



October 15, 2012

Catharine Saunders sent via email to: CSaunder@london.ca
Clerk
City of London
P.O. Box 5035
City Hall, 300 Dufferin Avenue
London, ON N6A 4L9

Attention: Ms. Saunders

Re: October 9, 2012 Southwest Area Plan ("SWAP")
Planning and Environment Committee Meeting – October 15, 2012

Dear Mr. Barrett:

Further to my letter of concern to Mr. Gregg Barratt dated June 5, 2012 (attached), and the comments that I made while in attendance at the public information session on June 27, 2012 to I am writing to express my sincere concern with respect to most recent draft of SWAP released to the public on October 9, 2012.

I am President of New Urban Retail Inc. and the controlling entity of lands totalling approximately 25 acres of land located at 1311 and 1451 Wharncliffe Road South at the future Bradley Avenue (the "New Urban Site"). This site has existing retail designation and I am working with current owner of the property, Sifton Properties Limited, to broaden the retail permissions and expedite the development of a high quality retail shopping centre on these lands in excess of 300,000 square feet.

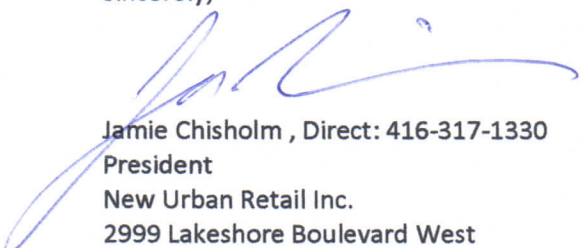
Rather than re-iterate the entirety of my previous concerns as stated in the June 5, 2012 letter I will simply summarize my key concerns and recommendations with respect to SWAP.

- SWAP proposes an amount of incremental retail that equals that of the City of London downtown and does not seem to have any pragmatic regard to the impact on our existing serviced site.
- SWAP recommends leap frogging of services and expediting zoning for sites well outside of normal processes thereby undermining and diminishing the value and viability of our site and others as well.
- No economic analysis is included in SWAP to explain how, when, and by whom the costs of infrastructure will be paid.
- SWAP recommendation for more supply does not recognize that increasing supply will have no impact on the demand for or absorption of retail space.

- While we respect the necessity of planning for the future, approval of new supply should not come at the expense of existing nodes.
- The New Urban site with zoning permissions in place would be “shovel ready” in 2013 and could accommodate most if not all of known end user retail demand. Approval and development of the New Urban site would provide the following benefits well in advance of other proposed sites as it has all necessary sewer allocations that require no further public spending.
 - ***Over 300,000 square feet can be accommodated on our site including home improvement warehouse, department store, supermarket, and several other neighbourhood retail uses.***
 - ***Total site investment will be in excess of \$60 million creating substantial economic benefit through hundreds of construction jobs.***
 - ***Approximately \$5.0 million dollars of development charge revenue to City of London when developed.***
 - ***Third party study confirms approximately 900 DIRECT JOBS will be created when this site is developed.***
 - ***Development facilitates the timely construction of Bradley Avenue Extension.***
- **Our Recommendation:** SWAP is a plan of major importance and potential impact that we feel is being rushed through without appropriate consideration. We **RECOMMEND DEFERRAL** of SWAP by Committee back to staff to address the foregoing concerns and base SWAP on staff’s June 2012 recommendations. In addition deferral back to staff should include:
 - More appropriate review of costing and revenue analysis of proposed new supply, and its impact to existing nodes.
 - Careful and enforced phasing formula based on demand.

A representative of New Urban Retail Inc. will be attendance to address the Planning and Environment Committee. Please provide this correspondence to the members of the Committee and to all members of council so that it forms part of the public record in this matter.

Sincerely,



Jamie Chisholm , Direct: 416-317-1330
President
New Urban Retail Inc.
2999 Lakeshore Boulevard West
Toronto, Ontario M8V 1J8,
Email: Jamie.chisholm@newurbanretail.ca

Cc Mr. Phil Masschelein, Sifton Properties Limited
Mr. Michael Hughes, New Urban Retail (London)
szakem@airdberlis.ca
GBarrett@london.ca