



SHAPING GREAT COMMUNITIES

October 4, 2019

File No: 18200
Submitted Electronically Via Email

Paul Freeman, Chief Planner, MCIP, RPP
The Regional Municipality of York
17250 Yonge Street
Newmarket, ON
L3Y 6Z1

**Re: Request for Residential Permission Through Regional MCR
2400 Glenwoods Avenue, Town of Georgina (Keswick)
Belair Credit Company Limited (BCCL)**

In the Spring of this year, Regional Staff were requesting employment land conversion submissions for the Phase 1 preliminary evaluation of employment land needs as part of the Regional Municipal Comprehensive Review (MCR). On behalf of BCCL, GSP Group Inc. submitted a request for mixed-use development permissions at 2400 Glenwoods Avenue in the Town of Georgina (the "Site"). The proposed mix of uses would incorporate options for residential, commercial/retail and office uses. The submission was reviewed, and a recommendation was made by Regional Staff that the Site remain designated for employment uses at this time as the Business Park has not yet had an opportunity to develop.

On September 25th, 2019 we had the privilege of meeting with Regional Staff as well as Town of Georgina Staff to further discuss the recommendation. It is our understanding that the recommendation is based on criteria established specifically for the conversion of employment lands. The criteria used outlines two mandatory requirements. Conversion requests in employment areas that have not yet had the opportunity to develop, including the Keswick Business Park, and in areas where the entire perimeter of the site is surrounded by lands designated and intended to remain designated for employment purposes, are not to be considered.

It is understood that the proposed conversion of 2400 Glenwoods Avenue does not meet one of the mandatory requirements given the current progress and evolution of the Keswick Business Park. It is further understood that the lands surrounding the Site are designated for employment use; however, the Keswick Business Plan has proposed Stormwater Management Facilities adjacent to the west side of the Site (both north and south of the proposed realignment of Glenwoods Avenue) and that there are existing churches to the east and southwest of the Site, which remains active today. Although we fully appreciated the desire to afford these newly designated areas time to grow and develop as they were intended, we respectfully request that this Site continue to be considered for future mixed-use development for the reasons described herein.

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We believe there is an opportunity to integrate a greater mix of uses into the Keswick Business Park Secondary Plan area (the “Business Park”) to support the achievement of a complete community that would complement the existing and planned development in the adjacent Keswick Secondary Plan and to round out the uses within the Business Park.

Given that the area is not yet zoned or draft approved by way of subdivision or condominium, there may be an opportunity to build in flexibility that would allow a greater mix of uses. This in turn could provide a sustainable option for employees and employers to live close to work, reducing the need to commute long distances. If residential uses were permitted on this Site, they would have access to existing services and commercial lands along Woodbine Avenue. Future residents would also have access to multi-use trail facilities throughout the Business Park including the Business Park's Primary Trail Network, which is planned to run directly through the Site.

The Site is also centrally located within the Business Park along the realignment of Glenwoods Avenue. The realignment would split the Site into three parcels, each with substantial street frontage (see Figure 1). With a greater range and mix of permitted uses, there may be greater opportunity to create a more inviting and lively streetscape. Since the realignment will provide one of the main connections to the Highway 404 extension, the Site and some of the surrounding properties could be used as an extension to the gateway already established in the Keswick Business Park Secondary Plan.

As the employment lands begin to develop more extensively, there will likely be fewer opportunities to add mixed use development options later as some employment uses may not be compatible, or options to incorporate appropriate buffering could be lost. By adding permissions for mixed-use development early, opportunities to introduce a mix of uses can be maintained over time in strategic location to support the needs of business park users in the future.

For additional information regarding Site context and applicable policy and zoning, please refer to our original submission letter dated April 30th, 2019 and our Site Location and Context Map which are both attached.

We are of the understanding that as part of Phase 2, Staff will be assessing whether some employment areas should have more permissive uses and that this assessment may result in site-specific conversion requests that were not initially recommended for conversion. Should an opportunity arise through this or future Official Plan review processes to consider the conversion of this Site from employment to non-employment uses, we would be happy to discuss options further with Staff.

We respectfully request that this submission be added to the employment area conversion update being provided to Council at the Committee of the Whole meeting scheduled for October 10th. We

thank you for your consideration through this process. Should you have any questions in the meantime, please do not hesitate to contact myself or Megan Geregthy.

Yours truly,
GSP Group



Hugh Handy MCIP, RPP
Senior Associate

c.c. Sandra Malcic, Region of York
Paul Bottomley, Region of York
Gary Foch, Belair Credit Company Limited (BCCL)
Alan Drozd, Town of Georgina
Harold Lenters, Town of Georgina

Encl.



SHAPING GREAT COMMUNITIES

April 30th, 2019File No: 18200
Submitted Electronically Via Email

Paul Freeman, Chief Planner, MCIP, RPP
The Regional Municipality of York
17250 Yonge Street
Newmarket, ON
L3Y 6Z1

**Re: Request for Residential Permission Through Regional MCR
2400 Glenwoods Avenue, Town of Georgina (Keswick)
Foch Motor Sports International Corporation**

We have been informed by Regional Planning Staff that requests for employment land conversion received prior to May 1, 2019 will be considered as the Region completes their employment land needs analysis as part of their Regional Municipal Comprehensive Review (MCR). As such, on behalf of Foch Motor Sports International Corporation (the "Owner"), GSP Group Inc. is please to provide the following request for mixed-use development permissions on the lands located at 2400 Glenwoods Avenue in the Town of Georgina (the "Site").

Site Description and Context

The Site is located south of the current Glenwoods Avenue and east of the intersection of Glenwoods Avenue and Woodbine Avenue and will be made up of three (3) different parcels based on the implementation of the future road network (see Figure 1). Glenwoods Avenue is proposed to be realigned with a connection to the planned Highway 404 extension. The Site is approximately 40.5 hectares (100 acres) and has approximately 100m of frontage along Glenwoods Avenue, an arterial road. Once divided by the future road network, the three resulting parcels will be 30.37ha (Parcel 1), 0.63ha (Parcel 2), and 0.58ha (Parcel 3).

The Site is located within 400m of the Keswick Marketplace, which forms part of the Keswick Secondary Plan lands west of the Site. The Keswick Marketplace provides access to commercial retail options such as the Walmart Superstore and Saint Louis Bar and Grill as well as service uses such as RBC and TD Bank and Master Mechanic Keswick. The Marketplace also provides access to Regional Bus Route 51. This route connects with route 50 which provides access to the broader Regional transit network.

There are other community uses in proximity of the Site including the Fairwood Public School, Jersey Public School and Keswick Highschool, which are all within 2 kilometres or less. The Greenlands System, as identified in the Town's Official Plan, is within roughly 1 kilometre of the Site. The Keswick Business Park Secondary Plan shows a Primary Trail Network connection along the frontage of the site through to that Greenlands System along the Glenwoods Avenue.

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The attached Site Location & Context Plan shows the location of the Site within the Keswick Business Park and its proximity to the Keswick Secondary Plan. It also demonstrates how the Site is likely to be broken up by the realignment of Glenwoods Avenue.

Official Plan Designation

The Site is designated as Business Park II and Business Park III in the Keswick Business Park Secondary Plan. Business Park I and II lands have been strategically located for maximum visibility along major roads including the Glenwoods Avenue realignment and Highway 404. These areas are required to have a higher quality of urban design and do not permit outdoor storage (Section 13.4.1.4.3b). These areas do not permit residential uses but do permit community facilities such as day nurseries and places of worship along with hotels and hotel/convention centers and ancillary retail services uses and restaurant where internally integrated as a component of the hotel. Business Park III are expected to accommodate more traditional forms of industrial development.

Section 13.4.4.2.3 of the Secondary Plan states that, “*the realigned Glenwoods Avenue is expected to provide a key connection between Woodbine Avenue and Highway 404, including the proposed Highway 404/Glenwoods Avenue interchange*”. The realigned road is expected to accommodate bicycles, sidewalks or multi-use pathways and landscaping, where appropriate (Section 13.4.4.2.3b). Furthermore, the Town is to work with the Province to establish GO transit services within the Keswick Business Park, linking the community to other communities within the Region (Section 13.4.4.3).

The development of the Keswick Business Park is to be phased. The majority of the Secondary Plan Area has already been rezoned and subdivided through Draft Plan of Subdivision 19T-13G02 which lies to the north of the Site. The southerly limit of that subdivision currently abuts the existing Glenwoods Avenue, immediately across from the northerly limit of the Site.

Zoning

The Site is currently zoned Rural (RU) in the Town of Georgina Zoning By-law. It is expected that the area will be rezoned to reflect the urban uses prescribed through the Keswick Business Park Secondary Plan.

The lands north of the Site that form part of the Draft Plan of Subdivision 19T-13G02, have been rezoned to Business Park 2 Gateway and Business Park 3. Neither zone permits residential development but do permit ancillary uses including a variety of commercial/retail or office uses, with restrictions. The Business Park 2 zone also permits hotels.

Request for Consideration of Conversion for Employment

We are of the understanding that, through the Regional Municipality of York's Municipal Comprehensive Review process, Regional Staff are completing a land needs analysis. As part of that review, we respectfully request that the Region, together with the Town of Georgina, consider

converting the Site from its current employment designations to a mixed-use designation that would incorporate options for residential, commercial/retail and office uses.

We are of the opinion that there is an opportunity to integrate a greater mix of uses beyond the boundary of the Keswick Secondary Plan by extending the idea of complete communities into strategic locations of the Keswick Business Park. Ultimately, the Owner of the Site would like to see the area develop with a mix of uses along Glenwoods Avenue including high density residential along with office uses, personal service and general retail commercial uses. Out of the three parcels that comprise the Site, we see Parcel 1 developing first. At this time, based on some of our initial concept development, we would envision a multi-apartment form of development for Parcel 1, which would include a mix of uses as noted above.

We are aware that the Region has established criteria which would limit consideration of conversions in the Keswick Business Park area specifically. However, because the Province has not identified the subject lands as being Provincially Significant Employment lands as part of Amendment 1 to the Growth Plan and because these lands have not yet been subdivided or zoned for employment development, we believe there is further opportunity for consideration for employment conversion in this strategic location. More specifically, we are of the opinion that properties between the Uptown Keswick Urban Centre and the proposed extension of Highway 404 could become a significant gateway area, shown as 'Mixed Use Area' on Figure 1. Although a gateway overlay is already established in the Keswick Business Park Secondary Plan at the intersection of Glenwoods Avenue and Woodbine Avenue, the overlay does not include mixed use opportunities that we believe would be a positive contribution to Glenwoods Avenue. With careful zoning and urban design, we are confident that adequate buffering between uses could be achieved to integrate residential uses within the employment area without hindering advancement and growth of employment lands.

Furthermore, there are substantial transportation and urban design elements intended to enhance the walkability and usability of the realigned Glenwoods Avenue. These high-quality design elements could assist in creating an environment where a broader range of permitted uses (including residential, office and service/commercial) could be incorporated without impact to future employment growth and prosperity.

We recognize that many of the other Regional and Provincial criterion for considering employment conversions require a regional scale analysis of available and needed lands for development. Given that we are not yet certain what the outcome of that analysis will be, we are submitting this request to be part of the conversation as options are considered.

We trust that this submission will be considered for input into the draft land budget. Please let us know if you require any additional information to further inform our request. We look forward to discussing opportunities for this Site and the surrounding Keswick area through the land budgeting exercise and through the balance of the Regional MRC process.

By way of this letter we would also like to confirm that GSP Group (Hugh Handy, hhandy@gspgroup.ca and Megan Geregthy mgeregthy@gspgroup.ca), along with our client Gary Foch of Foch Motor Sports International Corporation (garyfoch@rogers.com), consent to being added to the Region's distribution list to be kept apprised of key milestones in the MCR process.

We have also copied Mr. Harold Lenters and Mr. Alan Drozd at the Town of Georgina.

Yours truly,
GSP Group

A handwritten signature in blue ink, appearing to read "Hugh Handy".

Hugh Handy MCIP, RPP
Senior Associate

c.c. Sandra Malcic, Region of York
Paul Bottomley, Region of York
Alan Drozd, Town of Georgina
Harold Lenters, Town of Georgina

Encl.

