

March 15, 2018

City of London
Planning & Environment Committee
City Hall, 300 Dufferin Avenue
P.O. Box 5035
London, ON N6A 4L9

Attention: Ms. Heather A. Lysynski, Committee Secretary
Ms. Cathy Saunders, City Clerk

Dear Members of the Planning & Environment Committee:

**Re: Planning and Environment Committee Meeting March 19, 2018
Agenda Item No. 3.4
Application By: The Corporation of the City of London Wonderland Road
Community Enterprise Corridor
City File No.: O-8868**

We are Greenhills Shopping Centres Limited (“Greenhills”), the owners of a property municipally known as 51-99 Exeter Road and located in the SE quadrant of Exeter Road and Wonderland Road South in SW London (the “Property”). The Property is located within the Southwest Area Secondary Plan and more specifically within the Wonderland Road Community Enterprise Corridor (the “WRCEC”).

As the Committee is aware, in October 2014 City Council passed By-Law Z-1-142352 to permit the development of the Property for a mixed-use development, including retail commercial uses. Since that time we have been closely monitoring the planning processes within the WRCEC and in particular the applications made by the Southside Group and Westbury International in addition to City Council’s decision in June 2017 to reduce maximum and minimum permitted residential intensity; to reduce the maximum office floor area per building; and to re-format the policies to be structured by use, intensity, and form.

We have reviewed City staff’s supplementary staff report prepared for the March 19, 2018 Planning & Environment Committee meeting as well as the Final Report prepared by the Coriolis Consulting Corp. entitled the “Impact of Removing the Retail Development Cap in the Wonderland Road Community Enterprise Corridor (WRCEC), London Ontario”. We agree with City staff’s analysis and recommendation to amend the Southwest Area Secondary Plan by deleting the maximum commercial floor area in the Wonderland Road Community Enterprise Corridor designation.

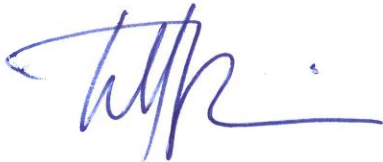
However, we disagree with the assertion made in the Coriolis Report that removal of the maximum commercial floor area in the WRCEC “postpones a viable development option for sites which are less suited for region serving retail development over the next 30 years, including Sites 14, 15 and 25”. The Coriolis Report goes on to recommend that the Property be considered for redesignation to uses that are “not required to meet retail demand between 2017 and 2047”. We fundamentally disagree with the notion that the Property should be redesignated now or at any time in the future to exclude retail permissions.

The intention of Greenhills is to maintain current retail commercial permissions in order to develop the site in a manner consistent with the 2014 zoning amendment approved by City Council and which was supported by a Retail Market Demand and Impact Analysis prepared by Tate Economic Research. We have extensive retail commercial development experience and are confident in the development prospects for the Property given its prominent location at the intersection of 2 major arterial roads with proximity to the 400 series highways.

Please provide copies of all notices and other relevant information and materials related to this matter and any other applications that would impact the Property.

Please do not hesitate to contact the undersigned should you have any questions or wish to discuss the matter further.

Yours truly,



Todd Pierce
Greenhills Shopping Centres Limited