committee Members:

The Draft Downtown plan states - *" All the planning we do will consider the experience that people will have downtown. We will create great places and spaces that provide for a wide array of rich and fulfilling experiences that keep people coming back again and again."*

With this statement in mind and as we continue to improve the happenings and offerings within our boundaries we respectfully request that the committee consider a reduction in the number of food trucks and that number be indexed to the number of brick and mortar restaurants in the area. We suggest the percentage be 2% or 4 trucks. Should the pilot be deemed successful on the day of reckoning then the number of trucks could increase proportionately to the number of restaurants opening in the area.

Downtown London would like to be involved in the evaluation of the pilot, during which we will monitor the activity, gather data, measure the impact and report back to city staff and the CAPS committee in the fall.

Sincerely,

Downtown London

A blue ink signature of Janette MacDonald, consisting of a large, flowing 'J' followed by 'MacDonald' in a cursive script.

Janette MacDonald.
CEO and General Manager.

A black ink signature of Robert T Usher, written in a cursive script.

Robert T Usher.
Board Chair, LDBA.