

April 10, 2025

GS file #22-15

Town of East Gwillimbury
Planning Department
19000 Leslie Street
Sharon, ON L0G 1V0

**Reference: Zoning By-law Amendment Application - 1st Submission
Highway 11 and Crimson King Way - South Block Retail (Phase 3)**

Attention: Victoria Moore, Manager of Planning (*via email*)

Groundswell Urban Planners is pleased to make a Zoning By-law Amendment application for the lands located on the southeast corner of Crimson King Way and Highway 11, legally described as BLOCK 225, PLAN 65M4560, TOWN OF EAST GWILLIMBURY (subject site) on behalf of Samuel Lount Development Corporation; Fallston Developments Limited; 731011 Ontario Limited. A site plan application (phase 1) and zoning by-law amendment (phase 2) applications have previously been submitted for the lands located on the northeastern side of Crimson King Way and Highway 11.

The following documents and files are submitted in support of this application:

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| 1. Completed Application Form | 8. Site Grading Plan |
| 2. Planning Justification Report | 9. Functional Servicing Report |
| 3. Draft Zoning By-law Text | 10. Stormwater Management Plan |
| 4. Draft Zoning By-law Schedule | 11. Retail Market Impact Study |
| 5. Site Plan | 12. Landscape Plan |
| 6. Elevations | 13. Traffic Study |
| 7. Site Servicing Plan | |

Application Overview

A total of six (6) buildings with a combined GFA of 7,45.23 m² is proposed on the subject site which is zoned Employment Prestige (M1) in the Town of East Gwillimbury's Zoning By-law 2018-043, with a site specific exception (exception No. 142). The proposed development includes a range of commercial, employment, and retail uses including a motor vehicle gas bar, grocery stores, restaurants, restaurant with drive through, medical clinics, financial institutions, retail stores, service commercial uses, learning centres, commercial fitness centres, child care centre, animal day care centre, swim schools and other similar and associated uses. These uses are largely anticipated under exception 142.

These lands form a portion of the larger 'Business Park' area that underwent extensive revisions and received draft plan approval by Council on July 12, 2010. These were previously approved at the Ontario Municipal Board in 1997. These revisions reflected the commitment of the landowners to develop an outstanding community which can be seen today and has resulted in a well-planned community. The revisions considered the areas as a whole, rather than as individual draft plans which accounted for how the community would grow and provide for appropriate transitions between existing residential uses and the employment blocks.



Business Park and Commercial Areas

To evaluate the planning merits of the proposed application, it is essential to consider the subject lands in the broader context of the site and subdivision as part of a whole within the local community. The long-term planned function of the site is for commercial and retail uses, however, current market demand for such uses has not yet materialized within this growing area. As the community evolves and the population expands, the market demand for those retail and commercial opportunities is expected to increase which will enable these lands to fulfill their intended function in the future.

The "Community Commercial" designation was intended to accommodate a large food store anchoring a range of retail, office, financial, personal and business services. The "Business Park" designation provides for such uses including office buildings, research and development, light industrial, specialized commercial (automotive, outlets, restaurants/hotels, entertainment) and institutional. Many of the proposed uses on the subject lands fall within the purview of the 'Community Commercial' designation and are permitted under the site specific exception which align with the Town's long term vision for viable economic development in the area.

The proposed light industrial uses on the northeastern side of Crimson King Way provide an economically viable interim solution that aligns with current market demand in this location. These uses will support the local economy while preserving the flexibility to redevelop or transition the site in the future for its intended retail and commercial function. The proposed slab-on-grade construction ensures that future redevelopment can be accommodated efficiently, permitting the site to adapt as the community evolves and grows over time.

Additionally, within the Holland Landing Community Plan (OPA 60) and the Town's Official Plan, include policies (sections 11.1.2 and 9.1.2 respectively) that allow flexibility in interpreting internal schedule boundaries, promoting uses that foster immediate economic growth. There are no physical features to direct the precise limits of the boundary between the Prestige Employment and Commercial designations on the lands on the northeastern side of Crimson King Way (Block 226) and Highway 11. When considered with the lands forming this application, the uses proposed on Block 226 provide for an appropriate transition of uses.

The proposed commercial uses on the South Block are strategically positioned to address the future needs of the growing community, ensuring sufficient commercial spaces are available to serve the expanding residential population. This aligns with the Town's long-term vision of supporting both residents and businesses effectively. The overall intent to preserve the industrial and commercial function of the entire block remains intact.

Overall, the underlying industrial and commercial intent of the entire block is preserved. This proposal will ensure the long-term development potential of the site, while still aligning with the Town's objectives and goals as outlined in the Official Plan. We believe these modifications will ultimately better meet the needs of the community as it continues to evolve.

Ongoing discussions with the Region of York regarding the intersection design and improvements at Crimson King and Highway 11 further reflect the commitment to ensuring the development is both functional and aligns with long-term infrastructure planning for the community.



The owner intends to work closely with staff towards the necessary approvals. We look forward to your review and comments on this submission and are pleased to respond to any questions you may have.

Sincerely,

GROUNDSWELL URBAN PLANNERS INC.

Nour Bedas, MCIP, RPP
Senior Planner
nour@groundswellplan.com
647.272.7559

c.c. Samuel Lount Development Corporation, Joanne Barnett