## Barry R. Card

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## Via Email

Mayor and Members of Council Corporation of the City of London c/o C. Saunders, City Clerk 300 Dufferin Avenue London, Ontario N6A 4L9

Dear Sirs/Madams:

Re: 1431 Sunningdale Road West, London The London Plan

I represent Chazim Limited, Green Liner Ltd., Ali Jomaa and Ahmid El Turk.

My clients are of the opinion that the numeric intensification goal of the London Plan is unrealistic.

They are further of the opinion that the Plan does not adequately address the need for choice of location, with respect to housing. For example, nearly half of the proposed supply of land for housing is to be in the Southwest Area. Very little opportunity is provided for new residential development in the north and northwest, even though there is available infrastructure. This result is not consistent with Provincial Policy.

And finally, the goals of the London Plan cannot be achieved unless London places a higher emphasis on attracting employment uses. The London Plan carries over failed policies of the past, although these have been repackaged, and does not permit the kind of innovation that will facilitate growth in the community. Again, the PPS expects that an Official Plan will do more.

For these reasons, it is respectfully requested that the London Plan not be adopted at this time. Instead, it should be sent back to staff for further review and revision, with these objectives in mind.

Yours very truly,

Barry R. Card

BRC:jmh