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July 19, 2013

City of London
Planning Division
204 Dundas Street
London, ON N6A 1H3

Attention: Mayor Joe Fontana and Members of Council

Dear Mr. Fontana

Re: ReThink London – Request for Inclusion in Urban Growth Boundary

Sifton Properties Limited is actively engaged in the ReThink London process and has reviewed the various documents and reports that have been prepared to date as part of the ReThink London process. We are supportive of the process and much of the information that has been presented to date. However, it is our opinion that the Land Needs Background Study contains some assumptions and information that may be inaccurate or that insufficient data is available to confirm staff conclusions that sufficient land is available for the 20 year planning horizon.

As a result of our review, we believe there may not be sufficient land available for low density residential development within the current Urban Growth Boundary (UGB), particularly in the northeast and west areas of the City. Should further review of the land needs study assumptions reveal that there is less supply of land than currently calculated in some areas of the City, we believe it is prudent to plan for future growth.

Sifton believes in the future of London and has a sizeable investment in London. We believe there is a very good opportunity to support future jobs, assessment growth and an increased tax base here in London. The risk of not allocating sufficient land for future growth here means greater potential for growth in satellite towns north and west of London.

On that basis, Sifton has worked together with an area landowner group in two areas of the City. We and our partners will be making submissions to the PEC committee on Tuesday, July 23rd regarding our two development proposals. These locations are as follows:

- **Immediately adjacent to the UGB in northeast London, at Sunningdale Road and east of Highbury Avenue.**
- **Immediately adjacent to the UGB on Wickerson Road south of Byron Baseline Road, where our request is backed by multiple landowners working in concert with us.**

For your reference we have also included a copy of our development concept for each area.

Both areas are contiguous to existing / approved development and servicing. The focus of our presentations on July 23rd will be to show the return on investment already made by the City and



Sifton Properties Limited • Seniors' Living • Residential Rentals • New Homes • Neighbourhood Developments • Commercial Leasing

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that rounding the urban boundary in strategic areas will allow the City to significantly capitalize on the investments already made.

For example, at the Wickerson Road location, our preliminary estimates generate the following statistics, realized upon full build-out.

- \$275,000,000 in construction (subdivision, roads, buildings)
- Greater than 1,000 temporary jobs and 300 permanent jobs.
- \$4.9M in assessment revenues yearly
- \$32M in DC revenues (estimated \$23 million of NET DC Revenue)

With Highbury Avenue recently widened, our Sunningdale/Highbury Lands proposal includes an even higher net DC revenue projection of approximately \$30 million based on our proposal.

We look forward to the opportunity to outline why inclusion of these areas in the UGB makes both economic and planning sense over the 20 year Official Plan horizon. We will be submitting our full preliminary development proposal to staff including the land needs review, planning impact, engineering analysis and economic opportunity studies completed by our team. We are requesting that PEC recommend that Council direct staff to receive our submissions and review them in context with a review and analysis of the various proposals submitted by landowners across the City to determine which proposals have the highest net financial, economic and planning benefit to the City, with a report back to a future PEC meeting prior to acceptance of the Land Needs Background Study. **We fundamentally believe that these areas do represent emergent opportunities that warrant consideration as part of the ReThink London process.**

If you have any questions or require additional information or clarification regarding the foregoing, please do not hesitate to contact us.

Yours truly,
SIFTON PROPERTIES LIMITED



Phillip Masschelein
Vice President
Neighbourhood Developments

cc: M. Zunti (Sifton)
J. Fleming (City of London)
H. McNeely (City of London)
A. Patton (Patton Cormier & Associates)
M. Bell (Crown Homes of London)
M. Di Marcelli (2090864 Ontario Inc.)
E. De Melo/J. Pereira/P. Abrantes (Kape Developments Ltd.)
The Estate of James Wickerson Stanley



- Low Density Residential
- Medium Density Residential
- Existing Vegetation
- Open Space /Parkland
- SWM
- Commercial

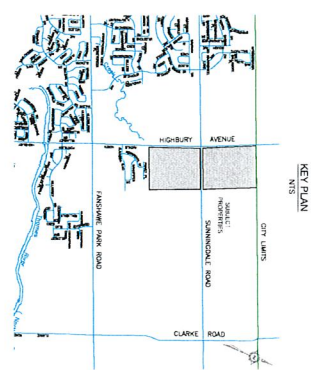
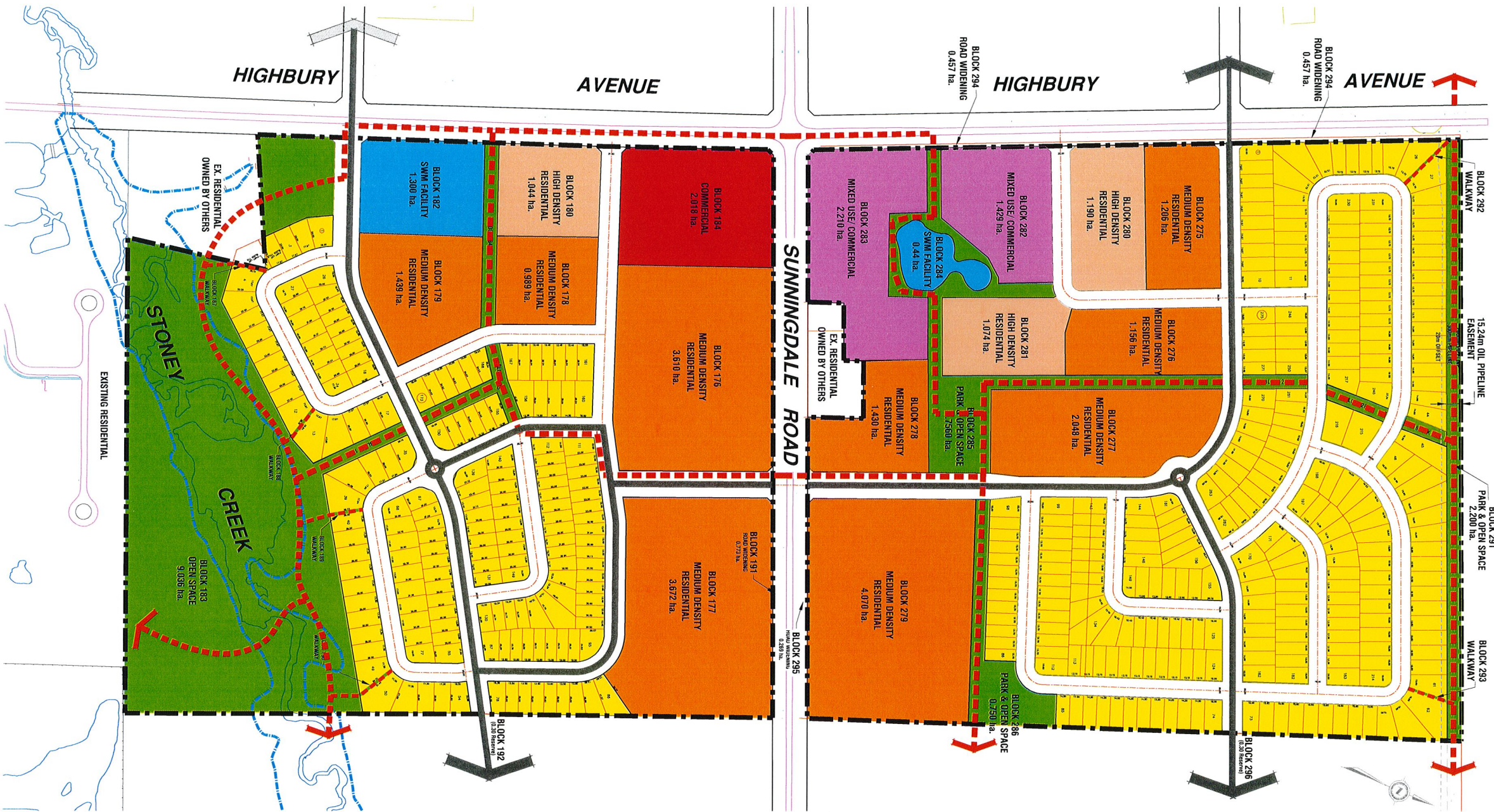
Limits of Cost Sharing Properties

NOTE: FINAL PLAN SUBJECT TO NATURAL HERITAGE FEATURES ASSESSMENT

**WICKERSON ROAD
PRELIMINARY LAND USE CONCEPT**

MHBC
PLANNING
URBAN DESIGN
& LANDSCAPE
ARCHITECTURE

SCALE 1:2,000
JULY 18, 2013



- LEGEND**
- LOW DENSITY RESIDENTIAL
 - MEDIUM DENSITY RESIDENTIAL
 - HIGH DENSITY RESIDENTIAL
 - MIXED USE/ COMMERCIAL
 - PARKS AND OPEN SPACE
 - STORMWATER MANAGEMENT FACILITY
 - SUBJECT LANDS
 - UTRCA FLOOD LINE
 - PRIMARY COLLECTOR ROADWAY
 - PARK CORRIDOR
 - WALKWAY/BICYCLE TRAILS
 - GATEWAY ENTRANCE



CONCEPT PLAN