



City of London
300 Dufferin Ave.
London, ON
N6B 1Z2

October 25, 2019

ATTN: Planning and Environment Committee

C/o: Heather Lysynski, Committee Secretary
Britt O'Hagan, Manager, City Building & Design - City of London

RE: Comprehensive Community Regeneration Study Request - Argyle BIA and Surrounding Area

To the Members of the Planning and Environment Committee (PEC),

The Argyle area has a well-established and integral commercial stretch on Dundas, between Highbury and Wavell - which make up the boundaries of the Argyle Business Improvement Area (Argyle BIA). With the East Lions Community Centre almost completed, we at the Argyle BIA feel that in order to continue building on the positives within the broader community, that the next step is to explore other planning tools available which could benefit the Argyle area at large. We kindly request that the PEC approve that City Planning staff undertake a "Comprehensive Community Regeneration Study" of the Argyle BIA and surrounding area, to investigate and identify certain planning tools available that could be utilized to further build on the encouraging changes occurring in East London.

To elaborate further, the Argyle BIA believes that this study would determine planning tools that exist, and which could be implemented in order to further elevate the area and take the "next step" forward of additional improvement within Argyle. The study would also consist of consultation directly with the community on what they would like to see in the area, along with analysis of development activity and the demographic profile of the community to assure root issues are being addressed.

We have been in discussions with City Planning and they are in support of doing a study for the area. We hope that the PEC will approve of the study and agree that the request from the Argyle BIA is valid and necessary to continue the long-term improvement realization of the Argyle area.

Sincerely,

A handwritten signature in black ink, appearing to be "Randy Sidhu".

Randy Sidhu
Executive Director
Argyle Business Improvement Area