



# vallee

*Consulting Engineers,  
Architects & Planners*

July 4, 2025

Norfolk County Planning Department  
12 Gilbertson Drive  
Simcoe, Ontario N3Y 4N5

**Attention: Alisha Cull, BES, MCIP, RPP, Ec.D., Manager of Planning Services**

**Reference: Official Plan and Zoning By-law Amendment**  
**Leon's (former Peavey Mart) – 295 Queensway West, Simcoe**  
**Our Project 25-153**

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Please accept this letter as a summary to accompany the enclosed Planning Justification Report (PJR) dated July 3, 2025, and application form, submitted in support of an Official Plan Amendment and Zoning By-law Amendment for the above-referenced lands. The proposed amendments will facilitate the development of a Leon's commercial furniture store and associated site improvements.

This report has been prepared to assess and demonstrate conformity with applicable planning policy, including:

- **The Provincial Policy Statement (PPS 2024):** Emphasizing efficient use of land, economic development, and alignment with PPS policies.
- **The Norfolk County Official Plan (2023):** Confirming alignment with the site's intended commercial function.
- **Norfolk County Zoning By-law:** Identifying current zoning and proposed amendments to accommodate a large-format retail use with site-specific provisions.

The proposed development makes efficient use of available infrastructure, introduces a compatible commercial land use within the urban area, and contributes to the local economy.

#### **Appendix A – Site Plan Submission**

We wish to highlight that Appendix A of the PJR includes a high-level Site Plan drawing prepared in support of this application. This site plan demonstrates conformity with the Service Commercial Zone provisions, and illustrates the proposed building addition necessary to support the business.

Should you have any questions or require additional information, please do not hesitate to contact the undersigned.

Yours truly,

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Eldon Darbyson, BES, MCIP, RPP  
Director of Planning  
**G. DOUGLAS VALLEE LIMITED**  
Consulting Engineers, Architects & Planners

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## Planning Department Development Application Form

### Complete Application

A complete development application consists of the following:

1. A completed, signed, and notarized application form
2. Supporting information adequate to illustrate your proposal as indicated in **Section H** of this application form
3. Written authorization from the registered owner of the subject lands where the applicant is not the owner as per Section N
4. Cash, debit, credit or cheque payable to Norfolk County in the amount set out in the user fees By-Law that will be accepted and deposited once the application has been deemed complete.

### Pre-Submission Consultation:

Norfolk County requires a Pre-Consultation Meeting for all applications; however, minor applications may be exempted depending on the nature of the proposal. The purpose of a Pre-Consultation Meeting is to provide the applicant with an opportunity to present the proposed application, discuss potential issues, and for the Norfolk County and Agency staff to identify the application requirements. Application requirements, as detailed in the Pre-Consultation Meeting Comments, are valid for one year after the meeting date.

### Development Application Process

Once an application has been deemed complete by a Planner, Norfolk County staff will circulate the application to adjacent landowners, public agencies, and internal departments for comment. The time involved in application processing varies depending on its complexity, acceptability to the other agencies, and statutory Planning Act decision time-frames.

Payment is required once your application is deemed complete. Pre-payments will not be accepted.



Norfolk County collects personal information submitted through this form under the Municipal Freedom of Information and Protection Act's authority. Norfolk County will use this information for the purposes indicated or implied by this form. You can direct questions about collecting personal information to Norfolk GIS Services at [NorfolkGIS@norfolkcounty.ca](mailto:NorfolkGIS@norfolkcounty.ca).

Additional studies required for the complete application shall be at the applicant's sole expense. Sometimes, peer reviews may be necessary to review particular studies at the applicant's expense. In these cases, Norfolk County staff will select the company to complete the peer review.

Norfolk County will refund the original fee if applicants withdraw their applications before circulation. If Norfolk County must recirculate your drawings, there will be an additional fee. If Norfolk County must do more than three reviews of engineering drawings due to revisions by the owner or failure to revise engineering drawings as requested, Norfolk County will charge an additional fee. Full refunds are only available before Norfolk County has circulated the application.

### **Notification Sign Requirements**

For public notification, Norfolk County will provide you with a sign to indicate the intent and purpose of your development application. It is your responsibility to:

1. Post one sign per frontage in a conspicuous location on the subject lands.
2. Ensure one sign is posted at the front of the subject lands at least three feet above ground level and not on a tree.
3. Notify the Planner when the sign is in place.
4. Maintain the sign until the development application is finalized and, after that, remove it.

### **Contact Us**

For additional information or assistance completing this application, please contact a Planner at 519-426-5870 or 519-875-4485 extension 1842 or [planning@norfolkcounty.ca](mailto:planning@norfolkcounty.ca). Please submit the completed application and fees to the attention of the Planning Department at 185 Robinson Street, Suite 200, Simcoe, ON N3Y 5L6.

**For Office Use Only:**

File Number	_____	Public Notice Sign	_____
Related File Number	_____	Application Fee	_____
Pre-consultation Meeting	_____	Conservation Authority Fee	_____
Application Submitted	_____	Well & Septic Info Provided	_____
Complete Application	_____	Planner	_____

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**Check the type of planning application(s) you are submitting.**

- Official Plan Amendment
- Zoning By-Law Amendment
- Temporary Use By-law
- Draft Plan of Subdivision/Vacant Land Condominium
- Condominium Exemption
- Site Plan Application
- Extension of a Temporary Use By-law
- Part Lot Control
- Cash-in-Lieu of Parking
- Renewable Energy Project or Radio Communication Tower

Please summarize the desired result of this application (for example, a special zoning provision on the subject lands to include additional use(s), changing the zone or official plan designation of the subject lands, creating a certain number of lots, or similar)

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**Property Assessment Roll Number:** \_\_\_\_\_

## A. Applicant Information

**Name of Owner** \_\_\_\_\_

**Address** \_\_\_\_\_

**Town and Postal Code** \_\_\_\_\_

**Phone Number** \_\_\_\_\_

**Cell Number** \_\_\_\_\_

**Email** \_\_\_\_\_

**Name of Applicant** \_\_\_\_\_

**Address** \_\_\_\_\_

**Town and Postal Code** \_\_\_\_\_

**Phone Number** \_\_\_\_\_

**Cell Number** \_\_\_\_\_

**Email** \_\_\_\_\_

**Name of Agent** \_\_\_\_\_

**Address** \_\_\_\_\_

**Town and Postal Code** \_\_\_\_\_

**Phone Number** \_\_\_\_\_

**Cell Number** \_\_\_\_\_

**Email** \_\_\_\_\_

Unless otherwise directed, Norfolk County will forward all correspondence and notices regarding this application to both owner and agent noted above.

Owner

Agent

Applicant

Names and addresses of any holder of any mortgagees, charges or other encumbrances on the subject lands:

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## ~~A. Applicant Information~~

### **Name of Owner**

Address

Town and Postal Code

Phone Number

Cell Number

Email

### **Name of Applicant**

Address

Town and Postal Code

Phone Number

Cell Number

Email

### **Name of Agent**

Address

Town and Postal Code

Phone Number

Cell Number

Email

Unless otherwise directed, Norfolk County will forward all correspondence and notices regarding this application to both owner and agent noted above.

Owner

Agent

Applicant

Names and addresses of any holder of any mortgagees, charges or other encumbrances on the subject lands:

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## B. Location, Legal Description and Property Information

1. Legal Description (include Geographic Township, Concession Number, Lot Number, Block Number and Urban Area or Hamlet):

Municipal Civic Address: \_\_\_\_\_

Present Official Plan Designation(s): \_\_\_\_\_

Present Zoning: \_\_\_\_\_

2. Is there a special provision or site specific zone on the subject lands?

Yes  No If yes, please specify corresponding number:

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3. Present use of the subject lands:

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4. Please describe **all existing** buildings or structures on the subject lands and whether they will be retained, demolished or removed. If retaining the buildings or structures, please describe the type of buildings or structures, and illustrate the setback, in metric units, from the front, rear and side lot lines, ground floor area, gross floor area, lot coverage, number of storeys, width, length, and height on your attached sketch which must be included with your application:

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5. If an addition to an existing building is being proposed, please explain what it will be used for (for example: bedroom, kitchen, or bathroom). If new fixtures are proposed, please describe.

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6. Please describe **all proposed** buildings or structures/additions on the subject lands. Describe the type of buildings or structures/additions, and illustrate the setback, in metric units, from front, rear and side lot lines, ground floor area, gross floor area, lot coverage, number of storeys, width, length, and height on your attached sketch which must be included with your application:

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7. Are any existing buildings on the subject lands designated under the *Ontario Heritage Act* as being architecturally and/or historically significant? Yes  No

If yes, identify and provide details of the building:

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8. If known, the length of time the existing uses have continued on the subject lands:

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9. Existing use of abutting properties:

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10. Are there any easements or restrictive covenants affecting the subject lands?

Yes  No If yes, describe the easement or restrictive covenant and its effect:

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### **C. Purpose of Development Application**

**Note: Please complete all that apply.**

1. Please explain what you propose to do on the subject lands/premises which makes this development application necessary:

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2. Please explain why it is not possible to comply with the provision(s) of the Zoning By-law/and or Official Plan:

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3. Does the requested amendment alter all or any part of the boundary of an area of settlement in the municipality or implement a new area of settlement in the municipality?  Yes  No If yes, describe its effect:

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4. Does the requested amendment remove the subject land from an area of employment?  Yes  No If yes, describe its effect:

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5. Does the requested amendment alter, replace, or delete a policy of the Official Plan?  
 Yes  No If yes, identify the policy, and also include a proposed text of the policy amendment (if additional space is required, please attach a separate sheet):

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6. Description of land intended to be severed in metric units:

Frontage: \_\_\_\_\_

Depth: \_\_\_\_\_

Width: \_\_\_\_\_

Lot Area: \_\_\_\_\_

Present Use: \_\_\_\_\_

Proposed Use: \_\_\_\_\_

Proposed final lot size (if boundary adjustment): \_\_\_\_\_

If a boundary adjustment, identify the assessment roll number and property owner of the lands to which the parcel will be added: \_\_\_\_\_

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Description of land intended to be retained in metric units:

Frontage: \_\_\_\_\_

Depth: \_\_\_\_\_

Width: \_\_\_\_\_

Lot Area: \_\_\_\_\_

Present Use: \_\_\_\_\_

Proposed Use: \_\_\_\_\_

Buildings on retained land: \_\_\_\_\_

7. Description of proposed right-of-way/easement:

Frontage: \_\_\_\_\_

Depth: \_\_\_\_\_

Width: \_\_\_\_\_

Area: \_\_\_\_\_

Proposed use: \_\_\_\_\_

8. Name of person(s), if known, to whom lands or interest in lands to be transferred, leased or charged (if known):

9. Site Information	Zoning	Proposed
Please indicate unit of measurement, for example: m, m <sup>2</sup> or %		
Lot frontage	_____	_____
Lot depth	_____	_____
Lot width	_____	_____
Lot area	_____	_____
Lot coverage	_____	_____
Front yard	_____	_____
Rear yard	_____	_____
Left Interior side yard	_____	_____
Right Interior side yard	_____	_____
Exterior side yard (corner lot)	_____	_____
Landscaped open space	_____	_____
Entrance access width	_____	_____
Exit access width	_____	_____
Size of fencing or screening	_____	_____
Type of fencing	_____	_____
10. Building Size		
Number of storeys	_____	_____
Building height	_____	_____
Total ground floor area	_____	_____
Total gross floor area	_____	_____
Total useable floor area	_____	_____
11. Off Street Parking and Loading Facilities		
Number of off street parking spaces	_____	_____
Number of visitor parking spaces	_____	_____
Number of accessible parking spaces	_____	_____
Number of off street loading facilities	_____	_____

12. Residential (if applicable)

Number of buildings existing: \_\_\_\_\_

Number of buildings proposed: \_\_\_\_\_

Is this a conversion or addition to an existing building?  Yes  No

If yes, describe: \_\_\_\_\_

Type	Number of Units	Floor Area per Unit in m <sup>2</sup>
Single Detached	_____	_____
Semi-Detached	_____	_____
Duplex	_____	_____
Triplex	_____	_____
Four-plex	_____	_____
Street Townhouse	_____	_____
Stacked Townhouse	_____	_____
Apartment - Bachelor	_____	_____
Apartment - One bedroom	_____	_____
Apartment - Two bedroom	_____	_____
Apartment - Three bedroom	_____	_____

Other facilities provided (for example: play facilities, underground parking, games room, or swimming pool):

13. Commercial/Industrial Uses (if applicable)

Number of buildings existing: \_\_\_\_\_

Number of buildings proposed: \_\_\_\_\_

Is this a conversion or addition to an existing building?  Yes  No

If yes, describe: \_\_\_\_\_

Indicate the gross floor area by the type of use (for example: office, retail, or storage):

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Seating Capacity (for assembly halls or similar): \_\_\_\_\_

Total number of fixed seats: \_\_\_\_\_

Describe the type of business(es) proposed: \_\_\_\_\_

Total number of staff proposed initially: \_\_\_\_\_

Total number of staff proposed in five years: \_\_\_\_\_

Maximum number of staff on the largest shift: \_\_\_\_\_

Is open storage required:  Yes  No

Is a residential use proposed as part of, or accessory to commercial/industrial use?

Yes  No If yes please describe:

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14. Institutional (if applicable)

Describe the type of use proposed: \_\_\_\_\_

Seating capacity (if applicable): \_\_\_\_\_

Number of beds (if applicable): \_\_\_\_\_

Total number of staff proposed initially: \_\_\_\_\_

Total number of staff proposed in five years: \_\_\_\_\_

Maximum number of staff on the largest shift: \_\_\_\_\_

Indicate the gross floor area by the type of use (for example: office, retail, or storage):

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15. Describe Recreational or Other Use(s) (if applicable)

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#### **D. Previous Use of the Property**

1. Has there been an industrial or commercial use on the subject lands or adjacent lands?  Yes  No  Unknown

If yes, specify the uses (for example: gas station or petroleum storage):

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2. Is there reason to believe the subject lands may have been contaminated by former uses on the site or adjacent sites?  Yes  No  Unknown
3. Provide the information you used to determine the answers to the above questions:

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4. If you answered yes to any of the above questions in Section D, a previous use inventory showing all known former uses of the subject lands, or if appropriate, the adjacent lands, is needed. Is the previous use inventory attached?  Yes  No

#### **E. Provincial Policy**

1. Is the requested amendment consistent with the provincial policy statements issued under subsection 3(1) of the *Planning Act*, R.S.O. 1990, c. P. 13?  Yes  No

If no, please explain:

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2. It is owner's responsibility to be aware of and comply with all relevant federal or provincial legislation, municipal by-laws or other agency approvals, including the Endangered Species Act, 2007. Have the subject lands been screened to ensure that development or site alteration will not have any impact on the habitat for endangered or threatened species further to the provincial policy statement subsection 2.1.7?  Yes  No

If no, please explain:

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3. Have the subject lands been screened to ensure that development or site alteration will not have any impact on source water protection?  Yes  No

If no, please explain:

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Note: If in an area of source water Wellhead Protection Area (WHPA) A, B or C please attach relevant information and approved mitigation measures from the Risk Manager Official.

4. Are any of the following uses or features on the subject lands or within 500 metres of the subject lands, unless otherwise specified? Please check boxes, if applicable.

**Livestock facility or stockyard** (submit MDS Calculation with application)

On the subject lands or  within 500 meters – distance \_\_\_\_\_

**Wooded area**

On the subject lands or  within 500 meters – distance \_\_\_\_\_

**Municipal Landfill**

On the subject lands or  within 500 meters – distance \_\_\_\_\_

**Sewage treatment plant or waste stabilization plant**

On the subject lands or  within 500 meters – distance \_\_\_\_\_

**Provincially significant wetland (class 1, 2 or 3) or other environmental feature**

On the subject lands or  within 500 meters – distance \_\_\_\_\_

**Floodplain**

On the subject lands or  within 500 meters – distance \_\_\_\_\_

**Rehabilitated mine site**

On the subject lands or  within 500 meters – distance \_\_\_\_\_

**Non-operating mine site within one kilometre**

On the subject lands or  within 500 meters – distance \_\_\_\_\_

**Active mine site within one kilometre**

On the subject lands or  within 500 meters – distance \_\_\_\_\_

**Industrial or commercial use (specify the use(s))**

On the subject lands or  within 500 meters – distance \_\_\_\_\_

**Active railway line**

On the subject lands or  within 500 meters – distance \_\_\_\_\_

**Seasonal wetness of lands**

On the subject lands or  within 500 meters – distance \_\_\_\_\_

**Erosion**

On the subject lands or  within 500 meters – distance \_\_\_\_\_

**Abandoned gas wells**

On the subject lands or  within 500 meters – distance \_\_\_\_\_

## **F. Servicing and Access**

1. Indicate what services are available or proposed:

Water Supply

Municipal piped water  
 Individual wells

Communal wells  
 Other (describe below)

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Sewage Treatment

Municipal sewers  Communal system  
 Septic tank and tile bed in good working order  Other (describe below)

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Storm Drainage

Storm sewers  Open ditches  
 Other (describe below)

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2. Existing or proposed access to subject lands:

Municipal road  Provincial highway  
 Unopened road  Other (describe below)

Name of road/street: \_\_\_\_\_

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## **G. Other Information**

1. Does the application involve a local business?  Yes  No

If yes, how many people are employed on the subject lands?

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2. Is there any other information that you think may be useful in the review of this application? If so, explain below or attach on a separate page.

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## **H. Supporting Material to be submitted by Applicant**

In order for your application to be considered complete, **folded** hard copies (number of paper copies as directed by the planner) and an **electronic version (PDF) of the properly named site plan drawings, additional plans, studies and reports** will be required, including but not limited to the following details:

1. Concept/Layout Plan
2. All measurements in metric
3. Key map
4. Scale, legend and north arrow
5. Legal description and municipal address
6. Development name
7. Drawing title, number, original date and revision dates
8. Owner's name, address and telephone number
9. Engineer's name, address and telephone number
10. Professional engineer's stamp
11. Existing and proposed easements and right of ways
12. Zoning compliance table – required versus proposed
13. Parking space totals – required and proposed
14. All entrances to parking areas marked with directional arrows
15. Loading spaces, facilities and routes (for commercial developments)
16. All dimensions of the subject lands
17. Dimensions and setbacks of all buildings and structures
18. Location and setbacks of septic system and well from all existing and proposed lot lines, and all existing and proposed structures
19. Gross, ground and useable floor area
20. Lot coverage
21. Floor area ratio
22. Building entrances, building type, height, grades and extent of overhangs
23. Names, dimensions and location of adjacent streets including daylighting triangles
24. Driveways, curbs, drop curbs, pavement markings, widths, radii and traffic directional signs
25. All exterior stairways and ramps with dimensions and setbacks
26. Retaining walls including materials proposed
27. Fire access and routes
28. Location, dimensions and number of parking spaces (including visitor and accessible) and drive aisles
29. Location of mechanical room, and other building services (e.g. A/C, HRV)
30. Refuse disposal and storage areas including any related screening (if indoors, need notation on site plan)
31. Winter snow storage location

32. Landscape areas with dimensions
33. Natural features, watercourses and trees
34. Fire hydrants and utilities location
35. Fencing, screening and buffering – size, type and location
36. All hard surface materials
37. Light standards and wall mounted lights (plus a note on the site plan that all outdoor lighting is to be dark sky compliant)
38. Business signs (make sure they are not in sight lines)
39. Sidewalks and walkways with dimensions
40. Pedestrian access routes into site and around site
41. Bicycle parking
42. Architectural elevations of all building sides
43. All other requirements as per the pre-consultation meeting

In addition, the following additional plans, studies and reports, including but not limited to, **may** also be required as part of the complete application submission:

- Zoning Deficiency Form
- On-Site Sewage Disposal System Evaluation Form (to verify location and condition)
- Architectural Plan
- Buildings Elevation Plan
- Cut and Fill Plan
- Erosion and Sediment Control Plan
- Grading and Drainage Control Plan (around perimeter and within site) (existing and proposed)
- Landscape Plan
- Photometric (Lighting) Plan
- Plan and Profile Drawings
- Site Servicing Plan
- Storm water Management Plan
- Street Sign and Traffic Plan
- Street Tree Planting Plan
- Tree Preservation Plan
- Archaeological Assessment
- Environmental Impact Study

- Functional Servicing Report
- Geotechnical Study / Hydrogeological Review
- Minimum Distance Separation Schedule
- Noise or Vibration Study
- Record of Site Condition
- Storm water Management Report
- Traffic Impact Study – please contact the Planner to verify the scope required

Site Plan applications will require the following supporting materials:

1. Two (2) complete sets of the site plan drawings folded to 8½ x 11 and an electronic version in PDF format
2. Letter requesting that the Holding be removed (if applicable)
3. A cost estimate prepared by the applicant's engineer
4. An estimate for Parkland dedication by a certified land appraiser
5. Property Identification Number (PIN) printout

Standard condominium exemptions will require the following supporting materials:

- Plan of standard condominium (2 paper copies and 1 electronic copy)
- Draft condominium declaration
- Property Identification Number (PIN) printout

Your development approval might also be dependent on other relevant federal or provincial legislation, municipal by-laws or other agency approvals.

**All final plans must include the owner's signature as well as the engineer's signature and seal.**

## **I. Development Agreements**

A development agreement may be required prior to site plan approval, subdivision and condominium applications. Should this be necessary for your development, you will be contacted by the agreement administrator with further details of the requirements including but not limited to insurance coverage, professional liability for your engineer, additional fees and securities.

**Does the requested amendment alter, replace, or delete a policy of the Official Plan?**

**X Yes  No** If yes, identify the policy, and also include a proposed text of the policy amendment (if additional space is required, please attach a separate sheet):

The requested amendment alters Official Plan Policy 7.11.1 b) stating that Category-specific retail establishments are required to have less than 3,000 square metres of gross leasable floor space, as well as Official Plan policy 7.11.1 d) that does not permit Large retail uses with over 3,000 square metres of gross leasable floor space. The Official Plan amendment required must permit a Category-specific retail establishment with over 3,000 square metres of gross leasable floor space in the Section 7.11 Commercial Land Designation.

#### **J. Transfers, Easements and Postponement of Interest**

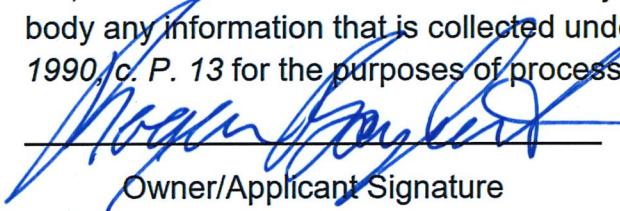
The owner acknowledges and agrees that if required, it is their solicitor's responsibility on behalf of the owner, to disclose the registration of all transfer(s) of land and/or easement in favour of the County and/or utilities. Also, the owner further acknowledges and agrees that it is their solicitor's responsibility on behalf of the owner for the registration of postponements of any charges in favour of the County.

#### **K. Permission to Enter Subject Lands**

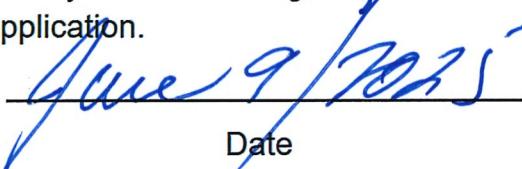
Permission is hereby granted to Norfolk County officers, employees or agents, to enter the premises subject to this application for the purposes of making inspections associated with this application, during normal and reasonable working hours.

#### **L. Freedom of Information**

For the purposes of the *Municipal Freedom of Information and Protection of Privacy Act*, I authorize and consent to the use by or the disclosure to any person or public body any information that is collected under the authority of the *Planning Act*, R.S.O. 1990, c. P. 13 for the purposes of processing this application.



Owner/Applicant Signature



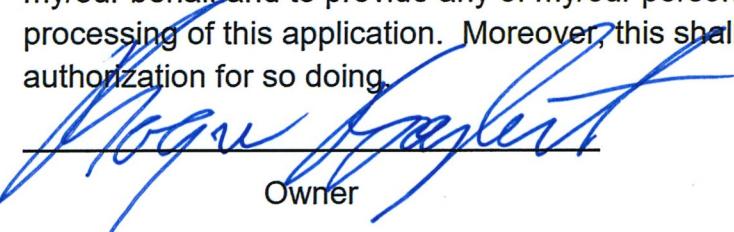
Date

#### **M. Owner's Authorization**

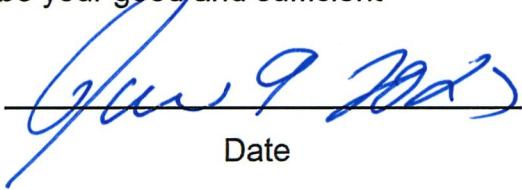
If the applicant/agent is not the registered owner of the lands that is the subject of this application, the owner(s) must complete the authorization set out below.

I/We QUEENSWAY WEST HOLDINGS LTD. am/are the registered owner(s) of the lands that is the subject of this application.

I/We authorize 1111801 ONTARIO INC. to make this application on my/our behalf and to provide any of my/our personal information necessary for the processing of this application. Moreover, this shall be your good and sufficient authorization for so doing.



Owner



Date

Owner

Date

**N. Declaration**

I, Roger Banghart

of Oxford County

solemnly declare that:

all of the above statements and the statements contained in all of the exhibits transmitted herewith are true and I make this solemn declaration conscientiously believing it to be true and knowing that it is of the same force and effect as if made under oath and by virtue of *The Canada Evidence Act*.

Declared before me at:

Simcoe

In County of Norfolk

This 9th day of June

A.D., 2025

Eldon Fraser Darbyson

A Commissioner, etc.



Owner/Applicant Signature

**ELDON FRASER DARBYSON,**  
a Commissioner, etc., Province of Ontario,  
for G. Douglas Vallee Limited.  
Expires August 21, 2027.

#### **J. Transfers, Easements and Postponement of Interest**

The owner acknowledges and agrees that if required, it is their solicitor's responsibility on behalf of the owner, to disclose the registration of all transfer(s) of land and/or easement in favour of the County and/or utilities. Also, the owner further acknowledges and agrees that it is their solicitor's responsibility on behalf of the owner for the registration of postponements of any charges in favour of the County.

#### **K. Permission to Enter Subject Lands**

Permission is hereby granted to Norfolk County officers, employees or agents, to enter the premises subject to this application for the purposes of making inspections associated with this application, during normal and reasonable working hours.

#### **L. Freedom of Information**

For the purposes of the *Municipal Freedom of Information and Protection of Privacy Act*, I authorize and consent to the use by or the disclosure to any person or public body any information that is collected under the authority of the *Planning Act, R.S.O. 1990, c. P-13* for the purposes of processing this application.

*Roger Banghart*

05/16/25

Owner/Applicant Signature

Date

#### **M. Owner's Authorization**

If the applicant/agent is not the registered owner of the lands that is the subject of this application, the owner(s) must complete the authorization set out below.

I/We QUEENSWAY WEST HOLDINGS LTD. am/are the registered owner(s) of the lands that is the subject of this application.

I/We authorize 1111801 ONTARIO INC. to make this application on my/our behalf and to provide any of my/our personal information necessary for the processing of this application. Moreover, this shall be your good and sufficient authorization for so doing.

*Roger*

05/15/2025

Owner

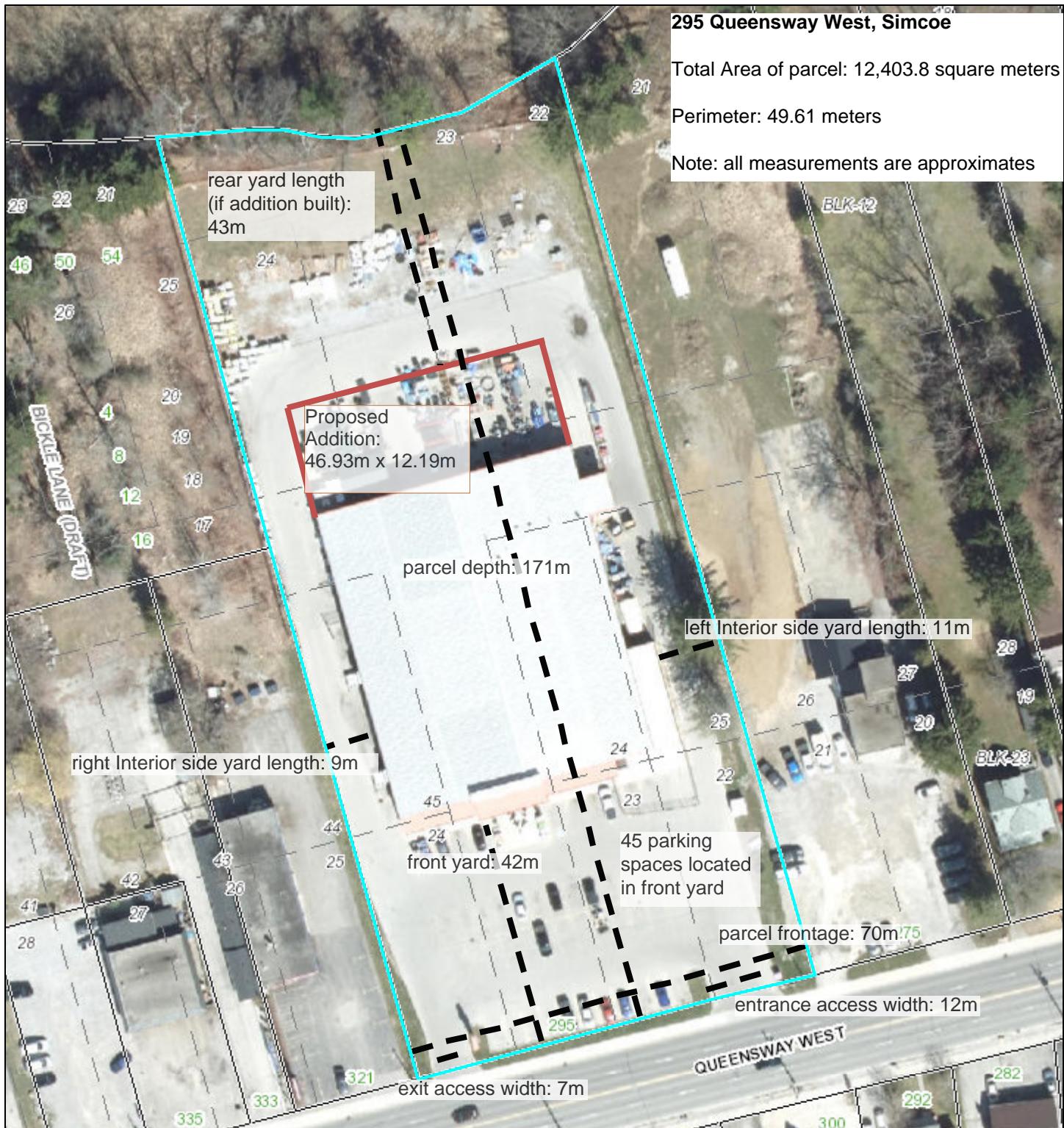
Date

Owner

Date

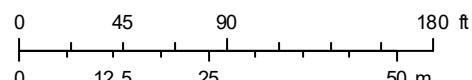


# MAP NORFOLK - Community Web Map



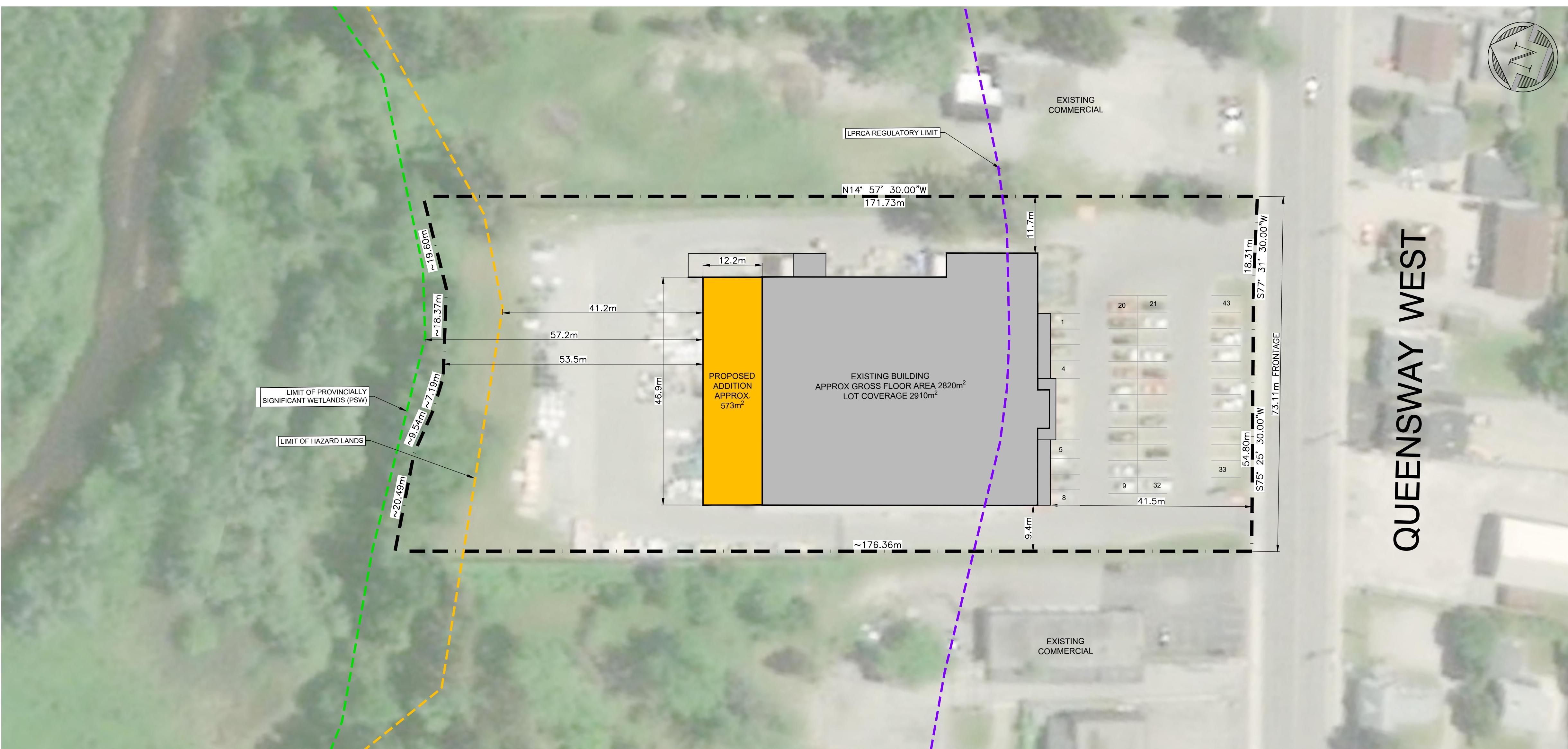
5/20/2025, 11:26:43 AM

1:1,000



- Land Parcels
- DraftPlan
- Civic Address
- Plan Lines
- Reg Plan Lot Numbers
- Road Labels

Norfolk GIS



SITE PLAN LEGEND

LOT COVERAGE TABLE		
USAGE	AREA (sq. m)	LOT COVERAGE
ENTIRE SITE	12418	100.0%
EXISTING BUILDING	2910	23.4%
EXISTING BUILDING WITH PROPOSED ADDITION	3483	28.0%

NOTE:  
THE CONTRACTOR IS CAUTIONED THAT ALL OF THE EXISTING UTILITIES ARE NOT INDICATED ON THIS DRAWING. THE CONTRACTOR MUST ARRANGE FOR LOCATES FROM EACH AREA UTILITY COMPANY PRIOR TO ANY CONSTRUCTION OR EXCAVATION. THE CONTRACTOR SHALL BE SOLELY RESPONSIBLE FOR THE PROTECTION OF ALL UTILITIES INCLUDING THOSE NOT INDICATED ON THIS DRAWING. G. DOUGLAS VALLEE LTD. CAN NOT ACCEPT RESPONSIBILITY FOR DAMAGE TO ANY EXISTING UTILITY WHICH MAY OR MAY NOT BE INDICATED ON THIS DRAWING.

**LEGAL DESCRIPTION**  
NO LEGAL SURVEY HAS BEEN COMPLETED AT THIS TIME. LOT BOUNDARIES SHOWN ARE SCHEMATIC, AND HAVE BEEN DRAWN USING RECORD LEGAL SURVEYS AND SITE PLANS, AND NORFOLK COUNTY GIS MAPPING.

## TOPOGRAPHIC INFORMATION

NO TOPOGRAPHIC DATA HAS BEEN COLLECTED AT THIS TIME.

## APPLICANT INFORMATION

SCALE:

0      10      20      30

HORIZONTAL : 1 : 500



**vallee**  
*Consulting Engineers,*

**D. DOUGLAS VALLEE LIMITED**  
TALBOT STREET NORTH  
MCOE, ONTARIO N3Y 3W4  
(19) 426-6270

# PRELIMINARY NOTES

Project Title

# LEON'S RELOCATION

295 QUEENSWAY WEST  
SIMCOE, NORFOLK COUNTY

Drawing Title	
<b>CONCEPTUAL SITE PLAN</b>	
Signed by :	Drawn By :
	NLO
Checked by :	Date Started :
	7/10/25
Drawing Scale :	Drawing No.
AS SHOWN	
Object No.	
25-153	<b>C100</b>



# Official Plan and Zoning By-law Amendment

Leon's - Relocation

## Planning Justification Report

Updated: July 3, 2025  
Our File: 25-153



*Consulting Engineers,  
Architects & Planners*



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## Introduction

G. Douglas Vallee Limited, on behalf of 1111801 Ontario Inc., is making application to amend the Norfolk County Official Plan and Zoning By-law to facilitate the reuse of the existing *contractor supply and service shop* (Peavy Mart) for a Leon's *retail store* on approximately 1.26 hectares of land in Simcoe. The former Peavy Mart is in a prime location for Leon's to consolidate their existing operation in Simcoe which does not have a large enough warehousing component and parking area, a typical major Leon's design element across North America.

The proposed use represents a large-format, space-extensive retail operation typical of the Leon's commercial model, characterized by showroom-style merchandising, customer pickup areas, and integrated warehousing to support regional-scale service delivery. The existing building requires a minor addition towards the rear of the existing building of approximately 573 square meters or 12.19m x 46.94m (6168 Square Feet). The *retail* use does not exist in the zoning by-law. Standard retail uses require a greater number of spaces; however, the existing Peavy Mart parking area is sufficient to accommodate normal Leon's patron shopping experiences.

## Background

### Planning Observations and Area Description

The lands are within Simcoe, located on the north side of Queensway West, east of Hunt Street and west of Queen Street South. The properties in the general area are primarily made up of commercial uses, with some parcels of long-standing residential homes. Commercial uses include, automotive service and rental, retail, food and beverage, overnight accommodations, home services and other various types of businesses.



A sidewalk runs along Queensway West connecting to the commercial properties along the corridor.

The subject property is designated Commercial with special policies in the Official Plan. Special Policy 7.11.3.2 permits a Home and Agricultural Supply Establishment. Special Policy Area 6.5.1.5 also applies to lands within the Queensway corridor which includes policy that considers proposed land use changes to accommodate those types of space-extensive or destination outlets for which there is not a realistic location in the Downtown Area. The guiding policies for considering land use changes of this nature are within Section 7.11.2 Commercial Designation – Land Use Policies and are discussed in this report.

The lands are zoned Service Commercial with a small Hazard Land zone along the northerly property boundary. Special provision 14.630 is applied to the lands to permit a home and agricultural supply establishment in addition to the permitted uses of the CS Zone.

## Studies

On May 27, 2025, County Planning staff indicated through an email that a Planning Justification Report was required to support the proposed application for Official Plan and Zoning By-law amendments. Pre-consultation for a future site plan application was recommended once a decision is made on the OPA/ZBA. Other than an application form and fee, no other studies were required.

## Development Review Summary

- Implements Section 2 of the Planning Act.
- Is consistent with the intent of the Provincial Policy.
- Implements the Goals and Objectives of the Norfolk County Official Plan.
- Traffic generation does not negatively impact the existing road network.
- Facilitates the reuse of a large commercial building and has no impact on surrounding land uses.
- Represents good planning.

## Planning Applications

There are 3 planning applications required to facilitate the proposed development.

### 1. Official Plan Amendment

To add a special policy to add retail (large format – over 3,000m<sup>2</sup>) permitted use.

### 2. Zoning By-law Amendment (See details below)

To facilitate the proposed retail use, a Zoning By-law Amendment is required to change the Service Commercial (CS) zoning to add a special provision to permit a retail use, in addition to the permitted uses of the zone. Special zone provisions for parking are also proposed.

### 3. Site Plan (future application)

To design the site, function and control elements of the proposed development including servicing, stormwater, landscaping, access and hard surfaces.

## Proposed Official Plan Amendment

To add retail (large format – over 3,000m<sup>2</sup>) to the existing special provision 7.11.3.2 in addition to the permitted uses of the Commercial Designation.

## Proposed Zoning By-law Amendment

To rezone the portion of lands currently zoned Service Commercial to add retail as a permitted use, with special provisions:

### Service Commercial (CS) with a special provision: (on zoning Schedule “A23 & A25”)

6.3.1 – Retail

4.9 oo) – From 1 space for every 30 square meters of gross floor area to:  
1 parking space for each 80 square metres of gross floor area.

The proposed zoning by-law provisions for parking are to recognize the existing number of parking spaces on site for the purposes of the proposed retail use. Details of the proposed provision are discussed further in this report. No changes to the Hazard Lands zone are proposed.

## List of Appendices

Several appendices for part of this report which include:

- Appendix A – Site Plan
- Appendix B – Planning Act – Matters of Provincial Interest
- Appendix C – Provincial Planning Statement 2024 Review
- Appendix D – Norfolk Official Plan Review
- Appendix E – Leon's Customer Traffic Data

## Planning Review

The proposed Zoning By-law amendment was prepared considering several planning documents including the *Planning Act*, Provincial Policy Statement, Norfolk County Official Plan, and the Norfolk County Zoning By-law 1-Z-2014.

### Planning Act

Section 2	Lists matters of provincial interest to have regard to.
Section 3	Requires that, in exercising any authority that affects a planning matter, planning authorities “shall be consistent with the policy statements” issued under the Act and “shall conform with the provincial plans that are in effect on that date, or shall not conflict with them, as the case may be”.
Section 22	Allows amendments to the Official Plan.
Section 34	Allows amendments to the Zoning By-law.
Section 41	Allows the application for site plan control.

### Provincial Interest

Section 2 of the *Planning Act* establishes matters of provincial interest. The Minister, the council of a municipality, a local board, a planning board, and the Tribunal, in carrying out their responsibilities under this Act, shall have regard to, among other matters, matters of provincial interest. These matters are reviewed in Appendix B.

It is noted that these provincial interests are from the highest level of policy being the *Planning Act*; however, the intent of the owner's application meets these interests and are demonstrated in this report.

Section 3 of the *Planning Act* requires that, in exercising any authority that affects a planning matter, planning authorities “shall be consistent with the policy statements” issued under the Act and “shall conform with the provincial plans that are in effect on that date, or shall not conflict with them, as the case may be”. Section 22 and 34 of the *Planning Act* allows for the consideration of amendments to the Official Plan and Zoning By-law respectively.

### Provincial Planning Statement (2024)

The subject land is identified as being within an Urban Settlement Area, according to the Provincial Planning Statement, 2024 (PPS). Details describing the applicable Provincial policies and how the application is consistent with the PPS are included in Appendix C.

The Provincial Planning Statement (PPS) is Ontario's key policy framework for guiding land use planning to promote efficient, sustainable, and equitable growth. It aims to encourage compact development, optimize the use of land and infrastructure, and create complete, inclusive communities with diverse housing, transportation, and employment options. The PPS also seeks to protect natural resources, mitigate environmental impacts, and ensure public health and safety. Additionally, it supports economic growth by safeguarding employment lands and promoting land use compatibility to prevent conflicts. Ultimately, the PPS balances Ontario's growth needs with long-term environmental, social, and economic sustainability.

## Settlement Areas and Land Use Compatibility (Section 2.3)

- **Settlement Area Focus:** The subject lands are within a designated settlement area, consistent with the PPS directive to direct growth to serviced urban areas.
- **Land Use Efficiency:** The proposal represents an efficient reuse of existing urban land and infrastructure, avoiding the need for new development on greenfield lands.
- **Active and Transit-Supportive:** The site is located in a developed area with pedestrian infrastructure in place, supporting active transportation along with access to public transportation within walking distance.
- **General Intensification:** The adaptive reuse of the building contributes to intensification objectives by reactivating an underutilized commercial site within the built boundary.
- **Freight Supportive Context:** The subject lands are located on a major road suitable for accommodating delivery vehicles and freight movement associated with large-format retail.

## Employment (Section 2.8.1)

- **Economic Role:** The proposal maintains a regionally scaled commercial use that contributes to local employment and economic activity.
- **Diversified Economic Base:** The continued commercial use of the site supports a diverse economic base by preserving a viable location for retail employment and service delivery.
- **Investment Readiness:** The proposal reactivates a market-ready commercial site, reinforcing the area's investment potential.
- **Compact and Compatible Reuse:** The adaptive reuse maintains a compact built form that integrates well with the surrounding land use pattern.

## Infrastructure and Public Service Facilities (Section 3.1)

- **Infrastructure Optimization:** The project makes efficient use of existing municipal infrastructure, consistent with PPS direction to optimize servicing resources.
- **Adaptive Reuse:** The reuse of an existing building avoids the need for new facilities and extends the service life of existing infrastructure.
- **Public Health and Emergency Access:** The site is within an established area where emergency services and public safety infrastructure are already in place.

## Transportation Systems (Section 3.2)

- **Established Access:** The subject lands are accessed via existing roads that support the movement of customers and deliveries.
- **Efficient Use of Infrastructure:** No new road or transit infrastructure is required, supporting efficient use of the existing network.
- **Regional Connectivity:** Continued commercial use of the site contributes to the regional movement of goods and services.

## Sewage, Water, and Stormwater (Section 3.6)

- **Full Municipal Servicing:** The subject lands will continue to be serviced by municipal water and sewage systems, consistent with PPS servicing hierarchy.
- **Sustainable Water Use:** The project relies on established municipal systems that support the long-term sustainability of water resources.
- **Service Viability:** Existing services are adequate for the proposed use, supporting long-term financial viability.
- **Environmental Protection:** Municipal infrastructure is designed to protect water quality and human health.
- **Stormwater Management:** A future expansion (approx. 557 m<sup>2</sup>) is anticipated; stormwater will be addressed through site plan review to ensure alignment with best practices and municipal standards.

## Public Spaces and Community Well-Being (Section 3.9.1)

- **Pedestrian Accessibility:** The site retains its role as an accessible retail destination, with access for persons of all ages and abilities.
- **Community Function:** Continued access to goods and services at this location supports local convenience and contributes to community well-being.

## PPS Conclusion

The proposed development is consistent with the Provincial Planning Statement (2024) and supports its core objectives of efficient land use, infrastructure optimization, economic resilience, and complete communities. The adaptive reuse of the subject lands makes efficient use of existing municipal services and contributes to the ongoing vitality of a developed commercial area within a designated settlement area.

The project aligns with policy directions that promote intensification, infrastructure coordination, and the preservation of employment-related land uses in appropriate locations. By reactivating an existing site through a compact, service-supported form of development, the proposal reinforces the principles of sustainability and resource efficiency set out in the PPS.

Through its alignment with applicable policies across Sections 2.3, 2.8, 3.1, 3.2, 3.6, and 3.9, the proposal represents a form of development that is appropriate, desirable, and consistent with the broader land use planning framework in Ontario.

## Norfolk County Official Plan

The subject property is designated Commercial in accordance with Schedule “B-15” of the Norfolk County Official Plan. Special Policy 7.11.3.2 site specifically permits a Home and Agricultural Supply Establishment. Special Policy Area 6.5.1.5 also applies to lands within the Queensway corridor which includes policy that considers proposed land use changes to accommodate those types of space-extensive or destination outlets for which there is not a realistic location in the Downtown Area. Large format retail over 3,000m<sup>2</sup> is proposed. The guiding policies for considering land use changes of this nature are within Section 7.11.2 Commercial Designation – Land Use Policies.

Several sections of the Norfolk County Official Plan are applicable to the proposed amendment and were reviewed as part of this report:

- a) Section 2.2 – Goals and Objectives
- b) Section 5.4 – Community Design
- c) Section 6.4 – Urban Areas
- d) Section 6.5.1 – Simcoe Urban Area
- e) Section 6.5.1.5 – Special Policy Area
- f) Section 7.11 – Commercial Designation
- g) Section 7.11.3.2 – Special Site-Specific Policy (Former Peavey Mart)
- h) Section 8.0 – Networks and Infrastructure
- i) Section 8.9 – Water and Wastewater

The Official Plan of Norfolk County encourages the majority of development to occur within established Urban Areas, including Simcoe. The subject lands are within the Simcoe Urban Area and are designated Commercial on Schedule “B-15” of the Official Plan.

Section 2.2 of the Official Plan outlines six high-level strategic directions, or “Goals and Objectives,” that provide the foundation for all land use policy. The proposed development supports the following four goals:

### **Strong and Diversified Economy**

The proposal contributes to a strong and diversified economy by supporting an established retail use within Simcoe’s primary urban centre. It maintains employment, reinvests in a key commercial corridor, and accommodates changing operational needs through modest expansion. The relocation also frees up space in the Downtown core for other appropriately scaled commercial or mixed uses, aligning with broader economic development and revitalization goals.

### **Protecting and Enhancing the Natural Environment**

A Provincially Significant Wetland (PSW) is located to the north of the subject property. However, no development is proposed within or adjacent to this feature as part of the current application. The proposed use is entirely contained within the existing building footprint, and any future expansion will be subject to site plan control, ensuring that the natural area is protected in accordance with environmental policies and review requirements.

### **Upgrading and Expanding Infrastructure**

The subject property is already connected to full municipal services, and the proposed use does not create any additional demand beyond what currently exists. The site’s location on Provincial Highway 3 offers excellent access to the regional transportation network. This aligns with the County’s objective of optimizing infrastructure investments by supporting development that utilizes existing services efficiently.

## A Well-Governed, Well-Planned and Sustainable County

The proposal supports sound land use planning by intensifying a developed, serviced property within the Urban Area of Simcoe. It avoids greenfield expansion and contributes to long-term fiscal sustainability by utilizing existing infrastructure. The application proceeds through a transparent planning process and reflects responsible collaboration between public and private sectors to support reinvestment in the community.

## Summary of Official Plan Goals and Objectives

The proposed development supports the County's strategic goals by reinforcing Simcoe's economic role, protecting adjacent natural features, utilizing existing infrastructure efficiently, and contributing to sustainable urban growth. It reflects responsible land use planning through the intensification of a serviced site and aligns with the County's broader vision for a well-managed, environmentally responsible, and economically resilient urban area.

## Community Design (Section 5.4)

The proposed development supports the Community Design policies of the Official Plan by maintaining compatibility with the established commercial character of Queensway West and improving the physical functionality of an existing underutilized site. The project involves the adaptive reuse of a commercial building that is appropriately scaled for the surrounding highway-oriented land uses and maintains the built form and setbacks typical of the corridor. Through the site plan control process, opportunities for landscaping enhancements, circulation improvements, and visual upgrades may be considered to reinforce the site's contribution to the streetscape.

The proposal does not abut any identified cultural heritage resources. While a Provincially Significant Wetland is located to the north, no development will occur within or directly adjacent to this natural area. The use remains entirely within the existing building, and any future expansion will be subject to further review through site plan control to ensure continued compatibility with the surrounding area.

The proposal supports infill development within an Urban Area and is located on a lot with direct access to Provincial Highway 3. The reuse of the site does not impact existing street patterns or the local transportation network. Site design will meet current development standards, and any minor buffering or landscaping requirements will be addressed through the site plan process to ensure a compatible and functional interface with nearby commercial and employment uses.

## Urban Areas (Section 6.4)

The subject lands are located within the Simcoe Urban Area, one of six primary settlement areas identified in the Official Plan to accommodate the majority of the County's growth. The proposed development supports the planned function of Urban Areas by facilitating reinvestment in an existing commercial site located along a major transportation corridor. The reuse of this property for retail purposes reinforces Simcoe's role as a service and employment centre, and contributes to the vitality of the community.

The property is fully serviced with municipal water, wastewater, and stormwater infrastructure, and no additional demand is anticipated as a result of the proposed use. The continued use of this developed parcel aligns with

the County's goal to support compact, cost-effective land use patterns that minimize the extension of infrastructure and promote long-term financial sustainability.

Infill and intensification are central to the County's urban growth strategy. The application contributes to the County's target of accommodating 25 percent of growth through redevelopment, infill, and intensification within Urban Areas. By repurposing a site that is currently underutilized, the project demonstrates efficient land use and supports the creation of a more resilient and sustainable community.

## **Simcoe Urban Area (Section 6.5.1)**

The proposed development supports the long-term vision for Simcoe as a complete, balanced, and sustainable urban centre. By reactivating a prominent commercial site, the project contributes to Simcoe's role as a key service, employment, and retail node within Norfolk County. The continued use of the property for commercial purposes strengthens the urban structure and reinforces the viability of existing infrastructure and investment in the community.

The site is located along the Queensway Corridor, one of Simcoe's defined focal areas for commercial activity. The relocation of Leon's to this location supports the intended structure of the community by accommodating a space-extensive, destination-oriented retail use in an appropriate, highway-commercial context. The proposed use complements the Downtown Area by offering a format not ideally suited to the pedestrian-scale environment of the core.

While the proposal results in the relocation of a retail use from the Downtown Area, it allows for the optimization of space and improved business functionality. The proposed use contributes to the County's goal of maintaining and enhancing the range and viability of retail services within Simcoe, ensuring that the community continues to serve both local and regional needs effectively. The current building would provide valuable space for future retail and possibly mixed use opportunities, more appropriately scaled for the downtown area.

## **Queensway Corridor Special Policy Area (Section 6.5.1.5)**

The subject property is located within the Queensway Corridor Special Policy Area, which is recognized in the Official Plan as a linear, auto-oriented commercial area intended to accommodate highway commercial and service uses. The proposed Leon's retail use is fully aligned with this planned function, given its operational model as a space-extensive, destination-based business that serves a broad regional market and benefits from vehicular access and visibility along Provincial Highway 3.

The policy framework for the Queensway Corridor supports selective, site-specific changes to broaden the range of permitted uses, particularly where the proposed use is not appropriate for the Downtown Area due to its scale, configuration, or parking requirements. The proposed amendment achieves this balance by maintaining a compatible commercial use within the corridor while ensuring that large-format retail activity remains outside of the compact and pedestrian-oriented urban fabric of the Downtown Area.

This application is consistent with the County's vision for the Queensway Corridor as a strategically located commercial destination and reinforces its function as an important economic asset for Simcoe and the broader region.

## Commercial Designation (Section 7.11)

The subject lands are designated “Commercial” on Schedule B15 of the Official Plan. This designation applies to locations along major transportation routes that are suited for highway-oriented, destination-based, and space-extensive commercial uses. The proposed Leon’s retail store, offering furniture, appliances, and home accessories, is well aligned with these intended functions. It is not reliant on pedestrian traffic and is best accommodated in a location with excellent vehicular access and sufficient lot area for display, storage, and circulation.

The proposed gross floor area, including a modest 573 square metre addition, will result in a total building size of approximately 3,393 square metres. While this slightly exceeds the 3,000 square metre threshold referenced in policy, the use remains category-specific and materially distinct from department stores or retail warehouses. The proposal does not conflict with the planned function of the Downtown or Shopping Centre Commercial Designations and will not undermine the commercial hierarchy of the County.

The site’s access from Provincial Highway 3, combined with the presence of on-site parking and loading facilities, meets all location and servicing criteria for Commercial Designation lands. The application does not propose to expand the Commercial Designation but instead seeks to broaden the list of permitted uses through a site-specific policy and Zoning By-law Amendment. Site design matters will be addressed through site plan control to ensure compatibility, buffering, and conformity with the County’s development standards.

## Site-Specific Policy Area (Section 7.11.3.2)

The subject lands are currently subject to a Site-Specific Policy that permits a home and agricultural supply establishment, reflecting the former use of the site by Peavey Mart. The proposed amendment seeks to broaden the list of permitted uses to accommodate a Leon’s retail operation, which remains consistent with the general intent of the site-specific policy. Like its predecessor, the proposed use is commercial in nature, serves a regional customer base, and requires a larger-format site with significant display and storage needs.

The continued use of the site for commercial purposes aligns with the planned function of the Queensway Corridor and ensures that the site remains active, economically productive, and integrated within the County’s commercial land use structure. The amendment supports the orderly evolution of the site in response to changing market conditions while preserving its commercial role within the broader policy framework.

## Networks and Infrastructure

Section 8.0 of the Norfolk County Official Plan outlines infrastructure policies for transportation, servicing, and utilities, emphasizing coordinated systems that support long-term growth. The Plan encourages development that leverages existing infrastructure and avoids unnecessary extensions or upgrades.

The subject property is fully serviced with municipal water, wastewater, and stormwater infrastructure. The proposed reuse of the site for retail purposes will not require additional servicing beyond what currently exists. Any minor improvements, including site-specific grading, landscaping, or stormwater adjustments, will be addressed through the site plan control process.

The site is located directly on Provincial Highway 3 (Queensway West), a major transportation corridor with capacity to support existing and future traffic volumes. Access is well established, and any required upgrades or circulation refinements will be reviewed at the site plan stage. While the proposal is auto-oriented, it is within walking distance of nearby residential areas and includes established sidewalk access, and public transit stops, supporting pedestrian connectivity.

The proposal supports the infrastructure objectives of Section 8.0 by:

- Making efficient use of existing infrastructure;
- Minimizing capital expenditures related to network expansion;
- Reinforcing intensification within an existing urban boundary; and
- Maintaining functional access and transportation capacity on an arterial corridor.

## Water and Wastewater Services

Section 8.9 of the Official Plan sets servicing requirements for development in Urban Areas, mandating that projects proceed only on full municipal services. The proposed use meets this requirement, with all infrastructure connections already in place.

No new servicing connections are expected as part of this application. If minor upgrades or modifications are required, they will be addressed through the detailed design and site plan control process. The development avoids reliance on private servicing and supports the County's broader objective of efficient and sustainable infrastructure use.

The application conforms to Section 8.9 by:

- Utilizing existing water and wastewater capacity within Simcoe's Urban Area;
- Avoiding expansion of municipal systems;
- Supporting cost-effective infrastructure management; and
- Minimizing environmental risk through continued use of centralized services.

## Official Plan Summary

The proposed reuse of 295 Queensway West for a Leon's retail store aligns with the core principles of the Norfolk County Official Plan. It supports economic development objectives by maintaining a region-serving commercial use within Simcoe's primary growth centre, while allowing the business to adapt to changing space and operational needs. The relocation facilitates reinvestment in an underutilized site and supports long-term employment retention.

The proposal is consistent with the County's urban growth and infrastructure strategy. It utilizes existing municipal water, wastewater, and stormwater systems without requiring new service extensions. Its location on Provincial Highway 3 ensures continued access and connectivity in accordance with the County's transportation policies. These attributes support the goals of Sections 8.0 and 8.9, which emphasize efficient servicing, coordinated infrastructure, and fiscally responsible intensification.

From a land use perspective, the project conforms to the policies for the Simcoe Urban Area and the Queensway Corridor Special Policy Area by directing a space-extensive, destination-oriented use to a location specifically

intended for highway commercial functions. It respects the planned commercial hierarchy by maintaining higher-order retail activity outside of the Downtown core, in keeping with site-specific and corridor-wide policies.

Collectively, the proposal represents a compatible, efficient, and policy-consistent form of development that reflects the County's long-term vision for balanced, well-serviced, and economically sustainable growth.

### Norfolk County Zoning By-law

It is proposed to rezone the subject property to permit a large-format retail use (Leon's), as an additional permitted use within the Service Commercial (CS) Zone. A concurrent amendment to Schedules "A23" and "A25" of the Norfolk County Zoning By-law is proposed to reflect this change and incorporate special provisions tailored to the proposed use.

The intent of the zoning amendment is to support the adaptive reuse of the former Peavey Mart building for occupancy by Leon's. This use is representative of a space-extensive, large-format retail model, characterized by:

- Showroom-style merchandising;
- Integrated warehousing for on-site storage and distribution; and
- Customer pickup areas supporting regional-scale service delivery.

The existing building footprint is approximately 2,820 m<sup>2</sup>, with a future addition of 573 m<sup>2</sup> anticipated, bringing the total proposed gross floor area to 3,393 m<sup>2</sup>.

In accordance with the Zoning By-law's standard retail parking requirement of 1 space per 30 m<sup>2</sup> of GFA, the minimum required parking would be:

$$3,393 \text{ m}^2 \div 30 \text{ m}^2 = 113.1 \text{ spaces}$$

However, it is noted that large-format retail operations such as Leon's typically exhibit reduced customer turnover and lower peak-period parking demands relative to standard retail formats. The special provision may therefore contemplate a site-specific parking standard, justified through an analysis of the operational characteristics of the proposed use and comparable commercial developments.

### Leon's Customer Traffic Data

Appendix E includes customer traffic data collected from a comparable Leon's store in Woodstock, Ontario. The data was recorded using an entry beam sensor at the main entrance and captures the total number of people entering the store at various times of day.

Although the entry data does not differentiate between individuals and parties, it is a general observation, based on the operator's direct experience with the Leon's retail model, that most customers arrive as couples or small groups, rather than as individual shoppers. This is consistent with the nature of large-format furniture and appliance shopping, where purchase decisions are commonly made jointly.

During a typical operational week, including Black Friday, the peak customer volume recorded ranged between 25 and 34 people. Based on the owner's experience, this is more realistically represented as approximately 17 parties or vehicle trips at peak times. With 43 parking spaces currently available on-site, the proposed use is not expected to generate a level of vehicular demand that would exceed supply. As such, no parking deficiencies or off-site impacts are anticipated. It is therefore proposed to apply a site-specific parking standard of 1 space per 80 m<sup>2</sup> of gross floor area, which corresponds to the following calculation:

$$3,393 \text{ m}^2 \div 80 \text{ m}^2 = 42.42 \text{ spaces (rounded to 43)}$$

This proposed standard reflects the actual operational characteristics of the Leon's retail model and ensures the site remains appropriately serviced for customer parking.

The special provisions proposed as part of the zoning by-law amendment include:

- 6.3.1 – Retail ('large-format' added as a permitted use)
- 4.9 oo) – From 1 space for every 30 square meters of gross floor area to:
  - 1 parking space for each 80 square metres of gross floor area.

### Zoning Summary

The proposed zoning by-law amendment facilitates the adaptive reuse of a vacant commercial building in a manner that is both economically viable and consistent with the function of the Service Commercial (CS) Zone. By permitting a large-format retail use and introducing a site-specific parking standard reflective of actual operational needs, the amendment supports a form of development that enhances local commercial services while optimizing the use of existing infrastructure.

The proposed Leon's use aligns with the character and intent of the CS Zone and contributes positively to the commercial land use trends of Norfolk County. The parking analysis, supported by real-world data and professional observations, confirms that the on-site supply is sufficient to meet peak demands, thereby avoiding any off-site impacts or functional deficiencies.

The proposed amendment is consistent with the Norfolk County Official Plan and the Provincial Planning Statement (2024), supporting intensification, infrastructure efficiency, and economic resilience within a designated Urban Area.

Overall, the proposed amendment represents good land use planning, supporting economic reinvestment, efficient land use, and compatibility with surrounding uses. The adoption of the proposed site-specific provisions is appropriate and justified based on the operational characteristics of the intended business.

## Conclusion

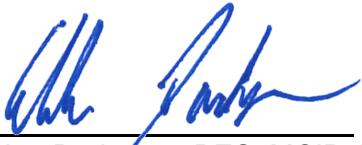
The proposed Official Plan and Zoning By-law Amendments facilitate the adaptive reuse of an existing commercial building within Simcoe's Urban Area to accommodate a large-format Leon's retail store. The application represents a strategic reinvestment in a regionally significant corridor and supports the ongoing evolution of the Queensway West commercial landscape in a manner that aligns with the long-term vision of Norfolk County.

From a policy perspective, the proposal is consistent with the Planning Act, the Provincial Planning Statement (2024), and the Norfolk County Official Plan. It supports intensification, utilizes existing infrastructure efficiently, protects surrounding natural features, and contributes to a diversified local economy. The application enhances community access to retail services while avoiding unnecessary expansion of urban boundaries or infrastructure systems.

The proposed site-specific zoning provisions, including a reduced parking standard tailored to the operational characteristics of the intended use, are justified based on real-world data and supported by the owner's experience. These provisions ensure functional site design without compromising on service levels, compatibility, or accessibility.

The application represents good planning. It advances the County's goals of sustainability, economic development, and efficient land use while ensuring compatibility with the surrounding commercial context. The continued use of this site for a destination-oriented commercial function reinforces Simcoe's role within the County's commercial hierarchy and supports long-term economic sustainability. The amendments are appropriate, and support the County's objective of maintaining a resilient, well-serviced, and vibrant urban core.

Report prepared by:



Eldon Darbyson, BES, MCIP, RPP

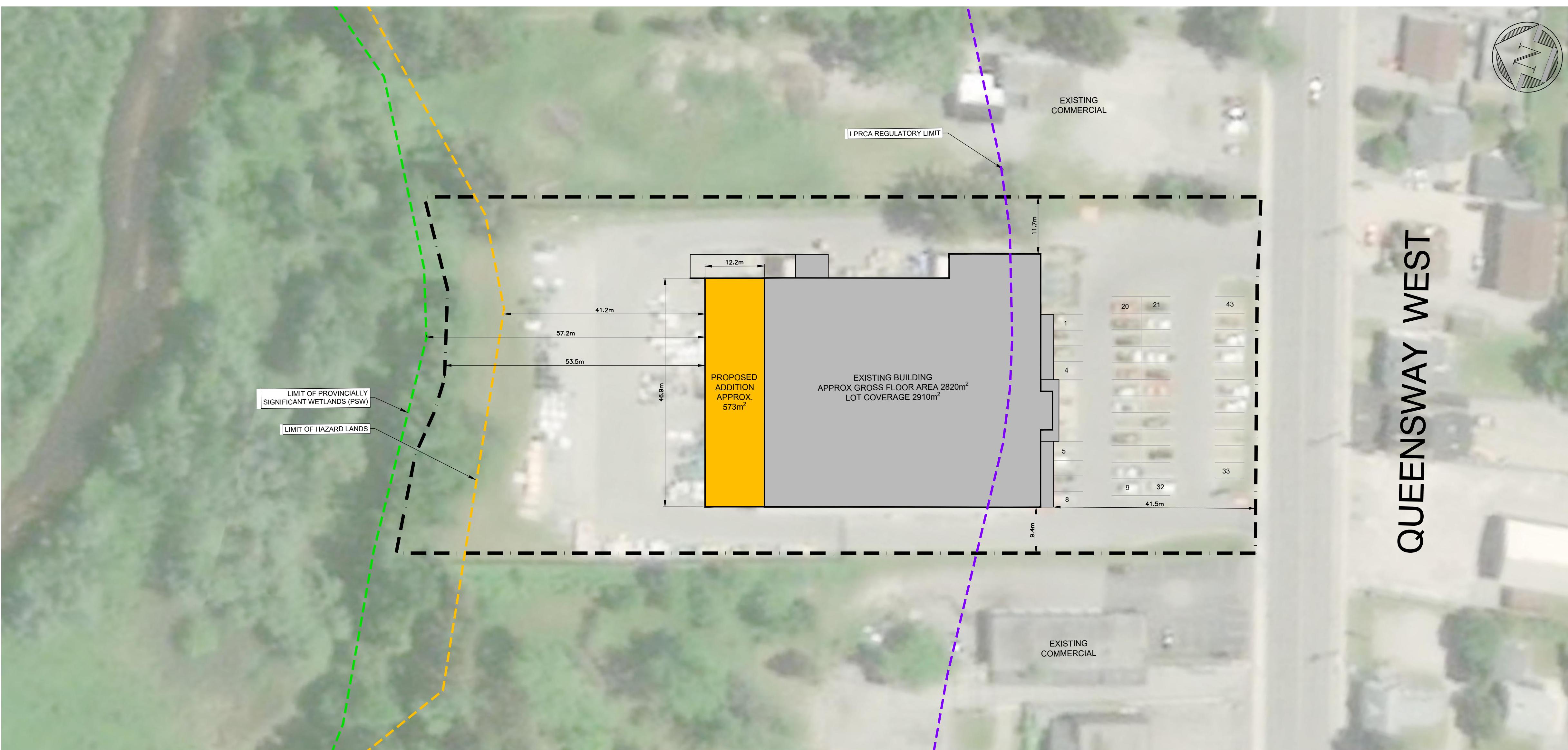
**G. DOUGLAS VALLEE LIMITED**

Consulting Engineers, Architects & Planners

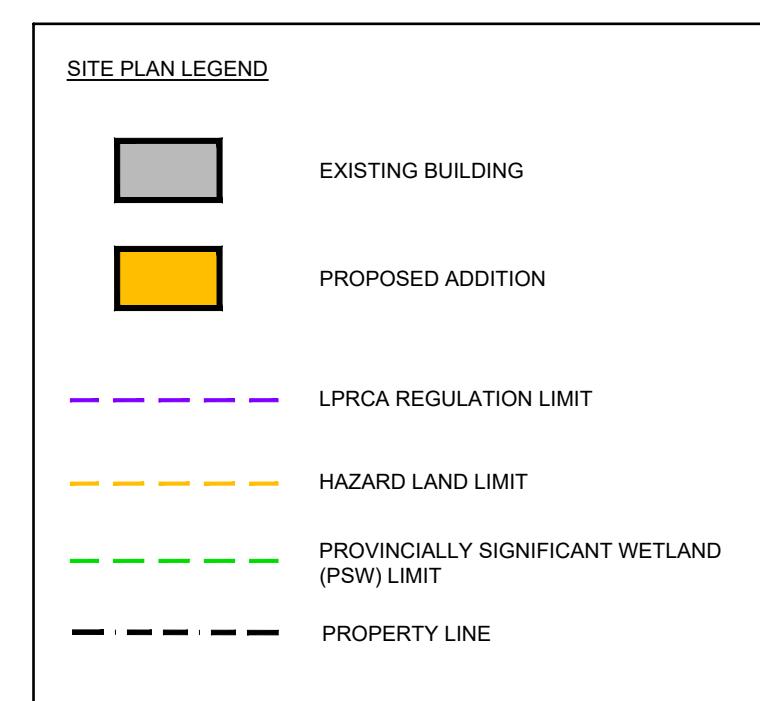
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# Appendices

# Appendix A - Site Plan



LOT COVERAGE TABLE		
USAGE	AREA (sq. m)	LOT COVERAGE (%)
ENTIRE SITE	12418	100.0%
EXISTING BUILDING	2910	23.4%
EXISTING BUILDING WITH PROPOSED ADDITION	3483	28.0%



**NOTE:**  
THE CONTRACTOR IS CAUTIONED THAT ALL OF THE EXISTING UTILITIES ARE NOT INDICATED ON THIS DRAWING. THE CONTRACTOR MUST ARRANGE FOR LOCATES FROM EACH AREA UTILITY COMPANY PRIOR TO ANY CONSTRUCTION OR EXCAVATION. THE CONTRACTOR SHALL BE SOLELY RESPONSIBLE FOR THE PROTECTION OF ALL UTILITIES INCLUDING THOSE NOT INDICATED ON THIS DRAWING. G. DOUGLAS VALLEE LTD. CAN NOT ACCEPT RESPONSIBILITY FOR DAMAGE TO ANY EXISTING UTILITY WHICH MAY OR MAY NOT BE INDICATED ON THIS DRAWING.

## LEGAL DESCRIPTION

NO LEGAL SURVEY HAS BEEN COMPLETED AT THIS TIME. LOT BOUNDARIES SHOWN ARE SCHEMATIC, AND HAVE BEEN DRAWN USING RECORD LEGAL SURVEYS AND SITE PLANS, AND NORFOLK COUNTY GIS MAPPING.

## **TOPOGRAPHIC INFORMATION**

NO TOPOGRAPHIC DATA HAS BEEN COLLECTED AT THIS TIME.

## APPLICANT INFORMATION

SCALE:

0 10 20 30

HORIZONTAL : 1 : 500

Consulting Engineers,  
Architects & Planners

**G. DOUGLAS VALLEE LIMITED**  
2 TALBOT STREET NORTH  
SIMCOE, ONTARIO N3Y 3W4  
(519) 426-6270

Stamp

# **PRELIMINARY NOT TO BE USED FOR CONSTRUCTION**

Project Title

# LEON'S RELOCATION

295 QUEENSWAY WEST  
SIMCOE, NORFOLK COUNTY

Drawing Title	
<b>CONCEPTUAL SITE PLAN</b>	
Designed by :	Drawn By :
NLO	NL
Checked by :	Date Started :
NLO	7/2/2023
Drawing Scale :	Drawing No.
AS SHOWN	
Project No.	
25-153	<b>C100</b>

## Section 2 Planning Act – Provincial Interest - Compliance Table

This appendix demonstrates how the proposed application is consistent with Section 2 of the Planning Act.

Matter	Comments	
a) the protection of ecological systems, including natural areas, features and functions;	There are no ecological systems impacted. The lands zoned Hazard are not being impacted.	✓
b) the protection of the agricultural resources of the Province;	The lands are not designated for agricultural purposes.	✓
c) the conservation and management of natural resources and the mineral resource base;	Not applicable to this development application.	✓
d) the conservation of features of significant architectural, cultural, historical, archaeological or scientific interest;	No changes to the existing Hazard Lands zoning are proposed.	✓
e) the supply, efficient use and conservation of energy and water;	This will be considered during the detailed design of the project.	✓
f) the adequate provision and efficient use of communication, transportation, sewage and water services and waste management systems;	Yes. Existing services and systems will be utilized.	✓
g) the minimization of waste;	Noted.	✓
h) the orderly development of safe and healthy communities;	The change of use will permit a space extensive retail use within an existing building in the established and changing community. Building additions will be in compliance with the Ontario Building Code.	✓
(h.1) the accessibility for persons with disabilities to all facilities, services and matters to which this Act applies;		✓
i) the adequate provision and distribution of educational, health, social, cultural and recreational facilities;	Existing community.	✓
j) the adequate provision of a full range of housing, including affordable housing;	Not applicable.	✓
k) the adequate provision of employment opportunities;	The proposed use provides the opportunity for employment.	✓

Appendix B to Planning Justification Report – Section 2 Planning Act – Provincial Interest  
 Leons – Queensway West, Simcoe

i) the protection of the financial and economic well-being of the Province and its municipalities;	The development will add to and help secure the County's financial assets through the contribution of taxes and enhancing the commercial area.	✓
m) the co-ordination of planning activities of public bodies;	The applications are subject to the public process.	✓
n) the resolution of planning conflicts involving public and private interests;	The applications are subject to the public process.	✓
o) the protection of public health and safety;	No negative impacts are anticipated as a result of the proposed application.	✓
p) the appropriate location of growth and development;	The project repurposes the former use for space extensive retail purposes, contributing to the existing Queensway West commercial corridor.	✓
q) the promotion of development that is designed to be sustainable, to support public transit and to be oriented to pedestrians;	The lands are on a public transit route.	✓
r) the promotion of built form that, <ul style="list-style-type: none"> <li>(i) is well-designed,</li> <li>(ii) encourages a sense of place, and</li> <li>(iii) provides for public spaces that are of high quality, safe, accessible, attractive and vibrant;</li> </ul>	The development exists and is being repurposed.	✓
s) the mitigation of greenhouse gas emissions and adaptation to a changing climate.	This will be considered during the detailed design of the project.	✓

### Provincial Planning Statement 2024 – Policy Compliance Table

This appendix demonstrates the application is consistent with the applicable policies of the Provincial Planning Statement.

Section	Policy	Comments	
<b>Chapter 2: Building Homes, Sustainable Strong and Competitive Communities</b>			
2.1	<b>Planning for People and Homes</b> <b>Summary:</b> Section 2.1 outlines the planning framework for population and employment growth in Ontario, emphasizing that municipalities must base forecasts on provincial projections while ensuring adequate land availability for diverse housing and land use needs over a 20- to 30-year horizon. It promotes the creation of complete communities by supporting varied land uses, improving accessibility, and enhancing social equity to meet the needs of all residents.		
2.1.6	Planning authorities should support the achievement of complete communities by:		
a)	accommodating an appropriate range and mix of land uses, housing options, transportation options with multimodal access, employment, public service facilities and other institutional uses	The proposal supports the achievement of a complete community by retaining a commercial retail function within the urban area. This maintains access to regionally scaled retail services and contributes to a balanced land use pattern that integrates employment and service-oriented uses.	✓
b)	improving accessibility for people of all ages and abilities by addressing land use barriers which restrict their full participation in society; and	The proposal ensures continued access to essential retail services within a familiar and centrally located commercial site. The reuse of an existing building with established vehicular access and on-site parking supports convenient access for persons of varying mobility needs, including older adults and individuals with disabilities.	✓
c)	improving social equity and overall quality of life for people of all ages, abilities, and incomes, including equity-deserving groups.	The project contributes to community well-being by sustaining access to household furnishings and appliances within an established area. Leons offering delivery services, supports equitable access for residents who may have limited transportation options, reinforcing local service availability and social inclusion.	✓

Appendix C to Planning Justification Report – Provincial Planning Statement 2024  
 Leons – Queensway West - Simcoe

Section	Policy	Comments	
<b>Chapter 2: Building Homes, Sustainable Strong and Competitive Communities</b>			
2.3	<b>Settlement Areas and Settlement Area Boundary Expansions</b>		
2.3.1	<b>General Policies for Settlement Areas</b>  <b>Summary:</b> Section 2.3 outlines that settlement areas should be the primary focus for growth and development, particularly in strategic areas like major transit stations. It emphasizes land use patterns that optimize resources and infrastructure while supporting active and transit-oriented transportation. Planning authorities must encourage intensification and redevelopment, establish minimum and density targets for growth areas, and implement phasing policies to ensure orderly development aligned with infrastructure needs.		
2.3.1.1	Settlement areas shall be the focus of growth and development. Within settlement areas, growth should be focused in, where applicable, strategic growth areas, including major transit station areas.	The lands are within a settlement area.	✓
2.3.1.2	Land use patterns within settlement areas should be based on densities and a mix of land uses which:		
a)	Efficiently use land and resources	The proposal reuses an existing commercial site and building, representing an efficient use of land and minimizing the need for additional land consumption or greenfield development.	✓
b)	Optimize existing and planned infrastructure and public service facilities;	By connecting to existing municipal services and making use of a developed site, the proposal supports the optimization of existing infrastructure and avoids the need for new public service investments.	✓
c)	Support active transportation	The site is located in an established area with existing transportation infrastructure. Opportunities exist for pedestrian access, supporting active transportation. However, it is unlikely that the use will attract too many walk in customers.	✓
d)	Are transit-supportive	The site's location within a serviced urban area provides proximity to existing public transit routes.	✓
e)	Are freight supportive	The site is accessed from a major road and accommodates deliveries and freight movement associated with large-format retail use, consistent with this policy objective.	✓
2.3.1.3	Planning authorities shall support general intensification and redevelopment to support the achievement of complete communities	The proposal supports intensification and redevelopment by repurposing an existing commercial building within the built-up area, contributing to the efficient use of land and supporting the broader objective of achieving complete communities.	✓

Appendix C to Planning Justification Report – Provincial Planning Statement 2024  
 Leons – Queensway West - Simcoe

<b>2.3.1.4</b>	Planning authorities shall establish and implement minimum targets for intensification and redevelopment within built-up areas, based on local conditions.	The County encourages that 25 percent of development occur through intensification, infill, and redevelopment. The proposed reuse of a commercial building contributes to this objective by supporting targeted intensification within the built-up area.	<input checked="" type="checkbox"/>
<b>2.3.1.5</b>	Planning authorities are encouraged to establish density targets for designated growth areas, based on local conditions. Large and fast-growing municipalities are encouraged to plan for a target of 50 residents and jobs per gross hectare in designated growth areas.	Not applicable.	
<b>2.3.1.6</b>	Planning authorities should establish and implement phasing policies, where appropriate	Not applicable.	

Section	Policy	Comments	
<b>Chapter 2: Building Homes, Sustainable Strong and Competitive Communities</b>			
<b>2.4</b>	<b>Strategic Growth Areas</b>		
<b>2.4.1</b>	<b>General Policies for Strategic Growth Areas</b>  <b>Summary:</b> Section 2.4.1 encourages planning authorities to identify and direct growth to Strategic Growth Areas, locations that are well-suited to accommodate significant population and employment intensification. These areas are envisioned to support a range of housing options, mixed-use development, and key services such as education, recreation, and cultural uses. The policy promotes transit-supportive planning and integrated infrastructure investment to reinforce these focal points of development. Strategic Growth Areas are intended to contribute to complete communities by concentrating growth in areas that optimize land and servicing efficiency, support economic resilience, and improve access to essential amenities.		
<b>2.4.1.1</b>	Planning authorities are encouraged to identify and focus growth and development in strategic growth areas.	While not within a formally designated Strategic Growth Area, the proposal supports the intent of this policy by facilitating growth within an established commercial corridor that functions, in part, as a regional service area.	<input checked="" type="checkbox"/>
<b>2.4.1.2</b>	To support the achievement of complete communities, a range and mix of housing options, intensification and more mixed-use development, strategic growth areas should be planned.		

Appendix C to Planning Justification Report – Provincial Planning Statement 2024  
 Leons – Queensway West - Simcoe

a)	to accommodate significant population and employment growth;	The proposal contributes to the policy objective of accommodating employment growth by maintaining a regionally scaled retail operation within an established commercial area.	✓
b)	as focal areas for education, commercial, recreational, and cultural uses;	The adaptive reuse of a large-format retail building supports the continued presence of commercial services within an area that serves broader community needs.	✓
c)	to accommodate and support the transit network and provide connection points for inter- and intra-regional transit; and	The site is located within a serviced urban area where transit access may be available, supporting regional connectivity in principle.	✓
d)	to support affordable, accessible, and equitable housing.	Not applicable.	✓
<b>2.4.1.3</b>	Planning authorities should:		
	a) prioritize planning and investment for infrastructure and public service facilities in strategic growth areas;	The proposal supports the policy objective by making efficient use of existing infrastructure and services in an area that functions as a commercial focal point.	✓
	b) identify the appropriate type and scale of development in strategic growth areas and the transition of built form to adjacent areas;	The adaptive reuse of the existing building represents an appropriate scale of development within the context of the surrounding commercial corridor.	✓
	c) permit development and intensification in strategic growth areas to support the achievement of complete communities and a compact built form;	The proposal reflects a compact built form and supports intensification through redevelopment of an existing commercial property.	✓
	d) consider a student housing strategy when planning for strategic growth areas; and	Not applicable.	
	e) support redevelopment of commercially-designated retail lands (e.g., underutilized shopping malls and plazas), to support mixed-use residential	Not applicable.	

Section	Policy	Comments	
<b>Chapter 2: Building Homes, Sustainable Strong and Competitive Communities</b>			
<b>2.8</b>	<b>Employment</b>		
<b>2.8.1</b>	<b>Supporting a Modern Economy</b>  <b>Summary:</b> Section 2.8.1 establishes policies that support a modern, diversified economy by requiring planning authorities to provide for a broad mix of employment, institutional, and mixed-use opportunities over the long term. The policy emphasizes maintaining a range of suitable employment sites, identifying strategic investment locations, and supporting compact, intensified employment development where appropriate. It promotes compatibility between employment and adjacent land uses, supports integration in transit-supportive areas, and encourages planning approaches that reduce barriers to investment. Importantly, the policy also reinforces that employment uses are a foundational component of complete communities by contributing to local job opportunities, supporting economic self-sufficiency, and ensuring that communities evolve in a balanced, resilient, and inclusive manner.		
<b>2.8.1.1</b>	Planning authorities shall promote economic development and competitiveness by:		
	a) providing for an appropriate mix and range of employment, institutional, and broader mixed uses to meet long-term needs;	The proposal maintains a regional retail function that supports the mix of employment-generating and service uses envisioned by this policy.	✓
	b) providing opportunities for a diversified economic base, including maintaining a range and choice of suitable sites for employment uses which support a wide range of economic activities and ancillary uses, and take into account the needs of existing and future businesses;	The continued use of the site for large-format retail contributes to a diversified commercial base and helps retain a suitable site for long-standing retail and employment functions.	✓
	c) identifying strategic sites for investment, monitoring the availability and suitability of employment sites, including market-ready sites, and seeking to address potential barriers to investment;	The proposal exemplifies reinvestment in a market-ready site by reactivating a large commercial building for continued employment use.	✓
	d) encouraging intensification of employment uses and compatible, compact, mixed-use development to support the achievement of complete communities; and	The proposal supports intensification through the adaptive reuse of a commercial site within the urban fabric, consistent with compact land use principles.	✓

Appendix C to Planning Justification Report – Provincial Planning Statement 2024  
 Leons – Queensway West - Simcoe

	e) addressing land use compatibility adjacent to employment areas by providing an appropriate transition to sensitive land uses.	Not applicable.	
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Section	Policy	Comments	
<b>Chapter 3: Infrastructure and Facilities</b>			
3.1	<b>General Policies for Infrastructure and Public Service Facilities</b>  <b>Summary:</b> Section 3.1 establishes the foundation for planning infrastructure and public service facilities in an efficient, coordinated, and sustainable manner. The policy directs that infrastructure and public services must accommodate current and projected needs, be financially viable over their life cycle, and align with asset management planning. It emphasizes the importance of optimizing existing infrastructure before considering new facilities, including adaptive reuse where feasible. The co-location of public services, integration with land use planning, and strategic placement to support public health, safety, and emergency management are also encouraged. Overall, the intent is to ensure that infrastructure investments are optimized, fiscally responsible, and support long-term community needs and growth.		
3.1.1	<i>Infrastructure and public service facilities</i> shall be provided in an efficient manner while accommodating projected needs.  Planning for <i>infrastructure and public service facilities</i> shall be coordinated and integrated with land use planning and growth management so that they:	The proposal supports efficient infrastructure use by utilizing existing services and facilities, eliminating the need for network expansion to accommodate the development.	✓
	a) are financially viable over their life cycle, which may be demonstrated through asset management planning;	The reuse of existing infrastructure supports financial viability by leveraging past investments and reducing the need for new capital expenditures.	✓
	b) leverage the capacity of development proponents, where appropriate; and	Not applicable.	
	c) are available to meet current and projected needs.	The proposal connects to existing municipal services, which are adequate to meet the projected needs of the commercial reuse.	✓
3.1.2	Before consideration is given to developing new infrastructure and public service facilities:		
	a) the use of existing infrastructure and public service facilities should be optimized; and	The proposal makes full use of existing municipal servicing infrastructure, supporting the PPS direction to optimize established systems before considering new development.	✓

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 Leons – Queensway West - Simcoe

	b) opportunities for adaptive re-use should be considered, wherever feasible.	The project represents a clear example of adaptive reuse, converting an existing commercial building to accommodate a new use, consistent with the PPS direction to consider reuse opportunities before constructing new facilities.	✓
<b>3.1.3</b>	Infrastructure and public service facilities should be strategically located to support the effective and efficient delivery of emergency management services, and to ensure the protection of public health and safety in accordance with the policies in Chapter 5: Protecting Public Health and Safety.	The subject site is located within a fully serviced urban area, where access to emergency services and other public health and safety infrastructure is already established and maintained.	✓
<b>3.1.4</b>	Public service facilities should be planned and co-located with one another, along with parks and open space where appropriate, to promote cost-effectiveness and facilitate service integration, access to transit and active transportation.	Not applicable.	
<b>3.1.5</b>	Planning authorities, in collaboration with school boards, should consider and encourage innovative approaches in the design of schools and associated child care facilities, such as schools integrated in high-rise developments, in strategic growth areas, and other areas with a compact built form.	Not applicable.	

Section	Policy	Comments	
<b>Chapter 3: Infrastructure and Facilities</b>			
<b>3.2</b>	<b>Transportation Systems</b>  <b>Summary:</b> Section 3.2 provides policy direction for the development and maintenance of safe, efficient, and sustainable transportation systems. These systems are expected to facilitate the movement of people and goods, support projected growth, and promote the use of zero- and low-emission vehicles. The policy emphasizes optimizing existing infrastructure and integrating transportation demand management strategies where feasible. It also supports connectivity within and across jurisdictions, ensuring that transportation networks are multimodal and accessible. The intent is to align transportation planning with broader land use and environmental goals to promote long-term efficiency, accessibility, and sustainability.		
<b>3.2.1</b>	Transportation systems should be provided which are safe, energy efficient, facilitate the movement of people and goods, are appropriate to address projected needs, and support the use of zero- and low- emission vehicles.	The proposal benefits from access to an established road network that facilitates customer and freight movement. The reuse of an existing commercial site supports efficient transportation without requiring system expansion.	✓
<b>3.2.2</b>	Efficient use should be made of existing and planned infrastructure, including through the use of transportation demand management strategies, where feasible.	The reuse of the existing commercial site makes efficient use of existing road infrastructure. No new access routes or transportation infrastructure are required to support the proposed use.	✓
<b>3.2.3</b>	As part of a multimodal transportation system, connectivity within and among transportation systems and modes should be planned for, maintained and, where possible, improved, including connections which cross jurisdictional boundaries.	The continued commercial use of the site contributes to maintaining regional connectivity for both customers and freight movement within the established transportation system.	✓

Section	Policy	Comments	
<b>Chapter 3: Infrastructure and Facilities</b>			
<b>3.6</b>	<b>Sewage, Water, and Stormwater</b> <b>Summary:</b> Section 3.6 outlines planning requirements for sewage, water, and stormwater services. It prioritizes timely growth accommodation and optimization of existing municipal services, with municipal systems favored for settlement areas. Private communal services are alternatives when municipal options are unavailable, while individual on-site services are permitted under suitable conditions. Partial services may be allowed to address specific failures. For stormwater management, planning must minimize volumes and contaminants, promote green infrastructure, and align with comprehensive municipal plans.		
<b>3.6.1</b>	Planning for sewage and water services shall:		
a)	accommodate forecasted growth in a timely manner that promotes the efficient use and optimization of existing municipal services	The proposal accommodates commercial growth within the built-up area and supports the efficient use of existing municipal water and sewage services without requiring system expansion.	✓
b)	ensure that these services are provided in a manner that: <ol style="list-style-type: none"> <li>1. can be sustained by the water resources upon which such services rely;</li> <li>2. is feasible and financially viable over their life cycle;</li> <li>3. protects human health and safety, and the natural environment, including the quality and quantity of water; and</li> <li>4. aligns with comprehensive municipal planning for these services, where applicable.         </li></ol>	1. The proposal connects to the existing municipal water system, which is managed to ensure the long-term sustainability of underlying water resources. No additional water capacity modeling is anticipated as existing infrastructure is expected to accommodate the proposed reuse. 2. The proposal makes more efficient use of existing municipal services, avoiding the need for new infrastructure investment. By utilizing established servicing, the project supports long-term financial viability over the life cycle of the system. 3. The proposal connects to municipal water and sewage systems, which are designed and regulated to protect human health, ensure water quality and quantity, and safeguard the natural environment. 4. This infill development makes efficient use of existing municipal services and is consistent with	✓ ✓ ✓ ✓

Appendix C to Planning Justification Report – Provincial Planning Statement 2024  
 Leons – Queensway West - Simcoe

		comprehensive servicing plans already in place for the area.	
c)	Promote water and energy conservation and efficiency;	The adaptive reuse of the existing building supports water and energy efficiency by retaining the existing structure and systems, reducing the demand for new construction materials and servicing infrastructure.	✓
d)	Integrate servicing and land use considerations	The proposal reflects integrated planning by aligning land use with available municipal services, ensuring that servicing capacity is efficiently matched to the proposed commercial function.	✓
e)	consider opportunities to allocate the unused system capacity of municipal water services and municipal sewage services	Not applicable.	✓
f)	be in accordance with the servicing options outlined through policies 3.6.2, 3.6.3, 3.6.4 and 3.6.5.	The proposal is located within a serviced settlement area and will connect to existing municipal sewage and water systems, consistent with the PPS direction to prioritize full municipal servicing.	✓
<b>3.6.2</b>	Municipal sewage services and municipal water services are the preferred form of servicing for settlement areas.	Achieved.	✓
<b>3.6.8</b>	Planning for stormwater management shall:		
a)	be integrated with planning for sewage and water services and ensure that systems are optimized, retrofitted as appropriate, feasible and financially viable over their full life cycle;	The proposal relies on existing municipal stormwater infrastructure, which is integrated with sewage and water services and supports system optimization.	✓
b)	minimize, or, where possible, prevent or reduce increases in stormwater volumes and contaminant loads;	A building expansion of approximately 560 square metres is anticipated through a future site plan application. While no changes are proposed at this stage, future development will be subject to site-level design controls to ensure stormwater volumes and contaminant loads are minimized in accordance with municipal and PPS policy.	✓
c)	minimize erosion and changes in water balance through the use of green infrastructure;	Not applicable.	✓

Appendix C to Planning Justification Report – Provincial Planning Statement 2024  
 Leons – Queensway West - Simcoe

d)	Mitigate risks to human health, safety, property and the environment	The reuse of the existing developed site maintains current stormwater management measures that mitigate risks to human health, safety, and the environment.	✓
e)	Maximize the extent and function of vegetative and pervious surfaces	Not applicable.	✓
f)	promote best practices, including stormwater attenuation and re-use, water conservation and efficiency, and low impact development; and	Not applicable.	✓
g)	align with any comprehensive municipal plans for stormwater management	Stormwater servicing is consistent with municipal systems and planning frameworks already established for the area.	✓

Section	Policy	Comments	
<b>Chapter 3: Infrastructure and Facilities</b>			
3.9	<b>Public Spaces, Recreation, Parks, Trails and Open Space</b> <b>Summary:</b> Section 3.9 promotes the development of healthy, active, and inclusive communities by ensuring public streets and spaces are safe and accessible for all ages and abilities. It emphasizes the need for a diverse range of publicly accessible recreational settings, including parks, trails, and water-based resources, while encouraging public access to shorelines. The section also highlights the importance of recognizing and protecting provincial parks and conservation reserves from negative impacts.		
3.9.1	Healthy, active, and inclusive communities should be promoted by:		
a)	planning public streets, spaces and facilities to be safe, meet the needs of persons of all ages and abilities, including pedestrians, foster social interaction and facilitate active transportation and community connectivity;	The reuse of the site maintains an accessible commercial function in a developed area. Pedestrian access and barrier-free design considerations will be addressed through the future site plan approval process, if necessary.	✓
b)	planning and providing for the needs of persons of all ages and abilities in the distribution of a full range of publicly-accessible built and natural	Not applicable.	

Appendix C to Planning Justification Report – Provincial Planning Statement 2024  
Leons – Queensway West - Simcoe

	settings for recreation, including facilities, parklands, public spaces, open space areas, trails and linkages, and, where practical, water-based resources;		
<b>c)</b>	Providing opportunities for public access to shorelines; and	Not applicable.	
<b>d)</b>	Recognizing provincial parks, conservation reserves, and other protected areas, and minimizing negative impacts on these areas	Not applicable.	

Appendix D to Planning Justification Report – Official Plan Policy Analysis  
 Leons – Queensway West, Simcoe

**Norfolk County Official Plan – Policy Analysis Table**

This appendix demonstrates how the proposed application is consistent with applicable policies of the Norfolk County Official Plan.

Section	Policy	Comments	
<b>Section 2.2 Goals &amp; Objectives</b>			
<b>2.2</b>	Goals and Objectives		
		This section of the Official Plan sets out six “Goals and Objectives” to which the following four are applicable to the proposed residential development:	
<b>2.2.1</b>	Strong and Diversified Economy	<p>The proposed relocation of Leon's from Simcoe's Downtown to 295 Queensway West reflects an operational need for expanded space while preserving its role in the local economy. The new site supports continued employment, enhances product offerings, and makes efficient use of an existing commercial property along a major corridor, aligning with the County's economic development goals.</p> <p>Though moving from the downtown core, the proposal does not undermine its vitality, as it represents a transition rather than a withdrawal. The continued presence of Leon's within Simcoe ensures the community retains access to a key retail use while enabling the business to remain viable in a modern retail environment. This supports a resilient and adaptable commercial structure across the Urban Area.</p>	✓
<b>2.2.2</b>	Protecting and Enhancing the Natural Environment	The proposed application adds retail to the permitted uses. Future building expansion at the rear of the site will remain outside the identified hazard lands and avoid disturbance to the adjacent natural area. Protection of these areas will be confirmed and further addressed through the site plan amendment process.	✓
<b>2.2.3</b>	Maintaining and Enhancing the Rural and Small Town Character	Not applicable.	
<b>2.2.4</b>	Maintaining a High Quality of Life	Not applicable.	
<b>2.2.5</b>	Upgrading and Expanding Infrastructure	The proposed Leon's retail use at 295 Queensway West utilizes an existing commercial building already connected to municipal water, wastewater, and stormwater systems. No new servicing demands are anticipated, and any site-specific requirements will be reviewed through the site plan approval process. This approach aligns with the County's	✓

Appendix D to Planning Justification Report – Official Plan Policy Analysis  
 Leons – Queensway West, Simcoe

		<p>objective to manage infrastructure efficiently, support public health, and avoid unnecessary expansion of municipal services.</p> <p>Importantly, the site fronts onto Provincial Highway 3 (Queensway West), a strategic transportation corridor that offers excellent access for customers, deliveries, and staff. The location supports employment-related growth within an established urban area, consistent with County objectives to prioritize development along major transportation routes and maximize the use of existing infrastructure investments.</p>	
<b>2.2.6</b>	A Well Governed, Well Planned and Sustainable County	<p>The proposed reuse of 295 Queensway West by Leon's supports the County's objectives for well-planned and sustainable growth by intensifying use within an urban, fully serviced area. It avoids greenfield development, contributes to compact urban form, and ensures efficient use of existing infrastructure, key principles that underpin responsible land use as outlined in the Official Plan.</p> <p>Moreover, the project reflects good planning governance by proceeding through a transparent municipal review process and delivering long-term financial benefit through preservation of commercial tax revenue and employment. It aligns with the County's vision of fostering cooperative, efficient, and community-oriented development outcomes.</p>	✓

Section	Policy	Comments	
<b>Section 5.4 Community Design</b>			
<b>5.4</b>	<p>Safe and attractive neighbourhoods contribute to the overall community health of the County. Excellence in community design is essential to creating a physical environment where people have the appropriate places to interact, live, work, recreate and learn. The following policies relate to the physical design of communities, including new applications within the County for development, such as plans of subdivision, infill development proposals, and site plans.</p> <p>The following shall be the policy of the County:</p>		
<b>a)</b>	Through implementation of this Plan, the County shall seek to maintain and improve the physical design characteristics of the Urban Areas in the context of new and existing	Design considerations related to streetscape character, land use compatibility, and overall site quality will be addressed during the site plan control	✓

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	development and stress a generally high quality of settlement design throughout the County.	process. The reuse of an existing building within a developed urban corridor maintains the character of the area while providing an opportunity to improve the site's physical function and appearance.	
<b>b)</b>	Through the review of development applications, including plans of subdivision, site plans and other development proposals, the County:		
	i. shall ensure that new development is designed in keeping with the traditional character of the Urban Areas, in a manner that both preserves the traditional image of the Urban Areas and enhances the sense of place within the County while maintaining the community image of existing settlement areas;	The reuse of the existing commercial building is compatible with the surrounding built form along Queensway West. While the design is simple and functional, it reflects the established commercial character of the corridor and contributes to the continued viability of the area's retail and service function.	✓
	ii. shall promote efficient and cost-effective development design patterns that minimize land consumption;	The proposed use makes efficient use of an underutilized, serviced commercial site. It avoids greenfield expansion and promotes intensification within the existing urban footprint, aligning with the County's objectives for efficient land and infrastructure use.	✓
	iii. shall promote the improvement of the physical character, appearance and safety of streetscapes, civic spaces, and parks;	This will be considered during site plan control.	✓
	iv. shall encourage tree retention and tree replacement;	This will be considered during site plan control.	✓
	v. shall ensure that design is sympathetic to the heritage character of an area, including the area's cultural heritage resources;	The subject property is not located within a designated heritage area, and no known cultural heritage resources are adjacent to or affected by the proposed use. Therefore, no heritage compatibility measures are required. The building reuse and any site modifications will maintain the established character of the area.	✓
	vi. shall strongly encourage design that considers and, wherever possible, continues existing and traditional street patterns and neighbourhood structure; and	The proposed development involves the adaptive reuse of an existing commercial building within a fully developed portion of the Queensway West corridor. No changes to the surrounding street pattern or neighbourhood structure are proposed or required. The building retains its existing orientation, setbacks,	✓

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		and access, which are consistent with the established development pattern along this section of Provincial Highway 3.	
	vii. may require, at the County's sole discretion, that proponents submit design guidelines with development applications, establishing how the policies of this Section have been considered and addressed. Such guidelines may also be required to address related issues of residential streetscaping, landscaping, setbacks, sidewalks, signage, garage placement, and architectural treatment.	The proposed development will be subject to site plan control, during which the County may request supporting materials to confirm design compatibility, landscaping, signage, accessibility, and related elements. Given that the proposal involves the reuse of an existing building with minimal external changes, formal design guidelines are not anticipated to be required but will be addressed if requested by the County through the approval process.	✓
c)	Adequate measures shall be taken to ensure that the permitted uses have no adverse effects on adjacent land uses. Adequate buffering shall be provided between any uses where land use conflicts might be expected, and such buffering may include provisions for grass strips and appropriate planting of trees and shrubs, berms or fence screening, and other means as appropriate. Modifications to building orientation may also be appropriate buffering measures, but not in replacement of appropriate plantings.	The proposed use is consistent with the existing commercial character of the surrounding area and is not anticipated to generate adverse impacts on adjacent land uses. The property is bordered by compatible highway commercial and service uses. Various elements, if necessary, can be addressed through the site plan control process.	✓
d)	Development design that establishes reverse lotting on Provincial Highways and County Roads will not be permitted. Development design that requires features such as noise attenuation or privacy fencing will be discouraged. Wherever possible, new development will be oriented toward streets or parks.	Not applicable.	✓
e)	The County shall require compatibly scaled and designed infill developments within areas designated as Downtown, which enhance the traditional character and economic viability of such centres.	Not applicable.	✓
f)	A high quality of architecture and site design for institutional uses such as schools, places of worship, libraries and other public service buildings is encouraged.	Not applicable.	✓

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g)	Streetscaping that reflects the intended character of settlement areas is encouraged. In particular, traditional streetscaping in the Downtown Designations of the Urban Areas will be encouraged.	If necessary, this will be considered through the site plan process.	✓
h)	A high quality of park and open space design is strongly encouraged. The land for parkland dedication shall be carefully selected to facilitate their use as a central focal point for new or existing neighbourhoods.	Not applicable.	✓
i)	Public art in the County shall generally be encouraged to incorporate themes supporting and promoting local history, civic pride, businesses and technology. The provision of public art in the Downtown Designations shall be encouraged. The County may consider granting increases in height or density for a particular development proposal in exchange for the provision of public art, in accordance with Section 37 of the Planning Act.	Not applicable.	✓
j)	The County may require the provision of certain pedestrian, cycling and trail linkages through the development approvals process.	Not applicable.	✓
k)	The County, in consultation with a development proponent(s) and the Norfolk Heritage Committee, shall define a style of street furnishing that should include shared and accessible bicycle racks, garbage receptacles, benches and street lamps to be used in a new development.	This can be considered during the site plan process.	✓
l)	The County may undertake the preparation of urban design guidelines to achieve the policies of this Section for all or parts of the County.	Noted.	✓
m)	The County shall encourage development design considering the principles of Crime Prevention Through Environmental Design (CPTED). Specifically, the County shall encourage proponents of new development to use appropriate lighting to deter crime and to situate buildings on lots to maximize natural surveillance.	Not applicable.	✓

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n)	To promote environmental sustainable development, the County shall encourage the design of sustainable neighbourhoods in keeping with Leadership in Energy and Environmental Design – Neighbourhood Development (LEED ND) design principles in accordance with the policies under Section 11.8.2.1 Sustainable Neighbourhood Design of the Lakeshore Special Policy Area Secondary Plan.	Not applicable.	✓
o)	The County shall review site plans and drawings submitted in accordance with Section 41 of the Planning Act and Section 9.6.5 (Site Plan Control of this Plan) regarding accessibility for persons with disabilities including but not limited to areas of accessible parking, exterior paths of travel, lighting, ramps, entrances and street furniture.	The development is subject to site plan control.	✓

Section	Policy	Comments	
<b>Section 6.4 Urban Areas</b>			
6.4	<p>The six Urban Areas within the County have historically functioned as the focal points for growth and development activity, as well as public and private sector investment. This role will continue in the future. The Urban Areas will accommodate the greatest amount of the targeted growth throughout the planning period, and will be the focus of residential, commercial, employment, government, institutional, office, entertainment, cultural, and health and social service activities.</p> <p>The following shall be the policy of the County:</p>		
b)	<p>It is the policy of this Plan that the Urban Areas will incorporate the following:</p> <ul style="list-style-type: none"> <li>ii. business opportunities at appropriate locations to provide a wide range of employment and services to residents, businesses and visitors;</li> </ul>	<p>The proposed reuse of an existing commercial site supports the continued role of Simcoe as a primary Urban Area by facilitating a new retail use at an appropriate, established location. The relocation of Leon's to this site broadens local service offerings and contributes to employment and consumer activity in a commercially designated area.</p>	✓
	<ul style="list-style-type: none"> <li>iii. full municipal services, as feasible and appropriate, and an appropriate level of transportation infrastructure;</li> </ul>	<p>The site is fully serviced with municipal water, wastewater, and stormwater infrastructure, and is located on Provincial Highway 3, a major transportation corridor. No new infrastructure is</p>	✓

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		required to support the proposed use, consistent with the County's objective to optimize the use of existing services.	
c)	The County shall ensure through its planning activities that each Urban Area develops with efficient land use patterns that minimize the extension of municipal services and infrastructure and will sustain the community and financial well-being of the County over the long-term.	The proposal avoids outward expansion and makes efficient use of existing land and infrastructure within the Simcoe Urban Area. By reactivating a previously occupied commercial property, the development contributes to the County's long-term goals of infrastructure efficiency and financial sustainability.	✓
h)	Intensification, infill and redevelopment of designated and underutilized sites, and areas in transition in the Urban Areas will be encouraged. The intensification, infill and redevelopment of designated and underutilized sites that are contaminated, or suspected of contamination, shall be subject to the policies of Section 5.7 (Potentially Contaminated Sites). The County shall target 25 percent of its growth in the Urban Areas to be accommodated through infill, intensification and redevelopment.	The proposed development constitutes a form of commercial intensification through the adaptive reuse of an existing building and property within the Urban Area. It aligns with County objectives to promote infill and redevelopment, particularly in areas that are already serviced and strategically located along established commercial corridors.	✓

Section	Policy	Comments	
<b>Section 6.5.1 Simcoe Urban Area</b>			
6.5.1.1	The Simcoe Urban Area, as identified on Schedule "A", is the largest Urban Area in the County. The County shall support and promote the continued development of Simcoe as a complete, balanced and sustainable urban community containing an efficient pattern of development. Simcoe plays an important role as a major employment and commercial node, and as an agricultural support centre.		
6.5.1.2	<b>Urban Structure of Simcoe</b>  The following shall be the policy of the County:		
a)	The County shall promote Simcoe's function as the major service centre, providing a broad range of activities, goods and services, within a strong commercial structure focused on the Downtown Area of Simcoe, and in other appropriately located major	The proposed Leon's location supports the established commercial structure of Simcoe by reactivating a prominent commercial property within a designated major corridor. While the Downtown Area remains the primary commercial focus, the reuse of this site along	✓

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	commercial areas, as identified on Schedule “B”, to meet the diverse needs of the County’s residents, work force, business and institutional sectors, and visitors.	the Queensway Corridor is consistent with policy direction to accommodate major retail uses in other appropriately located commercial areas identified in the Official Plan.	
b)	The urban structure of Simcoe and its image and identity as a community are influenced by the locational pattern of commercial functions carried out in the Urban Area. The Downtown Area, Secondary Centres and Queensway Corridor, as defined by this Plan, shall serve as the focal centres for commercial functions but are not necessarily areas exclusively devoted to commercial use.	The site is located along the Queensway Corridor, which is recognized in the Plan as one of the focal areas for commercial activity in Simcoe. Continued use of this site for retail reinforces the corridor’s commercial identity and strengthens the structure and image of Simcoe as a service centre for the County.	✓
c)	A major priority of the County shall be to maintain and enhance the range, intensity and continued viability of retail functions, particularly for: <ul style="list-style-type: none"> <li>i. those types of higher-order retail facilities, specialty shopping and comparison shopping which attract and serve residents from throughout the County and surrounding area; and</li> </ul>	The proposed relocation of Leon’s supports the continued presence of a higher-order retail use within Simcoe. By moving to a larger site on the Queensway Corridor, the retailer will be better equipped to serve a regional customer base with an expanded selection of goods. This transition helps retain specialty retail capacity within the Urban Area, ensuring that Simcoe remains a competitive shopping destination for residents across the County and surrounding communities.	✓
	ii. the food, drug and convenience shopping functions, personal services and other facilities which are of particular significance in reinforcing the attractiveness of the Downtown Area and nearby central areas of Simcoe for residential purposes.	While the proposed relocation of Leon’s represents a shift of a higher-order retail use out of the Downtown Area, the nature of the business, requiring significant floor space for display and storage, is not ideally suited to the pedestrian-oriented fabric of the core. The move allows the Downtown Area to focus on convenience retail, personal services, and mixed-use functions that better reinforce its residential integration and walkability. This supports the County’s policy to maintain the Downtown’s role as a community and commercial hub tailored to more localized, fine-scale activity.	✓

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<b>6.5.1.5</b>	<b>Queensway Corridor Special Policy Area</b> The following shall be the policy of the County with respect to the Queensway Corridor Special Policy Area as illustrated on Schedule "B".		
<b>a)</b>	The Queensway Corridor represents a linear area of auto-oriented highway and service commercial activities. As such, the planned function of the Queensway Corridor is to be an area of auto-oriented commercial activities, providing for highway commercial uses for the residents of Simcoe and the surrounding area.	The subject site is located within the Queensway Corridor, which is designated for auto-oriented, highway commercial uses. The proposed use by Leon's is consistent with this planned function, as it is a destination retail outlet that benefits from high visibility, vehicular access, and ample on-site parking. The reuse of this site reinforces the established commercial role of the corridor and contributes to its continued viability as a retail and service destination.	✓
<b>b)</b>	Selective, site-specific changes implemented through the policies of Sections 7.10.2 (Shopping Centre Commercial Designation – Land Use Policies) and 7.11.2 (Commercial Designation – Land Use Policies) of this Plan may result in the broadening of the permitted uses applicable to certain land within the Queensway Corridor. These changes would be made to accommodate those types of space-extensive or destination outlets for which there is not a realistic location in the Downtown Area, as further provided in the land use policies of this Plan.	The proposed Official Plan and zoning amendment will broaden the list of permitted uses to accommodate a space-extensive furniture retailer that requires greater floor area than is available within the Downtown core. This aligns with the policy intent of allowing selective, site-specific use changes along the Queensway Corridor to accommodate larger-format commercial uses that are not realistically suited to the scale and configuration of Downtown properties.	✓

Section	Policy	Comments
<b>Section 7.11 Commercial Designation</b>		
7.11	Commercial areas are accessible locations along the County's major transportation routes offering suitable accommodation for a specific range of commercial uses which have the following basic characteristics: <ol style="list-style-type: none"> <li>highway-oriented uses which rely on exposure to the travelling public and require a location readily accessible to major transportation routes;</li> <li>destination uses, which are principally commercial in nature, provide a less diverse array of goods and services than the Downtown Designations, and provide a specialized product or service to persons coming specifically to the premises to do business and therefore do not require to locate in the Downtown Designations;</li> </ol>	

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	<p>c) space-extensive uses having physical requirements in terms of the size or configuration of the site or building such that they cannot be accommodated within the Downtown Areas; and</p> <p>d) mixed residential and commercial uses that have historically located along the major transportation routes.</p>		
<b>7.11.1</b>	<p>Subject to the other policies of this Plan, the following policies shall apply in determining uses permitted on land designated Commercial on Schedule "B".</p>		
	<p>a) The primary permitted uses shall include retail establishments and commercial uses, which are destination oriented or are intended to serve the travelling public, including automobile parking depots, automobile service stations, vehicle sales and service, public garages, repair service and rental establishments, motels, hotels, convention centres, restaurants, animal hospitals, commercial recreation uses, private clubs, funeral homes, day care centres and similar uses.</p>	<p>The proposed use as a home essentials retail establishment falls well within the permitted commercial uses identified in the Commercial Designation. It is a destination-oriented business that serves a regional customer base and is not reliant on pass-by pedestrian traffic, making the Queensway Corridor an appropriate location.</p>	<input checked="" type="checkbox"/>
	<p>b) Category-specific retail establishments shall be limited to furniture, appliance, carpet, flooring, home electronics and/or garden centres, and building supply centres that are less than 3,000 square metres of gross leasable floor space.</p>	<p>The existing building is approximately 3,000 square metres in size. A modest addition of 560 square metres is proposed to accommodate the operational needs of the business, including the display of furniture, appliances, and home accessories. This minimal increase is consistent with the intent of the policy, which allows space-extensive, category-specific retail uses at a scale appropriate for the Commercial Designation and distinct from the large-format retail functions directed to Shopping Centre or Downtown areas.</p>	<input checked="" type="checkbox"/>
	<p>c) Food stores, drug stores, personal service shops and other similar uses intended for the Downtown and/or Shopping Centre Commercial Designations shall not be permitted.</p>	<p>Noted.</p>	<input checked="" type="checkbox"/>
	<p>d) Large Retail Uses over 3,000 square metres of gross leasable floor space, such as department stores, retail warehouses, and other uses engaged in the retailing and/or wholesaling of goods, wares or products and other similar uses intended for the Downtown and/or Shopping Centre Commercial Designations shall not be permitted.</p>	<p>The proposed building addition will result in a total gross floor area of approximately 3,560 square metres, slightly exceeding the 3,000 m<sup>2</sup> threshold. However, the use remains a category-specific retailer focused on furniture, appliances, and home goods, which aligns with the commercial intent of this corridor. The scale and format of the proposal are materially different from department</p>	<input checked="" type="checkbox"/>

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		stores or retail warehouse formats contemplated under this policy and do not introduce a full-line retail or wholesale use. The modest expansion supports business viability while maintaining conformity with the planned function of the Commercial Designation.	
	f) Uses accessory to any of the permitted uses in the Commercial Designation are permitted.	Noted.	
<b>7.11.2</b>	<b>Land Use Policies</b> The following policies apply to land designated Commercial.		
a)	Commercial development shall be compatible with surrounding uses and shall be adequately buffered from adjacent sensitive land uses.	The proposed commercial use is compatible with surrounding properties, which include highway commercial and other service type operations. No adjacent sensitive land uses are present.	✓
b)	Adequate off-street parking and loading spaces shall be provided in accordance with the Zoning By-law.	The site includes existing off-street parking and loading areas appropriate to the scale and nature of the proposed Leon's use. The existing parking area is sufficient for the proposed use, which is similar in nature to the former Peavy Mart. Further analysis of the parking is discussed in the Planning Justification Report.	✓
c)	Commercial uses shall only locate on Provincial Highways, subject to the approval of the Province and the County, or arterial or collector roads, subject to the approval of the County.	The site fronts onto Provincial Highway 3 (Queensway West) and has direct access from this corridor. No changes to access points are proposed at this time. Any future modifications will be subject to approval by the County and, where applicable, the Province, in accordance with this policy.	✓
d)	A high standard of site design shall be required through site plan control.	Noted.	✓
e)	Proposals to designate additional land as Commercial within the County shall be subject to the policies of Section 9.6.1 (Official Plan Amendments) and the criteria outlined in Section 7.10.2 (f) (Shopping Centre Commercial Designation – Land Use Policies), notwithstanding the size of the proposed use(s), or the presence or absence of a proposed Large Retail Use.	The application does not propose to designate additional land for commercial use. It involves a zoning amendment on an existing Commercial parcel to broaden the list of permitted uses. Given the modest scale of the proposed expansion and the continued conformity with the intended function of the corridor, the proposal is minor in nature and will not impact the planned commercial structure of Simcoe or the Downtown Designations.	✓

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	<p>Council may waive the requirements of this policy if it is convinced that the proposed Commercial Designation is sufficiently minor, that there will be no impact on the planned function of the commercial areas and the Downtown Designations of the County, and there is no associated Large Retail Use.</p>		
7.11.3.2	<p><b>Simcoe – Home and Agricultural Supply Establishment Policy Area</b></p> <p>On land designated Commercial – Site Specific Policy Area 7.11.3.2 on Schedule “B” to this Plan, a home and agricultural supply establishment shall be permitted.</p>	<p>The subject lands are designated as a Site-Specific Commercial Policy Area on Schedule “B15” of the Official Plan, which currently permits a home and agricultural supply establishment. The proposed zoning amendment seeks to broaden the permitted uses to accommodate a furniture and home goods retail operation. While the use differs from the previous agricultural supply focus, it remains consistent with the policy intent of maintaining a large-format, space-extensive commercial use on this site. The proposed use continues to serve regional demand and is compatible with the function and character of the Queensway Corridor.</p>	✓

TRFK2

## Traffic by Date and Store

Date	Str	Source	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	TTL
11-24	Sun	WS	Traffic	0	0	0	0	19	15	20	18	15	7	0	0	0	0	0	94
			Cust	0	0	0	2	4	3	2	4	3	0	0	1	0	0	-1	18
			Ratio				21	20	10	22	20	0							19
11-25	Mon	WS	Traffic	0	0	16	11	1	5	6	12	8	4	6	0	0	0	0	69
			Cust	0	0	7	0	2	2	0	3	2	2	1	0	0	0	-3	16
			Ratio			44	0	200	40	0	25	25	50	17					23
11-26	Tue	WS	Traffic	0	0	3	14	8	14	10	4	8	11	4	0	0	0	0	76
			Cust	0	0	0	3	3	3	2	1	2	0	1	0	1	0	-1	15
			Ratio			0	21	38	21	20	25	25	0	25					20
11-27	Wed	WS	Traffic	0	0	6	9	13	11	18	8	2	10	6	0	0	0	0	83
			Cust	0	1	0	0	3	4	4	0	0	0	1	2	0	0	-1	14
			Ratio			0	0	23	36	22	0	0	0	17					17
11-28	Thu	WS	Traffic	0	0	18	20	27	22	24	18	17	25	14	2	0	0	0	187
			Cust	1	0	8	7	1	4	5	7	4	9	7	2	2	0	-7	52
			Ratio			44	35	4	18	21	39	24	36	50	100				28
11-29	Fri	WS	Traffic	0	0	17	15	14	34	21	24	16	22	20	13	0	0	0	196
			Cust	2	3	8	2	2	9	5	7	8	4	3	4	1	0	-1	58
			Ratio			47	13	14	26	24	29	50	18	15	31				30
11-30	Sat	WS	Traffic	0	0	19	25	16	19	19	13	20	1	0	0	0	0	0	132
			Cust	1	0	4	5	4	6	4	6	5	0	0	0	0	0	-1	34
			Ratio			21	20	25	32	21	46	25	0						26

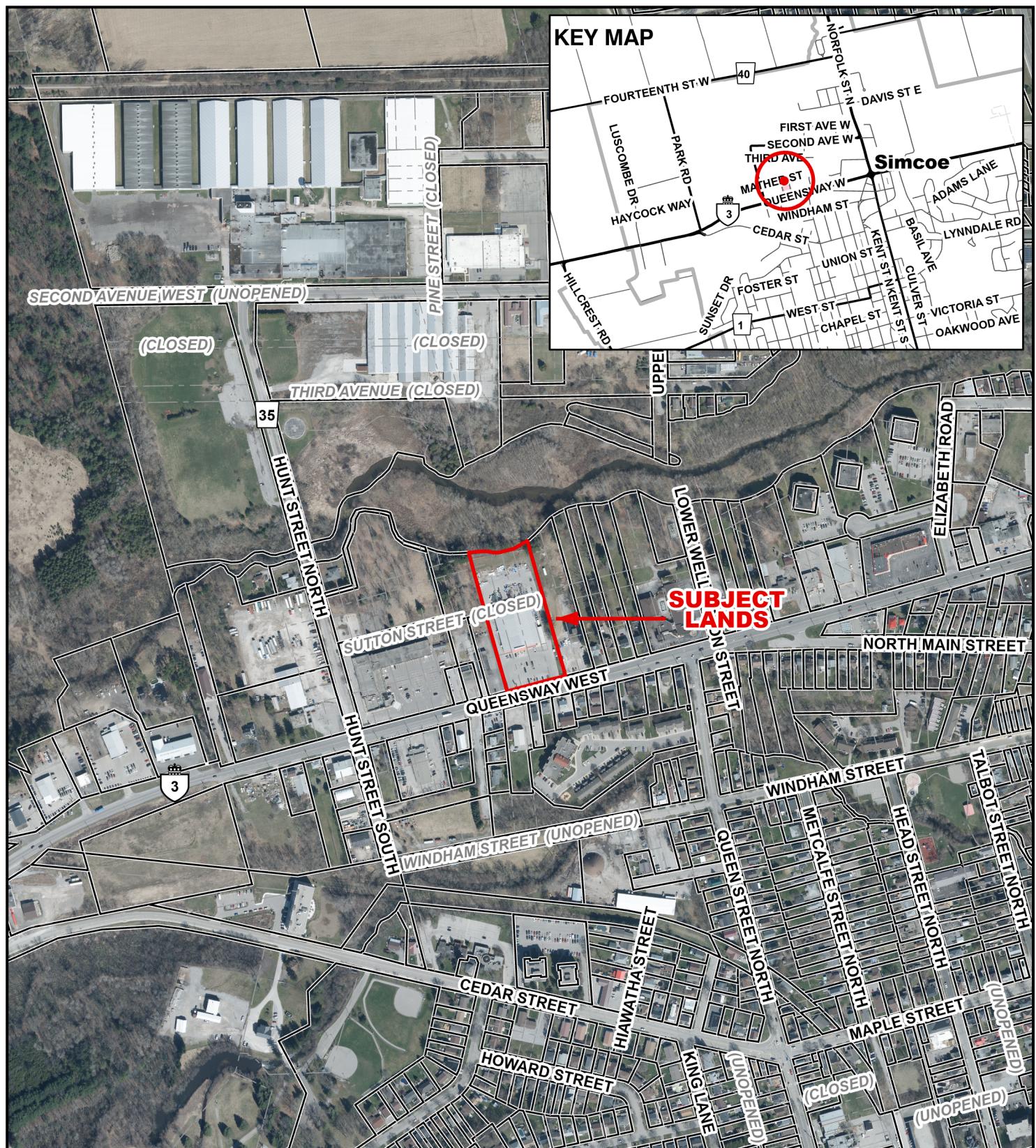
# MAP A

## CONTEXT MAP

Urban Area of SIMCOE

OPNPL2025228

ZNPL2025226



### Legend

Subject Lands

2020 Air Photo

7/28/2025



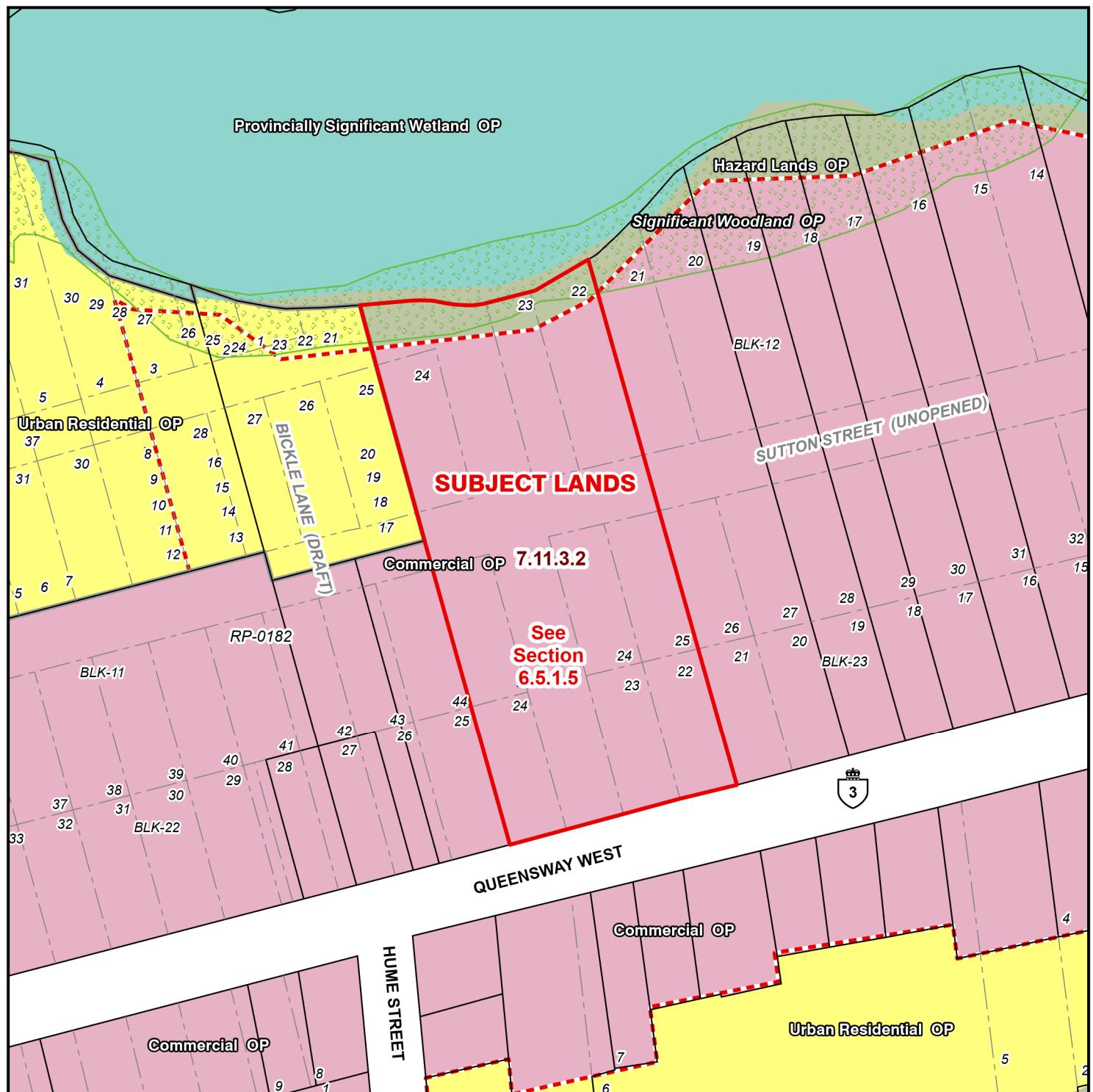
50 25 0 50 100 150 200 Meters

**MAP B****PROPOSED OFFICIAL PLAN AMENDMENT MAP**

Urban Area of SIMCOE

OPNPL2025228

ZNPL2025226

**Legend****Subject Lands****Official Plan Designations**

	Hazard Lands
	Provincially Significant Wetland
	Urban Residential

Commercial

Special Policy Area

Urban Area Boundary

Significant Woodland

7/28/2025



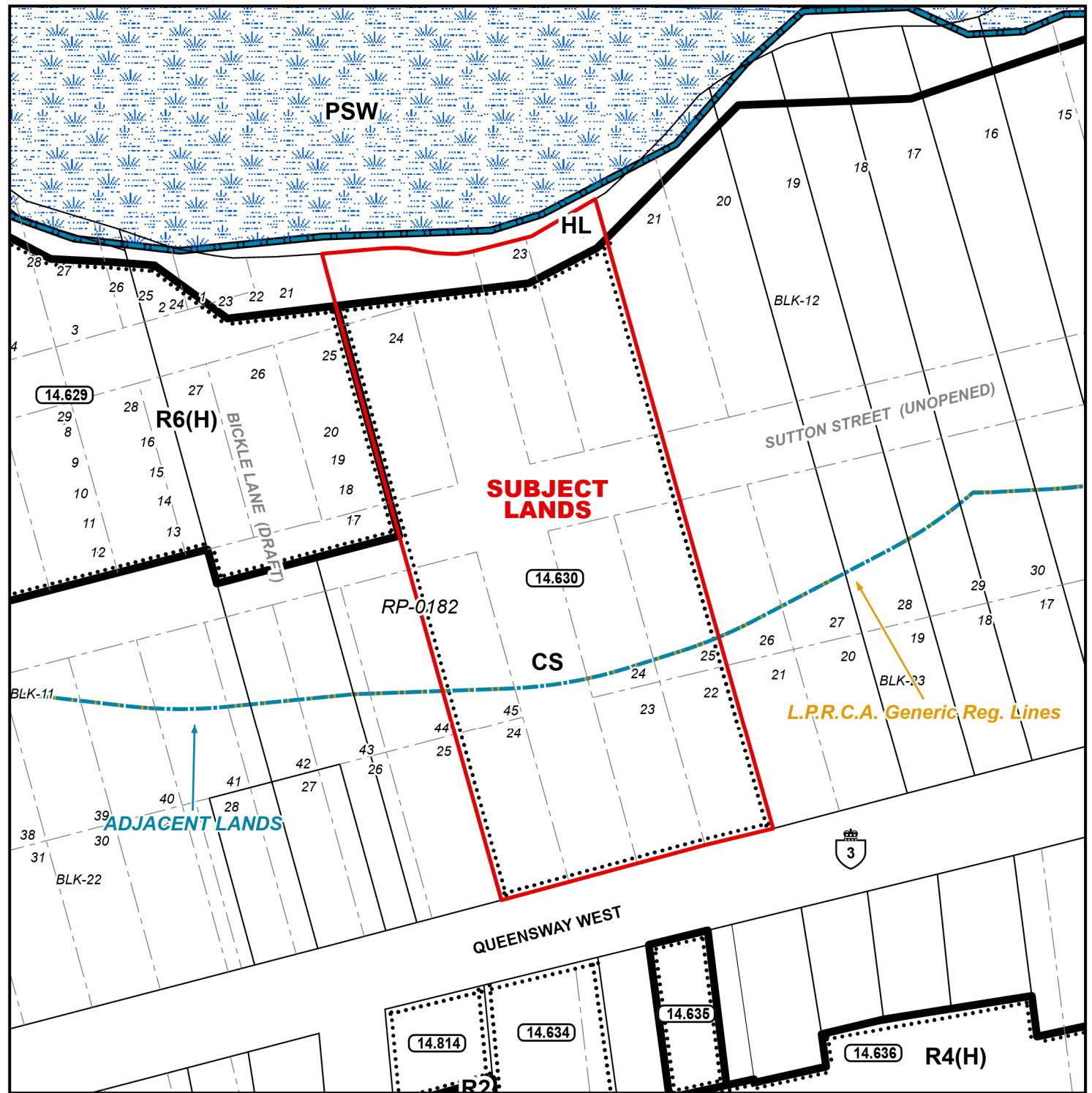
## MAP C

# PROPOSED ZONING BY-LAW AMENDMENT MAP

## Urban Area of SIMCOE

OPNPL2025228

ZNPL2025226



## LEGEND

-  Subject Lands
-  Adjacent Lands
-  Wetland
-  LPRCA Generic RegLines

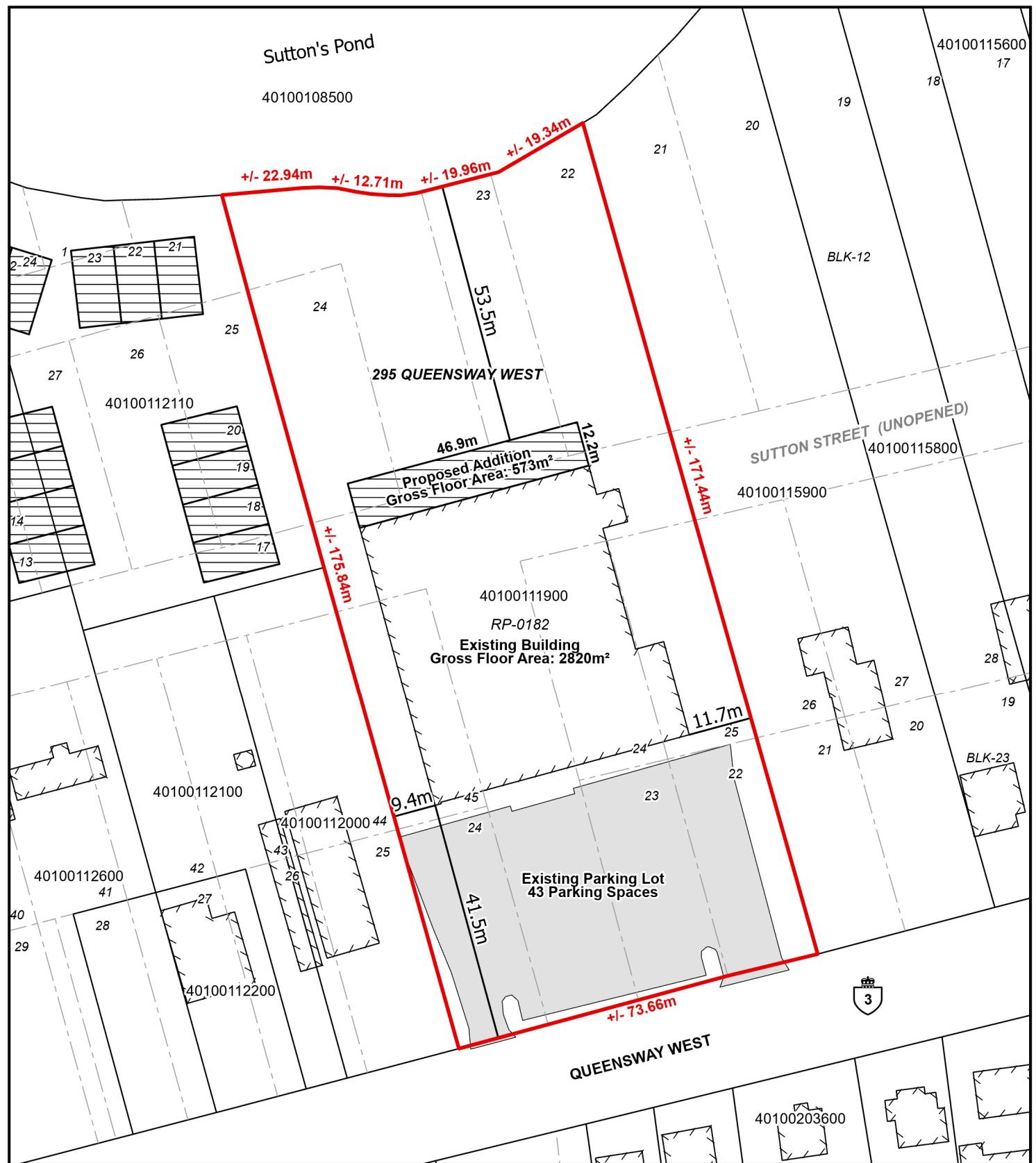
## ZONING BY-LAW 1-Z-2014

7/28/2025

- (H) - Holding
- CS - Service Commercial Zone
- HL - Hazard Land Zone
- PSW - Provincially Significant Wetland Zone
- R2 - Residential R2 Zone
- R4 - Residential R4 Zone
- R6 - Residential R6 Zone



A scale bar at the bottom of the map, consisting of a horizontal line with tick marks and numerical labels. The labels are 10, 5, 0, 10, 20, 30, and 40, representing meters. A vertical line extends from the 0 mark to the map area. The word "Meters" is written in a cursive font to the right of the scale bar.



## Legend

Subject Lands

7/28/2025



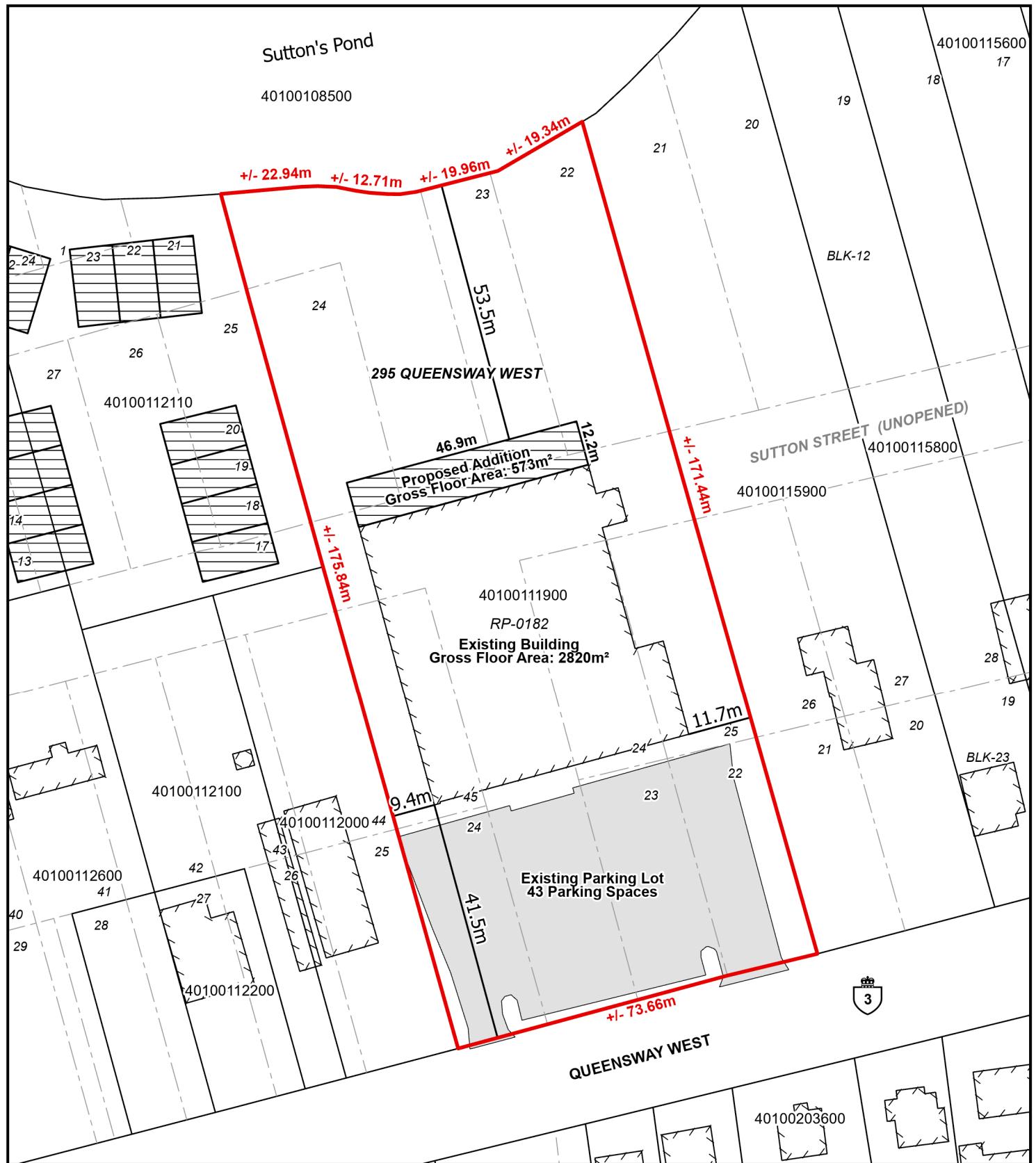
## **LOCATION OF LANDS AFFECTED**

OPNPL2025228

ZNPL2025226

## CONCEPTUAL PLAN

## Urban Area of SIMCOE



## Legend

7/28/2025

## Subject Lands

