



April 21, 2017

Planning Committee Chair and Members,  
City of London  
300 Dufferin Ave  
London, ON N6A 4L9

**Re: Service Review of CIP Incentives**

Councillor Park and Committee members:

For over 15 years, the London Downtown Business Association and MainStreet London (together known as Downtown London) have worked together with City of London Planning staff to market and implement the Community Improvement Plan (CIP) incentive programs. Our team is the first point of contact for investors, property owners and business owners to promote the incentives and to help people navigate through the City's process for design review, application review and approval of CIP incentives for downtown property owners.

We have actively participated in the City's recent service review of the CIP programs, listening to proposed changes and sharing feedback on behalf of our members. We congratulate staff on the proposed changes, achieved through stakeholder consultation and enhancing programs to provide more value where it is needed. We agree wholeheartedly with opening of the CIP to include our newest BIA members on Richmond Row, these properties will definitely benefit from the Façade and Upgrade to Building Code loans together with the financial incentives provided by MainStreet London.

Over the years these programs have delivered not only financial benefits to the city but visual improvements to the building stock and streetscapes. We still have more to accomplish.

We agree with the proposed five-year review process so that gaps can be identified and filled. As always the metrics and success indicators will be measured frequently to bring results sooner than later.

We look forward to working with the staff at Planning Services to examine and update the criteria in each of the incentives.

We encourage the Planning Committee and subsequently council to endorse and then approve these changes as presented in the report.

Sincerely,

A handwritten signature in blue ink, appearing to read "Janette MacDonald", is written over a faint blue circular stamp.

Janette MacDonald  
CEO and General Manager