



**VIA EMAIL**

October 13, 2021

City Planning  
City of London  
206 Dundas Street  
London, ON  
N6A 1G7

Attention: Ms. Sonia Wise, Planner

Dear Ms. Wise:

**Re: Masonville Secondary Plan (File O-9881) – August 2021 Draft  
Preliminary Comments on Behalf of 1635 Richmond (London) Corp.  
1623 & 1635 Richmond Street  
London, Ontario  
Our File: AVL/LON/20-01**

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We are the planning consultants for 1635 Richmond (London) Corp (“RLC”) as it relates to the City of London Masonville Secondary Plan process. RLC is the owner of lands within the area subject to the Masonville Secondary Plan, including lands municipally known as 1635, and 1623 Richmond Street. These lands are generally located on the west side of Richmond Street and south of Hillview Boulevard (“RLC Lands”). The lands at 1635 Richmond Street were recently developed with 2, seven storey apartment buildings that are targeted primarily for student housing needs. RLC owns a portion of the lands south of the developed lands (1623 Richmond Street), which are currently developed for single storey residential purposes, and therefore has an interest in this collective planning area on the west side of Richmond Street. The intent of RLC would be to develop these lands in the future consistent with the development on the lands to the north.

On behalf RLC, we have been monitoring the Masonville Secondary Plan. We submitted a comments regarding the Masonville Secondary Plan dated March 26, 2021. We have reviewed the Draft Secondary Plan dated August, 2021 and the August 30, 2021 Staff Report in the context of the RLC Lands.

Based on our review of the Masonville Secondary Plan:

- Schedule 1: Plan Boundary identifies the RLC Lands as “Specific Policy Area”;
- Schedule 2: Community Structure identifies the RLC Lands as “Low-Rise” and “Specific Policy Area”;
- Schedule 3: Land Use identifies the RLC Lands as “Mixed Use”;
- Schedule 4: Heights identifies the RLC Lands as “Low-Rise [2-4 Storeys]”;
- Schedule 5: Connections identifies the Richmond Street as an “Enhanced Cycle Route” and
- Schedule 6: Priority Streets identifies Richmond Street as a “Commercial Character Street” where the abode lands have frontage.

We understand that the special policy areas applicable to the RLC Lands relates to policy 8.1 “Richmond Street-Old Masonville” and 8.2 “1643, 1649, 1653 Richmond Street” of the

draft Secondary Plan. Based on our review, Policies 8.1 and 8.2 seek to carry through site specific policies that were originally established and implemented in the 1989 Official Plan (OPA 565), and further reflected in the London Plan (Policies 821-825). We note that the site specific policies applicable to the draft Secondary Plan, are not consistent with recent approvals including OPA 698 to the 1989 Official Plan, and LPA 7 to the London Plan to permit the development at 1635 Richmond Street.

As noted in our March 26, 2021 letter, the site specific policy related to the future development lands on the west side of Richmond Street may be appropriate to revisit through this Secondary Plan process. The site specific provisions were determined in advance of the area being identified as a protected major transit station area, which has directed significant growth to this area. We continue to encourage the City to further review the future development lands as an opportunity to achieve the goals of the Secondary Plan, while maintaining compatibility to the surrounding neighbourhood by means of the draft secondary plan policies. The policy direction provided by the draft Masonville Secondary Plan, in part seeks to ensure compatibility of uses, in particular for intensification in proximity to existing residential areas. This policy direction would provide sufficient direction to ensure any redevelopment of the RLC Lands is appropriate for the existing context, which includes the recently constructed 7-storey buildings at 1635 Richmond Street.

The lands subject to this site specific policy are located along Richmond Street, which is identified as a major artery, where a majority of growth is to be directed, and forming the core of the transit village area. This is outlined in draft Policy 2.1.

We will continue to review the Masonville Secondary Plan in more detail, will monitor the implementation, and may provide additional comments as required.

Please kindly ensure that the undersigned is notified of any further meetings or notices related to this matter.

Yours very truly,

**ZELINKA PRIAMO LTD.**



Rob MacFarlane, MPL, MCIP, RPP  
Planner

cc. 1635 Richmond (London) Corp (via email)