

# ZONING BY-LAW AMENDMENT

## 41 & 43 ESSA ROAD, 259 & 273 INNISFIL STREET

November 23, 2021

PRESENTATION BY:



**INNOVATIVE PLANNING SOLUTIONS**

PLANNERS • PROJECT MANAGERS • LAND DEVELOPMENT

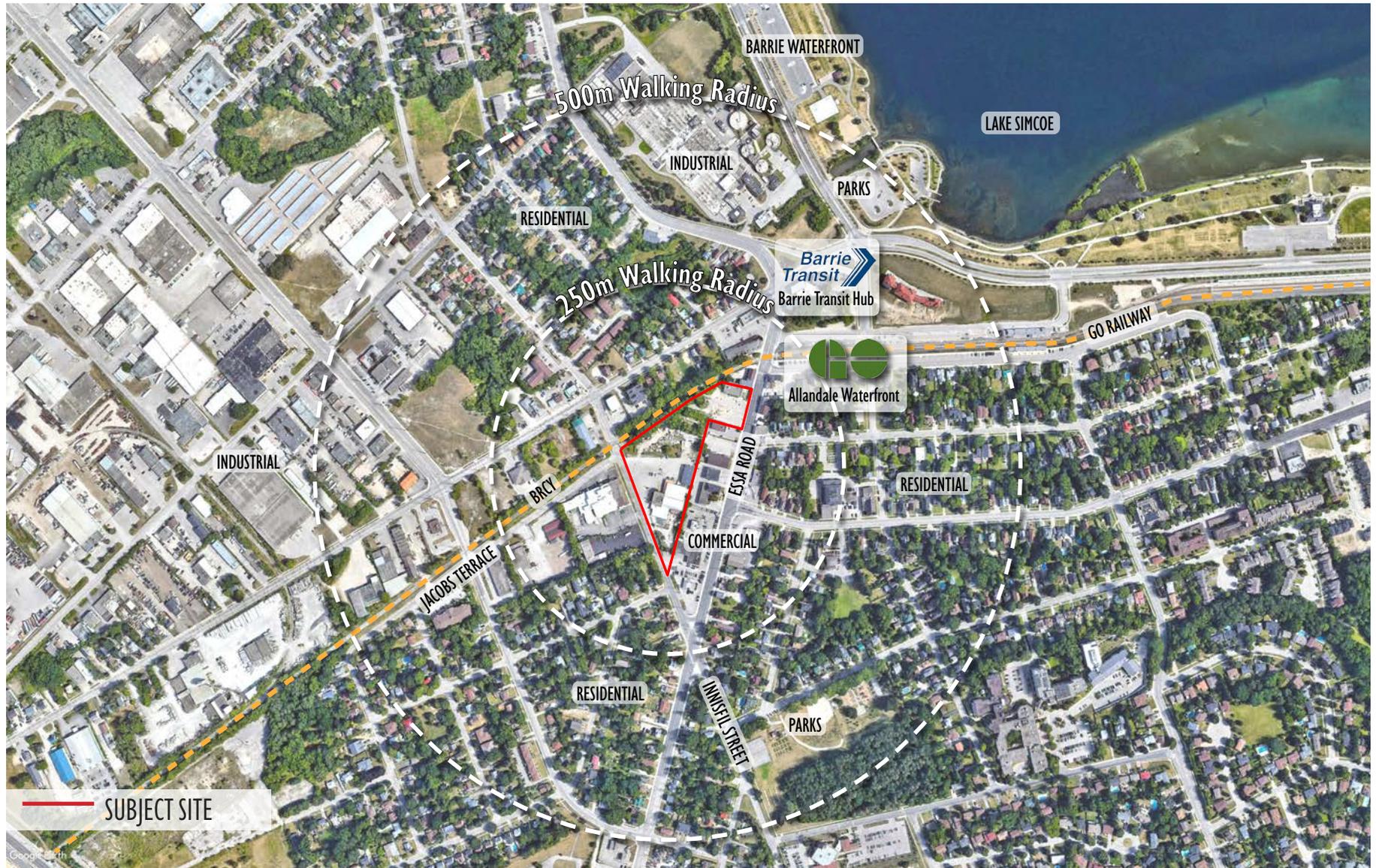
# SUBJECT SITE



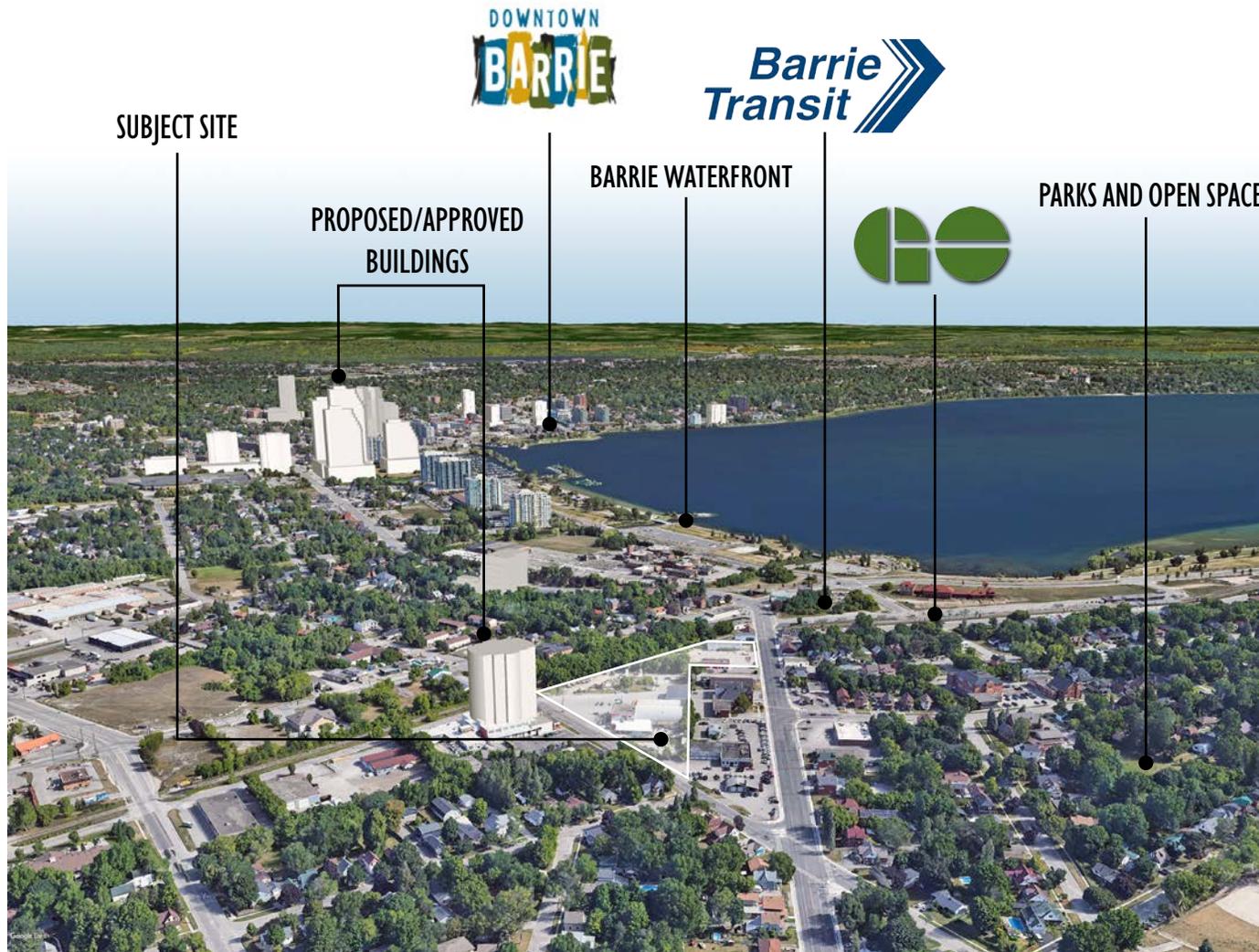
Address: 41 & 43 Esso Road, 259 & 273 Innisfil Street  
Frontage: Innisfil Street ~187.2m, Esso Road ~58.5m  
Site Area: ~17,861m<sup>2</sup> (1.7ha)

Existing Uses:  
Vacant Commercial/Industrial Buildings

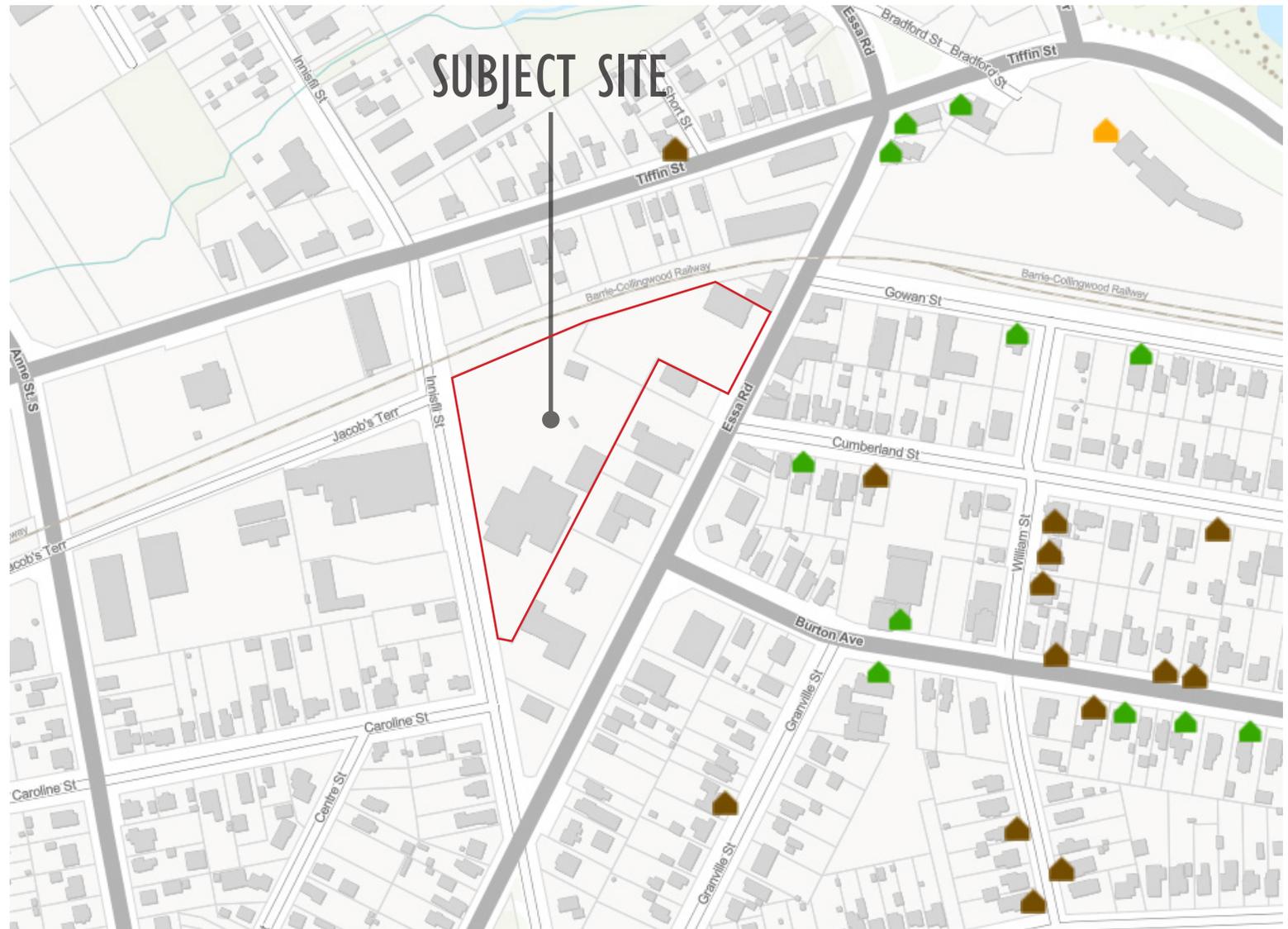
# AERIAL CONTEXT



# GREATER CONTEXT



# HERITAGE



## LEGEND

-  Designated
-  Listed
-  Other

# SITE PHOTOS

259 & 273 Innisfil Street



41 & 43 Essa Road

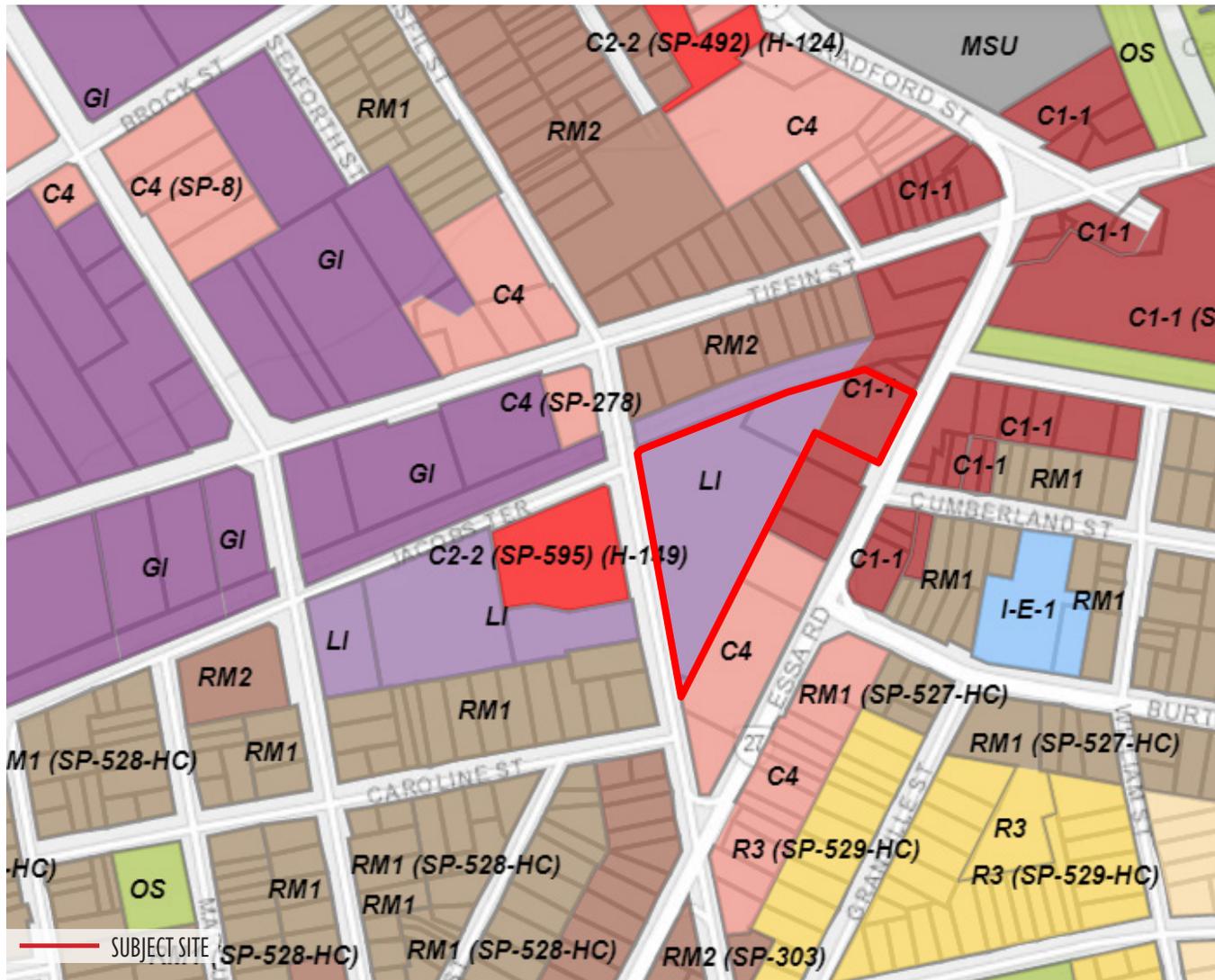


# OFFICIAL PLAN DESIGNATION



City of Barrie Official Plan - Schedule A

# ZONING BY-LAW



- Central Area Commercial (C1, C1-1, C1-2)
- Transition Centre Commercial (C2, C2-1, C2-2)
- Shopping Centre Commercial (C3)
- General Commercial (C4)
- Neighbourhood Residential (R5)
- Residential Apartment Dwelling First Density (RA1, RA1-1, RA1-2, RA1-3)
- Residential Apartment Dwelling Second Density (RA2, RA2-1, RA2-2)
- Residential Multiple Dwelling First Density (RM1, RM1-SS, RM1-WS)
- Residential Multiple Dwelling Second Density (RM2, RM2-TH, RM2-TH WS)
- RM3, Neighbourhood Multiple Residential
- Institutional (I)
- Educational Institutional (I-E, I-E-1)
- Major Institutional (I-M, I-M-1)
- Open Space (OS)
- Environmental Protection Area (EP)
- Agriculture (A)
- Business Park (BP)
- Highway Industrial (HI)
- Light Industrial (LI)

Current Zoning as per By-law 2009-141

# PROPOSED AMENDMENTS

## Zoning

**From** - Light Industrial & Central Area Commercial



**To** - Transition Centre Commercial (C2) with Special Provisions

# THE PROPOSAL - SITE PLAN



Site Plan

# RENDERING



# RENDERING



# STATISTICS

A total GFA of 94,472.3m<sup>2</sup> is proposed

GFA

A total of 1,276 units are proposed

UNITS

A combined indoor/outdoor total of 6,311.5m<sup>2</sup> of amenity space is proposed.

AMENITY

Commercial units proposed fronting Innisfil Street and Essa Road.

COMMERCIAL SPACE

A total of 1306 parking spaces

PARKING



# NEW TRANSIT CONNECTION (WOONERF)



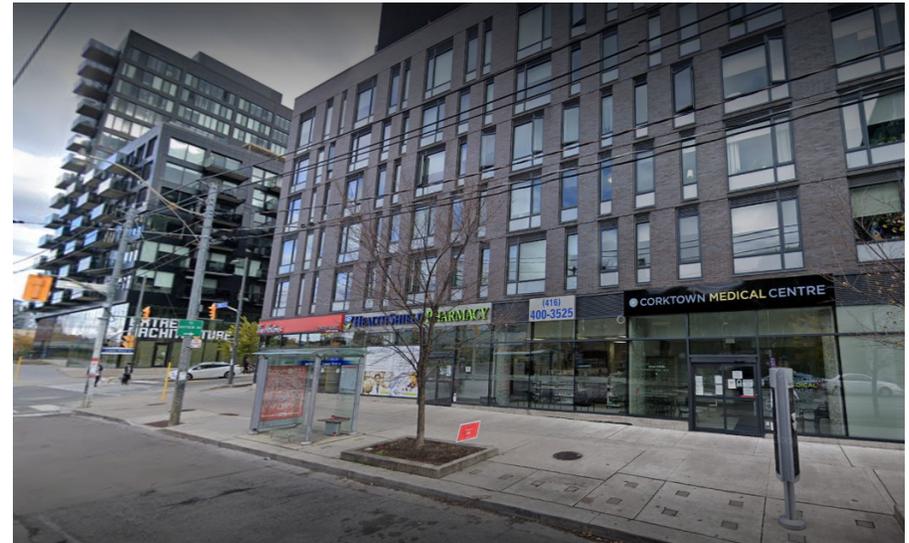
Rail Corridor

3m Tree Protection Zone

6.4 m Multi-Use Woonerf

3m Building Frontage / Sidewalk

# COMMERCIAL/RETAIL SPACE



# ENHANCING BARRIE'S SKYLINE



# COMMUNITY CONSULTATION

A Neighbourhood Meeting was held on July 6, 2021

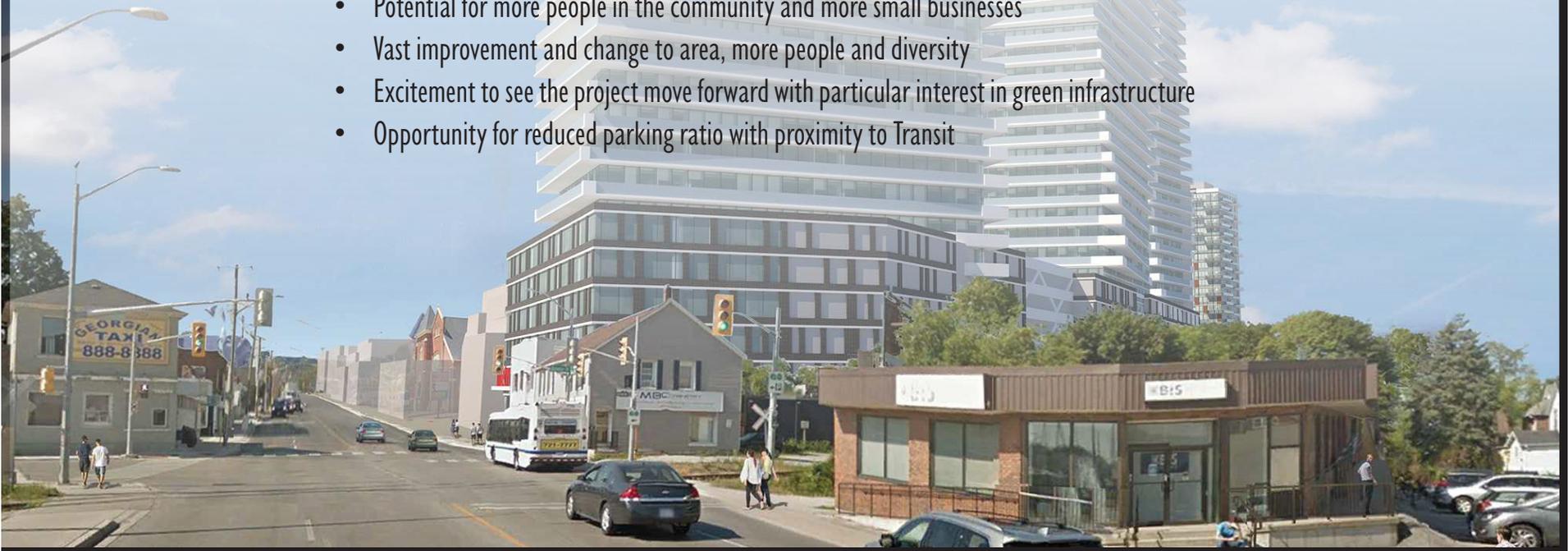
The application was presented to the public followed by a discussion period.

## Generalized Concerns Raised

- Traffic
- Construction Management
- Height

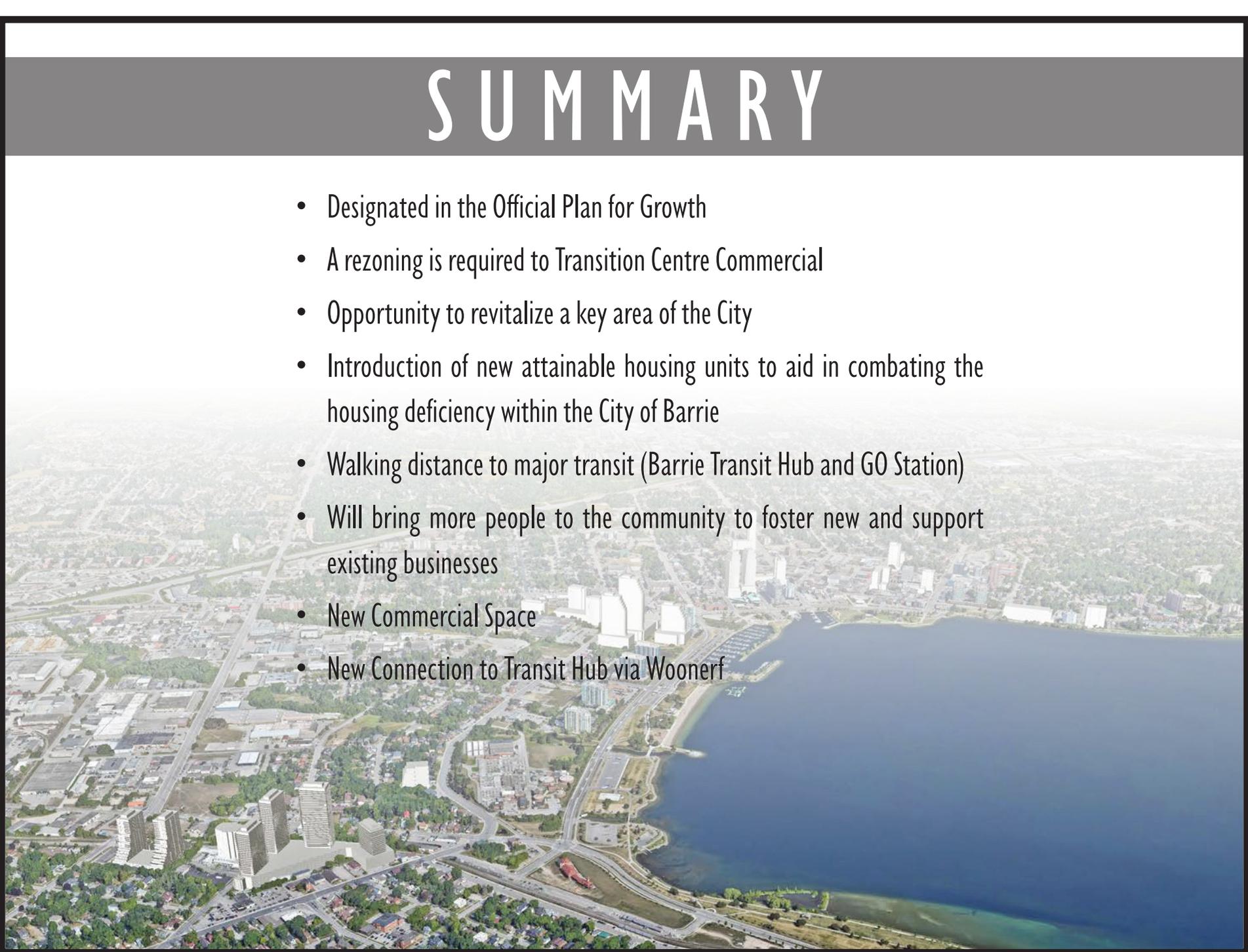
## Generalized Positive Feedback

- Potential for more people in the community and more small businesses
- Vast improvement and change to area, more people and diversity
- Excitement to see the project move forward with particular interest in green infrastructure
- Opportunity for reduced parking ratio with proximity to Transit



# SUMMARY

- Designated in the Official Plan for Growth
- A rezoning is required to Transition Centre Commercial
- Opportunity to revitalize a key area of the City
- Introduction of new attainable housing units to aid in combating the housing deficiency within the City of Barrie
- Walking distance to major transit (Barrie Transit Hub and GO Station)
- Will bring more people to the community to foster new and support existing businesses
- New Commercial Space
- New Connection to Transit Hub via Woonerf



# QUESTIONS & FEEDBACK

## THANK YOU

Questions and Comments Welcome

Email: [info@ipsconsultinginc.com](mailto:info@ipsconsultinginc.com)