



PEGGY SATTLER

MPP London West
Députée provinciale de London-Ouest

City of London
300 Dufferin Avenue
London ON N6A 4L9

Attn: Barb Westlake-Power, MPA; Deputy City Clerk; Planning & Environment Committee

February 16, 2023

RE: Letter of Support for Hyde Park Hamlet CIP application

Dear Barb Westlake-Power,

I am writing in support of the application submitted by Hyde Park Business Improvement Association (HPBIA) to establish a Community Improvement Plan (CIP) for the Hyde Park Hamlet at the corners of Gainsborough and Hyde Park Roads. As a rapidly growing and developing area of the city facing several unique challenges to sustainable growth and community building, the Hyde Park area would greatly benefit from the municipal support a CIP provides.

Hyde Park is already an important shopping, dining, and entertainment hub in Uptown London catering to a diverse community. It attracts shoppers and patrons from the local area as well as outlying bedroom communities, such as Mount Brydges, Komoka, and Ilderton. Residential growth in the area is booming with no end in sight with at least 10 new development applications submitted in the HPBIA's catchment area. Targeted support informed by local data is needed to meet the infrastructure needs of these new residents and business owners.

The HPBIA has done an exceptional job of stewarding the Hyde Park business community, growing from just 30 members in 2017 (when the organization received its Business Improvement Area (BIA) status) to now representing over 450 businesses and community organizations in the area. This in-depth knowledge of the local community puts the HPBIA in a strong position to identify and analyze emerging needs to inform a strategic plan for the community's future.

To achieve this vision, the HPBIA requires additional support from the City, including financial, planning, and heritage. A CIP will enable the community to address barriers that prevent this area from reaching its full potential, such as a lack of adequate parking and streetlights; deteriorating commercial spaces and facades; and costs associated with completing building code upgrades.

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COMMUNITY OFFICE

101-240 Commissioners Road West
London, ON N6J 1Y1

📞 519-657-3120 • 📧 PSattler-CO@ndp.on.ca

QUEEN'S PARK

Room 467, Main Legislative Building
Toronto, ON M7A 1A5

📞 1-416-325-6908 • 📧 PSattler-QP@ndp.on.ca

As Hyde Park continues to develop and grow, now is the time to build on the HPBIA's successful leadership by supporting their request for a Hyde Park Hamlet CIP. I urge you to consider this important request and approve the Hyde Park Hamlet CIP application.

Sincerely,

A handwritten signature in cursive script that reads "Peggy Sattler". The ink is dark and the handwriting is fluid and legible.

Peggy Sattler, MPP
London West