

February 16, 2023

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

I am writing you this letter on behalf of the Hyde Park Business Improvement Association and Featherfields Hyde Park to show my support for the creation of a Community Improvement Plan for the regeneration of Gainsborough Road and 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 businesses investing in specialty retail shops and food establishments. I believe this will increase pedestrian traffic, attract shoppers, and spur economic growth.

I believe investing in the Hyde Park Hamlet is a fantastic 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 an attractive destination in the northwest corner of London to "Shop, Eat, Work and Play." Having been located at the corner of Gainsborough and Hyde Park Rds. For 27 years now, we are a well established business which really could use the assistance of bulding a community feel in the area. We would love to see this area come to life and transform with the changing times and surrounding neighbourhoods.

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.

Ashley Satchell, owner  
Featherfields The Bird and Garden Store  
1570 Hyde Park Rd.