



May 10th, 2017.

Dear Mayor & Members of Council:

Re: 560 & 562 Wellington St – Application for Official Plan and Zoning By-law Amendment – File OZ-8462

Further to our presentation at PEC meeting on Monday, May 8th, 2017, which was abbreviated due to time constraints and in which we were unable to elaborate on our position, we submit the following for consideration.

We are supportive of the intensification initiatives of the City of London and believe that this proposal matches where the housing consumer wants to live with the City's desire to intensify the core. The discussion with this proposal has been primarily focused on height. In an attempt to provide options to the Committee, we proposed a 17 storey alternative to deal with the concern of height and which we believe provides an appropriate balance. Unfortunately, some policies have been misinterpreted and applied inappropriately. We look for an opportunity to place the proper emphasis in the appropriate place and on the proper policy as it relates to the subject site.

In order to understand this proposal, you must also understand the context within the area and applicable policies. We have highlighted some key elements below to consider:

Policy and Character

- The Woodfield Community is not a homogeneous neighbourhood and in fact there are numerous examples of high rise buildings coexisting immediately adjacent to heritage buildings. This is obviously not in contravention of the Heritage District Plan as it includes a multitude of land uses and zoning including lands within the Downtown designation and zones within the limits of the District Plan (see attached boundary plan);
- The PPS and OP policies support intensification within the core and areas adjacent to employment, transit, arterial roads, open space, all of which are applicable to this proposal.
- This proposal is not removing any significant Heritage structures and responds to impacts to the Heritage District through the architectural responses as well as suggested mitigation measures;
- The subject property and buildings along Wellington corridor along Victoria Park frontage are not 'residential', they include purpose built office buildings and

converted buildings solely, or primarily, used for office while south of the proposed site, the lands are zoned for commercial, office and high rise residential uses to heights of up to 30 storeys. This corridor and its historic evolution in the early 70's provides a distinction within Woodfield Community and also identifies a non- residential character for the area and determines the applicability to various Heritage District Plan objectives that were incorrectly applied at PEC.

Development Charges

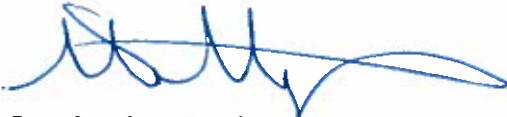
- This proposal is required to pay full DC's (approx. \$2.5M) and it's **not** in the exempt area which is subsidized by the ratepayers of the City.
- The proposal will generate approximate \$1M in yearly tax revenue
- The proposal satisfies a housing consumer need for core area living that is different than that is currently provided downtown.

Council Resolution Request

We believe that preference should be given to the future while also respecting the past. If Council wishes to refer the proposal back to staff ,we would ask for a modification to the current PEC referral wording. We respectfully suggest that the referral identify a review of the proposed 17 storey proposal, and to work towards a balance of the policy framework understanding the different character of the Wellington corridor in which this site is included and to provide a mitigating strategy to any adverse impacts the proposal may have on the Heritage District.

We thank you in advance for your consideration.

Respectfully submitted,
Auburn Developments Inc.



Per, Stephen Stapleton,
Vice President

- c.c. attachments - Photos of High Rise Bldgs/Heritage Bldgs
- Woodfield Heritage District overlay with OP map
 - 17 storey elevation
 - Facilitating a Prosperous Downtown Sheet