

London Development Institute

January 30, 2012

Chairman and Members
Strategic Priorities & Policy Committee
City of London
300 Dufferin Avenue
London, Ontario
N6A 4L9

**Re: Public Meeting – January 30, 2012 to Hear Submissions on the
Terms of Reference for the Official Plan Review**

Dear Committee Members:

The Official Plan Review comes at a critical stage in the City's direction and management of physical growth and development. The past decade has seen significant physical growth combined with intensification of development in the City's core. With this has come the establishment of a new City management structure and the Development Approvals Business Unit (DABU) that provide for an integration of the evaluation of the services required by this growth. There has also been an increasing level and interest by the general public in creating a more liveable City. These changes have helped create the need for a fresh look at the Official Plan that is intended to create a Plan that fully responds to these new challenges.

From the perspective of the London Development Institute, we support the initiatives being taken by the Planning Division to create an Official Plan that is more easily understood by the general public, business and the development community. While we recognize the need for the Plan to have a certain level of bureaucratic flavor we believe that the Plan must also help in selling London to the residents, our neighbors in South Western Ontario and the wider business community. We acknowledge that this is a challenge not often attempted in updating an Official Plan and we endorse the Planning Division's efforts in charting a new course.

The new Official Plan needs to set the context for moving neighbourhoods and development forward with a new vision and to provide the flexibility within the policies to meet the needs of a changing market.

In earlier submissions LDI has advanced the following suggested changes to the Official Plan:

..... developing and planning for a strong London

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Clarify the vision for this Plan that Council and the entire Community can take ownership of – by using visual and schematic illustrations with supporting text that provide for a better and clearer picture of how the City functions for Londoners and how London relates to and serves its neighbors in South Western Ontario;

Develop a Plan that is easier to understand and use – by improving and offering better methods for access to policy descriptions and applications;

Clarify/define what Urban Structure means and how it can be applied to London – again using descriptive illustrations and text to clearly show the meaning of an Urban Structure Plan;

Develop a flexible Plan that will allow for the City to meet the needs for an evolving exciting City with less stringent land use designations and a streamlined implementation process that takes advantage of the City's integrated development management approach and the Growth Management Implementation Strategy (GMIS);

Set out a process for amendments to the UGB – that acknowledges that changes are anticipated and provides in clear terms how these changes are to be evaluated and managed;

Clarify/demonstrate how implementation measures, such as form-based code or performance standards, have worked in other municipalities and develop a model that would work for London;

The Official Plan Update needs to clearly define how the Transportation Master Plan will be implemented and to establish how guideline documents such as the Urban Design Guidelines integrate with the Urban Structure Plan.

We look forward to working with staff as the Official Plan Update proceeds to create an innovative document setting the course for the future of our City.

Sincerely,

London Development Institute



Jim Kennedy

President, LDI

cc LDI Members/LHBA

cc John Fleming, City of London