
Old East Village Community Improvement Plan (as amended November, 2005)



City of London Planning Division – November, 2005



Executive Summary:

1. *Over the past 10 years, the quality of the Dundas Street corridor, between Adelaide Street and Charlotte Street, has declined significantly resulting in: a lack of business investment; declining levels of property maintenance; and, the closure and/or relocation of existing businesses;*
2. *The area has been the focus of numerous studies including: the 1998 Mayor's Task Force on Old East London and more recently the "Old East London Village Commercial Corridor Transition and Revitalization Study" prepared by the Planners Action Team (PACT) of the Ontario Professional Planners Institute (in cooperation with the Old East Village BIA) in 2003;*
3. *In April of 2003, the PACT released "Re-establishing Value – A Plan for the Old East Village. The Plan identified five major strategies and 35 specific recommendations to improve the desirability of the commercial corridor;*
4. *One of the key recommendations of the PACT report was the provision of municipal financial incentives to stimulate rehabilitation and redevelopment. Under the provisions of Section 28 of the Planning Act, and the community improvement policies of Chapter 14 of the City of London Official Plan, the designation and adoption of a community improvement project area would be required to provide for such financial incentives;*
5. *The findings of the PACT report were subsequently presented to the London Board of Control by the Old East London BIA with the request that the 35 specific recommendations be referred to the appropriate Advisory Committee for consideration;*
6. *On June 16th, Municipal Council resolved that the various recommendations of the study be reviewed by staff, including the initiation of a community improvement plan for the area;*
7. *The purpose of the Old East Community Improvement Plan is to provide context for a coordinated municipal effort to improve the physical, economic and social climate of the Old East Village. Specific priorities identified in the PACT report and summarized in the Plan, are intended to stimulate private investment and property maintenance and renewal. The focus of these initiatives, and the community improvement plan, is to improve the desirability of the Old East Village corridor for new commercial uses in some portions of the corridor and to support and encourage transition to more viable uses in other portions of the corridor;*
8. *The Old East London Community Improvement Project Area encompasses those lands fronting Dundas Street from Adelaide Street in the west to Charlotte Street in the east. Municipal parking facilities that serve the commercial corridor (on the north side of Dundas Street between Adelaide Street and English Street) have also been included in the Community Improvement Project Area boundary;*



9. *For the purpose of implementing the Community Improvement Plan, three strategies are advanced including: amendments to the Official Plan to articulate the vision and revitalization strategy for the Old East Village; amendments to the zoning by-law to implement the vision; and, the provision of financial incentives to encourage rehabilitation and/or revitalization;*
10. *The financial incentives to be offered to property owners in the Village would mirror those incentives currently offered in the core – the Façade Restoration Loan Program, the Upgrade to Building Code Loan Program, and the Tax Grant Incentive Program. These incentives have a proven “track record” and are supported by existing reserve funds. “Top-up” contributions to the reserve funds are not currently required;*
11. *The development of a vision for the Old East Village is critical to the formulation of the Community Improvement Plan. It is the vision of the Old East Village Community Improvement Plan that Old East Village shall:*
 - *Serve as a focal point for the surrounding community;*
 - *Offer a broad range of goods and services;*
 - *Offer a range of entertainment, arts and cultural uses;*
 - *Offer some health and social services without over-concentrating such uses;*
 - *Build upon the heritage theme focusing on significant heritage assets; and;*
 - *Fostering a pedestrian-oriented streetscape while not excluding the automobile.*
12. *With this Vision in mind, and noting that the commercial corridor is not homogeneous, the Community Improvement Plan proposes the development of specific districts. These districts have been identified to recognize that certain segments of the corridor lend themselves more to revitalization and to differentiate policies, goals, objectives, and regulatory frameworks for the unique districts;*
13. *The Community Improvement Plan identifies four districts including: the Village Core; the Village Annex; the Area of Transition and Redevelopment; and, the Entertainment and Recreation District. These districts were created recognizing building frontage; pedestrian streetscape continuity; quality of the building stock; unique character; access to public parking facilities; quality of the public infrastructure; and, potential long-term viability as a commercial corridor;*
14. *The Village Core extends from Adelaide Street to Lyle Street on the south side of Dundas Street and from Adelaide Street to the Palace Theatre on the north side of Dundas Street. The Village Core is the heart of the Old East Village and is to serve as the immediate focal point for revitalization efforts. It is the vision of the Community Improvement Plan that within the Village Core a strong and viable pedestrian-oriented commercial district be established;*
15. *The Village Annex extends from Lyle Street to Rectory Street on the south side of Dundas Street and from 714 to 812 Dundas Street on the north side of Dundas Street. The Village Annex will act as a pedestrian connector between the Village Core and the Entertainment and Recreation Zone. It is expected over time that the revitalization of the Village Core will extend through the Village Annex;*



16. *The Entertainment and Recreation Zone is seen to encompass the Western Fair Grounds as well as Queens Park. It is the Vision of the Community Improvement Plan that the Western Fair Entertainment Complex will play a lead role in supporting an entertainment and recreation “flavour” on the corridor. It is envisioned that those who attend events at the fairgrounds will link to the other attractions in the Village. Blended with the strong sense of culture on the corridor, the entertainment and recreational functions offered in this district will play a large role in creating a fun, active and exciting atmosphere on the corridor;*
17. *The Area of Transition extends from Rectory Street to Egerton Street on the south side of Dundas Street and from 824 Dundas Street to Charlotte Street on the north side of Dundas Street. The Area of Transition and Redevelopment is not envisioned as a long-term part of the pedestrian-oriented commercial corridor. While this does not mean that the district will no longer support commercial uses, it is envisioned that the area be encouraged to transition;*
18. *Official Plan and Zoning By-law considerations are advanced in the Community Plan with a mind to realizing the distinct vision of the specific district. The suite of financial incentives contemplated for the distinct districts is also advanced.*



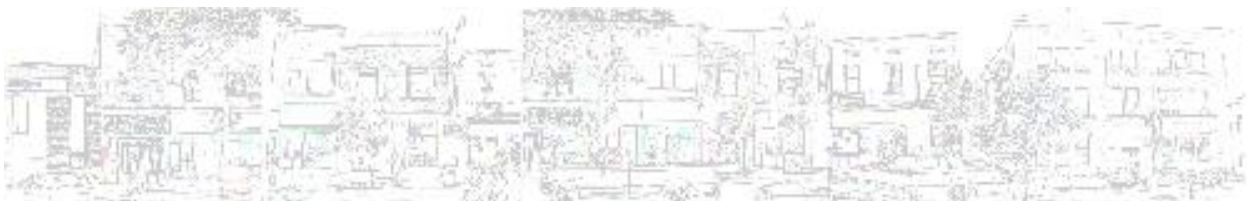
Table of Contents

1.	Introduction	1
2.	A Legacy of Revitalization Studies and Community Initiatives	1
3.	The Planning Act and the Community Plan	6
4.	The Community Improvement Policies of the Official Plan	7
5.	Purpose of the Old East Village Community Improvement Plan	8
6.	Area of Application	9
7.	Strategies for Implementing the Community Improvement Plan	10
8.	An Analysis of the Issues	11
9.	The Vision of the Old East Commercial Corridor	11
10.	Strategies to Realize the Vision	12
11.	A Framework for the Community Improvement Plan	13
12.	The Village Core	14
	12.1 The Village Core as it Exists Today	14
	12.2 A Vision for the Village Core	15
	12.3 Official Plan and Zoning By-law Considerations	15
	12.4 The Existing Policy and Regulatory Framework	16
	12.5 An Enhanced Incentive Package	16
	12.6 Parking Improvements	17
	12.7 Gateway Features/Urban Design	17
13.	The Village Annex	17
	13.1 The Village Annex as it Exists Today	17
	13.2 A Vision for the Village Annex	18
	13.3 Official Plan and Zoning By-law Considerations	19
	13.4 The Existing Policy and Regulatory Framework	19
	13.5 An Enhanced Incentive Package	20
14.	The Entertainment and Recreation Zone	20
	14.1 The Entertainment and Recreation Zone as it Exists Today	20
	14.2 A Vision for the Entertainment and Recreation Zone	21
	14.3 Official Plan Considerations	22
	14.4 Current Zoning	22
	14.5 The Redevelopment of Queens Park	22



Table of Contents Continue

15.	The Area of Transition and Redevelopment	23
	15.1 The Area of Transition and Redevelopment as it Exists Today	23
	15.2 A Vision for the Area of Transition and Redevelopment	24
	15.3 Official Plan and Zoning By-law Considerations	24
	15.4 The Existing Policy and Regulatory Framework	25
	15.5 An Enhanced Incentive Package	25
16.	An Official Plan Amendment	25
17.	Implementation	28
Maps		
1.	Old East Village BID	2
2.	PACT Study Limits	3
3.	Community Improvement Boundary	9
4.	Village Districts	13



1. **Introduction:**

Over the past ten years, the Dundas Street corridor from Adelaide Street to Charlotte Street has declined considerably. Investment in the existing stock of buildings, many of which have been recognized as having significant historical or architectural merit, has been very low. Long standing businesses such as banks, grocery and clothing stores have closed or moved and the level of property maintenance has declined.



Despite substantial physical improvements by the City of London such as road and sidewalk treatments and the introduction of some limited financial incentives, the commercial corridor has continued to experience difficulty in retaining existing businesses and attracting new enterprise. This has a significant effect not only on the businesses that continue to operate on the street but also on area residents. Furthermore, in the wider London community the area has suffered a diminishing image – one which is often clouded with the perception of crime and other social problems.

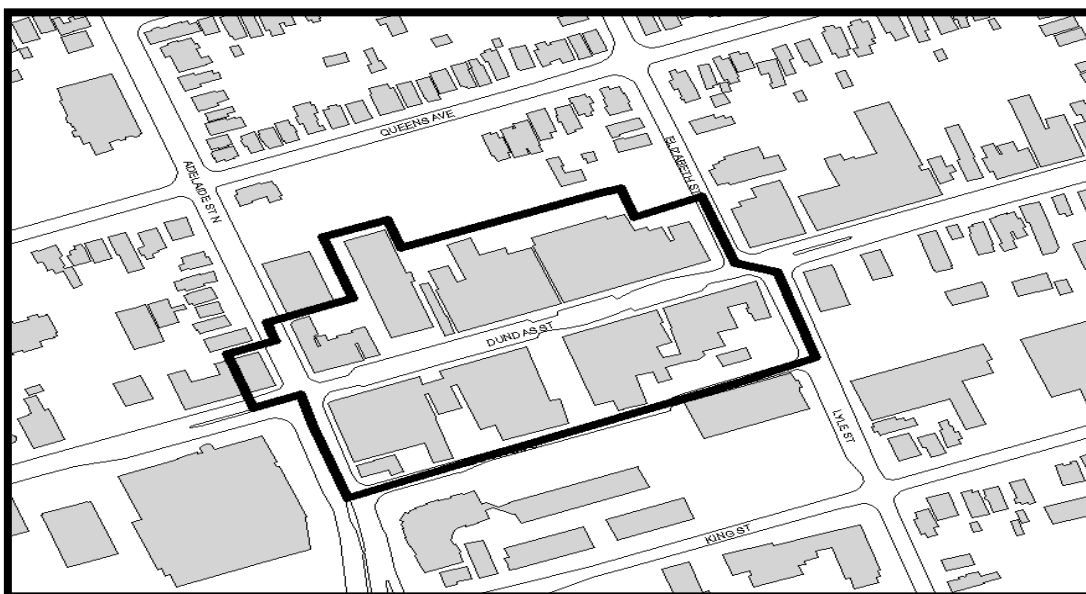


This unbalanced image is a source of frustration for businesses and residents alike. It has negatively impacted on the willingness of new businesses to locate in the area, on people buying homes in the neighbourhood, and on consumers shopping in “the Village”. Despite these challenges, the Old East Village maintains a vibrancy attributable to its people who continue to demonstrate a willingness to contribute to the areas revitalization. Unlike some other marginalized neighborhoods, civic engagement and voluntary association in “the Village” is strong.

2. **A Legacy of Revitalization Studies and Community Initiatives:**

A Business Improvement Area in the Old East Village has been in existence since the mid 1950's. The BIA encompasses only one block (See Map 1) of the larger Old East Village which has made the task of developing meaningful revitalization programs challenging. This task has been further complicated in the past by the fact that, in the absence of senior government grants, the BIA has not been financially positioned to hire full time staff devoted to the revitalization of the commercial corridor.

Map 1 – Old East Village BIA

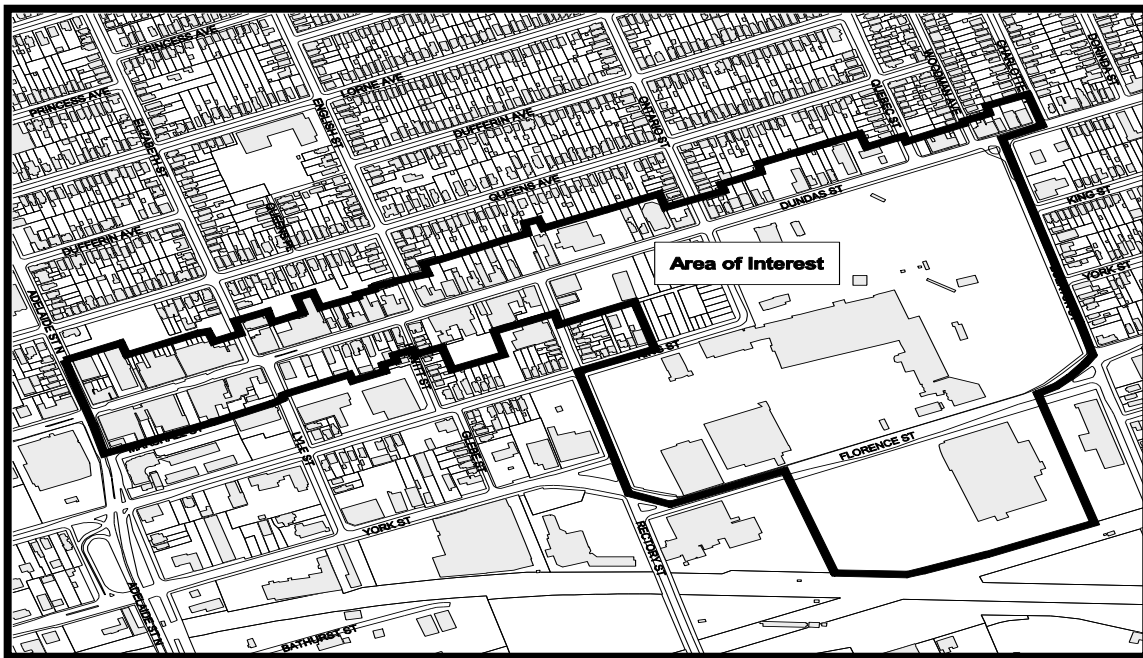


The Old East Village has long been the focus of many revitalization studies, and the location of various small-scale community improvement initiatives. Focusing on business, the arts, transportation, education, beautification, social, safety and security issues, the 1998 Mayor's Task Force Report on Old East London recommended a series of community driven initiatives to spur revitalization. Unfortunately, a BIA staff position was not put into place to "champion" these recommendations and, while some initiatives were implemented, others were not – revitalization proved illusive.

The commercial revitalization of the Old East Village has also recently been studied by the Planners Action Team (PACT) of the Ontario Professional Planners Institute (OPPI). The PACT Team consisted of members of the OPPI who chose to band together to volunteer their professional experience and advice to help a community in need. In 2003 the PACT partnered with the BIA to play a key role in an ambitious project that came to be known as "*The Old East London Village Commercial Corridor Transition and Revitalization Study*". The study area, or area of interest, looked beyond the limits of the Old East Village BIA to include those lands fronting Dundas Street from Adelaide Street in the west to Charlotte Street in the east, although the study made no specific recommendations for the area between Quebec Street and Charlotte Street (See Map 2).

Led by the BIA, the study would include an integrated commercial, economic and social plan for the adaptive re-use of the commercial corridor. The PACT agreed to use their professional planning expertise to provide an analysis, evaluation and recommendations for the commercial corridor in the form of a revitalization plan. Meanwhile, the Old East Village BIA would take on the implementation of the project and utilize the PACT results as one module within the overall study of the corridor.

Map 2 – PACT Study Limits for OEV Revitalization Study



In concert with the PACT report, the BIA was able to secure Human Resources Development Canada (HRDC) funding to hire full time staff devoted to the revitalization of the commercial corridor. During the preparation of the PACT study, the staff at the BIA were able to realize a number of major accomplishments including:

- engaging the community in focus group sessions to determine a vision for a revitalized Village. The report which summarizes the results of these focus group sessions has been attached as Appendix 2 to this report;
- the development of a web site detailing information on the study process, goals, accomplishments and future steps. The web site also provided a communication vehicle for the larger community;
- the initiation of a community economic development plan; and,
- approval of a grant application to the City of London Affordable Housing Initiative for \$150,000 to begin a convert to rent housing initiative on the corridor.

In April of 2003, the PACT released *“Re-establishing Value - A Plan for the Old East Village”*. The Revitalization Plan identified five major strategies to improve the desirability of the commercial corridor. The Plan also included 35 specific recommendations to implement the strategies. Noting that the entire Plan could not be implemented immediately, the report assigned a priority to each recommendation.

On June 11th, 2003, the Old East Village BIA presented the findings of the PACT report to the London Board of Control with the request that the identified priorities be referred to the appropriate Advisory Committee for consideration.

On June 16th, 2003, Municipal Council resolved that the following actions be taken with respect to the BIA's June 11th, 2003 submission:

(a) the priorities identified below as suggested by the Planners Action Team (PACT) be received for information and referred to the committees and organizations indicated below with a request that they consider if the City can implement the priorities and that they report back to the Board of Control with cost estimates and sources of funding where applicable:

Priorities Referred to Planning Committee:

- *Redevelop Queens Park;*
- *Advance the timing of the Lorne Avenue Heritage Conservation District;*
- *Change the zoning applied to the Village Core;*
- *Enhance the incentive package currently offered in the Village Core to include the Upgrade to Building Code Loan Program and the Rehabilitation and Redevelopment Grant Program;*
- *Change the zoning applied to those areas referred to as the Annex and the Area of Transition;*
- *Provide a similar suite of incentives in the Village Annex;*
- *and the Area of Transition; and,*
- *More vigilantly enforce property standards and parking by-laws.*

On October 29th, 2003, the Board of Control received an information report from the Director of Business Liaison. The report indicated that, while Civic Administration continues to support the initiatives of the Old East Village BIA, several of the PACT priorities would require a new source of funding and/or additional study prior to any further steps being taken.

Pending the identification of a funding source and a feasibility study of the identified PACT priorities, staff of the BIA continue to move forward with their revitalization efforts including:

- securing 2 years of funding from the National Crime Prevention Strategy to develop and implement a crime prevention program for the corridor;



- developing partnerships with the Federal Government, the London Police Services and the City of London to create and implement the crime prevention program which includes the Business Police Academy – a unique crime prevention and education program for local businesses;
- securing holiday season lighting , banners and flower baskets for the corridor through a cost sharing arrangement with the City;
- working with the City of London through the process for heritage designation of the Old East Village neighborhood;
- initiating a by-law enforcement reporting program and a graffiti removal program;
- collaborating with area residents to assist in the formation of the Old East Village Community Association;
- participating with local businesses, the Old East Village Community Association, service agencies and church groups in the City-wide Clean and Green Initiative;
- collaborating with the Old East Village Community Association to secure the Architectural Conservancy of Ontario Geranium Heritage House Tour (for the first time ever east of Adelaide Street);
- partnering with the Aeolian Hall Musical Arts Association Board to raise funds to assist with the retention of the Aeolian Hall as a Musical Arts Centre;
- partnering with Margaret's Haven and the London Inter Community Health Centre to initiate monthly meetings with corridor stakeholders to address issues on the corridor;
- partnering with the Eastern Bloc Collective (a group of cultural workers in the Old East Village Business Association, the Old East Village Community Association, the London Arts Council, and the Western Fair) to produce a unique cultural event for the corridor;
- partnering with local church groups and service agencies, business groups and community organizations to plan a beautification initiative supporting the recommendations of the PACT report;



- for its part, the City of London has taken a number of positive steps to address emergent issues in the Village including;
- identifying a specific and accountable staff person to liaise with the OEV through the entire OEV revitalization project for consistency and deliberate progress;
- establishing a proactive approach to by-law enforcement in the OEV;
- advancing the Old East Village Heritage Conservation District Study (to be completed in the Fall of 2004) with a subsequent Heritage Conservation Plan to be completed in early 2005;
- budgeting for, and initiating a design process to facilitate, improvements to Queens Park;
- successfully championing the heritage designation of the Aeolian Hall before the Heritage Conservation Review Board and actively supporting the sale of the building to a new owner who is planning to use building for artistic performances;
- hiring a consultant to prepare an assessment of the viability and impact of converting Queens Avenue to a two-way street; and,
- initiating a Community Improvement Plan for the area.

3. The Planning Act and the Community Improvement Plan

The *Planning Act* provides the legislative framework for the designation of a community improvement project area and the preparation of a community improvement plan. Section 28 of the *Act* states that where an official plan is in effect that contains provisions relating to community improvement in the municipality, the council of the municipality may, by by-law, designate the whole, or any part of the municipality, a community improvement project area for the purpose of “...*planning the rehabilitation of the area*...”. A community improvement project area, as defined by the *Planning Act*, means an “...*area within a municipality, the community improvement of which in the opinion of the council is desirable because of age, dilapidation, overcrowding, unsuitability of buildings or for any other reason.*”

Having adopted a by-law designating a community improvement project area, the *Planning Act* requires the preparation of a community improvement plan. A community improvement plan is defined by the *Act* as “...*a plan approved by the Minister [of Municipal Affairs and Housing] for the community improvement of a community improvement project area.*”



For the purpose of carrying out the community improvement plan, the municipality may, amongst other legislative powers detailed in the *Planning Act*:

“....make grants or loans to the registered owners or assessed owners of lands and buildings within the community improvement area to pay for the whole or any part of the cost of rehabilitating such lands and buildings in conformity with the community improvement plan...”

One of the key recommendations of the PACT report was the provision of municipal financial incentives to stimulate rehabilitation and redevelopment in the Old East Village. Under the provisions of the *Planning Act*, the designation of a community improvement project area would be required to provide for such financial incentives.

4. The Community Improvement Policies of the Official Plan

Consistent with the requirements of Section 28 of the Planning Act, the policies of Chapters 4 and 14 of the Official Plan provide a planning framework for: community improvement objectives; the selection and designation of community improvement project areas; and, for the implementation of community improvement plans.

It is intended that the application of the community improvement policies of the Official Plan be directed towards the following objectives:

- promoting the long-term stability and viability of the community improvement area;
- encouraging the co-ordination of planning and development activities;
- stimulating private property maintenance and reinvestment activity; and,
- enhancing the visual quality of the area through the recognition and protection of heritage buildings.



Section 4.4.8ii) of the Official Plan defines the Old East Village as the East London Business District. The Business District designation is applied to long established pedestrian-oriented shopping areas in older parts of the City. These areas typically consist of small, separately-owned and managed commercial properties that meet the frequent needs of nearby residents.

The intent of the Business District designation is to provide for the strengthening of these areas for commercial, office and residential uses through rehabilitation, redevelopment and the implementation of community improvement plans.

Areas within the City which are eligible for designation as a commercial community improvement project area are shown on Figure 14-1 of the Official Plan. The East London Business District is shown as an eligible area for community improvement.

Section 14.3 of the Official Plan describes the various initiatives which may be undertaken by Council to deal with existing deficiencies and encourage private sector investment activity within designated community improvement project areas. More specifically, Section 14.3.2 states:

“...Council may encourage revitalization, redevelopment, and infilling development in commercial areas using the powers provided in the Municipal Act and the Planning Act. This may include the upgrading of underground services and utilities to support more intensive redevelopment, the use of zoning practices which support a community improvement plan and the provision of loans to the owners of commercial properties to encourage rehabilitation...”

In addition to the provision of financial incentives, the Official Plan states that Council may:

- consider the objectives of the community improvement plan in the evaluation of applications for Official Plan and/or zoning by-law amendments in these areas;
- consider the need for community improvement measures during the preparation of capital and current budgets;
- acquire, hold and prepare land for the purposes of community improvement; and,
- enforce property standards to avoid seriously sub-standard properties.



5. Purpose of the Old East Village Community Improvement Plan:

The purpose of the Old East Village Community Improvement Plan is to provide the context for a coordinated municipal effort to improve the physical, economic and social climate of the Old East Village. Specific priorities identified in the PACT report, and summarized in this Plan, are intended to stimulate private investment and property maintenance and renewal in the Old East Village. The focus of these initiatives, and the community improvement plan, is to improve the desirability of the Old East Village corridor for new commercial uses in some portions of the corridor and to support and encourage transition to more viable uses in other portions of the corridor.

The Community Improvement Plan is to provide a context for revitalization initiatives in the corridor, and to guide the municipal decision-making process so that actions are undertaken that are supportive of, and instrumental in, encouraging renewal in the Old East Village. The Community Improvement Plan has been developed in accordance with Section 28 of the *Planning Act*, and in conformity with the community improvement policies of Chapter 14 of the Official Plan.

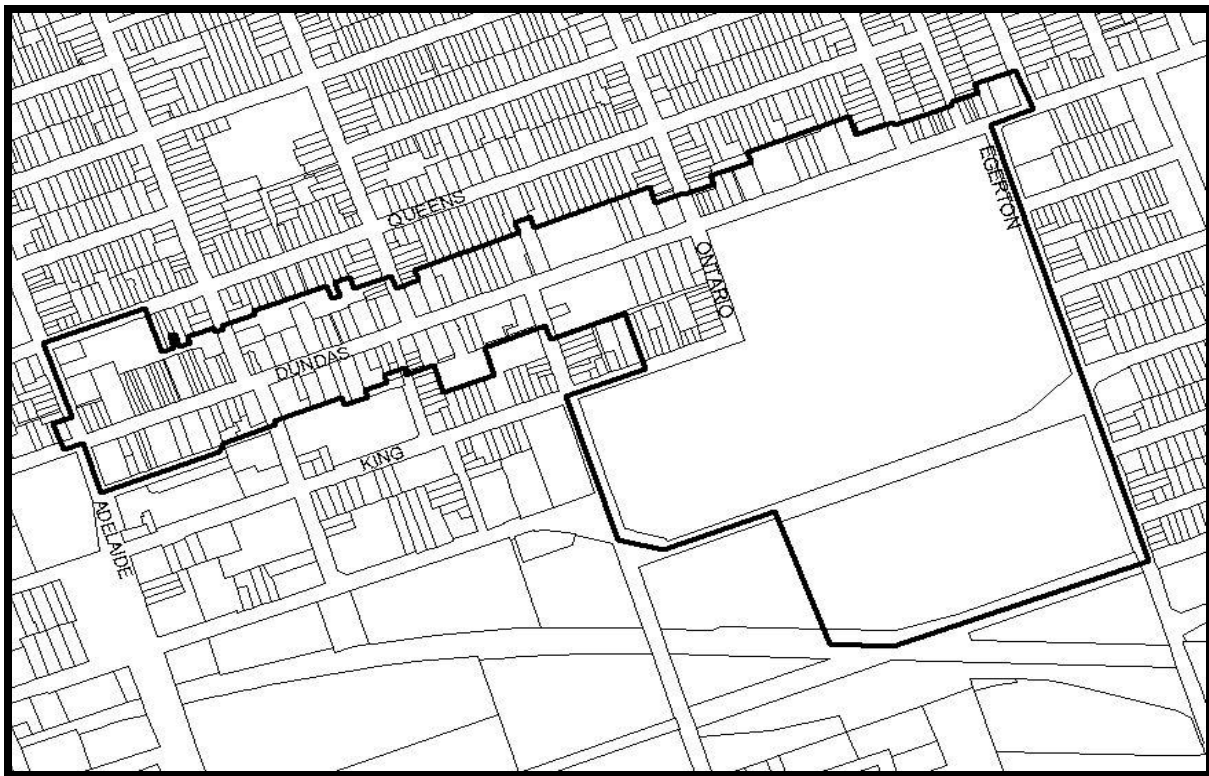
It should be noted that additional revitalization initiatives will be undertaken by the BIA and other stakeholders. While beyond the specific scope of this Plan, such efforts are critical to the corridor's successful revitalization. Furthermore, it should be noted that this Plan utilizes the PACT report for support and background and does not serve to endorse the entire PACT Plan and all of its recommendations. This consideration of the entire PACT report and recommendations advanced therein is continuing through a larger process which will involve municipal staff from various departments.

6. Area of Application:

The Old East London Community Improvement Plan will apply to those lands shown on Map 3. The Old East Village Community Improvement Project Area will encompass those lands fronting Dundas Street from Adelaide Street in the west to Charlotte Street in the east.

Municipal parking facilities that serve the commercial corridor on the north side of Dundas Street between Adelaide Street and English Street shall be seen to be included within the Community Improvement Project area.

Map 3 – Community Improvement Project Area



7. Strategies for Implementing the Community Improvement Plan:

For the purpose of implementing the community improvement plan, three strategies are advanced including:

1. amendments to the Official Plan that would articulate the vision and revitalization strategy for the Old East Village;
2. amendments to the zoning by-law to implement the vision; and,
3. the provision of financial incentives to owners of commercial and residential properties to encourage rehabilitation.

Critical to the success of the Community Improvement Plan is a suite of financial incentives to be offered to property owners in the corridor. These incentives include: the Façade Restoration Loan Program; the Upgrade to Building Code Loan Program; and, the Tax Grant Incentive Program.

1. *The **Façade Restoration Loan Program** is designed to encourage building owners to improve their facades in a meaningful way so they contribute to the streetscape. The loan program would offer access to capital where owners may otherwise have difficulty getting such access and may encourage private lenders to contribute to the project as well. Improvements to store window display areas, front entrances, brick work, the installation of new awnings and specific signage would be eligible for assistance under the program. Under the Program, eligible property owners would qualify for an interest free loan up to a maximum of \$25,000, or half the value of the eligible work being proposed – whichever is less.*
2. *The age of the existing building stock and the costprohibitive nature of bringing such stock in conformity with the current Building Code” have contributed to current vacancy rates in the Village.*

***The Upgrade to Building Code Loan Program** has been designed to assist property owners with undertaking upgrades to meet current Fire and Building Code regulations. Eligible improvements would include: fire separation and protection systems; plumbing, heating electrical and ventilation systems; and, the reinforcement of floors, walls or ceilings. Under the Program, eligible property owners would qualify for an interest free loan up to a maximum of \$50,000 or half the value of the eligible work being proposed – whichever is less.*



3. *The Tax Grant Incentive Program was designed to provide an economic incentive for the rehabilitation of commercial and residential properties. Under the Tax Grant Program, if a property owner's taxes increase as a result of a rehabilitation project, the City will grant back a portion of the tax increase that is directly attributable to the improvement, on a declining scale, for a period of 10 years.*

It is noteworthy that the same incentives cited above have a proven "track record" of success in the Downtown and are supported by existing reserve funds. "Top-up" contributions to the reserve funds are not currently required, given the "mechanics" of the various revolving loan programs (existing loan repayments provide for new loans). Reserve fund levels will continue to be monitored and compared to the level of program "take-up" over time.

8. An Analysis of the Issues:

In June of 2001, the PACT undertook community consultations and a corridor inventory and analysis to gain a better understanding of the Old East Village. The analysis had consideration for: population, housing, and economic characteristics; the commercial landscape, traffic patterns and lot configuration; ownership patterns; municipal regulations; existing land uses; and, public and private sector investment.

The extensive results of the inventory have been detailed in the 2003 PACT Report. An analysis of the inventory led to the formulation of 11 major findings considered critical to the formulation of the revitalization plan. One of the most salient of the findings to the development of this community improvement plan was finding #6 which noted:

"The commercial corridor is not homogeneous. It varies considerably with respect to the quality of the commercial streetscape and its possibilities as a viable pedestrian-oriented commercial corridor."

9. A Vision for the Old East Commercial Corridor:

The development of a vision for the Old East Village is critical to the formulation of the Community Improvement Plan. Recognizing the values that the community had previously expressed for a vision of Old East London, the PACT "...felt that it would be very instructive to use a successful commercial corridor [Wortley Village] as a realistic vision for the Old East Village". The PACT report noted, however, that this vision would require modification "...recognizing that the Old East Village is physically and contextually different from Wortley Village".

The following vision shall serve to guide the development of the Old East Village Community Improvement Plan and assist Council in its efforts to revitalize the area. It is the vision of the Community Improvement Plan that Old East Village shall:

- serve as a focal point for the surrounding residential community;
- offer goods and services which are useful to, and used by, the surrounding community;

- offer some goods and services for a broader City-wide market;
- offer a range of entertainment, arts, and cultural uses;
- offer some health and social services, without over-concentrating such uses at street level;
- build upon a heritage theme focusing on significant heritage buildings; and,
- foster a pedestrian-oriented streetscape, while not excluding automobiles.

10. Strategies to Realize the Vision:

With this vision in hand, a five prong revitalization strategy was developed by the PACT to improve the commercial desirability of the commercial corridor. The five prongs of this strategy included:

1. improving the desirability of the surrounding neighbourhood;
2. strengthening the connection of the neighbourhood to the corridor;
3. creating a Village Core wherein revitalization efforts would be concentrated;
4. supporting the transition of the remainder of the corridor; and,
5. developing entertainment, recreation and arts opportunities.



For the purpose of the Old East Village Community Improvement Plan, the creation of a Village Core and the development of a strategy to support the transition of the remainder of the commercial corridor are a first priority.

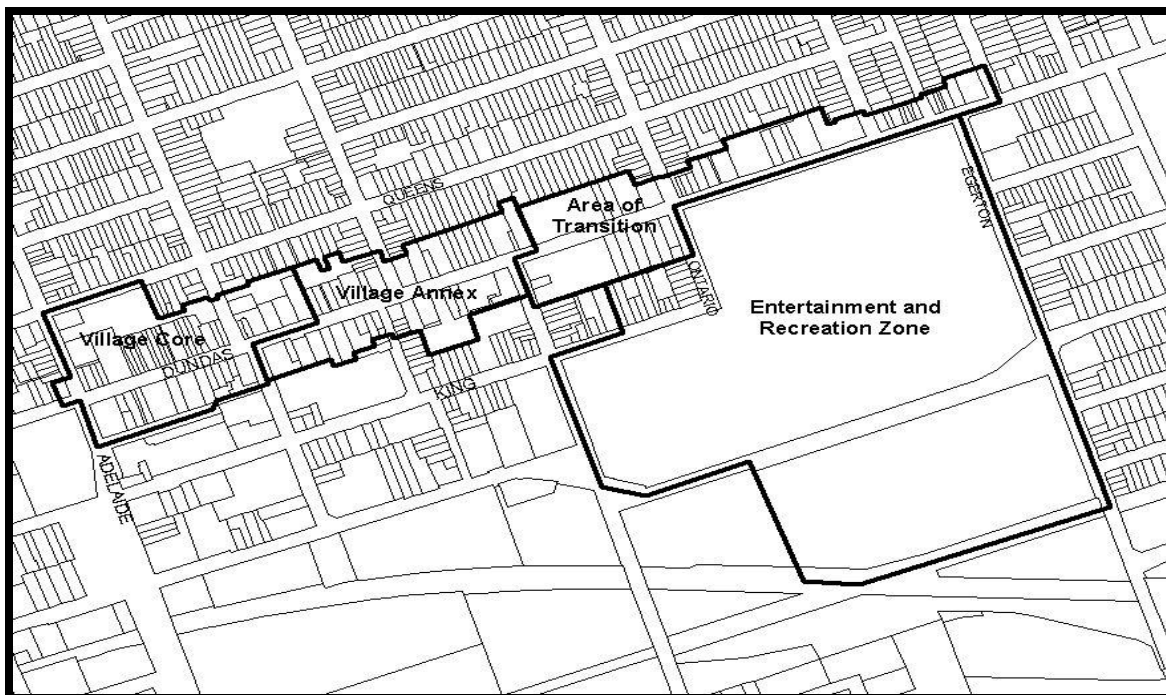
11. A Framework for the Community Improvement Plan:

Noting that the commercial corridor is not homogeneous, the Community Improvement Plan proposes the development of four specific districts. These districts have been identified to:

- recognize that certain segments of the corridor lend themselves more to revitalization than others - focusing revitalization priorities is key to allow for a visible beachhead to be established;
- differentiate policies, goals, objectives, and a regulatory framework for different segments of the corridor;
- allow for theme development and identification and give the public an identifiable “comfort zone” (that being the Village Core) – until such time as revitalization spreads further down the corridor.

Four distinct districts within the commercial corridor have been identified: the Village Core; the Village Annex; the Area of Transition and Redevelopment; and, the Entertainment and Recreation District – See Map 4). These districts were created recognizing: building frontage; pedestrian streetscape continuity; quality of the building stock; unique character; access to public parking facilities; quality of public infrastructure; and, potential long term viability as a commercial corridor.

Map 4 – The Distinct Village Districts



The Community Improvement Plan makes reference to specific goals, policies and a regulatory framework for each of the four districts (the implementation of which will necessitate amendments to the City's Official Plan and Z.-1 Zoning By-law).

12. The Village Core

12.1. The Village Core As it Exists Today:

The Village Core extends from Adelaide Street to Lyle Street on the south side of Dundas Street and from 604 Dundas Street to the Palace Theatre on the north side of Dundas Street.



According to supporting documentation and analysis prepared by the PACT, the Village Core is characterized by:

- a continuous building streetscape of small-scale structures with predominately narrow frontages (with the exception of the Centretown Mall and the Goodwill Thrift Shop);
- building stock of varying age with fully 50% of the structures having been constructed between 1875 and 1924;
- facades ranging from poor to excellent condition;
- pedestrian amenities including street furniture, decorative and seasonal lamppost treatments, greenery and landscaping;
- fewer ground floor vacancies;
- few non-retail and non-service interruptions to the commercial streetscape; and,
- a limited number of pedestrian access points (of varying exposure) extending north from Dundas Street to parking facilities and the abutting residential neighbourhood.



12.2. A Vision for the Village Core:

The Village Core is the heart of the Old East Village and is to serve as the immediate focal point of revitalization efforts. It is the vision of the Community Improvement Plan that within the Village Core a strong and viable pedestrian-oriented commercial district be established. To this end:

- a continuous building streetscape is envisioned;
- the existing heritage stock has been preserved and maintained;
- new development is envisioned to be consistent with, and sensitive to, the scale, massing, vernacular and front yard setbacks of the existing built environment;
- linkages provide for functional pedestrian movement within and between the commercial corridor, abutting parking facilities, and the surrounding residential neighbourhood; and,
- a broad range of commercial, residential, office, cultural, recreation and facility type uses are envisioned. To encourage the development of a strong and vibrant pedestrian-oriented district, commercial, recreational and/or cultural type uses are envisioned on the ground floor.



12.3. Official Plan and Zoning By-law Considerations:

Within that area defined as the Village Core, the Official Plan and implementing zoning by-law should provide for a policy and regulatory framework that:

- promotes the retention of the existing heritage stock noting that the demolition of this stock will be actively discouraged;
- promotes a continuous building streetscape by prohibiting the development of new surface parking lots with a Dundas Street orientation;
- promotes the retention of public parking opportunities to support the adjacent commercial district;
- discourages development of a form and function that is inconsistent with the existing built environment;
- provides for the development of a functional pedestrian network that links the commercial district, its supporting infrastructure, and the surrounding residential neighbourhood; and,



- promotes ground floor commercial continuity while discouraging office, residential, and other non-commercial uses at street level.

12.4. The Existing Policy and Regulatory Framework:

The Village Core is given a Business District Commercial designation in the Official Plan permitting a broad range of commercial, office and residential uses. The current zoning applied to the Village Core compounds a Business District Commercial Zone with an Office Residential Zone allowing for office-apartment mixed use buildings with a density of 250 units per hectare and a height of 46 metres. Development of such a scale is out of character with the intent of maintaining a pedestrian-oriented and continuous commercial streetscape that is attractive to pedestrian shoppers. This is not to say that a development and/or redevelopment project could not fit within the context of the Village Core, but rather that such a development should include street-oriented commercial uses, a high degree of design attention to the surrounding building form, should not involve demolition of the existing streetscape – particularly the heritage building fabric – and should not be pre-zoned.



12.5. An Enhanced Incentive Package:

Currently, the Old East Village BIA extends from Adelaide Street to Elizabeth Street. Incentives currently offered by the City only apply to those properties within the BIA boundary. There is no legislative requirement that City incentive areas must conform with the BIA boundary (the Downtown incentive area is larger, for example, than the Downtown BIA boundaries). The Façade Restoration Loan Program is currently offered to property owners within the Old East Village BIA. The City also waives development charges for new residential development within the BIA (as per the 1999 Development Charges By-law). It is recommended that the following incentives be offered in addition to the Façade Restoration Loan Program and the waiving of development charges so that the incentive package relating to the Village Core is consistent with that offered in the Downtown:



- the Upgrade to Building Code Loan Program;
- the Tax Grant Incentive Program - where there exists a building(s), which has importance to the streetscape, this incentive would only be provided where the building(s) is incorporated into the rehabilitation project;
- the waiving of parking requirements for new residential development (as per regulations detailed in the comprehensive Z.-1 Zoning By-law); and,



- the waiving of development charges for new residential development – as is currently being reviewed for the 2005 Development Charges By-law; and
- a free Building Division staff site visit to inform property owners of evident Building Code issues that they will need to address if they are contemplating improvements to their properties.

12.6. Parking Improvements:

Currently, physical linkages between the public parking facilities available behind the Village Core are poor. These linkages could be improved through various design elements including: directional signage; landscaping/sidewalk treatments; and, lighting. It is expected that such improvements will take place over an extended period and will be incorporated into future budgets as revitalization initiatives evolve.



12.7. Gateway Features/Urban Design:

The Village Core needs to be distinguished from the remainder of the corridor. This can provide an identifiable “beachhead” for shoppers until such time as revitalization extends further down the corridor. Gateway features should be designed to make it clear that one is entering the Village Core – to this end a heritage theme should be emphasized. More study will be required on this subject over time as revitalization initiatives evolve.

13. The Village Annex

13.1. The Village Annex as it exists today:

The Village Annex extends from Lyle Street to Rectory Street on the south side of Dundas Street and from 714 to 812 Dundas Street on the north side of Dundas Street.



The Village Annex is characterized by:

- an interrupted commercial streetscape interspersed with residential buildings, parking lots, and other non-commercial type uses;
- an aging building stock of varying quality. The majority of the buildings in the Annex were built prior to 1923;
- facades ranging from poor to excellent condition;
- several buildings of heritage value including Aeolian Hall;
- a number of buildings whose judged importance to the streetscape may be considered negligible;
- few pedestrian amenities;
- numerous ground floor vacancies;
- a range of low to medium density residential and office conversion type uses to the north; and, a range of high density residential and Business District Commercial type uses to the south.



13.2. A Vision for the Village Annex:

The Village Annex will act as a pedestrian connector between the Village Core and the Entertainment and Recreation Zone. Within the district, the preservation of key heritage assets is balanced with a more intense order of development – the purpose of which is to assist in the realization of a critical “residential mass” supportive of



the corridor within the Village Annex:

- a strong and viable pedestrian-oriented commercial district shall be established;
- key heritage elements shall be preserved and maintained;
- new development shall be encouraged to facilitate a continuous building streetscape;
- new development, effectively integrated and sensitive to the scale and massing of the existing built form, is envisioned. In those instances where such development exceeds the built form, buildings have been “stepped back” in consideration of the sunlight plane and the pedestrian street level environment;
- linkages provide for functional pedestrian movement within and between the commercial corridor, abutting parking facilities, and the surrounding residential neighbourhood; and,
- A broad range of commercial, residential, office, cultural, recreation and facility type uses are envisioned. To encourage the development of a strong and vibrant pedestrian-oriented district, commercial, recreation and/or cultural type uses are envisioned on the ground floor.

13.3. Official Plan and Zoning By-law Considerations:

Within that area defined as the Village Annex, the Official Plan and implementing zoning by-law should provide for a policy and regulatory framework that:

- recognizes that the revitalization of the Village Core will have a positive revitalizing effect on the Village Annex;
- promotes the development of the Village Annex as a pedestrian corridor linking the Village Core to the Entertainment and Recreation Zone;
- encourages, in support of the linkage function, the retention of key heritage stock (particularly Aeolian Hall);
- encourages small-scale building frontages; pedestrian streetscape continuity; and, ground floor commercial continuity;
- encourages new development that enhances the streetscape and provides for a pedestrian orientation;



- promotes the retention of public parking opportunities to support the adjacent commercial district;
- promotes a continuous building streetscape by prohibiting the development of new surface parking lots with a Dundas Street orientation;
- promotes ground floor commercial continuity while discouraging office, residential, and other non-commercial uses at street level.

13.4. The Existing Regulatory Framework:

The Village Annex is designated Business District Commercial in the City of London Official Plan. The current zoning applied to the Village Core compounds a Business District Commercial Zone with an Office Residential Zone that would allow for large-scale office/residential buildings of up to 250 units per hectare at a height of 46 metres.

13.5. An Enhanced Incentive Package:

The same set of incentives offered in the Village Core should be offered in the Village Annex. The suite of financial incentives would include:

- the Façade Restoration Loan Program;
- the Upgrade to Building Code Loan Program;
- the Tax Grant Incentive Program: where there exists a building(s), which has importance to the streetscape, this incentive would only be provided where the building(s) is incorporated into the rehabilitation project;
- the waiving of parking requirements for new residential development;
- the waiving of development charges for new residential development (as per the Development Charges By-law); and,
- a free Building Division staff site visit to inform property owners of evident Building Code issues that they will need to address if they are contemplating improvements to their properties.

14. The Entertainment and Recreation Zone

14.1. The Entertainment and Recreation Zone as it exists today:

The Entertainment and Recreation Zone is seen to encompass the Western Fair Grounds as well as Queens Park. The Western Fair entertainment complex is seen as a tremendous potential asset to the Old East Village and accordingly the inclusion of the Fair within the Community Improvement Project Area is seen as a critical component to the successful revitalization of the commercial corridor. The commercial corridor needs to attract consumers, and the Western Fair complex attracts millions of visitors to its grounds each year. The corridor

must work with the Fair Board to foster **strategic activity linkages** for the mutual benefit of both parties. Programming which strengthens these linkages can then be put into place (eg. cross promotions between the 4-pad arena and restaurants and retail uses on the corridor). The work to be completed for Queens Park may provide such an opportunity to establish a key link.

The Entertainment and Recreation Zone



14.2. A Vision for the Entertainment and Recreation Zone:

The Western Fair Grounds is a significant traffic generator. Unfortunately, the balance of the commercial corridor has not been able to “tap in” to this activity. This inability to entice Fair goers to the corridor may be attributed to a series of design elements that has resulted in a facility with an inward focus. It can also be attributed to the fact that the corridor is not “market-ready” for consumers – ie. there are too many vacant and unkempt storefronts between strong retail and restaurant/service uses.

It is the vision of the Community Improvement Plan that the Western Fair Entertainment Complex will play a lead role in supporting an entertainment and recreation “flavour” on the corridor. In the future, it is envisioned that those who attend events at the fairgrounds (eg. hockey and ice activities at the 4-pad arena; events at the new Agri-centre; or the wide variety of other events within the other portions of the grounds) will link to the corridor by:

- availing of convenient, safe, and well-designed parking facilities behind the corridor;
- using retail and service-commercial uses along the corridor during “down-time” at day-long events, before the events begin, or after the events are over;
- providing the opportunity for multiple-purpose entertainment/shopping services and goods.

Blended with the strong sense of culture on the corridor, the entertainment and recreational functions offered in this zone will play a large role in creating a fun, active and exciting atmosphere on the corridor.

14.3. Official Plan and Zoning By-law Considerations:

The Official Plan currently includes a policy specifically relating to the Western Fairgrounds (6.2.2). This policy is adequate to provide clear direction for future land uses on the site. It does not, however, recognize the Western Fair's role on the Old East Village Corridor. Policies should be incorporated into the Official Plan which:

- Recognize the importance of the Western Fair Entertainment Complex as an important anchor of attraction for the Old East Village Corridor;
- Recognizes the desire to establish linkages between the Old East Village corridor and the Western Fair Entertainment Complex; and,
- Recognizes the importance of the recreational function at Queens Park.

14.4. Current Zoning:

The current zoning applied to lands within the entertainment and recreation zone allow for a wide variety of uses that are in association with the Western Fair. The following is the zoning by-law provision that applies to these lands.

RF(2) Area bounded by Rectory Street, Dundas Street, Egerton Street and the Canadian National Railway tracks:

- a) Additional Permitted Uses: i) Uses and facilities of the Western Fair Association and accessory uses.

14.5 The Redevelopment of Queens Park:

The City of London, in conjunction with the Old East Village Business Association, the Old East Village Community Association and the Western Fair Association, Are in the process of preparing a plan for improvements to Queens Park. Such improvements may need to take place in phases.

The primary goals for these improvements should include:

- Re-establishing a clear linkage between the park space and the corridor;
- Re-establishing the feeling of community ownership of the park space – while still recognizing the role of portions of the park for the Western Fair's purposes during events;
- Activating the street with park activities – which may include children and family attractions; minor food vending; active and passive recreational pursuits;



- Providing for an interpretive experience relating to the history of the corridor and giving an opportunity as a starting point for a heritage experience along the corridor;
- Inviting people from the sidewalk into the park space; and,
- Creating distinct spaces that will be open to the public even during Fair events, and other spaces that will be cordoned off from public use when such events are running.

A potential asset exists in Queens Park that is currently underutilized – that is, the structure that currently houses the Western Fair Museum and Archives. This building is, in fact, **London's first Art Gallery**. It opened in 1912 and has displayed the work of regional artists - the likes of which include Paul Peel.

Given that this is a municipally owned heritage building, the municipality should consider preparing an assessment of the building's structural integrity and, if viable, prepare a plan for restoration and conservation. Funds available in the City's budget for municipally-owned heritage buildings can be utilized for such a project – fitting appropriately within the priority list of projects that has already been prepared for the full portfolio of municipally owned heritage buildings.

15. The Area of Transition and Redevelopment

15.1. The Area of Transition and Redevelopment as it exists today:

The Area of Transition extends from Rectory Street to Egerton Street on the south side of Dundas Street and from 824 Dundas Street to Charlotte Street on the north side of Dundas Street.

While including examples of buildings characterized as having excellent facades, window displays and interiors, the Area of Transition and Redevelopment also includes large gaps in the streetscape created by parking lots, major institutional uses, office uses, light industrial uses, and residential clusters. It is envisioned that this area will not serve as an extension of the pedestrian-oriented commercial corridor (recognizing the need to focus such uses in the Village Core and Village Annex and also recognizing that the entire length of the corridor is not viable as a long term pedestrian-oriented commercial corridor – see PACT analysis on this subject for more information).

The Area of Transition:



15.2. A Vision for the Area of Transition:

The District is not a viable part of the commercial corridor. While this does not mean that the district will no longer support any commercial uses, it is recommended that the area be encouraged to transition. Possible uses that may develop on the corridor could include: multi-family residential; office; or institutional uses. Light industrial uses and auto-oriented commercial uses may also be supported. New development by the Western Fair should be encouraged within this area – with the key intent of fronting such development onto Dundas Street.



Dundas Street, between Rectory and Charlotte Street contains several key heritage assets. There are, however, long stretches of various land uses which do not support a high quality pedestrian streetscape. Recognizing that there is likely to be an insufficient demand to support a strong corridor both east and west of Rectory Street, the Official Plan and implementing zoning by-law should encourage an area of transition that would include a blend of new and existing land uses.



15.3. Official Plan and Zoning By-law Considerations:

Within that area defined as the Area of Transition and Redevelopment, the Official Plan and implementing zoning by-law should provide for a policy and regulatory framework that:

- supports appropriate large-scale development and/or redevelopment opportunities;
- encourages multi-family residential development;

- encourages the preservation of designated heritage stock in any such development and/or redevelopment opportunities;
- encourages the Western Fair to develop and/or redevelop properties within the district having a pedestrian scale, Dundas Street orientation.

15.4. The Existing Policy and Regulatory Framework:

The current zoning applied to the Area of Transition and Redevelopment is a Business District Commercial Zone. Unlike the Annex and the Core, the zoning applied to this area does not allow for large scale residential buildings. The current zoning is inappropriate within the context of the vision for the Area of Transition and Redevelopment whereby large structures may be built as properties are assembled and the disjointed uses become reconfigured and developed in a coordinated way.



15.5. An Enhanced Incentive Package:

The following incentives should be offered in the Area of Transition and Redevelopment to encourage development and investment:

- the Tax Grant Incentive Program;
- the Upgrade to Building Code Loan Program;
- the Façade Improvement Loan Program; and,
- the waiving of development charges for residential development (as per the Development Charges By-law);
- the waiving of parking requirements for residential development.

16. A Official Plan Amendment:

For the purpose of implementing the Old East Village Community Improvement Plan, the following Official Plan Amendment shall be instituted:

- a) Section 4.4.8.ii) of the Official Plan is amended by deleting the current section and replacing it with a new Section to read as follows:

4.4.8.ii) Old East Village Corridor The Old East Village Corridor is located along Dundas Street between Charlotte Street and Adelaide Street. Historically, this area has served as a commercial focal point for the surrounding neighbourhood – which was once the Town of East London. While the role of the corridor has diminished since the 1980's, it is the intent of this Plan to encourage the revitalization of this corridor. A Community Improvement Plan will be prepared for the corridor, pursuant to Chapter 14 of this Plan.

The corridor's heritage building stock is a key asset and the protection, enhancement and celebration of significant heritage structures will be encouraged through all of the revitalization activities that are initiated.

The corridor is not homogeneous. Existing conditions and future goals for the corridor differ considerably from district to district and, accordingly, area-specific policies have been established for four separate segments along the corridor: the Village Core; the Village Annex; the Area of Transition and Redevelopment; and the Entertainment and Recreation District.

(a) The Village Core:

The Village Core extends from Adelaide Street to Lyle Street on the south side of Dundas Street and from Adelaide Street to the Palace Theatre on the north side of Dundas Street. This portion of the Old East Village corridor will primarily serve as a pedestrian-oriented commercial district. The heritage building stock and a fine-grained, continuous street frontage are key assets of the Village Core, and zoning will be established to support the retention of these assets. Demolition of important buildings on the streetscape will be actively discouraged.

Development at a scale which exceeds the existing built form in the Village Core will require a zoning amendment and such amendments will only be permitted where the proposed development supports a continuous commercial streetscape and incorporates buildings which are important to the streetscape. Applications for rezoning to support large scale development will be required to show how the proposed development represents a "good fit" within the streetscape – recognizing scale, massing, architectural character, storefront characteristics and other design considerations. New, at-grade parking lots will be prohibited fronting Dundas Street, and non-commercial uses which disrupt the continuity of the commercial corridor at street level will be discouraged. Residential uses will only be permitted on the ground floor at the rear of buildings and will be permitted above street grade in existing and new structures. Uses will be supported at grades which contribute to a continuous pedestrian-oriented commercial streetscape.

Municipal parking behind the existing streetscape is one of the assets supporting revitalization of the Village Core. Such parking is vital to support access to the corridor by visitors outside of the immediate

community. Sufficient parking to support a revitalized corridor will be preserved. Parking supply will be considered on a long term basis, accounting for the needs of a revitalized corridor in the future.

(b) The Village Annex:

The Village Annex extends from the eastern edge of the Village Core to Rectory Street on the south side of Dundas Street and 812 Dundas Street on the north side of Dundas Street.

This area is currently characterized by an interrupted commercial streetscape, interspersed with residential buildings, parking lots and non-commercial uses. Through sensitive infill development, the restriction of additional parking facilities with a Dundas Street orientation, and the preservation and maintenance of key buildings that currently exist on the corridor, the Village Annex will serve as a pedestrian connector linking the Village Core and the Entertainment and Recreation Zone. To this end, new development shall be encouraged to facilitate a continuous building streetscape.

Development densities provided for in the District will serve to assist in the realization of a critical mass of residential development supportive of the corridor. Development shall be effectively integrated and sensitive to the scale and massing of the existing built environment. Proposals exceeding the existing built form must also have consideration of the pedestrian environment. Demolition of important buildings on the streetscape will be actively discouraged within the Village Annex.

The former Town Hall for London East is located within the Village Annex. This heritage building provides a symbolic tie to the community's rich history and serves as a key focal point for revitalization of the Old East Village. It is important to retain this significant heritage icon.

(c) The Area of Transition and Redevelopment:

The Area of Transition and Redevelopment extends from the eastern edge of the Village Annex to Egerton Street on the south side of Dundas Street and to Charlotte Street on the north side of Dundas Street.

While this area does include some high quality buildings which strongly relate to the corridor, the Area of Transition and Redevelopment includes large gaps in the streetscape created by parking lots, major institutional uses, office uses, light industrial uses, auto-oriented uses, and residential buildings. Given the length of the entire corridor extending from Adelaide Street, this district is not considered a viable part of a continuous pedestrian commercial streetscape. Furthermore, its existing form does not support such a function.

This Plan supports the transition of this area to provide for a mix of uses. Unlike other segments of the corridor, development in the Area of

Transition will not be required to support a pedestrian-orientation. The Area of Transition and Redevelopment will be pre-zoned to allow for medium and large scale development such as multi-family housing and mixed use development. Demolition of important buildings on the streetscape will be actively discouraged through the application of site-specific, lower intensity zoning that will remain in place until such time as a zoning amendment is approved concurrently with a development agreement.

(d) Entertainment and Recreation Zone

Consistent with Policy 6.2.2 (ii) of this Plan, the Western Fair will serve as the critical anchor of activity for the Entertainment and Recreation Zone. Wherever possible, physical linkages will be established to encourage a flow of activity between the Fairgrounds and the Old East Village Corridor. Structures developed on the Fairgrounds will be encouraged to be designed such that they have street presence and orientation toward Dundas Street.

Queens Park is an important asset along the Corridor, providing a natural setting for various recreational activities within a highly urbanized setting. A portion of Queens Park will be accessible to the community at all times, while another portion of the park may exclude public access during Western Fair events. This dual function will be supported by a complimentary park design for Queens Park as it is improved over time.

17. Implementation:

The approval of the Old East Community Improvement Plan will provide the legislative basis and context for the initiatives identified to foster revitalization both in the commercial corridor and the surrounding neighborhood community. The Plan is intended to bring these efforts together in one document in order to ensure that the Old East Village is dealt with in a comprehensive and coordinated manner, and that the initiatives identified can be directed towards community improvement.

In regards to specific financial incentives, Chart 1 lists the incentive and the district in which it is offered.

Chart 1 – Financial Incentives, by District

Incentive	Village Core	Village Annex	Transition
Façade Loan	Yes	Yes	Yes
Waive Parking Requirements	Yes	Yes	Yes
Bldg Code Loan	Yes	Yes	Yes
Waive DC's	Yes - residential	Yes - residential	Yes - residential
Tax Grant Incentive Rebate	Yes. If a structure exists which is important to the streetscape, it must be incorporated into the proposed development to the satisfaction of the City.	Yes. If a structure exists which is important to the streetscape, it must be incorporated into the proposed development to the satisfaction of the City.	Yes.
Bldg. Inspector	Yes	Yes	Yes

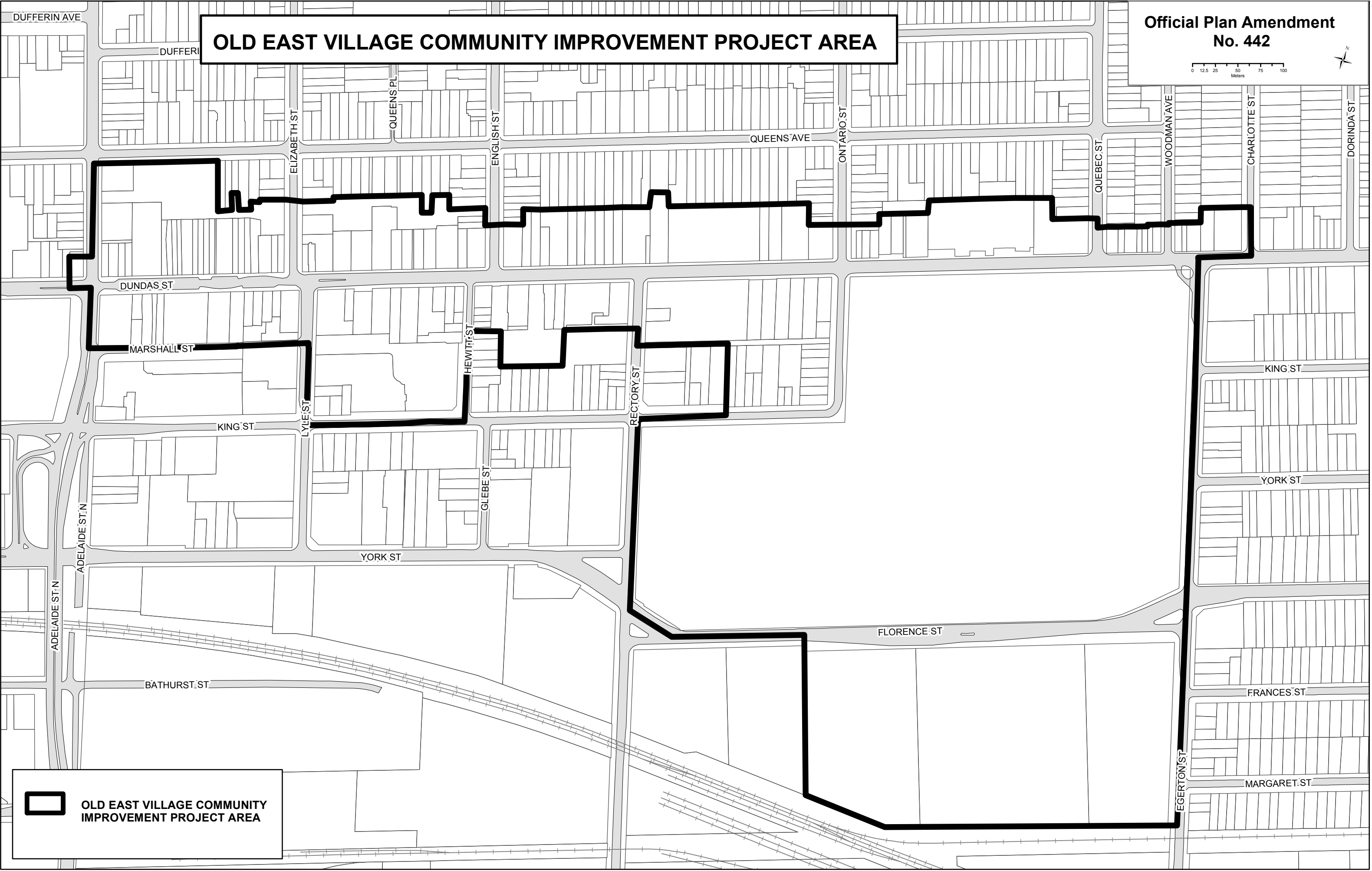
Other incentives that Council has requested be reviewed outside of the purview of the Community Improvement Plan, but supportive of the revitalization efforts detailed herein, will be evaluated by other key community stakeholders, Boards, and advisory committees of City Council including:

Priorities referred to the Environment and Transportation Committee:

- returning Queens Avenue, east of Adelaide Street, to a two-way collector road;
- allowing for southbound left turn lanes on Dundas Street;
- improving ongoing maintenance of public infrastructure;
- improving physical linkages from public parking facilities;
- improving the timing of traffic signals; and,
- installing gateway features and signage in the Village Core.

Priorities referred to the Community and Protective Services:

- improvements to Carson Library;
- improvements to Lorne Avenue Elementary schoolyard;
- staffing at Lorne Avenue Elementary School; and,
- local family housing strategies.



OLD EAST VILLAGE COMMUNITY IMPROVEMENT PROJECT AREA

**Official Plan Amendment
No. 442**

0 12.5 25 50 75 100
Meters



**OLD EAST VILLAGE COMMUNITY
IMPROVEMENT PROJECT AREA**

Certification of Approved


Official Plan Amendment

The Planning Act, R.S.O. 1990, as amended

Section 20 (1)

I, Linda Rowe, Deputy City Clerk of The Corporation of the City of London, hereby certify that appended hereto is a true copy of Amendment No. 442 to the Official Plan for the City of London Planning Area - 1989 that was approved without modifications on **May 16, 2008**.

DATED at London, Ontario this 22nd day of May, 2008.



Linda Rowe
Deputy City Clerk

DECLARATION

DOMINION OF CANADA) IN THE MATTER OF section 17 of the
Province of Ontario) *Planning Act, R.S.O. 1990, as amended,*
TO WIT:) - and -
) IN THE MATTER OF City of London
) By-law No. C.P.-1284(oz)-177 passed on
) April 14, 2008 for the purpose of adopting
) Amendment No. 442 to the Official Plan
) for the City of London Planning Area - 1989

I, Linda Rowe, Deputy City Clerk, of the City of London, in the County of Middlesex, DO SOLEMNLY
DECLARE:

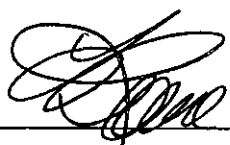
1. That Notice of the Adoption of Official Plan Amendment No. 442 was given in the manner and form and to the persons prescribed by section 17 of the *Planning Act, R.S.O. 1990, as amended.*
2. That a decision was made to approve all of Amendment No. 442 to the Official Plan for the City of London Planning Area - 1989 as adopted by By-law No. C.P.-1284(oz)-177 by the Council of The Corporation of the City of London on April 14, 2008.
3. That the 20 day appeal period expired on May 15, 2008, and to this date no notice of appeal or request for a change in the provisions of the by-law has been filed by any person at the office of the City Clerk.

AND I make this solemn declaration conscientiously believing it to be true and knowing that it is of the same force and effect as if made under oath and by virtue of the *Canada Evidence Act.*

DECLARED before me at the City of)
London, in the County of Middlesex,)
This 22nd day of May, 2008.)
)


A Commissioner etc.

James C. Purser, a Commissioner for
taking Affidavits and Oaths, Middlesex
County, while a deputized Clerk of the
Corporation of the City of London.



Linda Rowe
Deputy City Clerk

AMENDMENT NO. 442
TO THE
OFFICIAL PLAN FOR THE CITY OF LONDON
PLANNING AREA - 1989

AMENDMENT NO. 442

to the

OFFICIAL PLAN FOR THE CITY OF LONDON

A. PURPOSE OF THIS AMENDMENT

The purpose of this Amendment is to expand the boundary of the Old East Village Community Improvement Project Area to include those lands bounded by Dundas Street to the north, Lyle Street to the west, King Street to the south and Hewitt Street to the east. This Amendment will have the effect of granting those incentives made available through the Old East Village Community Improvement Plan to the subject lands.

B. LOCATION OF THIS AMENDMENT

This amendment is to be applied to those lands north of King Street, east of Lyle Street, west of Hewitt Street and south of Dundas Street.

C. BASIS OF THE AMENDMENT

An expansion of the Old East Village Community Improvement Project Area maintains the intent of the Official Plan to encourage the revitalization of The Old East Village Corridor. The expanded "Village Annex" area will allow access to the financial incentives outlined in the Old East Village Community Improvement Plan to a greater land area. Development of this large underutilized area could assist in achieving several of the goals outlined in the "Old East Village Community Improvement Plan" including realization of a "residential critical mass".

D. THE AMENDMENT

The Official Plan for the City of London is hereby amended as follows:

1. By removing the word "Corridor" from the heading of Section 4.4.8. ii) "Old East Village Corridor" and;
2. By adding the phrase "including the block north of King Street, south of Dundas Street, east of Lyle Street and west of Hewitt Street." to Section 4.4.8.ii) (b) "The Village Annex", at the end of paragraph 1 following the words "...of Dundas Street" and;
3. By deleting section 14.2.2. ii) (b) "Dundas Street East; This is an older shopping district which encompasses the East London Business Improvement Area." and replacing it with "Old East Village; This is an older commercial district designated by the Old East Village Community Improvement Project Area and encompassing the Old East Business Improvement Area."

Bill No. 201
2008

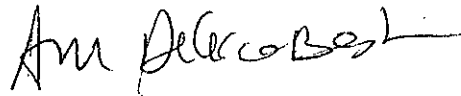
By-law No. C.P.1284(oz)-177

A by-law to amend the Official Plan for the
City of London Planning Area - 1989.

The Municipal Council of the Corporation of the City of London enacts as follows:

1. Amendment No. 442 to the Official Plan for the City of London Planning Area – 1989, as contained in the text attached hereto and forming part of this by-law, is adopted.
2. This by-law shall come into effect in accordance with subsection 17(38) of the Planning Act, R.S.O. 1990, C.P. 13

PASSED in Open Council on April 14, 2008



Anne Marie DiCicco-Best
Mayor



Kevin Bain
City Clerk

First Reading – April 14, 2008
Second Reading – April 14, 2008
Third Reading – April 14, 2008