



Tasting Room and Restaurant Proposal

Zoning By-Law
Amendment
Application



Presentation Agenda

Grey & Gold Cider

Our Property

The Business Challenge/Opportunity

The Proposal

The Joint Venture

The Impact

The Ask

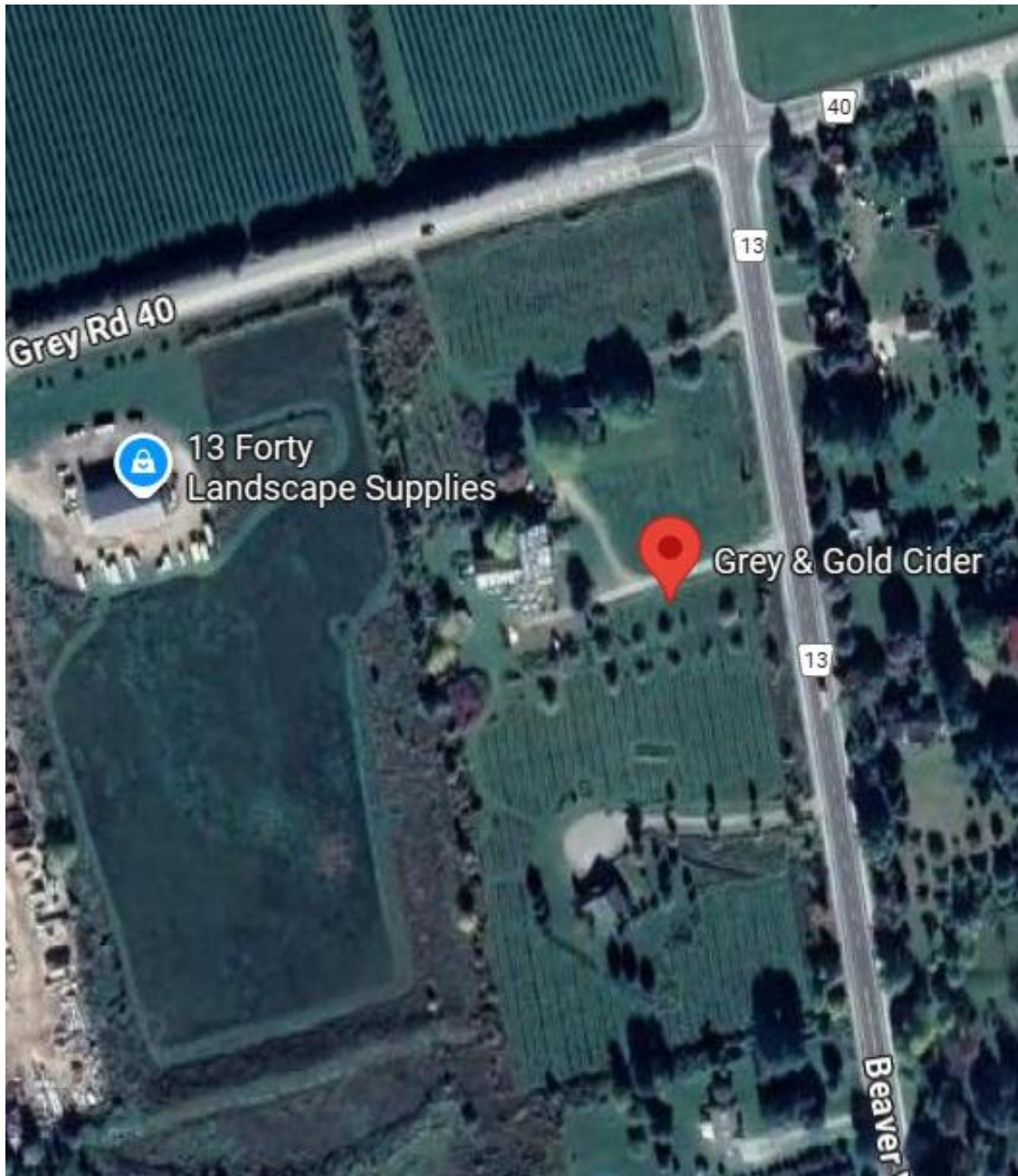
The Rationale

Thank you and Questions



Grey & Gold Cider

- Makers of award-winning, dry, artisanal cider at 788171 Grey Road 13, Town of the Blue Mountains
- Produce approximately 12,000 litres of cider annually with all pressing, fermentation, blending, ageing and bottling done on-site in a barn that dates to the 19th century
- Orchard planted in 2020 with 1,700 trees including classic heirloom varieties like Snow, Wealthy, Tolman Sweet, Ida Red, Spy and Russet, plus crabs and English and French cider varieties
- All cider made with local fruit from our own orchard and local growers
- Bottle shop and tastings conducted outdoors in rustic, orchard-side setting
- Limited licensee sales in select bars, restaurants and bottle shops
- Member of the Apple Pie Trail, Clarksburg Village Association and a certified Feast-ON producer with the Culinary Tourism Alliance
- Participant in Blue Mountain Cider Festival, Kimber Valley Farmers Market, Peak-to-Shore Music Festival and Open Fields



Our Property

- Nine acres (made up of two 4.5 acre lots) at the southwest corner of Grey Road 13 and Grey Road 40
- The southern lot has our farmhouse residence and garage
- The northern lot has the production barn and an old farmhouse dating to 1859
- The orchard is six-acres in total area, covering most of the available land over both lots, made up of the 1,700 semi-dwarfs planted in 2020 and two rows of 80-year-old trees

Grey & Gold Cider



Tasting Area



Grey & Gold Cider



The Orchard



Grey & Gold Cider



The Orchard



Grey & Gold Cider

Grey & Gold Cider

788171, Grey County Rd 13, Clarksburg, ON N0H 1J0, Canada

[Write a review](#)

4.9 ★★★★★ 82 reviews ⓘ

[All](#) [owner 9](#) [flight 6](#) [area 5](#) [beer 3](#) [+6](#)

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Shilpa Singh

Local Guide · 31 reviews · 57 photos



★★★★★ 3 months ago

Beautiful barn style cider tasting. Loved the rustic charm and authenticity. Great price and tasteful ciders.



The Business Challenge/Opportunity

- No indoor space means we are very weather and season dependent
- It also means we have very limited food service (chips & other snack items)
- While the business is profitable, both of these factors make it very difficult for us to expand our business and attract more visitors – tourists and locals alike
- The opportunity is the old farmhouse on the property, currently vacant, would make an ideal tasting room and restaurant

The Farmhouse (exterior)



The Farmhouse (exterior)



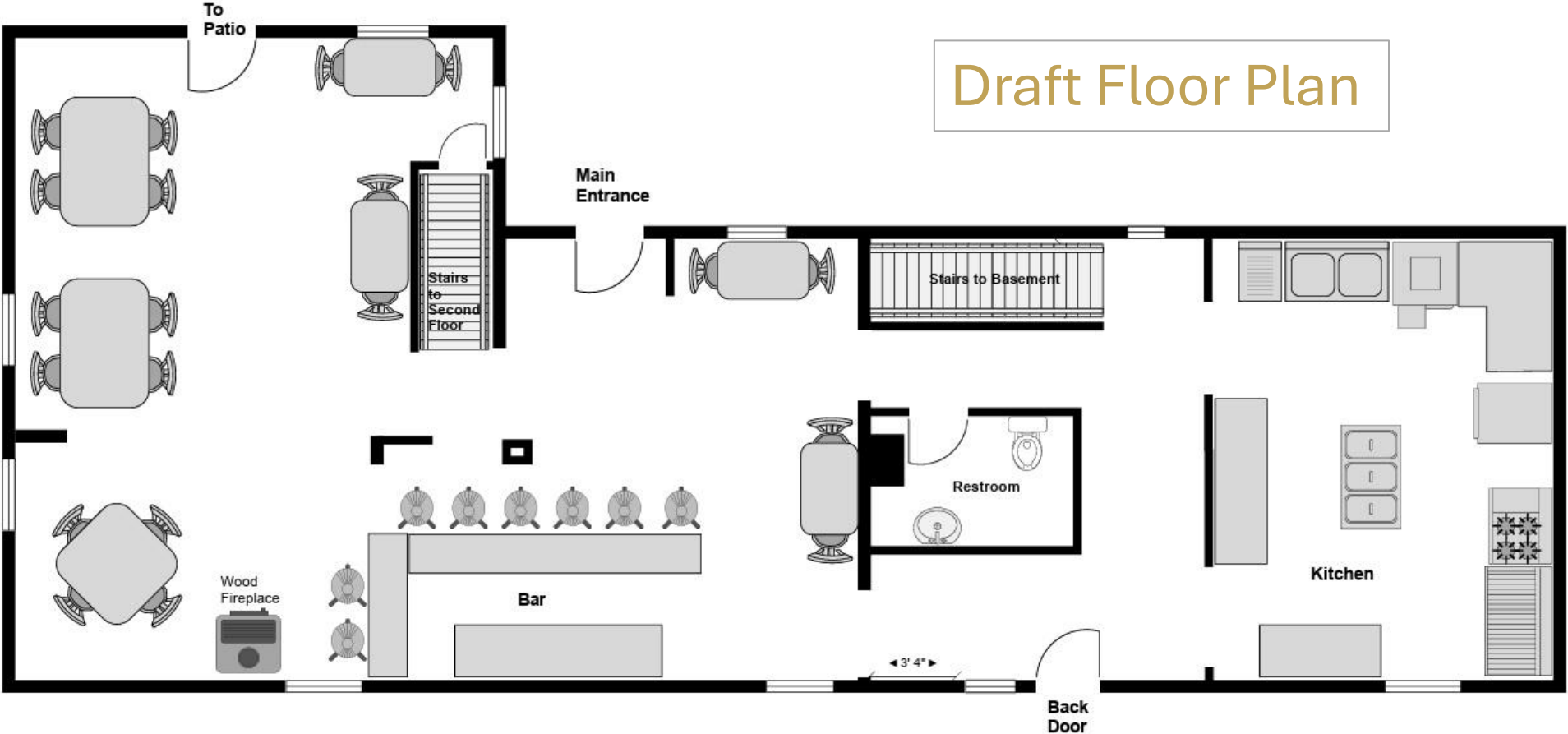
The Farmhouse (interior)



The Proposal

- Renovate the historic farmhouse into a tasting room and restaurant, maintaining many of the heritage features of the building while updating electrical, plumbing and HVAC systems
- Farm-to-table cuisine featuring local produce including our own garden
- Licensed as a Tied-House by the LLBO to feature Grey & Gold Cider and other local beverages
- 28 seats, including tasting bar on the main floor
- Upstairs reserved for office, employees and storage

The Proposal



Draft Floor Plan

Draft Site Plan



Joint Venture

- The restaurant & tasting room will be a joint venture with Tyler Wilson, the co-founder and operator of Heart's Taven in Kimberley
- Tyler took a shuttered restaurant and the attached farmhouse and renovated it into an acclaimed farm-to-table culinary destination
- Rated one of the top 10 new restaurants in Canada by EnRoute Magazine in 2022
- It features superior local ingredients simply prepared and served in a relaxed, authentic small-town tavern
- Heart's has quickly become a favourite with locals and visitors alike

Heart's Renovations



Dining Room - Before



Dining Room - After

Heart's Renovations



Bar - Before



Bar - After

Heart's Renovations



Cellar - Before



Cellar - After

Heart's Renovations



Patio - Before



Patio - After

Heart's Renovations



Garden - Before



Garden - After

The Impact

- Employment and positive economic impact during renovation phase
- Anticipated doubling in cider production from 12,000 litres annually to 25,000, resulting increase in apple purchases
- Expected increase in full-time equivalent employment from 2+ people to 10+ people, plus local spin-off employment and economic activity for local suppliers
- New destination for Blue Mountains tourism industry and improvement to resiliency of local cider/ wine trail attracting tourism to the area

The Ask

- We are seeking a Zoning By-Law Amendment to change the current Rural (RU) zoning (for the north lot only) to Rural with special provisions (RU-nn) to recognize and permit the existing use as a cidery plus the proposed additional use as a restaurant

The Rationale

- We believe the application is consistent with the policies of the Provincial Planning Statement (2024) and conforms with the intents and policies of the Grey County Official Plan and the Town of the Blue Mountains Official Plan
- No new building (or increased demand on Town water or sewage) just additional on-farm diversified uses not specifically allowed by the current Rural designation but within PPS, County Plan and Official Plan
- Property abuts Rural Employment Lands and is located at the corner of Grey Roads 13 and 40, both highlighted as key corridors and connectors in the TBM Official Plan
- The proposal fits perfectly with the new TBM Tourism Strategy and the Goals and Strategies of the new Official Plan which highlighted the following categories:

The Rationale (cont')

- The proposal fits perfectly with the new TBM Tourism Strategy and the Goals and Strategies of the new TBM Official Plan which highlighted the following categories:
- Rural and Open Space Character (no new building, proposal ensures the viability and continued presence and increased exposure of the barn, farmhouse and orchard)
- Agriculture (diversified on-farm, supports local apple and cider industries)
- Economic Development (increased employment, contractors, suppliers)
- Tourism and Recreation (exciting new culinary tourism destination)
- Cultural Heritage (preservation of barn and farmhouse dating to 19th century, Major Perkins Apple Producers)

Thank you!

Questions?