





OUR STRATEGY

51_ *The London Plan* has been established on a foundation of values, a clear vision and eight key directions that will guide City Council's planning and city building activities.

VALUES

52_ The following values will guide how we undertake our planning processes as a municipality:

1. **Be accountable** – The decisions City Council makes will conform with *The London Plan* and be consistent with the *Provincial Policy Statement*. Being open and transparent in its decision making will allow all Londoners to see that the values, vision, and priorities of the Plan are being adhered to in every decision City Council makes.
2. **Be collaborative** – To achieve our goals, City Council will take a collaborative approach to planning, working with stakeholders such as neighbourhoods, developers, government agencies, and members of the general public.
3. **Demonstrate leadership** – City Council will provide leadership within the community to implement *The London Plan*, providing guidance and inspiration in all of their processes and decision making.
4. **Be inclusive** – City Council will employ genuine and effective public engagement techniques to include all Londoners in planning processes. Council will consider all Londoners in the plans and decisions it makes.
5. **Be innovative** – City Council will place a high value on creativity and innovation in all the planning it does so that we can find new and effective ways to meet the challenges and opportunities that will present themselves to London over the next 20 years.
6. **Think sustainable** – Financial, social, and environmental sustainability will be an underlying consideration in all of the planning that we do.





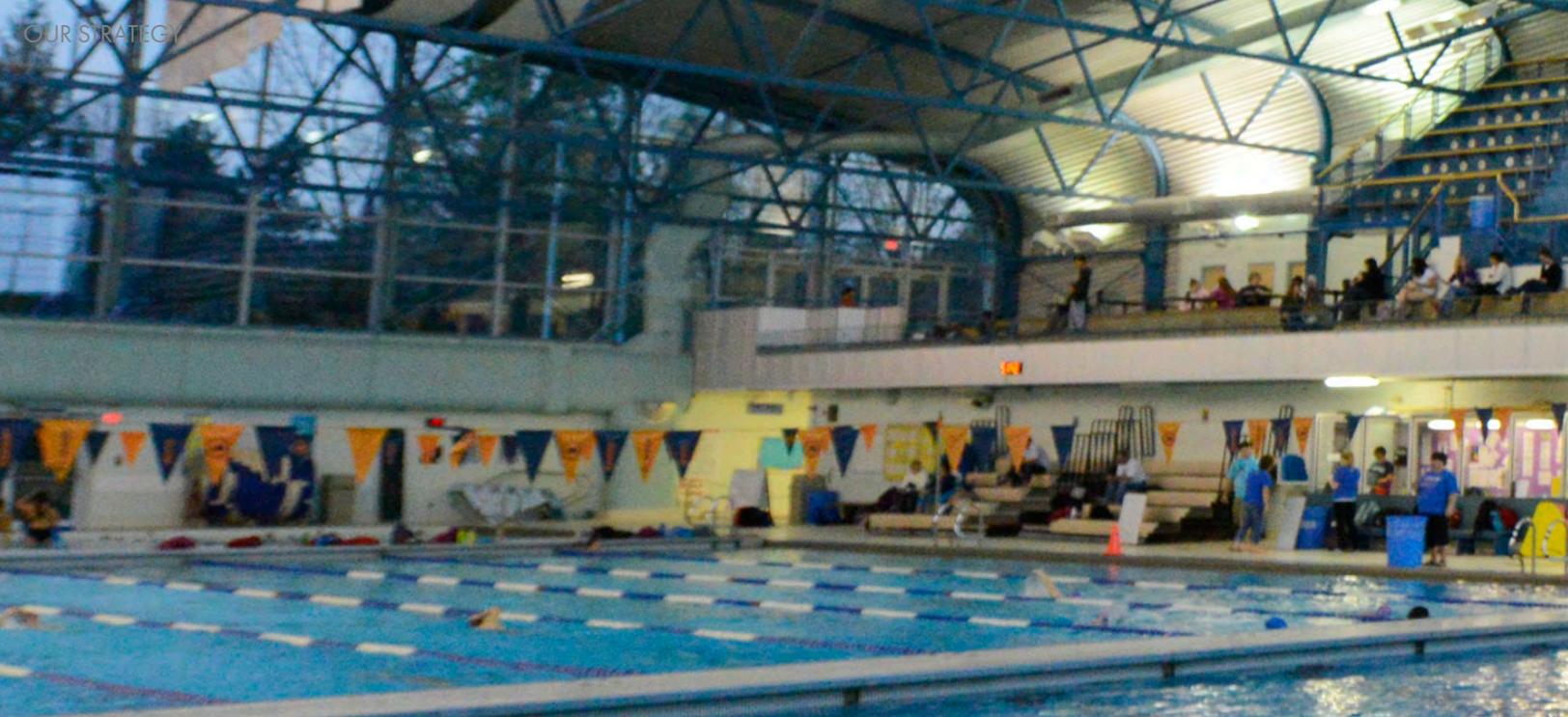
VISION

53_ Our vision will provide focus for all of our planning decisions. We should always ask ourselves whether the decisions that we are making today are propelling us toward this future vision that we've collectively established for the London of 2035. *The London Plan* vision is:

LONDON 2035: EXCITING, EXCEPTIONAL, CONNECTED

KEY DIRECTIONS

54_ To effectively achieve this vision, we will collectively need to blend our past planning successes with a new approach. What follows are the key directions that define this new approach. These directions give focus and a clear path that will lead us to the London that we have collectively envisioned for 2035. Under each key direction, a list of planning strategies is presented. These strategies serve as a foundation to the policies of this Plan and will guide our planning and development over the next 20 years.



55_ **Direction #1** Plan strategically for a prosperous city

1. Plan for and promote strong and consistent growth and a vibrant business environment that offers a wide range of economic opportunities.
2. Recognize the strategic connection between building an exceptional city to live in, and our ability to compete with other cities for talent, business attraction, and investment.
3. Create a strong civic image by improving the downtown, creating and sustaining great neighbourhoods, and offering quality recreational opportunities.
4. Revitalize our urban neighbourhoods and business areas.
5. Invest in an infrastructure system that is sustainable, reliable, secure, affordable, and in compliance with regulatory criteria.
6. Establish asset management plans that will ensure that service levels are attainable and affordable over the long term.
7. Plan for, and support, our institutions with strategic investments, strong communications and information technology infrastructure, support for the knowledge-based economy and opportunities for their growth and development.
8. Create infrastructure, partnerships, and opportunities for growth of the knowledge-based economy.
9. Identify and strategically support existing and emerging industrial sectors.
10. Ensure an adequate supply of employment lands.
11. Plan for cost-efficient growth patterns that use our financial resources wisely.
12. Plan to capitalize on London's position along the NAFTA superhighway.
13. Invest in, and promote, affordable housing to revitalize neighbourhoods and ensure housing for all Londoners.
14. Protect our valuable agricultural land and build upon London's role as an agri-food industrial hub.
15. Recognize and build upon the important linkages between economy and environment.
16. Plan infrastructure for a "smart city" that offers a high quality of connectivity and London-based business advantages.



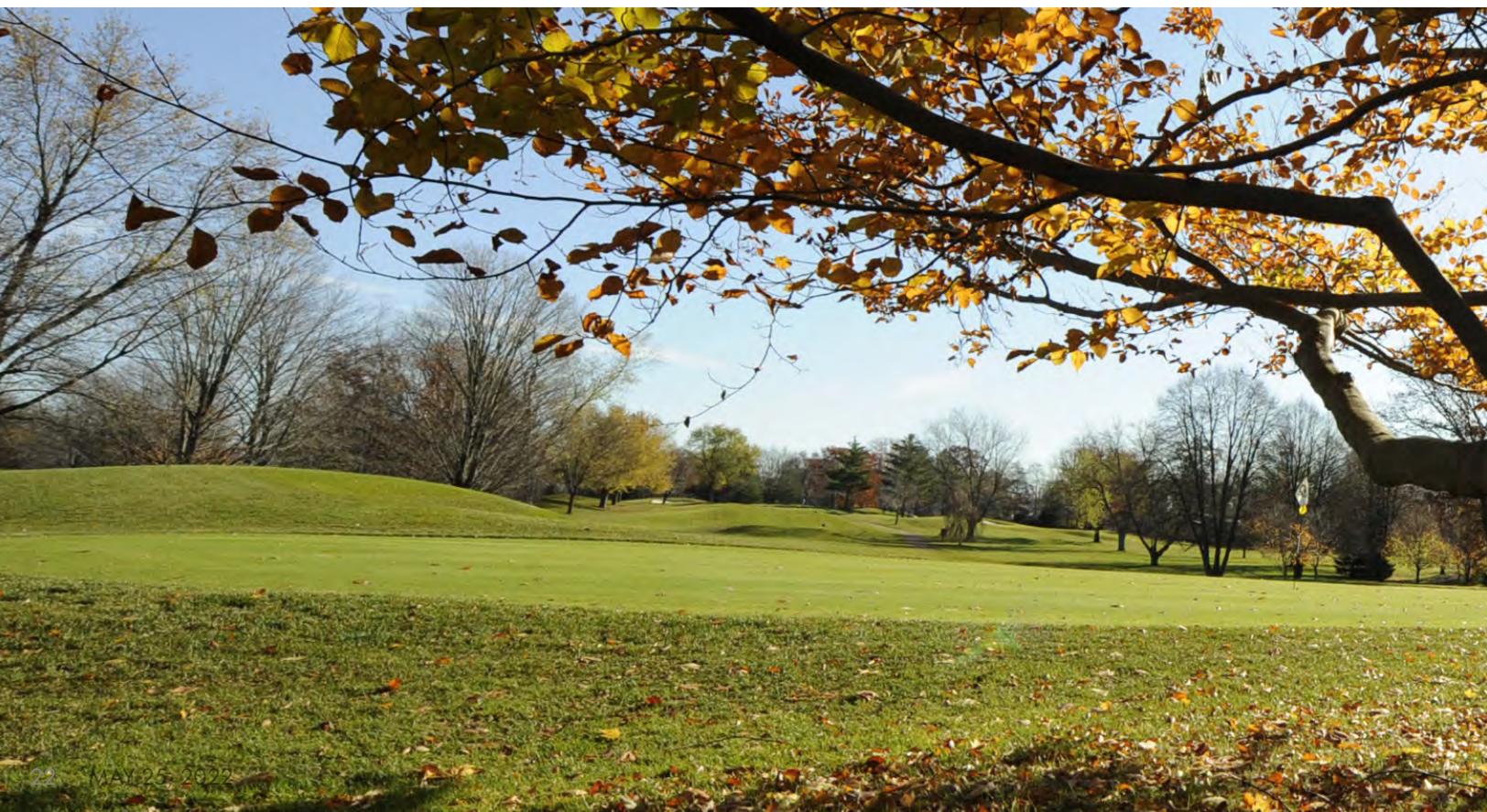
56_ **Direction #2** Connect London to the surrounding region

1. Connect London to important cities across Ontario and beyond through high speed rail.
2. Ensure there are strong mobility and communication linkages to regional municipalities.
3. Enhance connections with, and invest in, the Quebec-Windsor corridor to benefit London.
4. Promote and develop regional economic development plans and strategies with partners such as the Southwest Economic Alliance.
5. Create a working relationship with neighbouring First Nations communities and explore opportunities for collaboration on common objectives.
6. Collaborate with regional partners on planning matters and potential infrastructure investments in Southwestern Ontario.
7. Collaborate with regional partners to deliver a safe supply of drinking water.
8. Protect agricultural land and support the development of the regional agri-business industry.
9. Undertake all of our planning, environmental stewardship, and infrastructure development on a watershed basis.
10. Protect and enhance our watersheds and the Thames River as the backbone of our public and ecosystem health.
11. Collaborate with partners and play a strong role in improving water quality within the greater Thames River watershed.
12. Foster eco-tourism opportunities by collaborating with our regional partners and establish inter-connected regional trail systems.

57_ **Direction #3**

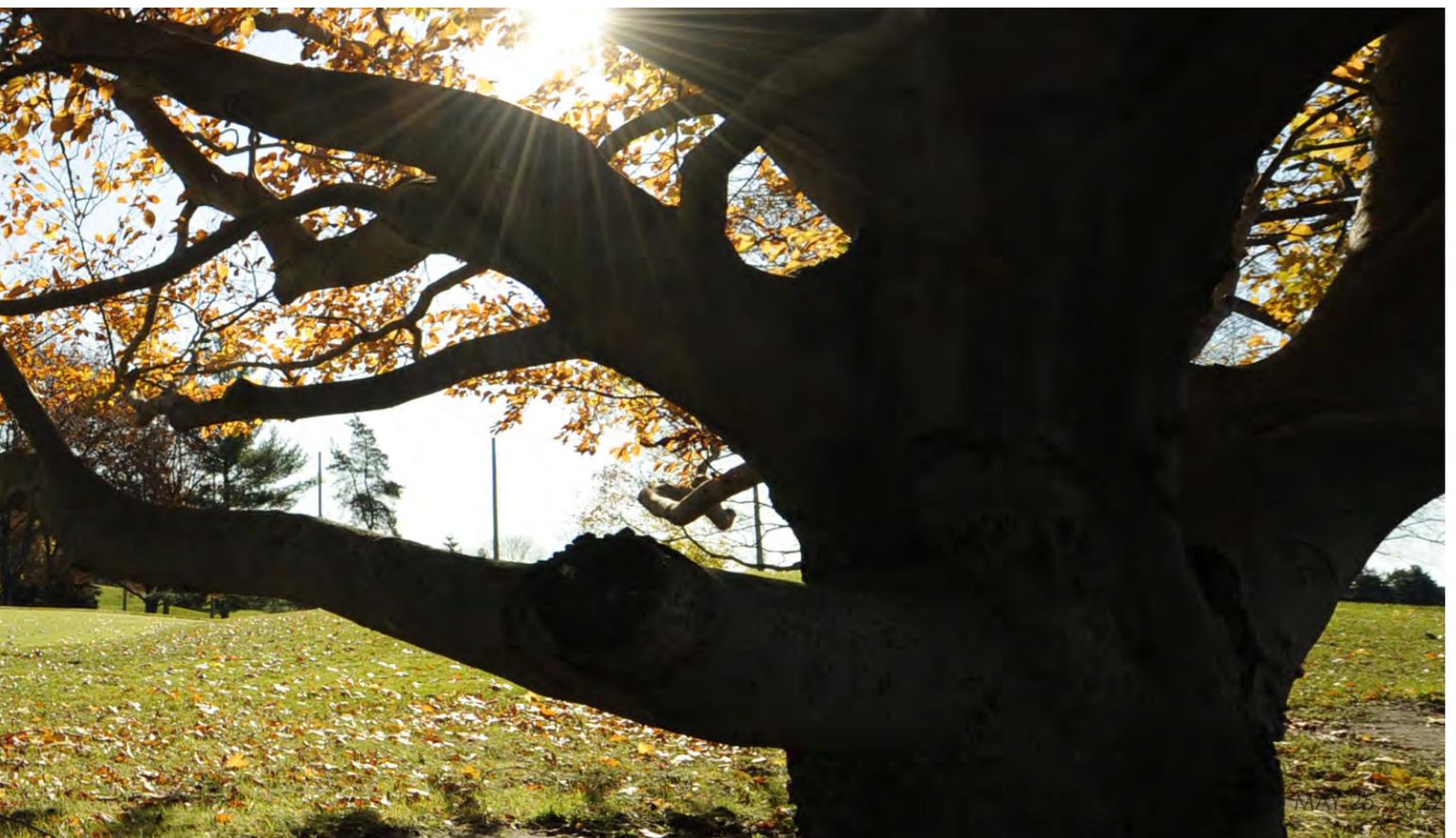
Celebrate and support London as a culturally rich, creative, and diverse city

1. Consider and support new Canadians through all the planning processes that we undertake.
2. Make plans and take actions to attract and support immigrant populations.
3. Celebrate London's cultural communities and cultural assets and promote them to the world.
4. Recognize and celebrate the contributions of indigenous communities in our shared cultural heritage.
5. Use culture and creativity as a prosperity tool to attract and retain labour force and business investment.
6. Provide for public facilities, programs, and spaces that foster inclusiveness and appeal to a diverse population within our neighbourhoods.
7. Protect our built and cultural heritage to promote our unique identity and develop links to arts and eco-tourism in the London region.
8. Invest in, and promote, public art to strengthen London's distinctive identity and sense of place.
9. Revitalize London's downtown, urban main streets, and their surrounding urban neighbourhoods to serve as the hubs of London's cultural community.
10. Record and celebrate our city's history through appropriate archives facilities.
11. Develop affordable housing that attracts a diverse population to the city.



58_ **Direction #4** Become one of the greenest cities in Canada

1. Develop, implement, and lead plans to take action on climate change mitigation and adaptation.
2. Use an ecosystems/watershed approach in all of our planning.
3. Protect and enhance our Thames Valley corridor and its ecosystem.
4. Protect and enhance the health of our Natural Heritage System.
5. Manage growth in ways that support green and active forms of mobility.
6. Reduce our human impact on the environment – reduce our carbon footprint as a city.
7. Practice and promote sustainable forms of development.
8. Promote green development standards such as LEED Neighbourhood Development and LEED Building Design and Construction standards.
9. Strengthen our urban forest by monitoring its condition, planting more, protecting more, and better maintaining trees and woodlands.
10. Continually expand, improve, and connect our parks resources.
11. Implement green infrastructure and low impact development strategies.
12. Minimize waste generation, maximize resource recovery, and responsibly dispose of residual waste.
13. Conserve water and energy and deliver these resources in a sustainable and affordable fashion.
14. Pursue opportunities to remediate and redevelop brownfield sites.
15. Strategically link and coordinate all of our environmental initiatives.
16. Establish London as a key pollinator sanctuary within our region.
17. Promote linkages between the environment and health, such as the role of active mobility in improving health, supporting healthy lifestyles and reducing greenhouse gases.



59_ **Direction #5**
Build a mixed-use compact city

1. Implement a city structure plan that focuses high-intensity, mixed-use development to strategic locations - along rapid transit corridors and within the Primary Transit Area.
2. Plan to achieve a compact, contiguous pattern of growth – looking “inward and upward”.
3. Sustain, enhance, and revitalize our downtown, main streets, and urban neighbourhoods.
4. Plan for infill and intensification of various types and forms to take advantage of existing services and facilities and to reduce our need to grow outward.
5. Ensure a mix of housing types within our neighbourhoods so that they are complete and support aging in place.
6. Mix stores, restaurants, clean industry, live-work arrangements and services in ways that respect the character of neighbourhoods, while enhancing walkability and generating pedestrian activity.
7. Build quality public spaces and pedestrian environments that support walking.
8. Manage outward growth through the use of an Urban Growth Boundary and by supporting infill and intensification in meaningful ways.





60_ **Direction #6**

Place a new emphasis on creating attractive mobility choices

1. Create active mobility choices such as walking, cycling, and transit to support safe, affordable, and healthy communities.
2. Ensure that our mobility infrastructure is accessible and accommodates people of all abilities.
3. Establish a high-quality rapid transit system in London and strategically use it to create an incentive for development along rapid transit corridors and at transit villages and stations.
4. Link land use and transportation plans to ensure they are integrated and mutually supportive.
5. Focus intense, mixed-use development to centres that will support and be served by rapid transit integrated with walking and cycling.
6. Dependent upon context, require, promote, and encourage transit-oriented development forms.
7. Utilize a grid, or modified grid, system of streets in neighbourhoods to maximize connectivity and ease of mobility.
8. Promote, strengthen, and grow the existing commuter and recreational cycling network and promote cycling destinations within London.
9. Invest in transit and other active mobility infrastructure.
10. As opportunities arise, utilize rail corridors as mobility links for transit, cycling, and walking.
11. Plan for, and invest in, a strong network of transportation corridors that promote connection and mobility throughout the city and to the surrounding region and highways. Connect London to cities throughout Ontario and beyond through high speed rail.
12. Strengthen north-south connections from Highway 401 and explore potential collaboration with neighbouring municipalities for further connections as such opportunities may arise.
13. Provide for the safe and efficient movement of people, goods, and services through the city to keep London competitive.



61_ **Direction #7** Build strong, healthy and attractive neighbourhoods for everyone

1. Plan for healthy neighbourhoods that promote active living, provide healthy housing options, offer social connectedness, afford safe environments, and supply well-distributed health services.
2. Design complete neighbourhoods by meeting the needs of people of all ages, incomes and abilities, allowing for aging in place and accessibility to amenities, facilities and services.
3. Implement “placemaking” by promoting neighbourhood design that creates safe, diverse, walkable, healthy, and connected communities, creating a sense of place and character.
4. Create social gathering places where neighbours can come together, such as urban parks and public spaces, community centres, family centres, community gardens, cafés, restaurants, and other small commercial services integrated within neighbourhoods.
5. Protect what we cherish by recognizing and enhancing our cultural identity, cultural heritage resources, neighbourhood character, and environmental features.
6. Identify, create and promote cycling destinations in London and connect these destinations to neighbourhoods through a safe cycling network.
7. Support programs that give communities the ability to improve their neighbourhoods in creative and positive ways.
8. Distribute educational, health, social, cultural, and recreational facilities and services throughout the city so that all neighbourhoods are well-served.
9. Integrate well-designed public spaces and recreational facilities into all of our neighbourhoods.
10. Integrate affordable forms of housing in all neighbourhoods and explore creative opportunities for rehabilitating our public housing resources.
11. Support neighbourhood-scale food production.
12. Support recreation and social programming which encourages interaction, cohesiveness, and community building.



62_ **Direction #8** Make wise planning decisions

1. Ensure that all planning decisions and municipal projects conform with *The London Plan* and are consistent with the *Provincial Policy Statement*.
2. Plan for sustainability – balance economic, environmental, and social considerations in all planning decisions.
3. Think “big picture” and long-term when making planning decisions – consider the implications of a short-term and/or site-specific planning decision within the context of this broader view.
4. Plan so that London is resilient and adaptable to change over time.
5. Implement an ecosystem approach to planning with watersheds and subwatersheds as the foundation of our plans.
6. Plan for an affordable, sustainable system of infrastructure that will support the implementation of this Plan.
7. Align municipal budgets to the goals, objectives, and policies of this Plan so that it can be realized over time.
8. Avoid current and future land use conflicts – mitigate conflicts where they cannot be avoided.
9. Ensure new development is a good fit within the context of an existing neighbourhood.
10. Ensure health and safety is achieved in all planning processes.
11. Ensure that all the planning we do is in accordance with the *Accessibility for Ontarians with Disabilities Act*, so that all of the elements of our city are accessible for everyone.
12. Genuinely engage stakeholders and the general public in all planning processes and meaningfully use that input to inform planning decisions. Explore new ways to inform the public and make their participation in the planning process easier.

MONITORING PROGRAM

63_ It is important that our progress in meeting these eight key directions is measured and evaluated over time. Such evaluation can help the City to adjust policy, municipal approaches, priority setting, and budget allocation. The Our Tools part of this Plan provides greater detail on how The London Plan will be monitored over time.