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| TO: | CHAIR AND MEMBERS - PLANNING COMMITTEE |
| FROM: | R. W. PANZER GENERAL MANAGER OF PLANNING AND DEVELOPMENT |
| SUBJECT: | COMMERCIAL POLICY REVIEW COMPONENT STUDIES OF THE FIVE YEAR OFFICAL PLAN REVIEW INFORMATION REPORT MEETING ON MONDAY JULY 9TH, 2007 |

RECOMMENDATION

That, on the recommendation of the General Manager of Planning and Development, the following actions be taken with respect to the Commercial Policy Review Background Component Studies of the Five Year Official Plan Review:

1. the attached Commercial Policy Review Background Component Studies prepared by urbanMetrics Inc., in consultation with Meridian Planning Consultants Inc. and bmi/pace **BE RECEIVED** for information;
2. the attached Background studies **BE CIRCULATED** to the Official Plan Working Groups, advisory committees, relevant review agencies, and the general public for their review and comment.

It being noted that the Background Studies detailed above will form the basis of draft Official Plan policies to be presented to the Planning Committee at a future public meeting.

PREVIOUS REPORTS

Report to the Planning Committee, Request for Proposal 06-33 Consulting Services to Undertake a Commercial Policy Review for the Five Year Official Plan Review, December 13th, 2006.

Report to Planning Committee, Commercial Policy Review – Request for Proposals, October 16th, 2006.

BACKGROUND

On April 10th, 2006 Municipal Council approved the Terms of Reference for the 2006 Official Plan Review. The Terms of Reference identified six primary issues to be addressed through the review process including: land needs, the commercial policy hierarchy; residential infill and intensification; affordable housing; urban design principles and transportation.

The Terms of Reference further noted that consulting services would be retained to assist in the review of the City's commercial policy framework and the preparation of Background Studies and Discussion Papers.

Framework of the Commercial Policy Review:

The Commercial Policy Review Background Study was to address four primary issues:

- What are the national, provincial, regional and local market conditions and lifestyle trends

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likely to influence the amount, location, design, form and function of commercial development in London over the projected planning period;

- How is the current commercial policy regime positioned to address current demand and expected trends;
- How, if at all, should the current commercial policy framework be modified to serve the City's commercial land use needs over the planning period; and,
- Does the current policy framework align with the City's objectives for enhanced urban design.

Component Studies & Methodology:

In January of 2007, urbanMetrics, in association with Meridian Planning Consultants Inc. and bmi/pace, was retained to prepare the Background Study for the Commercial Policy Review component of the Five Year Official Plan Review. In preparing the Background report, the consulting team undertook three specific studies including:

- The Commercial Market and Supply Analysis – which provided a statistical summary of the supply of, and future demand for, commercial facilities in the City;
- The Commercial Policy and Design Review Study – which examined the existing commercial hierarchy, Official Plan policies and commercial development guidelines to determine how well the existing policy framework is positioned to address the current, planned and future retail and service commercial needs of the City; and,
- The Downtown Strategy Study – which provided a review of the state of the downtown commercial structure and economy including strategic recommendations to direct the formation of policies for the core.

In preparing these studies, the consulting team utilized a number of qualitative and statistical methodologies. Key work steps included:

- A review and update of the City of London commercial space inventory;
- Commercial market projections for the City;
- A review of the commercial policy framework;
- Interviews with identified commercial stakeholders;
- A review of prior studies and analysis dealing with the downtown core;
- workshops with downtown stakeholders and City staff; and,
- a review of trends in other downtown cores.

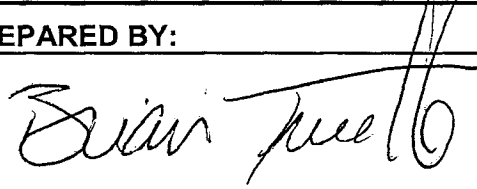
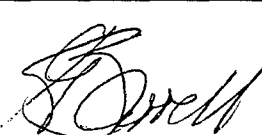
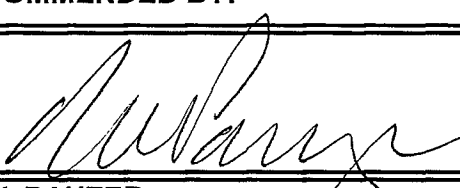
These component studies, which combine to form the overall Commercial Policy Review, have been attached as appendix 1 to this report. Appendix 1 also contains a Community Consultation Report (which summarizes the results of the community consultation program - including workshops and stakeholder interviews) and a Summary and Recommendation Report (which provides a brief overview of the findings of the study programme including final recommendations).

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| NEXT STEPS |
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The Commercial Policy Review and component Background Studies should now be circulated to the Official Plan Working Groups, advisory committees, relevant review agencies and the general public inviting review and comment. Staff will return to the Planning Committee in August for the purpose of tabling the draft policies that would serve to implement the findings of the Commercial Policy Review.

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| PREPARED BY: | SUBMITTED BY: |
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| BRIAN TURCOTTE SENIOR PLANNER - POLICY | GREGG BARRETT, AICP MANAGER-LAND USE PLANNING, POLICY |
| RECOMMENDED BY: | |
|  | |
| R. W. PANZER GENERAL MANAGER OF PLANNING AND DEVELOPMENT | |

June 29, 2007
BT/bt

Attach