

# Planning Justification Report

in support of  
Applications for Official Plan & Zoning Bylaw Amendments

Highway 11 & Crimson King Way  
Town of East Gwillimbury  
Region of York



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GS File 22-15

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## 1.0 Introduction

### 1.1 Purpose

Groundswell Urban Planners Inc. has been retained by Samuel Lount Development Corporation; 731011 Ontario Ltd, the 'Owners', of the subject property to permit a commercial and industrial development on the northwest corner of Highway 11 and Crimson King Way, legally described as: Part of Lots 107, 108, 109, Concession 1, Block 27, Registered Plan number 65M-2671) in the Township of East Gwillimbury to submit planning applications to permit a proposed Commercial development. The subject property consists of one (1) parcel of record with dual zoning and a frontage of approximately 198.9m along Crimson King Way and a total area of approximately 70, 234 sq.m (7.02 ha).

This Planning Justification Report supports Zoning By-law Amendment (ZBA) and Official Plan Amendment (OPA) applications, pursuant to the *Planning Act*, to amend the Town's Zoning By-law 2018-043 and Official Plan. From a land use perspective, the proposed development is consistent with numerous policy directions and promotes an efficient and compatible land use on serviced lands within an existing community. Furthermore, it provides for an extension of the proposed uses of the lands to the north and would permit for an appropriate transition to more commercial uses in the future.

### 1.2 Report Structure

This report will provide a brief description of the subject site and undertake an analysis and justification of the proposal against relevant municipal, regional, and provincial planning policies. A comprehensive review of the Provincial Policy Statement, Growth Plan for the Greater Golden Horseshoe, York Region Official Plan, the Town of East Gwillimbury Official Plan, and the Town of East Gwillimbury Zoning by-law 2018-043. The report will identify the main supporting policy areas contained within the above policy documents, along with a detailed assessment of the relevant municipal planning documents.

In addition to this Planning Report, the following multi-disciplinary consultants have also been retained to prepare the following plans and reports in support of the associated applications:

- **Soil Investigation prepared by Soil Engineers Ltd.**
- **Stormwater Management Report prepared by WSP**
- **Functional Servicing Report prepared by WSP**
- **Traffic Impact Study prepared by WSP**

The reports above have been reviewed and referred to as input into the planning analysis and justification of this report. For additional details in relation to any of the associated content of the documents, reference should be made directly to the original document.



### 1.3 Site Context

The subject site is located at the northeast corner of Highway 11 and Crimson King Way within the community of Hollands Landing in the Town of East Gwillimbury. The subject property has a total lot area of 22.604 acres (9.147 hectares) and has been partially excavated and levelled. A sales trailer is located on the southwest corner of the parcel, along the Crimson King Way frontage.

The legal description of the subject site is “PART OF LOTS 107, 108, 109, CONCESSION 1, BLOCK 27, REGISTERED PLAN NUMBER 65M-2671.”



Figure 1: Site Context

As part of the broader context, the subject property forms a portion of the lands that were included in the 2010 Town approved revisions (red-lined revisions) to the Draft Approved Plans. The redlined revisions were revisions to the 1997 Ontario Municipal Board (OMB) approved draft plans, which included Official Plan Amendment #60 (OPA).

As outlined in OPA 60, the subject site is designated ‘Community Commercial’ which was intended to accommodate a large food store to anchor a range of uses including retail, office, financial, personal and business services and the ‘Business Park’ designation provided for additional uses including office buildings, research and development, light industrial, specialized commercial and institutional uses and were outlined further in the Zoning By-law. The Owner anticipates that when the long-term demand in the market shifts for the subject site, those longer-term uses will be accommodated.

The subject property is dually-designated, as shown on Schedule 'A' of the East Gwillimbury Official Plan, as Employment Area (northern section) and Community Area (southern section) and dually zoned under the East Gwillimbury Zoning By-law 2018-043 as Prestige Employment Area (M1) on the northern section of the property, and Neighbourhood Commercial Area (C4) on the southern section of the property.

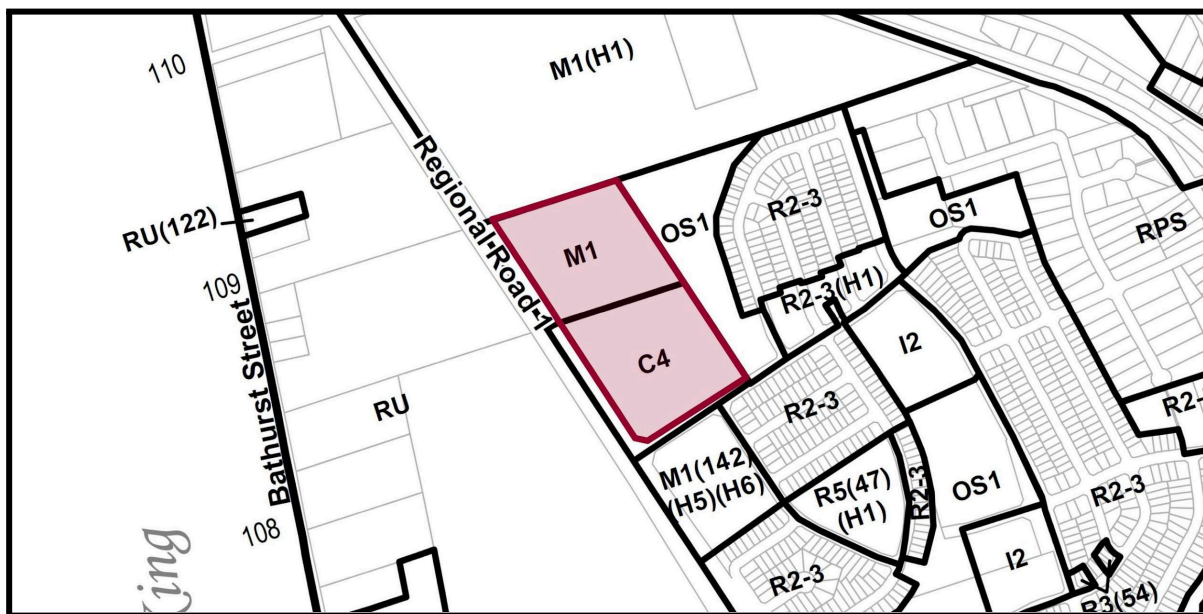


Figure 2: Zoning By-law 2018-043 Map 1

A site plan application has been submitted separately for the northern portion of the subject property (shown as M1 in Figure 2) and does not form part of this application.



## 1.4 Surrounding Context and Surrounding Development Applications

The subject site is bound by the following uses:

### North

To the north, the subject property abuts farmland, zoned as Prestige Employment Land (M1). The land itself is currently vacant, with sparse trees and earthworks to level the ground. Further north is a mix of rural use land, residential private services, and employment lands.



Figure 3: North Portion of Subject Land

## East

The lands to the east of the subject lands are Open Space (OS1), beyond which are single-detached residential buildings on a mixture of small and large lots. The buildings are a mixture of one (1) storey and two (2) storey single family homes. Within this residential development is Samuel Lount Park with two small ponds and sparse trees.



Figure 4: Residential Dwellings East of Subject Land



## South

The lands to the south of the subject lands are future residential and employment development. The land is currently under active construction. The buildings are a mixture of two (2) storey single family homes and three (3) storey multi-unit homes.



Figure 5: Lands South of Crimson King Way

## West

To the west, the subject property abuts Highway 11. The lands to the west of Highway 11 are rural and undeveloped.



The 9.12ha subject property is located at the northeast corner of Crimson King Way and Highway 11 in the Town of East Gwillimbury. The development is proposed in two (2) phases, a site plan application has previously been submitted to the Town for the northern portion of the lands. This current application refers to the southern portion, phase 2, of the proposed development and encompasses an area of approximately 7.00ha. The proposal consists of a commercial/industrial development consisting of 3 (three) buildings, to permit industrial, warehousing, distribution centre and a grocery store.

[illegible]

Access to the subject site is provided from the existing street network and access points, two (2) along Crimson King Way and one (1) along Highway 11, for a total of three (3) access points. These existing access locations will connect to a private internal roadway. The most westerly access point along Crimson King Way forms part of a logical intersection with Crimson King Way and Clover Ridge Avenue. Access into the site is existing and provides appropriate site connectivity and maintains safe and efficiently-designed intersections.

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The entrance ways have some added design with sloped roofs and glass panels to provide visual interest.

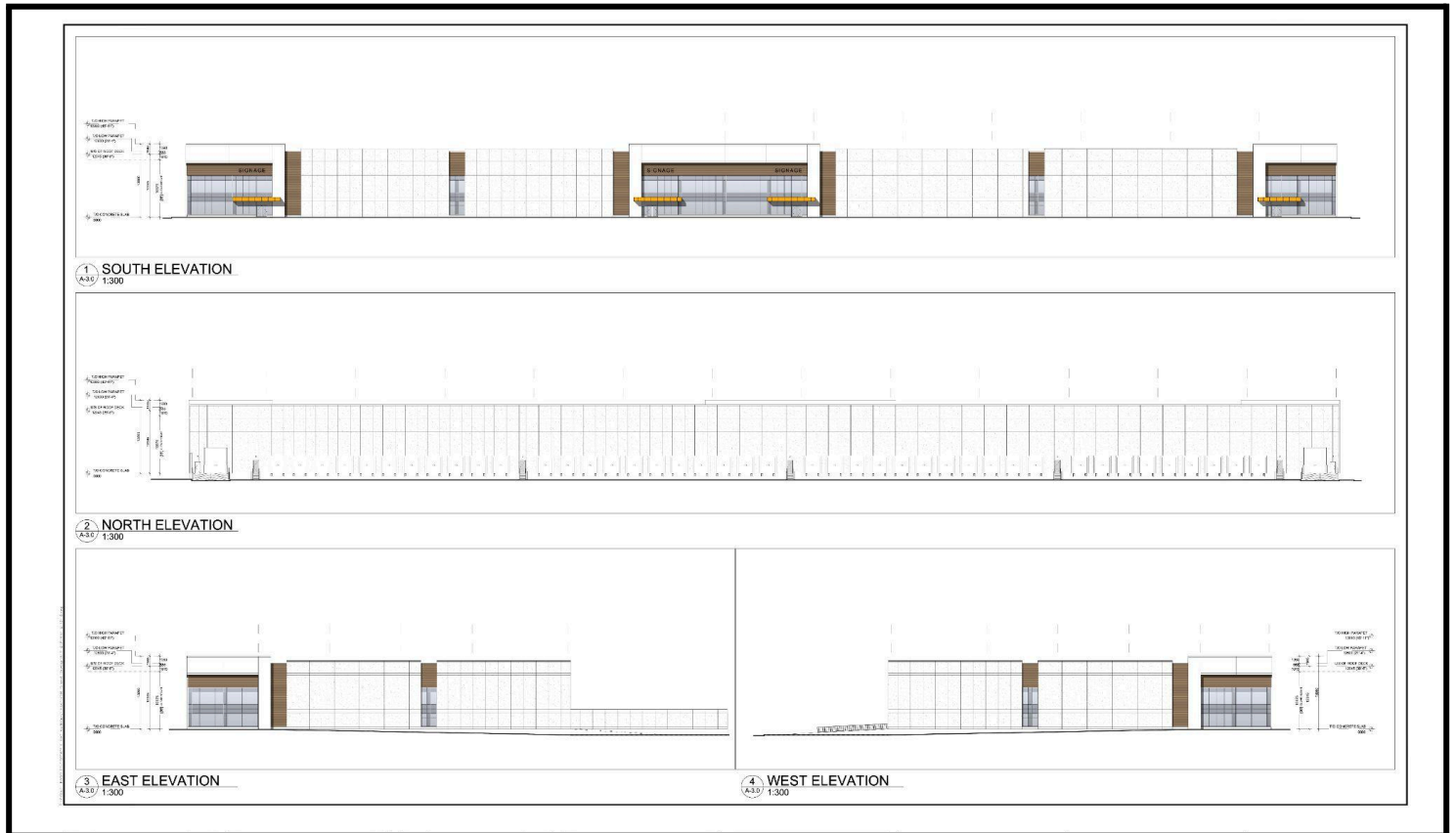


Figure 7: Exterior Elevations

## **3.0 Proposed Planning Act Applications**

### **3.1 Official Plan Amendment**

The subject site is designated Neighbourhood Commercial within a local corridor which permits a range of commercial and business uses.

An Official Plan Amendment is included with this submission to allow for additional permitted uses to the Neighbourhood Commercial designation. Specifically, this application requests additional uses of “Industrial Mall, Industrial Use, Warehouse, Wholesale Establishment and Grocery Store” as permitted uses within the Neighbourhood Commercial designation.

A draft of the Official Plan Amendment is attached to this report as Appendix 8.2.

### **3.2 Zoning By-law Amendment**

A Zoning By-law Amendment is provided to permit additional uses to the permitted uses for the C4 Zone. The subject site is zoned C4 (*Neighbourhood Commercial*) under By-law 2018-043 which permits a range of commercial, personal service and retail uses.

A site-specific Zoning By-law Amendment application is submitted to permit additional uses of “Industrial Mall, Industrial Use, Warehouse, Wholesale Establishment and Grocery Store” as permitted uses and appropriate zone standards within the C4 zone.

A draft of the Zoning By-law Amendment is attached to this report as Appendix 8.3.



## 4.0 Supporting Reports and Studies

A number of reports/materials are required in accordance with the complete submission requirements set out in the *Planning Act*. These requirements are also consistent with the policies of the Town of East Gwillimbury as it relates to application requirements for the Official Plan Amendment and Zoning By-law Amendment applications. The following reports/materials were reviewed for this report and submission:

- **Soil Investigation prepared by Soil Engineers Ltd.**
- **Stormwater Management Report prepared by WSP**
- **Functional Servicing Report prepared by WSP**
- **Traffic Impact Study prepared by WSP**

The reports detail the technical merits and policies of the proposed use and development, and cumulatively justify the proposed Official Plan Amendment and Zoning By-law Amendment. A summary of the findings from each report is included below; for detailed information refer to the associated original technical report documents.

### 4.1 Soil Investigation

The soil investigation report, prepared by Soil Engineers Ltd. in 2009, was conducted for a proposed Mixed-Use Development on the subject site. The purpose of the investigation was to reveal the subsurface conditions and to determine the engineering properties of the disclosed soils for the design and construction of the proposed project.

The investigation area is bounded by Highway 11 to the west and Holland Landing Road to the east, and farmlands to the north. There is an existing residential subdivision to the east of the subject property.

The ground surface of the site is generally undulated and consists of weed-covered farm fields and wooded areas with the Holland River tributaries meandering in a gentle to moderate ravine across the property in an east to west and north to south direction. This investigation was undertaken with the understanding that this property will be subdivided into low and medium density residential blocks, business park, parkland, schools, schools, and stormwater management ponds.

This investigation has disclosed that beneath a topsoil veneer, topsoil fill, and/or sandy silt fill, the site is underlain by a complex stratigraphy of silty clay till, silty clay, sandy silt till, silty sand till, sandy silt, silty fine sand, fine sand, fine to coarse sand, and sandy gravel. The sands and silts were often found in the northern sector and the clay and tills in the central and southern sectors of the investigated areas.

Excavation of certain fills will be required to support below-grade building foundations. Excavation has begun on the northern portion of the land. The revealed subsurface conditions are generally suitable for an on-grade building construction. The proposed development is intended as an on-grade construction.

## 4.2 Stormwater Management Report

The stormwater management report was prepared by WSP in December 2022 for the subject site. The stormwater management plan's objectives are to:

- Determine site specific stormwater management requirements to ensure that the proposals are in conformance with the Town and LSRCA guidelines.
- Evaluate various stormwater management practices that meet the requirements of the Town and LSRCA and recommend a preferred preliminary strategy.
- Prepare a Stormwater Management (SWM) report documenting the strategy along with the technical information necessary for the justification and sizing of the proposed stormwater management facilities

A stormwater management plan has been prepared to support the Site Plan Application (SPA) for the proposed development known as West Holland Landing Employment Lands located at the northeast corner of Highway 11 and Crimson King Way. The findings from this report demonstrate that the proposed SWM strategy will address stormwater management related impacts from this project and meet the intent of the Town's and Conservation Authority's criteria and guidelines and supports the proposed Official Plan Amendment and Zoning By-Law Amendment. The key points summarized in the conclusion of the report are:

- **Water Balance:** The current strategy is to retain the 5 mm runoff volume on site, a site wide capture equivalent to 388 m<sup>3</sup> for infiltration and evapotranspiration. A minimum water reuse volume of 400 m<sup>3</sup> will be provided in the stone layer portion (sump) of the infiltration chamber. The volume of water stored in the sump will be infiltrated, however, confirmation of infiltration feasibility is dependent on hydrogeology and geotechnical investigations to be conducted later on in the design stage.
- **Water Quality:** Site generated runoff is captured and conveyed to the existing SWM Pond with a portion flowing through an existing OGS (HG10) prior to discharge. The OGS unit provides 89% TSS removal while the existing SWM Pond was designed to provide 80% TSS removal. By utilizing the treatment train approach quality treatment objectives are satisfied.
- **Phosphorus Budget:** Phosphorus loadings requirements were not identified in the Master Servicing Report. As such, the requirement to reduce post-development phosphorus loadings to pre-development levels is not required. The existing SWM Pond along with the proposed infiltration trenches will provide a phosphorus removal rate of 73%, which exceeds the criteria, thus requiring offset remittance.
- **Erosion Control:** The Site is larger than 2 ha and thus the Site is required to retain and release the runoff from a 25 mm design storm over a period of at least 24 hours. The existing SWM Pond W03 was designed to provide erosion control for the Site based on a 2-hour 25 mm Chicago storm event and the 4-hour 25 mm Chicago storm event.
- **Water Quantity:** The existing SWM Pond is designed to provide the required water quantity control for the subdivision, which includes the Site. While the Site imperviousness, 85%, is below the design imperviousness of SWM Pond W02 (87%), and thus not requiring on-site controls, to reduce the peak flows entering the storm sewers and minimize on-site storm sewer pipe sizes, control roof drains and rooftop storage was utilised to attenuate runoff from the roof area. To reduce peak flows entering minor system storm sewers, roof drains, and rooftop storage was utilized.

### **4.3 Functional Servicing Report**

The Functional Servicing Report prepared by WSP in December 2022 provides the conceptual framework for water distribution, sanitary sewage, and storm drainage for the development of this site. The proposed development will source water through the Town's existing watermain on Crimson King Way. Sizing and location of the proposed water services to the proposed building will be coordinated with a mechanical consultant.

The proposed development will have private sanitary sewers. Storm drainage has been calculated for 100-year storm events and smaller, which will be collected on-site via storm sewers and conveyed to the existing stormwater management pond via previously approved outlets. This existing stormwater management pond also fulfills the phosphorus removal, erosion control, water quantity and water quality requirements for the site.

The grading of the site and roads for drainage will generally follow along the existing drainage patterns. Minor storm drainage will be conveyed towards catch basins and catch basin manholes. Major storm drainage will be directed away from proposed and existing structures to approved outlet points.

The report concludes that the proposed development can be provided with municipal services and the addition of private sewers, that the stormwater management criteria can be achieved, and that the proposed development can be graded in a manner which satisfies the Town's grading criteria and the stormwater management requirements for this development.

### **4.4 Transportation Impact Study and Transportation Demand Management**

A Transportation Impact Study was prepared by WSP in June 2023, to evaluate impacts on the local transportation network related to the proposed development and to evaluate the proposed parking and loading arrangement. It is expected that the proposed development can be readily accommodated by the study area transportation network.

The proposed auto parking arrangements will also adequately serve the needs of the subject development based on the proposed supply. The loading requirements of the buildings and all the loading spades can be accessed adequately.



## 5.0 Policy Overview and Analysis

This section of the report provides a review and analysis of the following documents to assist in determining the appropriateness and desirability of the development proposal for the subject lands, including the associated Official Plan Amendment and Zoning By-Law Amendment, having regard to the current policy and regulatory framework.

### 5.1 Provincial Policy Statement (2020)

The 2020 Provincial Policy Statement (PPS) is issued under the authority of Section 3 of the *Planning Act* and, “...provides policy directions on matters of provincial interest related to land use planning and development”. The PPS requires that decisions affecting planning matters “shall be consistent with” the policy statements established by the Plan.

The following PPS policies are of importance to the development of the subject site:

#### **Section 1.1 Managing and Directing Land Use to Achieve Efficient and Resilient Development and Land Use Patterns**

1.1.1. a) *Promoting efficient development and land use patterns which sustain the financial well-being of the Province and municipalities over the long term*

b) *Accommodating an appropriate affordable and market-based range and mix of residential types (including single-detached, additional residential units, multi-unit housing, affordable housing and housing for older persons), employment (including industrial and commercial), institutional (including places of worship, cemeteries and long-term care homes), recreation, park and open space, and other uses to meet long-term needs*

#### **Section 1.1.3 Settlement Areas**

1.1.3. 1) *Settlement areas shall be the focus of growth and development.*

#### **Section 1.3 Employment**

1.3.1. a) *providing for an appropriate mix and range of employment, institutional, and broader mixed uses to meet long-term needs;*

b) *Providing opportunities for a diversified economic base, including maintaining a range and choice of suitable sites for employment uses which support a wide range of economic activities and ancillary uses, and take into account the needs of existing and future businesses*

c) *facilitating the conditions for economic investment by identifying strategic sites for investment, monitoring the availability and suitability of employment sites, including market-ready sites, and seeking to address potential barriers to investment;*

d) *Encouraging compact, mixed-use development that incorporates compatible employment uses to support liveable and resilient communities, with consideration of housing policy 1.4; and*

e) *Ensuring the necessary infrastructure is provided to support current and projected needs.*

### Section 1.3.2 Employment Areas

1.3.2. 1) *Planning authorities shall plan for, protect and preserve employment areas for current and future uses and ensure that the necessary infrastructure is provided to support current and projected needs.*

### 1.7 Long Term Economic Prosperity

1.7.1. *Long-term economic prosperity should be supported by:*

- a) promoting opportunities for economic development and community investment-readiness;*
- c) Optimizing the long-term availability and use of land, resources, infrastructure and public service facilities*

The proposed development facilitates an opportunity to promote economic development on the subject site in the near term otherwise it would remain underutilized until viable commercial opportunities are able to be supported for the long term.

## 5.2 A Place to Grow: Growth plan for the Greater Golden Horseshoe (2020)

The 2020 A Place to Grow: Growth Plan for the Greater Golden Horseshoe (Growth Plan) was introduced under the Places to Grow Act (2005) is the Ontario government's initiative to plan for growth and development that supports economic prosperity, protects the environment, and helps communities achieve a high quality of life. .

The subject site is located along an 'Existing Higher Order Transit' as shown on Schedule 2 of the Growth Plan - A Place to Grow Concept (Figure 8)

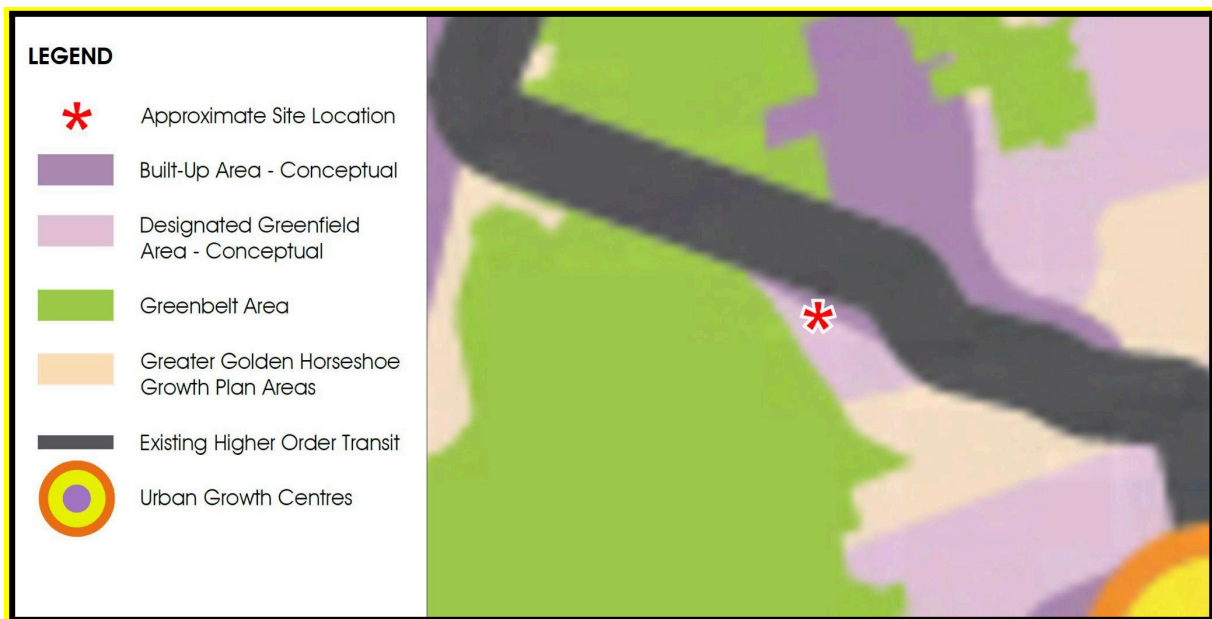


Figure 8: Schedule 2 - A place to grow concept

The following Growth Plan policies are relevant to the redevelopment of the subject site:

### **1.2.1 Guiding Principles**

- *Provide flexibility to capitalize on new economic and employment opportunities as they emerge, while providing certainty for traditional industries, including resource-based sectors.*

### **2.2.1 Managing Growth**

4. Applying the policies of this Plan will support the achievement of complete communities that:

*4.a) Feature a diverse mix of land uses, including residential and employment uses, and convenient access to local stores, services, and public service facilities*

*2.2.4 Transit Corridors and Station Areas policies state that “Planning will be prioritized for major transit station areas on priority transit corridors”.*

*2.2.4.6 Within major transit station areas on priority transit corridors or subway lines, land uses and built form that would adversely affect the achievement of the minimum density targets in this Plan will be prohibited.*

### **2.2.5 Employment**

1. Economic development and competitiveness in the GGH will be promoted by:

*a) Making more efficient use of existing employment areas and vacant and underutilized employment lands and increasing employment densities*

*5. Municipalities should designate and preserve lands within settlement areas located adjacent to or near major goods movement facilities and corridors, including major highway interchanges, as areas for manufacturing, warehousing and logistics, and appropriate associated uses and ancillary facilities*

*15. The retail sector will be supported by promoting compact built form and intensification of retail and service uses and areas and encouraging the integration of those uses with other land uses to support the achievement of complete communities.*

The proposed development supports the Growth Plan objectives through economic development within an existing transit network. The proposed uses are consistent for the objectives of employment areas as defined and represent an efficient use of the existing road network and infrastructure. The proposed development represents an appropriate and efficient use of land and contributes towards the achievement of a complete community for the Town of East Gwillimbury.

## **5.3 Regional Municipality of York Official Plan (2022)**

York Region Council adopted the 2022 York Region Official Plan (YROP) in June 2022 and the Minister of Municipal Affairs and Housing approved the Plan in November 2023 and subsequently in 2024. The provincial review of modifications to the YROP between 2022-2024 is not considered to impact the subject site.

The subject site is designated dually ‘Community Area’ within the ‘Urban Area’ as shown on Map 1A, Figure 9. The northern portion of the subject site is designated ‘Employment Area’:



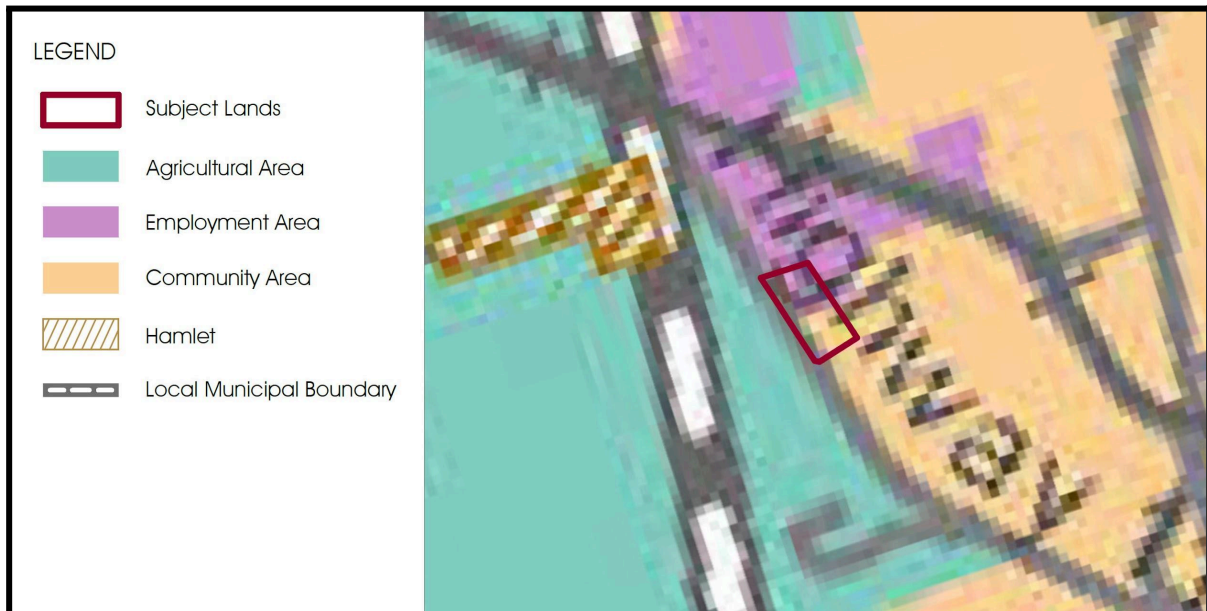


Figure 9: Map 1A - Land Use Designations

### 1.3 Regional Vision and Goals

2.To enhance York Region’s urban structure through a comprehensive integrate growth management process that provides for healthy, sustainable, complete communities with a strong economic base.

7. To ensure resiliency and the ability to adapt to changing economic and environmental conditions and increasing social diversity.

### 1.4 Key Guiding Principles

4. *Identification and protection of employment lands for the long-term in a well-designed and intensified built form primarily for goods and service producing business and industrial developments.*

10. *A full cost/benefit accounting approach to land use and infrastructure planning that considers the economic, environmental and social costs.*

### 2.1 Regional Structure

*It is the policy of Council*

2.1.3 *That the Regional Structure consists of land use designations on Map 1A. The Plan includes specific goals, objectives, policies and permitted uses for each land use designation that govern development.*

*Land use designations include:*

- a. *Community Areas, where residential, population-related employment and community services are directed to accommodate concentrations of existing and future population and employment growth;*
- b. *Employment Areas, where clusters of industrial, business, transportation, warehousing and related economic activities are directed and where residential uses are prohibited;*

*2.3.15 That local municipalities shall review opportunities to enhance areas in existing communities, where appropriate, by:*

*h. Enhancing connections between Community Areas and Employment Areas.*

New economic growth is seen as a driver of complete communities and assists in facilitating creativity, fostering innovation and creating a vibrant York Region.

*It is the policy of Council:*

*2.3.46 To integrate and align land use planning and economic development goals and strategies to retain and attract investment and employment.*

*It is the policy of Council:*

*4.2.1 That Community Areas, identified on Map 1A, are where the majority of residents, personal services, retail, arts, culture, recreational facilities and human services needs, will be located. Employment opportunities shall also be encouraged within Community Areas.*

*It is the policy of Council:*

*4.2.4 That local municipalities shall provide for a balance of residential uses and compatible employment uses that provide services to residents throughout Community Areas to provide for working, living and daily activities in close proximity.*

*4.2.5 That local municipalities encourage and permit live-work development opportunities through a combination of flexible zoning permissions and accommodations for combined residential and business or personal services, office uses, and home occupations.*

*4.2.6 That the development of sensitive land uses, major retail uses or major office uses will avoid, or where avoidance is not possible, minimize and mitigate adverse impacts on Employment Areas in order to maintain land use compatibility and long-term viability of the planned uses and function of these areas.*

#### **4.3 Employment Areas**

4.3.1 To recognize that Employment Areas are strategic and vital to the Regional economy and are major drivers of economic activity in York Region.

4.3.2 That Employment Areas identified on Map 1A be maintained and protected to meet York Region's forecast and land need requirements for Employment Areas.

**Definitions:**

Employment Area

Areas designated in an official plan for clusters of business and economic activities including, but not limited to, manufacturing, warehousing, offices, and associated retail and ancillary facilities.

Supporting Employment Area

Employment Areas and/or portions of Employment Areas to be designated in local official plans that are on the periphery of Employment Areas and/or may be candidates for mixed employment uses because of their location within existing or proposed intensification areas. This generally includes Employment Areas that:

- a. are adjacent to major Regional arterial roads or on the fringe of Employment Areas;
- b. have significant portions of commercial, retail, and/or other service or knowledge-based uses;
- c. are directly abutting or in close proximity to residential or other sensitive uses and could benefit from more appropriate buffering from existing or future employment uses that may be incompatible. Examples include noxious uses, clusters of manufacturing or other traditional employment uses.

The policies of the Region of York Official Plan encourage flexible zoning permissions and accommodations within Community Areas to promote a desirable place to live and work. It is intended that the local municipality further refine the location and specific employment uses as well as the adjacent land uses.

Furthermore, the long term vision and goals of the YROP, as outlined, recognize the need to adapt to changing economic environments to ensure resiliency and long term viability of those uses “to provide for a healthy, sustainable, complete community with a strong economic base”. The proposed uses provide for greater flexibility and promotes a sustainable approach to utilizing existing infrastructure in the near future to support the objectives of economic development.

## **5.4 Town of East Gwillimbury Official Plan (2018 Consolidation)**

The Town of East Gwillimbury Official Plan (OP) was adopted by Council in June 2010 and partially approved by order of the Ontario Municipal Board.

As shown on Schedule ‘A’ of the OP/Figure 10, the subject lands are dually-designated, the northern portion as ‘Employment Area’ and the southern portion as ‘Community Area’. The entirety of the subject site is situated along a ‘Local Corridor’.



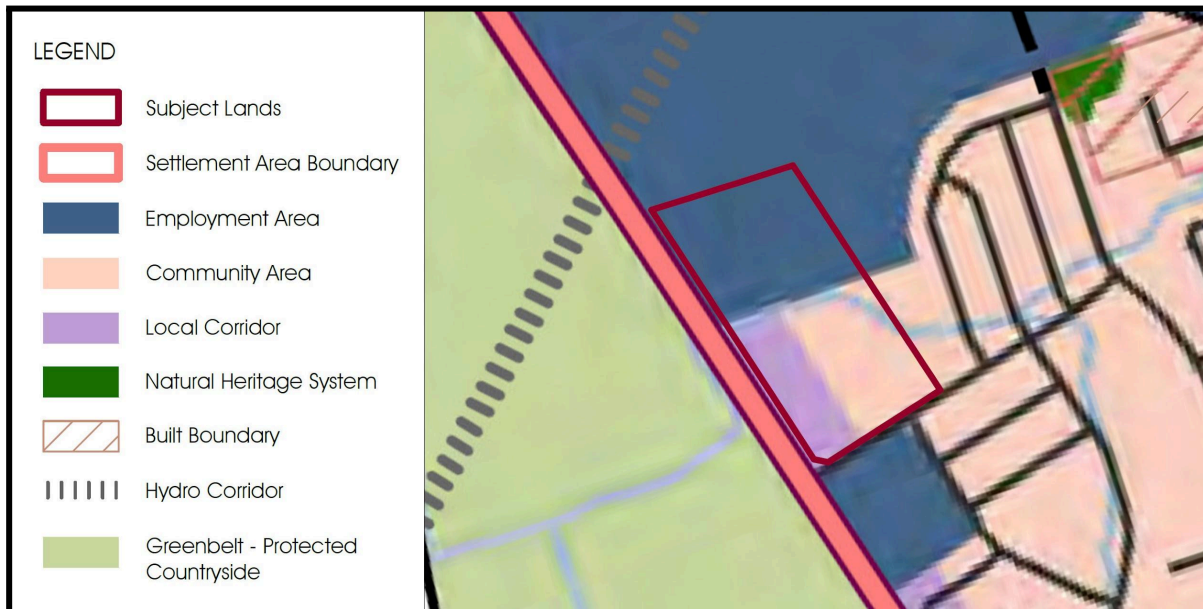


Figure 10: Schedule A - Urban Structure

The designations are further refined as 'Prestige Employment' to the north and 'Neighbourhood Commercial' to the south, as shown on Schedule B-1 of the OP (Figure 11).

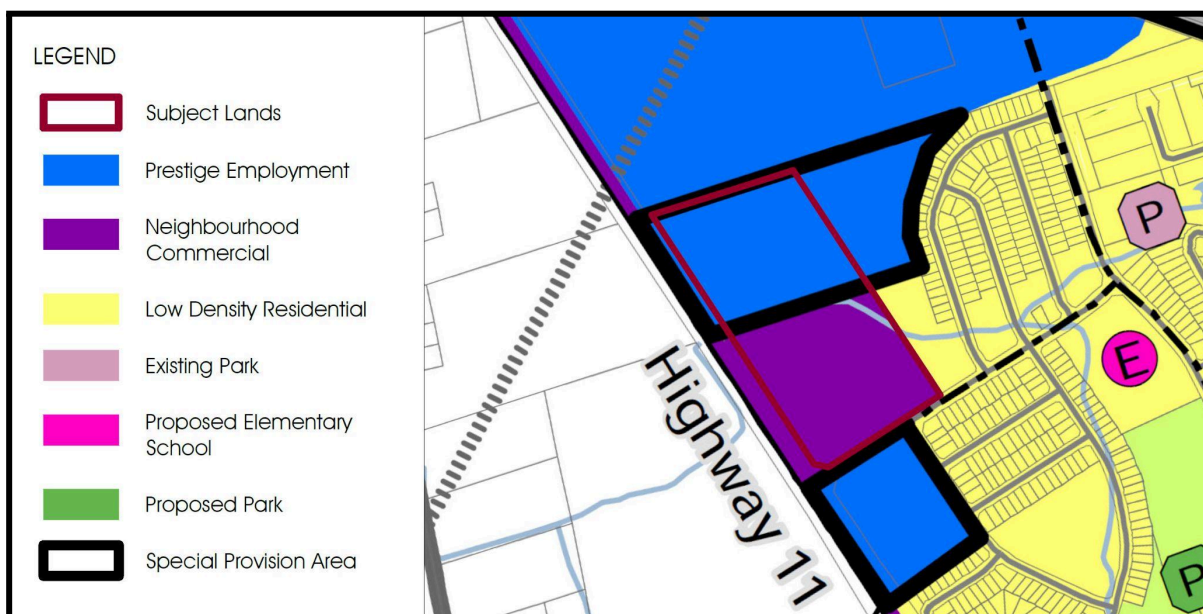


Figure 11: Schedule B-1 Holland Landing Land Use Plan

### 3.2 Urban Area Structure

As shown on Schedule A-1 the subject site is within the Settlement Area boundary which identifies areas intended to accommodate the Town's growth needs to 2031. The Settlement Area includes the existing Secondary Plan Areas of Holland Landing, Queensville, Sharon, Green Lane and Mount Albert.

The OP provides an Urban Structure and an approach to growth management policies that:

- I. identifies an Urban Planning Area which includes Community Areas, Employment Areas and Agricultural/Long Term Growth Areas and lands subject to Special Provisions and Exceptions as per Section 9.4 and ensures properly sized infrastructure to accommodate growth over the long term;
- II. establishes Community and Employment Areas to generally direct location of land uses in the Settlement Area;
- III. establishes Centres and Corridors to focus mixed-use development and provide compact, pedestrian and transit-oriented development in areas that can be serviced by transit;

#### 3.2.1 Employment Areas

Employment Areas shown on Schedule A-1 identify land for business and economic activities including manufacturing, warehousing, office, ancillary uses and other employment uses identified by the Town as strategic to advancing economic competitiveness and vitality. Employment Areas are not appropriate locations for major retail uses.

For Employment Areas to thrive they require an adequate supply of zoned and serviced land (particularly for extensive users) and certainty that the function of the area will not be diluted by the location of inappropriate neighbouring businesses and other uses.

#### 3.2.2 Community Areas

Community Areas shown on Schedule A-1 identify land for people to live, shop, learn, and obtain services, such as shopping, health care, worship. These areas are also intended to be the primary location of population related jobs, such as offices, personal services, retail stores and other similar uses.

Community Areas are further defined with detailed land use designations in Section 4 and as established through future Secondary Plan processes and amendments of the OP.

#### 3.2.3 Centres and Corridors

Centres and Corridors are intended to accommodate the highest densities and broadest mix of uses in the Town. The policies of this Plan shall:

- V. Plan for the evolution of Centres and Corridors over time. Where the full scale and density of these areas may not be achieved in the initial stages of the planning horizon, short term decisions shall ensure the long-term urban design and sustainability vision is not undermined;
- VI. Provide for commercial uses in accordance with the retail hierarchy established by this Plan and the planned function of commercial areas.

The OP further recognizes that phasing of lands along within centres and corridors may be required to provide the flexibility required to achieve the planned vision for an area over time.

### **3.2.3.1 General Policies**

i) It is recognized that mixed use development and the achievement of projected densities may take place through phases over time. Where such phased development is proposed, site planning shall illustrate the final development concept vision and demonstrate how this phasing and intensification will occur. Initial phases shall be consistent with the 2031 vision, shall be structured and designed to enable the required flexibility for achieving the planned vision and density for the area over time and not hinder the achievement of that vision. The initial phases of development within Centres and along Corridors may consist of such uses as retail, office or residential. For greater clarity, phasing, form and densities will be dealt with more specifically as part of the Secondary Plan process.

### **3.2.3.3 Corridors**

ii. Local Corridors function in the same manner as Regional Corridors but on a smaller scale. Local Corridors, as identified on Schedule A-1, are planned to be approximately 30-50 metres from both edges of the adjacent road right-of-way.

- a. Built form within a Local Corridor shall be planned to achieve an average Floor Space Index (FSI) of 0.65 at full build-out, with a maximum building height of four storeys.
- b. Neighbourhood Commercial uses and Residential Mixed Uses with a significant commercial floor area component may be permitted within a Local Corridor subject to an amendment to this Plan, provided the application can demonstrate that the use is warranted and the proposal will not undermine the planned function of the commercial areas within the Queensville Centre or Village Core Areas. The Town may require that a market study and planning analysis be completed to the satisfaction of Council.

Neighbourhood Commercial uses are currently permitted on the subject site as shown on Schedule B-1 of the OP. The proposed uses are in keeping with the anticipated market needs and do not undermine the planned function of the commercial areas within the Queensville Centre or Village Core Areas.

### **3.4.3 Specific Phasing Policies**

#### **Holland Landing Secondary Plan Area**

3.4.3.1 In consideration of existing approved development applications and revisions to previously approved Draft Plans, the Town shall work with the Holland Landing Developer Group to encourage and facilitate modifications to such plans to more closely reflect the community building and sustainable development policies of this plan. In this regard, community and neighbourhood support uses such as Convenience Commercial, Community-Scale Institutional and a wider range of housing mix and density shall be considered as part of the Town's review of any modifications to the draft plans of subdivision.

The subject site is designated 'Neighbourhood Commercial' and the proposed uses are compatible with the planned function of the area. No modifications are proposed to the draft plans of subdivision.

The northern portion of the subject site is designated 'Prestige Employment' and is subject to site specific provisions and exceptions found in section 9.4.3, known as the 'Holland Landing Prestige Employment Area'. For the purposes of understanding the broader context and how the subject lands form a portion of the broader commercial and employment uses within the area, the Prestige Employment and the site specific Holland Landing policies have also been reviewed.

#### **4.2.3 Prestige Employment Area**

##### **Planned Function**

The purpose of this designation is to provide locations in the Town for prestige employment uses that require good access and high visibility along major transportation routes.

Permitted uses include offices uses, industrial uses within wholly enclosed buildings, hotels and conference centres and ancillary and accessory uses (Section 4.2.3.1).

The subject lands are designated Neighbourhood Commercial, which 'are intended to provide a limited range of retail and service needs that will serve the convenience needs of the surrounding neighbourhoods within walking distance and will be compatible in scale and function to a neighbourhood setting' (section 4.3.7).

##### **4.3.7 Neighbourhood Commercial**

The lands designated 'Neighbourhood Commercial' may also be zoned to permit small-scale retail and service commercial uses, facilities; Restaurants, Business and professional offices and, Multi-unit residential dwellings if located above non-residential development (section 4.3.7.2).

4.3.7.3 The Secondary Plan process and implementing Zoning By-law shall specify minimum and maximum store (or unit) sizes, to ensure the planned function of Neighbourhood Commercial Areas is achieved and maintained.

4.3.8.1 Within the 2031 planning horizon, commercial development is planned to occur on sites which have received planning approvals at the time of adoption of this Plan, or within Centres identified on Schedule A-1. Commercial development within Corridors will be limited to accessory uses, and applications for other categories of commercial use will be considered as part of a Secondary Plan process or will require a site specific amendment to this Plan.

4.3.8.2 Proponents of a new commercial site, or an expansion of any approved site by more than 4,000 square metres through an amendment to this Plan or Zoning Bylaw, may be required to submit plans and studies as the Town deems necessary to assess the application in accordance with Section 8.1. Such plans and studies may include, but not be limited to:

- I. Market Justification and Impact Analysis;
- II. Traffic Impact Study;
- III. Planning Justification Study;
- IV. Site Plan;
- V. Intensification Plan

4.3.8.3 In response to results of the Market Justification and Impact Analysis, or a determination of impact on the planned function of commercial land uses within the approved commercial hierarchy, the Town may refuse an application, or may impose conditions in terms of type of commercial facility, maximum store size, or timing of development, as conditions of approval.

The proposed uses generally align with the intent of the planned functions of the business park and commercial spaces along Highway 11 and are proposed in addition to the existing permitted uses. These uses are intended to complement the long term development goals for the subject site.

Furthermore, draft approval of the subject site was granted in 1997 with subsequent revisions approved at the Town in 2010 and a zoning amendment approval in 2011, which permitted the requested uses. The employment lands along Highway 11, including the subject site, were serviced as part of the first phase of development to assist the Town in achieving their economic goals.



However, sustainable employment and commercial uses have only recently become available for development on the subject site. A traffic impact analysis has been submitted in addition to this planning justification report which indicates that there is appropriate traffic circulation and parking available.

#### **9.4.3 Holland Landing Prestige Employment Area**

The northern portion of the subject site is also within the site specific designation of 'Holland Landing Prestige Employment Area'. The policies found in section 9.4.3 outline the permitted uses and special provisions that govern the site. These uses include the following:

- a. Commercial uses which serve the specialize needs of residents, employees, tourists and the travelling public may be permitted, including;
  - I. Automotive commercial uses, such as service stations, automobile, recreational vehicle or trailer sales and service, car rental outlets, and other uses which require large parcels of land with high exposure to traffic such as building material outlets, gardening supply and nursery centres;
  - II. Restaurants, hotels and motels;
  - III. Cinemas, bowling alleys and other entertainment, recreation or fitness sues, equipment rental outlets, office equipment and supply stores, financial institutions and offices;
- b. For sites located adjacent to Yonge St (Highway 11), large format specialized retail outlets servicing a wide trade area accessible those this high visibility location are also permitted, subject to the study requirements below. Uses more appropriately accommodated within Village Core Areas or Community Commercial Areas are not permitted.
- d. In developing sites located adjacent to Yonge St and other high visibility sites, and sites in proximity to Residential uses, particular attention to the design of sites and buildings will be required. In particular:
  - I. Extensive landscaping and buildings of a high aesthetic quality will be encouraged in order to take full advantage of prominent sites in reinforcing the desired character and prestige of the Prestige Employment designation.

As previously noted, the subject land is dually-designated as 'Employment Area' to the north and 'Community Area' to the south along a 'Local Corridor'. Policy 3.2.1 states that Employment Areas distinguish land that is suitable for business and economic activities such as manufacturing, office, and warehousing and emphasises that these areas are important to the Town's goal of providing a balance of residential and employment growth.

Furthermore, in order for employment areas to thrive, an adequate supply of zoned and serviced lands are to be provided that will 'not be diluted by the location of inappropriate neighbouring business and other uses'. The proposed uses on the subject site complement the intended use and function of the employment areas and provide for an appropriate and transitional use.

#### **9.1 General Policies (Interpretation)**

When determining conformity with this Plan, reference should be made to both the policies contained in the text of this Plan and the designations shown on the Schedules. All policies of this Plan must be considered together to determine conformity. Individual policies should not be read or interpreted in isolation.

The boundaries between various land uses, specific quantities, proportions, dates and locations of this Plan represent the desired intent of the Town but are not to be considered as rigid, absolute standards. Sufficient flexibility is intended to permit minor variations without the necessity of a formal amendment to the Plan.

#### **9.1.2 (Internal Boundaries)**

It is intended that the boundaries between designations, as shown on Schedules B through C-1, shall be considered as general only, except where the boundary follows roads, railways, property boundaries, lot lines, rivers, topographic features and other definite physical barriers.

They are not intended to define the exact limits of such areas. Minor adjustments may be made in these boundaries for the purpose of any Zoning By-law without necessitating an amendment to this Plan. Other than such minor adjustments, no areas or zones, except as provided in this Plan, shall be created that do not conform to this Plan.

These policies reinforce the need for a flexible approach to permitted land uses and the transition to the intended end use when they are economically feasible and sustainable. These policies further acknowledge the potential for phased development over time while allowing flexibility for achieving the planned vision for the area over time. They emphasize the comprehensive consideration of all Official Plan policies for which the proposal is minor in nature and warrants permitting a site specific exception.

Planning for the integration of a variety of uses and transitioning over time generally aligns with the broader objectives of the Official Plan to create vibrant, multi-functional neighbourhoods. The inclusion of select industrial activities, particularly those that are small-scale and compatible with the existing industrial, commercial and residential uses, provide an extension of the intent of the Official Plan which facilitates immediate economic activity in the area.

The proposed development is intended to extend complementary uses including light industrial, warehouse and distribution uses from the northern portion of the lands to the subject site to provide an appropriate transition as an interim use while maintaining the existing permitted uses. The subject site is located in between two 'Employment Areas' and the development represents an efficient use of land.

### **5.5 Town of East Gwillimbury Holland Landing Community Plan (OPA 60)**

Approved in June of 1996, the Holland Landing Community Plan (HLCP) outlined uses and provided a framework for development within the community. . The HLCP emphasizes the need for community building, and seeks to enhance the policy guidelines for this area. The objective is to make Holland Landing a secure, healthy, and convenient community.

The subject lands are identified as 'Community Commercial' and the policies specifically outline that the lands be designed to accommodate a supermarket or large food store as its major tenant and provide a range of other retail, office, financial, personal and business services. However, there is currently insufficient demand to sustain this particular use. The northern portion of the subject lands are designated 'Business Park'.

The 'Community Commercial' policies found in section 4.3 of OPA 60 additionally states that the subject site is intended to accommodate a full service supermarket and a range of retail facilities now lacking in the community in addition to a range of other retail, office, financial, personal and business services.

Section 4.3.2 of the HLCP outlines the requirements for a market study should the size range of the Zoning By-law amendment exceed 5,500 square meters if the population of the Holland Landing-River Drive Park Community be less than 10,000 persons, to show the proposed development is 'justified and viable, and that there are no long-term negative impacts to the planned function of the Village Core and other retail locations in the community' (section 4.3.3).

According to Statistics Canada, the population of Holland Landing in 2021 was approximately 12,000. The community is substantially built and exceeds the minimum threshold, furthermore, the proposed uses are not suitable uses for the Village Core and do not pose a negative impact on the community.

#### **4.3.4 Zoning**

Community Commercial sites shall be placed in a separate zoning category in the Zoning By-law, and shall contain site specific restrictions as necessary to give effect to the above noted policies.

As reviewed above the northern portion of the subject lands is designated 'Business Park' and to provide a comprehensive overview as they pertain to the proposed development a brief review is provided below.

The Industrial and Business Park land use policies are found in section 5 of the OPA. The intent is:

*'to encourage employment generating land uses to locate in the Community as to achieve a greater diversity in the non-residential tax base while increasing local employment opportunities. The retention and expansion of existing industries and businesses is also encouraged'. An adequate supply of employment lands to meet the Town's is meant to be maintained and a review to determine if additional lands are required is to be completed periodically (section 5.1.1).*

Appropriate buffering of general industrial/business park development are to be designed to minimize

*'noise, visual, traffic, pollution and other related nuisances and hazards arising from the activities associated with the development' (section 5.1.3).*

#### **5.1.4 Compatibility**

The scale, bulk and design of all Industrial/Business Park uses shall be encouraged to be compatible and in harmony with adjacent areas.

#### **5.1.5 Access**

Vehicular access points serving General Industrial/Business Park uses shall predominantly be from Collector and Arterial Roads and shall be discouraged from Local Roads serving residential areas.

### 5.3 Business Park

#### 5.3.1. Permitted uses shall be:

- a) Office buildings;
- b) Research and development facilities;
- c) Light industrial uses which do not involve significant emissions of noise, dust, odours, or other nuisances, which are conducted within enclosed buildings;
- d) *Commercial uses which serve the specialized needs of residents of the community and regional area, employees, tourists and highway traffic including:*
  - i) *automotive commercial uses, such as service stations, automobile, recreational vehicle or trailer sales and service, car rental outlets, and other uses which require large parcels of land with high exposure to traffic such as building material outlets, gardening supply and nursery centres;*
  - ii) *restaurant facilities of all kinds, hotels and motels;*
  - iii) *Cinemas, bowling alleys and other entertainment, recreation or fitness uses, equipment rental outlets, office equipment and supply stores, financial institutions, offices;*
- e) *Open Space; minor or local institutions uses such as libraries, recreation centres, day care centres, fire halls, police and ambulance stations and the like; utilities, stormwater management facilities, and like facilities necessary to serve the community; and*
- f) *In addition, for designated Business Park sites located adjacent to Highway 11, large-format specialized retail outlets serving a wide trade area accessible to this high visibility location are also permitted, subject to the study requirements below. Uses more appropriately accommodated within the Village Core or Community Commercial designations are not permitted.*

Specific policies were included for business park development adjacent to Highway 11 and other high visibility sites. Particular attention to the design of the site and buildings is required with particular attention to landscaping and high quality aesthetics being encouraged while limiting outdoor storage uses and display areas (section 5.3.2).

The OPA further provides for additional study requirements that may be required when a Zoning By-law amendment application is made to permit large-format specialized retail outlets, including a Traffic Impact Study or a Market Study (section 5.3.3). A Traffic Impact Study is provided with the proposed development application which includes the entire subject site within the study area.

As described in the above policies, the 'Community Commercial' designation is intended to integrate retail facilities such as a full service supermarket and other uses that involve travel outside the community. The proposed development is intended to add additional uses of industrial mall, industrial use, warehouse, wholesale establishment and grocery store, while retaining the current permitted uses.

### 5.6 Town of East Gwillimbury Official Plan Review

The Town of East Gwillimbury adopted the updated Official Plan in June 2022, and is currently under review by the Region of York. This updated Official Plan builds upon the current policy framework and continues to envision a balanced, sustainable, and complete community for the Towns diverse population. The policies outlined in the adopted OP generally align with the existing policy framework



as they apply to the subject lands. The subject lands continue to be designated 'Neighbourhood Commercial' and the northern portion 'Prestige Employment' as shown on Figure 12 below.



**Figure 12: Schedule 3A - Holland Landing Land Use Plan**

The permitted uses are consistent with the current OP as follows:

#### **4.1.7.2 Permitted Uses**

- a) *Lands designated Neighbourhood Commercial may be zoned to permit:*
  - i. *Small-scale retail and service commercial uses;*
  - ii. *Community facilities;*
  - iii. *Restaurants;*
  - iv. *Business and professional offices; and,*
  - v. *Multi-unit residential dwellings if located above non- residential development.*
- b) *The list of permitted uses may be further refined through the Zoning By-law to ensure that new development is appropriate in the context of the adjacent and surrounding community*

The policies and permitted uses of the 'Prestige Employment' and site specific 'Holland Landing Prestige Employment' areas are also consistent with the current OP as follows:

#### **4.3.4.2 Permitted Uses**

- a) *Land designated Prestige Employment may be zoned to permit:*
  - i. *Office uses, including research and development;*
  - ii. *Industrial uses contained within wholly enclosed buildings;*
  - iii. *Hotels, conference and convention centres;*
  - iv. *Ancillary uses in accordance with the relevant policies of this Plan; and,*
  - v. *Accessory uses such as sales outlets and offices that are collectively no larger than 10 percent of the total floor space of the primary employment uses to which they are incidental and located on the same lot.*
- b) *Outdoor storage of goods in the Prestige Employment Designation is not permitted.*

c) *The list of permitted uses may be further refined through the Zoning By-law to ensure that new development is appropriate in the context of the adjacent and surrounding community.*

#### **4.7.3 Holland Landing Prestige Employment Area**

a) *Lands within the Holland Landing Secondary Plan and designated Prestige Employment on Schedule 3A shall be developed and used in accordance with the following provisions.*

b) *Notwithstanding any other policy of this Plan, the minimum density shall be 25 jobs per gross hectare.*

c) *Commercial uses which serve specialized needs of residents, employees, tourists, and the travelling public may be permitted, including:*

i. *Automotive commercial uses, such as service stations, automobile, recreational vehicle or trailer sales and service, and car rental outlets, and other commercial uses which require large parcels of land with high exposure to traffic such as building material outlets, gardening supply and nursery centres;*

ii. *Restaurants, hotels and motels; and,*

iii. *Cinemas, bowling alleys and other entertainment, recreation or fitness uses, equipment rental outlets, office equipment and supply stores, financial institutions, and offices.*

d) *For sites located adjacent to Yonge Street (Highway 11), large format specialized retail outlets servicing a wide trade area accessible to those high visibility locations are also permitted, subject to the study requirements below. Uses more appropriately accommodated within Village Core Areas or Community Commercial Areas are not permitted.*

The updated Official Plan designations and policies remain consistent with the OP under effect as they apply to the subject lands. The subject site is within the 'DGA Community Areas', the policies of which remain similar to the policies of the 'Community Areas' in the 2010 OP. A site plan application has been submitted for the northern portion of the subject site for seven (7) self-storage buildings.

The extension of the warehousing and industrial uses to the subject site provides for an appropriate transition of uses and facilitates immediate economic development in the area. As per the policies of the OP, in order for employment areas to thrive, an adequate supply of zoned and serviced lands are to be provided that will '*not be diluted by the location of inappropriate neighbouring business and other uses*'.

The 'Community Commercial' designation permits a range of uses including retail, office, personal, business uses in addition the large format supermarket and intends for additional uses that are not more suited for the 'Village Core' designation. The location of the subject site along Highway 11 facilitates the proposed uses without further amendment to the OP.

The proposed industrial, warehouse, distribution and grocery use form an appropriate transitional use until the long term intended uses will endure on the subject site. The proposed development supports the vision and objectives of the Official Plan to ensure that sustainable, connected, and complete communities can be created. The proposed uses of industrial, warehousing and grocery store, supports this vision as it is intended to grow with the population and needs of the community.

## **5.7 Town of East Gwillimbury Zoning By-law 2018-043**

The subject property is zoned 'New Neighbourhood Commercial' (C4) Zone in the Town of East Gwillimbury Zoning By-law (By-law 2018-043) as shown on *Figure 2*.

A summary comparison of the C4 Zone development standards of By-law 2018-043 and the the development standards applicable to the proposed development is found below:

**Table 8B – Development Standards C4 Zone**

Standard	C4
Minimum lot frontage	Nil
Minimum lot area	1 ha
Maximum lot area	5 ha
Minimum front yard	3.0 m
Minimum rear yard	3.0 m (1)
Minimum interior side yard	3.0 m (1)
Minimum exterior side yard	3.0 m
Maximum height	12.0 m

*Special provisions:*

*(1) Increased to 7.5 metres where abutting Residential Zone boundary.*

The subject site was draft approved in 1997 by the Ontario Municipal Board; redlined revisions to encompass the broader evolution of planning objectives at the local and provincial level were approved at the Town in 2010. A site-specific zoning amendment was approved in 2011 (by-law 2011-138) which zoned the subject lands 'Commercial Business Park' (C6).

A brief timeline of the By-laws and the zoning of the subject land is as follows:

**Zoning By-law 1997-50**

- Implemented in May of 1997
- Refers the zoning of the subject land to By-law 1997-62A

**Zoning By-law 1997-62A**

- Implemented in May of 1997
- Zones subject land as C4(H)

**Zoning By-law 2011-138**

- Implemented in 2011
- Zoned subject land as C6-(H)

**Zoning by-law 2018-043**

- Implemented in 2018
- Shows the subject lands as zoned C4

The description note in Section 8.0 of Zoning By-law 2018-043 states the following:

- *New Neighbourhood Commercial (C4) Zone to implement the Neighbourhood Commercial designation in the OP.*
- *The existing Commercial Business Park (C6) Zone is deleted and replaced with the Employment Prestige (M1) Zone with some special provisions as required.*

The subject site is zoned 'Neighbourhood Commercial' (C4) in Zoning By-law 2018-043 which permits a variety of office, business, commercial, retail and community uses, the northern portion of the subject lands is zoned 'Employment Prestige' (M1) which permits a variety of uses including commercial, industrial, self-storage, wholesale and warehouse uses.

Part 8 of Zoning By-law 2018-034 states that the Commercial Business Park (C6) Zone was deleted and replaced with the Employment Prestige (M1) Zone. Appendix 3 and 4 of Zoning By-law 2011-138 indicates that the entirety of the subject site was zoned C6-(H). The zoning amendment applied at the time of approval intended for flexible uses on the site including various industrial, and commercial uses and a grocery store.

The application is submitted to permit the additional uses of warehouse, distribution, industrial uses and grocery store to facilitate the development of the subject property. The extension of the proposed uses provide for an appropriate transition of uses from the remainder of the subject site which facilitates immediate economic development in the community, supporting the Town's vision and objectives as outlined in the Official Plan. The development represents a strategic and efficient use of the land while ensuring the long-term permissions remain on the subject site.



## **6.0 Summary - Planning Analysis**

### **6.1 Efficient Use of Land**

Permitting the proposed uses of light industrial, warehousing and distribution provides for an efficient use of infrastructure and resources as the development would be a natural extension of the lands to the north. No environmental or physical barrier separates the north and south portion of the subject site and would provide a seamless transition.

Along with the natural extension of the development to the north, the south portion is in between two areas designated as Prestige Employment. The northern portion of the subject site is designated as Prestige Employment, as well as the property south of Crimson King Way. According to Policy 4.2.3.1, the Prestige Employment designation permits industrial uses. Since these adjacent lands permit industrial uses, this mixed-use approach optimizes the use of land and resources without compromising the integrity of the long term intended development.

Furthermore, the functional servicing report suggests that municipal and private servicing can support the proposed development. With the servicing required for the north portion of the subject land, servicing to this south portion will have little disturbances.

### **6.2 Land Use**

The proposed uses generally conform with the intent of the OP and the intent of the site specific Zoning By-law (by-law 2011-138) passed at the time of draft approval. As the intent for the light industrial and warehousing uses are transitional in nature, the intent of the Town's By-law 2018-043 will be maintained.

Zoning By-law 2011-138 zoned the subject site as C6-(H), Commercial Business Park which permitted warehousing and light industrial uses. The Town's current comprehensive By-law, by-law 2018-043, included modifications to previously established zones. This included deleting all C6 zones and replacing them with M1 zones (Employment Prestige), with the exception of the subject site which was changed to a dual zone with M1 to the north and C4 (Neighbourhood Commercial) to the south, as noted in Part 8 of By-law 2018-043.

Of note, the land directly south of the subject site (at the southeastern corner of Crimson King Way and Highway 11) was also modified from C6 to the M1 zone. The proposed uses are compatible with these two adjacent lands. Moreover, the transitional nature of the uses will provide for a market base within the area to ensure longevity of the economic uses of the site.

### **6.3 Compatibility**

It is the Town's vision to create complete, healthy, and sustainable communities. As noted in the report the subject site has long been anticipated to include a variety of employment uses that would be compatible with the adjacent industrial uses. The proposed development complements the surrounding uses and will ensure that the lands are utilized, providing long term benefit to the community.

The proposed development is compatible with the adjacent lands that permit warehouse and industrial uses. The three (3) proposed structures are to be one (1) storey tall, and will have access to both Highway 11 and Crimson King Way. As presented, the design of this southern portion complements the northern portion of the subject site which will support future transitional uses.

A traffic analysis is provided with the submission which indicates that traffic flows can be appropriately managed on the site. The study also states that sufficient parking is provided and that loading spaces can be properly accessed.

## **6.4 Market Demand**

Market trends currently demand these types of uses and given proximity to (northern application) provides for an appropriate extension of the use. Permitting these uses will ensure the subject lands are developed in a timely manner which will facilitate additional employment opportunities providing long term economic benefits to the community and the Town. The long term intent for the subject site is to include a grocery store at the northeastern corner of Highway 11 and Crimson King Way once the market conditions permit the use to be sustained.

The transitional intent of the proposed uses comply with the guiding principle of the Growth Plan as stated below:

*“Provide flexibility to capitalize on new economic and employment opportunities as they emerge, while providing certainty for traditional industries, including resource-based sectors.”*

This guiding principle of the Growth Plan, encourages flexible developments that can grow with the community. It permits the understanding that as towns and cities grow, new opportunities emerge. The proposed use follows this principle as once there is enough market demand, the use will seamlessly transition to the long term desired uses.

## 7.0 Conclusions

The proposed Zoning By-law amendment application to permit the additional uses of an industrial mall, industrial use, warehouse, wholesale establishment and grocery store are consistent with the policy framework outlined by the Province, the Region and the Town. Our comprehensive review included an analysis of policy conformity, appropriate studies, site design and current economic needs. We believe that the proposal represents a compatible and consistent use that appropriately transitions the newer community from the employment uses to the north.

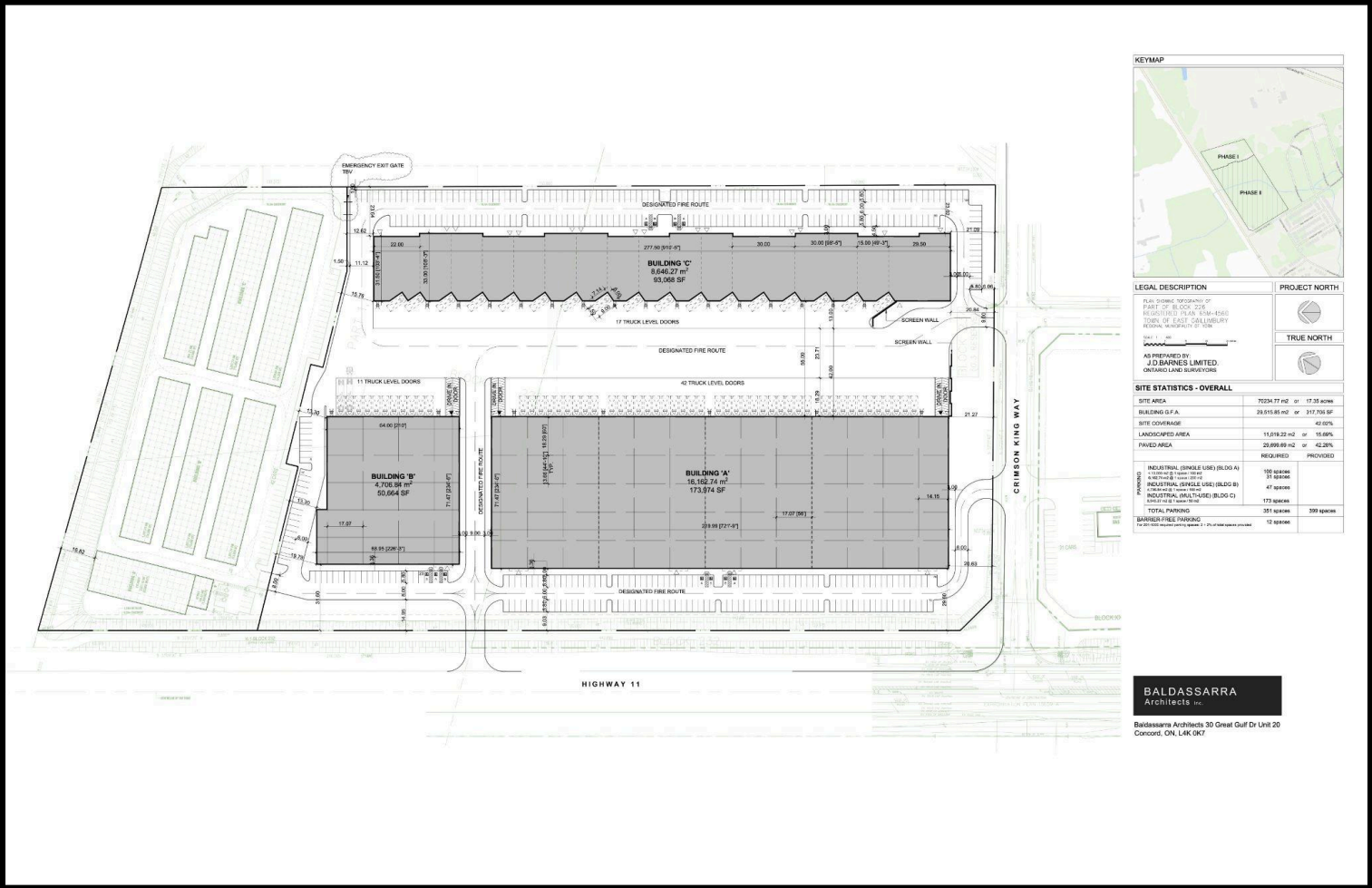
A Functional Servicing Report & Stormwater Management Report and a Transportation Impact Study were prepared and their findings were considered in the review of the planning policies and objectives. A road network that grants access to the site is in place and no additional access points are required. Additionally, there is existing infrastructure and municipal services that make efficient use of the land.

The proposed development is of an appropriate scale and in acknowledging current market demands, the proposal fosters economic growth for the community and demonstrates a strategic and efficient use of the land while safe-guarding the long-term permissions for the subject site.

The proposed development is appropriate for this site, fosters economic growth for the Town promptly and should be supported. It is our opinion that the proposal represents good planning and is in the public interest.

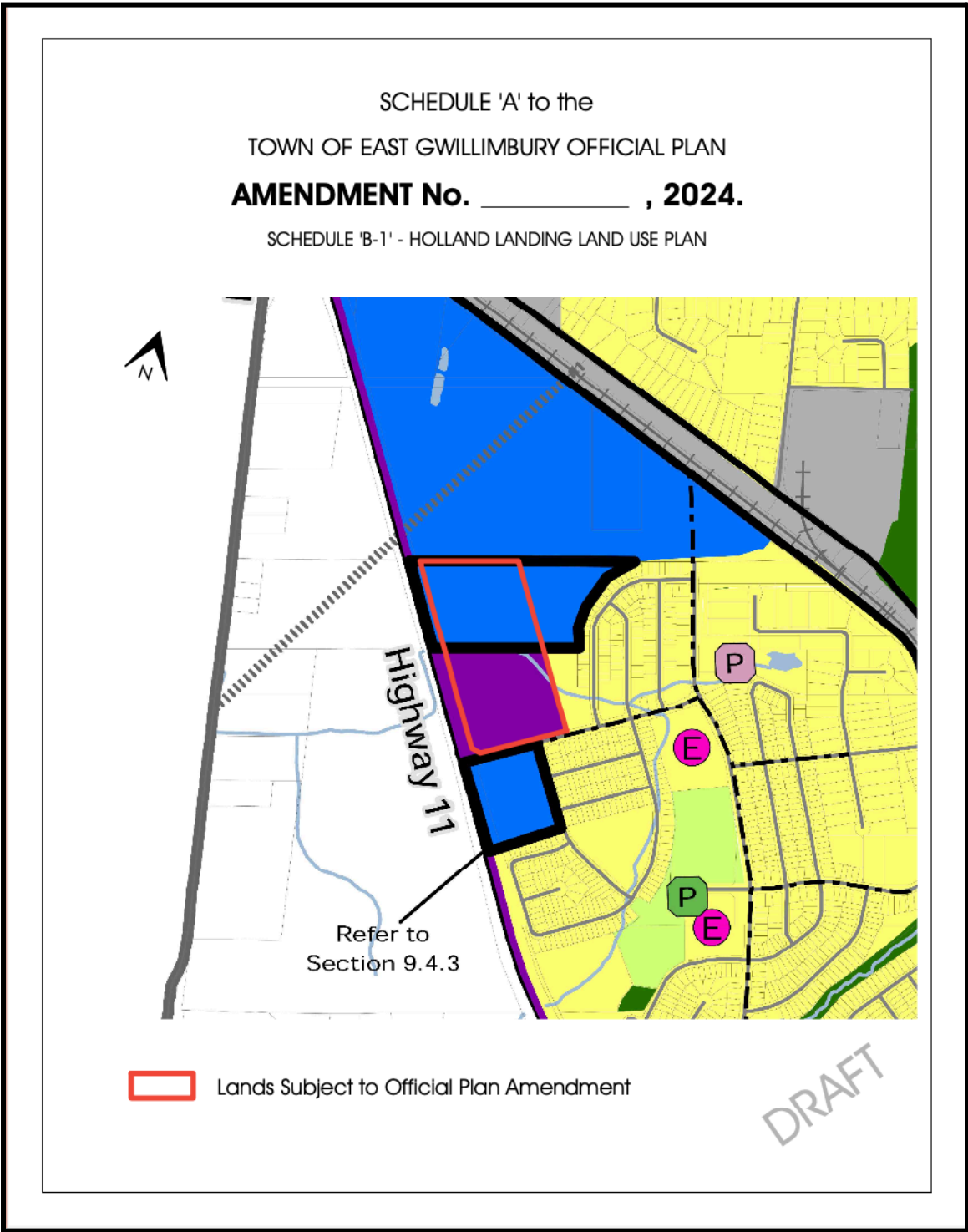
8.0 Appendices

8.1 Proposed Concept Plan





8.2 Proposed Official Plan Amendment - Schedule & Text





**THE CORPORATION OF THE TOWN OF EAST GWILLIMBURY  
BY-LAW NUMBER 2024-XX**

**A By-law to Adopt Amendment No. \_\_\_\_-2024 to the Official Plan of the  
Town of East Gwillimbury**

The Council of the Corporation of the Town of East Gwillimbury, in accordance with the provisions of the Planning Act, R.S.O. 1990, hereby enacts as follows:

1. Amendment No. \_\_\_\_-2024 to the Official Plan of the East Gwillimbury Planning Area, consisting of the attached Part Three is hereby adopted;
2. The Clerk is hereby authorized and directed to forward Official Plan Amendment -2024 to the Regional Municipality of York for final approval;
3. This By-law shall come into force and effect on the day of the final passing thereof.

ENACTED and PASSED this \_\_\_\_\_ day of \_\_\_\_\_, 2024.

Virginia Hackson, Mayor

\_\_\_\_\_

Tara Lajevardi, Municipal Clerk

\_\_\_\_\_

## **PART I INTRODUCTION**

### **1. PURPOSE OF THIS AMENDMENT**

The purpose of this Amendment to the Town of East Gwillimbury Official Plan is to amend the mapping and policies applying to certain lands identified on **Schedule "A"** of the Town of East Gwillimbury Official Plan. This entails the amendment of the policies of the "Neighbourhood Commercial" land use designation to permit the following uses on the subject lands.

- i. All uses permitted in the Neighbourhood Commercial Designation
- ii. Industrial Mall
- iii. Industrial Use
- iv. Warehouse
- v. Wholesale Establishment
- vi. Grocery Store

### **2. LOCATION OF THIS AMENDMENT**

The lands subject to this amendment (hereinafter referred to as the "Subject Lands"), are shown on **Schedule "A"** attached hereto as "Lands Subject to Official Plan Amendment". The Subject Lands are located on the north side of Crimson King Way along Highway 11.

### **3. BASIS OF THIS AMENDMENT**

This Amendment is adopted by Council in response to an application to amend the existing land use policies applied to the subject property to include the following uses:

- vii. All uses permitted in the "Neighbourhood Commercial" land use designation
- viii. Industrial Mall
- ix. Industrial Use
- x. Warehouse
- xi. Wholesale Establishment
- xii. Grocery Store

The proposed Amendment is considered by Council to be appropriate for the following reasons:

- a. The subject lands are located within the Urban Area of the Regional Municipality of York's Official Plan (2022).
- b. The subject lands are located between prestige employment areas as shown in the Holland Landing Secondary Plan Area in the Town of East Gwillimbury Official Plan.
- c. The subject property is located within a local corridor and is designated as Community Area. The proposed uses support an urban, mixed use

character that is pedestrian-oriented and supports transit uses as encouraged by the Town of East Gwillimbury Official Plan (2018).

- d. The proposed uses are a natural extension of the uses permitted for the northern part of the site.
- e. The proposed Amendment is consistent with the PPS and conforms to the Growth Plan and the York Region Official Plan.
- f. The proposed uses reflect the intended historical flexibility approved through OPA 60 and By law 2011-138.
- g. The existing transportation network along Highway 11 is to remain.

## **PART II THE AMENDMENT**

### **Amendment No. XX-2024 to the Town of East Gwillimbury Official Plan**

#### **1. INTRODUCTION**

All of the part of this document entitled "PART II – THE AMENDMENT", consisting of the following text and map attached hereto as Schedule "A", constitutes Amendment No. xx-2024 to the Town of East Gwillimbury Official Plan.

#### **2. DETAILS OF THE AMENDMENT**

The 2018 Town of East Gwillimbury Official Plan is further amended as follows:

##### Section 9.4 Special Provisions and Exceptions

By adding the following to Section 9.4 (Special Provisions & Exceptions) of the East Gwillimbury Official Plan:

##### **9.4.x Block 226, Plan 65M4560**

**Notwithstanding the provisions of section 4.3.7.2, in respect to "Neighborhood Commercial" permitted uses, the following uses shall also be permitted on the subject property as identified on Schedule "A":**

- a) **Industrial Mall;**
- b) **Industrial Use;**
- c) **Warehouse;**
- d) **Wholesale Establishment; and**
- e) **Grocery Store"**

##### Schedule B-1 Holland Landing Land Use Plan

Schedule B-1 is revised to make reference to site specific policy **9.4.x** on the subject

property.

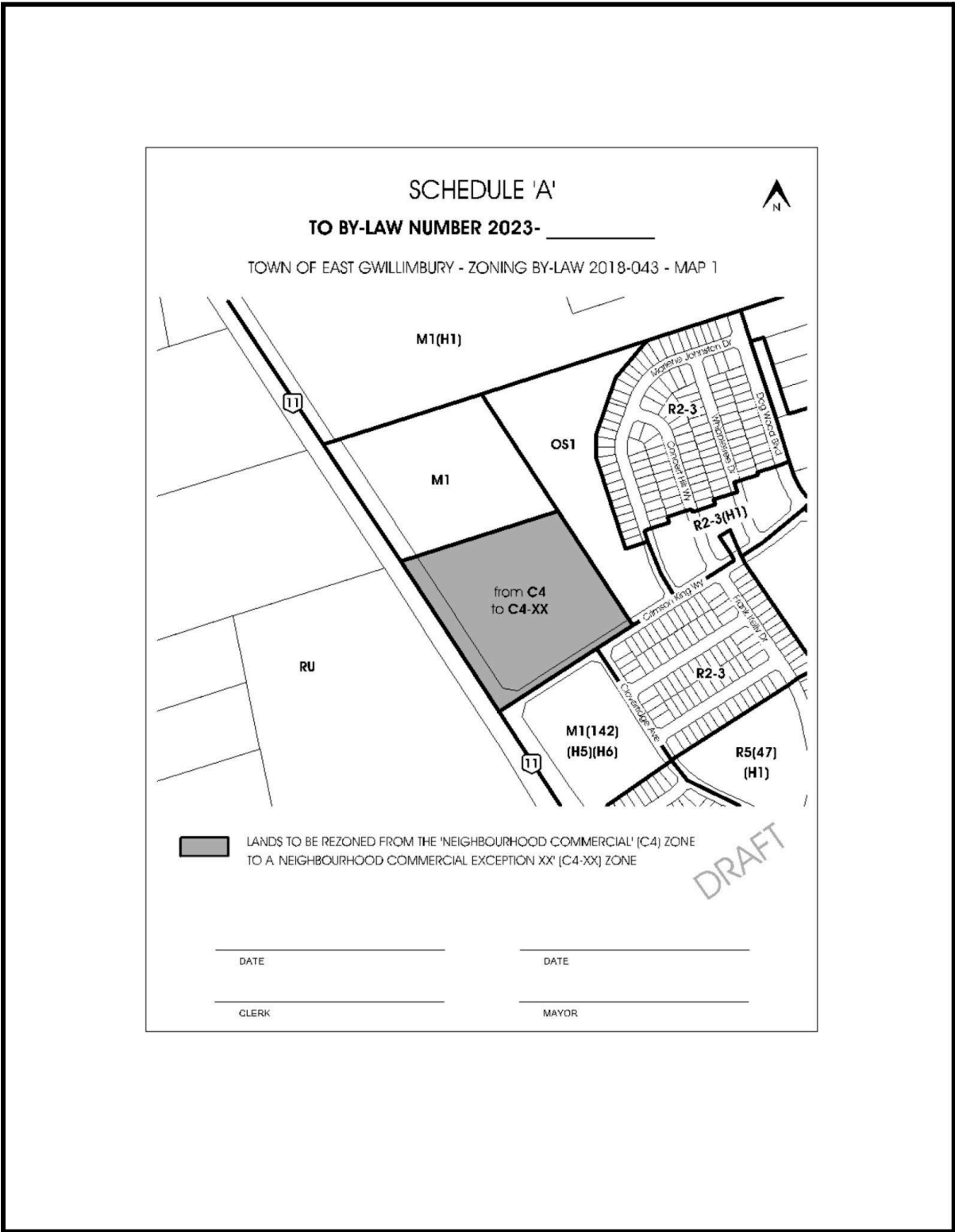
### **3. IMPLEMENTATION AND INTERPRETATION**

The implementation of this Amendment shall be in accordance with the provisions of the Planning Act, R.S.O. 1990, the relevant policies of the applicable Provincial Plans, and the respective policies of the York Region Official Plan and the Town of East Gwillimbury Official Plan.

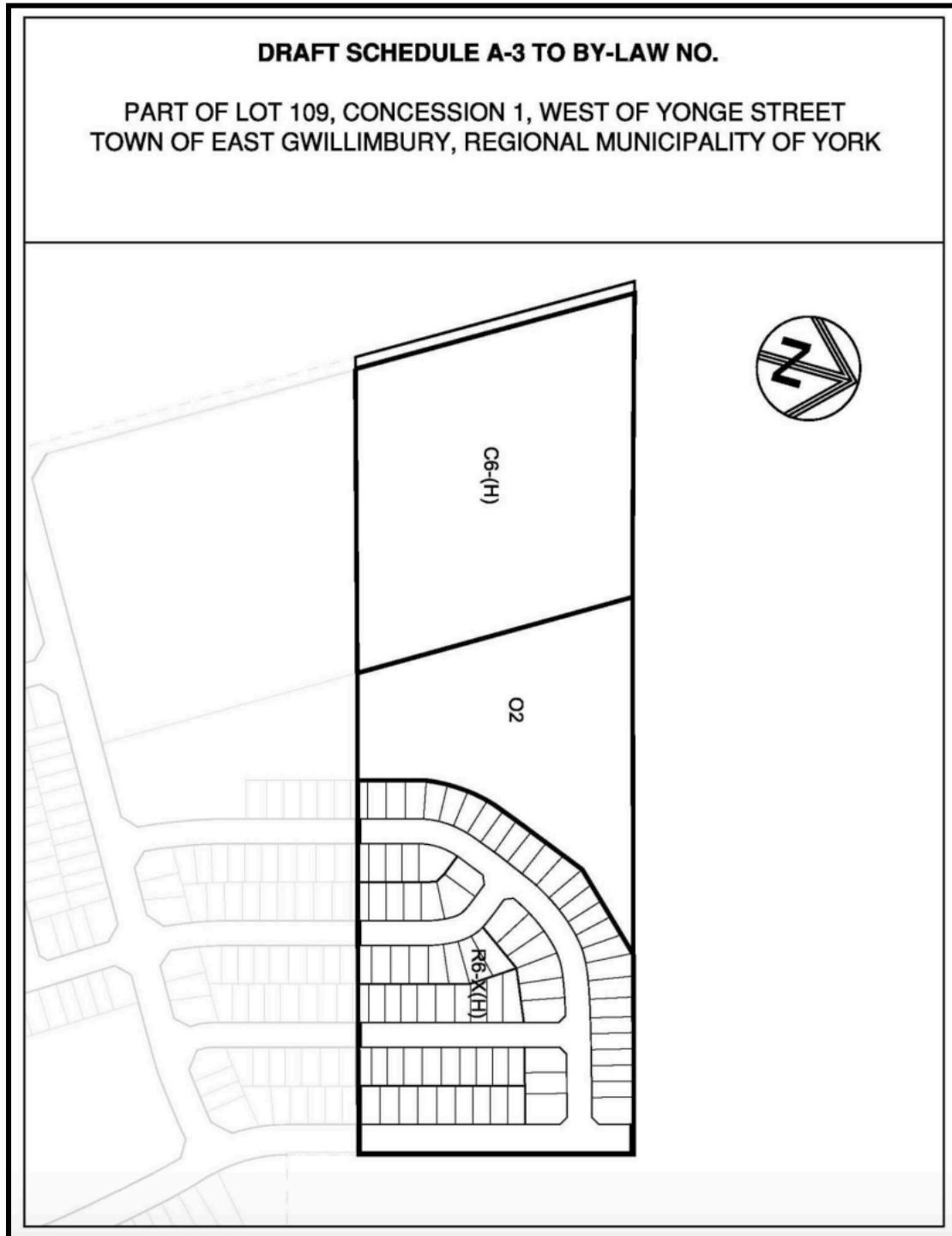
The provisions of the Official Plan as amended from time to time regarding the interpretation of the Official Plan of the Town of East Gwillimbury, apply in regard to this Official Plan Amendment. In the event of a conflict with the Official Plan or any Amendment thereto, the provisions of this Official Plan Amendment shall prevail unless otherwise specified.



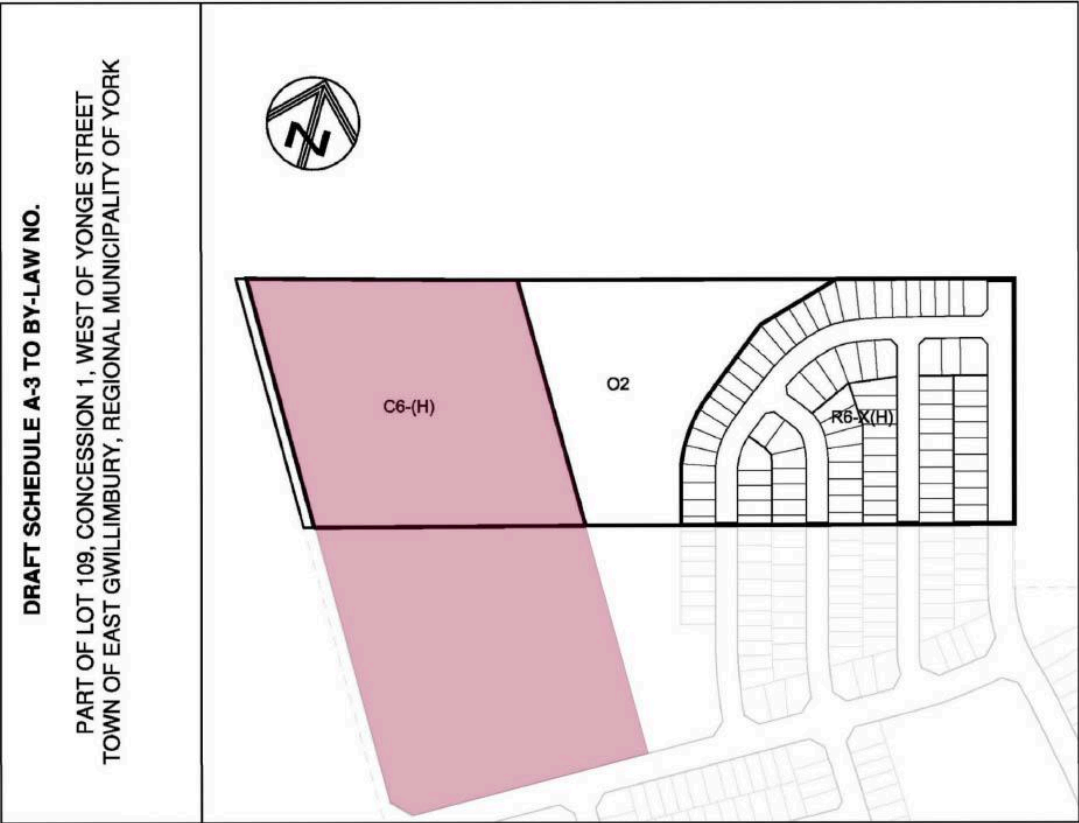
8.3 Proposed Zoning By-Law Amendment - Schedule & Text



## 8.4 Zoning By-law 2011-138 Schedule A-3



8.5 Zoning By-law 2011 -138 Schedule A-4



[illegible]