

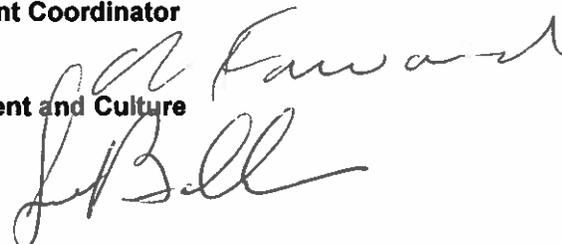
TO: Mayor J. Lehman and Members of Council

FROM: E. Hodgins, MCIP, RPP, Growth Management Coordinator

NOTED: R. Forward, M.B.A., M.Sc., P.Eng.,
General Manager Infrastructure, Development and Culture
J. M. Babulic, Chief Administrative Officer

RE: Growth Management Program Update

DATE: April 11, 2011



The purpose of this memorandum is to update members of Council on the City's growth management program. This includes the status of the growth management strategy, the preparation of land use and master servicing plans for the annexed area, and the associated inter-agency, stakeholder and community consultation program.

Growth Management Strategy

The process of preparing a long-term Growth Management Strategy (GMS) is well underway and scheduled to be finalized in late Q2 2011. Watson & Associates Economists Ltd. in association with Macaulay Shiomi Howson Ltd. and W. Scott Morgan and Associates Limited were retained in the spring of 2010 to prepare the GMS which will be used to guide population and employment growth throughout the City to the year 2031. The study will form a critical background document for Barrie as it moves forward with the future development of the downtown and existing built-up areas, the remaining designated greenfield areas as well as the annexed lands.

The study has been organized into six phases as follows:

- Phase 1: City-wide Population, Housing and Employment Forecast, 2006 to 2031;
- Phase 2: Residential and Commercial Intensification Strategy;
- Phase 3: Employment Lands Comprehensive Review;
- Phase 4: Allocation of City-wide Population, Housing and Employment Forecasts;
- Phase 5: Residential, Commercial and Institutional Land Needs Analysis;
- Phase 6: Residential, Commercial and Institutional Development Strategy.

Phase 1 of the study is complete and a background report entitled 'Population, Housing and Employment Forecast 2006-2031' has been issued. The second and third phases of the GMS are expected to be finalized later this month and the balance of the GMS completed in May 2011. Phases 4, 5 and 6 of the GMS which incorporate the land budget and development strategy will be combined in one document.

Public interest in the study process and the preparation of the City's growth management strategy has been encouraging. Open houses held in June and September 2010 were very well received with more than 70 individuals attending the first session and 140 in attendance at the second. The work program includes one additional open house which will be scheduled to coincide with the completion of the Phase 4, 5 and 6 report.

Watson & Associates representatives are scheduled to meet with Development Services Committee on April 12, 2011. The purpose of the meeting is to update Committee on their findings to date as they relate to the population, housing and employment forecast and accommodating the corresponding residential

and non-residential growth within the built boundary and greenfield areas, including the annexed lands, to 2031.

Secondary Plan Study and Infrastructure Master Plans

In November 2010, a contract for the preparation of master land use and servicing plans and related background studies for the annexed lands was awarded to a multi-disciplinary team led by Macaulay Shiomi Howson Ltd. (MSH).

The MSH team will oversee the preparation of a series of planning studies and infrastructure master plans under the Planning Act and Municipal Class Environmental Assessment process. The studies and plans will address intensification and greenfield opportunities within the boundary of 'Old Barrie' and the development of the annexed lands. Over the next 30 months, a secondary plan and implementation strategy, a financial impact analysis and infrastructure master plans for water, wastewater, drainage and transportation will be prepared.

The first public session regarding the secondary plan study was held on March 8, 2011 at the Southshore Community Centre. The objectives of the open house/workshop were: to introduce the study to the community; to engage community members, stakeholders and the development community; and, to create a vision for the annexed lands. Approximately 90 people attended and a significant amount of feedback was obtained. Participants included a mix of residents, property and business owners, members of Council and City staff.

Following an introductory overview presentation by representatives of the MSH team, the evening was highly interactive and generated engaging discussions. Attendees shared their views on four key themes including: creating great neighbourhoods; creating a variety of parks and open spaces; ensuring high quality housing; and, creating pedestrian friendly streets through group discussions and with easy-to-use 'quick preference' terminals.

Based on the findings of the vision workshop, as well as input received through an online questionnaire, the following vision statement was prepared for the annexed lands:

"The annexed lands will be a gateway to the City of Barrie, providing a range of housing and a mix of uses that allow residents to live, work and recreate in their community. Natural heritage features will be maintained and enhanced, and will form part of an interconnected open space network that connects to existing neighbourhoods and encourages active transportation."

Copies of the team's presentation, the online questionnaire and a summary of the vision workshop are posted on the 'Building Barrie' section of the City's website.

In order to ensure that the City's public sector partners are involved in the management of the secondary plan and infrastructure master plans project, a Technical Advisory Committee (TAC) was struck. The first TAC meeting was held on March 4, 2011 and attended by approximately 25 staff from a wide range of public agencies and all key disciplines on the consultant team. Representatives of the two major land owners, Metrus Developments and the East Moratorium Landowners Group, were also invited to sit on the committee.

Ministry, Agency, Stakeholder & Community Consultation

City staff has continued to meet with public agencies and stakeholder groups on an ongoing basis. This includes various Provincial ministries, the County of Simcoe and Town of Innisfil, conservation authorities, utilities and school boards and representatives of the development, construction and real estate industries. The purpose of these meetings is twofold: first, to provide updates regarding the growth management/master planning program and second, to discuss the agency's involvement in the process.

Of particular note are the following meetings that have taken place since we last updated Council.

- February 11, 2011: Meeting with City Finance and Corporate Asset Management Department staff and Watson & Associates Economists Ltd. re: Financial Policy Review and Fiscal Impact Assessment
- February 11, 2011: Meeting with City Departments including LTF, Operations, Library, Fire re: Integrating Growth Planning with Other City Master Plans
- February 25, 2011: Meeting with Building Industry and Land Development Association (BILD) – Simcoe Chapter re: Building a Complete Community: Barrie's Plans
- February 28, 2011: Meeting with Utility Coordination Committee including Bell, Enbridge, Rogers Cable, PowerStream and Innisfil Hydro re: Growth Management Update
- March 4, 2011: Meeting with Metrus Developments and East Moratorium Landowners Group re: Secondary Plan and Infrastructure Master Planning Process
- March 25, 2011: Meeting with Ministry of Municipal Affairs and Housing and Ministry of Infrastructure staff re: Growth Management Strategy – Findings to Date

On February 10, 2011 in conjunction with the launch of the City's new website, the 'Building Barrie: Framework for the Future' branding was introduced to the community. Building Barrie is the umbrella name for a collection of master planning and implementation projects designed to position the City for future success. The branding is not just about bricks and mortar, buildings and roads but about building a complete community, with attractive neighbourhoods, great places and green spaces, a vibrant downtown and culture, and a sustainable future.

Initially, Building Barrie will focus on the growth management strategy, secondary plan and infrastructure master planning initiatives but over time will incorporate information and links to other master plans. As future land use plans and strategies are completed, master plans for City services including transit, parks and recreation, fire, facilities, police, library and waste management will have to be amended to ensure they reflect the direction set out in the secondary plan.

A direct link to the Building Barrie section of the City's website is available via one of the carousel hot buttons on the www.barrie.ca homepage.