

THE OFFICIAL PLAN  
FOR THE  
TOWN OF ORANGEVILLE

AMENDMENT NO. 39

The attached map and explanatory text, constituting Amendment No. 39 to the Official Plan for the Town of Orangeville was adopted by the Council of the Corporation of the Town of Orangeville, under the provisions of Section 21 of the Planning Act, R.S.O. 1990, c.p13,

on the 25<sup>th</sup> day of April, 1994.

Mary T. Rose  
Head of Council

Ann E. Armstrong  
Clerk

THE OFFICIAL PLAN  
FOR THE  
TOWN OF ORANGEVILLE  
AMENDMENT NO. 39

PART A - THE PREAMBLE does not constitute part of this Amendment.

PART B - THE AMENDMENT, consisting of the text and maps, constitutes Amendment No. 39 to the Official Plan for the Town of Orangeville.

PART A - THE PREAMBLE

1. PURPOSE OF THE AMENDMENT

The purpose of this Amendment is as follows:

- (a) to redesignate certain areas, as shown on Schedules "A" and "B", attached, as follows:
  - (i) The lands generally bounded by First Street, future Hansen Boulevard extension to Highway 10/24, and Fifth Street and its easterly projection, to General Commercial;
  - (ii) The lands generally bounded by Hansen Boulevard, the west limit of the Orangeville Mall site, and adjacent residential designations, to Residential on Schedule "A" to the Official Plan and Medium density Residential on Schedule "B" to the Official Plan;
  - (iii) The lands along Broadway between Faulkner Street and Third Street to Central Business District;
  - (iv) The lands on the south side of Broadway between Dawson Road and Centre Street, to Neighbourhood Commercial;
  - (v) The lands generally bounded by Highway 9, Hurontario Street, and the adjacent residential designations to Service Commercial; and
- (b) to delete and replace the following sections of the Official Plan:
  - (i) Section B - Purpose of the Plan and Goals, subsection B2.4;
  - (ii) Section D - General Policies, subsection D1.5;
  - (iii) Section E - Land Use Policies, subsection E2 - Commercial; and
- (c) to revised Section E - Land Use Policies, subsection E8, Policies for Specific Areas, by:
  - (i) Deleting Section E8.4, pertaining to lands west of the Orangeville Mall site; and
  - (ii) Adding a new subsection pertaining to the lands generally bounded by First Street, future Hansen Boulevard extension to Highway 10/24, and Fifth Street and its easterly projection.

2. LOCATION

In addition to the lands identified on Schedule "A" to this Amendment, which are affected by specific sections of the Amendment, all lands within the Town of Orangeville having a commercial designation of any sort are affected.

3. BASIS OF THE AMENDMENT

The Corporation of the Town of Orangeville conducted a Retail Commercial Policy Review in order to review and update its policies for the planning and development of retail commercial facilities. This initiative resulted from Town Council's consideration of the implications of two major retail commercial developments. It was determined that each of these proposals would change the established retail commercial structure of the Town, in varying degree. In terms of the locations, the amount of development, and the types of facilities involved, the choices facing the Town would have significant implications for many years to come. It was also determined that the Town's current Official Plan policies with respect to commercial development do not provide adequate guidance for the important decisions facing Council in this regard.

The Retail Commercial Policy Review, including a background market study, was conducted by Warren Sorensen Associates Inc. and Robin Dee & Associates, and is dated March 1994.

It is noteworthy that the intention in undertaking the Retail Commercial Policy review was not merely to choose between two development proposals, but, more fundamentally, to comprehensively review the Town's current retail structure, its strengths and weaknesses, and the pros and cons of alternative future forms of retail structure, for the general benefit of the present and future residents of the Town.

The Review provides a framework for assessing not only the particular major retail development proposals facing the Town, but also other alternatives and modifications that may have merit for those sites and for other locations in the municipality.

The Retail Commercial Policy review, March 1994, should be referenced for a detailed basis and justification for this Amendment. Of particular note in that document, is Section 4 - Locational Evaluation. This section describes in detail the justification for the land use designation changes put forward by this Amendment.

The Statutory Public Consultation Meeting was held on Thursday, April 14, 1994. Following the public discussion on the Amendment, the Planning and Development Committee of Council recommended to Council that staff be authorized to prepare the Amendment.

PART B - THE AMENDMENT

The Official Plan for the Town of Orangeville is hereby amended as follows:

1. Schedule A, Land Use Plan, is hereby amended by:
  - a) redesignating the lands generally bounded by First Street, future Hansen Boulevard Highway 10/24, Fifth Street and its easterly projection, as shown on Schedule "A" attached hereto, from Neighbourhood Commercial, Industrial and Open Space Recreation to General Commercial
  - b) adding reference to specific policy area E8.31 for the lands described in a) above
  - c) redesignating the lands generally bounded by Hansen Boulevard, the west limit of the Orangeville Mall site and adjacent Residential designations, as shown on Schedule "A", from General Commercial to Residential
  - d) deleting reference to specific policy area E8.4 for the lands described in c) above
  - e) redesignating the lands along Broadway between Faulkner Street and Third Street, as shown on Schedule "A", from General Commercial to Central Business District, and
  - f) redesignating the lands on the south side of Broadway between Dawson Road and Centre Street, as shown on Schedule "A", from General Commercial to Neighbourhood Commercial.
2. Schedule B, Residential Density Plan, is hereby amended by:
  - a) designating the lands generally bounded by Hansen Boulevard, the west limit of the Orangeville Mall site and adjacent Residential designations, as Medium Density Residential, as shown on Schedule "B" attached hereto.

3. Section B, Purpose of the Plan and Goals, is hereby amended by deleting Section B2.4 and replacing it with the following:

"To provide for a broad range of commercial activities and services to meet the diverse needs of Orangeville's residents, businesses and institutions, as well as those from the surrounding areas, and to generate employment opportunities, within a strong commercial structure focused on the Central Business District and other appropriately located major commercial areas."

4. Section D, General Policies, is hereby amended by deleting Section D1.5 and replacing it with the following:

"The Municipality shall support the maintenance and growth of a strong commercial structure, the major components of which are the Central Business District and nearby commercial sections of the east-west Broadway corridor, the major commercial node in the vicinity of First Street and Hansen Boulevard, and the interconnecting north-south corridor of First Street. Improvements and redevelopment in the Central Business District shall be encouraged to maintain this area as the most comprehensive and diverse focus of activity in the Municipality, including significant retail, office, service, entertainment, governmental, institutional, residential and community functions. In considering major new or expanded retail developments elsewhere, the Municipality shall have regard for market/impact studies showing the proposed development to be warranted, and that the planned function of Orangeville's Central Business District will not be prejudiced."

5. Section E, Land Use Policies, is hereby amended by deleting Section E2, Commercial, and replacing it with the following:

"E2. COMMERCIAL

E2.1 GOAL

To promote Orangeville's function as a service centre providing a broad range of activities, goods and services to meet the diverse needs of its own resident population, work force, business and institutional sectors, as well as those in the widespread surrounding area served by Orangeville, by means of a strong commercial structure which focuses on the Central Business District and includes other appropriately located major commercial facilities and areas.

E2.2      OBJECTIVES

- E2.2.1    To support the further strengthening of Orangeville's major commercial structure, the components of which are the Central Business District and nearby commercial sections of the east-west Broadway corridor, the major commercial node in the vicinity of First Street and Hansen Boulevard, and the interconnecting north-south corridor of First Street.
  
- E2.2.2    To maintain the economic vitality and community value of the Central Business District, by encouraging the development, redevelopment and rehabilitation of the area for a diverse range of retail, office, service and other commercial uses, as well as governmental, institutional, residential and community uses. In particular, the continued viability of the Central Business District as a location for non-department store DSTM outlets and other specialty shopping, as well as services of all kinds, shall be supported by appropriate limitations on the amount of such development permitted elsewhere, and by improving facilities for off-street parking, pedestrian movements and transit services.
  
- E2.2.3    To provide a range of locations for new and expanded retail facilities, in the Central Business District but also, as necessary to accommodate desired facilities for which the Central Business District does not provide a suitable or viable location, at other appropriate locations within the major commercial structure.
  
- E2.2.4    To require that proposals for major new or expanded retail developments outside the Central Business District are subject to market/impact studies which show, to Council's satisfaction that the type and size of proposed facilities are warranted, and that the planned function of Orangeville's Central Business District will not be prejudiced.
  
- E2.2.5    To increase residential densities in and around the Central Business District by supporting appropriate multi-unit residential development and redevelopment.
  
- E2.2.6    To recognize specified areas within the major commercial structure, notably along sections of Broadway and First Street, for the accommodation of restricted commercial uses in addition to or as replacement for residential uses while maintaining a residential character by sensitive conversion of existing house-form buildings or by development of complementary new buildings.

E2.2.7 To provide suitably accessible locations for service commercial development along major transportation routes.

E2.2.8 To provide for an appropriate distribution of neighbourhood and convenience commercial facilities to serve many of the day-to-day needs of the residential community or of particular areas within it.

E2.3 GENERAL POLICIES

E2.3.1 The Commercial designations of this Plan are generally intended to provide for a broad range of commercial activities, including office and service commercial uses of all types, and retail and wholesale trade. Cultural, recreation and entertainment facilities, parks, institutions and community facilities are also to be accommodated in Commercial designations. Residential uses may be included subject to limitations for particular areas. Ancillary uses may be involved, such as warehousing, storage, processing or manufacturing incidental to a retail or wholesale operation.

E2.3.2 Six Commercial designations are established in order to distinguish between the varying locational and functional requirements and characteristics of use. These designations are as follows:

Central Business District

General Commercial

Neighbourhood Commercial

Service Commercial

Convenience Commercial, and

Restricted Commercial/Residential.

E2.3.3 In accordance with the relevant goals and objectives of this Plan, each of these designations has a particular role to fill in meeting Orangeville's needs. Permitted uses may not necessarily include the full range of uses identified in E2.3.1. These matters are set out in Sections E2.4 through E2.9 for each designation, along with other applicable requirements and limitations.

E2.3.4 Orangeville's major commercial structure consists of the Central Business District designation, the General Commercial designation in the vicinity of First Street and Hansen Boulevard and, and Restricted Commercial/Residential designations along the interconnecting First Street and nearby sections of Broadway.

E2.3.5 In order to maintain healthy interaction and balance within this major commercial structure, the Plan provides for the promotion and encouragement of certain activities in the Central Business District and for improvements in supporting services and facilities serving the Central Business District, as well as selective limitations on retail developments to be permitted elsewhere.

E2.3.6 Proposals to amend this Plan or the Zoning By-Law so as to permit major new or expanded retail developments outside the Central Business District shall be required to undergo market/impact studies in order to:

- a) identify the type and size of retail facilities that are warranted or will be warranted by a certain year;
- b) provide updated information on the performance of Orangeville's retail sector and identify the impact of the proposed development on other retail locations, particularly the Central Business District;
- c) satisfy Council the proposed development is warranted and appropriate from both the market and impact perspectives, and in particular that the planned function of the Central Business District will not be prejudiced; and
- d) enable Council to identify the specific requirements and limitations which should be included in the amendment or otherwise made a condition of approval.

The cost of market/impact studies and any other required supporting documentation shall be borne by the proponent. Costs incurred by the Municipality in engaging peer review market, traffic and/or planning consultants to evaluate the proposal and supporting submissions shall be reimbursed by the proponent.

E2.3.7 At the discretion of Council, the provisions of Section E2.3.6 may be varied or waived where Council is satisfied such change would be consistent with the intent of the Plan as expressed in the applicable goals and objectives.

E2.3.8 In order to provide an appropriate future distribution of food shopping facilities to serve existing and future residents of the Town, proposals for new supermarkets or major expansions of existing supermarkets outside the Central Business District shall be considered in the context of the future residential growth areas, with particular attention to enhancing the availability of neighbourhood shopping facilities in the westerly portions of Orangeville.

E2.4 CENTRAL BUSINESS DISTRICT

E2.4.1 The Central Business District is Orangeville's traditional centre, consisting of the blocks along Broadway between Faulkner Street and Third Street. This area accommodates the largest and most diverse concentration of central functions in the Municipality, including retail, office, service, entertainment and other commercial uses, as well as governmental, institutional, residential and community activities. Retail uses are a significant component of this mix of activities, and includes a broad range of comparison shopping, specialty outlets and more localized facilities related to the needs of nearby residents and the downtown working population. The form of development in the Central Business District is more intensively urban than any of the Town's other commercial areas.

E2.4.2 Permitted uses include the full range of commercial activities, such as business, professional and governmental offices, personal and business services, outlets for retail and wholesale trade, cultural, recreation and entertainment facilities, parks, institutions and community facilities.

E2.4.3 Residential uses are permitted subject to the following limitations:

- a) along the Broadway frontages, residential uses are limited to apartments in the upper floors of buildings containing other permitted uses
- b) elsewhere in the Central Business District, residential uses are permitted either in the form of single-use residential buildings or mixed commercial/residential buildings.

- E2.4.4 Warehousing, storage, processing and manufacturing operations may be permitted as ancillary uses associated with another permitted use provided such operation is incidental to the permitted use and the size, type, traffic-generation and location of the ancillary use would not be disruptive of the amenity and stability of nearby areas.
- E2.4.5 Among the diverse activities which contribute to the economic vitality and community value of the Central Business District, the following types of activities are regarded as priority uses to be provided with particular encouragement and support: non-department store DSTM outlets, other specialty shopping facilities including liquor and specialty food stores, business and personal services of all kinds, office uses, governmental facilities, and entertainment facilities.
- E2.4.6 It is recognized that, over time, the growth of Orangeville's retail sector will, in relative terms, be increasingly accommodated outside the Central Business District within other areas of the major commercial structure identified in this Plan. As a result, the relative importance of retailing within the Central Business District will decline, even though it may increase in absolute terms as new retail facilities and uses are attracted. The service sectors and employment activities will gradually assume greater importance in the functions of the Central Business District. As this transition occurs, and the Municipality considers new developments outside the Central Business District, careful regard shall be given to the priority Central Business District uses identified in Section E2.4.5.
- E2.4.7 The Municipality shall work closely with the Business Improvement Area Association, private property owners and other levels of government in the preparation of any future plans to improve the function and services of the Central Business District. Such improvements may include, but are not necessarily limited to, the following matters:
- a) the redevelopment of underutilized properties including the development of additional retail
  - b) the rehabilitation and improvement of upper floors to upgrade the downtown rental housing stock to safe standards

- c) redevelopment projects involving good quality rental and condominium housing within or in proximity to the Central Business District
- d) improvement to functional components of the Central Business District, including such matters as co-ordinated off-street parking programme to provide for the needs of a growing local and trade area population, improvements to enhance the accessibility of the Central Business District and reduce traffic congestion, and improvements to services
- e) consideration of the historical and architectural value of buildings in the Central Business District and encouragement of redevelopment which is sympathetic to the unique architectural features of the area
- f) support for continued efforts to improve the maintenance and appearance of the Central Business District, including streetscape improvements, and facade improvements in keeping with the prevailing atmosphere and history of the area.

E2.5 GENERAL COMMERCIAL

- E2.5.1 The General Commercial area is the major non-downtown commercial area in Orangeville, located in the general vicinity of the intersection of First Street and Hansen Boulevard. This location accommodates the most significant of Orangeville's non-Central Business District commercial activities. These activities are less diverse than the Central Business District and are primarily of a retail nature, including comparison shopping. The General Commercial area is recognized as an appropriate location for further development of major retail facilities subject to provisions necessary to address the other goals and objectives of the Plan. The form of development in the General Commercial area is suburban in character, relatively car-oriented and includes both freestanding facilities and multiple-use buildings such as malls and plazas.
- E2.5.2 Permitted uses include retail and wholesale outlets, personal and business services such as banks, restaurants, and office uses. Residential uses are permitted within upper floors of buildings containing other permitted uses.

E2.5.3 Warehousing, storage, processing and manufacturing operations may be permitted as ancillary uses associated with another permitted use provided such operation is incidental to the permitted use.

E2.5.4 In considering additional developments of major retail complexes and large outlets, the Municipality may establish limitations which would serve to maintain the goals and objectives of the Plan, particularly with respect to the Central Business District. The type and amount of space to be permitted will be limited as necessary to ensure that the development will not prejudice the planned function of the Central Business District. This will be based on the consideration of market impact studies in accordance with the requirements of Section E2.3.6, and will include consideration of the priority Central Business District uses identified in Section E2.4.5.

E2.6 NEIGHBOURHOOD COMMERCIAL

E2.6.1 Neighbourhood Commercial areas are distributed in various parts of Orangeville, primarily in response to the location of residential areas. These areas accommodate retail and service commercial uses at moderate scale, usually in the form of shopping centres with consolidated parking.

E2.6.2 Permitted uses include a supermarket, drug store, hardware store, service establishments and smaller retail outlets. Residential uses are permitted within upper floors of buildings containing other permitted uses.

E2.6.3 The maximum gross floor area of any individual retail outlet, except a supermarket or hardware store, shall be 1,858 square metres (20,000 square feet).

E2.7 SERVICE COMMERCIAL

E2.7.1 Service Commercial areas are accessible locations along Orangeville's major transportation routes offering suitable accommodation for a specific range of commercial uses which have the following basic characteristics:

- (a) They 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 Town's comparison shopping areas, the Central Business District and General and Neighbourhood Commercial areas.

(b) They rely on business from exposure to the traveling public, and require a location readily accessible to major transportation routes.

(c) Their physical requirements in terms of the size and shape of the site or building, their locational requirements or the nature of the operation is such that they are not generally suitable, economically viable nor compatible for accommodation in the Central Business District, General Commercial or Neighbourhood Commercial areas.

The form of development is highly oriented to vehicular traffic and includes both freestanding facilities and multiple-use buildings such as strip plazas.

E2.7.2 Permitted uses include automobile dealerships, used car lots, automobile parking depots, automobile service stations, public garages, motels, building supply sales, warehouses with accessory retail, furniture and home furnishing stores, wholesale outlets, hardware stores, animal hospitals or boarding kennels, repair service and rental establishments, commercial recreation uses, private clubs, funeral homes, day care centres and types of uses that require large display or storage areas.

E2.7.3 Restaurants, offices, financial institutions, personal services, and convenience commercial uses are permitted only as secondary uses within a Service Commercial development or area. The size, type and location of any secondary uses to be permitted shall be limited in relation to the demand for secondary uses associated with the other permitted uses.

E2.7.4 General retail uses normally found in the Central Business District or in General or Neighbourhood Commercial areas are not generally permitted in the Service Commercial designation.

#### E2.8 CONVENIENCE COMMERCIAL

E2.8.1 Convenience Commercial areas are distributed through the residential areas, accommodating a limited range and scale of retail and service commercial uses serving the day-to-day needs of the nearby residential area. They may take the form of a small plaza or one or more small freestanding outlet.

E2.8.2 Permitted uses are limited to a variety store, personal service shop, financial establishment, bake shop, candy shop, drug store, laundromat and restaurant. Residential uses are permitted within upper floors of buildings containing other permitted uses.

E2.9 RESTRICTED COMMERCIAL/RESIDENTIAL

E2.9.1 Restricted Commercial/Residential areas are portions of the Broadway and First Street corridors, leading to and from the Central Business District. These areas are in transition from residential to commercial use and provide an interconnecting linkage between the Central Business District and the General Commercial area at First Street and Hansen Boulevard. The form of development is converted house-form buildings.

E2.9.2 Permitted uses include commercial and residential uses, alone or in combination. Permitted commercial uses include offices, financial establishments, clinics, animal hospitals, art galleries, studios, day nurseries, funeral homes, office services, personal services, and institutional uses. Retail uses may also be permitted in accordance with restrictions as to size and type established in the provisions of the Zoning By-law. Residential uses are permitted in the form of detached, semi-detached, duplex and triplex residences.

E2.9.3 It is intended that, in the process of introducing commercial use, the residential character of the individual buildings and the general area will be maintained by sensitive conversion of existing house-form buildings or by development of complementary additions or new buildings, by control of signs visible from the exterior, and by properly locating and screening off-street parking. These matters will be regulated in accordance with the Zoning By-Law, and the process of conversion will be subject to site plan control.

6. Section E, Land Use Policies, is hereby further amended with reference to Section E8, Policies for Specific Areas, by:

- 1) deleting Section E8.4; and

2) adding a new Section E8.31, as follows:

"The identified General Commercial area to the south and east of First Street and future Hansen Boulevard is a suitable location for the phased development of major retail commercial facilities. No development shall proceed unless a department store facility is included. The first phase of development shall be limited to:

- a) a department store operated by a chain which is represented in Ontario as of January 1, 1994
- b) an auto/home supply outlet
- c) a limited amount of space for all other retail tenants, except for space extensive uses
- d) a moderate amount of space for specified space extensive uses
- e) restaurants and other service uses.

The above requirements for the first phase of development shall be implemented through a rezoning process which provides for:

- i) The submission of updated market/impact studies to determine the appropriate size of the above components, the appropriate timing of development of those components, and other matters which will ensure that the development will comply with the requirements of Section E2.3.6
- ii) The inclusion in the rezoning by-law of sufficient details to specify the required components and permitted uses, the permitted size of components, the timing of development of those components, other matters arising from updated market/impact studies, and appropriate development standards, and
- iii) The inclusion of holding provisions necessary to ensure the adequacy of transportation capacity, the safety and capacity of site access points, the availability of services of sufficient capacity, the implementation of timing or phasing constraints on the development and on certain components, and other relevant matters. Holding provisions may be released when Council is satisfied that the applicable conditions have been met, specifically:

- 1) that adequate transportation capacity will be available;
  - 2) that safe and adequate access points will be provided;
  - 3) that satisfactory services will be available;
  - 4) that appropriate market/impact studies have been submitted in accordance with Section E2.3.6, and with particular attention to the priority Central Business District uses identified in Section E2.4.5; and
  - 5) that acceptable site plans have been submitted and the agreements necessary for implementation have been signed."
7. The Official Plan for the Town of Orangeville, as amended by Amendment No. 27 (adopted but not yet approved), is hereby further amended as follows:
- a) Schedule A, Land Use Plan, is hereby amended by redesignating the lands generally bounded by Highway 9, Hurontario Street, and the adjacent Residential designations, as shown on Schedule "A" attached hereto, from General Commercial to Service Commercial.
  - b) Section E8.28 is hereby deleted and replaced with the following:

"Notwithstanding the Service Commercial designation, the identified lands shall be limited to service commercial uses which do not detract from the nearby hospital or planned residential uses. However, in addition, a limited amount of other retail facilities not normally permitted in a Service Commercial designation may be allowed in an amending zoning by-law where the proponent has demonstrated to Council's satisfaction that such facilities are appropriate to meet the needs of the planned residential population in this immediate area."

I, ANN E. ARMSTRONG, CLERK OF THE TOWN OF ORANGEVILLE, HEREBY DECLARE THAT NOTICE OF A PUBLIC MEETING WAS GIVEN IN ACCORDANCE WITH THE PROVISIONS OF SECTION 17 (2) OF THE PLANNING ACT, R.S.O. 1990, c.p13. I ALSO DECLARE THAT THE REQUIREMENTS OF GIVING NOTICE OF THE ADOPTION OF AMENDMENT NO. 39 HAVE BEEN COMPLIED WITH IN ACCORDANCE WITH SECTION 17 (8) OF THE PLANNING ACT, R.S.O. 1990, c.p13.

April 28, 1984  
DATE

Ann E. Armstrong  
CLERK



