

**From:** info@jaydancin.com <info@jaydancin.com>

**Sent:** Thursday, February 16, 2023 2:25 PM

**To:** PEC <pec@london.ca>

**Subject:** [EXTERNAL] Hyde Park Letter of Support

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

Dear Barb Westlake-Power, MPA; Deputy City Clerk,

I am writing you this letter on behalf of the Hyde Park Business Improvement Association to show my support for the creation of a Community Improvement Plan for the regeneration of Gainsborough Road and towards reaching the vision of the Hyde Park Hamlet.

As a business owner of 19 years and recently relocating to Hyde Park 4 years ago, I have seen how impactful the sense of community is for our business. I support the Hyde Park BIA's vision of a community hub at the corners of Hyde Park and Gainsborough Roads, comprised of small/medium businesses setting up and investing in small specialty retail shops and food establishments. I believe this will increase pedestrian traffic, attract shoppers, and spur economic growth and social prosperity.

I believe investing in the Hyde Park Hamlet is a forward-looking investment for the city and that it aligns with London's existing 2019-2023 Strategic Plan as well as the developing draft Hyde Park BIA 2023-2027 Strategic Plan.

I know the Hyde Park Hamlet will be a warm attractive destination place in the northwest corner of London to Shop, Eat, Work and Play.

However, the Hyde Park Hamlet has little hope of becoming a reality without the financial help a CIP can offer to incentivize and regenerate Gainsborough Road both east and west of Hyde Park Road.

For these reasons, I hope you consider the creation of a CIP for the Hyde Park Hamlet.

Thank you in advance for your consideration.

Sincerely,

Vickie Balazs

Owner, JAYDANCIN INC