

The London Plan: Supporting the Revitalisation of the Old East Village

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The London Plan



- London Plan Objectives of Vibrant Main Streets and Neighbourhoods
- Supports the activities of the:
 - Old East Village Business Improvement Area
 - Old East Village Development Corporation
- OEV Economic Drivers:
 - Unique Shopping; Arts and Culture; Food; Artisanal Production



Main Streets



- London Plan: Directions
 - Promote mixed-use development along rapid transit corridors
 - Protect, recognise and enhance our cultural identity and heritage resources
- Old East Village:
 - Old East Village Commercial Corridor Urban Design Manual
 - CIP plan is successfully encouraging mixed use development
 - Redevelopment of our parking lots to support Rapid Transit



Neighbourhoods



- London Plan Directions:
 - Integrate affordable forms of housing in all neighbourhoods
 - Ensure new development is a good fit within neighbourhoods
- Old East Village
 - Convert to Rent Affordable Housing Program developed and piloted
 - Since 2007 the BIA has facilitated community consultations to ensure good fit
 - By 2017, 4 New Residential Developments will bring 1,800 new residents to the corridor
 - 2008-2015 Private investment valued at over \$190 million dollars
 - Establishment of the Old East Village Development Corporation



Unique One-of-Kind Shopping



- London Plan Directions
 - Promote strong and consistent growth and a vibrant business environment
 - Revitalize urban neighbourhoods and business areas
- Old East Village: Our Research
 - By 2017, previously vacant storefronts will have 28 new stores including: wood working, metal working, maker space and other artisanal production
 - Through the BIA office, 59 properties have been, or are undergoing renovation
 - Regional destination shopping district for London and South Western Ontario



Arts and Culture



- London Plan Direction and Policies:
 - Strengthen culture to build economic growth.
 - Implement London's Cultural Prosperity Plan
- Old East Village: Our Research (2013)
 - Arts and culture venues in the Old East Village attract over 200,000 visitors annually
 - Cultural venues' visitors contribute \$5 million to neighbourhood economy every year
 - Identified as a Culture District in the City's Cultural Prosperity Plan: home to over 30 cultural and entertainment venues including WFD



Food



- London Plan Direction and Policies:
 - Support neighbourhood-scale food production.
 - Provide affordable, safe, healthy, culturally diverse, and local foods.
- Old East Village: Our Research (2015)
 - 4,000 people every week, over 200,000 every year visit the Farmers' & Artisans' Market
 - Over \$15 Million in local economic impact by market visitors and vendors
 - 75 food businesses in the Old East Village including: bakeries, breweries, coffee roasting, restaurants, cafes



Community Engagement



- Direction 8 Make wise planning decisions
 - "Genuinely engage stakeholders and the general public in all planning processes and meaningfully use that input to inform planning decisions."
- Looking forward to continued partnership with the City of London
- We will use our experience in citizen engagement to assist with implementation of the London Plan.



Eat Shop Play

