



Chair and Members of the Planning and Environment Committee,
Municipality of the City of London,
300 Dufferin Avenue,
P.O. Box 5035,
London,
ON N6A 4L9

November 23, 2015

Dear Councillor Hubert,

Re: Official Plan Amendment to adopt the McCormick Area Secondary Plan.

The Old East Village BIA and our sister organisation, the Old East Village Development Corporation are pleased to support the request for an Official Plan Amendment to adopt the McCormick Area Secondary Plan.

Since 2009, the Old East Village Business Improvement Area has been one of a number of stakeholders collaborating with the City of London Planning Services, on the creation of the Plan. It is heartening to see the project at this stage in its development.

The plan has benefited from significant community involvement. Consequently, we recognize where our input has been accommodated and the effort that has gone into planning for the adaptation of this industrial site to accommodate mixed uses.

As we requested, we note that the plan allows for the retention of light industrial uses, enables the creation of live/ work spaces, weaves together new residential developments with existing neighbourhoods, locates high density housing on Dundas Street and the south end, and provides connections to our future rapid transit system. Over time, these elements will support the economic renewal of the Old East Village. The plan provides the flexibility to encourage the growth of artisanal, cultural and technical businesses, population growth and the integration of new residents and older neighbourhoods. Of equal importance are the plan's Special Form and Design Based Policies that will assist with design coherence within the development area.

Implementation of the McCormick's Secondary Plan will build upon the ongoing economic renewal of the Old East Village commercial corridor and contribute to possibilities for the redevelopment of the Kellogg's Plant. All three initiatives have the potential to realise unprecedented economic renewal in East London.

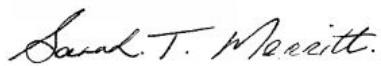
It is for these reasons that we support the amendment request.

We look forward to continued engagement with the City as the Plan moves forward.

Sincerely,

A handwritten signature in black ink that reads "J. Pasta". The signature is fluid and cursive, with a long horizontal line extending to the right.

Manager,
Old East Village BIA

A handwritten signature in black ink that reads "Sarah T. Merritt". The signature is cursive and written in a professional style.

Executive Director,
Old East Village Development Corporation