

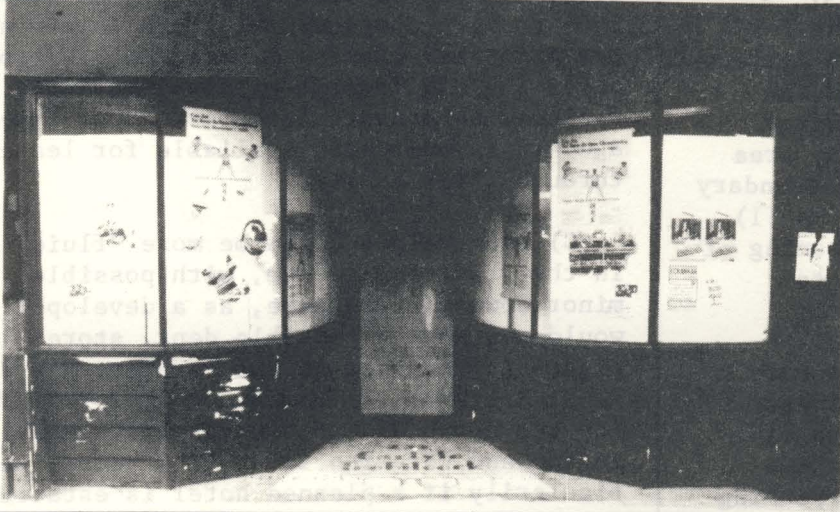
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# Downtown London MetroBulletin

FIRST ISSUE

MAY 15, 1981

\$10 Year Subscription \$1.50 each.



## What a mess!

We think so.  
233 Dundas St. has been left like this for over 6 months.

Five bucks to some student could clean this up.

Who is responsible for this junkyard between Clarence & Wellington? Last City records show: ROBERT ISRAEL (IN TRUST), 450 TALBOT ST., PHONE 679-9660

## YUCK

The mess to the right is 172 King St., just east of Richmond. In this neglect for over 8 months, the property is probably in legal entanglements. Last ownership is: PROTO INVESTMENTS, P.O. BOX 21, LONDON, N6A 4L9



This property to our left is 206 Dundas, beside the Capitol Theatre.

Even though it looks like it went through the Korean War, its "only" been this way 5 months.

City records show SYDNEY S. NEWMAN, 380 York St. N6B 1P9, ph. 672-6070 responsible. All three properties are in the charge of lawyers, so they must be able to afford \$5 for cleaning.



## IN SEARCH OF THE → 3rd DEPT STORE

The old Armouries on Dundas St. at Waterloo could one day be the sight for downtown's 3rd "anchor" department store.

On April 21st, Council included the block bounded by Wellington/King/Waterloo/ and Dundas St.(both sides) into the area known as the Core Area Commercial Boundary of the City's Official Plan. (see Map 1)

The significance of such a re-zoning of the area from "office-commercial" to "major commercial" is:

A) If a dept. store (defined as more than one level under the same business name dealing in a diverse selection of retail goods) were able to locate at a site in this block, no additional parking facilities would be required to be built by the developer. In commercial areas outside the core, a ratio of parking space to square footage of the building is required

B) City Centre Mall, long interested in obtaining a "major commercial-core" zoning for this block (where the mall is located) needs to lure pedestrian traffic to this

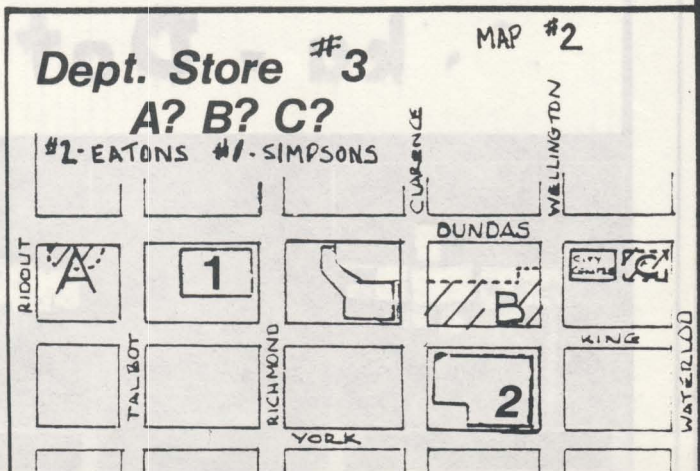
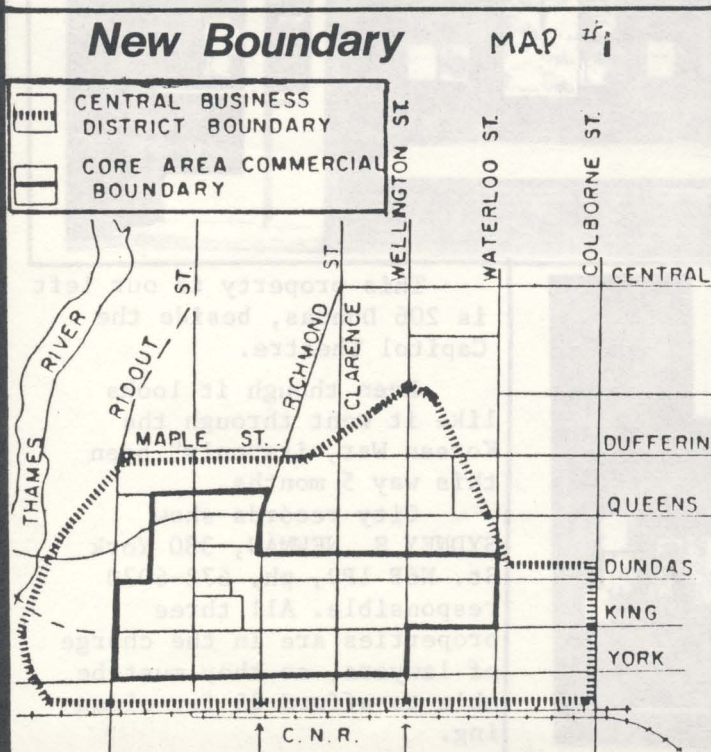
area. You can be sure City Centre would love to help a department store locate at the Armouries (Dundas & Waterloo, S.W. corner). The old federal military building was sold to private interests about 2 years ago. It is currently available for lease through Thiel Realty.

C) Land values could be more "fluid" in the traditional core, with possible minor downside pressure, as a developer would now have 3 possible dept. store sights to consider in the core (see Map 2).

An increase in land value is possible for the north side of Dundas between Wellington and Waterloo in about 4 years, particularly if a planned hotel is established at the location of the torched YMCA building. This might coincide with the period one could expect the Armouries to become a major retail outlet -if it does.

The research-administrator for Zoning at the City, Jerry Tikalsky, in an interview, indicated that the Zoning Dept. recommendation was to maintain the boundary at Wellington, and not to expand to Waterloo. The concerns expressed included:

A) That a 3rd "anchor" Dept. store would be too far away to benefit the core. A real possibility of a strong department store (with City Centre Mall and a future hotel (YMCA)) creating a second core district was not felt to be in the interests



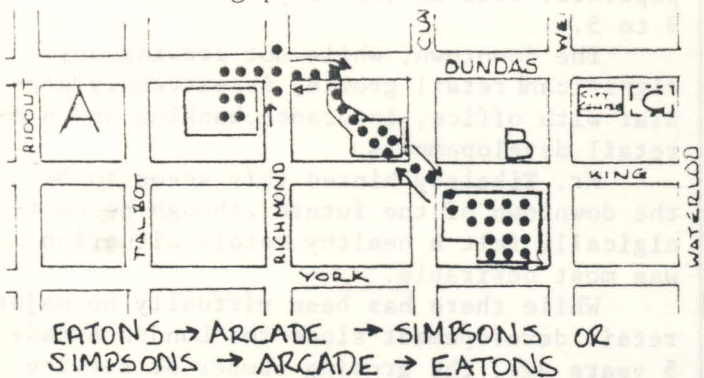


of an economically sound main street and core. Of particular concern was Dundas St. between Talbot & Wellington (north side).

Sketch A indicates 2 possible spheres of influence.

It must be noted that in view of the potential market for north Dundas St. from The Bell building, a new hotel and traditional markets leaves this question open to some debate.

B) Pedestrian traffic is aligning into the following pattern:



In view of this, it is felt that two other locations in the traditional core (labelled A & B) should be encouraged, in the "better interests of the stability of the core."

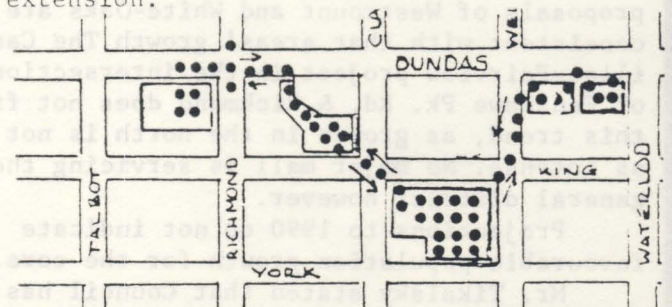
It was conceded however, that because the commercial core had extended its boundaries, it would not change the criteria of the marketplace which would indicate location B a far superior site. If anything, the property might be obtained at B slightly cheaper.

C) The expansion of a core could eventually link up with London East if rezoning continues.

D) Area in the traditional core, whether underdeveloped or vacant, should be given first priority in major development. This would be enforced by legally (zoning) deterring major development in other areas.

This would have a tendency to drive up land prices in the traditional core, increasing the cost of doing business.

Now that the Official Plan has been amended however (subject to Province approval), the clear winners are City Centre Mall. Taking the pattern to its natural extension:



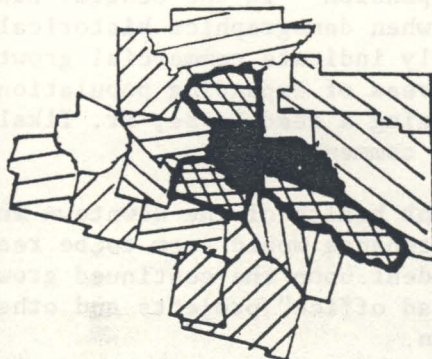
we can see that considerable benefit would fall to City Centre and Dundas between Wellington & Waterloo (north side).

All this speculation of a 3rd Dept. store, it has to be conceded, is very pie in the sky.

Few chains are left, and the trend over the last 10 years has been merger and suburban expansion.

For example, the Bay won't set up anywhere in London because it a few years back acquired Simpsons. The advantages to

## POPULATION GROWTH & DECLINE



- DOWN OVER 20%
- ▨ DOWN 1% to 20%
- No CHANGE
- ▧ UP 10% - 20%
- ▩ UP 25% - 45%
- UP 50% - 100%
- MASSIVE INCREASE 150% - 1200%

## POPULATION - HISTORICAL and PROJECTED

Area	1966	1981	1991	2001
Central				
London	18271	14500	13500	14000
WESTMOUNT	826	13000	16000	19000
WHITE-OAKS	875	14500	21000	25000
MEDWAY	3535	16500	22000	25000
WEST				
LONDON	8810	14500	17500	23000
EAST				
LONDON	16024	12000	11000	11000
STONE				
BROOK	4140	10000	12000	14000
MASONVILLE	1495	2500	6000	11000

MAP #3



competing with its own stores are nil.

Commercial growth and planning by the industry is closely associated with demographics. The charts beside Map 3 indicate that population in the centre city (see Map 3) has decreased, even moreso than the statistics indicate, (since, even to stay proportionate with growth of the city since 1965, the population in the centre would have to have increased by 85% to 1981.)

Growth in the suburbs, particularly in the Southwest and west, has been fantastic. A corresponding retail growth, major and secondary is right there with each increase in population. The current expansion proposals of Westmount and White-Oaks are consistent with that areas' growth. The Cadillac-Fairview project in the intersection of Fanshawe Pk. Rd. & Richmond does not fit this trend, as growth in the north is not as intense. No major mall is servicing the general district however.

Projections to 1990 do not indicate favourable population growth for the core.

Mr. Tikalsky stated that Council has exhibited "a real shift in philosophy" by granting the existence of "regional shopping" status to a major mall at Fanshawe Pk. Rd. & Richmond, the expansion of Westmount and White-Oaks malls.

"We will have 4 downtowns effectively."

3 of them have growing spheres of influence and very delineated demographic loyalties (see Map 4). The downtown would

certainly seem strategically disadvantaged, as well as the only one of the 4 "downtown" areas losing population. The residential population of the centre has less per capita income than the suburbs.

The non-residential 9 to 5 population of the centre, particularly the commercial core itself, is very significant, and there is every indication this will continue to grow. Over 15,000 are employed in the Central Business District, thus making it the most populated area in the city, at least from 9 to 5.

The downtown, while not drawing any significant retail growth, is extremely popular with office, insurance, banking and non-retail developments.

Mr. Tikalsky hinted this seems to be the downtown of the future, though he nostalgically felt a healthy retail situation was most desirable.

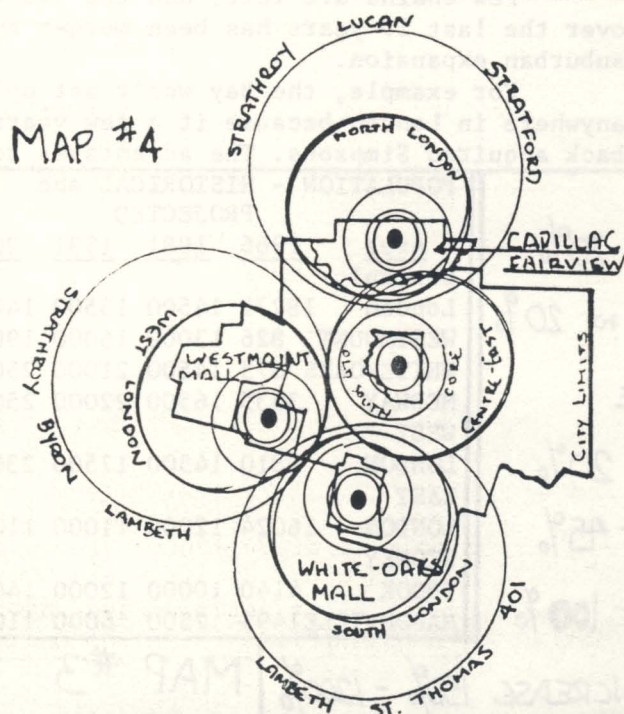
While there has been virtually no major retail development since the London Arcade 5 years ago, the growing number of service industry buildings of the last 5 years include:

- A) Credit Foncier (King/Wellington)
- B) Anglo-Gibraltar Building (Montreal Trust) at Richmond & Queens
- C) Continental Life Building (Clarence & Dundas)
- D) Bell Canada Building (Talbot & Dundas)
- E) Royal Trust Building (refurbished) at S.W. corner Dundas & Clarence
- F) future rise to 8 stories of office/retail of London Arcade Mall
- G) Concept Properties Bldg. (Clarence between Dundas & King)
- H) First City Trust (Refurbished) at S.E. corner of Dundas and Clarence.

When asked if all this talk of protecting retail "expansion" in the Central Business District (when demographics historically and speculatively indicate commercial growth only in those areas of expanding population) was really flogging a dead horse, Mr. Tikalsky declined to comment.

The current health of the downtown and its future maintenance would seem to be realistically dependent upon the continued growth of "regional head office" projects and other office expansion.

It might be time for planners and the businesspeople downtown to ask if we should





**COUNCIL****Everything We Touch Turns to Stone**

Council was presented with a choice between the Devil and a Hard Place at the May 4th Council meeting. Its past spending programs finally caught up with them.

To make Centennial Hall fit for use of any kind, over \$2,000,000 in renovations would need to be made, even then its possible benefit is dubious. The Hall is too small to attract money-making concert performers, and too large for Bingo gaming.

The \$2,000,000 surgery would reduce seating capacity from 1,854 seats to about 1,250 to 1,560, depending on the scheme considered.

No matter what is done, the City Administrator, Maurice Engels concluded:

"None of the proposals ... will result in creating a quality concert hall."

Yikes!

Council though, showing rare wisdom, chucked this idea out the window. In fact the horseshoe crowd actually began to contemplate selling this stone turkey off to private interests.

Alderman Jim DeZorzi asked: "What we should be looking at is: Do we want this building at all?"

Ironically, Mr. DeZorzi is the treasurer of the deficit-ridden London Regional Art Gallery. The Bulletin wonders why Mr. DeZorzi isn't asking the same question for the Turkey on the Thames - a swindle of the community if there ever was one.

What is always curious is how Council always gets free-enterprisish when the city government screws up in their business dealings and needs someone with know how to bail them out. Why don't they feel like this when someone introduces these million dollar frauds in the first place! Hypocrites.

Downtown businessmen can note that the 3 major downtown renewal projects (all failures) - the Centennial Hall (1967), Talbot Square (1972-1977) and the London Regional Art Gallery (1980) - has cost, in locally paid taxes alone, \$9,200,000. Yes, that's approx. \$9.2 million (includes land, buildings, losses, but not interest or certain administrator factors that are not available) down the tubes.

Since DOWNTOWN PAYS about 13% of all local taxes, divide that by the 890 businesses/property owners downtown, and you have an average COST OF \$1343.82 per business!!!! (\$9,200,000 x .13 ÷ 890). This does NOT include provincial or federal money which equals the municipal amount.

Further, one must calculate that to break even on investment, an average 8% "paper profit" is necessary just to say the original \$9.2 million was lost.

(That is, to keep \$100,000 on par value with inflation, the amount would have to realize a \$10,000 "profit" to break even. The \$10,000 is referred to as a "paper profit" because no increase in income in real terms has occurred. Thus the investment has had a net increase in value of zero. The currency has been devalued by inflation so that the \$110,000 in "Year A + 1 year" is identical in value or purchasing power to the \$100,000 in Year A.

Thus, the very same \$9,200,000, accumulated in various amounts from 1967 to 1980, is worth, at 8% compounded-interest (an average of interest rates from 1967 to 1980) approx. \$13,500,000.

Divided at 13% (or multiplied by .13) and then divided by 890 (the number of businesses downtown. The figure 890 represents downtown property owners as well, which would be an additional 120 or so businesses. But in the period before 1981, there were fewer businesses & property owners, in fact, around 1975, about 700 combined, so 890 - for the period 1967 to 1981 - property & business owners is a fair average. It is the business & property taxes which make up the 13% of City taxes.) and the average payment that each businessperson-property owner has made towards Centennial Hall, Talbot Square, and the Art Gallery is \$1898.87. (1981 dollars).



It seems that CN Rail, sometime in the '70's (it might still be on the books) contemplated a grand developement on that enormous piece of property between Wellington St. and the Free Press, south of York, currently used as a parking lot. It seems a grand hotel and mall were planned.

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In passing over our little maps in the zoning section (In Search of the 3rd Dept. Store"), refer to Sketch A. Did you know that the owners of the London Arcade would like to put an enclosed bridge linking up with Wellington Square. 'S funny, I didn't see that on their most recent application to the City (in tandem with their rise to 8 stories).

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City Engineer D'Arcy Dutton is still under some pressure to get rid of those display kiosks on Dundas St. In a letter to Marc Emery, leasee under a 5 year contract with the city after he took over them last September, Mr. Dutton sighted that the removal of the kiosks as well as the cement planters would considerably aid street cleaning efforts on Dundas St.

Acknowledging the investment by Mr. Emery, the City Engineer offered to sell all 20 aluminum, fibreglass & glass display booths to him for the token sum of \$1.

Sighting the fact that the kiosks are exceptionally heavy, over 600 lbs., and are not self-supporting (they remain erect on sidewalks because each leg has an iron rod going several inches into the sidewalk). Thus private use and removal is rendered too expensive. The offer has been refused, though Mr. Emery (also editor of MetroBulletin) acknowledges the generous offer.

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The Research-Adminstator at Zoning at City Hall, Jerry Tikalsky, commented that the City has not done any studies on East London Business Area (Dundas St. between Adelaide & Elizabeth) before, during or since the pedestrian-only mall fiasco of some years ago. Or at least the researcher was not aware of any studies.

This, despite the fact the City poured hundreds of thousands of dollars into the experiment about 7 years ago.

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An application to place four newspaper boxes downtown (and vicinity) was submitted to E&TC (Environment & Transportation Committee) April 27.

What paper? A real paper! The Wall Street Journal. The daily business chronicle will be found at: Richmond, north of Dundas; In front of Holiday Inn downtown; Queens & Talbot; Richmond & Oxford.

Now if only we could get the Toronto Sun around town, but apparently the Sun is selling out to capacity now. Its most westerly distributor is Cambridge.

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Did everyone receive a slick little notice in their mail from STM Business Publications? Its the grey & white sheet promoting & extolling the wonders of:

" TAKE ADVANTAGE OF FEDERAL & ONTARIO GOVERNMENT GRANTS AND SUBSIDIES "

No wonder young kids have doubts about budget cutbacks & reductions in government spending when, as this pamphlet points out: " No doubt you are eligible for one or more types of assistance. TAKE ADVANTAGE OF THEM! "

The only thing more disgusting than the over 500 welfare-programs for business is the fact government is spending additional millions promoting them.

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The Downtown Business Improvement Levy (Tax) was increased by 40% this year. It arrives with your business tax bill, indicated in the top-left of the bill. All those who witheld the levy a full year ago remain unprosecuted. Letters from the City last October were sent to objecting businesses stating " A Baliff will take you to Court in 15 days ". Over 6 months later, not one merchant has heard from the City since. A paper tiger? Quite possibly, on October 2, 1980, Board of Control recommended that " the ultimate solution of having the baliff seize assets" will NOT be pursued.

In fact, the B.I.A. will have to make up to the City those who do not pay. Who says conscience doesn't pay?



# THE DOWNTOWN BUSINESS "TELL IT LIKE IT IS" SURVEY

7

This survey is designed to pinpoint problems businesses downtown are experiencing. The compiled results will be published in the July /August issues of the MetroBulletin. This information will assist business organizations, local government, and the Metro-Bulletin in dealing and answering these problems.

We encourage and invite written responses pertaining to any questions. Please feel free to decline any information that you feel is not appropriate to give out. All information remains your property and we may use it only to tally statistics. Quotes will contain name identification only if so indicated on the survey (last question).

Please take the time to fill this survey out. As you can see it contains many relevant and vital issues that your business is affected by. The MetroBulletin has the resources to take the information and get action on many issues. We will promote your points of view in later issues as well as in briefs and letters to City Council.

Your participation is important.

This really ought to be fun (someone finally asked your opinion!)

Please take some time to fill this out and mail it in. We do all the work after that (at no cost to you).

When completed, just pluck this sheet out of the staples and mail it to:

Downtown London MetroBulletin Survey,  
P.O. Box 2214, Stn. A,  
London, Ontario N6A 3E4.

## A. General Information:

- 1) Is your business a    i) proprietorship    ii) limited company  
   iii) partnership    iv) chain affiliate    v) other(specify) \_\_\_\_\_
- 2) Is your business a    i) retail outlet    ii) service industry    iii) dining/tavern  
   iv) financial institution    v) medical institution  
   vi) entertainment industry
- 3) How many employees do you maintain? Full-time \_\_\_\_\_ Part-time \_\_\_\_\_ (give ranges if flexible)
- 4) How long has this particular business been in operation? \_\_\_\_\_ Downtown? \_\_\_\_\_
- 5) Do you have other locations? Yes \_\_\_ No \_\_\_ . If yes, downtown? Yes \_\_\_ No \_\_\_ In malls? Yes \_\_\_ No \_\_\_



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6) Why did your business set-up downtown? Comment: \_\_\_\_\_

**B. Overhead:**

- 1) Do you consider your rent/mortgage (whichever is applicable) for your business space: (check one) low \_\_\_ average \_\_\_ high \_\_\_
- 2) Have you experienced an increase in rent/mortgage in the last year? Yes \_\_\_ No \_\_\_  
if yes, was it (check one) under 10% \_\_\_ 10%-20% \_\_\_ 21%-39% \_\_\_ 40%-60% \_\_\_ over 60% \_\_\_

if no: in view of high mortgage rates, both renters and owners will face dramatic increases at renewal time. Many downtown merchants will face increases of 20% - 100%! in the next year alone!

Is your lease coming up for renewal this next 12 months? Yes \_\_\_ No \_\_\_

If so, or if you have already experienced such an overhead increase, how have or will you expect to deal with this?

- Could it include:
- A) Staff cutbacks Yes \_\_\_ No \_\_\_ Possibly \_\_\_
- B) Increased prices  
(substantial increase) Yes \_\_\_ No \_\_\_ Possibly \_\_\_
- C) Reduced Inventory Yes \_\_\_ No \_\_\_ Possibly \_\_\_
- D) Reduced Borrowing Yes \_\_\_ No \_\_\_ Possibly \_\_\_
- E) Elimination from stock  
marginal items (loss leaders) Yes \_\_\_ No \_\_\_ Possibly \_\_\_
- F) Move from present location Yes \_\_\_ No \_\_\_ Possibly \_\_\_
- G) Reduced personal reward Yes \_\_\_ No \_\_\_ Possibly \_\_\_
- H) Other (specify) \_\_\_\_\_

**C) Growth:**

- 1) Are your profits (check one) down \_\_\_ the same \_\_\_ up \_\_\_ over the last 2 years, ALLOWING for 12% inflation (that is: if your take-home profits of self or company have increased by 24%, then your net profit is zero. Thus your answer would be "the same". Under 24%, profits are down, over 24%, profits are up) Small businesspeople who are confused by this call the Editor at 438-4991 for full explanation.

Has your business: contracted \_\_\_ stayed same \_\_\_ expanded \_\_\_ in scope over the last 2 years?

**D) Government:**

- 1) Number the following in order of importance, 1 to 12. Start using 1 for the most important ADVERSE effect on your business, 12 for the least important. (Put N/A if not important to you at all)

Shoplifting, theft and related crime \_\_\_\_\_

Taxes (all levels) \_\_\_\_\_

Licensing \_\_\_\_\_

Inflation \_\_\_\_\_

Overhead \_\_\_\_\_

Labour costs & benefits \_\_\_\_\_

Finding good, reliable employees \_\_\_\_\_

Parking downtown \_\_\_\_\_

Mall expansions \_\_\_\_\_

Transportation: cabs, buses, gasoline costs \_\_\_\_\_

Bus service specifically \_\_\_\_\_

Expensive or unavailable credit \_\_\_\_\_

**E) Administration:**

- 1) Are you your own accountant? Yes \_\_\_ No \_\_\_
- If yes, are any of your administration systems (inventory, cash flow, budgeting, etc.) on computer? Yes \_\_\_ No \_\_\_

(con'd)



If yes, what was your initial investment in hardware, software and programming?

\_\_\_\_\_. How long have you had your current system?  
Has this been a worthwhile investment? Yes \_\_\_\_\_ No \_\_\_\_\_ If so, how (comment)...

If your business does not employ computerization, do you retain a firm to do this for you? Yes \_\_\_\_\_ No \_\_\_\_\_. Is this accounting or does it include inventory and other reference & data functions? Accounting only \_\_\_\_\_ More(Specify) \_\_\_\_\_

F) Government Assistance:

1) How do you feel about government subsidies to your business?(Comment) \_\_\_\_\_

2) Have you ever participated in subsidy programs? Can you recollect the specific programs? \_\_\_\_\_

ii) Did they help substantially? \_\_\_\_\_

iii) Do you approve of subsidies for your competitors? Yes \_\_\_\_\_ No \_\_\_\_\_

G) Security & Police Protection:

1) Do you feel police protection & surveillance downtown is: A) excellent \_\_\_\_\_  
B) good \_\_\_\_\_ C) Average \_\_\_\_\_ D) Could be better \_\_\_\_\_ E) Bad \_\_\_\_\_

2) Has your business suffered losses (whether insured or not) due to crime? Yes \_\_\_\_\_  
No \_\_\_\_\_

Monetarily, how much has been lost in the last 2 years? \_\_\_\_\_

Have you or your employees been injured or hurt? Yes \_\_\_\_\_ No \_\_\_\_\_

Were police helpful in apprehending suspects? Yes \_\_\_\_\_ Sometimes \_\_\_\_\_ No \_\_\_\_\_

How do you feel the police Dept. could respond more effectively?(Comment) \_\_\_\_\_

Do you have any electronic internal alarms, cameras, electric tape(glass) or canine protection? Comment \_\_\_\_\_

Do you have any suggestions to merchants to help them cut losses to crime?

Comment \_\_\_\_\_

H) Downtown organization:

i) Would you contribute (A) Money and/or (B) Time and Skill(at least one hour a week for a voluntary (financial & membership) association of downtown merchants and businessmen/women? (A) Yes \_\_\_\_\_ No \_\_\_\_\_ (B) Yes \_\_\_\_\_ No \_\_\_\_\_

ii) Would you contribute money to employ a full-time lobbyist at City Hall?

Yes \_\_\_\_\_ No \_\_\_\_\_. Comment \_\_\_\_\_

2) Do you want a government-regulated tax-funded Downtown Business Improvement Association? Yes \_\_\_\_\_ No \_\_\_\_\_

If yes, should the Board of Management be elected by the surtaxed business-people? Yes \_\_\_\_\_ No \_\_\_\_\_

If no, do you believe there is a need for a collective body to organize downtown? Yes \_\_\_\_\_ No \_\_\_\_\_

If Yes, comment on how this could be done. \_\_\_\_\_



I) The Downtown Business Improvement Association:

i) Where did the B.I.A. go wrong? It has generally remained unheard from except with 2 major; " Discover Downtown -Its Luvrly " and the closed-traffic pedestrian Dundas St. mall proposal. Both have run into considerable resistance. For 1980 and 1981 the B.I.A. has received just short of  $\frac{1}{4}$  Million dollars from downtown merchants through taxation. Where could the B.I.A. turn itself around.(Comment) \_\_\_\_\_

J) Parking:

- i) Do you think meter time on many meters is too little? Yes \_\_\_\_\_ No \_\_\_\_\_  
 ii) Do you think the ticketing by meter police is too zealous? Yes \_\_\_\_\_ No \_\_\_\_\_  
 iii) Should the city subsidize parking buildings? Yes \_\_\_\_\_ No \_\_\_\_\_  
 iv) What do you perceive as the major problem confronting downtown in regards to parking & what should be done? \_\_\_\_\_

K) Street Maintenance:

i) How do you feel sidewalks can be better maintained in summer(removal of dust/dirt) and winter(ice & snow)? Currently, each merchant is supposed to clean their own frontage each morning or when required.

Should police enforce this by-law more vigorously? Yes \_\_\_\_\_ No \_\_\_\_\_  
 Is this realistic, as the police claim this is very time consuming & difficult to enforce(abuse is so widespread, it would take all day, they claim) Yes \_\_\_\_\_ No \_\_\_\_\_

Do you feel published intimidation (see front cover) done politely or not so politely to negligent businesses is effective? Yes \_\_\_\_\_ No \_\_\_\_\_ we shall see \_\_\_\_\_

Do you feel the city maintenance should do the cleaning?(Note: downtown pays 13% of the entire city budget)at no additional charge to the merchants  
 Yes \_\_\_\_\_ No- \_\_\_\_\_

L) Dundas St. mall Proposal & Bus transportation

- i) Do you favour a proposal banning traffic(including buses) from Dundas St. to create a pedestrian-only mall with outdoor cafes, sidewalk sales, etc.? Yes \_\_\_\_\_ No \_\_\_\_\_  
 ii) If buses are taken from Dundas St., and re-routed to Queens & King, do you think this will alter consumer patterns? Yes \_\_\_\_\_ No \_\_\_\_\_  
 Is this, over-all, good \_\_\_\_\_ no change \_\_\_\_\_ bad \_\_\_\_\_ for shopping patterns as they affect your business(opinion).  
 Is your business closest to Queens \_\_\_\_\_ Dundas \_\_\_\_\_ King \_\_\_\_\_  
 If you wish to describe location(specify) \_\_\_\_\_

M) The Downtown London MetroBulletin

i) What would you like to see us print?(Comment) \_\_\_\_\_

Name of Business \_\_\_\_\_

Address, City, Zip \_\_\_\_\_

Phone # \_\_\_\_\_ Your name \_\_\_\_\_

Position in company \_\_\_\_\_

Optional

We ask your name only so that the Editor might speak personally on issues in the Bulletin.

**IMPORTANT: IT IS ILLEGAL FOR THE EDITOR or METROBULLETIN to release this information with names to anyone.**  
 The specifics must be legally protected unless you allow named reprinting.

I give the MetroBulletin permission to quote my written answers Yes \_\_\_\_\_ No \_\_\_\_\_ Signed \_\_\_\_\_



An elderly female caller wondered if the Bulletin would write an article about the number of young people riding bicycles on the sidewalks downtown.

This very forceful caller (we ended up doing all the dirty work in answer to her concern) had personally evaded these hot dogging mischiefs and encountered police whom she felt were letting these kids off. She reminded me that an elderly shopper was killed on Hamilton Road in the summer of 1979 when a young cyclist wheeled around a corner on a sidewalk, hit the woman who fell to sidewalk, hitting her skull and dying. The police confirmed this.

When we called the traffic division of the Force, a Sgt. Noels gave us the criterion for enforcement of cyclist violations.

There is a "crack-down" he said, and a press release has been sent to the media emphasizing this renewed concern.

The main offenses the department is concerned with however, are going through stop signs, bizarre lane changes, no signalling, etc. Sgt. Noels claimed there was only infrequent complaints about sidewalk cyclists.

There is, in any case, nothing police can do to offenders under 16, the least educated in traffic etiquette and rules. "Crack-down" to under 16 years olds is a stern reading of the bylaws. 16 and over can be fined a \$28 moving violation.

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The OMB hearings into the expansions of White-Oaks and Westmount Malls have been stalled so that Wharncliffe South Developements (mall complex proposed at Wharncliffe and Southdale) can present their development proposals then with the other two applications. All this expansion in the city's outer limits distresses The Wellington Square Merchants Association. A letter sent to the Planning Committee on April 13 reads thus:

" On behalf of the Board of Directors of the Wellington Square Shopping Centre's Merchants Association, I would like to file an objection to the proposed Suburban Shopping Centre expansions in the City.

The aforementioned Board has unanimously passed a resolution indicating much concern about the proposed development and expansions of Suburban shopping centres in London because of the adverse effects such developments would have on the viability of existing commercial business in the downtown core. The Commercial Policy Study of the city of London clearly supports this concern and is the reasoning for the Board's objection."

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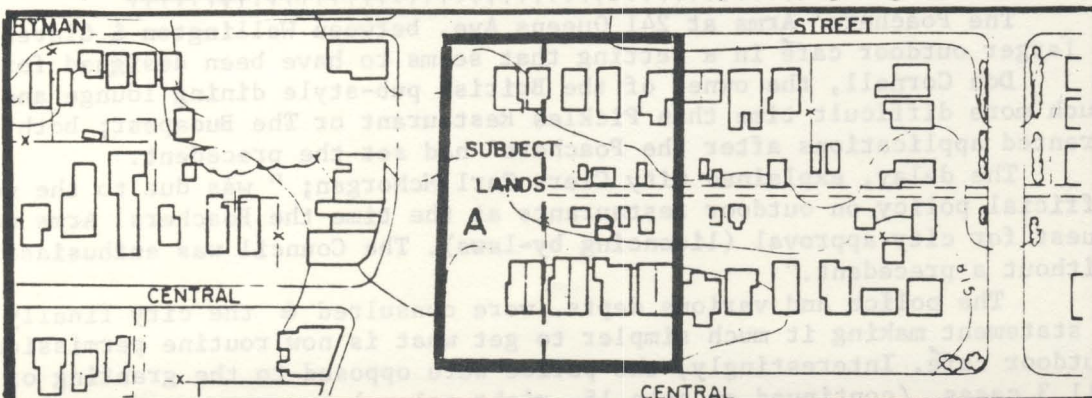
The empty lot in the area north of the downtown between Central Ave., Richmond & Hyman St. will one day be retail & office space. Alcor Investments, which owns most of those lovely refurbished houses on that block of Hyman St., would like to complement those homes with a commercial-office complex.

Planning committee approved the proposal, which found much favour with the city administration.

The concept is to include the existing housing on Central & Hyman (see sketch) as offices. The vacant land will be developed into retail-office space.

This would tend to emphasize the conclusions in the Zoning section of the Bulletin that retail-development action is, for the next couple of years, going to be on Richmond Row.

DARK BORDER  
indicates  
area:  
A= major  
commercial  
development  
B = office  
designation  
(old & refurb-  
ished houses





## DINING IN THE GREAT! OUTDOORS

Maria Hayek, owner of the Hungarian cuisine restaurant; the Budapest, for years envisioned a casual open-air café area in front of their dining establishment.

"They're all over Europe, particularly Hungary."

On May 4, London City Council approved the application from the Budapest Restaurant at 346 Dundas St. (just east of Waterloo) for a modest outdoor café.

The 8-table, 32 chair outdoor dining area was an idea Mrs. Hayek's business seriously pursued in Mid-March of this year, "although when Jane Bigelow was Mayor, we would often casually approach the idea in conversation when she dined here."

Once the request was mailed in around March 15, Mr. Hayek says: "City Clerk Mr. McNorgan worked very quickly on this. We asked in Mid-March if we could be open by May 1st, and on April 24th, he wrote and called me to indicate he had recommended approval to the Environment & Transportation Committee."

The Budapest's unique advantage is that it has an incredible 21 foot sidewalk. The City Administration, maintaining the minimum 8 feet width required in major-commercial areas, acceded to rent the remaining 13 foot width in front of the restaurant.

The cost for the 512 square feet of functional sidewalk space is \$150 per month in 1981; \$165 in 1982.

The area will be commercially viable in the period from May to September.

The City calculated the charges at market value and discounted by one-third, accounting for bad weather when the space will not be commercially usable.

On top of this however, are business taxes, approx. \$80 for the 5 months, making the monthly total in overhead \$166 this year. Mr. Hayek had only praise for the speed with which the application was processed but was "frankly surprised that the monthly rent for a small area of sidewalk is as high as it is."

"On \$166 rent, we will have to retail over \$1000 in food and beverages just to meet costs. A liquor licence will not be available until early July, so until then, luncheons and non-alcoholic beverages will carry the weight of the sidewalk overhead."

Chairs and collapsable tables are another \$1500 investment that the couple hopes this summer will justify, although Mr. Hayek admits; "With rent, taxes, new chairs and tables, fans, additional staff, liability insurance, storage of tables and chairs each evening and the unpredictable frequency of bad weather; Maria's "dream" is somewhat risky."

The café will be the first of its kind (if it opens on schedule) in the Central Business District, although the Poacher's Arms at 241 Queens St. and Pickles Restaurant at Oxford & Richmond St. will open cafés this summer, the former quite large, the latter tiny.

"The fresh air and sunlight will make a lunch or coffee break a soothing pleasure." reassures Mrs. Hayek, and she is confident a large enough clientele will visit to prove her correct.

Mr. Hayek winks: "I hope employers in the area recognize the resulting increase in productivity and give credit where credit is due."

+++++

The Poachers' Arms at 241 Queens Ave. between Wellington & Clarence will feature a larger outdoor café in a setting that seems to have been designed for outdoor dining.

Don Cornell, the owner of the British pub-style dining lounge and tavern, had a much more difficult time than Pickles Restaurant or The Budapest; both the latter were granted applications after the Poachers' had set the precedent.

The delay, explained City Clerk Carl McNorgan; "was due to the non-existence of official policy on outdoor restaurants at the time the Poachers' Arms made their request for city approval (licencing by-laws). The Council was enthusiastic, but we were without a precedent."

The police and various depts. were consulted & the city finally came up with a statement making it much simpler to get what is now routine permission to operate an outdoor café. Interestingly, the police were opposed to the granting of permission in all 3 cases. (continued on page 15, right column)



# CABS: GOV'T PRICE FIXING

Cabs are pretty quick. Drivers are always known to be courteous.

But rates are all the same. Why? They are fixed by the elected politicians at City Hall.

Explains Alderman Frank Flitton:

"If rates weren't fixed you'd have the big guys pushing the little guys out. That's what the oil companies do. The big guys could afford to lower rates for 6 months or so and squeeze the little guys out.

In fact, the largest operations are always the most reluctant to "accept" new increases in fare prices."

The last remark is interesting because it offers proof that the pols at City Hall are contributing to forced increases in prices. Doesn't the federal government do that with oil?

The truth is though, City Hall keeps the Cab industry so thoroughly regulated that under current rules, it is likely the "big guys" could squeeze out the little guys.

Under an unregulated competitive situation, giants could never predominate.

Consider that "licences" are limited to:

- 1) one licence for every 1300 residents of a municipality.  
-effect- this automatically creates a monopoly situation where even if rates weren't fixed by City Hall: limiting the number of competing vehicles would encourage it. Consider further:
- 2) part-time driving is prohibited if you are self-employed with your own vehicle. Only "big guys" can employ people part-time  
-effect- Obviously people making a bit of extra cash might lower rates to pack in the business in their limited hours.
- 3) No soliciting. A free agent can't go up to a prospective client and bring in business through negotiation. Thus, an independent can't really advertise, there's nothing to promote.
- 4) Distribution of licences re-inforces the status-quo. Licences are distributed on this basis:
  - (a) 50% of available licences to be issues, upon application, to taxi drivers.
  - (b) 25% of available licences to be issued, upon application, to the owners of taxicabs with 1 to 4 or more cabs in their possession.
  - (c) 25% of available licences to be issued, upon application, to the owners/brokers of 5 or more cabs.
- As you can guess there is quite a waiting list. Which then produces:
- 5) A monopoly situation which further creates, in London and every other city with fixed licensing & rates: a black market in licences, since they are "transferrable" or saleable.

In New York, monopoly privileges can allow a cabbie to sell his licence for \$60,000 to \$80,000.

- 6) A cabbie cannot even negotiate or discount for bulk-rate if he is carrying multiple passengers.

If say, he were to pick up 5 passengers at CN and their destination was 5 homes scattered throughout the Oakridge area, the cab is required by by-law to reflag each time a passenger is dropped off.

On 5 people this will add \$4.25 more to the cost of the trip than if the meter were left continuously running and the aggregate total paid at the end. Each time the meter is reflagged, the cost starts at 95¢, whereas it would only be an additional 10¢ if the meter were just kept running.

Downtown businesspeople should be aware of these practices because if rates were cheaper, it would encourage more people to take cabs downtown from suburban districts; particularly the elderly who often find buses uncomfortable and do not own a vehicle of their own.

Any situation where the consumer benefits and has a free choice, downtown businesses benefit also.



As we go to press, some interesting details coming forth about the Downtown Business Improvement Association. Frank Flitton (Alderman, Ward 2, gov't liason to the B.I.A. Board of Management) tells me the Council would like to have elections amongst the downtown merchants for positions on the Board. This autumn was mentioned as a possible polling time. Nominations would be submitted before then. Mr. Flitton personally would like to make it so you must vote for 10 representatives to make your ballot valid. I'd hate to think that one might have to vote for 7 or 8 unknowns just to validate his vote for the 2 or 3 reps a businessperson really wants to see on the Board.

+++++

The pedestrian-only Dundas St. mall that was proposed by the Board of the B.I.A. was originally scheduled for May 23, a week from now. At press time, Random Notes does not know if the closing of traffic from the main throughfare will be attempted later this summer. This will be decided at the Board meeting on Tuesday, May 12, covered elsewhere in the Bulletin.

At this time, despite the fact that the concept was to go into effect May 23, London Transit officials, City Engineer, City Clerk & City Administrator have not even received a copy of the Laventhol Draft Report (on the closing) which details the plan. Thus, the administrations and thus the elected officials will need about 4 to 6 months to even consider & approve any such proposal. The transit company and most city depts.(Traffic, Engineering) have not yet been approached on the idea.

So whether you favour a mall concept or oppose it, you won't see it this year anyway.

+++++

A downtown consumer, Ted Burke, wrote a letter to the Free Press, in the May' 4th Letters section, reprinted here. Not a "New Waver", that's for certain.

## Hotel wall 'eyesore'

Sir: Driving east on King Street from Ridout Street one cannot help but notice the graffiti scrawled on the west wall of the old Clarendon Hotel (now the Cedar Hotel). This disgusting eyesore has been there for quite some time.

I'm sure we must have a city ordinance or a statute prohibiting this kind of a display.

We will soon be having an influx of tourists and the last thing we want to do is make a bad impression on them. We do want them to return.

The area in question is bad enough from a standpoint of being a clean section of our city, without adding this to the situation.

Further, we have just completed the beautification of the old courthouse, and adjacent land, and that is only a block away from this eyesore.

London TED BURKE

+++++

The Council refused to permit Digital Advertising Ltd. to place an electronic, moving-letters sign at the South-east corner of Wellington St. and Rowntree Ave., despite claims that this is the route advertising signs are going. The reason Council refused the request was that this type of advertising might cause traffic accidents resulting from distracted motorists.

Random Notes ponders if City Council couldn't use that kind of logic on any kind of street side advertising; Porta-Signs, billboards, sandwich boards, etc. Lets face it, any advertising that is effective will distract you momentarily.

Jim Tiller (alderman, Ward 5) was concerned about "the lack of control over portable signs"(quotes from Free Press, May 5) and referred to them as "a blinking blight that is spreading throughout the city".

Joe Fontana(Ald. Ward 3) came to the rescue of the right to place signs of any kind, with "If we are going to worry about distracting motorists, we'd better outlaw airplanes towing signs across the sky and Labatt's balloons".



# B.I.A. board meeting TUES.MAY 12

## FOR 1981... NO MALL

The Board of Management of the Downtown B.I.A. has called a general meeting at Centennial Hall at 5.30 p.m., Wednesday, June 24, so members may hear & discuss Board proposals for the future.

All merchants are bound by law to be members (Ed. note -where is freedom of association when we need it?) if they are in the area bounded by Waterloo/Queens/Ridout & York. A tax averaging about \$160 is added onto merchant business tax bills.

The merchants will vote at this meeting as to; 1) what promotional logo(design) & slogan shall be used in promoting the downtown & 2) whether Dundas St. should be a closed-traffic pedestrian mall next summer.

Information supplied from a \$7,000 study on the feasibility of a mall will be mailed out to members (approx. 900) at the end of May or early June.

This report, a 60 page draft commissioned by the Board with the levied money, is being made available to the MetroBulletin on May 29, so we will have highlights of the report in our next issue, out a week before the general meeting.

(Editors note - The MetroBulletin encourages all letters of comment pro or con in its letters page: so influence your fellow businessperson NOW! Write! Deadline for letters June 10)

Another Board member has resigned, Paul Smith, of Smith Cheesés (in the Market) citing lack of time. Arnold Shykofsky resigned also recently. The two vacancies will be filled by appointment by the Board. The possibility of elections to the Board, favoured by City Hall liason-to-the-Board Alderman Frank Flitton, was not discussed and curiously will not be prominent if at all mentioned at the annual meeting.

In other matters:

\* Jerry Davies of Totalmarketing Inc. (responsible for last year's "Discover Downtown -Its Luverly") submitted a letter declining to compete with 4 other firms for the B.I.A. Promotional concept for 1981-1982; apparently feeling last years campaign was their best effort & should be retained. (????!!!!-Editor)

\* Michael Lerner of Lerner & Associates has been retained by the Board to appear at the OMB Hearings to protest & ask refusal of White-Oaks' application for expansion. So much for free-enterprise. (It seems that between Jerry Davies of Totalmarketing, Michael Lerner, and various members of the Board, we'll soon have the whole Liberal establishment of London in on the B.I.A. -Editor)

\* 43 applications for the position of Executive Director have been received by the Board. The \$25,000 - \$30,000 a year job will be filled by July 1. (43 people know a cushy job when they see one -Editor)

\* Attending a seminar on B.I.A. Management (to which your Editor dutifully attended as well), Board member Margaret Atchison found:

" Other B.I.A.'s are having the same problems as us " &

" we found that the most successful B.I.A.'s were ones that devoted all their funds to physical beautification of their area. "

The Board member from Artistic Ladies Wear(Ms. Atchison)blasted liason Frank Flitton for his lukewarm support of Board initiatives;

" Other Boards told me that the best way to handle criticism is to get rid of a Council member who does not see things your way" -looking directly at Mr. Flitton & indicating to him.

This way, Ms. Atchison explained, an enthusiastic Counsellor(who would replace the "bad" councillor) can lobby the rest of Council & get their co-operation. At no point did your Editor understand how this would help "handle " or resolve criticism. It looked like the fastest route to ignore problems and cover up authentic opposition. Mr. Flitton refused " to be a Yes Man just to make it easier for the Board."

A CORECTION: In the Zoning article, "ROYAL TRUST BUILDING"should be "NATIONAL BANK"



## *Mall plan ignores merchants*

WINDSOR (Staff) — Part of Windsor's main downtown street will be closed this summer — even though merchants want it open.

Mayor Bert Weeks told the annual conference of the Ontario Municipal Administrators Association Friday that two blocks of Ouellette Avenue in the heart of Windsor's downtown will be closed as a pedestrian mall experiment for July and August.

"If it works, we'll probably do it again next summer," Weeks said in an interview.

The closure from Park to Chatham streets is strictly city council's idea to try a pedestrian mall, Weeks said. "The merchants are opposed to closing it off. Council . . . decided to do

it for a two-month period. It wasn't an easy decision to make."

In London, the downtown business improvement area board of directors has proposed closing Dundas

### **IS THIS ARROGANT OR IS THIS ARROGANT?**

(Free Press, May 9)

Street from Ridout to Wellington streets this summer.

Some merchants have circulated a petition opposing the London scheme and it has yet to go before city council.

Weeks told the municipal administrators that Windsor has made great strides in beautifying the city and improving the parks system along the Detroit River in recent years despite employment problems in the auto industry.

Even with an ailing economy, Windsor is still Canada's leading per capita contributor to the United Way, he said. "On our Easter Seal drive, we led Canada in per capita giving."

But that's what the downtown merchants of Windsor could have expected. In a very real but politically naive way, THEY ASKED FOR THIS.

The Downtown Windsor B.I.A., over the last 2 years, has poured over \$150,000 into physical renovations for the downtown.

Their BIG MISTAKE came when the B.I.A. asked the City Of Windsor to contribute additional cash: \$400,000 of it.

The City did so, and as you can guess, now the politicians feel they have a vested interest in downtown that transcends the very opinion and attitudes of the downtown merchants. The proverbial strings attached.

Now Windsor City Council feels the downtown is their responsibility NOT the merchants. In future, expect Windsor City Council to make all the decisions on what shall happen downtown, not merchants.

The Windsor B.I.A. was helpless to oppose the City's plans because they asked the City for the massive investment in the first place. Notwithstanding the fact that the B.I.A. exists and receives its money by the grace of Council.

So much for the B.I.A. claims that they are an effective lobbying force at City Government.

The City giveth and the City taketh away.

If fools are so inclined to ask.

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This reminds me of "the annual B.I.A. meeting " held last June to introduce the "awareness campaign " that hailed the questionable ad campaign " Discover Downtown- Its Luvrly ".

One remark that always sticks out in my mind, and this ought to go down in history, was by Norton Wolf, a long-time downtown merchant:

" I think the B.I.A. is the greatest thing since sliced bread. "

Mr. Wolf currently has on the Board of Management his employees Hal Sorrenti and Margaret Achison, respectively of Carleton Realty & Artistic Ladies Wear.

+++++

Next month we will have an analysis of the London Transit system. Why their new buses are considered so uncomfortable, why ridership is down significantly since before the 11 day bus strike last year, and how the bus company made money before 1972. This city government subsidizes the LTC to the tune of 1,300,000 dollars this year. We would have had it this issue but a certain administrator wouldn't give me any information until he had talked with me as to what I wanted to do with it. None of your business, Mr. Administrator. Please now, can I have this public information.No strings?



Sir;

I am appalled at the poor upkeep of the sidewalks in the main part of the downtown. I understand there is a city by-law which requires the merchants to keep the sidewalk in front of their establishment clean & clear.

Last Monday when I went downtown, the sidewalks were a disgrace. Evidently, there is no attempt to have the sidewalks swept over the weekend, but at least on Monday morning the merchants should show enough pride to sweep them.

During this past week we have been honoured to have visitors from abroad to take part in the Silver Broom. Although it is has frequently been mentioned on the media what a boon it is to the city, I should think the city managers would be ashamed at the appearance of the streets downtown.

In the winter, the sidewalks downtown were so rough with ice and snow, pedestrians had difficulty getting to the stores.

I, for one, want the downtown area to survive and flourish, but if we can't walk the streets, how can we patronize the merchants?

It seems to me that in this climate, it would be an advantage for the city to have built permanent canopies at the first floor level to protect the streets.

The, at the Richmond and Dundas St. intersection, the bus area was so crowded, one could not proceed through.

When the building at Carling & Richmond (northwest corner) was torn down, it seemed such a perfect location for a turn-in loading southbound buses.

Why Canadians can't learn to queue-up as they do in London, England is a conundrum. I really think that Public Relations at City Hall could do a better job of educating the public.

Another plan which the City has been promoting regarding the construction of 4 bus-transfer terminals could be better replaced by having the buses pull into malls where people could transfer. This is done in Ottawa, a city the same size as London.

Mrs. H.M. Charlton  
Ridout St. London.  
March 28, 1981.

(Too many buses are pulling into those malls already! -Ed.)

(continued from page 12)

#### OUTDOOR CAFES IN DOWNTOWN

The Poachers' Arms will be making their restaurant significantly more visible with the addition of an outdoor dining area, due to open in mid-June.

The Poachers' has been open since last November.

The facade of the rich, wood textured restaurant & the building does not indicate the existence of a restaurant inside. Inside the first entrance, one has a choice of stairs going both up and down and a door straight ahead.

The restaurant requires something to more clearly indicate it is there. Certainly a dining area in front, 735 ft. (usable) should help. The monthly charge for use of city property is \$186 per month plus applicable taxes.

Pickles Restaurant (Oxford & Richmond) will be leasing a small 8' x 10' area which will accommodate 2 or 3 tables beginning this May.

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## A FREE PLUG

### KIOSKS NOW FOR RENT BY

The Downtown Kiosk Management (a fancy name for Marc Emery's kiosks downtown) are being booked NOW for space available in June. Many good locations still available.

As you know, all display kiosks are maintained & cleaned regularly.

Rates are very good, and the market response to your advertising in them will prove excellent.

Over 100,000 people pass key locations each month. At the peak visibility locations, this bargain will only cost \$65 per month. This includes design, cleaning, insurance and props. A great deal!

The best locations are \$65 each, but many ideal kiosks available from \$25 to \$55 each.

Where else can you get 24 hour coverage, 30 straight days, illuminated at night, in 3 dimensions for that kind of price?

Call Marc at 438-4991 for more wonderful reasons why you'll make lots of money off his generous nature.



# SUBSCRIBE NOW!

really discourage this trend. The more office buildings and the fewer retail outlets in our area could provide us with a more stable economy from our point of view.

This situation would create more lunch-hour/afterwork consumers. These consumers will be channelled into fewer businesses than if City planners force the core to be occupied by retail outlets (by zoning), a decided advantage to the retailers already downtown.

Retail growth recently seems to be on Richmond Row, particularly Village Corners, the south-west and south-east corners of Richmond & Oxford St. The rest of Richmond Row is experiencing refurbishing & growth.

The co-ordinated sales & promotions for the "Row" are done in voluntary association with the merchants in the area. Dues are over \$300 per year, yet not compulsory. All but a few businesses contribute. Property owners also participate in promotion and the preservation of the "Row" concept.

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continued from page 4

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## the MetroBulletin

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DELIVER  
TO:

What is the Downtown London MetroBulletin?

Its a project by Marc Emery, a downtown businessperson: owner of City Lights Bookshop at 356 Richmond St. and the Downtown Kiosk Management (the glass & blue tile display booths).

The MetroBulletin is not affiliated with any downtown organization. Please note there are NO BOWLER HATS on our pages.

Most of you are familiar with Mr. Emery in the context of troublemaker or trouble-shooter, depending on what side of the fence you're on when he's firing his broadsides.

The MetroBulletin contains a wealth of facts, updates, deep research, criticisms, and suggestions. Weaponry to help the Downtown London businessperson deal with City Hall and our competition outside and within the downtown.

Every month on the 15th, this 16 page report will wing its way to subscribers at only \$10 a whole year. Order forms are included in this issue.

Permeating all articles will be an advocacy of a free market, reduced government interference & foolishness, and open, unrestricted competition.

We feel you should know what you're going to get. Our bias is unabashed free enterprise.

The typing & layout is done with limited resources to keep the cost of the MetroBulletin very low, and hence our subscription price. Please excuse the large number of typos, disjointedly laid out sentences and run-on sentences. Mr. Emery writes a great deal like he talks.

Sort of non-stop.

Fortunately, he is usually right on target.

Our subject matter is anything our subscribers downtown want us to research.

If you would like information on subjects downtown, or would like advice on how to deal with the red tape at City Hall, how to organize, start petitions, etc., give us a call. We give out facts, charts, maps, advice; all free except for photocopy costs.

If you subscribe.

---The Editor.