


MHBC
 PLANNING
 URBAN DESIGN
 & LANDSCAPE
 ARCHITECTURE

Barrie Central

Public Meeting



HIP
 DEVELOPMENTS



MARTIN **SIMMONS**
 ARCHITECTS

October 7, 2019

HIP Developments – Overview

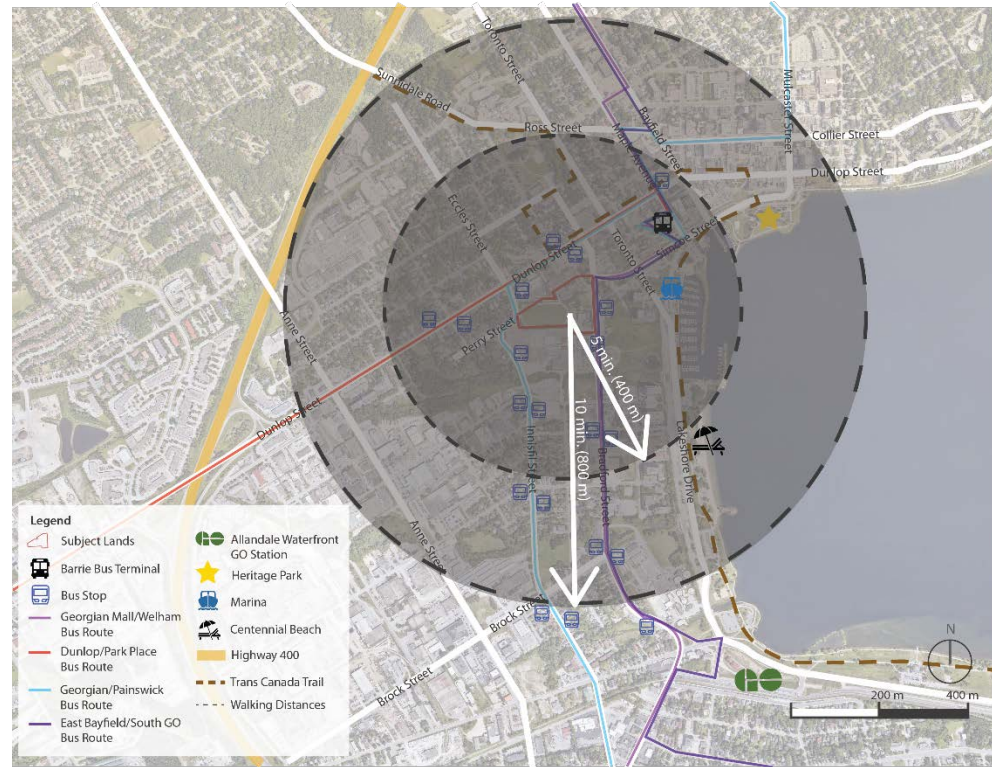
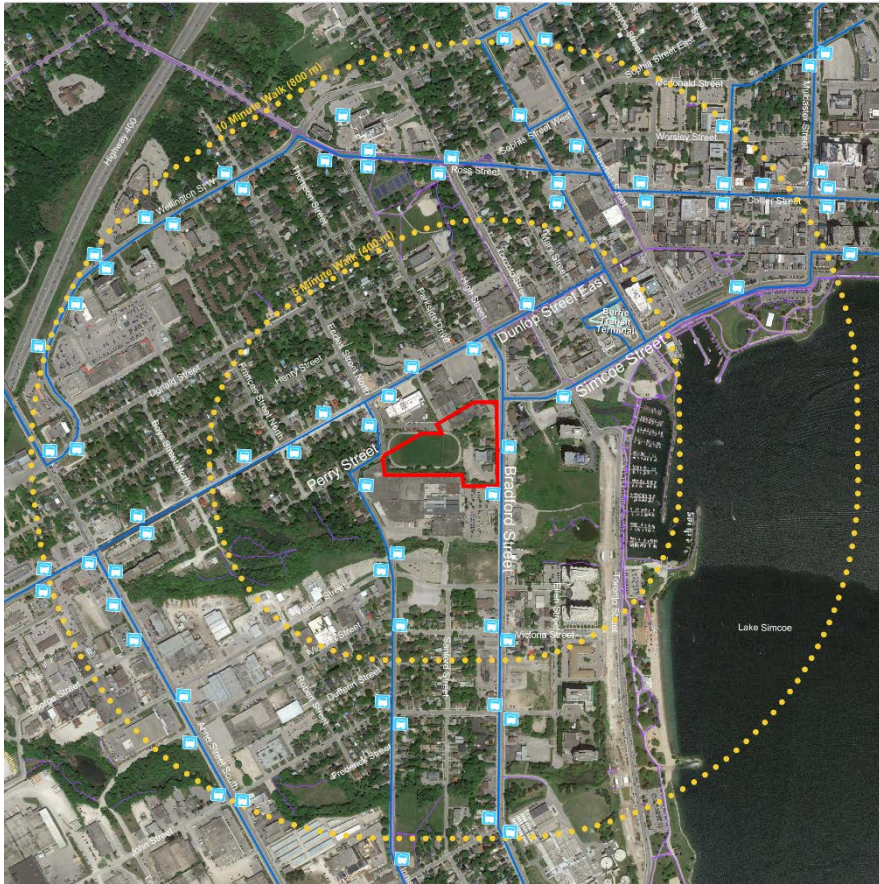


- Waterloo real estate developer, partnered with Melloul-Blamey
- Focus on multi-residential, mixed use developments
- 3,000 rental and condo residential units, 380,000 sf+ commercial
- Total build out value of properties over \$1 Billion
- Barrie, Cambridge, Guelph, Kitchener, Waterloo
- Strong demand for downtown multi-res – both rental and condo
- Community building, placemaking, vibrant communities



Site Context

Transit and Pedestrian Movement



Site Context – Land Use



★ Heritage Park



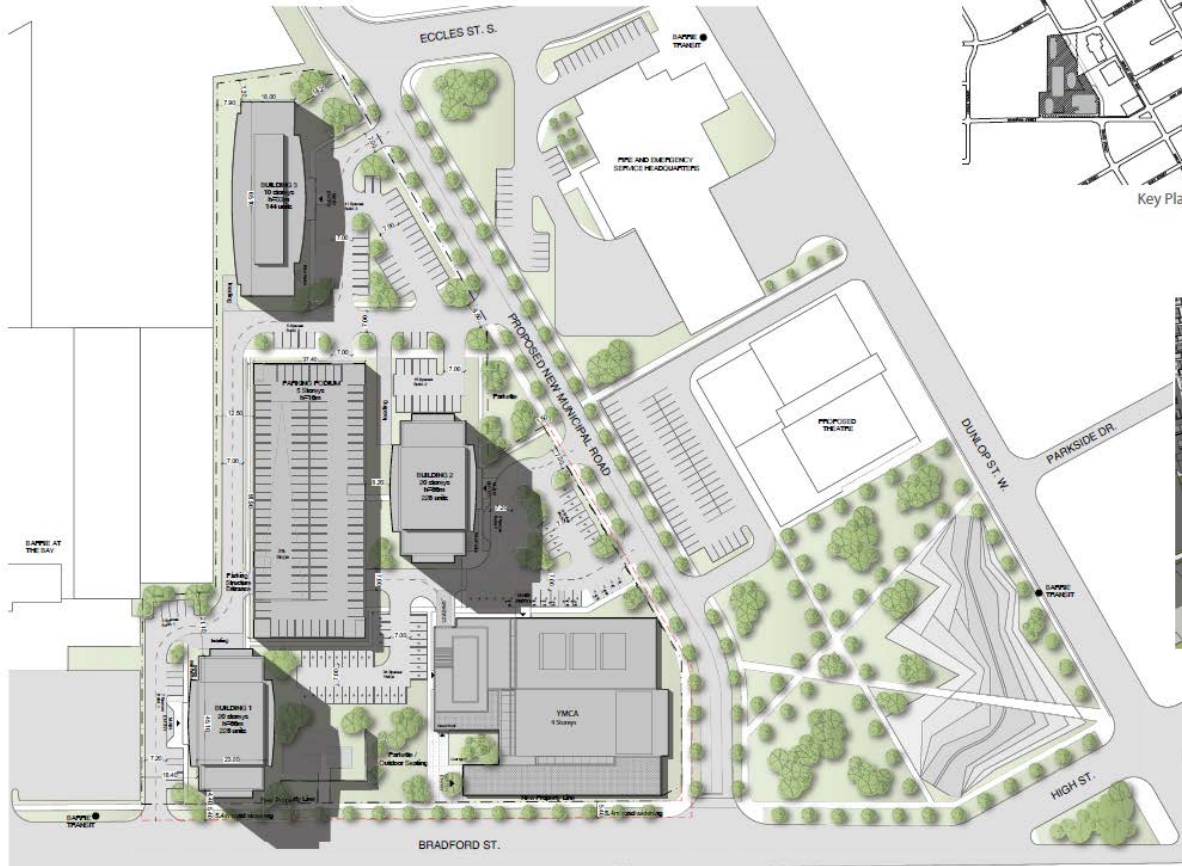
🚢 The Marina



☂️ Centennial Beach



Proposed Development



Bradford Street



Downtown Skyline

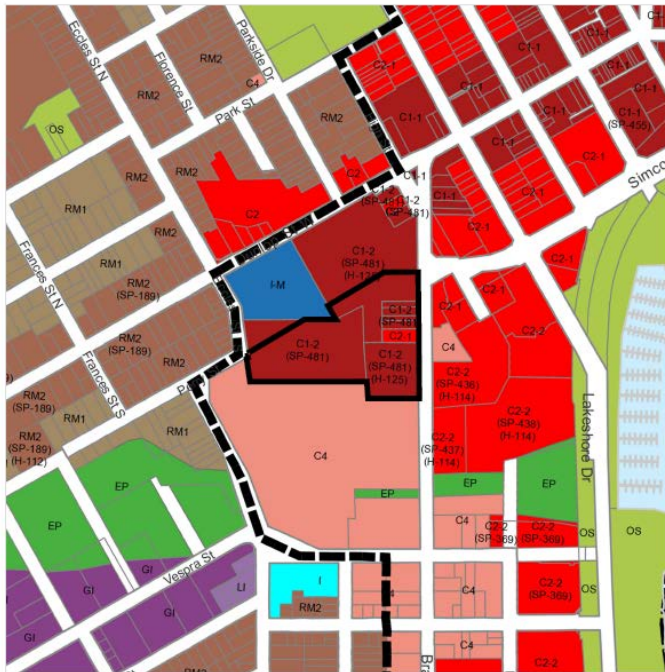


Bradford Street and Dunlop Street West



Planning Framework

- Located within the *Urban Growth Centre* (Downtown Barrie) and designated *City Centre*
- Planned for highest growth
- Intensification encouraged
- Zoned C1-2 and C2-1
- Residential (apartment building) and Community Uses (YMCA) are permitted in Official Plan and Zoning By-law

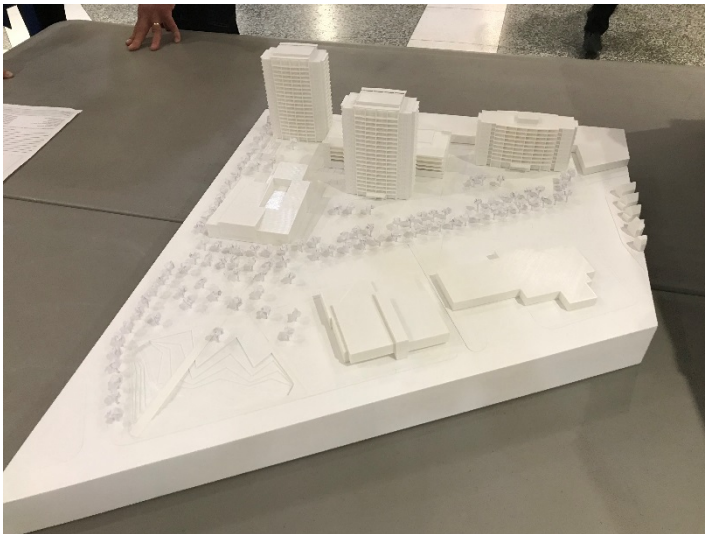


Zoning By-law Amendment

- Rezone 50 Bradford Street from C2-1 to C1-2, the same zone as remainder of lands
- Permit additional height for buildings closest to Bradford Street
- Permit residential only buildings – YMCA is a separate building
- Apartment buildings and community uses are permitted

Neighbourhood Open House

- Community use/park associated with former Prince of Wales Public School facade
- As much green space as possible
- Mix of uses
- Simcoe Street extension
- Rental and mixed-income units



Design



Conclusions

- The proposed development is consistent with the PPS and conforms to the Growth Plan.
- The proposed development conforms to the City of Barrie Official Plan.
- Apartment buildings and Community uses are permitted in the Zoning By-law.
- The proposed development is consistent with the Neighbourhood Strategy
- The development has been designed to address and improve the pedestrian realm along Bradford Street.
- The development includes the retention of the Prince of Wales Public School façade
- The development represents a significant positive reimagining of a key downtown location



THANK-YOU

