

# HUMPHRIES PLANNING GROUP INC.

FOUNDED IN 2003

March 1, 2022  
HPGI File: 21756-2

**Town of Innisfil**  
2101 Innisfil Beach Road  
Innisfil, ON  
L9S 1A1

**Attn: Mary Nordstrom, Manager of Land Use Planning**

**Re: 7429 Yonge Street, Town of Innisfil  
Innis Valley Holdings Inc.**

Humphries Planning Group Inc. ("HPGI") is the agent and planning consultant for Innis Valley Holdings Inc., the legally registered owner of the land municipally known as 7429 Yonge Street in the Town of Innisfil (the "Subject Land"). On August 9, 2021, correspondence was submitted on behalf of the owner requesting consideration of the Subject Land for inclusion in the Settlement Area Boundary for the Town of Innisfil as part of the County of Simcoe's ongoing Municipal Comprehensive Review ("MCR") and Official Plan Review ("OPR"). That correspondence further requested the removal of the Agricultural land use designation applicable to the site. Additional correspondence was submitted to the County on November 12, 2021 providing our comments with respect to the County's Land Needs Assessment and Agricultural System Review/Mapping Updated. That correspondence also provides further rationale on why the inclusion of the Subject Land in the 2051 Settlement Area Boundary would accommodate a responsible approach to growth management recognizing existing urban area boundaries and surrounding land uses.

The purpose of this letter is to provide additional comments to the Town and the County in light of a number of ongoing planning processes including the County of Simcoe MCR, the Town of Innisfil Official Plan review and update, as well as the proposed Minister's Zoning Order (MZO) requested by Royal Victoria Regional Health Centre (RVH) to permit a major hospital and community health hub on the southwest corner of Innisfil Beach Road and Yonge Street which was endorsed by Town Council in October 2021. Based on discussions with Town Planning Staff, it is our understanding that the intersection of Yonge Street and Innisfil Beach Road is intended to function as a 'economic employment district' located outside of a Settlement Area Boundary. It is our objective to ensure that the Town gives due consideration to the Subject Lands when establishing the boundary for the

190 Pippin Road  
Suite A  
Vaughan ON  
L4K 4X9

T: 905-264-7678  
F: 905-264-8073

[www.humphriesplanning.com](http://www.humphriesplanning.com)  
~ Do Something Good Everyday! ~ STAY SAFE ~

economic employment district. The inclusion of the site within this designation, through the Town's Official Plan review and update, would further support the future planned vision for this strategic location.

### **Property Description**

The Subject Land is located at the north-east corner of Innisfil Beach Road and Yonge Street in the Town of Innisfil. The parcel is irregular in shape and has a lot area of approximately 36.73 hectares (90.76 acres) with a frontage of approximately 630 metres on Yonge Street as well as approximately 216 metres along Innisfil Beach Road (Figure 1). The Subject Land consist of a relatively flat topography and contains a small wooded area at the extreme north-east portion of the site. The site is predominantly devoted to agricultural and farming related processes and contains farming fields, agricultural-related accessory building and structures and accessory single detach dwelling.



**Figure 1: Air Photo ( — Subject Land)**

### **Surrounding Context**

The site is located across Yonge Street from the existing Civic Campus community hub. This area has developed as Innisfil's largest and most significant concentration of community services and public facilities, including recreation and institutional uses including the Town Hall, Recreation Centre and Kempenfelt Bay School.

In particular the Innisfil Recreation Centre is a local anchor that serves as the major recreation and community centre in Innisfil. This 140,000 square foot facility is open to the public and provides for a number of facilities including:

- Two ice pads
- Two gymnasiums
- Leisure pool
- Lap swimming pool
- Fitness centre
- Indoor running track
- Meeting space
- Child minding service

In addition, the Rizzardo Health and Wellness Centre is located directly across from the Innisfil Recreation Centre. The Health and Wellness centre includes family doctors, walk-in clinic services, mental health service, diagnostic imaging, laboratory services, dentistry, physiotherapy as well as a pharmacy.

The Subject Land is also located approximately 900 metres north from the future Royal Victoria Regional Health Centre (RVH) South Campus which is proposed to be located at the southwest quadrant of Yonge Street and Innisfil Beach Road on the lands known municipally as 7324 Yonge Street and 7250 Yonge Street. At full build-out the Campus will include an out-patient health hub, including urgent care centre, a non-critical care inpatient facility, and acute care hospital with 24/7 emergency departments, operating rooms and up to 300 inpatient beds.

On October 20, 2021 RVH submitted a request for Town Council to consider endorsement of a proposed Ministerial Zoning Order. At the October 22 Council Meeting Council (unanimously) resolved to endorse the Health Centre's request for an MZO to accelerate development of its future South Campus.

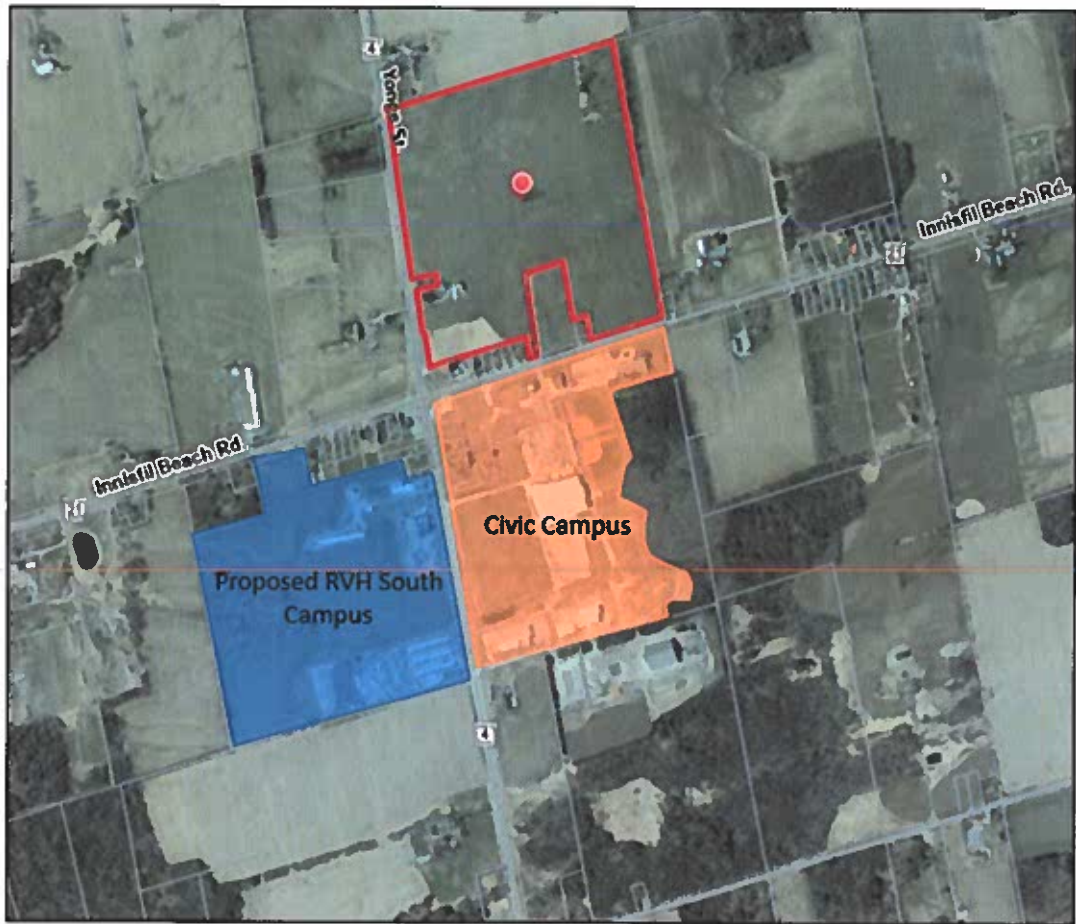


Figure 2: Context Photo ( — Subject Land)

Recognizing the immediate proximity to existing and future planned cultural and community supportive uses, the inclusion of the Subject Land for similar types uses would serve to as a positive addition to the community hub and planned comprehensive health hub by providing additional land area and opportunities for linkages across all four quadrants of the intersection of Yonge Street and Innisfil Beach Road. The planned vision for the area is to become “the anchor for a Civic Centre for all of Innisfil, featuring cultural, governmental and educational institutions”. The Subject Land would expand upon this vision and consolidate the broader context and provide additional opportunities for synergy, linkage and integration with this node.

### **Transportation & Transit**

The site is located along two County arterial roads, which have been designed to carry large volumes of traffic and have direct access to Highway 400. Innisfil Beach Road (County Road 21) is classified as a Primary Arterial and Yonge Street (County Road 4) as a Controlled

Access Arterial. Both roadways have been designed to support a large volume of traffic to connect major internal and external centres and support the movement of people and goods traveling long distances. The Subject Land is only 5 kilometers from Highway 400, with Innisfil Beach Road being an interchange. The site is also highly visible and readily accessible to Innisfil's residents and workers in Alcona, Stroud, Sandy Cove, Lefroy-Belle Ewart and Innisfil Heights Employment Area as well as Barrie.

The Site is accessible by transit including GO Bus route 68B that currently operates along Yonge Street, with a stop at Innisfil Beach Road and provides connection between the Newmarket GO Bus Station and Downtown Barrie Bus Station. It is also recognized that additional opportunities for additional local services are expected to be provided as the community hub continues to grow. Additionally, the Town of Innisfil Official Plan identifies future routes along both Yonge Street and Innisfil Beach Road, which will provide dedicated active transportation connections to the Subject Land, Community Campus and RVH South Campus.

### **Existing Servicing**

The Subject Site can be serviced by existing municipal water and sanitary services that are located along Yonge Street and Innisfil Beach Road.

### **Site Attributes**

The configuration and size of the site is able to accommodate and support land expansive uses typically associated with employment and community/public service type facilities. Further, the site is an appropriate functional size and benefits from a continuous street frontage along two County arterial roads which presents unique opportunities to accommodate a comprehensive and integrated development, including the creation of a comfortable and attractive public realm, framed and supported by appropriately scaled buildings which will contain appropriate uses that will combine with existing community facilities and services to provide amenity and further enrich and enliven the area. The development of these lands will provide complimentary and supportive functions to both the existing Community Hub and planned Health Campus.

The Subject Land is located outside of the Natural Heritage System for the Growth Plan and from a strictly ecological perspective, the inclusion of the site within the Community Hub and Health Campus would pose no threat to the Province, County and Towns significant features or systems. While the site is identified on a high-level as containing some natural heritage features, these portions of lands can be excluded from any future

development and appropriate buffers and setback distances can be applied in order to preserve and protect the form and function of these features in the long-term.

It is also acknowledged that the Subject Land is identified as being located within the Prime Agricultural Area in accordance with the Provincial Land Base, as well as the Agricultural designation of the County of Simcoe Official Plan. In our opinion that site is considered to be lower priority agricultural lands recognizing that the lands do not comprise of a specialty crop area. Further, existing surrounding cropping patterns, historically low investment in existing farming operations, surrounding non-farm land uses, and existing surrounding idle farming operations make the site a lower priority agricultural area in comparison to other areas in the Town and County. Agricultural lands adjacent to existing and planned non-farm uses (i.e., the Civic Campus and planned RVH medical node) generally have a lower agricultural priority because of their close proximity to non-compatible uses and increased potential for conflict. The expansion of public service facilities including community, cultural or medical related uses on the site would make better use of a gateway location into the Town with existing surrounding community assets and strategic transportation infrastructure.

### **Analysis**

Based on our assessment of the sites physical characteristics, surrounding context and applicable policy framework, it is our opinion that the Subject Land represents a unique opportunity to accommodate additional employment, community and public service facility uses that would support and compliment the Towns existing community hub and economic employment district. The proposed expansion of community, cultural and health related land use permission on the Subject Land would also leverage existing and future planned community and healthcare services and facilities at the south-east and south-west corners of Yonge Street and Innisfil Beach Road and activate all four corners of the intersection.

Furthermore, public service facility expansion on the Subject Land would facilitate the continued concentration of community and cultural activities which are vital in order to balance the significant population and employment growth that is occurring and forecast to continue in the many communities in Simcoe County including Innisfil and Barrie. Given the lack of available or suitable sites within formally assigned and designated nodes or centres within Settlement areas, the Subject Land directly across from the community hub, Civic Campus, and future proposed RVH Health Campus provides a reasonable location to meet current and projected needs. While it is recognized that a significant portion of

growth will be directed to settlement areas, certain types of development can also occur outside of them.

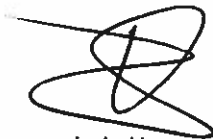
We kindly request that the Subject Land be prioritized for further consideration, as part of the Town's ongoing Official Plan review and update, which would facilitate a more comprehensive long-term vision for the economic employment district and community node as it builds out. The inclusion of the site within the '*Community Space*' designation would further support the future planned vision for this strategic location.

If you have any questions or concerns, please contact the undersigned at ext. 244 or Jonathan Sasso at ext. 228.

Yours truly,

---

**HUMPHRIES PLANNING GROUP INC.**



Rosemarie L. Humphries BA, MCIP, RPP  
President

cc. Innis Valley Holdings Inc.  
Frank Fillipo, Brookvalley Project Management Inc.  
Thomas Kilpatrick, Brookvalley Project Management Inc.