

February 16, 2023

ReDECOR CONSIGNMENT

1055 Sarnia Road  
Unit A3  
London, Ontario  
N6H 5J9

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.

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,

Lorean P. Pritchard  
President