AMENDMENT NO. 11

TO THE

OFFICIAL PLAN

FOR THE

(FORMER) TOWNSHIP OF PEMBROKE

Prepared For:  The Corporation of the
                Township of Laurentian Valley

Prepared By:  Jp2g Consultants Inc.
              12 International Drive
              Pembroke, Ontario
              K8A 6W5
AMENDMENT NO. 11

TO THE

OFFICIAL PLAN

OF THE (FORMER)

TOWNSHIP OF PEMBROKE

This amendment, was adopted by the Council of the Corporation of the Township of Laurentian Valley by By-law 03-01-76 in accordance with Sections 17 and 21 of the Planning Act, R.S.O. 1990, c.P.13, on the 8th day of July, 2003.

REEVE

CORPORATE
SEAL OF
MUNICIPALITY

CLERK
This Amendment No. 11 to the Official Plan for the (former) Township of Pembroke which has been adopted by the Council of the Corporation of Township of Laurentian Valley, is hereby approved in accordance with Sections 17 and 21 of the Planning Act, R.S.O. 1990, c.P.13.

Date: __________________________

Approval Authority
THE CORPORATION OF THE TOWNSHIP OF LAURENTIAN VALLEY

BY-LAW NO. 03-07-17b

The Council of the Corporation of the Township of Laurentian Valley in accordance with the provisions of Section 17 and 21 of the Planning Act, R.S.O. 1990, c.P. 13, hereby enacts as follows:

1. Amendment No. 11 to the Official Plan for the (former) Township of Pembroke, consisting of the attached text, is hereby adopted.

2. That the Clerk is hereby authorized and directed to make application to the Minister of Municipal Affairs and Housing for approval of Amendment No. 11 to the Official Plan for the (former) Township of Pembroke.

3. This By-law shall come into force and take effect on the day of final passing thereof.

This By-law given its First and Second reading this 8th day of July 2003

This By-law read a Third time and finally passed this 8th day of July 2003

REEVE

CLERK

CORPORATE SEAL OF MUNICIPALITY
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- **Appendix I:** Public Involvement and Notice Requirements
  - Certificate of Compliance with Public Involvement and Notice Requirements
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  - Correspondence

- **Appendix II:** Location of Amendment (Key Map)

- **Appendix III:** Preliminary Site Plan Sketch

- **Appendix IV:** Proposed Zoning By-law Amendment
THE CONSTITUTIONAL STATEMENT

Part A - The Preamble does not constitute part of this amendment.

Part B - The Amendment consists of the following text and constitutes Amendment No. 11 to the Official Plan for the (former) Township of Pembroke.

Also attached is Part C - The Appendices which does not constitute part of this amendment.
Part A - The Preamble

Purpose

The purpose of this amendment is:

To amend the policies of Section 12.4 Shopping Centre Commercial-Area One of the Official Plan for the (former) Township of Pembroke to increase the maximum permitted GLA of Phase 2B from 35,000 square feet to 38,650 square feet in order to allow for the enclosure and winterization of the entire garden centre canopy area of the Canadian Tire Store currently under construction.

Location

The lands affected by this amendment are located along Highway 148, within Part Lot 23, Concession II, F.A.L. in the geographic Township of Pembroke, in the Township of Laurentian Valley and includes lands more particularly described as Part 1, Plan 49R-7552 and Part 1, Plan 49R-12484.

Basis

The Official Plan for the (former) Township of Pembroke was approved, with modifications, by the Ministry of Municipal Affairs on January 21, 1991. While the former Township of Pembroke was amalgamated with the former Township of Stafford to form the Township of Stafford-Pembroke on January 1, 1997, that new municipality has subsequently amalgamated with the former Township of Alice and Fraser on January 1, 2000 to form the Township of Laurentian Valley. A new Official Plan for the Township of Laurentian Valley was adopted by the Township of Laurentian Valley on July 23, 2002, however, the new Plan has not yet been approved by the Approval Authority, the Ministry of Municipal Affairs and Housing. In the interim, the existing planning documents of the former municipalities continue to apply to the specific geographic areas within the new municipality.

General

The lands affected by this amendment are designated Shopping Centre Commercial-Area One on Schedule “A” to the Official Plan. The purpose of the application is to increase the maximum permitted GLA of Phase 2B from 35,000 square feet to 38,650 square feet in order to permit the enclosure and winterization of the entire garden centre canopy area of the new Canadian Tire Store that is currently under construction. All other provisions of the Shopping Centre Commercial-Area One designation would remain unchanged.

The subject lands together with abutting lands owned by First Pemstar Limited, were the subject of Official Plan Amendment No. 2 and an amending By-law No. 735-09-96 to the Comprehensive Zoning By-law which were finally approved by the Ontario Municipal Board by Board Order issued in December, 1998. A previous Board Order No. 1996-7 was issued on December 13, 1996 which directed some revisions to OPA # 2 and the corresponding zoning by-law amendment as they were
originally submitted by the Township. The adjacent Wal-Mart lands were also the subject of Official Plan Amendment No. 9, which is currently under appeal to the Ontario Municipal Board.

The Site

The subject property is comprised of approximately 4.25 hectares (10.5 acres) of land in the geographic Township of Pembroke with frontage on Highway 148. The property is just outside the southern boundary of the City of Pembroke, adjacent the Pembroke Mall. The Site is part of a larger “shopping centre” development together with the adjacent approximately 6.07 hectare (15 acre) property which is occupied by an existing 9,272.9 m² GLA (99,816 square foot) Wal-Mart Store (Phase 1). A new Canadian Tire Store (Phase 2A and 2B) with a maximum GLA of 85,000 square feet (7,896.8 m²) is currently under construction on the Site. A preliminary site plan sketch was provided with the application and is attached for information purposes in Appendix III.

Surrounding Land Use

Existing land use in the vicinity of the property can be summarized as follows:

- **To the North/ Northeast:** Highway 148 and mix of commercial and residential dwellings across the highway.
- **To the South:** Undeveloped land.
- **To the East/ Southeast:** Wal-Mart (Phase 1) store.
- **To the West/ Northwest:** Pembroke Mall, a large retail shopping centre.

The property is within a larger area of the Township which is designated Highway Commercial and which runs along both sides of Highway 148, south of the boundary with the City of Pembroke. The area is a mixed use area that is increasingly being developed for commercial uses.

Services

The development will be serviced by piped municipal sewer and water systems provided from the City of Pembroke through a servicing agreement with the Township. All of the provisions of the Servicing Agreements will continue to apply to the proposed development.

Access and Parking

Access to the lot is via Highway 148 which is a Provincial Highway. As a requirement of the Traffic Study completed for Phases 1 to 3, traffic lights were installed at the entrance on Highway 148 and a left turn lane was constructed. Access to this entrance is via an easement over the adjacent
property occupied by the existing Wal-Mart and owned by First Pemstar Limited. Alternate access to the parking area is also gained via the access lanes through the Pembroke Mall parking area, over the adjacent property owned by Juno Developments (Pembroke) Limited. It is understood that any changes in use of the property must also comply with the entrance permit or land use permit requirements of the Ministry of Transportation (MTO).

Official Plan

The subject property is presently designated Shopping Centre Commercial-Area One on Schedule “A” to the Official Plan for the (former) Township of Pembroke. Permitted uses outlined in Section 12.3 (1) of the Shopping Centre Commercial Policies, which also apply to the Shopping Centre Commercial-Area One designation, include department stores, retail stores, automotive stores, business and professional offices, personal and general service shops and restaurants. Section 12.4 (1) of the Shopping Centre Commercial-Area One policies further stipulates that lands designated Shopping Centre Commercial-Area One shall be developed according to the following phases:

- Phase 1 - freestanding junior/discount department store to a maximum of 110,000 square feet gross leasable area (GLA) and a minimum of 75,000 square feet GLA. (Not before Jan.1, 1997.)
- Phase 2A - a freestanding building up to a maximum of 50,000 square feet GLA and a minimum of 40,000 square feet GLA occupied by a single retail tenant. (Not before Jan.1, 1998.)
- Phase 2B - the freestanding structure permitted in phase 2A may be expanded by a maximum of 35,000 square feet GLA. (Not before Jan.1, 1998.)
- Phase 3 - as an alternative to Phase 2B, the addition of some 35,000 square feet of GLA of Department Store Type Merchandise (DSTM) in a 3rd free-standing structure may be permitted. The minimum GLA of a single retail use shall be 10,000 square feet. (Not before Jan.1, 2002.)

Phase 1 (Wal-Mart) is constructed and is in operation with a current GLA of 99,816 square feet (9,272.9 m²). Phase 2A and 2B (Canadian Tire Store) are currently under construction and will utilize the maximum combined GLA of 85,000 square feet provided for under Section 12.4 (1). As the Canadian Tire Store is using all of the GLA provided for under Phase 2A and Phase 2B, Phase 3 is not permitted.

The need for an exception came to light after the initiation of construction when it was determined that given the building design, if all of the associated garden centre canopy area were to be enclosed and winterized, the maximum permitted GLA for Phase 2A and 2B would be exceeded by 3,650 square feet.

Section 14.8 of the Official Plan contains site plan control policies which along with the Township’s site plan control by-law, provides Council with the ability to require the property owner to provide a site plan and enter into a site plan agreement to ensure the proper and orderly development of the site. A supplementary site plan agreement for the proposed development will also be required by the Township.

Section 12.2 (1) provides for the requirement for the provision of buffering where different land uses
abut. Section 12.2 (2) of the Official Plan contains general provisions related to commercial uses which require the Township to have consideration for special measures, such as landscaping, buffering, location of parking, to protect the amenities of the surrounding residential area. These items have been incorporated into the existing master site plan for the property and were addressed in the supplementary site plan for the Canadian Tire Store which is under construction.

**Zoning By-law**

The subject property is zoned Shopping Centre Commercial-Area One (SC-A1) in the Comprehensive Zoning By-law No. 635-02-91. The provisions of the SC-A1 zone also establishes the phases for the development of all of the lands zoned SC-A1 for a department store development, an automotive store and/or retail stores, with a maximum gross floor area being established for each phase. Section 8.4.1.2 h) permits a maximum gross leasable floor area of 4,645 m² (50,000 square feet) for Phase 2A and a maximum gross leasable floor area of 3,252 m² (35,000 square feet) for Phase 2B. This results in a combined total maximum GLA for Phases 2A and 2B of 7896.8 m² (85,000 square feet). As the enclosure and winterization of the garden canopy area would result in a total GLA for the Canadian Tire Store of 8,235.9 m² (88,650 square feet) GLA, a corresponding zoning by-law amendment is required in order to permit the additional 340 m² (3,650 square feet) of GLA for the Canadian Tire Store. A corresponding application for amendment to Comprehensive Zoning By-law No. 635-02-91 is being processed concurrently. For information purposes, a copy of the proposed amending by-law is attached as Appendix IV to this Amendment.

**Market Impact Study**

A professional opinion from a retail analyst was submitted by Canadian Tire in support of their application to amend the Official Plan and Zoning By-law of the (former) Township of Pembroke. In a letter report prepared by John Winter Associates Limited and dated July 4, 2003, Mr. Winter states that: “The proposed enclosure of the garden centre canopy area of the Canadian Tire Store will not cause any detrimental impact on the retailing of Pembroke and area.” Mr. Winter further concludes that; “the proposed minor addition meets the Township of Laurentian Valley’s objectives in OPA 2, it “supports the existing commercial areas of the Township and surrounding communities.” It also meets the Provincial Policy Statement which supports the well-being of downtown and Main Streets by “minimize or mitigate impacts on existing commercial areas”.

**Provincial Policy Statement (P.P.S.)**

The amendment does not contravene the Provincial Policy Statement (P.P.S.).

**Summary**

The amendment to the Official Plan for the (former) Township of Pembroke is considered to be appropriate for the following reasons:

1. The proposal amendment represents a minor increase to the total GLA of the Canadian Store and will facilitate the construction of the preferred design layout for the new store.
2. The site is large enough to accommodate the minor increase (4.3%) in the GLA of the Canadian Tire Store and the associated additional parking spaces.

3. The proposed amendment is minor expansion to a use which is compatible with the existing development pattern in the area along Highway 148.

4. The Township will apply site plan control as a tool to address issues such as the location of parking spaces, buffering, stormwater management, drainage, etc.

5. The additional GLA was supported by a professional opinion from a retail analyst, John Winter Associates Limited which stated that: “The proposed enclosure of the garden centre canopy area of the Canadian Tire Store will not cause any detrimental impact on the retailing of Pembroke and area.”

6. The proposed Amendment does not contravene any policies in the P.P.S.
Part B - The Amendment

All of this part of the document entitled Part B - The Amendment, consisting of the following text, constitutes Amendment No.11 to the Official Plan for the (former) Township of Pembroke.

Details of the Amendment

(a) Subsection 12.4(1) of Section 12.4 - Shopping Centre Commercial-Area One of the Official Plan for the (former) Township of Pembroke, is hereby amended by deleting the number “35,000” under the Phase 2B bullet in the sixth paragraph and replacing it with the number “38,650”.
Part C - Appendices

Appendix I: Public Involvement
Notice Requirements and Correspondence

Appendix II: Location of Amendment (Key Map)

Appendix III: Preliminary Site Plan Sketch

Appendix IV: Proposed Zoning By-law Amendment
CERTIFICATE OF COMPLIANCE WITH
PUBLIC INVOLVEMENT AND NOTICE REQUIREMENTS
FOR OFFICIAL PLAN AMENDMENT NO. 11
TO THE OFFICIAL PLAN FOR THE (FORMER) TOWNSHIP OF PEMBROKE

I, Darrel Ryan, the C.A.O. of the Township of Laurentian Valley certify that:

1. Notice of a public meeting pursuant to subsection 17 (15) of the Planning Act, R.S.O. 1990, c.P. 13, has been given in accordance with the procedure set forth in Ontario Regulation 198/96, as amended.

2. A public meeting in respect of the proposed Official Plan Amendment was held on Tuesday, July 8, 2003 at 6:30 p.m. at the Township Municipal Office.

3. Notice of adoption has been given pursuant to subsection 17 (23) of the Planning Act, R.S.O. 1990, c.P. 13.

Dated at the Township of Laurentian Valley this 10th day of July, 2003.

[Signature]
Darrel Ryan, C.A.O.
Township of Laurentian Valley
R.R. # 4, 460 Witt Road
Pembroke, Ontario
K8A 6W5
Appendix I - Public Participation
(to be completed after public meeting)

Amendment No. 11

Township of Laurentian Valley

Minutes of Public Meeting
TOWNSHIP OF LAURENTIAN VALLEY

THE CORPORATION OF THE TOWNSHIP OF LAURENTIAN VALLEY
MINUTES OF A PLANNING MEETING
JULY 8TH, 2003

COMMITTEE MEMBERS: Jack Wilson
Steve Bennett
Dennis Gauthier
Jim Sheedy
Keilard Witt
Allan Wren

STAFF PRESENT: Secretary Darrel Ryan

MOVED BY: Steve Bennett
SECONDED BY: Allan Wren

That the Planning Meeting be opened.
CARRIED.

MINUTES:

No minutes were approved.

BUSINESS - ITEM #1

1. a) Purpose, Effect and Location of Official Plan Amendment No. 11

The purpose of the proposed Official Plan Amendment No. 11 is to increase the maximum permitted gross leasable floor area (GLA) of Phase 2B of development on the new Canadian Tire site, from 35,000 square feet to 38,650 square feet, in order for the enclosure and winterization of the entire garden centre canopy area of the Canadian Tire Store which is currently under construction. When Phase 2A and 2B are combined, this would result in a total maximum gross leasable floor area (GLA) for the new Canadian Tire Store of 88,650 square feet versus the maximum 85,000 square feet currently permitted under the policy, for a total difference of 3,650 square feet GLA.

The effect of this amendment is to amend the text of Section 12.4(1) to increase the maximum gross leasable floor area (GLA) permitted for Phase 2B to 38,650 square feet GLA. A corresponding amendment to the Comprehensive Zoning By-Law is being processed concurrently.

1. b) Purpose, Effect and Location of Zoning By-Law Amendment

The purpose of the proposed Amendment to By-Law Number 635-02-91, of the (former) Township of Pembroke is to increase the maximum permitted gross leasable floor area (GLA) of Phase 2B of development on the new Canadian Tire site, from 3,252 square metres (35,000 square feet) to 3,591 square metres (38,650 square feet), in order to allow for the enclosure and winterization of the entire garden centre canopy area of the Canadian Tire Store which is currently under construction.
The effect of this amendment is to amend the text of Section 8.4.1.2 h) to increase the maximum gross leasable floor area (GLA) permitted for Phase 2B to 3,591 square metres GLA. The corresponding Official Plan Amendment No. 11 is being processed concurrently and is described above.

Location of Amendments

The lands affected by both the Official Plan Amendment No. 11 and the corresponding Zoning By-Law Amendment are located on Highway 148, in Part Lot 23, Concession II, in the geographic Township of Pembroke, in the Township of Laurentian Valley and includes lands more particularly described as Part I, Plan 49R-7552 and Part I, Plan 49R-12484.

PUBLIC PARTICIPATION:

There was no public participation.

MOVED BY: Kellard Witt
SECONDED BY: Dennis Gauthier

The Planning Committee recommend to Council that they approve the proposed Official Plan Amendment No. 11 By-Law Number 03-07-176 and Zoning By-Law Amendment Number 03-07-177.
CARRIED.

BUSINESS - ITEM #2

2. a) Purpose, Effect and Location of Official Plan Amendment No. 12

The purpose of Official Plan Amendment No. 12 to the Official Plan of the (former) Township of Pembroke, is to redesignate the classification of the subject land to permit the use of the property and existing building for a retail store, in addition to oil changer use of the building. While the 3,176 square metre (0.8 acres) site is currently designated Highway Commercial, the designation only permits accessory retail uses. The site is occupied by an existing building that was previously used for a car wash, gas bar, convenience store, automotive service centre and oil changer use. The property owner proposes to re-open the oil-changer use which is permitted, and also convert an area of the existing building to accommodate retail use. The retail use proposed for the site is not an accessory retail use to the oil changer use, and therefore, an amendment to the Official Plan is required. The effect of this amendment is to establish a new Highway Commercial-Exception Seventeen-holding (HC-E17-h) and establish special provisions for lands zoned HC-E17 to identify the property and include a retail store as a permitted use on the site. An amendment to the Comprehensive Zoning By-Law is being processed concurrently.

2.b) Purpose and Effect of Zoning By-Law Amendment

The purpose of the proposed Zoning By-Law Amendment is to rezone the subject lands to include retail store as a permitted use of the subject property. The effect of this amendment is to rezone lands from Highway Commercial to Highway Commercial-Exception Seventeen-holding (HC-E17-h) and establish special provisions for lands zoned HC-E17 to identify the property and include a retail store as a permitted use on the site. The property would remain in a holding zone until such time as the conditions for removal of the holding symbol are met to the satisfaction of the Township (ie. amended/new site plan agreement, etc.) The property is also the subject of proposed Official Plan Amendment No. 12 as described above.
Location of Amendments

The lands affected by both the Official Plan and Zoning By-Law Amendment are known municipally as 1043 Pembroke Street East and are located in Part 3, Plan 49R08995 and Part 1, Plan 49R-9844, within Part Lot 24, Concession II, F.A.L., in the geographic Township of Pembroke, in the Township of Laurentian Valley.

PUBLIC PARTICIPATION:

There was no public participation.

MOVED BY: Steve Bennett
SECONDED BY: Kellard Witt

The Planning Committee recommend to Council that they approve the proposed Official Plan Amendment No. 12 By-Law Number 03-07-178 and Zoning By-Law Amendment No. 03-07-179.
CARRIED.

BUSINESS - ITEM #3

3. a) Purpose and Effect of Official Plan Amendment No. 13

The purpose of Official Plan Amendment No. 13 to the Official Plan of the (former) Township of Pembroke, is to redesignate the classification of the subject land to permit the expansion of an existing health food/nutritional supplement store on the property. The subject property is currently occupied by an existing residential dwelling with a health food/nutritional supplement store occupying the 45 square metres (484.4 square feet) converted attached garage. The property owner is proposing an addition which would expand the store to 70 square metres (753.5 square feet) and add 30 square metres (322.9 square feet) of office space. The site is currently designated Highway Commercial-Exception Three, however, the designation only permits accessory retail uses. While the original store was considered to be accessory to the existing residential dwelling, the proposed expansion would increase the size of the retail area such that it was determined that an amendment to permit a retail store and offices is required.

The effect of this amendment is to revise the policies of the Highway Commercial-Exception Three designation in the Official Plan, to include a retail store as a permitted use on the subject property. An amendment to the Comprehensive Zoning By-Law is being processed concurrently and is described below.

3.b) Purpose and Effect of Zoning By-Law Amendment

The purpose of the proposed Zoning By-Law Amendment is to rezone lands to permit the expansion of an existing health food/nutritional supplement store. The effect of this amendment is amend the provisions for lands zoned HC-E15 to permit a retail store and a reduction in the minimum required side yard width from 3.0 metres to 2.58 metres, and to rezone lands from Highway Commercial-Exception Fifteen (HC-E15) to Highway Commercial-Exception Fifteen-holding (HC-E15-h). An amendment is required as the provisions of the HC-E15 zone only permits a retail store accessory to an existing residential use as a permitted use on the site with a limit on the size of the store to a maximum 45 square metres of gross floor area. The property would remain in a holding zone until such time as the conditions for removal of the holding symbol are met to the satisfaction of the Township (ie. site plan agreement). The property is also the subject of proposed Official Plan Amendment No. 13 as described above.
Location of Amendments

The lands affected by both the Official Plan and Zoning By-Law Amendment are known municipally as 1107 Pembroke Street East and are located on Highway 148, in Part 1, Plan 49R-8769 within Part of Lots 22 and 23, Concession II, F.A.L., in the geographic Township of Pembroke.

PUBLIC PARTICIPATION:

There was no public participation.

MOVED BY: Allan Wren
SECONDED BY: Jim Sheedy

The Planning Committee recommend to Council that they approve the proposed Official Plan Amendment No. 13 By-Law Number 03-07-180 and Zoning By-Law Amendment Number 03-07-181.
CARRIED.

ADJOURNMENT:

MOVED BY: Kellard Witt
SECONDED BY: Jim Sheedy

To adjourn the meeting.
CARRIED.

SECRETARY
THE CORPORATION OF THE
TOWNSHIP OF LAURENTIAN VALLEY
NOTICE OF PUBLIC MEETING

Concerning proposed amendments to the Official Plan and Comprehensive Zoning By-law 635-02-91 for the (former) Township of Pembroke.

TAKE NOTICE that the Council of the Corporation of the Township of Laurentian Valley will hold a public meeting on Tuesday, July 8, 2003 at 6:30 p.m. at the Township Municipal Office located at 460 Witt Road, to consider a proposed amendment to the Official Plan of the (former) Township of Pembroke and a proposed amendment to Comprehensive Zoning By-law No. 635-02-91 of the (former) Township of Pembroke. The amendments have been prepared in accordance with the provisions of Sections 17, 21 and 34 of the Planning Act, R.S.O. 1990, c.P.13.

PURPOSE AND EFFECT OF OFFICIAL PLAN AMENDMENT NO. 11
The purpose of the proposed Official Plan Amendment No. 11 is to increase the maximum permitted gross leasable floor area (GLA) of Phase 2B of development on the new Canadian Tire site, from 35,000 square feet to 38,650 square feet, in order to allow for the enclosure and winterization of the entire garden centre canopy area of the Canadian Tire Store which is currently under construction. When Phase 2A and 2B are combined, this would result in a total maximum gross leasable floor area (GLA) for the new Canadian Tire Store of 88,650 square feet versus the maximum 85,000 square feet currently permitted under the policy, for a total difference of 3,650 square feet GLA.

The effect of this amendment is to amend the text of Section 12.4 (1) to increase the maximum gross leasable floor area (GLA) permitted for Phase 2B to 38,650 square feet GLA. A corresponding amendment to the Comprehensive Zoning By-law is being processed concurrently and is described below.

PURPOSE AND EFFECT OF ZONING BY-LAW AMENDMENT
The purpose of the proposed Amendment to By-law Number 635-02-91, of the (former) Township of Pembroke is to increase the maximum permitted gross leasable floor area (GLA) of Phase 2B of development on the new Canadian Tire site, from 3,252 m² (35,000 square feet) to 3,591 m² (38,650 square feet), in order to allow for the enclosure and winterization of the entire garden centre canopy area of the Canadian Tire Store which is currently under construction.

The effect of this amendment is to amend the text of Section 8.4.1.2 h) to increase the maximum gross leasable floor area (GLA) permitted for Phase 2B to 3,591 m² GLA. The corresponding OPA # 11 is being processed concurrently and is described above.

LOCATION OF LANDS AFFECTED BY AMENDMENTS
The lands affected by both OPA # 11 and the corresponding Zoning By-law Amendment are located on Highway 148, in Part Lot 23, Concession II, in the geographic Township of Pembroke, in the Township of Laurentian Valley, and includes lands more particularly described as Part 1, Plan 49R-7552 and Part 1, Plan 49R-12484, as shown on the Key Map.
ANY PERSON may attend the public meeting and/or make written or verbal representation either in support of or in opposition to the amendments aforesaid.

COPIES of the Proposed Official Plan Amendment and the Proposed Zoning By-law Amendments and any additional information relating to the proposed Amendments, are available for inspection during regular office hours at the Township Office.

If you wish to be notified of the adoption of the proposed Official Plan Amendment, you must make a written request to the Township of Laurentian Valley, R.R. # 4, 460 Witt Road, Pembroke, Ontario, K8A 6W5.

If a person or public body that files a notice of appeal of a decision of the Township of Laurentian Valley in respect of the proposed Official Plan Amendment and/or the proposed Zoning By-law Amendment does not make oral submission at a public meeting or make written submission to the Township of Laurentian Valley before the proposed Official Plan Amendment and/or Zoning By-law Amendment is adopted, the Ontario Municipal Board may dismiss all or part of the appeal.

DATED at the Township of Laurentian Valley this 18th day of June, 2003.

Darrel Ryan, C.A.O.
Township of Laurentian Valley
R.R. # 4, 460 Witt Road
Pembroke, Ontario
K8A 6W5
Phone: (613) 735-6291
Fax: (613) 735-5820
THE CORPORATION OF THE TOWNSHIP OF LAURENTIAN VALLEY
NOTICE TO PUBLIC BODIES

TAKE NOTICE that the Council of the Corporation of the Township of Laurentian Valley intends to amend the Official Plan of the (former) Township of Pembroke and Comprehensive Zoning By-law No. 635-02-91 of the (former) Township of Pembroke and will hold a public meeting on Tuesday, July 8, 2003 at 6:30 p.m. at the Township Municipal Office located at 460 Witt Road, to consider the proposed amendments. The amendments were prepared in accordance with the provisions of Sections 17, 21 and 34 of the Planning Act, R.S.O. 1990, c.P.13.

PURPOSE AND EFFECT OF OFFICIAL PLAN AMENDMENT NO. 11
The purpose of the proposed Official Plan Amendment No. 11 is to increase the maximum permitted gross leasable floor area (GLA) of Phase 2B of development on the new Canadian Tire site, from 35,000 square feet to 38,650 square feet, in order to allow for the enclosure and winterization of the entire garden centre canopy area of the Canadian Tire Store which is currently under construction. When Phase 2A and 2B are combined, this would result in a total maximum gross leasable floor area (GLA) for the new Canadian Tire Store of 88,650 square feet versus the maximum 85,000 square feet currently permitted under the policy, for a total difference of 3,650 square feet GLA.

The effect of this amendment is to amend the text of Section 12.4 (1) to increase the maximum gross leasable floor area (GLA) permitted for Phase 2B to 38,650 square feet GLA. A corresponding amendment to the Comprehensive Zoning By-law is being processed concurrently and is described below.

PURPOSE AND EFFECT OF ZONING BY-LAW AMENDMENT
The purpose of the proposed Amendment to By-law Number 635-02-91, of the (former) Township of Pembroke is to increase the maximum permitted gross leasable floor area (GLA) of Phase 2B of development on the new Canadian Tire site, from 3,252 m² (35,000 square feet) to 3,591 m² (38,650 square feet), in order to allow for the enclosure and winterization of the entire garden centre canopy area of the Canadian Tire Store which is currently under construction.

The effect of this amendment is to amend the text of Section 8.4.1.2 h) to increase the maximum gross leasable floor area (GLA) permitted for Phase 2B to 3,591 m² GLA. The corresponding OPA # 11 is being processed concurrently and is described above.

LOCATION OF LANDS AFFECTED BY AMENDMENTS
The lands affected by both OPA # 11 and the corresponding Zoning By-law Amendment are located on Highway 148, in Part Lot 23, Concession II, in the geographic Township of Pembroke, in the Township of Laurentian Valley, and includes lands more particularly described as Part 1, Plan 49R-7552 and Part 1, Plan 49R-12484, as shown on the Key Map.

PURSUANT to Sections 17(21) and 34 (15) of the Planning Act, R.S.O. 1990, c.P.13, you are hereby requested to submit your comments to the Clerk by no later than Tuesday, July 8, 2003.
COPIES of the Proposed Official Plan Amendment and Zoning By-law Amendment and any additional information relating to the proposed Amendments are available for inspection during regular office hours at the Township Office.

If you wish to be notified of the adoption of the proposed Official Plan Amendment, you must make a written request to the Township of Laurentian Valley, R.R. # 4, 460 Witt Road, Pembroke, Ontario K8A 6W5.

If a person or public body that files a notice of appeal of a decision of the Township of Laurentian Valley in respect of the proposed Official Plan Amendment and/or Zoning By-law Amendment does not make oral submission at a public meeting or make written submission to the Township of Laurentian Valley before the proposed Official Plan Amendment and/or Zoning By-law Amendment is adopted, the Ontario Municipal Board may dismiss all or part of the appeal.

DATED at the Township of Laurentian Valley this 18th day of June, 2003.

[Signature]
Darrel Ryan, C.A.O.
Township of Laurentian Valley
R.R. # 4, 460 Witt Road
Pembroke, Ontario
K8A 6W5
Phone: (613) 735-6291
Fax: (613) 735-5820
PLANNING ACT, R.S.O. 1990, c.P.13

NOTICE OF THE PASSING

OF AN OFFICIAL PLAN AMENDMENT BY

THE CORPORATION OF THE TOWNSHIP OF LAURENTIAN VALLEY

TAKE NOTICE that Council of the Corporation of the Township of Laurentian Valley passed By-law No. 02-2003, thereby adopting Official Plan Amendment No. 11 to the Official Plan for the (former) Township of Pembroke on the 8th day of July, 2003, in accordance with Sections 17 and 21 of the Planning Act, R.S.O. 1990, c.P.13.

PURPOSE, EFFECT AND LOCATION OF OFFICIAL PLAN AMENDMENT NO. 11

The purpose of the proposed Official Plan Amendment No. 11 is to increase the maximum permitted gross leasable floor area (GLA) of Phase 2B of development on the new Canadian Tire site, from 35,000 square feet to 38,650 square feet, in order to allow for the enclosure and winterization of the entire garden centre canopy area of the Canadian Tire Store which is currently under construction. When Phase 2A and 2B are combined, this would result in a total maximum gross leasable floor area (GLA) for the new Canadian Tire Store of 88,650 square feet versus the maximum 85,000 square feet currently permitted under the policy, for a total difference of 3,650 square feet GLA.

The effect of this amendment is to amend the text of Section 12.4 (1) to increase the maximum gross leasable floor area (GLA) permitted for Phase 2B to 38,650 square feet GLA. A corresponding amendment to the Comprehensive Zoning By-law is being processed concurrently.

The lands affected by OPA # 11 are located on Highway 148, in Part Lot 23, Concession II, in the geographic Township of Pembroke, in the Township of Laurentian Valley, and includes lands more particularly described as Part 1, Plan 49R-7552 and Part 1, Plan 49R-12484, as shown on the Key Map.

ANY PERSON may attend the public meeting and/or make written or verbal representation either in support of or in opposition to the amendments aforesaid.

A COPY of the proposed Official Plan Amendment and any additional related information is available for inspection during regular office hours at the Township Office.

ANY PERSON OR PUBLIC BODY will be entitled to receive notice of the proposed decision of the Approval Authority, the Ministry of Municipal Affairs and Housing, if a written request to be notified of the decision is made to the Ministry of Municipal Affairs and Housing, Municipal Services Office, Eastern Region at 8 Estate Lane, Rockwood House, Kingston, Ontario, K7M 9A8.

DATED at the Township of Laurentian Valley this 8th day of July, 2003.

Darrel Ryan, C.A.O.
Township of Laurentian Valley
R.R. # 4, 460 Witt Road
Pembroke, Ontario, K8A 6W5
Phone: (613) 735-6291; Fax: (613) 735-5820
Appendix I - Correspondence

Amendment No. 11

Township of Laurentian Valley

Correspondence
June 24, 2003

Mr. Darrel Ryan  
Chief Administrative Officer  
Township of Laurentian Valley  
460 Witt Road  
R.R. 4  
Pembroke, Ontario K8A 6W5

Dear Mr. Ryan:

RE: OPA No. 11 & Amendment to Zoning By-law # 635-02-91  
Township of Laurentian Valley

Further to the Notice filed by the Township of Laurentian Valley indicating its intention to amend the Official Plan to increase the maximum permitted gross leasable floor area of Phase 2B of development on the new Canadian Tire site, please be advised the City of Pembroke requires further information on this amendment.

The City was of the understanding that in 1996, when Official Plan Amendment No. 2 was adopted and approved by the Ontario Municipal Board that only a certain amount of square footage be permitted as stated by an accompanying Market Study. The decision was based on Phase 1 having a junior/discount department store with a floor area between 75,000 sq. ft. and 110,000 sq. ft. Phase 2 was for a single retail building with a floor area between 40,000 sq. ft. and 50,000 sq. ft. in Phase 2A and an allowable expansion (Phase 2B) with a floor area of 35,000 sq. ft. to a maximum floor area of 85,000 sq. ft.

Is there a market study which substantiates the proposed increase? Is this 1996 OMB decision not what all the parties agreed to?

Secondly, the City of Pembroke, in 2001, indicated its concern with the proposed 0 metre side yard setback that was being proposed for the Canadian Tire store. The City withdrew its concern when the building was moved away from the lot line. Due to the size of the site plan provided, I cannot make out the side yard setback. Can you confirm the side yard setback? Has it moved closer to the interior lot line?
Mr. Darrel Ryan

June 24, 2003

Please provide the requested information as soon as possible so that an informed decision can be made by the City on this application.

The City of Pembroke requests the City be notified of any decisions regarding the adoption of OPA No. 11 and proposed amendments to Zoning By-law Number 635-02-91.

Sincerely

[Signature]

Colleen Sauriol, Manager
Planning and Economic Development

c. Terry Lapierre, C.A.O.
Councillor Romeo Levasseur

/cem
July 4, 2003

City of Pembroke
Attention: Mrs. Colleen Sauriol, MCIP, RPP
Manager of Planning and Economic Development
1 Pembroke Street East
Pembroke, Ontario
K8A 6X3

Dear Mrs. Sauriol:

Re: OPA #11 and Corresponding Zoning By-law Amendment - Canadian Tire Garden Centre Canopy Revised Site Plan
Part Lot 23, Concession II, FAL, geographic Township of Pembroke
Township of Laurentian Valley: Our File No. 2007004N-opz

Further to your request, I have attached a copy of a full-size version of the Canadian Tire Site Plan which illustrates that the frost/shader structure is still to be located 3 metres from the property line which is also the boundary with the City of Pembroke. The request for the amendment relates to the enclosure and heating of the area labelled as the indoor garden centre on the site plan, which is a canopy area projecting from the main building.

Should you have any questions, please do not hesitate to contact us.

Yours truly,

Jp2g Consultants Inc.
Engineers • Planners • Project Managers

[Signature]
Lauree J. Armstrong, M.C.I.P., R.P.P.
Senior Planner

Enclosures

cc. Darrel Ryan, CAO, Township of Laurentian Valley (letter only)
DATE TRANSMITTED: July 7, 2003
DESTINATION FAX NO: 735-3660
TO (COMPANY): City of Pembroke
ATTENTION: Colleen Sauriol, City Planner
PROJECT NAME: Laurentian Valley: OPA # 11 and ZBA - Canadian Tire Garden Centre canopy
PROJECT NO. (Code): 2007004N-opz

COMMENTS: Further to your enquiry, I have attached a copy of the report prepared by the retail market analyst and submitted by Canadian Tire in support of their application filed with the Township of Laurentian for amendment to the Official Plan of the (former) Township of Pembroke (OPA # 11) and the Comprehensive Zoning By-law for the (former) Township of Pembroke.

Should you have any questions, please do not hesitate to contact us.

Yours truly,
Jp2g Consultants Inc.
Engineers • Planners • Project Managers

Lauree J. Armstrong, M.C.I.P., R.P.P.
Senior Planner

WE ARE TRANSMITTING THE FOLLOWING 11 PAGE(S) (INCLUDING THIS COVER PAGE). IF YOU DO NOT RECEIVE ALL THE PAGES, PLEASE CONTACT US AS SOON AS POSSIBLE.
Ms. Kathleen Freeman
Canadian Tire Real Estate Limited
2180 Yonge Street
15th floor
Toronto, ON
M4P 2V8

Dear Ms. Freeman:

Re: Enclosure of the Garden Centre Canopy Area
New Pembroke Canadian Tire Store, Pembroke Street East
Our File No. P-891

You asked for a professional opinion concerning the possible implications of an enclosure of a garden centre canopy area adjacent to the Canadian Tire store that is currently under construction.

I have been a retail analyst for over 30 years. I have conducted three studies and surveys of the Pembroke market, the most recent being Request for an Official Plan and Zoning Change in Laurentian Valley for an adjoining parcel. The latter study involved surveying 407 households and 181 downtown shoppers.

1.0 SYNOPSIS

The proposed enclosure of the garden centre canopy area of the Canadian Tire store will not cause any detrimental impact on the retailing of Pembroke and area.

2.0 THE PROPOSED ENCLOSURE

Under the current Shopping Centre Commercial-Area One designation, Canadian Tire is permitted to construct a building of 85,000 square feet Gross Leasable Area.

A building of 82,655 square feet is under construction. In addition, the plan involves a garden centre area sheltered by a canopy of some 5,974 square feet. Such a garden centre would function in the spring, summer and fall for the display and sale of horticultural-related merchandise.

An Official Plan and Zoning Amendment has been submitted to permit the enclosure of this garden centre space in order to facilitate full-year use of the area. (Winters in the Ottawa Valley
Ms. Kathleen Freeman
July 4, 2003
Page 2 of 4

can get quite cold).

The current designation would permit an enclosure of up to 2.345 square feet of the garden centre area (i.e., current area under construction 82,655 square feet subtracted from the permitted 85,000 square feet).

According to Canadian Tire, the net effect of the proposed amendment is the enclosure of 3,650 additional square feet, so that it functions as full-year space, rather than partial-year space.

3.0 IMPLICATIONS OF THE PROPOSAL

We assume the following:

- The net increase in the enclosed area is 3,650 square feet;

- The net sales effect of the proposed enclosure is the operation of this area for 12 months rather than eight months, i.e. four additional months. An outdoor garden centre would be in use for eight months, spring, summer and fall with the display and sale of horticultural-related products, and for the additional four months it would probably sell “seasonal merchandise”, particularly related to the holiday festivals (Christmas, Valentine’s Day and Easter).

- The type of additional merchandise in these “seasonal displays” is likely to be largely “Department Store Type Merchandise”, the type of merchandise sold at these festivals by the adjacent Wal-Mart store.

Our most recent study of the Pembroke market included an estimate of the 2003 market for Department Store Type Merchandise (DSTM). The basic information is shown in Exhibit A, attached.

In 2003, Pembroke and area represents a DSTM market of some $250 million (a quarter of a billion) spending potential. The Pembroke downtown captures approximately a ten percent share of this expenditure potential, some $25 million (see the top portion of Exhibit A).

The lower portion of Exhibit A estimates the sales potential of the proposed net enclosure of 3,650 square feet operating over a four month period. We have tested a range of sales productivities although none of these productivities can be expected in the first, start-up year of operation. The total additional annual sales of some 3,650 square feet is about one million dollars. However, an outdoor garden area would be permitted under the zoning, so the net increase of enclosure is really only some four months, or 33.3 percent (four months out of twelve). This represents some
Ms. Kathleen Freeman  
July 4, 2003  
Page 3 of 4

Exhibit A  

ESTIMATE OF DOWNTOWN SALES, 2003

<table>
<thead>
<tr>
<th>Trade Areas</th>
<th>2003 DSTM Expenditure</th>
<th>Downtown DSTM Potential $M</th>
<th>Share</th>
<th>2003 Est. DSTM Sales $ M</th>
</tr>
</thead>
<tbody>
<tr>
<td>Source</td>
<td>Exhibit 5</td>
<td>Appendix C</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pembroke $</td>
<td>43.911</td>
<td>18.8% $</td>
<td></td>
<td>8.255</td>
</tr>
<tr>
<td>STA Ontario $</td>
<td>176.162</td>
<td>8.1% $</td>
<td></td>
<td>14.269</td>
</tr>
<tr>
<td>STA Quebec $</td>
<td>18.138</td>
<td>8.1% $</td>
<td></td>
<td>1.469</td>
</tr>
<tr>
<td>Cottagers $</td>
<td>12.398</td>
<td>8.1% $</td>
<td></td>
<td>1.004</td>
</tr>
<tr>
<td>$</td>
<td>250.609</td>
<td>10.0% $</td>
<td></td>
<td>24.998</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Proposed Enc. Area</th>
<th>Expected Sales Productivity PSF</th>
<th>Total Est. Annual Sales $ M</th>
<th>Total Adnl. 4 Mths Sales $ M</th>
<th>Percent of Downtown Est. Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net Addition, Sq. Ft. @ Canadian Tire</td>
<td>$250</td>
<td>$0.913</td>
<td>$0.301</td>
<td>1.2%</td>
</tr>
<tr>
<td>3,650</td>
<td>$275</td>
<td>$1.004</td>
<td>$0.331</td>
<td>1.3%</td>
</tr>
<tr>
<td>3,650</td>
<td>$300</td>
<td>$1.095</td>
<td>$0.361</td>
<td>1.4%</td>
</tr>
</tbody>
</table>


$300-$400,000 in extra sales due to the enclosure.

This increase represents about one percent of the downtown sales if all the sales were diverted from the downtown. A one percentage point impact is negligible. But, these sales are unlikely to be diverted solely from downtown Pembroke.

4.0 EFFECT OF A NEW ANCHOR ON PEMBROKE

Our recent studies have shown that the addition of the Wal-Mart store was accompanied by (a) a larger trade area focussed on Pembroke, (b) more dollars were retained in Pembroke and leakage dropped, and (c) there was no impact on specialty store shares.

The construction of a cutting-edge Canadian Tire should have similar effects, particularly encouraging more people from the wide trade area served by Pembroke to shop Pembroke rather than alternative venues. Our surveys have shown, and it is our opinion, that more shoppers in Pembroke will spin off sales to the downtown.

Our last consumer survey downtown showed that (a) inflow was up in the downtown, (b) average spending was up downtown, and (c) more people are likely to shop downtown with strong
Ms. Kathleen Freeman
July 4, 2003
Page 4 of 4

anchors in the market. Relevant pages are attached to this letter of opinion.

5.0 CONCLUSIONS

The net addition of 3,650 enclosed square feet to the new Canadian Tire that is under construction will have a negligible negative impact on important concentrations of Pembroke shopping (we inventoried 1.4 million square feet of retail and service commercial space, and this represents a 0.3 percent space addition).

A new, strong and re-vitalized Canadian Tire, located as it is beside the Wal-Mart, is likely to further increase the trade area of Pembroke and encourage more shopping in town, so that the net effect of the total expansion would be highly positive, to the Town as a whole, and to the downtown in particular.

As such, the proposed minor addition meets the Township of Laurentian Valley’s objectives in OPA 2, it “supports the existing commercial areas of the Township and surrounding communities.” It also meets the Provincial Policy Statement which supports the well-being of downtown and Main Streets by “minimize or mitigate impacts on existing commercial areas.”

Should you require further clarifications of this matter, please do not hesitate to phone.

Sincerely,

[Signature]

John O. Winter, CMC, FLE, MCIP
President

Various attachments.
REQUEST FOR AN OFFICIAL PLAN AND ZONING CHANGE IN LAURENTIAN VALLEY

Prepared for:

First Pemstar Investments Limited

© JOHN WINTER ASSOCIATES LIMITED
Suite 201, Two Wheeler Avenue
Toronto, Ontario, M4L 3V2
(416)-691-1870 Fax: 694-6258
john.winter@sympatico.ca

August, 2000
Exhibit 4

SECONDARY TRADE AREA (QUEBEC)

Source: John Winter Associates Limited.

These statistics confirm the anecdotal experience of several Pembroke retailers, who have seen more people coming to town, that Pembroke is "busier".

3.3 No Negative Effects on Specialty DSTM Shares

Comparing 2000 with 1996, there is virtually no change in Pembroke residents' spending patterns in relation to the downtown, Pembroke Mall, West End Mall nor facilities located elsewhere. (With no additional Specialty DSTM space added, there has not been any change of shopping patterns, nor increase in share captured).

Shoppers from outside the City are directing a similar proportion of their Specialty DSTM expenditures to the downtown, to Pembroke Mall and West End Mall. (A sharp decline of secondary trade areas residents' expenditures elsewhere in Pembroke was noted, however).

(With the removal of the drug store to a free-standing pad across the street, and the loss of its Coles and Fabricland stores, the West End Mall shows a slightly lower Specialty DSTM share in 2000 than in 1996).
PTA AND STA SPENDING PATTERNS, SPECIALTY DSTM, 1996 AND 2000

<table>
<thead>
<tr>
<th></th>
<th>Downtown</th>
<th>Pembroke Mall</th>
<th>Pembroke Other</th>
<th>Pembroke TOTAL</th>
<th>Secondary Ont TA</th>
<th>Elsewhere</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pembroke 1996</td>
<td>26%</td>
<td>20%</td>
<td>6%</td>
<td>21%</td>
<td>72%</td>
<td>1%</td>
<td>27%</td>
</tr>
<tr>
<td>Pembroke 2000</td>
<td>26%</td>
<td>20%</td>
<td>3%</td>
<td>20%</td>
<td>69%</td>
<td>2%</td>
<td>29%</td>
</tr>
<tr>
<td>STA Ont 1996</td>
<td>13%</td>
<td>15%</td>
<td>3%</td>
<td>20%</td>
<td>51%</td>
<td>25%</td>
<td>25%</td>
</tr>
<tr>
<td>STA Ont 2000</td>
<td>12%</td>
<td>13%</td>
<td>1%</td>
<td>10%</td>
<td>36%</td>
<td>28%</td>
<td>36%</td>
</tr>
</tbody>
</table>

Source: Appendix C, Exhibits C-3 and C-6.

3.4 Downtown Pembroke Remains the Major (Strong) Market

The Downtown Pembroke market has shown distinct improvement and strengthening over the 1996 to 2000 period:

- The proportion of traffic from outside the City has increased sharply (see section 3.2 above);

- Average reported spending was $33 in 1996, compared to $53 per shopper in 2000, a sharp increase in our surveys (a 60 percent increase)\(^\text{11}\);

- Three-quarters of our downtown survey respondents reported being downtown for shopping in 2000, compared to only 57 percent in 1996 (a sharp increase of the role of shopping in the downtown economy);

- While the downtown lost a major anchor, in the Bargain Shop, Giant Tiger, the family general merchandise store, moved across the road and occupied the vacated space. Fabricland moved from West End Mall to occupy the vacated Giant Tiger space. The Giant Tiger is popular, accounting for 44 percent of the downtown shopping mentions in 2000, up from 14 percent in 1996. The renovation, expansion, improvement in merchandise, marketing and presentation, has made Giant Tiger the most important shopping draw downtown. (And there appears to have been little problem in re-renting its vacated space to a corporate Fabricland).

\(^{11}\) Median expenditure rose by 50 percent, from $20 (1996) to $30 (2000).
There is virtually no change in shopping frequency in the downtown (save in the “every day” category) and the proportion walking to the downtown commerce is steady, 24 percent (1996) to 26 percent (2000).

On a linked shopping trip, comparing 2000 with 1996, residents are spending less elsewhere than in the downtown.

The only worrying aspect was that shoppers noting parking problems rose from 15 percent (1996) to 26 percent (2000). This increased parking difficulty may be a by-product of the current success of the Pembroke downtown. Parking is a reasonably simple technical problem to address.

Downtown retains the largest share of the Specialty DSTM market from the PTA and is the second most frequented location for the STA customer (26 percent and 11 percent market shares of Specialty DSTM spending, respectively, see section 3.3).

3.5 Leakage to Small Stores

Two-thirds of the expenditure leakage reported in our household interview survey from Pembroke was to stores of less than 5,000 square feet in size, and only one third was to stores above that threshold (in the STA, Ottawa-Carleton and elsewhere).

Given the population size of Pembroke and area, and thus its constrained thresholds of support, it may not be entirely feasible to re-direct spending that is currently going to “larger” (plus 5,000 square feet) stores such as Chapters for books, Toys “R” Us for toys, Michaels for crafts, nor The Brick for furniture (all of which are located in Ottawa-Carleton). However, an enhanced choice and selection of smaller stores should help re-capture some of the expenditure leakage.

There is a significant difference between the Pembroke PTA capture of 89 percent of the key department store market and the much lower 69 percentage point capture of the Specialty DSTM market. If department store dollars can be retained here with expanded and improved stores, then retention of considerably more of the Specialty DSTM dollars should also be feasible.

### PROPORTION OF LEAKAGE TO SMALLER STORES

<table>
<thead>
<tr>
<th>Small = 5,000 square feet or less</th>
<th>PTA + STA Expenditure in Non-Pembroke Specialty DSTM Stores</th>
</tr>
</thead>
<tbody>
<tr>
<td>To Stores &gt; 5,000 square feet</td>
<td>35%</td>
</tr>
<tr>
<td>To Stores &lt; 5,000 square feet</td>
<td>65%</td>
</tr>
</tbody>
</table>

**Source:** Appendix C.

### COMPARISON OF DSTM CAPTURE, 2000

<table>
<thead>
<tr>
<th>Pembroke Department Stores</th>
<th>Pembroke Specialty DSTM</th>
<th>Difference in percentage points</th>
</tr>
</thead>
<tbody>
<tr>
<td>89%</td>
<td>69%</td>
<td>20%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Pembroke Department Stores</th>
<th>Pembroke Specialty DSTM</th>
<th>Difference in percentage points</th>
</tr>
</thead>
<tbody>
<tr>
<td>86%</td>
<td>36%</td>
<td>50%</td>
</tr>
</tbody>
</table>

**Source:** Appendix C.
### Exhibit C-4

**DSTM Reported Expenditures of Pembroke Residents on a Consistent Temporal Basis, 2000**

<table>
<thead>
<tr>
<th>Reporting Period</th>
<th>Downtown Pembroke</th>
<th>Pembroke Mall</th>
<th>West End Pembroke</th>
<th>Elsewhere</th>
<th>Sub-Total Pembroke</th>
<th>Secondary Trade Area and Area</th>
<th>TOTAL REPORTED</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Three months</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Catalogue, Mail, Phone, Internet</td>
<td>$33,116</td>
<td>$9,437</td>
<td>$3,506</td>
<td>$75</td>
<td>$46,449</td>
<td>$7,216</td>
<td>$6,570</td>
</tr>
<tr>
<td>Department Stores</td>
<td>$6,833</td>
<td>$7,439</td>
<td>$18,816</td>
<td></td>
<td>$33,087</td>
<td>$75</td>
<td>$75</td>
</tr>
<tr>
<td>General Merchandise Stores</td>
<td>$2,740</td>
<td>$11,029</td>
<td>$720</td>
<td></td>
<td>$14,800</td>
<td>$580</td>
<td>$3,200</td>
</tr>
<tr>
<td>Drug Stores</td>
<td>$310</td>
<td>$730</td>
<td>$280</td>
<td></td>
<td>$1,643</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Men's or Women's Apparel Store</td>
<td>$1,643</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Children's Apparel Store</td>
<td>$450</td>
<td>$1,975</td>
<td>$250</td>
<td></td>
<td>$2,675</td>
<td></td>
<td>$993</td>
</tr>
<tr>
<td>Family or Unisex Apparel Store</td>
<td>$1,643</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Shoe Store</td>
<td>$841</td>
<td></td>
<td>$280</td>
<td></td>
<td>$1,121</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fabric Store or Wool Shop</td>
<td>$194</td>
<td>$1,479</td>
<td>$624</td>
<td></td>
<td>$2,257</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Card, Stationery or Book Store</td>
<td>$70</td>
<td>$2,088</td>
<td>$255</td>
<td></td>
<td>$3,101</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Camera, Photo or Optical Store</td>
<td>$56</td>
<td>$765</td>
<td></td>
<td></td>
<td>$841</td>
<td>$166</td>
<td></td>
</tr>
<tr>
<td>Garden Centre, Nursery or Florist</td>
<td>$3,780</td>
<td>$1,775</td>
<td>$710</td>
<td></td>
<td>$7,005</td>
<td>$50</td>
<td></td>
</tr>
<tr>
<td>Jewellery or Gift Store</td>
<td>$50</td>
<td>$40</td>
<td>$714</td>
<td></td>
<td>$864</td>
<td>$150</td>
<td>$1,600</td>
</tr>
<tr>
<td>Art, Craft, Hobby or Toy Store</td>
<td>$50</td>
<td>$40</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pet or Pet Food Store</td>
<td>$310</td>
<td>$1,223</td>
<td>$1,011</td>
<td></td>
<td>$7,764</td>
<td>$278</td>
<td></td>
</tr>
<tr>
<td>Sporting Goods or Luggage Store</td>
<td>$120</td>
<td>$562</td>
<td>$1,868</td>
<td></td>
<td>$2,367</td>
<td></td>
<td>$500</td>
</tr>
<tr>
<td>Furniture, Furnishings or Appliance Store</td>
<td>$600</td>
<td>$7,110</td>
<td></td>
<td></td>
<td>$7,710</td>
<td>$2,625</td>
<td>$8,360</td>
</tr>
<tr>
<td>Hardware or Paint and Wallpaper Store</td>
<td>$924</td>
<td></td>
<td>$1,773</td>
<td></td>
<td>$2,657</td>
<td>$300</td>
<td></td>
</tr>
<tr>
<td>Carpet, Blinds, or Drapery Store</td>
<td>$2,510</td>
<td></td>
<td>$1,925</td>
<td></td>
<td>$3,435</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Music, CD, Tape or Video Store</td>
<td>$120</td>
<td></td>
<td>$1,171</td>
<td></td>
<td>$1,126</td>
<td>$1,149</td>
<td>$50</td>
</tr>
<tr>
<td>T.V., Stereo or Electronics Store</td>
<td>$403</td>
<td></td>
<td>$4,795</td>
<td></td>
<td>$5,198</td>
<td>$825</td>
<td></td>
</tr>
<tr>
<td><strong>Total DSTM</strong></td>
<td>$65,243</td>
<td>$40,502</td>
<td>$30,989</td>
<td></td>
<td>$37,374</td>
<td>$212,108</td>
<td>$4,781</td>
</tr>
</tbody>
</table>

| **Department Stores** | $25,760 | $46,419 | $72,168 | | $6,570 | $1,920 | | *$80,658* |
| **Speciality DSTM Stores** | $35,243 | $40,502 | $30,989 | | $37,374 | $212,108 | $4,781 | *$22,476* |

Source: John Winter Associates Limited.

*Pembroke Wal-Mart share 57.3% and all Wal-Mart share 59.6%.*
## Exhibit C-7

**DSTM REPORTED EXPENDITURES OF PEMBROKE SECONDARY TRADE AREA RESIDENTS ON A CONSISTENT TEMPORAL BASIS**

<table>
<thead>
<tr>
<th>Reporting Period</th>
<th>Downtown Pembroke</th>
<th>Pembroke Mall</th>
<th>West End Mall</th>
<th>Elsewhere Pembroke</th>
<th>Sub-Total Pembroke</th>
<th>Secondary Trade Area</th>
<th>Ottawa and Area</th>
<th>Elsewhere</th>
<th>TOTAL REPORTED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Three months</td>
<td>$13,869</td>
<td>$4,728</td>
<td>$1,536</td>
<td>$2,842</td>
<td>$78,261</td>
<td>$6,660</td>
<td>$90,726</td>
<td>$9,135</td>
<td>$135,856</td>
</tr>
<tr>
<td>Three months</td>
<td>Department Stores</td>
<td>$1,521</td>
<td>$2,769</td>
<td>$7,370</td>
<td>$11,660</td>
<td>$22,784</td>
<td>$615</td>
<td>$39,039</td>
<td>$45,658</td>
</tr>
<tr>
<td>Three months</td>
<td>General Merchandise Stores</td>
<td>$3,114</td>
<td>$5,225</td>
<td>$3,689</td>
<td>$2,15</td>
<td>$6,335</td>
<td>$630</td>
<td>$11,869</td>
<td>$4,170</td>
</tr>
<tr>
<td>Three months</td>
<td>Drug Stores</td>
<td>$200</td>
<td>$1,610</td>
<td>$2,040</td>
<td>$2,790</td>
<td>$250</td>
<td>$350</td>
<td>$2,850</td>
<td>$6,080</td>
</tr>
<tr>
<td>Three months</td>
<td>Men's or Women's Apparel Store</td>
<td>$300</td>
<td>$1,680</td>
<td>$50</td>
<td>$89</td>
<td>$2,070</td>
<td>$531</td>
<td>$4,024</td>
<td>$240</td>
</tr>
<tr>
<td>Three months</td>
<td>Children's Apparel Store</td>
<td>$200</td>
<td>$3,890</td>
<td>$10</td>
<td>$81</td>
<td>$2,753</td>
<td>$817</td>
<td>$190</td>
<td>$411</td>
</tr>
<tr>
<td>Three months</td>
<td>Family or Unisex Apparel Store</td>
<td>$300</td>
<td>$1,636</td>
<td>$50</td>
<td>$89</td>
<td>$2,070</td>
<td>$531</td>
<td>$4,024</td>
<td>$240</td>
</tr>
<tr>
<td>Three months</td>
<td>Shoe Store</td>
<td>$300</td>
<td>$1,690</td>
<td>$50</td>
<td>$89</td>
<td>$2,070</td>
<td>$531</td>
<td>$4,024</td>
<td>$240</td>
</tr>
<tr>
<td>Three months</td>
<td>Fabric Store or Wool Shop</td>
<td>$300</td>
<td>$1,636</td>
<td>$50</td>
<td>$89</td>
<td>$2,070</td>
<td>$531</td>
<td>$4,024</td>
<td>$240</td>
</tr>
<tr>
<td>Three months</td>
<td>Card, Stationery or Book Store</td>
<td>$50</td>
<td>$2,653</td>
<td>$49</td>
<td>$10</td>
<td>$2,753</td>
<td>$817</td>
<td>$190</td>
<td>$411</td>
</tr>
<tr>
<td>Three months</td>
<td>Camera, Photo or Optical Store</td>
<td>$300</td>
<td>$1,636</td>
<td>$50</td>
<td>$89</td>
<td>$2,070</td>
<td>$531</td>
<td>$4,024</td>
<td>$240</td>
</tr>
<tr>
<td>Three months</td>
<td>Garden Centre, Nursery or Florist</td>
<td>$300</td>
<td>$1,636</td>
<td>$50</td>
<td>$89</td>
<td>$2,070</td>
<td>$531</td>
<td>$4,024</td>
<td>$240</td>
</tr>
<tr>
<td>Three months</td>
<td>Jewellery or Gift Store</td>
<td>$300</td>
<td>$1,636</td>
<td>$50</td>
<td>$89</td>
<td>$2,070</td>
<td>$531</td>
<td>$4,024</td>
<td>$240</td>
</tr>
<tr>
<td>Three months</td>
<td>Art, Craft, Hobby or Toy Store</td>
<td>$300</td>
<td>$1,636</td>
<td>$50</td>
<td>$89</td>
<td>$2,070</td>
<td>$531</td>
<td>$4,024</td>
<td>$240</td>
</tr>
<tr>
<td>Three months</td>
<td>Pet or Pet Food Store</td>
<td>$300</td>
<td>$1,636</td>
<td>$50</td>
<td>$89</td>
<td>$2,070</td>
<td>$531</td>
<td>$4,024</td>
<td>$240</td>
</tr>
<tr>
<td>Three months</td>
<td>Sporting Goods or Luggage Store</td>
<td>$300</td>
<td>$1,636</td>
<td>$50</td>
<td>$89</td>
<td>$2,070</td>
<td>$531</td>
<td>$4,024</td>
<td>$240</td>
</tr>
<tr>
<td>Three months</td>
<td>Furniture, Furnishings or Appliance Store</td>
<td>$300</td>
<td>$1,636</td>
<td>$50</td>
<td>$89</td>
<td>$2,070</td>
<td>$531</td>
<td>$4,024</td>
<td>$240</td>
</tr>
<tr>
<td>Three months</td>
<td>Hardware or Paint and Wallpaper Store</td>
<td>$300</td>
<td>$1,636</td>
<td>$50</td>
<td>$89</td>
<td>$2,070</td>
<td>$531</td>
<td>$4,024</td>
<td>$240</td>
</tr>
<tr>
<td>Three months</td>
<td>Carpet, Blinds, or Drapery Store</td>
<td>$300</td>
<td>$1,636</td>
<td>$50</td>
<td>$89</td>
<td>$2,070</td>
<td>$531</td>
<td>$4,024</td>
<td>$240</td>
</tr>
<tr>
<td>Three months</td>
<td>Music, CD, Tape or Video Store</td>
<td>$300</td>
<td>$1,636</td>
<td>$50</td>
<td>$89</td>
<td>$2,070</td>
<td>$531</td>
<td>$4,024</td>
<td>$240</td>
</tr>
<tr>
<td>Three months</td>
<td>T.V., Stereo or Electronics Store</td>
<td>$300</td>
<td>$1,636</td>
<td>$50</td>
<td>$89</td>
<td>$2,070</td>
<td>$531</td>
<td>$4,024</td>
<td>$240</td>
</tr>
<tr>
<td>TOTAL DSTM</td>
<td>$24,725</td>
<td>$28,094</td>
<td>$26,359</td>
<td>$74,225</td>
<td>$463,403</td>
<td>$60,367</td>
<td>$29,772</td>
<td>$60,882</td>
<td>$304,363</td>
</tr>
</tbody>
</table>

**Source:** John Winter Associates Limited

Pembroke Wal-Mart share 38.9% and all Wal-Mart share 64.9%.
Appendix II: Location of Amendment (Key Map)
KEY MAP
TOWNSHIP OF LAURENTIAN VALLEY
(Geographic Township of Pembroke)

Location of Amendment
Appendix III - Preliminary Site Plan Sketch
# Site Data

1. **Total Site Area**  
   4.224 Hectares (10.438 Acres)  
   - Lands to be Severed (South): 0.640 Hectares (1.580 Acres)  
   - Lands to be Severed (North): 0.407 Hectares (1.006 Acres)  
   - Remaining Lands: 3.177 Hectares (7.852 Acres)

2. **Proposed Gross Area**  
   8508.68 sqm

   A. Retail Area = 5492.28 sqm
   B. Warehouse Area = 1271.10 sqm
   C. Service Centre Area = 871.41 sqm
   D. Office Area = 43.85 sqm
   E. Indoor Garden Centre Area = 554.94 sqm

3. **Proposed Gross Leasable Area**  
   8235.38 sqm  
   (Proposed GFA less Item F)

4. **Parking Required by Municipality**

<table>
<thead>
<tr>
<th>Description</th>
<th>Area (sqm)</th>
<th>Ratio</th>
<th>Required Parking</th>
</tr>
</thead>
<tbody>
<tr>
<td>I. Retail Area</td>
<td>5492.28</td>
<td>1/18.58</td>
<td>295.6</td>
</tr>
<tr>
<td>B. Warehouse Area</td>
<td>1271.10</td>
<td>1/18.58</td>
<td>66.4</td>
</tr>
<tr>
<td>C. Service Centre Area</td>
<td>871.41</td>
<td>1/18.58</td>
<td>46.9</td>
</tr>
<tr>
<td>D. Office Area</td>
<td>43.85</td>
<td>1/18.58</td>
<td>2.4</td>
</tr>
<tr>
<td>E. Garden Centre Area</td>
<td>554.94</td>
<td>1/18.58</td>
<td>29.9</td>
</tr>
<tr>
<td>F. Entrance Vestibule, Exit Vestibule, Service Vestibule, Storage Room, Parts Pass Thru, Tool Room, Compressor Room, Stair No.1, Stair No.2, Stair No.3, Sprinkler Room, Electrical Room Washrooms &amp; Corridors</td>
<td>273.30</td>
<td>N/A</td>
<td></td>
</tr>
<tr>
<td>II. Gas Bar/Car Wash</td>
<td>292.0</td>
<td>1/18.58</td>
<td>15.7</td>
</tr>
</tbody>
</table>

**Total**: 459

5. **Parking Provided**

<table>
<thead>
<tr>
<th>Description</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>I. Control Store</td>
<td>429</td>
</tr>
<tr>
<td>6 Physically Disabled</td>
<td></td>
</tr>
<tr>
<td>2 Loading Dock/ Bays</td>
<td></td>
</tr>
<tr>
<td>II. Future Gas Bar and Car Wash</td>
<td>15</td>
</tr>
<tr>
<td>1 Physically Disabled</td>
<td></td>
</tr>
</tbody>
</table>

**Total**: 444
Appendix IV - Proposed Zoning By-law Amendment
THE CORPORATION OF THE
TOWNSHIP OF LAURENTIAN VALLEY

BY-LAW NUMBER 03-07-177

A By-law to amend By-law Number 635-02-91, as amended, of the (former) Township of Pembroke.

PURSUANT TO SECTIONS 22 and 34 OF THE PLANNING ACT, R.S.O. 1990, c.P. 13, THE TOWNSHIP OF LAURENTIAN VALLEY HEREBY ENACTS AS FOLLOWS:

1. THAT By-law Number 635-02-91, as amended, of the (former) Township of Pembroke is hereby further amended as follows:

   By amending subsection 8.4.1.2 h) to delete the number “3,252” under Phase 2B bullet, following the heading the expansion of the phase 2A retail store, and beside the word maximum, and replacing it with the number “3,591”.

2. THAT save as aforesaid all other provisions of By-law Number 635-02-91, as amended, of the (former) Township of Pembroke, shall be complied with.

3. This by-law shall come into force and take effect on the day of final passing thereof.

This By-law given its FIRST And SECOND reading this 8th day of July 2003.

This By-law read a THIRD time and finally passed this 8th day of July 2003.

REEVE

CLERK

CORPORATE
SEAL OF
MUNICIPALITY