



September 12, 2024

Mayor Martin and Council  
Office of the Mayor  
50 Colborne Street South  
Simcoe, ON N3Y 4H3

Dear Mayor Amy Martin and Council Members,

**RE: Development Proposal for 487 Norfolk Street South, Simcoe  
OUR FILE 08143HC**

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On behalf of our client, Rick Clark, and in conjunction with The Ventin Group Architects, we are pleased to submit this letter providing more information on the Official Plan and Zoning By-law Amendment applications for the lands municipally addressed as 487 Norfolk Street South in the Town of Simcoe (herein referred to as the "subject property"). This letter is intended to supplement a presentation to be made at the September 17<sup>th</sup> Council Meeting.

**Site Overview & Development Concept**

The subject property is located at the northeast corner of the intersection of Norfolk Street South and Decou Road. The site is approximately 0.96 hectares in size with a frontage of approximately 92 metres along Norfolk Street South. The subject property is currently occupied by single-detached residential uses, proposed to be demolished.

The property owner has proposed the redevelopment of the subject property for a 3-storey mixed-use building. The proposed development contemplates 8 ground-floor retail units and 42 residential units above. A total of 112 parking spaces and 10 barrier-free parking spaces are proposed. Vehicular access is provided from Decou Road to the internal driveway and parking lot. A sidewalk is proposed along all sides of the building, providing pedestrian access throughout the site and to Decou Road. The vehicular access has been shifted further east in response to comments received at the September 4 Council meeting.

**Planning Context & Proposed Amendments**

The subject property is designated 'Urban Residential' in the Norfolk County Official Plan. High Density Residential uses in the form of apartment units are permitted, as well as convenience commercial uses. The proposed Official Plan Amendment to permit an increase in maximum commercial Gross Floor Area and an increased residential density of 50 units per hectare.

The subject property is zoned 'Urban Residential Type 1B (R1B)' which limits residential uses to single detached dwellings, bed and breakfasts establishments, home occupations and an accessory residential dwelling unit. A Zoning By-law Amendment is proposed to rezone the site to 'Residential Commercial Business Zone (CRB)' to permit a mixed-use building with commercial uses on the ground floor and residential dwellings above, and to establish appropriate development standards as established in the draft amendment.

## **History of Application**

A Pre-Consultation Meeting was held for the proposed development on November 25<sup>th</sup>, 2020 and again on September 13<sup>th</sup>, 2023. The following items were identified as requirements in the pre-consultation record and provided as part of the Official Plan and Zoning By-law amendment application made in April 2024:

- Application form;
- A Planning Justification Report, prepared by MHBC planning, dated March 2024;
- A Conceptual Site Plan, prepared by MHBC planning, dated October 2023;
- An architectural package, prepared by The Ventin Group Architects, dated May 2023;
- A Functional Servicing Report, prepared by Fred Jewett Engineering Ltd., dated September 2021;
- A Transportation Impact Study, prepared by Paradigm, dated March 2024;
- A Stormwater Management Report, prepared by MC Engineering, dated March 2022; and,
- Civil Site Plan, prepared by MC Engineering, dated January 2024.

Through subsequent discussions with Norfolk County Planning Staff, a Retail Market Impact Study (RMIS) was identified as an additional requirement. The RMIS was submitted to County Planning Staff at the beginning of August 2024. The RMIS determined that "*there is sufficient market support for the proposed additional retail space and that the entry of the new space will not cause store closures sufficient to prejudice the planned function of the Downtown Areas, lands designated Shopping Centre Commercial or lands designated Commercial*" (Tate Research, 2024, p. 14).

A Public Hearing for this application for information purposes was held on July 3<sup>rd</sup>. Based on comments received at the Public Hearing, County staff revised the proposed zone from the 'Central Business District Zone (CBD)' to the 'Residential Commercial Business Zone (CRB)'.

The application went before Council for a decision on September 4<sup>th</sup>, 2024, accompanied by a staff recommendation for approval. Given the discussion at the meeting, the applicant requested that a decision be deferred to the September 17<sup>th</sup> meeting to provide an opportunity for the applicant to bring forward additional information for Council consideration. This letter forms the written submission requested by Mayor and Council in advance of a presentation to be provided by the applicant at the September 17<sup>th</sup> Council meeting.

## Concerns & Responses

Concerns expressed by members of the public and Council generally fall under the following themes: traffic, tree removal, privacy, retail impacts, and site grading. Each of these themes are discussed in further detail below.

### 1) Traffic

Council and members of the public raised concerns about the potential traffic impact of the proposed development. A Transportation Impact Study (TIS) was prepared by Paradigm Transportation Solution Limited in March 2024. The TIS concluded the following:

- **Existing Traffic Conditions:** The intersection at Norfolk Street South and Decou Road is currently operating at acceptable levels of service.
- **Background Traffic Conditions:** The intersection at Norfolk Street South and Decou Road is forecast to operate at acceptable levels of service under the 2026, 2031, and 2036 horizon years.
- **Total Traffic Conditions:** The intersection at Norfolk Street South and Decou Road and the access intersection at Norfolk Street South are forecast to operate at acceptable levels of service under the 2026, 2031, and 2036 horizon years.

The TIS scope of work was determined in consultation with the County's engineering department. The subdivision development located east of the subject site and on the south side of Decou Road was included in estimating background traffic volumes.

Overall, the intersection of Norfolk Street South and Decou Road was determined to continue operating at acceptable levels of service under current and future traffic conditions with the proposed development.

### 2) Tree Removal

As many trees as possible will be maintained, particularly along the eastern and northern boundaries of the site. A Tree Management Plan is required at the Site Plan stage which will assess in detail. The revised concept plan identifies a landscape buffer and area for evaluation of tree retention.

### 3) Privacy

The proposed development will not cause undue adverse impacts to the privacy of homes along Turner Drive. The development concept carefully considers the low-rise residential properties abutting the lands to the north and east. The proposed building is oriented along Norfolk Street and Decou Road in proximity to the intersection and public roads, to ensure that it is well setback from the rear property lines of the residential properties to the north and east. The proposed site-specific provision to permit a front yard setback of 3 metres further supports efforts to provide adequate separation between the proposed 3-storey building and abutting low-rise residential properties by allowing the building to locate closer to the front lot line and further from the rear lot line. As illustrated in the

cross-section drawings provided with this letter, the proposed building is setback from abutting dwellings and is not anticipated to result in significant overlook into abutting yards.

Additionally, to provide visual buffering the revised concept incorporates landscaped strips along the north and east property lines and endeavours to retain as many trees as possible along the eastern and northern boundaries of the site. Landscape details will be implemented through the site plan process.

#### 4) Retail Impacts

A Retail Market Impact Study (RMIS) was prepared by Tate Research in July 2024 to determine the impact of the addition of the 1507 square metres of commercial space proposed as part of this development. The RMIS concluded the following:

- The Site is well located for a retail commercial component. It is located at a signalized intersection. The Site is located across Norfolk Street from Whitehorse Plaza, a fully occupied, supermarket anchored retail commercial centre. The success of Whitehorse Plaza supports the viability of the location of the Site.
- Population growth is forecast at the Site, in developments near the Site, and in the community of Simcoe overall. This population growth supports additional retail commercial space in the market.
- The 17,000 square feet of retail commercial space proposed at the Site represents less than 1.0% of the estimated total in the community of Simcoe.
- The established Whitehorse Plaza is not forecast to experience any impact on its planned function as a result of the development proposed at the Site.
- The existing retail commercial facilities in the Queensway Area are not forecast to be significantly impacted by the proposal, due to the differentiated nature of their offerings, distance and the limited amount of retail commercial space proposed at the Site.
- Downtown Simcoe includes approximately 788,200 square feet of retail commercial space. The Site is considered sufficiently differentiated, in terms of scale, anticipated tenant mix and distance, to reduce potential impacts of the development proposal on the Downtown Area.

Overall, the RMIS determined that the proposed development will not cause store closures or negatively impact the planned function of the Downtown Areas, lands designated Shopping Centre Commercial or lands designated Commercial. The intent is that the development will accommodate convenience-oriented retail and service uses such as convenience store, local oriented retail, restaurant, quick service restaurants, locally oriented services, medical / dental providers, etc.

#### 5) Site Grading & Runoff

A Civil Site Plan was prepared by MC Engineering and submitted as part of the complete submission package. This plan shows both the existing and proposed grading of the site. Currently, the site generally slopes downward towards the north and east of the site, with the lowest point in the northeast corner. This grading approach is maintained under proposed grading and. All surface drainage for the site is self-contained.

The quantity & quality controls provided in the Stormwater Management Report (MC Engineering, March 2022) and on the design drawings will sufficiently meet the standards of Norfolk County. For quantity control, storm water runoff will be directed to a retention area and discharge at the 2-year pre-development rate to the existing storm sewer on the road. Quality control will be provided by the inclusion of a Stormceptor. Additionally, a Storm Drainage area plan is required at Site Plan and must identify that stormwater is self-contained on site and does not travel to neighbouring properties.

## Summary

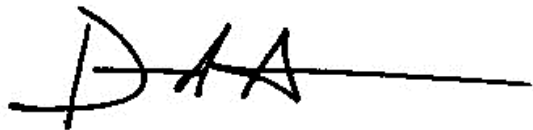
We appreciate the opportunity to provide Mayor and Council with additional information on the proposed development at 487 Norfolk Street South in Simcoe. In our opinion, the proposal represents good planning and makes efficient use of currently underutilized properties by providing for a three-storey mixed use building along an arterial road in the Town of Simcoe.

The development has been designed to minimize impacts on surrounding low-density residential uses. Additionally, supporting technical reports have determined that the development will not result in unacceptable levels of service at the intersection of Norfolk Street and Decou Road, and will not undermine the planned function of existing commercial areas within the Town, and can be adequately serviced by existing services.

The Official Plan and Zoning By-law Amendment stage intends to establish appropriate land use and regulations. The implementation of the proposed site design will occur at the Site Plan stage.

Yours Truly,

**MHBC**



Dave Aston, MSc., MCIP, RPP  
Vice-President, Partner



Stephanie Mirtitsch, BES, MCIP, RPP  
Associate

cc. *Travis Forrest, The Ventin Group*  
*Rick Clark*

Attach. *Revised Concept Plan*  
*Cross-section Plan*