

Project: **New Greenhouse and Retail
HC Gardens
4836 Egremont Drive, Strathroy, ON
N7G 3H3**

Date: **July 31, 2022**

Re: **Zoning Amendment**

Attention: **Zoning Committee**

Project Justification Statement

HC Gardens, a new Greenhouse and Retail Centre, is to be constructed at 4836 Egremont Drive, Strathroy, ON. This new construction will complement the existing long standing business at the same address, Horta-Craft Limited, established in 1973. Horta-Craft supplies tags and labels to the Canadian horticultural industry.

HC Gardens, PROJECT JUSTIFICATION

Statistics indicate large numbers of new people have recently taken up gardening. It is estimated that 75% of those new people will continue gardening into the future. Men under 35 show the greatest increase in participation. A study showed 8 out of 10 young people think gardening is “cool” – and more than half would rather go to a garden centre than a night club. Although these new gardeners do not spend as much as seasoned gardeners, they are “buying beginner tools, seeds, and fundamentals” Many gardeners are now searching for organic, natural, sustainable products from eco-friendly sources.

Biophilic design (note 1) is a common trend in homes and workplaces as many are finding serenity and enjoyment being surrounded by plants and a more natural environment. (*Source: 2022 Garden Trends Report provided by Garden Media Group*)

HC Gardens is not only seeking to tap into these trends by becoming a retail garden centre and wholesale grower of various horticultural crops, but more importantly, we want to provide high quality products, education, and support that will enable all within our reach to find success and enjoyment in gardening.

WHAT HC Gardens WILL GROW:

Initially, much of what HC Gardens will grow will be annuals, bedding plants and perennials. Most of the other retail offerings will be sourced from other vendors.

HC Gardens RETAIL OFFERINGS:

Annuals, bedding plants, perennials, herbs, fruits & vegetables, tropical house plants, succulents, gardening tools, soils, fertilizers, various pots & containers, other gardening accessories, workshops, education sessions, kids camps.

Note 1: Biophilic design is a green architectural and design strategy that brings the natural world indoors, creating a more peaceful and productive environment for people to live and work in.