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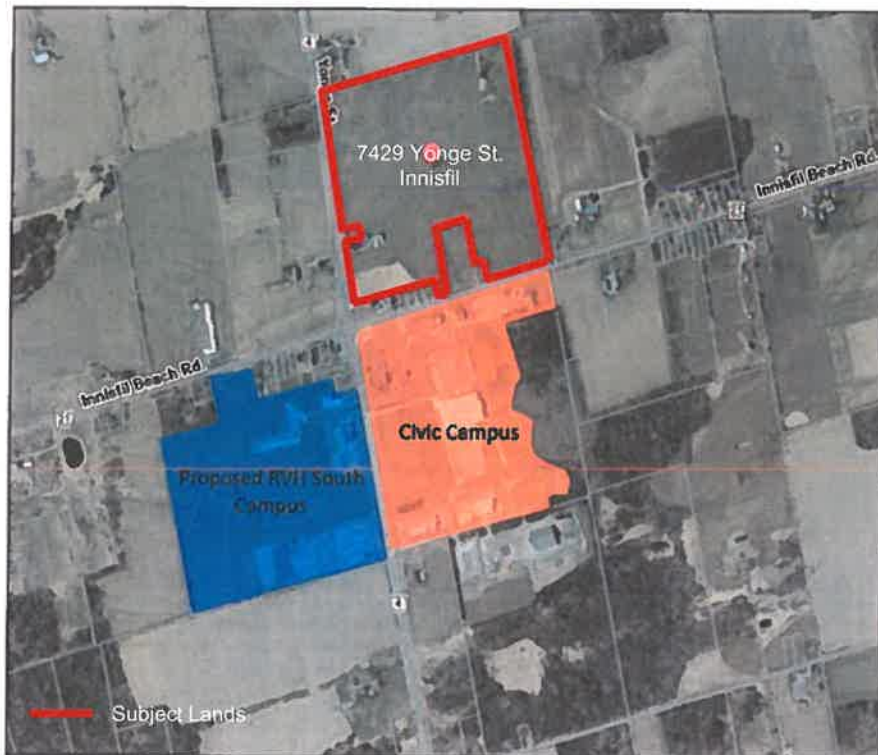
January 30th, 2023

Ministry of Municipal Affairs and Housing
Environmental Registry of Ontario (ERO Posting 019-6113)

**RE: Economic Employment District Designation Request
County of Simcoe OPA 7 – Municipal Comprehensive Review (MCR) – Phase 1
7429 Yonge Street, Town of Innisfil
Innis Valley Holdings Inc.**

Brookvalley Project Management Inc. are the representatives of Innis Valley Holdings Inc., registered owner of 7429 Yonge Street, Town of Innisfil (the “subject lands”), located in the northeast quadrant of the intersection of Yonge Street and Innisfil Beach Road, north of the Future Royal Victoria Regional Health Centre (RVH) South Campus and the Town Civic Campus. The subject lands are approximately 37 hectares (91 acres) in area.

Figure 1: Subject Land Location Map



Source: HPGI March 1, 2022. Modified by
Brookvalley, January 30, 2023

Request

Designate the four quadrants of the Yonge Street and Innisfil Beach Road intersection, including 7429 Yonge Street as an Economic Employment District, which includes community mixed-uses.

On March 1st, 2022, correspondence was submitted by Humphries Planning Group Inc. on behalf of the owner to provide comments in light of a number of on-going planning processes to ensure the Town gives due consideration to the subject lands when requesting the designation of the Economic Employment District. The March 1st, 2022, correspondence has been enclosed with this letter for review.

The Town of Innisfil Staff Report DSR-010-23 to Town Council dated January 11, 2023, regarding the Environment Registry of Ontario 019-6113, stated the Town would like an amendment to OPA No. 7 that the RVH South Campus, and the Town Civic Centre be designated as an Economic Employment District, in recognition of the O.Reg 37/32 (MZO) and the Town Master Plan process. Our request expands on the Town's suggested amendment to OPA No. 7 to further support this community hub by including additional mixed-use development (residential/commercial/office/employment). The Economic Employment District can be phased appropriately by the Town of Innisfil.

Based on our assessment of the subject land's physical characteristics, surrounding context and applicable policy framework, it is our opinion that the subject lands represent a unique opportunity to accommodate additional employment, community and public service facility uses that would support and compliment the Town's existing community hub and the Economic Employment District designation. The proposed expansion of community, cultural and health related land use permissions on the subject lands 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. Permissions for mixed-use residential should also be considered and phased appropriately to accommodate the future population utilizing this District.

Furthermore, public service facility expansion on the subject lands 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 forecasted to continue in the many communities in Simcoe County, including Innisfil. Given the lack of available or suitable sites within formally assigned and designated nodes or centres within Settlement Areas, the subject lands directly across from the proposed RVH Heath Campus and the Town's Civic Centre provides a reasonable location to meet the current and projected needs. While it is recognized that a significant portion of growth will be directed to Settlement Areas, where population and employment forecasts are minimums, certain types of development can also occur outside of them, where it makes sense.

Closing

We look forward to working with the County of Simcoe and Town of Innisfil through the Municipal Comprehensive Review process. We welcome further discussion regarding our request to designate the four quadrants of the Yonge Street and Innisfil Beach Road intersection, including 7429 Yonge Street as an Economic Employment District, which includes community mixed-uses. Please do not hesitate to contact Brookvalley Project Management Inc. to discuss our request in greater detail.

Yours truly,

BROOKVALLEY PROJECT MANAGEMENT INC.



Frank Filippo, P. Eng.
Senior Executive Vice President

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