



THE ♥ OF EAST LONDON

June 20<sup>th</sup> 2022

City of London  
300 Dufferin Ave  
London, Ontario  
N6B 1Z2

To: London City Council & Civic Administration

Re: Budget Request

For over a decade, the Argyle Business Improvement Association (BIA) has provided supports for its membership and hardworking community. The annual activation of the Argyle Santa Claus parade, business support programs and sustainable community partnerships demonstrates how the Argyle BIA continually brings value and positive results to its neighbourhood.

During the height of the pandemic, the Argyle BIA championed the completion of the Community Improvement Plan with its neighbourhood allies and City partners. Several streetscape improvements were suggested in this plan to fulfill the vision of becoming “a welcoming, well-maintained and safe destination with unique small businesses and shops, as well as supporting an established, growing residential neighbourhood.”

Currently, several infrastructure improvements are occurring within the BIA boundaries (Dundas and First Street to Burdick Place) and more are projected in 2023.

Funding for the Argyle Community Improvement Plan was originally to be brought forward in the 2024 for the next budget cycle. However, given the infrastructure renewal underway, the Argyle BIA requests that Civic Administration work with us to outline a business case for the 2023 Annual Budget update to flow preliminary funds for the 2023 year and focus on the streetscape improvements as outlined in the Community Improvement Plan to enhance the area where infrastructure improvements are being completed.

It is our view that it would be more efficient to coordinate these street scape enhancements to be rolled out as infrastructure work wraps up, rather than to return to the area at some point in future years. While the CIP funding is available for a number of initiatives, prioritizing streetscape enhancements is the Argyle BIAs preferred direction.

We recommend that this funding comes from an appropriate reserve fund rather than the property tax rate and offset it by reducing the CIP funding in a future year.

The Argyle BIA would like to engage with staff on specifics around this at the earliest opportunity, to share our perspective on items such as; Argyle branded crosswalks, streetscape plantings of trees and planter boxes, benches and waste bins that provide a better pedestrian experience, among other opportunities.

Thank you for your consideration. The Argyle BIA looks forward to providing continued support for our membership and community with the City of London and its Council.

Kind Regards,

Bethany Mejia  
Executive Director, Argyle BIA

Rob Graham  
Chairperson, Argyle BIA

Shawn Lewis  
Ward 2 City Councillor