



September 1, 2016

Chair and Members  
Planning and Environment Committee  
City of London  
300 Dufferin Avenue  
London, ON

**Re: Creating a Vibrant and Well-Managed Dundas Place**

Dear Chair and Members:

Downtown London has been working in partnership with the City of London and other key stakeholders since 1998 to ensure that the investments made in London's Downtown through the Millennium Plan have been appropriately supported to strengthen our district. As a result of this partnership, we have realized a dramatic increase in taxable assessment, hundreds of millions of dollars of private sector investments, progress with reduction in street level vacancies, and continued growth of our residential offerings.

Londoners voted Dundas Place as the top priority from Our Move Forward, London's plan for the next phase of Downtown revitalization. The use of the word *place* is intentional and signals a transformation of these blocks of Dundas Street into a unique destination in our city. As an experienced downtown organization, we understand that the work of placemaking is radically different from creating traditional traffic, transit and pedestrian corridors. We know that in planning for Dundas Place, we need to have a detailed and well thought out plan that is focused on creating unique destinations, a plan that is community-driven, inclusive, visionary, adaptable, dynamic, transformative, sociable and flexible. In order to make that happen, we need consultation with key downtown stakeholders to ensure that the City's investment will produce the expected results.

Downtown London wholeheartedly supports Councillor Park's recommendation that we need to create a draft Terms of Reference and Business Plan for Dundas Place, with the participation of key downtown stakeholders from Budweiser Gardens, London Convention Centre, Tourism London, Fanshawe College and Downtown London, to identify the appropriate practices for programming, activation and management of this unique place. The work of placemaking requires ongoing attention to respond to the changing needs, maintenance and ongoing management of these exciting spaces, and we need to better define our expectations and operating model. We respectfully ask for your support in approving Councillor Park's recommendation.

Sincerely,

A handwritten signature in blue ink, appearing to read "JMcDonald".

Janette MacDonald  
CEO and General Manager