



May 9<sup>th</sup>, 2013.  
City of London,  
300 Dufferin Avenue,  
London, ON. N6A 4L9.

**Attention: Investment and Economic Prosperity Committee.**

Dear Committee:

Downtown London is the organization that represents both the London Downtown Business Association and MainStreet London Revitalization Organization. Both non-profit organizations work towards one key goal - making downtown London better.

On behalf of our board of directors we would like to thank Harvey Filger and his group for presenting the five proposals and we would like to take this opportunity to provide our feedback on them.

**Industrial Lands Development Strategy.**

We support the industrial land development strategy since we recognize the financial benefits for the entire community.

**Kilmer Brownfield Equity L.P.**

Residential and commercial development on the doorstep of London's Downtown is strongly supported by our organization. We recognize that this type of development creates clientele for our Downtown businesses. However we would not support any heavy retail development in this area as this could seriously detract from our unique downtown businesses.

One question we would like answered should this development go ahead would be where would the office jobs go if these significant changes were made to the London Hydro location. We have been successful in the past retaining 81% of all offices in the downtown. Government services and offices should remain here since this is the bread and butter of our stakeholders.

For both of the above proposals we would obviously hope that the Official Plan consideration for office development be strongly adhered to and that no exceptions are made to create large office spaces outside of the core.

## **Investment in the Downtown - Performing Arts Centre**

How can we lose if this development goes ahead in the London's Downtown?? We have no preference in the location since either would be beneficial. We would however hope that the chosen site would be home to a World Class facility that would stand out nationally and internationally and that would be multi use to include much needed and desired residential units in the core. We also hope that the development would contribute strongly to a pedestrian focused ambiance.

## **Medical Research fund.**

We would support the creation of this fund since we recognized that as a municipality we must do everything within our power to stem the brain drain while attracting the brightest minds to London

## **Employment Program Support.**

High unemployment rates continue to plague London and detract from all of the great things that are happening here. We would support the creation of this fund as a two year pilot and hope that it would be well executed then become a standard program.

Yours truly,  
**DOWNTOWN LONDON**



Robert T. Usher  
Board Chair LDBA



Janette MacDonald,  
Executive Director