

Planning Justification Report

in support of an
Application for

Zoning By-law Amendment

Southeast Corner - Highway 11 & Crimson King Way

in the

Town of East Gwillimbury

Regional Municipality of York

April 2025



Groundswell Urban Planners Inc.

95 Mural Street, Suite 402

Richmond Hill, ON L4B 3G2

(905) 597-8204

www.groundswellplan.com

GS File 22-15

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1.0 Introduction

Groundswell Urban Planners Inc. (Groundswell) has been retained by Samuel Lount Development Corporation, Fallston Developments Limited and 731011 Ontario Limited to prepare and submit an application for Zoning By-law Amendment for the lands located at the southeast corner of Crimson King Way and Highway 11, legally described as BLOCK 225, PLAN 65M4560, TOWN OF EAST GWILLIMBURY (subject site). 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.

This Planning Justification Report supports the Zoning By-Law Amendment (ZBA) application, pursuant to the *Planning Act*, to be submitted to the Town of East Gwillimbury for the subject property. The intent of this report is to provide a detailed summary and analysis of the applicable planning policies associated with the proposed development on the subject land. Details of the proposed development can be found in Section [2.0](#) of this report. This assessment is based on an extensive review of provincial and local planning legislations including the Provincial Policy Statement, Lake Simcoe Protection Plan, York Regional Official Plan, Town of East Gwillimbury Official Plan and Zoning By-law.

In addition to this Planning Report, multi-disciplinary consultants have also been retained to prepare a number of reports and materials as required under the *Planning Act*. These studies are underway and will be provided as part of the site plan submission.

The information contained within this report is considered up-to-date as of March 2025.

1.1 Subject Lands and Surrounding Area Description

1.1.1 Existing Site Context

The subject site is located at the southeast corner of Crimson King Way and Highway 11, legally described as BLOCK 225, PLAN 65M4560, TOWN OF EAST GWILLIMBURY (subject site). The subject site is currently vacant as shown in Figure 1 below.

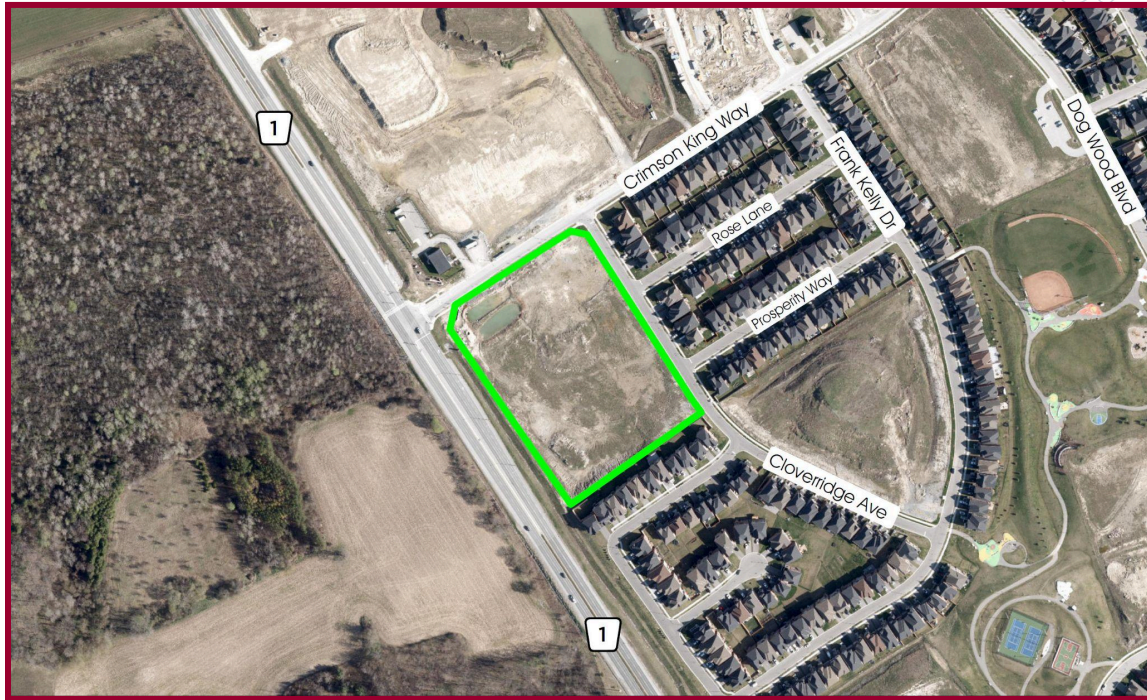


Figure 1 - Aerial Context

1.1.2 Surrounding Area Context

As seen in Figure 1, the subject site is surrounded by vacant lands to the north, and single family dwellings to the south and east. To the west, the subject property abuts Highway 11. The lands west of Highway 11 are rural and undeveloped.

1.2 Site Photos



Photo 1: Subject Lands viewed from west side of Highway 11



Photo 2: Subject Lands viewed from Crimson King Way facing west

1.3 Larger Context and Long Range Planning

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.

While the surrounding subdivision is newly built and still undergoing development, the lands further to the west and south have yet to be developed. Those adjacent lands form part of a separate planning area - the future 'Whitebelt Lands' - that are currently undergoing a Secondary Plan process in consultation with the Town of East Gwillimbury. The exact timing of bringing these lands forward for approvals is uncertain, with estimates anticipating that development may not occur until 2041 or beyond. This is largely due to the servicing infrastructure required for new communities in Northern York Region.

In the interim, it is prudent to implement uses for the subject lands that balance the community's immediate needs with the long-term vision for the area. The proposed light industrial uses 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 adapt 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 evolve with the community's growth and needs over time.

This approach ensures that the development of the subject lands contributes to the Town's needs both now and in the future, fostering economic development and long-term alignment with the area's planned growth, and protecting the viability of the Town's commercial lands for the future.

2.1.1 Conceptual Site Statistics

Setbacks	
Site Area	26,794.02 m ² (6.62 ac)
Lot Frontage	± 132.11 m
Front Yard (Crimson King Way)	7.50 m
Interior Side Yard	N/A
Exterior Side Yard	7.50 m
Rear Yard	15 m

G.F.A.	
Building A	140.40 m ² (1,511 SF)
Building B	154.52 m ² (1,663 SF)
Building C	2,287.10 m ² (24,618 SF)
Building D	3,098.40 m ² (33,351 SF)
Building E	1,483.21 m ² (15,965 SF)
Building F	321.87.00 m ² (3,455 SF)
Total G.F.A.	7,485.1 m ² (80,569 SF)

2.2 Proposed Planning Applications

2.2.1 Zoning By-law Amendment

A Zoning By-law Amendment is being submitted to amend the Town of East Gwillimbury's Zoning By-Law 2018-043. The subject site is zoned Employment Prestige (M1) in the Town's Zoning By-law, with a site specific exception (exception No. 142). The permitted uses and required zone standards for this designation, generally encompass the anticipated uses and provide standards for the proposed development as outlined in the Zoning By-law.

A summary of the proposed amendment is as follows:

- To amend By-law Number 2018-043, as amended, to add a site-specific exception to remove accessory uses, permit ancillary uses with a net floor area of more than 300 m², and permit a minimum of 211 parking spaces on the subject site.

3.0 Planning Policy Overview

The following is an overview of the significant Provincial, Regional and Local planning legislations which impact the subject property and proposed development. These policies have been considered in developing the proposal. For a complete analysis of all applicable policies, see Appendices.

A more fulsome analysis of the policies that apply to the proposed development is included in [6.0 Appendices: Policy Analysis](#).

3.1 Provincial Policy Statement (2024)

The Provincial Policy Statement (PPS) provides policy direction on matters of provincial interest related to land use planning and development. As a key part of Ontario's policy-led planning system, the Provincial Policy Statement sets the policy foundation for regulating the development and use of land. It also supports the provincial goal to enhance the quality of life for all Ontarians.

Section 2.1 of the PPS identifies that development will contribute to healthy, livable and safe communities by accommodating for appropriate, market based employment and other uses. The PPS encourages land use planning growth and development to be cost-effective, and minimize servicing costs.

The employment policies found in **section 2.8** of the PPS ensures that planning authorities shall encourage and promote employment opportunities to accommodate long term growth. Implementation of the proposed development would further diversify the size and range of commercial uses permitted on the site to meet the long term needs of the surrounding community. The proposed development is intended to accommodate a range of commercial uses to support the surrounding residential community and meet the demands of the market. As a result, the proposal will contribute to the long term financial well-being of the Province of Ontario and the Town of East Gwillimbury by ensuring the development generates employment opportunities and tax revenue. The proposed development promotes economic prosperity and optimizes the use of urban, serviced land within the settlement area. The development will be well designed, and will be subject to Site Plan Control to ensure the appropriate design and long-term functionality of the site.

Additionally, establishing additional commercial permissions within the site is not anticipated to cause environmental or public health and safety concerns. Adequate servicing infrastructure is available to meet the needs for the proposed development. The intended commercial uses are not anticipated to generate significant additional servicing demands. The proposed development represents an efficient use of land within the Settlement Area, as municipal services and infrastructure are available to the subject site.

As encouraged by **section 2.8.1**, the proposal supports energy conservation by being easily accessible to residents of the surrounding community. The proposed development encourages the intensification of employment uses and supports the achievement of complete communities. Furthermore, **section 4.1**

states that all natural features must be protected. There are no natural heritage features on site or adjacent to the subject property.

A comprehensive policy review of the Provincial Policy Statement (2024) can be found at [Appendix B](#).

In Summary:

1. The proposed development conforms to the policies of the Provincial Policy Statement.
2. The subject site is within the settlement area, the intended focus of growth and development.
3. The proposed development will foster economic growth in the area, supporting the long-term growth and needs of the community.

3.2 Lake Simcoe Protection Plan (2009)

The Lake Simcoe Protection Plan (LSPP) builds on the ongoing work of the Lake Simcoe Region Conservation Authority (LSRCA) to protect the watershed. The LSRCA has been a vital partner in the implementation of the LSPP and works to lead community, municipal, and other governmental partners in the restoration and preservation of Lake Simcoe's environmental quality and health.

According to the Lake Simcoe Protection Plan, the subject development is defined as “Major Development”.

A stormwater management plan has been prepared in support of the proposed development, which outlines how the proposed development will control stormwater on site, and meet the requirements of the LSPP as stated in **section 4.8-DP**. It should also be taken into consideration that the subject site has been pre-serviced and pre-graded for development, and any works undertaken on site will enhance the site's stormwater management capacity.

Section 4.9-DP states that new development shall not be permitted unless the works have been designed to satisfy the Enhanced Protection level specified in Chapter 3 of the MOE's “Stormwater Management Planning and Design Manual 2003”. The prepared stormwater management plan has been designed to satisfy this. As per **section 4.10-DP**, the proposed stormwater management works are to be inspected by the Town during construction, and will be maintained by the owner.

Section 6.23-DP, states that no development shall not be permitted within a key natural heritage or key hydrologic feature. The proposed development is not located within a key natural heritage feature, a key hydrologic feature or a related vegetation protection zone. Therefore a natural heritage evaluation is not required for the proposed development. Additionally, as per section 6.34-DP, the proposed development does not require any buffers.

A comprehensive policy review of the Lake Simcoe Protection Plan can be found at [Appendix D](#).

In Summary:

1. The subject property is not located within any key natural heritage or key hydrologic features.

2. A stormwater management plan is forthcoming to support the proposed development, which outlines how the proposed development will control stormwater on site, and meet the requirements of the LSPP.

3.3 Regional Municipality of York Official Plan (2023 Office Consolidation)

In 2022, the York Region Official Plan (YROP) was approved with modifications made by the province. As a result of Bill150 & 162, a few of these changes have been revoked and a revised Official Plan, reflecting these changes, will be published soon. The approved 2022 Regional Official Plan replaces the 2010 Official Plan.

Currently, the Region of York is one of Canada's biggest municipalities. By 2051, the region is expected to have a population of around 2.05 million people and 991,990 jobs. The 2022 York Region Official Plan outlines how to address the demands of current residents and businesses in the region while guiding future growth and development. The Regional Planning responsibilities include successfully planning for the anticipated population and employment forecasts for the future.

The subject property is designated under Map 1 - Regional Structure of the YROP as *Urban Area* (**Figure 3**).

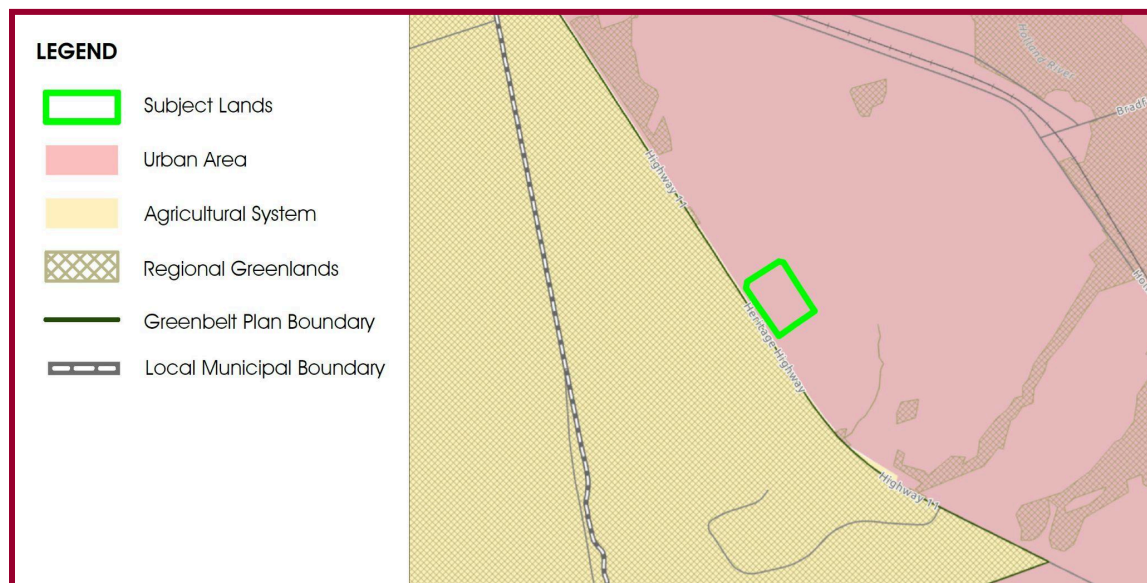


Figure 3 - Region of York Official Plan Map 1 - Regional Structure

The subject property is also designated as Designated Greenfield Area under Map 1B - Urban System of the YROP (**Figure 4**).

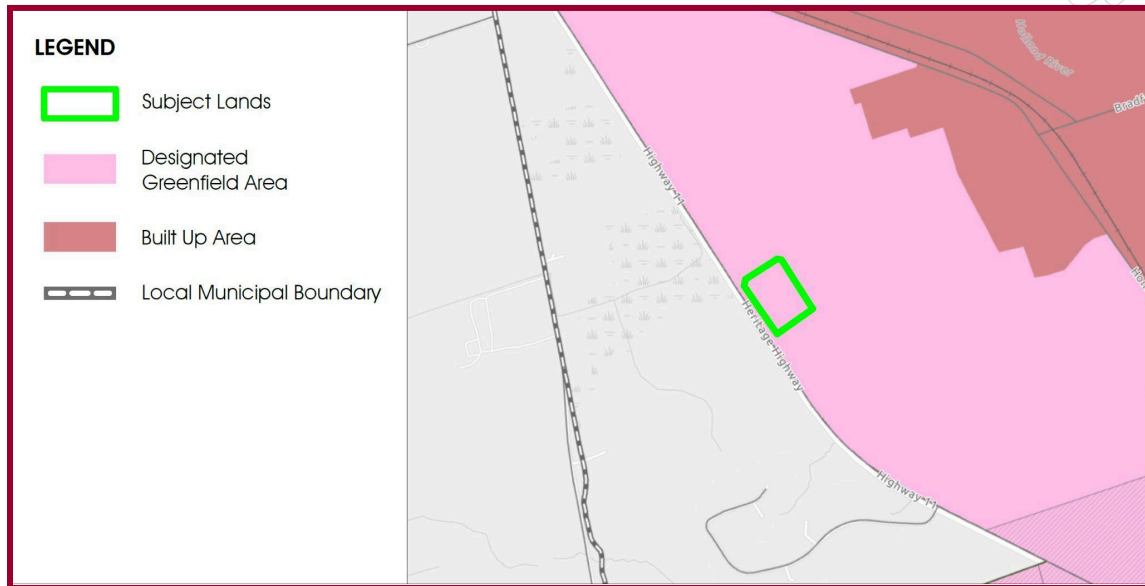


Figure 4 - Region of York Official Plan Map 1B: Urban System

Under the section *Supporting Complete Communities* in the YROP, **section 2.1.4** states that the urban system includes the Urban Area, Employment Area and Designated Greenfield Area as shown on Map 1, Map 1A and Map 1B. The bulk of future expansion is expected to be accommodated by the Urban System through 2051. As stated in **Section 2.2.1**, the proposal will also contribute to the growth targets identified by the region for EG in **Table 1**. **Section 2.3.6** requires development to support human services and the needs of residents. While the full list of tenants in the proposed plaza has not been established, it is anticipated that human services including healthcare, education and children's services will be included in the proposed development.

Urban areas within the Region of York are designed to accommodate the planned growth for the region through intensification. These areas are encouraged to provide a variety of land uses including employment uses. **Section 4.1.1** states that most of the growth and development in the region is to be situated within the Urban System including Urban Areas and Community Areas. **Section 4.2.7** states that local municipalities should exceed the designated greenfield area (DGA) minimum density targets identified in Table 4 of the YROP by 2051. **Table 4** states that the 2051 DGA minimum density target for East Gwillimbury is 60 people and jobs per hectare.

The subject property is designated under Map 1A - Land Use Designations of the YROP as Community Area (**Figure 5**).

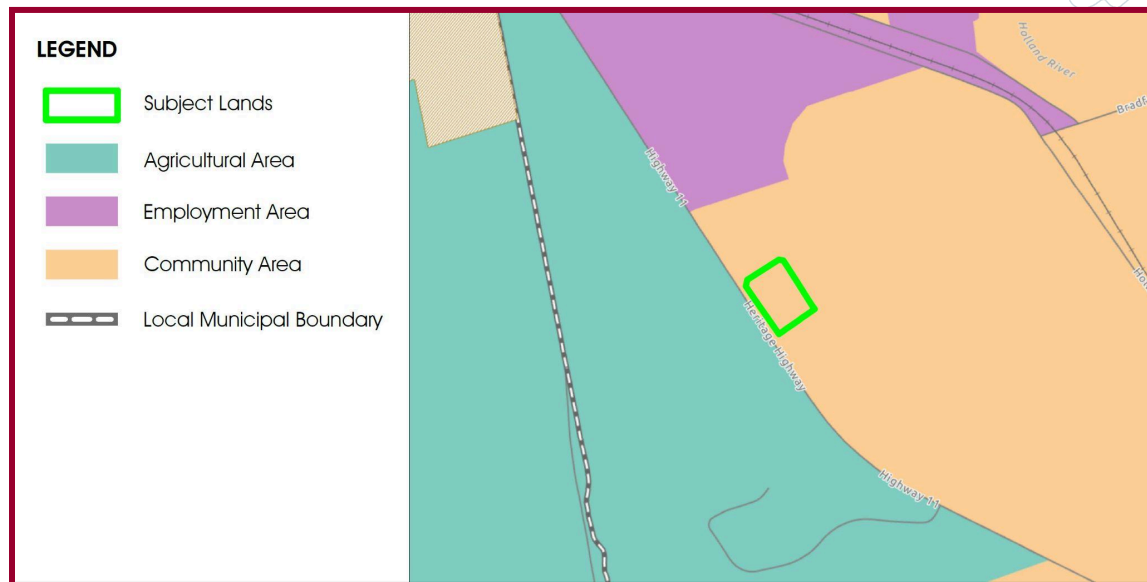


Figure 5 - Region of York Official Plan Map 1A - Land Use Designations

Community Areas make up most of the Region's Urban System including housing, retail and institutional uses. These areas are to be walkable, pedestrian-oriented, and amenity rich to provide residents with a range of services and open spaces within a 15-minute walk or bike from their homes. The proposed development will contribute to a complete community as it is in proximity to residential uses. The proposal will also ensure that the development is walkable and easily accessible for residents. Community Areas are also to include employment opportunities to enhance the quality of life for residents. **Section 4.2.1** states that employment opportunities shall be encouraged within Community Areas.

A comprehensive policy review of the Regional Municipality of York's Official Plan (2023) can be found at [Appendix E](#).

In Summary:

1. The proposed development conforms to the policies in the York Region Official Plan for development in the Urban Area, Designated Greenfield Area and Community Area.
2. Community Areas are to Include a variety of Employment Opportunities.
3. The proposed development is to be walkable and easily accessible.

3.4 Town of East Gwillimbury Official Plan (2018 Consolidation)

It is anticipated that the Town of East Gwillimbury will see job growth to over 34,000 and a population increase to 86,500 by 2031. In order to change from a "community of communities" to a connected urban area, the Town is making sure that employment and residential growth are provided to accommodate the anticipated growth.

The 2018 office consolidated East Gwillimbury Official Plan has been planned to protect employment areas. In order to achieve a balanced community, the Town strives to have a ratio of one job for every two residents. **Section 2.2.7** states that all employment areas must be protected.

As shown in Figure 6 - Town of EG's Official Plan (2018), Urban Structure Plan, the subject lands are located within the Employment Area.



Figure 6 - Town of EG's Official Plan (2018), Schedule A-1 Urban Structure

As stated in **section 3.2.1**, Employment Areas, as shown on schedule A-1 above, are identified as lands for business including manufacturing, warehousing, office and other employment uses. In these areas, the minimum density target is 40 jobs per hectare. **Section 3.2.1.3** stipulates that residential, major retail and non-ancillary uses are not permitted. These uses are not intended on the subject site, all uses proposed comply with the permissions of the Official Plan.

The subject site is further located within the Holland Landing Secondary Plan Area and is designated Prestige Employment.

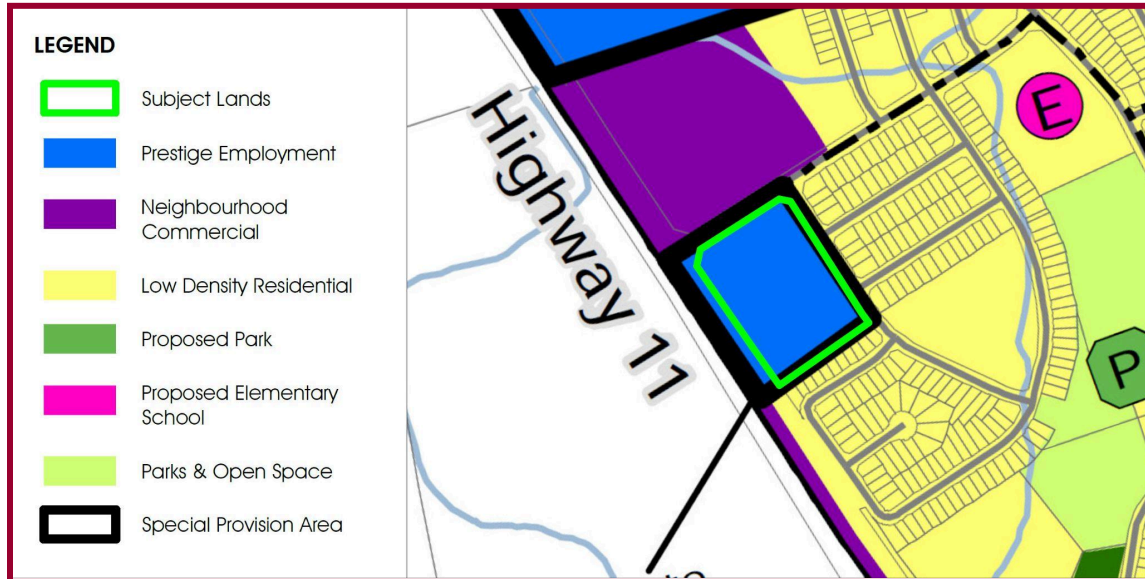


Figure 7 - Town of EG's Official Plan (2018), Holland Landing Land Use Plan

The subject property is within the Holland Landing Secondary Plan Area. **Section 3.4.3.1** states that development in the Holland Landing Area will reflect the community building policies of the OP and support convenience commercial and community-scale institutional uses. The subject site will function as a commercial destination for the local community.

As stated in **section 4.2.1.2**, Prestige Employment uses are encouraged by the Town to be located at major highway interchanges and these areas will act as gateways to the community. The subject site is located along Highway 11, a major highway in Ontario and acts as the gateway to the community surrounding it.

A comprehensive policy review of the Town of East Gwillimbury Official Plan (2018) can be found at [Appendix F](#).

In Summary:

1. The proposed development conforms to the policies in the 2018 office consolidated Town of East Gwillimbury Official Plan.
2. The subject site is designated as Employment Area & Prestige Employment.
3. The proposed development will contribute to the employment growth targets set out by the Town.
4. The proposed development does not propose any residential, major retail and non-ancillary uses.
5. The subject site is located along Highway 11, a major highway in Ontario and acts as the gateway to the community surrounding it.

3.5 Town of East Gwillimbury Official Plan (Adopted 2022)

The Town's updated Official Plan was adopted and endorsed by Council at the June 21, 2022 council meeting. The adopted Official Plan is currently awaiting approval from the Region of York.

The subject site is designated under the Town of East Gwillimbury Official Plan as DGA Employment Area.



Figure 8- Town of EG's Official Plan (2022), Urban Structure Land Use Plan

East Gwillimbury is expected to grow by over 127,600 residents and 43,800 jobs by 2051. The Town's Official Plan ensures that the Town will continue to guide development and build complete communities, including future parks, trails, employment, housing, and roads to accommodate for the projected growth. The proposed development contributes to the Town's job market and the objective set out by the Town and Region of York to add approximately 30,000 jobs to East Gwillimbury by 2051.

Principle 3, of the Town's Guiding Principles, states that new development within the Town of East Gwillimbury shall contribute to the creation of complete communities. The proposal supports the development of a complete community by offering products and services within an easily accessible site, in close proximity to residential uses.

The Town of East Gwillimbury Official Plan encourages a diverse range of employment opportunities throughout the Town. **Principle 8** of the Town's Guiding Principles ensures opportunities for economic development are provided and that existing employment areas within the Town are protected. The proposed development proposes employment uses on employment lands, thus protecting the employment use of the property.

Section 2.0, of the Official Plan states the employment growth targets for 2051 established by the Region of York for the Town of East Gwillimbury. The subject development proposes uses that will serve the local community, as well as the traveling public along Highway 11. The subject development will

contribute to achieving these targets as the uses proposed are employment and commercial uses. The subject property is located within the Designated Greenfield Area. A variety of uses are proposed through the development of the site which will assist to the the density target of 50 jobs per hectare as required by **section 2.3** of the Town's Official Plan.

Section 3.3.2 states that the Town supports economic development through the protection of employment areas which generate a range of employment uses. The proposed development proposes a wide range of uses including, but not limited to automotive service uses, restaurants, wellness services, child care services, recreational and employment activities, retail, financial services and food stores. The options on site will offer a diverse selection of products and services. Through the development of a vacant and underutilized site, the Town will be protecting employment uses on the land for the long term. The employment uses on the site will support the municipality's economic development.

The subject site is designated under the Town of East Gwillimbury Official Plan as Prestige Employment and is located within the Holland Landing Secondary Plan Area.

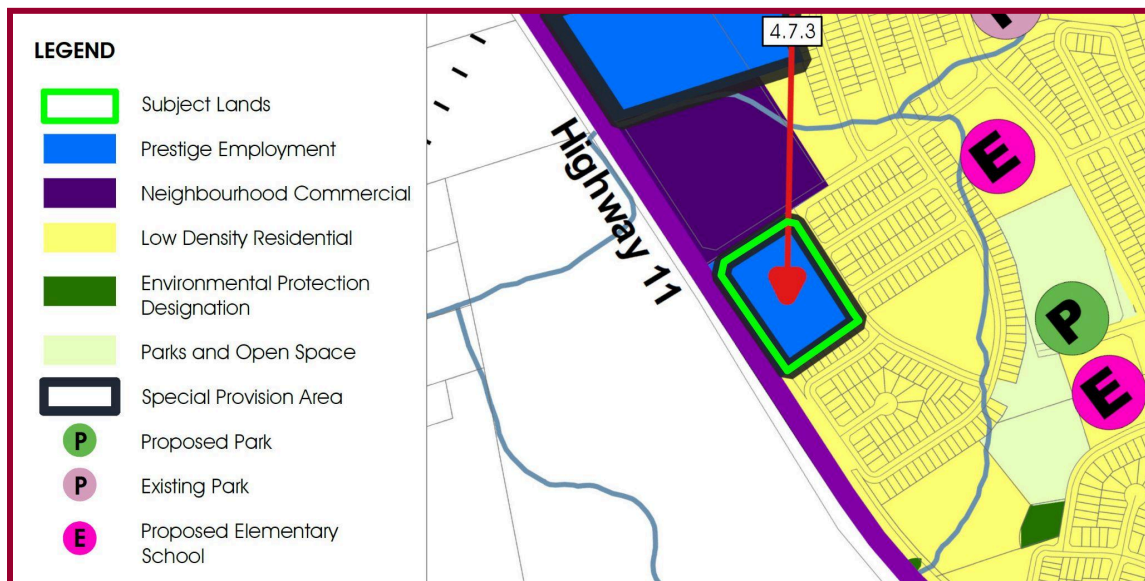


Figure 9 - Town of EG's Official Plan (2022), Holland Landing Land Use Plan

Section 4.3.2 states that employment lands in the Holland Landing Prestige Employment area shall achieve a minimum density of 25 jobs per hectare. It also states that prestige employment uses are encouraged by the town to be located along major highways and that these areas are recognized as gateways into the community. The subject site is located along provincial Highway 11. The special provision for the site allows for a variety of uses that are intended to serve the Employment Area, as well as the surrounding residential community. This creates an efficient gateway into the neighbouring residential communities. The proposed development brings in a variety of tenants allowing residents to have access to their daily needs at a walkable distance. All uses proposed on the subject site comply with the permissions of the Official Plan. Residential, major retail and non-ancillary uses are not proposed.

Section 4.4.4 ensures that no development shall be permitted near or impact any key natural heritage or hydraulic features. The subject property is part of a larger subdivision that was comprehensively planned and studied. The proposed development will not have any impact on any natural heritage features.

As stated in **section 4.6.3.9**, day care facilities are permitted on the site and a daycare use is proposed on the site within building D. Pick up and drop off will be accommodated by the parking area directly in front of the unit proposed for the daycare use. An outdoor playground is proposed adjacent to the unit, and will be appropriately designed and buffered, as required. **Section 4.6.3.13** permits automobile service stations on the site. The proposed automobile service station is a small component of the overall site and does not exceed 0.6 hectares.

According to the uses described in **section 4.7.3**, the The site proposes a wide range of uses including, but not limited to automotive service uses, restaurants, wellness services, child care services, recreational and employment activities, retail, financial services and food stores. The proposed uses on the subject site will offer a diverse selection of products and services. The Town's official plan also requires that development along Highway 11 are designed of high quality in order to keep the prestige character of the area. The site will be designed to a high aesthetic quality with attractive landscaping in order to re-enforce the character of the community. Outdoor storage is not proposed. Additional details regarding the building design and landscaping details will be provided at the site plan approval stage.

A comprehensive policy review of the Town of East Gwillimbury Official Plan (2022) can be found at [Appendix G](#).

In Summary:

1. The subject site is designated under the Town of East Gwillimbury Official Plan as Prestige Employment within the Holland Landing Secondary Plan Area.
2. The proposed development contributes to the employment targets established by the Town to 2051.
3. The proposed development provides opportunities for a range of tenants to be located near residential neighbourhoods contributing to a complete community.

3.6 Town of East Gwillimbury Comprehensive Zoning By-Law 2018-043 (2020)

Under the Town of East Gwillimbury's Zoning By-law 2018-043, the subject property is currently zoned as Employment Prestige M1(142)(H5)(H6).

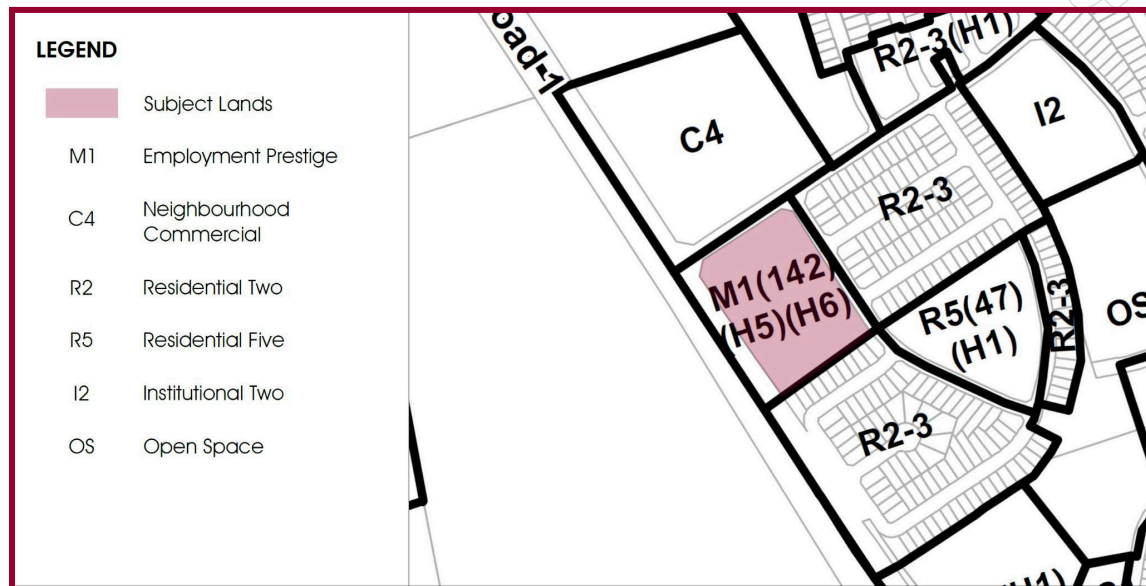


Figure 10: Town of East Gwillimbury Zoning Map

As outlined in the Zoning By-law, under **section 9.1**, the permitted uses for the M1 zone, subject to special provisions, include accessory retail, office, service commercial, restaurant and child care uses. In addition to these uses, exception no. 142 permits motor vehicle gas bar, restaurant with drive through, recreational commercial and retail store uses on the subject site. The proposed uses for the subject site consist of a variety 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 centers, commercial fitness centers, child care center, animal day care center, swim schools and other similar and associated uses. The permitted uses generally encompass the anticipated uses on the site subject under the special provisions as outlined in the Zoning By-law.

The proposed amendment to the Town's Zoning By-Law 2018-043 will provide a site-specific exception to permit the proposed uses with a net floor area of more than 300 m², and permit a minimum of 211 parking spaces on the subject site.

A comprehensive policy review of the Town of East Gwillimbury Zoning By-law (2018-043) can be found at [Appendix H](#).

In Summary:

1. The subject property is currently zoned as Employment Prestige M1(142)(H5)(H6).
2. A Zoning By-law Amendment is being submitted to create a site specific exception for the subject property.

4.0 Supporting Studies

In accordance with the complete submission requirements set out in the Planning Act, multi disciplinary consultants have been retained to prepare extensive reports in support of the proposed development. All appropriate studies, including but not limited to engineering and transportation assessments, will be provided as part of the site plan submission. These studies will ensure compliance with the policies of the Town of East Gwillimbury as it relates to application requirements for Site Plan applications. They will also address any potential impacts related to the proposal. We are committed to submitting a comprehensive and thorough analysis to support the successful approval of the site plan.

5.0 Planning Analysis

After an extensive review of the Planning Legislations and multidisciplinary studies noted above, it is in our professional planning opinion that the proposed development and zoning by-law amendment application are an appropriate representation of good planning practice. For further analysis on the specific planning policies which apply to the proposed development, see Appendices.

5.1 Compatibility with Surrounding Area

The proposed development stays consistent with the bordering sites along Hwy 11 to the north by proposing employment uses. The proposed development will become a gateway into the community surrounding the subject site and contributes to a complete community by bringing employment opportunities to the newly built surrounding neighbourhoods. The proposal supports an appropriate range of commercial uses to support the surrounding residential community. The site is in close proximity to residential uses and is easily accessible via active transportation and automobile. While existing public transit services do not exist in proximity to the subject site, it is anticipated that as the area further develops, transit services may be introduced along Highway 11 and/or Crimson King Way. Implementation of this proposal would allow for a diverse range of commercial uses to meet the long-term needs of the community.

When considered as a part of a larger subdivision as intended at time of draft plan approval, the proposed uses on the subject site permit flexibility to allow long-term consideration for opportunities on adjacent sites including the neighbouring property on the north side of Crimson King Way. The proposed uses on the subject site create an opportunity for sustainable planning on the adjacent property – light industrial uses better meet the needs of the current community; with a planned transition/replacement with retail as the community surrounding the site grows and can support these uses. This will ensure that the Town's overall employment needs are met while providing the flexibility to promote viable long term solutions that also meet the needs of the community.

5.2 Employment Growth

The proposed development contributes to the employment intensification targets of the Province, the Region of York, and the Town of East Gwillimbury.

The Provincial government supports the intensification of employment usage within municipalities, as indicated in section 2.8 of the PPS (2024). Furthermore, outside of employment areas, the province supports industrial, manufacturing, and small-scale warehousing purposes. The York Regional Official Plan also encourages employment growth throughout the Region by increasing employment opportunities to create complete, sustainable communities. By supporting the continued growth in employment, the Region hopes to create a diverse and highly skilled workforce. By 2051, East Gwillimbury is expected to add 43,800 jobs and about 127,600 more residents. The planned development contributes to the Town's employment market and the Town and Region of York's goal of bringing over 30,000 new jobs to East Gwillimbury by 2051.

Overall, the proposed development conforms with provincial and local planning legislations by generally encouraging employment growth and contributing to the employment goals and policies of the Province of Ontario, Region of York, and the Town of East Gwillimbury.

5.3 Implementing the Zoning By-Law Amendment

The proposed development implements the intent of the zoning by-law amendment. The proposed uses consist of a variety of commercial, employment, and retail uses including a motor vehicle gas bar, grocery stores, restaurants, restaurants 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 permitted under the Town's Official Plan. The Amendment will add a site-specific exception to permit these uses with a net floor area of over 300 m², and permit a minimum of 211 parking spaces on the subject site.

6.0 Summary & Conclusions

This Planning Justification Report is in support of the proposed Draft Plan of Subdivision application for the subject lands located at the southeast corner of Crimson King Way and Highway 11, legally described as BLOCK 225, PLAN 65M4560, TOWN OF EAST GWILLIMBURY (subject site).

Policies at the provincial, regional, and local level were reviewed in their entirety to determine how the development conforms to them. After an extensive review of the applicable land use planning policies, we conclude that the proposed development is consistent with the Provincial Policy Statement, and maintains the intent of the Region of York Official Plan, Town of East Gwillimbury Official Plan and Zoning By-law.

It is our opinion that the proposed Zoning By-law Amendment application is justified and represents good planning for the following reasons:

- The proposal generally conforms to and promotes the policies of the PPS, the the Region of York Official Plan and the Town of East Gwillimbury Official Plan;
- The proposed development encourages employment growth and contributes to the goals and objectives of the Town and Region;
- The proposal is of an appropriate scale and density for the area.

The proposed development is appropriate for this site, constitutes good land use planning and is in the public interest. It is our opinion that the proposed application for a Zoning By-law Amendment be approved.

Respectfully submitted,

GROUNDSWELL URBAN PLANNERS INC.



Nour Bedas, MCIP, RPP

Senior Planner

7.0 Appendices: Policy Analysis

Appendix A	Proposed Draft Zoning By-law Amendment Text
Appendix B	Provincial Policy Statement, 2024
Appendix C	Greenbelt Plan & Oak Ridges Moraine Conservation Plan
Appendix D	Lake Simcoe Protection Plan & Georgian Bay Lake Simcoe Source Protection Plan
Appendix E	Region of York Official Plan
Appendix F	Town of East Gwillimbury Official Plan (2018 Consolidation)

Appendix A

THE CORPORATION OF THE TOWN OF EAST GWILLIMBURY BY-LAW NO. 2024-XX

**Being a By-law to Amend By-law No. 2018-043, as amended,
 being a Zoning By-law
 [Block 225, Plan 65M4560, Town of East Gwillimbury]**

NOW THEREFORE the Council of the Corporation of the Town of East Gwillimbury hereby enacts as follows:

1. That Map 1 of Schedule “A” to Zoning By-law 2018-043, as amended, is hereby further amended as follows:

- 1.1 Block 225 of Plan 65M4560, Town of East Gwillimbury, Regional Municipality of York, more particularly shown in heavy outline and shading on Schedule “A” attached hereto is changed from “**EMPLOYMENT PRESTIGE EXCEPTION 142’ (M1)(H5)(H6)**” to “**EMPLOYMENT PRESTIGE EXCEPTION XXX’ (M1)(H5)(H6)**”.

2. That Part 16 of By-law No. 2018-043 is amended with the following:

Exception No.	Zone	Permitted Uses	Special Provisions	Location	By-Law No.
XXX	M1	i. All uses permitted in the M1 Zone ii. Motor vehicle or recreational vehicle sales / rental establishment iii. Garden Centre iv. Equipment rental establishment v. Motor vehicle gas bar vi. Restaurant vii. Restaurant with drive through facility viii. Theatre ix. Commercial recreational use x. Retail store (subject to H5 and H6 holding provisions)	i. Notwithstanding Section 9.1 of By-Law No. 2018-043 as amended, none of the permitted uses for the subject site shall be accessory. ii. Notwithstanding the Special Provisions under Section 9.1 of By-Law No. 2018-043 as amended, all permitted ancillary uses may have a net floor area of	Block 225, Plan 65M4560 (Map 1)	2018-043



			<div>over 300 m2 on the subject site.</div> <div>iii. Notwithstandin g Section 5.10.1 of By-Law No. 2018-043 as amended, the minimum number of parking spaces shall be 211 on the subject site.</div>		
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3. That in all other respects the provisions of By-law No. 2018-043 as amended, shall continue to apply.
4. That Schedule “A” attached hereto is hereby declared to form part of this By-law.

ENACTED and PASSED this ____ day of ____, 2025.

Virginia Hackson
Mayor

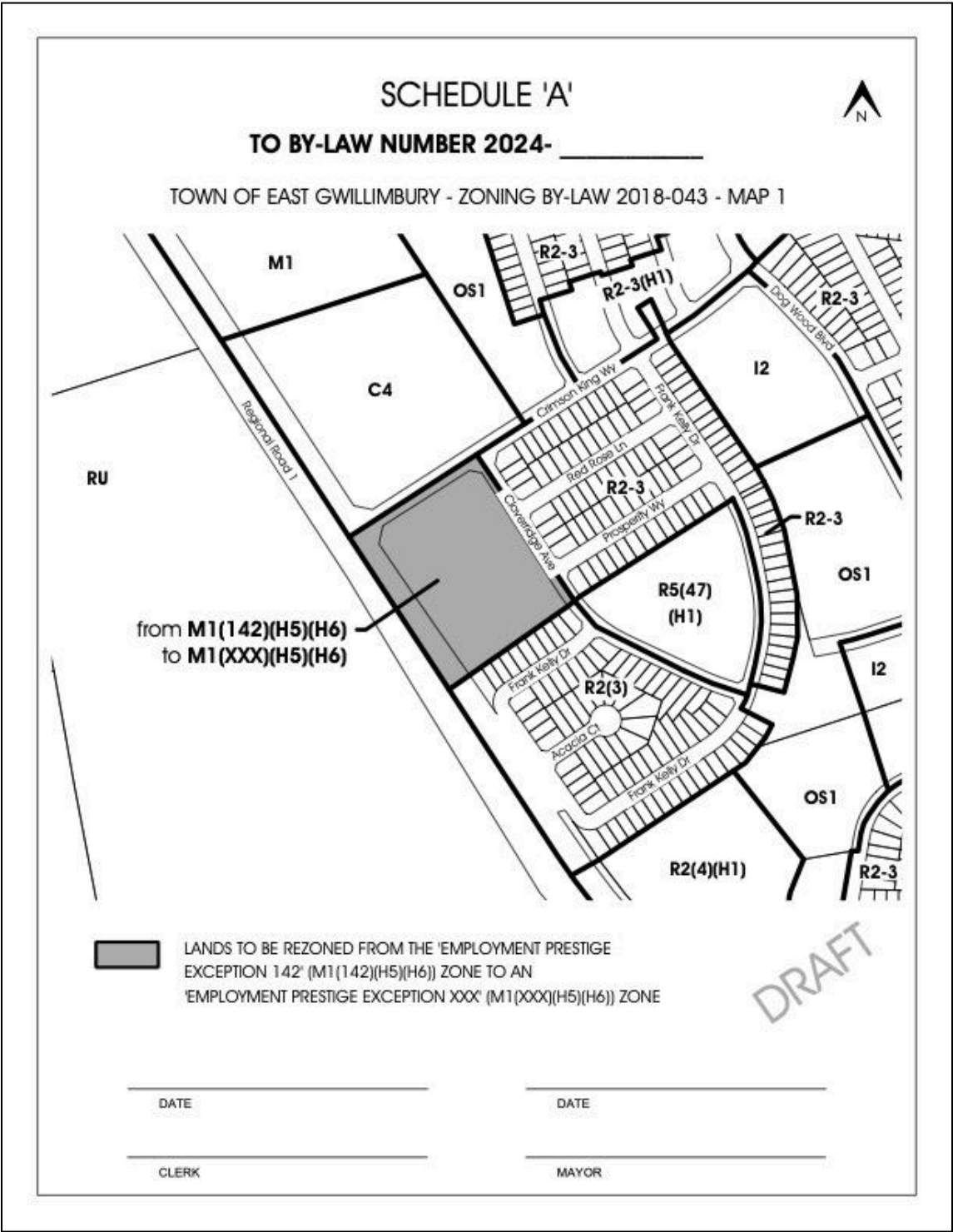
Tara Lajevardi
Municipal Clerk

Explanatory Note

Re: Zoning By-law Number 2025 - XX

By-law Number 2025 - XX has the following purpose and effect:

To amend By-law Number 2018-043, as amended, to add a site-specific exception to remove accessory uses, permit ancillary uses with a net floor area of over 300 m2, and permit a minimum of 211 parking spaces on the subject site.



Appendix B Provincial Policy Statement, 2024

The proposed development is supported by the policies listed below.

	Policy	Response
2.1	<i>Planning for People and Homes</i>	
2.1.6	<p><i>Planning authorities should support the achievement of complete communities by:</i></p> <p><i>a) accommodating an appropriate range and mix of land uses, housing options, transportation options with multimodal access, employment, public service facilities and other institutional uses (including schools and associated child care facilities, long term care facilities, places of worship and cemeteries), recreation, parks and open space, and other uses to meet long-term needs;</i></p>	<p>The intent of this proposal is to allow for a range of commercial uses to be accommodated within the site to help meet market demands. In this respect, the proposal will contribute to the long term financial well-being of the Province of Ontario and the Town of East Gwillimbury by helping to ensure the development generates employment opportunities and tax revenue.</p> <p>The proposal supports an appropriate range of commercial uses to support the surrounding residential community.</p>
2.3	<i>Settlement Areas and Settlement Area Boundary Expansions</i>	
2.3.1.1	<p><i>Settlement areas shall be the focus of growth and development. Within settlement areas, growth should be focused in, where applicable, strategic growth areas, including major transit station areas.</i></p>	<p>The subject land is located within the Settlement Area.</p>
2.3.1.2	<p><i>Land use patterns within settlement areas should be based on densities and a mix of land uses which:</i></p> <p><i>a) efficiently use land and resources;</i></p>	<p>Implementation of this proposal would further diversify the size and range of commercial uses permitted on the site.</p> <p>The proposal will efficiently use land within the</p>

	<p><i>b) optimize existing and planned infrastructure and public service facilities;</i></p> <p><i>c) support active transportation;</i></p> <p><i>d) are transit-supportive, as appropriate; and</i></p> <p><i>e) are freight-supportive.</i></p>	<p>Settlement Area, as well as municipal services and infrastructure which are available to the subject site.</p> <p>The site is in close proximity to residential uses and is easily accessible via active transportation and automobile. While existing public transit services to not exist in proximity to the subject site, it is anticipated that as the area further develops, transit services may be introduced along Highway 11 and/or Crimson King Way.</p> <p>The proposed commercial development supports the movement of goods along Highway 11 and is freight-supportive.</p>
2.8	Employment	
2.8.1.1	<p><i>Planning authorities shall promote economic development and competitiveness by:</i></p> <p><i>a) providing for an appropriate mix and range of employment, institutional, and broader mixed uses to meet long-term needs;</i></p> <p><i>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;</i></p> <p><i>d) encouraging intensification of employment uses and compatible, compact, mixed-use development to support the achievement of complete communities; and</i></p>	<p>Implementation of this proposal would allow for a diverse range of commercial uses to meet the long-term needs of the community.</p> <p>The proposal allows for a variety of choice in terms of use and size within an existing site designated for employment.</p> <p>The site will have a number of uses, buildings and structures which will accommodate a wide variety of tenants both in the short term and long term vision for these lands.</p> <p>The employment and commercial uses will support the surrounding community, realizing the goal of the PPS to provide compact, mixed-use and compatible communities.</p> <p>The site has access to municipal services and no additional servicing infrastructure will be required to accommodate the proposed uses.</p>

	<i>e) addressing land use compatibility adjacent to employment areas by providing an appropriate transition to sensitive land uses.</i>	
2.8.2.1	<i>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.</i>	The proposed development promotes economic prosperity and preserves the employment areas of the Town.
2.8.2.3	<p><i>Planning authorities shall designate, protect and plan for all employment areas in settlement areas by:</i></p> <p><i>a) planning for employment area uses over the long-term that require those locations including manufacturing, research and development in connection with manufacturing, warehousing and goods movement, and associated retail and office uses and ancillary facilities;</i></p> <p><i>e) including an appropriate transition to adjacent non-employment areas to ensure land use compatibility and economic viability.</i></p>	<p>The proposed development promotes economic prosperity and optimizes the use of urban, serviced land within the settlement area. The development will be well designed, and will be subject to Site Plan Control to ensure the appropriate design and long-term functionality of the site.</p> <p>The proposed development provides adequate transitioning into the neighbouring residential community.</p>
2.9	<i>Energy Conservation, Air Quality and Climate Change</i>	
2.9.1	<p><i>Planning authorities shall plan to reduce greenhouse gas emissions and prepare for the impacts of a changing climate through approaches that:</i></p> <p><i>a) support the achievement of compact, transit-supportive, and complete communities;</i></p>	The proposal supports energy conservation, improved air quality and preparedness for the impacts of climate change. The development is on a vacant, underutilized site within the urban area and will provide goods and services for the local community. Residents in the surrounding neighbourhood can easily access the development, reducing reliance on the automobile for trips to commercial sites farther away.

	<p><i>b) incorporate climate change considerations in planning for and the development of infrastructure, including stormwater management systems, and public service facilities;</i></p> <p><i>c) support energy conservation and efficiency;</i></p> <p><i>d) promote green infrastructure, low impact development, and active transportation, protect the environment and improve air quality;</i></p>	
3.6	Sewage, Water, and Stormwater	
3.6.1	<p><i>Planning for sewage and water services shall:</i></p> <p><i>a) accommodate forecasted growth in a timely manner that promotes the efficient use and optimization of existing municipal sewage services and municipal water services and existing private communal sewage services and private communal water services;</i></p> <p><i>b) ensure that these services are provided in a manner that:</i></p> <p><i>1. can be sustained by the water resources upon which such services rely;</i></p> <p><i>2. is feasible and financially viable over their life cycle;</i></p> <p><i>3. protects human health and safety, and the natural environment, including the quality and quantity of water; and</i></p>	<p>The subject development has access to existing municipal water and sewage services. Capacity exists within the existing system to accommodate the proposed development.</p> <p>Adequate servicing infrastructure is available to meet the needs for the proposed development. The intended commercial uses are not anticipated to generate significant additional servicing demands. The services provided within the site should not result in environmental or public health and safety concerns.</p>

	<p><i>4. aligns with comprehensive municipal planning for these services, where applicable.</i></p> <p><i>c) promote water conservation and water use efficiency;</i></p> <p><i>d) integrate servicing and land use considerations at all stages of the planning process;</i></p> <p><i>e) consider opportunities to allocate, and re-allocate if necessary, the unused system capacity of municipal water services and municipal sewage services to support efficient use of these services to meet current and projected needs for increased housing supply; and</i></p> <p><i>f) be in accordance with the servicing options outlined through policies 3.6.2, 3.6.3, 3.6.4 and 3.6.5.</i></p>	
3.6.2	<p><i>Municipal sewage services and municipal water services are the preferred form of servicing for settlement areas to support protection of the environment and minimize potential risks to human health and safety. For clarity, municipal sewage services and municipal water services include both centralized servicing systems and decentralized servicing systems.</i></p>	<p>The proposed development will be developed on full municipal services. The services provided within the site should not result in environmental or public health and safety concerns.</p>
3.6.8	<p><i>Planning for stormwater management shall:</i></p> <p><i>a) be integrated with planning for sewage and water services and ensure that systems</i></p>	<p>A Functional Servicing and Stormwater Management Report will be forthcoming in support of the proposed development to ensure that stormwater control on and external to the site is p</p>

	<p><i>are optimized, feasible and financially viable over the long term;</i></p> <p><i>b) minimize, or, where possible, prevent increases in contaminant loads;</i></p> <p><i>c) minimize erosion and changes in water balance, and prepare for the impacts of a changing climate through the effective management of stormwater, including the use of green infrastructure;</i></p> <p><i>d) mitigate risks to human health, safety, property and the environment;</i></p> <p><i>e) maximize the extent and function of vegetative and pervious surfaces; and</i></p> <p><i>f) promote stormwater management best practices, including stormwater attenuation and re-use, water conservation and efficiency, and low impact development.</i></p> <p><i>g) align with any comprehensive municipal plans for stormwater management that consider cumulative impacts of stormwater from development on a watershed scale.</i></p>	properly managed.
4.1	Natural Heritage	
4.1.1	<i>Natural features and areas shall be protected for the long term.</i>	There are no natural features on, or adjacent to the subject property which may be impacted by the proposed development.

Appendix D: Lake Simcoe Protection Plan (2009)

The proposed development is supported by the policies listed below:

Policy	Response
Stormwater Management	
<p><i>4.8-DP An application for major development shall be accompanied by a stormwater management plan that demonstrates:</i></p> <p><i>a. consistency with stormwater management master plans prepared under policy 4.5, when completed;</i></p> <p><i>b. consistency with subwatershed evaluations prepared under policy 8.3 and water budgets prepared under policy 5.2, when completed;</i></p> <p><i>c. an integrated treatment train approach will be used to minimize stormwater management flows and reliance on end-of-pipe controls through measures including source controls, lot-level controls and conveyance techniques, such as grass swales;</i></p> <p><i>d. through an evaluation of anticipated changes in the water balance between pre-development and post-development, how such changes shall be minimized; and</i></p> <p><i>e. through an evaluation of anticipated changes in phosphorus loadings between pre-development and post-development, how the loadings shall be minimized.</i></p>	<p>The subject application meets the definition of “Major development” as it consists of a building or buildings with a ground floor area of 500 m² or more.</p> <p>A Stormwater Management Report will be forthcoming in support of the proposed development, which outlines how the proposed development will control stormwater on site, and meet the requirements of the LSPP.</p>
<p><i>4.9-DP Stormwater management works that are established to serve new major development in the Lake Simcoe watershed shall not be permitted unless the works have been designed to satisfy the Enhanced Protection level specified in Chapter 3 of the MOE’s “Stormwater Management Planning and Design Manual 2003”, as amended from time to time.</i></p> <p><i>This policy does not apply if the works are intended to serve an infill development or a redevelopment within a settlement</i></p>	<p>The Stormwater Management Report forthcoming in support of the proposed development will be designed to satisfy the Enhanced Protection level specified in Chapter 3 of the MOE’s Stormwater Management Planning and Design Manual.</p>

<p><i>area, it is not feasible to comply with the specified design standard, and the person seeking to establish the works demonstrates that the works incorporate the most effective measures in the circumstances to control the quality and quantity of stormwater related to the development or redevelopment.</i></p>	
<p><i>4.10-DP Every owner and operator of a new stormwater management works in the Lake Simcoe watershed shall be required to inspect and maintain the works on a periodic basis.</i></p>	<p>The construction of the proposed stormwater management works will be inspected by the Town during construction, and will be maintained by the owner.</p>
<p><i>4.20-DP Municipalities shall ensure that the following measures are incorporated into subdivision agreements and site plan agreements:</i></p> <ul style="list-style-type: none"> <i>a. keep the removal of vegetation, grading and soil compaction to the minimum necessary to carry out development activity;</i> <i>b. removal of vegetation shall not occur more than 30 days prior to grading or construction;</i> <i>c. put in place structures to control and convey runoff;</i> <i>d. minimize sediment that is eroded offsite during construction;</i> <i>e. seed exposed soils once construction is complete and seasonal conditions permit; and</i> <i>f. ensure erosion and sediment controls are implemented effectively.</i> 	<p>The subject site is a block within a larger draft plan of subdivision. Through the registration process for the subdivision, the necessary provisions were incorporated into the subdivision agreement.</p> <p>The proposed development will also be subject to site plan approval, and will be required to meet the policies of this section.</p>
<p><i>4.21-HR Site alteration in the Lake Simcoe watershed shall be undertaken in a manner that incorporates the measures set out in policy 4.20.</i></p>	<p>At the site alteration stage the applicant and Town will ensure conformity with the measures outlined within policy 4.20.</p>
<p>Key Natural Heritage and Hydrologic Features</p>	
<p><i>6.23-DP Development or site alteration is not permitted within a key natural heritage feature, a key hydrologic feature</i></p>	<p>The site is not located within a key natural heritage feature, a key hydrologic feature</p>

<i>and within a related vegetation protection zone referred to in policy 6.24</i>	or a related vegetation protection zone.
<i>6.24-DP The minimum vegetation protection zone for all key natural heritage features and key hydrologic features is the area within 30 metres of the key natural heritage feature and key hydrologic feature, or larger if determined appropriate by an evaluation required by policy 6.25.</i>	The site is not located within 30 metres of a key natural heritage feature or a key hydrologic feature.
6.25-DP An application for development or site alteration within 120 metres of a key natural heritage feature or key hydrologic feature shall be accompanied by a natural heritage evaluation meeting the requirements of policy 6.26, unless the development or site alteration is for a purpose specified by policy 6.23.	<p>The larger subdivision was the subject of environmental studies which evaluated suitable locations for urban development in relation to natural heritage features.</p> <p>The proposed development is developing a block within the approved subdivision.</p>
<p>6.26-DP A natural heritage evaluation referred to in policies 6.3 and 6.25 shall be carried out in accordance with guidelines developed by the MNR and shall:</p> <p>a. demonstrate that the development or site alteration applied for will have no adverse effects on the key natural heritage feature, key hydrologic feature, Lake Simcoe and its associated vegetation protection zone, or on the related ecological functions;</p> <p>b. identify planning, design and construction practices that will maintain and, where feasible, improve or restore the health, diversity and size of the key natural heritage feature or key hydrologic feature and its connectivity with other key natural heritage features or key hydrologic features as well as connectivity and linkages to natural heritage systems identified in Provincial Plans or by municipalities, the LSRCA or MNR;</p> <p>c. demonstrate how connectivity within and between key natural heritage features and key hydrologic features will be maintained and, where possible, improved or restored before, during and after construction to allow for the effective dispersal and movement of plants and animals;</p>	A natural heritage evaluation is not required for the proposed development.

<p><i>d. determine if the minimum vegetation protection zone is sufficient to protect the ecological functions of the feature and the area being evaluated, in particular where this feature or area is adjacent to a coldwater stream, headwaters, freshwater estuaries, steep slope or is acting as or has been identified as a wildlife corridor to ensure that the area will continue to effectively act and function as a wildlife corridor;</i></p> <p><i>e. determine if the minimum vegetation protection zone is sufficient to protect areas adjacent to existing features that would be appropriate for restoration or renaturalization to enhance the ecological functioning of that feature, such as lands that provide for rounding out or filling of gaps in significant woodlands; and</i></p> <p><i>f. if the minimum vegetation protection zone is not sufficient to protect the function of the feature or protect opportunities for feature enhancement, specify the dimensions of the required vegetation protection zone.</i></p>	
<p><i>6.28-DP Where, through an application for development or site alteration, a buffer or vegetation protection zone is required to be established as a result of the application of the policies in this Plan, the buffer or vegetation protection zone shall be composed of and maintained as natural self-sustaining vegetation.</i></p>	<p>A Stormwater Management Report will be forthcoming in support of the proposed development</p>
<p>Settlement Areas</p>	
<p><i>6.32-DP Policies 6.32 - 6.34 apply to existing settlement areas and areas of Lake Simcoe adjacent to these lands, including the littoral zone, and these areas are not subject to policies 6.1 – 6.3, 6.5, 6.11 and policies 6.20 - 6.29.</i></p>	<p>The subject property is located within an “existing settlement area”, which is a settlement area that is designated in an official plan on the date the LSPP came into effect.</p> <p>As such, policies 6.32-6.34 apply.</p>
<p><i>6.33-DP An application for development or site alteration shall, where applicable:</i></p> <p><i>a. increase or improve fish habitat in streams, lakes and wetlands, and any adjacent riparian areas;</i></p>	<p>The subject land is not within the minimum vegetation protection zone of any natural features. Additionally, the environmental impacts on any features in the area were studied through the larger subdivision</p>

<p><i>b. include landscaping and habitat restoration that increase the ability of native plants and animals to use valleylands or riparian areas as wildlife habitat and movement corridors;</i></p> <p><i>c. seek to avoid, minimize and/or mitigate impacts associated with the quality and quantity of urban run-off into receiving streams, lakes and wetlands; and</i></p> <p><i>d. establish or increase the extent and width of a vegetation protection zone adjacent to Lake Simcoe to a minimum of 30 metres where feasible.</i></p>	<p>development.</p>
<p><i>6.34-DP Where, through an application for development or site alteration, a buffer is required to be established as a result of the application of the PPS, the buffer shall be composed of and maintained as natural self-sustaining vegetation.</i></p>	<p>The proposed development does not require any buffers.</p>

Appendix E Regional Municipality of York Official Plan (2022)

The proposed development is supported by the policies listed below.

Regional Structure	
<p>2.1.1 That York Region's structure, shown on Maps 1, 1A, 1B and 1C to the Plan, display the interrelationships between land use designations, overlays and delineations and provides strategic guidance on land use in York Region.</p>	<p>The subject property is located within the Region's Community Area. Employment uses are directed to this area to accommodate the Region's Growth.</p>
<p>2.1.2 That the policies of the Plan be based on the Regional Structure on Map 1 outlining:</p> <p>a. Areas that provide the focus for growth and development including the Urban Area, Towns and Villages, and Regional Centres and Corridors;</p>	
<p>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:</p> <p>a. Community Areas, where residential, population-related employment and community services are directed to accommodate concentrations of existing and future population and employment growth;</p>	
<p>2.1.4 That in addition to the structural elements and designations shown on Maps 1 and 1A, the urban system is further guided by land use policy areas shown as overlays on Map 1B that provide additional direction, assist in the application of policies and measuring and monitoring efforts.</p> <p>The urban system includes the following components:</p> <p>b. Designated greenfield area, where the minimum local municipal density targets in the Plan apply;</p>	<p>The subject property is located within the Designated Greenfield Area and will be required to meet the density targets specific to this area. The targets are outlined in policies below.</p>
Integrated Growth Management	

2.2.1 That the population and employment forecasts in Table 1 be used as the basis for planning of new development.

Table 1 – York Region Population and Employment Forecast by Local Municipality

Municipality		2016	2021	2031	2041	2051
East Gwillimbury	Population	24,700	35,700	57,100	88,700	128,600
	Employment	9,500	10,600	16,500	27,500	44,300

The proposed development will aid the Region and the Town of East Gwillimbury in achieving the employment forecast identified in Table 1.

2.2.2 That growth management be integrated such that land use, financial and infrastructure planning achieve compact development patterns, promote the development of complete communities, optimize investments, provide for environmental sustainability, and minimize land consumption and servicing costs.

The proposed development has been planned to be part of a complete community. The site is located in proximity to residential uses and will provide necessary commercial uses for the community. The site is fully serviced by municipal services and is an efficient use of urban land.

2.2.11 That development shall be prioritized in locations with existing Regional infrastructure capacity.

The proposed development has access to existing municipal servicing infrastructure and is an appropriate location for development.

Supporting Complete Communities

2.3.1 That communities shall be planned and designed as sustainable, healthy, vibrant complete communities walkable to most local amenities.

The proposed development has been planned to be part of a complete community. The site is located in close proximity to residential uses and will provide necessary commercial uses for the community. The site is easily walkable from the surrounding community.

2.3.2 That communities shall be planned in a comprehensive and coordinated manner using land efficiently and optimizing infrastructure with a compact, mixed-use, pedestrian friendly and transit-supportive built form.

The subject land is a block within a larger plan of subdivision which has been comprehensively planned as a complete community. The subject site is one of the last remaining parcels in the area to be developed.

2.3.3 That communities shall be designed in a manner that fosters physical and mental health, facilitates inclusivity and

The proposed development will be required to meet Accessibility for

<i>accessibility for people of all ages and abilities, and York Region's diverse population.</i>	Ontarians with Disabilities Act (AODA) requirements through the future site plan control process.
<i>2.3.4 To recognize that well-designed communities positively impact human health.</i>	The proposed development will be well-designed to provide an attractive commercial destination for area residents.
<i>2.3.5 That planning, design and evaluation of existing and new communities shall incorporate:</i> <i>a. Public health considerations to promote wellness and quality of life; and</i> <i>b. The provision of human service facilities reflecting the demographic and socio-economic needs of York Region.</i>	The proposed commercial plaza will provide goods and services to the local community.
<i>2.3.6 To support and encourage the delivery of human services in a manner that considers the diverse needs of residents, workers and visitors.</i>	While the full list of tenants in the proposed plaza has not been established, it is anticipated that human services including healthcare, education and children's services will be included in the proposed development.
<i>2.3.6 To support and encourage the delivery of human services in a manner that considers the diverse needs of residents, workers and visitors.</i>	While the full list of tenants in the proposed plaza has not been established, it is anticipated that human services including healthcare, education and children's services will be included in the proposed development.
<i>2.3.8 To provide leadership in human services planning that respond to the changing needs of York Region and to support integrated human services planning initiatives.</i>	While the full list of tenants in the proposed plaza has not been established, it is anticipated that human services including healthcare, education and children's services will be included in the proposed development.
<i>2.3.11 That retail, commercial, office, and institutional structures shall be designed in a compact form including</i>	Although the proposed commercial development is not proposed to include multi-storey, or mixed use buildings, the proposed development will be pedestrian

<p><i>multi-storey, mixed use buildings, where appropriate and be pedestrian oriented and transit-supportive.</i></p>	<p>oriented to allow easy access from the local community.</p>
<p><i>2.3.13 That communities shall be designed to the highest urban design and green development standards, and support walkable neighbourhoods, which:</i></p> <ul style="list-style-type: none"> <i>a. Provide pedestrian scale, safety, security, comfort, accessibility and connectivity to promote physical activity, wellness and reduce auto dependency;</i> <i>b. Complement the character of the existing community's unique sense of place to foster social connections and inclusion;</i> <i>c. Promote sustainable and attractive buildings that minimize energy use and reduce greenhouse gas emissions;</i> <i>d. Promote landscaping including increasing tree canopy for shaded areas and community greening to promote environmental sustainability;</i> <i>e. Provide public spaces and attractive streetscapes that encourage active transportation, and improve safety;</i> <i>f. Ensure appropriate transition to surrounding land uses to support land use compatibility;</i> <i>g. Use strategic building placement and orientation to emphasize walkability, accessibility and pedestrian visibility;</i> <i>h. Apply best practices and guidelines to implement transit-supportive development; and</i> <i>i. Create well-defined, centrally located public spaces that support physical activity and social interactions.</i> 	<p>The proposed commercial development will be walkable from the surrounding residential neighbourhood and will promote physical activity and reduce auto dependency.</p> <p>The plaza will offer many services to the community and will foster social connections through the many uses that will locate on site.</p> <p>The site will be attractively designed, and will provide appropriate setbacks to the surrounding residential uses.</p>
<p><i>2.3.26 To reduce vehicle emissions by ensuring that communities are designed to prioritize active transportation, transit-supportive development and intensification in appropriate locations.</i></p>	<p>The site is located in close proximity to residential uses and will provide necessary commercial uses for the community. The site is easily walkable from the surrounding neighbourhood.</p>

<p><i>2.3.46 To integrate and align land use planning and economic development goals and strategies to retain and attract investment and employment.</i></p>	<p>The proposed development is an appropriate location for commercial development and will attract employment for the many commercial uses on site.</p>
<p><i>2.3.47 To create high quality employment opportunities for residents with the goal of 1 job for every 2 residents.</i></p>	<p>The proposed development is anticipated to provide an opportunity to assist in meeting the Region's employment goals</p>
<p><i>2.3.48 To support access to employment opportunities for all York Region residents.</i></p>	<p>The proposed development will increase the employment base within York Region.</p>
<p><i>2.3.49 To create vibrant and healthy communities that attract and retain talent, a highly skilled labour force, and quality employers.</i></p>	<p>The proposed development will provide employment opportunities for local residents.</p>
<p>The Urban System</p>	
<p><i>4.1.1 That the primary location for growth and development within York Region take place within the Urban System which includes the following structural elements:</i></p> <p><i>a. Urban Area, Towns and Villages, and Centres and Corridors, as shown on Map 1;</i></p> <p><i>b. Community Area and Employment Area land use designations, as shown on Map 1A; and</i></p> <p><i>c. A series of land use overlays, as shown on Map 1B, and described in Section 2.1 of the Plan.</i></p>	<p>The subject property is located within the Urban Area and within the Community Area. It is an appropriate location for growth.</p>
<p><i>4.1.3 That the forecasts in Table 1 be used as the basis for planning and development primarily within the Urban System in accordance with the following per Section 2.2 of the Plan:</i></p> <p><i>c. The designated greenfield area, including New Community Areas, as the primary location for new greenfield development;</i></p>	<p>The subject land is located within the Designated Greenfield Area and will contribute to the employment forecasts found in Table 1.</p>

Community Areas	
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.	The subject land is located within the Community Area, where employment is encouraged.
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.	The proposed employment development will provide a balance to the surrounding residential uses.
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.	No negative impacts are anticipated from the proposed development. The proposed uses will be compatible with the surrounding residential lands, as well as the employment lands to the north.
4.2.7 That local municipalities shall plan to meet or exceed the designated greenfield area minimum density targets in Table 4 by 2051. These density targets are measured in people and jobs per hectare in the developable area and shall be implemented through local Official Plans and secondary plans. The minimum density targets set out in Table 4 will collectively meet or exceed an overall minimum density target for the Region of 60 people and jobs per hectare.	The proposed development will assist the municipality in meeting the density target of 60 people and jobs per hectare. The proposed development is anticipated to assist in achieving the Region's density targets.
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.	The proposed development will add to the diverse Regional economy and promote economic activity.

<p><i>4.3.4 That Employment Areas be protected from the encroachment of sensitive uses to ensure their success in attracting future business and job opportunities.</i></p>	<p>The proposed development is a prestige employment development with a variety of low-intensity uses. The proposed development will not impact sensitive uses, or conflict with adjacent employment areas.</p>
<p><i>4.3.5 To protect, maintain and enhance the long-term supply and viability of all employment lands designated in local municipal official plans to meet demand and locational requirements for a diverse range of employment uses.</i></p>	<p>Through the development of the subject site, the long-term employment use of the lands will be secured, limiting conversion to non-employment uses.</p>
<p><i>4.3.7 To protect Employment Areas located adjacent to, or in proximity of, goods movement facilities and corridors, including existing and future major highways and interchanges, for manufacturing, warehousing, logistics, and appropriate associated uses.</i></p>	<p>The subject site is located adjacent to Highway 11, a major goods movement corridor within the Region. The development of the subject lands will ensure the long-term use of the site for employment uses and to efficiently utilize the Hwy 11 goods movement corridor.</p>
<p><i>4.3.8 That local municipalities shall make efficient use of existing employment lands, including vacant and underutilized employment lands, by increasing employment densities where appropriate.</i></p>	<p>The proposed development is anticipated to generate additional jobs and will aid the municipality in the achievement of the designated greenfield area employment density target.</p>
<p><i>4.3.9 To recognize the importance of transit in talent and business attraction by aligning current and planned transit service investments with current and planned Employment Areas.</i></p>	<p>Although the subject site is not currently served by public transit, it is anticipated that transit services may be introduced to the area in the future.</p>
<p><i>4.3.12 That local municipalities shall identify core employment areas and supporting employment areas in local official plans, within the Employment Areas as shown on Map 1A.</i></p>	<p>The subject property is identified as a Prestige Employment site within the Town's Official Plan.</p>
<p><i>4.3.13 That local municipalities shall identify the majority of their Employment Areas as core employment areas and that supporting employment areas shall generally be limited to</i></p>	<p>The subject site is located at the periphery of a community and would be considered a supporting employment area.</p>

<i>the periphery of Employment Areas adjacent to arterial roads.</i>	
<p>4.3.14 <i>That the following uses shall not be permitted in Employment Areas identified on Map 1A:</i></p> <p><i>a. Residential;</i></p> <p><i>b. Long-term care homes;</i></p> <p><i>c. Retirement homes;</i></p> <p><i>d. Boarding schools; and</i></p> <p><i>e. Other uses where individuals reside on a temporary or permanent basis, excluding hotels.</i></p>	The listed uses are not proposed for the subject site.
4.3.17 <i>That where permitted in local official plans, local municipalities shall determine the location, threshold, amount and size of major retail and ancillary retail uses in supporting employment areas that is commensurate with the planned function and size of the overall Employment Area.</i>	The Town of East Gwillimbury has identified the amount of retail and ancillary uses within their Official Plan through a special provision on the subject lands.
4.3.18 <i>To support and encourage local municipalities in identifying employment lands within Urban Areas and towns and villages identified on Map 1 beyond those identified as Employment Areas in Map 1A and in protecting these lands for employment uses over the long-term. These areas should be planned and developed in accordance with the policies in Section 4.3 of the Plan, as appropriate.</i>	Although the subject land is not identified as an Employment Area on Map 1 to the York Region Official Plan, the Town of East Gwillimbury has identified the site as a Prestige Employment site within its Official Plan.
4.3.19 <i>That for employment lands outside of Employment Areas on Map 1A identified as per policy 4.3.18, local municipalities shall establish criteria to ensure that the redevelopment of any employment lands will retain a comparable or greater number of jobs and redesignation shall require Regional approval.</i>	The Town of East Gwillimbury has site-specific provisions for the subject site within its Official Plan, and will ensure that the number of jobs generated contributes to their minimum density target.

<p><i>4.3.25 That development within existing and new Employment Areas be designed to minimize surface parking, maximize walkability, provide for a mix of amenities and open space and enhance access and connectivity to a range of transportation modes including transit and active transportation where appropriate.</i></p>	<p>The subject site will be highly walkable from the surrounding community. Although the site is walkable from the surrounding community, surface parking will still be provided given the site's location adjacent to Hwy 11 and the nature of the proposed uses.</p>
<p><i>4.3.26 To require flexible and adaptable Employment Areas that include street patterns and building design and siting that allow for redevelopment and intensification.</i></p>	<p>The proposed development may allow for future development and intensification in the future.</p>
<p><i>4.3.27 To support the development of a safe, desirable, and sustainable built environment in Employment Areas.</i></p>	<p>The proposed development has been designed to be safe for pedestrians and automobiles. The development is sustainable and desirable for the community.</p>
<p>Water and Wastewater Servicing</p>	
<p><i>6.4.3 That the provision of appropriate water and wastewater infrastructure and servicing capacity is coordinated with plans of subdivision, plans of condominium, site plans or any other development applications by local municipalities in order to ensure services are available prior to occupancy.</i></p>	<p>The proposed development will have access to full municipal water and wastewater services.</p>
<p><i>6.4.5 To provide full municipal water and wastewater servicing to accommodate growth and maintain continual service in the Urban Area identified on Map 1.</i></p>	<p>The proposed development will have access to full municipal water and wastewater services.</p>

Appendix F Town of East Gwillimbury Official Plan (2010)

The proposed development is supported by the policies listed below.

<p>2.2 Economic Sustainability</p>	
<p><i>A sustainable economic future for the Town will be made possible by achieving employment targets, while ensuring a stable and sound fiscal position for the Town to support programs and services for residents.</i></p> <p><i>Objectives</i></p> <ul style="list-style-type: none"> <i>i) Protect strategic lands for long term employment uses and prevent conversion of employment areas to other uses;</i> <i>ii) Pursue a ratio of one job for every two residents to achieve a balanced live/work relationship in the community;</i> <i>iii) Establish a post-secondary institution for the Town and regional population;</i> <i>iv) Promote and enhance the Town's village cores as centres for local commerce;</i> <i>v) Protect agricultural and rural lands and the associated rural economy, including agri-businesses, value-added agricultural products and local food production;</i> <i>vi) Expand and promote the tourism industry with an emphasis on rural recreation, eco-tourism and other attractions in the Town;</i> <i>vii) Achieve a sound fiscal position for the Town through the collection of Development Charges and other financial tools to ensure that growth pays for complete community growth;</i> <i>viii) Require a mix of residential and employment generating uses, including offices, around major transit station areas and key development areas.</i> 	<p>The proposed development will assist the municipality in achieving its objectives for employment sustainability.</p> <p>The land will be protected for long term employment use and will increase the number of jobs per resident in this area of the Town.</p>
<p><i>2.2.5 Link residential and employment development to ensure a balanced community.</i></p>	<p>The subject site is in close proximity to residential development and provides a balance of employment lands to residential lands within the community.</p>

<p><i>2.2.7 Protect all employment areas. These lands are identified based on their proximity to existing or planned 400-series highways.</i></p>	<p>Through the proposed development, the employment use of the site will be protected for the long term.</p>
<p>3.2.1 Employment Areas</p>	
<p><i>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.</i></p>	<p>The subject property is identified as an Employment Area and will contain uses consistent with the permissions of the Official Plan.</p>
<p><i>3.2.1.2 Development on fully servicing employment lands shall be compact and achieve an average minimum density of 40 jobs per hectare in the developable area.</i></p>	<p>The proposed development is anticipated to generate approximately additional jobs. This will contribute to the larger area minimum density target of 40 jobs per hectare.</p>
<p><i>3.2.1.3 Uses not permitted within Employment Areas include residential, major retail and non-ancillary uses.</i></p>	<p>All uses proposed on site comply with the permissions of the Official Plan. Residential, major retail and non-ancillary uses are not proposed.</p>
<p>Holland Landing Secondary Plan Area</p>	
<p><i>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 neighborhood 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.</i></p>	<p>The subject site is a block within a larger plan of subdivision which was comprehensively planned. The subject site will function as a commercial destination for the local community.</p>
<p>4.2 Employment Area Designations</p>	

<p><i>4.2.1.1 Development on fully serviced employment lands shall be compact and achieve an average minimum density of 40 jobs per hectare in the developable area.</i></p>	<p>The proposed development is anticipated to generate new jobs. This will contribute to the larger area minimum density target of 40 jobs per hectare.</p>
<p><i>4.2.1.2 Prestige Employment uses shall be encouraged to locate at major highway interchanges to recognize these areas as gateways into the community.</i></p>	<p>The subject site is designated as Prestige Employment and is located at the gateway to the community.</p>
<p><i>4.2.1.3 A limited amount of ancillary uses may be permitted in Employment Areas provided they are designed to primarily serve the businesses in the Employment Area and that ancillary uses collectively do not exceed 20% of total employment in the Employment Area of the applicable Secondary Plan Area.</i></p>	<p>Ancillary uses are proposed to remain as per parent by-law provisions</p>
<p><i>4.2.1.4 Proposals for ancillary uses must demonstrate that the planned function of Employment Areas, Centres and Corridors is not undermined.</i></p>	<p>Ancillary uses are proposed to remain as per parent by-law provisions</p>
<p><i>4.2.1.5 The Town shall determine the location, amount and size of ancillary uses in Employment Areas that is commensurate with the planned function, size and scale of the overall Employment Area, to be finalized through the Secondary Plan process.</i></p>	<p>Ancillary uses are proposed to remain as per parent by-law provisions</p>
<p><i>4.2.1.6 Uses not permitted within Employment Areas include residential, major retail and non-ancillary uses.</i></p>	<p>All uses proposed on site comply with the permissions of the Official Plan. Residential, major retail and non-ancillary uses are not proposed.</p>
<p>Day Care Centres</p>	
<p><i>4.16.1 Day Care Centres provide parents with secure places away from home and a safe environment in which their children can learn and play. Day Care Centres are considered an institutional use that serves the community's needs.</i></p>	<p>A daycare use is proposed on the site within building D.</p> <p>A Traffic Impact Study will be submitted as part of the application for Zoning By-law Amendment.</p> <p>Pick up and drop off will be</p>

i) Day Care Centres shall be permitted in Institutional, Commercial and General Employment and Prestige Employment land use designations.

ii) The Town shall permit Day Care Centres within a place of worship or other place of public assembly, a place of employment, a community centre, an apartment building or a multiple housing project, subject to provincial licensing policies.

iii) The Town shall encourage the location of Day Care Centres within elementary schools subject to the consent of the School Boards, to encourage shared facilities and concentration of related land uses.

iv) The Town shall require a Traffic Impact Study to be conducted as part of a Site Plan application for a Day Care Centre.

v) Day Care Centres shall be designed to provide appropriate facilities for parking, pick-up and drop-off areas.

accommodated by the parking area directly in front of the unit proposed for the daycare use.

Automobile Service Stations

4.16.5 To provide for the development of automobile service stations in appropriate locations in the Town and to ensure that automobile service stations are properly sited and are located in areas where such a use can be compatible with adjacent land uses. Automobile service stations are primarily used for the retail sale of automobile fuels.

Automobile service stations shall be permitted in Employment Areas, subject to the following criteria:

i) Located on a site not more than 0.6 hectares;

ii) Generally located on a Provincial highway or arterial road;

iii) Not more than one automobile service station shall be located at any one road intersection;

iv) The principal building or gas bar kiosk shall generally be oriented to the intersection with the pump islands to the rear, to reduce the visual impact of the canopies and pump

The proposed automobile service station is a small component of the overall site and does not exceed 0.6 hectares.

The site is located along a Regional Arterial Road (Highway 11) and is the only automobile service station proposed for the intersection with Crimson King Way.

The principal kiosk building is located adjacent to Crimson King Way, with the gas pump islands located to the rear. The car wash building is located further south and frames the service station use within the site.

Landscaped islands are proposed surrounding the automobile service station.

The subject property is not within an

<p><i>islands and to provide a more pedestrian-oriented environment at the intersection;</i></p> <p><i>v) Extensive landscaping shall be provided to improve aesthetics and to buffer adjoining properties from the vehicular activities of the automobile service station;</i></p> <p><i>vi) The wellhead protection area policies outlined in Section 7.6 are addressed to the satisfaction of York Region and the Town.</i></p> <p><i>Automobile service stations may be considered in Community Areas, subject to the policies above and/or policies determined by the Secondary Plan process.</i></p>	<p>identified Wellhead Protection Area.</p>
<p>Lake Simcoe Protection Plan</p> <p><i>5.7.3 Within Existing Secondary Plan Areas The following policies apply to the existing Secondary Plan Areas of Sharon, Holland Landing, Queensville and Mount Albert, as identified on Schedules B and C-1.</i></p>	
<p>5.7.3.10 An application for development or site alteration shall, where applicable:</p> <p>(i) Increase or improve fish habitat in streams, lakes and wetlands and any adjacent riparian areas;</p> <p>(ii) Include landscaping and habitat restoration that increase the ability of native plants and animals to use valleylands or riparian areas as wildlife habitat and movement corridors;</p> <p>(iii) Seek to avoid, minimize and/or mitigate impacts associated with the quality and quantity of urban run-off into receiving streams, lakes and wetlands; and,</p> <p>(iv) Establish or increase the extent and wide of a vegetation protection zone adjacent to streams, lakes and wetlands to a minimum 30 metres where feasible.</p>	<p>The subject property is part of a larger subdivision that was comprehensively planned and studied. The proposed development will not have any impact on any LSPP features.</p>
<p>5.7.3.11 Where, through an application for development or site alteration, a buffer is required to be established, the buffer shall be composed of and maintained as natural self-sustaining vegetation.</p>	<p>No buffers are required as part of the proposed development.</p>
<p>5.7.3.15 Where, in accordance with the policies of this Plan and the Lake Simcoe Protection Plan, development or site</p>	<p>The proposed development will not</p>

<p>alteration is permitted within 120 metres of any permanent or intermittent stream or a wetland, the development or site alteration should be integrated with and should not constrain ongoing or planned stewardship and remediation efforts.</p>	<p>interfere with any stewardship initiatives.</p>
<p>5.7.3.16 Where, in accordance with the policies of this Plan and the Lake Simcoe Protection Plan, a proposal for development or site alteration is permitted within 30 metres of any permanent or intermittent stream or wetland outside of Settlement Areas, the Greenbelt and the Oak Ridges Moraine, the proposal for development or site alteration shall comply with the following where applicable:</p> <ul style="list-style-type: none"> (i) Maintain, and where possible, increase or improve fish habitat in the stream or wetland, and any adjacent riparian areas; (ii) To the extent possible, enhance the ecological features and functions associated with the stream or wetland; (iii) Minimize erosion, sedimentation, and the introduction of excessive nutrients or other pollutants and utilize planning, design, and construction practices that maintain and improve water quality; and (iv) Integrate landscaping and habitat restoration into the design of the proposal to enhance the ability of native plants and animals to use the area as both wildlife habitat and a movement corridor. 	<p>The subject property is part of a larger subdivision that was comprehensively planned and studied. The proposed development will not have any impact on any LSPP features.</p>
<p><i>Special Provisions and Exceptions</i></p>	
<p><i>Holland Landing Prestige Employment Area</i></p> <p><i>9.4.3 Lands within the Holland Landing Secondary Plan and designated Prestige Employment on Schedule B-1 shall be developed and used in accordance with the following provisions:</i></p> <p><i>(a) Commercial uses which serve the specialize needs of residents, employees, tourists and the travelling public may be permitted, including;</i></p>	<p>The subject development proposes uses which are consistent with the permissions contained within Special Exception 9.4.3a).</p> <p>As required by 9.4.3b) and c) the application for Zoning By-law Amendment is supported by a Market Study.</p> <p>In accordance with 9.4.3d), the site will be</p>

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 uses, 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.

(c) When an application is made for a Zoning By-law amendment to permit the development of large-format specialized retail outlets in accordance with subsection (b), the following studies may be required:

I. Traffic impact study, in order to assess, to the satisfaction of the Town and the Region of York, the traffic implications of the proposed development upon adjacent roads and identify any new or improved facilities or other design measures required to resolve potential traffic problems.

II. Market study, in order to establish, to the satisfaction of the Town, that the proposed development is justified and viable and that there are no long-term negative impacts to the planned function of the Village Core Areas and other retail locations in the Town. Such study shall provide sufficient detail to identify the characteristics and sizes of facilities that should be specified in the amending By-law.

(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

designed to a high aesthetic quality with attractive landscaping in order to re-enforce the character of the community. Outdoor storage is not proposed. Additional details regarding the building design and landscaping details will be provided at the site plan approval stage.



prominent sites in re-enforcing the desired character and prestige of the Prestige Employment designation; and

II. Outdoor storage uses and display areas shall only be permitted when appropriately located, screened and/or buffered, and when authorized by appropriate provisions in the Zoning By-law for the particular site.

Appendix G Town of East Gwillimbury Official Plan (Adopted 2022)

The proposed development is supported by the policies listed below.

1.4 Guiding Principles	Evaluation
<p><i>PRINCIPLE 3: To ensure that new development contributes to the creation of complete communities, including a diverse mix of uses to facilitate easy access to daily needs, a multi-modal transportation system, live-work and local employment opportunities that provides opportunities for people of all ages, abilities, and incomes.</i></p> <p><i>PRINCIPLE 8: To provide opportunities for economic development, including support for new and existing economic generators, protection of employment areas, goods movement networks, the provision of appropriate municipal service infrastructure and the creation of strong and attractive commercial main streets.</i></p>	<p>The proposed development conforms to Principles 3 and 8 of the adopted Town of East Gwillimbury Official Plan.</p> <p>The development will introduce commercial and employment uses into the community, allowing for a mix of uses that are easily accessible.</p> <p>The development of the site will protect the employment use of the property, enhance the utility of the Highway 11 goods movement corridor, and make efficient use of existing municipal servicing infrastructure.</p>
2.0 Managing Growth	
<p><i>2.1 Population and Employment Forecasts</i></p> <p><i>Employment Growth</i></p> <p><i>b) York Region has established a 2051 employment projection for East Gwillimbury of 43,800 jobs. This growth represents a need to accommodate approximately 30,000 more job opportunities by 2051.</i></p>	<p>Through the development of a vacant, underutilized site, the proposed development will contribute to the growth target established by the Region.</p> <p>The proposed development is anticipated to generate new jobs and will contribute employment growth in the Town.</p>
<p><i>Minimum Growth Estimates</i></p> <p><i>c) It is recognized that the projections to 2051 established by York Region are minimum growth estimates that the Town is required to achieve. The Town may achieve higher growth projections in consideration of the actual potential of the Town to accommodate appropriate growth in order to achieve the planning and engineering objectives of the Town, including:</i></p>	<p>The subject development proposes uses that will serve the local community, as well as the traveling public along Highway 11. The jobs generated on site will contribute to the Town's employment growth targets and economic competitiveness.</p>

<p><i>iii. To respond to emerging employment demands and ensure the economic competitiveness of the Town;</i></p>	
<p>2.2 Planning for Growth in an Urban Structure</p> <p><i>b) ii. The Designated Greenfield Areas – The Designated Greenfield Areas (DGA) within the defined Settlement Areas include those areas within the Town that are outside of the Delineated Built-Up Area, but are needed to accommodate urban growth over the time horizon of this Plan, and include:</i></p> <p><i>> DGA Employment Areas - DGA Employment Areas are intended to be planned with an array of employment generating land uses including business parks and industrial uses.</i></p>	<p>The subject property is located within the Designated Greenfield Area. A variety of uses are proposed through the development of the site.</p>
<p>2.3 Accommodating Projected Growth</p> <p>Development of the Designated Greenfield Areas</p> <p><i>d) The Designated Greenfield Areas are expected to accommodate significant growth over the 2051 horizon of this Plan as they develop as Strategic Growth Areas, Community Areas, and Employment Areas.</i></p> <p><i>e) Designated Greenfield Area that are planned to become Community Areas (identified as DGA Community Areas on Schedule 2) shall achieve an overall minimum density of 55 residents and jobs combined per hectare. The Designated Greenfield Areas that are planned to become Employment Areas (identified as DGA Employment Areas on Schedule 2) shall achieve an overall minimum density of 50 jobs per hectare.</i></p> <p><i>f) Development applications within the existing Secondary Plan Areas of Holland Landing, Sharon, Queensville, and Mount Albert that have been approved prior to the adoption of this Plan, but for which all required Planning Act approvals have not been received, shall be re-examined to determine if 50 residents and jobs per hectare in the developable area can be achieved. The Green Lane Secondary Plan Area has been designed to meet, or exceed a minimum density of 70 residents and jobs per hectare in the developable area.</i></p>	<p>The proposed development will assist the municipality in meeting the minimum DGA Employment Area density target of 50 jobs per hectare.</p> <p>The proposed development is anticipated to create new jobs and will contribute to employment growth.</p>

3.2.2 Elements of a Complete Community

b) The Strategic Growth Areas identified on Schedule 2 include a number of higher intensity mixed-use centres and corridors, as well as the Town's two identified Major Transit Station Areas. The policies of this Plan support that urban structure by promoting transit supportive development and intensification.

d) This Plan incorporates broad permissions for a range and mix of compatible land uses and built forms within the Strategic Growth Areas, both as a means of distributing land use diversity throughout the Town, as well as in support of enhanced transit and active transportation facilities. The identified urban structure of centres and corridors supports the development of community infrastructure and institutional uses, office uses, recreational uses, public buildings, and arts and cultural facilities in locations that are accessible by transit and the active transportation network to meet the needs of East Gwillimbury's residents throughout the various stages of their lives.

The subject property is located along a corridor (Highway 11) identified as a strategic growth area.

It is intended that the proposed development will contain a variety of employment uses that serve the local community.

The site is easily accessible from Highway 11 by the traveling public, and is also easily accessed through active transportation by residents of the surrounding community.

A Viable and Financially Responsible Community

3.3.2 Enhance the Economy

Supporting Economic Development

b) The Town will continue to collaborate with, and support York Region and neighbouring municipalities in an effort to grow in a manner that provides a wide range of employment opportunities, supports a diverse economy, and contributes to East Gwillimbury's future prosperity. To help attract and retain a diverse and skilled labour force, the Town will support economic development by:

i. Protecting the Town's inventory of Employment Areas for appropriate employment generating land uses;

ii. Constructing, upgrading, and maintaining high quality municipal service infrastructure systems and public service facilities;

Through the development of a vacant and underutilized site, the Town will be protecting employment uses on the land for the long term. The employment uses on the site will support the municipality's economic development.

The site proposes a wide range of uses including, but not limited to automotive service uses, restaurants, wellness services, child care services, recreational and employment activities, retail, financial services and food stores. The options on site will offer a diverse selection of products and services.

The proposal supports the development of a complete community by offering products and services within an easily accessible site, in close proximity to

<p><i>iii. Facilitating efficient and convenient transportation options for the movement of people and goods; and,</i></p> <p><i>iv. Planning for an appropriate range of home occupations and home-based businesses, including artist studio/maker spaces and live/work units, within land use designations that permit residential uses.</i></p> <p><i>c) The Town will continue to diversify its economic base by supporting its evolving urban structure, which includes a full range of employment generating uses, including office development, institutional uses, and a variety of restaurants, retail, and service commercial businesses. Collectively, the lands designated for commercial and mixed-use development will provide a sufficient supply of land to accommodate a complete range of commercial goods and services to foster competition and choice for the residents of East Gwillimbury, as well as visitors to the Town and surrounding communities. The Town will:</i></p> <p><i>ii. Support the retail sector by promoting compact built form and intensification and the integration of these uses with other land uses to support the achievement of complete communities.</i></p>	<p>residential uses.</p>
<p>4.3 The Employment Areas</p>	
<p>4.3.1 Introduction</p> <p><i>a) The Employment Areas are identified on Schedule 2 and Schedules 3A, 3B, and 3E, and Schedule 5 include the following 4 more detailed land use designations:</i></p> <p><i>i. General Employment Area Designation;</i></p> <p><i>ii. Prestige Employment Area Designation,</i></p> <p><i>iii. Public Education/Health Care Facility Designation; and,</i></p> <p><i>iv. Rural Industrial Designation.</i></p>	<p>The proposed development is designated under the Town of East Gwillimbury Official Plan Schedule 3A as Prestige Employment.</p>
<p>4.3.2 General Policies</p>	<p>The proposed development is anticipated to generate jobs, contributing to the</p>

<p><i>a) Development on fully serviced employment lands shall be compact and achieve an average minimum density of 55 jobs per gross hectare in the developable area, with the exception of the Holland Landing Prestige Employment Area, which shall achieve an average minimum density of 25 jobs per gross hectare.</i></p> <p><i>b) Prestige Employment uses shall be encouraged to locate at major highway interchanges to recognize these areas as gateways into the community.</i></p> <p><i>c) A limited amount of ancillary uses may be permitted in Employment Areas provided they are designed to primarily serve the businesses in the nearby Employment Area.</i></p> <p><i>d) Proposals for ancillary uses must demonstrate that the planned function of Employment Areas, Centres, and Corridors is not undermined.</i></p> <p><i>e) The Town shall determine the location, amount and size of ancillary uses in Employment Areas that is commensurate with the planned function, size and scale of the overall Employment Area, to be finalized through the Secondary Plan process.</i></p> <p><i>f) Uses not permitted within Employment Areas include residential, major retail and non ancillary uses.</i></p>	<p>average minimum density target for the Holland Landing Prestige Employment Area.</p> <p>The subject site is located at a gateway location to the community.</p> <p>The special provision for the site allows for a variety of uses that are intended to serve the Employment Area, as well as the surrounding residential community.</p> <p>All uses proposed on site comply with the permissions of the Official Plan. Residential, major retail and non-ancillary uses are not proposed.</p>
<p>4.3.4 Prestige Employment Designation</p> <p>4.3.4.2 Permitted Uses</p> <p><i>a) Land designated Prestige Employment may be zoned to permit:</i></p> <ul style="list-style-type: none"> <i>i. Office uses, including research and development;</i> <i>ii. Industrial uses contained within wholly enclosed buildings;</i> <i>iii. Hotels, conference and convention centres;</i> <i>iv. Ancillary uses in accordance with the relevant policies of this Plan; and,</i> <i>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</i> 	<p>The special provision on the subject land provides for the uses permitted on the subject site.</p> <p>Outdoor storage is not proposed.</p> <p>The subject Zoning By-law Amendment will further refine the uses permitted on site and ensure that the development is appropriate in the context of the community.</p>

<p><i>which they are incidental and located on the same lot.</i></p> <p><i>b) Outdoor storage of goods in the Prestige Employment Designation is not permitted.</i></p> <p><i>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.</i></p>	
<p>The Adjacent Lands Overlay</p>	
<p>4.4.4.1 Intent</p> <p><i>a) The intent of the Adjacent Lands Overlay is to trigger the requirement for the preparation of a Natural Heritage Evaluation to support applications for development.</i></p> <p><i>b) Lands within 120 metres from the Environmental Protection Designation are shown on Schedule 4 as the Adjacent Lands Overlay. Adjacent Lands may have ecological functions or linkages that are important to the long-term health of the features and functions of the Natural Heritage System.</i></p> <p><i>c) As an Overlay, the policies in this Section of this Plan must be read in conjunction with the policies of the associated underlying land use designation that is identified for any specific site on Schedules 3A, 3B, 3C, 3D, and 3E and on Schedule 5.</i></p>	<p>The subject property is part of a larger subdivision that was comprehensively planned and studied. The proposed development will not have any impact on any natural heritage features.</p>
<p>4.4.4.2 Permitted Uses</p> <p><i>a) The uses permitted on any specific site or area within the Adjacent Lands Overlay may include those land uses permitted by the underlying land use designation, as identified on Schedules 3A, 3B, 3C, 3D, and 3E and on Schedule 5, subject to the results of an approved Natural Heritage Evaluation when required by the Town.</i></p> <p><i>b) In addition to any permitted land uses, the extension of existing municipal infrastructure projects where the alignments or locations of those facilities have been established in this Plan, and/or an approved Environmental</i></p>	<p>The subject property is part of a larger subdivision that was comprehensively planned and studied. The proposed development will not have any impact on any natural heritage features.</p>

<p><i>Assessment, may be permitted on lands within the Adjacent Lands Overlay, subject to the application of specific mitigation measures as set out in an approved Natural Heritage Evaluation.</i></p>	
<p>4.4.4.3 Development Policies</p> <p><i>The Underlying Land Use Designation to Apply</i></p> <p><i>a) Subject to the conclusions and requirements of an approved Natural Heritage Evaluation, the lands may be developed in accordance with the permitted uses and development policies of the underlying land use designation that is identified on Schedules 3A, 3B, 3C, 3D, and 3E and on Schedule 5. Any changes to the extent of the developable land area, restrictions on any permitted land use and/or any required impact mitigation requirements identified in the Natural Heritage Evaluation shall be identified, implemented, regulated, or otherwise secured to the satisfaction of the Town. Existing Approvals</i></p> <p><i>b) In cases where a Natural Heritage Evaluation was completed and approved in support of the existing planning approval within the Adjacent Lands Overlay, further Natural Heritage Evaluation requirements may be waived by the Town.</i></p>	<p>The subject property is part of a larger subdivision that was comprehensively planned and studied. The proposed development will not have any impact on any natural heritage features.</p>
<p>4.4.9.2 Policies Wellhead Protection Quantity Areas</p> <p><i>a) Any application for major development within the Rechargable Management Area (WHPAQ) and Significant Groundwater Recharge Area (SGRA) identified on maps provided in Appendix I, shall be accompanied by a Water Balance Plan with the objective of having no net reduction in recharge that assesses development recharge and maintains recharge to the greatest extent possible through best management practices.</i></p> <p><i>b) If on-site water balance cannot be achieved, within the Rechargable Management Area (WHPAQ) and Significant Groundwater Recharge Area (SGRA), proponents shall demonstrate through a Water Balance Plan how off-site recharge enhancement will compensate for any predicted loss of recharge, in consultation with the Conservation Authority.</i></p>	<p>Applicable studies and additional details will be further provided through the site plan control process.</p>

<p><i>c) Proposals for major development within the Rechargeable Management Area (WHPAQ) and Significant Groundwater Recharge Area (SGRA) are permitted if:</i></p> <p><i>i. The Province determines that the new or amended Permit to Take Water required for the development to proceed will not result in a significant drinking water threat.</i></p>	
<p>Significant Groundwater Recharge Areas</p> <p><i>d) Areas of significant groundwater recharge, as shown on maps provided in Appendix I, shall be protected to ensure the ecological and hydrological integrity of the watershed. A Significant Groundwater Recharge Area is an area identified:</i></p> <p><i>i. As a significant groundwater recharge area by any public body for the purposes of implementing the Provincial Policy Statement;</i></p> <p><i>ii. As a significant groundwater recharge area in the assessment report required under the Clean Water Act, 2006 for the Lake Simcoe and Couchiching/Black River Source Protection Area; or,</i></p> <p><i>iii. By the Conservation Authority in partnership with the Province as an ecologically significant groundwater recharge area in accordance with the guidelines established under the Lake Simcoe Protection Plan.</i></p> <p><i>e) A Hydrogeological Study shall be required prior to approval of any site specific development applications....</i></p>	<p>Grading and site servicing have previously been completed on the subject site as part of the subdivision approval. Applicable studies and additional details will be further provided through the site plan control process.</p>
<p>Land Use Specific Policies</p>	
<p>4.6.3.9 Day Care Facilities</p> <p><i>a) Day Care Centres shall be permitted in Institutional, Commercial, and General Employment and Prestige Employment Designations.</i></p> <p><i>b) The Town shall permit Day Care Centres within a place of worship or other place of public assembly, a place of employment, a community centre, an apartment building, or a multiple housing project, subject to provincial licensing policies.</i></p>	<p>A daycare use is proposed on the site within building D.</p> <p>A Traffic Study will be submitted.</p> <p>Pick up and drop off will be accommodated by the parking area directly in front of the unit proposed for the daycare use. An outdoor playground is proposed adjacent to the unit, and will be appropriately designed and buffered, as</p>

<p><i>c) The Town shall encourage the location of Day Care Centres within elementary schools subject to the consent of the School Boards, to encourage shared facilities and concentration of related land uses.</i></p> <p><i>d) Where day care facilities are identified as a permitted use in any Designation in this Plan, they shall be permitted subject to specific regulations in the Zoning By-law and in accordance with the following policies:</i></p> <p><i>i. The use will not cause any traffic hazards or an unacceptable level of congestion on surrounding roads;</i></p> <p><i>ii. The use is intended to serve and support the surrounding residential area; and,</i></p> <p><i>iii. The site is large enough to accommodate the building, on-site play areas, parking and pick-up/drop-off facilities and appropriate buffering, where required.</i></p>	<p>required.</p>
<p>4.6.3.13 Automobile Service Stations</p> <p><i>a) To provide for the development of automobile service stations in appropriate locations in the Town and to ensure that automobile service stations are properly sited and are located in areas where such a use can be compatible with adjacent land uses. Automobile service stations are primarily used for the retail sale of automobile fuels.</i></p> <p><i>b) Automobile service stations shall be permitted in Employment Areas, subject to the following criteria:</i></p> <p><i>i. Located on a site not more than 0.6 hectares;</i></p> <p><i>ii. Generally located on a Provincial Highway or Arterial Road;</i></p> <p><i>iii. Not more than one automobile service station shall be located at any one road intersection;</i></p> <p><i>iv. The principal building or gas bar kiosk shall generally be oriented to the intersection with the pump islands to the rear, to reduce the visual impact of the canopies and pump islands and to provide a more pedestrian oriented environment at the intersection;</i></p>	<p>The proposed automobile service station is a small component of the overall site and does not exceed 0.6 hectares.</p> <p>The site is located along a Regional Arterial Road (Highway 11) and is the only automobile service station proposed for the intersection with Crimson King Way.</p> <p>The principal kiosk building is located adjacent to Crimson King Way, with the gas pump islands located to the rear. The car wash building is located further south and frames the service station use within the site.</p> <p>Landscaped islands are proposed surrounding the automobile service station.</p> <p>The subject property is not within an identified Wellhead Protection Area.</p>

<p><i>v. Extensive landscaping shall be provided to improve aesthetics and to buffer adjoining properties from the vehicular activities of the automobile service station; and,</i></p> <p><i>vi. The wellhead protection area policies of this Plan are addressed to the satisfaction of York Region and the Town.</i></p> <p><i>c) Automobile service stations may be considered in Community Areas, subject to the policies above and/or policies determined by the Secondary Plan process.</i></p>	
<p>4.7.3 Holland Landing Prestige Employment Area</p>	
<p><i>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.</i></p> <p><i>b) Notwithstanding any other policy of this Plan, the minimum density shall be 25 jobs per gross hectare.</i></p> <p><i>c) Commercial uses which serve specialized needs of residents, employees, tourists, and the travelling public may be permitted, including:</i></p> <p><i>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;</i></p> <p><i>ii. Restaurants, hotels and motels; and,</i></p> <p><i>iii. Cinemas, bowling alleys and other entertainment, recreation or fitness uses, equipment rental outlets, office equipment and supply stores, financial institutions, and offices.</i></p> <p><i>d) For sites located adjacent to Yonge Street (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.</i></p>	<p>The subject development proposes uses which are consistent with the permissions contained within Special Exception 9.4.3.</p> <p>The site proposes a wide range of uses including, but not limited to automotive service uses, restaurants, wellness services, child care services, recreational and employment activities, retail, financial services and food stores. The options on site will offer a diverse selection of products and services.</p> <p>The proposed development is anticipated to generate new jobs.</p> <p>As required by 4.7.3e) the application for Zoning By-law Amendment is supported by a Market Study.</p> <p>The site will be designed to a high aesthetic quality with attractive landscaping in order to re-enforce the character of the community. Outdoor storage is not proposed. Additional details regarding the building design and landscaping details will be provided at the site plan approval stage.</p>

e) When an application is made for a Zoning Bylaw Amendment to permit the development of large-format specialized retail outlets in accordance with subsection d), the following studies may be required by the Town:

i. Traffic impact study, in order to assess, to the satisfaction of the Town and York Region, the traffic implications of the proposed development upon adjacent roads and identify any new or improved facilities or other design measures required to resolve potential traffic problems; and,

ii. Market study, in order to establish, to the satisfaction of the Town, that the proposed development is justified and viable and that there are no long-term negative impacts to the planned function of the Village Core Areas and other retail locations in the Town. Such study shall provide sufficient detail to identify the characteristics and sizes of facilities that should be specified in the amending By-law.

f) In developing sites located adjacent to Yonge Street (Highway 11), and other high visibility sites, and sites in proximity to residential uses, particular attention to the design of sites and buildings will be required by the Town, 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 re-enforcing the desired character and prestige of the Prestige Employment Designation; and,

ii. Outdoor storage uses and display areas shall only be permitted when appropriately located, screened and/or buffered, and when authorized by appropriate provisions in the Zoning By-law for the particular site



Appendix H Town of East Gwillimbury Comprehensive Zoning By-Law 2018-043

9.1 Permitted uses in Employment Prestige (M1) Zone

Use	Employment Prestige (M1)
<i>Accessory retail</i>	X(1)
<i>Brewery/winery/ distillery</i>	X
<i>Business office</i>	X
<i>Commercial self storage facility</i>	X
<i>Hotel / Motel</i>	X
<i>Industrial mall</i>	X
<i>Industrial use</i>	X
<i>Outdoor Display and Sales Area (5)</i>	X(5)
<i>Trade and convention centre</i>	X
<i>Warehouse</i>	X
<i>Wholesale establishment</i>	X

Ancillary Uses Permitted

<i>Animal daycare centre</i>	X(4)
<i>Child care centre</i>	X(4)
<i>Commercial fitness centre</i>	X(4)
<i>Commercial school</i>	X(4)
<i>Financial Institution</i>	X(4)
<i>Restaurant</i>	X(4)
<i>Service commercial use</i>	X(4)

Special Provisions:

(1) Total gross floor area of all accessory uses shall not exceed 10% of the total floor area of the main employment use(s) on a lot and shall be located within the same building as the main use on the lot.

(4) Ancillary uses are only permitted: i. within an industrial mall and shall have a net floor area that does not exceed 300 m² ; or ii. within a building that is at least two storeys in height. The combined floor space occupied by all ancillary uses shall not exceed the total ground floor area of the building.

(5) Subject to the requirements of Section 4.22.

9.2 Zone Standards

Table 9B – Standards for Employment Zones

Zone Standards	Employment Prestige (M1)
Minimum lot frontage	15.0m
Minimum front yard	6.0m
Minimum rear yard	7.5 m (15 m abutting residential or institutional Zone)
Minimum interior side yard	3.0 m (15 m abutting residential or institutional Zone)
Minimum exterior side yard	7.5m
Minimum landscaping area	10%

Part 14.0 - Holding Provisions

Table 14A:Holding Provisions

	Conditions for Removal
H5	No person shall use any lot or erect, alter or use any building or structures for large-format retail stores until the submission and approval of a market impact study which demonstrates the proposal is justified and viable and which assesses to the satisfaction of the Town the impact of the proposed large format retail store on commercial uses in the Town and on the planned function of the Village Core Areas. Such study is to be undertaken at the expense of the applicant by a qualified consultant. In the interim, all uses permitted in Exception (142) shall be permitted, with the exception

	<i>of retail store.</i>
H6	<i>No person shall use any lot or erect, alter or use any building or structures for large-format retail stores until the submission and approval of a traffic impact study which assesses, to the satisfaction of the Town and/or the Region, the traffic impact and appropriate measures to handle traffic from the proposed use. Such study is to be undertaken at the expense of the applicant by a qualified consultant. In the interim, all uses permitted in Exception (142) shall be permitted, with the exception of retail store.</i>

Part 16.0 - Exceptions

Exception No.	Zone	Permitted Uses	Location	By-Law No.
142	M1	<i>i. All uses permitted in the M1 zone ii. Motor vehicle or recreational vehicle sales / rental establishment iii. Garden Centre iv. Equipment rental establishment v. Motor vehicle gas bar vi. Restaurant vii. Restaurant with drive through facility viii. Theatre ix. Commercial recreational use x. Retail store (subject to H5 and H6 holding provisions)</i>	<i>Pt. Lot 108, Conc 1 WYS (Map 1)</i>	<i>97-62A; 2011-138</i>