

Julianna Zhua
Municipal Services Office – Central Ontario
16th Floor
777 Bay St
Toronto, ON
M7A 2J3

February 2, 2023

Re: County of Simcoe Official Plan Amendment No. 7
ERO number 019-6113
Ministry Reference Number 43-OP8-221936

Dear Ms Zhua

LIV Communities is a leading builder and developer operating in Southern Ontario, with a number of communities under construction and in the development process in Simcoe County, and specifically in the Township of Severn. We are in full support of the Province's efforts to tackle our current housing and long-term care crises, in particular through the stated targets to build 1.5 million new homes by 2031 and 30,000 new long-term care beds by 2028.

LIV's land holdings in Simcoe County include the 387 hectare Hawk Ridge Golf Course – of which 31 hectares is draft approved with zoning in place for both residential and industrial/commercial development. These lands are in the Township of Severn's South of Division Road Secondary Plan, approved in 1999, which envisions a number of smaller residential areas developed in conjunction with rural land uses and natural heritage features. Given that the Township of Severn is experiencing increased demand for housing beyond projected growth rates, coupled with the Province's stated goals for new housing and long-term care, it is logical to conclude that the Simcoe County Official Plan should explore areas of Severn that could feasibly accommodate such additional housing and long-term care together with supporting infrastructure. The lands in the South of Division Road Secondary Plan are a strong candidate for further development, for the following reasons.

- The lands are adjacent to existing settlement areas (the City of Orillia and the Marchmont/Bass Lake Settlement Area) and the ability to efficiently locate housing in proximity to existing amenities, services, and infrastructure.
- Large parts of the land holdings in this area are already developed, have development approvals in place, or (as in the case of the Hawk Ridge Golf Course) could be developed with minimal loss of productive agricultural land.
- Recognizing the South of Division Road Secondary Plan area as a Settlement Area would allow for municipal services to be extended more efficiently, rather than dealing with applications piecemeal.

- Designation of the South of Division Road Secondary Plan area as a Settlement Area would not impact or eliminate any of the required protections for the key natural heritage features present in the area. Rather, appropriate studies would be required to document any such features and demonstrate conformity with Provincial and Municipal policy ahead of any development approvals. Public engagement and consultation would also be required in support of any future development applications.
- LIV Communities is a major landowner in the South of Division Road Secondary Plan area and has extensive experience with developing communities that provide a wide range of housing options, including single detached, townhouses, back-to-back and stacked townhouses, and mid-rise apartments.
- Simcoe County staff have expressed the need for additional long-term care facilities. LIV would be open to engaging with County staff to explore the possibility of incorporating a long-term care facility into the development plans for LIV's land holdings in this area.
- If the South of Division Road Secondary Plan area were to be recognized as a Settlement Area, LIV envisions the potential development of our land holdings with a range of housing options, including single detached, townhouses, and potential adult lifestyle/long-term care facilities, while retaining and enhancing the existing golf and recreational facilities.

With the right partnership between LIV, the Township of Severn, Simcoe County and the Province, we believe we could begin construction on up to 800 new homes and 160 new LTC beds as early as 2026. As a first step in this partnership, we request that the Province consider recognizing the South of Division Road Secondary Plan area as a Settlement Area in the Simcoe County Official Plan. Such designation would not only recognize existing development patterns, and be a natural extension of the principles behind the existing Secondary Plan, but would also be an opportunity to advance key housing and long-term care development in an accelerated timeframe.

We appreciate the opportunity to participate in this engagement process, and look forward to partnering together to address the needs of Ontario's growing population.

Yours truly,



Andrew Mulder
Executive Director, Land Development