

July 20, 2026

Our File: MP.NL

John Federici, MCIP, RPP
Senior Planner
Town of Niagara-on-the-Lake
1593 Four Mile Creek Road
PO Box 100, Virgil ON L0S 1T0

Dear Mr. Federici:

**Re: 1339 Lakeshore Road
Niagara-on-the-Lake, ON
Official Plan Amendment (OPA-03-2026); and
Zoning By-law Amendment (ZBA-06-2026)**

On behalf of MPI Group and 11999911 Ontario Inc., we are pleased to provide the Town with our re-submission to amend the Town of Niagara-on-the-Lake Official Plan and Zoning By-law 500A-74 to permit the expansion of on-farm diversified uses associated with the estate winery (Strewn Winery) located at the property municipally addressed as 1339 Lakeshore Road in Niagara-on-the-Lake (the "subject site"). The Town's associated file numbers for the two applications are **OPA-03-2026** and **ZBA-06-2026**.

Since the time of our initial submission on May 22, 2026, we have achieved many milestones on these applications, including the following:

- Receipt of confirmation from the Town that the applications were deemed complete on June 10, 2026;
- Circulation of the applications to Town Departments and public agencies;
- Attendance at a virtual Open House on June 29th, 2026;
- Receipt of comments from Town Departments and external agencies (with the exception of Public Works) on July 3rd, 2026;
- Attendance at a Statutory Public Meeting on July 7th, 2026;
- Attendance at a meeting with Town Staff to discuss comments received on July 8th, 2026;
- Receipt of comments from the Town's Public Works Department on July 10th, 2026; and
- Attendance at a virtual meeting of the Town's Urban Design Review Panel on July 14th, 2026.

We want to thank the Town, external agencies, members of the public, Town Council, and the members of the Town's Urban Design Review Panel for taking the time to review our applications and to provide their comments, questions, thoughts and ideas. We have revised many components of the proposed development in response to comments received from all individuals. The following provides a summary of key changes to the proposed development:

- **Additional agricultural areas are being introduced**, including chef's gardens along the Lakeshore Road frontage and on the rooftop of the proposed farm-stay building.

Additional agricultural and landscaped areas are also proposed on the land that is now an existing laneway that is proposed to be removed.

- **The agricultural and heritage experience has been significantly expanded** through a proposed Niagara Heritage and Wine Education Centre, which will be a permanent instalment and space in the winery. This component of the proposed development would include indoor and outdoor educational programming, agricultural displays, interpretive signage, historic artifacts, archival imagery and information about the site's cannery history, grape growing and winemaking.
- **A defined outdoor walking route is being introduced**, as a component of the Niagara Heritage and Wine Education Centre, to guide visitors through the property while including displays and/or interpretative signage described above. It is intended that the walking route be designed to prevent trespassing, soil compaction and conflicts with active agricultural operations.
- **The visitor experience would be more directly connected to winery operations.** Proposed programming includes opportunities to participate in or observe harvesting, grape sorting, fermentation, cellar activities and harvest-table dining using produce from the chef's gardens.
- **The accommodation component is now being characterized as a "Countryside Farm-Stay Hotel"** rather than a conventional hotel. A new zoning definition is proposed to limit the use to a maximum of 58 rooms and require experiences and curated displays and education, associated with an existing estate winery on full municipal services established prior to the implementation of the Greenbelt Plan. This definition highlights that the accommodation component of the property is fundamentally secondary to the primary agricultural function and purpose of the property, and is not something that can be applied to other agricultural properties in Town.
- **The spa component of the proposed Countryside Farm-Stay Hotel has been removed** based on feedback received from Town staff and the public.
- **Site circulation has been revised** to provide both pedestrian and vehicle connections through the parking lot and around the property, maintaining access for wine production and agricultural equipment.
- **The parking area has been redesigned** to incorporate additional landscaping in response to the Urban Design Review Panel comments.
- **Additional zoning controls are proposed** to ensure the farm-stay remains within the former cannery footprint. These controls include a maximum gross floor area, building height, setbacks and balcony encroachment provisions. A maximum gross floor area would also limit the overall extent of the on-farm diversified uses.
- **The Natural Environment System mapping has been added to the Official Plan Amendment and Zoning By-law Amendment schedules**, including the applicable Conservation designation and restrictive environmental zoning.
- **The supporting policy analysis has been expanded**, including updates to address the Town's Estate Winery policies and additional analysis of the proposal as an on-farm diversified and agri-tourism use.

In support of our re-submission, we are providing the following documents to the Town for their continued review of the applications:

- Comment / Response Matrix;
 - Niagara Heritage & Wine Education Centre description (attached as Appendix A to Comment / Response Matrix);

- On-farm Diversified Use (OFDU) Calculations (attached as Appendix B to Comment / Response Matrix);
- Updated Policy Conformity Matrix (attached as Appendix C to Comment / Response Matrix);
- Updated Concept Site Plan;
- Updated Renderings;
- Updated Draft Official Plan Amendment;
- Updated Draft Zoning By-law Amendment;
- Updated Functional Servicing & Stormwater Management Brief; and
- Parcel Register and Property Index Map: PIN 46410-0031 (916 Line 1 Road).

We look forward to continuing working with the Town on this proposed development and associated applications.

Yours very truly,

SGL PLANNING & DESIGN INC.



David Riley, MCIP, RPP
Principal

cc. Adam Jacobson, MPI Group
Russell Jacobson, MPI Group
Severina Lutaj, MPI Group
Mary Feehely, SGL Planning & Design Inc.