



HPBA

1124 Gainsborough Road, suite 2
London ON N6H 5N1

Hyde Park Business Association www.hydeparkbusiness.com

City of London
300 Dufferin Avenue
London ON N6A 4L9

May 14, 2017

Attn: Cathy Saunders, City Clerk

Re: Request to add a Hyde Park area CIP to the City of London's Upcoming Work Plan

Dear Cathy,

As the Hyde Park Business Association works to achieve their BIA Designation anticipated this fall, we are requesting that the PEC Committee and Council will consider adding a Hyde Park Community Improvement Plan (CIP) to the City of London's upcoming work plan.

Now that the Hyde Park Road construction is complete, this northwest pocket of London is ready to rebuild and revitalize while strengthening their sense of 'community'.

The Hyde Park Business Association would like to work alongside staff and members of the in establishing a CIP that will reflect the vision and needs of the people that live / work in this area to create a vibrant destination place in 'Uptown London'.

We believe that a Hyde Park Community Improvement Plan, similar to the Lambeth and Hamilton Road CIPs that are in development, with it's philosophy of being a community improvement approach that is flexible, comprehensive, coordinated and with the development of a strategic framework for dealing with lands and buildings on the area will help Hyde Park better identify and address many physical, social, economic and even some environmental matters (such as the southwest corner of Hyde Park and Fanshawe Roads)

A CIP for Hyde Park will work in sync with the Hyde Park BIA to help us:

- Focus public attention on local priorities and municipal initiatives
- Target areas in transition or in need of repair, rehabilitation and redevelopment
- To implement the 'Hyde Park Community Plan' that was adopted into the London Plan; while, given the age of the Official Hyde Park Community Plan – will help us to work with the community in further development of the plan.
- Facilitate and encourage community change in a co-ordinated manner
- Stimulate private sector investment through municipal incentive-based programs.



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Just one of the goals for the area (as per the Hyde Park Community Plan) is to establish the Hyde Park Hamlet on the four corners of Hyde Park and Gainsborough Roads and along Gainsborough Road east and west of Hyde Park. A CIP will help us define the parameters for this growth including retail recruitment.

The vision for this corner is to create a community hub that will increase pedestrian traffic, attract shoppers, and spur economic growth by creating an attractive, welcoming area; A destination place for shopping, recreation, lifestyle and living.

The inclusive planning process and the investments that a CIP can make towards building communities will help us to implement a solid plan for Hyde Park and Northwest London.

Thank you in advance for your consideration. Please do not hesitate to contact Donna Szpakowski should you require further information.

Donna Szpakowski
Executive Director
Hyde Park Business Association
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